

# The Woodlands®

## THE WOODLANDS, TEXAS DEMOGRAPHICS

**JANUARY 1, 2018**

*Howard Hughes®*

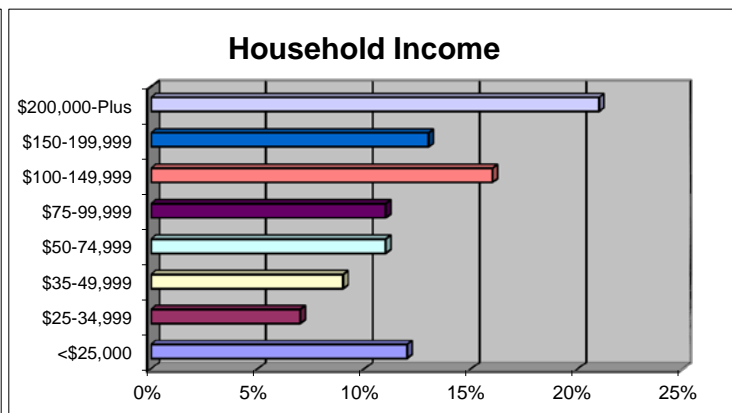
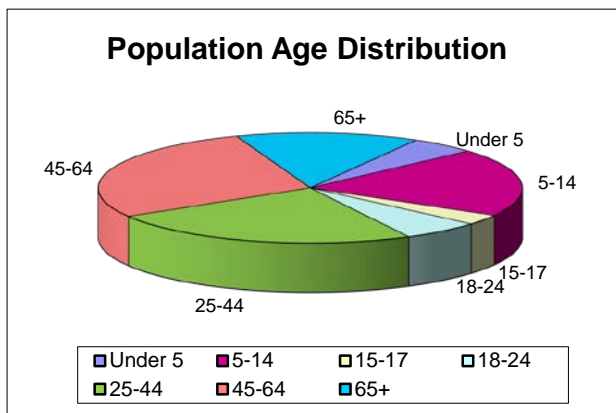
The Howard Hughes Corporation  
Two Hughes Landing  
1790 Hughes Landing Blvd., Suite 600  
The Woodlands, Texas 77380

The Woodlands is a 28,000-acre award winning master planned community located 27 miles north of downtown Houston.

# THE WOODLANDS DEMOGRAPHICS

<b>1. POPULATION</b>		
	<b>Total</b>	<b>116,278</b>
	Persons Per Household	2.72
	Occupied Dwellings	42,752
	Median Age	39.5
<b>2. ADULT AGES</b>		
	<b>Total Adults</b>	<b>83,728</b>
	18 – 24	9%
	25 – 34	15%
	35 – 44	19%
	45 – 54	22%
	55 – 64	16%
	65 - 74	12%
	75-Plus	7%
<b>3. CHILDREN</b>		
	<b>Households with Children</b>	<b>38.8%</b>
	<b>Total Children</b>	<b>32,550</b>
	Under 5	19%
	5 – 8	30%
	9 – 14	38%
	15 – 17	13%
<b>4. HOUSEHOLD PERSONS</b>		
	<b>Average</b>	<b>2.72</b>
	1	23%
	2	33%
	3	13%
	4-Plus	31%
<b>5. HOUSEHOLD INCOME</b>		
	<b>Median</b>	<b>\$97,280</b>
	Under \$25,000	12%
	\$25 - \$34,999	7%
	\$35 - \$49,999	9%
	\$50 - \$74,999	11%
	\$75 - \$99,999	11%
	\$100 - \$149,999	16%
	\$150 - \$199,999	13%
	\$200,000-Plus	21%

Sources: Interfaith, US Census Bureau and The Woodlands Development Company



## THE WOODLANDS BUYER PROFILE FOR NEW HOME PURCHASERS

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Median Sales Price	\$343,900	\$353,775	\$348,900	\$360,158	\$327,604	\$353,405	\$413,482	\$565,000	\$562,000	\$557,349	\$530,000
Median Unit Size	2,750'	2,923'	3,068'	3,255'	3,127'	3,153'	3,074'	3,210'	3,397'	3,423'	3,276'
Median Adult Age	50	45	37	42	40	42	41	47	44	45	50
Median Household Income	\$135,000	\$170,000	\$150,000	\$150,000	\$145,000	\$147,000	\$155,000	\$150,000	\$180,000	\$180,000	\$220,000
Household Heads Who Live and Work in The Woodlands	36.1%	42.9%	35.9%	30.1%	28.2%	47.5%	38.4%	44.4%	61.2%	40.8%	16.8%
Spouses Employed	48.8%	48.6%	42.9%	41.9%	33.2%	27.6%	49.3%	51.1%	31.5%	43.2%	23.3%
Households with Adults Aged 55 +	27.6%	25.8%	13.7%	28.1%	24.1%	26.0%	28.7%	37.3%	24.6%	26.2%	40.0%
<b>Geographic Origin:</b>											
Local	25.7%	30.4%	39.1%	29.9%	23.6%	27.5%	28.9%	23.9%	18.1%	21.3%	25.1%
Other Houston Area	23.8%	24.0%	27.5%	31.3%	30.2%	35.4%	36.2%	34.8%	42.5%	51.0%	49.6%
Outside Area	50.5%	45.6%	33.3%	38.8%	46.2%	37.1%	34.8%	41.3%	39.5%	27.6%	25.3%

*Percentages may not add to 100.0% due to rounding.*

Source: The Woodlands Development Company

## The Woodlands Demographic and Income Profile Summary

	5-Mile			10-Mile			15-Mile			20-Mile		
	2010	2017	2022	2010	2017	2022	2010	2017	2022	2010	2017	2022
Population	121,133	150,115	172,964	395,006	511,136	579,593	839,598	1,069,690	1,202,273	1,473,881	1,797,469	1,998,190
Median Age	36	37	39	35	36	37	33	35	36	33	35	36
Average Household Size	2.66	2.66	2.66	2.83	2.81	2.81	2.85	2.84	2.84	2.94	2.91	2.91
Owner-Occupied Housing Units	32,297	39,927	45,920	102,055	133,120	151,094	197,298	253,833	285,943	341,355	420,800	469,256
Renter-Occupied Housing Units	13,279	16,443	19,011	37,596	48,467	54,945	96,948	123,129	137,985	160,180	196,338	217,921

	5-Mile			10-Mile			15-Mile			20-Mile		
	2010	2017	2022	2010	2017	2022	2010	2017	2022	2010	2017	2022
Median Household Income	\$72,752	\$89,249	\$90,858	\$74,160	\$84,239	\$85,237	\$63,948	\$70,937	\$71,574	\$61,273	\$67,409	\$67,968
Average Household Income	\$96,418	\$118,944	\$120,943	\$96,076	\$111,629	\$113,203	\$84,338	\$97,040	\$98,329	\$81,213	\$92,333	\$93,500
Household Income												
< \$15,000	7.8%	5.9%	5.8%	6.8%	5.8%	5.8%	8.4%	7.4%	7.3%	9.0%	8.0%	7.9%
\$15,000 - \$24,999	7.0%	4.0%	3.8%	7.0%	4.9%	4.7%	9.0%	7.4%	7.3%	9.2%	7.8%	7.8%
\$25,000 - \$34,999	6.3%	6.5%	6.5%	6.9%	7.1%	7.1%	9.2%	8.8%	8.8%	9.8%	9.1%	9.1%
\$35,000 - \$49,999	11.4%	9.9%	9.8%	11.6%	10.2%	10.0%	12.8%	11.4%	11.4%	13.2%	12.3%	12.2%
\$50,000 - \$74,999	19.3%	16.1%	15.8%	18.4%	16.9%	16.8%	18.5%	17.6%	17.5%	18.6%	17.7%	17.5%
\$75,000 - \$99,999	15.3%	13.5%	13.2%	15.4%	13.9%	13.7%	14.5%	13.2%	13.0%	14.1%	13.0%	12.8%
\$100,000 - \$149,999	16.0%	18.6%	18.7%	17.2%	18.1%	18.1%	14.6%	16.4%	16.5%	14.1%	16.0%	16.1%
\$150,000 +	17.1%	25.6%	26.4%	16.8%	23.1%	23.9%	13.0%	17.8%	18.3%	12.1%	16.1%	16.5%
Population by Age												
Age 0 - 4	7.2%	6.7%	6.3%	7.7%	6.9%	6.5%	8.1%	7.2%	6.8%	8.1%	7.1%	6.8%
Age 5 - 14	14.8%	14.4%	13.5%	16.2%	14.9%	13.8%	16.1%	15.1%	14.2%	16.4%	15.2%	14.1%
Age 15 - 19	6.7%	6.8%	6.9%	7.4%	7.3%	7.2%	7.4%	7.2%	7.2%	7.6%	7.3%	7.2%
Age 20 - 24	5.3%	6.1%	6.5%	5.4%	6.6%	6.9%	6.3%	6.8%	6.9%	6.3%	7.0%	7.0%
Age 25 - 34	14.3%	12.7%	12.2%	13.9%	13.1%	12.9%	14.7%	14.0%	13.4%	14.4%	14.1%	13.6%
Age 35 - 44	14.8%	14.1%	13.1%	15.3%	13.8%	12.9%	14.8%	14.0%	13.4%	14.7%	13.9%	13.4%
Age 45 - 54	15.3%	13.7%	13.3%	14.9%	13.7%	13.2%	14.2%	13.2%	13.0%	14.1%	13.2%	12.8%
Age 55 - 64	12.0%	12.6%	12.6%	10.8%	12.1%	12.3%	10.3%	11.5%	11.6%	10.2%	11.5%	11.5%
Age 65 - 74	5.8%	8.2%	9.5%	5.2%	7.4%	8.8%	5.0%	7.0%	8.3%	5.0%	7.0%	8.3%
Age 75 - 84	2.8%	3.4%	4.7%	2.4%	3.0%	4.2%	2.4%	2.9%	4.0%	2.3%	2.9%	4.0%
Age 85+	1.1%	1.3%	1.7%	0.9%	1.1%	1.5%	0.8%	1.1%	1.4%	0.7%	1.0%	1.4%

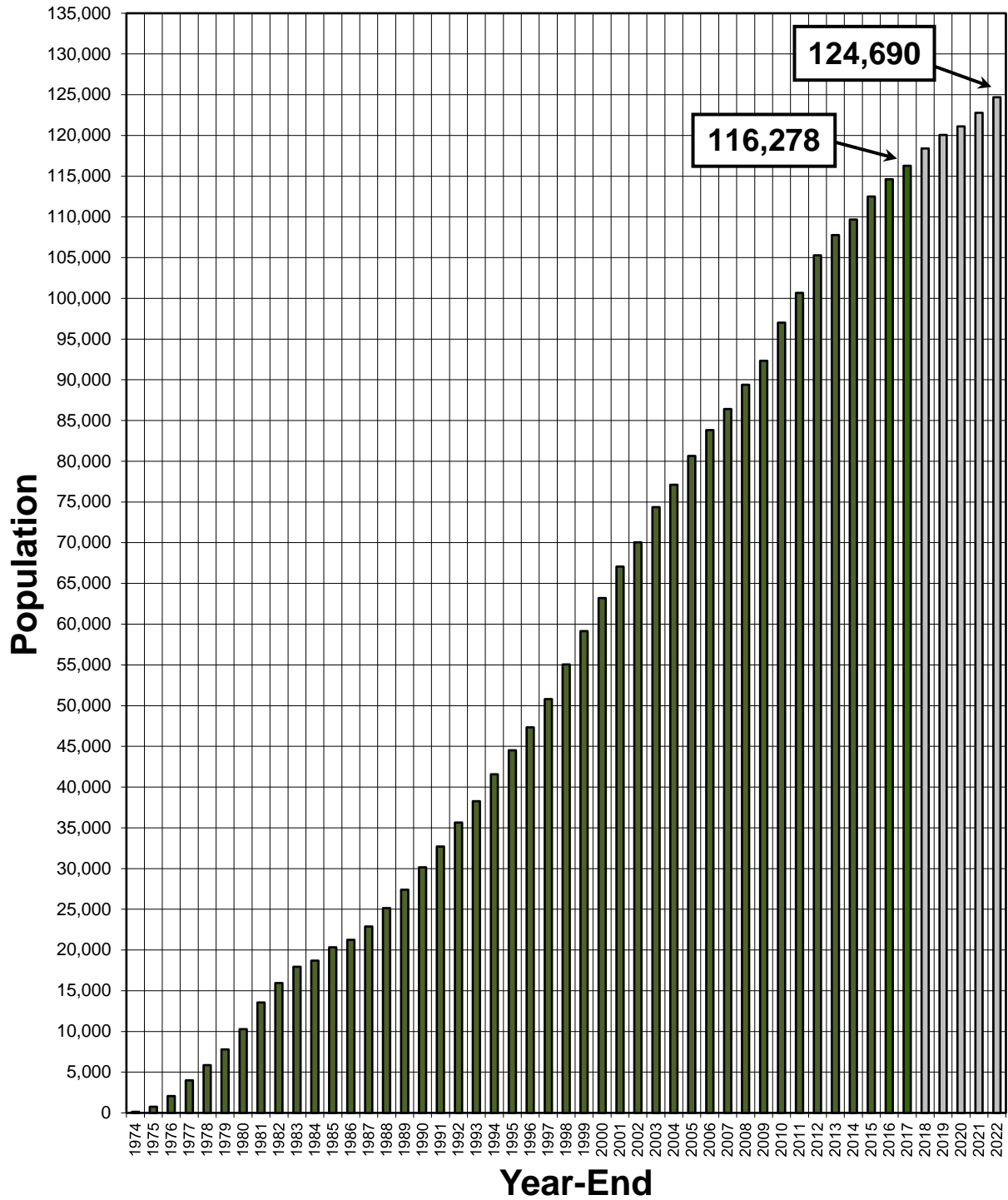
Note: Mileage radius centered at Interstate 45 and Woodlands Parkway, site of The Woodlands Regional Mall.

Percentages may not add to 100% due to rounding.

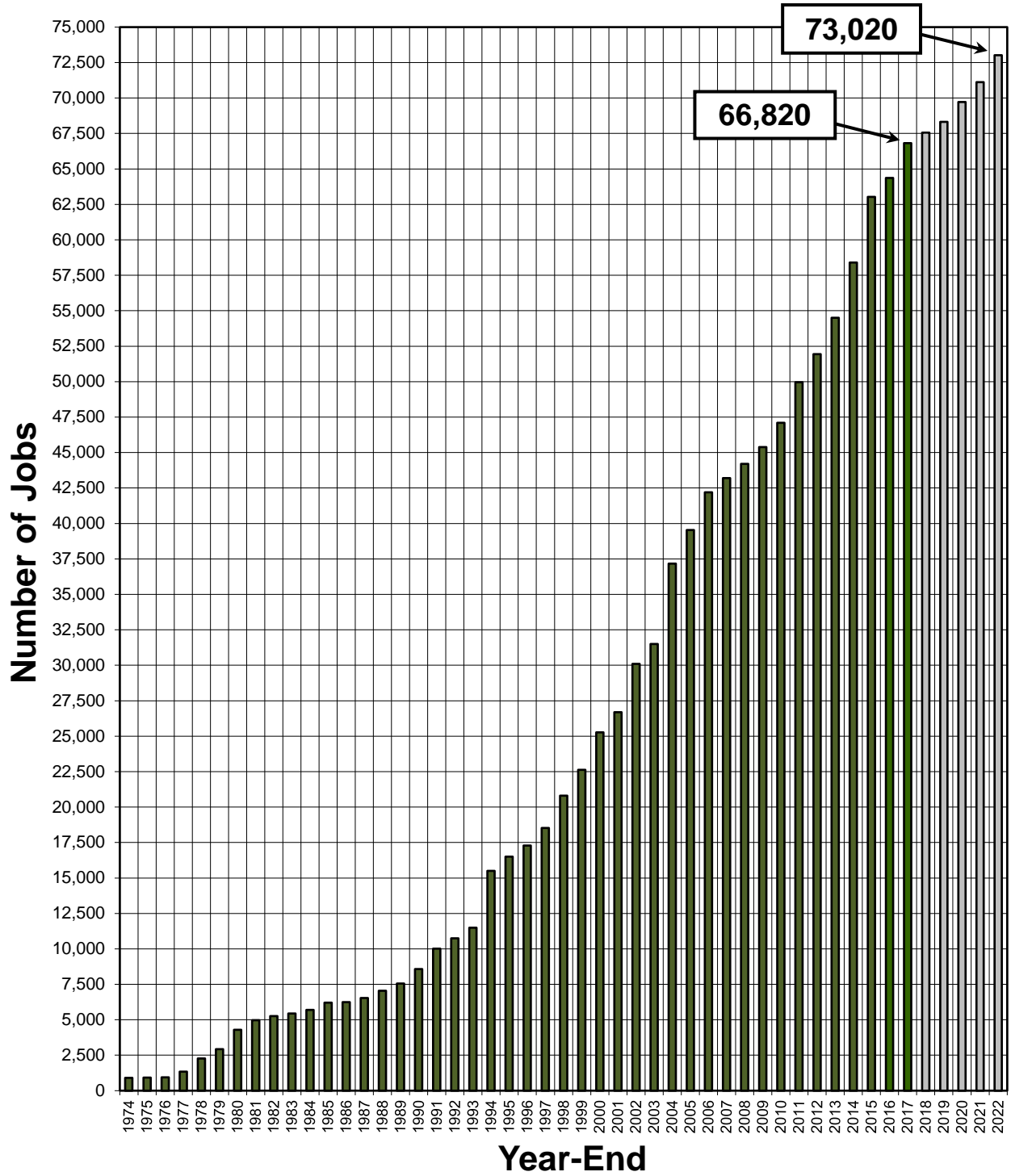
Source: Metrostudy / Neustar, Inc.

# The Woodlands - Population Growth

(Includes Actual Data through December 2017)



# The Woodlands - Job Growth (Includes Actual Data through December 2017)



## THE WOODLANDS, TX – Historical Statistical Data

DATE	POPULATION		HOUSEHOLDS		HH	HOME	EMPLOYERS		JOBS	
	Cum.	Gain	Cum.	Gain	Size	Sales	Cum.	Gain	Cum.	Gain
1974	124	124	53	53	2.34	73	65	65	900	900
1975	744	620	242	189	3.07	219	60	(5)	915	15
1976	2,079	1,335	646	404	3.22	497	62	2	938	23
1977	4,011	1,932	1,267	621	3.17	571	91	29	1,349	411
1978	5,849	1,838	1,820	553	3.21	514	130	39	2,279	930
1979	7,800	1,951	2,532	712	3.08	568	162	32	2,936	657
1980	10,279	2,479	3,505	973	2.93	685	190	28	4,290	1,354
1981	13,541	3,262	4,824	1,319	2.81	860	231	41	4,977	687
1982	15,959	2,418	5,695	871	2.80	980	270	39	5,258	281
1983	17,947	1,988	6,471	776	2.77	719	275	5	5,450	192
1984	18,702	755	6,756	285	2.77	590	275	-	5,700	250
1985	20,327	1,625	7,303	547	2.78	473	266	(9)	6,199	499
1986	21,254	927	7,705	402	2.76	457	280	14	6,236	37
1987	22,887	1,633	8,321	616	2.75	499	314	34	6,542	306
1988	25,145	2,258	9,126	805	2.76	627	340	26	7,050	508
1989	27,416	2,271	9,888	762	2.77	772	380	40	7,550	500
1990	30,165	2,749	10,808	920	2.79	901	410	30	8,570	1,020
1991	32,713	2,548	11,676	868	2.80	914	466	56	10,016	1,446
1992	35,656	2,943	12,621	945	2.83	893	480	14	10,747	731
1993	38,277	2,621	13,707	1,086	2.79	810	472	(8)	11,500	753
1994	41,569	3,292	14,838	1,131	2.80	942	660	188	15,500	4,000
1995	44,517	2,948	15,907	1,069	2.80	988	718	58	16,500	1,000
1996	47,346	2,829	16,918	1,011	2.80	1,053	741	23	17,284	784
1997	50,789	3,443	18,073	1,155	2.81	1,155	787	46	18,524	1,240
1998	55,063	4,274	19,298	1,225	2.85	1,450	842	55	20,804	2,280
1999	59,138	4,075	20,458	1,160	2.89	1,381	896	54	22,629	1,825
2000	63,203	4,065	22,277	1,819	2.84	1,679	984	88	25,270	2,641
2001	67,054	3,851	24,186	1,909	2.77	1,601	1,030	46	26,686	1,416
2002	70,050	2,996	25,372	1,186	2.76	1,378	1,112	82	30,096	3,410
2003	74,358	4,308	27,017	1,645	2.75	1,426	1,140	28	31,500	1,404
2004	77,128	2,770	28,044	1,027	2.75	1,328	1,219	79	37,175	5,675
2005	80,659	3,531	29,252	1,208	2.76	1,515	1,310	91	39,541	2,366
2006	83,884	3,225	30,818	1,566	2.72	1,409	1,511	201	42,190	2,649
2007	86,401	2,517	32,135	1,317	2.69	767	1,551	40	43,200	1,010
2008	89,397	2,996	33,728	1,593	2.65	750	1,587	36	44,202	1,002
2009	92,348	2,951	34,960	1,232	2.64	633	1,650	63	45,380	1,178
2010	97,023	4,675	36,819	1,859	2.64	786	1,712	62	47,100	1,720
2011	100,670	3,647	38,028	1,209	2.65	945	1,755	43	49,960	2,860
2012	105,283	4,613	39,783	1,755	2.65	1,007	1,870	115	51,940	1,980
2013	107,769	2,486	40,618	835	2.65	649	1,901	31	54,504	2,564
2014	109,679	1,910	41,199	581	2.66	468	1,973	72	58,400	3,896
2015	112,505	2,826	41,849	650	2.69	256	2,182	209	63,030	4,630
2016	114,625	2,120	42,508	659	2.70	248	2,158	(24)	64,365	1,335
2017	116,278	1,653	42,752	244	2.72	340	2,138	(20)	66,820	2,455
2018 Est.	118,400	2,122	43,740	988	2.71	330	2,200	62	67,560	740
2019 Est.	120,060	1,660	44,440	700	2.70	325	2,270	70	68,320	760
2020 Est.	121,110	1,050	45,000	560	2.69	240	2,335	65	69,720	1,400
2021 Est.	122,780	1,670	45,640	640	2.69	190	2,395	60	71,120	1,400
2022 Est.	124,690	1,910	46,350	710	2.69	60	2,475	80	73,020	1,900

*Note: All estimates are based upon current land use projections and are subject to change.*

*Howard Hughes*®

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