
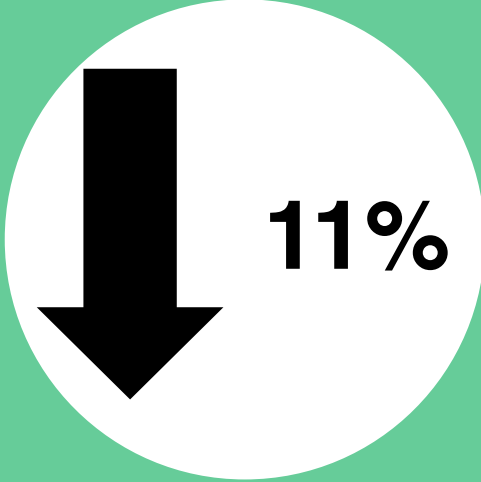


Comparative Demographics | River Oaks vs. Houston


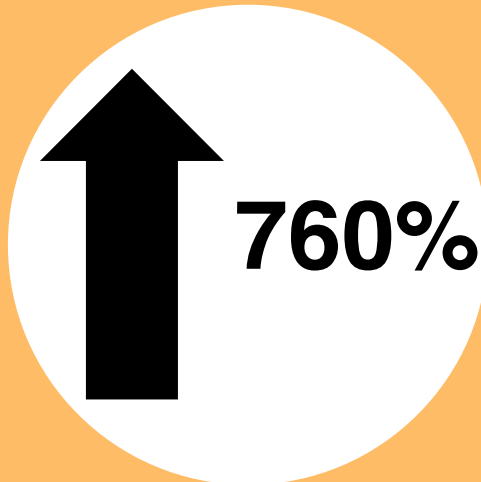
ANNUAL POPULATION GROWTH

River Oaks
11% LOWER
than
Houston




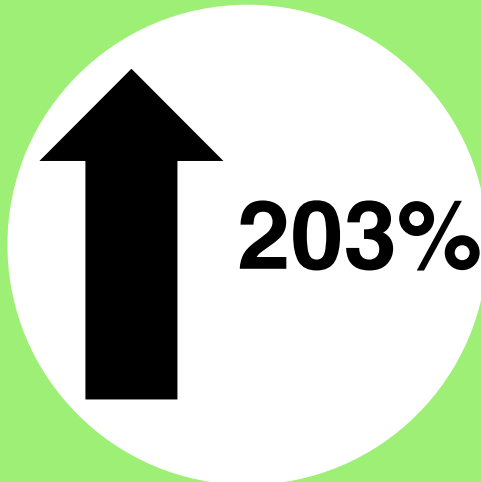
% HOME VALUES \$500,000+

River Oaks
760% HIGHER
than
Houston




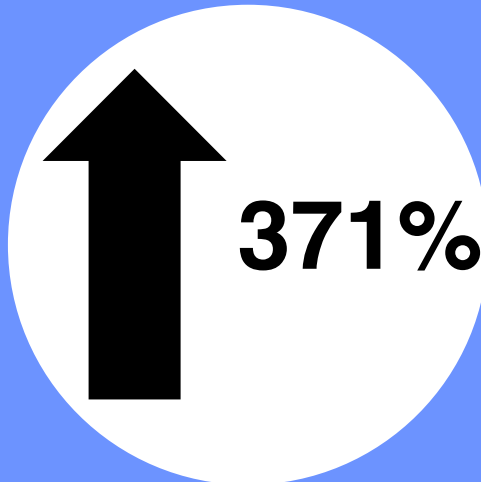
% HOUSEHOLD INCOMES \$100,000+

River Oaks
203% HIGHER
than
Houston




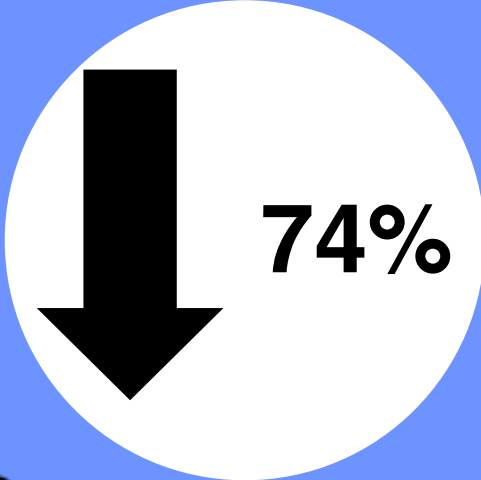
% HOUSEHOLD NET WORTH \$500,000+

River Oaks
371% HIGHER
than
Houston




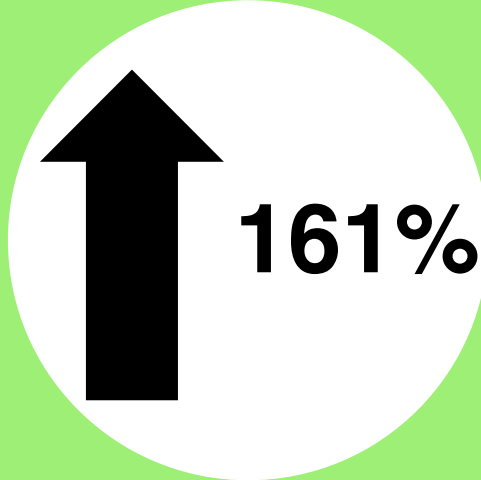
CRIME INDEX

River Oaks
74% LOWER
than
Houston




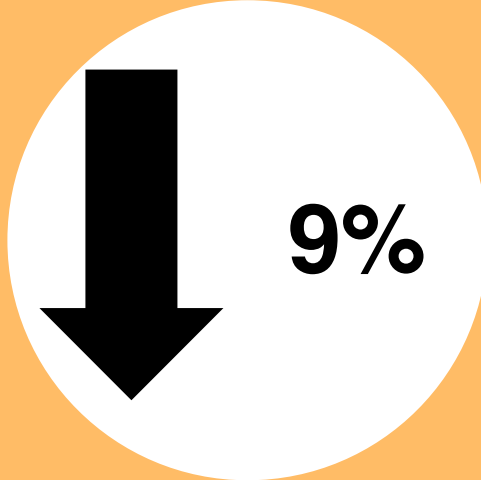
% ADULTS AT LEAST BACHELOR'S DEGREE

River Oaks
161% HIGHER
than
Houston




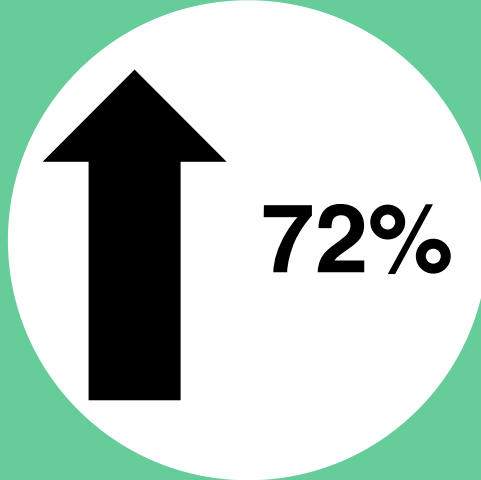
% HOMES WITH CHILDREN

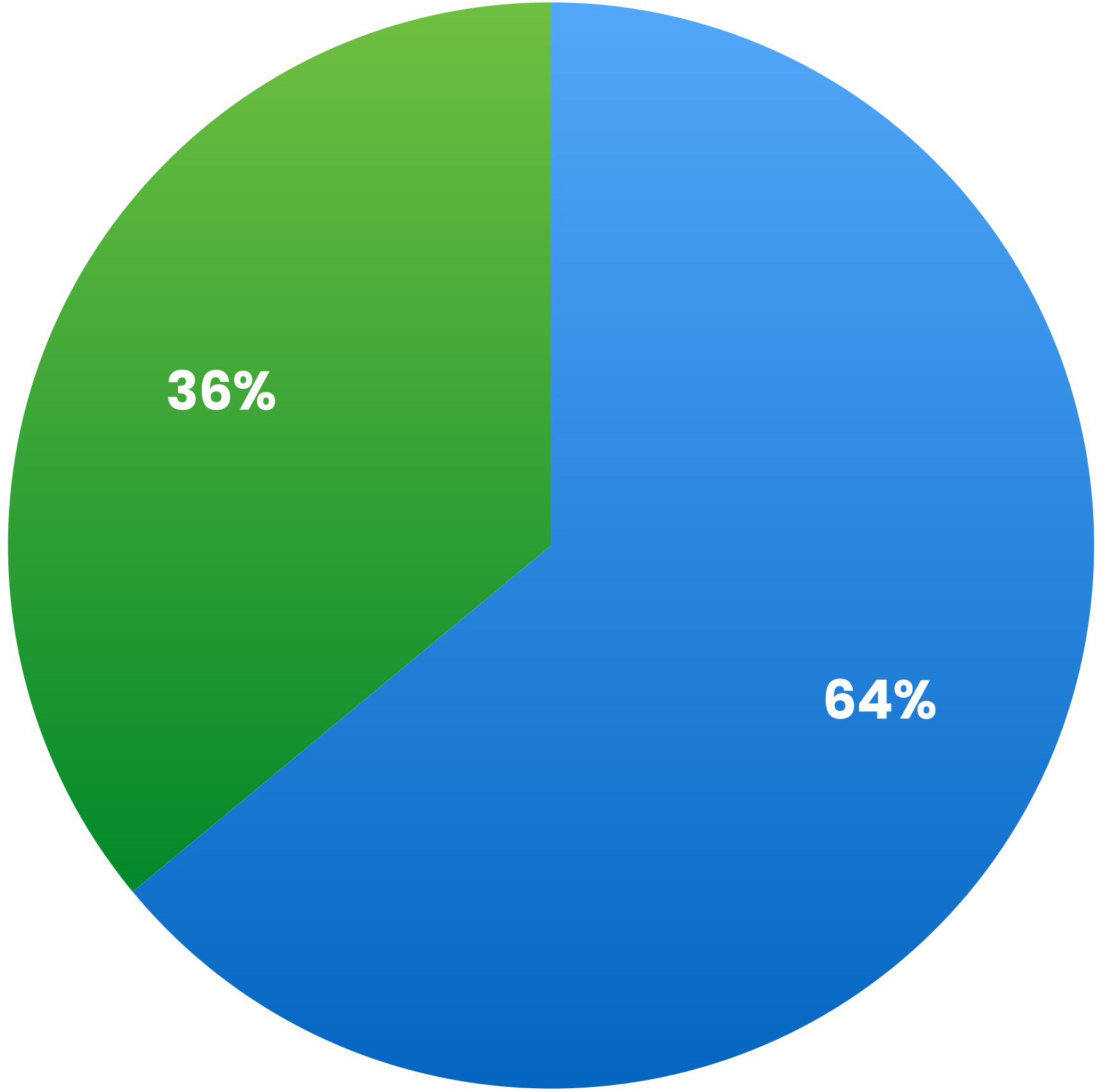
River Oaks
9% LOWER
than
Houston



% HOMES OWNER OCCUPIED

River Oaks
86% HIGHER
than
Houston





64% Top Tier

- 2.9 avg. household size
- 37 median age
- 80% own single family homes
- Majority married with children
- Routinely eat out
- Paying off student & second loans
- Work from home when possible

36% Urban Chic

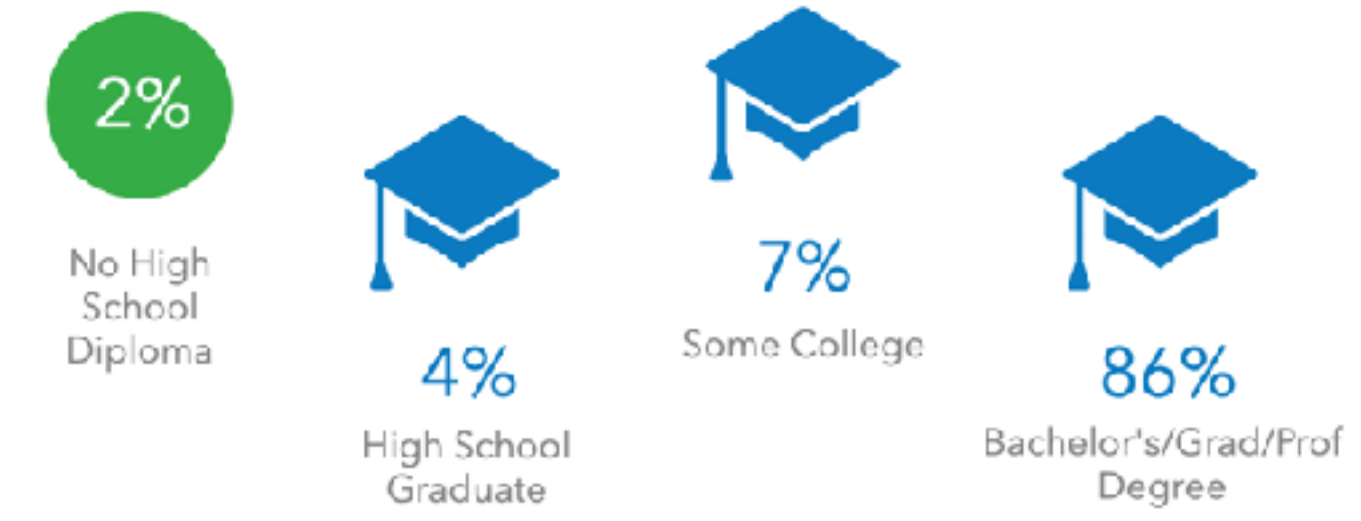
- 2.4 avg. household size
- 43 median age
- Sophisticated and exclusive lifestyle
- 60%+ at least bachelor's degrees
- White collar jobs
- 40%+ receive investment income
- Tech savvy "Apple" consumers

Infographics | River Oaks

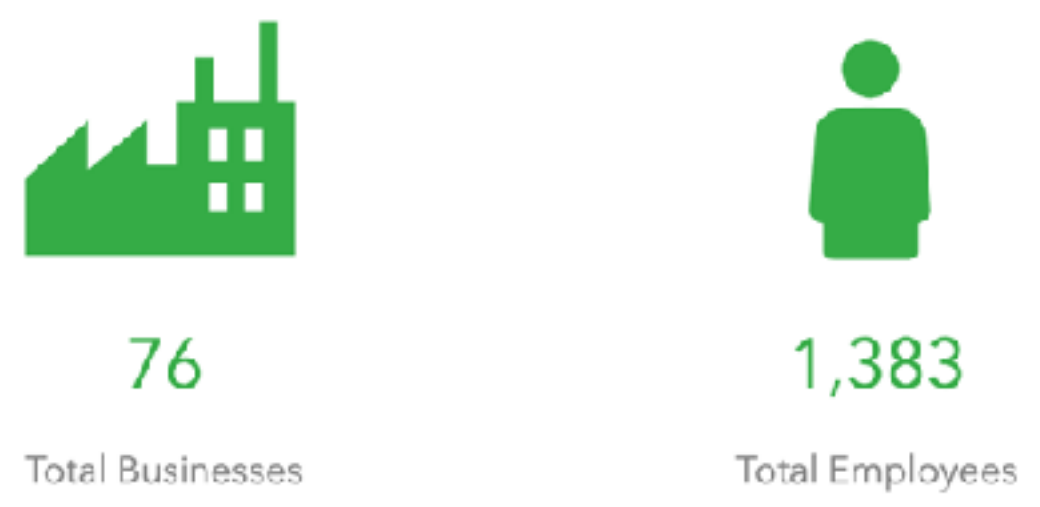
KEY FACTS



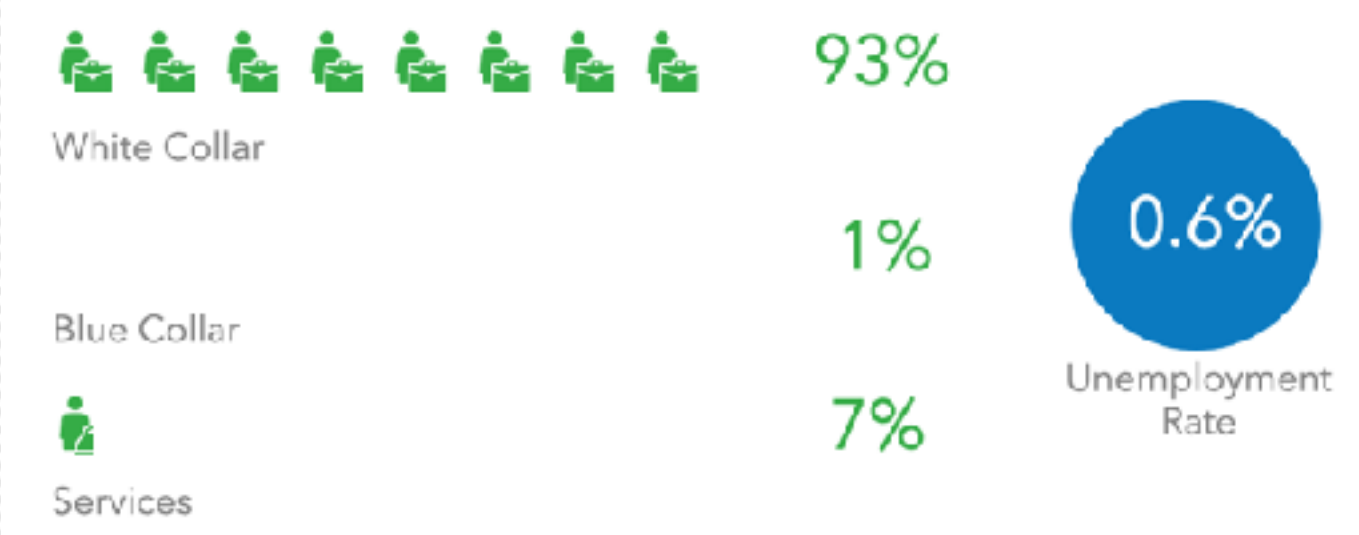
EDUCATION



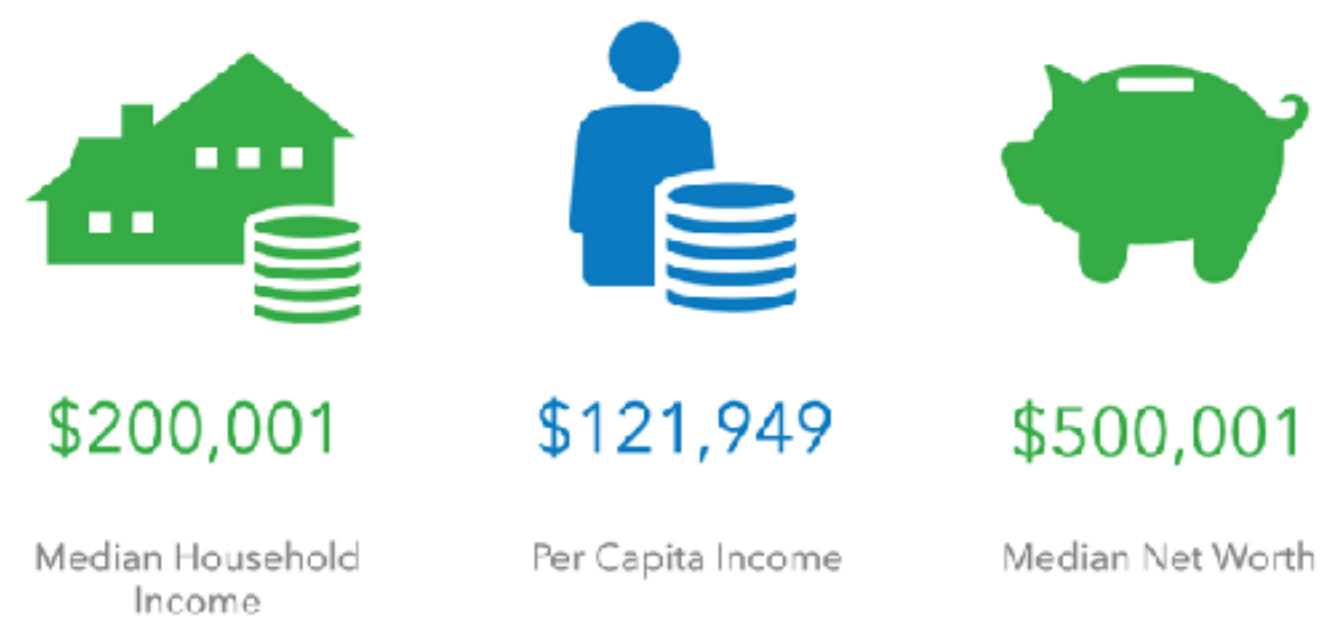
BUSINESS



EMPLOYMENT



INCOME



Households By Income

The largest group: \$200,000+ (66.0%)

The smallest group: \$25,000 - \$34,999 (0.6%)

Indicator	Value	Difference
<\$15,000	2.8%	-7.0%
\$15,000 - \$24,999	2.3%	-7.0%
\$25,000 - \$34,999	0.6%	-9.1%
\$35,000 - \$49,999	2.6%	-10.3%
\$50,000 - \$74,999	2.1%	-15.6%
\$75,000 - \$99,999	5.6%	-6.0%
\$100,000 - \$149,999	9.6%	-4.7%
\$150,000 - \$199,999	8.5%	+2.0%
\$200,000+	66.0%	+57.7%

Bars show deviation from Harris County

Area Map | River Oaks

