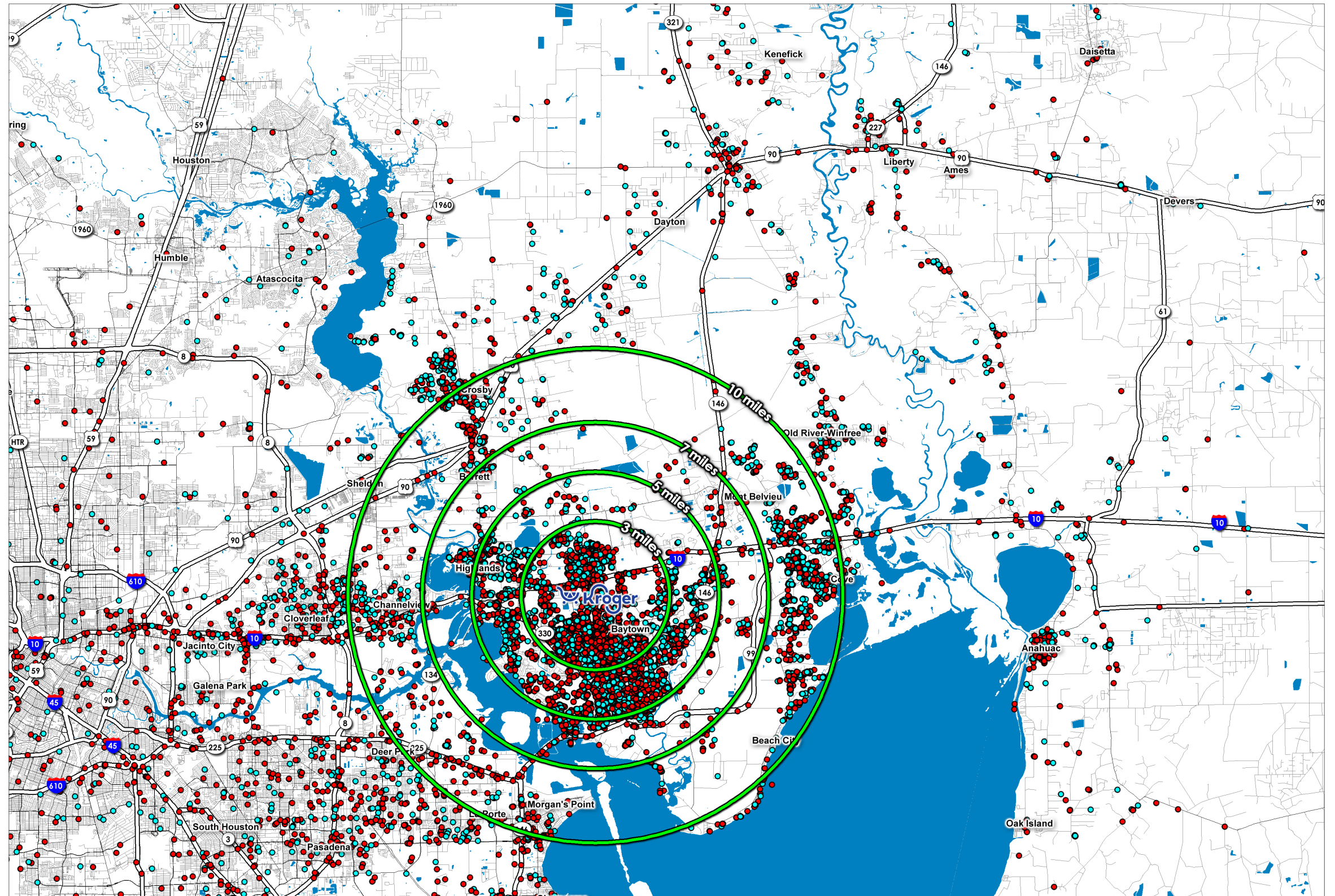
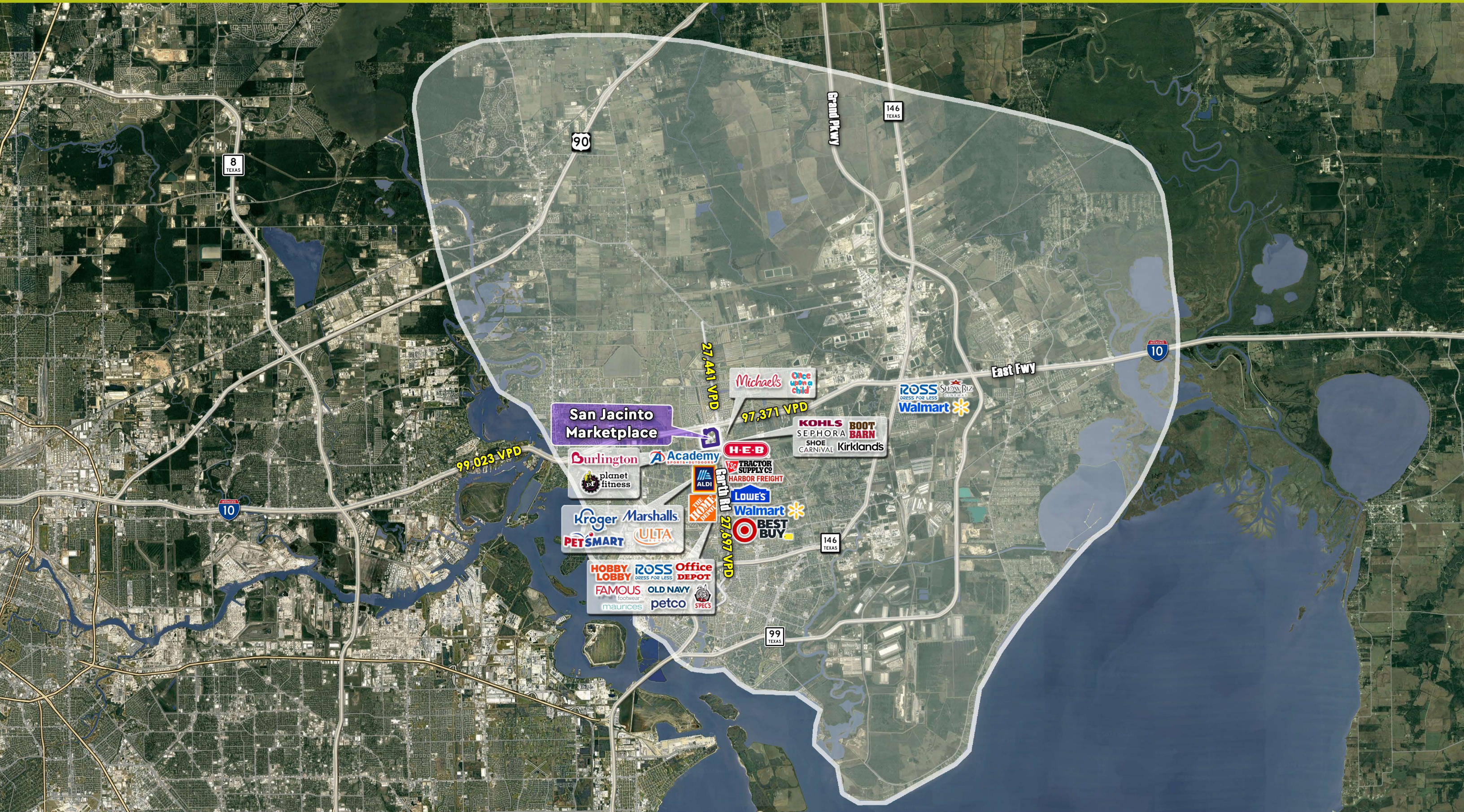


Night/Weekend Samples (blue) - 4,821









## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area
Baytown, Texas		
Population		
Estimated Population (2025)	193,248	
Projected Population (2030)	203,448	
Census Population (2020)	175,599	
Census Population (2010)	137,902	
Projected Annual Growth (2025-2030)	10,200	1.1%
Historical Annual Growth (2020-2025)	17,649	2.0%
Historical Annual Growth (2010-2020)	37,697	2.7%
Estimated Population Density (2025)	671	psm
Trade Area Size	288.2	sq mi
Households		
Estimated Households (2025)	66,125	
Projected Households (2030)	70,775	
Census Households (2020)	60,237	
Census Households (2010)	47,191	
Projected Annual Growth (2025-2030)	4,650	1.4%
Historical Annual Change (2010-2025)	18,934	2.7%
Average Household Income		
Estimated Average Household Income (2025)	\$103,133	
Projected Average Household Income (2030)	\$102,897	
Census Average Household Income (2010)	\$63,882	
Census Average Household Income (2000)	\$52,516	
Projected Annual Change (2025-2030)	-\$235	-
Historical Annual Change (2000-2025)	\$50,616	3.9%
Median Household Income		
Estimated Median Household Income (2025)	\$83,317	
Projected Median Household Income (2030)	\$83,548	
Census Median Household Income (2010)	\$55,578	
Census Median Household Income (2000)	\$45,862	
Projected Annual Change (2025-2030)	\$231	-
Historical Annual Change (2000-2025)	\$37,455	3.3%
Per Capita Income		
Estimated Per Capita Income (2025)	\$35,319	
Projected Per Capita Income (2030)	\$35,824	
Census Per Capita Income (2010)	\$21,861	
Census Per Capita Income (2000)	\$18,364	
Projected Annual Change (2025-2030)	\$505	0.3%
Historical Annual Change (2000-2025)	\$16,955	3.7%
Estimated Average Household Net Worth (2025)	\$944,616	

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace			Trade Area
Baytown, Texas			
Race and Ethnicity			
Total Population (2025)	193,248		
White (2025)	96,488	49.9%	
Black or African American (2025)	31,966	16.5%	
American Indian or Alaska Native (2025)	1,942	1.0%	
Asian (2025)	4,503	2.3%	
Hawaiian or Pacific Islander (2025)	92	-	
Other Race (2025)	28,977	15.0%	
Two or More Races (2025)	29,280	15.2%	
Population < 18 (2025)	53,270	27.6%	
White Not Hispanic	16,235	30.5%	
Black or African American	8,913	16.7%	
Asian	890	1.7%	
Other Race Not Hispanic	1,370	2.6%	
Hispanic	25,862	48.5%	
Not Hispanic or Latino Population (2025)	113,359	58.7%	
Not Hispanic White	74,528	65.7%	
Not Hispanic Black or African American	31,049	27.4%	
Not Hispanic American Indian or Alaska Native	241	0.2%	
Not Hispanic Asian	4,314	3.8%	
Not Hispanic Hawaiian or Pacific Islander	36	-	
Not Hispanic Other Race	358	0.3%	
Not Hispanic Two or More Races	2,834	2.5%	
Hispanic or Latino Population (2025)	79,889	41.3%	
Hispanic White	21,960	27.5%	
Hispanic Black or African American	917	1.1%	
Hispanic American Indian or Alaska Native	1,701	2.1%	
Hispanic Asian	189	0.2%	
Hispanic Hawaiian or Pacific Islander	56	-	
Hispanic Other Race	28,620	35.8%	
Hispanic Two or More Races	26,446	33.1%	
Not Hispanic or Latino Population (2020)	107,956	61.5%	
Hispanic or Latino Population (2020)	67,642	38.5%	
Not Hispanic or Latino Population (2010)	91,230	66.2%	
Hispanic or Latino Population (2010)	46,671	33.8%	
Not Hispanic or Latino Population (2030)	119,000	58.5%	
Hispanic or Latino Population (2030)	84,448	41.5%	
Projected Annual Growth (2025-2030)	4,559	1.1%	
Historical Annual Growth (2010-2020)	20,971	4.5%	

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## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Total Age Distribution (2025)			
Total Population	193,248		
Age Under 5 Years	13,416	6.9%	
Age 5 to 9 Years	15,046	7.8%	
Age 10 to 14 Years	15,659	8.1%	
Age 15 to 19 Years	14,521	7.5%	
Age 20 to 24 Years	12,858	6.7%	
Age 25 to 29 Years	13,528	7.0%	
Age 30 to 34 Years	14,015	7.3%	
Age 35 to 39 Years	13,557	7.0%	
Age 40 to 44 Years	13,303	6.9%	
Age 45 to 49 Years	12,037	6.2%	
Age 50 to 54 Years	11,746	6.1%	
Age 55 to 59 Years	10,404	5.4%	
Age 60 to 64 Years	9,684	5.0%	
Age 65 to 69 Years	8,419	4.4%	
Age 70 to 74 Years	6,301	3.3%	
Age 75 to 79 Years	4,355	2.3%	
Age 80 to 84 Years	2,380	1.2%	
Age 85 Years or Over	2,017	1.0%	
Median Age	33.5		
Age 19 Years or Less	58,643	30.3%	
Age 20 to 64 Years	111,133	57.5%	
Age 65 Years or Over	23,472	12.1%	
Female Age Distribution (2025)			
Female Population	97,297	50.3%	
Age Under 5 Years	6,585	6.8%	
Age 5 to 9 Years	7,361	7.6%	
Age 10 to 14 Years	7,810	8.0%	
Age 15 to 19 Years	6,997	7.2%	
Age 20 to 24 Years	6,512	6.7%	
Age 25 to 29 Years	6,868	7.1%	
Age 30 to 34 Years	7,084	7.3%	
Age 35 to 39 Years	6,867	7.1%	
Age 40 to 44 Years	6,684	6.9%	
Age 45 to 49 Years	6,127	6.3%	
Age 50 to 54 Years	5,937	6.1%	
Age 55 to 59 Years	5,185	5.3%	
Age 60 to 64 Years	4,826	5.0%	
Age 65 to 69 Years	4,321	4.4%	
Age 70 to 74 Years	3,297	3.4%	
Age 75 to 79 Years	2,409	2.5%	
Age 80 to 84 Years	1,286	1.3%	
Age 85 Years or Over	1,142	1.2%	
Female Median Age	34.0		
Age 19 Years or Less	28,753	29.6%	
Age 20 to 64 Years	56,089	57.6%	
Age 65 Years or Over	12,455	12.8%	

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Male Age Distribution (2025)			
Male Population	95,951	49.7%	
Age Under 5 Years	6,831	7.1%	
Age 5 to 9 Years	7,685	8.0%	
Age 10 to 14 Years	7,849	8.2%	
Age 15 to 19 Years	7,524	7.8%	
Age 20 to 24 Years	6,345	6.6%	
Age 25 to 29 Years	6,661	6.9%	
Age 30 to 34 Years	6,932	7.2%	
Age 35 to 39 Years	6,691	7.0%	
Age 40 to 44 Years	6,619	6.9%	
Age 45 to 49 Years	5,910	6.2%	
Age 50 to 54 Years	5,808	6.1%	
Age 55 to 59 Years	5,220	5.4%	
Age 60 to 64 Years	4,859	5.1%	
Age 65 to 69 Years	4,098	4.3%	
Age 70 to 74 Years	3,004	3.1%	
Age 75 to 79 Years	1,946	2.0%	
Age 80 to 84 Years	1,094	1.1%	
Age 85 Years or Over	875	0.9%	
Male Median Age	33.1		
Age 19 Years or Less	29,890	31.2%	
Age 20 to 64 Years	55,045	57.4%	
Age 65 Years or Over	11,017	11.5%	
Males per 100 Females (2025)			
Overall Comparison	99		
Age Under 5 Years	104	50.9%	
Age 5 to 9 Years	104	51.1%	
Age 10 to 14 Years	101	50.1%	
Age 15 to 19 Years	108	51.8%	
Age 20 to 24 Years	97	49.4%	
Age 25 to 29 Years	97	49.2%	
Age 30 to 34 Years	98	49.5%	
Age 35 to 39 Years	97	49.4%	
Age 40 to 44 Years	99	49.8%	
Age 45 to 49 Years	96	49.1%	
Age 50 to 54 Years	98	49.5%	
Age 55 to 59 Years	101	50.2%	
Age 60 to 64 Years	101	50.2%	
Age 65 to 69 Years	95	48.7%	
Age 70 to 74 Years	91	47.7%	
Age 75 to 79 Years	81	44.7%	
Age 80 to 84 Years	85	46.0%	
Age 85 Years or Over	77	43.4%	
Age 19 Years or Less	104	51.0%	
Age 20 to 39 Years	97	49.3%	
Age 40 to 64 Years	99	49.7%	
Age 65 Years or Over	88	46.9%	

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Household Type (2025)			
Total Households	66,125		
Households with Children	28,038	42.4%	
Average Household Size	2.9		
Household Density per Square Mile	229		
Population Family	167,361	86.6%	
Population Non-Family	25,163	13.0%	
Population Group Quarters	724	0.4%	
Family Households	49,345	74.6%	
Married Couple Households	34,961	70.9%	
Other Family Households with Children	14,384	29.1%	
Family Households with Children	28,000	56.7%	
Married Couple with Children	18,881	67.4%	
Other Family Households with Children	9,118	32.6%	
Family Households No Children	21,345	43.3%	
Married Couple No Children	16,080	75.3%	
Other Family Households No Children	5,265	24.7%	
Non-Family Households	16,780	25.4%	
Non-Family Households with Children	38	0.2%	
Non-Family Households No Children	16,741	99.8%	
Average Family Household Size	3.4		
Average Family Income	\$117,899		
Median Family Income	\$97,327		
Average Non-Family Household Size	1.5		
Marital Status (2025)			
Population Age 15 Years or Over	149,126		
Never Married	48,728	32.7%	
Currently Married	71,241	47.8%	
Previously Married	29,158	19.6%	
Separated	6,826	23.4%	
Widowed	7,036	24.1%	
Divorced	15,296	52.5%	
Educational Attainment (2025)			
Adult Population Age 25 Years or Over	121,747		
Elementary (Grade Level 0 to 8)	9,226	7.6%	
Some High School (Grade Level 9 to 11)	10,332	8.5%	
High School Graduate	36,175	29.7%	
Some College	29,366	24.1%	
Associate Degree Only	13,283	10.9%	
Bachelor Degree Only	15,908	13.1%	
Graduate Degree	7,459	6.1%	
Any College (Some College or Higher)	66,015	54.2%	
College Degree + (Bachelor Degree or Higher)	23,366	19.2%	

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## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Housing			
Total Housing Units (2025)	72,997		
Total Housing Units (2020)	65,307		
Historical Annual Growth (2020-2025)	7,690	-	
Housing Units Occupied (2025)	66,125	90.6%	
Housing Units Owner-Occupied	44,012	66.6%	
Housing Units Renter-Occupied	22,113	33.4%	
Housing Units Vacant (2025)	6,872	9.4%	
Household Size (2025)			
Total Households	66,125		
1 Person Households	12,490	18.9%	
2 Person Households	20,128	30.4%	
3 Person Households	11,729	17.7%	
4 Person Households	11,007	16.6%	
5 Person Households	6,293	9.5%	
6 Person Households	2,781	4.2%	
7 or More Person Households	1,697	2.6%	
Household Income Distribution (2025)			
HH Income \$200,000 or More	6,297	9.5%	
HH Income \$150,000 to \$199,999	6,581	10.0%	
HH Income \$125,000 to \$149,999	6,181	9.3%	
HH Income \$100,000 to \$124,999	6,208	9.4%	
HH Income \$75,000 to \$99,999	9,466	14.3%	
HH Income \$50,000 to \$74,999	10,439	15.8%	
HH Income \$35,000 to \$49,999	6,669	10.1%	
HH Income \$25,000 to \$34,999	4,361	6.6%	
HH Income \$15,000 to \$24,999	4,311	6.5%	
HH Income \$10,000 to \$14,999	2,583	3.9%	
HH Income Under \$10,000	3,029	4.6%	
Household Vehicles (2025)			
Households 0 Vehicles Available	4,327	6.5%	
Households 1 Vehicle Available	19,026	28.8%	
Households 2 Vehicles Available	25,820	39.0%	
Households 3 or More Vehicles Available	16,951	25.6%	
Total Vehicles Available	128,775		
Average Vehicles per Household	1.9		
Owner-Occupied Household Vehicles	97,368	75.6%	
Average Vehicles per Owner-Occupied Household	2.2		
Renter-Occupied Household Vehicles	31,408	24.4%	
Average Vehicles per Renter-Occupied Household	1.4		
Travel Time (2025)			
Worker Base Age 16 years or Over	97,681		
Travel to Work in 14 Minutes or Less	20,074	20.6%	
Travel to Work in 15 to 29 Minutes	32,625	33.4%	
Travel to Work in 30 to 59 Minutes	28,051	28.7%	
Travel to Work in 60 Minutes or More	11,058	11.3%	
Work at Home	5,872	6.0%	
Average Minutes Travel to Work	24.9		



## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Transportation To Work (2025)			
Worker Base Age 16 years or Over	97,681		
Drive to Work Alone	75,888	77.7%	
Drive to Work in Carpool	11,868	12.1%	
Travel to Work by Public Transportation	1,389	1.4%	
Drive to Work on Motorcycle	88	-	
Bicycle to Work	76	-	
Walk to Work	1,138	1.2%	
Other Means	1,361	1.4%	
Work at Home	5,872	6.0%	
Daytime Demographics (2025)			
Total Businesses	4,915		
Total Employees	42,148		
Company Headquarter Businesses	114	2.3%	
Company Headquarter Employees	4,274	10.1%	
Employee Population per Business	8.6	to 1	
Residential Population per Business	39.3	to 1	
Adj. Daytime Demographics Age 16 Years or Over	90,207		
Labor Force			
Labor Population Age 16 Years or Over (2025)	145,968		
Labor Force Total Males (2025)	71,898	49.3%	
Male Civilian Employed	53,605	74.6%	
Male Civilian Unemployed	3,049	4.2%	
Males in Armed Forces	227	0.3%	
Males Not in Labor Force	15,017	20.9%	
Labor Force Total Females (2025)	74,071	50.7%	
Female Civilian Employed	44,077	59.5%	
Female Civilian Unemployed	2,462	3.3%	
Females in Armed Forces	-	-	
Females Not in Labor Force	27,531	37.2%	
Unemployment Rate	5,511	3.8%	
Occupation (2025)			
Occupation Population Age 16 Years or Over	97,681		
Occupation Total Males	53,604	54.9%	
Occupation Total Females	44,077	45.1%	
Management, Business, Financial Operations	14,424	14.8%	
Professional, Related	19,186	19.6%	
Service	15,719	16.1%	
Sales, Office	17,373	17.8%	
Farming, Fishing, Forestry	126	0.1%	
Construction, Extraction, Maintenance	14,220	14.6%	
Production, Transport, Material Moving	16,631	17.0%	
White Collar Workers	50,984	52.2%	
Blue Collar Workers	46,697	47.8%	

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Units In Structure (2025)			
Total Units	66,125		
1 Detached Unit	44,501	67.3%	
1 Attached Unit	1,262	1.9%	
2 Units	658	1.0%	
3 to 4 Units	1,608	2.4%	
5 to 9 Units	2,355	3.6%	
10 to 19 Units	3,917	5.9%	
20 to 49 Units	2,030	3.1%	
50 or More Units	3,940	6.0%	
Mobile Home or Trailer	5,523	8.4%	
Other Structure	331	0.5%	
Homes Built By Year (2025)			
Homes Built 2020 or later	3,459	4.7%	
Homes Built 2010 to 2019	11,830	16.2%	
Homes Built 2000 to 2009	13,401	18.4%	
Homes Built 1990 to 1999	7,826	10.7%	
Homes Built 1980 to 1989	8,059	11.0%	
Homes Built 1970 to 1979	8,513	11.7%	
Homes Built 1960 to 1969	4,789	6.6%	
Homes Built 1950 to 1959	4,424	6.1%	
Homes Built 1940 to 1949	2,429	3.3%	
Homes Built Before 1939	1,394	1.9%	
Median Age of Homes	34.7	yrs	
Home Values (2025)			
Owner Specified Housing Units	44,012		
Home Values \$1,000,000 or More	716	1.6%	
Home Values \$750,000 to \$999,999	810	1.8%	
Home Values \$500,000 to \$749,999	3,037	6.9%	
Home Values \$400,000 to \$499,999	3,938	8.9%	
Home Values \$300,000 to \$399,999	8,339	18.9%	
Home Values \$250,000 to \$299,999	7,781	17.7%	
Home Values \$200,000 to \$249,999	6,858	15.6%	
Home Values \$175,000 to \$199,999	2,486	5.6%	
Home Values \$150,000 to \$174,999	2,251	5.1%	
Home Values \$125,000 to \$149,999	1,380	3.1%	
Home Values \$100,000 to \$124,999	1,614	3.7%	
Home Values \$90,000 to \$99,999	403	0.9%	
Home Values \$80,000 to \$89,999	590	1.3%	
Home Values \$70,000 to \$79,999	227	0.5%	
Home Values \$60,000 to \$69,999	453	1.0%	
Home Values \$50,000 to \$59,999	562	1.3%	
Home Values \$35,000 to \$49,999	463	1.1%	
Home Values \$25,000 to \$34,999	350	0.8%	
Home Values \$10,000 to \$24,999	1,090	2.5%	
Home Values Under \$10,000	664	1.5%	
Owner-Occupied Median Home Value	\$269,333		
Renter-Occupied Median Rent	\$1,174		



## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.8059/-94.9415

San Jacinto Marketplace		Trade Area	
Baytown, Texas			
Total Annual Consumer Expenditure (2025)			
Total Household Expenditure		\$6.92 B	
Total Non-Retail Expenditure		\$3.36 B	
Total Retail Expenditure		\$3.56 B	
Alcoholic Beverages		\$42.94 M	
Apparel		\$131.67 M	
Contributions		\$216.73 M	
Education		\$156.5 M	
Entertainment		\$408.43 M	
Food Away From Home		\$311.85 M	
Grocery		\$497.22 M	
Health Care		\$431.72 M	
Household Furnishings and Equipment		\$187.48 M	
Household Operations		\$134.49 M	
Miscellaneous Expenses		\$120.55 M	
Personal Care		\$96.12 M	
Shelter		\$1.15 B	
Tax and Retirement		\$1.54 B	
Tobacco and Related		\$41.23 M	
Transportation		\$1.1 B	
Utilities		\$356.65 M	
Monthly Household Consumer Expenditure (2025)			
Total Household Expenditure		\$8,722	
Total Non-Retail Expenditure		\$4,237	48.6%
Total Retail Expenditures		\$4,485	51.4%
Alcoholic Beverages		\$54	0.6%
Apparel		\$166	1.9%
Contributions		\$273	3.1%
Education		\$197	2.3%
Entertainment		\$515	5.9%
Food Away From Home		\$393	4.5%
Grocery		\$627	7.2%
Health Care		\$544	6.2%
Household Furnishings and Equipment		\$236	2.7%
Household Operations		\$169	1.9%
Miscellaneous Expenses		\$152	1.7%
Personal Care		\$121	1.4%
Shelter		\$1,446	16.6%
Tax and Retirement		\$1,935	-
Tobacco and Related		\$52	0.6%
Transportation		\$1,392	16.0%
Utilities		\$449	5.2%