The Woodlands®
DEVELOPMENT COMPANY
A Division of The Howard Hughes Corporation®

THE WOODLANDS, TEXAS DEMOGRAPHICS

JANUARY 1, 2016

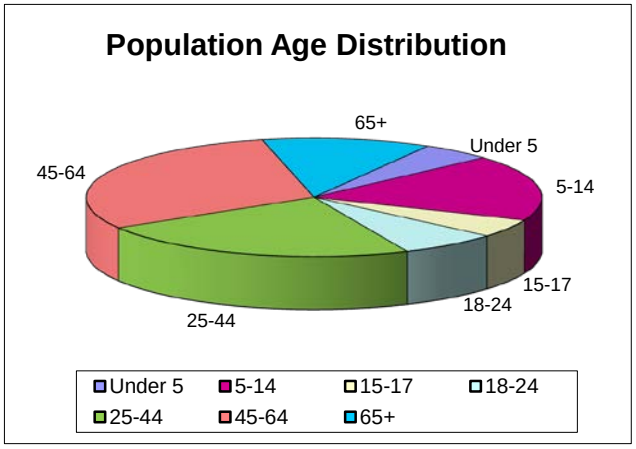
The Woodlands Development Company
Two Hughes Landing
1790 Hughes Landing Blvd., Suite 600
The Woodlands, Texas 77380

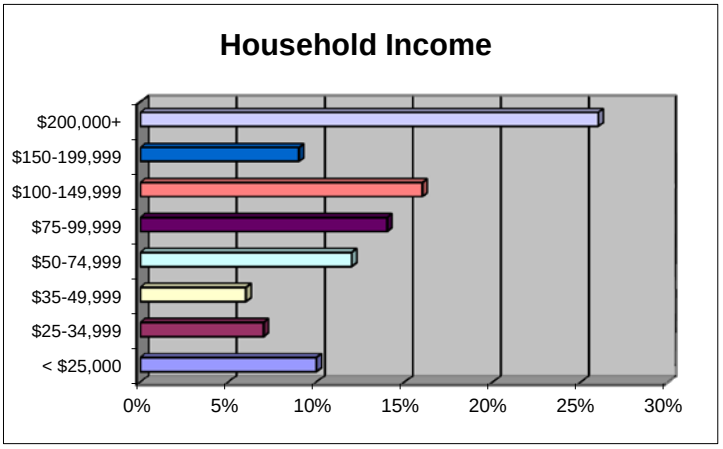
The Woodlands is a 28,000-acre master planned community located 27 miles north of downtown Houston.

THE WOODLANDS DEMOGRAPHICS

1. POPULATION	
Total	**112,505**
Persons Per Household	2.69
Occupied Dwellings	41,849
Median Age	39.8
2. ADULT AGES	
Total Adults	**82,195**
18 – 24	10%
25 – 34	12%
35 – 44	20%
45 – 54	24%
55 – 64	17%
65 – 74	10%
75-Plus	7%
3. CHILDREN	
Households with Children	**42.5%**
Total Children	**30,310**
Under 5	19%
5 – 9	26%
10 – 14	38%
15 – 17	17%
4. HOUSEHOLD PERSONS	
Average	**2.69**
1	24%
2	33%
3	17%
4-Plus	26%
5. HOUSEHOLD INCOME	
Median	**$101,498**
Under $25,000	10%
$25 - $34,999	7%
$35 - $49,999	6%
$50 - $74,999	12%
$75 - $99,999	14%
$100 - $149,999	16%
$150 - $199,999	9%
$200,000-Plus	26%

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





THE WOODLANDS BUYER PROFILE FOR NEW HOME PURCHASERS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Median Sales Price	$252,055	$320,500	$343,900	$353,775	$348,900	$360,158	$327,604	$353,405	$413,482	$565,000	$562,000
Median Unit Size	2,598'	2,698'	2,750'	2,923'	3,068'	3,255'	3,127'	3,153'	3,074'	3,210'	3,397'
Median Adult Age	42	45	50	45	37	42	40	42	41	47	44
Median Household Income	$136,000	$140,000	$135,000	$170,000	$150,000	$150,000	$145,000	$147,000	$155,000	$150,000	$180,000
Household Heads Who Live and Work in The Woodlands	40.0%	41.4%	36.1%	42.9%	35.9%	30.1%	28.2%	47.5%	38.4%	44.4%	61.2%
Spouses Employed	26.0%	49.0%	48.8%	48.6%	42.9%	41.9%	33.2%	27.6%	49.3%	51.1%	31.5%
Households with Adults Aged 55+	17.1%	26.4%	27.6%	25.8%	13.7%	28.1%	24.1%	26.0%	28.7%	37.3%	24.6%
Geographic Origin:											
Local	25.3%	27.6%	25.7%	30.4%	39.1%	29.9%	23.6%	27.5%	28.9%	23.9%	18.1%
Other Houston Area	23.5%	21.4%	23.8%	24.0%	27.5%	31.3%	30.2%	35.4%	36.2%	34.8%	42.5%
Outside Area	51.2%	51.0%	50.5%	45.6%	33.3%	38.8%	46.2%	37.1%	34.8%	41.3%	39.5%

Source: The Woodlands Development Company

The Woodlands Area
Demographic and Income Profile Summary

	5-Mile			10-Mile			15-Mile			20-Mile		
	2010	**2015**	**2020**	**2010**	**2015**	**2020**	**2010**	**2015**	**2020**	**2010**	**2015**	**2020**
Population	120,990	138,263	154,228	394,605	455,683	515,585	839,863	955,577	1,074,492	1,478,090	1,659,746	1,839,079
Median Age	36.0	36.3	37.0	34.7	35.1	35.9	33.3	33.7	34.5	33.0	33.5	34.4
Average Household Size	2.65	2.66	2.64	2.82	2.83	2.82	2.84	2.84	2.83	2.93	2.92	2.90
Owner-Occupied Housing Units	32,328	36,490	41,098	101,986	117,665	134,374	197,402	223,897	253,698	342,497	382,321	427,034
Renter-Occupied Housing Units	13,319	15,492	17,380	37,631	43,484	48,706	97,048	111,431	124,390	160,665	184,211	204,172

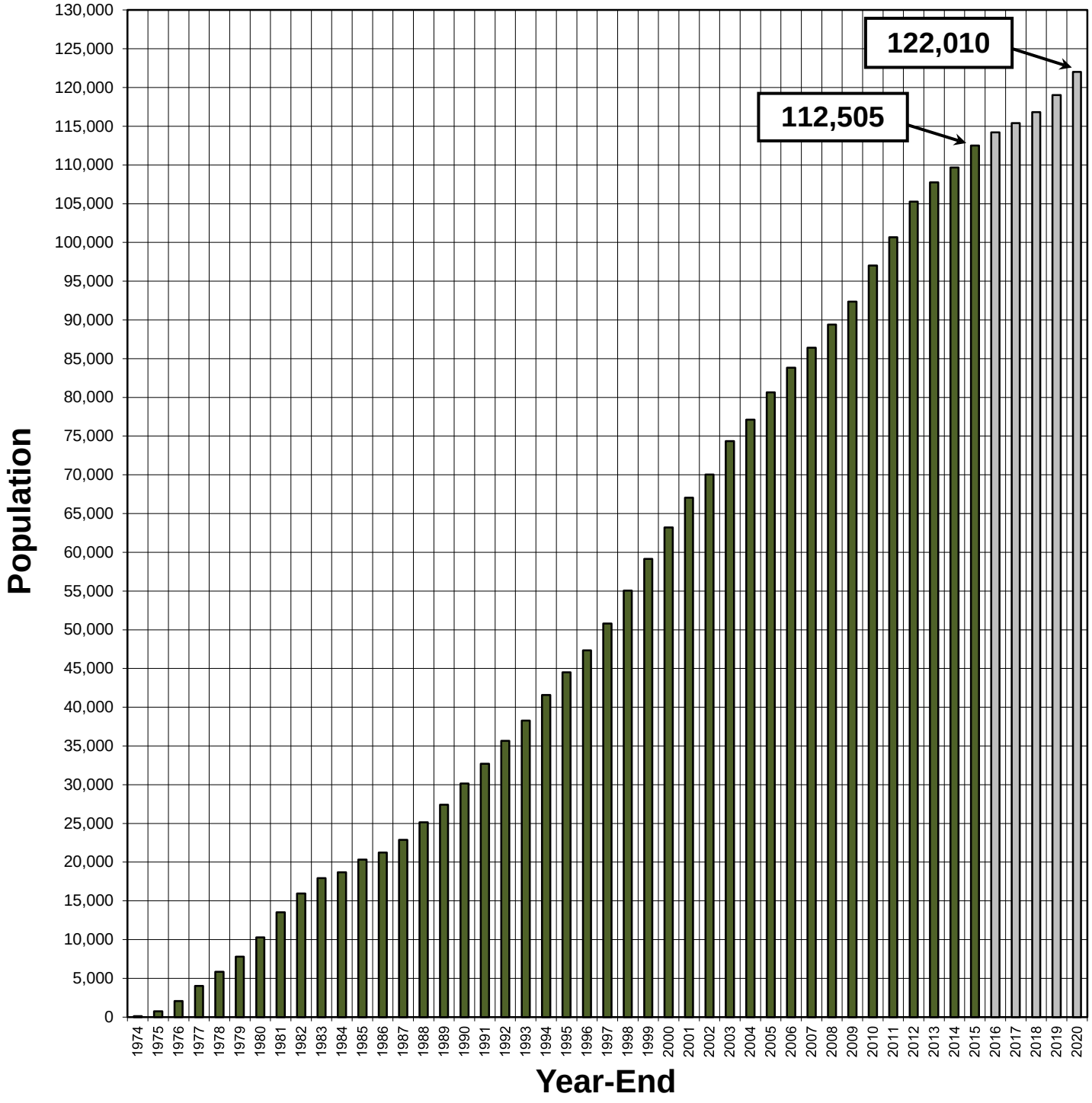
	5-Mile			10-Mile			15-Mile			20-Mile		
	2010	**2015**	**2020**	**2010**	**2015**	**2020**	**2010**	**2015**	**2020**	**2010**	**2015**	**2020**
Median Household Income	$78,409	$82,836	$100,582	$76,016	$79,702	$94,307	$65,403	$67,841	$80,400	$62,691	$64,750	$76,484
Average Household Income	$110,122	$116,349	$137,568	$103,071	$108,279	$126,317	$91,427	$95,014	$110,349	$87,714	$90,830	$105,192
Household Income												
< $15,000	6.8%	6.4%	4.7%	6.0%	5.8%	4.4%	7.5%	7.5%	5.9%	8.2%	8.2%	6.5%
$15,000 - $24,999	6.0%	5.6%	4.5%	6.8%	6.4%	5.1%	8.7%	8.3%	7.0%	9.0%	8.8%	7.4%
$25,000 - $34,999	6.8%	6.4%	5.2%	6.7%	6.5%	5.4%	8.9%	8.7%	7.5%	9.3%	9.1%	7.9%
$35,000 - $49,999	10.2%	9.7%	8.0%	11.2%	10.5%	8.8%	12.7%	11.9%	10.4%	13.1%	12.4%	10.9%
$50,000 - $74,999	17.9%	17.0%	13.3%	18.6%	17.8%	14.9%	18.7%	18.3%	16.0%	18.8%	18.3%	16.3%
$75,000 - $99,999	14.9%	14.9%	13.8%	15.5%	15.1%	14.7%	14.2%	14.1%	14.4%	13.9%	13.8%	14.3%
$100,000 - $149,999	20.3%	19.9%	25.1%	19.7%	19.8%	24.1%	16.9%	16.9%	21.0%	16.2%	16.2%	20.2%
$150,000 - $199,999	6.9%	8.9%	10.1%	6.9%	8.7%	9.8%	5.6%	7.0%	8.0%	5.4%	6.6%	7.5%
$200,000 +	10.2%	11.2%	15.1%	8.6%	9.4%	12.9%	6.7%	7.2%	9.9%	6.1%	6.5%	8.9%
Population by Age												
Age 0 - 4	7.2%	7.1%	7.0%	7.7%	7.3%	7.1%	8.1%	7.7%	7.6%	8.1%	7.7%	7.6%
Age 5 - 14	14.8%	14.8%	14.2%	16.2%	16.1%	15.2%	16.1%	16.1%	15.3%	16.4%	16.2%	15.4%
Age 15 - 19	6.7%	6.7%	6.5%	7.4%	7.4%	7.2%	7.4%	7.2%	7.0%	7.6%	7.4%	7.2%
Age 20 - 24	5.3%	5.7%	5.5%	5.4%	5.9%	6.0%	6.3%	6.6%	6.3%	6.3%	6.7%	6.4%
Age 25 - 34	14.3%	13.8%	13.9%	13.8%	13.2%	13.2%	14.7%	14.3%	14.5%	14.4%	14.1%	14.4%
Age 35 - 44	14.7%	14.6%	14.6%	15.3%	14.7%	14.5%	14.8%	14.4%	14.4%	14.8%	14.4%	14.2%
Age 45 - 54	15.2%	14.0%	12.6%	15.0%	14.3%	13.1%	14.2%	13.6%	12.5%	14.1%	13.6%	12.5%
Age 55 - 64	11.9%	12.6%	12.9%	10.8%	11.6%	12.1%	10.3%	11.0%	11.5%	10.2%	10.9%	11.4%
Age 65 - 74	5.8%	6.7%	8.4%	5.2%	6.2%	7.7%	5.0%	5.8%	7.2%	5.0%	5.8%	7.2%
Age 75 - 84	2.8%	2.8%	3.3%	2.4%	2.5%	2.9%	2.3%	2.4%	2.8%	2.3%	2.4%	2.8%
Age 85+	1.1%	1.3%	1.2%	0.9%	1.0%	1.0%	0.8%	0.9%	0.9%	0.8%	0.8%	0.9%

Note: Mileage radius centered at Interstate 45 and Woodlands Parkway, site of The Woodlands Regional Mall.
Percents may not add to 100% due to rounding.

Source: Experian

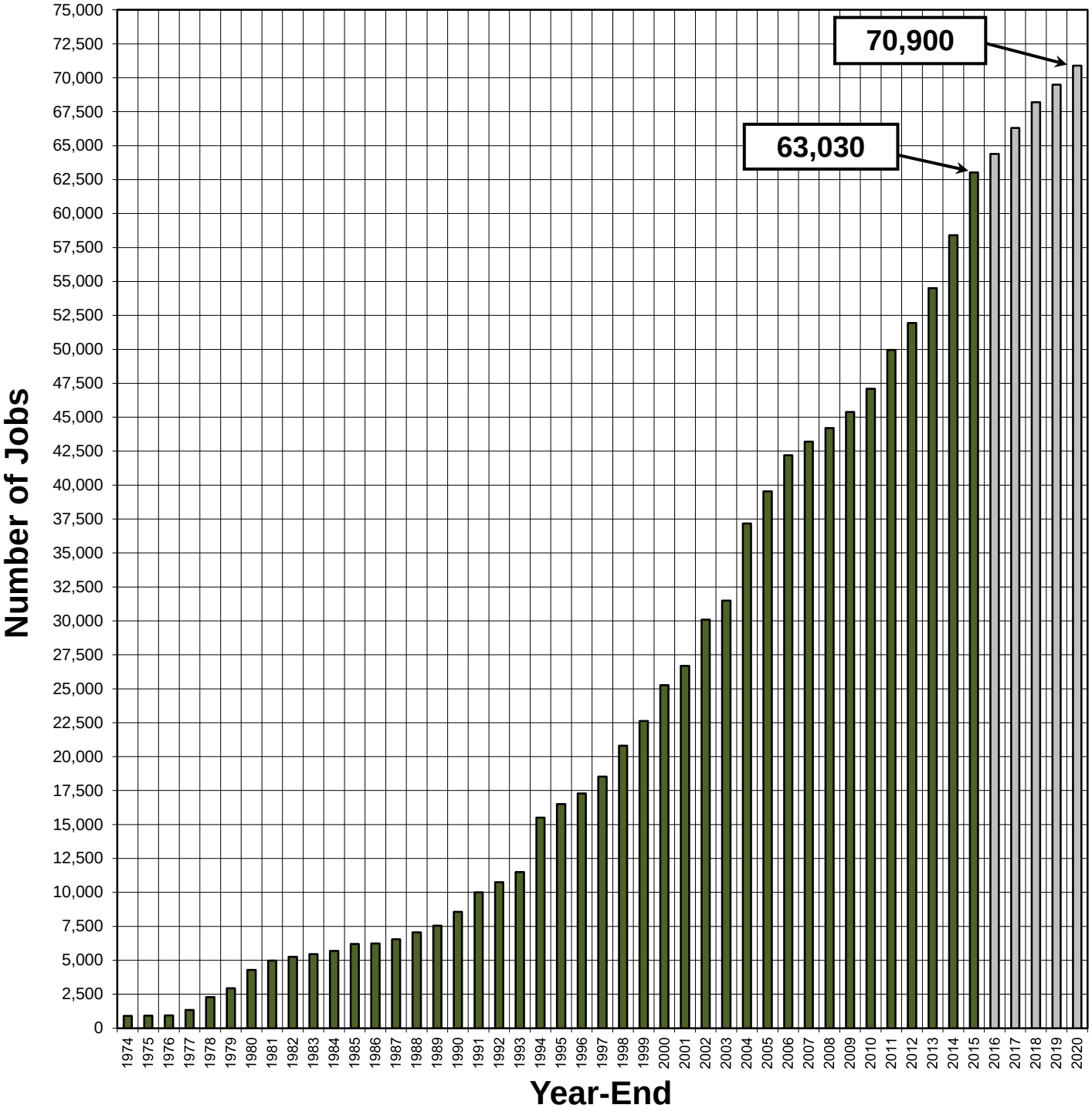
The Woodlands - Population Growth

(Includes Actual Data through December 2015)



The Woodlands - Job Growth

(Includes Actual Data through December 2015)



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 Est.	114,220	1,715	42,450	601	2.69	240	2,260	78	64,400	1,370
2017 Est.	115,420	1,200	42,960	510	2.69	285	2,330	70	66,300	1,900
2018 Est.	116,820	1,400	43,700	740	2.69	340	2,380	50	68,200	1,900
2019 Est.	119,020	2,200	45,000	1,300	2.65	360	2,430	50	69,500	1,300
2020 Est.	122,010	2,990	46,300	1,300	2.65	320	2,480	50	70,900	1,400

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