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RegionView

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Educated ZIP Codes

Business publications are currently writing about something many American workers have already learned, sometimes the hard way: there is a strong link between an individual's education and earning ability. Areas with high proportions of college educated residents tend to be affluent suburbs. Residents are likely to earn higher incomes than their less educated counterparts, as well as exercise greater savvy when making purchasing decisions. These financially strong areas pique marketers' interests. Because they so clearly demonstrate the income advantage of education, they interest everyone in our area.

According to the 1990 census, the H-GAC region has 18 ZIP codes where 50% or more of the population, aged 25 and over, holds bachelor's degrees or higher. The education levels of these ZIP codes far exceed the region average of 24% with a bachelor's degree or higher. All but one of the ZIP codes are in Harris County; 77479 is in Fort Bend County. The education levels of all these ZIPs exceed the averages of their counties, as well. 30% of Fort Bend residents 25 and over hold bachelor's degrees or higher. In Harris County, the figure is 25%.

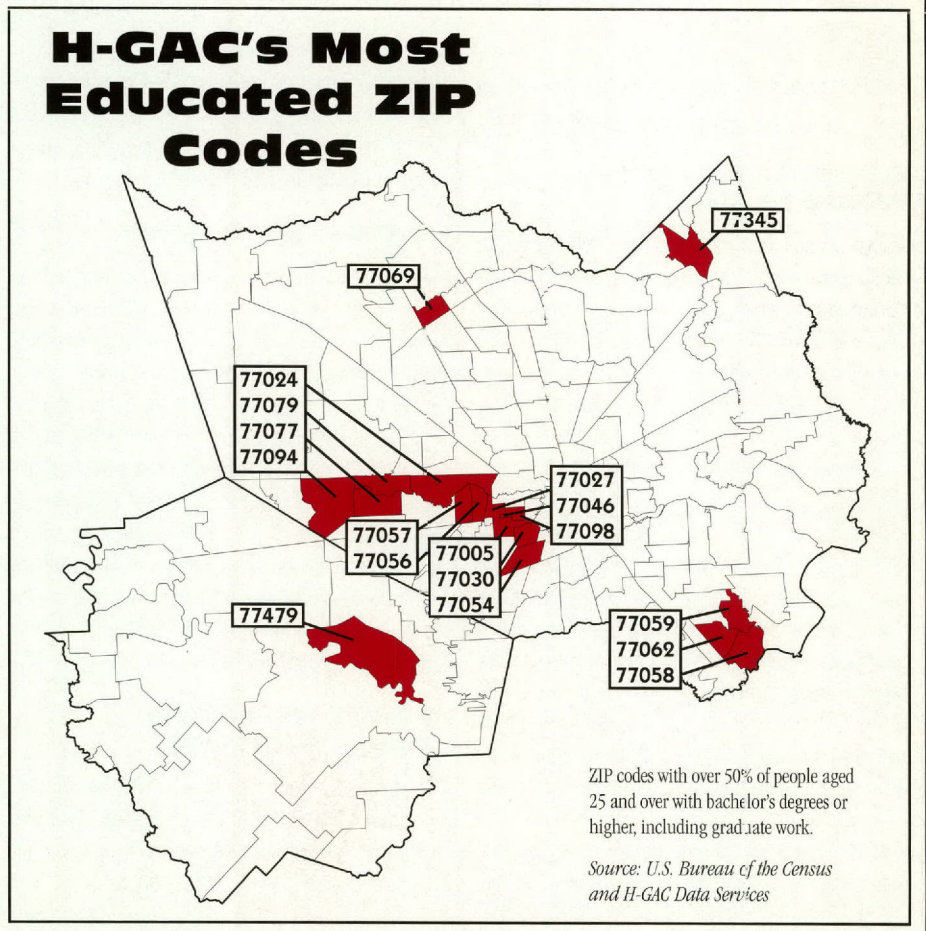
H-GAC's educated ZIP codes don't just earn high marks for education. Their residents consistently outearn the region as a whole. 1989 per capita income for the 18 best educated ZIPs ranges from a low of \$17,623 in 77479 to a high of \$62,036 for 77046. These figures are higher than the region's per capita income of \$14,753, and exceed both Harris County's \$15,202 and Fort Bend's \$16,056.

H-GAC's most educated ZIPs are not all located in the same area, but they do tend to cluster. The biggest group, 77094, 77079, 77077, and 77024, is outside Loop 610, in West Harris County. This area includes Memorial and the west side Villages: Bunker Hill Village, Hedwig Village, Hunter's Creek

Village, and Piney Point Village. Just east of the Memorial/Villages cluster is the Tanglewood area, with 77056 and 77057. Located just outside the loop, this area contains houses similar to those in the Memorial/Villages area, as well as large apartment complexes favored by young professionals. In addition, it contains a major business center: the Galleria. The area, which former President Bush now calls home, is bordered on the east by yet another

group of educated ZIPs. The Greenway Plaza/Highland Village area, 77046, 77027, and part of 77098, contains single family residences such as those in the Afton Oaks neighborhood, as well as apartments catering to young professionals. Like its western neighbor, this area holds a commercial center: Greenway Plaza. The remaining inner Houston cluster is made up of 77098, 77005, 77030, and

Continued on page 3





Notes & Notices

Census Bureau E-mail Addresses

E-mail is often the fastest, easiest way to get your census questions answered. Most Bureau employees have e-mail addresses, but if you aren't sure who to ask, try the addresses below.

pop@census.gov

Population estimates, projections, and statistics

econ@census.gov

Economic estimates, projections, and statistics

decennial@census.gov

Plans for the 2000 census

education@census.gov

Education program and curriculum materials

hhesinfo@census.gov

Housing, income, poverty, disability, and health insurance

Don't forget—when you are doing research, the Census Bureau's World Wide Web site is an excellent starting point. The URL is <http://www.census.gov>.

Census News: What is CMS?

As the Census Bureau plans the 2000 decennial census, one new term is frequently used: CMS, or Continuous Measurement System. According to the Census Bureau, CMS will produce decennial census sample data every year between censuses. This data will be provided for small areas such as neighborhoods, as well as for larger areas, such as cities.

Beginning in January 1999, the Census Bureau will mail questionnaires to 400,000 different residential addresses each month. The Bureau anticipates a 60% return rate. Households that do not mail back questionnaires will be contacted by a Census Bureau representative. The CMS data will be processed and tabulated on a yearly cycle to produce annual estimates for large geographic areas and multi-year averages for small geographic areas. Initial large area estimates should be available in 2000. Initial estimates for small areas, including block groups, will be produced in 2002.

CMS data products will include summary and detailed tables and will be offered primarily online,

via the Internet and CD-ROM. A CMS simulation file is available at the Census Bureau's World Wide Web site, in the "Population and Housing—Continuous Measurement" area.

The Census Bureau is seeking comments about the CMS. To comment or request additional information, contact:

Lawrence McGinn
Continuous Measurement Office
U.S. Bureau of the Census
Washington, D.C. 20233
Phone: 301/763-8327
Fax: 301/763-8390
E-mail: cmsadmin@census.gov

HGA-URISA Workshop

The local section of the Urban and Regional Information Systems Association, HGA-URISA, will host a Data Communications Technology Workshop April 17, 1996, from 9:00am to 3:00pm. The meeting will be in the Greenway Plaza area, 3555 Timmons Lane, 2nd floor, Meeting Room A. Admission is free for HGA-URISA members and \$10 for guests. For workshop or membership information, please contact Chi Yen at 713/754-0442.

H-GAC Web Site

H-GAC joined the online world this spring with its own site on the World Wide Web. With an Internet connection and a Web browser such as Netscape, users may access census data, GIS maps, Board information, and a public calendar, as well as information about publications, member governments, transportation and community and environmental planning, career centers, and 9-1-1 services—all available 24 hours a day. H-GAC's Web site URL is <http://www.hgac.cog.tx.us>. Questions about the site or suggestions for its content may be addressed to Ellen Forman at webmaster@hgac.cog.tx.us, or by phone at 713/993-2453.

TEDA/Houston April Meeting

The Texas Economic & Demographic Association/Houston will meet April 24 at the HESS Building, 3121 Buffalo Speedway. This month's topic is *Houston at the Crossroads—The 15th Houston Area*

Survey. Dr. Stephen Klineberg of Rice University will present the results from the most recent survey of Houstonians' attitudes. Meetings are free for TEDA members and \$10 for guests. The presentation is from 5:30–6:30pm, with a reception from 5:00–5:30. Please call Jerry Kaplanwald, TEDA/Houston President, at 713/696-7609 for more information.

Correction

Last month's cover article on small businesses used "establishment" interchangeably with "company", which is incorrect. *County Business Patterns* defines an establishment as a:

Single physical location at which business is conducted or where services or industrial operations are performed...not necessarily identical with a company...which may consist of one establishment or more.

Thus, if a company opened 15 restaurants in one county, each location would be classified as a separate establishment in *County Business Patterns*.

Thanks go to Skip Kasdorf at the Greater Houston Partnership for noticing this error and pointing it out.

New Products

The Data Services Department recently released two new volumes. The Small Area Allocation Forecast, 1990-2020, Release One, contains information for 199 Regional Analysis Zones, made up of census tracts, for the Houston-Galveston-Brazoria CMSA. The forecast volume provides information about population, households and employment, and is available with an optional data diskette.

Also new is H-GAC's Regional Atlas. A collection of frequently requested maps, the atlas includes geographic and political jurisdictions, demographics, transportation networks, and water quality. All maps are 11" by 17" and full color, and display the entire 13 county Gulf Coast Planning Region.



Continued from page 1

Region's most educated ZIP codes

Rank	ZIP	County	Bachelor's or Higher	Population 25 and Over
1	77094	Harris	71 %	686
2	77005	Harris	67	14,399
3	77054	Harris	63	8,612
4	77059	Harris	63	4,023
5	77030	Harris	63	7,409
6	77024	Harris	62	22,011
7	77345	Harris	61	7,630
8	77027	Harris	58	9,252
9	77479	Fort Bend	57	11,945
10	77046	Harris	57	523
11	77079	Harris	57	20,186
12	77062	Harris	57	16,337
13	77058	Harris	53	3,799
14	77057	Harris	52	21,303
15	77056	Harris	52	10,189
16	77098	Harris	52	7,988
17	77069	Harris	52	8,250
18	77077	Harris	50	22,117

Source: 1990 U.S. Census of Population and Housing, STF-3B

High incomes in educated ZIP codes

Rank	ZIP	County	Per Capita Income in 1989	Population
1	77046	Harris	\$ 62,036	542
2	77024	Harris	49,097	30,699
3	77056	Harris	46,028	13,454
4	77094	Harris	45,893	1,093
5	77027	Harris	39,421	11,535
6	77005	Harris	35,659	21,718
7	77057	Harris	32,975	28,257
8	77058	Harris	32,422	5,615
9	77069	Harris	32,230	11,617
10	77079	Harris	30,075	29,914
11	77059	Harris	28,670	6,369
12	77345	Harris	28,284	13,006
13	77098	Harris	28,226	10,343
14	77030	Harris	24,761	10,418
15	77077	Harris	24,558	32,089
16	77479	Fort Bend	23,371	20,238
17	77062	Harris	22,367	25,213
18	77054	Harris	17,623	12,383

Source: 1990 U.S. Census of Population and Housing, STF-3B

77054. Southern Montrose, Southampton, Southgate, West University Place, Southside Place, and Old Braeswood are major neighborhoods in this area, which also houses the Medical Center and the Astrodome.

The final cluster of ZIP codes is in the Clear Lake area: 77058, 77059, and 77062. East of Old Galveston Road and near Bay Area Boulevard, these ZIPs include Clear Lake City and NASA. The other 3 highly educated ZIPs are scattered. 77069 is located in northwest Harris county, near F.M. 1960 West and Stuebner Airline, and it contains the Champions Golf Course and its associated neighborhood. In north-east Harris County, 77345 is in Kingwood, north of Lake Houston. Finally, in Fort Bend County, 77479 takes in parts of First Colony in Sugar Land.

When the most educated ZIP codes are ranked by per capita income, no clear pattern emerges. The ZIP with the highest per capita income of the group, 77046, is on Houston's near west side in Greenway Plaza. At \$62,036, this ZIP's per capita income is over four times the region's average \$14,753. It should

be noted that this ZIP is primarily commercial: the resident population in 1990 was only 542, with 346 households. In addition, only 19 residents, or 3.5%, were 18 or younger. Because children do not typically contribute to income, the small number of them in this ZIP may be one reason the per capita income is so high. The most educated ZIP, 77094, in west Harris County, also has a small population: 1,093 people and only 364 total households.

Because ZIP codes are designed for mail delivery, not counts of population, the population can vary greatly. In the group of 18 ZIP codes here, the population ranges from a low of 542 in 77046 to a high of 32,089 in 77077. The mean population for these ZIPs is 15,806, and the median is 12,695. In addition to wide variance in population, ZIP code boundaries are not firmly established and may change over time. Still, ZIP codes provide a level of examination useful not only to marketers who rely heavily on mail advertising, but also to interested citizens. Few people in the U.S. know the census tract numbers in which they reside, but almost everyone

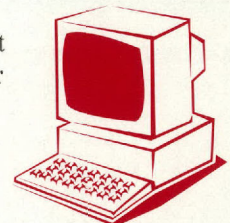
knows his or her own ZIP code. Future articles in **RegionView** will explore other social and economic topics in H-GAC ZIP codes.

GIS Training Available at H-GAC

The Data Services Department offers ArcView and ARC/INFO training courses. Classes feature small class size and in-class computer exercises using the software.

ArcView 2.1 training begins soon. This course includes instruction in software customization.

Please call Fardosht Amirpanahi, Senior GIS Analyst, at 713/627-3200 for more information.





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 Tanya Nguyen, *Chief Systems Analyst*
 Marilee Martin, *Chief Demographer*
 Kim Dinh, *GIS Analyst*

Not pictured: Cindy Pippen, *Department Assistant*

Regional Planning Workshop in May

Texas APA, the Texas Department of Housing and Community Affairs, and H-GAC will sponsor a workshop for planning commissioners and elected officials Friday, May 10th. Topics include growth management, zoning, and ethics. The session is from 9:30am to noon at the H-GAC offices, and the fee is \$25, paid at the door. Please call 713/993-4566 to register.

RegionView

RegionView is the quarterly newsletter of H-GAC's Data Services Department.

The Houston-Galveston Area Council is a voluntary association of local governments and elected officials in the Gulf Coast Planning Region. Organized in 1966, it provides a forum for the discussion of area-wide concerns and promotes regional cooperation through comprehensive planning and services to local governments.

Comments and subscription requests to :

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