



Retail Goods and Services Expenditures

Friendswood City, TX_1
 Friendswood City, TX (4827648)
 Geography: Place

Prepared by City of Friendswood, Karen

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Professional Pride (1B)	35.4%	Population	41,105	44,023
Savvy Suburbanites (1D)	17.3%	Households	14,398	15,311
Home Improvement (4B)	14.2%	Families	11,368	12,114
Enterprising Professionals (2D)	6.9%	Median Age	41.3	42.2
Golden Years (9B)	5.2%	Median Household Income	\$107,151	\$113,888
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		159	\$3,409.89	\$49,095,616
Men's		158	\$654.56	\$9,424,373
Women's		162	\$1,167.30	\$16,806,762
Children's		157	\$505.35	\$7,276,001
Footwear		154	\$738.12	\$10,627,434
Watches & Jewelry		167	\$230.59	\$3,320,104
Apparel Products and Services (1)		172	\$113.97	\$1,640,941
Computer				
Computers and Hardware for Home Use		162	\$267.99	\$3,858,492
Portable Memory		159	\$7.10	\$102,179
Computer Software		156	\$15.86	\$228,424
Computer Accessories		165	\$31.34	\$451,163
Entertainment & Recreation		161	\$5,277.98	\$75,992,412
Fees and Admissions		178	\$1,270.04	\$18,286,006
Membership Fees for Clubs (2)		179	\$422.46	\$6,082,579
Fees for Participant Sports, excl. Trips		180	\$193.57	\$2,786,975
Tickets to Theatre/Operas/Concerts		177	\$132.84	\$1,912,629
Tickets to Movies		160	\$87.64	\$1,261,800
Tickets to Parks or Museums		162	\$52.50	\$755,964
Admission to Sporting Events, excl. Trips		177	\$111.88	\$1,610,854
Fees for Recreational Lessons		187	\$268.12	\$3,860,374
Dating Services		147	\$1.03	\$14,832
TV/Video/Audio		151	\$1,852.57	\$26,673,347
Cable and Satellite Television Services		150	\$1,320.96	\$19,019,186
Televisions		152	\$165.17	\$2,378,155
Satellite Dishes		153	\$2.40	\$34,596
VCRs, Video Cameras, and DVD Players		158	\$9.13	\$131,390
Miscellaneous Video Equipment		163	\$41.54	\$598,057
Video Cassettes and DVDs		155	\$17.70	\$254,845
Video Game Hardware/Accessories		144	\$40.11	\$577,547
Video Game Software		144	\$21.87	\$314,950
Rental/Streaming/Downloaded Video		151	\$70.61	\$1,016,656
Installation of Televisions		187	\$2.13	\$30,727
Audio (3)		160	\$156.58	\$2,254,404
Rental and Repair of TV/Radio/Sound Equipment		139	\$4.36	\$62,834
Pets		155	\$1,024.49	\$14,750,651
Toys/Games/Crafts/Hobbies (4)		157	\$184.94	\$2,662,776
Recreational Vehicles and Fees (5)		177	\$282.46	\$4,066,875
Sports/Recreation/Exercise Equipment (6)		174	\$360.32	\$5,187,883
Photo Equipment and Supplies (7)		165	\$86.12	\$1,239,998
Reading (8)		164	\$174.92	\$2,518,514
Catered Affairs (9)		158	\$42.11	\$606,363
Food		156	\$13,798.35	\$198,668,697
Food at Home		154	\$7,952.68	\$114,502,621
Bakery and Cereal Products		154	\$1,048.28	\$15,093,179
Meats, Poultry, Fish, and Eggs		152	\$1,737.23	\$25,012,692
Dairy Products		154	\$823.29	\$11,853,689
Fruits and Vegetables		156	\$1,588.90	\$22,876,944
Snacks and Other Food at Home (10)		153	\$2,754.97	\$39,666,118
Food Away from Home		159	\$5,845.68	\$84,166,075
Alcoholic Beverages		166	\$956.81	\$13,776,087

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	181	\$38,814.39	\$558,849,657
Value of Retirement Plans	185	\$176,192.73	\$2,536,822,864
Value of Other Financial Assets	163	\$9,244.60	\$133,103,720
Vehicle Loan Amount excluding Interest	155	\$4,432.37	\$63,817,228
Value of Credit Card Debt	162	\$3,965.66	\$57,097,606
Health			
Nonprescription Drugs	155	\$223.25	\$3,214,417
Prescription Drugs	153	\$559.64	\$8,057,764
Eyeglasses and Contact Lenses	161	\$145.68	\$2,097,510
Home			
Mortgage Payment and Basics (11)	181	\$18,214.29	\$262,249,331
Maintenance and Remodeling Services	183	\$3,904.97	\$56,223,696
Maintenance and Remodeling Materials (12)	170	\$830.54	\$11,958,084
Utilities, Fuel, and Public Services	152	\$7,402.66	\$106,583,511
Household Furnishings and Equipment			
Household Textiles (13)	158	\$158.55	\$2,282,834
Furniture	164	\$1,006.17	\$14,486,860
Rugs	179	\$57.87	\$833,274
Major Appliances (14)	164	\$579.65	\$8,345,812
Housewares (15)	162	\$172.63	\$2,485,501
Small Appliances	149	\$72.55	\$1,044,620
Luggage	167	\$23.41	\$337,108
Telephones and Accessories	162	\$122.52	\$1,764,001
Household Operations			
Child Care	174	\$886.60	\$12,765,266
Lawn and Garden (16)	169	\$795.76	\$11,457,331
Moving/Storage/Freight Express	156	\$103.78	\$1,494,283
Housekeeping Supplies (17)	155	\$1,164.56	\$16,767,406
Insurance			
Owners and Renters Insurance	165	\$956.92	\$13,777,772
Vehicle Insurance	151	\$2,337.05	\$33,648,902
Life/Other Insurance	171	\$786.37	\$11,322,140
Health Insurance	158	\$6,225.59	\$89,636,102
Personal Care Products (18)	158	\$792.07	\$11,404,293
School Books and Supplies (19)	160	\$248.12	\$3,572,447
Smoking Products	130	\$526.90	\$7,586,376
Transportation			
Payments on Vehicles excluding Leases	155	\$3,935.27	\$56,660,081
Gasoline and Motor Oil	150	\$3,423.83	\$49,296,306
Vehicle Maintenance and Repairs	157	\$1,798.60	\$25,896,212
Travel			
Airline Fares	173	\$944.90	\$13,604,675
Lodging on Trips	175	\$1,084.66	\$15,616,930
Auto/Truck Rental on Trips	174	\$45.53	\$655,494
Food and Drink on Trips	170	\$915.37	\$13,179,529

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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