



Retail MarketPlace Profile

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

Prepared by City of Friendswood, Karen Capps

Summary Demographics

2018 Population	41,238
2018 Households	14,508
2018 Median Disposable Income	\$86,175
2018 Per Capita Income	\$49,521

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$890,543,556	\$257,864,929	\$632,678,627	55.1	196
Total Retail Trade	44-45	\$799,270,556	\$221,279,433	\$577,991,123	56.6	126
Total Food & Drink	722	\$91,273,000	\$36,585,496	\$54,687,504	42.8	70

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$171,206,890	\$12,119,586	\$159,087,304	86.8	9
Automobile Dealers	4411	\$137,279,477	\$1,226,287	\$136,053,190	98.2	2
Other Motor Vehicle Dealers	4412	\$18,569,789	\$2,099,735	\$16,470,054	79.7	2
Auto Parts, Accessories & Tire Stores	4413	\$15,357,624	\$8,793,564	\$6,564,060	27.2	5
Furniture & Home Furnishings Stores	442	\$28,988,677	\$8,648,504	\$20,340,173	54.0	8
Furniture Stores	4421	\$16,591,213	\$4,054,325	\$12,536,888	60.7	1
Home Furnishings Stores	4422	\$12,397,464	\$4,594,179	\$7,803,285	45.9	7
Electronics & Appliance Stores	443	\$29,586,983	\$9,472,554	\$20,114,429	51.5	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$55,385,861	\$7,983,658	\$47,402,203	74.8	10
Bldg Material & Supplies Dealers	4441	\$52,012,082	\$7,491,358	\$44,520,724	74.8	8
Lawn & Garden Equip & Supply Stores	4442	\$3,373,779	\$492,300	\$2,881,479	74.5	2
Food & Beverage Stores	445	\$141,962,479	\$84,016,860	\$57,945,619	25.6	18
Grocery Stores	4451	\$128,265,761	\$71,515,478	\$56,750,283	28.4	9
Specialty Food Stores	4452	\$5,983,362	\$1,311,638	\$4,671,724	64.0	2
Beer, Wine & Liquor Stores	4453	\$7,713,356	\$11,189,744	-\$3,476,388	-18.4	7
Health & Personal Care Stores	446,4461	\$45,634,150	\$23,984,811	\$21,649,339	31.1	12
Gasoline Stations	447,4471	\$75,956,161	\$28,202,934	\$47,753,227	45.8	9
Clothing & Clothing Accessories Stores	448	\$38,031,312	\$17,177,292	\$20,854,020	37.8	11
Clothing Stores	4481	\$24,854,704	\$15,665,165	\$9,189,539	22.7	9
Shoe Stores	4482	\$5,221,001	\$0	\$5,221,001	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$7,955,607	\$1,512,127	\$6,443,480	68.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$28,168,218	\$2,880,864	\$25,287,354	81.4	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$25,160,641	\$2,654,055	\$22,506,586	80.9	9
Book, Periodical & Music Stores	4512	\$3,007,577	\$226,809	\$2,780,768	86.0	1
General Merchandise Stores	452	\$140,210,244	\$13,771,646	\$126,438,598	82.1	4
Department Stores Excluding Leased Depts.	4521	\$98,459,185	\$5,608,124	\$92,851,061	89.2	1
Other General Merchandise Stores	4529	\$41,751,059	\$8,163,522	\$33,587,537	67.3	3
Miscellaneous Store Retailers	453	\$31,458,694	\$10,978,040	\$20,480,654	48.3	22
Florists	4531	\$1,637,270	\$841,260	\$796,010	32.1	2
Office Supplies, Stationery & Gift Stores	4532	\$6,893,025	\$1,843,247	\$5,049,778	57.8	8
Used Merchandise Stores	4533	\$5,484,801	\$3,528,164	\$1,956,637	21.7	4
Other Miscellaneous Store Retailers	4539	\$17,443,598	\$4,765,369	\$12,678,229	57.1	8
Nonstore Retailers	454	\$12,680,887	\$2,042,684	\$10,638,203	72.3	3
Electronic Shopping & Mail-Order Houses	4541	\$8,881,922	\$2,000,983	\$6,880,939	63.2	1
Vending Machine Operators	4542	\$699,797	\$0	\$699,797	100.0	0
Direct Selling Establishments	4543	\$3,099,168	\$41,701	\$3,057,467	97.3	2
Food Services & Drinking Places	722	\$91,273,000	\$36,585,496	\$54,687,504	42.8	70
Special Food Services	7223	\$1,140,233	\$273,324	\$866,909	61.3	3
Drinking Places - Alcoholic Beverages	7224	\$3,512,159	\$448,108	\$3,064,051	77.4	1
Restaurants/Other Eating Places	7225	\$86,620,608	\$35,864,064	\$50,756,544	41.4	66

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

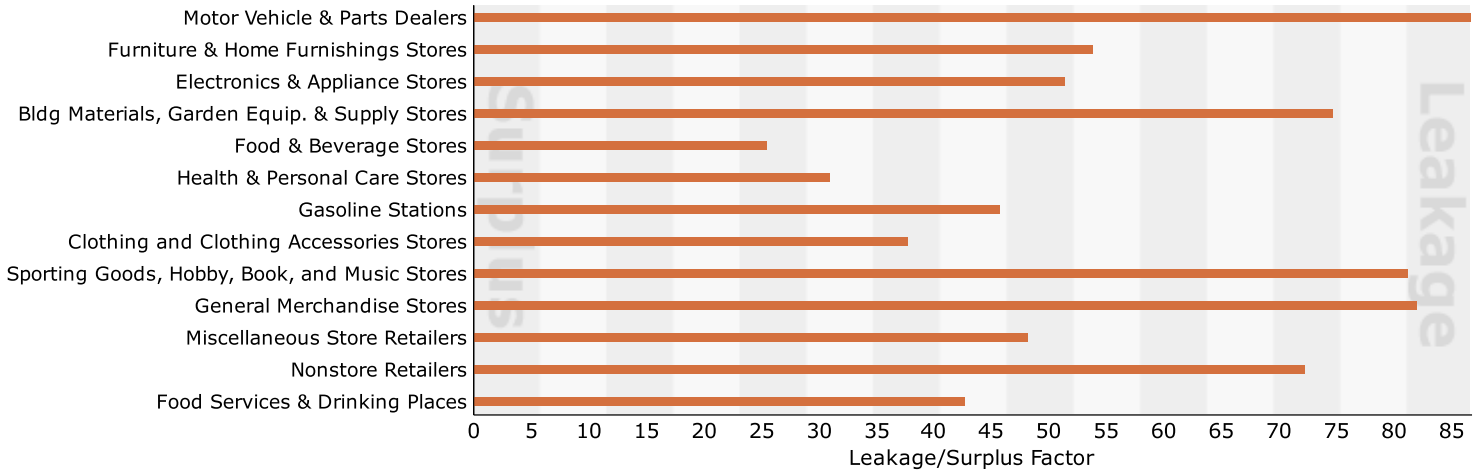


Retail MarketPlace Profile

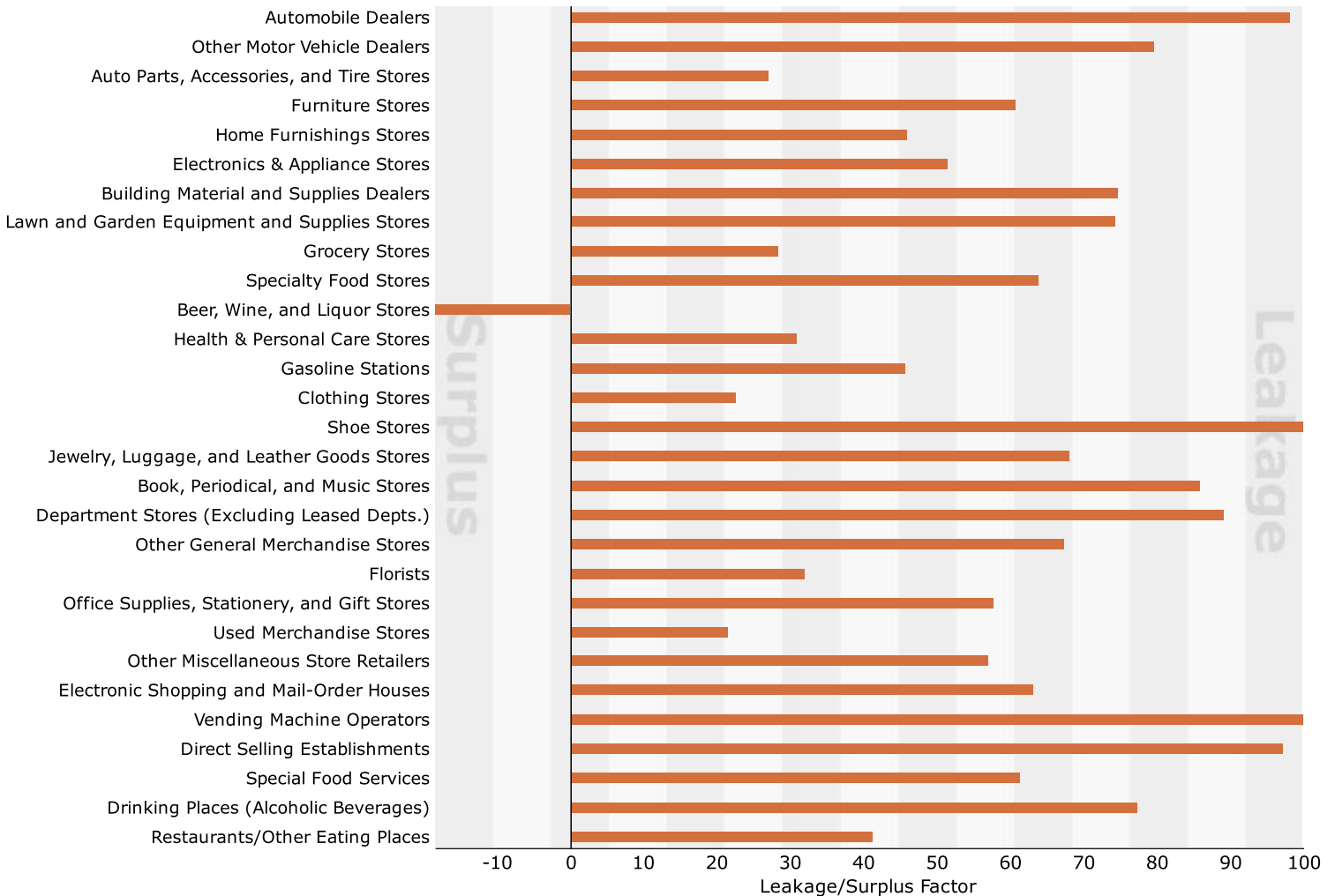
Friendswood City, TX
 Friendswood City, TX (4827648)
 Geography: Place

Prepared by City of Friendswood, Karen Capps

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.