

TARGET MARKET SUMMARY

Friendswood City, TX

Geography: Place

Key Facts

41,977

Population

41.6

Median Age

2.8

Average Household Size

\$115,466

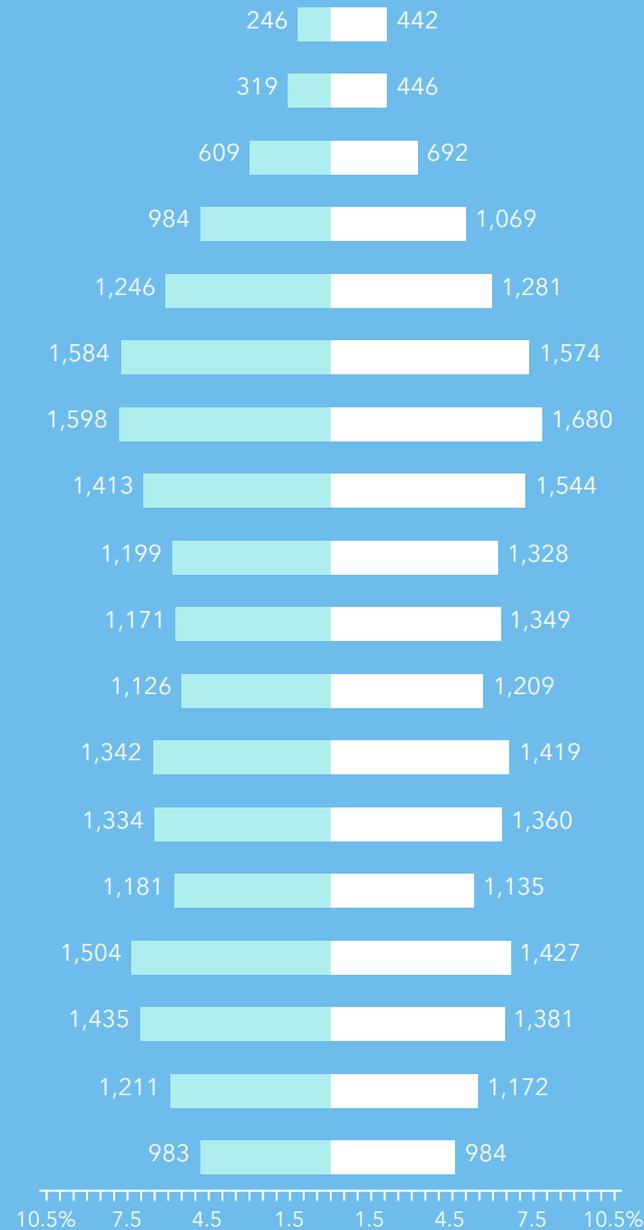
Median Household Income



Source: This infographic contains data provided by Esri (2023, 2028), Esri-U.S. BLS (2023), Esri-MRI-Simmons (2023).

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Age Pyramid



The largest group:
2023 Females Age 55-59

The smallest group:
2023 Males Age 85+

Annual Lifestyle Spending



\$3,544

Travel



\$88

Theatre/Operas/Concerts



\$85

Movies/Museums/ Parks



\$101

Sports Events



\$13

Online Games



\$206

Audio

Tapestry segments



1B

Professional Pride
5,393 households

36.4%
of Households



1D

Savvy Suburbanites
2,650 households

17.9%
of Households



4B

Home Improvement
1,970 households

13.3%
of Households