



Retail MarketPlace Profile

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

Prepared by City of Friendswood, Karen Capps

Summary Demographics

2016 Population	39,756
2016 Households	14,010
2016 Median Disposable Income	\$79,693
2016 Per Capita Income	\$46,411

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	\$930,239,285	\$299,831,804	\$630,407,481	51.2	224
Total Retail Trade	44-45	\$838,477,110	\$260,879,979	\$577,597,131	52.5	152
Total Food & Drink	722	\$91,762,175	\$38,951,825	\$52,810,350	40.4	72

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$195,334,644	\$11,822,303	\$183,512,341	88.6	10
Automobile Dealers	4411	\$160,299,022	\$1,168,904	\$159,130,118	98.6	2
Other Motor Vehicle Dealers	4412	\$21,675,287	\$2,352,113	\$19,323,174	80.4	2
Auto Parts, Accessories & Tire Stores	4413	\$13,360,335	\$8,301,286	\$5,059,049	23.4	6
Furniture & Home Furnishings Stores	442	\$27,225,050	\$4,528,618	\$22,696,432	71.5	8
Furniture Stores	4421	\$16,320,409	\$0	\$16,320,409	100.0	0
Home Furnishings Stores	4422	\$10,904,641	\$4,528,618	\$6,376,023	41.3	8
Electronics & Appliance Stores	443	\$48,064,771	\$39,816,412	\$8,248,359	9.4	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$51,278,700	\$6,260,669	\$45,018,031	78.2	9
Bldg Material & Supplies Dealers	4441	\$48,029,907	\$5,567,324	\$42,462,583	79.2	7
Lawn & Garden Equip & Supply Stores	4442	\$3,248,793	\$693,345	\$2,555,448	64.8	2
Food & Beverage Stores	445	\$154,184,336	\$107,002,551	\$47,181,785	18.1	18
Grocery Stores	4451	\$138,527,967	\$95,040,828	\$43,487,139	18.6	8
Specialty Food Stores	4452	\$8,658,383	\$2,296,660	\$6,361,723	58.1	3
Beer, Wine & Liquor Stores	4453	\$6,997,986	\$9,665,063	-\$2,667,077	-16.0	7
Health & Personal Care Stores	446,4461	\$44,183,508	\$29,460,966	\$14,722,542	20.0	17
Gasoline Stations	447,4471	\$49,460,941	\$15,413,445	\$34,047,496	52.5	9
Clothing & Clothing Accessories Stores	448	\$34,539,371	\$7,857,592	\$26,681,779	62.9	12
Clothing Stores	4481	\$22,961,537	\$6,617,057	\$16,344,480	55.3	10
Shoe Stores	4482	\$4,466,290	\$0	\$4,466,290	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$7,111,544	\$1,240,535	\$5,871,009	70.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$26,379,422	\$3,781,971	\$22,597,451	74.9	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$23,267,058	\$3,598,015	\$19,669,043	73.2	10
Book, Periodical & Music Stores	4512	\$3,112,364	\$183,956	\$2,928,408	88.8	1
General Merchandise Stores	452	\$155,015,708	\$16,142,528	\$138,873,180	81.1	7
Department Stores Excluding Leased Depts.	4521	\$114,070,207	\$8,785,138	\$105,285,069	85.7	2
Other General Merchandise Stores	4529	\$40,945,501	\$7,357,390	\$33,588,111	69.5	5
Miscellaneous Store Retailers	453	\$36,792,452	\$16,393,881	\$20,398,571	38.4	28
Florists	4531	\$1,493,310	\$882,635	\$610,675	25.7	2
Office Supplies, Stationery & Gift Stores	4532	\$6,696,710	\$2,262,644	\$4,434,066	49.5	10
Used Merchandise Stores	4533	\$5,226,307	\$3,512,346	\$1,713,961	19.6	5
Other Miscellaneous Store Retailers	4539	\$23,376,125	\$9,736,256	\$13,639,869	41.2	11
Nonstore Retailers	454	\$16,018,207	\$2,399,043	\$13,619,164	73.9	3
Electronic Shopping & Mail-Order Houses	4541	\$10,220,309	\$2,052,932	\$8,167,377	66.5	1
Vending Machine Operators	4542	\$864,441	\$216,730	\$647,711	59.9	1
Direct Selling Establishments	4543	\$4,933,457	\$129,381	\$4,804,076	94.9	1
Food Services & Drinking Places	722	\$91,762,175	\$38,951,825	\$52,810,350	40.4	72
Special Food Services	7223	\$1,171,137	\$278,218	\$892,919	61.6	3
Drinking Places - Alcoholic Beverages	7224	\$3,385,915	\$601,179	\$2,784,736	69.8	2
Restaurants/Other Eating Places	7225	\$87,205,123	38,072,428	49,132,695L/	39	67

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. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

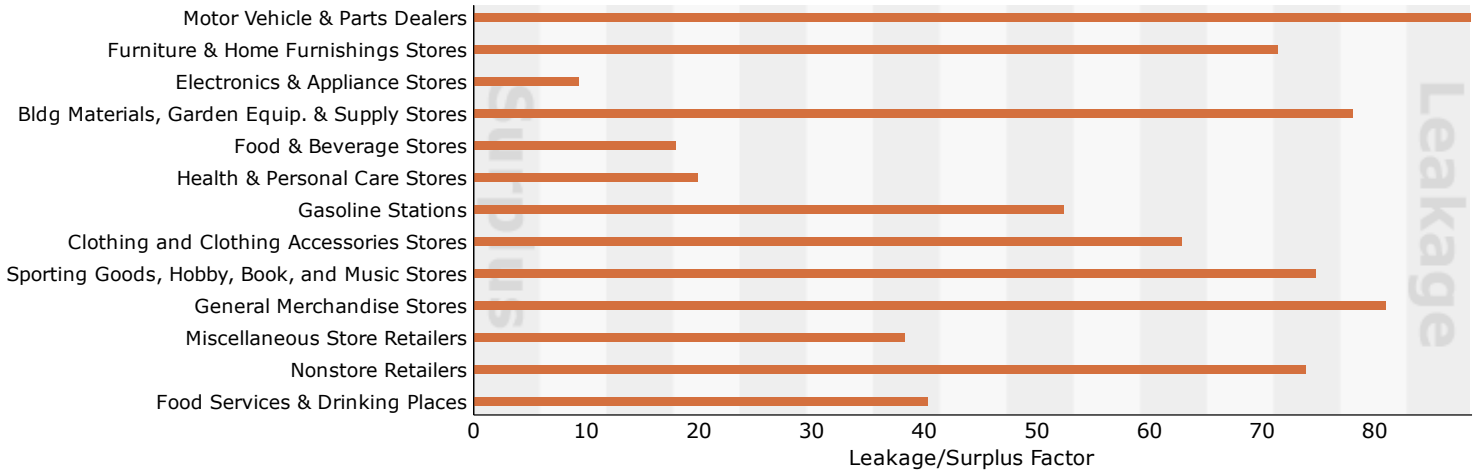


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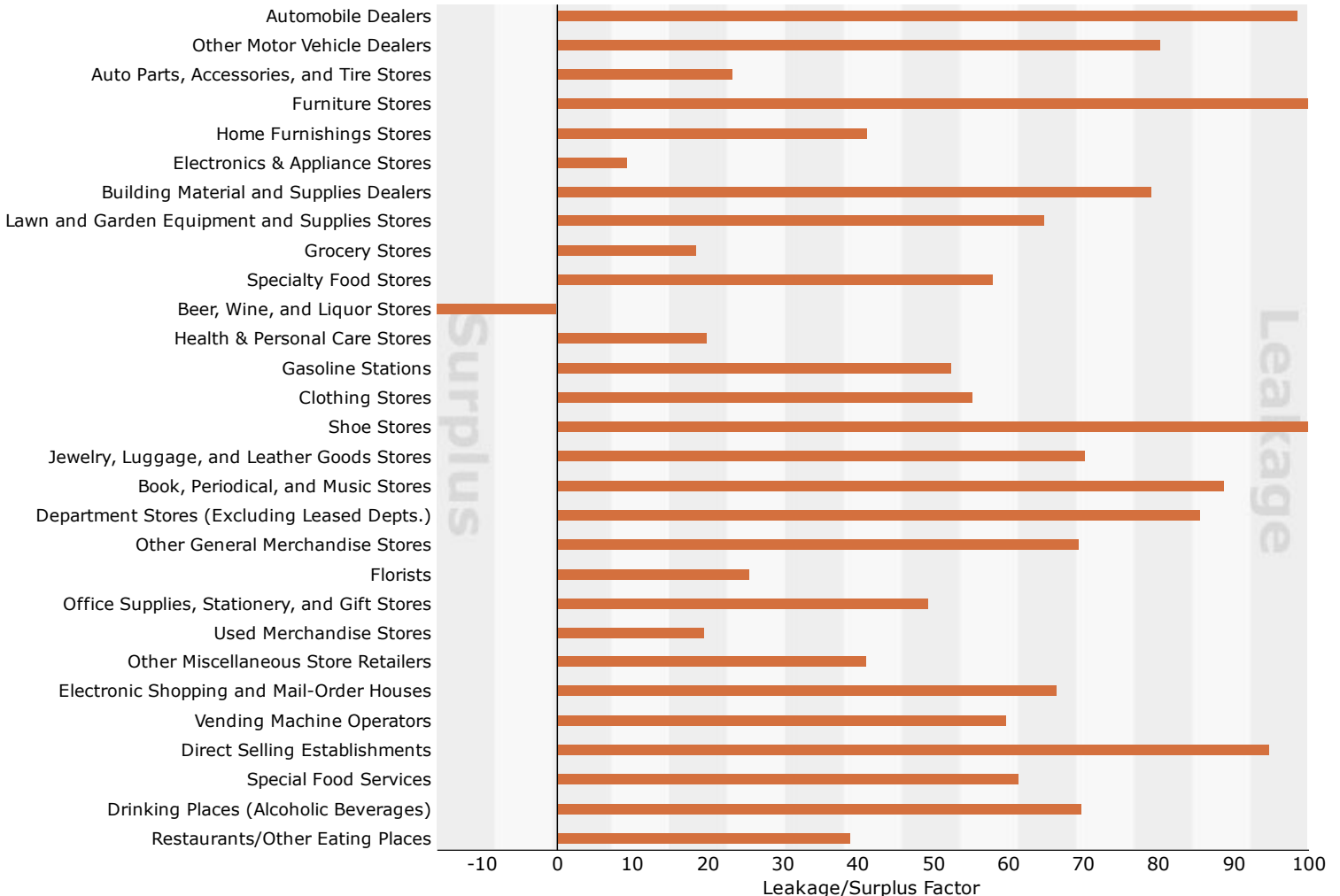
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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