



Demographic and Income Profile

FM 528 at Friendswood Lakes Blvd.
Ring: 1 mile radius

Latitude: 29.49441
Longitude: -95.20752

Summary	2000	2010	2015
Population	5,364	6,563	7,103
Households	1,579	1,919	2,075
Families	1,468	1,780	1,921
Average Household Size	3.37	3.40	3.40
Owner Occupied Housing Units	1,529	1,776	1,917
Renter Occupied Housing Units	50	143	157
Median Age	35.8	37.3	36.8
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.59%	1.65%	0.76%
Households	1.58%	1.63%	0.78%
Families	1.54%	1.48%	0.64%
Owner HHS	1.54%	1.72%	0.82%
Median Household Income	0.49%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	15	0.9%	13	0.7%	9	0.4%
\$15,000 - \$24,999	20	1.3%	13	0.7%	9	0.4%
\$25,000 - \$34,999	67	4.2%	39	2.0%	27	1.3%
\$35,000 - \$49,999	114	7.2%	91	4.7%	50	2.4%
\$50,000 - \$74,999	315	19.9%	277	14.4%	295	14.2%
\$75,000 - \$99,999	340	21.4%	351	18.3%	379	18.3%
\$100,000 - \$149,999	473	29.8%	589	30.7%	674	32.5%
\$150,000 - \$199,999	163	10.3%	356	18.6%	420	20.3%
\$200,000+	79	5.0%	189	9.9%	211	10.2%

Median Household Income	\$92,629	\$116,947	\$119,845
Average Household Income	\$109,020	\$128,847	\$133,143
Per Capita Income	\$32,629	\$38,436	\$39,710

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	372	6.9%	456	6.9%	501	7.1%
5 - 9	534	9.9%	584	8.9%	636	9.0%
10 - 14	657	12.2%	693	10.6%	777	10.9%
15 - 19	486	9.1%	585	8.9%	579	8.1%
20 - 24	140	2.6%	237	3.6%	250	3.5%
25 - 34	410	7.6%	494	7.5%	610	8.6%
35 - 44	1,194	22.3%	1,136	17.3%	1,179	16.6%
45 - 54	949	17.7%	1,281	19.5%	1,221	17.2%
55 - 64	382	7.1%	698	10.6%	828	11.7%
65 - 74	148	2.8%	252	3.8%	347	4.9%
75 - 84	65	1.2%	111	1.7%	136	1.9%
85+	26	0.5%	35	0.5%	41	0.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,907	91.5%	5,839	89.0%	6,304	88.8%
Black Alone	132	2.5%	202	3.1%	233	3.3%
American Indian Alone	16	0.3%	20	0.3%	22	0.3%
Asian Alone	166	3.1%	267	4.1%	289	4.1%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	71	1.3%	115	1.8%	127	1.8%
Two or More Races	72	1.3%	119	1.8%	128	1.8%
Hispanic Origin (Any Race)	312	5.8%	510	7.8%	560	7.9%

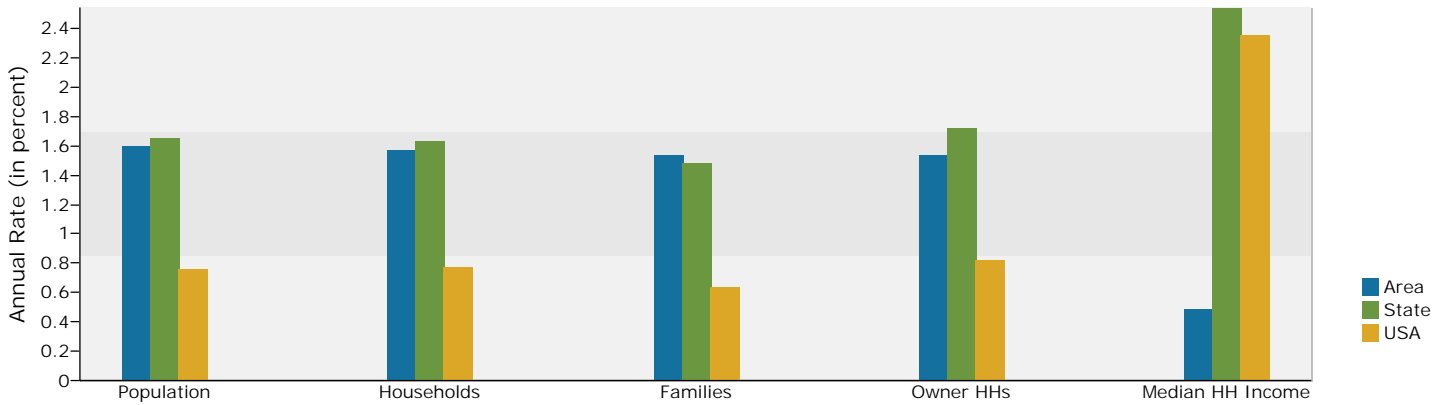
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

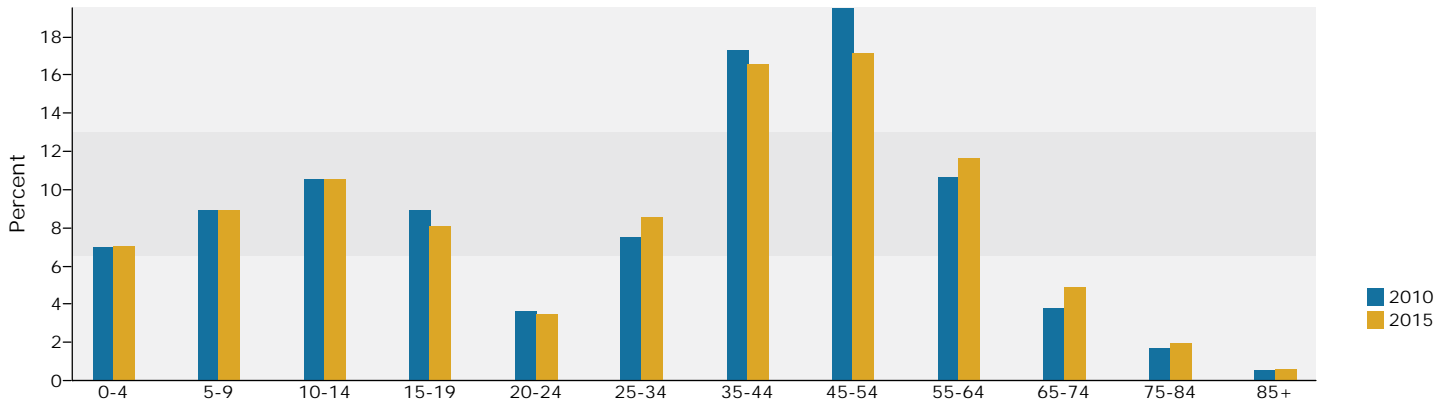
July 28, 2010

Made with ESRI Business Analyst

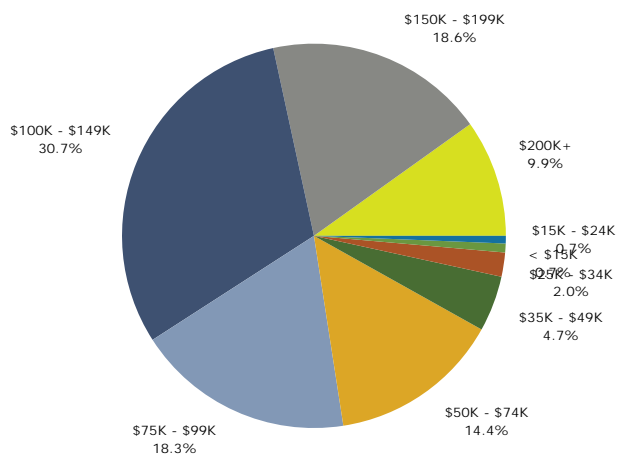
Trends 2010-2015



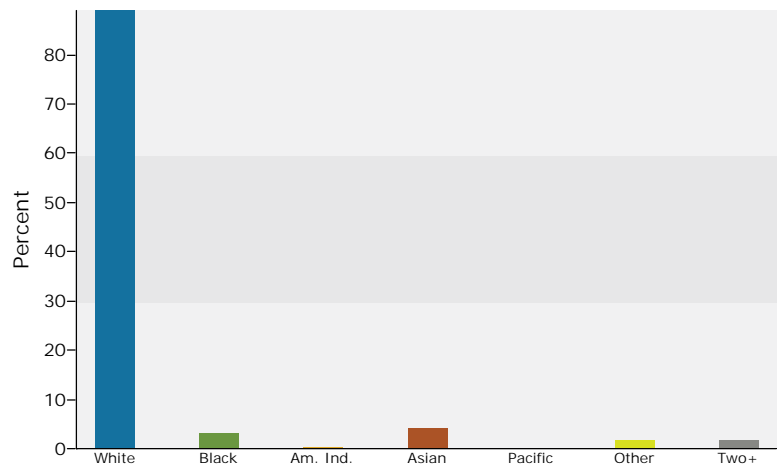
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 7.8%



Demographic and Income Profile

FM 528 at Friendswood Lakes Blvd.
Ring: 3 miles radius

Latitude: 29.49441
Longitude: -95.20752

Summary	2000	2010	2015
Population	28,005	33,761	35,723
Households	9,382	11,203	11,828
Families	7,743	9,207	9,679
Average Household Size	2.96	2.99	3.00
Owner Occupied Housing Units	7,996	9,249	9,778
Renter Occupied Housing Units	1,386	1,954	2,051
Median Age	36.2	37.6	36.9
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.14%	1.65%	0.76%
Households	1.09%	1.63%	0.78%
Families	1.00%	1.48%	0.64%
Owner HHS	1.12%	1.72%	0.82%
Median Household Income	1.49%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	533	5.6%	424	3.8%	330	2.8%
\$15,000 - \$24,999	547	5.8%	418	3.7%	329	2.8%
\$25,000 - \$34,999	668	7.1%	561	5.0%	406	3.4%
\$35,000 - \$49,999	1,261	13.3%	943	8.4%	582	4.9%
\$50,000 - \$74,999	2,103	22.2%	2,424	21.6%	2,656	22.5%
\$75,000 - \$99,999	1,708	18.1%	2,306	20.6%	2,599	22.0%
\$100,000 - \$149,999	1,740	18.4%	2,494	22.3%	3,019	25.5%
\$150,000 - \$199,999	513	5.4%	983	8.8%	1,168	9.9%
\$200,000+	379	4.0%	652	5.8%	739	6.2%

Median Household Income	\$69,695	\$82,048	\$88,328
Average Household Income	\$82,987	\$97,835	\$104,311
Per Capita Income	\$28,317	\$32,785	\$34,897

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,936	6.9%	2,362	7.0%	2,515	7.0%
5 - 9	2,443	8.7%	2,630	7.8%	2,798	7.8%
10 - 14	2,785	9.9%	2,837	8.4%	3,110	8.7%
15 - 19	2,257	8.1%	2,613	7.7%	2,533	7.1%
20 - 24	995	3.6%	1,660	4.9%	1,671	4.7%
25 - 34	2,981	10.6%	3,587	10.6%	4,336	12.1%
35 - 44	5,474	19.5%	5,006	14.8%	4,997	14.0%
45 - 54	4,542	16.2%	5,983	17.7%	5,457	15.3%
55 - 64	2,398	8.6%	3,991	11.8%	4,521	12.7%
65 - 74	1,216	4.3%	1,869	5.5%	2,414	6.8%
75 - 84	644	2.3%	823	2.4%	962	2.7%
85+	335	1.2%	400	1.2%	409	1.1%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,028	89.4%	28,912	85.6%	30,272	84.7%
Black Alone	766	2.7%	1,198	3.5%	1,375	3.8%
American Indian Alone	122	0.4%	167	0.5%	182	0.5%
Asian Alone	714	2.5%	1,190	3.5%	1,290	3.6%
Pacific Islander Alone	7	0.0%	10	0.0%	10	0.0%
Some Other Race Alone	876	3.1%	1,494	4.4%	1,731	4.8%
Two or More Races	493	1.8%	789	2.3%	864	2.4%
Hispanic Origin (Any Race)	2,696	9.6%	4,582	13.6%	5,259	14.7%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

July 28, 2010

Made with ESRI Business Analyst

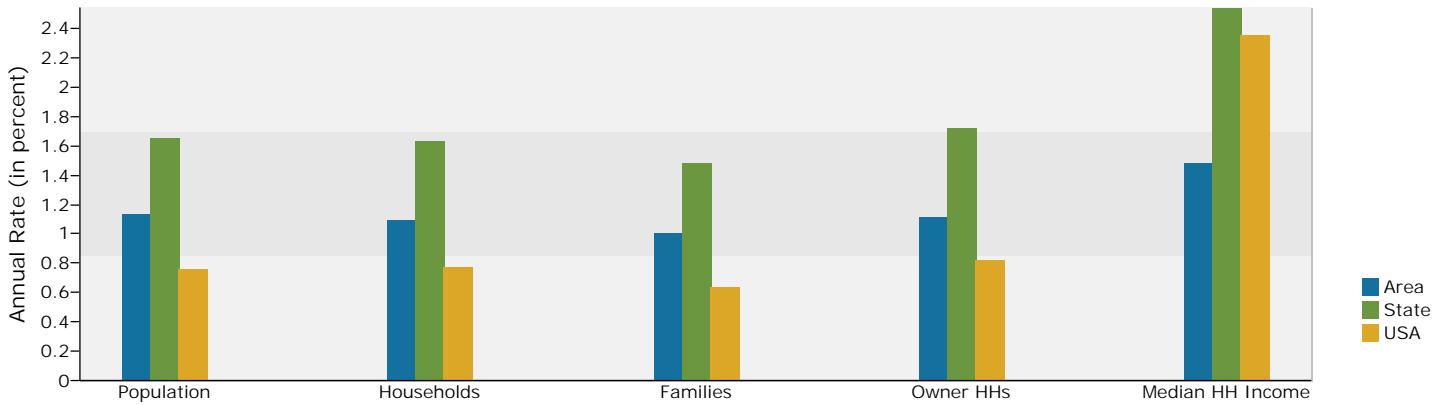


Demographic and Income Profile

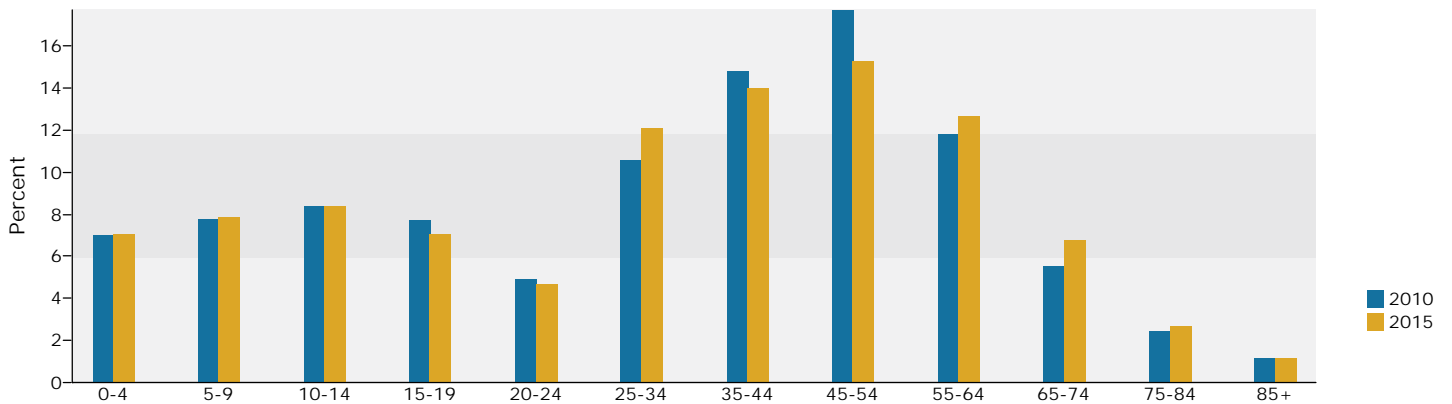
FM 528 at Friendswood Lakes Blvd.
 Ring: 3 miles radius

Latitude: 29.49441
 Longitude: -95.20752

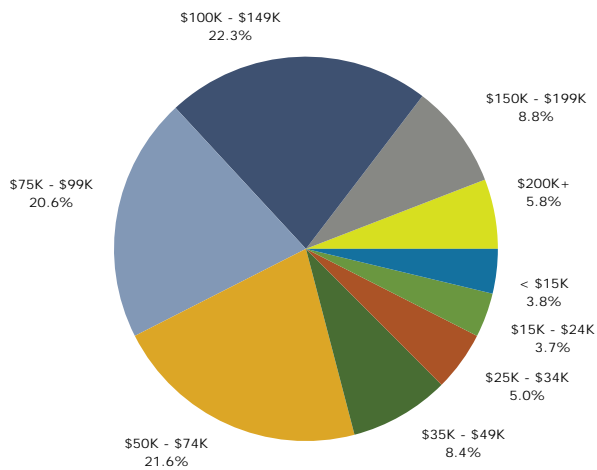
Trends 2010-2015



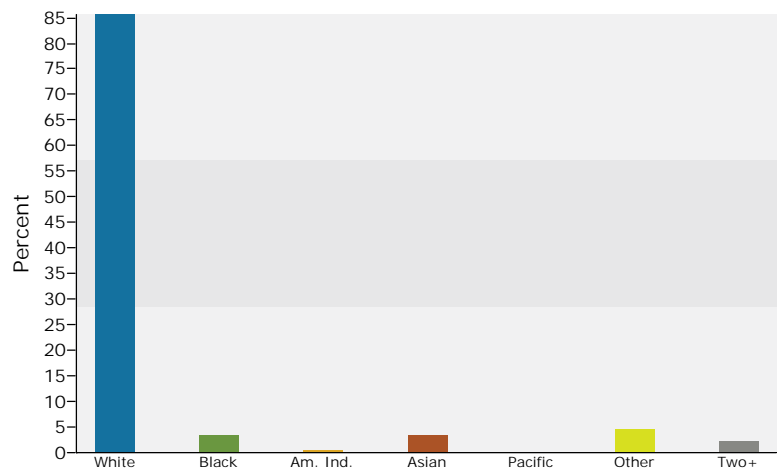
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 13.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Demographic and Income Profile

FM 528 at Friendswood Lakes Blvd.
Ring: 5 miles radius

Latitude: 29.49441
Longitude: -95.20752

Summary	2000	2010	2015
Population	72,564	99,803	110,698
Households	24,849	34,495	38,336
Families	19,837	27,113	29,849
Average Household Size	2.90	2.88	2.87
Owner Occupied Housing Units	19,873	26,657	29,599
Renter Occupied Housing Units	4,975	7,838	8,737
Median Age	33.9	35.3	34.8
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	2.09%	1.65%	0.76%
Households	2.13%	1.63%	0.78%
Families	1.94%	1.48%	0.64%
Owner HHs	2.12%	1.72%	0.82%
Median Household Income	1.35%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,450	5.8%	1,241	3.6%	1,003	2.6%
\$15,000 - \$24,999	1,718	6.9%	1,374	4.0%	1,146	3.0%
\$25,000 - \$34,999	1,967	7.9%	1,671	4.8%	1,278	3.3%
\$35,000 - \$49,999	3,708	14.9%	3,199	9.3%	2,095	5.5%
\$50,000 - \$74,999	6,179	24.8%	8,369	24.3%	9,694	25.3%
\$75,000 - \$99,999	4,585	18.4%	7,641	22.1%	8,998	23.5%
\$100,000 - \$149,999	3,804	15.3%	7,560	21.9%	9,895	25.8%
\$150,000 - \$199,999	909	3.6%	2,130	6.2%	2,646	6.9%
\$200,000+	613	2.5%	1,312	3.8%	1,579	4.1%

Median Household Income	\$63,793	\$78,249	\$83,667
Average Household Income	\$74,274	\$90,143	\$96,262
Per Capita Income	\$25,700	\$31,118	\$33,274

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,717	7.9%	7,834	7.8%	8,608	7.8%
5 - 9	6,191	8.5%	7,894	7.9%	8,738	7.9%
10 - 14	6,443	8.9%	7,873	7.9%	8,928	8.1%
15 - 19	5,447	7.5%	7,004	7.0%	7,462	6.7%
20 - 24	3,404	4.7%	5,496	5.5%	5,907	5.3%
25 - 34	10,282	14.2%	13,286	13.3%	16,068	14.5%
35 - 44	14,151	19.5%	14,983	15.0%	15,436	13.9%
45 - 54	10,533	14.5%	16,379	16.4%	15,797	14.3%
55 - 64	5,475	7.5%	10,873	10.9%	13,129	11.9%
65 - 74	2,849	3.9%	5,035	5.0%	6,960	6.3%
75 - 84	1,476	2.0%	2,244	2.2%	2,674	2.4%
85+	596	0.8%	901	0.9%	990	0.9%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	60,993	84.1%	78,031	78.2%	84,389	76.2%
Black Alone	3,152	4.3%	5,784	5.8%	6,978	6.3%
American Indian Alone	306	0.4%	499	0.5%	582	0.5%
Asian Alone	2,867	4.0%	5,673	5.7%	6,690	6.0%
Pacific Islander Alone	17	0.0%	38	0.0%	42	0.0%
Some Other Race Alone	3,732	5.1%	7,000	7.0%	8,694	7.9%
Two or More Races	1,497	2.1%	2,777	2.8%	3,322	3.0%
Hispanic Origin (Any Race)	10,438	14.4%	19,548	19.6%	24,273	21.9%

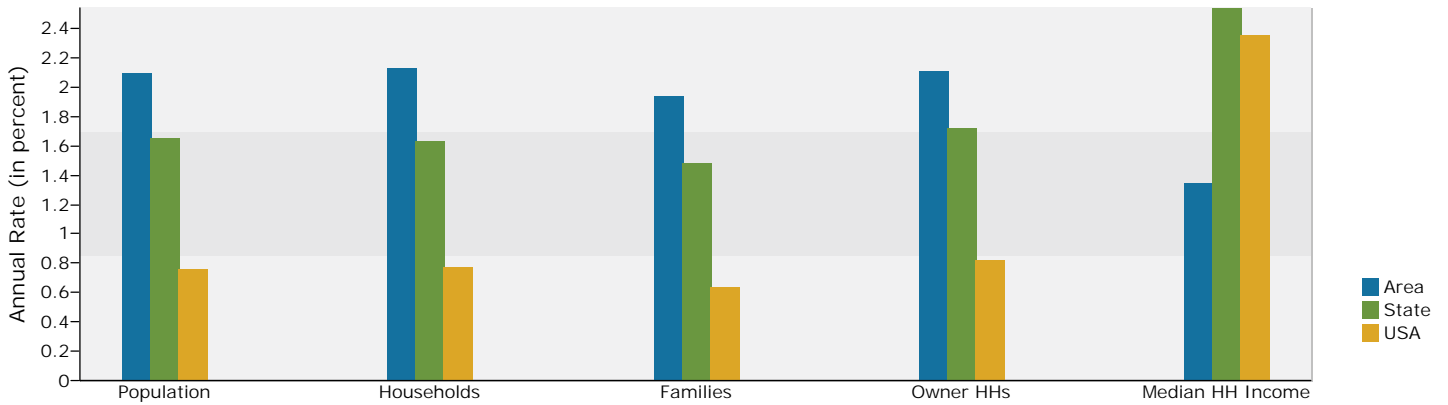
Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

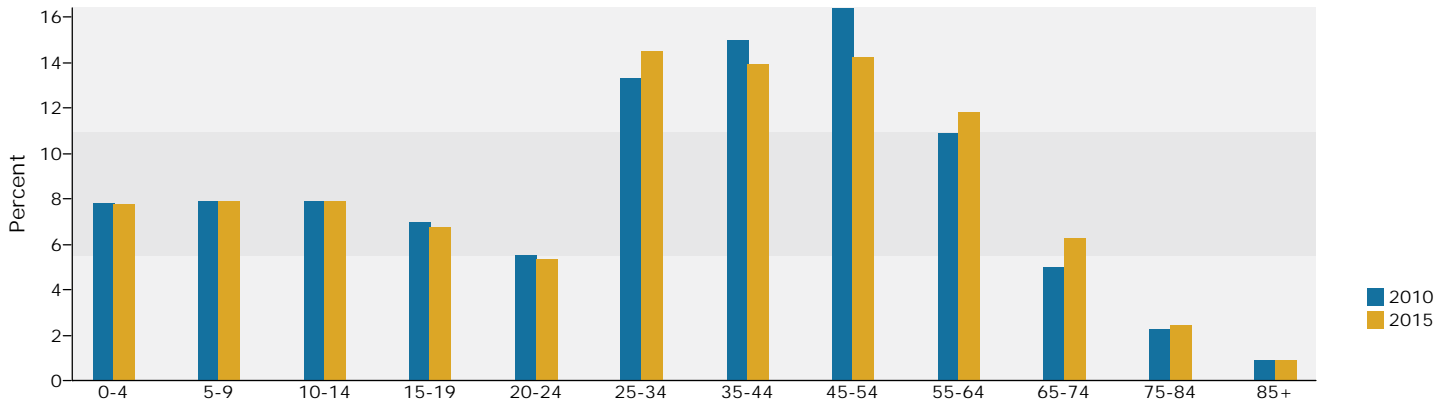
July 28, 2010

Made with ESRI Business Analyst

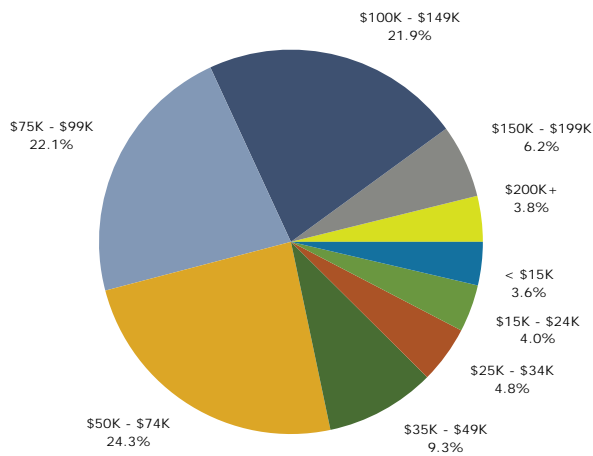
Trends 2010-2015



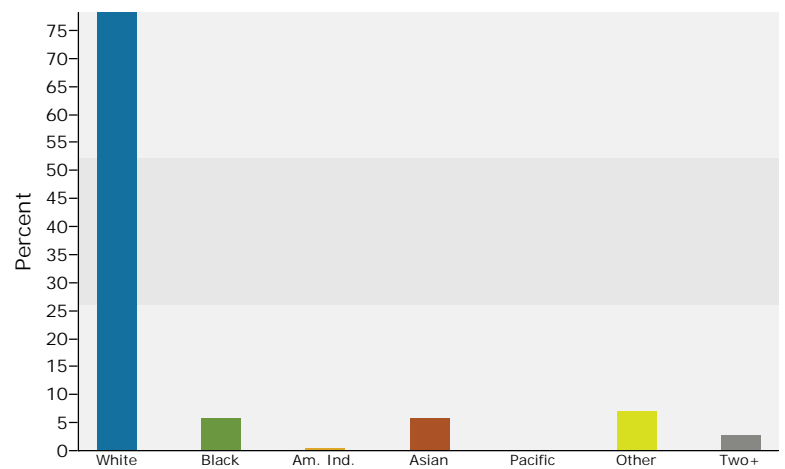
Population by Age



2010 Household Income



2010 Population by Race

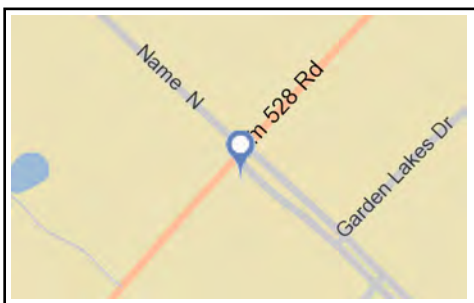
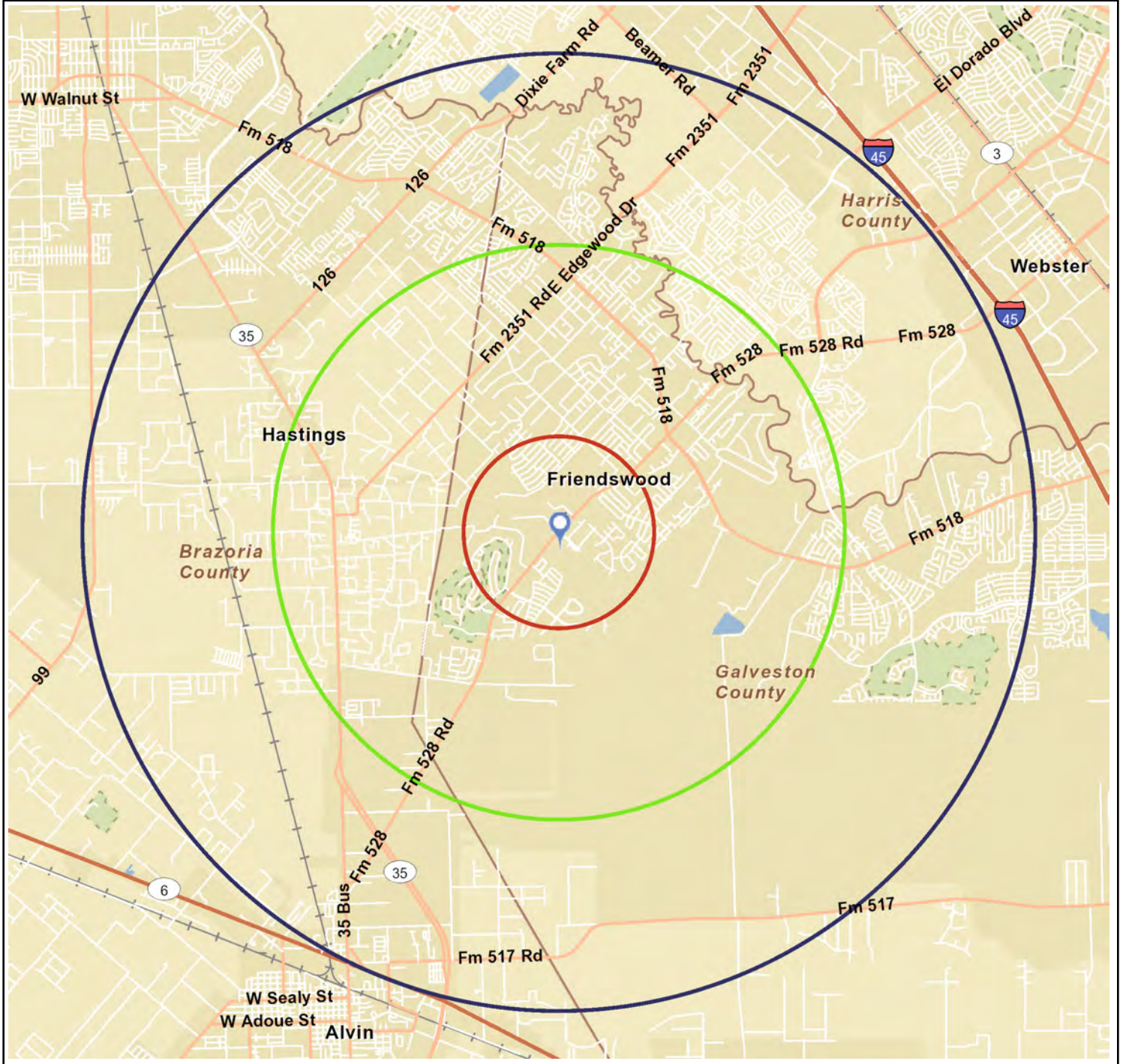


2010 Percent Hispanic Origin: 19.6%

FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 1, 3, 5 Miles





FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 1 mile radius

Summary Demographics

2010 Population	6,563
2010 Households	1,919
2010 Median Disposable Income	\$87,934
2010 Per Capita Income	\$38,436

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$96,734,839	\$15,804,005	\$80,930,834	71.9	13
Total Retail Trade (NAICS 44-45)	\$82,474,703	\$14,211,707	\$68,262,996	70.6	10
Total Food & Drink (NAICS 722)	\$14,260,136	\$1,592,298	\$12,667,838	79.9	3

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$21,647,173	\$30,997	\$21,616,176	99.7	1
Automobile Dealers (NAICS 4411)	\$18,715,500	\$0	\$18,715,500	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$1,832,324	\$30,997	\$1,801,327	96.7	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,099,349	\$0	\$1,099,349	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$3,469,408	\$58,820	\$3,410,588	96.7	1
Furniture Stores (NAICS 4421)	\$2,145,615	\$0	\$2,145,615	100.0	0
Home Furnishings Stores (NAICS 4422)	\$1,323,793	\$58,820	\$1,264,973	91.5	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,982,709	\$109,983	\$1,872,726	89.5	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,086,330	\$34,855	\$4,051,475	98.3	1
Building Material and Supplies Dealers (NAICS 4441)	\$3,924,171	\$34,855	\$3,889,316	98.2	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$162,159	\$0	\$162,159	100.0	0
Food & Beverage Stores (NAICS 445)	\$18,625,967	\$9,547,126	\$9,078,841	32.2	1
Grocery Stores (NAICS 4451)	\$17,700,994	\$9,203,418	\$8,497,576	31.6	1
Specialty Food Stores (NAICS 4452)	\$238,382	\$66,898	\$171,484	56.2	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$686,591	\$276,810	\$409,781	42.5	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,349,359	\$0	\$2,349,359	100.0	0
Gasoline Stations (NAICS 447/4471)	\$12,333,251	\$3,967,632	\$8,365,619	51.3	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,407,715	\$176,741	\$3,230,974	90.1	1
Clothing Stores (NAICS 4481)	\$2,575,451	\$176,741	\$2,398,710	87.2	1
Shoe Stores (NAICS 4482)	\$265,255	\$0	\$265,255	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$567,009	\$0	\$567,009	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,061,332	\$30,351	\$1,030,981	94.4	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$764,011	\$30,351	\$733,660	92.4	1
Book, Periodical, and Music Stores (NAICS 4512)	\$297,321	\$0	\$297,321	100.0	0

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.

Source: ESRI and Infogroup



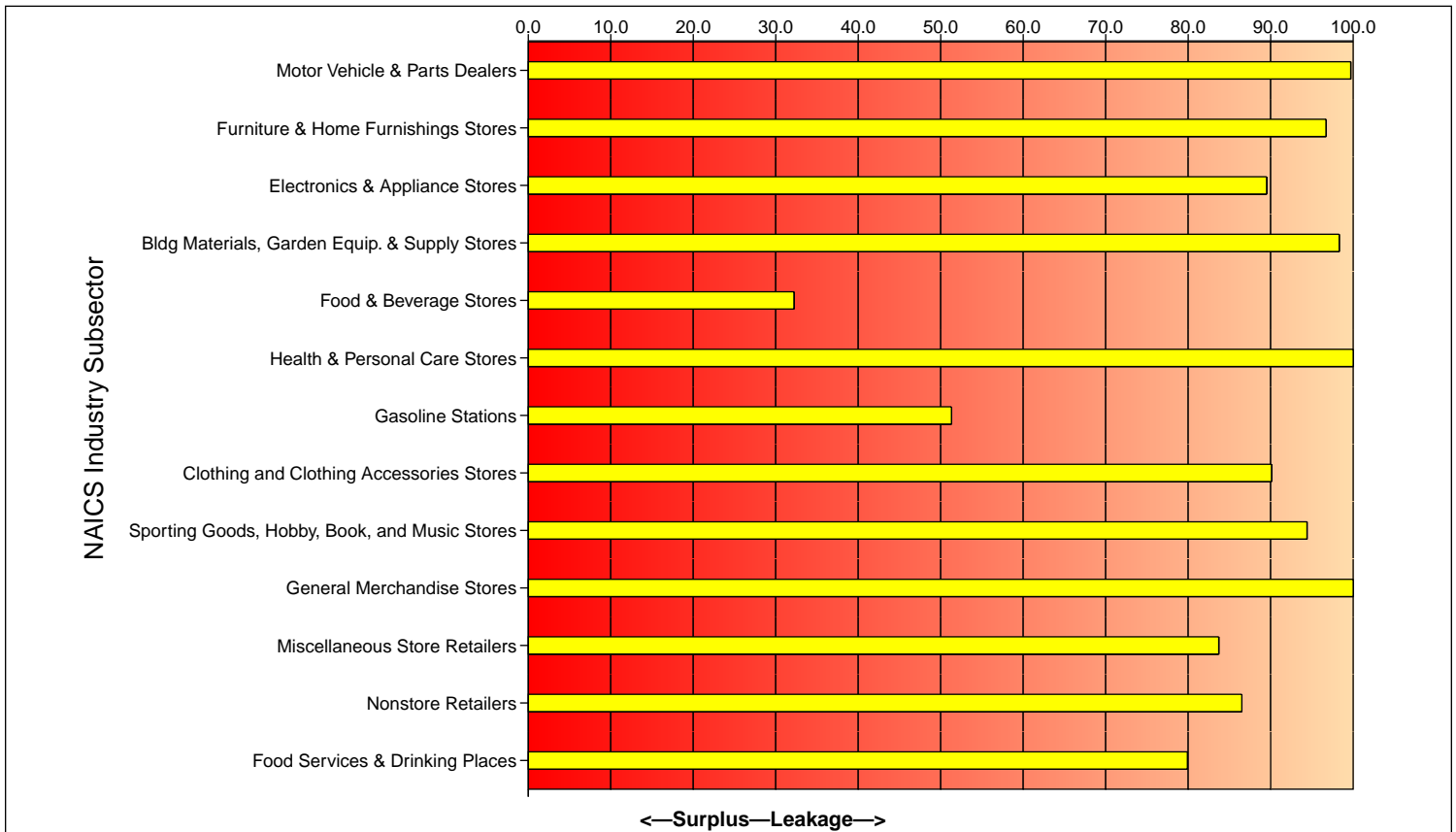
FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 1 mile radius

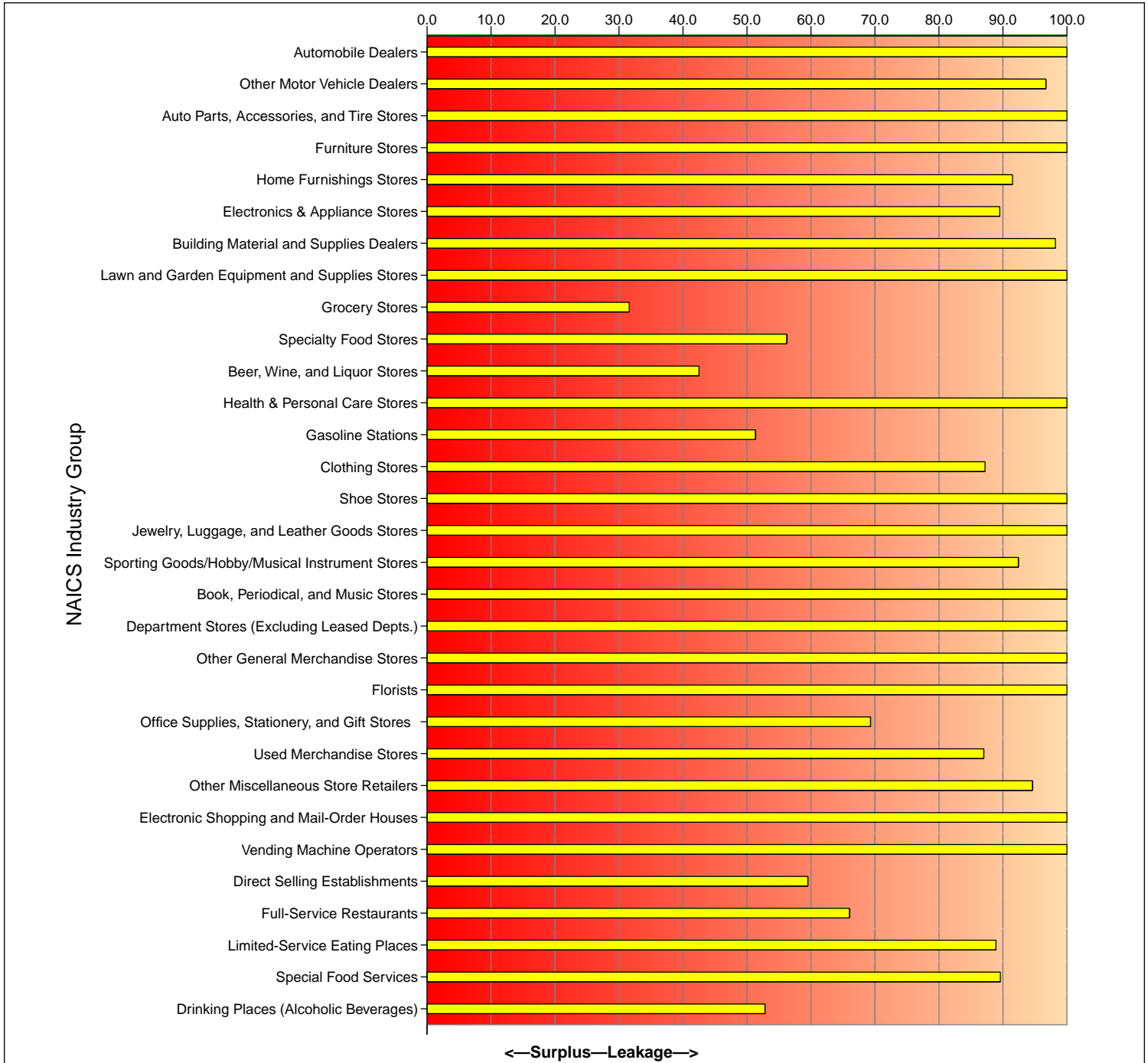
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$10,414,093	\$0	\$10,414,093	100.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$5,616,764	\$0	\$5,616,764	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$4,797,329	\$0	\$4,797,329	100.0	0
Miscellaneous Store Retailers (NAICS 453)	\$1,864,424	\$165,902	\$1,698,522	83.7	2
Florists (NAICS 4531)	\$190,660	\$0	\$190,660	100.0	0
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$675,322	\$122,569	\$552,753	69.3	1
Used Merchandise Stores (NAICS 4533)	\$372,789	\$25,939	\$346,850	87.0	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$625,653	\$17,394	\$608,259	94.6	1
Nonstore Retailers (NAICS 454)	\$1,232,942	\$89,300	\$1,143,642	86.5	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$804,394	\$0	\$804,394	100.0	0
Vending Machine Operators (NAICS 4542)	\$76,515	\$0	\$76,515	100.0	0
Direct Selling Establishments (NAICS 4543)	\$352,033	\$89,300	\$262,733	59.5	1
Food Services & Drinking Places (NAICS 722)	\$14,260,136	\$1,592,298	\$12,667,838	79.9	3
Full-Service Restaurants (NAICS 7221)	\$4,162,756	\$852,702	\$3,310,054	66.0	2
Limited-Service Eating Places (NAICS 7222)	\$8,343,482	\$489,049	\$7,854,433	88.9	1
Special Food Services (NAICS 7223)	\$1,145,584	\$62,727	\$1,082,857	89.6	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$608,314	\$187,820	\$420,494	52.8	1

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 3 miles radius

Summary Demographics

2010 Population	33,761
2010 Households	11,203
2010 Median Disposable Income	\$64,366
2010 Per Capita Income	\$32,785

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$436,501,888	\$273,757,566	\$162,744,322	22.9	199
Total Retail Trade (NAICS 44-45)	\$372,697,325	\$239,937,134	\$132,760,191	21.7	143
Total Food & Drink (NAICS 722)	\$63,804,563	\$33,820,432	\$29,984,131	30.7	56

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$96,621,078	\$65,489,136	\$31,131,942	19.2	15
Automobile Dealers (NAICS 4411)	\$83,926,133	\$62,638,217	\$21,287,916	14.5	6
Other Motor Vehicle Dealers (NAICS 4412)	\$7,607,988	\$544,423	\$7,063,565	86.6	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$5,086,957	\$2,306,496	\$2,780,461	37.6	6
Furniture & Home Furnishings Stores (NAICS 442)	\$15,128,271	\$3,937,008	\$11,191,263	58.7	8
Furniture Stores (NAICS 4421)	\$9,391,715	\$1,507,922	\$7,883,793	72.3	1
Home Furnishings Stores (NAICS 4422)	\$5,736,556	\$2,429,086	\$3,307,470	40.5	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$9,086,134	\$2,344,182	\$6,741,952	59.0	13
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$17,772,769	\$7,086,347	\$10,686,422	43.0	13
Building Material and Supplies Dealers (NAICS 4441)	\$17,009,768	\$6,690,173	\$10,319,595	43.5	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$763,001	\$396,174	\$366,827	31.6	3
Food & Beverage Stores (NAICS 445)	\$83,302,920	\$73,646,261	\$9,656,659	6.2	15
Grocery Stores (NAICS 4451)	\$79,167,048	\$68,615,994	\$10,551,054	7.1	7
Specialty Food Stores (NAICS 4452)	\$1,235,893	\$3,114,455	\$-1,878,562	-43.2	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,899,979	\$1,915,812	\$984,167	20.4	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$11,170,945	\$5,094,135	\$6,076,810	37.4	7
Gasoline Stations (NAICS 447/4471)	\$57,427,408	\$37,001,920	\$20,425,488	21.6	12
Clothing and Clothing Accessories Stores (NAICS 448)	\$15,193,317	\$2,369,257	\$12,824,060	73.0	11
Clothing Stores (NAICS 4481)	\$11,505,251	\$1,657,802	\$9,847,449	74.8	8
Shoe Stores (NAICS 4482)	\$1,269,160	\$102,054	\$1,167,106	85.1	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,418,906	\$609,401	\$1,809,505	59.8	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,795,417	\$979,716	\$3,815,701	66.1	9
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,360,303	\$940,442	\$2,419,861	56.3	9
Book, Periodical, and Music Stores (NAICS 4512)	\$1,435,114	\$39,274	\$1,395,840	94.7	1

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.

Source: ESRI and Infogroup



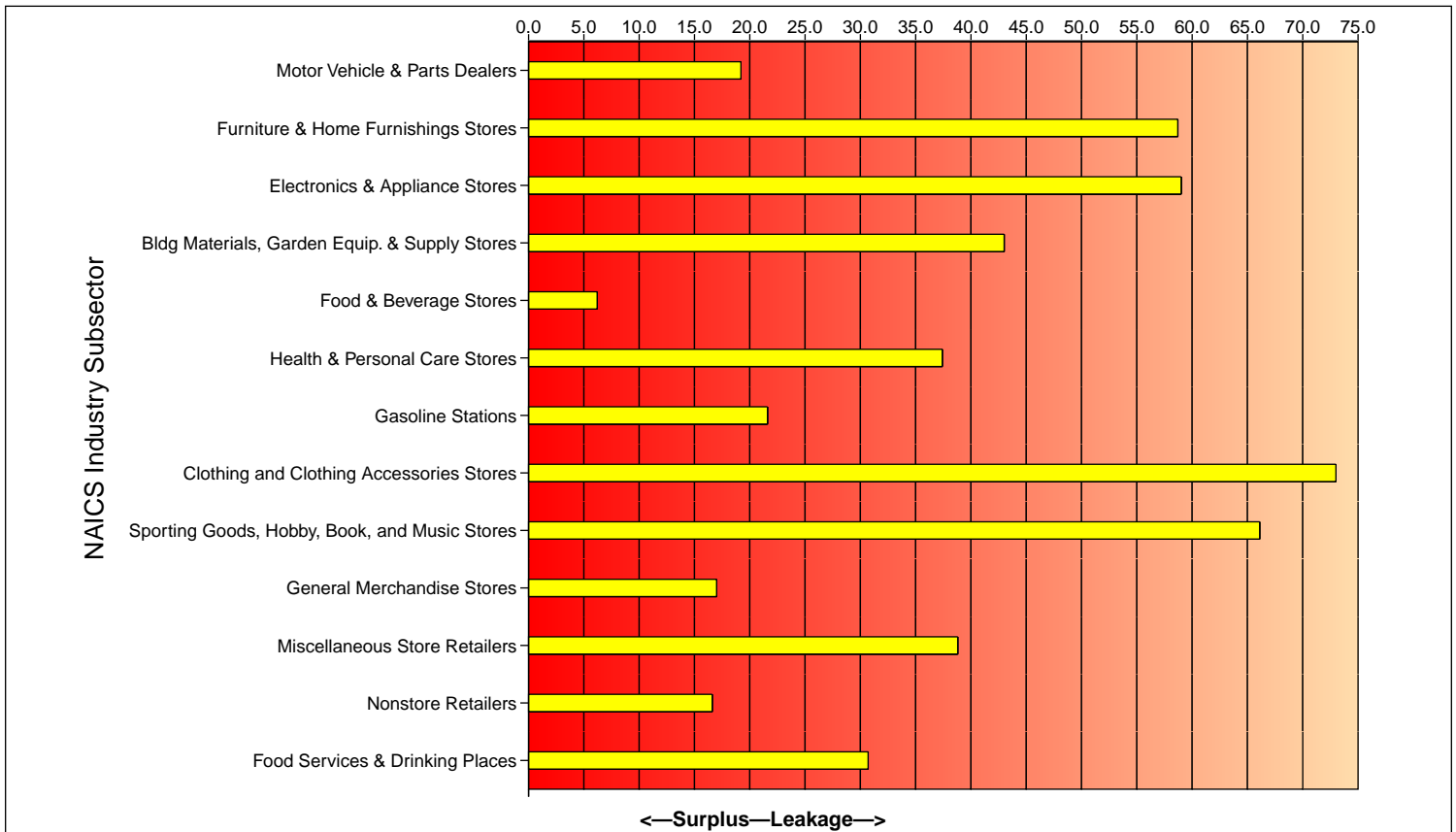
FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 3 miles radius

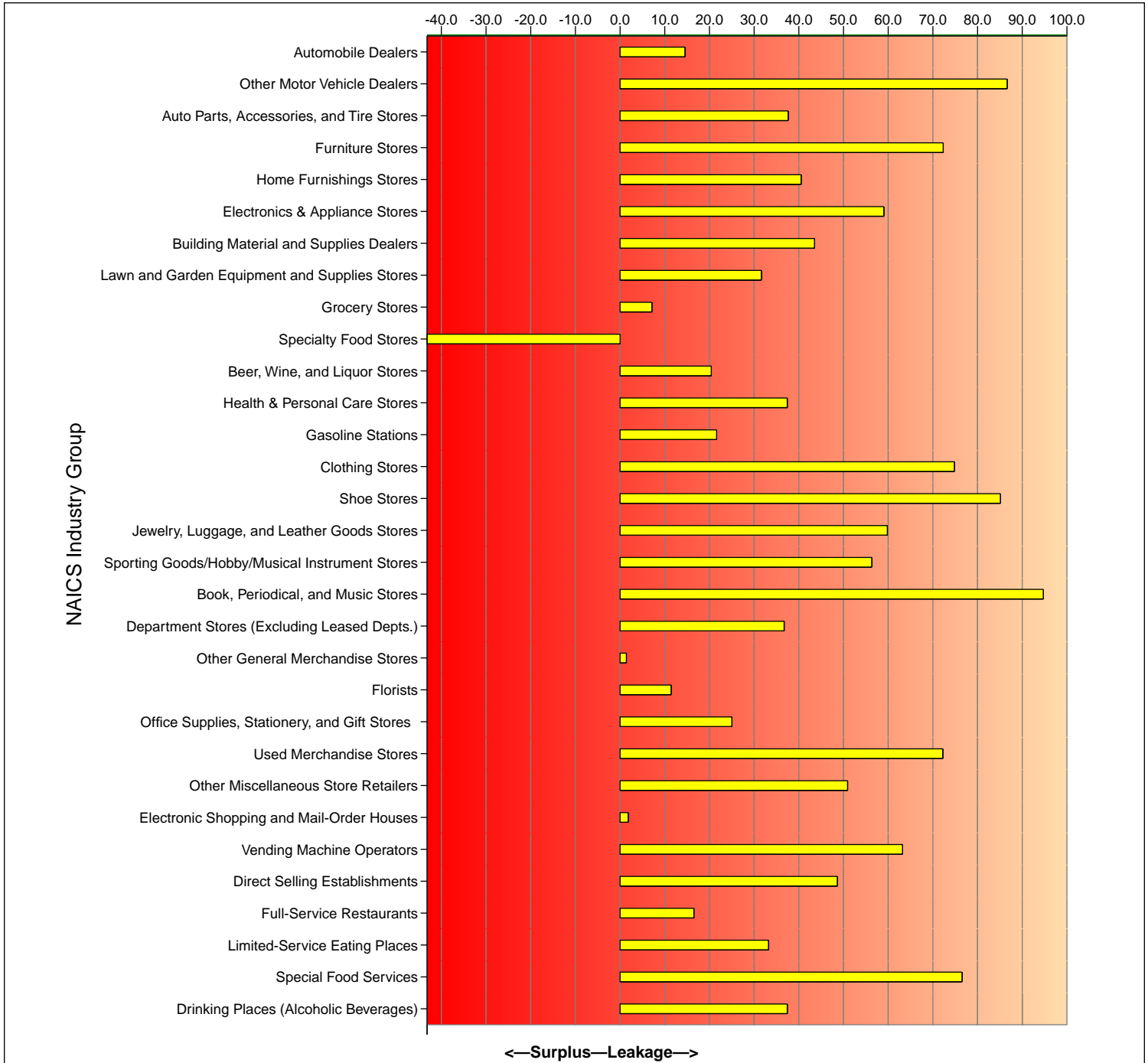
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$48,221,160	\$34,181,943	\$14,039,217	17.0	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$24,957,850	\$11,554,789	\$13,403,061	36.7	2
Other General Merchandise Stores (NAICS 4529)	\$23,263,310	\$22,627,154	\$636,156	1.4	2
Miscellaneous Store Retailers (NAICS 453)	\$7,998,248	\$3,530,619	\$4,467,629	38.8	31
Florists (NAICS 4531)	\$838,301	\$667,161	\$171,140	11.4	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,841,231	\$1,706,534	\$1,134,697	25.0	13
Used Merchandise Stores (NAICS 4533)	\$1,523,142	\$246,183	\$1,276,959	72.2	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,795,574	\$910,741	\$1,884,833	50.9	6
Nonstore Retailers (NAICS 454)	\$5,979,658	\$4,276,610	\$1,703,048	16.6	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,655,020	\$3,527,848	\$127,172	1.8	1
Vending Machine Operators (NAICS 4542)	\$453,184	\$102,083	\$351,101	63.2	1
Direct Selling Establishments (NAICS 4543)	\$1,871,454	\$646,679	\$1,224,775	48.6	3
Food Services & Drinking Places (NAICS 722)	\$63,804,563	\$33,820,432	\$29,984,131	30.7	56
Full-Service Restaurants (NAICS 7221)	\$17,802,361	\$12,760,724	\$5,041,637	16.5	26
Limited-Service Eating Places (NAICS 7222)	\$38,108,116	\$19,114,074	\$18,994,042	33.2	25
Special Food Services (NAICS 7223)	\$5,120,582	\$681,401	\$4,439,181	76.5	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,773,504	\$1,264,233	\$1,509,271	37.4	3

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 5 miles radius

Summary Demographics

2010 Population	99,803
2010 Households	34,495
2010 Median Disposable Income	\$60,798
2010 Per Capita Income	\$31,118

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,175,544,591	\$1,103,712,191	\$71,832,400	3.2	628
Total Retail Trade (NAICS 44-45)	\$1,005,597,499	\$996,956,435	\$8,641,064	0.4	487
Total Food & Drink (NAICS 722)	\$169,947,092	\$106,755,756	\$63,191,336	22.8	141

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$260,519,652	\$249,141,280	\$11,378,372	2.2	39
Automobile Dealers (NAICS 4411)	\$227,764,868	\$237,530,202	\$-9,765,334	-2.1	18
Other Motor Vehicle Dealers (NAICS 4412)	\$18,496,831	\$4,242,928	\$14,253,903	62.7	8
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$14,257,953	\$7,368,150	\$6,889,803	31.9	13
Furniture & Home Furnishings Stores (NAICS 442)	\$41,204,542	\$25,221,867	\$15,982,675	24.1	33
Furniture Stores (NAICS 4421)	\$25,832,626	\$15,910,378	\$9,922,248	23.8	13
Home Furnishings Stores (NAICS 4422)	\$15,371,916	\$9,311,489	\$6,060,427	24.6	20
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$26,617,774	\$7,220,990	\$19,396,784	57.3	32
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$46,610,370	\$17,905,869	\$28,704,501	44.5	32
Building Material and Supplies Dealers (NAICS 4441)	\$44,370,494	\$16,334,080	\$28,036,414	46.2	22
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,239,876	\$1,571,789	\$668,087	17.5	10
Food & Beverage Stores (NAICS 445)	\$209,808,970	\$142,120,977	\$67,687,993	19.2	33
Grocery Stores (NAICS 4451)	\$198,769,464	\$132,977,227	\$65,792,237	19.8	18
Specialty Food Stores (NAICS 4452)	\$4,239,546	\$3,819,710	\$419,836	5.2	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$6,799,960	\$5,324,040	\$1,475,920	12.2	8
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$31,444,112	\$32,127,936	\$-683,824	-1.1	45
Gasoline Stations (NAICS 447/4471)	\$158,353,079	\$168,924,254	\$-10,571,175	-3.2	32
Clothing and Clothing Accessories Stores (NAICS 448)	\$42,012,362	\$108,146,627	\$-66,134,265	-44.0	106
Clothing Stores (NAICS 4481)	\$31,668,545	\$91,723,957	\$-60,055,412	-48.7	66
Shoe Stores (NAICS 4482)	\$3,963,271	\$9,683,164	\$-5,719,893	-41.9	20
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$6,380,546	\$6,739,506	\$-358,960	-2.7	20
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$13,671,843	\$5,704,620	\$7,967,223	41.1	34
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$8,976,215	\$4,419,086	\$4,557,129	34.0	31
Book, Periodical, and Music Stores (NAICS 4512)	\$4,695,628	\$1,285,534	\$3,410,094	57.0	3

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.

Source: ESRI and Infogroup



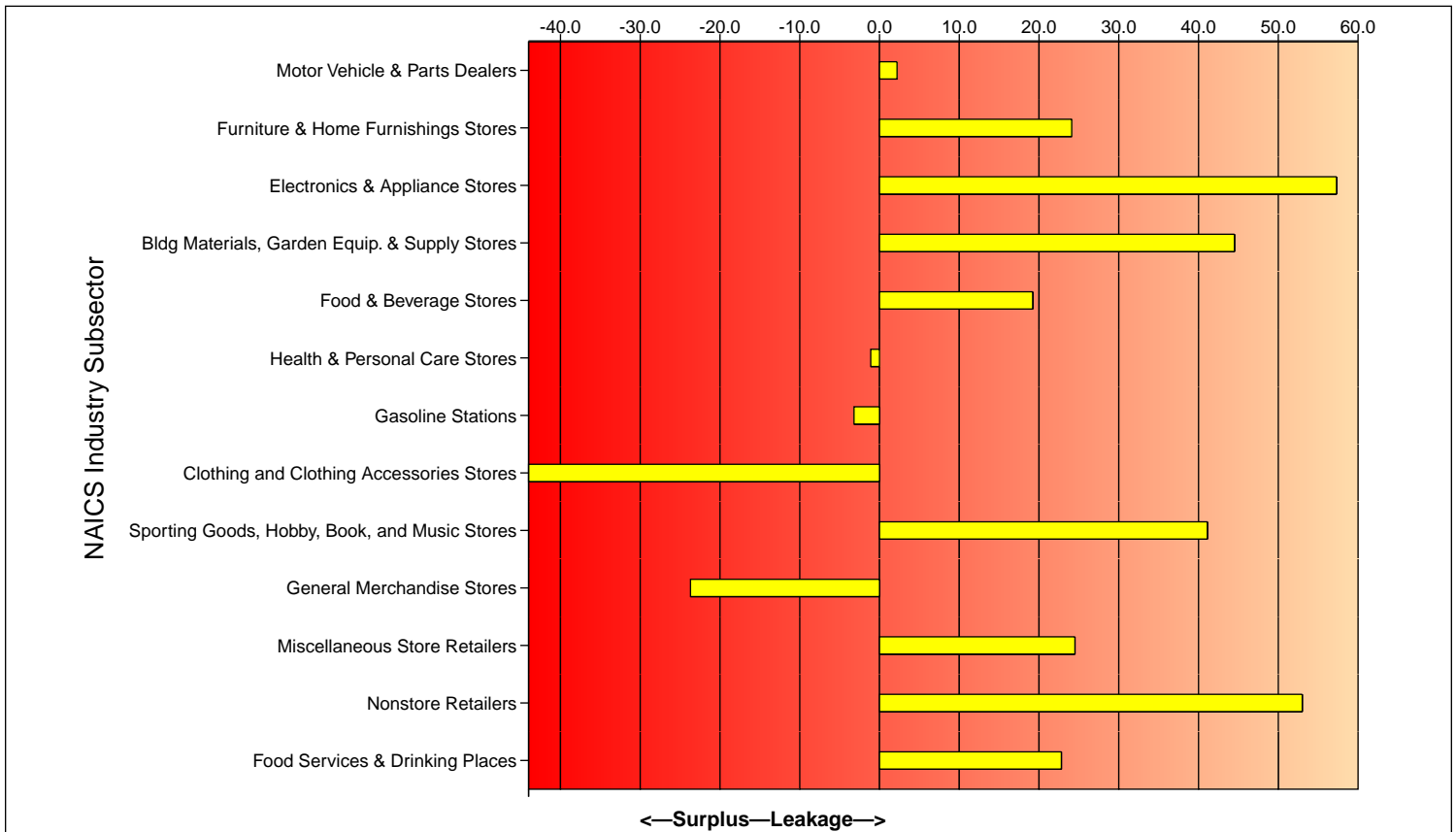
FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 5 miles radius

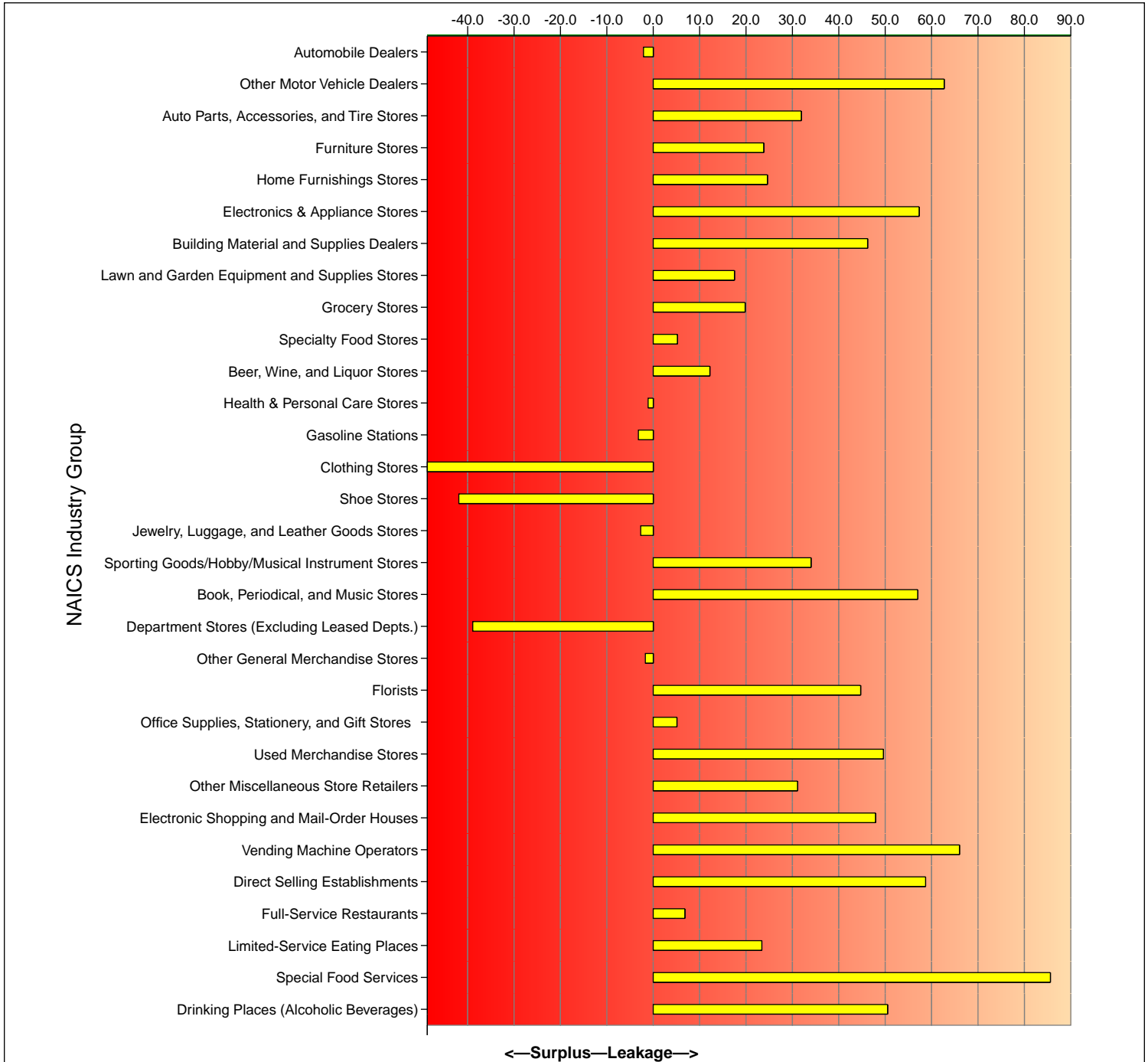
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$137,691,846	\$223,139,214	-\$85,447,368	-23.7	22
Department Stores Excluding Leased Depts.(NAICS 4521)	\$65,120,855	\$148,098,340	-\$82,977,485	-38.9	15
Other General Merchandise Stores (NAICS 4529)	\$72,570,991	\$75,040,874	-\$2,469,883	-1.7	7
Miscellaneous Store Retailers (NAICS 453)	\$19,134,400	\$11,611,969	\$7,522,431	24.5	71
Florists (NAICS 4531)	\$2,097,667	\$800,744	\$1,296,923	44.7	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$6,597,315	\$5,959,203	\$638,112	5.1	30
Used Merchandise Stores (NAICS 4533)	\$3,370,904	\$1,135,987	\$2,234,917	49.6	14
Other Miscellaneous Store Retailers (NAICS 4539)	\$7,068,514	\$3,716,035	\$3,352,479	31.1	20
Nonstore Retailers (NAICS 454)	\$18,528,549	\$5,690,832	\$12,837,717	53.0	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$10,537,004	\$3,715,191	\$6,821,813	47.9	1
Vending Machine Operators (NAICS 4542)	\$1,890,305	\$387,355	\$1,502,950	66.0	2
Direct Selling Establishments (NAICS 4543)	\$6,101,240	\$1,588,286	\$4,512,954	58.7	5
Food Services & Drinking Places (NAICS 722)	\$169,947,092	\$106,755,756	\$63,191,336	22.8	141
Full-Service Restaurants (NAICS 7221)	\$43,639,505	\$38,080,296	\$5,559,209	6.8	59
Limited-Service Eating Places (NAICS 7222)	\$104,739,423	\$65,054,164	\$39,685,259	23.4	73
Special Food Services (NAICS 7223)	\$13,815,977	\$1,073,143	\$12,742,834	85.6	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$7,752,187	\$2,548,153	\$5,204,034	50.5	5

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup



FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 1 mile radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	5,364	6,563	7,103	540	1.59%
Median Age	35.8	37.3	36.8	-0.5	-0.27%
Households	1,579	1,919	2,075	156	1.58%
Average Household Size	3.37	3.40	3.40	0	0%

2010 Households by Net Worth

	Number	Percent
Total	1,919	100.0%
<\$15,000	21	1.1%
\$15,000 - \$34,999	15	0.8%
\$35,000 - \$49,999	14	0.7%
\$50,000 - \$74,999	29	1.5%
\$75,000 - \$99,999	36	1.9%
\$100,000 - \$149,999	86	4.5%
\$150,000 - \$249,999	163	8.5%
\$250,000 - \$499,999	403	21.0%
\$500,000 - \$999,999	529	27.6%
\$1,000,000+	623	32.5%
Median Net Worth	\$387,912	
Average Net Worth	\$1,409,482	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	21	170	527	655	381	124	40
<\$15,000	3	3	3	6	6	0	0
\$15,000 - \$34,999	2	3	4	3	3	0	1
\$35,000 - \$49,999	2	3	4	3	2	1	0
\$50,000 - \$99,999	2	12	26	12	7	6	0
\$100,000 - \$149,999	2	13	30	29	6	4	1
\$150,000 - \$249,999	1	34	67	45	9	4	2
\$250,000 - \$499,999	6	50	181	95	40	25	6
\$500,000+	3	52	212	462	308	84	30
Median Net Worth	\$134,576	\$301,581	\$391,659	\$500,000	\$500,000	\$500,000	\$500,000
Average Net Worth	\$215,756	\$560,582	\$724,827	\$1,317,072	\$1,787,406	\$1,611,706	\$1,355,463

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 3 miles radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	28,005	33,761	35,723	1,962	1.14%
Median Age	36.2	37.6	36.9	-0.7	-0.38%
Households	9,382	11,203	11,828	625	1.09%
Average Household Size	2.96	2.99	3.00	0.01	0.07%

2010 Households by Net Worth

	Number	Percent
Total	11,203	100.0%
<\$15,000	922	8.2%
\$15,000 - \$34,999	423	3.8%
\$35,000 - \$49,999	284	2.5%
\$50,000 - \$74,999	487	4.3%
\$75,000 - \$99,999	496	4.4%
\$100,000 - \$149,999	859	7.7%
\$150,000 - \$249,999	1,318	11.8%
\$250,000 - \$499,999	2,294	20.5%
\$500,000 - \$999,999	2,089	18.6%
\$1,000,000+	2,031	18.1%
Median Net Worth	\$309,071	
Average Net Worth	\$872,251	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	235	1,420	2,462	3,199	2,227	1,057	604
<\$15,000	119	205	224	122	94	66	92
\$15,000 - \$34,999	20	139	99	56	54	30	25
\$35,000 - \$49,999	15	52	88	60	36	15	18
\$50,000 - \$99,999	25	213	218	222	120	106	79
\$100,000 - \$149,999	14	199	179	215	117	78	57
\$150,000 - \$249,999	6	245	368	387	160	71	82
\$250,000 - \$499,999	24	235	667	700	364	205	99
\$500,000+	12	132	619	1,437	1,282	486	152
Median Net Worth	\$14,811	\$121,113	\$260,577	\$414,670	\$500,000	\$423,898	\$178,968
Average Net Worth	\$93,398	\$250,191	\$499,944	\$912,136	\$1,326,530	\$1,137,492	\$544,992

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



FM 528 at Friendswood Lakes ...

Latitude: 29.49441
Longitude: -95.20752

Ring: 5 miles radius

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	72,564	99,803	110,698	10,895	2.09%
Median Age	33.9	35.3	34.8	-0.5	-0.28%
Households	24,849	34,495	38,336	3,841	2.13%
Average Household Size	2.90	2.88	2.87	-0.01	-0.07%

2010 Households by Net Worth

	Number	Percent
Total	34,495	100.0%
<\$15,000	3,936	11.4%
\$15,000 - \$34,999	1,765	5.1%
\$35,000 - \$49,999	1,132	3.3%
\$50,000 - \$74,999	1,743	5.1%
\$75,000 - \$99,999	1,709	5.0%
\$100,000 - \$149,999	2,836	8.2%
\$150,000 - \$249,999	4,492	13.0%
\$250,000 - \$499,999	6,934	20.1%
\$500,000 - \$999,999	5,823	16.9%
\$1,000,000+	4,125	12.0%
Median Net Worth	\$238,671	
Average Net Worth	\$653,853	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,057	5,860	7,766	9,150	6,146	2,913	1,600
<\$15,000	718	1,187	790	562	310	183	187
\$15,000 - \$34,999	94	744	405	207	157	97	60
\$35,000 - \$49,999	41	285	361	223	123	49	49
\$50,000 - \$99,999	87	833	874	828	335	351	144
\$100,000 - \$149,999	44	747	630	676	331	237	170
\$150,000 - \$249,999	13	999	1,316	1,143	545	223	252
\$250,000 - \$499,999	44	709	2,218	2,133	1,030	569	230
\$500,000+	16	356	1,172	3,378	3,315	1,204	508
Median Net Worth	\$11,041	\$89,518	\$202,351	\$325,402	\$500,000	\$355,538	\$217,280
Average Net Worth	\$46,100	\$191,096	\$373,413	\$780,375	\$1,253,839	\$1,038,200	\$652,732

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.