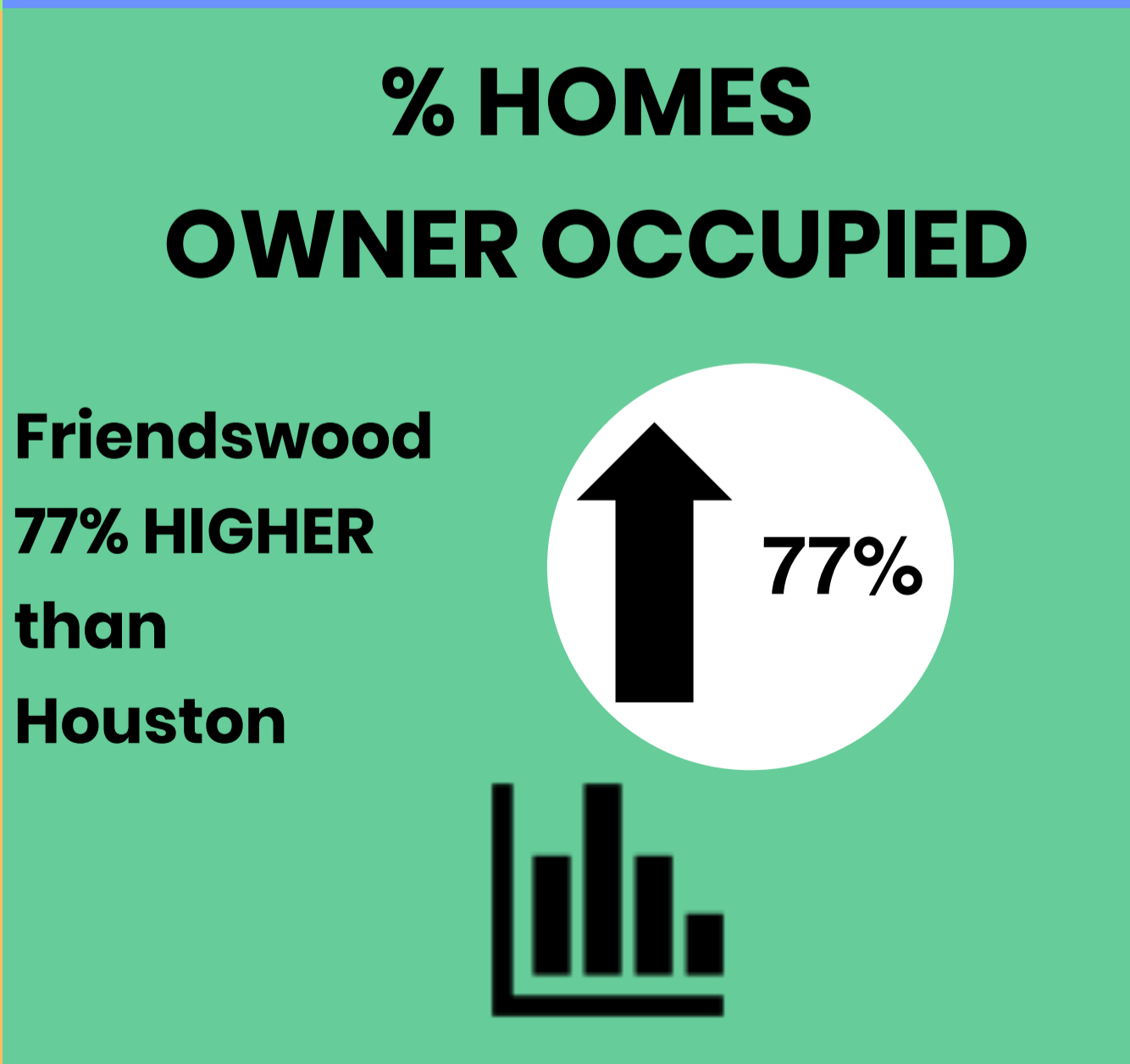
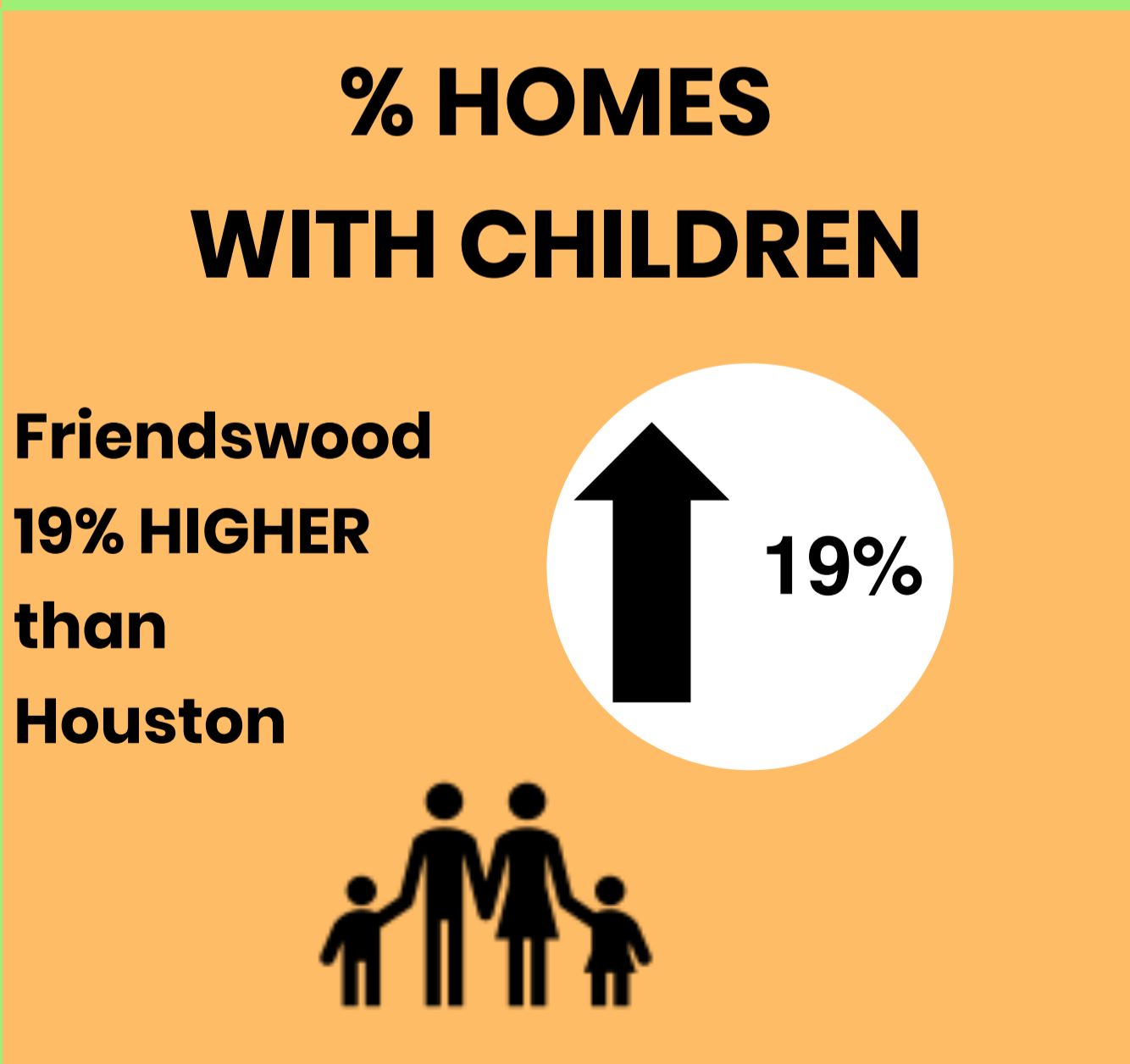
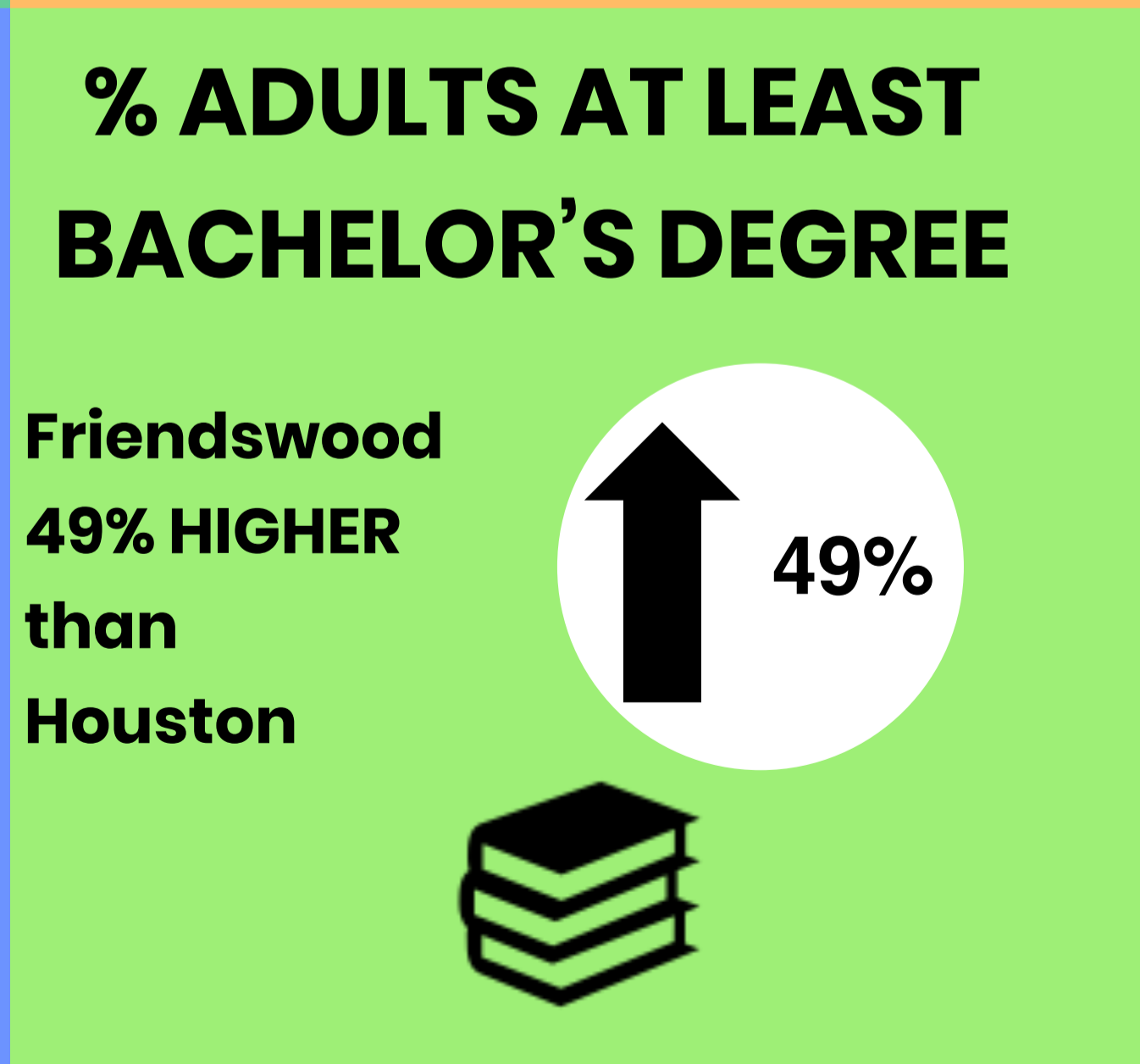
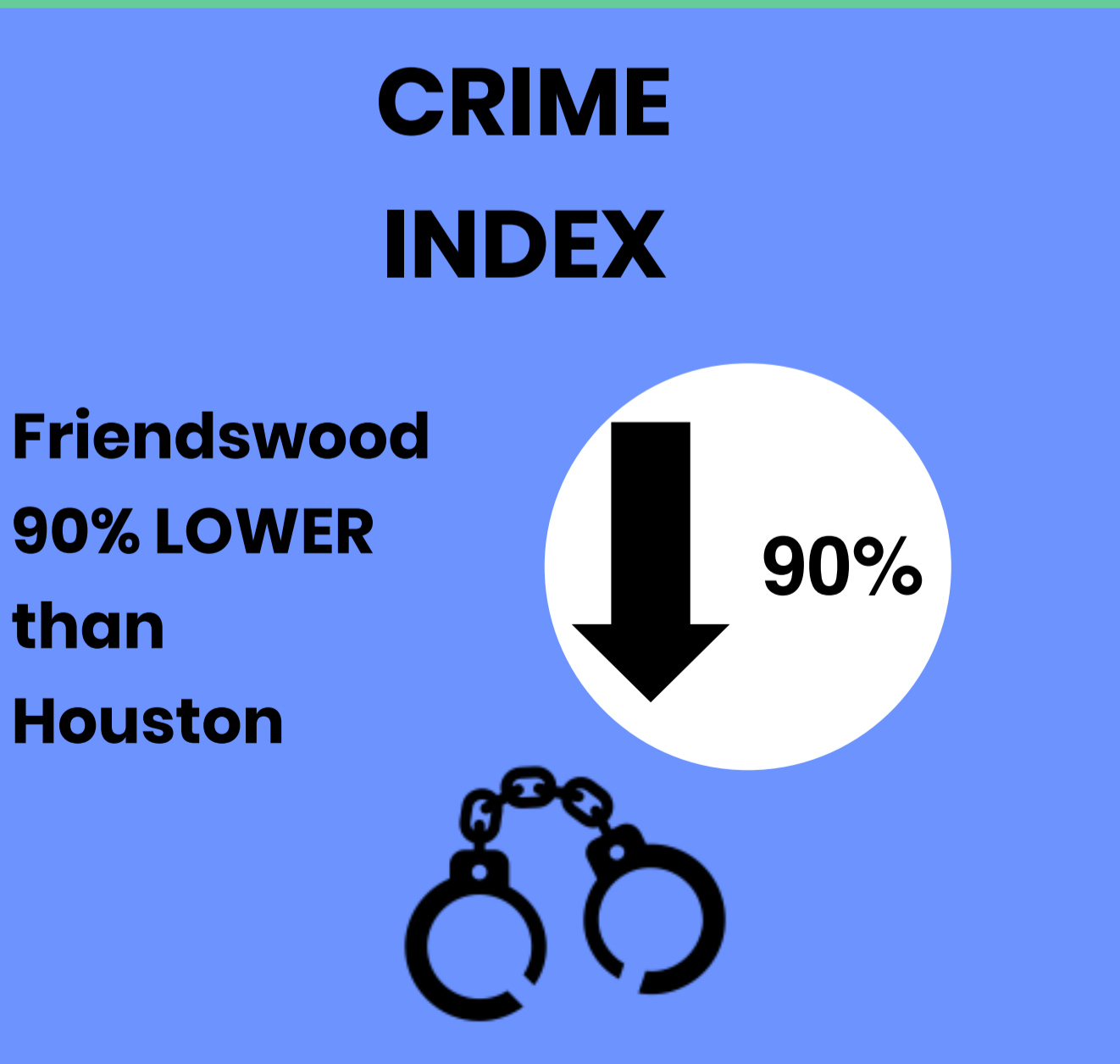
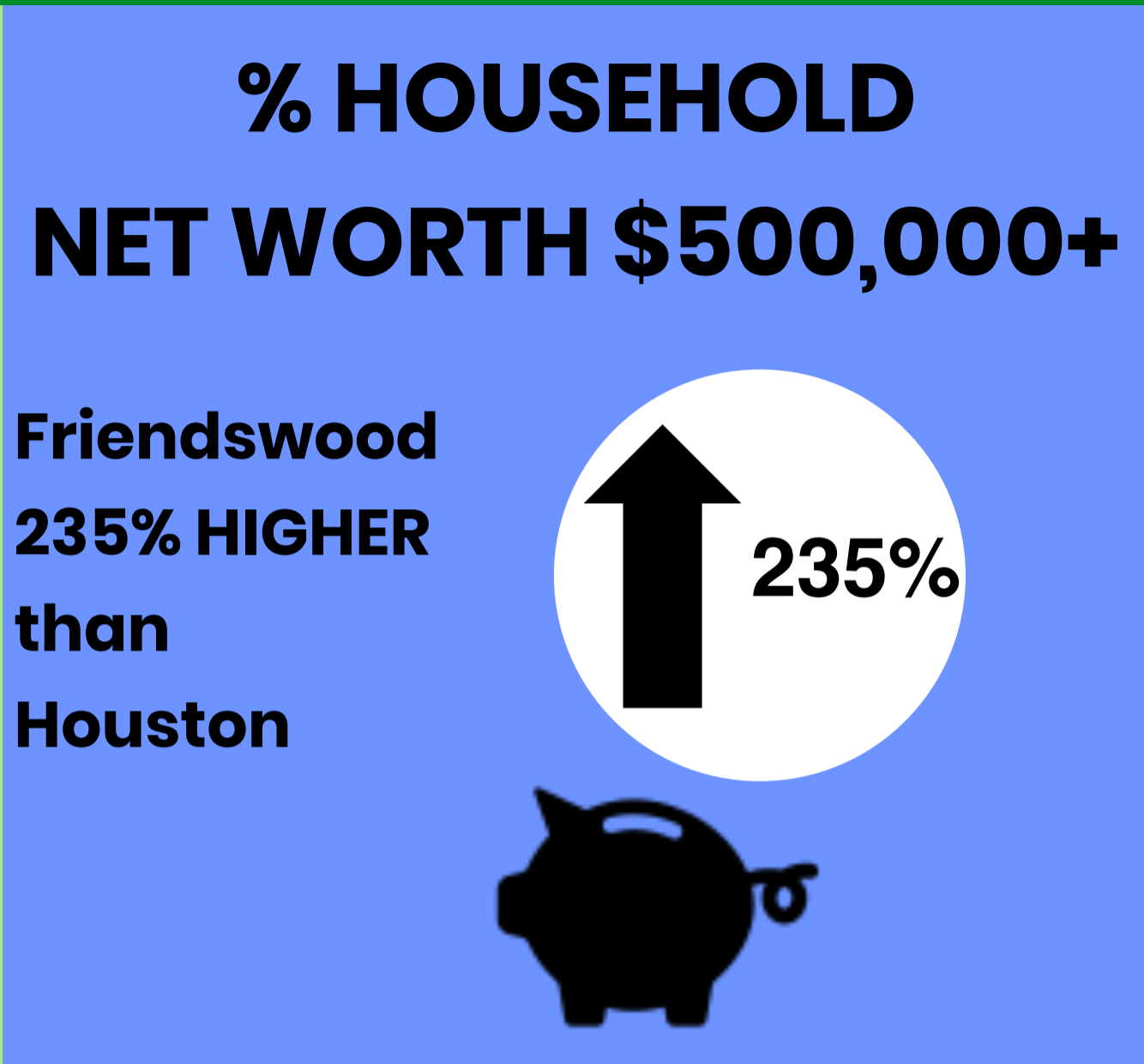
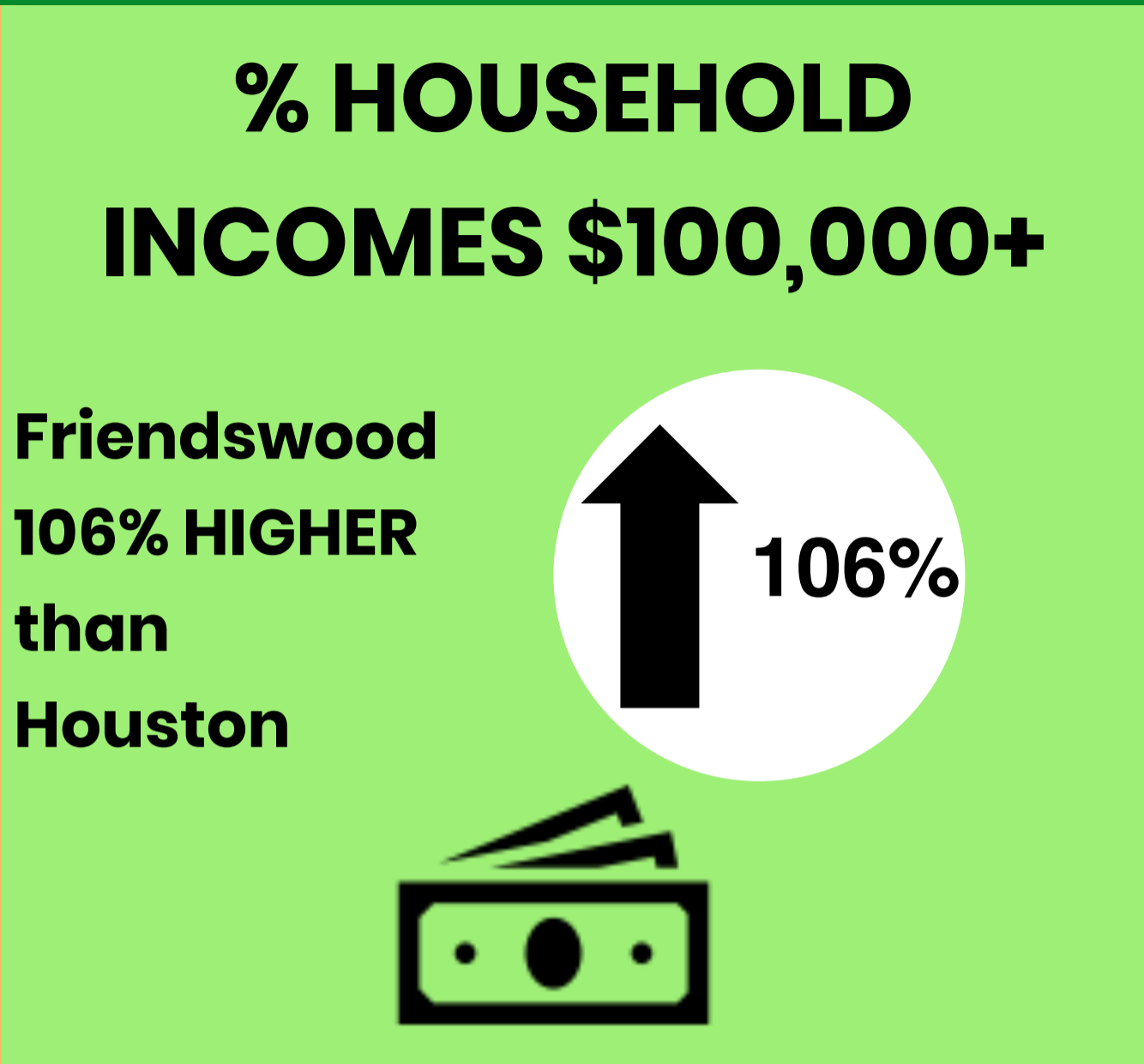
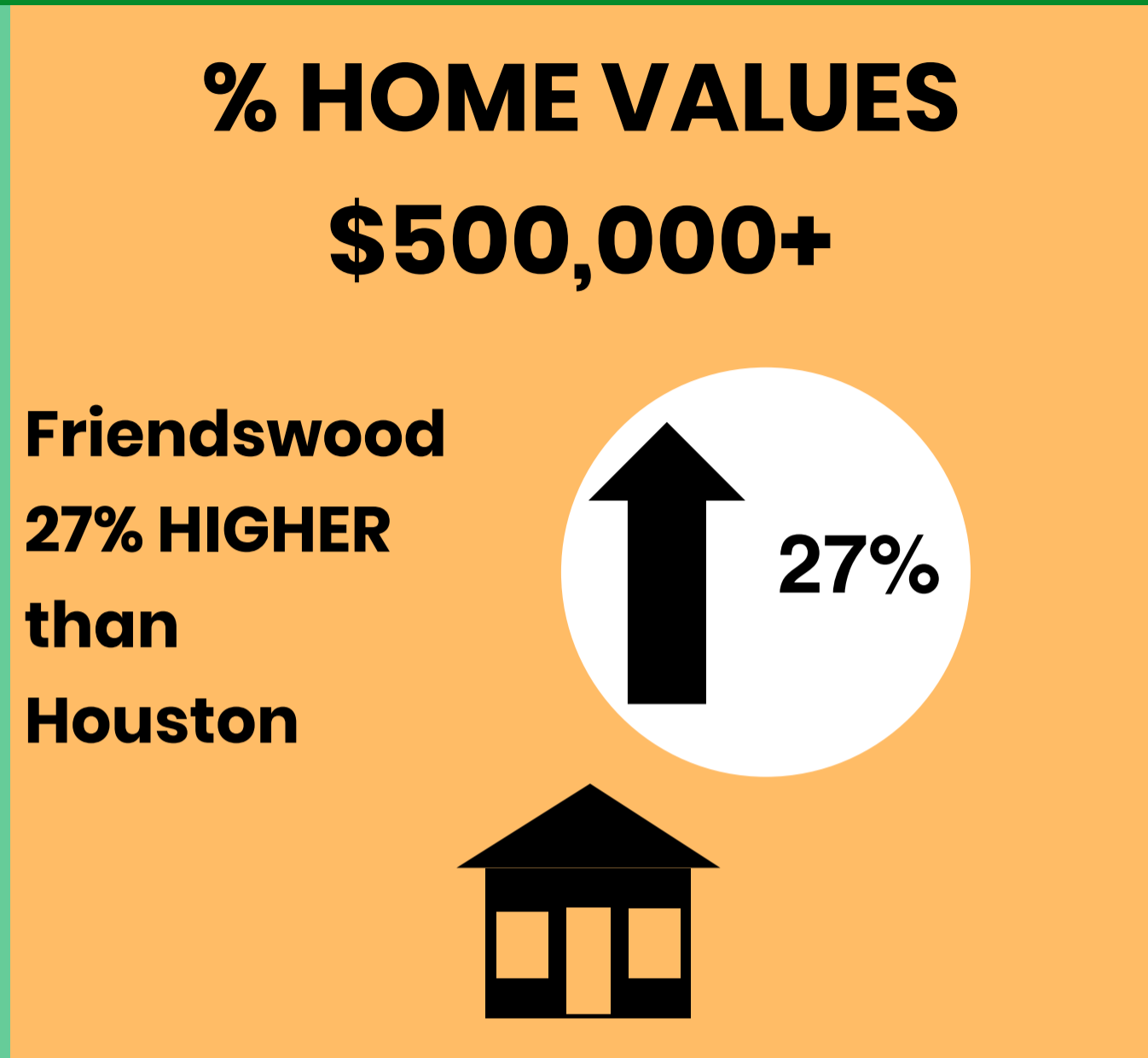
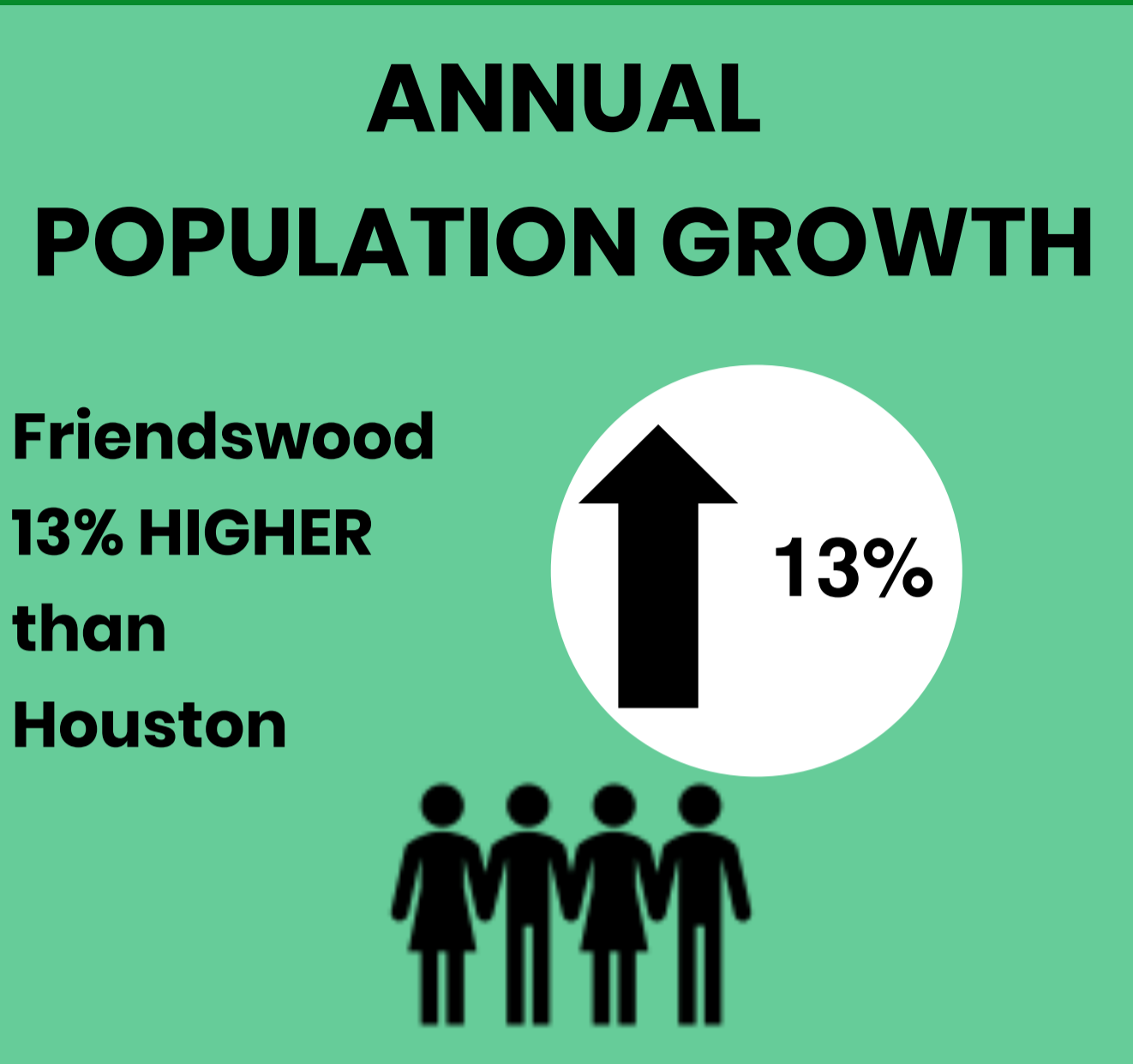


Comparative Demographics | Friendswood vs. Houston



Lifestyles & Choices | Friendswood

7% Enterprising Professionals

- 2.5 avg. household size
- 35 median age
- 50%+ at least Bachelor's Degree
- About 50% are married couples
- Work long hours on computers
- Buy name brand, trendy online
- Early adopters of technology

26% Other

34% Professional Pride

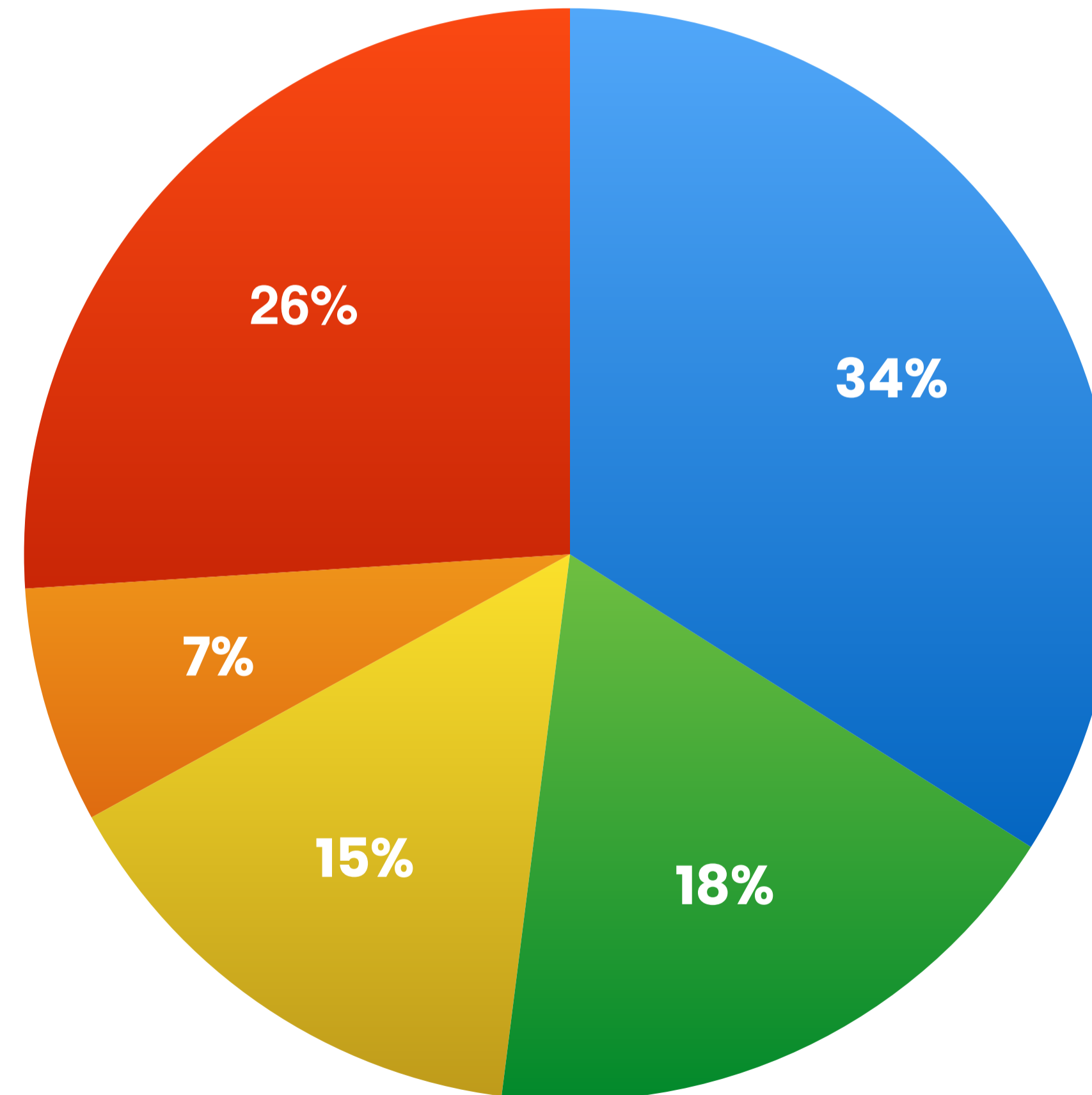
- 3.1 avg. household size
- 41 median age
- Well educated
- Invest in stocks
- Long commutes
- Over 80% married
- Latest home trends

15% Home Improvement

- 2.9 avg. household size
- 37 median age
- 80% own single family homes
- Majority married with children
- Routinely eat out
- Paying off student & second loans
- Work from home when possible

18% Savvy Suburbanites

- 2.8 avg. household size
- 44 median age
- 48% college graduates
- 90%+ owner occupied homes
- Many empty nesters
- Well connected via internet
- Enjoy good food and wine



Infographics | Friendswood

KEY FACTS

41,238

Population



Average Household Size

41.2

Median Age

\$108,032

Median Household Income

BUSINESS



1,267

Total Businesses



9,311

Total Employees

INCOME



\$108,032

Median Household Income



\$49,521

Per Capita Income



\$434,523

Median Net Worth

EDUCATION

5%

No High School Diploma



16%

High School Graduate



30%

Some College



49%

Bachelor's/Grad/Prof Degree

EMPLOYMENT



77%

White Collar



13%

Blue Collar



10%

Services



Unemployment Rate

Households By Income

The largest group: \$100,000 - \$149,999 (21.9%)

The smallest group: \$15,000 - \$24,999 (3.8%)

Indicator	Value	Difference	
<\$15,000	4.0%	-5.9%	<div style="width: 5.9%; background-color: #008000;"></div>
\$15,000 - \$24,999	3.8%	-4.2%	<div style="width: 4.2%; background-color: #008000;"></div>
\$25,000 - \$34,999	4.8%	-3.5%	<div style="width: 3.5%; background-color: #008000;"></div>
\$35,000 - \$49,999	6.7%	-4.9%	<div style="width: 4.9%; background-color: #008000;"></div>
\$50,000 - \$74,999	14.2%	-2.3%	<div style="width: 2.3%; background-color: #008000;"></div>
\$75,000 - \$99,999	11.4%	-0.6%	<div style="width: 0.6%; background-color: #008000;"></div>
\$100,000 - \$149,999	21.9%	+4.8%	<div style="width: 4.8%; background-color: #000080;"></div>
\$150,000 - \$199,999	13.0%	+4.8%	<div style="width: 4.8%; background-color: #000080;"></div>
\$200,000+	20.2%	+12.0%	<div style="width: 12.0%; background-color: #000080;"></div>

Bars show deviation from Galveston County

Area Map | Friendswood

