



Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.5421/-95.1482

Baybrook Mall						
Friendswood, TX 77546						
	10 mi radius		15 mi radius		30 mi radius	
Population						
Estimated Population (2025)	660,164		1.12 M		3.97 M	
Projected Population (2030)	662,151		1.14 M		4.05 M	
Census Population (2020)	655,457		1.09 M		3.71 M	
Census Population (2010)	575,996		978,784		3.27 M	
Projected Annual Growth (2025-2030)	1,987	-	18,505	0.3%	80,421	0.4%
Historical Annual Growth (2020-2025)	4,707	-	27,958	0.5%	265,430	1.4%
Historical Annual Growth (2010-2020)	79,461	1.4%	115,981	1.2%	432,256	1.3%
Estimated Population Density (2025)	2,102 <i>psm</i>		1,588 <i>psm</i>		1,405 <i>psm</i>	
Trade Area Size	314.0 <i>sq mi</i>		706.8 <i>sq mi</i>		2,827.2 <i>sq mi</i>	
Households						
Estimated Households (2025)	238,400		396,419		1.46 M	
Projected Households (2030)	244,020		411,013		1.53 M	
Census Households (2020)	235,714		383,001		1.35 M	
Census Households (2010)	203,781		334,703		1.16 M	
Projected Annual Growth (2025-2030)	5,619	0.5%	14,595	0.7%	62,976	0.9%
Historical Annual Change (2010-2025)	34,620	1.1%	61,716	1.2%	302,391	1.7%
Average Household Income						
Estimated Average Household Income (2025)	\$122,665		\$112,571		\$118,038	
Projected Average Household Income (2030)	\$122,296		\$112,458		\$117,769	
Census Average Household Income (2010)	\$77,302		\$70,355		\$70,888	
Census Average Household Income (2000)	\$65,170		\$57,877		\$56,884	
Projected Annual Change (2025-2030)	-\$369	-	-\$113	-	-\$269	-
Historical Annual Change (2000-2025)	\$57,495	3.5%	\$54,695	3.8%	\$61,154	4.3%
Median Household Income						
Estimated Median Household Income (2025)	\$101,219		\$91,954		\$89,176	
Projected Median Household Income (2030)	\$100,735		\$91,759		\$88,621	
Census Median Household Income (2010)	\$67,472		\$60,697		\$56,469	
Census Median Household Income (2000)	\$56,836		\$49,471		\$45,531	
Projected Annual Change (2025-2030)	-\$484	-	-\$195	-	-\$555	-0.1%
Historical Annual Change (2000-2025)	\$44,383	3.1%	\$42,483	3.4%	\$43,645	3.8%
Per Capita Income						
Estimated Per Capita Income (2025)	\$44,332		\$39,783		\$43,548	
Projected Per Capita Income (2030)	\$45,104		\$40,536		\$44,417	
Census Per Capita Income (2010)	\$27,348		\$24,058		\$25,123	
Census Per Capita Income (2000)	\$23,424		\$19,844		\$20,152	
Projected Annual Change (2025-2030)	\$772	0.3%	\$754	0.4%	\$869	0.4%
Historical Annual Change (2000-2025)	\$20,908	3.6%	\$19,939	4.0%	\$23,396	4.6%
Estimated Average Household Net Worth (2025)	\$1.18 M		\$1.03 M		\$997,327	

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Baybrook Mall		10 mi radius		15 mi radius		30 mi radius	
Friendswood, TX 77546							
Race and Ethnicity							
Total Population (2025)		660,164		1.12 M		3.97 M	
White (2025)		334,781	50.7%	507,442	45.2%	1.49 M	37.4%
Black or African American (2025)		76,577	11.6%	172,814	15.4%	835,377	21.0%
American Indian or Alaska Native (2025)		5,167	0.8%	9,733	0.9%	39,572	1.0%
Asian (2025)		49,108	7.4%	70,816	6.3%	330,990	8.3%
Hawaiian or Pacific Islander (2025)		435	-	628	-	2,368	-
Other Race (2025)		89,424	13.5%	175,190	15.6%	664,395	16.7%
Two or More Races (2025)		104,671	15.9%	186,100	16.6%	611,886	15.4%
Population < 18 (2025)		164,852	25.0%	283,129	25.2%	967,511	24.4%
White Not Hispanic		51,642	31.3%	73,631	26.0%	192,828	19.9%
Black or African American		19,811	12.0%	43,071	15.2%	203,076	21.0%
Asian		10,043	6.1%	14,417	5.1%	63,648	6.6%
Other Race Not Hispanic		5,023	3.0%	7,458	2.6%	26,682	2.8%
Hispanic		78,332	47.5%	144,551	51.1%	481,278	49.7%
Not Hispanic or Latino Population (2025)		395,487	59.9%	630,837	56.2%	2.29 M	57.6%
Not Hispanic White		261,792	66.2%	378,207	60.0%	1.09 M	47.6%
Not Hispanic Black or African American		72,921	18.4%	164,687	26.1%	804,151	35.1%
Not Hispanic American Indian or Alaska Native		734	0.2%	1,218	0.2%	4,341	0.2%
Not Hispanic Asian		48,014	12.1%	68,459	10.9%	323,772	14.1%
Not Hispanic Hawaiian or Pacific Islander		178	-	259	-	1,109	-
Not Hispanic Other Race		1,069	0.3%	1,549	0.2%	8,342	0.4%
Not Hispanic Two or More Races		10,780	2.7%	16,459	2.6%	56,832	2.5%
Hispanic or Latino Population (2025)		264,677	40.1%	491,886	43.8%	1.68 M	42.4%
Hispanic White		72,989	27.6%	129,235	26.3%	396,683	23.6%
Hispanic Black or African American		3,656	1.4%	8,127	1.7%	31,227	1.9%
Hispanic American Indian or Alaska Native		4,433	1.7%	8,515	1.7%	35,231	2.1%
Hispanic Asian		1,094	0.4%	2,357	0.5%	7,218	0.4%
Hispanic Hawaiian or Pacific Islander		257	-	369	-	1,259	-
Hispanic Other Race		88,356	33.4%	173,641	35.3%	656,053	39.0%
Hispanic Two or More Races		93,891	35.5%	169,642	34.5%	555,054	33.0%
Not Hispanic or Latino Population (2020)		411,338	62.8%	628,181	57.4%	2.13 M	57.4%
Hispanic or Latino Population (2020)		244,119	37.2%	466,584	42.6%	1.58 M	42.6%
Not Hispanic or Latino Population (2010)		377,762	65.6%	582,402	59.5%	1.93 M	59.1%
Hispanic or Latino Population (2010)		198,235	34.4%	396,382	40.5%	1.34 M	40.9%
Not Hispanic or Latino Population (2030)		394,459	59.6%	645,553	56.6%	2.33 M	57.5%
Hispanic or Latino Population (2030)		267,692	40.4%	495,675	43.4%	1.72 M	42.5%
Projected Annual Growth (2025-2030)		3,015	0.2%	3,789	0.2%	37,899	0.5%
Historical Annual Growth (2010-2020)		45,884	2.3%	70,203	1.8%	240,909	1.8%

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Baybrook Mall		10 mi radius		15 mi radius		30 mi radius	
Friendswood, TX 77546							
Total Age Distribution (2025)							
Total Population	660,164		1.12 M		3.97 M		
Age Under 5 Years	40,422	6.1%	69,091	6.2%	255,495	6.4%	
Age 5 to 9 Years	45,484	6.9%	77,997	6.9%	268,925	6.8%	
Age 10 to 14 Years	48,165	7.3%	83,565	7.4%	274,499	6.9%	
Age 15 to 19 Years	48,853	7.4%	84,316	7.5%	278,432	7.0%	
Age 20 to 24 Years	44,093	6.7%	77,166	6.9%	281,502	7.1%	
Age 25 to 29 Years	43,570	6.6%	75,173	6.7%	299,038	7.5%	
Age 30 to 34 Years	45,568	6.9%	78,647	7.0%	313,972	7.9%	
Age 35 to 39 Years	46,409	7.0%	79,188	7.1%	296,968	7.5%	
Age 40 to 44 Years	47,163	7.1%	80,614	7.2%	283,322	7.1%	
Age 45 to 49 Years	42,984	6.5%	73,079	6.5%	251,175	6.3%	
Age 50 to 54 Years	41,301	6.3%	70,312	6.3%	239,743	6.0%	
Age 55 to 59 Years	37,638	5.7%	63,317	5.6%	214,570	5.4%	
Age 60 to 64 Years	36,166	5.5%	60,083	5.4%	203,352	5.1%	
Age 65 to 69 Years	31,380	4.8%	51,661	4.6%	179,188	4.5%	
Age 70 to 74 Years	24,594	3.7%	39,968	3.6%	136,718	3.4%	
Age 75 to 79 Years	17,707	2.7%	28,576	2.5%	94,461	2.4%	
Age 80 to 84 Years	10,454	1.6%	16,779	1.5%	54,626	1.4%	
Age 85 Years or Over	8,213	1.2%	13,190	1.2%	46,134	1.2%	
Median Age	36.1		35.5		35.0		
Age 19 Years or Less	182,923	27.7%	314,970	28.1%	1.08 M	27.1%	
Age 20 to 64 Years	384,893	58.3%	657,579	58.6%	2.38 M	60.0%	
Age 65 Years or Over	92,348	14.0%	150,174	13.4%	511,126	12.9%	
Female Age Distribution (2025)							
Female Population	334,227	50.6%	568,112	50.6%	1.98 M	49.9%	
Age Under 5 Years	19,845	5.9%	33,887	6.0%	125,031	6.3%	
Age 5 to 9 Years	22,486	6.7%	38,656	6.8%	132,921	6.7%	
Age 10 to 14 Years	23,520	7.0%	40,881	7.2%	134,908	6.8%	
Age 15 to 19 Years	23,685	7.1%	40,739	7.2%	131,802	6.7%	
Age 20 to 24 Years	21,960	6.6%	38,317	6.7%	135,593	6.8%	
Age 25 to 29 Years	21,788	6.5%	37,872	6.7%	150,032	7.6%	
Age 30 to 34 Years	23,038	6.9%	39,832	7.0%	155,940	7.9%	
Age 35 to 39 Years	23,614	7.1%	40,276	7.1%	145,872	7.4%	
Age 40 to 44 Years	23,949	7.2%	40,677	7.2%	139,805	7.1%	
Age 45 to 49 Years	22,069	6.6%	37,375	6.6%	125,116	6.3%	
Age 50 to 54 Years	20,995	6.3%	35,754	6.3%	119,898	6.1%	
Age 55 to 59 Years	19,261	5.8%	32,369	5.7%	107,496	5.4%	
Age 60 to 64 Years	18,554	5.6%	30,717	5.4%	103,163	5.2%	
Age 65 to 69 Years	16,163	4.8%	26,723	4.7%	92,775	4.7%	
Age 70 to 74 Years	13,284	4.0%	21,520	3.8%	73,047	3.7%	
Age 75 to 79 Years	9,670	2.9%	15,700	2.8%	51,362	2.6%	
Age 80 to 84 Years	5,881	1.8%	9,466	1.7%	30,510	1.5%	
Age 85 Years or Over	4,463	1.3%	7,349	1.3%	25,920	1.3%	
Female Median Age	36.9		36.3		35.6		
Age 19 Years or Less	89,537	26.8%	154,164	27.1%	524,663	26.5%	
Age 20 to 64 Years	195,229	58.4%	333,190	58.6%	1.18 M	59.7%	
Age 65 Years or Over	49,460	14.8%	80,759	14.2%	273,614	13.8%	

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Baybrook Mall		10 mi radius		15 mi radius		30 mi radius	
Friendswood, TX 77546							
Male Age Distribution (2025)							
Male Population		325,937	49.4%	554,611	49.4%	1.99 M	50.1%
Age Under 5 Years		20,577	6.3%	35,203	6.3%	130,464	6.6%
Age 5 to 9 Years		22,998	7.1%	39,342	7.1%	136,004	6.8%
Age 10 to 14 Years		24,645	7.6%	42,684	7.7%	139,591	7.0%
Age 15 to 19 Years		25,167	7.7%	43,577	7.9%	146,630	7.4%
Age 20 to 24 Years		22,133	6.8%	38,849	7.0%	145,910	7.3%
Age 25 to 29 Years		21,781	6.7%	37,301	6.7%	149,006	7.5%
Age 30 to 34 Years		22,530	6.9%	38,816	7.0%	158,032	7.9%
Age 35 to 39 Years		22,794	7.0%	38,912	7.0%	151,096	7.6%
Age 40 to 44 Years		23,214	7.1%	39,937	7.2%	143,517	7.2%
Age 45 to 49 Years		20,915	6.4%	35,704	6.4%	126,059	6.3%
Age 50 to 54 Years		20,307	6.2%	34,558	6.2%	119,845	6.0%
Age 55 to 59 Years		18,376	5.6%	30,948	5.6%	107,074	5.4%
Age 60 to 64 Years		17,613	5.4%	29,366	5.3%	100,189	5.0%
Age 65 to 69 Years		15,217	4.7%	24,938	4.5%	86,413	4.3%
Age 70 to 74 Years		11,310	3.5%	18,447	3.3%	63,671	3.2%
Age 75 to 79 Years		8,037	2.5%	12,876	2.3%	43,099	2.2%
Age 80 to 84 Years		4,574	1.4%	7,313	1.3%	24,116	1.2%
Age 85 Years or Over		3,750	1.2%	5,842	1.1%	20,214	1.0%
Male Median Age		35.4		34.7		34.4	
Age 19 Years or Less		93,386	28.7%	160,806	29.0%	552,688	27.8%
Age 20 to 64 Years		189,663	58.2%	324,389	58.5%	1.2 M	60.3%
Age 65 Years or Over		42,887	13.2%	69,416	12.5%	237,512	11.9%
Males per 100 Females (2025)							
Overall Comparison		98		98		100	
Age Under 5 Years		104	50.9%	104	51.0%	104	51.1%
Age 5 to 9 Years		102	50.6%	102	50.4%	102	50.6%
Age 10 to 14 Years		105	51.2%	104	51.1%	103	50.9%
Age 15 to 19 Years		106	51.5%	107	51.7%	111	52.7%
Age 20 to 24 Years		101	50.2%	101	50.3%	108	51.8%
Age 25 to 29 Years		100	50.0%	98	49.6%	99	49.8%
Age 30 to 34 Years		98	49.4%	97	49.4%	101	50.3%
Age 35 to 39 Years		97	49.1%	97	49.1%	104	50.9%
Age 40 to 44 Years		97	49.2%	98	49.5%	103	50.7%
Age 45 to 49 Years		95	48.7%	96	48.9%	101	50.2%
Age 50 to 54 Years		97	49.2%	97	49.1%	100	50.0%
Age 55 to 59 Years		95	48.8%	96	48.9%	100	49.9%
Age 60 to 64 Years		95	48.7%	96	48.9%	97	49.3%
Age 65 to 69 Years		94	48.5%	93	48.3%	93	48.2%
Age 70 to 74 Years		85	46.0%	86	46.2%	87	46.6%
Age 75 to 79 Years		83	45.4%	82	45.1%	84	45.6%
Age 80 to 84 Years		78	43.7%	77	43.6%	79	44.1%
Age 85 Years or Over		84	45.7%	79	44.3%	78	43.8%
Age 19 Years or Less		104	51.1%	104	51.1%	105	51.3%
Age 20 to 39 Years		99	49.7%	98	49.6%	103	50.7%
Age 40 to 64 Years		96	48.9%	96	49.1%	100	50.1%
Age 65 Years or Over		87	46.4%	86	46.2%	87	46.5%

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Baybrook Mall		10 mi radius		15 mi radius		30 mi radius	
Friendswood, TX 77546							
Household Type (2025)							
Total Households		238,400		396,419		1.46 M	
Households with Children		91,544	38.4%	158,235	39.9%	527,244	36.0%
Average Household Size		2.8		2.8		2.7	
Household Density per Square Mile		759		561		517	
Population Family		562,104	85.1%	968,853	86.3%	3.22 M	81.0%
Population Non-Family		95,345	14.4%	148,783	13.3%	698,066	17.6%
Population Group Quarters		2,716	0.4%	5,087	0.5%	58,243	1.5%
Family Households		169,186	71.0%	289,347	73.0%	957,071	65.4%
Married Couple Households		121,818	72.0%	198,926	68.7%	634,893	66.3%
Other Family Households with Children		47,368	28.0%	90,422	31.3%	322,178	33.7%
Family Households with Children		91,432	54.0%	158,031	54.6%	526,583	55.0%
Married Couple with Children		63,303	69.2%	104,432	66.1%	336,558	63.9%
Other Family Households with Children		28,129	30.8%	53,599	33.9%	190,025	36.1%
Family Households No Children		77,754	46.0%	131,317	45.4%	430,488	45.0%
Married Couple No Children		58,515	75.3%	94,494	72.0%	298,335	69.3%
Other Family Households No Children		19,239	24.7%	36,823	28.0%	132,154	30.7%
Non-Family Households		69,215	29.0%	107,071	27.0%	505,831	34.6%
Non-Family Households with Children		112	0.2%	204	0.2%	660	0.1%
Non-Family Households No Children		69,102	99.8%	106,868	99.8%	505,170	99.9%
Average Family Household Size		3.3		3.3		3.4	
Average Family Income		\$141,873		\$127,756		\$135,105	
Median Family Income		\$117,340		\$104,528		\$104,228	
Average Non-Family Household Size		1.4		1.4		1.4	
Marital Status (2025)							
Population Age 15 Years or Over		526,093		892,069		3.17 M	
Never Married		169,505	32.2%	298,247	33.4%	1.2 M	37.9%
Currently Married		261,225	49.7%	423,859	47.5%	1.36 M	42.7%
Previously Married		95,364	18.1%	169,964	19.1%	612,958	19.3%
Separated		23,658	24.8%	46,103	27.1%	185,357	30.2%
Widowed		24,097	25.3%	42,530	25.0%	140,604	22.9%
Divorced		47,608	49.9%	81,330	47.9%	286,997	46.8%
Educational Attainment (2025)							
Adult Population Age 25 Years or Over		433,147		730,587		2.61 M	
Elementary (Grade Level 0 to 8)		29,423	6.8%	63,251	8.7%	257,671	9.9%
Some High School (Grade Level 9 to 11)		26,473	6.1%	56,333	7.7%	195,099	7.5%
High School Graduate		97,318	22.5%	180,103	24.7%	596,762	22.8%
Some College		91,080	21.0%	150,382	20.6%	462,567	17.7%
Associate Degree Only		44,016	10.2%	68,242	9.3%	199,939	7.7%
Bachelor Degree Only		93,199	21.5%	136,254	18.6%	526,388	20.1%
Graduate Degree		51,639	11.9%	76,022	10.4%	374,840	14.3%
Any College (Some College or Higher)		279,934	64.6%	430,900	59.0%	1.56 M	59.8%
College Degree + (Bachelor Degree or Higher)		144,838	33.4%	212,277	29.1%	901,228	34.5%

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Friendswood, TX 77546							
Housing							
Total Housing Units (2025)		265,688		442,169		1.63 M	
Total Housing Units (2020)		251,225		411,533		1.49 M	
Historical Annual Growth (2020-2025)		14,463	-	30,636	-	143,052	-
Housing Units Occupied (2025)		238,400	89.7%	396,419	89.7%	1.46 M	89.5%
Housing Units Owner-Occupied		149,680	62.8%	243,542	61.4%	774,591	52.9%
Housing Units Renter-Occupied		88,721	37.2%	152,876	38.6%	688,311	47.1%
Housing Units Vacant (2025)		27,287	10.3%	45,750	10.3%	171,841	10.5%
Household Size (2025)							
Total Households		238,400		396,419		1.46 M	
1 Person Households		54,771	23.0%	84,083	21.2%	395,567	27.0%
2 Person Households		72,629	30.5%	121,567	30.7%	424,801	29.0%
3 Person Households		40,650	17.1%	70,760	17.8%	241,619	16.5%
4 Person Households		37,590	15.8%	61,997	15.6%	204,666	14.0%
5 Person Households		19,642	8.2%	33,850	8.5%	112,143	7.7%
6 Person Households		8,114	3.4%	14,735	3.7%	50,771	3.5%
7 or More Person Households		5,005	2.1%	9,427	2.4%	33,335	2.3%
Household Income Distribution (2025)							
HH Income \$200,000 or More		34,515	14.5%	47,963	12.1%	196,406	13.4%
HH Income \$150,000 to \$199,999		27,874	11.7%	40,551	10.2%	126,492	8.6%
HH Income \$125,000 to \$149,999		20,930	8.8%	32,452	8.2%	102,083	7.0%
HH Income \$100,000 to \$124,999		26,012	10.9%	41,238	10.4%	131,090	9.0%
HH Income \$75,000 to \$99,999		30,397	12.8%	53,313	13.4%	185,850	12.7%
HH Income \$50,000 to \$74,999		36,739	15.4%	62,758	15.8%	233,527	16.0%
HH Income \$35,000 to \$49,999		20,895	8.8%	38,158	9.6%	152,164	10.4%
HH Income \$25,000 to \$34,999		14,817	6.2%	27,127	6.8%	105,371	7.2%
HH Income \$15,000 to \$24,999		12,070	5.1%	24,383	6.2%	96,032	6.6%
HH Income \$10,000 to \$14,999		5,263	2.2%	11,051	2.8%	53,027	3.6%
HH Income Under \$10,000		8,889	3.7%	17,426	4.4%	80,861	5.5%
Household Vehicles (2025)							
Households 0 Vehicles Available		11,160	4.7%	22,063	5.6%	116,566	8.0%
Households 1 Vehicle Available		76,899	32.3%	128,507	32.4%	541,501	37.0%
Households 2 Vehicles Available		92,163	38.7%	149,602	37.7%	523,752	35.8%
Households 3 or More Vehicles Available		58,178	24.4%	96,246	24.3%	281,083	19.2%
Total Vehicles Available		460,904		759,509		2.55 M	
Average Vehicles per Household		1.9		1.9		1.7	
Owner-Occupied Household Vehicles		336,179	72.9%	544,409	71.7%	1.65 M	64.6%
Average Vehicles per Owner-Occupied Household		2.2		2.2		2.1	
Renter-Occupied Household Vehicles		124,724	27.1%	215,100	28.3%	902,880	35.4%
Average Vehicles per Renter-Occupied Household		1.4		1.4		1.3	
Travel Time (2025)							
Worker Base Age 16 years or Over		347,219		572,282		2.04 M	
Travel to Work in 14 Minutes or Less		64,028	18.4%	100,572	17.6%	338,665	16.6%
Travel to Work in 15 to 29 Minutes		112,451	32.4%	186,623	32.6%	666,469	32.6%
Travel to Work in 30 to 59 Minutes		102,412	29.5%	177,162	31.0%	640,520	31.3%
Travel to Work in 60 Minutes or More		32,795	9.4%	54,438	9.5%	166,164	8.1%
Work at Home		35,533	10.2%	53,487	9.3%	231,670	11.3%
Average Minutes Travel to Work		25.2		25.9		25.9	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.5421/-95.1482

Baybrook Mall Friendswood, TX 77546	10 mi radius		15 mi radius		30 mi radius	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	347,219		572,282		2.04 M	
Drive to Work Alone	260,264	75.0%	430,853	75.3%	1.48 M	72.4%
Drive to Work in Carpool	37,598	10.8%	63,901	11.2%	227,510	11.1%
Travel to Work by Public Transportation	4,963	1.4%	8,582	1.5%	39,456	1.9%
Drive to Work on Motorcycle	221	-	392	-	1,290	-
Bicycle to Work	377	0.1%	623	0.1%	3,263	0.2%
Walk to Work	3,960	1.1%	6,789	1.2%	26,419	1.3%
Other Means	4,302	1.2%	7,655	1.3%	33,895	1.7%
Work at Home	35,533	10.2%	53,487	9.3%	231,670	11.3%
Daytime Demographics (2025)						
Total Businesses	27,816		43,191		208,505	
Total Employees	228,870		383,438		1.86 M	
Company Headquarter Businesses	768	2.8%	1,283	3.0%	6,762	3.2%
Company Headquarter Employees	32,567	14.2%	55,197	14.4%	341,937	18.4%
Employee Population per Business	8.2 to 1		8.9 to 1		8.9 to 1	
Residential Population per Business	23.7 to 1		26.0 to 1		19.1 to 1	
Adj. Daytime Demographics Age 16 Years or Over	396,077		683,656		2.93 M	
Labor Force						
Labor Population Age 16 Years or Over (2025)	515,973		874,687		3.12 M	
Labor Force Total Males (2025)	252,567	48.9%	428,466	49.0%	1.56 M	49.9%
Male Civilian Employed	183,763	72.8%	304,989	71.2%	1.1 M	70.7%
Male Civilian Unemployed	8,053	3.2%	15,028	3.5%	53,793	3.5%
Males in Armed Forces	1,315	0.5%	1,815	0.4%	3,861	0.2%
Males Not in Labor Force	59,437	23.5%	106,635	24.9%	397,592	25.6%
Labor Force Total Females (2025)	263,406	51.1%	446,221	51.0%	1.56 M	50.1%
Female Civilian Employed	163,476	62.1%	267,328	59.9%	942,997	60.4%
Female Civilian Unemployed	6,234	2.4%	12,826	2.9%	46,750	3.0%
Females in Armed Forces	212	-	338	-	1,171	-
Females Not in Labor Force	93,483	35.5%	165,730	37.1%	569,775	36.5%
Unemployment Rate	14,288	2.8%	27,853	3.2%	100,543	3.2%
Occupation (2025)						
Occupation Population Age 16 Years or Over	347,219		572,282		2.04 M	
Occupation Total Males	183,743	52.9%	304,955	53.3%	1.1 M	53.9%
Occupation Total Females	163,476	47.1%	267,328	46.7%	942,997	46.1%
Management, Business, Financial Operations	58,955	17.0%	90,292	15.8%	346,568	17.0%
Professional, Related	85,676	24.7%	129,361	22.6%	486,710	23.8%
Service	50,943	14.7%	89,718	15.7%	335,448	16.4%
Sales, Office	71,403	20.6%	113,014	19.7%	378,810	18.5%
Farming, Fishing, Forestry	359	0.1%	1,202	0.2%	3,480	0.2%
Construction, Extraction, Maintenance	34,004	9.8%	65,360	11.4%	220,449	10.8%
Production, Transport, Material Moving	45,880	13.2%	83,335	14.6%	272,023	13.3%
White Collar Workers	216,034	62.2%	332,668	58.1%	1.21 M	59.3%
Blue Collar Workers	131,185	37.8%	239,615	41.9%	831,400	40.7%

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.5421/-95.1482

Baybrook Mall		10 mi radius		15 mi radius		30 mi radius	
Friendswood, TX 77546							
Units In Structure (2025)							
Total Units		238,400		396,419		1.46 M	
1 Detached Unit		156,886	65.8%	261,677	66.0%	828,391	56.6%
1 Attached Unit		5,292	2.2%	9,143	2.3%	56,649	3.9%
2 Units		2,172	0.9%	3,967	1.0%	23,386	1.6%
3 to 4 Units		8,091	3.4%	12,302	3.1%	51,887	3.5%
5 to 9 Units		9,567	4.0%	16,464	4.2%	66,920	4.6%
10 to 19 Units		16,471	6.9%	26,660	6.7%	112,674	7.7%
20 to 49 Units		8,603	3.6%	14,012	3.5%	66,577	4.6%
50 or More Units		22,361	9.4%	35,381	8.9%	209,260	14.3%
Mobile Home or Trailer		8,605	3.6%	16,165	4.1%	45,566	3.1%
Other Structure		353	0.1%	650	0.2%	1,592	0.1%
Homes Built By Year (2025)							
Homes Built 2020 or later		8,887	3.3%	15,654	3.5%	64,185	3.9%
Homes Built 2010 to 2019		33,584	12.6%	54,663	12.4%	238,834	14.6%
Homes Built 2000 to 2009		44,235	16.6%	69,914	15.8%	242,593	14.8%
Homes Built 1990 to 1999		34,082	12.8%	49,694	11.2%	152,716	9.3%
Homes Built 1980 to 1989		39,475	14.9%	54,759	12.4%	183,987	11.3%
Homes Built 1970 to 1979		41,077	15.5%	63,294	14.3%	227,712	13.9%
Homes Built 1960 to 1969		21,332	8.0%	37,898	8.6%	142,837	8.7%
Homes Built 1950 to 1959		10,576	4.0%	33,926	7.7%	116,402	7.1%
Homes Built 1940 to 1949		1,864	0.7%	9,602	2.2%	44,583	2.7%
Homes Built Before 1939		3,288	1.2%	7,015	1.6%	49,053	3.0%
Median Age of Homes		35.1	yrs	37.5	yrs	37.9	yrs
Home Values (2025)							
Owner Specified Housing Units		149,680		243,542		774,591	
Home Values \$1,000,000 or More		2,997	2.0%	4,636	1.9%	36,422	4.7%
Home Values \$750,000 to \$999,999		3,285	2.2%	4,813	2.0%	29,654	3.8%
Home Values \$500,000 to \$749,999		13,462	9.0%	19,597	8.0%	79,090	10.2%
Home Values \$400,000 to \$499,999		17,187	11.5%	26,459	10.9%	84,518	10.9%
Home Values \$300,000 to \$399,999		35,701	23.9%	54,066	22.2%	154,482	19.9%
Home Values \$250,000 to \$299,999		26,463	17.7%	39,430	16.2%	104,080	13.4%
Home Values \$200,000 to \$249,999		21,171	14.1%	34,959	14.4%	98,061	12.7%
Home Values \$175,000 to \$199,999		6,858	4.6%	11,644	4.8%	34,924	4.5%
Home Values \$150,000 to \$174,999		6,370	4.3%	12,849	5.3%	40,381	5.2%
Home Values \$125,000 to \$149,999		2,993	2.0%	6,188	2.5%	19,901	2.6%
Home Values \$100,000 to \$124,999		3,023	2.0%	7,169	2.9%	26,341	3.4%
Home Values \$90,000 to \$99,999		608	0.4%	1,894	0.8%	6,298	0.8%
Home Values \$80,000 to \$89,999		1,038	0.7%	3,235	1.3%	10,041	1.3%
Home Values \$70,000 to \$79,999		498	0.3%	1,276	0.5%	4,525	0.6%
Home Values \$60,000 to \$69,999		479	0.3%	1,266	0.5%	4,479	0.6%
Home Values \$50,000 to \$59,999		755	0.5%	1,618	0.7%	5,979	0.8%
Home Values \$35,000 to \$49,999		882	0.6%	1,923	0.8%	6,062	0.8%
Home Values \$25,000 to \$34,999		1,329	0.9%	2,767	1.1%	7,236	0.9%
Home Values \$10,000 to \$24,999		2,614	1.7%	4,470	1.8%	12,370	1.6%
Home Values Under \$10,000		1,965	1.3%	3,284	1.3%	9,748	1.3%
Owner-Occupied Median Home Value		\$307,110		\$289,399		\$337,243	
Renter-Occupied Median Rent		\$1,251		\$1,214		\$1,245	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 29.5421/-95.1482

Baybrook Mall						
Friendswood, TX 77546						
	10 mi radius		15 mi radius		30 mi radius	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	\$27.11 B		\$42.89 B		\$154.24 B	
Total Non-Retail Expenditure	\$13.59 B		\$21.28 B		\$77.82 B	
Total Retail Expenditure	\$13.51 B		\$21.61 B		\$76.42 B	
Alcoholic Beverages	\$168.34 M		\$265.69 M		\$953.9 M	
Apparel	\$507.77 M		\$808.29 M		\$2.9 B	
Contributions	\$879.83 M		\$1.36 B		\$4.91 B	
Education	\$626.37 M		\$978.08 M		\$3.52 B	
Entertainment	\$1.57 B		\$2.5 B		\$8.98 B	
Food Away From Home	\$1.21 B		\$1.92 B		\$6.88 B	
Grocery	\$1.79 B		\$2.95 B		\$10.52 B	
Health Care	\$1.57 B		\$2.59 B		\$9.38 B	
Household Furnishings and Equipment	\$730.38 M		\$1.16 B		\$4.15 B	
Household Operations	\$514.01 M		\$822.44 M		\$2.95 B	
Miscellaneous Expenses	\$468.24 M		\$742.5 M		\$2.66 B	
Personal Care	\$351.55 M		\$575.37 M		\$2.05 B	
Shelter	\$4.39 B		\$7.1 B		\$26.08 B	
Tax and Retirement	\$6.68 B		\$10.02 B		\$36.58 B	
Tobacco and Related	\$132.89 M		\$233.78 M		\$834.61 M	
Transportation	\$4.25 B		\$6.74 B		\$23.37 B	
Utilities	\$1.27 B		\$2.11 B		\$7.52 B	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	\$9,475		\$9,016		\$8,786	
Total Non-Retail Expenditure	\$4,752	50.1%	\$4,473	49.6%	\$4,433	50.5%
Total Retail Expenditures	\$4,723	49.9%	\$4,542	50.4%	\$4,353	49.5%
Alcoholic Beverages	\$59	0.6%	\$56	0.6%	\$54	0.6%
Apparel	\$177	1.9%	\$170	1.9%	\$165	1.9%
Contributions	\$308	3.2%	\$287	3.2%	\$280	3.2%
Education	\$219	2.3%	\$206	2.3%	\$200	2.3%
Entertainment	\$549	5.8%	\$526	5.8%	\$512	5.8%
Food Away From Home	\$422	4.5%	\$403	4.5%	\$392	4.5%
Grocery	\$624	6.6%	\$621	6.9%	\$599	6.8%
Health Care	\$549	5.8%	\$545	6.0%	\$534	6.1%
Household Furnishings and Equipment	\$255	2.7%	\$243	2.7%	\$236	2.7%
Household Operations	\$180	1.9%	\$173	1.9%	\$168	1.9%
Miscellaneous Expenses	\$164	1.7%	\$156	1.7%	\$152	1.7%
Personal Care	\$123	1.3%	\$121	1.3%	\$117	1.3%
Shelter	\$1,534	16.2%	\$1,492	16.5%	\$1,486	16.9%
Tax and Retirement	\$2,336	24.7%	\$2,107	23.4%	\$2,084	23.4%
Tobacco and Related	\$46	0.5%	\$49	0.5%	\$48	0.5%
Transportation	\$1,485	15.7%	\$1,418	15.7%	\$1,331	15.2%
Utilities	\$445	4.7%	\$444	4.9%	\$428	4.9%