



Retail MarketPlace Profile

6 ZIP Codes
77044 (Houston) et al.
Geography: ZIP Code

Prepared by Esri

Summary Demographics

2020 Population	291,804
2020 Households	97,364
2020 Median Disposable Income	\$64,168
2020 Per Capita Income	\$35,274

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

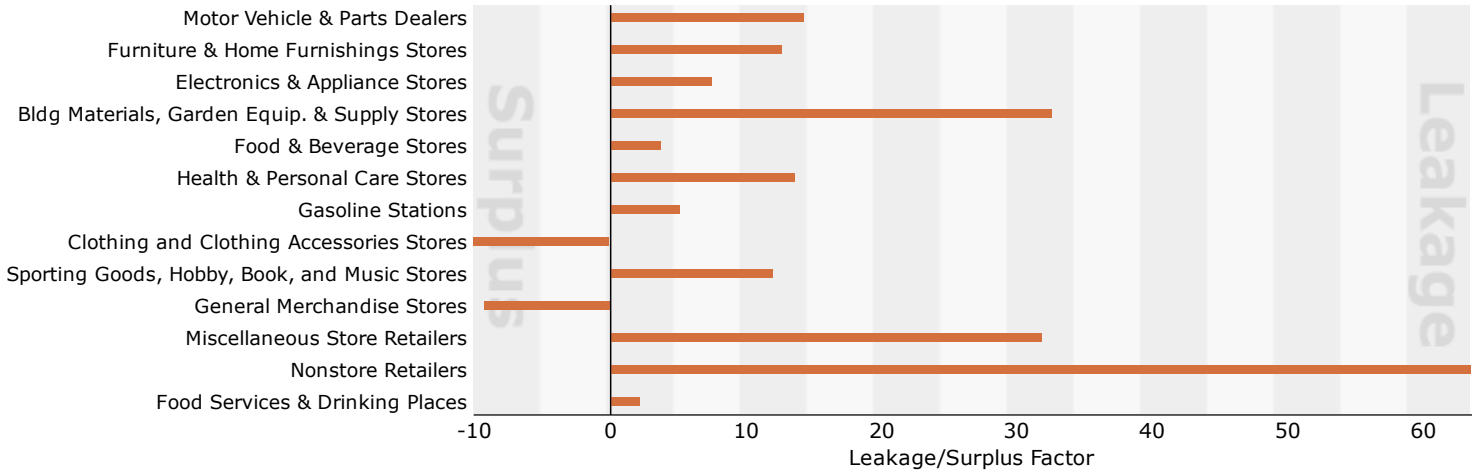
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$4,493,933,676	\$3,955,484,494	\$538,449,182	6.4	1,408
Total Retail Trade	44-45	\$4,034,120,063	\$3,516,354,331	\$517,765,732	6.9	951
Total Food & Drink	722	\$459,813,613	\$439,130,163	\$20,683,450	2.3	457
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$869,620,029	\$650,233,285	\$219,386,744	14.4	99
Automobile Dealers	4411	\$698,655,346	\$555,461,731	\$143,193,615	11.4	38
Other Motor Vehicle Dealers	4412	\$94,089,874	\$29,135,507	\$64,954,367	52.7	9
Auto Parts, Accessories & Tire Stores	4413	\$76,874,809	\$65,636,047	\$11,238,762	7.9	52
Furniture & Home Furnishings Stores	442	\$145,345,867	\$112,407,000	\$32,938,867	12.8	58
Furniture Stores	4421	\$84,109,779	\$38,655,219	\$45,454,560	37.0	32
Home Furnishings Stores	4422	\$61,236,088	\$73,751,781	-\$12,515,693	-9.3	26
Electronics & Appliance Stores	443	\$150,445,189	\$129,260,367	\$21,184,822	7.6	41
Bldg Materials, Garden Equip. & Supply Stores	444	\$268,563,865	\$136,095,373	\$132,468,492	32.7	68
Bldg Material & Supplies Dealers	4441	\$253,877,758	\$130,678,743	\$123,199,015	32.0	57
Lawn & Garden Equip & Supply Stores	4442	\$14,686,107	\$5,416,630	\$9,269,477	46.1	11
Food & Beverage Stores	445	\$720,084,211	\$667,402,295	\$52,681,916	3.8	100
Grocery Stores	4451	\$652,139,767	\$630,072,767	\$22,067,000	1.7	65
Specialty Food Stores	4452	\$30,518,948	\$15,415,992	\$15,102,956	32.9	19
Beer, Wine & Liquor Stores	4453	\$37,425,496	\$21,913,536	\$15,511,960	26.1	16
Health & Personal Care Stores	446,4461	\$225,791,247	\$171,513,197	\$54,278,050	13.7	90
Gasoline Stations	447,4471	\$396,201,062	\$357,096,675	\$39,104,387	5.2	80
Clothing & Clothing Accessories Stores	448	\$189,283,925	\$231,721,154	-\$42,437,229	-10.1	156
Clothing Stores	4481	\$124,631,028	\$152,792,546	-\$28,161,518	-10.2	99
Shoe Stores	4482	\$26,689,324	\$40,517,642	-\$13,828,318	-20.6	25
Jewelry, Luggage & Leather Goods Stores	4483	\$37,963,573	\$38,410,966	-\$447,393	-0.6	32
Sporting Goods, Hobby, Book & Music Stores	451	\$142,096,969	\$111,425,535	\$30,671,434	12.1	53
Sporting Goods/Hobby/Musical Instr Stores	4511	\$126,854,426	\$93,200,944	\$33,653,482	15.3	43
Book, Periodical & Music Stores	4512	\$15,242,543	\$18,224,591	-\$2,982,048	-8.9	10
General Merchandise Stores	452	\$709,432,328	\$854,606,405	-\$145,174,077	-9.3	64
Department Stores Excluding Leased Depts.	4521	\$497,304,175	\$578,195,125	-\$80,890,950	-7.5	25
Other General Merchandise Stores	4529	\$212,128,153	\$276,411,280	-\$64,283,127	-13.2	39
Miscellaneous Store Retailers	453	\$157,364,121	\$81,251,382	\$76,112,739	31.9	125
Florists	4531	\$6,872,590	\$4,410,341	\$2,462,249	21.8	13
Office Supplies, Stationery & Gift Stores	4532	\$34,775,174	\$25,302,365	\$9,472,809	15.8	34
Used Merchandise Stores	4533	\$27,593,741	\$7,031,765	\$20,561,976	59.4	17
Other Miscellaneous Store Retailers	4539	\$88,122,616	\$44,506,911	\$43,615,705	32.9	61
Nonstore Retailers	454	\$59,891,250	\$13,341,663	\$46,549,587	63.6	17
Electronic Shopping & Mail-Order Houses	4541	\$44,438,640	\$9,531,832	\$34,906,808	64.7	6
Vending Machine Operators	4542	\$3,574,225	\$515,312	\$3,058,913	74.8	2
Direct Selling Establishments	4543	\$11,878,385	\$3,294,519	\$8,583,866	56.6	9
Food Services & Drinking Places	722	\$459,813,613	\$439,130,163	\$20,683,450	2.3	457
Special Food Services	7223	\$5,540,870	\$3,899,830	\$1,641,040	17.4	13
Drinking Places - Alcoholic Beverages	7224	\$16,899,581	\$15,920,344	\$979,237	3.0	24
Restaurants/Other Eating Places	7225	\$437,373,162	\$419,309,989	\$18,063,173	2.1	420

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. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

