



retail strategies

8701 Hwy 6, Missouri City, TX 77459
Sitewise Online

Study Areas

8701 Hwy 6, Missouri City, TX 77459

Lat: 29.54079, Long: -95.53986

Maps

[8701 Hwy 6, Missouri City, TX 77459](#)

Profile Tables

[STI: PopStats Population Summary](#)

[STI: PopStats Household Summary](#)

[Current Year Estimated Households by Household Income](#)

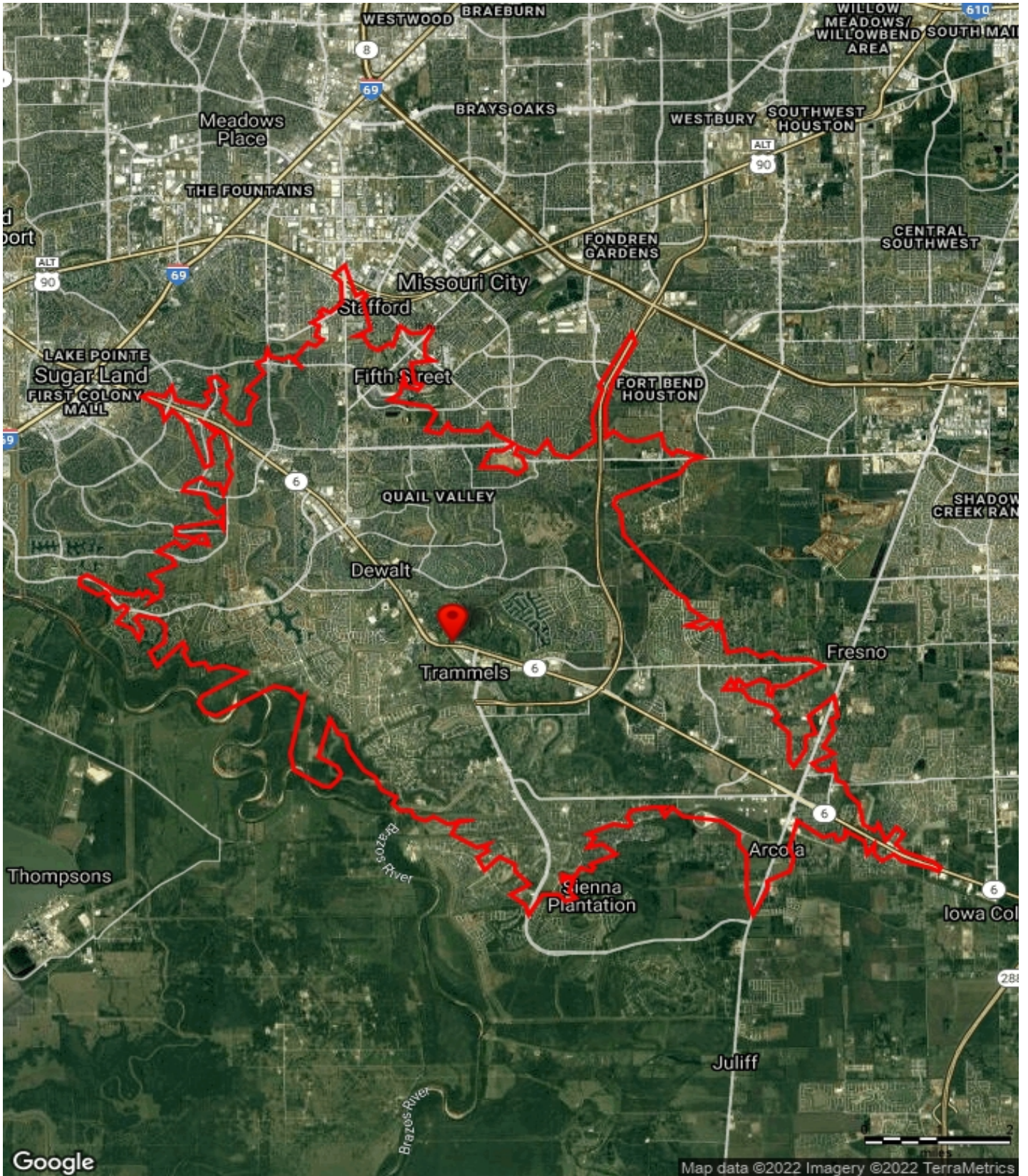
[STI: Market Outlook Opportunity Gap Report By Establishment Type](#)

[STI: Market Outlook Opportunity Gap Report By Major Product Line](#)



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STI: PopStats Population Summary

STI: PopStats Population Summary	8701 Hwy 6, Missouri City, TX 77459 0-10 min	%
Population		
2030 Forecast	145,823	
2025 Projection	131,305	
2020 Estimate	119,963	
2010 Census	85,348	
2000 Census	52,600	
1990 Census	31,480	
Growth 2030-2025	11.06%	
Growth 2025-2020	9.45%	
Growth 2020-2010	40.56%	
Growth 2010-2000	62.26%	
2020 Estimated Population by Ethnicity	119,963	
White	45,105	38%
Black	37,651	31%
Asian	27,244	23%
Other	9,963	8%
2020 Estimated Population Hispanic or Latino	19,023	
2020 Estimated Total Population by Age	119,963	
Age 0 to 4	8,069	7%
Age 5 to 14	14,802	12%
Age 14 to 18	6,423	5%
Age 18 to 22	8,004	7%
Age 22 to 25	5,727	5%
Age 25 to 30	8,802	7%
Age 30 to 35	5,390	4%
Age 35 to 40	5,632	5%
Age 40 to 45	6,929	6%
Age 45 to 50	8,558	7%
Age 50 to 55	8,631	7%
Age 55 to 60	8,503	7%
Age 60 to 65	8,265	7%
Age 65 to 70	6,767	6%
Age 70 to 75	4,838	4%
Age 75 to 80	2,542	2%
Age 80 to 85	1,329	1%
Age 85 and over	752	1%
2020 Median Age	37.5	
2020 Average Age	37.7	
2020 Estimated Population Age 25+ by Educational Attainment	76,938	



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STI: PopStats Population Summary

STI: PopStats Population Summary	8701 Hwy 6, Missouri City, TX 77459 0-10 min	
		%
Less than 9th grade	2,456	3%
Some High School, no diploma	3,319	4%
High School Graduate (or GED)	11,894	15%
Some College, no degree	14,003	18%
Associate Degree	5,811	8%
Bachelor's Degree	23,874	31%
Master's Degree	11,385	15%
Professional School Degree	1,975	3%
Doctorate Degree	2,221	3%



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STI: PopStats Household Summary

STI: PopStats Household Summary	8701 Hwy 6, Missouri City, TX 77459 0-10 min	
		%
Households		
2030 Forecast	46,980	
2025 Projection	42,336	
2020 Estimate	38,737	
2010 Census	27,726	
2000 Census	16,947	
1990 Census	9,887	
Growth 2030-2025	10.97%	
Growth 2025-2020	9.29%	
Growth 2020-2010	39.71%	
Growth 2010-2000	63.60%	
Population in Households		
2030 Forecast	145,680	
2025 Projection	131,158	
2020 Estimate	119,815	
Average Household Size		
2030 Forecast	3.10	
2025 Projection	3.10	
2020 Estimated	3.09	
2020 Estimated Families by Number of Workers in Family	32,289	
No workers	2,207	7%
1 worker	10,300	32%
2 workers	14,621	45%
3 or more workers	5,160	16%
2020 Estimated Housing Units by Tenure	40,552	
Vacant Housing Units	1,815	4%
Occupied Housing Units	38,737	96%
Owner-Occupied	32,622	80%
Renter-Occupied	6,114	15%
2020 Estimated Per Capita Income	\$ 40,651	



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Current Year Estimated Households by Household Income

Current Year Estimated Households by Household Income	8701 Hwy 6, Missouri City, TX 77459 0-10 min	
		%
Current Year Estimated Households by Household Income	38,737	
Less than \$10,000	1,116	3%
\$10,000 to \$14,999	461	1%
\$15,000 to \$19,999	539	1%
\$20,000 to \$24,999	822	2%
\$25,000 to \$29,999	810	2%
\$30,000 to \$34,999	896	2%
\$35,000 to \$39,999	1,092	3%
\$40,000 to \$44,999	1,160	3%
\$45,000 to \$49,999	1,132	3%
\$50,000 to \$54,999	1,078	3%
\$55,000 to \$59,999	1,119	3%
\$60,000 to \$64,999	1,343	3%
\$65,000 to \$69,999	1,316	3%
\$70,000 to \$74,999	1,259	3%
\$75,000 to \$79,999	1,270	3%
\$80,000 to \$84,999	1,190	3%
\$85,000 to \$89,999	1,081	3%
\$90,000 to \$94,999	1,026	3%
\$95,000 to \$99,999	1,054	3%
\$100,000 to \$124,999	4,978	13%
\$125,000 to \$149,999	3,524	9%
\$150,000 to \$174,999	3,059	8%
\$175,000 to \$199,999	4,806	12%
\$200,000 to \$249,999	1,458	4%
\$250,000 to \$499,999	624	2%
\$500,000 or more	524	1%
Median Household Income	\$ 98,121	
Average Household Income	\$ 125,766	



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STI: Market Outlook Opportunity Gap Report By Establishment Type

STI: Market Outlook Opportunity Gap Report By Establishment Type	8701 Hwy 6, Missouri City, TX 77459 0-10 min		
	2019 Consumer Demand	2019 Market Supply	Opportunity Gap Surplus/ Shortage
Total Consumer Demand and Market Supply by Establishment Type	\$ 2,055,434,360	\$ 557,137,936	\$ 1,498,296,423
Motor Vehicle and Parts Dealers	\$ 453,804,269	\$ 51,436,135	\$ 402,368,133
Automobile dealers	\$ 398,324,632	\$ 28,169,882	\$ 370,154,750
Other Motor Vehicle Dealers	\$ 22,939,760	\$ 11,737,870	\$ 11,201,890
Automotive Parts, Accessories, & Tire Stores	\$ 32,539,877	\$ 11,528,383	\$ 21,011,494
Furniture and Home Furnishings Stores	\$ 40,842,799	\$ 26,949,952	\$ 13,892,847
Furniture Stores	\$ 21,938,256	\$ 12,641,127	\$ 9,297,129
Home Furnishings Stores	\$ 18,904,543	\$ 14,308,825	\$ 4,595,718
Electronics & Appliance Stores	\$ 28,150,381	\$ 18,592,191	\$ 9,558,191
Building Material and Garden Equipment Stores	\$ 132,823,717	\$ 40,952,398	\$ 91,871,319
Building Material & Supplies Dealers	\$ 117,895,724	\$ 39,118,330	\$ 78,777,394
Lawn & Garden Equipment & Supplies Stores	\$ 14,927,993	\$ 1,834,068	\$ 13,093,924
Food and Beverage Stores	\$ 261,958,386	\$ 91,346,322	\$ 170,612,064
Grocery Stores	\$ 234,481,106	\$ 84,723,304	\$ 149,757,802
Specialty Food Stores	\$ 7,233,707	\$ 4,138,647	\$ 3,095,060
Beer, Wine & Liquor Stores	\$ 20,243,573	\$ 2,484,372	\$ 17,759,202
Health & Personal Care Stores	\$ 110,406,053	\$ 60,187,358	\$ 50,218,695
Gasoline Stations	\$ 193,954,243	\$ 52,539,630	\$ 141,414,612
Clothing & Clothing Accessories Stores	\$ 96,808,444	\$ 25,584,539	\$ 71,223,905
Clothing Stores	\$ 70,551,210	\$ 22,585,122	\$ 47,966,088
Shoe Stores	\$ 13,555,660	\$ 2,316,232	\$ 11,239,427
Jewelry, Luggage & Leather Goods Stores	\$ 12,701,575	\$ 683,185	\$ 12,018,390
Sporting Goods, Hobby, Book, Music Stores	\$ 30,425,247	\$ 11,859,280	\$ 18,565,968
Sporting Goods, Hobby, & Musical Instrument Stores	\$ 22,647,526	\$ 10,718,384	\$ 11,929,142
Book, Periodical & Music Stores	\$ 7,777,721	\$ 1,140,896	\$ 6,636,826
General Merchandise Stores	\$ 251,877,210	\$ 62,691,706	\$ 189,185,504
Department Stores	\$ 51,681,703	\$ 5,588,456	\$ 46,093,247
Other General Merchandise Stores	\$ 200,195,507	\$ 57,103,250	\$ 143,092,257
Miscellaneous Store Retailers	\$ 41,905,269	\$ 12,704,533	\$ 29,200,737
Florists and Miscellaneous Store Retailers	\$ 2,613,020	\$ 868,055	\$ 1,744,964
Office Supplies, Stationery & Gift Stores	\$ 9,841,510	\$ 4,793,645	\$ 5,047,865
Used Merchandise Stores	\$ 6,410,365	\$ 119,329	\$ 6,291,037
Other miscellaneous store retailers	\$ 23,040,374	\$ 6,923,504	\$ 16,116,870



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	2019 Consumer Demand	2019 Market Supply	Opportunity Gap Surplus/ Shortage
Non-Store Retailers	\$ 231,494,229	\$ 15,539,095	\$ 215,955,133
Vending machine operators (Nonstore retailers)	\$ 16,716,813	\$ 29,572	\$ 16,687,242
Direct Selling Establishments	\$ 10,479,374	\$ 3,251,717	\$ 7,227,657
Electronic Shopping & Mail-Order Houses	\$ 204,298,041	\$ 12,257,806	\$ 192,040,235
Foodservice and Drinking Places	\$ 180,984,112	\$ 86,754,796	\$ 94,229,316
Full-Service Restaurants	\$ 66,146,470	\$ 34,954,770	\$ 31,191,700
Limited-Service Eating Places	\$ 89,163,963	\$ 40,674,916	\$ 48,489,048
Special Food Services	\$ 19,422,003	\$ 10,264,434	\$ 9,157,569
Bars/Drinking Places (Alcoholic Beverages)	\$ 6,251,677	\$ 860,677	\$ 5,391,000



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<p>The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus)for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.</p>			



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STI: Market Outlook Opportunity Gap Report By Major Product Line

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	0-10 min		
	2019 Consumer Demand	2019 Market Supply	Opportunity Gap Surplus/ Shortage
Total Consumer Demand and Market Supply by Major Product Line	\$ 2,055,434,353	\$ 557,137,913	\$ 1,498,296,441
Groceries & Other Food Items	\$ 327,779,520	\$ 99,513,192	\$ 228,266,329
Meals & Non-Alcoholic Beverages	\$ 169,952,993	\$ 80,768,683	\$ 89,184,310
Alcoholic Drinks	\$ 20,833,017	\$ 8,573,849	\$ 12,259,168
Packaged Liquor, Wine, & Beer	\$ 36,830,879	\$ 7,091,898	\$ 29,738,981
Cigars, Cigarettes, Tobacco & Accessories	\$ 25,549,202	\$ 8,510,420	\$ 17,038,782
Drugs, Health Aids, Beauty Aids, Incl. Cosmetics	\$ 277,169,517	\$ 74,365,285	\$ 202,804,233
Soaps, Detergents, & Household Cleaners	\$ 10,027,677	\$ 3,871,188	\$ 6,156,489
Paper & Related Products	\$ 9,129,833	\$ 3,811,500	\$ 5,318,333
Men's Wear	\$ 24,367,133	\$ 6,467,346	\$ 17,899,787
Women's, Juniors' and Misses' Wear	\$ 62,149,812	\$ 15,048,906	\$ 47,100,905
Children's Wear	\$ 10,537,314	\$ 3,330,710	\$ 7,206,604
Footwear Including Accessories	\$ 26,297,964	\$ 5,006,229	\$ 21,291,735
Sewing, Knitting and Needlework Goods	\$ 790,245	\$ 448,436	\$ 341,809
Curtains, Draperies, Blinds, Slipcovers etc.	\$ 8,303,609	\$ 3,096,857	\$ 5,206,752
Major Household Appliances	\$ 7,928,076	\$ 3,400,291	\$ 4,527,785
Small Electric Appliances	\$ 3,488,771	\$ 1,097,391	\$ 2,391,380
Televisions, Video Recorders, Video Cameras etc.	\$ 12,927,779	\$ 5,862,960	\$ 7,064,819
Audio Equipment & Musical Instruments	\$ 10,092,849	\$ 3,285,765	\$ 6,807,084
Furniture, Sleep Equipment & Outdoor Furniture	\$ 51,826,053	\$ 16,946,683	\$ 34,879,370
Flooring & Floor Coverings	\$ 15,710,033	\$ 8,199,927	\$ 7,510,106
Computer Hardware, Software, & Supplies	\$ 19,661,744	\$ 9,091,646	\$ 10,570,098
Kitchenware & Home Furnishings	\$ 21,566,403	\$ 7,389,121	\$ 14,177,282
Jewelry Including Watches	\$ 17,901,419	\$ 2,040,845	\$ 15,860,574
Books & Periodicals	\$ 8,188,082	\$ 1,368,151	\$ 6,819,931
Photographic Equipment & Supplies	\$ 2,575,657	\$ 1,148,333	\$ 1,427,324
Toys, Hobby Goods, & Games	\$ 8,765,683	\$ 3,431,078	\$ 5,334,605
Optical Goods	\$ 4,759,610	\$ 2,312,222	\$ 2,447,388
Sporting Goods	\$ 16,176,566	\$ 6,133,889	\$ 10,042,677
Hardware, Tools, Plumbing & Electrical	\$ 33,025,001	\$ 10,678,881	\$ 22,346,121
Lawn, Garden, & Farm Equipment & Supplies	\$ 28,899,955	\$ 7,809,397	\$ 21,090,558
Dimensional Lumber & Other Building Materials	\$ 49,453,984	\$ 16,783,165	\$ 32,670,818
Paint & Sundries	\$ 8,757,535	\$ 3,040,623	\$ 5,716,912
Autos, Cars, Vans, Trucks & Motorcycles	\$ 336,415,750	\$ 27,738,846	\$ 308,676,905
Automotive Fuels	\$ 161,321,161	\$ 46,852,322	\$ 114,468,840



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STI: Market Outlook Opportunity Gap Report By Major Product Line

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	2019 Consumer Demand	2019 Market Supply	Opportunity Gap Surplus/ Shortage
Automotive Lubricants Including Oil, Greases, etc.	\$ 3,707,272	\$ 968,478	\$ 2,738,794
Automotive Tires, Tubes, Batteries, Parts & Accessories	\$ 61,909,613	\$ 12,831,104	\$ 49,078,509
Household Fuels Incl. Oil, LP Gas, Wood, Coal	\$ 4,890,490	\$ 2,559,275	\$ 2,331,215
Pets, Pet Foods & Pet Supplies	\$ 17,874,292	\$ 3,884,942	\$ 13,989,350
All Other Merchandise	\$ 72,658,993	\$ 21,169,537	\$ 51,489,455
Retailer Services	\$ 65,232,864	\$ 11,208,540	\$ 54,024,324



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