TheRetailCoach®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS
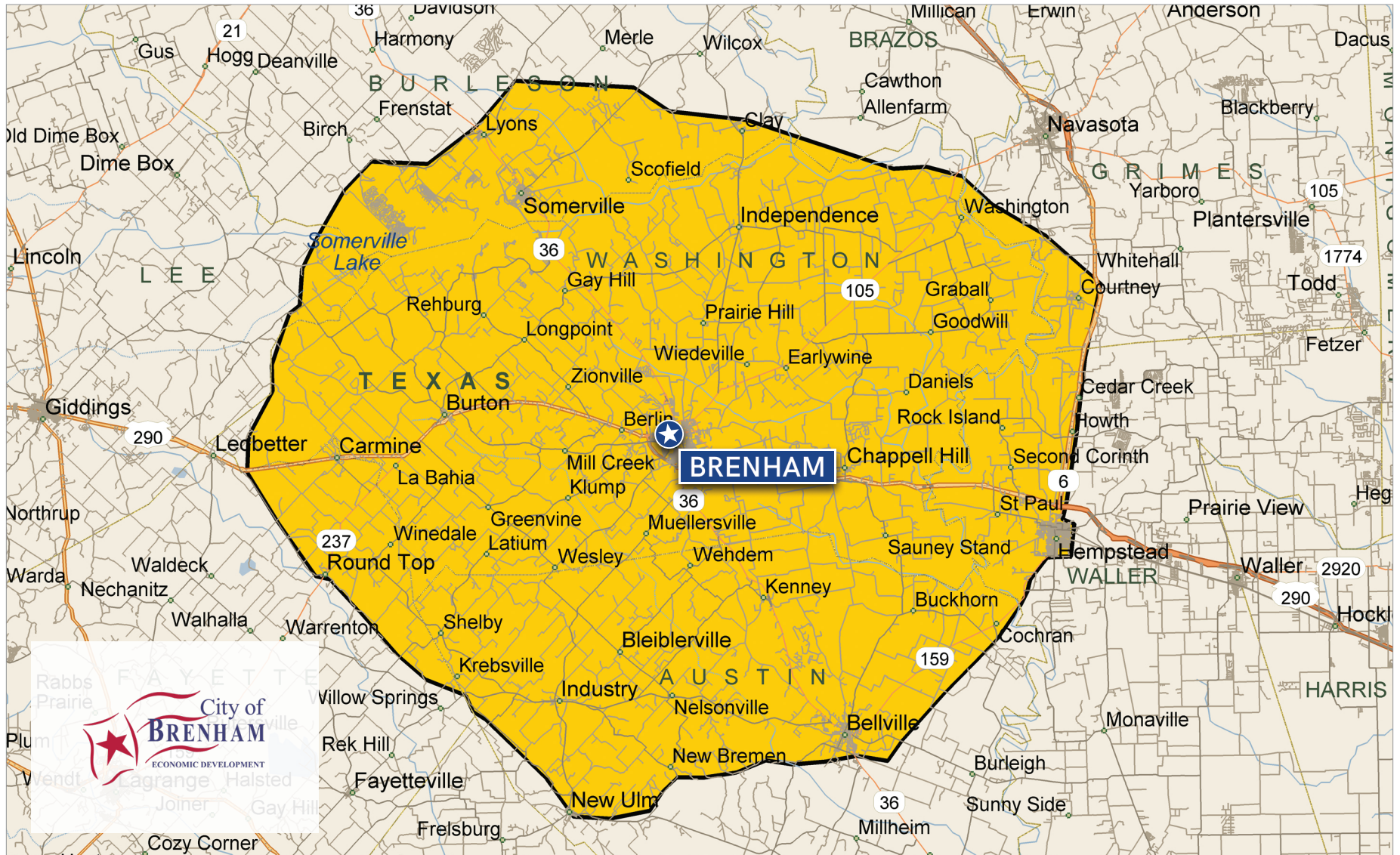## Brenham, Texas

Prepared for
Brenham Economic Development Foundation & The City of Brenham
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City of **BRENHAM**
ECONOMIC DEVELOPMENT

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$1,019,784,330**	**$484,789,232**	**$534,995,098**	**0.475**
441	Motor Vehicle and Parts Dealers	$227,377,882.02	$131,606,497.00	$95,771,385.02	0.579
4411	Automotive Dealers	$195,703,090.76	$105,620,792.00	$90,082,298.76	0.540
4412	Other Motor Vehicle Dealers	$12,715,754.37	$16,942,280.00	-$4,226,525.63	1.332
4413	Automotive Parts/Accsrs, Tire Stores	$18,959,036.89	$9,043,425.00	$9,915,611.89	0.477
442	Furniture and Home Furnishings Stores	$23,199,417.60	$5,505,319.00	$17,694,098.60	0.237
4421	Furniture Stores	$13,333,994.09	$2,741,750.00	$10,592,244.09	0.206
4422	Home Furnishing Stores	$9,865,423.51	$2,763,569.00	$7,101,854.51	0.280
443	Electronics and Appliance Stores	$36,760,423.57	$15,226,016.00	$21,534,407.57	0.414
44311	Appliances, TVs, Electronics Stores	$18,380,211.78	$6,613,008.00	$11,767,203.78	0.360
443111	Household Appliances Stores	$2,368,258.35	$2,797,824.00	-$429,565.65	1.181
443112	Electronics Stores	$16,011,953.43	$5,815,184.00	$10,196,769.43	0.363
444	Building Material, Garden Equip Stores	$100,720,837.16	$66,751,099.00	$33,969,738.16	0.663
4441	Building Material and Supply Dealers	$92,459,386.77	$60,178,969.00	$32,280,417.77	0.651
44411	Home Centers	$35,860,434.25	$47,171,687.00	-$11,311,252.75	1.315
44412	Paint and Wallpaper Stores	$2,570,274.49	$1,136,072.00	$1,434,202.49	0.442
44413	Hardware Stores	$8,504,538.44	$3,824,110.00	$4,680,428.44	0.450
44419	Other Building Materials Dealers	$45,524,139.58	$8,047,100.00	$37,477,039.58	0.177
444191	Building Materials, Lumberyards	$16,985,158.05	$1,464,438.00	$15,520,720.05	0.086
4442	Lawn, Garden Equipment, Supplies Stores	$8,261,450.40	$6,572,130.00	$1,689,320.40	0.796
44421	Outdoor Power Equipment Stores	$1,220,889.62	$3,884,432.00	-$2,663,542.38	3.182
44422	Nursery and Garden Centers	$7,040,560.78	$2,687,698.00	$4,352,862.78	0.382

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	$128,765,066.67	$56,577,576.00	$72,187,490.67	0.439
4451	Grocery Stores	$117,146,205.45	$47,855,719.00	$69,290,486.45	0.409
44511	Supermarkets, Grocery (Ex Conv) Stores	$107,615,629.69	$45,853,435.00	$61,762,194.69	0.426
44512	Convenience Stores	$9,530,575.76	$2,002,284.00	$7,528,291.76	0.210
4452	Specialty Food Stores	$5,046,558.73	$1,004,723.00	$4,041,835.73	0.199
4453	Beer, Wine and Liquor Stores	$6,572,302.49	$7,717,134.00	-$1,144,831.51	1.174
446	Health and Personal Care Stores	$62,887,126.77	$30,614,113.00	$32,273,013.77	0.487
44611	Pharmacies and Drug Stores	$50,155,866.61	$25,398,646.00	$24,757,220.61	0.506
44612	Cosmetics, Beauty Supplies, Perfume Stores	$6,210,377.45	$3,363,467.00	$2,846,910.45	0.542
44613	Optical Goods Stores	$2,027,222.92	$618,719.00	$1,408,503.92	0.305
44619	Other Health and Personal Care Stores	$4,493,659.79	$1,233,281.00	$3,260,378.79	0.274
447	Gasoline Stations	$78,522,417.33	$34,617,596.00	$43,904,821.33	0.441
44711	Gasoline Stations With Conv Stores	$42,774,461.98	$30,456,876.00	$12,317,585.98	0.712
44719	Other Gasoline Stations	$35,747,955.34	$4,160,720.00	$31,587,235.34	0.116
448	Clothing and Clothing Accessories Stores	$44,159,525.94	$11,332,168.00	$32,827,357.94	0.257
4481	Clothing Stores	$32,381,696.25	$9,711,168.00	$22,670,528.25	0.300
44811	Men's Clothing Stores	$1,266,238.11	$0.00	$1,266,238.11	0.000
44812	Women's Clothing Stores	$6,978,656.19	$2,243,357.00	$4,735,299.19	0.321
44813	Childrens, Infants Clothing Stores	$1,532,310.39	$0.00	$1,532,310.39	0.000
44814	Family Clothing Stores	$18,304,304.84	$4,362,438.00	$13,941,866.84	0.238
44815	Clothing Accessories Stores	$1,666,870.80	$910,339.00	$756,531.80	0.546
44819	Other Clothing Stores	$2,633,315.91	$2,195,034.00	$438,281.91	0.834
4482	Shoe Stores	$6,558,839.47	$867,000.00	$5,691,839.47	0.132
4483	Jewelry, Luggage, Leather Goods Stores	$5,218,990.22	$754,000.00	$4,464,990.22	0.144
44831	Jewelry Stores	$4,733,580.28	$754,000.00	$3,979,580.28	0.159
44832	Luggage and Leather Goods Stores	$485,409.94	$0.00	$485,409.94	0.000

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$20,269,945.99	$2,807,456.00	$17,462,489.99	0.139
4511	Sportng Goods, Hobby, Musical Inst Stores	$17,197,970.72	$1,967,826.00	$15,230,144.72	0.114
45111	Sporting Goods Stores	$12,292,478.94	$980,220.00	$11,312,258.94	0.080
45112	Hobby, Toys and Games Stores	$3,361,375.03	$987,606.00	$2,373,769.03	0.294
45113	Sew/Needlework/Piece Goods Stores	$625,088.31	$0.00	$625,088.31	0.000
45114	Musical Instrument and Supplies Stores	$919,028.43	$0.00	$919,028.43	0.000
4512	Book, Periodical and Music Stores	$3,071,975.28	$839,630.00	$2,232,345.28	0.273
45121	Book Stores and News Dealers	$3,071,975.28	$839,630.00	$2,232,345.28	0.273
451211	Book Stores	$2,742,425.14	$839,630.00	$1,902,795.14	0.306
451212	News Dealers and Newsstands	$329,550.13	$0.00	$329,550.13	0.000
452	General Merchandise Stores	$115,690,769.08	$72,358,759.00	$43,332,010.08	0.625
4521	Department Stores Excl Leased Depts	$75,868,368.61	$0.00	$75,868,368.61	0.000
4529	Other General Merchandise Stores	$39,822,400.48	$72,358,759.00	-$32,536,358.52	1.817
453	Miscellaneous Store Retailers	$25,800,744.74	$8,350,462.00	$17,450,282.74	0.324
4531	Florists	$1,207,602.03	$512,061.00	$695,541.03	0.424
4532	Office Supplies, Stationery, Gift Stores	$8,901,788.02	$1,183,857.00	$7,717,931.02	0.133
45321	Office Supplies and Stationery Stores	$5,050,679.81	$487,354.00	$4,563,325.81	0.096
45322	Gift, Novelty and Souvenir Stores	$3,851,108.21	$696,503.00	$3,154,605.21	0.181
4533	Used Merchandise Stores	$3,986,908.51	$2,278,908.00	$1,708,000.51	0.572
4539	Other Miscellaneous Store Retailers	$11,704,446.18	$4,375,636.00	$7,328,810.18	0.374
454	Non-Store Retailers	$45,459,198.02	$5,632,883.00	$39,826,315.02	0.124

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722	Foodservice and Drinking Places	$110,170,975.45	$43,409,288.00	$66,761,687.45	0.394
7223	Special Foodservices	$6,628,377.10	$44,078.00	$6,584,299.10	0.007
7224	Drinking Places -Alcoholic Beverages	$3,658,261.61	$1,230,652.00	$2,427,609.61	0.336
722511	Full Service Restaurants	$48,958,733.76	$11,817,274.00	$37,141,459.76	0.241
722513	Limited Service Eating Places	$45,266,389.91	$30,064,578.00	$15,201,811.91	0.664
722514	Cafeterias, Grill Buffets, and Buffets	$1,856,013.13	$0.00	$1,856,013.13	0.000
722515	Snack and Non-alcoholic Beverage Bars	$3,803,199.94	$252,706.00	$3,550,493.94	0.066

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Brenham, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	61,974	
2017 Estimate	59,164	
2010 Census	56,482	
2000 Census	49,993	
Growth 2017 - 2022		4.75%
Growth 2010 - 2017		4.75%
Growth 2000 - 2010		12.98%
2017 Est. Population by Single-Classification Race	59,164	
White Alone	42,290	71.48%
Black or African American Alone	10,152	17.16%
Amer. Indian and Alaska Native Alone	388	0.66%
Asian Alone	767	1.30%
Native Hawaiian and Other Pac. Isl. Alone	18	0.03%
Some Other Race Alone	4,405	7.45%
Two or More Races	1,144	1.93%
2017 Est. Population by Hispanic or Latino Origin	59,164	
Not Hispanic or Latino	48,202	81.47%
Hispanic or Latino	10,962	18.53%
Mexican	9,311	84.94%
Puerto Rican	95	0.87%
Cuban	61	0.56%
All Other Hispanic or Latino	1,495	13.64%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	10,962	
White Alone	5,768	52.62%
Black or African American Alone	187	1.70%
American Indian and Alaska Native Alone	153	1.40%
Asian Alone	20	0.18%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	4,343	39.62%
Two or More Races	490	4.47%
2017 Est. Pop by Race, Asian Alone, by Category	767	
Chinese, except Taiwanese	9	1.24%
Filipino	87	11.35%
Japanese	1	0.14%
Asian Indian	176	22.95%
Korean	5	0.60%
Vietnamese	264	34.41%
Cambodian	16	2.12%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	15	1.95%
All Other Asian Races Including 2+ Category	194	25.26%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	59,164	
Arab	52	0.09%
Czech	1,276	2.16%
Danish	33	0.06%
Dutch	308	0.52%
English	2,381	4.02%
French (except Basque)	699	1.18%
French Canadian	70	0.12%
German	13,345	22.56%
Greek	46	0.08%
Hungarian	0	0.00%
Irish	2,169	3.67%
Italian	632	1.07%
Lithuanian	24	0.04%
United States or American	2,738	4.63%
Norwegian	265	0.45%
Polish	1,805	3.05%
Portuguese	1	0.00%
Russian	134	0.23%
Scottish	448	0.76%
Scotch-Irish	520	0.88%
Slovak	1	0.00%
Subsaharan African	433	0.73%
Swedish	145	0.24%
Swiss	43	0.07%
Ukrainian	6	0.01%
Welsh	67	0.11%
West Indian (except Hisp. groups)	140	0.24%
Other ancestries	22,173	37.48%
Ancestry Unclassified	9,214	15.57%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	55,757	
Speak Only English at Home	47,852	85.82%
Speak Asian/Pac. Isl. Lang. at Home	431	0.77%
Speak IndoEuropean Language at Home	744	1.33%
Speak Spanish at Home	6,710	12.04%
Speak Other Language at Home	20	0.04%
2017 Est. Population by Age	59,164	
Age 0 - 4	3,407	5.76%
Age 5 - 9	3,470	5.86%
Age 10 - 14	3,562	6.02%
Age 15 - 17	2,256	3.81%
Age 18 - 20	2,879	4.87%
Age 21 - 24	3,281	5.55%
Age 25 - 34	6,557	11.08%
Age 35 - 44	6,182	10.45%
Age 45 - 54	7,082	11.97%
Age 55 - 64	8,450	14.28%
Age 65 - 74	6,838	11.56%
Age 75 - 84	3,514	5.94%
Age 85 and over	1,685	2.85%
Age 16 and over	47,982	81.10%
Age 18 and over	46,469	78.54%
Age 21 and over	43,590	73.68%
Age 65 and over	12,037	20.35%
2017 Est. Median Age	41.7	
2017 Est. Average Age	41.6	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	59,164	
Male	29,901	50.54%
Female	29,263	49.46%
2017 Est. Male Population by Age	29,901	
Age 0 - 4	1,760	5.89%
Age 5 - 9	1,789	5.98%
Age 10 - 14	1,860	6.22%
Age 15 - 17	1,157	3.87%
Age 18 - 20	1,500	5.02%
Age 21 - 24	1,750	5.85%
Age 25 - 34	3,500	11.70%
Age 35 - 44	3,203	10.71%
Age 45 - 54	3,600	12.04%
Age 55 - 64	4,232	14.15%
Age 65 - 74	3,410	11.40%
Age 75 - 84	1,557	5.21%
Age 85 and over	583	1.95%
2017 Est. Median Age, Male	40.1	
2017 Est. Average Age, Male	40.5	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	29,263	
Age 0 - 4	1,647	5.63%
Age 5 - 9	1,680	5.74%
Age 10 - 14	1,702	5.82%
Age 15 - 17	1,099	3.76%
Age 18 - 20	1,380	4.71%
Age 21 - 24	1,531	5.23%
Age 25 - 34	3,058	10.45%
Age 35 - 44	2,979	10.18%
Age 45 - 54	3,482	11.90%
Age 55 - 64	4,218	14.41%
Age 65 - 74	3,428	11.72%
Age 75 - 84	1,958	6.69%
Age 85 and over	1,101	3.76%
2017 Est. Median Age, Female	43.5	
2017 Est. Average Age, Female	42.7	
2017 Est. Pop Age 15+ by Marital Status	48,725	
Total, Never Married	13,931	28.59%
Males, Never Married	8,044	16.51%
Females, Never Married	5,887	12.08%
Married, Spouse present	22,938	47.08%
Married, Spouse absent	2,551	5.24%
Widowed	3,965	8.14%
Males Widowed	805	1.65%
Females Widowed	3,160	6.49%
Divorced	5,340	10.96%
Males Divorced	2,661	5.46%
Females Divorced	2,679	5.50%

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	40,309	
Less than 9th grade	2,665	6.61%
Some High School, no diploma	4,488	11.14%
High School Graduate (or GED)	12,718	31.55%
Some College, no degree	9,279	23.02%
Associate Degree	3,172	7.87%
Bachelor's Degree	5,551	13.77%
Master's Degree	1,765	4.38%
Professional School Degree	350	0.87%
Doctorate Degree	320	0.79%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,468	
No High School Diploma	2,355	43.08%
High School Graduate	1,489	27.24%
Some College or Associate's Degree	1,390	25.42%
Bachelor's Degree or Higher	233	4.26%
Households		
2022 Projection	24,145	
2017 Estimate	22,898	
2010 Census	21,586	
2000 Census	18,612	
Growth 2017 - 2022		5.45%
Growth 2010 - 2017		6.08%
Growth 2000 - 2010		15.98%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	22,898	
Family Households	15,700	68.56%
Nonfamily Households	7,198	31.44%
2017 Est. Group Quarters Population	3,514	
2017 HHs by Ethnicity, Hispanic/Latino	2,824	
2017 Est. Households by HH Income	22,898	
Income < $15,000	2,627	11.47%
Income $15,000 - $24,999	2,448	10.69%
Income $25,000 - $34,999	2,514	10.98%
Income $35,000 - $49,999	3,480	15.20%
Income $50,000 - $74,999	4,134	18.06%
Income $75,000 - $99,999	2,917	12.74%
Income $100,000 - $124,999	1,902	8.31%
Income $125,000 - $149,999	1,044	4.56%
Income $150,000 - $199,999	971	4.24%
Income $200,000 - $249,999	464	2.03%
Income $250,000 - $499,999	302	1.32%
Income $500,000+	96	0.42%
2017 Est. Average Household Income	$69,606	
2017 Est. Median Household Income	$52,300	

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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$57,385	
Black or African American Alone	$37,609	
American Indian and Alaska Native Alone	$67,480	
Asian Alone	$73,932	
Native Hawaiian and Other Pacific Islander Alone	$32,746	
Some Other Race Alone	$43,588	
Two or More Races	$43,380	
Hispanic or Latino	$36,958	
Not Hispanic or Latino	$56,207	
2017 Est. Family HH Type by Presence of Own Child.	15,700	
Married-Couple Family, own children	4,092	26.06%
Married-Couple Family, no own children	7,855	50.03%
Male Householder, own children	469	2.99%
Male Householder, no own children	595	3.79%
Female Householder, own children	1,433	9.13%
Female Householder, no own children	1,256	8.00%
2017 Est. Households by Household Size	22,898	
1-person	6,435	28.10%
2-person	8,372	36.56%
3-person	3,367	14.71%
4-person	2,626	11.47%
5-person	1,284	5.61%
6-person	503	2.20%
7-or-more-person	311	1.36%
2017 Est. Average Household Size	2.43	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	22,898	
Households with 1 or More People under Age 18:	6,934	30.28%
Married-Couple Family	4,504	64.96%
Other Family, Male Householder	601	8.67%
Other Family, Female Householder	1,761	25.39%
Nonfamily, Male Householder	51	0.73%
Nonfamily, Female Householder	17	0.24%
Households with No People under Age 18:	15,964	69.72%
Married-Couple Family	7,440	46.61%
Other Family, Male Householder	467	2.92%
Other Family, Female Householder	925	5.80%
Nonfamily, Male Householder	3,233	20.25%
Nonfamily, Female Householder	3,898	24.42%
2017 Est. Households by Number of Vehicles	22,898	
No Vehicles	1,226	5.35%
1 Vehicle	7,152	31.23%
2 Vehicles	9,548	41.70%
3 Vehicles	3,639	15.89%
4 Vehicles	942	4.11%
5 or more Vehicles	391	1.71%
2017 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2022 Projection	16,564	
2017 Estimate	15,700	
2010 Census	14,784	
2000 Census	13,102	
Growth 2017 - 2022		5.51%
Growth 2010 - 2017		6.19%
Growth 2000 - 2010		12.84%
2017 Est. Families by Poverty Status	15,700	
2017 Families at or Above Poverty	13,816	88.00%
2017 Families at or Above Poverty with Children	5,127	32.66%
2017 Families Below Poverty	1,884	12.00%
2017 Families Below Poverty with Children	1,370	8.73%
2017 Est. Pop Age 16+ by Employment Status	47,982	
In Armed Forces	0	0.00%
Civilian - Employed	24,406	50.86%
Civilian - Unemployed	1,467	3.06%
Not in Labor Force	22,109	46.08%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	24,485	
For-Profit Private Workers	15,688	64.07%
Non-Profit Private Workers	1,689	6.90%
Local Government Workers	1,932	7.89%
State Government Workers	1,986	8.11%
Federal Government Workers	419	1.71%
Self-Employed Workers	2,721	11.11%
Unpaid Family Workers	50	0.20%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	24,485	
Architect/Engineer	302	1.23%
Arts/Entertainment/Sports	497	2.03%
Building Grounds Maintenance	851	3.47%
Business/Financial Operations	871	3.56%
Community/Social Services	522	2.13%
Computer/Mathematical	224	0.92%
Construction/Extraction	1,820	7.43%
Education/Training/Library	1,504	6.14%
Farming/Fishing/Forestry	307	1.26%
Food Prep/Serving	945	3.86%
Health Practitioner/Technician	853	3.48%
Healthcare Support	827	3.38%
Maintenance Repair	963	3.93%
Legal	64	0.26%
Life/Physical/Social Science	94	0.38%
Management	2,421	9.89%
Office/Admin. Support	3,085	12.60%
Production	1,907	7.79%
Protective Services	436	1.78%
Sales/Related	2,520	10.29%
Personal Care/Service	1,029	4.20%
Transportation/Moving	2,443	9.98%
2017 Est. Pop 16+ by Occupation Classification	24,485	
Blue Collar	7,132	29.13%
White Collar	12,958	52.92%
Service and Farm	4,395	17.95%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	24,065	
Drove Alone	19,194	79.76%
Car Pooled	3,011	12.51%
Public Transportation	61	0.25%
Walked	606	2.52%
Bicycle	41	0.17%
Other Means	256	1.06%
Worked at Home	897	3.73%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,896	
15 - 29 Minutes	7,064	
30 - 44 Minutes	2,877	
45 - 59 Minutes	1,092	
60 or more Minutes	2,232	
2017 Est. Avg Travel Time to Work in Minutes	25.00	
2017 Est. Occupied Housing Units by Tenure	22,898	
Owner Occupied	16,661	72.76%
Renter Occupied	6,237	27.24%
2017 Owner Occ. HUs: Avg. Length of Residence	17.0	
2017 Renter Occ. HUs: Avg. Length of Residence	7.8	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	16,661	
Value Less than $20,000	762	4.57%
Value $20,000 - $39,999	850	5.10%
Value $40,000 - $59,999	1,003	6.02%
Value $60,000 - $79,999	909	5.46%
Value $80,000 - $99,999	1,412	8.48%
Value $100,000 - $149,999	3,163	18.98%
Value $150,000 - $199,999	2,378	14.27%
Value $200,000 - $299,999	3,144	18.87%
Value $300,000 - $399,999	1,368	8.21%
Value $400,000 - $499,999	553	3.32%
Value $500,000 - $749,999	581	3.48%
Value $750,000 - $999,999	257	1.54%
Value $1,000,000 or more	281	1.69%
2017 Est. Median All Owner-Occupied Housing Value	$154,875	
2017 Est. Housing Units by Units in Structure	27,737	
1 Unit Attached	640	2.31%
1 Unit Detached	20,145	72.63%
2 Units	640	2.31%
3 or 4 Units	655	2.36%
5 to 19 Units	611	2.20%
20 to 49 Units	292	1.05%
50 or More Units	365	1.32%
Mobile Home or Trailer	4,362	15.73%
Boat, RV, Van, etc.	27	0.10%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	27,737	
Housing Units Built 2010 or later	1,939	6.99%
Housing Units Built 2000 to 2009	5,023	18.11%
Housing Units Built 1990 to 1999	4,488	16.18%
Housing Units Built 1980 to 1989	4,342	15.65%
Housing Units Built 1970 to 1979	4,404	15.88%
Housing Units Built 1960 to 1969	2,388	8.61%
Housing Units Built 1950 to 1959	1,530	5.52%
Housing Units Built 1940 to 1949	975	3.51%
Housing Unit Built 1939 or Earlier	2,648	9.55%
2017 Est. Median Year Structure Built	1984	
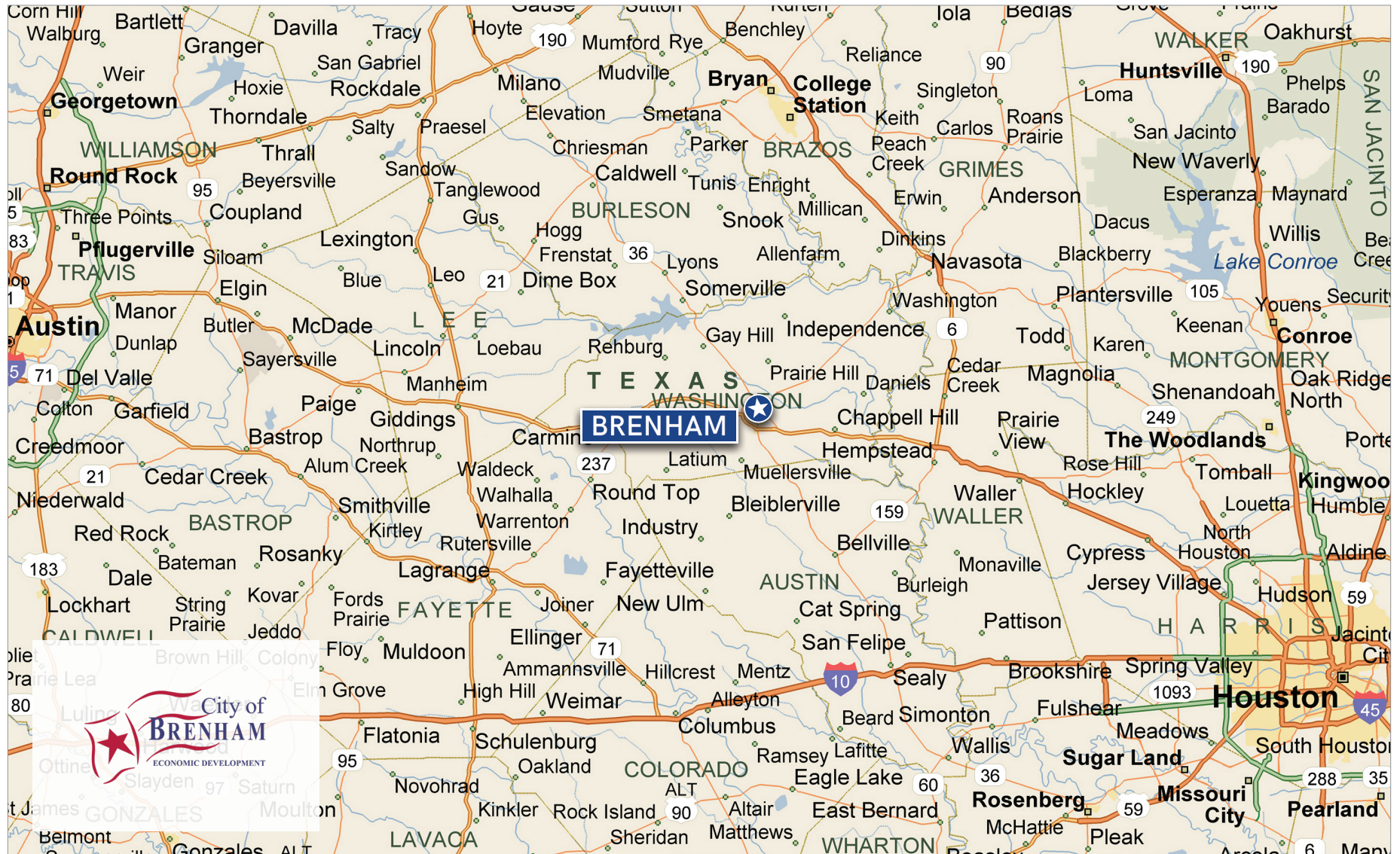
CONTACT   SUSAN S. CATES, PCED, DIRECTOR OF ECONOMIC DEVELOPMENT

City of Brenham | 200 West Vulcan Street | Brenham, Texas 77834 | p. 979.337.7231
SCates@CityofBrenham.org | www.BrenhamEDC.com

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DESCRIPTION	DATA	%
Population		
2022 Projection	17,037	
2017 Estimate	16,376	
2010 Census	15,716	
2000 Census	14,822	
Growth 2017 - 2022		4.04%
Growth 2010 - 2017		4.20%
Growth 2000 - 2010		6.03%
2017 Est. Population by Single-Classification Race	16,376	
White Alone	10,734	65.55%
Black or African American Alone	3,928	23.99%
Amer. Indian and Alaska Native Alone	54	0.33%
Asian Alone	359	2.19%
Native Hawaiian and Other Pac. Isl. Alone	5	0.03%
Some Other Race Alone	972	5.94%
Two or More Races	324	1.98%
2017 Est. Population by Hispanic or Latino Origin	16,376	
Not Hispanic or Latino	13,858	84.62%
Hispanic or Latino	2,518	15.38%
Mexican	2,076	82.45%
Puerto Rican	33	1.31%
Cuban	16	0.64%
All Other Hispanic or Latino	393	15.61%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	2,518	
White Alone	1,331	52.86%
Black or African American Alone	78	3.10%
American Indian and Alaska Native Alone	19	0.75%
Asian Alone	8	0.32%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	950	37.73%
Two or More Races	132	5.24%
2017 Est. Pop by Race, Asian Alone, by Category	359	
Chinese, except Taiwanese	5	1.39%
Filipino	34	9.47%
Japanese	0	0.00%
Asian Indian	44	12.26%
Korean	0	0.00%
Vietnamese	158	44.01%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	9	2.51%
All Other Asian Races Including 2+ Category	109	30.36%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	16,376	
Arab	23	0.14%
Czech	243	1.48%
Danish	0	0.00%
Dutch	88	0.54%
English	658	4.02%
French (except Basque)	180	1.10%
French Canadian	25	0.15%
German	3,800	23.20%
Greek	28	0.17%
Hungarian	0	0.00%
Irish	554	3.38%
Italian	135	0.82%
Lithuanian	0	0.00%
United States or American	781	4.77%
Norwegian	53	0.32%
Polish	486	2.97%
Portuguese	0	0.00%
Russian	7	0.04%
Scottish	95	0.58%
Scotch-Irish	122	0.74%
Slovak	0	0.00%
Subsaharan African	14	0.09%
Swedish	25	0.15%
Swiss	11	0.07%
Ukrainian	4	0.02%
Welsh	0	0.00%
West Indian (except Hisp. groups)	23	0.14%
Other ancestries	6,319	38.59%
Ancestry Unclassified	2,702	16.50%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	15,308	
Speak Only English at Home	12,883	84.16%
Speak Asian/Pac. Isl. Lang. at Home	289	1.89%
Speak IndoEuropean Language at Home	199	1.30%
Speak Spanish at Home	1,936	12.65%
Speak Other Language at Home	1	0.01%
2017 Est. Population by Age	16,376	
Age 0 - 4	1,068	6.52%
Age 5 - 9	1,054	6.44%
Age 10 - 14	983	6.00%
Age 15 - 17	613	3.74%
Age 18 - 20	1,308	7.99%
Age 21 - 24	965	5.89%
Age 25 - 34	1,900	11.60%
Age 35 - 44	1,780	10.87%
Age 45 - 54	1,723	10.52%
Age 55 - 64	1,866	11.39%
Age 65 - 74	1,402	8.56%
Age 75 - 84	982	6.00%
Age 85 and over	732	4.47%
Age 16 and over	13,067	79.79%
Age 18 and over	12,658	77.30%
Age 21 and over	11,350	69.31%
Age 65 and over	3,116	19.03%
2017 Est. Median Age	36.7	
2017 Est. Average Age	39.6	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	16,376	
Male	7,878	48.11%
Female	8,498	51.89%
2017 Est. Male Population by Age	7,878	
Age 0 - 4	550	6.98%
Age 5 - 9	548	6.96%
Age 10 - 14	519	6.59%
Age 15 - 17	316	4.01%
Age 18 - 20	670	8.50%
Age 21 - 24	504	6.40%
Age 25 - 34	944	11.98%
Age 35 - 44	883	11.21%
Age 45 - 54	845	10.73%
Age 55 - 64	873	11.08%
Age 65 - 74	639	8.11%
Age 75 - 84	370	4.70%
Age 85 and over	217	2.75%
2017 Est. Median Age, Male	33.8	
2017 Est. Average Age, Male	37.2	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	8,498	
Age 0 - 4	518	6.10%
Age 5 - 9	506	5.95%
Age 10 - 14	464	5.46%
Age 15 - 17	297	3.49%
Age 18 - 20	638	7.51%
Age 21 - 24	461	5.42%
Age 25 - 34	956	11.25%
Age 35 - 44	897	10.56%
Age 45 - 54	878	10.33%
Age 55 - 64	993	11.69%
Age 65 - 74	763	8.98%
Age 75 - 84	612	7.20%
Age 85 and over	515	6.06%
2017 Est. Median Age, Female	39.6	
2017 Est. Average Age, Female	41.7	
2017 Est. Pop Age 15+ by Marital Status	13,271	
Total, Never Married	4,569	34.43%
Males, Never Married	2,437	18.36%
Females, Never Married	2,132	16.07%
Married, Spouse present	4,958	37.36%
Married, Spouse absent	808	6.09%
Widowed	1,546	11.65%
Males Widowed	287	2.16%
Females Widowed	1,259	9.49%
Divorced	1,390	10.47%
Males Divorced	678	5.11%
Females Divorced	712	5.37%

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	10,385	
Less than 9th grade	702	6.76%
Some High School, no diploma	1,402	13.50%
High School Graduate (or GED)	2,884	27.77%
Some College, no degree	2,205	21.23%
Associate Degree	1,044	10.05%
Bachelor's Degree	1,498	14.42%
Master's Degree	429	4.13%
Professional School Degree	60	0.58%
Doctorate Degree	161	1.55%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,189	
No High School Diploma	539	45.33%
High School Graduate	348	29.27%
Some College or Associate's Degree	272	22.88%
Bachelor's Degree or Higher	30	2.52%
Households		
2022 Projection	6,578	
2017 Estimate	6,269	
2010 Census	5,914	
2000 Census	5,445	
Growth 2017 - 2022		4.93%
Growth 2010 - 2017		6.00%
Growth 2000 - 2010		8.61%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	6,269	
Family Households	3,921	62.55%
Nonfamily Households	2,348	37.45%
2017 Est. Group Quarters Population	1,752	
2017 HHs by Ethnicity, Hispanic/Latino	649	
2017 Est. Households by HH Income	6,269	
Income < $15,000	825	13.16%
Income $15,000 - $24,999	640	10.21%
Income $25,000 - $34,999	730	11.64%
Income $35,000 - $49,999	1,017	16.22%
Income $50,000 - $74,999	1,136	18.12%
Income $75,000 - $99,999	737	11.76%
Income $100,000 - $124,999	498	7.94%
Income $125,000 - $149,999	258	4.12%
Income $150,000 - $199,999	226	3.61%
Income $200,000 - $249,999	112	1.79%
Income $250,000 - $499,999	67	1.07%
Income $500,000+	23	0.37%
2017 Est. Average Household Income	$65,768	
2017 Est. Median Household Income	$48,857	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$56,906	
Black or African American Alone	$34,217	
American Indian and Alaska Native Alone	$84,615	
Asian Alone	$79,722	
Native Hawaiian and Other Pacific Islander Alone	$42,500	
Some Other Race Alone	$36,905	
Two or More Races	$42,500	
Hispanic or Latino	$33,310	
Not Hispanic or Latino	$52,232	
2017 Est. Family HH Type by Presence of Own Child.	3,921	
Married-Couple Family, own children	996	25.40%
Married-Couple Family, no own children	1,724	43.97%
Male Householder, own children	124	3.16%
Male Householder, no own children	149	3.80%
Female Householder, own children	557	14.21%
Female Householder, no own children	371	9.46%
2017 Est. Households by Household Size	6,269	
1-person	2,126	33.91%
2-person	2,020	32.22%
3-person	909	14.50%
4-person	666	10.62%
5-person	339	5.41%
6-person	136	2.17%
7-or-more-person	73	1.16%
2017 Est. Average Household Size	2.33	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	6,269	
Households with 1 or More People under Age 18:	1,930	30.79%
Married-Couple Family	1,092	56.58%
Other Family, Male Householder	154	7.98%
Other Family, Female Householder	663	34.35%
Nonfamily, Male Householder	17	0.88%
Nonfamily, Female Householder	4	0.21%
Households with No People under Age 18:	4,339	69.21%
Married-Couple Family	1,628	37.52%
Other Family, Male Householder	121	2.79%
Other Family, Female Householder	261	6.02%
Nonfamily, Male Householder	932	21.48%
Nonfamily, Female Householder	1,397	32.20%
2017 Est. Households by Number of Vehicles	6,269	
No Vehicles	407	6.49%
1 Vehicle	2,108	33.63%
2 Vehicles	2,653	42.32%
3 Vehicles	898	14.32%
4 Vehicles	177	2.82%
5 or more Vehicles	26	0.41%
2017 Est. Average Number of Vehicles	1.8	

COMMUNITY • DEMOGRAPHIC PROFILE
Brenham, Texas

DESCRIPTION	DATA	%
Family Households		
2022 Projection	4,115	
2017 Estimate	3,921	
2010 Census	3,689	
2000 Census	3,529	
Growth 2017 - 2022		4.95%
Growth 2010 - 2017		6.29%
Growth 2000 - 2010		4.53%
2017 Est. Families by Poverty Status	3,921	
2017 Families at or Above Poverty	3,379	86.18%
2017 Families at or Above Poverty with Children	1,256	32.03%
2017 Families Below Poverty	542	13.82%
2017 Families Below Poverty with Children	386	9.84%
2017 Est. Pop Age 16+ by Employment Status	13,067	
In Armed Forces	0	0.00%
Civilian - Employed	6,855	52.46%
Civilian - Unemployed	317	2.43%
Not in Labor Force	5,895	45.11%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	6,863	
For-Profit Private Workers	4,566	66.53%
Non-Profit Private Workers	494	7.20%
Local Government Workers	510	7.43%
State Government Workers	629	9.17%
Federal Government Workers	59	0.86%
Self-Employed Workers	596	8.68%
Unpaid Family Workers	9	0.13%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	6,863	
Architect/Engineer	65	0.95%
Arts/Entertainment/Sports	192	2.80%
Building Grounds Maintenance	202	2.94%
Business/Financial Operations	212	3.09%
Community/Social Services	195	2.84%
Computer/Mathematical	75	1.09%
Construction/Extraction	383	5.58%
Education/Training/Library	341	4.97%
Farming/Fishing/Forestry	16	0.23%
Food Prep/Serving	357	5.20%
Health Practitioner/Technician	272	3.96%
Healthcare Support	209	3.05%
Maintenance Repair	230	3.35%
Legal	3	0.04%
Life/Physical/Social Science	13	0.19%
Management	547	7.97%
Office/Admin. Support	931	13.57%
Production	504	7.34%
Protective Services	104	1.52%
Sales/Related	804	11.71%
Personal Care/Service	391	5.70%
Transportation/Moving	817	11.90%
2017 Est. Pop 16+ by Occupation Classification	6,863	
Blue Collar	1,934	28.18%
White Collar	3,650	53.18%
Service and Farm	1,279	18.64%

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DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	6,773	
Drove Alone	5,132	75.77%
Car Pooled	1,129	16.67%
Public Transportation	34	0.50%
Walked	199	2.94%
Bicycle	20	0.30%
Other Means	50	0.74%
Worked at Home	209	3.09%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,420	
15 - 29 Minutes	1,299	
30 - 44 Minutes	413	
45 - 59 Minutes	196	
60 or more Minutes	251	
2017 Est. Avg Travel Time to Work in Minutes	17.00	
2017 Est. Occupied Housing Units by Tenure	6,269	
Owner Occupied	3,704	59.08%
Renter Occupied	2,565	40.92%
2017 Owner Occ. HUs: Avg. Length of Residence	17.9	
2017 Renter Occ. HUs: Avg. Length of Residence	7.6	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	3,704	
Value Less than $20,000	99	2.67%
Value $20,000 - $39,999	126	3.40%
Value $40,000 - $59,999	204	5.51%
Value $60,000 - $79,999	193	5.21%
Value $80,000 - $99,999	383	10.34%
Value $100,000 - $149,999	980	26.46%
Value $150,000 - $199,999	558	15.06%
Value $200,000 - $299,999	754	20.36%
Value $300,000 - $399,999	237	6.40%
Value $400,000 - $499,999	103	2.78%
Value $500,000 - $749,999	41	1.11%
Value $750,000 - $999,999	14	0.38%
Value $1,000,000 or more	12	0.32%
2017 Est. Median All Owner-Occupied Housing Value	$143,214	
2017 Est. Housing Units by Units in Structure	6,863	
1 Unit Attached	247	3.60%
1 Unit Detached	4,795	69.87%
2 Units	498	7.26%
3 or 4 Units	222	3.23%
5 to 19 Units	328	4.78%
20 to 49 Units	263	3.83%
50 or More Units	284	4.14%
Mobile Home or Trailer	226	3.29%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE
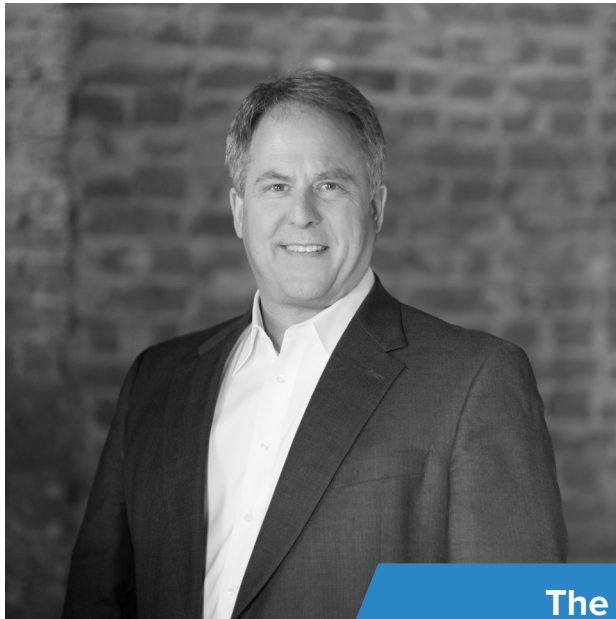## Brenham, Texas

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	6,863	
Housing Units Built 2010 or later	449	6.54%
Housing Units Built 2000 to 2009	923	13.45%
Housing Units Built 1990 to 1999	983	14.32%
Housing Units Built 1980 to 1989	842	12.27%
Housing Units Built 1970 to 1979	1,620	23.60%
Housing Units Built 1960 to 1969	695	10.13%
Housing Units Built 1950 to 1959	481	7.01%
Housing Units Built 1940 to 1949	253	3.69%
Housing Unit Built 1939 or Earlier	617	8.99%
2017 Est. Median Year Structure Built	1979	

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

ACKNOWLEDGEMENTS