



TheRetailCoach®

Moving Beyond Data

2013 DEMOGRAPHIC PROFILE

Retail Trade Area & Community

Brenham, Texas

Prepared for

Brenham / Washington County Chamber of Commerce

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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.

Retail360 Process

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.

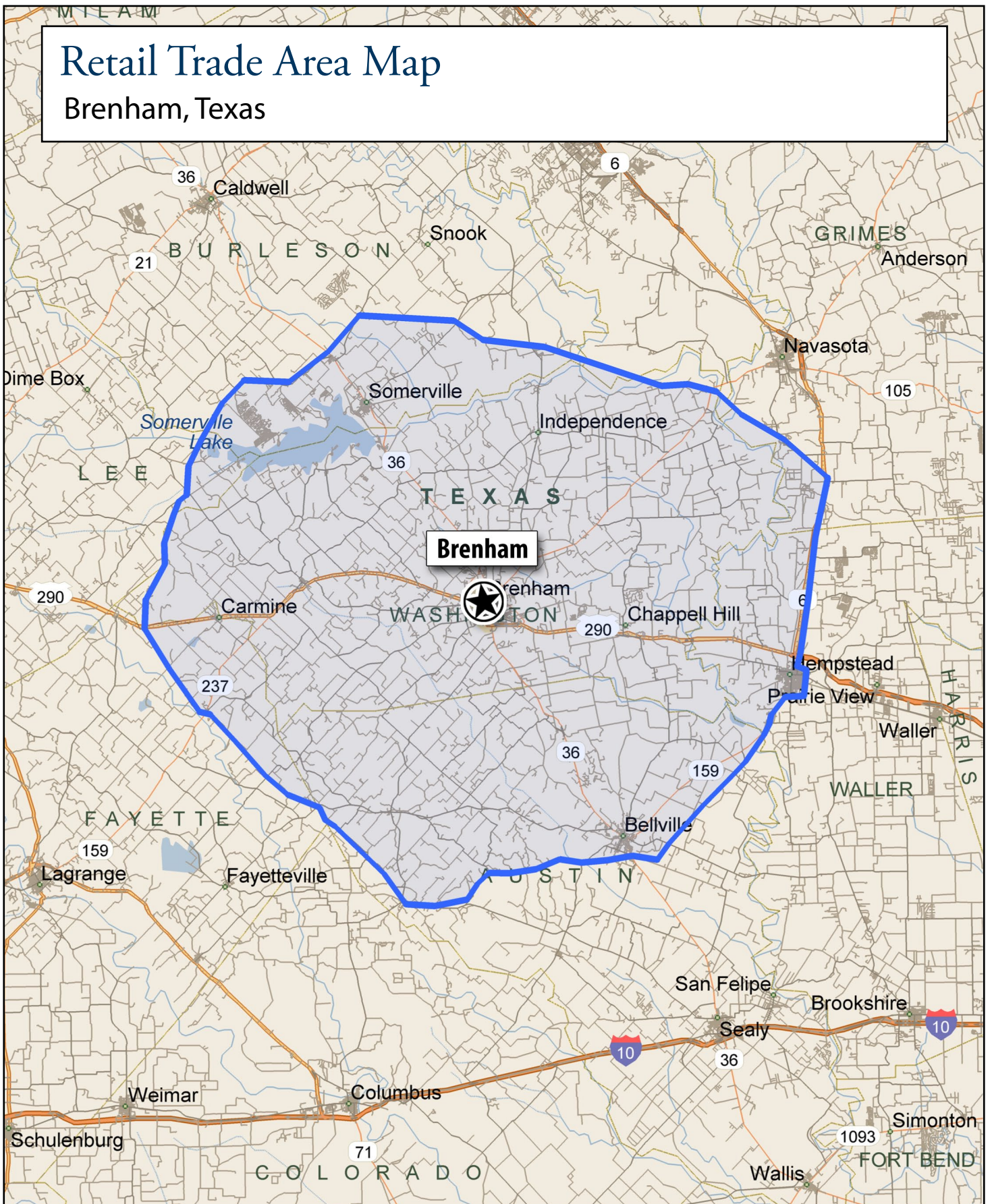
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients 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.

The Retail Coach — It’s not about data. It’s about your success.

Retail Trade Area Map

Brenham, Texas



Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	58,800	
2013 Estimate	56,981	
2010 Census	56,463	
2000 Census	49,983	
Growth 2013-2018	3.19%	
Growth 2010-2013	0.92%	
Growth 2000-2010	12.96%	
2013 Est. Pop by Single Race Class	56,981	
White Alone	41,573	72.96
Black or African American Alone	9,472	16.62
Amer. Indian and Alaska Native Alone	319	0.56
Asian Alone	516	0.91
Native Hawaiian and Other Pac. Isl. Alone	16	0.03
Some Other Race Alone	4,097	7.19
Two or More Races	988	1.73
2013 Est. Pop Hisp or Latino by Origin	56,981	
Not Hispanic or Latino	46,842	82.21
Hispanic or Latino:	10,139	17.79
Mexican	9,489	93.59
Puerto Rican	32	0.32
Cuban	102	1.01
All Other Hispanic or Latino	516	5.09
2013 Est. Hisp or Latino by Single Race Class	10,139	
White Alone	5,316	52.43
Black or African American Alone	171	1.69
American Indian and Alaska Native Alone	144	1.42
Asian Alone	17	0.17
Native Hawaiian and Other Pacific Islander Alone	1	0.01
Some Other Race Alone	4,027	39.72
Two or More Races	464	4.58

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Pop. Asian Alone Race by Cat	516	
Chinese, except Taiwanese	0	0.00
Filipino	42	8.14
Japanese	17	3.29
Asian Indian	110	21.32
Korean	0	0.00
Vietnamese	227	43.99
Cambodian	24	4.65
Hmong	0	0.00
Laotian	0	0.00
Thai	2	0.39
All Other Asian Races Including 2+ Category	94	18.22
2013 Est. Population by Ancestry	56,981	
Pop, Arab	44	0.08
Pop, Czech	1,469	2.58
Pop, Danish	114	0.20
Pop, Dutch	328	0.58
Pop, English	2,503	4.39
Pop, French (except Basque)	765	1.34
Pop, French Canadian	44	0.08
Pop, German	12,487	21.91
Pop, Greek	22	0.04
Pop, Hungarian	13	0.02
Pop, Irish	2,671	4.69
Pop, Italian	668	1.17
Pop, Lithuanian	0	0.00
Pop, United States or American	2,623	4.60
Pop, Norwegian	96	0.17
Pop, Polish	1,630	2.86
Pop, Portuguese	0	0.00
Pop, Russian	44	0.08
Pop, Scottish	537	0.94
Pop, Scotch-Irish	767	1.35
Pop, Slovak	15	0.03
Pop, Sub-Saharan African	151	0.27
Pop, Swedish	164	0.29
Pop, Swiss	179	0.31
Pop, Ukrainian	73	0.13
Pop, Welsh	84	0.15
Pop, West Indian (exc Hisp groups)	71	0.12
Pop, Other ancestries	20,086	35.25
Pop, Ancestry Unclassified	9,332	16.38
2013 Est. Pop Age 5+ by Language Spoken At Home	53,494	
Speak Only English at Home	46,901	87.68
Speak Asian/Pac. Isl. Lang. at Home	299	0.56
Speak IndoEuropean Language at Home	887	1.66
Speak Spanish at Home	5,342	9.99
Speak Other Language at Home	65	0.12

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Sex	56,981	
Male	28,700	50.37
Female	28,281	49.63
2013 Est. Population by Age	56,981	
Age 0 - 4	3,487	6.12
Age 5 - 9	3,387	5.94
Age 10 - 14	3,435	6.03
Age 15 - 17	2,196	3.85
Age 18 - 20	2,898	5.09
Age 21 - 24	2,891	5.07
Age 25 - 34	6,148	10.79
Age 35 - 44	6,082	10.67
Age 45 - 54	7,770	13.64
Age 55 - 64	8,005	14.05
Age 65 - 74	5,854	10.27
Age 75 - 84	3,271	5.74
Age 85 and over	1,555	2.73
Age 16 and over	45,960	80.66
Age 18 and over	44,475	78.05
Age 21 and over	41,577	72.97
Age 65 and over	10,681	18.74
2013 Est. Median Age	41.7	
2013 Est. Average Age	41.10	
2013 Est. Male Population by Age	28,700	
Age 0 - 4	1,780	6.20
Age 5 - 9	1,787	6.23
Age 10 - 14	1,816	6.33
Age 15 - 17	1,105	3.85
Age 18 - 20	1,500	5.23
Age 21 - 24	1,582	5.51
Age 25 - 34	3,274	11.41
Age 35 - 44	3,134	10.92
Age 45 - 54	3,984	13.88
Age 55 - 64	3,974	13.85
Age 65 - 74	2,876	10.02
Age 75 - 84	1,406	4.90
Age 85 and over	482	1.68
2013 Est. Median Age, Male	39.8	
2013 Est. Average Age, Male	39.70	

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Female Population by Age	28,281	
Age 0 - 4	1,707	6.04
Age 5 - 9	1,601	5.66
Age 10 - 14	1,619	5.72
Age 15 - 17	1,091	3.86
Age 18 - 20	1,398	4.94
Age 21 - 24	1,310	4.63
Age 25 - 34	2,873	10.16
Age 35 - 44	2,948	10.42
Age 45 - 54	3,786	13.39
Age 55 - 64	4,031	14.25
Age 65 - 74	2,978	10.53
Age 75 - 84	1,865	6.59
Age 85 and over	1,074	3.80
2013 Est. Median Age, Female	43.6	
2013 Est. Average Age, Female	42.40	
2013 Est. Pop Age 15+ by Marital Status	46,672	
Total, Never Married	12,467	26.71
Males, Never Married	7,327	15.70
Females, Never Married	5,141	11.02
Married, Spouse present	23,570	50.50
Married, Spouse absent	2,215	4.75
Widowed	4,052	8.68
Males Widowed	875	1.87
Females Widowed	3,177	6.81
Divorced	4,367	9.36
Males Divorced	2,091	4.48
Females Divorced	2,276	4.88
2013 Est. Pop. Age 25+ by Edu. Attainment	38,686	
Less than 9th grade	3,499	9.04
Some High School, no diploma	4,151	10.73
High School Graduate (or GED)	12,565	32.48
Some College, no degree	7,394	19.11
Associate Degree	2,172	5.61
Bachelor's Degree	6,111	15.80
Master's Degree	2,004	5.18
Professional School Degree	545	1.41
Doctorate Degree	244	0.63
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	5,037	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	2,535	50.33
CY Pop 25+, Hisp/Lat, High School Graduate	1,421	28.21
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	547	10.86
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	535	10.62

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	22,824	
2013 Estimate	21,932	
2010 Census	21,582	
2000 Census	18,610	
Growth 2013-2018	4.07%	
Growth 2010-2013	1.62%	
Growth 2000-2010	15.97%	
2013 Est. Households by Household Type	21,932	
Family Households	15,017	68.47
Nonfamily Households	6,915	31.53
2013 Est. Group Quarters Population	3,363	
2013 HHs by Ethnicity, Hispanic/Latino	2,571	
2013 Est. HHs by HH Income	21,932	
CY HHs, Inc Less Than \$15,000	3,865	17.62
CY HHs, Inc \$15,000 - \$24,999	3,374	15.38
CY HHs, Inc \$25,000 - \$34,999	2,473	11.28
CY HHs, Inc \$35,000 - \$49,999	2,905	13.25
CY HHs, Inc \$50,000 - \$74,999	3,713	16.93
CY HHs, Inc \$75,000 - \$99,999	2,236	10.20
CY HHs, Inc \$100,000 - \$124,999	1,504	6.86
CY HHs, Inc \$125,000 - \$149,999	705	3.21
CY HHs, Inc \$150,000 - \$199,999	568	2.59
CY HHs, Inc \$200,000 - \$249,999	222	1.01
CY HHs, Inc \$250,000 - \$499,999	295	1.35
CY HHs, Inc \$500,000+	71	0.32
2013 Est. Average Household Income	\$58,843	
2013 Est. Median Household Income	\$41,479	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	47,742	
Black or African American Alone	20,570	
American Indian and Alaska Native Alone	34,619	
Asian Alone	57,590	
Native Hawaiian and Other Pacific Islander Alone	62,500	
Some Other Race Alone	35,953	
Two or More Races	45,004	
Hispanic or Latino	29,814	
Not Hispanic or Latino	44,175	
2013 Est. Family HH Type, Presence Own Children	15,017	
Married-Couple Family, own children	3,974	26.46
Married-Couple Family, no own children	7,493	49.90
Male Householder, own children	312	2.08
Male Householder, no own children	502	3.34
Female Householder, own children	1,561	10.39
Female Householder, no own children	1,175	7.82

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	21,932	
1-person household	6,081	27.73
2-person household	8,046	36.69
3-person household	3,217	14.67
4-person household	2,540	11.58
5-person household	1,256	5.73
6-person household	482	2.20
7 or more person household	310	1.41
2013 Est. Average Household Size	2.44	
2013 Est. Households by Presence of People	21,932	
Households with 1 or more People under Age 18:	6,571	29.96
Married-Couple Family	4,226	64.31
Other Family, Male Householder	364	5.54
Other Family, Female Householder	1,956	29.77
Nonfamily, Male Householder	20	0.30
Nonfamily, Female Householder	4	0.06
Households no People under Age 18:	15,361	70.04
Married-Couple Family	7,284	47.42
Other Family, Male Householder	467	3.04
Other Family, Female Householder	790	5.14
Nonfamily, Male Householder	2,790	18.16
Nonfamily, Female Householder	4,029	26.23
2013 Est. Households by Number of Vehicles	21,932	
No Vehicles	1,360	6.20
1 Vehicle	7,168	32.68
2 Vehicles	8,477	38.65
3 Vehicles	3,466	15.80
4 Vehicles	1,110	5.06
5 or more Vehicles	351	1.60
2013 Est. Average Number of Vehicles	2	
Family Households		
2018 Projection	15,634	
2013 Estimate	15,017	
2010 Census	14,781	
2000 Census	13,100	
Growth 2013-2018	4.11%	
Growth 2010-2013	1.60%	
Growth 2000-2010	12.83%	
2013 Est. Families by Poverty Status	15,017	
2013 Families at or Above Poverty	13,518	90.02
2013 Families at or Above Poverty with Children	5,360	35.69
2013 Families Below Poverty	1,499	9.98
2013 Families Below Poverty with Children	1,112	7.40

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Pop Age 16+ by Employment Status	45,960	
In Armed Forces	2	0.00
Civilian - Employed	24,357	53.00
Civilian - Unemployed	1,360	2.96
Not in Labor Force	20,241	44.04
2013 Est. Civ Employed Pop 16+ Class of Worker	24,716	
For-Profit Private Workers	15,127	61.20
Non-Profit Private Workers	1,387	5.61
Local Government Workers	2,645	10.70
State Government Workers	2,109	8.53
Federal Government Workers	256	1.04
Self-Emp Workers	3,109	12.58
Unpaid Family Workers	82	0.33
2013 Est. Civ Employed Pop 16+ by Occupation	24,716	
Architect/Engineer	410	1.66
Arts/Entertain/Sports	286	1.16
Building Grounds Maint	967	3.91
Business/Financial Ops	878	3.55
Community/Soc Svcs	231	0.93
Computer/Mathematical	199	0.81
Construction/Extraction	1,730	7.00
Edu/Training/Library	1,861	7.53
Farm/Fish/Forestry	517	2.09
Food Prep/Serving	799	3.23
Health Practitioner/Tec	903	3.65
Healthcare Support	856	3.46
Maintenance Repair	957	3.87
Legal	219	0.89
Life/Phys/Soc Science	116	0.47
Management	2,523	10.21
Office/Admin Support	3,235	13.09
Production	2,251	9.11
Protective Svcs	460	1.86
Sales/Related	2,357	9.54
Personal Care/Svc	1,440	5.83
Transportation/Moving	1,523	6.16
2013 Est. Pop 16+ by Occupation Classification	24,716	
Blue Collar	6,460	26.14
White Collar	13,217	53.48
Service and Farm	5,039	20.39
2013 Est. Workers Age 16+, Transp. To Work	24,040	
Drove Alone	18,910	78.66
Car Pooled	2,760	11.48
Public Transportation	63	0.26
Walked	552	2.30
Bicycle	44	0.18
Other Means	148	0.62
Worked at Home	1,563	6.50

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	9,730	
15 - 29 Minutes	6,562	
30 - 44 Minutes	2,640	
45 - 59 Minutes	1,340	
60 or more Minutes	2,121	
2013 Est. Avg Travel Time to Work in Minutes	25.05	
2013 Est. Tenure of Occupied Housing Units	21,932	
Owner Occupied	15,938	72.67
Renter Occupied	5,994	27.33
2013 Owner Occ. HUs: Avg. Length of Residence	18.9	
2013 Renter Occ. HUs: Avg. Length of Residence	8.6	
2013 Est. All Owner-Occupied Housing Values	15,938	
Value Less than \$20,000	717	4.50
Value \$20,000 - \$39,999	1,073	6.73
Value \$40,000 - \$59,999	1,310	8.22
Value \$60,000 - \$79,999	1,589	9.97
Value \$80,000 - \$99,999	1,540	9.66
Value \$100,000 - \$149,999	2,814	17.66
Value \$150,000 - \$199,999	2,315	14.53
Value \$200,000 - \$299,999	2,269	14.24
Value \$300,000 - \$399,999	806	5.06
Value \$400,000 - \$499,999	396	2.48
Value \$500,000 - \$749,999	684	4.29
Value \$750,000 - \$999,999	324	2.03
Value \$1,000,000 or more	101	0.63
2013 Est. Median All Owner-Occupied Housing Value	\$130,927	

Retail Trade Area Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Housing Units by Units in Structure	26,784	
1 Unit Attached	420	1.57
1 Unit Detached	19,239	71.83
2 Units	644	2.40
3 or 4 Units	677	2.53
5 to 19 Units	1,136	4.24
20 to 49 Units	211	0.79
50 or More Units	236	0.88
Mobile Home or Trailer	4,110	15.34
Boat, RV, Van, etc.	112	0.42
2013 Est. Housing Units by Year Structure Built	26,784	
Housing Unit Built 2005 or later	2,009	7.50
Housing Unit Built 2000 to 2004	2,415	9.02
Housing Unit Built 1990 to 1999	4,265	15.92
Housing Unit Built 1980 to 1989	5,171	19.31
Housing Unit Built 1970 to 1979	4,782	17.85
Housing Unit Built 1960 to 1969	1,833	6.84
Housing Unit Built 1950 to 1959	1,686	6.29
Housing Unit Built 1940 to 1949	1,487	5.55
Housing Unit Built 1939 or Earlier	3,134	11.70
2013 Est. Median Year Structure Built **	1981	

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
Population		
2018 Projection	16,306	
2013 Estimate	15,931	
2010 Census	15,880	
2000 Census	14,968	
Growth 2013-2018	2.35%	
Growth 2010-2013	0.32%	
Growth 2000-2010	6.09%	
2013 Est. Pop by Single Race Class	15,931	
White Alone	10,756	67.52
Black or African American Alone	3,643	22.87
Amer. Indian and Alaska Native Alone	46	0.29
Asian Alone	251	1.58
Native Hawaiian and Other Pac. Isl. Alone	9	0.06
Some Other Race Alone	935	5.87
Two or More Races	291	1.83
2013 Est. Pop Hisp or Latino by Origin	15,931	
Not Hispanic or Latino	13,542	85.00
Hispanic or Latino:	2,389	15.00
Mexican	2,155	90.21
Puerto Rican	0	0.00
Cuban	67	2.80
All Other Hispanic or Latino	167	6.99
2013 Est. Hisp or Latino by Single Race Class	2,389	
White Alone	1,256	52.57
Black or African American Alone	72	3.01
American Indian and Alaska Native Alone	18	0.75
Asian Alone	7	0.29
Native Hawaiian and Other Pacific Islander Alone	1	0.04
Some Other Race Alone	910	38.09
Two or More Races	125	5.23

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Pop. Asian Alone Race by Cat	251	
Chinese, except Taiwanese	0	0.00
Filipino	22	8.76
Japanese	9	3.59
Asian Indian	57	22.71
Korean	0	0.00
Vietnamese	118	47.01
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	45	17.93
2013 Est. Population by Ancestry	15,931	
Pop, Arab	11	0.07
Pop, Czech	140	0.88
Pop, Danish	74	0.46
Pop, Dutch	23	0.14
Pop, English	622	3.90
Pop, French (except Basque)	144	0.90
Pop, French Canadian	6	0.04
Pop, German	3,418	21.46
Pop, Greek	20	0.13
Pop, Hungarian	3	0.02
Pop, Irish	610	3.83
Pop, Italian	218	1.37
Pop, Lithuanian	0	0.00
Pop, United States or American	534	3.35
Pop, Norwegian	14	0.09
Pop, Polish	503	3.16
Pop, Portuguese	0	0.00
Pop, Russian	10	0.06
Pop, Scottish	144	0.90
Pop, Scotch-Irish	225	1.41
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	67	0.42
Pop, Swedish	35	0.22
Pop, Swiss	9	0.06
Pop, Ukrainian	15	0.09
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	33	0.21
Pop, Other ancestries	6,116	38.39
Pop, Ancestry Unclassified	2,937	18.44
2013 Est. Pop Age 5+ by Language Spoken At Home	14,839	
Speak Only English at Home	13,004	87.63
Speak Asian/Pac. Isl. Lang. at Home	160	1.08
Speak IndoEuropean Language at Home	255	1.72
Speak Spanish at Home	1,420	9.57
Speak Other Language at Home	0	0.00

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Population by Sex	15,931	
Male	7,630	47.89
Female	8,301	52.11
2013 Est. Population by Age	15,931	
Age 0 - 4	1,092	6.85
Age 5 - 9	987	6.20
Age 10 - 14	920	5.77
Age 15 - 17	610	3.83
Age 18 - 20	1,405	8.82
Age 21 - 24	873	5.48
Age 25 - 34	1,821	11.43
Age 35 - 44	1,685	10.58
Age 45 - 54	1,825	11.46
Age 55 - 64	1,753	11.00
Age 65 - 74	1,284	8.06
Age 75 - 84	993	6.23
Age 85 and over	683	4.29
Age 16 and over	12,753	80.05
Age 18 and over	12,322	77.35
Age 21 and over	10,917	68.53
Age 65 and over	2,960	18.58
2013 Est. Median Age	36.5	
2013 Est. Average Age	39.40	
2013 Est. Male Population by Age	7,630	
Age 0 - 4	554	7.26
Age 5 - 9	528	6.92
Age 10 - 14	498	6.53
Age 15 - 17	303	3.97
Age 18 - 20	730	9.57
Age 21 - 24	460	6.03
Age 25 - 34	893	11.70
Age 35 - 44	840	11.01
Age 45 - 54	893	11.70
Age 55 - 64	812	10.64
Age 65 - 74	568	7.44
Age 75 - 84	369	4.84
Age 85 and over	182	2.39
2013 Est. Median Age, Male	33.3	
2013 Est. Average Age, Male	36.70	

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Female Population by Age	8,301	
Age 0 - 4	538	6.48
Age 5 - 9	459	5.53
Age 10 - 14	422	5.08
Age 15 - 17	307	3.70
Age 18 - 20	675	8.13
Age 21 - 24	413	4.98
Age 25 - 34	928	11.18
Age 35 - 44	845	10.18
Age 45 - 54	932	11.23
Age 55 - 64	941	11.34
Age 65 - 74	716	8.63
Age 75 - 84	624	7.52
Age 85 and over	501	6.04
2013 Est. Median Age, Female	39.8	
2013 Est. Average Age, Female	41.80	
2013 Est. Pop Age 15+ by Marital Status	12,932	
Total, Never Married	4,330	33.48
Males, Never Married	2,613	20.21
Females, Never Married	1,717	13.28
Married, Spouse present	5,553	42.94
Married, Spouse absent	626	4.84
Widowed	1,329	10.28
Males Widowed	197	1.52
Females Widowed	1,132	8.75
Divorced	1,094	8.46
Males Divorced	327	2.53
Females Divorced	767	5.93
2013 Est. Pop. Age 25+ by Edu. Attainment	10,044	
Less than 9th grade	1,164	11.59
Some High School, no diploma	1,200	11.95
High School Graduate (or GED)	2,988	29.75
Some College, no degree	1,626	16.19
Associate Degree	543	5.41
Bachelor's Degree	1,798	17.90
Master's Degree	502	5.00
Professional School Degree	103	1.03
Doctorate Degree	120	1.19
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,076	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	525	48.79
CY Pop 25+, Hisp/Lat, High School Graduate	304	28.25
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	63	5.86
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	184	17.10

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
Households		
2018 Projection	6,289	
2013 Estimate	6,062	
2010 Census	5,973	
2000 Census	5,493	
Growth 2013-2018	3.74%	
Growth 2010-2013	1.49%	
Growth 2000-2010	8.74%	
2013 Est. Households by Household Type	6,062	
Family Households	3,791	62.54
Nonfamily Households	2,271	37.46
2013 Est. Group Quarters Population	1,661	
2013 HHs by Ethnicity, Hispanic/Latino	606	
2013 Est. HHs by HH Income	6,062	
CY HHs, Inc Less Than \$15,000	1,412	23.29
CY HHs, Inc \$15,000 - \$24,999	910	15.01
CY HHs, Inc \$25,000 - \$34,999	713	11.76
CY HHs, Inc \$35,000 - \$49,999	905	14.93
CY HHs, Inc \$50,000 - \$74,999	900	14.85
CY HHs, Inc \$75,000 - \$99,999	539	8.89
CY HHs, Inc \$100,000 - \$124,999	273	4.50
CY HHs, Inc \$125,000 - \$149,999	144	2.38
CY HHs, Inc \$150,000 - \$199,999	140	2.31
CY HHs, Inc \$200,000 - \$249,999	47	0.78
CY HHs, Inc \$250,000 - \$499,999	65	1.07
CY HHs, Inc \$500,000+	14	0.23
2013 Est. Average Household Income	\$51,041	
2013 Est. Median Household Income	\$34,944	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	40,636	
Black or African American Alone	17,336	
American Indian and Alaska Native Alone	26,667	
Asian Alone	59,226	
Native Hawaiian and Other Pacific Islander Alone	87,500	
Some Other Race Alone	36,978	
Two or More Races	55,769	
Hispanic or Latino	23,603	
Not Hispanic or Latino	37,440	
2013 Est. Family HH Type, Presence Own Children	3,791	
Married-Couple Family, own children	901	23.77
Married-Couple Family, no own children	1,816	47.90
Male Householder, own children	61	1.61
Male Householder, no own children	147	3.88
Female Householder, own children	552	14.56
Female Householder, no own children	314	8.28

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	6,062	
1-person household	2,020	33.32
2-person household	1,966	32.43
3-person household	876	14.45
4-person household	653	10.77
5-person household	337	5.56
6-person household	137	2.26
7 or more person household	73	1.20
2013 Est. Average Household Size	2.35	
2013 Est. Households by Presence of People	6,062	
Households with 1 or more People under Age 18:	1,788	29.50
Married-Couple Family	1,011	56.54
Other Family, Male Householder	65	3.64
Other Family, Female Householder	704	39.37
Nonfamily, Male Householder	8	0.45
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:	4,274	70.50
Married-Couple Family	1,822	42.63
Other Family, Male Householder	158	3.70
Other Family, Female Householder	193	4.52
Nonfamily, Male Householder	704	16.47
Nonfamily, Female Householder	1,397	32.69
2013 Est. Households by Number of Vehicles	6,062	
No Vehicles	547	9.02
1 Vehicle	2,180	35.96
2 Vehicles	2,363	38.98
3 Vehicles	774	12.77
4 Vehicles	169	2.79
5 or more Vehicles	29	0.48
2013 Est. Average Number of Vehicles	2	
Family Households		
2018 Projection	3,938	
2013 Estimate	3,791	
2010 Census	3,731	
2000 Census	3,566	
Growth 2013-2018	3.88%	
Growth 2010-2013	1.61%	
Growth 2000-2010	4.63%	
2013 Est. Families by Poverty Status	3,791	
2013 Families at or Above Poverty	3,347	88.29
2013 Families at or Above Poverty with Children	1,374	36.24
2013 Families Below Poverty	444	11.71
2013 Families Below Poverty with Children	340	8.97

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Pop Age 16+ by Employment Status	12,753	
In Armed Forces	0	0.00
Civilian - Employed	6,544	51.31
Civilian - Unemployed	373	2.92
Not in Labor Force	5,836	45.76
2013 Est. Civ Employed Pop 16+ Class of Worker	6,694	
For-Profit Private Workers	4,258	63.61
Non-Profit Private Workers	380	5.68
Local Government Workers	668	9.98
State Government Workers	728	10.88
Federal Government Workers	68	1.02
Self-Emp Workers	588	8.78
Unpaid Family Workers	4	0.06
2013 Est. Civ Employed Pop 16+ by Occupation	6,694	
Architect/Engineer	114	1.70
Arts/Entertain/Sports	112	1.67
Building Grounds Maint	242	3.62
Business/Financial Ops	187	2.79
Community/Soc Svcs	48	0.72
Computer/Mathematical	16	0.24
Construction/Extraction	384	5.74
Edu/Training/Library	505	7.54
Farm/Fish/Forestry	55	0.82
Food Prep/Serving	180	2.69
Health Practitioner/Tec	233	3.48
Healthcare Support	273	4.08
Maintenance Repair	191	2.85
Legal	44	0.66
Life/Phys/Soc Science	19	0.28
Management	543	8.11
Office/Admin Support	984	14.70
Production	623	9.31
Protective Svcs	100	1.49
Sales/Related	845	12.62
Personal Care/Svc	601	8.98
Transportation/Moving	395	5.90
2013 Est. Pop 16+ by Occupation Classification	6,694	
Blue Collar	1,593	23.80
White Collar	3,650	54.53
Service and Farm	1,451	21.68
2013 Est. Workers Age 16+, Transp. To Work	6,435	
Drove Alone	5,198	80.78
Car Pooled	849	13.19
Public Transportation	42	0.65
Walked	55	0.85
Bicycle	5	0.08
Other Means	27	0.42
Worked at Home	259	4.02

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	4,104	
15 - 29 Minutes	1,239	
30 - 44 Minutes	313	
45 - 59 Minutes	332	
60 or more Minutes	252	
2013 Est. Avg Travel Time to Work in Minutes	17.51	
2013 Est. Tenure of Occupied Housing Units	6,062	
Owner Occupied	3,590	59.22
Renter Occupied	2,472	40.78
2013 Owner Occ. HUs: Avg. Length of Residence	20.8	
2013 Renter Occ. HUs: Avg. Length of Residence	7.8	
2013 Est. All Owner-Occupied Housing Values	3,590	
Value Less than \$20,000	80	2.23
Value \$20,000 - \$39,999	114	3.18
Value \$40,000 - \$59,999	221	6.16
Value \$60,000 - \$79,999	460	12.81
Value \$80,000 - \$99,999	504	14.04
Value \$100,000 - \$149,999	874	24.35
Value \$150,000 - \$199,999	589	16.41
Value \$200,000 - \$299,999	470	13.09
Value \$300,000 - \$399,999	102	2.84
Value \$400,000 - \$499,999	45	1.25
Value \$500,000 - \$749,999	84	2.34
Value \$750,000 - \$999,999	42	1.17
Value \$1,000,000 or more	5	0.14
2013 Est. Median All Owner-Occupied Housing Value	\$123,799	

Community Demographics

Brenham, Texas

DESCRIPTION	DATA	%
2013 Est. Housing Units by Units in Structure	6,640	
1 Unit Attached	134	2.02
1 Unit Detached	4,334	65.27
2 Units	430	6.48
3 or 4 Units	363	5.47
5 to 19 Units	618	9.31
20 to 49 Units	186	2.80
50 or More Units	175	2.64
Mobile Home or Trailer	400	6.02
Boat, RV, Van, etc.	0	0.00
2013 Est. Housing Units by Year Structure Built	6,640	
Housing Unit Built 2005 or later	557	8.39
Housing Unit Built 2000 to 2004	258	3.89
Housing Unit Built 1990 to 1999	1,026	15.45
Housing Unit Built 1980 to 1989	1,013	15.26
Housing Unit Built 1970 to 1979	1,467	22.09
Housing Unit Built 1960 to 1969	598	9.01
Housing Unit Built 1950 to 1959	545	8.21
Housing Unit Built 1940 to 1949	501	7.55
Housing Unit Built 1939 or Earlier	675	10.17
2013 Est. Median Year Structure Built **	1977	

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier

Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2011/2012, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc. 2011/2012 and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen and Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.