



The **Retail** Coach®

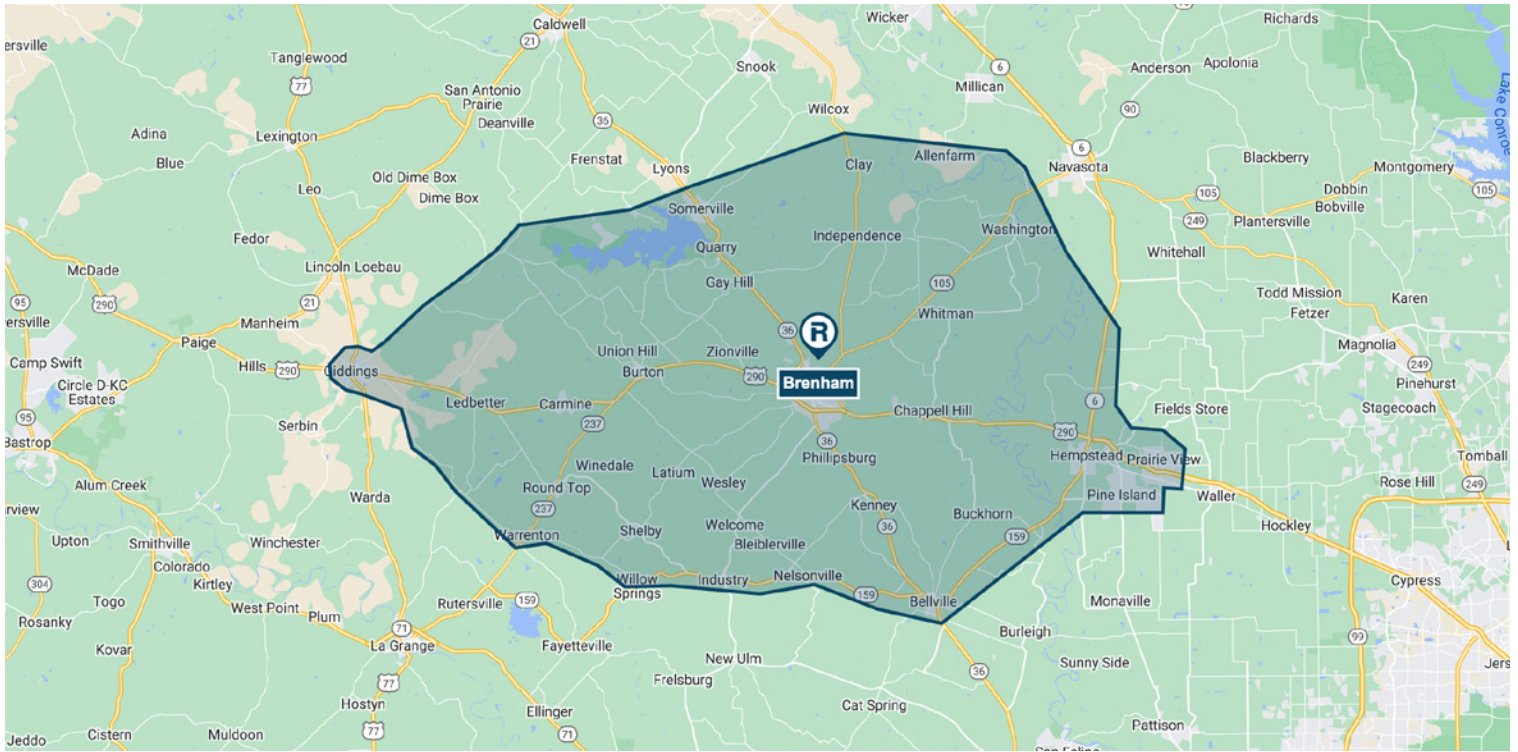
# Retail Trade Area Demographic Profile

BRENHAM, TEXAS

Prepared for Brenham | Washington County Economic Development  
June 2024

# Retail Trade Area • Demographic Snapshot

Brenham, Texas



## Population

2020	76,330
2024	78,710
2029	81,600

## Educational Attainment (%)

Graduate or Professional Degree	7.64%
Bachelors Degree	16.64%
Associate Degree	6.54%
Some College	23.32%
High School Graduate (or GED)	33.80%
Some High School, No Degree	6.75%
Less than 9th Grade	5.33%

## Income

Average HH	\$99,808
Median HH	\$69,820
Per Capita	\$40,236

## Age

0 - 9 Years	10.01%
10 - 17 Years	9.56%
18 - 24 Years	17.17%
25 - 34 Years	9.56%
35 - 44 Years	9.87%
45 - 54 Years	9.72%
55 - 64 Years	12.05%
65 and Older	22.05%
Median Age	38.76
Average Age	40.89

## Race Distribution (%)

White	56.36%
Black/African American	19.84%
American Indian/Alaskan	0.64%
Asian	1.01%
Native Hawaiian/Islander	0.04%
Other Race	10.46%
Two or More Races	11.65%
Hispanic	24.25%



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# Retail Trade Area • Demographic Profile

Brenham, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	81,600	
2024 Estimate	78,710	
2020 Census	76,330	
2010 Census	70,982	
Growth 2024 - 2029		3.67%
Growth 2020 - 2024		3.12%
Growth 2010 - 2020		7.53%
<b>2024 Est. Population by Single-Classification Race</b>	<b>78,710</b>	
White Alone	44,362	56.36%
Black or African American Alone	15,613	19.84%
Amer. Indian and Alaska Native Alone	502	0.64%
Asian Alone	794	1.01%
Native Hawaiian and Other Pacific Island Alone	34	0.04%
Some Other Race Alone	8,232	10.46%
Two or More Races	9,173	11.65%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>78,710</b>	
Not Hispanic or Latino	59,625	75.75%
Hispanic or Latino	19,085	24.25%
Mexican	17,299	90.64%
Puerto Rican	307	1.61%
Cuban	107	0.56%
All Other Hispanic or Latino	1,372	7.19%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>19,085</b>	
White Alone	3,578	18.75%
Black or African American Alone	231	1.21%
American Indian and Alaska Native Alone	303	1.59%
Asian Alone	26	0.14%
Native Hawaiian and Other Pacific Islander Alone	10	0.05%
Some Other Race Alone	7,858	41.17%
Two or More Races	7,078	37.09%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>794</b>	
Chinese, except Taiwanese	31	3.90%
Filipino	191	24.05%
Japanese	13	1.64%
Asian Indian	399	50.25%
Korean	4	0.50%
Vietnamese	74	9.32%
Cambodian	2	0.25%
Hmong	1	0.13%
Laotian	3	0.38%
Thai	1	0.13%
All Other Asian Races Including 2+ Category	75	9.45%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>78,710</b>	
Arab	55	0.07%
Czech	1,296	1.65%
Danish	86	0.11%
Dutch	307	0.39%
English	4,150	5.27%
French (except Basque)	1,207	1.53%
French Canadian	44	0.06%
German	13,937	17.71%
Greek	89	0.11%
Hungarian	147	0.19%
Irish	4,129	5.25%
Italian	783	1.00%
Lithuanian	21	0.03%
United States or American	3,400	4.32%
Norwegian	338	0.43%
Polish	1,491	1.89%
Portuguese	58	0.07%
Russian	73	0.09%
Scottish	960	1.22%
Scotch-Irish	795	1.01%
Slovak	0	0.00%
Subsaharan African	573	0.73%
Swedish	375	0.48%
Swiss	84	0.11%
Ukrainian	0	0.00%
Welsh	127	0.16%
West Indian (except Hisp. groups)	117	0.15%
Other ancestries	30,609	38.89%
Ancestry Unclassified	13,458	17.10%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	62,351	83.38%
Speak Asian/Pacific Island Language at Home	250	0.33%
Speak IndoEuropean Language at Home	675	0.90%
Speak Spanish at Home	11,406	15.25%
Speak Other Language at Home	100	0.13%

# Retail Trade Area • Demographic Profile

Brenham, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>78,710</b>	
Age 0 - 4	3,927	4.99%
Age 5 - 9	3,955	5.03%
Age 10 - 14	4,420	5.62%
Age 15 - 17	3,107	3.95%
Age 18 - 20	8,121	10.32%
Age 21 - 24	5,395	6.85%
Age 25 - 34	7,523	9.56%
Age 35 - 44	7,769	9.87%
Age 45 - 54	7,653	9.72%
Age 55 - 64	9,487	12.05%
Age 65 - 74	9,847	12.51%
Age 75 - 84	5,514	7.01%
Age 85 and over	1,994	2.53%
Age 16 and over	65,396	83.08%
Age 18 and over	63,302	80.42%
Age 21 and over	55,181	70.11%
Age 65 and over	17,354	22.05%
2024 Est. Median Age		38.76
2024 Est. Average Age		40.89
<b>2024 Est. Population by Sex</b>	<b>78,710</b>	
Male	38,228	48.57%
Female	40,482	51.43%
<b>2024 Est. Male Population by Age</b>	<b>38,228</b>	
Age 0 - 4	1,982	5.18%
Age 5 - 9	1,959	5.12%
Age 10 - 14	2,265	5.92%
Age 15 - 17	1,635	4.28%
Age 18 - 20	3,402	8.90%
Age 21 - 24	2,599	6.80%
Age 25 - 34	3,907	10.22%
Age 35 - 44	3,945	10.32%
Age 45 - 54	3,798	9.94%
Age 55 - 64	4,653	12.17%
Age 65 - 74	4,826	12.62%
Age 75 - 84	2,547	6.66%
Age 85 and over	711	1.86%
2024 Est. Median Age, Male		38.45
2024 Est. Average Age, Male		39.85
<b>2024 Est. Female Population by Age</b>	<b>40,482</b>	
Age 0 - 4	1,944	4.80%
Age 5 - 9	1,996	4.93%
Age 10 - 14	2,155	5.32%
Age 15 - 17	1,471	3.63%
Age 18 - 20	4,719	11.66%
Age 21 - 24	2,796	6.91%
Age 25 - 34	3,616	8.93%
Age 35 - 44	3,824	9.45%
Age 45 - 54	3,855	9.52%
Age 55 - 64	4,835	11.94%
Age 65 - 74	5,021	12.40%
Age 75 - 84	2,966	7.33%
Age 85 and over	1,284	3.17%
2024 Est. Median Age, Female		39.08
2024 Est. Average Age, Female		41.78

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	23,863	35.93%
Males, Never Married	12,101	18.22%
Females, Never Married	11,762	17.71%
Married, Spouse present	29,651	44.65%
Married, Spouse absent	2,546	3.83%
Widowed	4,025	6.06%
Males Widowed	991	1.49%
Females Widowed	3,034	4.57%
Divorced	6,323	9.52%
Males Divorced	2,984	4.49%
Females Divorced	3,339	5.03%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,653	5.33%
Some High School, no diploma	3,358	6.75%
High School Graduate (or GED)	16,825	33.80%
Some College, no degree	11,609	23.32%
Associate Degree	3,254	6.54%
Bachelor's Degree	8,284	16.64%
Master's Degree	2,511	5.04%
Professional School Degree	711	1.43%
Doctorate Degree	580	1.16%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	3,188	32.57%
High School Graduate	3,991	40.77%
Some College or Associate's Degree	1,810	18.49%
Bachelor's Degree or Higher	799	8.16%
<b>Households</b>		
2029 Projection	29,095	
2024 Estimate	27,911	
2020 Census	26,843	
2010 Census	25,485	
Growth 2024 - 2029		4.24%
Growth 2020 - 2024		3.98%
Growth 2010 - 2020		0.00%
<b>2024 Est. Households by Household Type</b>	<b>27,911</b>	
Family Households	19,031	68.18%
Nonfamily Households	8,880	31.82%
2024 Est. Group Quarters Population	9,475	
2024 Households by Ethnicity, Hispanic/Latino	4,850	

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Brenham, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>27,911</b>	
Income < \$15,000	2,112	7.57%
Income \$15,000 - \$24,999	2,127	7.62%
Income \$25,000 - \$34,999	2,421	8.67%
Income \$35,000 - \$49,999	3,443	12.34%
Income \$50,000 - \$74,999	4,738	16.98%
Income \$75,000 - \$99,999	3,588	12.86%
Income \$100,000 - \$124,999	2,763	9.90%
Income \$125,000 - \$149,999	2,044	7.32%
Income \$150,000 - \$199,999	1,984	7.11%
Income \$200,000 - \$249,999	951	3.41%
Income \$250,000 - \$499,999	1,062	3.81%
Income \$500,000+	679	2.43%
2024 Est. Average Household Income		\$99,808
2024 Est. Median Household Income		\$69,820
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$79,085
Black or African American Alone		\$42,965
American Indian and Alaska Native Alone		\$116,118
Asian Alone		\$34,536
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$61,204
Two or More Races		\$66,821
Hispanic or Latino		\$64,216
Not Hispanic or Latino		\$71,551
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>27,911</b>	
Family Households with Children	7,012	25.12%
Family Households without Children	20,900	74.88%
<b>Married-Couple Families</b>	<b>14,402</b>	<b>51.60%</b>
Married-Couple Family, own children	4,551	16.30%
Married-Couple Family, no own children	9,851	35.29%
<b>Cohabiting-Couple Families</b>	<b>1,254</b>	<b>4.49%</b>
Cohabiting-Couple Family, own children	511	1.83%
Cohabiting-Couple Family, no own children	743	2.66%
<b>Male Householder Families</b>	<b>4,987</b>	<b>17.87%</b>
Male Householder, own children	352	1.26%
Male Householder, no own children	668	2.39%
Male Householder, only Nonrelatives	369	1.32%
Male Householder, Living Alone	3,598	12.89%
<b>Female Householder Families</b>	<b>7,269</b>	<b>26.04%</b>
Female Householder, own children	1,599	5.73%
Female Householder, no own children	1,208	4.33%
Female Householder, only Nonrelatives	437	1.57%
Female Householder, Living Alone	4,026	14.42%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>27,911</b>	
1-person	8,066	28.90%
2-person	9,662	34.62%
3-person	3,919	14.04%
4-person	3,166	11.34%
5-person	1,774	6.36%
6-person	776	2.78%
7-or-more-person	550	1.97%
2024 Est. Average Household Size		2.48
<b>2024 Est. Households by Number of Vehicles</b>	<b>27,911</b>	
No Vehicles	1,239	4.44%
1 Vehicle	8,334	29.86%
2 Vehicles	10,406	37.28%
3 Vehicles	5,191	18.60%
4 Vehicles	2,039	7.30%
5 or more Vehicles	703	2.52%
2024 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2029 Projection	19,856	
2024 Estimate	19,031	
2020 Estimate	18,187	
2010 Census	17,345	
Growth 2024 - 2029		4.33%
Growth 2020 - 2024		4.64%
Growth 2010 - 2020		4.85%
<b>2024 Est. Families by Poverty Status</b>	<b>19,031</b>	
2024 Families at or Above Poverty	17,181	90.28%
2024 Families at or Above Poverty with Children	6,560	34.47%
2024 Families Below Poverty	1,850	9.72%
2024 Families Below Poverty with Children	1,238	6.50%
<b>2024 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	34,717	53.09%
Civilian Labor Force, Unemployed	2,049	3.13%
Armed Forces	30	0.05%
Not in Labor Force	28,600	43.73%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	20,654	60.36%
Non-Profit Private Workers	2,251	6.58%
Local Government Workers	713	2.08%
State Government Workers	3,087	9.02%
Federal Government Workers	2,894	8.46%
Self-Employed Workers	4,574	13.37%
Unpaid Family Workers	42	0.12%





# Retail Trade Area • Demographic Profile

Brenham, Texas

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	532	1.55%
Arts/Entertainment/Sports	470	1.37%
Building Grounds Maintenance	1,493	4.36%
Business/Financial Operations	1,860	5.44%
Community/Social Services	710	2.08%
Computer/Mathematical	754	2.20%
Construction/Extraction	2,589	7.57%
Education/Training/Library	2,137	6.25%
Farming/Fishing/Forestry	316	0.92%
Food Prep/Serving	1,650	4.82%
Health Practitioner/Technician	1,799	5.26%
Healthcare Support	1,159	3.39%
Maintenance Repair	1,047	3.06%
Legal	168	0.49%
Life/Physical/Social Science	153	0.45%
Management	2,975	8.70%
Office/Admin. Support	3,771	11.02%
Production	1,943	5.68%
Protective Services	1,344	3.93%
Sales/Related	3,717	10.86%
Personal Care/Service	1,266	3.70%
Transportation/Moving	2,363	6.91%
<b>2024 Est. Pop 16+ by Occupation Classification</b>		
White Collar	19,046	55.66%
Blue Collar	7,942	23.21%
Service and Farm	7,228	21.12%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	25,584	76.99%
Car Pooled	3,144	9.46%
Public Transportation	58	0.17%
Walked	1,227	3.69%
Bicycle	24	0.07%
Other Means	825	2.48%
Worked at Home	2,367	7.12%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	12,593	
15 - 29 Minutes	9,644	
30 - 44 Minutes	3,619	
45 - 59 Minutes	2,481	
60 or more Minutes	2,608	
2024 Est. Avg Travel Time to Work in Minutes		26
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>27,911</b>	
Owner Occupied	20,078	71.94%
Renter Occupied	7,833	28.06%
2024 Owner Occ. HUs: Avg. Length of Residence		17.43 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.68 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>20,078</b>	
Value Less than \$20,000	448	2.23%
Value \$20,000 - \$39,999	946	4.71%
Value \$40,000 - \$59,999	515	2.56%
Value \$60,000 - \$79,999	707	3.52%
Value \$80,000 - \$99,999	644	3.21%
Value \$100,000 - \$149,999	2,414	12.02%
Value \$150,000 - \$199,999	2,094	10.43%
Value \$200,000 - \$299,999	3,819	19.02%
Value \$300,000 - \$399,999	2,547	12.69%
Value \$400,000 - \$499,999	1,882	9.37%
Value \$500,000 - \$749,999	1,837	9.15%
Value \$750,000 - \$999,999	904	4.50%
Value \$1,000,000 or \$1,499,999	547	2.72%
Value \$1,500,000 or \$1,999,999	343	1.71%
Value \$2,000,000+	429	2.14%
2024 Est. Median All Owner-Occupied Housing Value		\$256,380
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	24,417	71.38%
1 Unit Attached	365	1.07%
2 Units	711	2.08%
3 or 4 Units	882	2.58%
5 to 19 Units	1,524	4.45%
20 to 49 Units	353	1.03%
50 or More Units	505	1.48%
Mobile Home or Trailer	5,274	15.42%
Boat, RV, Van, etc.	178	0.52%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	1,396	4.08%
Housing Units Built 2010 to 2019	3,936	11.51%
Housing Units Built 2000 to 2009	5,609	16.40%
Housing Units Built 1990 to 1999	5,644	16.50%
Housing Units Built 1980 to 1989	4,911	14.36%
Housing Units Built 1970 to 1979	4,874	14.25%
Housing Units Built 1960 to 1969	2,453	7.17%
Housing Units Built 1950 to 1959	1,653	4.83%
Housing Units Built 1940 to 1949	1,267	3.70%
Housing Unit Built 1939 or Earlier	2,467	7.21%
2024 Est. Median Year Structure Built		1989

<sup>†</sup> Years



# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

## Retail:360® 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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**RetailCoach**.®

## ACKNOWLEDGMENTS

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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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