



Comprehensive Trend Report

Prepared by George Alexander

TXBrenhamIndependenceContryE...

Geography: Census Tract

Demographic	2010	2015
<u>Population:</u>		
Population	6,669	6,945
Persons in Group	17	17
<u>Households:</u>		
Households	2,638	2,747
Family Households	1,913	1,976
Average Household Size	2.52	2.52
<u>Population by Race and Ethnicity:</u>		
Total	6,669	6,945
White	5,418	5,613
Black	747	745
American Indian/Alaska Native	40	43
Asian	30	34
Pacific Islander	0	0
Other Race	333	392
Two or More Races	101	118
Hispanic Population	627	750
<u>Population by Sex:</u>		
Male	3,398	3,558
Female	3,271	3,387
<u>Income:</u>		
Median Household Income	\$45,000	\$50,627
Average Household Income	\$51,857	\$55,723
Median Family Income	\$54,103	\$59,511
Average Family Income	\$59,078	\$65,367
Per Capita Income	\$20,549	\$22,080
Median Disposable Income	\$36,721	-
Average Disposable Income	\$44,300	-
<u>Net Worth:</u>		
Median Net Worth	97,082	-
<u>Housing Units:</u>		
Owner-Occupied	2,161	2,249
Renter-Occupied	477	498

Source: Esri forecasts for 2010 and 2015.



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Population by Age	2010		2015	
	Number	Percent	Number	Percent
Total	6,669	100.0%	6,945	100.0%
0 - 4	407	6.1%	398	5.7%
5 - 9	428	6.4%	438	6.3%
10 - 14	454	6.8%	494	7.1%
15 - 19	385	5.8%	447	6.4%
20 - 24	304	4.6%	268	3.9%
25 - 29	323	4.8%	305	4.4%
30 - 34	358	5.4%	355	5.1%
35 - 39	386	5.8%	415	6.0%
40 - 44	417	6.3%	413	5.9%
45 - 49	525	7.9%	440	6.3%
50 - 54	542	8.1%	533	7.7%
55 - 59	530	7.9%	587	8.5%
60 - 64	451	6.8%	554	8.0%
65 - 69	340	5.1%	453	6.5%
70 - 74	270	4.0%	305	4.4%
75 - 79	228	3.4%	221	3.2%
80 - 84	171	2.6%	165	2.4%
85+	150	2.2%	154	2.2%
Median Age	43.5	-	44.3	-

Population by Age - Males

Total	3,398	100.0%	3,558	100.0%
0 - 4	219	6.4%	214	6.0%
5 - 9	231	6.8%	235	6.6%
10 - 14	250	7.4%	270	7.6%
15 - 19	199	5.9%	250	7.0%
20 - 24	150	4.4%	134	3.8%
25 - 29	168	4.9%	145	4.1%
30 - 34	182	5.4%	182	5.1%
35 - 39	186	5.5%	210	5.9%
40 - 44	202	5.9%	201	5.6%
45 - 49	274	8.1%	216	6.1%
50 - 54	274	8.1%	276	7.8%
55 - 59	280	8.2%	295	8.3%
60 - 64	224	6.6%	293	8.2%
65 - 69	183	5.4%	227	6.4%
70 - 74	131	3.9%	164	4.6%
75 - 79	105	3.1%	106	3.0%
80 - 84	80	2.4%	75	2.1%
85+	60	1.8%	65	1.8%
Median Age	42.8	-	43.5	-

Source: Esri forecasts for 2010 and 2015.



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Population by Age - Females	2010		2015	
	Number	Percent	Number	Percent
Total	3,271	100.0%	3,387	100.0%
0 - 4	188	5.7%	184	5.4%
5 - 9	197	6.0%	203	6.0%
10 - 14	204	6.2%	224	6.6%
15 - 19	186	5.7%	197	5.8%
20 - 24	154	4.7%	134	4.0%
25 - 29	155	4.7%	160	4.7%
30 - 34	176	5.4%	173	5.1%
35 - 39	200	6.1%	205	6.1%
40 - 44	215	6.6%	212	6.3%
45 - 49	251	7.7%	224	6.6%
50 - 54	268	8.2%	257	7.6%
55 - 59	250	7.6%	292	8.6%
60 - 64	227	6.9%	261	7.7%
65 - 69	157	4.8%	226	6.7%
70 - 74	139	4.2%	141	4.2%
75 - 79	123	3.8%	115	3.4%
80 - 84	91	2.8%	90	2.7%
85+	90	2.8%	89	2.6%
Median Age	44.1	-	45.0	-

Households by Household Income:

Total	2,638	100.0%	2,747	100.0%
< \$10,000	214	8.1%	185	6.7%
\$10,000 - \$14,999	166	6.3%	146	5.3%
\$15,000 - \$19,999	152	5.8%	125	4.6%
\$20,000 - \$24,999	146	5.5%	144	5.2%
\$25,000 - \$29,999	148	5.6%	119	4.3%
\$30,000 - \$34,999	184	7.0%	162	5.9%
\$35,000 - \$39,999	175	6.6%	169	6.2%
\$40,000 - \$44,999	134	5.1%	151	5.5%
\$45,000 - \$49,999	153	5.8%	144	5.2%
\$50,000 - \$59,999	235	8.9%	364	13.3%
\$60,000 - \$74,999	446	16.9%	498	18.1%
\$75,000 - \$99,999	254	9.6%	263	9.6%
\$100,000 - \$124,999	126	4.8%	148	5.4%
\$125,000 - \$149,999	46	1.7%	51	1.9%
\$150,000 - \$199,999	39	1.5%	52	1.9%
\$200,000 - \$249,999	13	0.5%	16	0.6%
\$250,000 - \$499,999	7	0.3%	10	0.4%
\$500,000+	0	0.0%	0	0.0%

Source: Esri forecasts for 2010 and 2015.



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<u>Families by Family Income:</u>	2010		2015	
	Number	Percent	Number	Percent
Total	1,913	100.0%	1,976	100.0%
< \$10,000	108	5.6%	78	3.9%
\$10,000 - \$14,999	65	3.4%	75	3.8%
\$15,000 - \$19,999	82	4.3%	64	3.2%
\$20,000 - \$24,999	82	4.3%	78	3.9%
\$25,000 - \$29,999	102	5.3%	82	4.1%
\$30,000 - \$34,999	111	5.8%	100	5.1%
\$35,000 - \$39,999	96	5.0%	78	3.9%
\$40,000 - \$44,999	101	5.3%	80	4.0%
\$45,000 - \$49,999	109	5.7%	87	4.4%
\$50,000 - \$59,999	218	11.4%	277	14.0%
\$60,000 - \$74,999	375	19.6%	413	20.9%
\$75,000 - \$99,999	282	14.7%	294	14.9%
\$100,000 - \$124,999	84	4.4%	123	6.2%
\$125,000 - \$149,999	45	2.4%	64	3.2%
\$150,000 - \$199,999	34	1.8%	53	2.7%
\$200,000 - \$249,999	12	0.6%	20	1.0%
\$250,000 - \$499,999	7	0.4%	10	0.5%
\$500,000+	0	0.0%	0	0.0%

Households by Disposable Income:

Total	2,638	100.0%
<\$15,000	435	16.5%
\$15,000 - \$24,999	383	14.5%
\$25,000 - \$34,999	409	15.5%
\$35,000 - \$49,999	556	21.1%
\$50,000 - \$74,999	558	21.2%
\$75,000 - \$99,999	156	5.9%
\$100,000 - \$149,999	115	4.4%
\$150,000 - \$199,999	12	0.5%
\$200,000+	14	0.5%

Households by Net Worth:

Total	2,638	100.0%
<\$15,000	621	23.5%
\$15,000 - \$34,999	231	8.8%
\$35,000 - \$49,999	141	5.3%
\$50,000 - \$74,999	178	6.7%
\$75,000 - \$99,999	164	6.2%
\$100,000 - \$149,999	284	10.8%
\$150,000 - \$249,999	368	13.9%
\$250,000 - \$499,999	350	13.3%
\$500,000 - \$999,999	203	7.7%
\$1,000,000+	98	3.7%

Source: Esri forecasts for 2010 and 2015.



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Consumer Spending (2010)	Total
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Retail Summary:

Retail Expenditures	\$52,202,118
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Apparel:

Apparel and Services	\$3,038,689
Men's Apparel	\$556,792
Women's Apparel	\$916,401
Children's Apparel	\$589,192
Infant Apparel (Under 2 Years)	\$194,504
Footwear	\$398,563
Watches & Jewelry	\$350,154
Other Apparel and Services	\$227,586

Education:

Education	\$1,915,678
School Books & Supplies	\$324,757

Transportation (Local):

Gasoline and Motor Oil	\$6,828,995
Vehicle Maintenance & Repairs	\$1,980,436
Vehicle Insurance	\$2,437,490

Entertainment/Recreation:

Entertainment & Recreation	\$6,970,564
Fees and Admissions	\$940,115
Membership Fees for Social/Recreation/Civic Clubs	\$243,120
Fees for Participant Sports, excl. Trips	\$180,221
Admission to Movie/Theatre/Opera/Ballet	\$239,112
Admission to Sporting Events, excl. Trips	\$95,081
Fees for Recreational Lessons	\$181,686
TV/Video/Sound Equipment	\$2,493,281
Community Antenna or Cable Television	\$1,579,321
Televisions	\$329,849
VCRs, Video Cameras, and DVD Players	\$39,643
Video Cassettes and DVDs	\$104,992
Video Game Hardware and Software	\$92,873
Satellite Dishes	\$2,998
Rental of Video Cassettes and DVDs	\$79,951
Sound Equipment	\$249,837
Rental of TV/VCR/Radio/Sound Equipment	\$2,379
Repair of TV/Radio/Sound Equipment	\$9,888
Pets	\$1,273,765
Toys and Games	\$306,054
Recreational Vehicles and Fees	\$1,057,973
Sports/Recreation/Exercise Equipment	\$342,765
Photo Equipment and Supplies	\$206,544
Film Processing	\$55,929
Reading	\$313,018

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



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Consumer Spending (2010)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance	\$931,996
<u>Health Care:</u>	
Health Care	\$9,276,676
Health Insurance	\$4,785,752
Nonprescription Drugs	\$280,843
Prescription Drugs	\$1,417,909
Eyeglasses and Contact Lenses	\$166,758
<u>Food Services:</u>	
Food at Home	\$9,506,576
Bakery and Cereal Products	\$1,301,565
Meat, Poultry, Fish, and Eggs	\$2,130,679
Dairy Products	\$1,116,971
Fruits and Vegetables	\$1,573,189
Snacks and Other Food at Home	\$3,384,171
Nonalcoholic Beverages at Home	\$938,168
Food Away from Home - Meals at Restaurants/Other	\$5,672,970
Alcoholic Beverages	\$963,400
<u>Housing:</u>	
Shelter	\$25,607,016
Mortgage Payment & Basics	\$16,494,835
Owned Dwellings	
Maintenance & Remodeling Services	\$3,384,226
Maintenance & Remodeling Materials	\$981,011
Paint/Wallpaper/Supplies	\$53,068
Rented Dwellings	
Maintenance & Remodeling Services	\$57,397
Maintenance & Remodeling Materials	\$144,111
Paint/Wallpaper/Supplies	\$4,331
Utilities/Fuel/Public Services	\$9,958,327
Telephone Services	\$3,116,473
Insurance - Owners & Renters	\$1,090,915
<u>Household Goods:</u>	
Household Textiles	\$270,735
Furniture	\$1,091,527
Floor Coverings	\$128,308
Major Appliances	\$743,349
Housewares	\$154,473
Small Appliances	\$72,741
Luggage	\$17,258
Telephones and Accessories	\$56,454
Housekeeping Supplies	\$1,542,553
Computer & Hardware for Home Use	\$361,901
Software & Accessories for Home Use	\$52,129

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



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Consumer Spending (2010)	Total
<u>Personal Care:</u>	
Personal Care Products	\$802,634
Personal Care Services	\$532,174
<u>Financial:</u>	
Investments	\$4,434,764
Vehicle Loans	\$12,230,535
<u>Household Services:</u>	
Computer Information Services	\$484,550
Child Care	\$740,917
Lawn & Garden	\$969,164
Moving/Storage/Freight Express	\$123,927
Housekeeping Services	\$247,681
<u>Transportation (Local):</u>	
Vehicle Insurance	\$2,437,490
Vehicle Purchases (Net Outlay)	\$9,902,844
Gasoline	\$6,580,662
Motor Oil	\$36,745
Vehicle Maintenance and Repairs	\$1,980,436
<u>Travel:</u>	
Travel	\$3,430,271
Airline Fares	\$646,980
Lodging on Trips	\$805,200
Auto/Truck/Van Rental on Trips	\$48,157
Food and Drink on Trips	\$851,530
<u>Miscellaneous Expenses:</u>	
Smoking Products	\$1,163,421

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2010.



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<u>Tapestry Segmentation System (2010):</u>	Total
L1. High Society	0
01 Top Rung	0
02 Suburban Splendor	0
03 Connoisseurs	0
04 Boomburbs	0
05 Wealthy Seaboard Suburbs	0
06 Sophisticated Squires	0
07 Exurbanites	0
L2. Upscale Avenues	0
09 Urban Chic	0
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	0
17 Green Acres	0
18 Cozy and Comfortable	0
L3. Metropolis	0
20 City Lights	0
22 Metropolitans	0
45 City Strivers	0
51 Metro City Edge	0
54 Urban Rows	0
62 Modest Income Homes	0
L4. Solo Acts	0
08 Laptops and Lattes	0
23 Trendsetters	0
27 Metro Renters	0
36 Old and Newcomers	0
39 Young and Restless	0
L5. Senior Styles	0
14 Prosperous Empty Nesters	0
15 Silver and Gold	0
29 Rustbelt Retirees	0
30 Retirement Communities	0
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	0
57 Simple Living	0
65 Social Security Set	0
L6. Scholars & Patriots	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: Esri.



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<u>Tapestry Segmentation System (2010):</u>	<u>Total</u>
L7. High Hopes	0
28 Aspiring Young Families	0
48 Great Expectations	0
L8. Global Roots	0
35 International Marketplace	0
38 Industrious Urban Fringe	0
44 Urban Melting Pot	0
47 Las Casas	0
52 Inner City Tenants	0
58 NeWest Residents	0
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	0
12 Up and Coming Families	0
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	0
64 City Commons	0
L10. Traditional Living	0
24 Main Street, USA	0
32 Rustbelt Traditions	0
33 Midlife Junction	0
34 Family Foundations	0
L11. Factories & Farms	964
25 Salt of the Earth	471
37 Prairie Living	493
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	0
L12. American Quilt	1,674
26 Midland Crowd	0
31 Rural Resort Dwellers	490
41 Crossroads	0
46 Rooted Rural	1,184
66 Unclassified	0

Source: Esri.



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2010 Population 25+ by Educational Attainment

Total	4,691
Less than 9th Grade	8.7%
9th - 12th Grade, No Diploma	8.9%
High School Graduate	35.5%
Some College, No Degree	15.9%
Associate Degree	9.4%
Bachelor's Degree	18.1%
Graduate/Professional Degree	3.6%

2000 Households by Type

Total	2,360
Family Households	73.5%
Married-couple Family	63.1%
With Related Children	26.5%
Other Family (No Spouse)	10.3%
With Related Children	5.1%
Nonfamily Households	26.5%
Householder Living Alone	23.7%
Householder Not Living Alone	2.8%
Households with Related Children	31.6%
Households with Persons 65+	33.4%

Source: Esri forecasts for 2010 and 2015.