




**Brenham2302SDay102030**  
**2302 S Day St, Brenham, TX 77833-5517**  
**Drive Time: 10, 20, 30 Minutes**

**Latitude: 30.147184**  
**Longitude: -96.396612**


	10 minutes	20 minutes	30 minutes
 2000 Total Population	16,171	22,904	40,917
2000 Group Quarters	1,538	1,716	2,087
2010 Total Population	17,099	24,654	44,077
2015 Total Population	17,444	25,316	45,121
2010 - 2015 Annual Rate	0.4%	0.53%	0.47%
 2000 Households	5,848	8,342	15,164
2000 Average Household Size	2.5	2.54	2.56
2010 Households	6,225	9,041	16,369
2010 Average Household Size	2.5	2.54	2.57
2015 Households	6,364	9,305	16,772
2015 Average Household Size	2.5	2.54	2.57
2010 - 2015 Annual Rate	0.44%	0.58%	0.49%
2000 Families	3,848	5,803	10,552
2000 Average Family Size	3.09	3.06	3.09
2010 Families	4,020	6,198	11,207
2010 Average Family Size	3.13	3.09	3.13
2015 Families	4,063	6,321	11,378
2015 Average Family Size	3.15	3.1	3.15
2010 - 2015 Annual Rate	0.21%	0.39%	0.3%
 <b>2000 Housing Units</b>	6,330	9,215	17,564
Owner Occupied Housing Units	58.7%	63.5%	61.5%
Renter Occupied Housing Units	33.2%	27.1%	24.8%
Vacant Housing Units	8.1%	9.5%	13.7%
<b>2010 Housing Units</b>	6,944	10,291	19,801
Owner Occupied Housing Units	56.9%	61.0%	58.2%
Renter Occupied Housing Units	32.7%	26.9%	24.5%
Vacant Housing Units	10.4%	12.1%	17.3%
<b>2015 Housing Units</b>	7,183	10,715	20,683
Owner Occupied Housing Units	56.2%	60.3%	57.1%
Renter Occupied Housing Units	32.4%	26.5%	24.0%
Vacant Housing Units	11.4%	13.2%	18.9%
<b>Median Household Income</b>			
2000	\$34,617	\$36,619	\$35,550
2010	\$43,469	\$44,785	\$42,849
2015	\$48,829	\$49,641	\$48,739
<b>Median Home Value</b>			
2000	\$78,441	\$82,841	\$82,821
2010	\$115,059	\$122,256	\$117,737
2015	\$132,034	\$140,663	\$136,367
<b>Per Capita Income</b>			
2000	\$16,313	\$17,116	\$16,782
2010	\$20,412	\$20,521	\$19,759
2015	\$22,345	\$22,371	\$21,569
<b>Median Age</b>			
2000	35.2	36.1	36.5
2010	35.6	37.5	38.0
2015	36.3	38.0	38.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2000 Households by Income</b>			
Household Income Base	5,820	8,450	15,323
< \$15,000	23.7%	21.5%	22.7%
\$15,000 - \$24,999	14.0%	13.8%	14.1%
\$25,000 - \$34,999	12.7%	12.2%	12.4%
\$35,000 - \$49,999	17.3%	17.4%	17.0%
\$50,000 - \$74,999	18.6%	20.5%	19.2%
\$75,000 - \$99,999	7.9%	8.0%	7.7%
\$100,000 - \$149,999	3.8%	4.3%	4.8%
\$150,000 - \$199,999	1.3%	1.4%	1.2%
\$200,000+	0.7%	1.0%	0.9%
Average Household Income	\$43,095	\$45,824	\$44,358
<b>2010 Households by Income</b>			
Household Income Base	6,224	9,041	16,369
< \$15,000	18.6%	16.6%	18.2%
\$15,000 - \$24,999	10.1%	10.4%	11.0%
\$25,000 - \$34,999	12.0%	12.0%	11.9%
\$35,000 - \$49,999	18.3%	18.4%	18.1%
\$50,000 - \$74,999	20.6%	22.2%	21.7%
\$75,000 - \$99,999	10.7%	10.6%	9.6%
\$100,000 - \$149,999	7.2%	7.0%	6.8%
\$150,000 - \$199,999	1.4%	1.4%	1.5%
\$200,000+	1.2%	1.3%	1.2%
Average Household Income	\$51,773	\$53,260	\$51,390
<b>2015 Households by Income</b>			
Household Income Base	6,364	9,305	16,772
< \$15,000	16.1%	14.3%	15.5%
\$15,000 - \$24,999	8.7%	8.9%	9.6%
\$25,000 - \$34,999	9.3%	9.3%	9.6%
\$35,000 - \$49,999	17.6%	18.0%	16.9%
\$50,000 - \$74,999	25.8%	27.3%	27.5%
\$75,000 - \$99,999	11.0%	10.8%	9.7%
\$100,000 - \$149,999	8.2%	8.0%	7.8%
\$150,000 - \$199,999	1.7%	1.8%	1.9%
\$200,000+	1.5%	1.7%	1.5%
Average Household Income	\$56,449	\$57,883	\$56,012
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,759	5,912	10,896
<\$50,000	20.9%	22.4%	24.4%
\$50,000 - 99,999	49.1%	41.3%	38.1%
\$100,000 - 149,999	16.3%	16.9%	16.0%
\$150,000 - 199,999	5.6%	7.8%	8.0%
\$200,000 - \$299,999	5.9%	8.2%	8.7%
\$300,000 - 499,999	1.3%	1.6%	3.0%
\$500,000 - 999,999	0.6%	1.5%	1.4%
\$1,000,000+	0.3%	0.2%	0.3%
Average Home Value	\$98,780	\$109,709	\$115,003
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	2,075	2,365	4,028
With Cash Rent	96.9%	94.6%	92.0%
No Cash Rent	3.1%	5.4%	8.0%
Median Rent	\$386	\$386	\$364
Average Rent	\$400	\$401	\$371

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>			
 Total	16,169	22,904	40,917
Age 0 - 4	6.2%	6.1%	6.3%
Age 5 - 9	6.2%	6.3%	6.6%
Age 10 - 14	6.9%	7.3%	7.6%
Age 15 - 19	11.3%	10.3%	9.2%
Age 20 - 24	7.6%	6.8%	6.9%
Age 25 - 34	11.5%	11.6%	11.3%
Age 35 - 44	13.2%	14.2%	14.2%
Age 45 - 54	12.0%	12.9%	13.0%
Age 55 - 64	7.7%	8.3%	8.6%
Age 65 - 74	7.4%	7.5%	7.8%
Age 75 - 84	6.4%	5.7%	5.8%
Age 85+	3.5%	2.9%	2.6%
Age 18+	76.2%	75.5%	74.7%
<b>2010 Population by Age</b>			
Total	17,094	24,654	44,077
Age 0 - 4	6.7%	6.4%	6.5%
Age 5 - 9	6.2%	6.2%	6.4%
Age 10 - 14	5.7%	6.0%	6.2%
Age 15 - 19	8.6%	7.9%	7.3%
Age 20 - 24	7.5%	6.8%	7.0%
Age 25 - 34	14.7%	13.8%	13.2%
Age 35 - 44	11.0%	11.7%	11.3%
Age 45 - 54	12.8%	13.9%	14.2%
Age 55 - 64	10.9%	11.8%	12.3%
Age 65 - 74	6.7%	7.0%	7.4%
Age 75 - 84	5.6%	5.3%	5.4%
Age 85+	3.7%	3.1%	2.8%
Age 18+	78.1%	77.9%	77.2%
<b>2015 Population by Age</b>			
Total	17,444	25,316	45,121
Age 0 - 4	6.6%	6.3%	6.3%
Age 5 - 9	6.2%	6.2%	6.3%
Age 10 - 14	6.0%	6.3%	6.5%
Age 15 - 19	8.4%	7.8%	7.1%
Age 20 - 24	6.8%	6.1%	6.4%
Age 25 - 34	14.4%	13.5%	12.9%
Age 35 - 44	11.8%	12.0%	11.8%
Age 45 - 54	11.2%	12.3%	12.2%
Age 55 - 64	11.7%	12.9%	13.6%
Age 65 - 74	8.3%	8.7%	9.0%
Age 75 - 84	5.0%	4.9%	5.0%
Age 85+	3.6%	3.0%	2.8%
Age 18+	77.9%	77.7%	77.2%
<b>2000 Population by Sex</b>			
Males	47.3%	48.2%	48.7%
Females	52.7%	51.8%	51.3%
<b>2010 Population by Sex</b>			
Males	47.9%	48.7%	49.2%
Females	52.1%	51.3%	50.8%
<b>2015 Population by Sex</b>			
Males	48.1%	48.9%	49.3%
Females	51.9%	51.1%	50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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 <b>2000 Population by Race/Ethnicity</b>			
Total	16,171	22,904	40,917
White Alone	71.5%	74.8%	70.4%
Black Alone	20.3%	17.9%	21.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	1.8%	1.5%	1.0%
Some Other Race Alone	5.0%	4.4%	5.6%
Two or More Races	1.2%	1.2%	1.3%
Hispanic Origin	10.4%	9.7%	11.3%
Diversity Index	55.0	51.3	56.7
<b>2010 Population by Race/Ethnicity</b>			
Total	17,099	24,654	44,077
White Alone	69.4%	72.8%	68.2%
Black Alone	18.9%	16.7%	20.3%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	2.2%	1.9%	1.2%
Some Other Race Alone	7.5%	6.6%	8.2%
Two or More Races	1.7%	1.8%	1.8%
Hispanic Origin	15.3%	14.4%	16.1%
Diversity Index	61.6	57.9	63.0
<b>2015 Population by Race/Ethnicity</b>			
Total	17,444	25,316	45,121
White Alone	69.2%	72.6%	68.2%
Black Alone	17.9%	15.8%	19.1%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	2.4%	2.1%	1.3%
Some Other Race Alone	8.4%	7.4%	9.1%
Two or More Races	2.0%	2.0%	2.0%
Hispanic Origin	17.3%	16.3%	18.1%
Diversity Index	63.6	59.9	64.7
 <b>2000 Population 3+ by School Enrollment</b>			
Total	15,586	22,278	39,584
Enrolled in Nursery/Preschool	2.3%	2.2%	2.1%
Enrolled in Kindergarten	1.5%	1.7%	1.8%
Enrolled in Grade 1-8	10.5%	11.2%	11.6%
Enrolled in Grade 9-12	6.4%	6.8%	6.9%
Enrolled in College	9.3%	7.5%	6.1%
Enrolled in Grad/Prof School	0.4%	0.3%	0.7%
Not Enrolled in School	69.6%	70.3%	70.8%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	11,172	16,440	29,348
Less than 9th Grade	13.7%	12.9%	11.6%
9th - 12th Grade, No Diploma	10.8%	10.5%	10.5%
High School Graduate	29.1%	29.3%	30.8%
Some College, No Degree	18.9%	17.9%	17.7%
Associate Degree	6.5%	7.8%	7.4%
Bachelor's Degree	14.0%	14.8%	14.9%
Graduate/Professional Degree	7.1%	6.6%	7.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2010 Population 15+ by Marital Status</b>			
Total	13,940	20,063	35,663
Never Married	33.4%	30.9%	30.5%
Married	49.8%	52.8%	53.0%
Widowed	8.2%	7.8%	8.4%
Divorced	8.6%	8.4%	8.1%
<b>2000 Population 16+ by Employment Status</b>			
Total	12,790	18,187	32,164
In Labor Force	57.8%	59.2%	58.5%
Civilian Employed	54.9%	56.3%	55.9%
Civilian Unemployed	2.8%	2.7%	2.6%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	42.2%	40.8%	41.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.7%	93.5%	93.2%
Civilian Unemployed	6.3%	6.5%	6.8%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.9%	94.7%	94.4%
Civilian Unemployed	5.1%	5.3%	5.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	6,838	9,584	16,754
Own Children < 6 Only	5.5%	5.6%	5.8%
Employed/in Armed Forces	3.8%	3.8%	3.5%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.7%	1.7%	2.2%
Own Children < 6 and 6-17 Only	6.1%	6.2%	6.3%
Employed/in Armed Forces	4.0%	4.2%	3.8%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.0%	1.8%	2.3%
Own Children 6-17 Only	14.9%	16.6%	17.2%
Employed/in Armed Forces	11.3%	12.8%	12.4%
Unemployed	0.4%	0.4%	0.3%
Not in Labor Force	3.2%	3.5%	4.5%
No Own Children < 18	73.4%	71.6%	70.7%
Employed/in Armed Forces	28.6%	28.2%	28.4%
Unemployed	1.5%	1.6%	1.7%
Not in Labor Force	43.3%	41.8%	40.6%
<b>2010 Employed Population 16+ by Industry</b>			
Total	7,990	11,744	19,805
Agriculture/Mining	3.4%	4.0%	5.2%
Construction	9.0%	8.8%	8.2%
Manufacturing	11.7%	12.6%	11.1%
Wholesale Trade	3.7%	3.8%	3.0%
Retail Trade	13.9%	14.0%	13.0%
Transportation/Utilities	2.2%	2.3%	4.0%
Information	1.1%	1.0%	1.1%
Finance/Insurance/Real Estate	6.3%	7.0%	6.5%
Services	45.2%	43.2%	44.3%
Public Administration	3.6%	3.3%	3.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	7,991	11,744	19,805
White Collar	52.2%	52.9%	53.4%
Management/Business/Financial	10.1%	10.8%	11.5%
Professional	17.6%	17.8%	18.7%
Sales	11.6%	11.3%	11.0%
Administrative Support	12.9%	13.0%	12.3%
Services	21.0%	19.6%	19.7%
Blue Collar	26.8%	27.5%	26.9%
Farming/Forestry/Fishing	0.6%	0.6%	1.0%
Construction/Extraction	8.1%	7.6%	7.2%
Installation/Maintenance/Repair	2.7%	3.2%	3.7%
Production	9.4%	10.0%	9.1%
Transportation/Material Moving	5.9%	6.1%	5.9%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	6,915	10,108	17,647
Drove Alone - Car, Truck, or Van	82.0%	80.6%	79.1%
Carpooled - Car, Truck, or Van	12.7%	13.4%	13.4%
Public Transportation	0.0%	0.0%	0.0%
Walked	2.8%	2.3%	2.1%
Other Means	0.5%	0.5%	1.0%
Worked at Home	2.0%	3.1%	4.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	6,917	10,108	17,647
Did Not Work at Home	98.0%	96.9%	95.7%
Less than 5 minutes	8.9%	6.8%	7.2%
5 to 9 minutes	31.0%	24.9%	20.9%
10 to 19 minutes	37.8%	42.3%	34.8%
20 to 24 minutes	4.5%	6.8%	9.0%
25 to 34 minutes	6.2%	6.0%	9.2%
35 to 44 minutes	0.9%	1.1%	2.5%
45 to 59 minutes	3.8%	3.7%	4.2%
60 to 89 minutes	2.9%	2.9%	4.6%
90 or more minutes	2.2%	2.2%	3.4%
Worked at Home	2.0%	3.1%	4.3%
Average Travel Time to Work (in min)	15.8	16.8	20.6
<b>2000 Households by Vehicles Available</b>			
Total	5,869	8,399	15,214
None	10.5%	8.3%	8.7%
1	37.2%	34.3%	33.7%
2	39.1%	42.0%	41.8%
3	9.9%	11.4%	10.7%
4	2.1%	2.9%	3.9%
5+	1.1%	1.1%	1.1%
Average Number of Vehicles Available	1.6	1.7	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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 <b>2000 Households by Type</b>			
Total	5,848	8,342	15,164
Family Households	65.8%	69.6%	69.6%
Married-couple Family	48.8%	53.6%	53.4%
With Related Children	21.8%	24.4%	24.5%
Other Family (No Spouse)	17.0%	15.9%	16.2%
With Related Children	11.7%	10.7%	10.4%
Nonfamily Households	34.2%	30.4%	30.4%
Householder Living Alone	28.9%	25.8%	25.8%
Householder Not Living Alone	5.3%	4.6%	4.6%
Households with Related Children	33.5%	35.1%	34.9%
Households with Persons 65+	30.3%	29.0%	29.5%
<b>2000 Households by Size</b>			
Total	5,848	8,342	15,164
1 Person Household	28.9%	25.8%	25.8%
2 Person Household	33.6%	34.4%	34.1%
3 Person Household	15.4%	16.0%	15.9%
4 Person Household	12.6%	13.9%	13.8%
5 Person Household	6.0%	6.3%	6.6%
6 Person Household	2.0%	2.2%	2.2%
7+ Person Household	1.5%	1.4%	1.6%
<b>2000 Households by Year Householder Moved In</b>			
Total	5,871	8,399	15,214
Moved in 1999 to March 2000	22.5%	20.5%	18.6%
Moved in 1995 to 1998	28.5%	27.7%	28.2%
Moved in 1990 to 1994	16.3%	17.8%	16.0%
Moved in 1980 to 1989	12.3%	13.3%	15.0%
Moved in 1970 to 1979	10.4%	10.3%	10.7%
Moved in 1969 or Earlier	10.0%	10.5%	11.6%
Median Year Householder Moved In	1995	1994	1994
 <b>2000 Housing Units by Units in Structure</b>			
Total	6,368	9,271	17,590
1, Detached	70.4%	72.3%	71.8%
1, Attached	5.0%	3.6%	2.5%
2	6.0%	4.3%	3.1%
3 or 4	3.2%	2.2%	2.0%
5 to 9	2.7%	1.9%	1.7%
10 to 19	1.8%	1.3%	0.9%
20+	4.9%	3.4%	2.7%
Mobile Home	6.0%	10.6%	14.7%
Other	0.2%	0.5%	0.4%
<b>2000 Housing Units by Year Structure Built</b>			
Total	6,337	9,271	17,590
1999 to March 2000	1.6%	2.1%	2.8%
1995 to 1998	6.4%	8.6%	9.0%
1990 to 1994	6.8%	8.9%	8.1%
1980 to 1989	19.7%	20.4%	20.4%
1970 to 1979	21.9%	19.7%	19.4%
1969 or Earlier	43.6%	40.3%	40.2%
Median Year Structure Built	1973	1975	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Junction	Midlife Junction	Midlife Junction
2.	Midland Crowd	Salt of the Earth	Salt of the Earth
3.	City Dimensions	Midland Crowd	Rooted Rural



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$7,737,793	\$11,410,198	\$19,673,122
Average Spent	\$1,243.02	\$1,262.05	\$1,201.85
Spending Potential Index	52	53	50
Computers & Accessories: Total \$	\$1,021,521	\$1,510,459	\$2,602,544
Average Spent	\$164.10	\$167.07	\$158.99
Spending Potential Index	75	76	72
Education: Total \$	\$5,681,357	\$8,345,262	\$13,734,804
Average Spent	\$912.67	\$923.05	\$839.07
Spending Potential Index	75	76	69
Entertainment/Recreation: Total \$	\$15,325,409	\$23,108,210	\$40,907,706
Average Spent	\$2,461.91	\$2,555.94	\$2,499.10
Spending Potential Index	76	79	78
Food at Home: Total \$	\$21,613,711	\$32,176,180	\$56,820,659
Average Spent	\$3,472.08	\$3,558.92	\$3,471.24
Spending Potential Index	78	80	78
Food Away from Home: Total \$	\$15,161,078	\$22,474,819	\$39,061,268
Average Spent	\$2,435.51	\$2,485.88	\$2,386.30
Spending Potential Index	76	77	74
Health Care: Total \$	\$18,908,082	\$28,742,721	\$51,658,660
Average Spent	\$3,037.44	\$3,179.15	\$3,155.88
Spending Potential Index	82	85	85
HH Furnishings & Equipment: Total \$	\$8,299,190	\$12,448,474	\$21,850,248
Average Spent	\$1,333.20	\$1,376.89	\$1,334.86
Spending Potential Index	65	67	65
Investments: Total \$	\$8,027,618	\$12,597,438	\$22,437,714
Average Spent	\$1,289.58	\$1,393.37	\$1,370.74
Spending Potential Index	74	80	79
Retail Goods: Total \$	\$114,434,873	\$172,422,764	\$305,803,557
Average Spent	\$18,383.11	\$19,071.20	\$18,681.87
Spending Potential Index	74	77	75
Shelter: Total \$	\$69,300,699	\$101,671,719	\$173,025,615
Average Spent	\$11,132.64	\$11,245.63	\$10,570.32
Spending Potential Index	71	71	67
TV/Video/Audio: Total \$	\$5,971,965	\$8,865,199	\$15,496,029
Average Spent	\$959.35	\$980.56	\$946.67
Spending Potential Index	77	79	76
Travel: Total \$	\$8,156,154	\$12,230,826	\$21,249,184
Average Spent	\$1,310.23	\$1,352.82	\$1,298.14
Spending Potential Index	69	71	69
Vehicle Maintenance & Repairs: Total \$	\$4,487,896	\$6,724,868	\$11,851,132
Average Spent	\$720.95	\$743.82	\$724.00
Spending Potential Index	76	79	77

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.