

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

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

## Summary Demographics

2010 Population	17,099
2010 Households	6,225
2010 Median Disposable Income	\$35,470
2010 Per Capita Income	\$20,412

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$127,689,480	\$210,067,809	<b>\$-82,378,329</b>	<b>-24.4</b>	246
Total Retail Trade (NAICS 44-45)	\$110,744,062	\$176,393,682	<b>\$-65,649,620</b>	<b>-22.9</b>	182
Total Food & Drink (NAICS 722)	\$16,945,418	\$33,674,127	<b>\$-16,728,709</b>	<b>-33.0</b>	64

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$26,976,079	\$59,565,036	<b>\$-32,588,957</b>	<b>-37.7</b>	20
Automobile Dealers (NAICS 4411)	\$23,898,970	\$57,287,267	<b>\$-33,388,297</b>	<b>-41.1</b>	9
Other Motor Vehicle Dealers (NAICS 4412)	\$1,933,943	\$1,215,872	<b>\$718,071</b>	<b>22.8</b>	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,143,166	\$1,061,897	<b>\$81,269</b>	<b>3.7</b>	6
Furniture & Home Furnishings Stores (NAICS 442)	\$4,108,325	\$5,208,363	<b>\$-1,100,038</b>	<b>-11.8</b>	8
Furniture Stores (NAICS 4421)	\$2,837,446	\$3,098,976	<b>\$-261,530</b>	<b>-4.4</b>	4
Home Furnishings Stores (NAICS 4422)	\$1,270,879	\$2,109,387	<b>\$-838,508</b>	<b>-24.8</b>	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$833,060	\$948,952	<b>\$-115,892</b>	<b>-6.5</b>	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,502,377	\$14,517,961	<b>\$-10,015,584</b>	<b>-52.7</b>	18
Building Material and Supplies Dealers (NAICS 4441)	\$4,114,401	\$13,648,993	<b>\$-9,534,592</b>	<b>-53.7</b>	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$387,976	\$868,968	<b>\$-480,992</b>	<b>-38.3</b>	4
Food & Beverage Stores (NAICS 445)	\$24,614,636	\$32,902,782	<b>\$-8,288,146</b>	<b>-14.4</b>	18
Grocery Stores (NAICS 4451)	\$21,470,581	\$29,648,705	<b>\$-8,178,124</b>	<b>-16.0</b>	8
Specialty Food Stores (NAICS 4452)	\$2,547,250	\$1,895,369	<b>\$651,881</b>	<b>14.7</b>	6
Beer, Wine, and Liquor Stores (NAICS 4453)	\$596,805	\$1,358,708	<b>\$-761,903</b>	<b>-39.0</b>	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,844,986	\$4,819,170	<b>\$-1,974,184</b>	<b>-25.8</b>	18
Gasoline Stations (NAICS 447/4471)	\$22,073,890	\$31,520,742	<b>\$-9,446,852</b>	<b>-17.6</b>	13
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,061,157	\$2,044,181	<b>\$1,016,976</b>	<b>19.9</b>	12
Clothing Stores (NAICS 4481)	\$2,619,308	\$1,830,505	<b>\$788,803</b>	<b>17.7</b>	11
Shoe Stores (NAICS 4482)	\$214,872	\$213,676	<b>\$1,196</b>	<b>0.3</b>	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$226,977	\$0	<b>\$226,977</b>	<b>100.0</b>	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,300,017	\$3,014,626	<b>\$-1,714,609</b>	<b>-39.7</b>	15
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$674,626	\$743,481	<b>\$-68,855</b>	<b>-4.9</b>	9
Book, Periodical, and Music Stores (NAICS 4512)	\$625,391	\$2,271,145	<b>\$-1,645,754</b>	<b>-56.8</b>	6

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

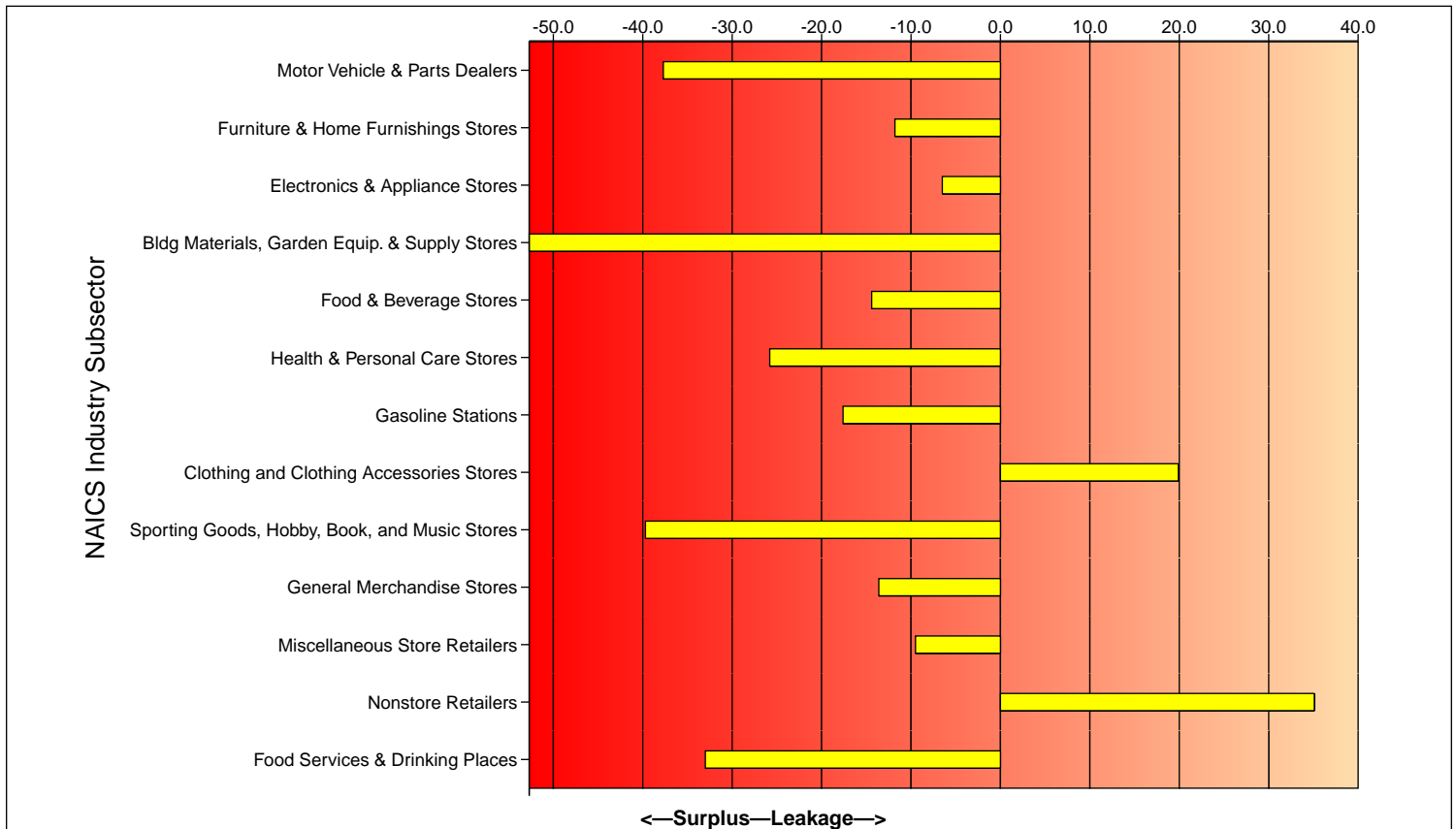
**Source:** ESRI and Infogroup

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$12,574,119	\$16,520,154	\$-3,946,035	-13.6	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$9,916,572	\$14,409,451	\$-4,492,879	-18.5	6
Other General Merchandise Stores (NAICS 4529)	\$2,657,547	\$2,110,703	\$546,844	11.5	2
Miscellaneous Store Retailers (NAICS 453)	\$2,135,668	\$2,581,752	\$-446,084	-9.5	44
Florists (NAICS 4531)	\$251,889	\$147,648	\$104,241	26.1	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$599,304	\$1,106,113	\$-506,809	-29.7	14
Used Merchandise Stores (NAICS 4533)	\$326,723	\$496,811	\$-170,088	-20.7	18
Other Miscellaneous Store Retailers (NAICS 4539)	\$957,752	\$831,180	\$126,572	7.1	9
Nonstore Retailers (NAICS 454)	\$5,719,748	\$2,749,963	\$2,969,785	35.1	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,356,084	\$2,743,447	\$2,612,637	32.3	1
Vending Machine Operators (NAICS 4542)	\$89	\$0	\$89	100.0	0
Direct Selling Establishments (NAICS 4543)	\$363,575	\$6,516	\$357,059	96.5	1
Food Services & Drinking Places (NAICS 722)	\$16,945,418	\$33,674,127	\$-16,728,709	-33.0	64
Full-Service Restaurants (NAICS 7221)	\$0	\$9,208,735	\$-9,208,735	-100.0	29
Limited-Service Eating Places (NAICS 7222)	\$13,083,588	\$20,858,676	\$-7,775,088	-22.9	28
Special Food Services (NAICS 7223)	\$2,133,018	\$1,953,009	\$180,009	4.4	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,728,812	\$1,653,707	\$75,105	2.2	4

**Leakage/Surplus Factor by Industry Subsector**

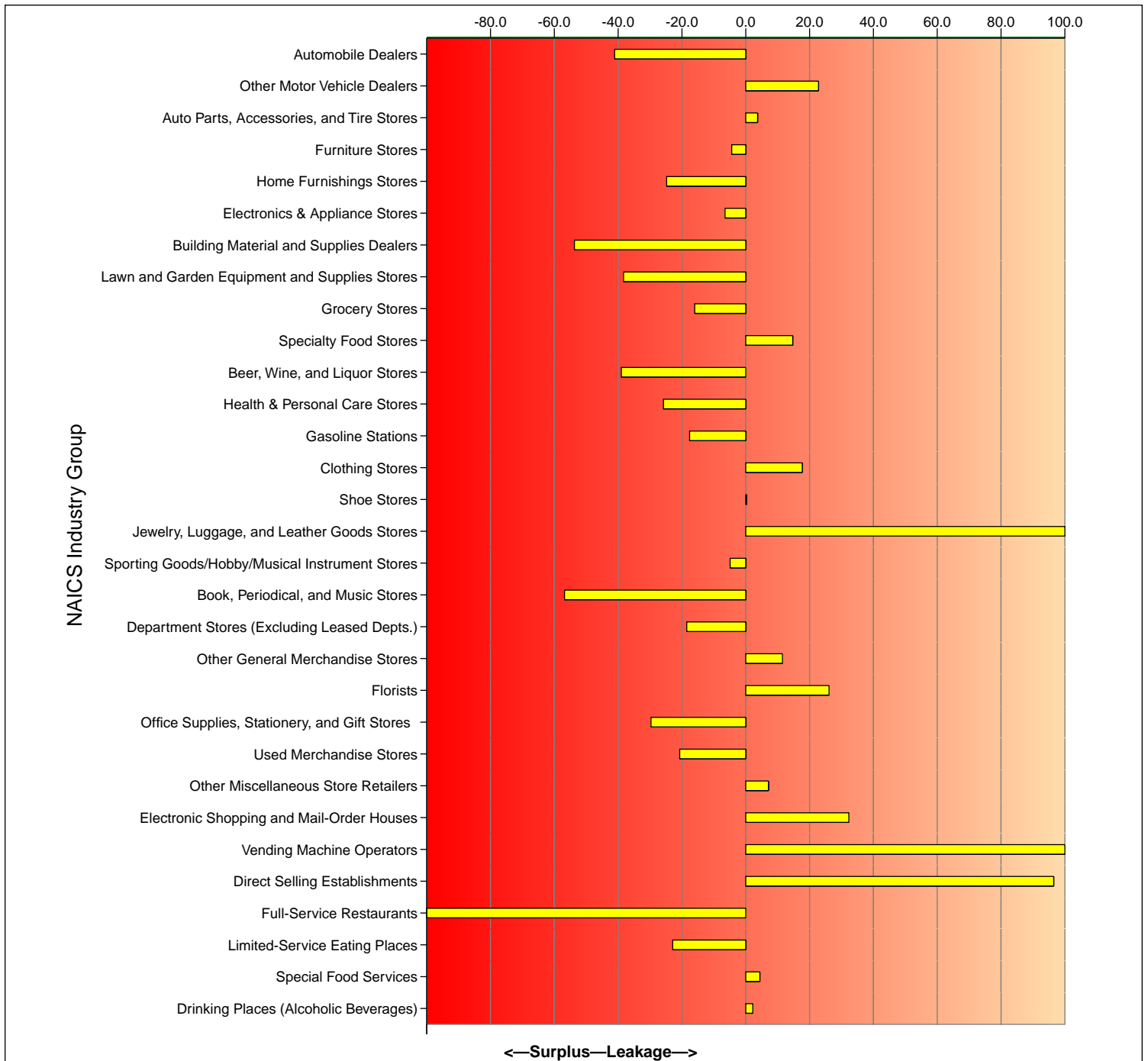


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Leakage/Surplus Factor by Industry Group



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## Summary Demographics

2010 Population	24,654
2010 Households	9,041
2010 Median Disposable Income	\$36,232
2010 Per Capita Income	\$20,521

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$191,646,700	\$230,201,532	\$-38,554,832	-9.1	283
Total Retail Trade (NAICS 44-45)	\$166,429,842	\$193,208,353	\$-26,778,511	-7.4	212
Total Food & Drink (NAICS 722)	\$25,216,858	\$36,993,179	\$-11,776,321	-18.9	71

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$40,593,999	\$60,022,830	\$-19,428,831	-19.3	20
Automobile Dealers (NAICS 4411)	\$35,813,631	\$57,695,664	\$-21,882,033	-23.4	9
Other Motor Vehicle Dealers (NAICS 4412)	\$3,079,058	\$1,254,003	\$1,825,055	42.1	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,701,310	\$1,073,163	\$628,147	22.6	6
Furniture & Home Furnishings Stores (NAICS 442)	\$6,112,740	\$5,594,181	\$518,559	4.4	10
Furniture Stores (NAICS 4421)	\$4,207,888	\$3,284,655	\$923,233	12.3	5
Home Furnishings Stores (NAICS 4422)	\$1,904,852	\$2,309,526	\$-404,674	-9.6	5
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$1,244,359	\$967,565	\$276,794	12.5	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$6,897,518	\$16,680,557	\$-9,783,039	-41.5	25
Building Material and Supplies Dealers (NAICS 4441)	\$6,283,697	\$15,727,614	\$-9,443,917	-42.9	20
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$613,821	\$952,943	\$-339,122	-21.6	5
Food & Beverage Stores (NAICS 445)	\$36,810,465	\$36,188,668	\$621,797	0.9	23
Grocery Stores (NAICS 4451)	\$32,119,873	\$30,524,290	\$1,595,583	2.5	11
Specialty Food Stores (NAICS 4452)	\$3,809,862	\$4,305,672	\$-495,810	-6.1	8
Beer, Wine, and Liquor Stores (NAICS 4453)	\$880,730	\$1,358,706	\$-477,976	-21.3	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,277,362	\$4,833,746	\$-556,384	-6.1	18
Gasoline Stations (NAICS 447/4471)	\$33,316,166	\$40,235,159	\$-6,918,993	-9.4	18
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,554,052	\$2,093,278	\$2,460,774	37.0	12
Clothing Stores (NAICS 4481)	\$3,897,711	\$1,879,602	\$2,018,109	34.9	11
Shoe Stores (NAICS 4482)	\$317,797	\$213,676	\$104,121	19.6	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$338,544	\$0	\$338,544	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,936,498	\$3,256,903	\$-1,320,405	-25.4	19
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,015,638	\$985,767	\$29,871	1.5	13
Book, Periodical, and Music Stores (NAICS 4512)	\$920,860	\$2,271,136	\$-1,350,276	-42.3	6

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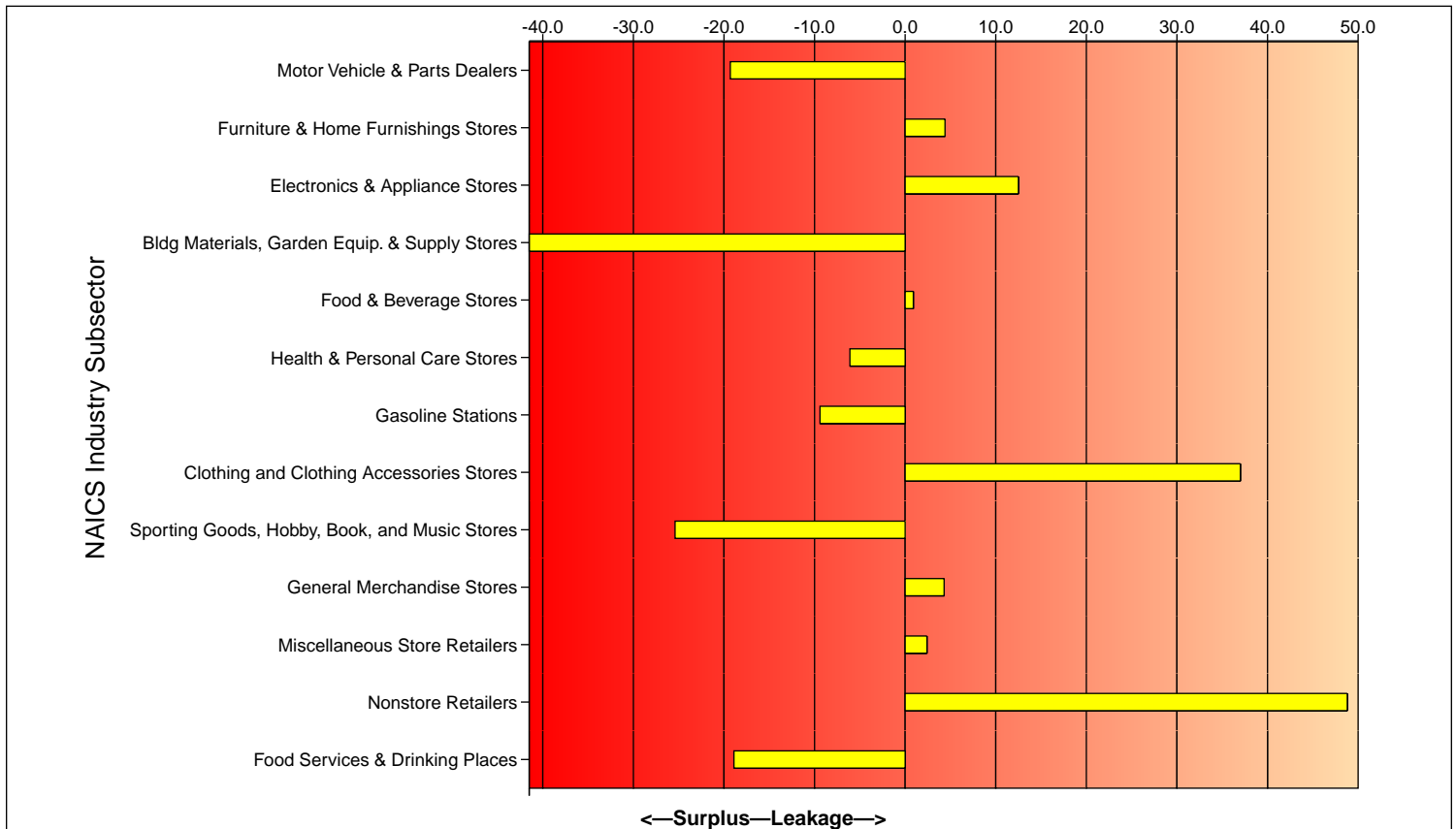
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$18,832,181	\$17,283,868	\$1,548,313	4.3	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$14,854,288	\$15,173,165	\$-318,877	-1.1	6
Other General Merchandise Stores (NAICS 4529)	\$3,977,893	\$2,110,703	\$1,867,190	30.7	2
Miscellaneous Store Retailers (NAICS 453)	\$3,235,298	\$3,086,600	\$148,698	2.4	50
Florists (NAICS 4531)	\$400,019	\$172,808	\$227,211	39.7	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$898,080	\$1,145,424	\$-247,344	-12.1	15
Used Merchandise Stores (NAICS 4533)	\$480,208	\$571,970	\$-91,762	-8.7	20
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,456,991	\$1,196,398	\$260,593	9.8	11
Nonstore Retailers (NAICS 454)	\$8,619,204	\$2,964,998	\$5,654,206	48.8	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$8,027,330	\$2,743,439	\$5,283,891	49.1	1
Vending Machine Operators (NAICS 4542)	\$0	\$0	\$0	0.0	0
Direct Selling Establishments (NAICS 4543)	\$591,874	\$221,559	\$370,315	45.5	1
Food Services & Drinking Places (NAICS 722)	\$25,216,858	\$36,993,179	\$-11,776,321	-18.9	71
Full-Service Restaurants (NAICS 7221)	\$0	\$10,350,912	\$-10,350,912	-100.0	32
Limited-Service Eating Places (NAICS 7222)	\$19,506,396	\$22,739,188	\$-3,232,792	-7.7	30
Special Food Services (NAICS 7223)	\$3,174,585	\$2,109,421	\$1,065,164	20.2	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,535,877	\$1,793,658	\$742,219	17.1	5

**Leakage/Surplus Factor by Industry Subsector**

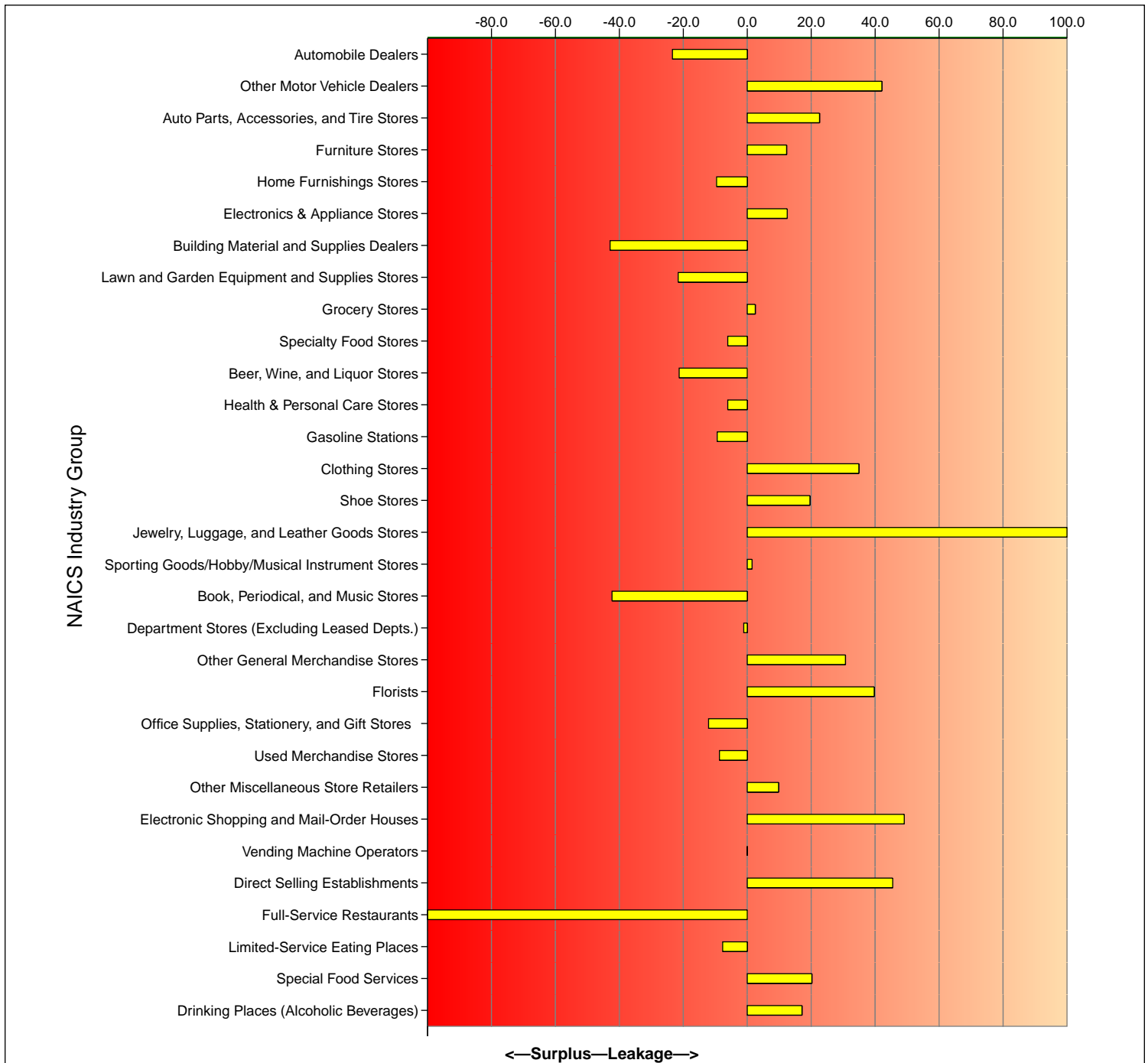


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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup

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## Summary Demographics

2010 Population	44,077
2010 Households	16,369
2010 Median Disposable Income	\$35,154
2010 Per Capita Income	\$19,759

## Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$346,569,785	\$477,628,460	\$-131,058,675	-15.9	468
Total Retail Trade (NAICS 44-45)	\$302,145,088	\$411,561,910	\$-109,416,822	-15.3	345
Total Food & Drink (NAICS 722)	\$44,424,697	\$66,066,550	\$-21,641,853	-19.6	123

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$74,455,681	\$209,643,682	\$-135,188,001	-47.6	37
Automobile Dealers (NAICS 4411)	\$65,502,997	\$206,606,528	\$-141,103,531	-51.9	18
Other Motor Vehicle Dealers (NAICS 4412)	\$5,990,682	\$1,254,003	\$4,736,679	65.4	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,962,002	\$1,783,151	\$1,178,851	24.8	14
Furniture & Home Furnishings Stores (NAICS 442)	\$10,254,452	\$6,305,155	\$3,949,297	23.8	16
Furniture Stores (NAICS 4421)	\$6,906,704	\$3,822,472	\$3,084,232	28.7	8
Home Furnishings Stores (NAICS 4422)	\$3,347,748	\$2,482,683	\$865,065	14.8	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,676,109	\$1,147,851	\$2,528,258	52.4	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$12,694,785	\$17,983,404	\$-5,288,619	-17.2	40
Building Material and Supplies Dealers (NAICS 4441)	\$11,625,556	\$16,841,306	\$-5,215,750	-18.3	30
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,069,229	\$1,142,098	\$-72,869	-3.3	10
Food & Beverage Stores (NAICS 445)	\$65,657,835	\$48,808,450	\$16,849,385	14.7	43
Grocery Stores (NAICS 4451)	\$58,350,462	\$41,039,741	\$17,310,721	17.4	24
Specialty Food Stores (NAICS 4452)	\$5,818,959	\$5,921,249	\$-102,290	-0.9	13
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,488,414	\$1,847,460	\$-359,046	-10.8	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,948,178	\$5,194,453	\$1,753,725	14.4	20
Gasoline Stations (NAICS 447/4471)	\$61,120,895	\$65,581,574	\$-4,460,679	-3.5	32
Clothing and Clothing Accessories Stores (NAICS 448)	\$8,957,795	\$2,943,672	\$6,014,123	50.5	19
Clothing Stores (NAICS 4481)	\$7,407,159	\$2,528,055	\$4,879,104	49.1	16
Shoe Stores (NAICS 4482)	\$763,463	\$307,822	\$455,641	42.5	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$787,173	\$107,795	\$679,378	75.9	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,999,059	\$3,722,085	\$-723,026	-10.8	28
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,644,094	\$1,326,119	\$317,975	10.7	20
Book, Periodical, and Music Stores (NAICS 4512)	\$1,354,965	\$2,395,966	\$-1,041,001	-27.8	8

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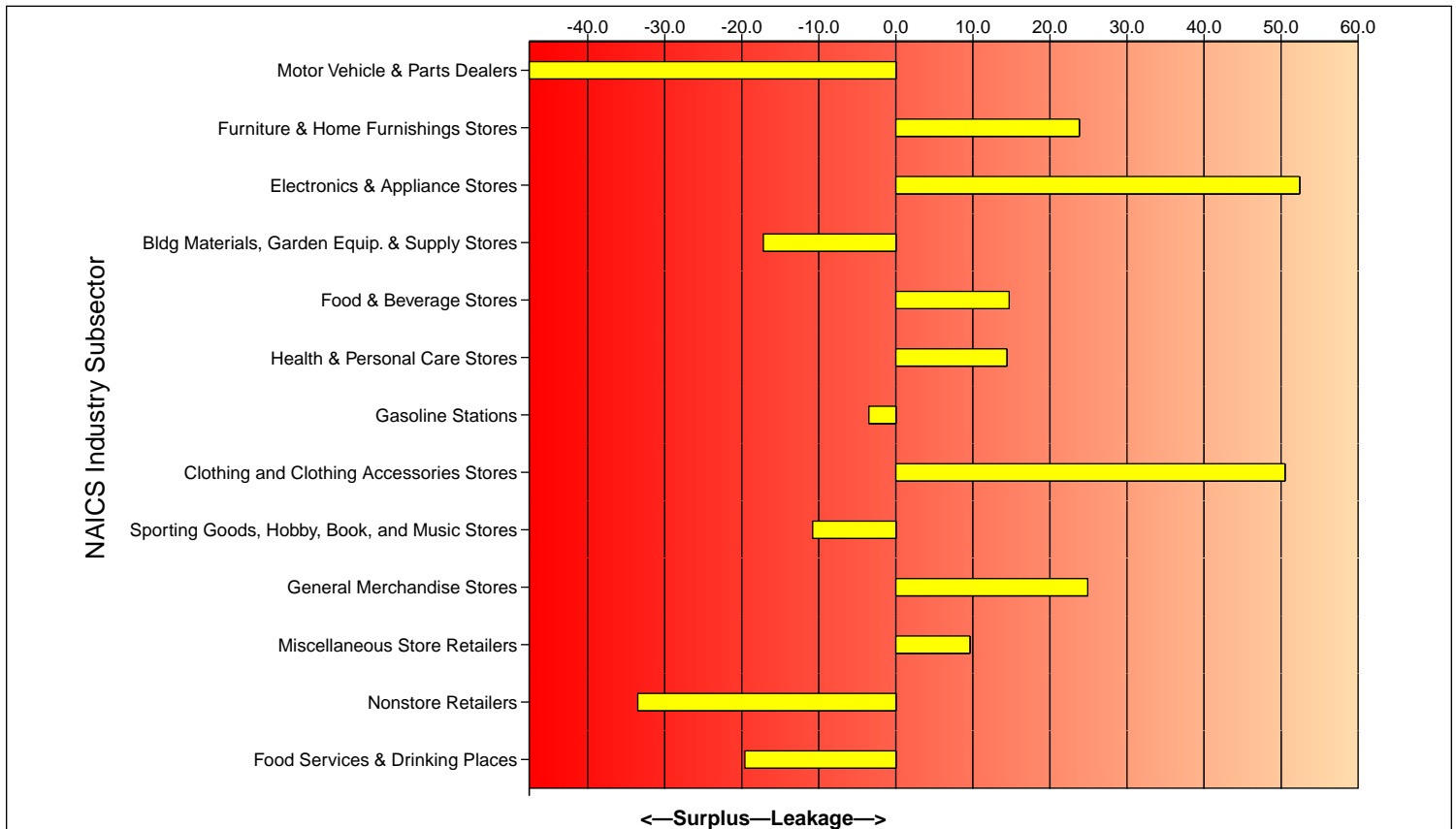


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$38,074,395	\$22,894,666	\$15,179,729	24.9	13
Department Stores Excluding Leased Depts.(NAICS 4521)	\$24,132,662	\$17,426,629	\$6,706,033	16.1	7
Other General Merchandise Stores (NAICS 4529)	\$13,941,733	\$5,468,037	\$8,473,696	43.7	6
Miscellaneous Store Retailers (NAICS 453)	\$6,267,400	\$5,167,850	\$1,099,550	9.6	84
Florists (NAICS 4531)	\$1,108,643	\$801,935	\$306,708	16.1	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,500,848	\$1,399,123	\$101,725	3.5	21
Used Merchandise Stores (NAICS 4533)	\$1,105,290	\$908,317	\$196,973	9.8	32
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,552,619	\$2,058,475	\$494,144	10.7	22
Nonstore Retailers (NAICS 454)	\$11,038,504	\$22,169,068	\$-11,130,564	-33.5	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$10,115,673	\$21,947,509	\$-11,831,836	-36.9	2
Vending Machine Operators (NAICS 4542)	\$108,999	\$0	\$108,999	100.0	0
Direct Selling Establishments (NAICS 4543)	\$813,832	\$221,559	\$592,273	57.2	1
Food Services & Drinking Places (NAICS 722)	\$44,424,697	\$66,066,550	\$-21,641,853	-19.6	123
Full-Service Restaurants (NAICS 7221)	\$0	\$20,988,567	\$-20,988,567	-100.0	60
Limited-Service Eating Places (NAICS 7222)	\$34,091,249	\$38,030,523	\$-3,939,274	-5.5	45
Special Food Services (NAICS 7223)	\$6,010,115	\$3,073,311	\$2,936,804	32.3	6
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,323,333	\$3,974,149	\$349,184	4.2	12

**Leakage/Surplus Factor by Industry Subsector**



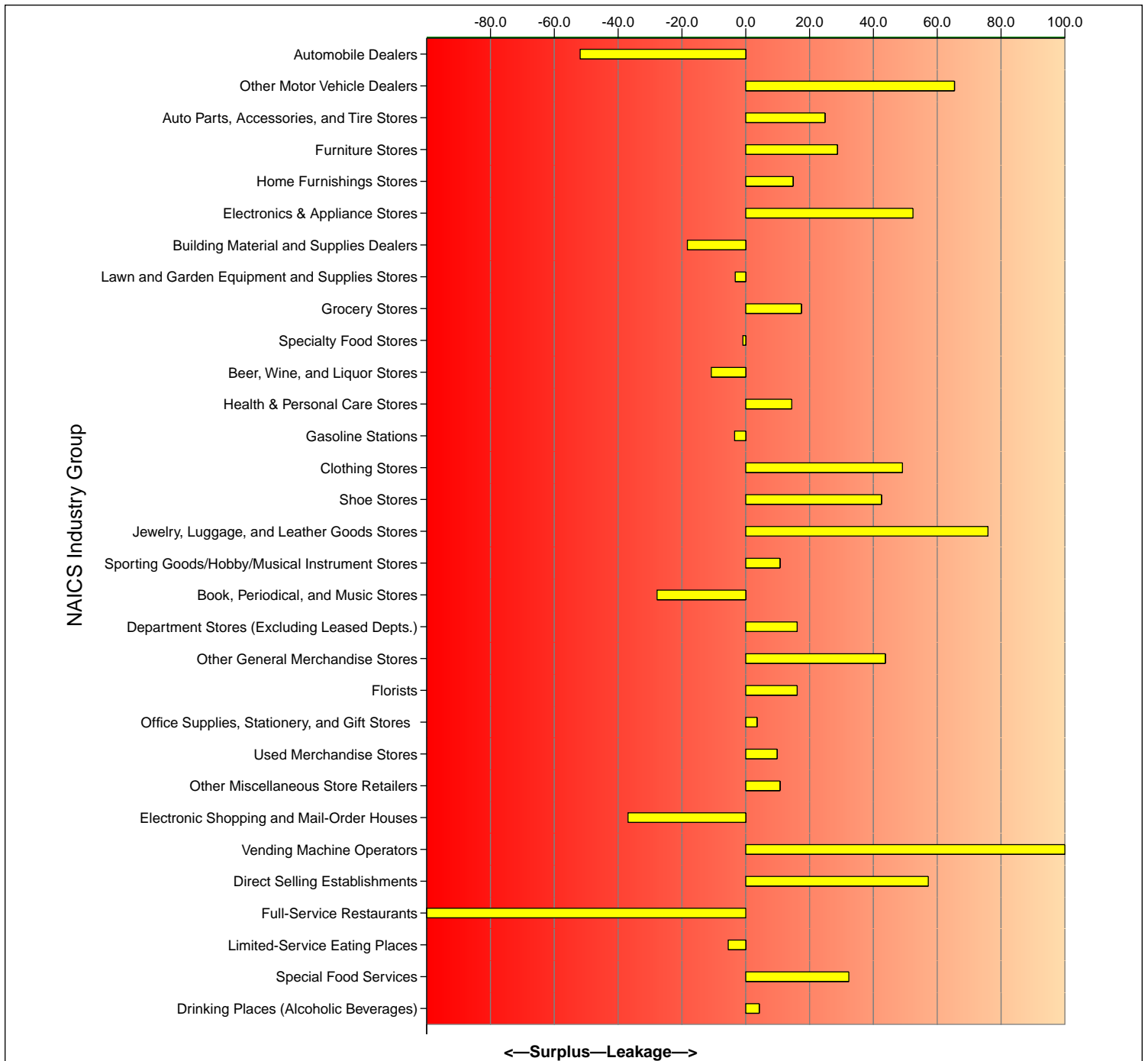
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Leakage/Surplus Factor by Industry Group



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