



Brenham2309SDay102030
2309 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

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

Industry Group		Demand (Retail)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage	Number of Businesses
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
Clothing and Clothing Accessories Stores (NAICS 448)		\$3,061,157	\$2,044,181	\$1,016,976	19.9	12
Clothing Stores (NAICS 4481)		\$2,619,308	\$1,830,505	\$788,803	17.7	11
Other Motor Vehicle Dealers (NAICS 4412)		\$1,933,943	\$1,215,872	\$718,071	22.8	5
Specialty Food Stores (NAICS 4452)		\$2,547,250	\$1,895,369	\$651,881	14.7	6
Other General Merchandise Stores (NAICS 4529)		\$2,657,547	\$2,110,703	\$546,844	11.5	2
Direct Selling Establishments (NAICS 4543)		\$363,575	\$6,516	\$357,059	96.5	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)		\$226,977	\$0	\$226,977	100.0	0
Special Food Services (NAICS 7223)		\$2,133,018	\$1,953,009	\$180,009	4.4	3
Other Miscellaneous Store Retailers (NAICS 4539)		\$957,752	\$831,180	\$126,572	7.1	9
Florists (NAICS 4531)		\$251,889	\$147,648	\$104,241	26.1	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)		\$1,143,166	\$1,061,897	\$81,269	3.7	6
Drinking Places - Alcoholic Beverages (NAICS 7224)		\$1,728,812	\$1,653,707	\$75,105	2.2	4



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Shoe Stores (NAICS 4482)		\$214,872	\$213,676	\$1,196	0.3	1
Vending Machine Operators (NAICS 4542)		\$89	\$0	\$89	100.0	0
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)		\$674,626	\$743,481	-\$68,855	-4.9	9
Electronics & Appliance Stores (NAICS 443/NAICS 4431)		\$833,060	\$948,952	-\$115,892	-6.5	7
Used Merchandise Stores (NAICS 4533)		\$326,723	\$496,811	-\$170,088	-20.7	18
Furniture Stores (NAICS 4421)		\$2,837,446	\$3,098,976	-\$261,530	-4.4	4
Miscellaneous Store Retailers (NAICS 453)		\$2,135,668	\$2,581,752	-\$446,084	-9.5	44
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)		\$387,976	\$868,968	-\$480,992	-38.3	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)		\$599,304	\$1,106,113	-\$506,809	-29.7	14
Beer, Wine, and Liquor Stores (NAICS 4453)		\$596,805	\$1,358,708	-\$761,903	-39.0	4
Home Furnishings Stores (NAICS 4422)		\$1,270,879	\$2,109,387	-\$838,508	-24.8	4
Furniture & Home Furnishings Stores (NAICS 442)		\$4,108,325	\$5,208,363	-\$1,100,038	-11.8	8
Book, Periodical, and Music Stores (NAICS 4512)		\$625,391	\$2,271,145	-\$1,645,754	-56.8	6
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)		\$1,300,017	\$3,014,626	-\$1,714,609	-39.7	15



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Industry Group		Demand (Retail)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage	Number of Businesses
Health & Personal Care Stores (NAICS 446/NAICS 4461)		\$2,844,986	\$4,819,170	-\$1,974,184	-25.8	18
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
Limited-Service Eating Places (NAICS 7222)		\$13,083,588	\$20,858,676	-\$7,775,088	-22.9	28
Grocery Stores (NAICS 4451)		\$21,470,581	\$29,648,705	-\$8,178,124	-16.0	8
Food & Beverage Stores (NAICS 445)		\$24,614,636	\$32,902,782	-\$8,288,146	-14.4	18
Full-Service Restaurants (NAICS 7221)		\$0	\$9,208,735	-\$9,208,735	-100.0	29
Gasoline Stations (NAICS 447/NAICS 4471)		\$22,073,890	\$31,520,742	-\$9,446,852	-17.6	13
Building Material and Supplies Dealers (NAICS 4441)		\$4,114,401	\$13,648,993	-\$9,534,592	-53.7	14
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)		\$4,502,377	\$14,517,961	-\$10,015,584	-52.7	18
Food Services & Drinking Places (NAICS 722)		\$16,945,418	\$33,674,127	-\$16,728,709	-33.0	64
Motor Vehicle & Parts Dealers (NAICS 441)		\$26,976,079	\$59,565,036	-\$32,588,957	-37.7	20
Automobile Dealers (NAICS 4411)		\$23,898,970	\$57,287,267	-\$33,388,297	-41.1	9