TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Brady, Texas

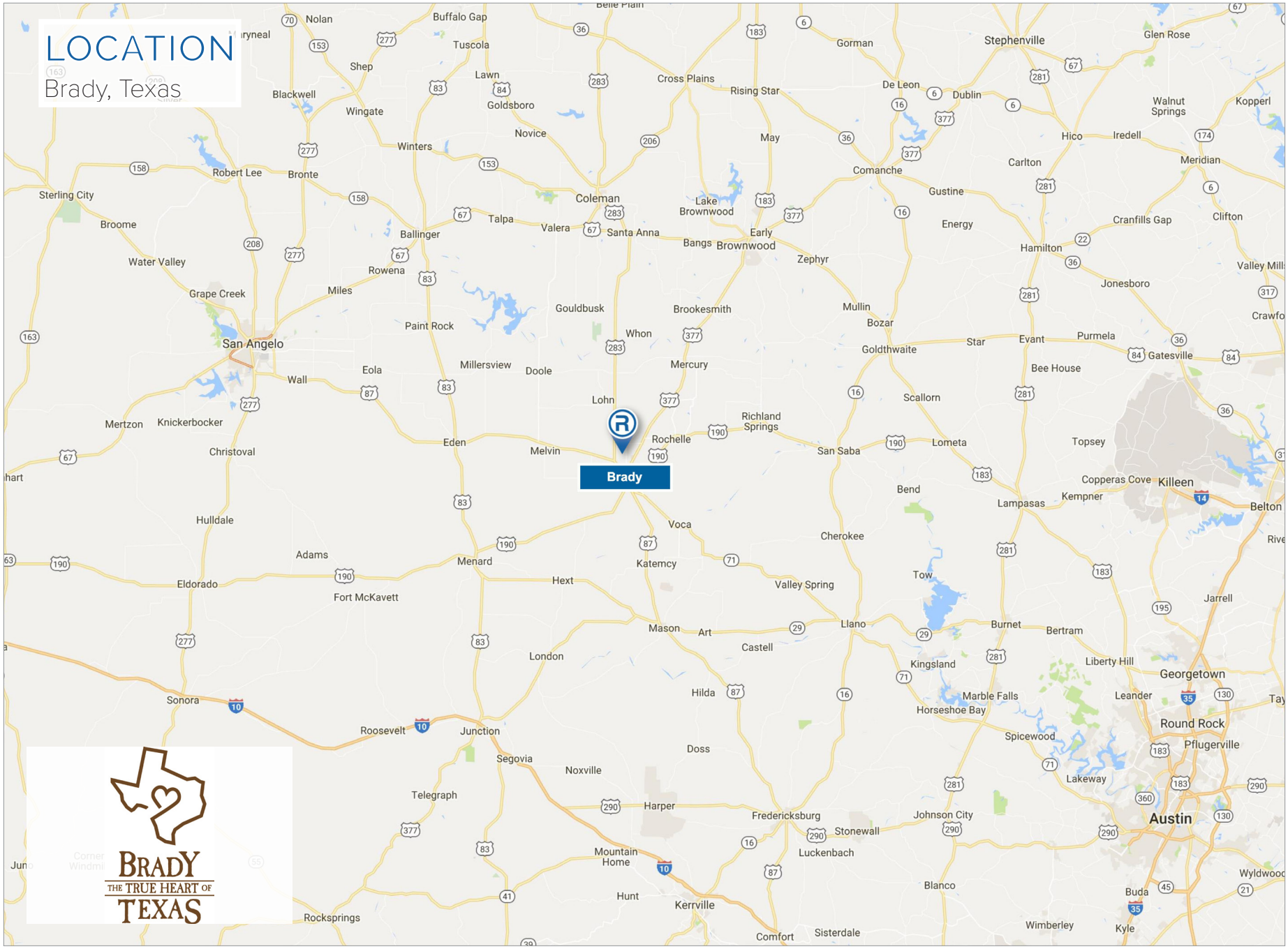
Prepared for
City of Brady
November 2019

BRADY
THE TRUE HEART OF
TEXAS

TheRetailCoach®

LOCATION

Brady, Texas



BRADY
THE TRUE HEART OF
TEXAS

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COMMUNITY • DEMOGRAPHIC PROFILE

Brady, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	5,366	
2019 Estimate	5,325	
2010 Census	5,528	
2000 Census	5,531	
Growth 2019 - 2024		0.77%
Growth 2010 - 2019		-3.67%
Growth 2000 - 2010		-0.05%
2019 Est. Population by Single-Classification Race	5,325	
White Alone	4,207	79.01%
Black or African American Alone	150	2.82%
Amer. Indian and Alaska Native Alone	58	1.09%
Asian Alone	38	0.71%
Native Hawaiian and Other Pacific Island Alone	3	0.06%
Some Other Race Alone	699	13.13%
Two or More Races	170	3.19%
2019 Est. Population by Hispanic or Latino Origin	5,325	
Not Hispanic or Latino	3,309	62.14%
Hispanic or Latino	2,016	37.86%
Mexican	1,718	85.22%
Puerto Rican	0	0.00%
Cuban	2	0.10%
All Other Hispanic or Latino	296	14.68%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	2,016	
White Alone	1,183	58.68%
Black or African American Alone	24	1.19%
American Indian and Alaska Native Alone	23	1.14%
Asian Alone	1	0.05%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	695	34.47%
Two or More Races	90	4.46%
2019 Est. Pop by Race, Asian Alone, by Category	38	
Chinese, except Taiwanese	4	10.53%
Filipino	2	5.26%
Japanese	2	5.26%
Asian Indian	3	7.90%
Korean	1	2.63%
Vietnamese	2	5.26%
Cambodian	1	2.63%
Hmong	3	7.90%
Laotian	2	5.26%
Thai	1	2.63%
All Other Asian Races Including 2+ Category	17	44.74%

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DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	5,325	
Arab	4	0.08%
Czech	7	0.13%
Danish	0	0.00%
Dutch	19	0.36%
English	529	9.93%
French (except Basque)	97	1.82%
French Canadian	0	0.00%
German	503	9.45%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	290	5.45%
Italian	95	1.78%
Lithuanian	0	0.00%
United States or American	538	10.10%
Norwegian	7	0.13%
Polish	1	0.02%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	52	0.98%
Scotch-Irish	111	2.08%
Slovak	0	0.00%
Subsaharan African	10	0.19%
Swedish	41	0.77%
Swiss	29	0.55%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,261	42.46%
Ancestry Unclassified	731	13.73%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,905	78.40%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	2	0.04%
Speak Spanish at Home	1,074	21.56%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	5,325	
Age 0 - 4	344	6.46%
Age 5 - 9	359	6.74%
Age 10 - 14	374	7.02%
Age 15 - 17	222	4.17%
Age 18 - 20	197	3.70%
Age 21 - 24	252	4.73%
Age 25 - 34	592	11.12%
Age 35 - 44	589	11.06%
Age 45 - 54	604	11.34%
Age 55 - 64	665	12.49%
Age 65 - 74	630	11.83%
Age 75 - 84	329	6.18%
Age 85 and over	168	3.16%
Age 16 and over	4,174	78.39%
Age 18 and over	4,026	75.61%
Age 21 and over	3,829	71.91%
Age 65 and over	1,127	21.16%
2019 Est. Median Age		40.49
2019 Est. Average Age		40.90

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DESCRIPTION	DATA	%
2019 Est. Population by Sex	5,325	
Male	2,657	49.90%
Female	2,668	50.10%
2019 Est. Male Population by Age	2,657	
Age 0 - 4	181	6.81%
Age 5 - 9	198	7.45%
Age 10 - 14	207	7.79%
Age 15 - 17	117	4.40%
Age 18 - 20	105	3.95%
Age 21 - 24	133	5.01%
Age 25 - 34	300	11.29%
Age 35 - 44	301	11.33%
Age 45 - 54	293	11.03%
Age 55 - 64	311	11.71%
Age 65 - 74	307	11.55%
Age 75 - 84	141	5.31%
Age 85 and over	63	2.37%
2019 Est. Median Age, Male		37.90
2019 Est. Average Age, Male		39.20

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	2,668	
Age 0 - 4	163	6.11%
Age 5 - 9	161	6.04%
Age 10 - 14	167	6.26%
Age 15 - 17	105	3.94%
Age 18 - 20	92	3.45%
Age 21 - 24	119	4.46%
Age 25 - 34	292	10.95%
Age 35 - 44	288	10.80%
Age 45 - 54	311	11.66%
Age 55 - 64	354	13.27%
Age 65 - 74	323	12.11%
Age 75 - 84	188	7.05%
Age 85 and over	105	3.94%
2019 Est. Median Age, Female		43.20
2019 Est. Average Age, Female		42.70
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,097	25.82%
Males, Never Married	607	14.29%
Females, Never Married	490	11.54%
Married, Spouse present	1,961	46.16%
Married, Spouse absent	269	6.33%
Widowed	286	6.73%
Males Widowed	8	0.19%
Females Widowed	278	6.54%
Divorced	635	14.95%
Males Divorced	334	7.86%
Females Divorced	301	7.09%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	392	11.0%
Some High School, no diploma	531	14.8%
High School Graduate (or GED)	1,186	33.2%
Some College, no degree	885	24.7%
Associate Degree	115	3.2%
Bachelor's Degree	305	8.5%
Master's Degree	126	3.5%
Professional School Degree	27	0.8%
Doctorate Degree	10	0.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	496	42.87%
High School Graduate	423	36.56%
Some College or Associate's Degree	201	17.37%
Bachelor's Degree or Higher	37	3.20%
Households		
2024 Projection	2,152	
2019 Estimate	2,130	
2010 Census	2,192	
2000 Census	2,196	
Growth 2019 - 2024		1.03%
Growth 2010 - 2019		-2.83%
Growth 2000 - 2010		-0.18%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	2,130	
Family Households	1,408	66.10%
Nonfamily Households	722	33.90%
2019 Est. Group Quarters Population	84	
2019 Households by Ethnicity, Hispanic/Latino	667	
2019 Est. Households by Household Income	2,130	
Income < $15,000	363	17.04%
Income $15,000 - $24,999	384	18.03%
Income $25,000 - $34,999	279	13.10%
Income $35,000 - $49,999	288	13.52%
Income $50,000 - $74,999	330	15.49%
Income $75,000 - $99,999	222	10.42%
Income $100,000 - $124,999	114	5.35%
Income $125,000 - $149,999	80	3.76%
Income $150,000 - $199,999	39	1.83%
Income $200,000 - $249,999	13	0.61%
Income $250,000 - $499,999	16	0.75%
Income $500,000+	2	0.09%
2019 Est. Average Household Income		$52,680
2019 Est. Median Household Income		$36,700

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$41,345
Black or African American Alone		$58,793
American Indian and Alaska Native Alone		$20,227
Asian Alone		$35,000
Native Hawaiian and Other Pacific Islander Alone		$6,375
Some Other Race Alone		$21,715
Two or More Races		$29,108
Hispanic or Latino		$26,133
Not Hispanic or Latino		$45,723
2019 Est. Family HH Type by Presence of Own Child.	1,408	
Married-Couple Family, own children	352	25.00%
Married-Couple Family, no own children	665	47.23%
Male Householder, own children	78	5.54%
Male Householder, no own children	53	3.76%
Female Householder, own children	158	11.22%
Female Householder, no own children	102	7.24%
2019 Est. Households by Household Size	2,130	
1-person	651	30.56%
2-person	695	32.63%
3-person	319	14.98%
4-person	232	10.89%
5-person	134	6.29%
6-person	66	3.10%
7-or-more-person	33	1.55%
2019 Est. Average Household Size		2.46

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	2,130	
Households with 1 or More People under Age 18:	692	32.49%
Married-Couple Family	403	58.24%
Other Family, Male Householder	91	13.15%
Other Family, Female Householder	187	27.02%
Nonfamily, Male Householder	9	1.30%
Nonfamily, Female Householder	2	0.29%
Households with No People under Age 18:	1,438	67.51%
Married-Couple Family	614	42.70%
Other Family, Male Householder	41	2.85%
Other Family, Female Householder	72	5.01%
Nonfamily, Male Householder	309	21.49%
Nonfamily, Female Householder	402	27.96%
2019 Est. Households by Number of Vehicles	2,130	
No Vehicles	135	6.34%
1 Vehicle	710	33.33%
2 Vehicles	805	37.79%
3 Vehicles	330	15.49%
4 Vehicles	55	2.58%
5 or more Vehicles	95	4.46%
2019 Est. Average Number of Vehicles		1.9

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	1,423	
2019 Estimate	1,408	
2010 Census	1,445	
2000 Census	1,466	
Growth 2019 - 2024		1.07%
Growth 2010 - 2019		-2.56%
Growth 2000 - 2010		-1.43%
2019 Est. Families by Poverty Status	1,408	
2019 Families at or Above Poverty	1,199	85.16%
2019 Families at or Above Poverty with Children	555	39.42%
2019 Families Below Poverty	209	14.84%
2019 Families Below Poverty with Children	135	9.59%
2019 Est. Pop 16+ by Employment Status	4,174	
Civilian Labor Force, Employed	2,326	55.73%
Civilian Labor Force, Unemployed	92	2.20%
Armed Forces	0	0.00%
Not in Labor Force	1,756	42.07%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	2,305	
For-Profit Private Workers	1,373	59.57%
Non-Profit Private Workers	109	4.73%
Local Government Workers	40	1.74%
State Government Workers	123	5.34%
Federal Government Workers	177	7.68%
Self-Employed Workers	454	19.70%
Unpaid Family Workers	29	1.26%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	2,305	
Architect/Engineer	7	0.30%
Arts/Entertainment/Sports	20	0.87%
Building Grounds Maintenance	166	7.20%
Business/Financial Operations	87	3.77%
Community/Social Services	35	1.52%
Computer/Mathematical	0	0.00%
Construction/Extraction	55	2.39%
Education/Training/Library	146	6.33%
Farming/Fishing/Forestry	91	3.95%
Food Prep/Serving	249	10.80%
Health Practitioner/Technician	57	2.47%
Healthcare Support	49	2.13%
Maintenance Repair	155	6.73%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	148	6.42%
Office/Admin. Support	346	15.01%
Production	122	5.29%
Protective Services	19	0.82%
Sales/Related	188	8.16%
Personal Care/Service	142	6.16%
Transportation/Moving	223	9.68%
2019 Est. Pop 16+ by Occupation Classification	2,305	
White Collar	1,034	44.86%
Blue Collar	555	24.08%
Service and Farm	716	31.06%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	2,183	
Drove Alone	1,808	82.82%
Car Pooled	227	10.40%
Public Transportation	0	0.00%
Walked	114	5.22%
Bicycle	0	0.00%
Other Means	0	0.00%
Worked at Home	34	1.56%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,491	
15 - 29 Minutes	363	
30 - 44 Minutes	149	
45 - 59 Minutes	42	
60 or more Minutes	105	
2019 Est. Avg Travel Time to Work in Minutes		16
2019 Est. Occupied Housing Units by Tenure	2,130	
Owner Occupied	1,451	68.12%
Renter Occupied	679	31.88%
2019 Owner Occ. HUs: Avg. Length of Residence		18.4
2019 Renter Occ. HUs: Avg. Length of Residence		6.3

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	2,130	
Value Less than $20,000	142	9.79%
Value $20,000 - $39,999	238	16.40%
Value $40,000 - $59,999	165	11.37%
Value $60,000 - $79,999	193	13.30%
Value $80,000 - $99,999	171	11.79%
Value $100,000 - $149,999	242	16.68%
Value $150,000 - $199,999	127	8.75%
Value $200,000 - $299,999	85	5.86%
Value $300,000 - $399,999	24	1.65%
Value $400,000 - $499,999	9	0.62%
Value $500,000 - $749,999	13	0.90%
Value $750,000 - $999,999	9	0.62%
Value $1,000,000 or $1,499,999	13	0.90%
Value $1,500,000 or $1,999,999	14	0.97%
Value $2,000,000+	6	0.41%
2019 Est. Median All Owner-Occupied Housing Value		$78,676
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	2,117	80.28%
1 Unit Detached	14	0.53%
2 Units	242	9.18%
3 or 4 Units	82	3.11%
5 to 19 Units	12	0.46%
20 to 49 Units	9	0.34%
50 or More Units	0	0.00%
Mobile Home or Trailer	161	6.11%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9	0.34%
Housing Units Built 2010 to 2014	13	0.49%
Housing Units Built 2000 to 2009	240	9.10%
Housing Units Built 1990 to 1999	129	4.89%
Housing Units Built 1980 to 1989	357	13.54%
Housing Units Built 1970 to 1979	388	14.71%
Housing Units Built 1960 to 1969	364	13.80%
Housing Units Built 1950 to 1959	425	16.12%
Housing Units Built 1940 to 1949	354	13.42%
Housing Unit Built 1939 or Earlier	358	13.58%
2019 Est. Median Year Structure Built		1965

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

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, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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