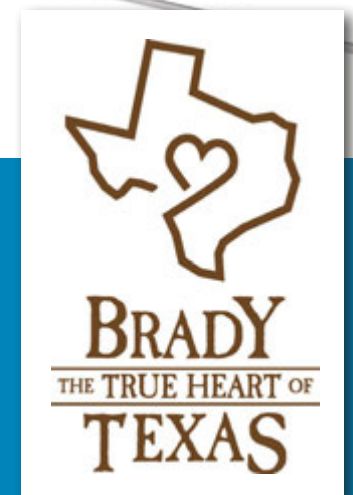




RADIAL DEMOGRAPHICS

30-MILE RADIAL

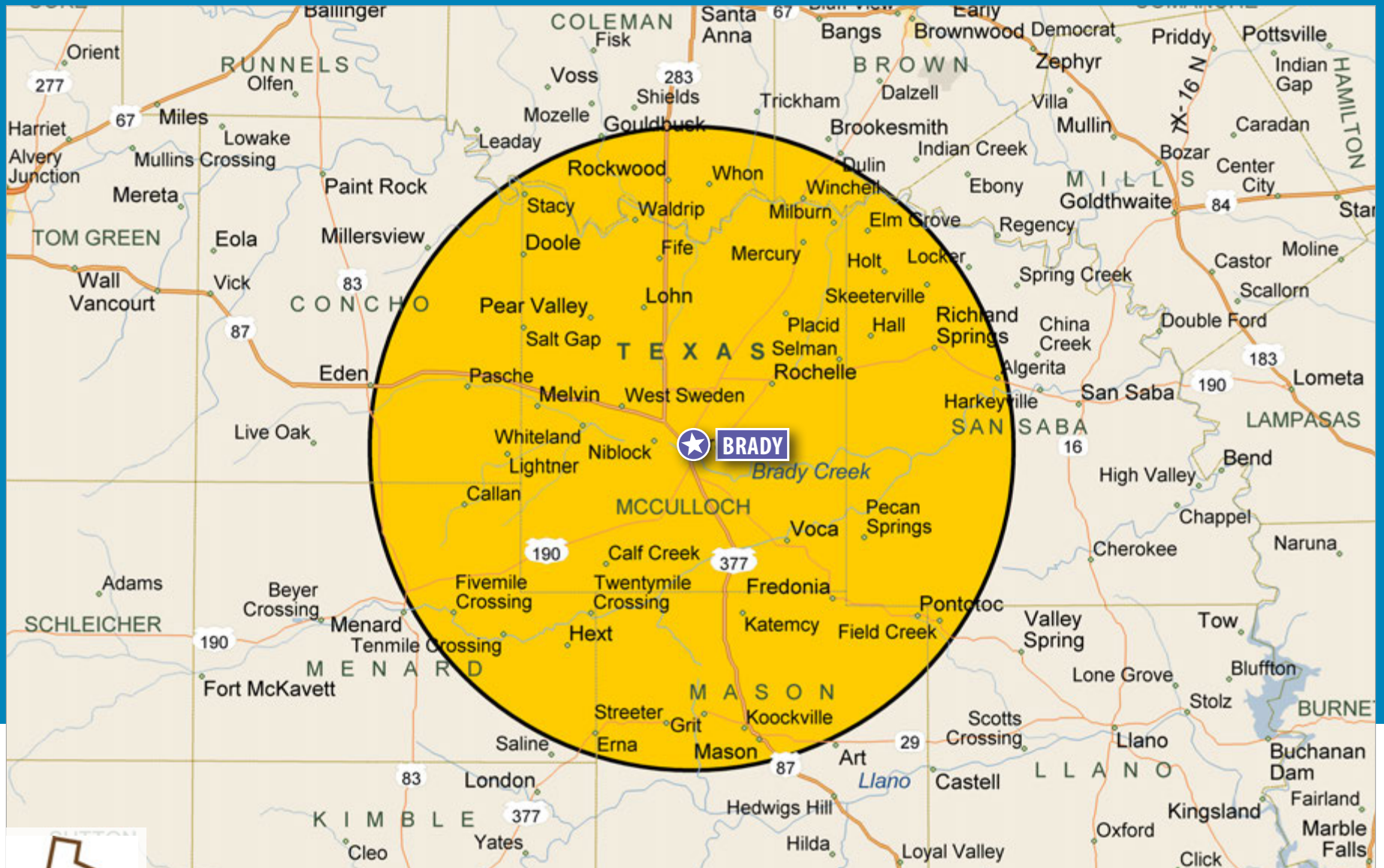
Brady, Texas



Prepared for
City of Brady
July 2015

 **TheRetailCoach®**

30-Mile Radial Brady, Texas



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Radial Demographics | 30-Mile Radial Brady, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	14,845	
2015 Estimate	14,364	
2010 Census	14,038	
2000 Census	13,773	
Growth 2015-2020	3.35%	
Growth 2010-2015	2.32%	
Growth 2000-2010	1.92%	
2015 Est. Population by Single-Classification Race	14,364	
White Alone	12,147	84.57
Black or African American Alone	342	2.38
Amer. Indian and Alaska Native Alone	98	0.68
Asian Alone	81	0.56
Native Hawaiian and Other Pac. Isl. Alone	4	0.03
Some Other Race Alone	1,391	9.68
Two or More Races	300	2.09
2015 Est. Population by Hispanic or Latino Origin	14,364	
Not Hispanic or Latino	10,273	71.52
Hispanic or Latino:	4,091	28.48
Mexican	3,533	86.36
Puerto Rican	17	0.42
Cuban	6	0.15
All Other Hispanic or Latino	535	13.08

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	4,091	
White Alone	2,467	60.30
Black or African American Alone	43	1.05
American Indian and Alaska Native Alone	47	1.15
Asian Alone	1	0.02
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	1,378	33.68
Two or More Races	155	3.79
2015 Est. Pop by Race, Asian Alone, by Category	81	
Chinese, except Taiwanese	1	1.23
Filipino	2	2.47
Japanese	2	2.47
Asian Indian	19	23.46
Korean	0	0.00
Vietnamese	3	3.70
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	2	2.47
All Other Asian Races Including 2+ Category	51	62.96
2015 Est. Population by Ancestry	14,364	
Arab	0	0.00
Czech	29	0.20
Danish	1	0.01
Dutch	135	0.94
English	877	6.11
French (except Basque)	164	1.14
French Canadian	3	0.02
German	1,892	13.17
Greek	2	0.01

Radial Demographics | 30-Mile Radial Brady, Texas

DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	789	5.49
Italian	120	0.84
Lithuanian	0	0.00
United States or American	2,917	20.31
Norwegian	44	0.31
Polish	10	0.07
Portuguese	0	0.00
Russian	35	0.24
Scottish	128	0.89
Scotch-Irish	304	2.12
Slovak	0	0.00
Subsaharan African	4	0.03
Swedish	138	0.96
Swiss	46	0.32
Ukrainian	0	0.00
Welsh	28	0.19
West Indian (except Hisp. groups)	2	0.01
Other ancestries	4,537	31.59
Ancestry Unclassified	2,160	15.04
2015 Est. Pop Age 5+ by Language Spoken at Home	13,554	
Speak Only English at Home	10,887	80.32
Speak Asian/Pac. Isl. Lang. at Home	50	0.37
Speak IndoEuropean Language at Home	107	0.79
Speak Spanish at Home	2,510	18.52
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	14,364	
Male	7,218	50.25
Female	7,146	49.75

DESCRIPTION	DATA	%
2015 Est. Population by Age	14,364	
Age 0 - 4	810	5.64
Age 5 - 9	833	5.80
Age 10 - 14	894	6.22
Age 15 - 17	562	3.91
Age 18 - 20	500	3.48
Age 21 - 24	623	4.34
Age 25 - 34	1,352	9.41
Age 35 - 44	1,430	9.96
Age 45 - 54	1,745	12.15
Age 55 - 64	2,144	14.93
Age 65 - 74	1,998	13.91
Age 75 - 84	1,067	7.43
Age 85 and over	407	2.83
Age 16 and over	11,647	81.08
Age 18 and over	11,266	78.43
Age 21 and over	10,766	74.95
Age 65 and over	3,471	24.16
2015 Est. Median Age	46.0	
2015 Est. Average Age	43.7	

Radial Demographics | 30-Mile Radial Brady, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	7,218	
Age 0 - 4	420	5.82
Age 5 - 9	436	6.04
Age 10 - 14	466	6.46
Age 15 - 17	292	4.05
Age 18 - 20	266	3.69
Age 21 - 24	336	4.66
Age 25 - 34	726	10.06
Age 35 - 44	734	10.17
Age 45 - 54	854	11.83
Age 55 - 64	1,066	14.77
Age 65 - 74	987	13.67
Age 75 - 84	482	6.68
Age 85 and over	151	2.09
2015 Est. Median Age, Male	44.1	
2015 Est. Average Age, Male	42.5	
2015 Est. Female Population by Age	7,146	
Age 0 - 4	389	5.44
Age 5 - 9	396	5.54
Age 10 - 14	428	5.99
Age 15 - 17	270	3.78
Age 18 - 20	234	3.27
Age 21 - 24	286	4.00
Age 25 - 34	627	8.77
Age 35 - 44	696	9.74
Age 45 - 54	892	12.48
Age 55 - 64	1,078	15.09
Age 65 - 74	1,011	14.15
Age 75 - 84	584	8.17
Age 85 and over	256	3.58

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	47.8	
2015 Est. Average Age, Female	44.9	
2015 Est. Pop Age 15+ by Marital Status	11,828	
Total, Never Married	2,323	19.64
Males, Never Married	1,516	12.82
Females, Never Married	807	6.82
Married, Spouse present	6,334	53.55
Married, Spouse absent	487	4.12
Widowed	1,225	10.36
Males Widowed	218	1.84
Females Widowed	1,007	8.51
Divorced	1,459	12.34
Males Divorced	756	6.39
Females Divorced	702	5.94
2015 Est. Pop Age 25+ by Edu. Attainment	10,144	
Less than 9th grade	1,017	10.03
Some High School, no diploma	910	8.97
High School Graduate (or GED)	3,416	33.68
Some College, no degree	2,068	20.39
Associate Degree	544	5.36
Bachelor's Degree	1,478	14.57
Master's Degree	538	5.30
Professional School Degree	99	0.98
Doctorate Degree	73	0.72
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	2,361	
No High School Diploma	1,034	43.80
High School Graduate	809	34.27
Some College or Associate's Degree	403	17.07
Bachelor's Degree or Higher	114	4.83

Radial Demographics | 30-Mile Radial Brady, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	6,152	
2015 Estimate	5,939	
2010 Census	5,784	
2000 Census	5,581	
Growth 2015-2020	3.59%	
Growth 2010-2015	2.67%	
Growth 2000-2010	3.65%	
2015 Est. Households by Household Type	5,939	
Family Households	4,016	67.62
Nonfamily Households	1,923	32.38
2015 Est. Group Quarters Population	303	
2015 HHs by Ethnicity, Hispanic/Latino	1,319	22.21
2015 Est. Households by HH Income	5,939	
Income < \$15,000	843	14.19
Income \$15,000 - \$24,999	849	14.30
Income \$25,000 - \$34,999	752	12.66
Income \$35,000 - \$49,999	1,039	17.49
Income \$50,000 - \$74,999	844	14.21
Income \$75,000 - \$99,999	562	9.46
Income \$100,000 - \$124,999	417	7.02
Income \$125,000 - \$149,999	205	3.45
Income \$150,000 - \$199,999	119	2.00
Income \$200,000 - \$249,999	72	1.21
Income \$250,000 - \$499,999	113	1.90
Income \$500,000+	123	2.07

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$68,113	
2015 Est. Median Household Income	\$42,585	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	45,063	
Black or African American Alone	36,886	
American Indian and Alaska Native Alone	35,910	
Asian Alone	59,738	
Native Hawaiian and Other Pacific Islander Alone	63,388	
Some Other Race Alone	25,686	
Two or More Races	24,096	
Hispanic or Latino	34,634	
Not Hispanic or Latino	45,329	
2015 Est. Family HH Type by Presence of Own Child.	4,016	
Married-Couple Family, own children	938	23.36
Married-Couple Family, no own children	2,235	55.65
Male Householder, own children	160	3.98
Male Householder, no own children	117	2.91
Female Householder, own children	320	7.97
Female Householder, no own children	245	6.10
2015 Est. Households by Household Size	5,939	
1-person	1,750	29.47
2-person	2,274	38.29
3-person	799	13.45
4-person	563	9.48
5-person	329	5.54
6-person	141	2.37
7-or-more-person	82	1.38

Radial Demographics | 30-Mile Radial Brady, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.37	
2015 Est. Households by Presence of People Under 18	5,939	
Households with 1 or More People under Age 18:	1,668	28.09
Married-Couple Family	1,077	64.57
Other Family, Male Householder	184	11.03
Other Family, Female Householder	391	23.44
Nonfamily, Male Householder	13	0.78
Nonfamily, Female Householder	3	0.18
Households with No People under Age 18:	4,270	71.90
Married-Couple Family	2,095	49.06
Other Family, Male Householder	92	2.15
Other Family, Female Householder	174	4.07
Nonfamily, Male Householder	909	21.29
Nonfamily, Female Householder	1,001	23.44
2015 Est. Households by Number of Vehicles	5,939	
No Vehicles	296	4.98
1 Vehicle	1,883	31.71
2 Vehicles	2,549	42.92
3 Vehicles	904	15.22
4 Vehicles	174	2.93
5 or more Vehicles	133	2.24
2015 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	4,163	
2015 Estimate	4,016	
2010 Census	3,903	
2000 Census	3,847	
Growth 2015-2020	3.65%	
Growth 2010-2015	2.90%	
Growth 2000-2010	1.45%	
2015 Est. Families by Poverty Status	4,016	
2015 Families at or Above Poverty	3,490	86.90
2015 Families at or Above Poverty with Children	1,262	31.42
2015 Families Below Poverty	526	13.10
2015 Families Below Poverty with Children	377	9.39
2015 Est. Pop Age 16+ by Employment Status	11,647	
In Armed Forces	1	0.01
Civilian - Employed	6,281	53.93
Civilian - Unemployed	306	2.63
Not in Labor Force	5,060	43.44
2015 Est. Civ. Employed Pop 16+ by Class of Worker	6,326	
For-Profit Private Workers	3,326	52.58
Non-Profit Private Workers	278	4.39
Local Government Workers	896	14.16
State Government Workers	183	2.89
Federal Government Workers	66	1.04
Self-Employed Workers	1,548	24.47
Unpaid Family Workers	28	0.44

Radial Demographics | 30-Mile Radial Brady, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	6,326	
Architect/Engineer	35	0.55
Arts/Entertainment/Sports	36	0.57
Building Grounds Maintenance	200	3.16
Business/Financial Operations	147	2.32
Community/Social Services	100	1.58
Computer/Mathematical	86	1.36
Construction/Extraction	680	10.75
Education/Training/Library	541	8.55
Farming/Fishing/Forestry	242	3.83
Food Prep/Serving	450	7.11
Health Practitioner/Technician	245	3.87
Healthcare Support	95	1.50
Maintenance Repair	214	3.38
Legal	46	0.73
Life/Physical/Social Science	66	1.04
Management	649	10.26
Office/Admin. Support	745	11.78
Production	260	4.11
Protective Services	115	1.82
Sales/Related	665	10.51
Personal Care/Service	212	3.35
Transportation/Moving	496	7.84
2015 Est. Pop 16+ by Occupation Classification	6,326	
Blue Collar	1,650	26.08
White Collar	3,361	53.13
Service and Farm	1,315	20.79

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	6,257	
Drove Alone	4,686	74.89
Car Pooled	826	13.20
Public Transportation	0	0.00
Walked	228	3.64
Bicycle	1	0.02
Other Means	119	1.90
Worked at Home	397	6.34
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,582	
15 - 29 Minutes	1,141	
30 - 44 Minutes	675	
45 - 59 Minutes	172	
60 or more Minutes	296	
2015 Est. Avg. Travel Time to Work in Minutes	18.35	
2015 Est. Occupied Housing Units by Tenure	5,939	
Owner Occupied	4,477	75.38
Renter Occupied	1,461	24.60
2015 Owner Occ. HUs: Avg. Length of Residence	17.3	
2015 Renter Occ. HUs: Avg. Length of Residence	8.7	

Radial Demographics | 30-Mile Radial Brady, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	4,477	
Value Less than \$20,000	376	8.40
Value \$20,000 - \$39,999	550	12.29
Value \$40,000 - \$59,999	467	10.43
Value \$60,000 - \$79,999	525	11.73
Value \$80,000 - \$99,999	355	7.93
Value \$100,000 - \$149,999	669	14.94
Value \$150,000 - \$199,999	484	10.81
Value \$200,000 - \$299,999	370	8.26
Value \$300,000 - \$399,999	201	4.49
Value \$400,000 - \$499,999	129	2.88
Value \$500,000 - \$749,999	177	3.95
Value \$750,000 - \$999,999	89	1.99
Value \$1,000,000 or more	88	1.97
2015 Est. Median All Owner-Occupied Housing Value	\$98,119	
2015 Est. Housing Units by Units in Structure	8,234	
1 Unit Attached	61	0.74
1 Unit Detached	6,840	83.07
2 Units	320	3.89
3 or 4 Units	55	0.67
5 to 19 Units	80	0.97
20 to 49 Units	33	0.40
50 or More Units	0	0.00
Mobile Home or Trailer	844	10.25
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	8,234	
Housing Units Built 2010 or later	197	2.39
Housing Units Built 2000 to 2009	736	8.94
Housing Units Built 1990 to 1999	955	11.60
Housing Units Built 1980 to 1989	907	11.02
Housing Units Built 1970 to 1979	1,122	13.63
Housing Units Built 1960 to 1969	1,016	12.34
Housing Units Built 1950 to 1959	1,004	12.19
Housing Units Built 1940 to 1949	702	8.53
Housing Unit Built 1939 or Earlier	1,594	19.36
2015 Est. Median Year Structure Built**	1968	



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

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 Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

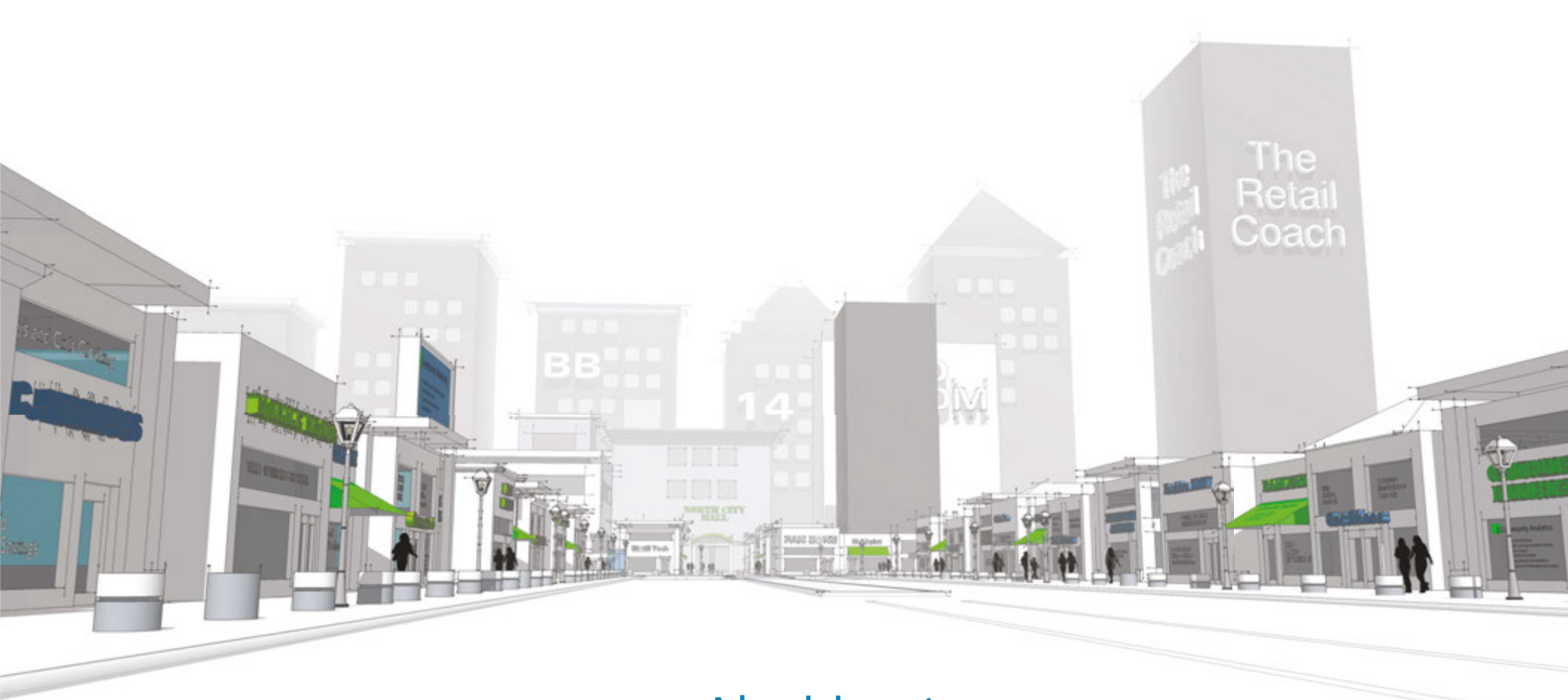
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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 Retail:360 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.**

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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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2015, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.