



The **Retail** Coach.®

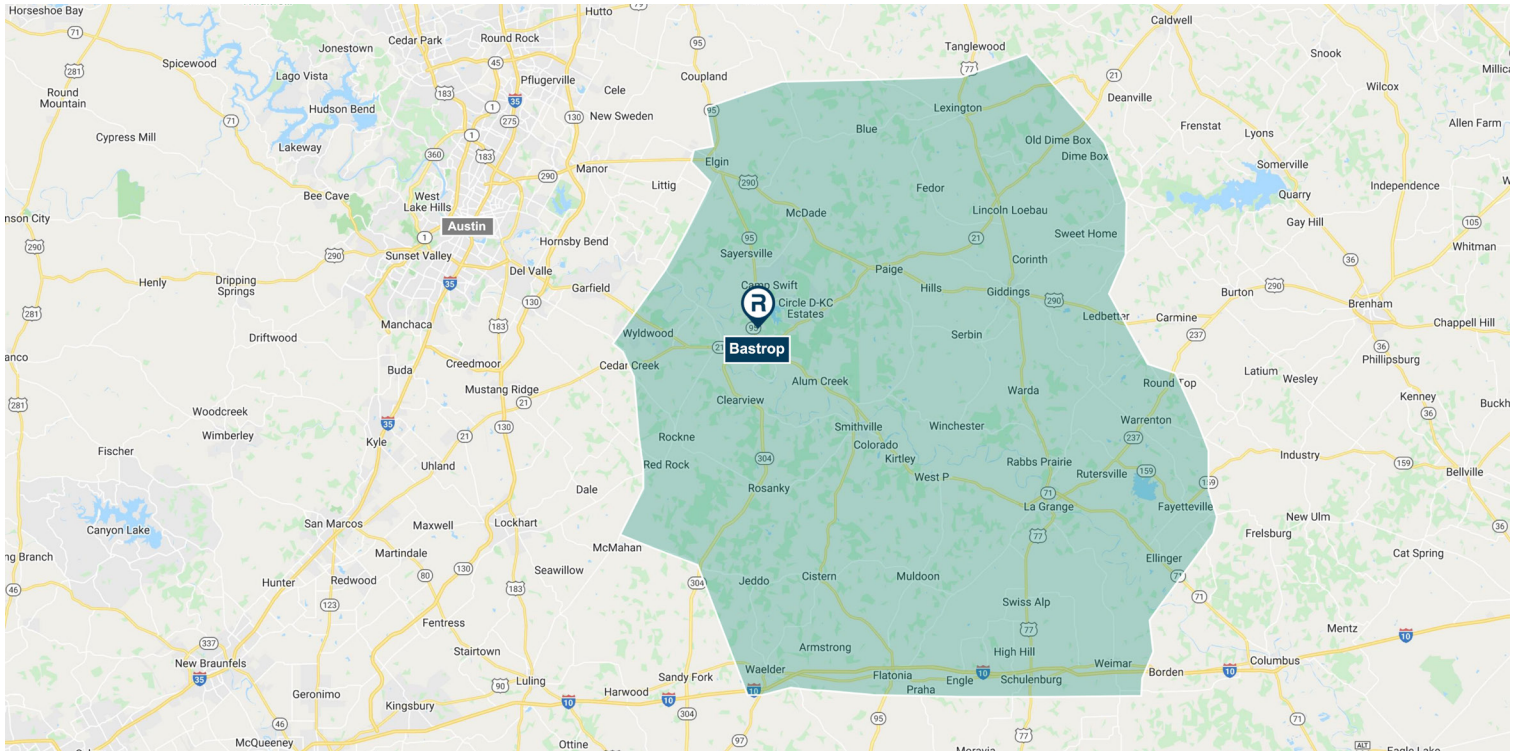
Future Retail Trade Area Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
March 2022

Future Retail Trade Area • Demographic Snapshot

Bastrop, Texas



Population

2010	102,980	0 - 9 Years	12.02%
2022	120,792	10 - 17 Years	10.60%
2027	127,252	18 - 24 Years	8.54%

Educational Attainment (%)

Graduate or Professional Degree	5.69%	25 - 34 Years	11.41%
Bachelors Degree	13.02%	35 - 44 Years	11.45%
Associate Degree	6.27%	45 - 54 Years	11.55%
Some College	24.13%	55 - 64 Years	14.19%
High School Graduate (GED)	35.55%	65 and Older	20.25%
Some High School, No Degree	7.70%	Median Age	41.50
Less than 9th Grade	7.65%	Average Age	41.34

Income

Average HH	\$86,431
Median HH	\$66,206
Per Capita	\$33,351

Race Distribution (%)

White	74.78%
Black/African American	7.77%
American Indian/Alaskan	0.97%
Asian	0.76%
Native Hawaiian/Islander	0.09%
Other Race	12.57%
Two or More Races	3.06%
Hispanic	31.89%

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 **TheRetailCoach.**

Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	127,252	
2022 Estimate	120,792	
2010 Census	102,980	
2000 Census	86,521	
Growth 2022 - 2027		5.35%
Growth 2010 - 2022		17.30%
Growth 2000 - 2010		19.02%
2022 Est. Population by Single-Classification Race	120,792	
White Alone	90,326	74.78%
Black or African American Alone	9,384	7.77%
Amer. Indian and Alaska Native Alone	1,175	0.97%
Asian Alone	921	0.76%
Native Hawaiian and Other Pacific Island Alone	110	0.09%
Some Other Race Alone	15,178	12.57%
Two or More Races	3,697	3.06%
2022 Est. Population by Hispanic or Latino Origin	120,792	
Not Hispanic or Latino	82,273	68.11%
Hispanic or Latino	38,519	31.89%
Mexican	34,261	88.95%
Puerto Rican	373	0.97%
Cuban	151	0.39%
All Other Hispanic or Latino	3,734	9.69%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	38,519	
White Alone	20,492	53.20%
Black or African American Alone	418	1.08%
American Indian and Alaska Native Alone	684	1.78%
Asian Alone	55	0.14%
Native Hawaiian and Other Pacific Islander Alone	23	0.06%
Some Other Race Alone	15,047	39.06%
Two or More Races	1,800	4.67%
2022 Est. Pop by Race, Asian Alone, by Category	921	
Chinese, except Taiwanese	183	19.87%
Filipino	156	16.94%
Japanese	22	2.39%
Asian Indian	72	7.82%
Korean	77	8.36%
Vietnamese	158	17.16%
Cambodian	11	1.19%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	41	4.45%
All Other Asian Races Including 2+ Category	203	22.04%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	120,792	
Arab	1,915	1.58%
Czech	4,635	3.84%
Danish	340	0.28%
Dutch	897	0.74%
English	8,255	6.83%
French (except Basque)	1,948	1.61%
French Canadian	248	0.21%
German	19,953	16.52%
Greek	46	0.04%
Hungarian	57	0.05%
Irish	7,563	6.26%
Italian	1,172	0.97%
Lithuanian	51	0.04%
United States or American	4,304	3.56%
Norwegian	828	0.69%
Polish	860	0.71%
Portuguese	100	0.08%
Russian	330	0.27%
Scottish	1,907	1.58%
Scotch-Irish	1,415	1.17%
Slovak	2	0.00%
Subsaharan African	478	0.40%
Swedish	540	0.45%
Swiss	369	0.31%
Ukrainian	43	0.04%
Welsh	621	0.51%
West Indian (except Hisp. groups)	94	0.08%
Other ancestries	42,206	34.94%
Ancestry Unclassified	19,615	16.24%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	87,343	76.93%
Speak Asian/Pacific Island Language at Home	687	0.61%
Speak IndoEuropean Language at Home	1,823	1.61%
Speak Spanish at Home	23,621	20.81%
Speak Other Language at Home	56	0.05%

Future Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2022 Est. Population by Age	120,792	
Age 0 - 4	7,262	6.01%
Age 5 - 9	7,261	6.01%
Age 10 - 14	7,758	6.42%
Age 15 - 17	5,043	4.17%
Age 18 - 20	4,520	3.74%
Age 21 - 24	5,790	4.79%
Age 25 - 34	13,780	11.41%
Age 35 - 44	13,834	11.45%
Age 45 - 54	13,947	11.55%
Age 55 - 64	17,141	14.19%
Age 65 - 74	14,827	12.28%
Age 75 - 84	7,036	5.83%
Age 85 and over	2,592	2.15%
Age 16 and over	96,859	80.19%
Age 18 and over	93,467	77.38%
Age 21 and over	88,947	73.64%
Age 65 and over	24,455	20.25%
2022 Est. Median Age		41.50
2022 Est. Average Age		41.34
2022 Est. Population by Sex	120,792	
Male	60,668	50.23%
Female	60,124	49.78%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	60,668	
Age 0 - 4	3,723	6.14%
Age 5 - 9	3,664	6.04%
Age 10 - 14	3,927	6.47%
Age 15 - 17	2,625	4.33%
Age 18 - 20	2,398	3.95%
Age 21 - 24	3,036	5.00%
Age 25 - 34	7,273	11.99%
Age 35 - 44	7,037	11.60%
Age 45 - 54	7,037	11.60%
Age 55 - 64	8,536	14.07%
Age 65 - 74	7,255	11.96%
Age 75 - 84	3,200	5.28%
Age 85 and over	957	1.58%
2022 Est. Median Age, Male		40.22
2022 Est. Average Age, Male		40.49
2022 Est. Female Population by Age	60,124	
Age 0 - 4	3,539	5.89%
Age 5 - 9	3,597	5.98%
Age 10 - 14	3,832	6.37%
Age 15 - 17	2,418	4.02%
Age 18 - 20	2,121	3.53%
Age 21 - 24	2,755	4.58%
Age 25 - 34	6,507	10.82%
Age 35 - 44	6,797	11.31%
Age 45 - 54	6,911	11.50%
Age 55 - 64	8,605	14.31%
Age 65 - 74	7,572	12.59%
Age 75 - 84	3,836	6.38%
Age 85 and over	1,635	2.72%
2022 Est. Median Age, Female		42.81
2022 Est. Average Age, Female		42.14

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	28,630	29.06%
Males, Never Married	16,042	16.28%
Females, Never Married	12,589	12.78%
Married, Spouse present	44,769	45.45%
Married, Spouse absent	5,215	5.29%
Widowed	7,364	7.47%
Males Widowed	1,497	1.52%
Females Widowed	5,867	5.96%
Divorced	12,533	12.72%
Males Divorced	5,709	5.79%
Females Divorced	6,824	6.93%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,364	7.65%
Some High School, no diploma	6,402	7.70%
High School Graduate (or GED)	29,559	35.55%
Some College, no degree	20,064	24.13%
Associate Degree	5,211	6.27%
Bachelor's Degree	10,825	13.02%
Master's Degree	3,911	4.70%
Professional School Degree	329	0.40%
Doctorate Degree	492	0.59%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	7,505	36.09%
High School Graduate	7,194	34.59%
Some College or Associate's Degree	4,245	20.41%
Bachelor's Degree or Higher	1,853	8.91%
Households		
2027 Projection	47,910	
2022 Estimate	45,344	
2010 Census	38,342	
2000 Census	31,831	
Growth 2022 - 2027		5.66%
Growth 2010 - 2022		18.26%
Growth 2000 - 2010		20.45%
2022 Est. Households by Household Type	45,344	
Family Households	32,231	71.08%
Nonfamily Households	13,113	28.92%
2022 Est. Group Quarters Population	3,282	
2022 Households by Ethnicity, Hispanic/Latino	10,099	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	45,344	
Income < \$15,000	4,556	10.05%
Income \$15,000 - \$24,999	4,445	9.80%
Income \$25,000 - \$34,999	3,044	6.71%
Income \$35,000 - \$49,999	5,430	11.98%
Income \$50,000 - \$74,999	7,778	17.15%
Income \$75,000 - \$99,999	6,556	14.46%
Income \$100,000 - \$124,999	4,578	10.10%
Income \$125,000 - \$149,999	2,819	6.22%
Income \$150,000 - \$199,999	3,135	6.91%
Income \$200,000 - \$249,999	1,403	3.09%
Income \$250,000 - \$499,999	1,161	2.56%
Income \$500,000+	438	0.97%
2022 Est. Average Household Income		\$86,431
2022 Est. Median Household Income		\$66,206
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,662
Black or African American Alone		\$38,046
American Indian and Alaska Native Alone		\$43,180
Asian Alone		\$85,227
Native Hawaiian and Other Pacific Islander Alone		\$47,465
Some Other Race Alone		\$61,247
Two or More Races		\$47,055
Hispanic or Latino		\$63,348
Not Hispanic or Latino		\$67,133
2022 Est. Family HH Type by Presence of Own Child.	32,231	
Married-Couple Family, own children	9,516	29.52%
Married-Couple Family, no own children	15,480	48.03%
Male Householder, own children	1,116	3.46%
Male Householder, no own children	1,152	3.57%
Female Householder, own children	2,703	8.39%
Female Householder, no own children	2,265	7.03%
2022 Est. Households by Household Size	45,344	
1-person	11,352	25.03%
2-person	16,148	35.61%
3-person	6,973	15.38%
4-person	5,554	12.25%
5-person	2,975	6.56%
6-person	1,394	3.07%
7-or-more-person	947	2.09%
2022 Est. Average Household Size		2.59

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	45,344	
Households with 1 or More People under Age 18:	15,209	33.54%
Married-Couple Family	10,418	68.50%
Other Family, Male Householder	1,368	9.00%
Other Family, Female Householder	3,293	21.65%
Nonfamily, Male Householder	108	0.71%
Nonfamily, Female Householder	21	0.14%
Households with No People under Age 18:	30,135	
Married-Couple Family	14,572	48.36%
Other Family, Male Householder	905	3.00%
Other Family, Female Householder	1,672	5.55%
Nonfamily, Male Householder	6,314	20.95%
Nonfamily, Female Householder	6,672	22.14%
2022 Est. Households by Number of Vehicles	45,344	
No Vehicles	1,870	4.12%
1 Vehicle	11,624	25.64%
2 Vehicles	18,260	40.27%
3 Vehicles	9,356	20.63%
4 Vehicles	2,863	6.31%
5 or more Vehicles	1,371	3.02%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	34,057	
2022 Estimate	32,231	
2010 Census	27,214	
2000 Census	22,823	
Growth 2022 - 2027		5.66%
Growth 2010 - 2022		18.43%
Growth 2000 - 2010		19.24%
2022 Est. Families by Poverty Status	32,231	
2022 Families at or Above Poverty	29,459	91.40%
2022 Families at or Above Poverty with Children	12,131	37.64%
2022 Families Below Poverty	2,772	8.60%
2022 Families Below Poverty with Children	1,916	5.95%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	54,292	56.05%
Civilian Labor Force, Unemployed	2,253	2.33%
Armed Forces	0	0.00%
Not in Labor Force	40,313	41.62%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	53,443	
For-Profit Private Workers	36,138	67.62%
Non-Profit Private Workers	2,747	5.14%
Local Government Workers	926	1.73%
State Government Workers	3,005	5.62%
Federal Government Workers	4,156	7.78%
Self-Employed Workers	6,122	11.46%
Unpaid Family Workers	349	0.65%
2022 Est. Civ. Employed Pop 16+ by Occupation	53,443	
Architect/Engineer	711	1.33%
Arts/Entertainment/Sports	761	1.42%
Building Grounds Maintenance	1,992	3.73%
Business/Financial Operations	1,963	3.67%
Community/Social Services	748	1.40%
Computer/Mathematical	851	1.59%
Construction/Extraction	5,899	11.04%
Education/Training/Library	2,958	5.54%
Farming/Fishing/Forestry	604	1.13%
Food Prep/Serving	2,882	5.39%
Health Practitioner/Technician	1,603	3.00%
Healthcare Support	2,030	3.80%
Maintenance Repair	1,951	3.65%
Legal	361	0.68%
Life/Physical/Social Science	312	0.58%
Management	4,771	8.93%
Office/Admin. Support	7,036	13.16%
Production	3,137	5.87%
Protective Services	787	1.47%
Sales/Related	4,983	9.32%
Personal Care/Service	1,984	3.71%
Transportation/Moving	5,119	9.58%
2022 Est. Pop 16+ by Occupation Classification	53,443	
White Collar	27,058	50.63%
Blue Collar	16,106	30.14%
Service and Farm	10,279	19.23%
2022 Est. Workers Age 16+ by Transp. to Work	52,371	
Drove Alone	42,355	80.87%
Car Pooled	5,413	10.34%
Public Transportation	63	0.12%
Walked	1,078	2.06%
Bicycle	75	0.14%
Other Means	810	1.55%
Worked at Home	2,578	4.92%

Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,404	
15 - 29 Minutes	12,685	
30 - 44 Minutes	8,738	
45 - 59 Minutes	5,565	
60 or more Minutes	8,438	
2022 Est. Avg Travel Time to Work in Minutes		34
2022 Est. Occupied Housing Units by Tenure	45,344	
Owner Occupied	34,701	76.53%
Renter Occupied	10,643	23.47%
2022 Owner Occ. HUs: Avg. Length of Residence		14.60 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.80 [†]
2022 Est. Owner-Occupied Housing Units by Value	45,344	
Value Less than \$20,000	1,173	3.38%
Value \$20,000 - \$39,999	1,269	3.66%
Value \$40,000 - \$59,999	596	1.72%
Value \$60,000 - \$79,999	1,341	3.86%
Value \$80,000 - \$99,999	1,724	4.97%
Value \$100,000 - \$149,999	5,360	15.45%
Value \$150,000 - \$199,999	4,073	11.74%
Value \$200,000 - \$299,999	7,412	21.36%
Value \$300,000 - \$399,999	5,458	15.73%
Value \$400,000 - \$499,999	2,500	7.20%
Value \$500,000 - \$749,999	1,879	5.41%
Value \$750,000 - \$999,999	824	2.37%
Value \$1,000,000 or \$1,499,999	501	1.44%
Value \$1,500,000 or \$1,999,999	279	0.80%
Value \$2,000,000+	311	0.90%
2022 Est. Median All Owner-Occupied Housing Value		\$222,905
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	38,441	71.87%
1 Unit Attached	653	1.22%
2 Units	886	1.66%
3 or 4 Units	877	1.64%
5 to 19 Units	734	1.37%
20 to 49 Units	421	0.79%
50 or More Units	398	0.74%
Mobile Home or Trailer	10,804	20.20%
Boat, RV, Van, etc.	273	0.51%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,679	14.36%
Housing Units Built 2010 to 2014	3,270	6.11%
Housing Units Built 2000 to 2009	11,022	20.61%
Housing Units Built 1990 to 1999	7,410	13.85%
Housing Units Built 1980 to 1989	7,303	13.65%
Housing Units Built 1970 to 1979	5,636	10.54%
Housing Units Built 1960 to 1969	3,295	6.16%
Housing Units Built 1950 to 1959	2,626	4.91%
Housing Units Built 1940 to 1949	1,961	3.67%
Housing Unit Built 1939 or Earlier	3,288	6.15%
2022 Est. Median Year Structure Built		1994

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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®

ACKNOWLEDGMENTS

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, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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