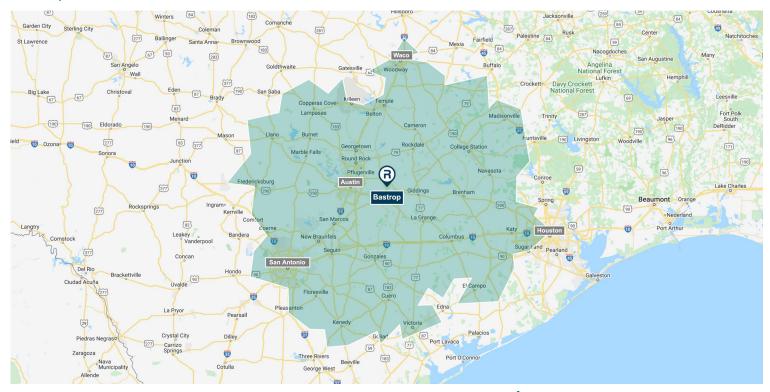


BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation City of Bastrop March 2022

120-Minute Drive Time • Demographic Snapshot

Bastrop, Texas



Population		Age	
2010	7,121,132	0 - 9 Years	13.46%
2022	8,930,141	10 - 17 Years	11.22%
2027	9,477,110	18 - 24 Years	10.20%
Educational Attainment (9	%)	25 - 34 Years	14.11%
Graduate or Professional		35 - 44 Years	14.02%
Degree	12.86%	45 - 54 Years	12.46%
Bachelors Degree	22.94%	55 - 64 Years	11.14%
Associate Degree	7.63%	65 and Older	13.39%
Some College	20.65%	Median Age	35.71
High School Graduate (GED)	23.17%	Average Age	37.13
Some High School, No Degree	6.41%	Race Distribution (%)	
Less than 9th Grade	6.34%	White	65.54%
_		Black/African American	11.11%
Income		American Indian/Alaskan	0.77%
Average HH	\$106,788	Asian	6.52%
Median HH	\$74,644	Native Hawaiian/Islander	0.13%
Per Capita	\$39,769	Other Race	12.09%
		Two or More Races	3.85%
		Hispanic	40.75%

bastrop

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DESCRIPTION	DATA	%
Population		
2027 Projection	9,477,110	
2022 Estimate	8,930,141	
2010 Census	7,121,132	
2000 Census	5,556,533	
2000 Octions	0,000,000	
Growth 2022 - 2027		6.12%
Growth 2010 - 2022		25.40%
Growth 2000 - 2010		28.16%
2022 Est. Population by Single-Classification Race	8,930,141	
White Alone	5,852,591	65.54%
Black or African American Alone	992,015	11.11%
Amer. Indian and Alaska Native Alone	68,513	0.77%
Asian Alone	581,991	6.52%
Native Hawaiian and Other Pacific Island Alone	11,605	0.13%
Some Other Race Alone	1,079,822	12.09%
Two or More Races	343,604	3.85%
2022 Est. Population by Hispanic or Latino Origin	8,930,141	
Not Hispanic or Latino	5,291,328	59.25%
Hispanic or Latino	3,638,813	40.75%
Mexican	2,863,792	78.70%
Puerto Rican	84,330	2.32%
Cuban	29,973	0.82%
All Other Hispanic or Latino	660,718	18.16%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	3,638,813	
White Alone	2,300,647	63.23%
Black or African American Alone	48,059	1.32%
American Indian and Alaska Native Alone	45,303	1.25%
Asian Alone	8,836	0.24%
Native Hawaiian and Other Pacific Islander Alone	2,068	0.06%
Some Other Race Alone	1,065,683	29.29%
Two or More Races	168,217	4.62%
2022 Est. Pop by Race, Asian Alone, by Category	581,991	15.050
Chinese, except Taiwanese	92,840	15.95%
Filipino	55,089	9.47%
Japanese	10,829	1.86%
Asian Indian	177,761	30.54%
Korean	35,208	6.05%
Vietnamese	125,117	21.50%
Cambodian	4,023	0.69%
Hmong	168	0.03%
Laotian	2,409	0.41%
Thai	4,625	0.80%
All Other Asian Races Including 2+ Category	73,923	12.70%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	8,930,141	
Arab	23,475	0.26%
Czech	88,892	1.00%
Danish	15,286	0.17%
Dutch	46,790	0.52%
English	456,551	5.11%
French (except Basque)	150,983	1.69%
French Canadian	21,579	0.24%
German	792,177	8.87%
Greek	15,061	0.17%
Hungarian	10,996	0.12%
Irish	476,687	5.34%
Italian	168,069	1.88%
Lithuanian	4,857	0.05%
United States or American	331,768	3.71%
Norwegian	47,140	0.53%
Polish	111,394	1.25%
Portuguese	13,543	0.15%
Russian	26,012	0.29%
Scottish	113,093	1.27%
Scotch-Irish	77,070	0.86%
Slovak	4,335	0.05%
Subsaharan African	130,969	1.47%
Swedish	44,670	0.50%
Swiss	11,919	0.13%
Ukrainian	7,674	0.09%
Welsh	36,094	0.40%
West Indian (except Hisp. groups)	33,644	0.38%
Other ancestries	4,446,722	49.80%
Ancestry Unclassified	1,222,691	13.69%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,512,135	66.15%
Speak Asian/Pacific Island Language at Home	306,555	3.68%
Speak IndoEuropean Language at Home	248,005	2.98%
Speak Spanish at Home	2,162,727	25.95%
Speak Other Language at Home	103,777	1.25%



DESCRIPTION	DATA	%
2022 Est. Population by Age	8,930,141	
Age 0 - 4	596,941	6.68%
Age 5 - 9	605,028	6.78%
Age 10 - 14	622,844	6.97%
Age 15 - 17	379,484	4.25%
Age 18 - 20	395,428	4.43%
Age 21 - 24	515,158	5.77%
Age 25 - 34	1,260,284	14.11%
Age 35 - 44	1,251,871	14.02%
Age 45 - 54	1,113,068	12.46%
Age 55 - 64	994,610	11.14%
Age 65 - 74	735,341	8.23%
Age 75 - 84	342,085	3.83%
Age 85 and over	118,000	1.32%
Age 16 and over	6,980,961	78.17%
Age 18 and over	6,725,844	75.32%
Age 21 and over	6,330,416	70.89%
Age 65 and over	1,195,426	13.39%
2022 Est. Median Age		35.71
2022 Est. Average Age		37.13
2022 Est. Population by Sex	8,930,141	
Male	4,431,744	49.63%
Female	4,498,397	50.37%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	4,431,744	
Age 0 - 4	304,523	6.87%
Age 5 - 9	308,206	6.95%
Age 10 - 14	318,046	7.18%
Age 15 - 17	193,102	4.36%
Age 18 - 20	203,560	4.59%
Age 21 - 24	265,020	5.98%
Age 25 - 34	646,125	14.58%
Age 35 - 44	625,065	14.10%
Age 45 - 54	549,748	12.41%
Age 55 - 64	482,600	10.89%
Age 65 - 74	342,933	7.74%
Age 75 - 84	149,889	3.38%
Age 85 and over	42,927	0.97%
2022 Est. Median Age, Male		34.64
2022 Est. Average Age, Male		36.29
2022 Est. Female Population by Age	4,498,397	
Age 0 - 4	292,417	6.50%
Age 5 - 9	296,822	6.60%
Age 10 - 14	304,798	6.78%
Age 15 - 17	186,382	4.14%
Age 18 - 20	191,868	4.26%
Age 21 - 24	250,137	5.56%
Age 25 - 34	614,159	13.65%
Age 35 - 44	626,806	13.93%
Age 45 - 54	563,321	12.52%
Age 55 - 64	512,010	11.38%
Age 65 - 74	392,408	8.72%
Age 75 - 84	192,196	4.27%
Age 85 and over	75,073	1.67%
2022 Est. Median Age, Female		36.78
2022 Est. Average Age, Female		37.93



DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,502,050	35.21%
Males, Never Married	1,344,822	18.93%
Females, Never Married	1,157,228	16.29%
Married, Spouse present	3,148,037	44.31%
Married, Spouse absent	389,707	5.49%
Widowed	325,665	4.58%
Males Widowed	72,042	1.01%
Females Widowed	253,622	3.57%
Divorced	739,869	10.41%
Males Divorced	304,687	4.29%
Females Divorced	435,181	6.12%
	100/101	011210
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	368,576	6.34%
Some High School, no diploma	372,457	6.41%
High School Graduate (or GED)	1,347,405	23.17%
Some College, no degree	1,200,920	20.65%
Associate Degree	443,846	7.63%
Bachelor's Degree	1,334,238	22.94%
Master's Degree	540,466	9.29%
Professional School Degree	119,633	2.06%
Doctorate Degree	87,718	1.51%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	552,886	26.45%
High School Graduate	601,358	28.77%
Some College or Associate's Degree	534,868	25.59%
Bachelor's Degree or Higher	401,311	19.20%
Households		
2027 Projection	3,475,283	
2022 Estimate	3,267,731	
2010 Census	2,596,284	
2000 Census	2,021,709	
2000 00000	2,021,103	
Growth 2022 - 2027		6.35%
Growth 2010 - 2022		25.86%
Growth 2000 - 2010		28.42%
2022 Est. Households by Household Type	3,267,731	
Family Households	2,218,115	67.88%
Nonfamily Households	1,049,616	32.12%
2022 Est. Group Quarters Population	155,619	
0000 Harris halds by Est. 1.25. His 1.25. His 1.25.	1,000,700	
2022 Households by Ethnicity, Hispanic/Latino	1,082,738	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	3,267,731	
Income < \$15,000	267,838	8.20%
Income \$15,000 - \$24,999	222,707	6.82%
Income \$25,000 - \$34,999	240,366	7.36%
Income \$35,000 - \$49,999	368,988	11.29%
Income \$50,000 - \$74,999	540,818	16.55%
Income \$75,000 - \$99,999	411,727	12.60%
Income \$100,000 - \$124,999	319,888	9.79%
Income \$125,000 - \$149,999	236,684	7.24%
Income \$150,000 - \$199,999	275,760	8.44%
Income \$200,000 - \$249,999	144,081	4.41%
Income \$250,000 - \$499,999	154,271	4.72%
Income \$500,000+	84,604	2.59%
2022 Est. Average Household Income		\$106,788
2022 Est. Median Household Income		\$74,644
		, ,
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$80,862
Black or African American Alone		\$55,569
American Indian and Alaska Native Alone		\$63,966
Asian Alone		\$98,794
Native Hawaiian and Other Pacific Islander Alone		\$67,101
Some Other Race Alone		\$54,118
Two or More Races		\$71,027
Hispanic or Latino		\$59,225
Not Hispanic or Latino		\$85,112
2022 Est. Family HH Type by Presence of Own Child.	2,218,115	
Married-Couple Family, own children	783,711	35.33%
Married-Couple Family, no own children	847,870	38.23%
Male Householder, own children	79,152	3.57%
Male Householder, no own children	84,958	3.83%
Female Householder, own children	248,115	11.19%
Female Householder, no own children	174,310	7.86%
2022 Est. Households by Household Size	3,267,731	
1-person	830,843	25.43%
2-person	997,536	30.53%
3-person	550,072	16.83%
4-person	464,875	14.23%
5-person	243,867	7.46%
6-person	108,523	3.32%
7-or-more-person	72,016	2.20%
2022 Est. Average Household Size		2.68



DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	3,267,731	
Households with 1 or More People under Age 18:	1,235,526	37.81%
Married-Couple Family	838,456	67.86%
Other Family, Male Householder	95,382	7.72%
Other Family, Female Householder	292,163	23.65%
Nonfamily, Male Householder	6,894	0.56%
Nonfamily, Female Householder	2,630	0.21%
Households with No People under Age 18:	2,032,206	
Married-Couple Family	793,086	39.03%
Other Family, Male Householder	68,833	3.39%
Other Family, Female Householder	130,337	6.41%
Nonfamily, Male Householder	516,235	25.40%
Nonfamily, Female Householder	523,715	25.77%
2022 Est. Households by Number of Vehicles	3,267,731	
No Vehicles	171,015	5.23%
1 Vehicle	1,042,923	31.92%
2 Vehicles	1,352,607	41.39%
3 Vehicles	490,304	15.00%
4 Vehicles	154,818	4.74%
5 or more Vehicles	56,065	1.72%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	2,359,933	
2022 Estimate	2,218,115	
2010 Census	1,746,541	
2000 Census	1,376,362	
Growth 2022 - 2027		6.39%
Growth 2010 - 2022		27.00%
Growth 2000 - 2010		26.89%
2022 Est. Families by Poverty Status	2,218,115	
2022 Families at or Above Poverty	2,005,616	90.42%
2022 Families at or Above Poverty with Children	984,930	44.40%
2022 Families Below Poverty	212,500	9.58%
2022 Families Below Poverty with Children	161,031	7.26%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,414,518	63.24%
Civilian Labor Force, Unemployed	205,913	2.95%
Armed Forces	47,555	0.68%
Not in Labor Force	2,312,975	33.13%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	4,380,503	
For-Profit Private Workers	3,094,627	70.65%
Non-Profit Private Workers	254,451	5.81%
Local Government Workers	99,424	2.27%
State Government Workers	207,035	4.73%
Federal Government Workers	284,249	6.49%
Self-Employed Workers	428,984	9.79%
Unpaid Family Workers	11,733	0.27%
2022 Est. Civ. Employed Pop 16+ by Occupation	4,380,503	
Architect/Engineer	108,197	2.47%
Arts/Entertainment/Sports	92,635	2.12%
Building Grounds Maintenance	168,141	3.84%
Business/Financial Operations	251,693	5.75%
Community/Social Services	65,545	1.50%
Computer/Mathematical	172,624	3.94%
Construction/Extraction	273,996	6.25%
Education/Training/Library	285,097	6.51%
Farming/Fishing/Forestry	11,383	0.26%
Food Prep/Serving	266,579	6.09%
Health Practitioner/Technician	238,444	5.44%
Healthcare Support	118,128	2.70%
Maintenance Repair	127,962	2.92%
Legal	49,606	1.13%
Life/Physical/Social Science	42,544	0.97%
Management	475,329	10.85%
Office/Admin. Support	475,889	10.86%
Production	184,197	4.20%
Protective Services	84,936	1.94%
Sales/Related	468,355	10.69%
Personal Care/Service	121,141	2.77%
Transportation/Moving	298,081	6.80%
2022 Est. Pop 16+ by Occupation Classification	4,380,503	
White Collar	2,725,958	62.23%
Blue Collar	884,236	20.19%
Service and Farm	770,308	17.58%
2022 Est. Workers Age 16+ by Transp. to Work	4,356,361	
Drove Alone	3,421,982	78.55%
Car Pooled	437,680	10.05%
Public Transportation	82,400	1.89%
Walked	75,900	1.74%
Bicycle	14,984	0.34%
Other Means	54,462	1.25%
Worked at Home	268,953	6.17%



Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	880,872	
15 - 29 Minutes	1,507,821	
30 - 44 Minutes	949,569	
45 - 59 Minutes	398,637	
60 or more Minutes	358,932	
2022 Est. Avg Travel Time to Work in Minutes		30
2022 Est. Occupied Housing Units by Tenure	3,267,731	
Owner Occupied	2,020,658	61.84%
Renter Occupied	1,247,073	38.16%
2022 Owner Occ. HUs: Avg. Length of Residence		13.54 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.80 [†]
2022 Est. Owner-Occupied Housing Units by Value	3,267,731	
Value Less than \$20,000	29,538	1.46%
Value \$20,000 - \$39,999	32,321	1.60%
Value \$40,000 - \$59,999	31,596	1.56%
Value \$60,000 - \$79,999	46,526	2.30%
Value \$80,000 - \$99,999	63,315	3.13%
Value \$100,000 - \$149,999	197,554	9.78%
Value \$150,000 - \$199,999	225,213	11.15%
Value \$200,000 - \$299,999	488,472	24.17%
Value \$300,000 - \$399,999	319,829	15.83%
Value \$400,000 - \$499,999	217,492	10.76%
Value \$500,000 - \$749,999	200,696	9.93%
Value \$750,000 - \$999,999	86,184	4.26%
Value \$1,000,000 or \$1,499,999	44,029	2.18%
Value \$1,500,000 or \$1,999,999	16,681	0.83%
Value \$2,000,000+	21,211	1.05%
2022 Est. Median All Owner-Occupied Housing Value		\$276,788
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	2,239,294	63.06%
1 Unit Attached	111,864	3.15%
2 Units	69,536	1.96%
3 or 4 Units	116,692	3.29%
5 to 19 Units	443,217	12.48%
20 to 49 Units	158,129	4.45%
50 or More Units	225,471	6.35%
Mobile Home or Trailer	182,458	5.14%
Boat, RV, Van, etc.	4,380	0.12%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	664,231	18.70%
Housing Units Built 2010 to 2014	198,229	5.58%
Housing Units Built 2000 to 2009	687,077	19.35%
Housing Units Built 1990 to 1999	483,117	13.61%
Housing Units Built 1980 to 1989	489,177	13.78%
Housing Units Built 1970 to 1979	450,732	12.69%
Housing Units Built 1960 to 1969	223,717	6.30%
Housing Units Built 1950 to 1959	174,254	4.91%
Housing Units Built 1940 to 1949	82,035	2.31%
Housing Unit Built 1939 or Earlier	98,471	2.77%
2022 Est. Median Year Structure Built		1996

† 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.





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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