The**Retail**Coach®
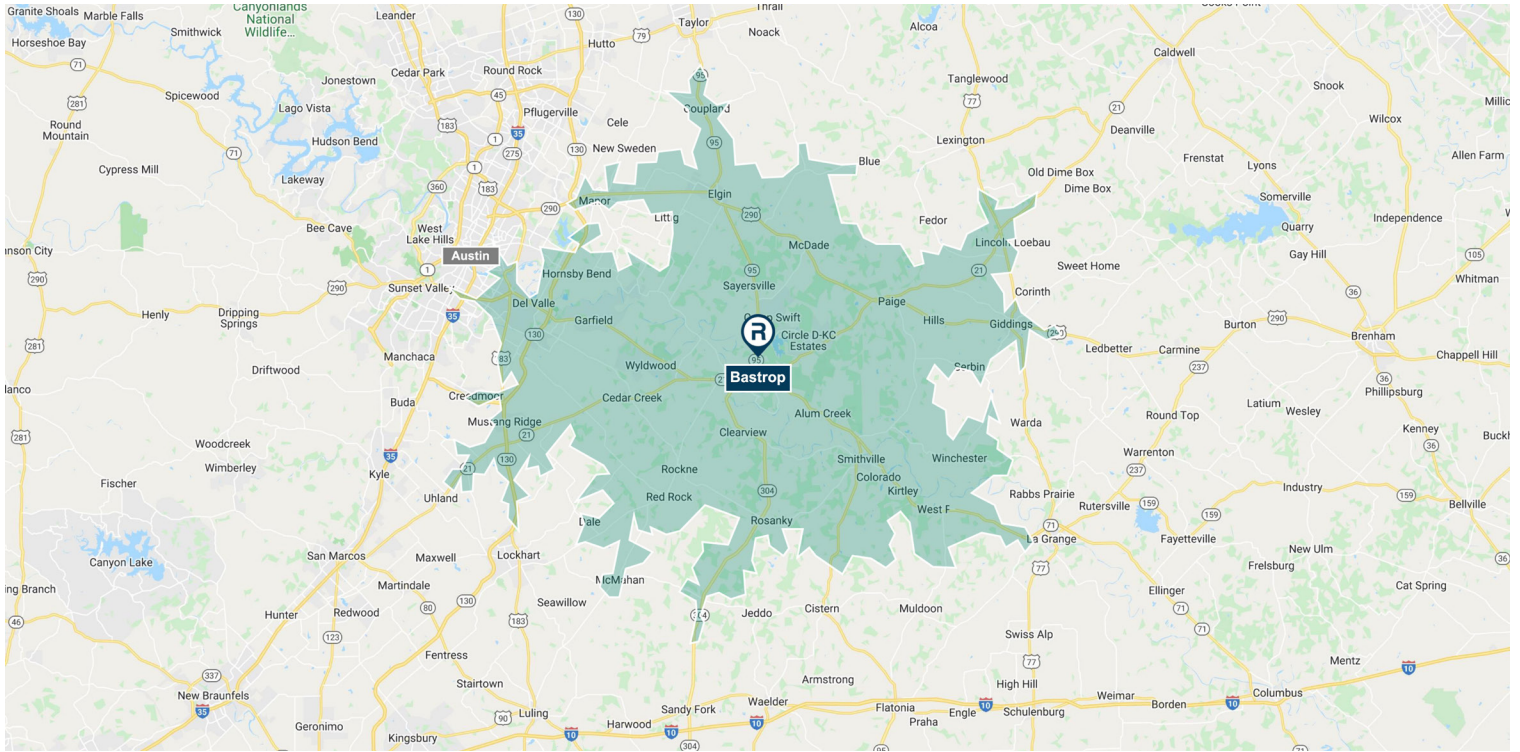
30-Minute Drive Time Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
March 2022

Population

2010	151,615
2022	198,793
2027	212,601

Educational Attainment (%)

Graduate or Professional Degree	5.84%
Bachelors Degree	13.75%
Associate Degree	5.43%
Some College	21.60%
High School Graduate (GED)	31.73%
Some High School, No Degree	9.91%
Less than 9th Grade	11.74%

Income

Average HH	$86,993
Median HH	$67,357
Per Capita	$29,379

Age

0 - 9 Years	15.34%
10 - 17 Years	12.11%
18 - 24 Years	9.61%
25 - 34 Years	13.44%
35 - 44 Years	13.16%
45 - 54 Years	12.14%
55 - 64 Years	11.29%
65 and Older	12.92%
Median Age	34.63
Average Age	36.19

Race Distribution (%)

White	64.15%
Black/African American	10.85%
American Indian/Alaskan	1.16%
Asian	1.23%
Native Hawaiian/Islander	0.10%
Other Race	19.01%
Two or More Races	3.51%
Hispanic	51.65%

bastrop EDC

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30-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	212,601	
2022 Estimate	198,793	
2010 Census	151,615	
2000 Census	109,643	
Growth 2022 - 2027		6.95%
Growth 2010 - 2022		31.12%
Growth 2000 - 2010		38.28%
2022 Est. Population by Single-Classification Race	**198,793**	
White Alone	127,527	64.15%
Black or African American Alone	21,566	10.85%
Amer. Indian and Alaska Native Alone	2,299	1.16%
Asian Alone	2,443	1.23%
Native Hawaiian and Other Pacific Island Alone	189	0.10%
Some Other Race Alone	37,786	19.01%
Two or More Races	6,982	3.51%
2022 Est. Population by Hispanic or Latino Origin	**198,793**	
Not Hispanic or Latino	96,117	48.35%
Hispanic or Latino	102,675	51.65%
Mexican	90,180	87.83%
Puerto Rican	982	0.96%
Cuban	462	0.45%
All Other Hispanic or Latino	11,051	10.76%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**102,675**	
White Alone	58,014	56.50%
Black or African American Alone	1,061	1.03%
American Indian and Alaska Native Alone	1,712	1.67%
Asian Alone	158	0.15%
Native Hawaiian and Other Pacific Islander Alone	61	0.06%
Some Other Race Alone	37,469	36.49%
Two or More Races	4,199	4.09%
2022 Est. Pop by Race, Asian Alone, by Category	**2,443**	
Chinese, except Taiwanese	360	14.74%
Filipino	223	9.13%
Japanese	48	1.97%
Asian Indian	347	14.20%
Korean	288	11.79%
Vietnamese	318	13.02%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	0.04%
Thai	172	7.04%
All Other Asian Races Including 2+ Category	684	28.00%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**198,793**	
Arab	1,032	0.52%
Czech	1,659	0.84%
Danish	346	0.17%
Dutch	1,259	0.63%
English	8,928	4.49%
French (except Basque)	2,733	1.37%
French Canadian	308	0.16%
German	18,209	9.16%
Greek	53	0.03%
Hungarian	165	0.08%
Irish	9,447	4.75%
Italian	2,387	1.20%
Lithuanian	73	0.04%
United States or American	5,147	2.59%
Norwegian	936	0.47%
Polish	1,042	0.52%
Portuguese	169	0.09%
Russian	451	0.23%
Scottish	2,369	1.19%
Scotch-Irish	2,031	1.02%
Slovak	19	0.01%
Subsaharan African	2,025	1.02%
Swedish	807	0.41%
Swiss	411	0.21%
Ukrainian	52	0.03%
Welsh	753	0.38%
West Indian (except Hisp. groups)	346	0.17%
Other ancestries	98,243	49.42%
Ancestry Unclassified	37,390	18.81%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	111,110	60.65%
Speak Asian/Pacific Island Language at Home	1,491	0.81%
Speak IndoEuropean Language at Home	2,221	1.21%
Speak Spanish at Home	67,920	37.07%
Speak Other Language at Home	473	0.26%

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30-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	**198,793**	
Age 0 - 4	15,578	7.84%
Age 5 - 9	14,919	7.50%
Age 10 - 14	14,973	7.53%
Age 15 - 17	9,103	4.58%
Age 18 - 20	8,247	4.15%
Age 21 - 24	10,849	5.46%
Age 25 - 34	26,715	13.44%
Age 35 - 44	26,152	13.16%
Age 45 - 54	24,132	12.14%
Age 55 - 64	22,443	11.29%
Age 65 - 74	16,661	8.38%
Age 75 - 84	6,918	3.48%
Age 85 and over	2,103	1.06%
Age 16 and over	150,336	75.62%
Age 18 and over	144,220	72.55%
Age 21 and over	135,973	68.40%
Age 65 and over	25,682	12.92%
2022 Est. Median Age		34.63
2022 Est. Average Age		36.19
2022 Est. Population by Sex	**198,793**	
Male	100,976	50.80%
Female	97,816	49.21%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**100,976**	
Age 0 - 4	7,929	7.85%
Age 5 - 9	7,515	7.44%
Age 10 - 14	7,643	7.57%
Age 15 - 17	4,705	4.66%
Age 18 - 20	4,381	4.34%
Age 21 - 24	5,766	5.71%
Age 25 - 34	14,193	14.06%
Age 35 - 44	13,308	13.18%
Age 45 - 54	12,209	12.09%
Age 55 - 64	11,320	11.21%
Age 65 - 74	8,126	8.05%
Age 75 - 84	3,084	3.05%
Age 85 and over	797	0.79%
2022 Est. Median Age, Male		33.82
2022 Est. Average Age, Male		35.60
2022 Est. Female Population by Age	**97,816**	
Age 0 - 4	7,650	7.82%
Age 5 - 9	7,404	7.57%
Age 10 - 14	7,330	7.49%
Age 15 - 17	4,397	4.50%
Age 18 - 20	3,866	3.95%
Age 21 - 24	5,083	5.20%
Age 25 - 34	12,522	12.80%
Age 35 - 44	12,844	13.13%
Age 45 - 54	11,923	12.19%
Age 55 - 64	11,123	11.37%
Age 65 - 74	8,535	8.73%
Age 75 - 84	3,834	3.92%
Age 85 and over	1,306	1.33%
2022 Est. Median Age, Female		35.51
2022 Est. Average Age, Female		36.75

30-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	56,056	36.56%
Males, Never Married	31,051	20.25%
Females, Never Married	25,004	16.31%
Married, Spouse present	60,881	39.71%
Married, Spouse absent	9,546	6.23%
Widowed	7,444	4.86%
Males Widowed	1,568	1.02%
Females Widowed	5,876	3.83%
Divorced	19,396	12.65%
Males Divorced	9,247	6.03%
Females Divorced	10,148	6.62%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	14,688	11.74%
Some High School, no diploma	12,396	9.91%
High School Graduate (or GED)	39,702	31.73%
Some College, no degree	27,033	21.60%
Associate Degree	6,800	5.43%
Bachelor's Degree	17,203	13.75%
Master's Degree	5,928	4.74%
Professional School Degree	585	0.47%
Doctorate Degree	788	0.63%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	20,616	37.69%
High School Graduate	17,829	32.60%
Some College or Associate's Degree	10,349	18.92%
Bachelor's Degree or Higher	5,905	10.80%
Households		
2027 Projection	70,161	
2022 Estimate	65,473	
2010 Census	49,860	
2000 Census	36,833	
Growth 2022 - 2027		7.16%
Growth 2010 - 2022		31.31%
Growth 2000 - 2010		35.37%
2022 Est. Households by Household Type	65,473	
Family Households	47,020	71.82%
Nonfamily Households	18,452	28.18%
2022 Est. Group Quarters Population	4,925	
2022 Households by Ethnicity, Hispanic/Latino	25,773	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	65,473	
Income < $15,000	5,710	8.72%
Income $15,000 - $24,999	5,875	8.97%
Income $25,000 - $34,999	4,530	6.92%
Income $35,000 - $49,999	8,412	12.85%
Income $50,000 - $74,999	11,451	17.49%
Income $75,000 - $99,999	9,398	14.35%
Income $100,000 - $124,999	6,811	10.40%
Income $125,000 - $149,999	4,397	6.72%
Income $150,000 - $199,999	4,650	7.10%
Income $200,000 - $249,999	2,123	3.24%
Income $250,000 - $499,999	1,591	2.43%
Income $500,000+	524	0.80%
2022 Est. Average Household Income		$86,993
2022 Est. Median Household Income		$67,357
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$70,763
Black or African American Alone		$60,851
American Indian and Alaska Native Alone		$57,485
Asian Alone		$73,448
Native Hawaiian and Other Pacific Islander Alone		$45,854
Some Other Race Alone		$57,911
Two or More Races		$53,312
Hispanic or Latino		$62,950
Not Hispanic or Latino		$70,602
2022 Est. Family HH Type by Presence of Own Child.	47,020	
Married-Couple Family, own children	15,952	33.93%
Married-Couple Family, no own children	17,364	36.93%
Male Householder, own children	2,028	4.31%
Male Householder, no own children	2,147	4.57%
Female Householder, own children	5,506	11.71%
Female Householder, no own children	4,023	8.56%
2022 Est. Households by Household Size	65,473	
1-person	14,324	21.88%
2-person	19,390	29.61%
3-person	10,529	16.08%
4-person	9,258	14.14%
5-person	5,844	8.93%
6-person	3,287	5.02%
7-or-more-person	2,841	4.34%
2022 Est. Average Household Size		2.96

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**65,473**	
Households with 1 or More People under Age 18:	27,146	41.46%
Married-Couple Family	17,641	64.99%
Other Family, Male Householder	2,549	9.39%
Other Family, Female Householder	6,717	24.74%
Nonfamily, Male Householder	189	0.70%
Nonfamily, Female Householder	50	0.18%
Households with No People under Age 18:	**38,327**	
Married-Couple Family	15,673	40.89%
Other Family, Male Householder	1,633	4.26%
Other Family, Female Householder	2,808	7.33%
Nonfamily, Male Householder	9,585	25.01%
Nonfamily, Female Householder	8,627	22.51%
2022 Est. Households by Number of Vehicles	**65,473**	
No Vehicles	2,673	4.08%
1 Vehicle	17,562	26.82%
2 Vehicles	25,696	39.25%
3 Vehicles	13,542	20.68%
4 Vehicles	4,130	6.31%
5 or more Vehicles	1,870	2.86%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	50,406	
2022 Estimate	47,020	
2010 Census	35,559	
2000 Census	26,249	
Growth 2022 - 2027		7.20%
Growth 2010 - 2022		32.23%
Growth 2000 - 2010		35.47%
2022 Est. Families by Poverty Status	**47,020**	
2022 Families at or Above Poverty	41,966	89.25%
2022 Families at or Above Poverty with Children	21,608	45.96%
2022 Families Below Poverty	5,055	10.75%
2022 Families Below Poverty with Children	3,818	8.12%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	93,045	61.89%
Civilian Labor Force, Unemployed	4,346	2.89%
Armed Forces	87	0.06%
Not in Labor Force	52,857	35.16%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**92,286**	
For-Profit Private Workers	63,974	69.32%
Non-Profit Private Workers	4,439	4.81%
Local Government Workers	1,708	1.85%
State Government Workers	5,231	5.67%
Federal Government Workers	7,899	8.56%
Self-Employed Workers	8,625	9.35%
Unpaid Family Workers	410	0.44%
2022 Est. Civ. Employed Pop 16+ by Occupation	**92,286**	
Architect/Engineer	1,145	1.24%
Arts/Entertainment/Sports	1,878	2.04%
Building Grounds Maintenance	4,717	5.11%
Business/Financial Operations	3,570	3.87%
Community/Social Services	1,272	1.38%
Computer/Mathematical	1,932	2.09%
Construction/Extraction	11,843	12.83%
Education/Training/Library	4,291	4.65%
Farming/Fishing/Forestry	479	0.52%
Food Prep/Serving	5,895	6.39%
Health Practitioner/Technician	2,924	3.17%
Healthcare Support	3,028	3.28%
Maintenance Repair	2,793	3.03%
Legal	521	0.56%
Life/Physical/Social Science	697	0.76%
Management	7,600	8.24%
Office/Admin. Support	11,697	12.68%
Production	4,536	4.91%
Protective Services	1,352	1.46%
Sales/Related	8,616	9.34%
Personal Care/Service	2,971	3.22%
Transportation/Moving	8,531	9.24%
2022 Est. Pop 16+ by Occupation Classification	**92,286**	
White Collar	46,141	50.00%
Blue Collar	27,703	30.02%
Service and Farm	18,441	19.98%
2022 Est. Workers Age 16+ by Transp. to Work	**90,054**	
Drove Alone	70,625	78.42%
Car Pooled	11,427	12.69%
Public Transportation	1,046	1.16%
Walked	1,303	1.45%
Bicycle	310	0.34%
Other Means	1,317	1.46%
Worked at Home	4,027	4.47%

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Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,083	
15 - 29 Minutes	25,358	
30 - 44 Minutes	23,433	
45 - 59 Minutes	10,586	
60 or more Minutes	11,678	
2022 Est. Avg Travel Time to Work in Minutes		35
2022 Est. Occupied Housing Units by Tenure	65,473	
Owner Occupied	46,613	71.19%
Renter Occupied	18,860	28.81%
2022 Owner Occ. HUs: Avg. Length of Residence		12.64†
2022 Renter Occ. HUs: Avg. Length of Residence		6.22†
2022 Est. Owner-Occupied Housing Units by Value	**65,473**	
Value Less than $20,000	2,117	4.54%
Value $20,000 - $39,999	2,328	4.99%
Value $40,000 - $59,999	1,068	2.29%
Value $60,000 - $79,999	1,256	2.69%
Value $80,000 - $99,999	1,794	3.85%
Value $100,000 - $149,999	6,317	13.55%
Value $150,000 - $199,999	5,803	12.45%
Value $200,000 - $299,999	11,167	23.96%
Value $300,000 - $399,999	6,999	15.02%
Value $400,000 - $499,999	3,277	7.03%
Value $500,000 - $749,999	2,395	5.14%
Value $750,000 - $999,999	1,018	2.18%
Value $1,000,000 or $1,499,999	387	0.83%
Value $1,500,000 or $1,999,999	238	0.51%
Value $2,000,000+	448	0.96%
2022 Est. Median All Owner-Occupied Housing Value		$222,096
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	46,618	64.92%
1 Unit Attached	1,185	1.65%
2 Units	1,293	1.80%
3 or 4 Units	1,264	1.76%
5 to 19 Units	3,032	4.22%
20 to 49 Units	1,302	1.81%
50 or More Units	1,254	1.75%
Mobile Home or Trailer	15,485	21.56%
Boat, RV, Van, etc.	376	0.52%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	15,928	22.18%
Housing Units Built 2010 to 2014	5,034	7.01%
Housing Units Built 2000 to 2009	16,985	23.65%
Housing Units Built 1990 to 1999	10,159	14.15%
Housing Units Built 1980 to 1989	9,264	12.90%
Housing Units Built 1970 to 1979	5,862	8.16%
Housing Units Built 1960 to 1969	2,817	3.92%
Housing Units Built 1950 to 1959	2,284	3.18%
Housing Units Built 1940 to 1949	1,474	2.05%
Housing Unit Built 1939 or Earlier	2,004	2.79%
2022 Est. Median Year Structure Built		2001

† 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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