



The **Retail** Coach.®

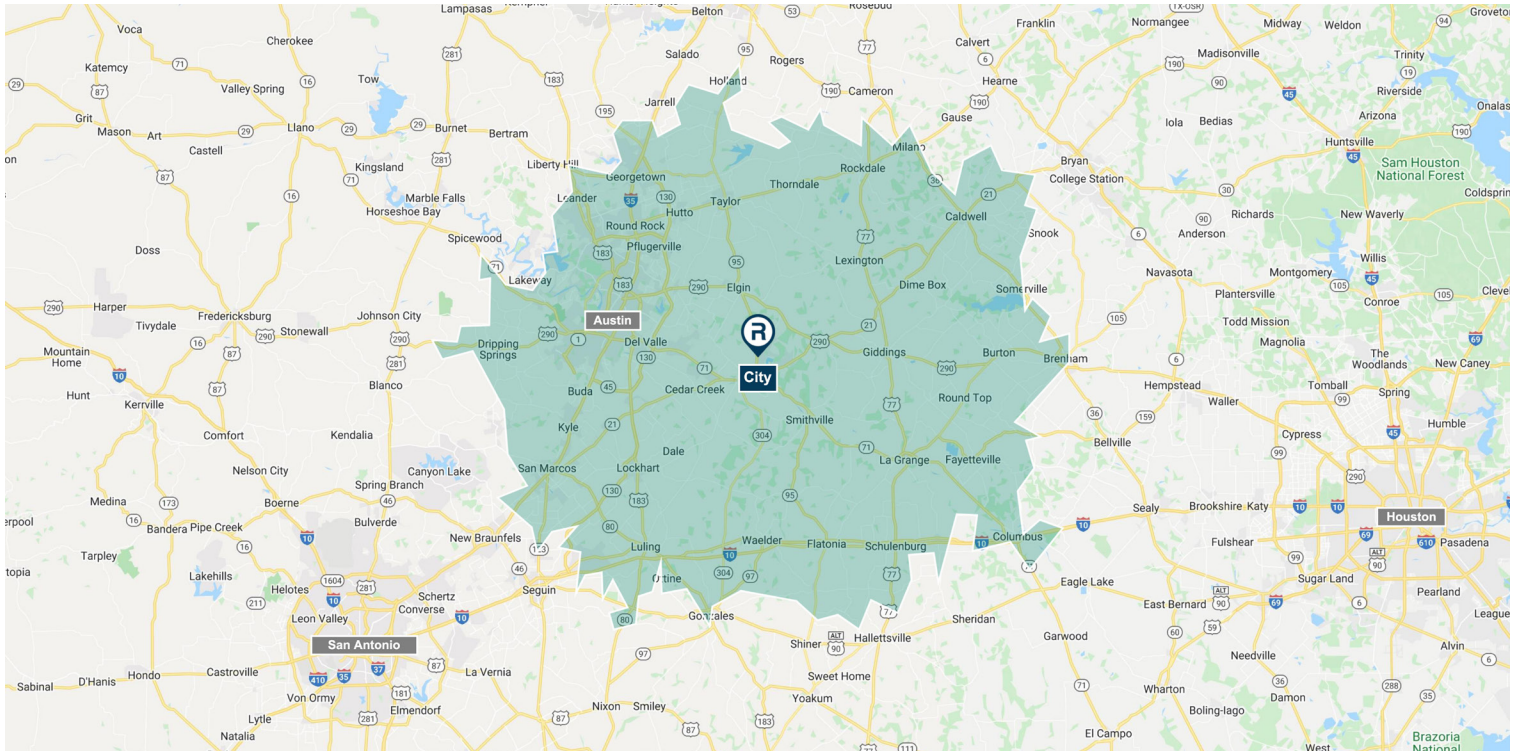
60-Minute Drive Time Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
March 2022

60-Minute Drive Time • Demographic Snapshot

Bastrop, Texas



Population

2010	1,766,705
2022	2,382,807
2027	2,541,845

Educational Attainment (%)

Graduate or Professional Degree	15.72%
Bachelors Degree	28.40%
Associate Degree	6.53%
Some College	18.69%
High School Graduate (GED)	20.52%
Some High School, No Degree	4.94%
Less than 9th Grade	5.20%

Income

Average HH	\$122,148
Median HH	\$87,932
Per Capita	\$47,399

Age

0 - 9 Years	13.00%
10 - 17 Years	11.03%
18 - 24 Years	10.39%
25 - 34 Years	13.87%
35 - 44 Years	14.79%
45 - 54 Years	13.16%
55 - 64 Years	11.08%
65 and Older	12.69%
Median Age	36.16
Average Age	37.10

Race Distribution (%)

White	69.04%
Black/African American	7.86%
American Indian/Alaskan	0.81%
Asian	6.72%
Native Hawaiian/Islander	0.10%
Other Race	11.71%
Two or More Races	3.77%
Hispanic	33.97%

bastrop
EDC

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 **TheRetailCoach.**

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DESCRIPTION	DATA	%
Population		
2027 Projection	2,541,845	
2022 Estimate	2,382,807	
2010 Census	1,766,705	
2000 Census	1,311,213	
Growth 2022 - 2027		6.67%
Growth 2010 - 2022		34.87%
Growth 2000 - 2010		34.74%
2022 Est. Population by Single-Classification Race	2,382,807	
White Alone	1,645,134	69.04%
Black or African American Alone	187,304	7.86%
Amer. Indian and Alaska Native Alone	19,185	0.81%
Asian Alone	160,117	6.72%
Native Hawaiian and Other Pacific Island Alone	2,331	0.10%
Some Other Race Alone	279,023	11.71%
Two or More Races	89,713	3.77%
2022 Est. Population by Hispanic or Latino Origin	2,382,807	
Not Hispanic or Latino	1,573,378	66.03%
Hispanic or Latino	809,429	33.97%
Mexican	679,397	83.93%
Puerto Rican	14,517	1.79%
Cuban	7,419	0.92%
All Other Hispanic or Latino	108,096	13.36%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	809,429	
White Alone	470,306	58.10%
Black or African American Alone	10,372	1.28%
American Indian and Alaska Native Alone	12,829	1.58%
Asian Alone	2,112	0.26%
Native Hawaiian and Other Pacific Islander Alone	441	0.06%
Some Other Race Alone	275,207	34.00%
Two or More Races	38,163	4.71%
2022 Est. Pop by Race, Asian Alone, by Category	160,117	
Chinese, except Taiwanese	25,405	15.87%
Filipino	9,572	5.98%
Japanese	3,384	2.11%
Asian Indian	65,750	41.06%
Korean	12,723	7.95%
Vietnamese	23,652	14.77%
Cambodian	590	0.37%
Hmong	14	0.01%
Laotian	731	0.46%
Thai	1,405	0.88%
All Other Asian Races Including 2+ Category	16,893	10.55%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	2,382,807	
Arab	6,223	0.26%
Czech	28,633	1.20%
Danish	5,085	0.21%
Dutch	15,509	0.65%
English	152,265	6.39%
French (except Basque)	45,004	1.89%
French Canadian	6,481	0.27%
German	243,031	10.20%
Greek	4,561	0.19%
Hungarian	4,161	0.18%
Irish	149,332	6.27%
Italian	51,771	2.17%
Lithuanian	2,269	0.10%
United States or American	72,795	3.06%
Norwegian	17,357	0.73%
Polish	33,594	1.41%
Portuguese	4,093	0.17%
Russian	10,010	0.42%
Scottish	39,346	1.65%
Scotch-Irish	26,169	1.10%
Slovak	1,511	0.06%
Subsaharan African	23,410	0.98%
Swedish	16,647	0.70%
Swiss	4,357	0.18%
Ukrainian	3,163	0.13%
Welsh	12,453	0.52%
West Indian (except Hisp. groups)	5,171	0.22%
Other ancestries	1,028,874	43.18%
Ancestry Unclassified	369,532	15.51%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,593,327	71.45%
Speak Asian/Pacific Island Language at Home	72,999	3.27%
Speak IndoEuropean Language at Home	67,907	3.04%
Speak Spanish at Home	476,761	21.38%
Speak Other Language at Home	19,005	0.85%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	2,382,807	
Age 0 - 4	152,808	6.41%
Age 5 - 9	157,024	6.59%
Age 10 - 14	163,249	6.85%
Age 15 - 17	99,613	4.18%
Age 18 - 20	109,101	4.58%
Age 21 - 24	138,387	5.81%
Age 25 - 34	330,527	13.87%
Age 35 - 44	352,351	14.79%
Age 45 - 54	313,484	13.16%
Age 55 - 64	263,950	11.08%
Age 65 - 74	191,415	8.03%
Age 75 - 84	84,405	3.54%
Age 85 and over	26,493	1.11%
Age 16 and over	1,877,096	78.78%
Age 18 and over	1,810,113	75.97%
Age 21 and over	1,701,011	71.39%
Age 65 and over	302,313	12.69%
2022 Est. Median Age		36.16
2022 Est. Average Age		37.10
2022 Est. Population by Sex	2,382,807	
Male	1,190,445	49.96%
Female	1,192,362	50.04%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	1,190,445	
Age 0 - 4	77,926	6.55%
Age 5 - 9	80,165	6.73%
Age 10 - 14	83,464	7.01%
Age 15 - 17	50,727	4.26%
Age 18 - 20	55,421	4.66%
Age 21 - 24	70,623	5.93%
Age 25 - 34	171,717	14.43%
Age 35 - 44	177,288	14.89%
Age 45 - 54	156,805	13.17%
Age 55 - 64	129,934	10.91%
Age 65 - 74	89,789	7.54%
Age 75 - 84	37,223	3.13%
Age 85 and over	9,363	0.79%
2022 Est. Median Age, Male		35.29
2022 Est. Average Age, Male		36.38
2022 Est. Female Population by Age	1,192,362	
Age 0 - 4	74,882	6.28%
Age 5 - 9	76,859	6.45%
Age 10 - 14	79,785	6.69%
Age 15 - 17	48,886	4.10%
Age 18 - 20	53,680	4.50%
Age 21 - 24	67,763	5.68%
Age 25 - 34	158,810	13.32%
Age 35 - 44	175,062	14.68%
Age 45 - 54	156,679	13.14%
Age 55 - 64	134,016	11.24%
Age 65 - 74	101,626	8.52%
Age 75 - 84	47,182	3.96%
Age 85 and over	17,131	1.44%
2022 Est. Median Age, Female		37.05
2022 Est. Average Age, Female		37.81

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	703,460	36.84%
Males, Never Married	380,109	19.90%
Females, Never Married	323,351	16.93%
Married, Spouse present	845,615	44.28%
Married, Spouse absent	84,555	4.43%
Widowed	74,830	3.92%
Males Widowed	16,766	0.88%
Females Widowed	58,064	3.04%
Divorced	201,266	10.54%
Males Divorced	83,160	4.36%
Females Divorced	118,106	6.18%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	81,214	5.20%
Some High School, no diploma	77,136	4.94%
High School Graduate (or GED)	320,641	20.52%
Some College, no degree	292,116	18.69%
Associate Degree	102,058	6.53%
Bachelor's Degree	443,814	28.40%
Master's Degree	178,788	11.44%
Professional School Degree	37,916	2.43%
Doctorate Degree	28,942	1.85%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	111,271	24.95%
High School Graduate	128,826	28.89%
Some College or Associate's Degree	102,965	23.09%
Bachelor's Degree or Higher	102,924	23.08%
Households		
2027 Projection	971,617	
2022 Estimate	907,908	
2010 Census	669,215	
2000 Census	494,877	
Growth 2022 - 2027		7.02%
Growth 2010 - 2022		35.67%
Growth 2000 - 2010		35.23%
2022 Est. Households by Household Type	907,908	
Family Households	574,995	63.33%
Nonfamily Households	332,914	36.67%
2022 Est. Group Quarters Population	43,130	
2022 Households by Ethnicity, Hispanic/Latino	233,680	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	907,908	
Income < \$15,000	58,754	6.47%
Income \$15,000 - \$24,999	47,136	5.19%
Income \$25,000 - \$34,999	50,479	5.56%
Income \$35,000 - \$49,999	88,222	9.72%
Income \$50,000 - \$74,999	145,426	16.02%
Income \$75,000 - \$99,999	117,633	12.96%
Income \$100,000 - \$124,999	95,450	10.51%
Income \$125,000 - \$149,999	74,738	8.23%
Income \$150,000 - \$199,999	93,616	10.31%
Income \$200,000 - \$249,999	52,407	5.77%
Income \$250,000 - \$499,999	53,010	5.84%
Income \$500,000+	31,038	3.42%
2022 Est. Average Household Income		\$122,148
2022 Est. Median Household Income		\$87,932
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$93,311
Black or African American Alone		\$62,435
American Indian and Alaska Native Alone		\$70,755
Asian Alone		\$119,724
Native Hawaiian and Other Pacific Islander Alone		\$69,000
Some Other Race Alone		\$64,040
Two or More Races		\$82,612
Hispanic or Latino		\$68,551
Not Hispanic or Latino		\$96,999
2022 Est. Family HH Type by Presence of Own Child.	574,995	
Married-Couple Family, own children	213,822	37.19%
Married-Couple Family, no own children	218,807	38.05%
Male Householder, own children	20,817	3.62%
Male Householder, no own children	21,300	3.70%
Female Householder, own children	60,320	10.49%
Female Householder, no own children	39,929	6.94%
2022 Est. Households by Household Size	907,908	
1-person	250,422	27.58%
2-person	285,513	31.45%
3-person	147,400	16.23%
4-person	122,196	13.46%
5-person	59,585	6.56%
6-person	25,699	2.83%
7-or-more-person	17,092	1.88%
2022 Est. Average Household Size		2.58

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Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	907,908	
Households with 1 or More People under Age 18:	322,602	35.53%
Married-Couple Family	225,575	69.92%
Other Family, Male Householder	24,662	7.64%
Other Family, Female Householder	69,706	21.61%
Nonfamily, Male Householder	1,911	0.59%
Nonfamily, Female Householder	748	0.23%
Households with No People under Age 18:	585,306	
Married-Couple Family	207,022	35.37%
Other Family, Male Householder	17,501	2.99%
Other Family, Female Householder	30,552	5.22%
Nonfamily, Male Householder	166,183	28.39%
Nonfamily, Female Householder	164,048	28.03%
2022 Est. Households by Number of Vehicles	907,908	
No Vehicles	41,121	4.53%
1 Vehicle	300,616	33.11%
2 Vehicles	382,800	42.16%
3 Vehicles	131,796	14.52%
4 Vehicles	36,517	4.02%
5 or more Vehicles	15,058	1.66%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	615,622	
2022 Estimate	574,995	
2010 Census	417,120	
2000 Census	311,137	
Growth 2022 - 2027		7.07%
Growth 2010 - 2022		37.85%
Growth 2000 - 2010		34.06%
2022 Est. Families by Poverty Status	574,995	
2022 Families at or Above Poverty	533,665	92.81%
2022 Families at or Above Poverty with Children	265,409	46.16%
2022 Families Below Poverty	41,330	7.19%
2022 Families Below Poverty with Children	31,323	5.45%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	1,276,365	68.00%
Civilian Labor Force, Unemployed	50,690	2.70%
Armed Forces	1,342	0.07%
Not in Labor Force	548,699	29.23%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	1,263,213	
For-Profit Private Workers	860,396	68.11%
Non-Profit Private Workers	74,741	5.92%
Local Government Workers	19,444	1.54%
State Government Workers	87,866	6.96%
Federal Government Workers	84,849	6.72%
Self-Employed Workers	132,585	10.50%
Unpaid Family Workers	3,333	0.26%
2022 Est. Civ. Employed Pop 16+ by Occupation	1,263,213	
Architect/Engineer	33,988	2.69%
Arts/Entertainment/Sports	40,254	3.19%
Building Grounds Maintenance	41,028	3.25%
Business/Financial Operations	82,489	6.53%
Community/Social Services	19,270	1.52%
Computer/Mathematical	78,825	6.24%
Construction/Extraction	71,611	5.67%
Education/Training/Library	86,148	6.82%
Farming/Fishing/Forestry	2,533	0.20%
Food Prep/Serving	69,865	5.53%
Health Practitioner/Technician	58,703	4.65%
Healthcare Support	27,570	2.18%
Maintenance Repair	29,390	2.33%
Legal	18,106	1.43%
Life/Physical/Social Science	11,655	0.92%
Management	159,929	12.66%
Office/Admin. Support	134,912	10.68%
Production	43,268	3.42%
Protective Services	20,529	1.62%
Sales/Related	130,470	10.33%
Personal Care/Service	34,648	2.74%
Transportation/Moving	68,023	5.38%
2022 Est. Pop 16+ by Occupation Classification	1,263,213	
White Collar	854,749	67.67%
Blue Collar	212,292	16.81%
Service and Farm	196,172	15.53%
2022 Est. Workers Age 16+ by Transp. to Work	1,243,863	
Drove Alone	941,519	75.69%
Car Pooled	116,040	9.33%
Public Transportation	23,667	1.90%
Walked	24,331	1.96%
Bicycle	8,272	0.67%
Other Means	15,764	1.27%
Worked at Home	114,269	9.19%

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Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	242,747	
15 - 29 Minutes	426,749	
30 - 44 Minutes	260,309	
45 - 59 Minutes	111,704	
60 or more Minutes	94,497	
2022 Est. Avg Travel Time to Work in Minutes		30
2022 Est. Occupied Housing Units by Tenure	907,908	
Owner Occupied	541,953	59.69%
Renter Occupied	365,956	40.31%
2022 Owner Occ. HUs: Avg. Length of Residence		12.22 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.46 [†]
2022 Est. Owner-Occupied Housing Units by Value	907,908	
Value Less than \$20,000	7,554	1.39%
Value \$20,000 - \$39,999	8,495	1.57%
Value \$40,000 - \$59,999	5,386	0.99%
Value \$60,000 - \$79,999	6,174	1.14%
Value \$80,000 - \$99,999	7,465	1.38%
Value \$100,000 - \$149,999	25,293	4.67%
Value \$150,000 - \$199,999	26,344	4.86%
Value \$200,000 - \$299,999	111,233	20.52%
Value \$300,000 - \$399,999	109,702	20.24%
Value \$400,000 - \$499,999	81,641	15.06%
Value \$500,000 - \$749,999	82,462	15.22%
Value \$750,000 - \$999,999	38,024	7.02%
Value \$1,000,000 or \$1,499,999	18,463	3.41%
Value \$1,500,000 or \$1,999,999	6,864	1.27%
Value \$2,000,000+	6,854	1.26%
2022 Est. Median All Owner-Occupied Housing Value		\$364,662
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	583,712	59.95%
1 Unit Attached	31,662	3.25%
2 Units	24,360	2.50%
3 or 4 Units	28,222	2.90%
5 to 19 Units	118,486	12.17%
20 to 49 Units	54,655	5.61%
50 or More Units	75,909	7.80%
Mobile Home or Trailer	55,491	5.70%
Boat, RV, Van, etc.	1,202	0.12%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	230,038	23.62%
Housing Units Built 2010 to 2014	59,192	6.08%
Housing Units Built 2000 to 2009	204,142	20.97%
Housing Units Built 1990 to 1999	145,873	14.98%
Housing Units Built 1980 to 1989	131,136	13.47%
Housing Units Built 1970 to 1979	93,567	9.61%
Housing Units Built 1960 to 1969	41,878	4.30%
Housing Units Built 1950 to 1959	29,869	3.07%
Housing Units Built 1940 to 1949	16,297	1.67%
Housing Unit Built 1939 or Earlier	21,706	2.23%
2022 Est. Median Year Structure Built		2000

[†] 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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