



The **Retail** Coach.®

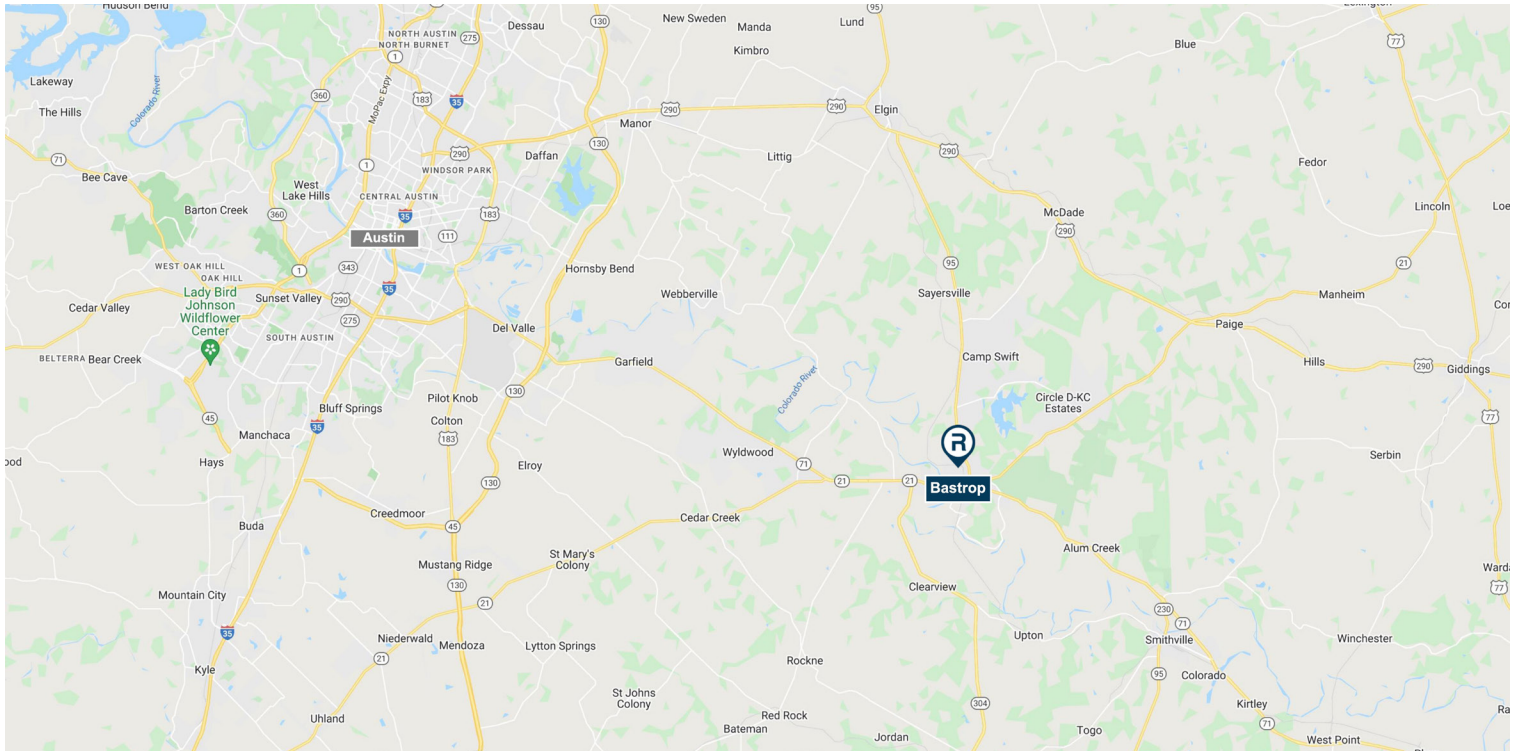
Community Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
March 2022

Community • Demographic Snapshot

Bastrop, Texas



Population

2010	7,218
2022	9,949
2027	10,601

Educational Attainment (%)

Graduate or Professional Degree	9.76%
Bachelors Degree	14.59%
Associate Degree	5.19%
Some College	30.06%
High School Graduate (GED)	29.22%
Some High School, No Degree	5.95%
Less than 9th Grade	5.22%

Income

Average HH	\$85,256
Median HH	\$61,898
Per Capita	\$34,063

Age

0 - 9 Years	12.63%
10 - 17 Years	11.15%
18 - 24 Years	8.98%
25 - 34 Years	11.77%
35 - 44 Years	11.93%
45 - 54 Years	11.84%
55 - 64 Years	12.59%
65 and Older	19.13%
Median Age	39.60
Average Age	40.20

Race Distribution (%)

White	78.47%
Black/African American	8.68%
American Indian/Alaskan	0.71%
Asian	1.39%
Native Hawaiian/Islander	0.03%
Other Race	6.97%
Two or More Races	3.75%
Hispanic	30.02%

bastrop
EDC

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 **TheRetailCoach.**

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DESCRIPTION	DATA	%
Population		
2027 Projection	10,601	
2022 Estimate	9,949	
2010 Census	7,218	
2000 Census	6,220	
Growth 2022 - 2027		6.55%
Growth 2010 - 2022		37.84%
Growth 2000 - 2010		16.05%
2022 Est. Population by Single-Classification Race	9,949	
White Alone	7,807	78.47%
Black or African American Alone	864	8.68%
Amer. Indian and Alaska Native Alone	70	0.71%
Asian Alone	139	1.39%
Native Hawaiian and Other Pacific Island Alone	3	0.03%
Some Other Race Alone	694	6.97%
Two or More Races	373	3.75%
2022 Est. Population by Hispanic or Latino Origin	9,949	
Not Hispanic or Latino	6,962	69.98%
Hispanic or Latino	2,987	30.02%
Mexican	8,514	85.57%
Puerto Rican	207	2.08%
Cuban	41	0.41%
All Other Hispanic or Latino	1,188	11.94%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	2,987	
White Alone	2,022	67.70%
Black or African American Alone	50	1.67%
American Indian and Alaska Native Alone	46	1.54%
Asian Alone	8	0.27%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	690	23.09%
Two or More Races	171	5.73%
2022 Est. Pop by Race, Asian Alone, by Category	139	
Chinese, except Taiwanese	63	45.59%
Filipino	14	10.29%
Japanese	0	0.00%
Asian Indian	29	20.59%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	33	23.53%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	9,949	
Arab	312	3.13%
Czech	79	0.80%
Danish	38	0.38%
Dutch	137	1.37%
English	833	8.38%
French (except Basque)	115	1.16%
French Canadian	9	0.09%
German	1,517	15.25%
Greek	3	0.03%
Hungarian	7	0.07%
Irish	605	6.08%
Italian	51	0.51%
Lithuanian	3	0.03%
United States or American	453	4.56%
Norwegian	97	0.97%
Polish	67	0.68%
Portuguese	6	0.06%
Russian	69	0.70%
Scottish	264	2.65%
Scotch-Irish	166	1.67%
Slovak	0	0.00%
Subsaharan African	21	0.22%
Swedish	21	0.22%
Swiss	53	0.53%
Ukrainian	0	0.00%
Welsh	15	0.15%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,202	32.18%
Ancestry Unclassified	1,804	18.13%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	2,353	84.10%
Speak Asian/Pacific Island Language at Home	9	0.34%
Speak IndoEuropean Language at Home	54	1.94%
Speak Spanish at Home	378	13.51%
Speak Other Language at Home	3	0.11%

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Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	9,949	
Age 0 - 4	631	6.34%
Age 5 - 9	625	6.29%
Age 10 - 14	679	6.82%
Age 15 - 17	431	4.33%
Age 18 - 20	388	3.90%
Age 21 - 24	505	5.08%
Age 25 - 34	1,170	11.77%
Age 35 - 44	1,187	11.93%
Age 45 - 54	1,178	11.84%
Age 55 - 64	1,252	12.59%
Age 65 - 74	1,132	11.38%
Age 75 - 84	541	5.44%
Age 85 and over	230	2.31%
Age 16 and over	7,873	79.13%
Age 18 and over	7,584	76.22%
Age 21 and over	7,195	72.32%
Age 65 and over	1,903	19.13%
2022 Est. Median Age		39.60
2022 Est. Average Age		40.20
2022 Est. Population by Sex	9,949	
Male	4,889	49.14%
Female	5,060	50.86%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	4,889	
Age 0 - 4	315	6.44%
Age 5 - 9	314	6.42%
Age 10 - 14	340	6.96%
Age 15 - 17	224	4.58%
Age 18 - 20	207	4.23%
Age 21 - 24	272	5.56%
Age 25 - 34	640	13.09%
Age 35 - 44	583	11.92%
Age 45 - 54	579	11.84%
Age 55 - 64	594	12.15%
Age 65 - 74	519	10.61%
Age 75 - 84	228	4.67%
Age 85 and over	75	1.54%
2022 Est. Median Age, Male		37.22
2022 Est. Average Age, Male		38.80
2022 Est. Female Population by Age	5,060	
Age 0 - 4	316	6.24%
Age 5 - 9	312	6.16%
Age 10 - 14	338	6.68%
Age 15 - 17	207	4.09%
Age 18 - 20	181	3.58%
Age 21 - 24	233	4.61%
Age 25 - 34	531	10.49%
Age 35 - 44	604	11.94%
Age 45 - 54	599	11.84%
Age 55 - 64	658	13.01%
Age 65 - 74	613	12.12%
Age 75 - 84	313	6.18%
Age 85 and over	155	3.06%
2022 Est. Median Age, Female		41.86
2022 Est. Average Age, Female		41.70

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,184	27.25%
Males, Never Married	1,170	14.61%
Females, Never Married	1,014	12.65%
Married, Spouse present	3,481	43.44%
Married, Spouse absent	490	6.11%
Widowed	639	7.97%
Males Widowed	116	1.45%
Females Widowed	523	6.52%
Divorced	1,220	15.23%
Males Divorced	480	5.99%
Females Divorced	741	9.24%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	349	5.2%
Some High School, no diploma	398	6.0%
High School Graduate (or GED)	1,955	29.2%
Some College, no degree	2,011	30.1%
Associate Degree	347	5.2%
Bachelor's Degree	976	14.6%
Master's Degree	556	8.3%
Professional School Degree	32	0.5%
Doctorate Degree	65	1.0%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	577	28.74%
High School Graduate	649	32.31%
Some College or Associate's Degree	486	24.17%
Bachelor's Degree or Higher	297	14.78%
Households		
2027 Projection	4,111	
2022 Estimate	3,834	
2010 Census	2,778	
2000 Census	2,367	
Growth 2022 - 2027		7.22%
Growth 2010 - 2022		38.01%
Growth 2000 - 2010		17.36%
2022 Est. Households by Household Type	3,834	
Family Households	2,555	66.64%
Nonfamily Households	1,279	33.36%
2022 Est. Group Quarters Population	353	
2022 Households by Ethnicity, Hispanic/Latino	819	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	3,834	
Income < \$15,000	498	12.99%
Income \$15,000 - \$24,999	477	12.44%
Income \$25,000 - \$34,999	255	6.65%
Income \$35,000 - \$49,999	431	11.24%
Income \$50,000 - \$74,999	506	13.20%
Income \$75,000 - \$99,999	524	13.67%
Income \$100,000 - \$124,999	381	9.94%
Income \$125,000 - \$149,999	244	6.36%
Income \$150,000 - \$199,999	251	6.55%
Income \$200,000 - \$249,999	103	2.69%
Income \$250,000 - \$499,999	116	3.03%
Income \$500,000+	48	1.25%
2022 Est. Average Household Income		\$85,256
2022 Est. Median Household Income		\$61,898
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$60,363
Black or African American Alone		\$32,667
American Indian and Alaska Native Alone		\$58,384
Asian Alone		\$81,914
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$111,659
Two or More Races		\$51,096
Hispanic or Latino		\$82,974
Not Hispanic or Latino		\$58,063
2022 Est. Family HH Type by Presence of Own Child.	2,555	
Married-Couple Family, own children	718	28.10%
Married-Couple Family, no own children	1,087	42.54%
Male Householder, own children	93	3.64%
Male Householder, no own children	89	3.48%
Female Householder, own children	338	13.23%
Female Householder, no own children	230	9.00%
2022 Est. Households by Household Size	3,834	
1-person	1,120	29.21%
2-person	1,288	33.59%
3-person	618	16.12%
4-person	431	11.24%
5-person	221	5.76%
6-person	100	2.61%
7-or-more-person	56	1.46%
2022 Est. Average Household Size		2.46

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	3,834	
Households with 1 or More People under Age 18:	1,303	33.99%
Married-Couple Family	780	59.86%
Other Family, Male Householder	113	8.67%
Other Family, Female Householder	392	30.08%
Nonfamily, Male Householder	17	1.31%
Nonfamily, Female Householder	1	0.08%
Households with No People under Age 18:	2,531	66.02%
Married-Couple Family	1,025	40.50%
Other Family, Male Householder	69	2.73%
Other Family, Female Householder	175	6.91%
Nonfamily, Male Householder	548	21.65%
Nonfamily, Female Householder	714	28.21%
2022 Est. Households by Number of Vehicles	3,834	
No Vehicles	307	8.01%
1 Vehicle	1,047	27.31%
2 Vehicles	1,550	40.43%
3 Vehicles	696	18.15%
4 Vehicles	179	4.67%
5 or more Vehicles	55	1.44%
2022 Est. Average Number of Vehicles		1.9
Family Households		
2027 Projection	2,739	
2022 Estimate	2,555	
2010 Census	1,842	
2000 Census	1,653	
Growth 2022 - 2027		7.20%
Growth 2010 - 2022		38.71%
Growth 2000 - 2010		11.43%
2022 Est. Families by Poverty Status	2,555	
2022 Families at or Above Poverty	2,254	88.22%
2022 Families at or Above Poverty with Children	940	36.79%
2022 Families Below Poverty	301	11.78%
2022 Families Below Poverty with Children	232	9.08%
2022 Est. Pop 16+ by Employment Status	7,873	
Civilian Labor Force, Employed	4,414	56.07%
Civilian Labor Force, Unemployed	232	2.95%
Armed Forces	0	0.00%
Not in Labor Force	3,226	40.98%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	4,646	
For-Profit Private Workers	3,040	65.43%
Non-Profit Private Workers	152	3.28%
Local Government Workers	76	1.64%
State Government Workers	429	9.23%
Federal Government Workers	442	9.52%
Self-Employed Workers	453	9.74%
Unpaid Family Workers	54	1.16%
2022 Est. Civ. Employed Pop 16+ by Occupation	4,646	
Architect/Engineer	45	0.96%
Arts/Entertainment/Sports	110	2.36%
Building Grounds Maintenance	130	2.80%
Business/Financial Operations	246	5.30%
Community/Social Services	50	1.09%
Computer/Mathematical	76	1.64%
Construction/Extraction	426	9.16%
Education/Training/Library	365	7.86%
Farming/Fishing/Forestry	57	1.23%
Food Prep/Serving	122	2.63%
Health Practitioner/Technician	83	1.78%
Healthcare Support	313	6.73%
Maintenance Repair	184	3.95%
Legal	64	1.37%
Life/Physical/Social Science	17	0.36%
Management	430	9.26%
Office/Admin. Support	633	13.62%
Production	74	1.59%
Protective Services	71	1.52%
Sales/Related	375	8.08%
Personal Care/Service	291	6.27%
Transportation/Moving	485	10.44%
2022 Est. Pop 16+ by Occupation Classification	4,646	
White Collar	2,495	53.69%
Blue Collar	1,168	25.15%
Service and Farm	984	21.17%
2022 Est. Workers Age 16+ by Transp. to Work	4,646	
Drove Alone	3,759	80.91%
Car Pooled	421	9.07%
Public Transportation	0	0.00%
Walked	84	1.80%
Bicycle	37	0.80%
Other Means	125	2.70%
Worked at Home	219	4.72%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,011	22.84%
15 - 29 Minutes	866	19.56%
30 - 44 Minutes	1,007	22.74%
45 - 59 Minutes	835	18.85%
60 or more Minutes	708	16.00%
2022 Est. Avg Travel Time to Work in Minutes		37
2022 Est. Occupied Housing Units by Tenure	3,834	
Owner Occupied	2,460	64.16%
Renter Occupied	1,374	35.84%
2022 Owner Occ. HUs: Avg. Length of Residence		12.20†
2022 Renter Occ. HUs: Avg. Length of Residence		5.60†
2022 Est. Owner-Occupied Housing Units by Value	2,460	
Value Less than \$20,000	79	3.21%
Value \$20,000 - \$39,999	60	2.44%
Value \$40,000 - \$59,999	11	0.45%
Value \$60,000 - \$79,999	69	2.81%
Value \$80,000 - \$99,999	81	3.29%
Value \$100,000 - \$149,999	313	12.72%
Value \$150,000 - \$199,999	270	10.98%
Value \$200,000 - \$299,999	735	29.88%
Value \$300,000 - \$399,999	455	18.50%
Value \$400,000 - \$499,999	200	8.13%
Value \$500,000 - \$749,999	98	3.98%
Value \$750,000 - \$999,999	35	1.42%
Value \$1,000,000 or \$1,499,999	15	0.61%
Value \$1,500,000 or \$1,999,999	26	1.06%
Value \$2,000,000+	13	0.53%
2022 Est. Median All Owner-Occupied Housing Value		\$247,284
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	2,658	69.33%
1 Unit Attached	68	1.77%
2 Units	40	1.05%
3 or 4 Units	89	2.32%
5 to 19 Units	249	6.49%
20 to 49 Units	88	2.29%
50 or More Units	194	5.06%
Mobile Home or Trailer	444	11.58%
Boat, RV, Van, etc.	5	0.12%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	688	17.95%
Housing Units Built 2010 to 2014	319	8.33%
Housing Units Built 2000 to 2009	932	24.32%
Housing Units Built 1990 to 1999	595	15.51%
Housing Units Built 1980 to 1989	520	13.56%
Housing Units Built 1970 to 1979	178	4.63%
Housing Units Built 1960 to 1969	250	6.52%
Housing Units Built 1950 to 1959	151	3.94%
Housing Units Built 1940 to 1949	74	1.93%
Housing Unit Built 1939 or Earlier	127	3.32%
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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