Retail Trade Area Demographic Profile

BASTROP, TEXAS

Retail Trade Area • Demographic Snapshot
Bastrop, Texas
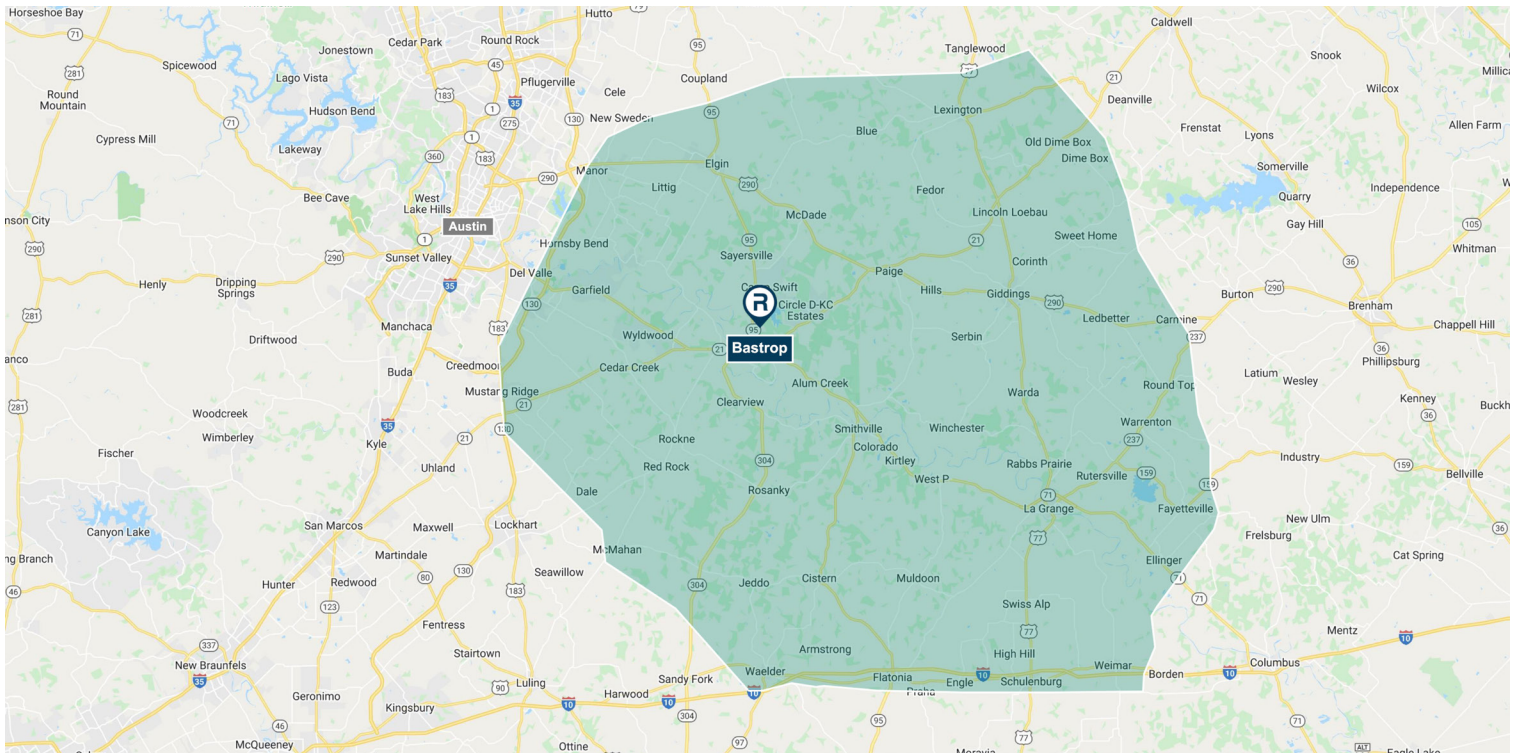
Population

2010	168,688
2022	213,283
2027	226,949

Educational Attainment (%)

Graduate or Professional Degree	5.19%
Bachelors Degree	12.64%
Associate Degree	6.02%
Some College	22.64%
High School Graduate (GED)	34.24%
Some High School, No Degree	9.11%
Less than 9th Grade	10.16%

Income

Average HH	$88,838
Median HH	$69,520
Per Capita	$31,003

Age

0 - 9 Years	14.10%
10 - 17 Years	11.63%
18 - 24 Years	9.07%
25 - 34 Years	12.43%
35 - 44 Years	12.27%
45 - 54 Years	12.03%
55 - 64 Years	12.57%
65 and Older	15.90%
Median Age	37.24
Average Age	38.27

Race Distribution (%)

White	67.76%
Black/African American	10.53%
American Indian/Alaskan	1.05%
Asian	0.98%
Native Hawaiian/Islander	0.08%
Other Race	16.26%
Two or More Races	3.33%
Hispanic	44.11%

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E D C

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DESCRIPTION	DATA	%
Population		
2027 Projection	226,949	
2022 Estimate	213,283	
2010 Census	168,688	
2000 Census	122,441	
Growth 2022 - 2027		6.41%
Growth 2010 - 2022		26.44%
Growth 2000 - 2010		37.77%
2022 Est. Population by Single-Classification Race	**213,283**	
White Alone	144,519	67.76%
Black or African American Alone	22,449	10.53%
Amer. Indian and Alaska Native Alone	2,244	1.05%
Asian Alone	2,097	0.98%
Native Hawaiian and Other Pacific Island Alone	175	0.08%
Some Other Race Alone	34,690	16.26%
Two or More Races	7,111	3.33%
2022 Est. Population by Hispanic or Latino Origin	**213,283**	
Not Hispanic or Latino	119,198	55.89%
Hispanic or Latino	94,085	44.11%
Mexican	83,458	88.70%
Puerto Rican	962	1.02%
Cuban	426	0.45%
All Other Hispanic or Latino	9,239	9.82%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**94,085**	
White Alone	53,060	56.40%
Black or African American Alone	964	1.02%
American Indian and Alaska Native Alone	1,555	1.65%
Asian Alone	125	0.13%
Native Hawaiian and Other Pacific Islander Alone	46	0.05%
Some Other Race Alone	34,384	36.55%
Two or More Races	3,950	4.20%
2022 Est. Pop by Race, Asian Alone, by Category	**2,097**	
Chinese, except Taiwanese	227	10.83%
Filipino	265	12.64%
Japanese	43	2.05%
Asian Indian	193	9.20%
Korean	222	10.59%
Vietnamese	380	18.12%
Cambodian	11	0.53%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	154	7.34%
All Other Asian Races Including 2+ Category	601	28.66%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**213,283**	
Arab	2,002	0.94%
Czech	5,018	2.35%
Danish	423	0.20%
Dutch	1,345	0.63%
English	11,037	5.17%
French (except Basque)	2,807	1.32%
French Canadian	394	0.19%
German	25,692	12.05%
Greek	58	0.03%
Hungarian	104	0.05%
Irish	11,309	5.30%
Italian	2,301	1.08%
Lithuanian	110	0.05%
United States or American	6,526	3.06%
Norwegian	1,146	0.54%
Polish	1,112	0.52%
Portuguese	170	0.08%
Russian	360	0.17%
Scottish	2,470	1.16%
Scotch-Irish	2,273	1.07%
Slovak	9	0.00%
Subsaharan African	2,112	0.99%
Swedish	921	0.43%
Swiss	450	0.21%
Ukrainian	57	0.03%
Welsh	858	0.40%
West Indian (except Hisp. groups)	156	0.07%
Other ancestries	94,861	44.48%
Ancestry Unclassified	37,201	17.44%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	131,329	66.25%
Speak Asian/Pacific Island Language at Home	1,399	0.71%
Speak IndoEuropean Language at Home	2,602	1.31%
Speak Spanish at Home	62,360	31.46%
Speak Other Language at Home	527	0.27%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	213,283	
Age 0 - 4	15,066	7.06%
Age 5 - 9	15,002	7.03%
Age 10 - 14	15,410	7.22%
Age 15 - 17	9,398	4.41%
Age 18 - 20	8,436	3.96%
Age 21 - 24	10,905	5.11%
Age 25 - 34	26,520	12.43%
Age 35 - 44	26,159	12.27%
Age 45 - 54	25,666	12.03%
Age 55 - 64	26,819	12.57%
Age 65 - 74	21,327	10.00%
Age 75 - 84	9,453	4.43%
Age 85 and over	3,122	1.46%
Age 16 and over	164,723	77.23%
Age 18 and over	158,407	74.27%
Age 21 and over	149,971	70.32%
Age 65 and over	33,902	15.90%
2022 Est. Median Age		37.24
2022 Est. Average Age		38.27
2022 Est. Population by Sex	213,283	
Male	107,635	50.47%
Female	105,648	49.53%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	107,635	
Age 0 - 4	7,639	7.10%
Age 5 - 9	7,562	7.03%
Age 10 - 14	7,862	7.30%
Age 15 - 17	4,839	4.50%
Age 18 - 20	4,462	4.15%
Age 21 - 24	5,785	5.37%
Age 25 - 34	13,877	12.89%
Age 35 - 44	13,279	12.34%
Age 45 - 54	12,944	12.03%
Age 55 - 64	13,444	12.49%
Age 65 - 74	10,451	9.71%
Age 75 - 84	4,322	4.01%
Age 85 and over	1,169	1.09%
2022 Est. Median Age, Male		36.33
2022 Est. Average Age, Male		37.64
2022 Est. Female Population by Age	105,648	
Age 0 - 4	7,427	7.03%
Age 5 - 9	7,441	7.04%
Age 10 - 14	7,549	7.14%
Age 15 - 17	4,559	4.32%
Age 18 - 20	3,974	3.76%
Age 21 - 24	5,121	4.85%
Age 25 - 34	12,643	11.97%
Age 35 - 44	12,879	12.19%
Age 45 - 54	12,722	12.04%
Age 55 - 64	13,375	12.66%
Age 65 - 74	10,876	10.30%
Age 75 - 84	5,131	4.86%
Age 85 and over	1,952	1.85%
2022 Est. Median Age, Female		38.20
2022 Est. Average Age, Female		38.87

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	53,242	31.73%
Males, Never Married	29,320	17.47%
Females, Never Married	23,921	14.26%
Married, Spouse present	74,483	44.39%
Married, Spouse absent	9,532	5.68%
Widowed	9,712	5.79%
Males Widowed	2,036	1.21%
Females Widowed	7,676	4.57%
Divorced	20,836	12.42%
Males Divorced	10,160	6.05%
Females Divorced	10,676	6.36%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	14,136	10.16%
Some High School, no diploma	12,666	9.11%
High School Graduate (or GED)	47,616	34.24%
Some College, no degree	31,484	22.64%
Associate Degree	8,375	6.02%
Bachelor's Degree	17,572	12.64%
Master's Degree	5,906	4.25%
Professional School Degree	543	0.39%
Doctorate Degree	768	0.55%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	18,653	37.13%
High School Graduate	17,314	34.47%
Some College or Associate's Degree	9,810	19.53%
Bachelor's Degree or Higher	4,458	8.87%
Households		
2027 Projection	77,352	
2022 Estimate	72,619	
2010 Census	57,614	
2000 Census	43,322	
Growth 2022 - 2027		6.52%
Growth 2010 - 2022		26.04%
Growth 2000 - 2010		32.99%
2022 Est. Households by Household Type	72,619	
Family Households	53,680	73.92%
Nonfamily Households	18,939	26.08%
2022 Est. Group Quarters Population	5,198	
2022 Households by Ethnicity, Hispanic/Latino	23,395	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	72,619	
Income < $15,000	6,037	8.31%
Income $15,000 - $24,999	6,140	8.46%
Income $25,000 - $34,999	4,874	6.71%
Income $35,000 - $49,999	9,177	12.64%
Income $50,000 - $74,999	12,667	17.44%
Income $75,000 - $99,999	10,878	14.98%
Income $100,000 - $124,999	7,968	10.97%
Income $125,000 - $149,999	4,969	6.84%
Income $150,000 - $199,999	5,064	6.97%
Income $200,000 - $249,999	2,316	3.19%
Income $250,000 - $499,999	1,854	2.55%
Income $500,000+	675	0.93%
2022 Est. Average Household Income		$88,838
2022 Est. Median Household Income		$69,520
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$72,109
Black or African American Alone		$59,406
American Indian and Alaska Native Alone		$51,291
Asian Alone		$81,079
Native Hawaiian and Other Pacific Islander Alone		$50,716
Some Other Race Alone		$63,956
Two or More Races		$54,686
Hispanic or Latino		$68,975
Not Hispanic or Latino		$69,797
2022 Est. Family HH Type by Presence of Own Child.	53,680	
Married-Couple Family, own children	18,120	33.76%
Married-Couple Family, no own children	22,553	42.01%
Male Householder, own children	2,039	3.80%
Male Householder, no own children	2,102	3.92%
Female Householder, own children	4,970	9.26%
Female Householder, no own children	3,896	7.26%
2022 Est. Households by Household Size	72,619	
1-person	15,867	21.85%
2-person	23,275	32.05%
3-person	11,517	15.86%
4-person	10,031	13.81%
5-person	6,044	8.32%
6-person	3,203	4.41%
7-or-more-person	2,681	3.69%
2022 Est. Average Household Size		2.87

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**72,619**	
Households with 1 or More People under Age 18:	28,800	39.66%
Married-Couple Family	19,914	69.15%
Other Family, Male Householder	2,554	8.87%
Other Family, Female Householder	6,106	21.20%
Nonfamily, Male Householder	186	0.65%
Nonfamily, Female Householder	39	0.14%
Households with No People under Age 18:	**43,819**	
Married-Couple Family	20,748	47.35%
Other Family, Male Householder	1,595	3.64%
Other Family, Female Householder	2,756	6.29%
Nonfamily, Male Householder	9,521	21.73%
Nonfamily, Female Householder	9,199	20.99%
2022 Est. Households by Number of Vehicles	**72,619**	
No Vehicles	2,341	3.22%
1 Vehicle	17,573	24.20%
2 Vehicles	29,873	41.14%
3 Vehicles	15,518	21.37%
4 Vehicles	4,984	6.86%
5 or more Vehicles	2,331	3.21%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	57,211	
2022 Estimate	53,680	
2010 Census	42,331	
2000 Census	31,796	
Growth 2022 - 2027		6.58%
Growth 2010 - 2022		26.81%
Growth 2000 - 2010		33.13%
2022 Est. Families by Poverty Status	**53,680**	
2022 Families at or Above Poverty	48,873	91.04%
2022 Families at or Above Poverty with Children	23,459	43.70%
2022 Families Below Poverty	4,807	8.96%
2022 Families Below Poverty with Children	3,479	6.48%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	98,988	60.09%
Civilian Labor Force, Unemployed	4,307	2.62%
Armed Forces	93	0.06%
Not in Labor Force	61,335	37.24%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**97,829**	
For-Profit Private Workers	66,817	68.30%
Non-Profit Private Workers	4,664	4.77%
Local Government Workers	1,865	1.91%
State Government Workers	5,185	5.30%
Federal Government Workers	8,617	8.81%
Self-Employed Workers	10,250	10.48%
Unpaid Family Workers	432	0.44%
2022 Est. Civ. Employed Pop 16+ by Occupation	**97,829**	
Architect/Engineer	1,349	1.38%
Arts/Entertainment/Sports	1,521	1.55%
Building Grounds Maintenance	4,701	4.80%
Business/Financial Operations	3,453	3.53%
Community/Social Services	1,383	1.41%
Computer/Mathematical	1,870	1.91%
Construction/Extraction	12,425	12.70%
Education/Training/Library	4,724	4.83%
Farming/Fishing/Forestry	779	0.80%
Food Prep/Serving	5,113	5.23%
Health Practitioner/Technician	3,174	3.24%
Healthcare Support	3,396	3.47%
Maintenance Repair	3,324	3.40%
Legal	473	0.48%
Life/Physical/Social Science	627	0.64%
Management	8,159	8.34%
Office/Admin. Support	12,895	13.18%
Production	5,510	5.63%
Protective Services	1,650	1.69%
Sales/Related	8,859	9.06%
Personal Care/Service	2,968	3.03%
Transportation/Moving	9,473	9.68%
2022 Est. Pop 16+ by Occupation Classification	**97,829**	
White Collar	48,490	49.57%
Blue Collar	30,732	31.41%
Service and Farm	18,607	19.02%
2022 Est. Workers Age 16+ by Transp. to Work	**95,757**	
Drove Alone	76,496	79.89%
Car Pooled	11,824	12.35%
Public Transportation	239	0.25%
Walked	1,349	1.41%
Bicycle	100	0.10%
Other Means	1,265	1.32%
Worked at Home	4,484	4.68%

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DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	18,377	
15 - 29 Minutes	24,627	
30 - 44 Minutes	22,847	
45 - 59 Minutes	11,447	
60 or more Minutes	14,004	
2022 Est. Avg Travel Time to Work in Minutes		35
2022 Est. Occupied Housing Units by Tenure	72,619	
Owner Occupied	57,188	78.75%
Renter Occupied	15,431	21.25%
2022 Owner Occ. HUs: Avg. Length of Residence		13.42†
2022 Renter Occ. HUs: Avg. Length of Residence		6.44†
2022 Est. Owner-Occupied Housing Units by Value	**72,619**	
Value Less than $20,000	2,027	3.54%
Value $20,000 - $39,999	2,370	4.14%
Value $40,000 - $59,999	1,324	2.31%
Value $60,000 - $79,999	1,847	3.23%
Value $80,000 - $99,999	2,524	4.41%
Value $100,000 - $149,999	8,618	15.07%
Value $150,000 - $199,999	7,198	12.59%
Value $200,000 - $299,999	13,374	23.39%
Value $300,000 - $399,999	8,042	14.06%
Value $400,000 - $499,999	3,767	6.59%
Value $500,000 - $749,999	3,098	5.42%
Value $750,000 - $999,999	1,378	2.41%
Value $1,000,000 or $1,499,999	718	1.26%
Value $1,500,000 or $1,999,999	366	0.64%
Value $2,000,000+	539	0.94%
2022 Est. Median All Owner-Occupied Housing Value		$218,575
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	59,618	71.95%
1 Unit Attached	890	1.07%
2 Units	998	1.20%
3 or 4 Units	920	1.11%
5 to 19 Units	747	0.90%
20 to 49 Units	420	0.51%
50 or More Units	400	0.48%
Mobile Home or Trailer	18,527	22.36%
Boat, RV, Van, etc.	346	0.42%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	16,067	19.39%
Housing Units Built 2010 to 2014	5,267	6.36%
Housing Units Built 2000 to 2009	19,475	23.50%
Housing Units Built 1990 to 1999	11,557	13.95%
Housing Units Built 1980 to 1989	10,593	12.78%
Housing Units Built 1970 to 1979	6,935	8.37%
Housing Units Built 1960 to 1969	3,835	4.63%
Housing Units Built 1950 to 1959	3,074	3.71%
Housing Units Built 1940 to 1949	2,297	2.77%
Housing Unit Built 1939 or Earlier	3,765	4.54%
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.

ACKNOWLEDGMENTS