CITY OF BASTROP, TEXAS

RTA POPULATION

193,196
2017 Estimated Primary Retail Trade Area Population

RACE DISTRIBUTION AND AGE

- White: 68.92%
- Black or African American: 11.17%
- American Indian/Alaskan: 1.00%
- Asian: 0.97%
- Native Hawaiian/Islander: 0.08%
- Other Race: 14.83%
- Two or More Races: 3.02%
- Hispanic or Latino: 40.29%

- 9 Years and Under: 13.83%
- 10-17 Years: 11.71%
- 18-24 Years: 8.76%
- 25-34 Years: 12.78%
- 35-44 Years: 12.90%
- 45-54 Years: 13.97%
- 55-64 Years: 12.90%
- 65 Years and Over: 14.14%

Med. Age 37.3
Avg. Age 38.0

HOUSEHOLD INCOME

- Average Household Income: $72,570
- Median Household Income: $56,961
- Per Capita Income: $25,251

OPPORTUNITY IN BASTROP*

- Clothing & Accessory Stores
  - Sales Leakage: $103,168,140

- Sporting Goods Services
  - Sales Leakage: $6,597,578

- Food Service & Drinking Places
  - Sales Leakage: $259,471,122

- Potential Retail Sales: $2,849,615,031
- Actual Sales: $695,515,837
- Sales Leakage: $2,154,099,194

*Sales numbers reflect 2016 data

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BASTROPTX
Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document.

Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.