



The**Retail**Coach®

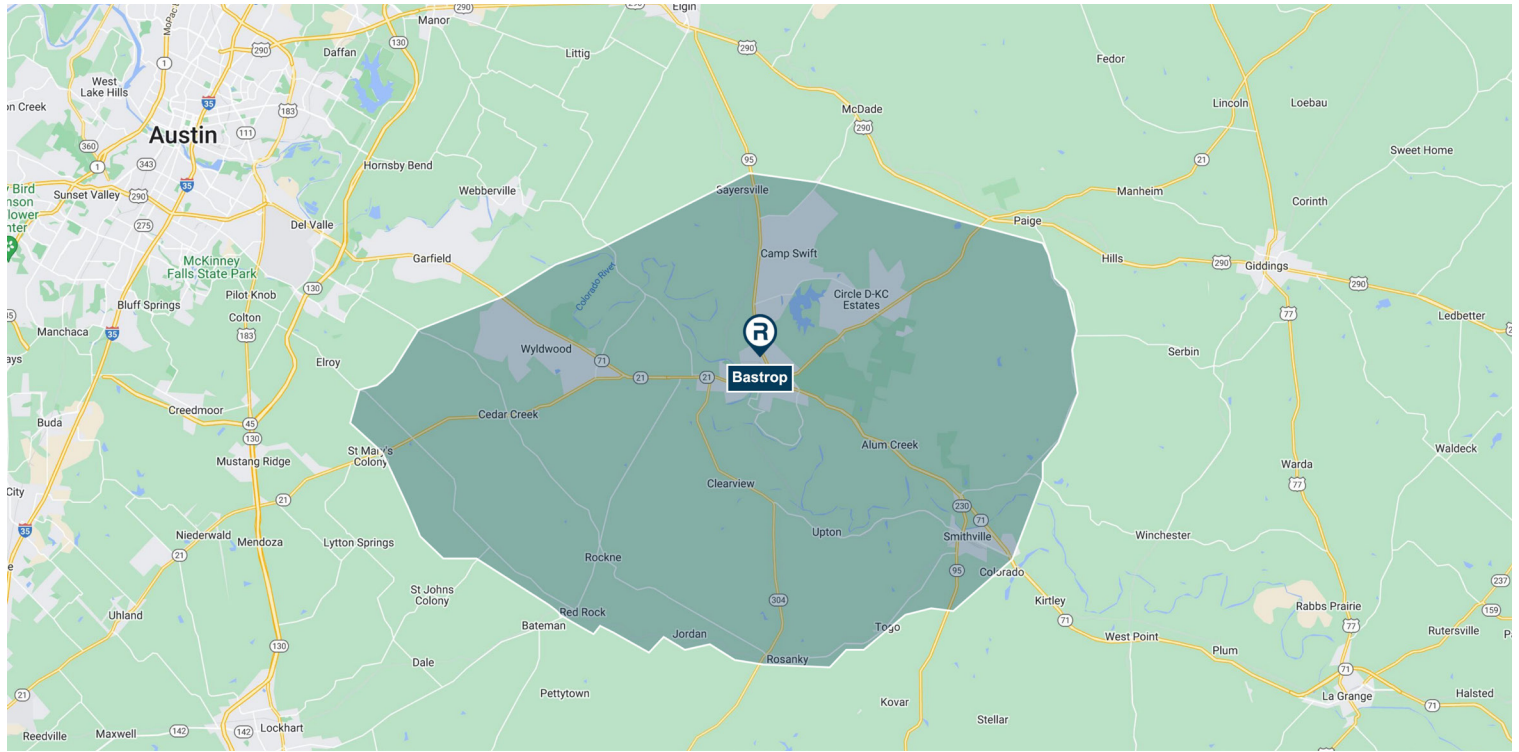
Downtown Primary Retail Trade Area Demographic Profile

BASTROP, TEXAS

Prepared for City of Bastrop, TX
May 2022

Downtown Primary Retail Trade Area • Demographic Snapshot

Bastrop, Texas



Population

2010	51,228	0 - 9 Years	13.02%
2022	65,919	10 - 17 Years	11.34%
2027	70,454	18 - 24 Years	9.09%

Educational Attainment (%)

Graduate or Professional Degree	6.39%	25 - 34 Years	12.02%
Bachelors Degree	13.42%	35 - 44 Years	11.82%
Associate Degree	5.56%	45 - 54 Years	12.00%
Some College	25.44%	55 - 64 Years	13.50%
High School Graduate (GED)	33.46%	65 and Older	17.22%
Some High School, No Degree	8.29%	Median Age	38.84
Less than 9th Grade	7.44%	Average Age	39.37

Income

Average HH	\$86,675	Race Distribution (%)	
Median HH	\$67,274	White	73.47%
Per Capita	\$31,673	Black/African American	5.99%
		American Indian/Alaskan	1.19%
		Asian	0.90%
		Native Hawaiian/Islander	0.08%
		Other Race	14.90%
		Two or More Races	3.47%
		Hispanic	39.58%



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Downtown Primary Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	70,454	
2022 Estimate	65,919	
2010 Census	51,228	
2000 Census	39,482	
Growth 2022 - 2027		6.88%
Growth 2010 - 2022		28.68%
Growth 2000 - 2010		29.75%
2022 Est. Population by Single-Classification Race	65,919	
White Alone	48,430	73.47%
Black or African American Alone	3,948	5.99%
Amer. Indian and Alaska Native Alone	783	1.19%
Asian Alone	595	0.90%
Native Hawaiian and Other Pacific Island Alone	52	0.08%
Some Other Race Alone	9,823	14.90%
Two or More Races	2,288	3.47%
2022 Est. Population by Hispanic or Latino Origin	65,919	
Not Hispanic or Latino	39,826	60.42%
Hispanic or Latino	26,093	39.58%
Mexican	22,963	88.00%
Puerto Rican	329	1.26%
Cuban	102	0.39%
All Other Hispanic or Latino	2,699	10.34%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	26,093	
White Alone	14,352	55.00%
Black or African American Alone	246	0.94%
American Indian and Alaska Native Alone	503	1.93%
Asian Alone	46	0.18%
Native Hawaiian and Other Pacific Islander Alone	8	0.03%
Some Other Race Alone	9,735	37.31%
Two or More Races	1,203	4.61%
2022 Est. Pop by Race, Asian Alone, by Category	595	
Chinese, except Taiwanese	193	32.44%
Filipino	104	17.48%
Japanese	10	1.68%
Asian Indian	71	11.93%
Korean	11	1.85%
Vietnamese	30	5.04%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	35	5.88%
All Other Asian Races Including 2+ Category	140	23.53%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	65,919	
Arab	573	0.87%
Czech	817	1.24%
Danish	233	0.35%
Dutch	597	0.91%
English	4,767	7.23%
French (except Basque)	1,196	1.81%
French Canadian	131	0.20%
German	8,974	13.61%
Greek	15	0.02%
Hungarian	13	0.02%
Irish	4,117	6.25%
Italian	583	0.88%
Lithuanian	32	0.05%
United States or American	2,331	3.54%
Norwegian	486	0.74%
Polish	501	0.76%
Portuguese	61	0.09%
Russian	266	0.40%
Scottish	1,180	1.79%
Scotch-Irish	883	1.34%
Slovak	0	0.00%
Subsaharan African	220	0.33%
Swedish	211	0.32%
Swiss	235	0.36%
Ukrainian	21	0.03%
Welsh	346	0.53%
West Indian (except Hisp. groups)	75	0.11%
Other ancestries	25,169	38.18%
Ancestry Unclassified	11,887	18.03%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	44,638	72.43%
Speak Asian/Pacific Island Language at Home	272	0.44%
Speak IndoEuropean Language at Home	871	1.41%
Speak Spanish at Home	15,815	25.66%
Speak Other Language at Home	30	0.05%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	65,919	
Age 0 - 4	4,294	6.51%
Age 5 - 9	4,289	6.51%
Age 10 - 14	4,574	6.94%
Age 15 - 17	2,900	4.40%
Age 18 - 20	2,592	3.93%
Age 21 - 24	3,398	5.16%
Age 25 - 34	7,920	12.02%
Age 35 - 44	7,791	11.82%
Age 45 - 54	7,907	12.00%
Age 55 - 64	8,901	13.50%
Age 65 - 74	7,309	11.09%
Age 75 - 84	3,093	4.69%
Age 85 and over	949	1.44%
Age 16 and over	51,806	78.59%
Age 18 and over	49,861	75.64%
Age 21 and over	47,269	71.71%
Age 65 and over	11,351	17.22%
2022 Est. Median Age		38.84
2022 Est. Average Age		39.37
2022 Est. Population by Sex	65,919	
Male	33,559	50.91%
Female	32,360	49.09%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	33,559	
Age 0 - 4	2,147	6.40%
Age 5 - 9	2,166	6.45%
Age 10 - 14	2,332	6.95%
Age 15 - 17	1,489	4.44%
Age 18 - 20	1,365	4.07%
Age 21 - 24	1,817	5.41%
Age 25 - 34	4,330	12.90%
Age 35 - 44	4,093	12.20%
Age 45 - 54	4,042	12.04%
Age 55 - 64	4,484	13.36%
Age 65 - 74	3,549	10.58%
Age 75 - 84	1,381	4.12%
Age 85 and over	364	1.08%
2022 Est. Median Age, Male		37.73
2022 Est. Average Age, Male		38.69
2022 Est. Female Population by Age	32,360	
Age 0 - 4	2,147	6.63%
Age 5 - 9	2,123	6.56%
Age 10 - 14	2,243	6.93%
Age 15 - 17	1,411	4.36%
Age 18 - 20	1,227	3.79%
Age 21 - 24	1,581	4.89%
Age 25 - 34	3,591	11.10%
Age 35 - 44	3,698	11.43%
Age 45 - 54	3,866	11.95%
Age 55 - 64	4,417	13.65%
Age 65 - 74	3,761	11.62%
Age 75 - 84	1,711	5.29%
Age 85 and over	585	1.81%
2022 Est. Median Age, Female		40.07
2022 Est. Average Age, Female		40.01

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,858	31.95%
Males, Never Married	9,587	18.17%
Females, Never Married	7,271	13.78%
Married, Spouse present	21,928	41.56%
Married, Spouse absent	3,203	6.07%
Widowed	3,494	6.62%
Males Widowed	726	1.38%
Females Widowed	2,768	5.25%
Divorced	7,278	13.79%
Males Divorced	3,363	6.37%
Females Divorced	3,914	7.42%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,263	7.44%
Some High School, no diploma	3,637	8.29%
High School Graduate (or GED)	14,680	33.46%
Some College, no degree	11,162	25.44%
Associate Degree	2,441	5.56%
Bachelor's Degree	5,886	13.42%
Master's Degree	2,387	5.44%
Professional School Degree	142	0.32%
Doctorate Degree	273	0.62%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,604	32.55%
High School Graduate	5,298	37.45%
Some College or Associate's Degree	2,642	18.68%
Bachelor's Degree or Higher	1,602	11.33%
Households		
2027 Projection	24,974	
2022 Estimate	23,309	
2010 Census	17,969	
2000 Census	13,805	
Growth 2022 - 2027		7.14%
Growth 2010 - 2022		29.72%
Growth 2000 - 2010		30.16%
2022 Est. Households by Household Type		
Family Households	16,730	71.78%
Nonfamily Households	6,579	28.23%
2022 Est. Group Quarters Population		
	2,133	
2022 Households by Ethnicity, Hispanic/Latino		
	6,528	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	2,289	9.82%
Income \$15,000 - \$24,999	2,393	10.27%
Income \$25,000 - \$34,999	1,424	6.11%
Income \$35,000 - \$49,999	2,736	11.74%
Income \$50,000 - \$74,999	3,961	16.99%
Income \$75,000 - \$99,999	3,274	14.05%
Income \$100,000 - \$124,999	2,499	10.72%
Income \$125,000 - \$149,999	1,478	6.34%
Income \$150,000 - \$199,999	1,731	7.43%
Income \$200,000 - \$249,999	750	3.22%
Income \$250,000 - \$499,999	589	2.53%
Income \$500,000+	185	0.79%
2022 Est. Average Household Income		
		\$86,675
2022 Est. Median Household Income		
		\$67,274
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,759
Black or African American Alone		\$45,525
American Indian and Alaska Native Alone		\$46,870
Asian Alone		\$80,572
Native Hawaiian and Other Pacific Islander Alone		\$42,289
Some Other Race Alone		\$61,533
Two or More Races		\$49,930
Hispanic or Latino		\$68,399
Not Hispanic or Latino		\$66,793
2022 Est. Family HH Type by Presence of Own Child.		
	16,730	
Married-Couple Family, own children	5,219	31.20%
Married-Couple Family, no own children	7,509	44.88%
Male Householder, own children	612	3.66%
Male Householder, no own children	608	3.63%
Female Householder, own children	1,521	9.09%
Female Householder, no own children	1,262	7.54%
2022 Est. Households by Household Size		
	23,309	
1-person	5,455	23.40%
2-person	7,828	33.58%
3-person	3,701	15.88%
4-person	3,041	13.05%
5-person	1,707	7.32%
6-person	884	3.79%
7-or-more-person	693	2.97%
2022 Est. Average Household Size		
		2.74

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	23,309	
Households with 1 or More People under Age 18:	8,504	36.48%
Married-Couple Family	5,785	68.03%
Other Family, Male Householder	754	8.87%
Other Family, Female Householder	1,882	22.13%
Nonfamily, Male Householder	70	0.82%
Nonfamily, Female Householder	13	0.15%
Households with No People under Age 18:	14,804	
Married-Couple Family	6,942	46.89%
Other Family, Male Householder	465	3.14%
Other Family, Female Householder	897	6.06%
Nonfamily, Male Householder	3,274	22.12%
Nonfamily, Female Householder	3,226	21.79%
2022 Est. Households by Number of Vehicles	23,309	
No Vehicles	787	3.38%
1 Vehicle	5,857	25.13%
2 Vehicles	9,341	40.08%
3 Vehicles	5,079	21.79%
4 Vehicles	1,512	6.49%
5 or more Vehicles	733	3.14%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	17,922	
2022 Estimate	16,730	
2010 Census	12,877	
2000 Census	10,095	
Growth 2022 - 2027		7.12%
Growth 2010 - 2022		29.92%
Growth 2000 - 2010		27.56%
2022 Est. Families by Poverty Status	16,730	
2022 Families at or Above Poverty	15,137	90.48%
2022 Families at or Above Poverty with Children	6,945	41.51%
2022 Families Below Poverty	1,593	9.52%
2022 Families Below Poverty with Children	1,132	6.77%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	28,490	54.99%
Civilian Labor Force, Unemployed	1,442	2.78%
Armed Forces	0	0.00%
Not in Labor Force	21,874	42.22%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	27,979	
For-Profit Private Workers	19,542	69.84%
Non-Profit Private Workers	1,173	4.19%
Local Government Workers	499	1.78%
State Government Workers	1,820	6.50%
Federal Government Workers	2,098	7.50%
Self-Employed Workers	2,610	9.33%
Unpaid Family Workers	237	0.85%
2022 Est. Civ. Employed Pop 16+ by Occupation	27,979	
Architect/Engineer	406	1.45%
Arts/Entertainment/Sports	467	1.67%
Building Grounds Maintenance	890	3.18%
Business/Financial Operations	1,152	4.12%
Community/Social Services	369	1.32%
Computer/Mathematical	476	1.70%
Construction/Extraction	3,546	12.67%
Education/Training/Library	1,587	5.67%
Farming/Fishing/Forestry	207	0.74%
Food Prep/Serving	1,141	4.08%
Health Practitioner/Technician	744	2.66%
Healthcare Support	1,030	3.68%
Maintenance Repair	931	3.33%
Legal	149	0.53%
Life/Physical/Social Science	227	0.81%
Management	2,594	9.27%
Office/Admin. Support	3,608	12.90%
Production	1,329	4.75%
Protective Services	365	1.30%
Sales/Related	2,409	8.61%
Personal Care/Service	1,227	4.38%
Transportation/Moving	3,124	11.17%
2022 Est. Pop 16+ by Occupation Classification	27,979	
White Collar	14,187	50.71%
Blue Collar	8,930	31.92%
Service and Farm	4,861	17.37%
2022 Est. Workers Age 16+ by Transp. to Work	27,406	
Drove Alone	22,319	81.44%
Car Pooled	2,775	10.13%
Public Transportation	40	0.15%
Walked	395	1.44%
Bicycle	70	0.26%
Other Means	542	1.98%
Worked at Home	1,265	4.62%

Downtown Primary Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,329	
15 - 29 Minutes	6,879	
30 - 44 Minutes	6,049	
45 - 59 Minutes	3,865	
60 or more Minutes	4,957	
2022 Est. Avg Travel Time to Work in Minutes		38
2022 Est. Occupied Housing Units by Tenure	23,309	
Owner Occupied	17,948	77.00%
Renter Occupied	5,360	23.00%
2022 Owner Occ. HUs: Avg. Length of Residence		12.51 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.97 [†]
2022 Est. Owner-Occupied Housing Units by Value	23,309	
Value Less than \$20,000	690	3.84%
Value \$20,000 - \$39,999	636	3.54%
Value \$40,000 - \$59,999	184	1.02%
Value \$60,000 - \$79,999	586	3.27%
Value \$80,000 - \$99,999	773	4.31%
Value \$100,000 - \$149,999	2,904	16.18%
Value \$150,000 - \$199,999	2,103	11.72%
Value \$200,000 - \$299,999	4,234	23.59%
Value \$300,000 - \$399,999	3,077	17.14%
Value \$400,000 - \$499,999	1,353	7.54%
Value \$500,000 - \$749,999	752	4.19%
Value \$750,000 - \$999,999	255	1.42%
Value \$1,000,000 or \$1,499,999	117	0.65%
Value \$1,500,000 or \$1,999,999	150	0.84%
Value \$2,000,000+	134	0.75%
2022 Est. Median All Owner-Occupied Housing Value		\$225,101
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	17,367	67.49%
1 Unit Attached	319	1.24%
2 Units	264	1.03%
3 or 4 Units	330	1.28%
5 to 19 Units	469	1.82%
20 to 49 Units	129	0.50%
50 or More Units	257	1.00%
Mobile Home or Trailer	6,450	25.07%
Boat, RV, Van, etc.	148	0.57%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,093	19.79%
Housing Units Built 2010 to 2014	1,956	7.60%
Housing Units Built 2000 to 2009	5,986	23.26%
Housing Units Built 1990 to 1999	4,400	17.10%
Housing Units Built 1980 to 1989	3,581	13.92%
Housing Units Built 1970 to 1979	1,953	7.59%
Housing Units Built 1960 to 1969	854	3.32%
Housing Units Built 1950 to 1959	700	2.72%
Housing Units Built 1940 to 1949	435	1.69%
Housing Unit Built 1939 or Earlier	773	3.00%
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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