



The **Retail** Coach.®

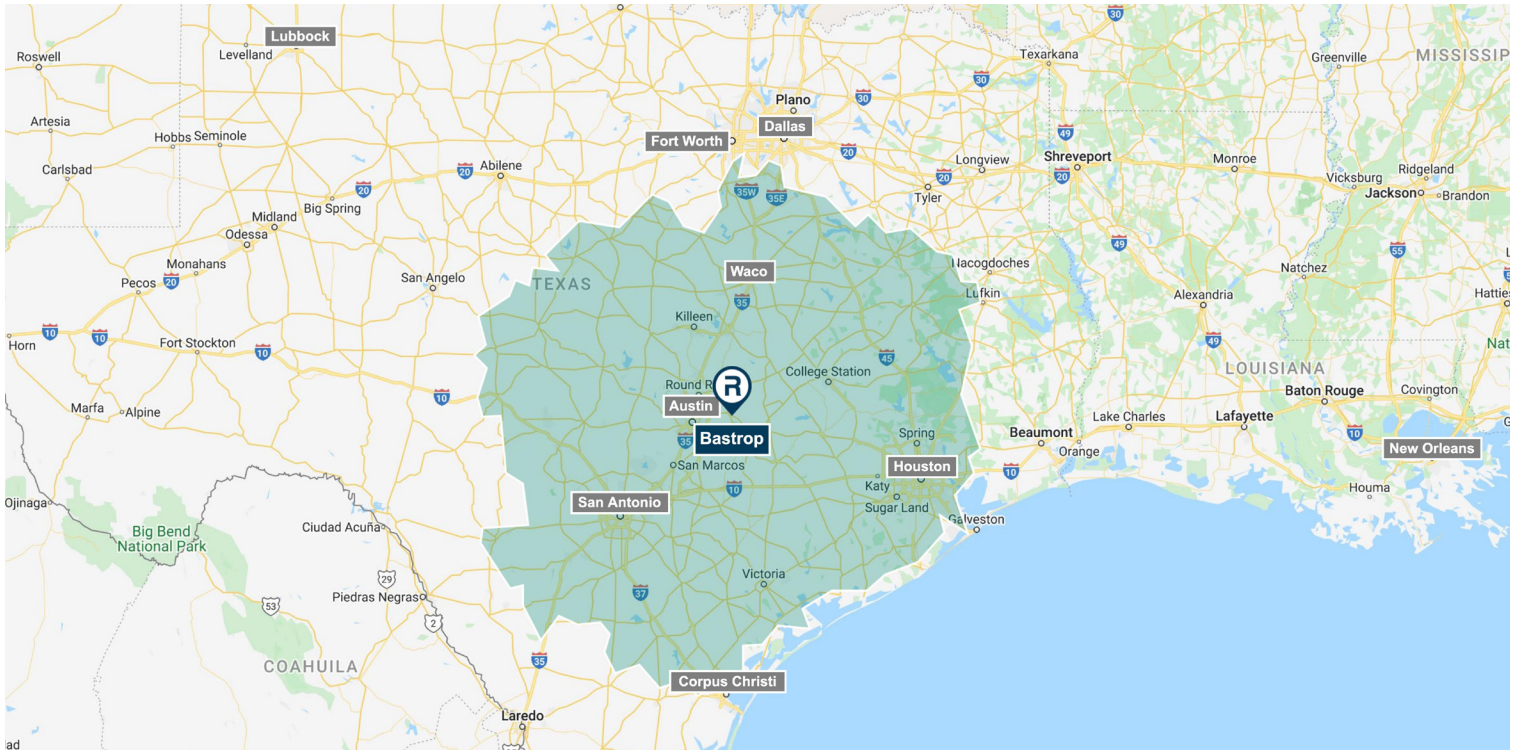
180-Minute Drive Time Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
March 2022

180-Minute Drive Time • Demographic Snapshot

Bastrop, Texas



Population

2010	11,995,267	0 - 9 Years	13.59%
2022	14,741,045	10 - 17 Years	11.32%
2027	15,609,462	18 - 24 Years	9.94%

Educational Attainment (%)

Graduate or Professional Degree	11.65%	25 - 34 Years	14.01%
Bachelors Degree	20.83%	35 - 44 Years	13.90%
Associate Degree	7.59%	45 - 54 Years	12.42%
Some College	21.06%	55 - 64 Years	11.21%
High School Graduate (GED)	24.58%	65 and Older	13.61%
Some High School, No Degree	7.22%	Median Age	35.81
Less than 9th Grade	7.06%	Average Age	37.21

Income

Average HH	\$105,097
Median HH	\$73,177
Per Capita	\$38,405

Race Distribution (%)

White	64.07%
Black/African American	13.15%
American Indian/Alaskan	0.73%
Asian	5.94%
Native Hawaiian/Islander	0.12%
Other Race	12.36%
Two or More Races	3.64%
Hispanic	39.73%

bastrop
EDC

Jean Riemenschneider
Bastrop Economic Development
Corporation
City of Bastrop
Project Manager

301 Highway 71 West
Suite 214
Bastrop, Texas 78602

Phone 512.332.8870
Cell 512.308.7544
Jean@bastropedc.org
www.bastropedc.org

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net

 **TheRetailCoach.**

180-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	15,609,462	
2022 Estimate	14,741,045	
2010 Census	11,995,267	
2000 Census	9,594,677	
Growth 2022 - 2027		5.89%
Growth 2010 - 2022		22.89%
Growth 2000 - 2010		25.02%
2022 Est. Population by Single-Classification Race	14,741,045	
White Alone	9,444,488	64.07%
Black or African American Alone	1,937,738	13.15%
Amer. Indian and Alaska Native Alone	107,286	0.73%
Asian Alone	875,183	5.94%
Native Hawaiian and Other Pacific Island Alone	17,797	0.12%
Some Other Race Alone	1,821,952	12.36%
Two or More Races	536,600	3.64%
2022 Est. Population by Hispanic or Latino Origin	14,741,045	
Not Hispanic or Latino	8,883,858	60.27%
Hispanic or Latino	5,857,186	39.73%
Mexican	4,638,731	79.20%
Puerto Rican	115,488	1.97%
Cuban	43,614	0.75%
All Other Hispanic or Latino	1,059,353	18.09%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	5,857,186	
White Alone	3,632,952	62.03%
Black or African American Alone	72,796	1.24%
American Indian and Alaska Native Alone	68,627	1.17%
Asian Alone	12,682	0.22%
Native Hawaiian and Other Pacific Islander Alone	3,028	0.05%
Some Other Race Alone	1,799,258	30.72%
Two or More Races	267,843	4.57%
2022 Est. Pop by Race, Asian Alone, by Category	875,183	
Chinese, except Taiwanese	145,702	16.65%
Filipino	92,491	10.57%
Japanese	14,025	1.60%
Asian Indian	264,725	30.25%
Korean	42,963	4.91%
Vietnamese	181,270	20.71%
Cambodian	8,937	1.02%
Hmong	294	0.03%
Laotian	3,376	0.39%
Thai	6,602	0.75%
All Other Asian Races Including 2+ Category	114,798	13.12%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	14,741,045	
Arab	48,261	0.33%
Czech	126,971	0.86%
Danish	22,206	0.15%
Dutch	78,522	0.53%
English	755,707	5.13%
French (except Basque)	256,154	1.74%
French Canadian	34,072	0.23%
German	1,207,374	8.19%
Greek	23,992	0.16%
Hungarian	17,932	0.12%
Irish	787,743	5.34%
Italian	259,248	1.76%
Lithuanian	7,174	0.05%
United States or American	596,260	4.04%
Norwegian	68,527	0.47%
Polish	168,129	1.14%
Portuguese	20,831	0.14%
Russian	39,637	0.27%
Scottish	176,325	1.20%
Scotch-Irish	120,186	0.82%
Slovak	6,405	0.04%
Subsaharan African	195,118	1.32%
Swedish	67,173	0.46%
Swiss	16,759	0.11%
Ukrainian	12,208	0.08%
Welsh	54,871	0.37%
West Indian (except Hisp. groups)	55,237	0.38%
Other ancestries	7,481,258	50.75%
Ancestry Unclassified	2,036,767	13.82%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,101,991	66.22%
Speak Asian/Pacific Island Language at Home	458,736	3.34%
Speak IndoEuropean Language at Home	361,340	2.63%
Speak Spanish at Home	3,677,051	26.75%
Speak Other Language at Home	145,528	1.06%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	14,741,045	
Age 0 - 4	996,399	6.76%
Age 5 - 9	1,006,615	6.83%
Age 10 - 14	1,035,081	7.02%
Age 15 - 17	633,079	4.29%
Age 18 - 20	635,825	4.31%
Age 21 - 24	829,243	5.62%
Age 25 - 34	2,065,790	14.01%
Age 35 - 44	2,049,054	13.90%
Age 45 - 54	1,831,298	12.42%
Age 55 - 64	1,651,861	11.21%
Age 65 - 74	1,233,792	8.37%
Age 75 - 84	577,454	3.92%
Age 85 and over	195,554	1.33%
Age 16 and over	11,495,365	77.98%
Age 18 and over	11,069,871	75.10%
Age 21 and over	10,434,046	70.78%
Age 65 and over	2,006,800	13.61%
2022 Est. Median Age		35.81
2022 Est. Average Age		37.21
2022 Est. Population by Sex	14,741,045	
Male	7,331,880	49.74%
Female	7,409,165	50.26%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	7,331,880	
Age 0 - 4	507,783	6.93%
Age 5 - 9	512,821	6.99%
Age 10 - 14	528,512	7.21%
Age 15 - 17	322,581	4.40%
Age 18 - 20	328,362	4.48%
Age 21 - 24	427,695	5.83%
Age 25 - 34	1,058,502	14.44%
Age 35 - 44	1,028,054	14.02%
Age 45 - 54	909,251	12.40%
Age 55 - 64	803,999	10.97%
Age 65 - 74	578,611	7.89%
Age 75 - 84	254,066	3.46%
Age 85 and over	71,643	0.98%
2022 Est. Median Age, Male		34.81
2022 Est. Average Age, Male		36.38
2022 Est. Female Population by Age	7,409,165	
Age 0 - 4	488,616	6.59%
Age 5 - 9	493,793	6.66%
Age 10 - 14	506,570	6.84%
Age 15 - 17	310,498	4.19%
Age 18 - 20	307,463	4.15%
Age 21 - 24	401,548	5.42%
Age 25 - 34	1,007,288	13.60%
Age 35 - 44	1,021,001	13.78%
Age 45 - 54	922,047	12.45%
Age 55 - 64	847,862	11.44%
Age 65 - 74	655,181	8.84%
Age 75 - 84	323,388	4.37%
Age 85 and over	123,910	1.67%
2022 Est. Median Age, Female		36.83
2022 Est. Average Age, Female		37.98

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Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,034,068	34.47%
Males, Never Married	2,178,037	18.61%
Females, Never Married	1,856,031	15.86%
Married, Spouse present	5,239,485	44.77%
Married, Spouse absent	653,585	5.58%
Widowed	557,751	4.77%
Males Widowed	125,718	1.07%
Females Widowed	432,032	3.69%
Divorced	1,218,061	10.41%
Males Divorced	515,992	4.41%
Females Divorced	702,069	6.00%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	678,521	7.06%
Some High School, no diploma	693,760	7.22%
High School Graduate (or GED)	2,360,637	24.58%
Some College, no degree	2,023,115	21.06%
Associate Degree	728,853	7.59%
Bachelor's Degree	2,000,537	20.83%
Master's Degree	800,197	8.33%
Professional School Degree	184,185	1.92%
Doctorate Degree	134,997	1.41%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,003,386	30.09%
High School Graduate	963,160	28.88%
Some College or Associate's Degree	810,807	24.31%
Bachelor's Degree or Higher	557,462	16.72%
Households		
2027 Projection	5,596,185	
2022 Estimate	5,274,843	
2010 Census	4,277,072	
2000 Census	3,406,273	
Growth 2022 - 2027		6.09%
Growth 2010 - 2022		23.33%
Growth 2000 - 2010		25.57%
2022 Est. Households by Household Type	5,274,843	
Family Households	3,665,678	69.49%
Nonfamily Households	1,609,165	30.51%
2022 Est. Group Quarters Population	306,287	
2022 Households by Ethnicity, Hispanic/Latino	1,681,785	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	5,274,843	
Income < \$15,000	435,526	8.26%
Income \$15,000 - \$24,999	376,506	7.14%
Income \$25,000 - \$34,999	402,662	7.63%
Income \$35,000 - \$49,999	603,436	11.44%
Income \$50,000 - \$74,999	876,324	16.61%
Income \$75,000 - \$99,999	659,886	12.51%
Income \$100,000 - \$124,999	513,698	9.74%
Income \$125,000 - \$149,999	375,677	7.12%
Income \$150,000 - \$199,999	433,437	8.22%
Income \$200,000 - \$249,999	223,371	4.24%
Income \$250,000 - \$499,999	240,821	4.57%
Income \$500,000+	133,501	2.53%
2022 Est. Average Household Income		\$105,097
2022 Est. Median Household Income		\$73,177
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$79,418
Black or African American Alone		\$55,174
American Indian and Alaska Native Alone		\$64,215
Asian Alone		\$101,364
Native Hawaiian and Other Pacific Islander Alone		\$68,193
Some Other Race Alone		\$54,374
Two or More Races		\$70,877
Hispanic or Latino		\$58,945
Not Hispanic or Latino		\$82,314
2022 Est. Family HH Type by Presence of Own Child.	3,665,678	
Married-Couple Family, own children	1,281,832	34.97%
Married-Couple Family, no own children	1,407,870	38.41%
Male Householder, own children	131,692	3.59%
Male Householder, no own children	140,801	3.84%
Female Householder, own children	405,732	11.07%
Female Householder, no own children	297,751	8.12%
2022 Est. Households by Household Size	5,274,843	
1-person	1,292,518	24.50%
2-person	1,594,650	30.23%
3-person	893,201	16.93%
4-person	763,073	14.47%
5-person	414,244	7.85%
6-person	187,825	3.56%
7-or-more-person	129,333	2.45%
2022 Est. Average Household Size		2.74

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Bastrop, Texas

DESCRIPTION	DATA	%	DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	5,274,843		2022 Est. Civ. Employed Pop 16+ by Class of Worker	7,068,482	
Households with 1 or More People under Age 18:	2,042,659	38.73%	For-Profit Private Workers	5,013,581	70.93%
Married-Couple Family	1,381,960	67.65%	Non-Profit Private Workers	407,890	5.77%
Other Family, Male Householder	160,101	7.84%	Local Government Workers	140,479	1.99%
Other Family, Female Householder	485,022	23.75%	State Government Workers	324,342	4.59%
Nonfamily, Male Householder	11,397	0.56%	Federal Government Workers	483,257	6.84%
Nonfamily, Female Householder	4,179	0.21%	Self-Employed Workers	681,757	9.65%
			Unpaid Family Workers	17,177	0.24%
Households with No People under Age 18:	3,232,184				
Married-Couple Family	1,307,722	40.46%	2022 Est. Civ. Employed Pop 16+ by Occupation	7,068,482	
Other Family, Male Householder	112,527	3.48%	Architect/Engineer	171,090	2.42%
Other Family, Female Householder	218,523	6.76%	Arts/Entertainment/Sports	129,075	1.83%
Nonfamily, Male Householder	791,691	24.49%	Building Grounds Maintenance	271,196	3.84%
Nonfamily, Female Householder	801,722	24.80%	Business/Financial Operations	380,190	5.38%
			Community/Social Services	101,857	1.44%
2022 Est. Households by Number of Vehicles	5,274,843		Computer/Mathematical	229,601	3.25%
No Vehicles	270,738	5.13%	Construction/Extraction	494,924	7.00%
1 Vehicle	1,647,983	31.24%	Education/Training/Library	455,430	6.44%
2 Vehicles	2,172,133	41.18%	Farming/Fishing/Forestry	20,801	0.29%
3 Vehicles	819,067	15.53%	Food Prep/Serving	404,826	5.73%
4 Vehicles	267,856	5.08%	Health Practitioner/Technician	387,285	5.48%
5 or more Vehicles	97,068	1.84%	Healthcare Support	194,725	2.75%
			Maintenance Repair	224,192	3.17%
2022 Est. Average Number of Vehicles		1.9	Legal	74,588	1.05%
			Life/Physical/Social Science	70,173	0.99%
Family Households			Management	743,447	10.52%
2027 Projection	3,889,957		Office/Admin. Support	751,339	10.63%
2022 Estimate	3,665,678		Production	344,481	4.87%
2010 Census	2,954,315		Protective Services	149,993	2.12%
2000 Census	2,390,677		Sales/Related	741,525	10.49%
			Personal Care/Service	182,912	2.59%
Growth 2022 - 2027		6.12%	Transportation/Moving	544,833	7.71%
Growth 2010 - 2022		24.08%			
Growth 2000 - 2010		23.58%	2022 Est. Pop 16+ by Occupation Classification	7,068,482	
			White Collar	4,235,599	59.92%
2022 Est. Families by Poverty Status	3,665,678		Blue Collar	1,608,431	22.75%
2022 Families at or Above Poverty	3,295,996	89.92%	Service and Farm	1,224,453	17.32%
2022 Families at or Above Poverty with Children	1,614,884	44.05%			
			2022 Est. Workers Age 16+ by Transp. to Work	7,000,240	
2022 Families Below Poverty	369,682	10.09%	Drove Alone	5,576,486	79.66%
2022 Families Below Poverty with Children	282,857	7.72%	Car Pooled	691,186	9.87%
			Public Transportation	121,330	1.73%
2022 Est. Pop 16+ by Employment Status			Walked	111,141	1.59%
Civilian Labor Force, Employed	7,107,252	61.83%	Bicycle	20,513	0.29%
Civilian Labor Force, Unemployed	347,626	3.02%	Other Means	88,660	1.27%
Armed Forces	56,468	0.49%	Worked at Home	390,925	5.58%
Not in Labor Force	3,984,019	34.66%			

180-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,407,018	
15 - 29 Minutes	2,321,067	
30 - 44 Minutes	1,577,585	
45 - 59 Minutes	677,372	
60 or more Minutes	639,952	
2022 Est. Avg Travel Time to Work in Minutes		31
2022 Est. Occupied Housing Units by Tenure	5,274,843	
Owner Occupied	3,365,338	63.80%
Renter Occupied	1,909,506	36.20%
2022 Owner Occ. HUs: Avg. Length of Residence		13.90 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.92 [†]
2022 Est. Owner-Occupied Housing Units by Value	5,274,843	
Value Less than \$20,000	61,021	1.81%
Value \$20,000 - \$39,999	67,613	2.01%
Value \$40,000 - \$59,999	71,936	2.14%
Value \$60,000 - \$79,999	100,258	2.98%
Value \$80,000 - \$99,999	128,763	3.83%
Value \$100,000 - \$149,999	376,626	11.19%
Value \$150,000 - \$199,999	417,304	12.40%
Value \$200,000 - \$299,999	799,362	23.75%
Value \$300,000 - \$399,999	497,417	14.78%
Value \$400,000 - \$499,999	321,063	9.54%
Value \$500,000 - \$749,999	284,636	8.46%
Value \$750,000 - \$999,999	122,201	3.63%
Value \$1,000,000 or \$1,499,999	62,590	1.86%
Value \$1,500,000 or \$1,999,999	24,153	0.72%
Value \$2,000,000+	30,395	0.90%
2022 Est. Median All Owner-Occupied Housing Value		\$254,452
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	3,716,337	64.28%
1 Unit Attached	164,994	2.85%
2 Units	99,215	1.72%
3 or 4 Units	169,500	2.93%
5 to 19 Units	659,592	11.41%
20 to 49 Units	230,773	3.99%
50 or More Units	345,266	5.97%
Mobile Home or Trailer	386,570	6.69%
Boat, RV, Van, etc.	9,200	0.16%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	994,745	17.21%
Housing Units Built 2010 to 2014	304,749	5.27%
Housing Units Built 2000 to 2009	1,109,495	19.19%
Housing Units Built 1990 to 1999	782,496	13.54%
Housing Units Built 1980 to 1989	793,531	13.73%
Housing Units Built 1970 to 1979	768,407	13.29%
Housing Units Built 1960 to 1969	394,186	6.82%
Housing Units Built 1950 to 1959	319,156	5.52%
Housing Units Built 1940 to 1949	149,828	2.59%
Housing Unit Built 1939 or Earlier	164,855	2.85%
2022 Est. Median Year Structure Built		1994

[†] 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.



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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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