TheRetailCoach®

RETAIL TRADE AREA
DEMOGRAPHIC PROFILE
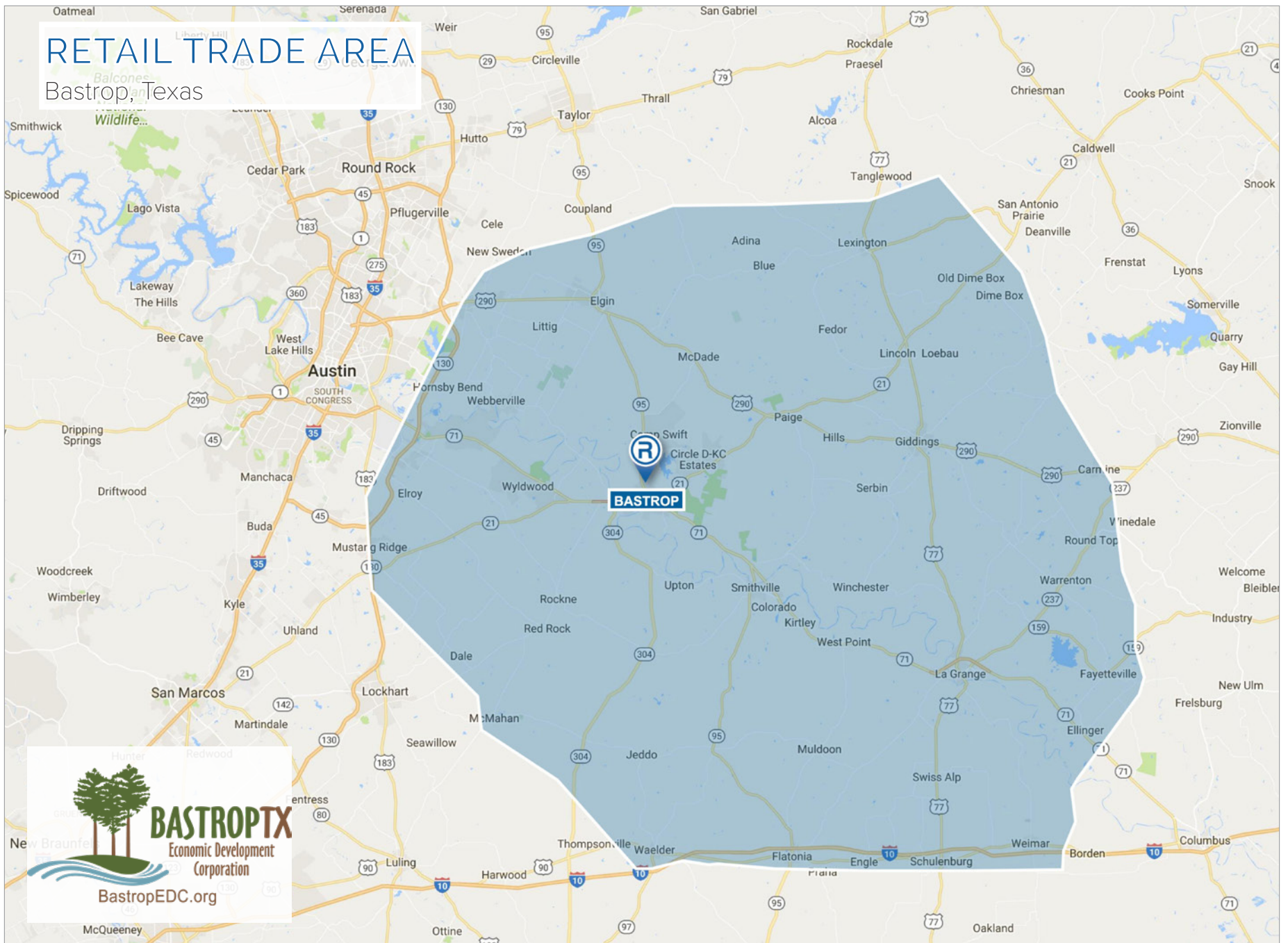## Bastrop, Texas

Prepared for
Bastrop Economic Development Corporation/City of Bastrop
December 2018

BASTROPTX
Economic Development
Corporation

BastropEDC.org

RETAIL TRADE AREA
Bastrop, Texas

BASTROP

The Retail Coach

BASTROP TX
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	SPENDING POTENTIAL INDEX*	AVERAGE AMOUNT SPENT†	TOTAL
TV/Video/Audio	**92**	**$1,201.20**	**$81,935,182**
Cable & Satellite Television Services	94	$906.26	$61,816,572
Televisions & Video	86	$210.30	$14,344,972
Audio	87	$81.30	$5,545,399
Rental of TV/VCR/Radio/Sound Equipment	81	$0.81	$55,345
Repair of TV/Radio/Sound Equipment	104	$2.53	$172,894
Entertainment/Recreation Fees and Admissions	**79**	**$538.33**	**$36,720,347**
Tickets to Theatre/Operas/Concerts	72	$47.52	$3,241,596
Tickets to Movies/Museums/Parks	81	$64.54	$4,402,438
Admission to Sporting Events, excl.Trips	80	$47.31	$3,227,347
Fees for Participant Sports, excl.Trips	84	$94.89	$6,472,513
Fees for Recreational Lessons	77	$106.65	$7,274,674
Membership Fees for Social/Recreation/Civic Clubs	78	$176.93	$12,068,340
Dating Services	73	$0.49	$33,439
Toys/Games/Crafts/Hobbies	**86**	**$98.82**	**$6,740,771**
Toys/Games/Arts/Crafts/Tricycles	86	$85.68	$5,844,009
Playground Equipment	89	$3.19	$217,261
Play Arcade Pinball/Video Games	96	$2.75	$187,326
Online Entertainment and Games	80	$3.48	$237,274
Stamp & Coin Collecting	84	$3.74	$254,901
Recreational Vehicles and Fees	**98**	**$107.59**	**$7,338,531**
Docking and Landing Fees for Boats and Planes	80	$9.41	$641,640
Camp Fees	73	$24.17	$1,648,786
Payments on Boats/Trailers/Campers/RVs	128	$57.11	$3,895,237
Rental of RVs or Boats	84	$16.90	$1,152,868

	SPENDING POTENTIAL INDEX*	AVERAGE AMOUNT SPENT†	TOTAL
Sports, Recreation and Exercise Equipment	**84**	**$150.33**	**$10,254,298**
Exercise Equipment and Gear, Game Tables	81	$46.64	$3,181,501
Bicycles	79	$22.99	$1,568,460
Camping Equipment	84	$12.01	$819,455
Hunting and Fishing Equipment	90	$49.18	$3,354,955
Winter Sports Equipment	68	$4.46	$304,504
Water Sports Equipment	96	$6.24	$425,676
Other Sports Equipment	89	$6.85	$467,396
Rental/Repair of Sports/Recreation/Exercise Equipment	83	$1.94	$132,352
Photographic Equipment and Supplies	**89**	**$47.65**	**$3,250,578**
Film	85	$0.99	$67,782
Film Processing	78	$6.64	$453,050
Photographic Equipment	90	$20.36	$1,388,600
Photographer Fees/Other Supplies & Equip Rental/Repair	94	$19.66	$1,341,146
Reading	**84**	**$94.01**	**$6,412,766**
Magazine/Newspaper Subscriptions	83	$32.05	$2,185,846
Magazine/Newspaper Single Copies	83	$5.92	$403,962
Books	83	$31.74	$2,165,283
Digital Book Readers	85	$24.30	$1,657,675

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
Population		
2023 Projection	214,672	
2018 Estimate	198,251	
2010 Census	168,752	
2000 Census	122,781	
Growth 2018 - 2023		8.28%
Growth 2010 - 2018		17.48%
Growth 2000 - 2010		37.44%
2018 Est. Population by Single-Classification Race	198,251	
White Alone	136,207	68.70%
Black or African American Alone	21,937	11.07%
Amer. Indian and Alaska Native Alone	2,037	1.03%
Asian Alone	1,915	0.97%
Native Hawaiian and Other Pacific Island Alone	173	0.09%
Some Other Race Alone	29,869	15.07%
Two or More Races	6,113	3.08%
2018 Est. Population by Hispanic or Latino Origin	198,251	
Not Hispanic or Latino	116,986	59.01%
Hispanic or Latino	81,264	40.99%
Mexican	72,102	88.73%
Puerto Rican	828	1.02%
Cuban	370	0.46%
All Other Hispanic or Latino	7,964	9.80%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	81,264	
White Alone	45,984	56.59%
Black or African American Alone	839	1.03%
American Indian and Alaska Native Alone	1,353	1.67%
Asian Alone	113	0.14%
Native Hawaiian and Other Pacific Islander Alone	39	0.05%
Some Other Race Alone	29,576	36.40%
Two or More Races	3,361	4.14%
2018 Est. Pop by Race, Asian Alone, by Category	1,915	
Chinese, except Taiwanese	434	22.66%
Filipino	285	14.88%
Japanese	133	6.95%
Asian Indian	189	9.87%
Korean	76	3.97%
Vietnamese	325	16.97%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	164	8.56%
Thai	112	5.85%
All Other Asian Races Including 2+ Category	196	10.24%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Bastrop, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	198,251	
Arab	208	0.11%
Czech	4,408	2.22%
Danish	356	0.18%
Dutch	654	0.33%
English	7,510	3.79%
French (except Basque)	2,306	1.16%
French Canadian	182	0.09%
German	23,190	11.70%
Greek	12	0.01%
Hungarian	35	0.02%
Irish	8,070	4.07%
Italian	1,469	0.74%
Lithuanian	69	0.04%
United States or American	8,153	4.11%
Norwegian	832	0.42%
Polish	892	0.45%
Portuguese	176	0.09%
Russian	275	0.14%
Scottish	2,101	1.06%
Scotch-Irish	2,199	1.11%
Slovak	10	0.01%
Subsaharan African	2,941	1.48%
Swedish	899	0.45%
Swiss	498	0.25%
Ukrainian	43	0.02%
Welsh	483	0.24%
West Indian (except Hisp. groups)	293	0.15%
Other ancestries	95,499	48.17%
Ancestry Unclassified	34,486	17.40%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	127,783	69.24%
Speak Asian/Pacific Island Language at Home	1,555	0.84%
Speak IndoEuropean Language at Home	2,725	1.48%
Speak Spanish at Home	52,308	28.34%
Speak Other Language at Home	192	0.10%
2018 Est. Population by Age	198,251	
Age 0 - 4	13,689	6.91%
Age 5 - 9	14,123	7.12%
Age 10 - 14	14,707	7.42%
Age 15 - 17	8,873	4.48%
Age 18 - 20	7,971	4.02%
Age 21 - 24	10,196	5.14%
Age 25 - 34	24,178	12.20%
Age 35 - 44	24,927	12.57%
Age 45 - 54	25,130	12.68%
Age 55 - 64	25,724	12.98%
Age 65 - 74	17,893	9.03%
Age 75 - 84	7,857	3.96%
Age 85 and over	2,982	1.50%
Age 16 and over	152,820	77.08%
Age 18 and over	146,858	74.08%
Age 21 and over	138,887	70.06%
Age 65 and over	28,733	14.49%
2018 Est. Median Age		37.18
2018 Est. Average Age		37.91

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	198,251	
Male	100,115	50.50%
Female	98,136	49.50%
2018 Est. Male Population by Age	100,115	
Age 0 - 4	6,929	6.92%
Age 5 - 9	7,044	7.04%
Age 10 - 14	7,425	7.42%
Age 15 - 17	4,625	4.62%
Age 18 - 20	4,276	4.27%
Age 21 - 24	5,485	5.48%
Age 25 - 34	12,489	12.48%
Age 35 - 44	12,775	12.76%
Age 45 - 54	12,666	12.65%
Age 55 - 64	12,937	12.92%
Age 65 - 74	8,808	8.80%
Age 75 - 84	3,579	3.58%
Age 85 and over	1,077	1.08%
2018 Est. Median Age, Male		36.41
2018 Est. Average Age, Male		37.33

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	98,136	
Age 0 - 4	6,760	6.89%
Age 5 - 9	7,080	7.21%
Age 10 - 14	7,282	7.42%
Age 15 - 17	4,248	4.33%
Age 18 - 20	3,695	3.77%
Age 21 - 24	4,710	4.80%
Age 25 - 34	11,689	11.91%
Age 35 - 44	12,152	12.38%
Age 45 - 54	12,464	12.70%
Age 55 - 64	12,786	13.03%
Age 65 - 74	9,085	9.26%
Age 75 - 84	4,279	4.36%
Age 85 and over	1,905	1.94%
2018 Est. Median Age, Female		38.00
2018 Est. Average Age, Female		38.46
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	47,800	30.69%
Males, Never Married	27,384	17.58%
Females, Never Married	20,416	13.11%
Married, Spouse present	73,677	47.31%
Married, Spouse absent	8,772	5.63%
Widowed	8,253	5.30%
Males Widowed	2,026	1.30%
Females Widowed	6,227	4.00%
Divorced	17,229	11.06%
Males Divorced	8,226	5.28%
Females Divorced	9,004	5.78%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13,889	10.8%
Some High School, no diploma	13,479	10.5%
High School Graduate (or GED)	41,467	32.2%
Some College, no degree	30,592	23.8%
Associate Degree	7,316	5.7%
Bachelor's Degree	15,032	11.7%
Master's Degree	4,928	3.8%
Professional School Degree	1,201	0.9%
Doctorate Degree	787	0.6%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	19,013	44.70%
High School Graduate	13,235	31.12%
Some College or Associate's Degree	7,269	17.09%
Bachelor's Degree or Higher	3,016	7.09%
Households		
2023 Projection	72,537	
2018 Estimate	67,103	
2010 Census	57,611	
2000 Census	43,404	
Growth 2018 - 2023		8.10%
Growth 2010 - 2018		16.48%
Growth 2000 - 2010		32.73%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	67,103	
Family Households	49,518	73.79%
Nonfamily Households	17,584	26.20%
2018 Est. Group Quarters Population	5,373	
2018 Households by Ethnicity, Hispanic/Latino	19,712	
2018 Est. Households by Household Income	67,103	
Income < $15,000	6,158	9.18%
Income $15,000 - $24,999	6,056	9.03%
Income $25,000 - $34,999	6,080	9.06%
Income $35,000 - $49,999	9,204	13.72%
Income $50,000 - $74,999	12,964	19.32%
Income $75,000 - $99,999	9,219	13.74%
Income $100,000 - $124,999	6,432	9.59%
Income $125,000 - $149,999	4,208	6.27%
Income $150,000 - $199,999	3,720	5.54%
Income $200,000 - $249,999	1,436	2.14%
Income $250,000 - $499,999	1,211	1.81%
Income $500,000+	415	0.62%
2018 Est. Average Household Income		$78,738
2018 Est. Median Household Income		$60,883

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$63,857
Black or African American Alone		$61,089
American Indian and Alaska Native Alone		$47,199
Asian Alone		$76,663
Native Hawaiian and Other Pacific Islander Alone		$48,023
Some Other Race Alone		$46,877
Two or More Races		$47,793
Hispanic or Latino		$49,679
Not Hispanic or Latino		$66,042
2018 Est. Family HH Type by Presence of Own Child.	49,518	
Married-Couple Family, own children	16,643	33.61%
Married-Couple Family, no own children	20,870	42.15%
Male Householder, own children	1,880	3.80%
Male Householder, no own children	1,948	3.93%
Female Householder, own children	4,579	9.25%
Female Householder, no own children	3,597	7.26%
2018 Est. Households by Household Size	67,103	
1-person	14,641	21.82%
2-person	21,523	32.08%
3-person	10,578	15.76%
4-person	9,275	13.82%
5-person	5,604	8.35%
6-person	2,925	4.36%
7-or-more-person	2,556	3.81%
2018 Est. Average Household Size		2.87

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	67,103	
Households with 1 or More People under Age 18:	26,500	39.49%
Married-Couple Family	18,299	69.05%
Other Family, Male Householder	2,357	8.89%
Other Family, Female Householder	5,630	21.25%
Nonfamily, Male Householder	177	0.67%
Nonfamily, Female Householder	36	0.14%
Households with No People under Age 18:	40,603	60.51%
Married-Couple Family	19,209	47.31%
Other Family, Male Householder	1,472	3.63%
Other Family, Female Householder	2,551	6.28%
Nonfamily, Male Householder	8,809	21.70%
Nonfamily, Female Householder	8,562	21.09%
2018 Est. Households by Number of Vehicles	67,103	
No Vehicles	2,586	3.85%
1 Vehicle	17,336	25.84%
2 Vehicles	28,325	42.21%
3 Vehicles	12,560	18.72%
4 Vehicles	4,481	6.68%
5 or more Vehicles	1,815	2.71%
2018 Est. Average Number of Vehicles		2.09

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	53,601	
2018 Estimate	49,518	
2010 Census	42,325	
2000 Census	31,855	
Growth 2018 - 2023		8.25%
Growth 2010 - 2018		17.00%
Growth 2000 - 2010		32.87%
2018 Est. Families by Poverty Status	49,518	
2018 Families at or Above Poverty	44,071	89.00%
2018 Families at or Above Poverty with Children	20,430	41.26%
2018 Families Below Poverty	5,448	11.00%
2018 Families Below Poverty with Children	4,261	8.61%
2018 Est. Pop 16+ by Employment Status	152,820	
Civilian Labor Force, Employed	87,786	57.44%
Civilian Labor Force, Unemployed	6,220	4.07%
Armed Forces	6	0.00%
Not in Labor Force	58,808	38.48%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	88,218	
For-Profit Private Workers	57,269	64.92%
Non-Profit Private Workers	5,812	6.59%
Local Government Workers	2,523	2.86%
State Government Workers	6,111	6.93%
Federal Government Workers	7,516	8.52%
Self-Employed Workers	8,868	10.05%
Unpaid Family Workers	120	0.14%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	88,218	
Architect/Engineer	1,134	1.29%
Arts/Entertainment/Sports	1,152	1.31%
Building Grounds Maintenance	4,476	5.07%
Business/Financial Operations	3,189	3.62%
Community/Social Services	1,129	1.28%
Computer/Mathematical	1,433	1.62%
Construction/Extraction	10,409	11.80%
Education/Training/Library	4,538	5.14%
Farming/Fishing/Forestry	879	1.00%
Food Prep/Serving	4,645	5.27%
Health Practitioner/Technician	3,286	3.73%
Healthcare Support	1,969	2.23%
Maintenance Repair	4,012	4.55%
Legal	544	0.62%
Life/Physical/Social Science	537	0.61%
Management	7,398	8.39%
Office/Admin. Support	13,061	14.81%
Production	5,621	6.37%
Protective Services	2,130	2.41%
Sales/Related	7,726	8.76%
Personal Care/Service	2,193	2.49%
Transportation/Moving	6,756	7.66%
2018 Est. Pop 16+ by Occupation Classification	88,218	
Blue Collar	45,127	51.15%
White Collar	26,797	30.38%
Service and Farm	16,294	18.47%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	86,808	
Drove Alone	68,674	79.11%
Car Pooled	12,239	14.10%
Public Transportation	624	0.72%
Walked	1,274	1.47%
Bicycle	54	0.06%
Other Means	907	1.05%
Worked at Home	3,036	3.50%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	18,807	
15 - 29 Minutes	22,927	
30 - 44 Minutes	20,135	
45 - 59 Minutes	12,616	
60 or more Minutes	9,299	
2018 Est. Avg Travel Time to Work in Minutes		33.68
2018 Est. Occupied Housing Units by Tenure	67,103	
Owner Occupied	52,711	78.55%
Renter Occupied	14,392	21.45%
2018 Owner Occ. HUs: Avg. Length of Residence		13.55
2018 Renter Occ. HUs: Avg. Length of Residence		6.09

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	67,103	
Value Less than $20,000	1,838	3.49%
Value $20,000 - $39,999	2,648	5.02%
Value $40,000 - $59,999	2,207	4.19%
Value $60,000 - $79,999	3,021	5.73%
Value $80,000 - $99,999	3,957	7.51%
Value $100,000 - $149,999	11,418	21.66%
Value $150,000 - $199,999	9,616	18.24%
Value $200,000 - $299,999	8,143	15.45%
Value $300,000 - $399,999	3,732	7.08%
Value $400,000 - $499,999	2,128	4.04%
Value $500,000 - $749,999	2,169	4.12%
Value $750,000 - $999,999	940	1.78%
Value $1,000,000 or $1,499,999	450	0.85%
Value $1,500,000 or $1,999,999	161	0.31%
Value $2,000,000+	284	0.54%
2018 Est. Median All Owner-Occupied Housing Value		$ 155,936
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	54,902	71.04%
1 Unit Detached	991	1.28%
2 Units	1,047	1.36%
3 or 4 Units	783	1.01%
5 to 19 Units	851	1.10%
20 to 49 Units	309	0.40%
50 or More Units	155	0.20%
Mobile Home or Trailer	17,610	22.79%
Boat, RV, Van, etc.	634	0.82%

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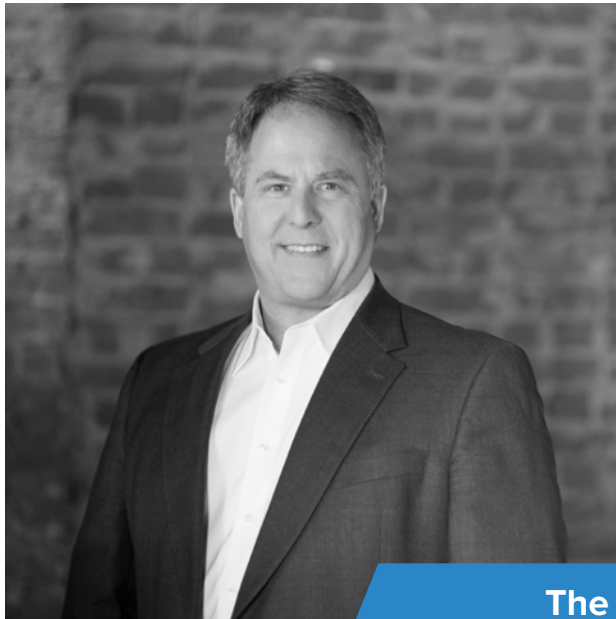## Bastrop, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,899	10.22%
Housing Units Built 2010 to 2014	2,885	3.73%
Housing Units Built 2000 to 2009	19,955	25.82%
Housing Units Built 1990 to 1999	13,610	17.61%
Housing Units Built 1980 to 1989	11,606	15.02%
Housing Units Built 1970 to 1979	7,569	9.79%
Housing Units Built 1960 to 1969	3,661	4.74%
Housing Units Built 1950 to 1959	3,415	4.42%
Housing Units Built 1940 to 1949	2,267	2.93%
Housing Unit Built 1939 or Earlier	4,414	5.71%
2018 Est. Median Year Structure Built		1995

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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.

Retail360®

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" data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"It's not about data. It's about your success."

ACKNOWLEDGEMENTS