



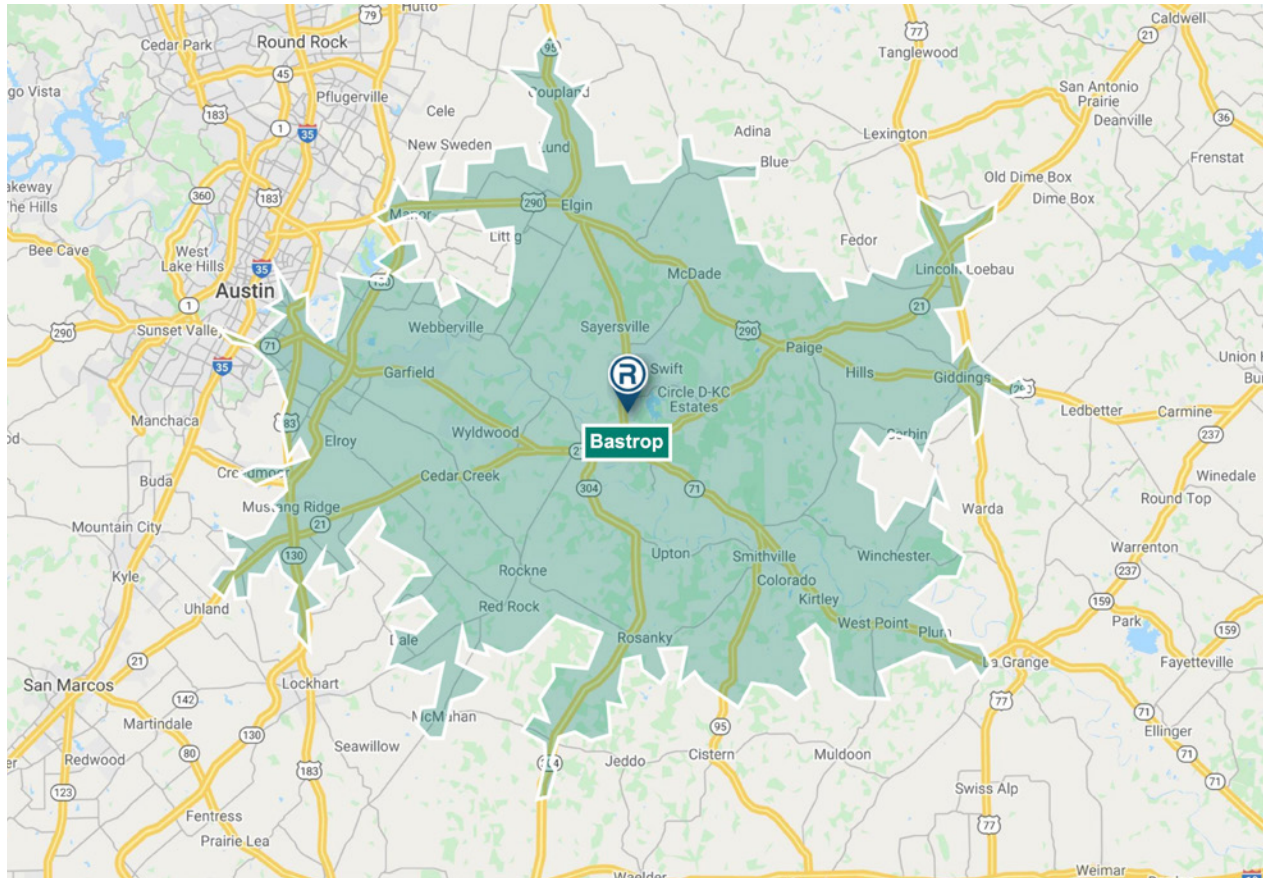
BASTROP, TEXAS

# 30-Minute Drive Time Demographic Profile

 The**Retail**Coach.

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# 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.

## Retail360® 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 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.





# 30-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	208,141	
2020 Estimate	191,788	
2010 Census	151,980	
2000 Census	109,835	
Growth 2020 - 2025		8.53%
Growth 2010 - 2020		26.19%
Growth 2000 - 2010		38.37%
<b>2020 Est. Population by Single-Classification Race</b>	<b>191,788</b>	
White Alone	123,504	64.40%
Black or African American Alone	20,969	10.93%
Amer. Indian and Alaska Native Alone	2,198	1.15%
Asian Alone	2,283	1.19%
Native Hawaiian and Other Pacific Island Alone	176	0.09%
Some Other Race Alone	36,057	18.80%
Two or More Races	6,602	3.44%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>191,788</b>	
Not Hispanic or Latino	93,706	48.86%
Hispanic or Latino	98,083	51.14%
Mexican	86,159	87.84%
Puerto Rican	940	0.96%
Cuban	434	0.44%
All Other Hispanic or Latino	10,549	10.76%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>98,083</b>	
White Alone	55,526	56.61%
Black or African American Alone	1,011	1.03%
American Indian and Alaska Native Alone	1,624	1.66%
Asian Alone	149	0.15%
Native Hawaiian and Other Pacific Islander Alone	59	0.06%
Some Other Race Alone	35,751	36.45%
Two or More Races	3,964	4.04%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,283</b>	
Chinese, except Taiwanese	345	15.11%
Filipino	311	13.62%
Japanese	77	3.37%
Asian Indian	273	11.96%
Korean	215	9.42%
Vietnamese	336	14.72%
Cambodian	13	0.57%
Hmong	0	0.00%
Laotian	26	1.14%
Thai	141	6.18%
All Other Asian Races Including 2+ Category	545	23.87%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>191,788</b>	
Arab	265	0.14%
Czech	1,674	0.87%
Danish	189	0.10%
Dutch	827	0.43%
English	7,782	4.06%
French (except Basque)	2,207	1.15%
French Canadian	373	0.19%
German	20,729	10.81%
Greek	131	0.07%
Hungarian	136	0.07%
Irish	7,854	4.10%
Italian	1,932	1.01%
Lithuanian	45	0.02%
United States or American	10,001	5.22%
Norwegian	527	0.28%
Polish	1,142	0.60%
Portuguese	97	0.05%
Russian	201	0.11%
Scottish	1,401	0.73%
Scotch-Irish	2,352	1.23%
Slovak	6	0.00%
Subsaharan African	732	0.38%
Swedish	1,476	0.77%
Swiss	163	0.09%
Ukrainian	23	0.01%
Welsh	277	0.14%
West Indian (except Hisp. groups)	443	0.23%
Other ancestries	93,809	48.91%
Ancestry Unclassified	34,994	18.25%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	103,914	58.75%
Speak Asian/Pacific Island Language at Home	2,005	1.13%
Speak IndoEuropean Language at Home	2,629	1.49%
Speak Spanish at Home	67,855	38.36%
Speak Other Language at Home	480	0.27%

# 30-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>191,788</b>	
Age 0 - 4	14,906	7.77%
Age 5 - 9	14,647	7.64%
Age 10 - 14	14,551	7.59%
Age 15 - 17	8,812	4.60%
Age 18 - 20	7,980	4.16%
Age 21 - 24	10,428	5.44%
Age 25 - 34	26,073	13.60%
Age 35 - 44	25,613	13.36%
Age 45 - 54	23,477	12.24%
Age 55 - 64	21,897	11.42%
Age 65 - 74	15,198	7.92%
Age 75 - 84	6,211	3.24%
Age 85 and over	1,996	1.04%
Age 16 and over	144,797	75.50%
Age 18 and over	138,872	72.41%
Age 21 and over	130,892	68.25%
Age 65 and over	23,404	12.20%
2020 Est. Median Age		34.42
2020 Est. Average Age		35.92
<b>2020 Est. Population by Sex</b>	<b>191,788</b>	
Male	97,483	50.83%
Female	94,305	49.17%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>97,483</b>	
Age 0 - 4	7,600	7.80%
Age 5 - 9	7,344	7.53%
Age 10 - 14	7,349	7.54%
Age 15 - 17	4,583	4.70%
Age 18 - 20	4,259	4.37%
Age 21 - 24	5,581	5.73%
Age 25 - 34	13,776	14.13%
Age 35 - 44	13,072	13.41%
Age 45 - 54	11,935	12.24%
Age 55 - 64	11,057	11.34%
Age 65 - 74	7,425	7.62%
Age 75 - 84	2,761	2.83%
Age 85 and over	743	0.76%
2020 Est. Median Age, Male		33.71
2020 Est. Average Age, Male		35.37
<b>2020 Est. Female Population by Age</b>	<b>94,305</b>	
Age 0 - 4	7,307	7.75%
Age 5 - 9	7,303	7.74%
Age 10 - 14	7,202	7.64%
Age 15 - 17	4,229	4.48%
Age 18 - 20	3,721	3.95%
Age 21 - 24	4,847	5.14%
Age 25 - 34	12,297	13.04%
Age 35 - 44	12,541	13.30%
Age 45 - 54	11,542	12.24%
Age 55 - 64	10,840	11.50%
Age 65 - 74	7,773	8.24%
Age 75 - 84	3,450	3.66%
Age 85 and over	1,253	1.33%
2020 Est. Median Age, Female		35.20
2020 Est. Average Age, Female		36.44

# 30-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	52,532	35.57%
Males, Never Married	28,874	19.55%
Females, Never Married	23,657	16.02%
Married, Spouse present	61,600	41.71%
Married, Spouse absent	8,962	6.07%
Widowed	7,363	4.99%
Males Widowed	1,803	1.22%
Females Widowed	5,559	3.76%
Divorced	17,228	11.67%
Males Divorced	9,090	6.16%
Females Divorced	8,139	5.51%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	13,135	10.9%
Some High School, no diploma	12,985	10.8%
High School Graduate (or GED)	35,871	29.8%
Some College, no degree	25,068	20.8%
Associate Degree	8,126	6.7%
Bachelor's Degree	17,989	14.9%
Master's Degree	5,341	4.4%
Professional School Degree	1,018	0.8%
Doctorate Degree	931	0.8%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	19,893	38.18%
High School Graduate	16,182	31.06%
Some College or Associate's Degree	10,267	19.71%
Bachelor's Degree or Higher	5,762	11.06%
<b>Households</b>		
2025 Projection	68,642	
2020 Estimate	63,118	
2010 Census	49,966	
2000 Census	36,897	
Growth 2020 - 2025		8.75%
Growth 2010 - 2020		26.32%
Growth 2000 - 2010		35.42%
<b>2020 Est. Households by Household Type</b>	<b>63,118</b>	
Family Households	45,340	71.83%
Nonfamily Households	17,778	28.17%
2020 Est. Group Quarters Population	5,063	
2020 Households by Ethnicity, Hispanic/Latino	24,598	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>63,118</b>	
Income < \$15,000	5,341	8.46%
Income \$15,000 - \$24,999	5,183	8.21%
Income \$25,000 - \$34,999	4,927	7.81%
Income \$35,000 - \$49,999	7,751	12.28%
Income \$50,000 - \$74,999	11,237	17.80%
Income \$75,000 - \$99,999	9,325	14.77%
Income \$100,000 - \$124,999	7,033	11.14%
Income \$125,000 - \$149,999	4,459	7.07%
Income \$150,000 - \$199,999	4,139	6.56%
Income \$200,000 - \$249,999	2,088	3.31%
Income \$250,000 - \$499,999	1,259	2.00%
Income \$500,000+	376	0.60%
2020 Est. Average Household Income		\$85,264
2020 Est. Median Household Income		\$68,156
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$71,979
Black or African American Alone		\$64,588
American Indian and Alaska Native Alone		\$51,289
Asian Alone		\$79,120
Native Hawaiian and Other Pacific Islander Alone		\$59,651
Some Other Race Alone		\$58,886
Two or More Races		\$49,192
Hispanic or Latino		\$57,743
Not Hispanic or Latino		\$75,705
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>45,340</b>	
Married-Couple Family, own children	15,379	33.92%
Married-Couple Family, no own children	16,763	36.97%
Male Householder, own children	1,946	4.29%
Male Householder, no own children	2,074	4.57%
Female Householder, own children	5,302	11.69%
Female Householder, no own children	3,875	8.55%
<b>2020 Est. Households by Household Size</b>	<b>63,118</b>	
1-person	13,844	21.93%
2-person	18,682	29.60%
3-person	10,142	16.07%
4-person	8,928	14.15%
5-person	5,631	8.92%
6-person	3,157	5.00%
7-or-more-person	2,733	4.33%
2020 Est. Average Household Size		2.95

# 30-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>63,118</b>	
Households with 1 or More People under Age 18:	26,154	41.44%
Married-Couple Family	17,021	65.08%
Other Family, Male Householder	2,445	9.35%
Other Family, Female Householder	6,459	24.70%
Nonfamily, Male Householder	181	0.69%
Nonfamily, Female Householder	48	0.18%
<b>Households with No People under Age 18:</b>	<b>36,963</b>	<b>58.56%</b>
Married-Couple Family	15,121	40.91%
Other Family, Male Householder	1,574	4.26%
Other Family, Female Householder	2,712	7.34%
Nonfamily, Male Householder	9,235	24.98%
Nonfamily, Female Householder	8,321	22.51%
<b>2020 Est. Households by Number of Vehicles</b>	<b>63,118</b>	
No Vehicles	2,287	3.62%
1 Vehicle	16,991	26.92%
2 Vehicles	24,722	39.17%
3 Vehicles	12,573	19.92%
4 Vehicles	4,937	7.82%
5 or more Vehicles	1,607	2.55%
2020 Est. Average Number of Vehicles		2.11
<b>Family Households</b>		
2025 Projection	49,348	
2020 Estimate	45,340	
2010 Census	35,651	
2000 Census	26,318	
Growth 2020 - 2025		8.84%
Growth 2010 - 2020		27.18%
Growth 2000 - 2010		35.46%

<b>2020 Est. Families by Poverty Status</b>	<b>45,340</b>	
2020 Families at or Above Poverty	39,638	87.42%
2020 Families at or Above Poverty with Children	19,730	43.52%
2020 Families Below Poverty	5,702	12.58%
2020 Families Below Poverty with Children	4,267	9.41%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>144,797</b>	
Civilian Labor Force, Employed	86,344	59.63%
Civilian Labor Force, Unemployed	5,398	3.73%
Armed Forces	79	0.06%
Not in Labor Force	52,976	36.59%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>85,799</b>	
For-Profit Private Workers	58,664	68.37%
Non-Profit Private Workers	4,524	5.27%
Local Government Workers	1,724	2.01%
State Government Workers	6,553	7.64%
Federal Government Workers	7,157	8.34%
Self-Employed Workers	6,942	8.09%
Unpaid Family Workers	233	0.27%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>85,799</b>	
Architect/Engineer	1,459	1.70%
Arts/Entertainment/Sports	1,416	1.65%
Building Grounds Maintenance	5,444	6.35%
Business/Financial Operations	3,150	3.67%
Community/Social Services	1,373	1.60%
Computer/Mathematical	2,080	2.42%
Construction/Extraction	9,583	11.17%
Education/Training/Library	4,007	4.67%
Farming/Fishing/Forestry	360	0.42%
Food Prep/Serving	5,562	6.48%
Health Practitioner/Technician	3,683	4.29%
Healthcare Support	1,916	2.23%
Maintenance Repair	3,194	3.72%
Legal	577	0.67%
Life/Physical/Social Science	749	0.87%
Management	7,118	8.30%
Office/Admin. Support	10,463	12.20%
Production	5,006	5.84%
Protective Services	1,588	1.85%
Sales/Related	8,122	9.47%
Personal Care/Service	2,652	3.09%
Transportation/Moving	6,299	7.34%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>85,799</b>	
White Collar	44,197	51.51%
Blue Collar	24,081	28.07%
Service and Farm	17,521	20.42%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>84,213</b>	
Drove Alone	66,105	78.50%
Car Pooled	11,418	13.56%
Public Transportation	982	1.17%
Walked	1,024	1.22%
Bicycle	267	0.32%
Other Means	1,204	1.43%
Worked at Home	3,213	3.82%

# 30-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	15,686	
15 - 29 Minutes	24,704	
30 - 44 Minutes	20,659	
45 - 59 Minutes	11,469	
60 or more Minutes	8,610	
2020 Est. Avg Travel Time to Work in Minutes		34
2020 Est. Occupied Housing Units by Tenure	63,118	
Owner Occupied	44,950	71.22%
Renter Occupied	18,168	28.78%
2020 Owner Occ. HUs: Avg. Length of Residence		12.72
2020 Renter Occ. HUs: Avg. Length of Residence		6.17
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>63,118</b>	
Value Less than \$20,000	1,257	2.80%
Value \$20,000 - \$39,999	1,445	3.22%
Value \$40,000 - \$59,999	1,332	2.96%
Value \$60,000 - \$79,999	1,164	2.59%
Value \$80,000 - \$99,999	2,953	6.57%
Value \$100,000 - \$149,999	7,657	17.04%
Value \$150,000 - \$199,999	8,330	18.53%
Value \$200,000 - \$299,999	9,861	21.94%
Value \$300,000 - \$399,999	4,730	10.52%
Value \$400,000 - \$499,999	2,476	5.51%
Value \$500,000 - \$749,999	2,153	4.79%
Value \$750,000 - \$999,999	800	1.78%
Value \$1,000,000 or \$1,499,999	449	1.00%
Value \$1,500,000 or \$1,999,999	119	0.27%
Value \$2,000,000+	224	0.50%
2020 Est. Median All Owner-Occupied Housing Value		\$189,315

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	10,575	15.23%
Housing Units Built 2010 to 2014	4,634	6.67%
Housing Units Built 2000 to 2009	18,991	27.35%
Housing Units Built 1990 to 1999	11,530	16.61%
Housing Units Built 1980 to 1989	8,850	12.75%
Housing Units Built 1970 to 1979	6,019	8.67%
Housing Units Built 1960 to 1969	3,017	4.35%
Housing Units Built 1950 to 1959	2,083	3.00%
Housing Units Built 1940 to 1949	1,658	2.39%
Housing Unit Built 1939 or Earlier	2,073	2.99%
2020 Est. Median Year Structure Built		2000

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	44,091	63.50%
1 Unit Detached	1,142	1.65%
2 Units	1,466	2.11%
3 or 4 Units	1,228	1.77%
5 to 19 Units	2,803	4.04%
20 to 49 Units	1,064	1.53%
50 or More Units	1,494	2.15%
Mobile Home or Trailer	15,634	22.52%
Boat, RV, Van, etc.	507	0.73%





## 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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