



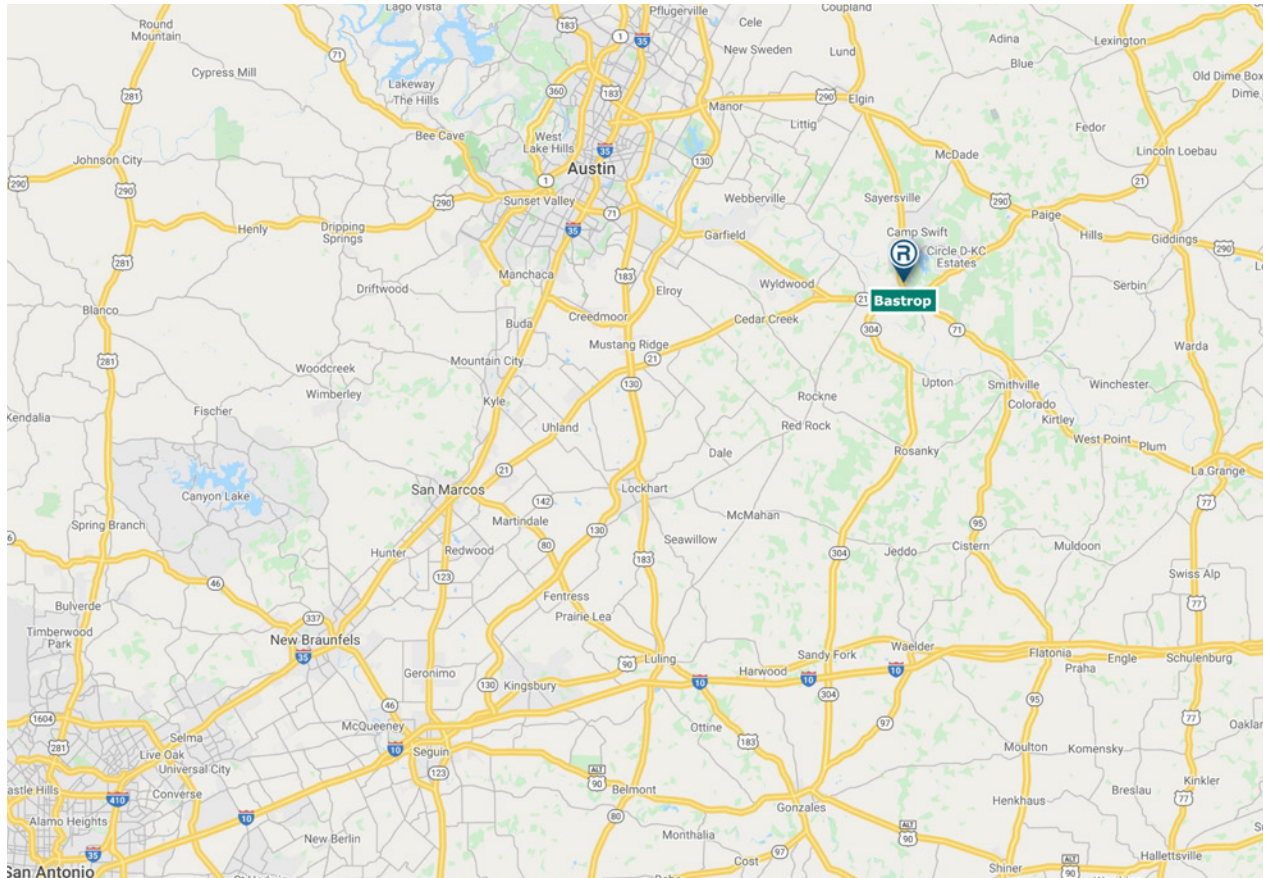
BASTROP, TEXAS

Community 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.



Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	9,877	
2020 Estimate	9,154	
2010 Census	7,218	
2000 Census	6,220	
Growth 2020 - 2025		7.90%
Growth 2010 - 2020		26.82%
Growth 2000 - 2010		16.05%
Daytime Population	13,125	
Workers	8,149	
Residents	4,976	
2020 Est. Population by Single-Classification Race	9,154	
White Alone	7,194	78.59%
Black or African American Alone	822	8.98%
Amer. Indian and Alaska Native Alone	67	0.73%
Asian Alone	135	1.48%
Native Hawaiian and Other Pacific Island Alone	2	0.02%
Some Other Race Alone	611	6.68%
Two or More Races	323	3.53%
2020 Est. Population by Hispanic or Latino Origin	9,154	
Not Hispanic or Latino	6,550	71.55%
Hispanic or Latino	2,604	28.45%
Mexican	2,228	85.56%
Puerto Rican	56	2.15%
Cuban	8	0.31%
All Other Hispanic or Latino	312	11.98%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	2,604	
White Alone	1,763	67.70%
Black or African American Alone	42	1.61%
American Indian and Alaska Native Alone	43	1.65%
Asian Alone	7	0.27%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	606	23.27%
Two or More Races	143	5.49%
2020 Est. Pop by Race, Asian Alone, by Category	135	
Chinese, except Taiwanese	26	19.26%
Filipino	48	35.56%
Japanese	0	0.00%
Asian Indian	25	18.52%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	36	26.67%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	9,154	
Arab	51	0.56%
Czech	142	1.55%
Danish	27	0.30%
Dutch	42	0.46%
English	694	7.58%
French (except Basque)	165	1.80%
French Canadian	32	0.35%
German	1,270	13.87%
Greek	3	0.03%
Hungarian	2	0.02%
Irish	476	5.20%
Italian	141	1.54%
Lithuanian	5	0.06%
United States or American	488	5.33%
Norwegian	35	0.38%
Polish	43	0.47%
Portuguese	9	0.10%
Russian	12	0.13%
Scottish	127	1.39%
Scotch-Irish	226	2.47%
Slovak	0	0.00%
Subsaharan African	21	0.23%
Swedish	40	0.44%
Swiss	19	0.21%
Ukrainian	1	0.01%
Welsh	16	0.18%
West Indian (except Hisp. groups)	6	0.07%
Other ancestries	3,154	34.46%
Ancestry Unclassified	1,907	20.83%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,450	75.31%
Speak Asian/Pacific Island Language at Home	102	1.19%
Speak IndoEuropean Language at Home	156	1.82%
Speak Spanish at Home	1,795	20.96%
Speak Other Language at Home	62	0.72%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	9,154	
Age 0 - 4	589	6.43%
Age 5 - 9	580	6.34%
Age 10 - 14	618	6.75%
Age 15 - 17	387	4.23%
Age 18 - 20	349	3.81%
Age 21 - 24	455	4.97%
Age 25 - 34	1,088	11.89%
Age 35 - 44	1,096	11.97%
Age 45 - 54	1,110	12.13%
Age 55 - 64	1,171	12.79%
Age 65 - 74	1,015	11.09%
Age 75 - 84	478	5.22%
Age 85 and over	218	2.38%
Age 16 and over	7,239	79.08%
Age 18 and over	6,980	76.25%
Age 21 and over	6,631	72.44%
Age 65 and over	1,711	18.69%
2020 Est. Median Age		39.68
2020 Est. Average Age		40.20
2020 Est. Population by Sex	9,154	
Male	4,504	49.20%
Female	4,650	50.80%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	4,504	
Age 0 - 4	299	6.64%
Age 5 - 9	289	6.42%
Age 10 - 14	305	6.77%
Age 15 - 17	201	4.46%
Age 18 - 20	185	4.11%
Age 21 - 24	248	5.51%
Age 25 - 34	589	13.08%
Age 35 - 44	548	12.17%
Age 45 - 54	549	12.19%
Age 55 - 64	549	12.19%
Age 65 - 74	474	10.52%
Age 75 - 84	199	4.42%
Age 85 and over	69	1.53%
2020 Est. Median Age, Male		37.44
2020 Est. Average Age, Male		38.70
2020 Est. Female Population by Age	4,650	
Age 0 - 4	290	6.24%
Age 5 - 9	291	6.26%
Age 10 - 14	313	6.73%
Age 15 - 17	186	4.00%
Age 18 - 20	164	3.53%
Age 21 - 24	207	4.45%
Age 25 - 34	499	10.73%
Age 35 - 44	548	11.79%
Age 45 - 54	561	12.07%
Age 55 - 64	622	13.38%
Age 65 - 74	541	11.63%
Age 75 - 84	279	6.00%
Age 85 and over	149	3.20%
2020 Est. Median Age, Female		41.89
2020 Est. Average Age, Female		41.60

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,023	27.46%
Males, Never Married	1,158	15.72%
Females, Never Married	865	11.74%
Married, Spouse present	3,499	47.50%
Married, Spouse absent	390	5.29%
Widowed	667	9.05%
Males Widowed	189	2.57%
Females Widowed	478	6.49%
Divorced	788	10.70%
Males Divorced	316	4.29%
Females Divorced	472	6.41%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	371	6.0%
Some High School, no diploma	339	5.5%
High School Graduate (or GED)	1,559	25.2%
Some College, no degree	1,470	23.8%
Associate Degree	597	9.7%
Bachelor's Degree	1,181	19.1%
Master's Degree	472	7.6%
Professional School Degree	113	1.8%
Doctorate Degree	74	1.2%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	473	33.26%
High School Graduate	271	19.06%
Some College or Associate's Degree	360	25.32%
Bachelor's Degree or Higher	318	22.36%
Households		
2025 Projection	3,908	
2020 Estimate	3,596	
2010 Census	2,778	
2000 Census	2,367	
Growth 2020 - 2025		8.68%
Growth 2010 - 2020		29.45%
Growth 2000 - 2010		17.36%
2020 Est. Households by Household Type	3,596	
Family Households	2,391	66.49%
Nonfamily Households	1,205	33.51%
2020 Est. Group Quarters Population	370	
2020 Households by Ethnicity, Hispanic/Latino	726	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	3,596	
Income < \$15,000	263	7.31%
Income \$15,000 - \$24,999	298	8.29%
Income \$25,000 - \$34,999	202	5.62%
Income \$35,000 - \$49,999	484	13.46%
Income \$50,000 - \$74,999	667	18.55%
Income \$75,000 - \$99,999	562	15.63%
Income \$100,000 - \$124,999	421	11.71%
Income \$125,000 - \$149,999	285	7.93%
Income \$150,000 - \$199,999	253	7.04%
Income \$200,000 - \$249,999	99	2.75%
Income \$250,000 - \$499,999	51	1.42%
Income \$500,000+	11	0.31%
2020 Est. Average Household Income		\$83,870
2020 Est. Median Household Income		\$70,295
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$68,952
Black or African American Alone		\$62,831
American Indian and Alaska Native Alone		\$42,570
Asian Alone		\$96,963
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$115,664
Two or More Races		\$68,976
Hispanic or Latino		\$65,985
Not Hispanic or Latino		\$71,189
2020 Est. Family HH Type by Presence of Own Child.	2,391	
Married-Couple Family, own children	663	27.73%
Married-Couple Family, no own children	1,021	42.70%
Male Householder, own children	85	3.56%
Male Householder, no own children	85	3.56%
Female Householder, own children	320	13.38%
Female Householder, no own children	217	9.08%
2020 Est. Households by Household Size	3,596	
1-person	1,059	29.45%
2-person	1,211	33.68%
3-person	581	16.16%
4-person	400	11.12%
5-person	203	5.65%
6-person	91	2.53%
7-or-more-person	51	1.42%
2020 Est. Average Household Size		2.44

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	3,596	
Households with 1 or More People under Age 18:	1,212	33.70%
Married-Couple Family	721	59.49%
Other Family, Male Householder	103	8.50%
Other Family, Female Householder	371	30.61%
Nonfamily, Male Householder	16	1.32%
Nonfamily, Female Householder	1	0.08%
Households with No People under Age 18:	2,384	66.30%
Married-Couple Family	965	40.48%
Other Family, Male Householder	66	2.77%
Other Family, Female Householder	165	6.92%
Nonfamily, Male Householder	510	21.39%
Nonfamily, Female Householder	678	28.44%
2020 Est. Households by Number of Vehicles	3,596	
No Vehicles	261	7.26%
1 Vehicle	1,037	28.84%
2 Vehicles	1,420	39.49%
3 Vehicles	505	14.04%
4 Vehicles	332	9.23%
5 or more Vehicles	41	1.14%
2020 Est. Average Number of Vehicles		1.9
Family Households		
2025 Projection	2,599	
2020 Estimate	2,391	
2010 Census	1,842	
2000 Census	1,653	
Growth 2020 - 2025		8.70%
Growth 2010 - 2020		29.81%
Growth 2000 - 2010		11.43%

2020 Est. Families by Poverty Status	2,391	
2020 Families at or Above Poverty	2,177	91.05%
2020 Families at or Above Poverty with Children	865	36.18%
2020 Families Below Poverty	214	8.95%
2020 Families Below Poverty with Children	181	7.57%
2020 Est. Pop 16+ by Employment Status	7,239	
Civilian Labor Force, Employed	3,869	53.45%
Civilian Labor Force, Unemployed	316	4.37%
Armed Forces	0	0.00%
Not in Labor Force	3,054	42.19%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	3,861	
For-Profit Private Workers	2,407	62.34%
Non-Profit Private Workers	183	4.74%
Local Government Workers	89	2.31%
State Government Workers	472	12.23%
Federal Government Workers	384	9.95%
Self-Employed Workers	320	8.29%
Unpaid Family Workers	6	0.16%
2020 Est. Civ. Employed Pop 16+ by Occupation	3,861	
Architect/Engineer	51	1.32%
Arts/Entertainment/Sports	56	1.45%
Building Grounds Maintenance	182	4.71%
Business/Financial Operations	233	6.04%
Community/Social Services	84	2.18%
Computer/Mathematical	78	2.02%
Construction/Extraction	220	5.70%
Education/Training/Library	303	7.85%
Farming/Fishing/Forestry	22	0.57%
Food Prep/Serving	162	4.20%
Health Practitioner/Technician	177	4.58%
Healthcare Support	111	2.88%
Maintenance Repair	193	5.00%
Legal	40	1.04%
Life/Physical/Social Science	17	0.44%
Management	438	11.34%
Office/Admin. Support	474	12.28%
Production	135	3.50%
Protective Services	147	3.81%
Sales/Related	436	11.29%
Personal Care/Service	63	1.63%
Transportation/Moving	239	6.19%

2020 Est. Pop 16+ by Occupation Classification	3,861	
White Collar	2,387	61.82%
Blue Collar	787	20.38%
Service and Farm	687	17.79%
2020 Est. Workers Age 16+ by Transp. to Work	3,840	
Drove Alone	3,051	79.45%
Car Pooled	404	10.52%
Public Transportation	17	0.44%
Walked	93	2.42%
Bicycle	1	0.03%
Other Means	110	2.87%
Worked at Home	164	4.27%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,047	
15 - 29 Minutes	701	
30 - 44 Minutes	870	
45 - 59 Minutes	750	
60 or more Minutes	298	
2020 Est. Avg Travel Time to Work in Minutes		33
2020 Est. Occupied Housing Units by Tenure	3,596	
Owner Occupied	2,283	63.49%
Renter Occupied	1,313	36.51%
2020 Owner Occ. HUs: Avg. Length of Residence		11.3
2020 Renter Occ. HUs: Avg. Length of Residence		6
2020 Est. Owner-Occupied Housing Units by Value	3,596	
Value Less than \$20,000	30	1.31%
Value \$20,000 - \$39,999	40	1.75%
Value \$40,000 - \$59,999	32	1.40%
Value \$60,000 - \$79,999	26	1.14%
Value \$80,000 - \$99,999	124	5.43%
Value \$100,000 - \$149,999	419	18.35%
Value \$150,000 - \$199,999	404	17.70%
Value \$200,000 - \$299,999	643	28.17%
Value \$300,000 - \$399,999	274	12.00%
Value \$400,000 - \$499,999	150	6.57%
Value \$500,000 - \$749,999	110	4.82%
Value \$750,000 - \$999,999	22	0.96%
Value \$1,000,000 or \$1,499,999	2	0.09%
Value \$1,500,000 or \$1,999,999	5	0.22%
Value \$2,000,000+	2	0.09%
2020 Est. Median All Owner-Occupied Housing Value		\$208,686

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	559	14.20%
Housing Units Built 2010 to 2014	267	6.78%
Housing Units Built 2000 to 2009	1,057	26.86%
Housing Units Built 1990 to 1999	612	15.55%
Housing Units Built 1980 to 1989	585	14.86%
Housing Units Built 1970 to 1979	179	4.55%
Housing Units Built 1960 to 1969	337	8.56%
Housing Units Built 1950 to 1959	127	3.23%
Housing Units Built 1940 to 1949	50	1.27%
Housing Unit Built 1939 or Earlier	163	4.14%
2020 Est. Median Year Structure Built		1999

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	2,647	67.25%
1 Unit Detached	35	0.89%
2 Units	54	1.37%
3 or 4 Units	70	1.78%
5 to 19 Units	325	8.26%
20 to 49 Units	96	2.44%
50 or More Units	125	3.18%
Mobile Home or Trailer	537	13.64%
Boat, RV, Van, etc.	47	1.19%



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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