



BASTROP, TEXAS

Future Retail Trade Area Demographic Profile

 **TheRetailCoach.**

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

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.



Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	124,842	
2020 Estimate	117,504	
2010 Census	103,066	
2000 Census	86,582	
Growth 2020 - 2025		6.25%
Growth 2010 - 2020		14.01%
Growth 2000 - 2010		19.04%
2020 Est. Population by Single-Classification Race	117,504	
White Alone	88,256	75.11%
Black or African American Alone	9,492	8.08%
Amer. Indian and Alaska Native Alone	1,119	0.95%
Asian Alone	935	0.80%
Native Hawaiian and Other Pacific Island Alone	104	0.09%
Some Other Race Alone	14,114	12.01%
Two or More Races	3,484	2.97%
2020 Est. Population by Hispanic or Latino Origin	117,504	
Not Hispanic or Latino	81,649	69.49%
Hispanic or Latino	35,855	30.51%
Mexican	31,909	89.00%
Puerto Rican	346	0.97%
Cuban	135	0.38%
All Other Hispanic or Latino	3,466	9.67%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	35,855	
White Alone	19,084	53.23%
Black or African American Alone	391	1.09%
American Indian and Alaska Native Alone	640	1.79%
Asian Alone	53	0.15%
Native Hawaiian and Other Pacific Islander Alone	21	0.06%
Some Other Race Alone	13,990	39.02%
Two or More Races	1,676	4.67%
2020 Est. Pop by Race, Asian Alone, by Category	935	
Chinese, except Taiwanese	196	20.96%
Filipino	207	22.14%
Japanese	19	2.03%
Asian Indian	115	12.30%
Korean	56	5.99%
Vietnamese	173	18.50%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	170	18.18%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	117,504	
Arab	134	0.11%
Czech	4,790	4.08%
Danish	150	0.13%
Dutch	681	0.58%
English	6,093	5.19%
French (except Basque)	1,724	1.47%
French Canadian	220	0.19%
German	22,635	19.26%
Greek	136	0.12%
Hungarian	88	0.08%
Irish	5,548	4.72%
Italian	1,237	1.05%
Lithuanian	17	0.02%
United States or American	6,667	5.67%
Norwegian	375	0.32%
Polish	863	0.73%
Portuguese	50	0.04%
Russian	169	0.14%
Scottish	1,111	0.95%
Scotch-Irish	1,844	1.57%
Slovak	5	0.00%
Subsaharan African	239	0.20%
Swedish	666	0.57%
Swiss	148	0.13%
Ukrainian	16	0.01%
Welsh	195	0.17%
West Indian (except Hisp. groups)	123	0.11%
Other ancestries	38,755	32.98%
Ancestry Unclassified	22,823	19.42%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	77,665	70.47%
Speak Asian/Pacific Island Language at Home	1,483	1.35%
Speak IndoEuropean Language at Home	3,972	3.60%
Speak Spanish at Home	26,863	24.38%
Speak Other Language at Home	225	0.20%

Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	117,504	
Age 0 - 4	7,295	6.21%
Age 5 - 9	7,164	6.10%
Age 10 - 14	7,582	6.45%
Age 15 - 17	4,926	4.19%
Age 18 - 20	4,419	3.76%
Age 21 - 24	5,623	4.79%
Age 25 - 34	13,205	11.24%
Age 35 - 44	13,423	11.42%
Age 45 - 54	14,096	12.00%
Age 55 - 64	17,083	14.54%
Age 65 - 74	13,752	11.70%
Age 75 - 84	6,445	5.49%
Age 85 and over	2,493	2.12%
Age 16 and over	93,854	79.87%
Age 18 and over	90,537	77.05%
Age 21 and over	86,119	73.29%
Age 65 and over	22,690	19.31%
2020 Est. Median Age		41.40
2020 Est. Average Age		41.02
2020 Est. Population by Sex	117,504	
Male	58,974	50.19%
Female	58,530	49.81%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	58,974	
Age 0 - 4	3,714	6.30%
Age 5 - 9	3,573	6.06%
Age 10 - 14	3,785	6.42%
Age 15 - 17	2,582	4.38%
Age 18 - 20	2,360	4.00%
Age 21 - 24	2,962	5.02%
Age 25 - 34	6,909	11.72%
Age 35 - 44	6,871	11.65%
Age 45 - 54	7,089	12.02%
Age 55 - 64	8,554	14.51%
Age 65 - 74	6,726	11.41%
Age 75 - 84	2,942	4.99%
Age 85 and over	906	1.54%
2020 Est. Median Age, Male		40.26
2020 Est. Average Age, Male		40.25
2020 Est. Female Population by Age	58,530	
Age 0 - 4	3,582	6.12%
Age 5 - 9	3,591	6.14%
Age 10 - 14	3,797	6.49%
Age 15 - 17	2,343	4.00%
Age 18 - 20	2,058	3.52%
Age 21 - 24	2,661	4.55%
Age 25 - 34	6,295	10.76%
Age 35 - 44	6,551	11.19%
Age 45 - 54	7,007	11.97%
Age 55 - 64	8,529	14.57%
Age 65 - 74	7,026	12.00%
Age 75 - 84	3,503	5.99%
Age 85 and over	1,587	2.71%
2020 Est. Median Age, Female		42.59
2020 Est. Average Age, Female		41.74

Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,485	27.74%
Males, Never Married	14,933	15.64%
Females, Never Married	11,552	12.10%
Married, Spouse present	47,032	49.27%
Married, Spouse absent	4,043	4.24%
Widowed	7,261	7.61%
Males Widowed	1,914	2.01%
Females Widowed	5,347	5.60%
Divorced	10,641	11.15%
Males Divorced	5,272	5.52%
Females Divorced	5,369	5.62%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,507	8.1%
Some High School, no diploma	6,904	8.6%
High School Graduate (or GED)	25,811	32.1%
Some College, no degree	17,622	21.9%
Associate Degree	6,191	7.7%
Bachelor's Degree	12,375	15.4%
Master's Degree	3,734	4.6%
Professional School Degree	730	0.9%
Doctorate Degree	623	0.8%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	7,626	39.88%
High School Graduate	5,309	27.76%
Some College or Associate's Degree	4,115	21.52%
Bachelor's Degree or Higher	2,074	10.85%
Households		
2025 Projection	46,957	
2020 Estimate	44,063	
2010 Census	38,390	
2000 Census	31,869	
Growth 2020 - 2025		6.57%
Growth 2010 - 2020		14.78%
Growth 2000 - 2010		20.46%
2020 Est. Households by Household Type	44,063	
Family Households	31,312	71.06%
Nonfamily Households	12,751	28.94%
2020 Est. Group Quarters Population	3,332	
2020 Households by Ethnicity, Hispanic/Latino	9,351	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	44,063	
Income < \$15,000	3,875	8.79%
Income \$15,000 - \$24,999	3,584	8.13%
Income \$25,000 - \$34,999	3,279	7.44%
Income \$35,000 - \$49,999	5,093	11.56%
Income \$50,000 - \$74,999	7,489	17.00%
Income \$75,000 - \$99,999	6,577	14.93%
Income \$100,000 - \$124,999	4,969	11.28%
Income \$125,000 - \$149,999	3,135	7.12%
Income \$150,000 - \$199,999	3,043	6.91%
Income \$200,000 - \$249,999	1,531	3.48%
Income \$250,000 - \$499,999	1,089	2.47%
Income \$500,000+	399	0.91%
2020 Est. Average Household Income		\$89,095
2020 Est. Median Household Income		\$70,448
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,149
Black or African American Alone		\$53,027
American Indian and Alaska Native Alone		\$42,272
Asian Alone		\$101,997
Native Hawaiian and Other Pacific Islander Alone		\$53,221
Some Other Race Alone		\$61,822
Two or More Races		\$45,185
Hispanic or Latino		\$58,810
Not Hispanic or Latino		\$73,969
2020 Est. Family HH Type by Presence of Own Child.	31,312	
Married-Couple Family, own children	9,236	29.50%
Married-Couple Family, no own children	15,045	48.05%
Male Householder, own children	1,079	3.45%
Male Householder, no own children	1,122	3.58%
Female Householder, own children	2,629	8.40%
Female Householder, no own children	2,200	7.03%
2020 Est. Households by Household Size	44,063	
1-person	11,047	25.07%
2-person	15,673	35.57%
3-person	6,770	15.36%
4-person	5,415	12.29%
5-person	2,897	6.58%
6-person	1,342	3.05%
7-or-more-person	919	2.09%
2020 Est. Average Household Size		2.59

Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	44,063	
Households with 1 or More People under Age 18:	14,769	33.52%
Married-Couple Family	10,120	68.52%
Other Family, Male Householder	1,323	8.96%
Other Family, Female Householder	3,200	21.67%
Nonfamily, Male Householder	106	0.72%
Nonfamily, Female Householder	19	0.13%
Households with No People under Age 18:	29,294	66.48%
Married-Couple Family	14,168	48.37%
Other Family, Male Householder	879	3.00%
Other Family, Female Householder	1,626	5.55%
Nonfamily, Male Householder	6,128	20.92%
Nonfamily, Female Householder	6,494	22.17%
2020 Est. Households by Number of Vehicles	44,063	
No Vehicles	1,603	3.64%
1 Vehicle	11,055	25.09%
2 Vehicles	17,667	40.10%
3 Vehicles	9,120	20.70%
4 Vehicles	3,613	8.20%
5 or more Vehicles	1,004	2.28%
2020 Est. Average Number of Vehicles		2.14
Family Households		
2025 Projection	33,384	
2020 Estimate	31,312	
2010 Census	27,246	
2000 Census	22,847	
Growth 2020 - 2025		6.62%
Growth 2010 - 2020		14.92%
Growth 2000 - 2010		19.25%

2020 Est. Families by Poverty Status	31,312	
2020 Families at or Above Poverty	28,577	91.27%
2020 Families at or Above Poverty with Children	11,977	38.25%
2020 Families Below Poverty	2,734	8.73%
2020 Families Below Poverty with Children	1,866	5.96%
2020 Est. Pop 16+ by Employment Status	93,855	
Civilian Labor Force, Employed	51,645	55.03%
Civilian Labor Force, Unemployed	2,963	3.16%
Armed Forces	8	0.01%
Not in Labor Force	39,239	41.81%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	51,773	
For-Profit Private Workers	33,287	64.29%
Non-Profit Private Workers	2,976	5.75%
Local Government Workers	941	1.82%
State Government Workers	4,342	8.39%
Federal Government Workers	4,252	8.21%
Self-Employed Workers	5,704	11.02%
Unpaid Family Workers	271	0.52%
2020 Est. Civ. Employed Pop 16+ by Occupation	51,773	
Architect/Engineer	882	1.70%
Arts/Entertainment/Sports	481	0.93%
Building Grounds Maintenance	3,159	6.10%
Business/Financial Operations	1,777	3.43%
Community/Social Services	804	1.55%
Computer/Mathematical	826	1.60%
Construction/Extraction	4,537	8.76%
Education/Training/Library	3,038	5.87%
Farming/Fishing/Forestry	483	0.93%
Food Prep/Serving	2,835	5.48%
Health Practitioner/Technician	2,294	4.43%
Healthcare Support	1,397	2.70%
Maintenance Repair	1,919	3.71%
Legal	261	0.50%
Life/Physical/Social Science	413	0.80%
Management	5,142	9.93%
Office/Admin. Support	6,729	13.00%
Production	4,138	7.99%
Protective Services	1,060	2.05%
Sales/Related	4,432	8.56%
Personal Care/Service	1,813	3.50%
Transportation/Moving	3,354	6.48%

2020 Est. Pop 16+ by Occupation Classification	51,773	
White Collar	27,079	52.30%
Blue Collar	13,948	26.94%
Service and Farm	10,747	20.76%
2020 Est. Workers Age 16+ by Transp. to Work	50,932	
Drove Alone	41,575	81.63%
Car Pooled	5,533	10.86%
Public Transportation	103	0.20%
Walked	790	1.55%
Bicycle	38	0.08%
Other Means	712	1.40%
Worked at Home	2,182	4.28%

Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,253	
15 - 29 Minutes	13,280	
30 - 44 Minutes	7,742	
45 - 59 Minutes	6,479	
60 or more Minutes	5,905	
2020 Est. Avg Travel Time to Work in Minutes		31
2020 Est. Occupied Housing Units by Tenure	44,063	
Owner Occupied	33,698	76.48%
Renter Occupied	10,365	23.52%
2020 Owner Occ. HUs: Avg. Length of Residence		14.56
2020 Renter Occ. HUs: Avg. Length of Residence		6.95
2020 Est. Owner-Occupied Housing Units by Value	44,063	
Value Less than \$20,000	778	2.31%
Value \$20,000 - \$39,999	907	2.69%
Value \$40,000 - \$59,999	1,086	3.22%
Value \$60,000 - \$79,999	1,398	4.15%
Value \$80,000 - \$99,999	2,589	7.68%
Value \$100,000 - \$149,999	5,543	16.45%
Value \$150,000 - \$199,999	4,889	14.51%
Value \$200,000 - \$299,999	7,123	21.14%
Value \$300,000 - \$399,999	3,900	11.57%
Value \$400,000 - \$499,999	2,180	6.47%
Value \$500,000 - \$749,999	1,863	5.53%
Value \$750,000 - \$999,999	742	2.20%
Value \$1,000,000 or \$1,499,999	376	1.12%
Value \$1,500,000 or \$1,999,999	124	0.37%
Value \$2,000,000+	199	0.59%
2020 Est. Median All Owner-Occupied Housing Value		\$196,211

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,262	10.08%
Housing Units Built 2010 to 2014	3,003	5.75%
Housing Units Built 2000 to 2009	11,487	21.99%
Housing Units Built 1990 to 1999	8,422	16.13%
Housing Units Built 1980 to 1989	7,463	14.29%
Housing Units Built 1970 to 1979	5,193	9.94%
Housing Units Built 1960 to 1969	3,249	6.22%
Housing Units Built 1950 to 1959	2,426	4.65%
Housing Units Built 1940 to 1949	1,955	3.74%
Housing Unit Built 1939 or Earlier	3,770	7.22%
2020 Est. Median Year Structure Built		1993

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Attached	37,162	71.15%
1 Unit Detached	676	1.29%
2 Units	1,145	2.19%
3 or 4 Units	748	1.43%
5 to 19 Units	860	1.65%
20 to 49 Units	308	0.59%
50 or More Units	237	0.45%
Mobile Home or Trailer	10,723	20.53%
Boat, RV, Van, etc.	372	0.71%



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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

