



The **Retail**Coach®

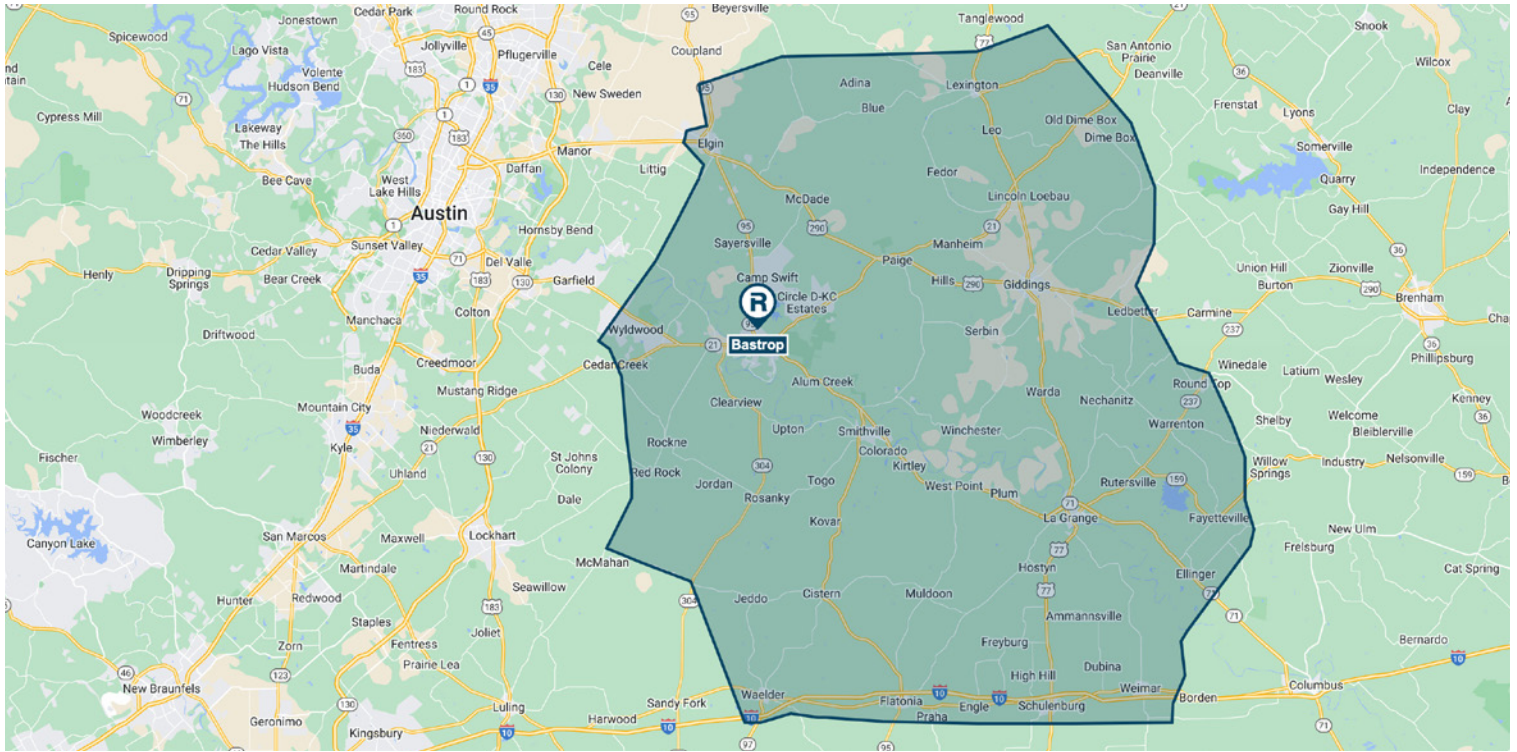
Future Retail Trade Area Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

Future Retail Trade Area • Demographic Snapshot

Bastrop, Texas



Population

2020	120,745
2024	132,419
2029	143,618

Educational Attainment (%)

Graduate or Professional Degree	8.06%
Bachelors Degree	15.02%
Associate Degree	7.24%
Some College	21.41%
High School Graduate (or GED)	36.04%
Some High School, No Degree	6.17%
Less than 9th Grade	6.06%

Income

Average HH	\$103,599
Median HH	\$80,776
Per Capita	\$39,101

Age

0 - 9 Years	11.47%
10 - 17 Years	10.59%
18 - 24 Years	9.05%
25 - 34 Years	10.49%
35 - 44 Years	11.81%
45 - 54 Years	11.53%
55 - 64 Years	13.43%
65 and Older	21.63%
Median Age	42.14
Average Age	41.86

Race Distribution (%)

White	62.50%
Black/African American	6.64%
American Indian/Alaskan	1.08%
Asian	0.76%
Native Hawaiian/Islander	0.08%
Other Race	13.74%
Two or More Races	15.20%
Hispanic	35.75%

bastrop

EDC

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 **TheRetailCoach**

Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	143,618	
2024 Estimate	132,419	
2020 Census	120,745	
2010 Census	103,081	
Growth 2024 - 2029		8.46%
Growth 2020 - 2024		9.67%
Growth 2010 - 2020		17.14%
2024 Est. Population by Single-Classification Race	132,419	
White Alone	82,763	62.50%
Black or African American Alone	8,798	6.64%
Amer. Indian and Alaska Native Alone	1,431	1.08%
Asian Alone	1,001	0.76%
Native Hawaiian and Other Pacific Island Alone	100	0.08%
Some Other Race Alone	18,197	13.74%
Two or More Races	20,130	15.20%
2024 Est. Population by Hispanic or Latino Origin	132,419	
Not Hispanic or Latino	85,075	64.25%
Hispanic or Latino	47,344	35.75%
Mexican	40,068	84.63%
Puerto Rican	1,041	2.20%
Cuban	196	0.41%
All Other Hispanic or Latino	6,038	12.75%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	47,344	
White Alone	12,423	26.24%
Black or African American Alone	510	1.08%
American Indian and Alaska Native Alone	1,037	2.19%
Asian Alone	57	0.12%
Native Hawaiian and Other Pacific Islander Alone	15	0.03%
Some Other Race Alone	17,710	37.41%
Two or More Races	15,592	32.93%
2024 Est. Pop by Race, Asian Alone, by Category	1,001	
Chinese, except Taiwanese	330	32.97%
Filipino	92	9.19%
Japanese	26	2.60%
Asian Indian	47	4.70%
Korean	49	4.89%
Vietnamese	98	9.79%
Cambodian	30	3.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	32	3.20%
All Other Asian Races Including 2+ Category	296	29.57%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	132,419	
Arab	344	0.26%
Czech	4,676	3.53%
Danish	143	0.11%
Dutch	1,173	0.89%
English	10,302	7.78%
French (except Basque)	1,643	1.24%
French Canadian	215	0.16%
German	22,424	16.93%
Greek	92	0.07%
Hungarian	133	0.10%
Irish	8,548	6.45%
Italian	1,362	1.03%
Lithuanian	111	0.08%
United States or American	4,904	3.70%
Norwegian	667	0.50%
Polish	904	0.68%
Portuguese	42	0.03%
Russian	412	0.31%
Scottish	2,074	1.57%
Scotch-Irish	1,346	1.02%
Slovak	1	0.00%
Subsaharan African	317	0.24%
Swedish	599	0.45%
Swiss	332	0.25%
Ukrainian	22	0.02%
Welsh	695	0.53%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	44,426	33.55%
Ancestry Unclassified	24,511	18.51%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	96,183	77.05%
Speak Asian/Pacific Island Language at Home	356	0.28%
Speak IndoEuropean Language at Home	1,819	1.46%
Speak Spanish at Home	26,368	21.12%
Speak Other Language at Home	102	0.08%



Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	132,419	
Age 0 - 4	7,587	5.73%
Age 5 - 9	7,595	5.74%
Age 10 - 14	8,522	6.44%
Age 15 - 17	5,505	4.16%
Age 18 - 20	5,380	4.06%
Age 21 - 24	6,607	4.99%
Age 25 - 34	13,891	10.49%
Age 35 - 44	15,637	11.81%
Age 45 - 54	15,263	11.53%
Age 55 - 64	17,789	13.43%
Age 65 - 74	16,981	12.82%
Age 75 - 84	8,873	6.70%
Age 85 and over	2,788	2.10%
Age 16 and over	106,881	80.71%
Age 18 and over	103,210	77.94%
Age 21 and over	97,830	73.88%
Age 65 and over	28,642	21.63%
2024 Est. Median Age		42.14
2024 Est. Average Age		41.86
2024 Est. Population by Sex	132,419	
Male	66,040	49.87%
Female	66,380	50.13%
2024 Est. Male Population by Age	66,040	
Age 0 - 4	3,853	5.83%
Age 5 - 9	3,765	5.70%
Age 10 - 14	4,250	6.43%
Age 15 - 17	2,878	4.36%
Age 18 - 20	2,825	4.28%
Age 21 - 24	3,451	5.23%
Age 25 - 34	7,239	10.96%
Age 35 - 44	7,885	11.94%
Age 45 - 54	7,657	11.60%
Age 55 - 64	8,743	13.24%
Age 65 - 74	8,278	12.54%
Age 75 - 84	4,154	6.29%
Age 85 and over	1,062	1.61%
2024 Est. Median Age, Male		41.06
2024 Est. Average Age, Male		41.14
2024 Est. Female Population by Age	66,380	
Age 0 - 4	3,734	5.62%
Age 5 - 9	3,829	5.77%
Age 10 - 14	4,273	6.44%
Age 15 - 17	2,628	3.96%
Age 18 - 20	2,555	3.85%
Age 21 - 24	3,156	4.75%
Age 25 - 34	6,652	10.02%
Age 35 - 44	7,752	11.68%
Age 45 - 54	7,606	11.46%
Age 55 - 64	9,047	13.63%
Age 65 - 74	8,703	13.11%
Age 75 - 84	4,719	7.11%
Age 85 and over	1,727	2.60%
2024 Est. Median Age, Female		43.23
2024 Est. Average Age, Female		42.52

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	30,574	28.12%
Males, Never Married	17,144	15.77%
Females, Never Married	13,430	12.35%
Married, Spouse present	52,495	48.29%
Married, Spouse absent	6,084	5.60%
Widowed	6,683	6.15%
Males Widowed	1,617	1.49%
Females Widowed	5,066	4.66%
Divorced	12,880	11.85%
Males Divorced	6,244	5.74%
Females Divorced	6,635	6.10%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,528	6.06%
Some High School, no diploma	5,627	6.17%
High School Graduate (or GED)	32,875	36.04%
Some College, no degree	19,534	21.41%
Associate Degree	6,605	7.24%
Bachelor's Degree	13,698	15.02%
Master's Degree	4,439	4.87%
Professional School Degree	1,172	1.28%
Doctorate Degree	1,745	1.91%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	8,275	31.78%
High School Graduate	9,880	37.94%
Some College or Associate's Degree	6,167	23.68%
Bachelor's Degree or Higher	1,719	6.60%
Households		
2029 Projection	53,016	
2024 Estimate	48,912	
2020 Census	44,635	
2010 Census	38,390	
Growth 2024 - 2029		8.39%
Growth 2020 - 2024		9.58%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	48,912	
Family Households	34,752	71.05%
Nonfamily Households	14,160	28.95%
2024 Est. Group Quarters Population	2,827	
2024 Households by Ethnicity, Hispanic/Latino	12,323	



Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	48,912	
Income < \$15,000	4,559	9.32%
Income \$15,000 - \$24,999	3,182	6.51%
Income \$25,000 - \$34,999	3,241	6.63%
Income \$35,000 - \$49,999	4,564	9.33%
Income \$50,000 - \$74,999	7,299	14.92%
Income \$75,000 - \$99,999	6,605	13.50%
Income \$100,000 - \$124,999	5,163	10.56%
Income \$125,000 - \$149,999	3,955	8.09%
Income \$150,000 - \$199,999	4,780	9.77%
Income \$200,000 - \$249,999	3,186	6.51%
Income \$250,000 - \$499,999	1,726	3.53%
Income \$500,000+	651	1.33%
2024 Est. Average Household Income		\$103,599
2024 Est. Median Household Income		\$80,776
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$83,685
Black or African American Alone		\$51,633
American Indian and Alaska Native Alone		\$46,118
Asian Alone		\$110,434
Native Hawaiian and Other Pacific Islander Alone		\$69,098
Some Other Race Alone		\$62,434
Two or More Races		\$92,951
Hispanic or Latino		\$81,400
Not Hispanic or Latino		\$80,543
2024 Est. HH by Type and Presence of Own Child.	48,912	
Family Households with Children	13,326	27.25%
Family Households without Children	35,586	72.75%
Married-Couple Families	27,318	55.85%
Married-Couple Family, own children	9,919	20.28%
Married-Couple Family, no own children	17,399	35.57%
Cohabiting-Couple Families	3,039	6.21%
Cohabiting-Couple Family, own children	997	2.04%
Cohabiting-Couple Family, no own children	2,042	4.17%
Male Householder Families	7,398	15.13%
Male Householder, own children	522	1.07%
Male Householder, no own children	1,306	2.67%
Male Householder, only Nonrelatives	251	0.51%
Male Householder, Living Alone	5,319	10.88%
Female Householder Families	11,157	22.81%
Female Householder, own children	1,888	3.86%
Female Householder, no own children	2,370	4.84%
Female Householder, only Nonrelatives	265	0.54%
Female Householder, Living Alone	6,633	13.56%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	48,912	
1-person	11,817	24.16%
2-person	17,238	35.24%
3-person	7,160	14.64%
4-person	6,133	12.54%
5-person	3,487	7.13%
6-person	1,712	3.50%
7-or-more-person	1,364	2.79%
2024 Est. Average Household Size		2.65
2024 Est. Households by Number of Vehicles	48,912	
No Vehicles	1,708	3.49%
1 Vehicle	13,813	28.24%
2 Vehicles	19,392	39.65%
3 Vehicles	9,778	19.99%
4 Vehicles	3,164	6.47%
5 or more Vehicles	1,057	2.16%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	37,668	
2024 Estimate	34,752	
2020 Estimate	31,425	
2010 Census	27,248	
Growth 2024 - 2029		8.39%
Growth 2020 - 2024		10.59%
Growth 2010 - 2020		15.33%
2024 Est. Families by Poverty Status	34,752	
2024 Families at or Above Poverty	32,158	92.54%
2024 Families at or Above Poverty with Children	13,339	38.38%
2024 Families Below Poverty	2,593	7.46%
2024 Families Below Poverty with Children	1,744	5.02%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	61,533	57.57%
Civilian Labor Force, Unemployed	2,267	2.12%
Armed Forces	3	0.00%
Not in Labor Force	43,077	40.30%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	40,710	66.51%
Non-Profit Private Workers	2,917	4.77%
Local Government Workers	1,763	2.88%
State Government Workers	4,100	6.70%
Federal Government Workers	5,211	8.51%
Self-Employed Workers	6,398	10.45%
Unpaid Family Workers	104	0.17%



Future Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,099	1.80%
Arts/Entertainment/Sports	929	1.52%
Building Grounds Maintenance	2,332	3.81%
Business/Financial Operations	2,286	3.73%
Community/Social Services	1,003	1.64%
Computer/Mathematical	1,292	2.11%
Construction/Extraction	5,877	9.60%
Education/Training/Library	3,551	5.80%
Farming/Fishing/Forestry	649	1.06%
Food Prep/Serving	2,717	4.44%
Health Practitioner/Technician	2,543	4.16%
Healthcare Support	2,720	4.44%
Maintenance Repair	2,625	4.29%
Legal	726	1.19%
Life/Physical/Social Science	442	0.72%
Management	6,888	11.25%
Office/Admin. Support	7,083	11.57%
Production	3,930	6.42%
Protective Services	1,167	1.91%
Sales/Related	4,499	7.35%
Personal Care/Service	1,599	2.61%
Transportation/Moving	5,246	8.57%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	32,342	52.84%
Blue Collar	17,678	28.88%
Service and Farm	11,184	18.27%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	47,110	78.19%
Car Pooled	5,674	9.42%
Public Transportation	130	0.22%
Walked	1,216	2.02%
Bicycle	131	0.22%
Other Means	1,051	1.74%
Worked at Home	4,940	8.20%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,670	
15 - 29 Minutes	12,776	
30 - 44 Minutes	9,708	
45 - 59 Minutes	7,381	
60 or more Minutes	9,776	
2024 Est. Avg Travel Time to Work in Minutes		34
2024 Est. Occupied Housing Units by Tenure	48,912	
Owner Occupied	37,109	75.87%
Renter Occupied	11,803	24.13%
2024 Owner Occ. HUs: Avg. Length of Residence		15.64 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.05 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	37,109	
Value Less than \$20,000	886	2.39%
Value \$20,000 - \$39,999	959	2.58%
Value \$40,000 - \$59,999	598	1.61%
Value \$60,000 - \$79,999	1,219	3.29%
Value \$80,000 - \$99,999	1,217	3.28%
Value \$100,000 - \$149,999	4,736	12.76%
Value \$150,000 - \$199,999	3,678	9.91%
Value \$200,000 - \$299,999	8,369	22.55%
Value \$300,000 - \$399,999	6,055	16.32%
Value \$400,000 - \$499,999	3,687	9.94%
Value \$500,000 - \$749,999	3,045	8.21%
Value \$750,000 - \$999,999	1,412	3.81%
Value \$1,000,000 or \$1,499,999	642	1.73%
Value \$1,500,000 or \$1,999,999	289	0.78%
Value \$2,000,000+	317	0.85%
2024 Est. Median All Owner-Occupied Housing Value		\$261,632
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	41,208	73.33%
1 Unit Attached	786	1.40%
2 Units	521	0.93%
3 or 4 Units	1,145	2.04%
5 to 19 Units	664	1.18%
20 to 49 Units	667	1.19%
50 or More Units	340	0.61%
Mobile Home or Trailer	10,242	18.23%
Boat, RV, Van, etc.	621	1.10%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	4,343	7.73%
Housing Units Built 2010 to 2019	6,888	12.26%
Housing Units Built 2000 to 2009	10,962	19.51%
Housing Units Built 1990 to 1999	8,375	14.90%
Housing Units Built 1980 to 1989	7,782	13.85%
Housing Units Built 1970 to 1979	5,663	10.08%
Housing Units Built 1960 to 1969	3,801	6.76%
Housing Units Built 1950 to 1959	2,810	5.00%
Housing Units Built 1940 to 1949	1,718	3.06%
Housing Unit Built 1939 or Earlier	3,852	6.86%
2024 Est. Median Year Structure Built		1993

[†] 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.



The**RetailCoach**.®

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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