



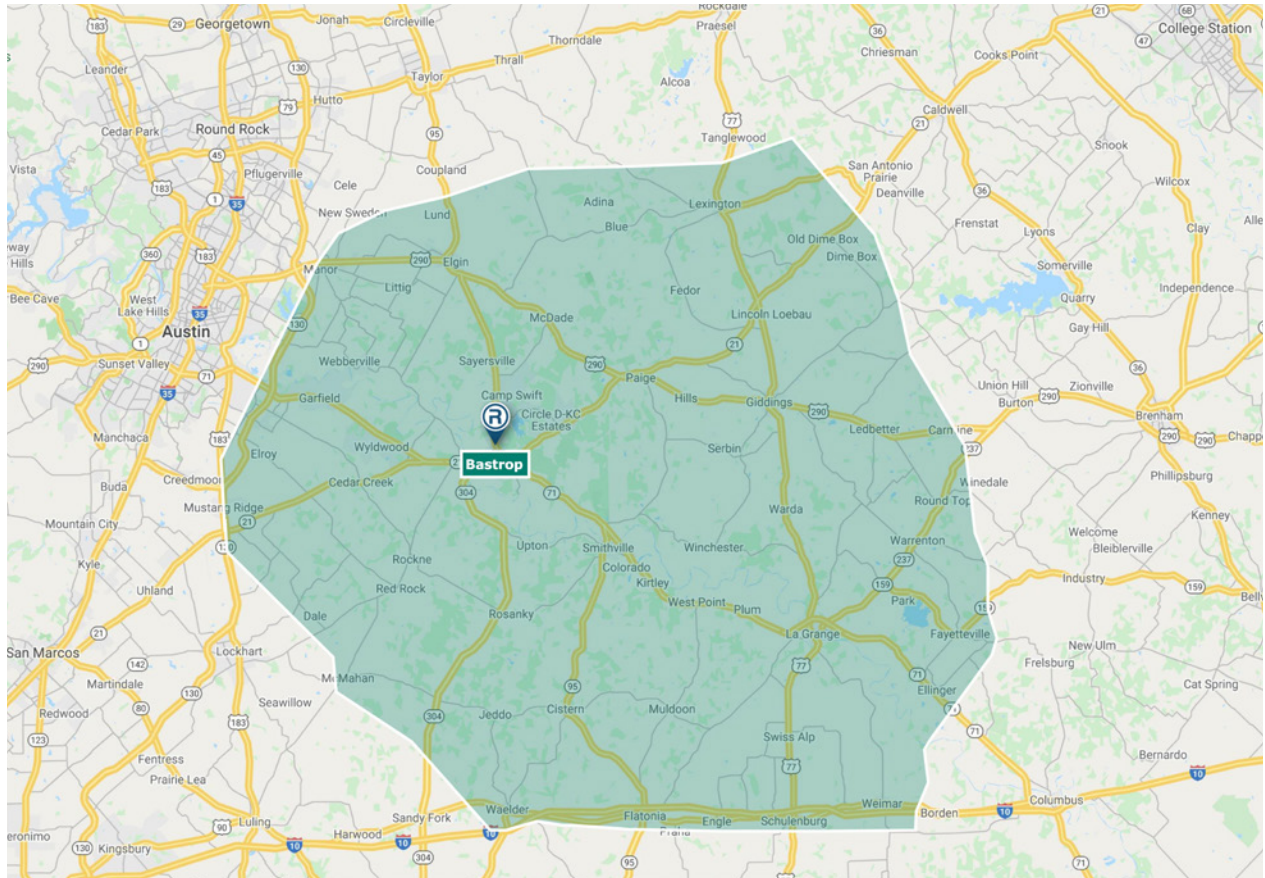
BASTROP, TEXAS

# Retail Trade Area Demographic Profile

 **TheRetailCoach.**

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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.



# Retail Trade Area • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	222,806	
2020 Estimate	206,753	
2010 Census	168,700	
2000 Census	122,608	
Growth 2020 - 2025		7.76%
Growth 2010 - 2020		22.56%
Growth 2000 - 2010		37.59%
<b>2020 Est. Population by Single-Classification Race</b>	<b>206,753</b>	
White Alone	140,758	68.08%
Black or African American Alone	22,057	10.67%
Amer. Indian and Alaska Native Alone	2,153	1.04%
Asian Alone	2,012	0.97%
Native Hawaiian and Other Pacific Island Alone	161	0.08%
Some Other Race Alone	32,884	15.91%
Two or More Races	6,728	3.25%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>206,753</b>	
Not Hispanic or Latino	117,325	56.75%
Hispanic or Latino	89,428	43.25%
Mexican	79,336	88.72%
Puerto Rican	913	1.02%
Cuban	399	0.45%
All Other Hispanic or Latino	8,780	9.82%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>89,428</b>	
White Alone	50,547	56.52%
Black or African American Alone	922	1.03%
American Indian and Alaska Native Alone	1,481	1.66%
Asian Alone	122	0.14%
Native Hawaiian and Other Pacific Islander Alone	42	0.05%
Some Other Race Alone	32,589	36.44%
Two or More Races	3,726	4.17%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,012</b>	
Chinese, except Taiwanese	263	13.07%
Filipino	372	18.49%
Japanese	86	4.27%
Asian Indian	212	10.54%
Korean	151	7.51%
Vietnamese	396	19.68%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	26	1.29%
Thai	122	6.06%
All Other Asian Races Including 2+ Category	384	19.09%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>206,753</b>	
Arab	240	0.12%
Czech	5,148	2.49%
Danish	226	0.11%
Dutch	1,037	0.50%
English	9,747	4.71%
French (except Basque)	2,636	1.28%
French Canadian	438	0.21%
German	31,678	15.32%
Greek	178	0.09%
Hungarian	141	0.07%
Irish	9,333	4.51%
Italian	2,067	1.00%
Lithuanian	42	0.02%
United States or American	10,125	4.90%
Norwegian	576	0.28%
Polish	1,461	0.71%
Portuguese	113	0.06%
Russian	225	0.11%
Scottish	1,621	0.78%
Scotch-Irish	2,751	1.33%
Slovak	5	0.00%
Subsaharan African	728	0.35%
Swedish	1,349	0.65%
Swiss	174	0.08%
Ukrainian	32	0.02%
Welsh	318	0.15%
West Indian (except Hisp. groups)	508	0.25%
Other ancestries	85,047	41.14%
Ancestry Unclassified	38,809	18.77%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	121,395	63.27%
Speak Asian/Pacific Island Language at Home	2,321	1.21%
Speak IndoEuropean Language at Home	4,838	2.52%
Speak Spanish at Home	62,855	32.76%
Speak Other Language at Home	448	0.23%

# Retail Trade Area • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>206,753</b>	
Age 0 - 4	14,897	7.21%
Age 5 - 9	14,777	7.15%
Age 10 - 14	15,042	7.28%
Age 15 - 17	9,173	4.44%
Age 18 - 20	8,249	3.99%
Age 21 - 24	10,622	5.14%
Age 25 - 34	25,303	12.24%
Age 35 - 44	25,818	12.49%
Age 45 - 54	25,400	12.29%
Age 55 - 64	26,449	12.79%
Age 65 - 74	19,529	9.45%
Age 75 - 84	8,518	4.12%
Age 85 and over	2,977	1.44%
Age 16 and over	159,039	76.92%
Age 18 and over	152,865	73.94%
Age 21 and over	144,616	69.95%
Age 65 and over	31,024	15.01%
2020 Est. Median Age		37.07
2020 Est. Average Age		37.93
<b>2020 Est. Population by Sex</b>	<b>206,753</b>	
Male	104,377	50.48%
Female	102,376	49.52%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>104,377</b>	
Age 0 - 4	7,566	7.25%
Age 5 - 9	7,394	7.08%
Age 10 - 14	7,599	7.28%
Age 15 - 17	4,750	4.55%
Age 18 - 20	4,386	4.20%
Age 21 - 24	5,680	5.44%
Age 25 - 34	13,166	12.61%
Age 35 - 44	13,129	12.58%
Age 45 - 54	12,810	12.27%
Age 55 - 64	13,318	12.76%
Age 65 - 74	9,569	9.17%
Age 75 - 84	3,906	3.74%
Age 85 and over	1,105	1.06%
2020 Est. Median Age, Male		36.25
2020 Est. Average Age, Male		37.34
<b>2020 Est. Female Population by Age</b>	<b>102,376</b>	
Age 0 - 4	7,330	7.16%
Age 5 - 9	7,382	7.21%
Age 10 - 14	7,443	7.27%
Age 15 - 17	4,423	4.32%
Age 18 - 20	3,863	3.77%
Age 21 - 24	4,943	4.83%
Age 25 - 34	12,137	11.86%
Age 35 - 44	12,690	12.40%
Age 45 - 54	12,589	12.30%
Age 55 - 64	13,131	12.83%
Age 65 - 74	9,960	9.73%
Age 75 - 84	4,612	4.51%
Age 85 and over	1,873	1.83%
2020 Est. Median Age, Female		37.92
2020 Est. Average Age, Female		38.47

# Retail Trade Area • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	49,351	30.46%
Males, Never Married	27,358	16.88%
Females, Never Married	21,993	13.57%
Married, Spouse present	75,914	46.85%
Married, Spouse absent	8,578	5.29%
Widowed	9,504	5.87%
Males Widowed	2,362	1.46%
Females Widowed	7,142	4.41%
Divorced	18,691	11.54%
Males Divorced	9,801	6.05%
Females Divorced	8,889	5.49%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	12,850	9.6%
Some High School, no diploma	13,294	9.9%
High School Graduate (or GED)	42,769	31.9%
Some College, no degree	28,810	21.5%
Associate Degree	9,760	7.3%
Bachelor's Degree	18,951	14.1%
Master's Degree	5,489	4.1%
Professional School Degree	1,103	0.8%
Doctorate Degree	967	0.7%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	18,034	38.18%
High School Graduate	14,892	31.53%
Some College or Associate's Degree	9,684	20.50%
Bachelor's Degree or Higher	4,622	9.79%
<b>Households</b>		
2025 Projection	75,723	
2020 Estimate	70,249	
2010 Census	57,600	
2000 Census	43,331	
Growth 2020 - 2025		7.79%
Growth 2010 - 2020		21.96%
Growth 2000 - 2010		32.93%
<b>2020 Est. Households by Household Type</b>	<b>70,249</b>	
Family Households	51,912	73.90%
Nonfamily Households	18,337	26.10%
2020 Est. Group Quarters Population	5,302	
2020 Households by Ethnicity, Hispanic/Latino	22,097	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>70,249</b>	
Income < \$15,000	5,390	7.67%
Income \$15,000 - \$24,999	5,482	7.80%
Income \$25,000 - \$34,999	5,192	7.39%
Income \$35,000 - \$49,999	8,608	12.25%
Income \$50,000 - \$74,999	12,697	18.07%
Income \$75,000 - \$99,999	10,743	15.29%
Income \$100,000 - \$124,999	7,983	11.36%
Income \$125,000 - \$149,999	5,038	7.17%
Income \$150,000 - \$199,999	4,680	6.66%
Income \$200,000 - \$249,999	2,318	3.30%
Income \$250,000 - \$499,999	1,573	2.24%
Income \$500,000+	543	0.77%
2020 Est. Average Household Income		\$88,014
2020 Est. Median Household Income		\$70,279
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$73,862
Black or African American Alone		\$64,657
American Indian and Alaska Native Alone		\$46,319
Asian Alone		\$80,309
Native Hawaiian and Other Pacific Islander Alone		\$61,635
Some Other Race Alone		\$60,650
Two or More Races		\$55,493
Hispanic or Latino		\$62,694
Not Hispanic or Latino		\$74,280
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>51,912</b>	
Married-Couple Family, own children	17,506	33.72%
Married-Couple Family, no own children	21,812	42.02%
Male Householder, own children	1,966	3.79%
Male Householder, no own children	2,039	3.93%
Female Householder, own children	4,821	9.29%
Female Householder, no own children	3,766	7.26%
<b>2020 Est. Households by Household Size</b>	<b>70,249</b>	
1-person	15,362	21.87%
2-person	22,486	32.01%
3-person	11,128	15.84%
4-person	9,723	13.84%
5-person	5,864	8.35%
6-person	3,079	4.38%
7-or-more-person	2,608	3.71%
2020 Est. Average Household Size		2.87

# Retail Trade Area • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>70,249</b>	
Households with 1 or More People under Age 18:	27,852	39.65%
Married-Couple Family	19,250	69.12%
Other Family, Male Householder	2,463	8.84%
Other Family, Female Householder	5,917	21.24%
Nonfamily, Male Householder	185	0.66%
Nonfamily, Female Householder	38	0.14%
<b>Households with No People under Age 18:</b>	<b>42,396</b>	<b>60.35%</b>
Married-Couple Family	20,073	47.35%
Other Family, Male Householder	1,541	3.64%
Other Family, Female Householder	2,669	6.30%
Nonfamily, Male Householder	9,203	21.71%
Nonfamily, Female Householder	8,910	21.02%
<b>2020 Est. Households by Number of Vehicles</b>	<b>70,249</b>	
No Vehicles	2,012	2.86%
1 Vehicle	17,014	24.22%
2 Vehicles	28,761	40.94%
3 Vehicles	14,894	21.20%
4 Vehicles	5,715	8.14%
5 or more Vehicles	1,852	2.64%
2020 Est. Average Number of Vehicles		2.18
<b>Family Households</b>		
2025 Projection	56,022	
2020 Estimate	51,912	
2010 Census	42,321	
2000 Census	31,806	
Growth 2020 - 2025		7.92%
Growth 2010 - 2020		22.66%
Growth 2000 - 2010		33.06%

<b>2020 Est. Families by Poverty Status</b>	<b>51,912</b>	
2020 Families at or Above Poverty	46,821	90.19%
2020 Families at or Above Poverty with Children	21,951	42.29%
2020 Families Below Poverty	5,091	9.81%
2020 Families Below Poverty with Children	3,610	6.95%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>159,039</b>	
Civilian Labor Force, Employed	92,998	58.48%
Civilian Labor Force, Unemployed	5,232	3.29%
Armed Forces	94	0.06%
Not in Labor Force	60,715	38.18%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>92,725</b>	
For-Profit Private Workers	61,997	66.86%
Non-Profit Private Workers	4,986	5.38%
Local Government Workers	1,775	1.91%
State Government Workers	6,985	7.53%
Federal Government Workers	7,943	8.57%
Self-Employed Workers	8,733	9.42%
Unpaid Family Workers	307	0.33%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>92,725</b>	
Architect/Engineer	1,657	1.79%
Arts/Entertainment/Sports	1,045	1.13%
Building Grounds Maintenance	5,579	6.02%
Business/Financial Operations	3,227	3.48%
Community/Social Services	1,394	1.50%
Computer/Mathematical	1,990	2.15%
Construction/Extraction	9,700	10.46%
Education/Training/Library	4,635	5.00%
Farming/Fishing/Forestry	630	0.68%
Food Prep/Serving	4,987	5.38%
Health Practitioner/Technician	3,881	4.19%
Healthcare Support	2,257	2.43%
Maintenance Repair	3,640	3.93%
Legal	444	0.48%
Life/Physical/Social Science	654	0.71%
Management	8,277	8.93%
Office/Admin. Support	12,338	13.31%
Production	6,386	6.89%
Protective Services	1,805	1.95%
Sales/Related	8,309	8.96%
Personal Care/Service	2,874	3.10%
Transportation/Moving	7,016	7.57%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>92,725</b>	
White Collar	47,851	51.61%
Blue Collar	26,742	28.84%
Service and Farm	18,132	19.56%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>91,202</b>	
Drove Alone	73,196	80.26%
Car Pooled	11,791	12.93%
Public Transportation	343	0.38%
Walked	1,077	1.18%
Bicycle	61	0.07%
Other Means	1,114	1.22%
Worked at Home	3,619	3.97%

# Retail Trade Area • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	19,548	
15 - 29 Minutes	24,372	
30 - 44 Minutes	21,422	
45 - 59 Minutes	12,014	
60 or more Minutes	10,239	
2020 Est. Avg Travel Time to Work in Minutes		33
2020 Est. Occupied Housing Units by Tenure	70,249	
Owner Occupied	55,283	78.70%
Renter Occupied	14,966	21.30%
2020 Owner Occ. HUs: Avg. Length of Residence		13.41
2020 Renter Occ. HUs: Avg. Length of Residence		6.58
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>70,249</b>	
Value Less than \$20,000	1,268	2.29%
Value \$20,000 - \$39,999	1,655	2.99%
Value \$40,000 - \$59,999	1,743	3.15%
Value \$60,000 - \$79,999	1,988	3.60%
Value \$80,000 - \$99,999	3,903	7.06%
Value \$100,000 - \$149,999	9,725	17.59%
Value \$150,000 - \$199,999	9,757	17.65%
Value \$200,000 - \$299,999	11,366	20.56%
Value \$300,000 - \$399,999	5,618	10.16%
Value \$400,000 - \$499,999	3,063	5.54%
Value \$500,000 - \$749,999	2,847	5.15%
Value \$750,000 - \$999,999	1,194	2.16%
Value \$1,000,000 or \$1,499,999	654	1.18%
Value \$1,500,000 or \$1,999,999	211	0.38%
Value \$2,000,000+	291	0.53%
2020 Est. Median All Owner-Occupied Housing Value		\$186,794

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	10,328	12.83%
Housing Units Built 2010 to 2014	4,982	6.19%
Housing Units Built 2000 to 2009	21,016	26.11%
Housing Units Built 1990 to 1999	13,509	16.79%
Housing Units Built 1980 to 1989	10,702	13.30%
Housing Units Built 1970 to 1979	6,643	8.25%
Housing Units Built 1960 to 1969	3,864	4.80%
Housing Units Built 1950 to 1959	2,816	3.50%
Housing Units Built 1940 to 1949	2,325	2.89%
Housing Unit Built 1939 or Earlier	4,298	5.34%
2020 Est. Median Year Structure Built		1997

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	57,114	70.96%
1 Unit Detached	1,014	1.26%
2 Units	1,308	1.63%
3 or 4 Units	797	0.99%
5 to 19 Units	876	1.09%
20 to 49 Units	321	0.40%
50 or More Units	236	0.29%
Mobile Home or Trailer	18,311	22.75%
Boat, RV, Van, etc.	507	0.63%





## 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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