



The **Retail** Coach®

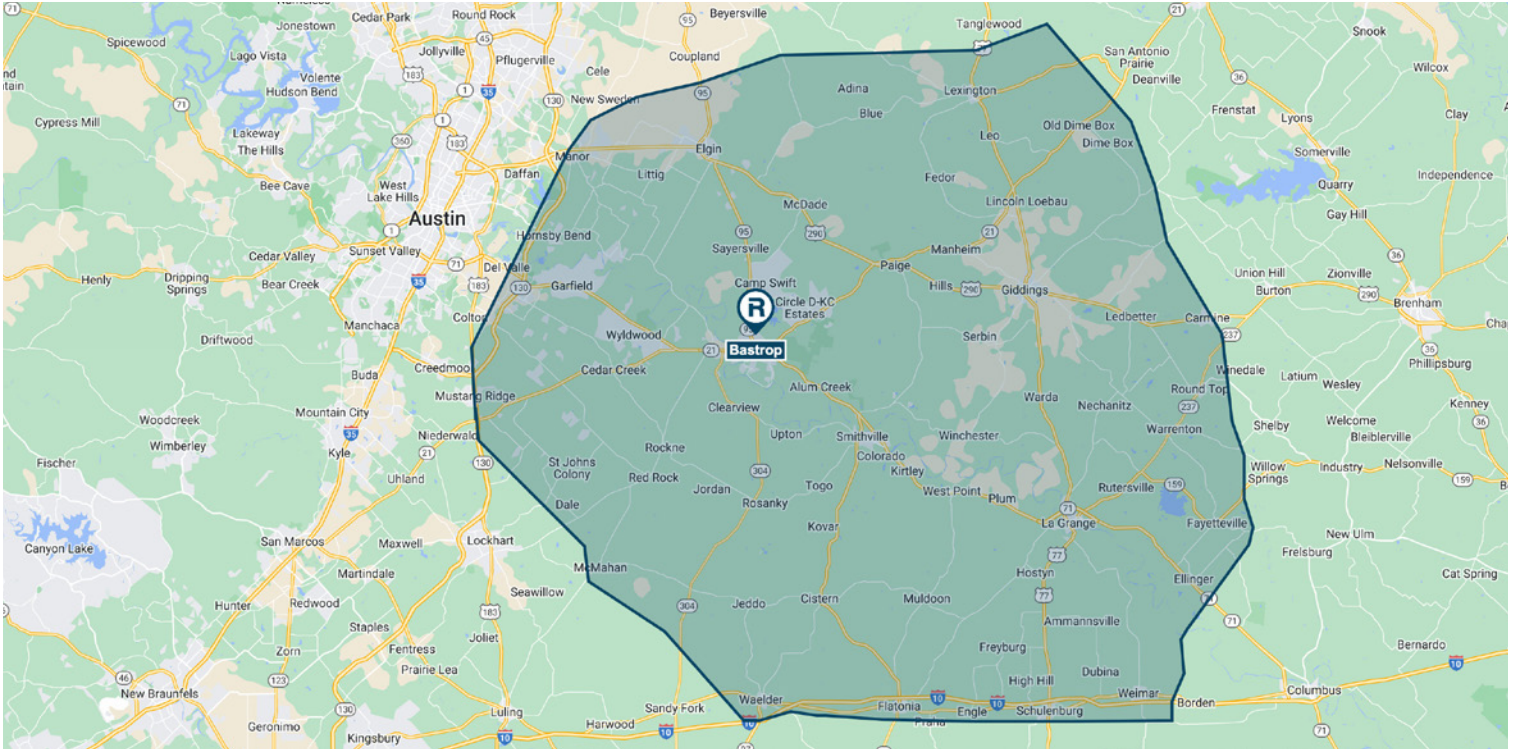
Retail Trade Area Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

Retail Trade Area • Demographic Snapshot

Bastrop, Texas



Population

2020	223,905
2024	249,725
2029	275,007

Educational Attainment (%)

Graduate or Professional Degree	7.61%
Bachelors Degree	14.87%
Associate Degree	6.61%
Some College	21.10%
High School Graduate (or GED)	33.27%
Some High School, No Degree	7.67%
Less than 9th Grade	8.87%

Income

Average HH	\$104,534
Median HH	\$83,844
Per Capita	\$35,666

Age

0 - 9 Years	12.61%
10 - 17 Years	11.87%
18 - 24 Years	9.51%
25 - 34 Years	12.44%
35 - 44 Years	13.75%
45 - 54 Years	12.03%
55 - 64 Years	11.74%
65 and Older	16.05%
Median Age	37.61
Average Age	38.54

Race Distribution (%)

White	49.03%
Black/African American	8.83%
American Indian/Alaskan	1.40%
Asian	1.27%
Native Hawaiian/Islander	0.07%
Other Race	20.49%
Two or More Races	18.91%
Hispanic	49.41%

bastrop

EDC

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Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	275,007	
2024 Estimate	249,725	
2020 Census	223,905	
2010 Census	168,399	
Growth 2024 - 2029		10.12%
Growth 2020 - 2024		11.53%
Growth 2010 - 2020		32.96%
2024 Est. Population by Single-Classification Race	249,725	
White Alone	122,438	49.03%
Black or African American Alone	22,059	8.83%
Amer. Indian and Alaska Native Alone	3,493	1.40%
Asian Alone	3,183	1.27%
Native Hawaiian and Other Pacific Island Alone	178	0.07%
Some Other Race Alone	51,163	20.49%
Two or More Races	47,211	18.91%
2024 Est. Population by Hispanic or Latino Origin	249,725	
Not Hispanic or Latino	126,347	50.59%
Hispanic or Latino	123,378	49.41%
Mexican	103,775	84.11%
Puerto Rican	2,572	2.08%
Cuban	627	0.51%
All Other Hispanic or Latino	16,404	13.30%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	123,378	
White Alone	29,009	23.51%
Black or African American Alone	1,113	0.90%
American Indian and Alaska Native Alone	2,818	2.28%
Asian Alone	178	0.14%
Native Hawaiian and Other Pacific Islander Alone	40	0.03%
Some Other Race Alone	50,284	40.76%
Two or More Races	39,938	32.37%
2024 Est. Pop by Race, Asian Alone, by Category	3,183	
Chinese, except Taiwanese	535	16.81%
Filipino	337	10.59%
Japanese	85	2.67%
Asian Indian	276	8.67%
Korean	198	6.22%
Vietnamese	489	15.36%
Cambodian	113	3.55%
Hmong	6	0.19%
Laotian	1	0.03%
Thai	211	6.63%
All Other Asian Races Including 2+ Category	933	29.31%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	249,725	
Arab	598	0.24%
Czech	5,114	2.05%
Danish	180	0.07%
Dutch	1,448	0.58%
English	14,045	5.62%
French (except Basque)	2,732	1.09%
French Canadian	384	0.15%
German	28,823	11.54%
Greek	100	0.04%
Hungarian	201	0.08%
Irish	12,855	5.15%
Italian	2,891	1.16%
Lithuanian	169	0.07%
United States or American	7,900	3.16%
Norwegian	1,025	0.41%
Polish	1,598	0.64%
Portuguese	295	0.12%
Russian	494	0.20%
Scottish	2,948	1.18%
Scotch-Irish	2,009	0.81%
Slovak	6	0.00%
Subsaharan African	1,411	0.56%
Swedish	1,121	0.45%
Swiss	471	0.19%
Ukrainian	30	0.01%
Welsh	1,063	0.43%
West Indian (except Hisp. groups)	34	0.01%
Other ancestries	106,306	42.57%
Ancestry Unclassified	53,477	21.41%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	151,045	64.48%
Speak Asian/Pacific Island Language at Home	968	0.41%
Speak IndoEuropean Language at Home	2,734	1.17%
Speak Spanish at Home	78,530	33.53%
Speak Other Language at Home	763	0.33%

Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	249,725	
Age 0 - 4	15,493	6.20%
Age 5 - 9	16,007	6.41%
Age 10 - 14	18,223	7.30%
Age 15 - 17	11,414	4.57%
Age 18 - 20	10,922	4.37%
Age 21 - 24	12,831	5.14%
Age 25 - 34	31,069	12.44%
Age 35 - 44	34,326	13.75%
Age 45 - 54	30,031	12.03%
Age 55 - 64	29,320	11.74%
Age 65 - 74	24,657	9.87%
Age 75 - 84	11,953	4.79%
Age 85 and over	3,479	1.39%
Age 16 and over	196,201	78.57%
Age 18 and over	188,588	75.52%
Age 21 and over	177,666	71.14%
Age 65 and over	40,088	16.05%
2024 Est. Median Age		37.61
2024 Est. Average Age		38.54
2024 Est. Population by Sex	249,725	
Male	126,168	50.52%
Female	123,557	49.48%
2024 Est. Male Population by Age	126,168	
Age 0 - 4	7,890	6.25%
Age 5 - 9	8,000	6.34%
Age 10 - 14	9,160	7.26%
Age 15 - 17	5,947	4.71%
Age 18 - 20	5,741	4.55%
Age 21 - 24	6,825	5.41%
Age 25 - 34	16,410	13.01%
Age 35 - 44	17,440	13.82%
Age 45 - 54	15,110	11.98%
Age 55 - 64	14,616	11.59%
Age 65 - 74	12,071	9.57%
Age 75 - 84	5,637	4.47%
Age 85 and over	1,321	1.05%
2024 Est. Median Age, Male		36.78
2024 Est. Average Age, Male		37.99
2024 Est. Female Population by Age	123,557	
Age 0 - 4	7,604	6.15%
Age 5 - 9	8,007	6.48%
Age 10 - 14	9,063	7.33%
Age 15 - 17	5,467	4.42%
Age 18 - 20	5,181	4.19%
Age 21 - 24	6,006	4.86%
Age 25 - 34	14,659	11.86%
Age 35 - 44	16,886	13.67%
Age 45 - 54	14,921	12.08%
Age 55 - 64	14,705	11.90%
Age 65 - 74	12,586	10.19%
Age 75 - 84	6,316	5.11%
Age 85 and over	2,158	1.75%
2024 Est. Median Age, Female		38.47
2024 Est. Average Age, Female		39.06

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	64,206	32.10%
Males, Never Married	36,010	18.00%
Females, Never Married	28,197	14.10%
Married, Spouse present	92,804	46.40%
Married, Spouse absent	10,849	5.42%
Widowed	9,084	4.54%
Males Widowed	2,232	1.12%
Females Widowed	6,852	3.43%
Divorced	23,059	11.53%
Males Divorced	11,337	5.67%
Females Divorced	11,721	5.86%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	14,612	8.87%
Some High School, no diploma	12,642	7.67%
High School Graduate (or GED)	54,847	33.27%
Some College, no degree	34,788	21.10%
Associate Degree	10,895	6.61%
Bachelor's Degree	24,509	14.87%
Master's Degree	7,989	4.85%
Professional School Degree	1,718	1.04%
Doctorate Degree	2,834	1.72%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	23,496	34.16%
High School Graduate	24,853	36.14%
Some College or Associate's Degree	14,122	20.53%
Bachelor's Degree or Higher	6,306	9.17%
Households		
2029 Projection	91,871	
2024 Estimate	83,418	
2020 Census	74,830	
2010 Census	57,513	
Growth 2024 - 2029		10.13%
Growth 2020 - 2024		11.48%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	83,418	
Family Households	61,938	74.25%
Nonfamily Households	21,480	25.75%
2024 Est. Group Quarters Population	5,231	
2024 Households by Ethnicity, Hispanic/Latino	31,023	



Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	83,418	
Income < \$15,000	6,249	7.49%
Income \$15,000 - \$24,999	4,541	5.44%
Income \$25,000 - \$34,999	5,116	6.13%
Income \$35,000 - \$49,999	8,214	9.85%
Income \$50,000 - \$74,999	13,072	15.67%
Income \$75,000 - \$99,999	12,308	14.76%
Income \$100,000 - \$124,999	9,900	11.87%
Income \$125,000 - \$149,999	7,242	8.68%
Income \$150,000 - \$199,999	8,122	9.74%
Income \$200,000 - \$249,999	4,768	5.72%
Income \$250,000 - \$499,999	2,796	3.35%
Income \$500,000+	1,090	1.31%
2024 Est. Average Household Income		\$104,534
2024 Est. Median Household Income		\$83,844
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$87,382
Black or African American Alone		\$72,433
American Indian and Alaska Native Alone		\$48,157
Asian Alone		\$73,342
Native Hawaiian and Other Pacific Islander Alone		\$60,800
Some Other Race Alone		\$72,446
Two or More Races		\$89,180
Hispanic or Latino		\$82,352
Not Hispanic or Latino		\$84,873
2024 Est. HH by Type and Presence of Own Child.	83,418	
Family Households with Children	27,101	32.49%
Family Households without Children	56,317	67.51%
Married-Couple Families	46,353	55.57%
Married-Couple Family, own children	19,687	23.60%
Married-Couple Family, no own children	26,665	31.97%
Cohabiting-Couple Families	6,366	7.63%
Cohabiting-Couple Family, own children	2,213	2.65%
Cohabiting-Couple Family, no own children	4,153	4.98%
Male Householder Families	12,377	14.84%
Male Householder, own children	1,257	1.51%
Male Householder, no own children	2,427	2.91%
Male Householder, only Nonrelatives	647	0.78%
Male Householder, Living Alone	8,046	9.65%
Female Householder Families	18,322	21.96%
Female Householder, own children	3,944	4.73%
Female Householder, no own children	5,028	6.03%
Female Householder, only Nonrelatives	449	0.54%
Female Householder, Living Alone	8,902	10.67%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	83,418	
1-person	16,375	19.63%
2-person	26,827	32.16%
3-person	12,682	15.20%
4-person	12,266	14.70%
5-person	7,935	9.51%
6-person	3,901	4.68%
7-or-more-person	3,433	4.12%
2024 Est. Average Household Size		2.93
2024 Est. Households by Number of Vehicles	83,418	
No Vehicles	2,228	2.67%
1 Vehicle	22,403	26.86%
2 Vehicles	33,453	40.10%
3 Vehicles	17,645	21.15%
4 Vehicles	5,805	6.96%
5 or more Vehicles	1,884	2.26%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	68,299	
2024 Estimate	61,938	
2020 Estimate	54,731	
2010 Census	42,257	
Growth 2024 - 2029		10.27%
Growth 2020 - 2024		13.17%
Growth 2010 - 2020		29.52%
2024 Est. Families by Poverty Status	61,938	
2024 Families at or Above Poverty	56,863	91.81%
2024 Families at or Above Poverty with Children	26,655	43.03%
2024 Families Below Poverty	5,076	8.20%
2024 Families Below Poverty with Children	3,936	6.36%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	119,734	61.03%
Civilian Labor Force, Unemployed	5,176	2.64%
Armed Forces	53	0.03%
Not in Labor Force	71,238	36.31%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	79,393	66.29%
Non-Profit Private Workers	4,949	4.13%
Local Government Workers	3,570	2.98%
State Government Workers	7,849	6.55%
Federal Government Workers	11,161	9.32%
Self-Employed Workers	12,715	10.62%
Unpaid Family Workers	129	0.11%



Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	2,252	1.88%
Arts/Entertainment/Sports	1,681	1.40%
Building Grounds Maintenance	4,948	4.13%
Business/Financial Operations	5,355	4.47%
Community/Social Services	1,787	1.49%
Computer/Mathematical	2,942	2.46%
Construction/Extraction	12,887	10.76%
Education/Training/Library	6,219	5.19%
Farming/Fishing/Forestry	956	0.80%
Food Prep/Serving	5,867	4.90%
Health Practitioner/Technician	4,823	4.03%
Healthcare Support	4,374	3.65%
Maintenance Repair	4,303	3.59%
Legal	909	0.76%
Life/Physical/Social Science	787	0.66%
Management	12,310	10.28%
Office/Admin. Support	15,092	12.60%
Production	7,397	6.18%
Protective Services	2,258	1.88%
Sales/Related	9,916	8.28%
Personal Care/Service	2,609	2.18%
Transportation/Moving	10,094	8.43%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	64,074	53.50%
Blue Collar	34,682	28.96%
Service and Farm	21,012	17.54%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	89,531	75.92%
Car Pooled	13,665	11.59%
Public Transportation	266	0.23%
Walked	1,372	1.16%
Bicycle	160	0.14%
Other Means	1,741	1.48%
Worked at Home	11,201	9.50%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,160	
15 - 29 Minutes	28,440	
30 - 44 Minutes	28,185	
45 - 59 Minutes	14,234	
60 or more Minutes	17,944	
2024 Est. Avg Travel Time to Work in Minutes		36
2024 Est. Occupied Housing Units by Tenure	83,418	
Owner Occupied	65,164	78.12%
Renter Occupied	18,254	21.88%
2024 Owner Occ. HUs: Avg. Length of Residence		14.15 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.82 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	65,164	
Value Less than \$20,000	1,899	2.91%
Value \$20,000 - \$39,999	1,725	2.65%
Value \$40,000 - \$59,999	1,212	1.86%
Value \$60,000 - \$79,999	1,709	2.62%
Value \$80,000 - \$99,999	1,958	3.00%
Value \$100,000 - \$149,999	7,259	11.14%
Value \$150,000 - \$199,999	6,388	9.80%
Value \$200,000 - \$299,999	17,327	26.59%
Value \$300,000 - \$399,999	10,916	16.75%
Value \$400,000 - \$499,999	6,039	9.27%
Value \$500,000 - \$749,999	4,713	7.23%
Value \$750,000 - \$999,999	1,979	3.04%
Value \$1,000,000 or \$1,499,999	938	1.44%
Value \$1,500,000 or \$1,999,999	402	0.62%
Value \$2,000,000+	700	1.07%
2024 Est. Median All Owner-Occupied Housing Value		\$259,325
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	67,704	72.94%
1 Unit Attached	1,064	1.15%
2 Units	648	0.70%
3 or 4 Units	1,284	1.38%
5 to 19 Units	869	0.94%
20 to 49 Units	698	0.75%
50 or More Units	432	0.47%
Mobile Home or Trailer	19,460	20.96%
Boat, RV, Van, etc.	665	0.72%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	8,696	9.37%
Housing Units Built 2010 to 2019	16,026	17.26%
Housing Units Built 2000 to 2009	21,327	22.98%
Housing Units Built 1990 to 1999	12,858	13.85%
Housing Units Built 1980 to 1989	11,910	12.83%
Housing Units Built 1970 to 1979	7,939	8.55%
Housing Units Built 1960 to 1969	4,429	4.77%
Housing Units Built 1950 to 1959	3,227	3.48%
Housing Units Built 1940 to 1949	2,050	2.21%
Housing Unit Built 1939 or Earlier	4,360	4.70%
2024 Est. Median Year Structure Built		2000

[†] 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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