



The **Retail**Coach®

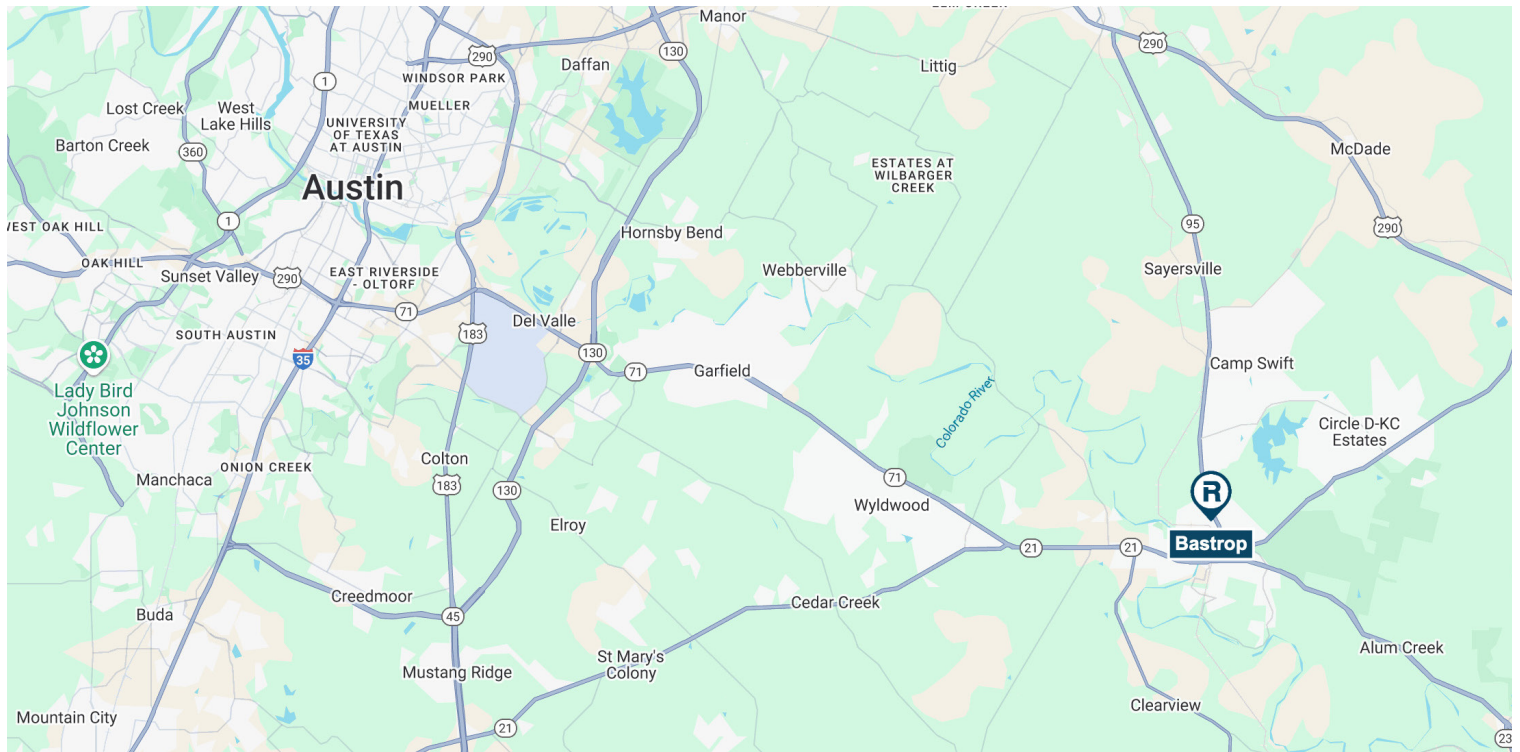
Community Demographic Profile

BASTROP, TEXAS

January 2025

Community • Demographic Snapshot

Bastrop, Texas



Population

2020	9,688
2025	12,010
2030	13,641

Educational Attainment (%)

Graduate or Professional Degree	11.92%
Bachelors Degree	22.53%
Associate Degree	5.98%
Some College	17.06%
High School Graduate (or GED)	31.17%
Some High School, No Degree	6.96%
Less than 9th Grade	4.38%

Income

Average HH	\$87,910
Median HH	\$67,316
Per Capita	\$35,370

Age

0 - 9 Years	12.14%
10 - 17 Years	10.28%
18 - 24 Years	8.36%
25 - 34 Years	13.17%
35 - 44 Years	13.03%
45 - 54 Years	10.70%
55 - 64 Years	11.30%
65 and Older	21.02%
Median Age	39.53
Average Age	41.00

Race Distribution (%)

White	63.20%
Black/African American	9.12%
American Indian/Alaskan	1.28%
Asian	2.76%
Native Hawaiian/Islander	0.16%
Other Race	7.93%
Two or More Races	15.55%
Hispanic	28.10%



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Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	13,641	
2025 Estimate	12,010	
2020 Census	9,688	
2010 Census	4,613	
Growth 2025 - 2030		13.58%
Growth 2020 - 2025		23.97%
Growth 2010 - 2020		110.01%
2025 Est. Population by Single-Classification Race	12,010	
White Alone	7,590	63.20%
Black or African American Alone	1,095	9.12%
Amer. Indian and Alaska Native Alone	154	1.28%
Asian Alone	332	2.76%
Native Hawaiian and Other Pacific Island Alone	19	0.16%
Some Other Race Alone	953	7.93%
Two or More Races	1,867	15.55%
2025 Est. Population by Hispanic or Latino Origin	12,010	
Not Hispanic or Latino	8,635	71.90%
Hispanic or Latino	3,375	28.10%
Mexican	2,813	83.35%
Puerto Rican	257	7.62%
Cuban	0	0.00%
All Other Hispanic or Latino	305	9.04%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	3,375	
White Alone	1,013	30.01%
Black or African American Alone	35	1.04%
American Indian and Alaska Native Alone	104	3.08%
Asian Alone	7	0.21%
Native Hawaiian and Other Pacific Islander Alone	1	0.03%
Some Other Race Alone	889	26.34%
Two or More Races	1,326	39.29%
2025 Est. Pop by Race, Asian Alone, by Category	332	
Chinese, except Taiwanese	108	32.53%
Filipino	43	12.95%
Japanese	1	0.30%
Asian Indian	11	3.31%
Korean	7	2.11%
Vietnamese	50	15.06%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	11	3.31%
All Other Asian Races Including 2+ Category	101	30.42%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	12,010	
Arab	135	1.12%
Czech	44	0.37%
Danish	19	0.16%
Dutch	193	1.61%
English	1,402	11.67%
French (except Basque)	107	0.89%
French Canadian	19	0.16%
German	1,851	15.41%
Greek	0	0.00%
Hungarian	9	0.08%
Irish	729	6.07%
Italian	73	0.61%
Lithuanian	0	0.00%
United States or American	425	3.54%
Norwegian	78	0.65%
Polish	114	0.95%
Portuguese	0	0.00%
Russian	153	1.27%
Scottish	241	2.01%
Scotch-Irish	211	1.76%
Slovak	0	0.00%
Subsaharan African	29	0.24%
Swedish	17	0.14%
Swiss	31	0.26%
Ukrainian	0	0.00%
Welsh	27	0.23%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,921	32.65%
Ancestry Unclassified	2,182	18.17%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,014	79.89%
Speak Asian/Pacific Island Language at Home	94	0.83%
Speak IndoEuropean Language at Home	41	0.36%
Speak Spanish at Home	2,124	18.82%
Speak Other Language at Home	10	0.09%



Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	12,010	
Age 0 - 4	727	6.05%
Age 5 - 9	731	6.09%
Age 10 - 14	773	6.44%
Age 15 - 17	462	3.85%
Age 18 - 20	454	3.78%
Age 21 - 24	550	4.58%
Age 25 - 34	1,582	13.17%
Age 35 - 44	1,565	13.03%
Age 45 - 54	1,285	10.70%
Age 55 - 64	1,357	11.30%
Age 65 - 74	1,354	11.27%
Age 75 - 84	862	7.18%
Age 85 and over	308	2.56%
Age 16 and over	9,626	80.15%
Age 18 and over	9,317	77.58%
Age 21 and over	8,863	73.80%
Age 65 and over	2,524	21.02%
2025 Est. Median Age		39.53
2025 Est. Average Age		41.00
2025 Est. Population by Sex	12,010	
Male	5,773	48.07%
Female	6,237	51.93%
2025 Est. Male Population by Age	5,773	
Age 0 - 4	372	6.44%
Age 5 - 9	375	6.50%
Age 10 - 14	379	6.57%
Age 15 - 17	231	4.00%
Age 18 - 20	228	3.95%
Age 21 - 24	277	4.80%
Age 25 - 34	776	13.44%
Age 35 - 44	795	13.77%
Age 45 - 54	616	10.67%
Age 55 - 64	654	11.33%
Age 65 - 74	617	10.69%
Age 75 - 84	352	6.10%
Age 85 and over	101	1.75%
2025 Est. Median Age, Male		38.05
2025 Est. Average Age, Male		39.50
2025 Est. Female Population by Age	6,237	
Age 0 - 4	355	5.69%
Age 5 - 9	356	5.71%
Age 10 - 14	394	6.32%
Age 15 - 17	231	3.70%
Age 18 - 20	226	3.62%
Age 21 - 24	273	4.38%
Age 25 - 34	806	12.92%
Age 35 - 44	770	12.35%
Age 45 - 54	669	10.73%
Age 55 - 64	703	11.27%
Age 65 - 74	737	11.82%
Age 75 - 84	510	8.18%
Age 85 and over	207	3.32%
2025 Est. Median Age, Female		41.09
2025 Est. Average Age, Female		42.30

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,992	30.60%
Males, Never Married	1,626	16.63%
Females, Never Married	1,366	13.97%
Married, Spouse present	3,834	39.21%
Married, Spouse absent	790	8.08%
Widowed	695	7.11%
Males Widowed	39	0.40%
Females Widowed	656	6.71%
Divorced	1,468	15.01%
Males Divorced	525	5.37%
Females Divorced	943	9.64%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	364	4.38%
Some High School, no diploma	579	6.96%
High School Graduate (or GED)	2,591	31.17%
Some College, no degree	1,418	17.06%
Associate Degree	497	5.98%
Bachelor's Degree	1,873	22.53%
Master's Degree	782	9.41%
Professional School Degree	116	1.39%
Doctorate Degree	93	1.12%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	461	24.65%
High School Graduate	551	29.46%
Some College or Associate's Degree	466	24.92%
Bachelor's Degree or Higher	392	20.96%
Households		
2030 Projection	5,327	
2025 Estimate	4,707	
2020 Census	3,812	
2010 Census	1,805	
Growth 2025 - 2030		13.17%
Growth 2020 - 2025		23.48%
Growth 2010 - 2020		111.19%
2025 Est. Households by Household Type	4,707	
Family Households	3,017	64.10%
Nonfamily Households	1,690	35.9%
2025 Est. Group Quarters Population	311	
2025 Households by Ethnicity, Hispanic/Latino	990	



Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	4,707	
Income < \$15,000	471	10.01%
Income \$15,000 - \$24,999	482	10.24%
Income \$25,000 - \$34,999	335	7.12%
Income \$35,000 - \$49,999	424	9.01%
Income \$50,000 - \$74,999	891	18.93%
Income \$75,000 - \$99,999	437	9.28%
Income \$100,000 - \$124,999	452	9.60%
Income \$125,000 - \$149,999	408	8.67%
Income \$150,000 - \$199,999	523	11.11%
Income \$200,000 - \$249,999	167	3.55%
Income \$250,000 - \$499,999	97	2.06%
Income \$500,000+	20	0.43%
2025 Est. Average Household Income		\$87,910
2025 Est. Median Household Income		\$67,316
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$78,964
Black or African American Alone		\$58,659
American Indian and Alaska Native Alone		\$48,886
Asian Alone		\$125,000
Native Hawaiian and Other Pacific Islander Alone		\$15,000
Some Other Race Alone		\$39,003
Two or More Races		\$64,197
Hispanic or Latino		\$87,935
Not Hispanic or Latino		\$63,330
2025 Est. HH by Type and Presence of Own Child.	4,707	
Family Households with Children	918	19.50%
Family Households without Children	3,789	80.50%
Married-Couple Families	1,873	39.79%
Married-Couple Family, own children	763	16.21%
Married-Couple Family, no own children	1,110	23.58%
Cohabiting-Couple Families	432	9.18%
Cohabiting-Couple Family, own children	59	1.25%
Cohabiting-Couple Family, no own children	373	7.92%
Male Householder Families	601	12.77%
Male Householder, own children	2	0.04%
Male Householder, no own children	221	4.70%
Male Householder, only Nonrelatives	2	0.04%
Male Householder, Living Alone	376	7.99%
Female Householder Families	1,801	38.26%
Female Householder, own children	94	2.00%
Female Householder, no own children	431	9.16%
Female Householder, only Nonrelatives	67	1.42%
Female Householder, Living Alone	1,209	25.68%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	4,707	
1-person	1,461	31.04%
2-person	1,467	31.17%
3-person	688	14.62%
4-person	575	12.22%
5-person	259	5.50%
6-person	139	2.95%
7-or-more-person	118	2.51%
2025 Est. Average Household Size		2.49
2025 Est. Households by Number of Vehicles	4,707	
No Vehicles	261	5.54%
1 Vehicle	1,704	36.20%
2 Vehicles	1,606	34.12%
3 Vehicles	936	19.89%
4 Vehicles	136	2.89%
5 or more Vehicles	64	1.36%
2025 Est. Average Number of Vehicles		1.8
Family Households		
2030 Projection	3,417	
2025 Estimate	3,017	
2020 Estimate	2,450	
2010 Census	1,161	
Growth 2025 - 2030		13.26%
Growth 2020 - 2025		23.14%
Growth 2010 - 2020		111.03%
2025 Est. Families by Poverty Status	3,017	
2025 Families at or Above Poverty	2,707	89.72%
2025 Families at or Above Poverty with Children	1,057	35.03%
2025 Families Below Poverty	310	10.28%
2025 Families Below Poverty with Children	149	4.94%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	6,001	62.34%
Civilian Labor Force, Unemployed	205	2.13%
Armed Forces	1	0.01%
Not in Labor Force	3,419	35.52%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,557	59.29%
Non-Profit Private Workers	360	6.00%
Local Government Workers	169	2.82%
State Government Workers	694	11.57%
Federal Government Workers	745	12.42%
Self-Employed Workers	473	7.88%
Unpaid Family Workers	1	0.02%



Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	101	1.68%
Arts/Entertainment/Sports	139	2.32%
Building Grounds Maintenance	301	5.02%
Business/Financial Operations	171	2.85%
Community/Social Services	78	1.30%
Computer/Mathematical	138	2.30%
Construction/Extraction	457	7.62%
Education/Training/Library	579	9.65%
Farming/Fishing/Forestry	45	0.75%
Food Prep/Serving	139	2.32%
Health Practitioner/Technician	240	4.00%
Healthcare Support	317	5.28%
Maintenance Repair	186	3.10%
Legal	147	2.45%
Life/Physical/Social Science	17	0.28%
Management	815	13.59%
Office/Admin. Support	598	9.97%
Production	310	5.17%
Protective Services	186	3.10%
Sales/Related	407	6.79%
Personal Care/Service	205	3.42%
Transportation/Moving	423	7.05%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	3,430	57.18%
Blue Collar	1,376	22.94%
Service and Farm	1,193	19.89%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	4,625	77.20%
Car Pooled	537	8.96%
Public Transportation	6	0.10%
Walked	214	3.57%
Bicycle	99	1.65%
Other Means	35	0.58%
Worked at Home	475	7.93%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,913	
15 - 29 Minutes	910	
30 - 44 Minutes	1,307	
45 - 59 Minutes	832	
60 or more Minutes	624	
2025 Est. Avg Travel Time to Work in Minutes		0
2025 Est. Occupied Housing Units by Tenure	4,707	
Owner Occupied	2,708	57.53%
Renter Occupied	1,999	42.47%
2025 Owner Occ. HUs: Avg. Length of Residence		10.90 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.60 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	2,708	
Value Less than \$20,000	24	0.89%
Value \$20,000 - \$39,999	59	2.18%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	45	1.66%
Value \$80,000 - \$99,999	131	4.84%
Value \$100,000 - \$149,999	101	3.73%
Value \$150,000 - \$199,999	133	4.91%
Value \$200,000 - \$299,999	548	20.24%
Value \$300,000 - \$399,999	446	16.47%
Value \$400,000 - \$499,999	586	21.64%
Value \$500,000 - \$749,999	414	15.29%
Value \$750,000 - \$999,999	151	5.58%
Value \$1,000,000 or \$1,499,999	34	1.26%
Value \$1,500,000 or \$1,999,999	14	0.52%
Value \$2,000,000+	22	0.81%
2025 Est. Median All Owner-Occupied Housing Value		\$371,364
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	3,431	67.41%
1 Unit Attached	139	2.73%
2 Units	100	1.97%
3 or 4 Units	311	6.11%
5 to 19 Units	352	6.92%
20 to 49 Units	197	3.87%
50 or More Units	199	3.91%
Mobile Home or Trailer	318	6.25%
Boat, RV, Van, etc.	43	0.85%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,047	20.57%
Housing Units Built 2010 to 2019	767	15.07%
Housing Units Built 2000 to 2009	848	16.66%
Housing Units Built 1990 to 1999	580	11.40%
Housing Units Built 1980 to 1989	659	12.95%
Housing Units Built 1970 to 1979	248	4.87%
Housing Units Built 1960 to 1969	247	4.85%
Housing Units Built 1950 to 1959	232	4.56%
Housing Units Built 1940 to 1949	141	2.77%
Housing Unit Built 1939 or Earlier	321	6.31%
2025 Est. Median Year Structure Built		2002

[†] 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, Unacast, 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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