



The**Retail**Coach®

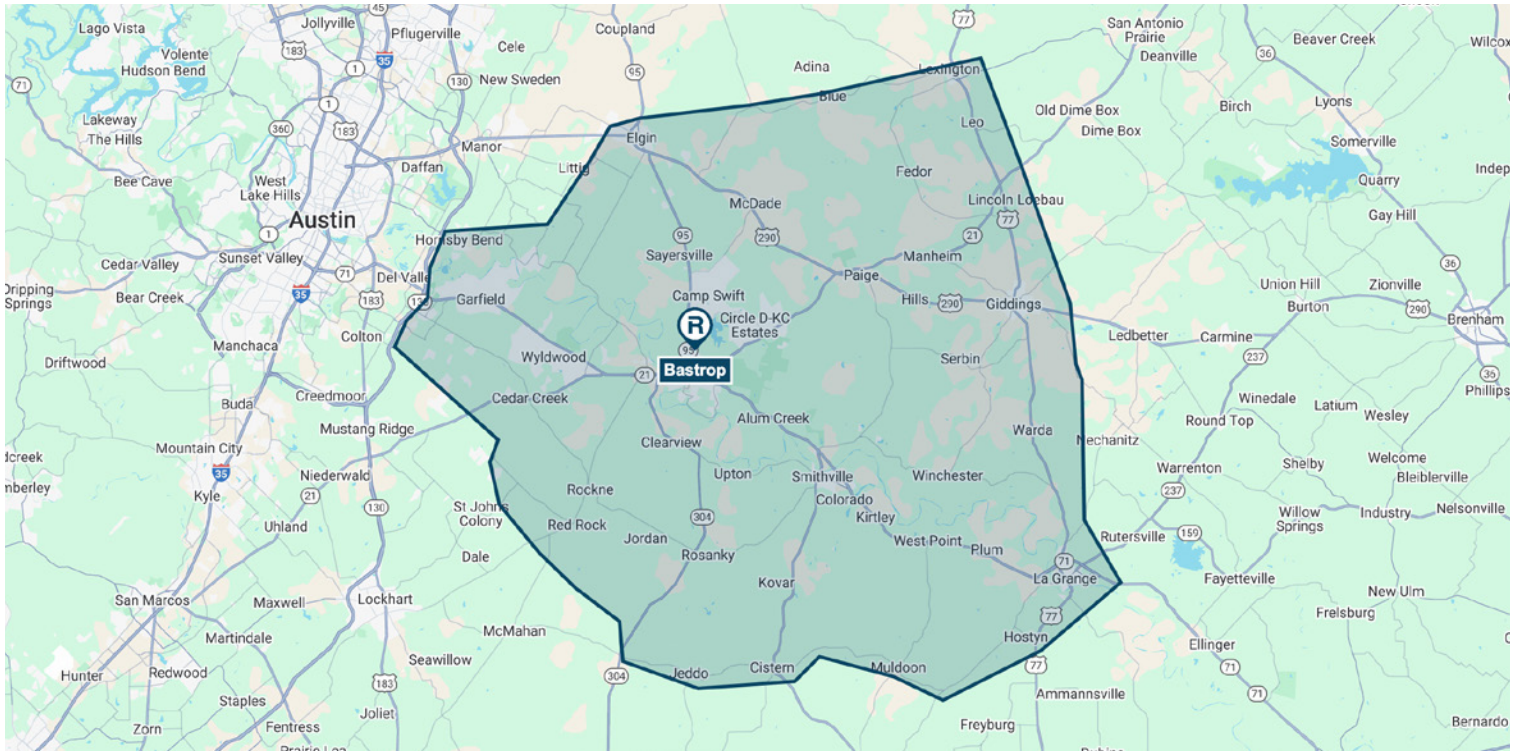
Primary Retail Trade Area Demographic Profile

BASTROP, TEXAS

January 2025

Primary Retail Trade Area • Demographic Snapshot

Bastrop, Texas



Population

2020	139,835	0 - 9 Years	12.67%
2025	160,736	10 - 17 Years	11.18%
2030	177,411	18 - 24 Years	9.27%

Educational Attainment (%)

Graduate or Professional Degree	8.28%	25 - 34 Years	12.67%
Bachelors Degree	17.13%	35 - 44 Years	13.33%
Associate Degree	5.94%	45 - 54 Years	11.79%
Some College	22.20%	55 - 64 Years	12.06%
High School Graduate (or GED)	29.68%	65 and Older	17.03%
Some High School, No Degree	7.47%	Median Age	38.15
Less than 9th Grade	9.29%	Average Age	39.12

Income

Average HH	\$98,198
Median HH	\$77,526
Per Capita	\$34,366

Race Distribution (%)

White	51.88%
Black/African American	6.77%
American Indian/Alaskan	1.36%
Asian	1.28%
Native Hawaiian/Islander	0.08%
Other Race	19.03%
Two or More Races	19.59%
Hispanic	47.68%



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Primary Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	177,411	
2025 Estimate	160,736	
2020 Census	139,835	
2010 Census	110,301	
Growth 2025 - 2030		10.37%
Growth 2020 - 2025		14.95%
Growth 2010 - 2020		26.78%
2025 Est. Population by Single-Classification Race	160,736	
White Alone	83,394	51.88%
Black or African American Alone	10,882	6.77%
Amer. Indian and Alaska Native Alone	2,192	1.36%
Asian Alone	2,057	1.28%
Native Hawaiian and Other Pacific Island Alone	133	0.08%
Some Other Race Alone	30,586	19.03%
Two or More Races	31,492	19.59%
2025 Est. Population by Hispanic or Latino Origin	160,736	
Not Hispanic or Latino	84,099	52.32%
Hispanic or Latino	76,637	47.68%
Mexican	62,763	81.90%
Puerto Rican	1,309	1.71%
Cuban	411	0.54%
All Other Hispanic or Latino	12,155	15.86%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	76,637	
White Alone	18,038	23.54%
Black or African American Alone	652	0.85%
American Indian and Alaska Native Alone	1,743	2.27%
Asian Alone	93	0.12%
Native Hawaiian and Other Pacific Islander Alone	25	0.03%
Some Other Race Alone	30,035	39.19%
Two or More Races	26,052	33.99%
2025 Est. Pop by Race, Asian Alone, by Category	2,057	
Chinese, except Taiwanese	478	23.24%
Filipino	191	9.29%
Japanese	30	1.46%
Asian Indian	83	4.04%
Korean	60	2.92%
Vietnamese	204	9.92%
Cambodian	97	4.72%
Hmong	0	0.00%
Laotian	106	5.15%
Thai	421	20.47%
All Other Asian Races Including 2+ Category	387	18.81%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	160,736	
Arab	371	0.23%
Czech	2,452	1.52%
Danish	116	0.07%
Dutch	1,005	0.63%
English	10,874	6.76%
French (except Basque)	2,072	1.29%
French Canadian	337	0.21%
German	19,684	12.25%
Greek	76	0.05%
Hungarian	81	0.05%
Irish	9,122	5.67%
Italian	2,146	1.33%
Lithuanian	64	0.04%
United States or American	5,843	3.63%
Norwegian	709	0.44%
Polish	1,203	0.75%
Portuguese	81	0.05%
Russian	499	0.31%
Scottish	2,248	1.40%
Scotch-Irish	1,292	0.80%
Slovak	0	0.00%
Subsaharan African	600	0.37%
Swedish	636	0.40%
Swiss	411	0.26%
Ukrainian	11	0.01%
Welsh	771	0.48%
West Indian (except Hisp. groups)	102	0.06%
Other ancestries	63,728	39.65%
Ancestry Unclassified	34,202	21.28%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	102,307	67.92%
Speak Asian/Pacific Island Language at Home	875	0.58%
Speak IndoEuropean Language at Home	1,771	1.18%
Speak Spanish at Home	45,319	30.08%
Speak Other Language at Home	366	0.24%



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Bastrop, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	160,736	
Age 0 - 4	10,098	6.28%
Age 5 - 9	10,265	6.39%
Age 10 - 14	11,157	6.94%
Age 15 - 17	6,820	4.24%
Age 18 - 20	6,677	4.15%
Age 21 - 24	8,224	5.12%
Age 25 - 34	20,361	12.67%
Age 35 - 44	21,423	13.33%
Age 45 - 54	18,957	11.79%
Age 55 - 64	19,381	12.06%
Age 65 - 74	16,647	10.36%
Age 75 - 84	8,244	5.13%
Age 85 and over	2,482	1.54%
Age 16 and over	126,945	78.98%
Age 18 and over	122,395	76.15%
Age 21 and over	115,718	71.99%
Age 65 and over	27,373	17.03%
2025 Est. Median Age		38.15
2025 Est. Average Age		39.12
2025 Est. Population by Sex	160,736	
Male	81,451	50.67%
Female	79,285	49.33%
2025 Est. Male Population by Age	81,451	
Age 0 - 4	5,165	6.34%
Age 5 - 9	5,166	6.34%
Age 10 - 14	5,642	6.93%
Age 15 - 17	3,508	4.31%
Age 18 - 20	3,467	4.26%
Age 21 - 24	4,310	5.29%
Age 25 - 34	10,685	13.12%
Age 35 - 44	11,074	13.60%
Age 45 - 54	9,642	11.84%
Age 55 - 64	9,781	12.01%
Age 65 - 74	8,216	10.09%
Age 75 - 84	3,893	4.78%
Age 85 and over	903	1.11%
2025 Est. Median Age, Male		37.49
2025 Est. Average Age, Male		38.59
2025 Est. Female Population by Age	79,285	
Age 0 - 4	4,934	6.22%
Age 5 - 9	5,099	6.43%
Age 10 - 14	5,514	6.96%
Age 15 - 17	3,313	4.18%
Age 18 - 20	3,211	4.05%
Age 21 - 24	3,914	4.94%
Age 25 - 34	9,676	12.20%
Age 35 - 44	10,349	13.05%
Age 45 - 54	9,315	11.75%
Age 55 - 64	9,600	12.11%
Age 65 - 74	8,430	10.63%
Age 75 - 84	4,351	5.49%
Age 85 and over	1,579	1.99%
2025 Est. Median Age, Female		38.85
2025 Est. Average Age, Female		39.63

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	38,833	30.05%
Males, Never Married	21,693	16.79%
Females, Never Married	17,139	13.26%
Married, Spouse present	61,023	47.23%
Married, Spouse absent	7,176	5.55%
Widowed	6,716	5.20%
Males Widowed	1,329	1.03%
Females Widowed	5,387	4.17%
Divorced	15,468	11.97%
Males Divorced	6,807	5.27%
Females Divorced	8,661	6.70%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	9,987	9.29%
Some High School, no diploma	8,026	7.47%
High School Graduate (or GED)	31,910	29.68%
Some College, no degree	23,867	22.20%
Associate Degree	6,387	5.94%
Bachelor's Degree	18,417	17.13%
Master's Degree	6,342	5.90%
Professional School Degree	1,466	1.36%
Doctorate Degree	1,093	1.02%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	16,039	37.03%
High School Graduate	12,598	29.09%
Some College or Associate's Degree	8,821	20.37%
Bachelor's Degree or Higher	5,854	13.52%
Households		
2030 Projection	61,130	
2025 Estimate	55,331	
2020 Census	47,964	
2010 Census	38,089	
Growth 2025 - 2030		10.48%
Growth 2020 - 2025		15.36%
Growth 2010 - 2020		25.93%
2025 Est. Households by Household Type	55,331	
Family Households	39,971	72.24%
Nonfamily Households	15,360	27.76%
2025 Est. Group Quarters Population	2,631	
2025 Households by Ethnicity, Hispanic/Latino	19,597	



Primary Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	55,331	
Income < \$15,000	4,773	8.63%
Income \$15,000 - \$24,999	3,290	5.95%
Income \$25,000 - \$34,999	3,282	5.93%
Income \$35,000 - \$49,999	5,896	10.66%
Income \$50,000 - \$74,999	9,594	17.34%
Income \$75,000 - \$99,999	7,414	13.40%
Income \$100,000 - \$124,999	6,573	11.88%
Income \$125,000 - \$149,999	4,526	8.18%
Income \$150,000 - \$199,999	5,492	9.93%
Income \$200,000 - \$249,999	2,184	3.95%
Income \$250,000 - \$499,999	1,733	3.13%
Income \$500,000+	572	1.03%
2025 Est. Average Household Income		\$98,198
2025 Est. Median Household Income		\$77,526
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,507
Black or African American Alone		\$64,367
American Indian and Alaska Native Alone		\$53,420
Asian Alone		\$107,183
Native Hawaiian and Other Pacific Islander Alone		\$41,755
Some Other Race Alone		\$74,734
Two or More Races		\$82,363
Hispanic or Latino		\$80,569
Not Hispanic or Latino		\$75,398
2025 Est. HH by Type and Presence of Own Child.	55,331	
Family Households with Children	14,970	27.05%
Family Households without Children	40,361	72.94%
Married-Couple Families	29,464	53.25%
Married-Couple Family, own children	10,346	18.70%
Married-Couple Family, no own children	19,118	34.55%
Cohabiting-Couple Families	4,246	7.67%
Cohabiting-Couple Family, own children	1,566	2.83%
Cohabiting-Couple Family, no own children	2,680	4.84%
Male Householder Families	7,519	13.59%
Male Householder, own children	693	1.25%
Male Householder, no own children	1,242	2.25%
Male Householder, only Nonrelatives	446	0.81%
Male Householder, Living Alone	5,138	9.29%
Female Householder Families	14,102	25.49%
Female Householder, own children	2,364	4.27%
Female Householder, no own children	3,784	6.84%
Female Householder, only Nonrelatives	348	0.63%
Female Householder, Living Alone	7,605	13.75%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	55,331	
1-person	11,538	20.85%
2-person	18,212	32.92%
3-person	8,432	15.24%
4-person	7,860	14.21%
5-person	4,758	8.60%
6-person	2,396	4.33%
7-or-more-person	2,135	3.86%
2025 Est. Average Household Size		2.86
2025 Est. Households by Number of Vehicles	55,331	
No Vehicles	1,767	3.19%
1 Vehicle	14,717	26.60%
2 Vehicles	22,039	39.83%
3 Vehicles	12,192	22.03%
4 Vehicles	2,726	4.93%
5 or more Vehicles	1,890	3.42%
2025 Est. Average Number of Vehicles		2.1
Family Households		
2030 Projection	44,191	
2025 Estimate	39,971	
2020 Estimate	34,594	
2010 Census	27,867	
Growth 2025 - 2030		10.56%
Growth 2020 - 2025		15.54%
Growth 2010 - 2020		24.14%
2025 Est. Families by Poverty Status	39,971	
2025 Families at or Above Poverty	36,626	91.63%
2025 Families at or Above Poverty with Children	16,001	40.03%
2025 Families Below Poverty	3,345	8.37%
2025 Families Below Poverty with Children	2,379	5.95%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	76,575	60.32%
Civilian Labor Force, Unemployed	2,442	1.92%
Armed Forces	485	0.38%
Not in Labor Force	47,443	37.37%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	49,038	64.26%
Non-Profit Private Workers	3,945	5.17%
Local Government Workers	2,138	2.80%
State Government Workers	5,837	7.65%
Federal Government Workers	6,725	8.81%
Self-Employed Workers	8,499	11.14%
Unpaid Family Workers	135	0.18%



Primary Retail Trade Area • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,517	1.99%
Arts/Entertainment/Sports	1,614	2.12%
Building Grounds Maintenance	3,208	4.20%
Business/Financial Operations	3,971	5.20%
Community/Social Services	980	1.28%
Computer/Mathematical	1,988	2.60%
Construction/Extraction	7,164	9.39%
Education/Training/Library	3,953	5.18%
Farming/Fishing/Forestry	432	0.57%
Food Prep/Serving	3,917	5.13%
Health Practitioner/Technician	2,577	3.38%
Healthcare Support	2,902	3.80%
Maintenance Repair	2,646	3.47%
Legal	663	0.87%
Life/Physical/Social Science	604	0.79%
Management	7,519	9.85%
Office/Admin. Support	8,956	11.74%
Production	4,865	6.37%
Protective Services	2,157	2.83%
Sales/Related	6,015	7.88%
Personal Care/Service	1,593	2.09%
Transportation/Moving	7,075	9.27%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	40,357	52.88%
Blue Collar	21,750	28.50%
Service and Farm	14,210	18.62%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	56,082	74.83%
Car Pooled	8,633	11.52%
Public Transportation	290	0.39%
Walked	1,321	1.76%
Bicycle	139	0.19%
Other Means	974	1.30%
Worked at Home	7,505	10.01%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,961	
15 - 29 Minutes	16,725	
30 - 44 Minutes	17,545	
45 - 59 Minutes	8,755	
60 or more Minutes	10,857	
2025 Est. Avg Travel Time to Work in Minutes		0
2025 Est. Occupied Housing Units by Tenure	55,331	
Owner Occupied	41,998	75.90%
Renter Occupied	13,332	24.09%
2025 Owner Occ. HUs: Avg. Length of Residence		14.00 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.56 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	41,998	
Value Less than \$20,000	1,383	3.29%
Value \$20,000 - \$39,999	1,188	2.83%
Value \$40,000 - \$59,999	705	1.68%
Value \$60,000 - \$79,999	837	1.99%
Value \$80,000 - \$99,999	922	2.19%
Value \$100,000 - \$149,999	2,609	6.21%
Value \$150,000 - \$199,999	2,650	6.31%
Value \$200,000 - \$299,999	7,970	18.98%
Value \$300,000 - \$399,999	6,881	16.38%
Value \$400,000 - \$499,999	5,792	13.79%
Value \$500,000 - \$749,999	5,901	14.05%
Value \$750,000 - \$999,999	2,858	6.80%
Value \$1,000,000 or \$1,499,999	1,286	3.06%
Value \$1,500,000 or \$1,999,999	303	0.72%
Value \$2,000,000+	713	1.70%
2025 Est. Median All Owner-Occupied Housing Value		\$337,885
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	42,229	69.36%
1 Unit Attached	694	1.14%
2 Units	410	0.67%
3 or 4 Units	1,359	2.23%
5 to 19 Units	801	1.32%
20 to 49 Units	763	1.25%
50 or More Units	455	0.75%
Mobile Home or Trailer	13,219	21.71%
Boat, RV, Van, etc.	954	1.57%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	7,733	12.70%
Housing Units Built 2010 to 2019	9,843	16.17%
Housing Units Built 2000 to 2009	12,377	20.33%
Housing Units Built 1990 to 1999	8,575	14.09%
Housing Units Built 1980 to 1989	8,316	13.66%
Housing Units Built 1970 to 1979	5,474	8.99%
Housing Units Built 1960 to 1969	2,419	3.97%
Housing Units Built 1950 to 1959	2,056	3.38%
Housing Units Built 1940 to 1949	1,159	1.90%
Housing Unit Built 1939 or Earlier	2,931	4.81%
2025 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, 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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