The**Retail**Coach®

Downtown Bastrop Mobile Data Survey
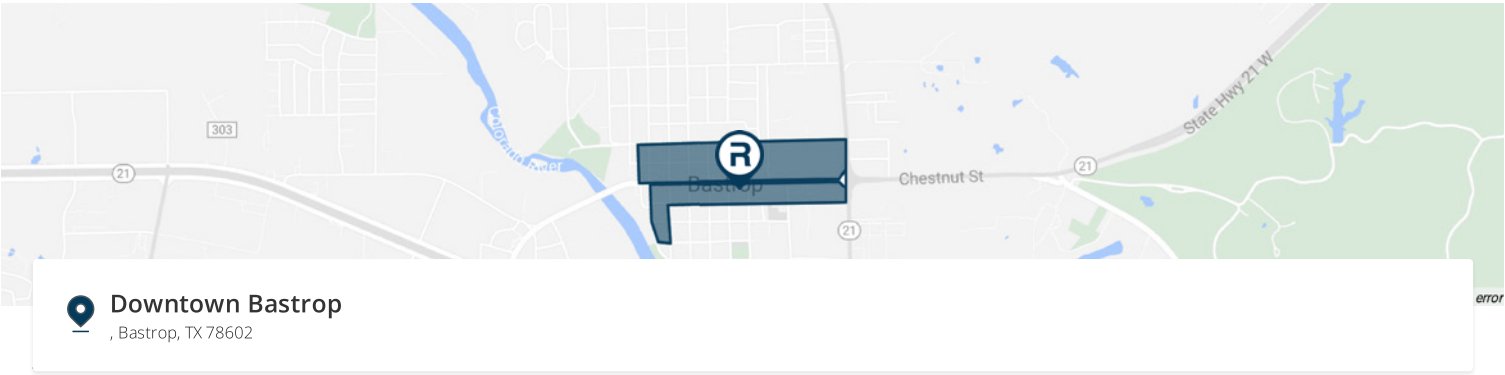
BASTROP, TEXAS

BASTROPTX
Heart of the Lost Pines / Est. 1832

Prepared for The City of Bastrop, TX
September 1, 2021 - August 31, 2022

Downtown Bastrop • Mobile Data Analysis
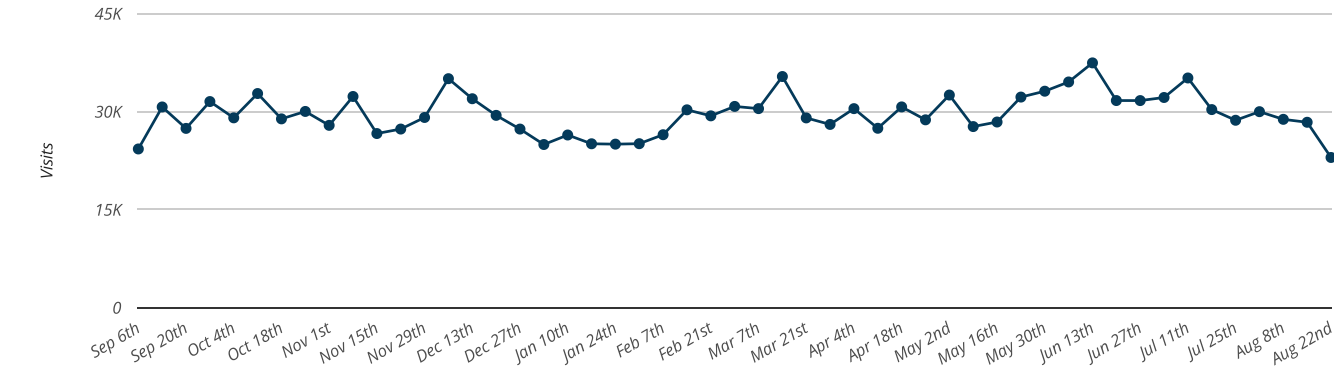
Bastrop, Texas • September 1, 2021 - August 31, 2022

📍 **Downtown Bastrop**
— , Bastrop, TX 78602

Metrics

	Est. # of Customers	Est. # of Visits
Downtown Bastrop	270.8K	1.54M

Visits Trend

● Downtown Bastrop / Bastrop

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Trade Area - Home Locations

Typical Customer Persona

Downtown Bastrop

	Ethnicity	White
	Income	$75K - $100K

Favorite Places

1	**H-E-B** Hasler Blvd	1.21 mi	118.8K (43.9%)	
2	**Walmart** Highway 71 W	1.21 mi	114.4K (42.3%)	
3	**Buc-ee's** Highway 71	0.58 mi	109.5K (40.4%)	
4	**Schulman Theatres Lost Pines 8** Chestnut St	0.3 mi	92.3K (34.1%)	
5	**Shopps at 441 HWY 71 W** Hwy 71 W	1.09 mi	82.7K (30.6%)	

Customer Journey

# of Visits
- 182.3K - 718.5K
- 75.4K - 182.3K
- 45.3K - 75.3K
- 23.3K - 45.3K
- < 23.3K

| Prior		Post
Home	59.5% → 55.4%	Home
Work	4.9% → 3.5%	H-E-B 104 Hasler Blvd, Bastrop, TX, United States
Walmart 488 Highway 71 W, Bastrop, TX, United States	1.7% → 2.7%	Work
Fishermans Park 1200 Willow St, Bastrop, TX, United States	1.3% → 2.2%	Walmart 488 Highway 71 W, Bastrop, TX, United States
Buc-ee's 1700 Highway 71, Bastrop, TX, United States	1.3% → 2%	Buc-ee's 1700 Highway 71, Bastrop, TX, United States
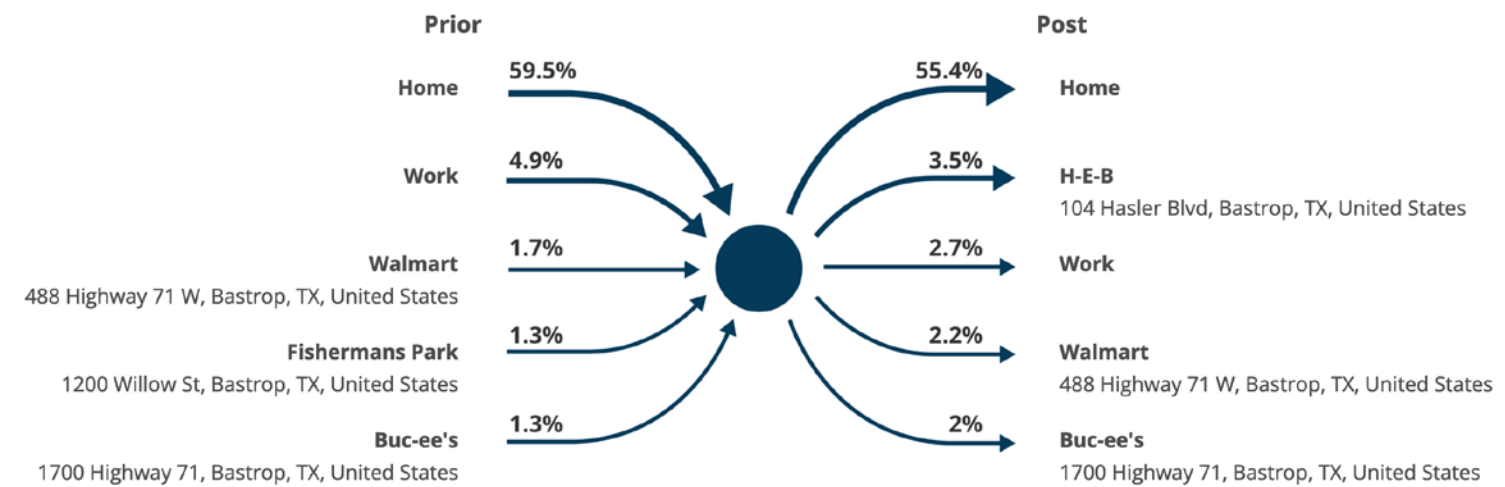
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Hourly Visits
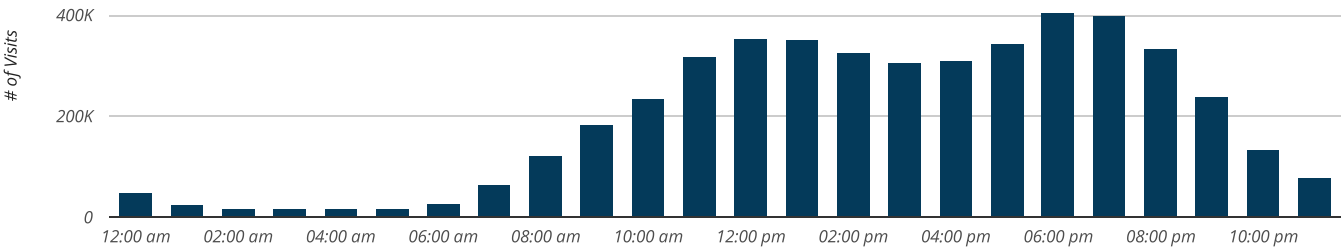
Daily Visits
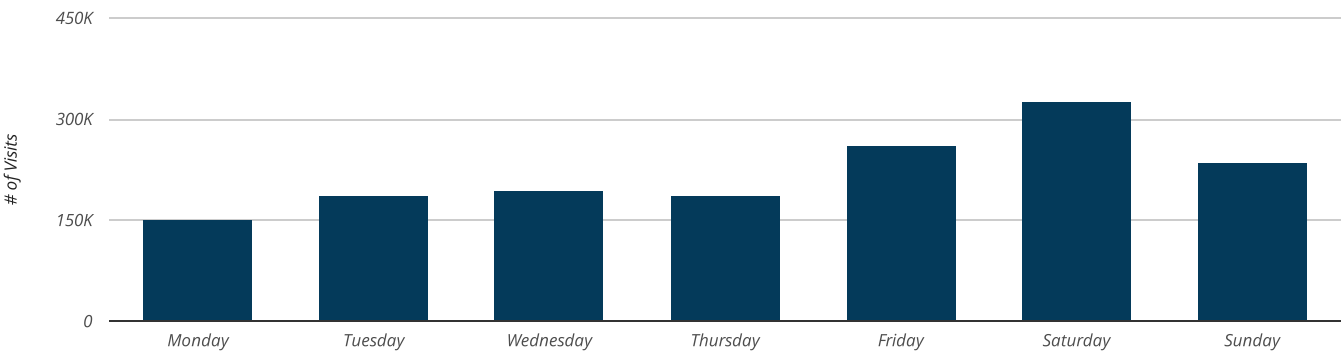
Length of Stay

Average Stay

113 Min
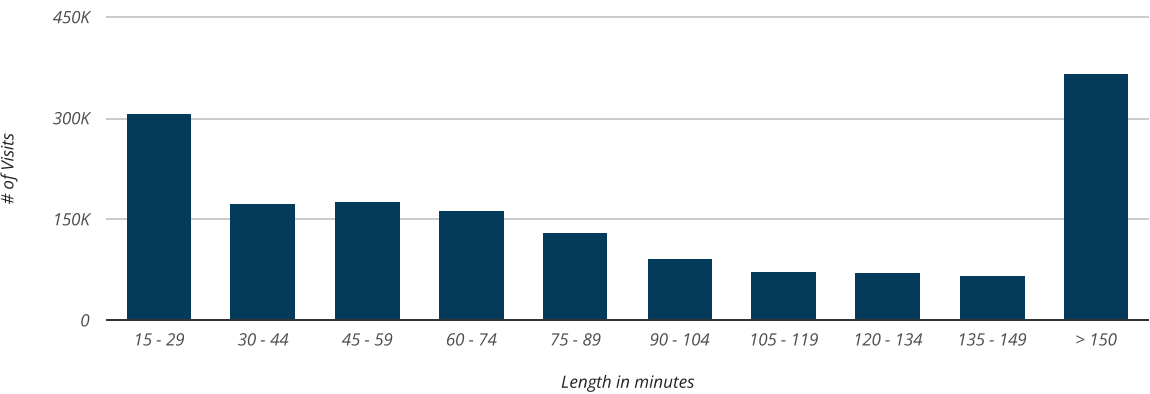
Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Bastrop	TX	78602	11.20%
Elgin	TX	78621	4.40%
Cedar Creek	TX	78612	3.70%
Smithville	TX	78957	3.20%
La Grange	TX	78945	2.90%
Giddings	TX	78942	2.20%
Del Valle	TX	78617	2.00%
Paige	TX	78659	1.30%
Red Rock	TX	78662	1.30%
Lexington	TX	78947	1.10%
Austin	TX	78745	1.00%
Lockhart	TX	78644	1.00%
Schulenburg	TX	78956	0.80%
Dale	TX	78616	0.80%
Kyle	TX	78640	0.80%
Austin	TX	78744	0.80%
Flatonia	TX	78941	0.70%
Pflugerville	TX	78660	0.70%
San Marcos	TX	78666	0.70%
Mc Dade	TX	78650	0.70%
Austin	TX	78741	0.60%
Weimar	TX	78962	0.60%
Manor	TX	78653	0.60%
Austin	TX	78749	0.60%
Austin	TX	78753	0.50%
Austin	TX	78702	0.50%
Austin	TX	78704	0.50%
College Station	TX	77845	0.50%
Cedar Park	TX	78613	0.50%
Round Rock	TX	78664	0.50%
Buda	TX	78610	0.40%
Austin	TX	78747	0.40%
Austin	TX	78759	0.40%
Waelder	TX	78959	0.40%
Austin	TX	78724	0.40%

CITY	STATE	ZIP CODE	% OF CUSTOMERS
College Station	TX	77840	0.40%
Gonzales	TX	78629	0.40%
Leander	TX	78641	0.40%
Taylor	TX	76574	0.40%
Round Rock	TX	78681	0.40%
Austin	TX	78748	0.40%
Brenham	TX	77833	0.40%
Austin	TX	78723	0.30%
Austin	TX	78729	0.30%
Austin	TX	78725	0.30%
Austin	TX	78758	0.30%
Rosanky	TX	78953	0.30%
New Braunfels	TX	78130	0.30%
Austin	TX	78750	0.30%
Hutto	TX	78634	0.30%
Round Rock	TX	78665	0.30%
Austin	TX	78754	0.30%
West Point	TX	78963	0.30%
Austin	TX	78735	0.30%
Seguin	TX	78155	0.30%
Caldwell	TX	77836	0.30%
Austin	TX	78746	0.30%
Georgetown	TX	78626	0.30%
Columbus	TX	78934	0.20%
Austin	TX	78728	0.20%
Fayetteville	TX	78940	0.20%
Luling	TX	78648	0.20%
Bryan	TX	77802	0.20%
Bryan	TX	77803	0.20%
Lincoln	TX	78948	0.20%
Austin	TX	78727	0.20%
Austin	TX	78756	0.20%
Ledbetter	TX	78946	0.20%
Austin	TX	78703	0.20%
Austin	TX	78739	0.20%

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.

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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