



The **Retail**Coach.®

Downtown Bastrop Mobile Data Survey

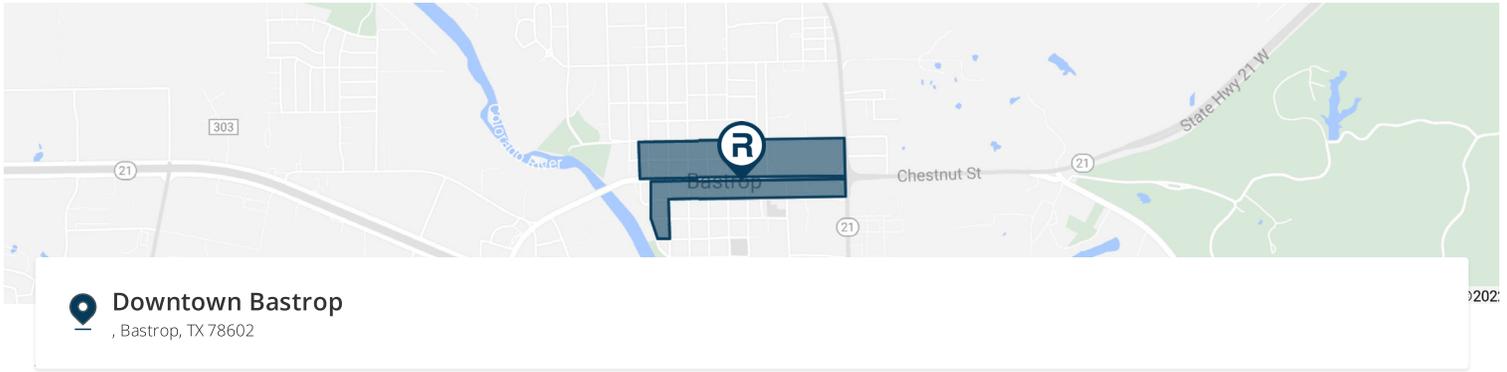
BASTROP, TEXAS



Prepared for The City of Bastrop, TX
April 1, 2022 - June 30, 2022

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Metrics

Est. # of Customers

Est. # of Visits

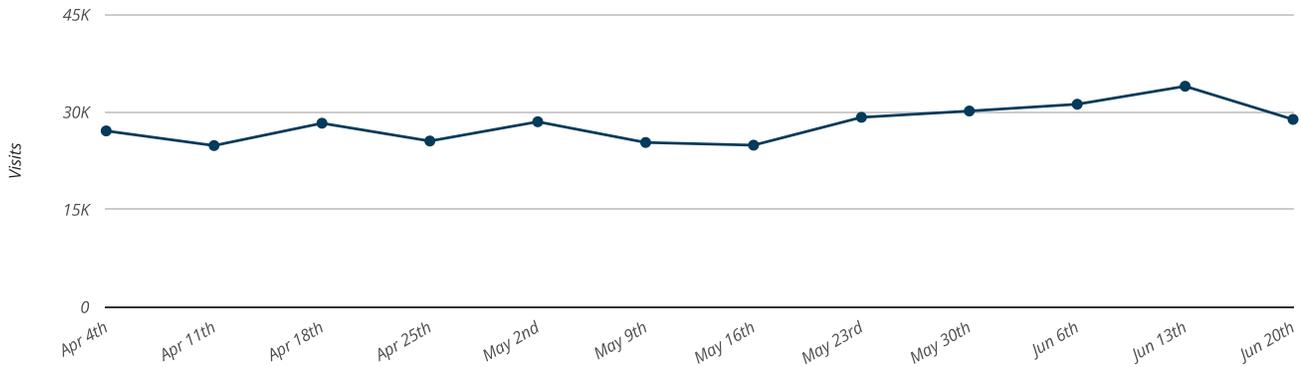
Downtown Bastrop

129.7K

366.1K

Visits Trend

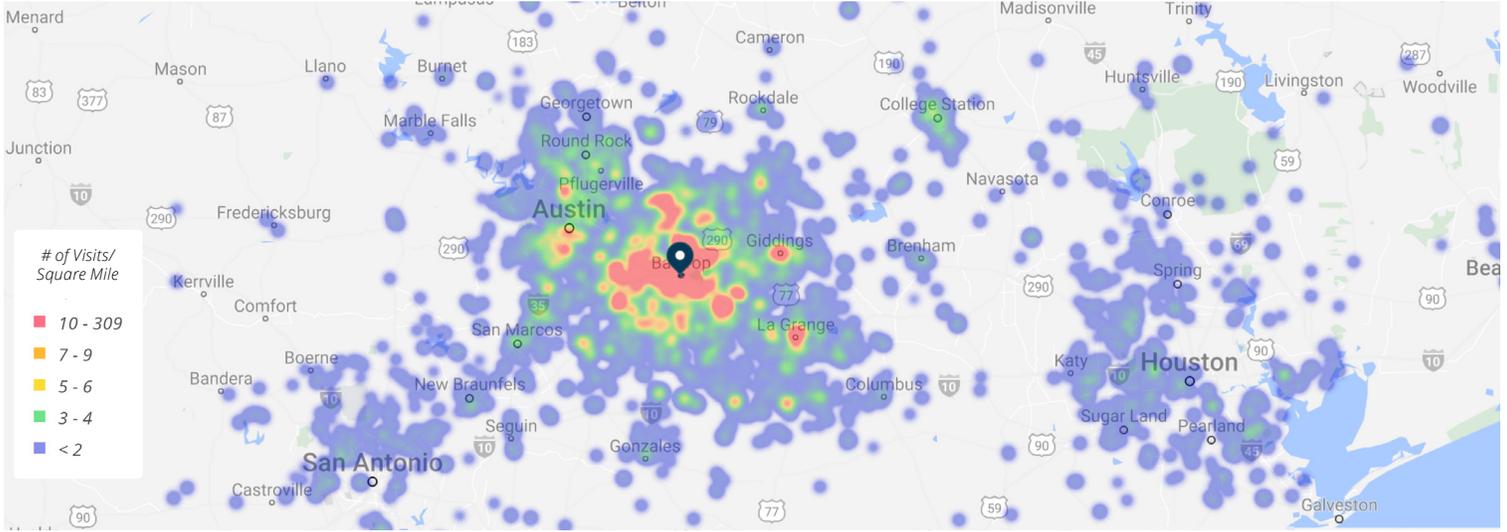
● Downtown Bastrop / Bastrop



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Trade Area - Home Locations



Typical Customer Persona

Downtown Bastrop



Ethnicity White
Income \$75K - \$100K

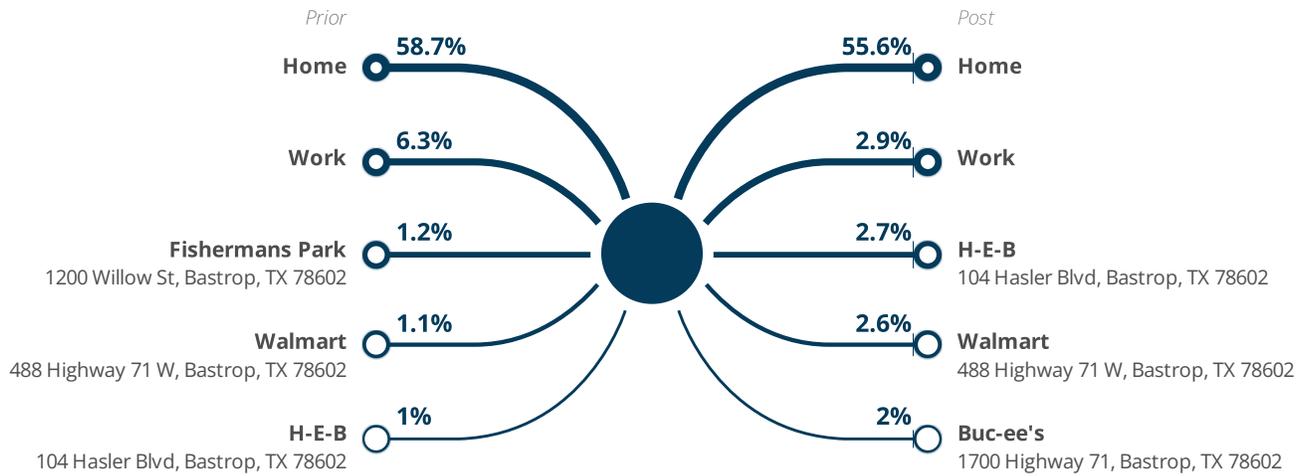
Favorite Places

1	H-E-B Hasler Blvd	1.21 mi	57.3K (44.2%)
2	Walmart Highway 71 W	1.21 mi	55.9K (43.1%)
3	Schulman Theatres Lost Pines 8 Chestnut St	0.3 mi	53.9K (41.5%)
4	Buc-ee's Highway 71	0.58 mi	43.7K (33.7%)
5	Shops at 441 HWY 71 W Hwy 71 W	1.1 mi	43.4K (33.4%)

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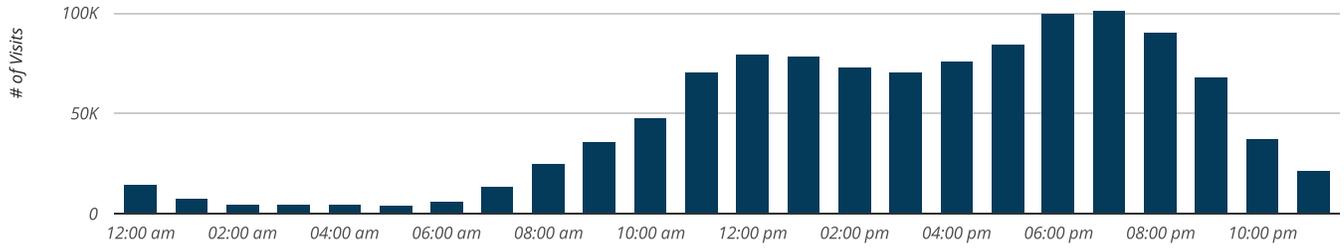
Customer Journey



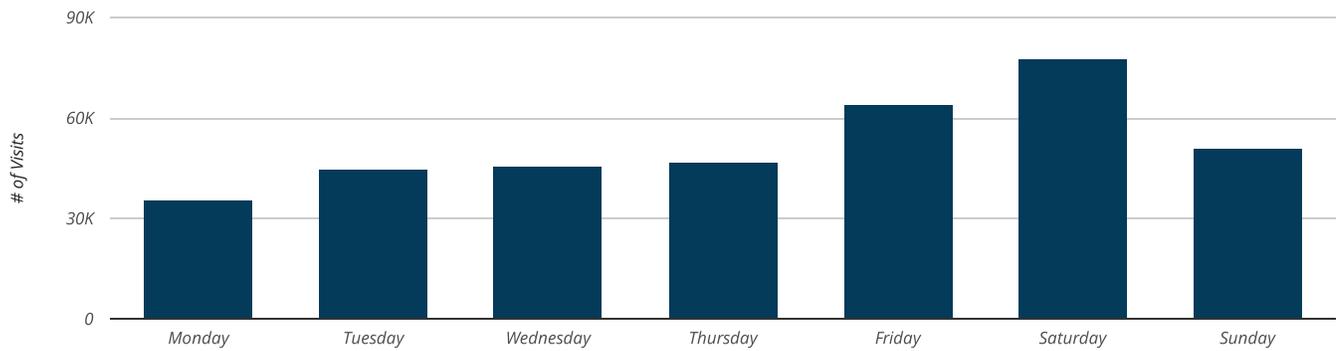
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Hourly Visits



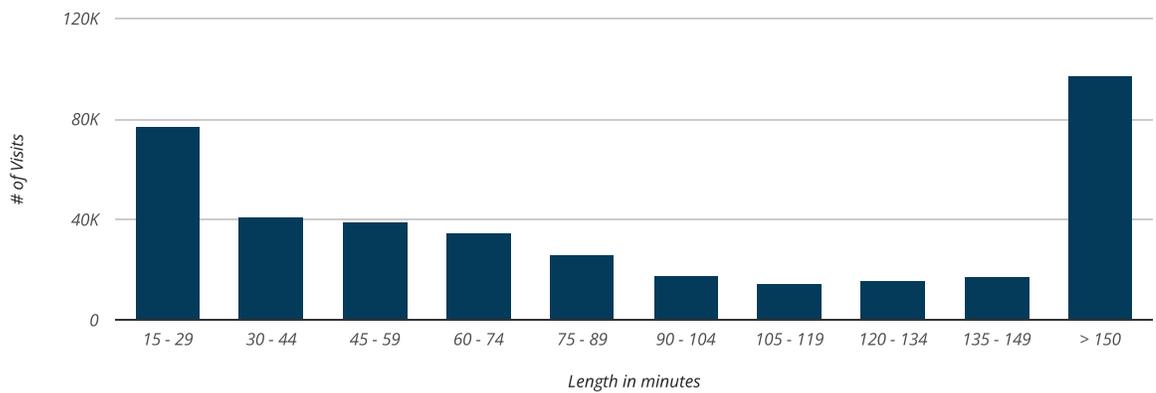
Daily Visits



Length of Stay

Average Stay

116 Min



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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Bastrop	TX	78602	20.40
Smithville	TX	78957	5.36
Cedar Creek	TX	78612	5.14
Elgin	TX	78621	5.10
La Grange	TX	78945	3.80
Giddings	TX	78942	2.77
Paige	TX	78659	2.39
Del Valle	TX	78617	1.89
Red Rock	TX	78662	1.66
Lexington	TX	78947	1.38
Mc Dade	TX	78650	1.10
Lockhart	TX	78644	1.04
Schulenburg	TX	78956	1.00
Flatonia	TX	78941	0.99
Austin	TX	78745	0.91
Dale	TX	78616	0.86
Austin	TX	78741	0.74
Kyle	TX	78640	0.63
Manor	TX	78653	0.59
Weimar	TX	78962	0.59
Pflugerville	TX	78660	0.56
San Marcos	TX	78666	0.54
Waelder	TX	78959	0.48
Rosanky	TX	78953	0.48
Austin	TX	78704	0.47
Austin	TX	78749	0.45
Austin	TX	78725	0.45
West Point	TX	78963	0.43
Austin	TX	78744	0.39
Leander	TX	78641	0.38
Gonzales	TX	78629	0.37
Austin	TX	78729	0.34
Buda	TX	78610	0.34
Round Rock	TX	78681	0.34
Brenham	TX	77833	0.34

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Austin	TX	78759	0.33
Round Rock	TX	78664	0.33
Austin	TX	78748	0.32
College Station	TX	77845	0.31
College Station	TX	77840	0.31
Cedar Park	TX	78613	0.30
Austin	TX	78747	0.29
Taylor	TX	76574	0.29
Austin	TX	78723	0.28
Fayetteville	TX	78940	0.28
Austin	TX	78758	0.28
Austin	TX	78746	0.27
Austin	TX	78724	0.27
Austin	TX	78754	0.25
Katy	TX	77450	0.23
Ledbetter	TX	78946	0.23
Columbus	TX	78934	0.22
Round Rock	TX	78665	0.22
New Braunfels	TX	78130	0.22
Austin	TX	78753	0.21
Carlisle	MA	1741	0.20
Austin	TX	78751	0.19
Austin	TX	78739	0.18
Lincoln	TX	78948	0.18
Luling	TX	78648	0.18
Round Top	TX	78954	0.18
Austin	TX	78731	0.17
Austin	TX	78757	0.17
Ellinger	TX	78938	0.15
Caldwell	TX	77836	0.15
Kenedy	TX	78119	0.15
Seguin	TX	78155	0.15
Marble Falls	TX	78654	0.14
Bryan	TX	77802	0.14
Dime Box	TX	77853	0.14

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, 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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