



The**Retail**Coach[®]

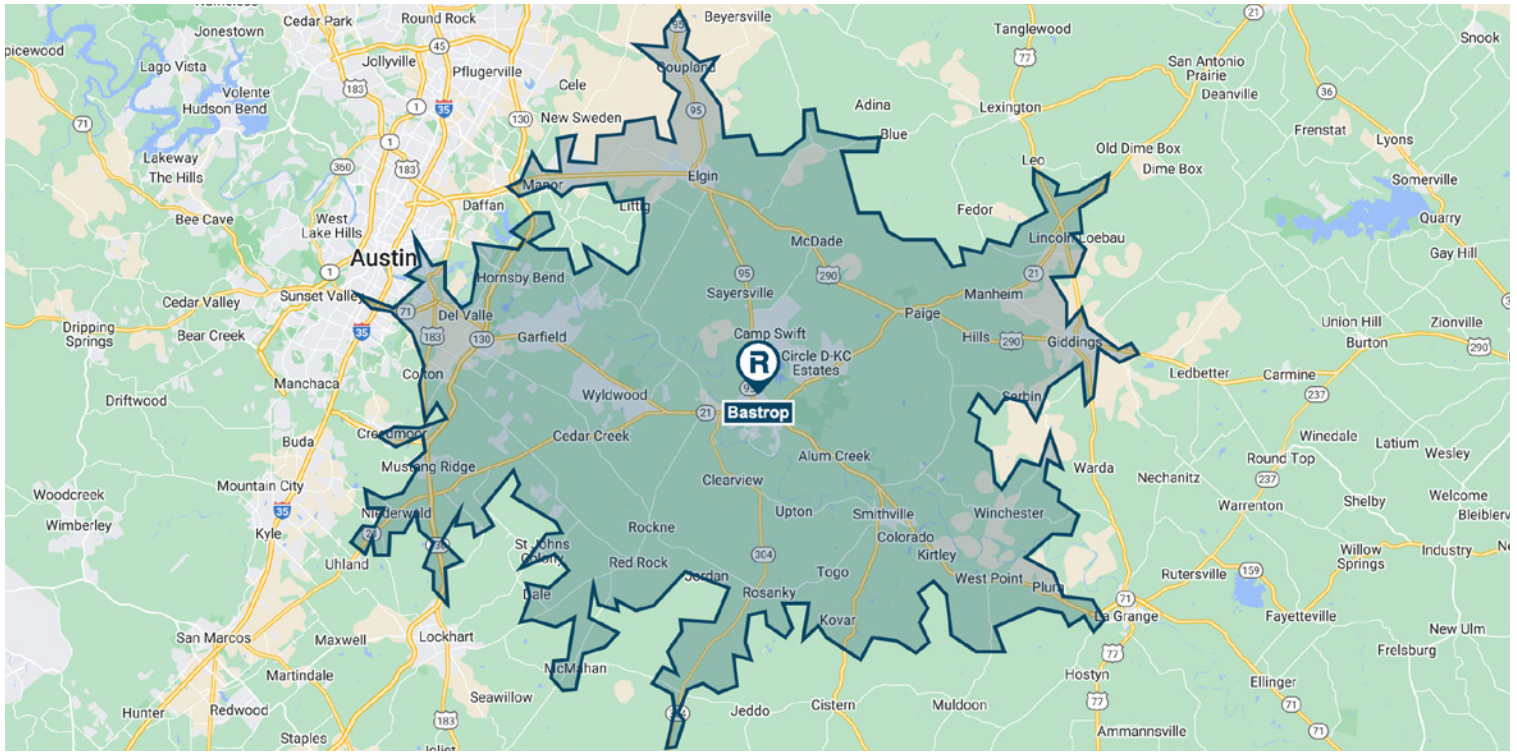
30-Minute Drive Time Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

30-Minute Drive Time • Demographic Snapshot

Bastrop, Texas



Population

2020	203,985
2024	232,326
2029	258,424

Educational Attainment (%)

Graduate or Professional Degree	8.45%
Bachelors Degree	17.08%
Associate Degree	6.06%
Some College	19.47%
High School Graduate (or GED)	31.05%
Some High School, No Degree	7.96%
Less than 9th Grade	9.93%

Income

Average HH	\$104,733
Median HH	\$83,183
Per Capita	\$35,852

Age

0 - 9 Years	12.74%
10 - 17 Years	11.66%
18 - 24 Years	9.59%
25 - 34 Years	14.99%
35 - 44 Years	14.72%
45 - 54 Years	12.03%
55 - 64 Years	10.92%
65 and Older	13.36%
Median Age	35.68
Average Age	37.14

Race Distribution (%)

White	44.80%
Black/African American	8.71%
American Indian/Alaskan	1.48%
Asian	1.68%
Native Hawaiian/Islander	0.08%
Other Race	22.54%
Two or More Races	20.71%
Hispanic	54.02%

bastrop

EDC

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 **TheRetailCoach**

30-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	258,424	
2024 Estimate	232,326	
2020 Census	203,985	
2010 Census	153,377	
Growth 2024 - 2029		11.23%
Growth 2020 - 2024		13.89%
Growth 2010 - 2020		33.00%
2024 Est. Population by Single-Classification Race	232,326	
White Alone	104,074	44.80%
Black or African American Alone	20,226	8.71%
Amer. Indian and Alaska Native Alone	3,444	1.48%
Asian Alone	3,913	1.68%
Native Hawaiian and Other Pacific Island Alone	190	0.08%
Some Other Race Alone	52,358	22.54%
Two or More Races	48,120	20.71%
2024 Est. Population by Hispanic or Latino Origin	232,326	
Not Hispanic or Latino	106,836	45.99%
Hispanic or Latino	125,490	54.02%
Mexican	103,860	82.76%
Puerto Rican	2,752	2.19%
Cuban	692	0.55%
All Other Hispanic or Latino	18,186	14.49%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	125,490	
White Alone	28,609	22.80%
Black or African American Alone	1,104	0.88%
American Indian and Alaska Native Alone	2,829	2.25%
Asian Alone	169	0.14%
Native Hawaiian and Other Pacific Islander Alone	48	0.04%
Some Other Race Alone	51,420	40.98%
Two or More Races	41,312	32.92%
2024 Est. Pop by Race, Asian Alone, by Category	3,913	
Chinese, except Taiwanese	752	19.22%
Filipino	384	9.81%
Japanese	94	2.40%
Asian Indian	557	14.24%
Korean	308	7.87%
Vietnamese	383	9.79%
Cambodian	86	2.20%
Hmong	5	0.13%
Laotian	127	3.25%
Thai	211	5.39%
All Other Asian Races Including 2+ Category	1,006	25.71%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	232,326	
Arab	727	0.31%
Czech	1,956	0.84%
Danish	141	0.06%
Dutch	1,276	0.55%
English	11,567	4.98%
French (except Basque)	2,661	1.14%
French Canadian	427	0.18%
German	21,604	9.30%
Greek	134	0.06%
Hungarian	207	0.09%
Irish	10,942	4.71%
Italian	2,979	1.28%
Lithuanian	77	0.03%
United States or American	6,800	2.93%
Norwegian	944	0.41%
Polish	1,591	0.69%
Portuguese	181	0.08%
Russian	575	0.25%
Scottish	2,600	1.12%
Scotch-Irish	1,926	0.83%
Slovak	5	0.00%
Subsaharan African	1,127	0.49%
Swedish	1,201	0.52%
Swiss	436	0.19%
Ukrainian	36	0.02%
Welsh	880	0.38%
West Indian (except Hisp. groups)	313	0.14%
Other ancestries	106,765	45.96%
Ancestry Unclassified	52,246	22.49%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	132,320	60.77%
Speak Asian/Pacific Island Language at Home	1,124	0.52%
Speak IndoEuropean Language at Home	2,260	1.04%
Speak Spanish at Home	81,112	37.25%
Speak Other Language at Home	765	0.35%



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Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	232,326	
Age 0 - 4	14,569	6.27%
Age 5 - 9	15,026	6.47%
Age 10 - 14	16,586	7.14%
Age 15 - 17	10,495	4.52%
Age 18 - 20	10,135	4.36%
Age 21 - 24	12,141	5.23%
Age 25 - 34	34,830	14.99%
Age 35 - 44	34,189	14.72%
Age 45 - 54	27,957	12.03%
Age 55 - 64	25,366	10.92%
Age 65 - 74	19,577	8.43%
Age 75 - 84	9,029	3.89%
Age 85 and over	2,427	1.04%
Age 16 and over	182,653	78.62%
Age 18 and over	175,651	75.60%
Age 21 and over	165,516	71.24%
Age 65 and over	31,032	13.36%
2024 Est. Median Age		35.68
2024 Est. Average Age		37.14
2024 Est. Population by Sex	232,326	
Male	118,247	50.90%
Female	114,079	49.10%
2024 Est. Male Population by Age	118,247	
Age 0 - 4	7,410	6.27%
Age 5 - 9	7,549	6.38%
Age 10 - 14	8,378	7.08%
Age 15 - 17	5,465	4.62%
Age 18 - 20	5,326	4.50%
Age 21 - 24	6,407	5.42%
Age 25 - 34	18,491	15.64%
Age 35 - 44	17,644	14.92%
Age 45 - 54	14,127	11.95%
Age 55 - 64	12,815	10.84%
Age 65 - 74	9,505	8.04%
Age 75 - 84	4,207	3.56%
Age 85 and over	924	0.78%
2024 Est. Median Age, Male		35.05
2024 Est. Average Age, Male		36.65
2024 Est. Female Population by Age	114,079	
Age 0 - 4	7,159	6.28%
Age 5 - 9	7,477	6.55%
Age 10 - 14	8,207	7.19%
Age 15 - 17	5,030	4.41%
Age 18 - 20	4,809	4.21%
Age 21 - 24	5,735	5.03%
Age 25 - 34	16,339	14.32%
Age 35 - 44	16,546	14.50%
Age 45 - 54	13,830	12.12%
Age 55 - 64	12,550	11.00%
Age 65 - 74	10,072	8.83%
Age 75 - 84	4,822	4.23%
Age 85 and over	1,503	1.32%
2024 Est. Median Age, Female		36.36
2024 Est. Average Age, Female		37.61

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	66,385	35.66%
Males, Never Married	37,490	20.14%
Females, Never Married	28,895	15.52%
Married, Spouse present	79,729	42.83%
Married, Spouse absent	10,878	5.84%
Widowed	7,245	3.89%
Males Widowed	1,629	0.88%
Females Widowed	5,616	3.02%
Divorced	21,908	11.77%
Males Divorced	10,194	5.48%
Females Divorced	11,714	6.29%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	15,223	9.93%
Some High School, no diploma	12,214	7.96%
High School Graduate (or GED)	47,624	31.05%
Some College, no degree	29,860	19.47%
Associate Degree	9,298	6.06%
Bachelor's Degree	26,202	17.08%
Master's Degree	8,208	5.35%
Professional School Degree	1,892	1.23%
Doctorate Degree	2,854	1.86%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	23,984	33.59%
High School Graduate	25,319	35.46%
Some College or Associate's Degree	14,062	19.69%
Bachelor's Degree or Higher	8,033	11.25%
Households		
2029 Projection	86,855	
2024 Estimate	77,659	
2020 Census	67,493	
2010 Census	50,383	
Growth 2024 - 2029		11.84%
Growth 2020 - 2024		15.06%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	77,659	
Family Households	55,863	71.93%
Nonfamily Households	21,796	28.07%
2024 Est. Group Quarters Population	5,466	
2024 Households by Ethnicity, Hispanic/Latino	32,611	



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Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	77,659	
Income < \$15,000	6,081	7.83%
Income \$15,000 - \$24,999	4,412	5.68%
Income \$25,000 - \$34,999	4,530	5.83%
Income \$35,000 - \$49,999	7,975	10.27%
Income \$50,000 - \$74,999	12,031	15.49%
Income \$75,000 - \$99,999	11,127	14.33%
Income \$100,000 - \$124,999	8,846	11.39%
Income \$125,000 - \$149,999	6,563	8.45%
Income \$150,000 - \$199,999	7,808	10.05%
Income \$200,000 - \$249,999	4,535	5.84%
Income \$250,000 - \$499,999	2,756	3.55%
Income \$500,000+	995	1.28%
2024 Est. Average Household Income		\$104,733
2024 Est. Median Household Income		\$83,183
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$86,433
Black or African American Alone		\$70,825
American Indian and Alaska Native Alone		\$49,372
Asian Alone		\$78,880
Native Hawaiian and Other Pacific Islander Alone		\$59,639
Some Other Race Alone		\$69,893
Two or More Races		\$94,242
Hispanic or Latino		\$78,236
Not Hispanic or Latino		\$87,417
2024 Est. HH by Type and Presence of Own Child.	77,659	
Family Households with Children	24,644	31.73%
Family Households without Children	53,015	68.27%
Married-Couple Families	39,431	50.78%
Married-Couple Family, own children	17,345	22.33%
Married-Couple Family, no own children	22,086	28.44%
Cohabiting-Couple Families	7,018	9.04%
Cohabiting-Couple Family, own children	2,160	2.78%
Cohabiting-Couple Family, no own children	4,858	6.26%
Male Householder Families	12,990	16.73%
Male Householder, own children	1,127	1.45%
Male Householder, no own children	2,176	2.80%
Male Householder, only Nonrelatives	1,171	1.51%
Male Householder, Living Alone	8,517	10.97%
Female Householder Families	18,220	23.46%
Female Householder, own children	4,012	5.17%
Female Householder, no own children	5,176	6.66%
Female Householder, only Nonrelatives	736	0.95%
Female Householder, Living Alone	8,295	10.68%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	77,659	
1-person	16,164	20.81%
2-person	24,005	30.91%
3-person	12,111	15.60%
4-person	11,352	14.62%
5-person	7,178	9.24%
6-person	3,685	4.75%
7-or-more-person	3,163	4.07%
2024 Est. Average Household Size		2.91
2024 Est. Households by Number of Vehicles	77,659	
No Vehicles	2,745	3.54%
1 Vehicle	23,573	30.35%
2 Vehicles	29,283	37.71%
3 Vehicles	15,720	20.24%
4 Vehicles	4,913	6.33%
5 or more Vehicles	1,426	1.84%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	62,528	
2024 Estimate	55,863	
2020 Estimate	47,145	
2010 Census	35,740	
Growth 2024 - 2029		11.93%
Growth 2020 - 2024		18.49%
Growth 2010 - 2020		31.91%
2024 Est. Families by Poverty Status	55,863	
2024 Families at or Above Poverty	50,597	90.57%
2024 Families at or Above Poverty with Children	24,364	43.61%
2024 Families Below Poverty	5,267	9.43%
2024 Families Below Poverty with Children	4,185	7.49%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	115,639	63.31%
Civilian Labor Force, Unemployed	5,178	2.83%
Armed Forces	56	0.03%
Not in Labor Force	61,781	33.82%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	77,451	67.08%
Non-Profit Private Workers	4,990	4.32%
Local Government Workers	3,353	2.90%
State Government Workers	8,413	7.29%
Federal Government Workers	9,536	8.26%
Self-Employed Workers	11,598	10.05%
Unpaid Family Workers	120	0.10%



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Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	2,212	1.92%
Arts/Entertainment/Sports	1,955	1.69%
Building Grounds Maintenance	4,800	4.16%
Business/Financial Operations	6,210	5.38%
Community/Social Services	1,810	1.57%
Computer/Mathematical	3,126	2.71%
Construction/Extraction	12,097	10.48%
Education/Training/Library	5,992	5.19%
Farming/Fishing/Forestry	632	0.55%
Food Prep/Serving	6,466	5.60%
Health Practitioner/Technician	4,561	3.95%
Healthcare Support	3,799	3.29%
Maintenance Repair	3,952	3.42%
Legal	821	0.71%
Life/Physical/Social Science	690	0.60%
Management	12,157	10.53%
Office/Admin. Support	13,931	12.07%
Production	6,173	5.35%
Protective Services	1,958	1.70%
Sales/Related	10,536	9.13%
Personal Care/Service	2,459	2.13%
Transportation/Moving	9,124	7.90%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	64,002	55.43%
Blue Collar	31,345	27.15%
Service and Farm	20,115	17.42%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	83,430	73.59%
Car Pooled	12,628	11.14%
Public Transportation	933	0.82%
Walked	1,247	1.10%
Bicycle	311	0.27%
Other Means	1,739	1.53%
Worked at Home	13,089	11.55%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	17,004	
15 - 29 Minutes	29,825	
30 - 44 Minutes	28,920	
45 - 59 Minutes	13,416	
60 or more Minutes	14,718	
2024 Est. Avg Travel Time to Work in Minutes		35
2024 Est. Occupied Housing Units by Tenure	77,659	
Owner Occupied	54,727	70.47%
Renter Occupied	22,932	29.53%
2024 Owner Occ. HUs: Avg. Length of Residence		13.36 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.53 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	54,727	
Value Less than \$20,000	1,832	3.35%
Value \$20,000 - \$39,999	1,562	2.85%
Value \$40,000 - \$59,999	992	1.81%
Value \$60,000 - \$79,999	1,348	2.46%
Value \$80,000 - \$99,999	1,522	2.78%
Value \$100,000 - \$149,999	5,231	9.56%
Value \$150,000 - \$199,999	5,041	9.21%
Value \$200,000 - \$299,999	14,755	26.96%
Value \$300,000 - \$399,999	9,248	16.90%
Value \$400,000 - \$499,999	5,315	9.71%
Value \$500,000 - \$749,999	4,400	8.04%
Value \$750,000 - \$999,999	1,958	3.58%
Value \$1,000,000 or \$1,499,999	743	1.36%
Value \$1,500,000 or \$1,999,999	237	0.43%
Value \$2,000,000+	544	0.99%
2024 Est. Median All Owner-Occupied Housing Value		\$265,776
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	56,736	67.19%
1 Unit Attached	1,479	1.75%
2 Units	896	1.06%
3 or 4 Units	1,702	2.02%
5 to 19 Units	2,614	3.10%
20 to 49 Units	1,504	1.78%
50 or More Units	1,851	2.19%
Mobile Home or Trailer	16,981	20.11%
Boat, RV, Van, etc.	676	0.80%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	10,010	11.86%
Housing Units Built 2010 to 2019	16,264	19.26%
Housing Units Built 2000 to 2009	19,173	22.71%
Housing Units Built 1990 to 1999	11,158	13.21%
Housing Units Built 1980 to 1989	10,604	12.56%
Housing Units Built 1970 to 1979	6,860	8.12%
Housing Units Built 1960 to 1969	3,662	4.34%
Housing Units Built 1950 to 1959	2,534	3.00%
Housing Units Built 1940 to 1949	1,464	1.73%
Housing Unit Built 1939 or Earlier	2,710	3.21%
2024 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, 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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