



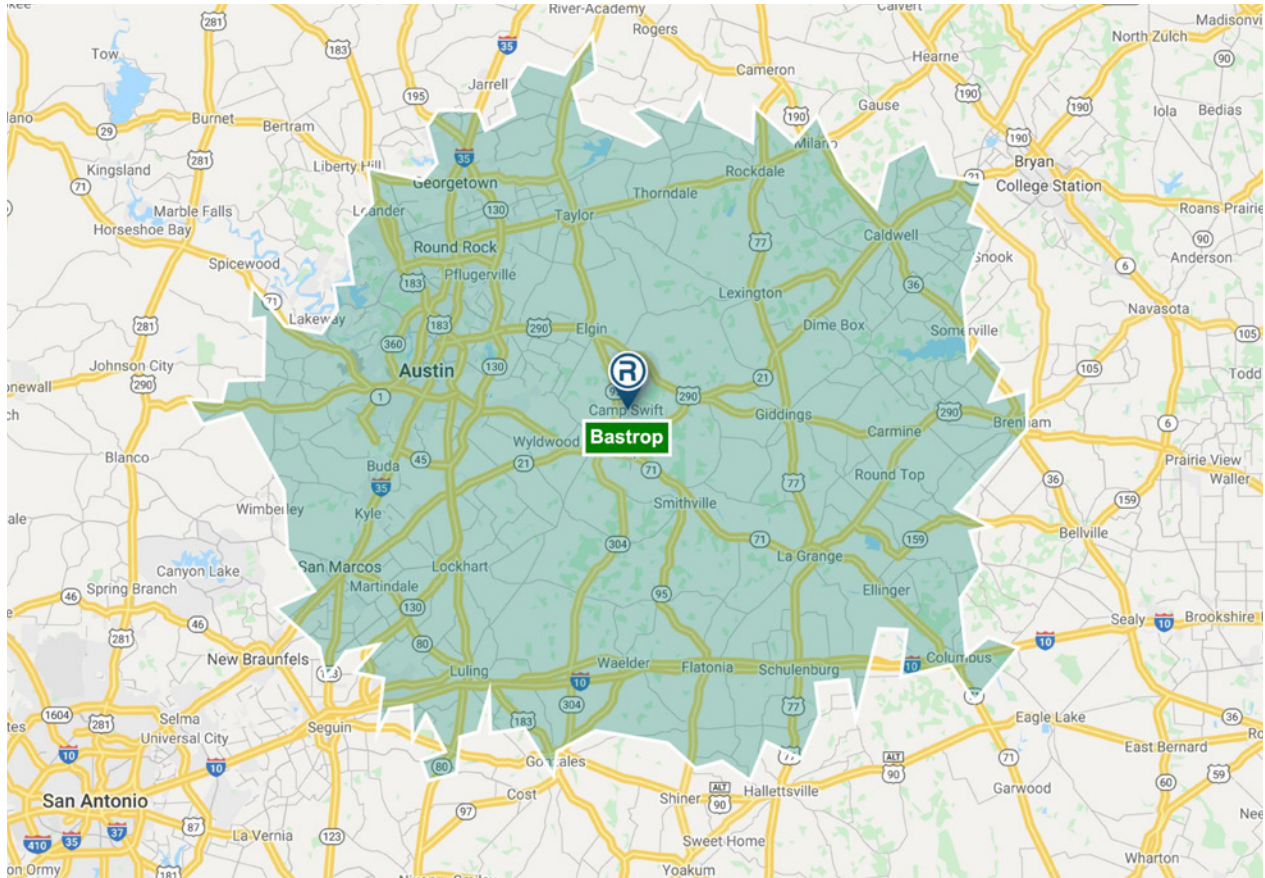
BASTROP, TEXAS

# 60-Minute Drive Time Demographic Profile

 **TheRetailCoach.**

800.851.0962 | [INFO@THERETAILCOACH.NET](mailto:INFO@THERETAILCOACH.NET) | [THERETAILCOACH.NET](http://THERETAILCOACH.NET) | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

# Contact Information



**Bastrop Economic Development Corporation**  
**City of Bastrop**  
Jean Riemenschneider  
Project Manager

301 Highway 71 West, Suite 214  
Bastrop, Texas 78602

Phone 512.332.8870  
Cell 512.308.7544  
Jean@bastropedc.org  
www.bastropedc.org



# 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.

## Retail360® 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 Retail360® 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.



# 60-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	2,451,062	
2020 Estimate	2,264,976	
2010 Census	1,766,779	
2000 Census	1,311,644	
Growth 2020 - 2025		8.22%
Growth 2010 - 2020		28.20%
Growth 2000 - 2010		34.70%
<b>2020 Est. Population by Single-Classification Race</b>	<b>2,264,976</b>	
White Alone	1,577,672	69.66%
Black or African American Alone	175,716	7.76%
Amer. Indian and Alaska Native Alone	18,255	0.81%
Asian Alone	141,252	6.24%
Native Hawaiian and Other Pacific Island Alone	2,144	0.10%
Some Other Race Alone	266,612	11.77%
Two or More Races	83,325	3.68%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>2,264,976</b>	
Not Hispanic or Latino	1,493,388	65.93%
Hispanic or Latino	771,588	34.07%
Mexican	647,564	83.93%
Puerto Rican	13,713	1.78%
Cuban	7,075	0.92%
All Other Hispanic or Latino	103,237	13.38%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>771,588</b>	
White Alone	447,669	58.02%
Black or African American Alone	9,883	1.28%
American Indian and Alaska Native Alone	12,285	1.59%
Asian Alone	2,008	0.26%
Native Hawaiian and Other Pacific Islander Alone	415	0.05%
Some Other Race Alone	262,992	34.09%
Two or More Races	36,336	4.71%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>141,252</b>	
Chinese, except Taiwanese	25,580	18.11%
Filipino	9,245	6.55%
Japanese	2,794	1.98%
Asian Indian	51,772	36.65%
Korean	11,508	8.15%
Vietnamese	22,769	16.12%
Cambodian	630	0.45%
Hmong	65	0.05%
Laotian	733	0.52%
Thai	1,330	0.94%
All Other Asian Races Including 2+ Category	14,827	10.50%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>2,264,976</b>	
Arab	7,985	0.35%
Czech	26,543	1.17%
Danish	5,280	0.23%
Dutch	14,386	0.64%
English	147,441	6.51%
French (except Basque)	37,107	1.64%
French Canadian	8,090	0.36%
German	277,189	12.24%
Greek	3,899	0.17%
Hungarian	3,059	0.14%
Irish	124,518	5.50%
Italian	46,657	2.06%
Lithuanian	1,171	0.05%
United States or American	105,079	4.64%
Norwegian	13,870	0.61%
Polish	24,402	1.08%
Portuguese	2,006	0.09%
Russian	7,150	0.32%
Scottish	33,856	1.50%
Scotch-Irish	40,648	1.80%
Slovak	1,355	0.06%
Subsaharan African	11,372	0.50%
Swedish	19,022	0.84%
Swiss	2,860	0.13%
Ukrainian	1,584	0.07%
Welsh	6,519	0.29%
West Indian (except Hisp. groups)	3,625	0.16%
Other ancestries	934,767	41.27%
Ancestry Unclassified	353,536	15.61%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	1,442,812	68.18%
Speak Asian/Pacific Island Language at Home	80,968	3.83%
Speak IndoEuropean Language at Home	57,941	2.74%
Speak Spanish at Home	526,317	24.87%
Speak Other Language at Home	8,067	0.38%

# 60-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>2,264,976</b>	
Age 0 - 4	148,871	6.57%
Age 5 - 9	152,701	6.74%
Age 10 - 14	157,523	6.96%
Age 15 - 17	94,213	4.16%
Age 18 - 20	104,335	4.61%
Age 21 - 24	131,271	5.80%
Age 25 - 34	325,113	14.35%
Age 35 - 44	333,821	14.74%
Age 45 - 54	296,862	13.11%
Age 55 - 64	250,187	11.05%
Age 65 - 74	172,978	7.64%
Age 75 - 84	72,058	3.18%
Age 85 and over	25,044	1.11%
Age 16 and over	1,775,012	78.37%
Age 18 and over	1,711,668	75.57%
Age 21 and over	1,607,333	70.97%
Age 65 and over	270,080	11.92%
2020 Est. Median Age		35.55
2020 Est. Average Age		36.64
<b>2020 Est. Population by Sex</b>	<b>2,264,976</b>	
Male	1,132,360	49.99%
Female	1,132,617	50.01%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>1,132,360</b>	
Age 0 - 4	76,018	6.71%
Age 5 - 9	77,953	6.88%
Age 10 - 14	80,434	7.10%
Age 15 - 17	48,015	4.24%
Age 18 - 20	53,003	4.68%
Age 21 - 24	67,195	5.93%
Age 25 - 34	168,672	14.90%
Age 35 - 44	167,844	14.82%
Age 45 - 54	149,072	13.17%
Age 55 - 64	122,701	10.84%
Age 65 - 74	81,216	7.17%
Age 75 - 84	31,565	2.79%
Age 85 and over	8,670	0.77%
2020 Est. Median Age, Male		34.70
2020 Est. Average Age, Male		35.92
<b>2020 Est. Female Population by Age</b>	<b>1,132,617</b>	
Age 0 - 4	72,853	6.43%
Age 5 - 9	74,749	6.60%
Age 10 - 14	77,089	6.81%
Age 15 - 17	46,198	4.08%
Age 18 - 20	51,332	4.53%
Age 21 - 24	64,076	5.66%
Age 25 - 34	156,441	13.81%
Age 35 - 44	165,977	14.65%
Age 45 - 54	147,789	13.05%
Age 55 - 64	127,486	11.26%
Age 65 - 74	91,762	8.10%
Age 75 - 84	40,493	3.58%
Age 85 and over	16,374	1.45%
2020 Est. Median Age, Female		36.43
2020 Est. Average Age, Female		37.34

# 60-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	659,636	36.53%
Males, Never Married	354,921	19.65%
Females, Never Married	304,715	16.87%
Married, Spouse present	795,029	44.02%
Married, Spouse absent	81,692	4.52%
Widowed	68,179	3.78%
Males Widowed	15,376	0.85%
Females Widowed	52,803	2.92%
Divorced	201,344	11.15%
Males Divorced	85,713	4.75%
Females Divorced	115,631	6.40%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	77,100	5.2%
Some High School, no diploma	78,468	5.3%
High School Graduate (or GED)	307,882	20.9%
Some College, no degree	289,793	19.6%
Associate Degree	98,292	6.7%
Bachelor's Degree	407,801	27.6%
Master's Degree	157,822	10.7%
Professional School Degree	34,672	2.3%
Doctorate Degree	24,232	1.6%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	108,767	25.68%
High School Graduate	123,242	29.10%
Some College or Associate's Degree	99,939	23.60%
Bachelor's Degree or Higher	91,529	21.61%
<b>Households</b>		
2025 Projection	936,628	
2020 Estimate	862,790	
2010 Census	669,265	
2000 Census	495,010	
Growth 2020 - 2025		8.56%
Growth 2010 - 2020		28.92%
Growth 2000 - 2010		35.20%
<b>2020 Est. Households by Household Type</b>	<b>862,790</b>	
Family Households	544,747	63.14%
Nonfamily Households	318,042	36.86%
2020 Est. Group Quarters Population	43,914	
2020 Households by Ethnicity, Hispanic/Latino	222,883	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>862,790</b>	
Income < \$15,000	59,096	6.85%
Income \$15,000 - \$24,999	50,298	5.83%
Income \$25,000 - \$34,999	58,220	6.75%
Income \$35,000 - \$49,999	96,172	11.15%
Income \$50,000 - \$74,999	143,369	16.62%
Income \$75,000 - \$99,999	116,939	13.55%
Income \$100,000 - \$124,999	90,747	10.52%
Income \$125,000 - \$149,999	68,270	7.91%
Income \$150,000 - \$199,999	75,769	8.78%
Income \$200,000 - \$249,999	39,946	4.63%
Income \$250,000 - \$499,999	41,176	4.77%
Income \$500,000+	22,788	2.64%
2020 Est. Average Household Income		\$110,457
2020 Est. Median Household Income		\$79,749
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$84,315
Black or African American Alone		\$58,560
American Indian and Alaska Native Alone		\$69,266
Asian Alone		\$108,748
Native Hawaiian and Other Pacific Islander Alone		\$81,384
Some Other Race Alone		\$56,721
Two or More Races		\$70,629
Hispanic or Latino		\$61,080
Not Hispanic or Latino		\$88,108
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>544,747</b>	
Married-Couple Family, own children	201,997	37.08%
Married-Couple Family, no own children	207,414	38.08%
Male Householder, own children	19,747	3.63%
Male Householder, no own children	20,318	3.73%
Female Householder, own children	57,242	10.51%
Female Householder, no own children	38,029	6.98%
<b>2020 Est. Households by Household Size</b>	<b>862,790</b>	
1-person	239,145	27.72%
2-person	271,048	31.42%
3-person	139,856	16.21%
4-person	115,430	13.38%
5-person	56,571	6.56%
6-person	24,456	2.83%
7-or-more-person	16,284	1.89%
2020 Est. Average Household Size		2.57

# 60-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>862,790</b>	
Households with 1 or More People under Age 18:	305,256	35.38%
Married-Couple Family	213,166	69.83%
Other Family, Male Householder	23,352	7.65%
Other Family, Female Householder	66,194	21.69%
Nonfamily, Male Householder	1,831	0.60%
Nonfamily, Female Householder	713	0.23%
<b>Households with No People under Age 18:</b>	<b>557,534</b>	<b>64.62%</b>
Married-Couple Family	196,257	35.20%
Other Family, Male Householder	16,690	2.99%
Other Family, Female Householder	29,058	5.21%
Nonfamily, Male Householder	158,874	28.50%
Nonfamily, Female Householder	156,654	28.10%
<b>2020 Est. Households by Number of Vehicles</b>	<b>862,790</b>	
No Vehicles	37,696	4.37%
1 Vehicle	288,595	33.45%
2 Vehicles	363,640	42.15%
3 Vehicles	121,698	14.11%
4 Vehicles	36,476	4.23%
5 or more Vehicles	14,684	1.70%
2020 Est. Average Number of Vehicles		1.87
<b>Family Households</b>		
2025 Projection	591,998	
2020 Estimate	544,747	
2010 Census	417,142	
2000 Census	311,231	
Growth 2020 - 2025		8.67%
Growth 2010 - 2020		30.59%
Growth 2000 - 2010		34.03%

<b>2020 Est. Families by Poverty Status</b>	<b>544,747</b>	
2020 Families at or Above Poverty	504,410	92.60%
2020 Families at or Above Poverty with Children	252,808	46.41%
2020 Families Below Poverty	40,338	7.41%
2020 Families Below Poverty with Children	29,503	5.42%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>1,775,012</b>	
Civilian Labor Force, Employed	1,189,384	67.01%
Civilian Labor Force, Unemployed	49,996	2.82%
Armed Forces	1,348	0.08%
Not in Labor Force	534,284	30.10%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>1,184,535</b>	
For-Profit Private Workers	805,032	67.96%
Non-Profit Private Workers	73,010	6.16%
Local Government Workers	18,154	1.53%
State Government Workers	86,859	7.33%
Federal Government Workers	74,568	6.30%
Self-Employed Workers	125,203	10.57%
Unpaid Family Workers	1,708	0.14%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>1,184,535</b>	
Architect/Engineer	33,896	2.86%
Arts/Entertainment/Sports	34,944	2.95%
Building Grounds Maintenance	39,974	3.38%
Business/Financial Operations	69,917	5.90%
Community/Social Services	17,416	1.47%
Computer/Mathematical	66,236	5.59%
Construction/Extraction	66,976	5.65%
Education/Training/Library	77,428	6.54%
Farming/Fishing/Forestry	3,172	0.27%
Food Prep/Serving	70,400	5.94%
Health Practitioner/Technician	54,954	4.64%
Healthcare Support	20,219	1.71%
Maintenance Repair	30,254	2.55%
Legal	15,791	1.33%
Life/Physical/Social Science	10,306	0.87%
Management	149,364	12.61%
Office/Admin. Support	138,623	11.70%
Production	43,543	3.68%
Protective Services	18,058	1.53%
Sales/Related	132,411	11.18%
Personal Care/Service	37,019	3.13%
Transportation/Moving	53,634	4.53%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>1,184,535</b>	
White Collar	801,286	67.65%
Blue Collar	194,407	16.41%
Service and Farm	188,841	15.94%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>1,166,297</b>	
Drove Alone	894,801	76.72%
Car Pooled	111,413	9.55%
Public Transportation	22,666	1.94%
Walked	20,381	1.75%
Bicycle	8,476	0.73%
Other Means	12,831	1.10%
Worked at Home	95,728	8.21%

# 60-Minute Drive Time • Demographic Profile

## Bastrop, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	247,059	
15 - 29 Minutes	405,131	
30 - 44 Minutes	242,514	
45 - 59 Minutes	100,791	
60 or more Minutes	81,003	
2020 Est. Avg Travel Time to Work in Minutes		29
<b>2020 Est. Occupied Housing Units by Tenure</b>	862,790	
Owner Occupied	513,231	59.49%
Renter Occupied	349,559	40.52%
2020 Owner Occ. HUs: Avg. Length of Residence		12.61
2020 Renter Occ. HUs: Avg. Length of Residence		5.37
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>862,790</b>	
Value Less than \$20,000	7,289	1.42%
Value \$20,000 - \$39,999	7,504	1.46%
Value \$40,000 - \$59,999	6,476	1.26%
Value \$60,000 - \$79,999	8,032	1.57%
Value \$80,000 - \$99,999	10,461	2.04%
Value \$100,000 - \$149,999	33,772	6.58%
Value \$150,000 - \$199,999	53,598	10.44%
Value \$200,000 - \$299,999	127,418	24.83%
Value \$300,000 - \$399,999	89,500	17.44%
Value \$400,000 - \$499,999	62,005	12.08%
Value \$500,000 - \$749,999	59,519	11.60%
Value \$750,000 - \$999,999	25,476	4.96%
Value \$1,000,000 or \$1,499,999	12,270	2.39%
Value \$1,500,000 or \$1,999,999	4,261	0.83%
Value \$2,000,000+	5,651	1.10%
2020 Est. Median All Owner-Occupied Housing Value		\$301,939

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	162,092	17.46%
Housing Units Built 2010 to 2014	52,147	5.62%
Housing Units Built 2000 to 2009	218,710	23.56%
Housing Units Built 1990 to 1999	150,866	16.25%
Housing Units Built 1980 to 1989	134,596	14.50%
Housing Units Built 1970 to 1979	96,829	10.43%
Housing Units Built 1960 to 1969	42,362	4.56%
Housing Units Built 1950 to 1959	30,656	3.30%
Housing Units Built 1940 to 1949	17,036	1.84%
Housing Unit Built 1939 or Earlier	22,868	2.46%
2020 Est. Median Year Structure Built		1998

<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	558,353	60.16%
1 Unit Detached	29,651	3.20%
2 Units	23,404	2.52%
3 or 4 Units	26,907	2.90%
5 to 19 Units	108,369	11.68%
20 to 49 Units	55,013	5.93%
50 or More Units	69,987	7.54%
Mobile Home or Trailer	55,273	5.96%
Boat, RV, Van, etc.	1,206	0.13%



