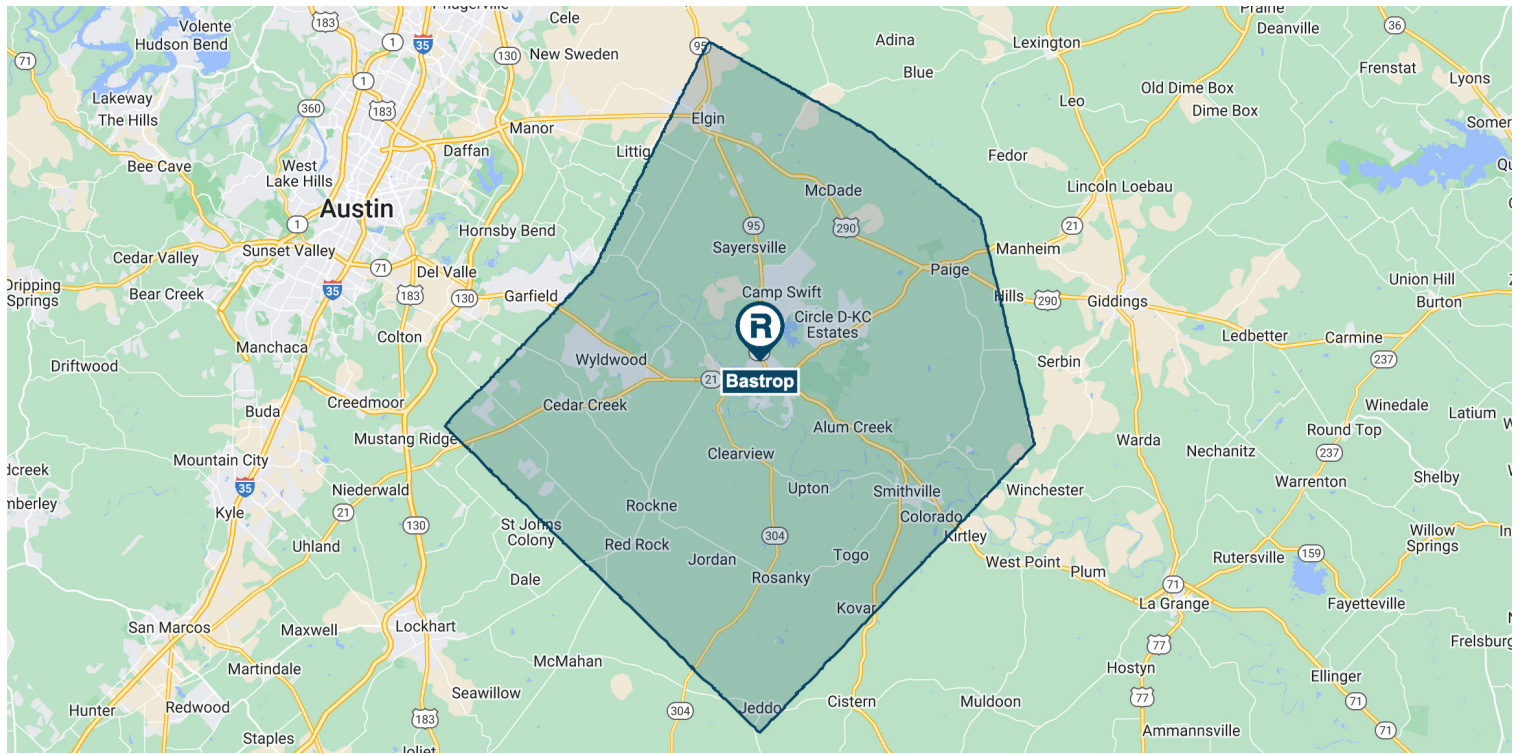# TheRetailCoach.

County
Demographic Profile
BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

County • Demographic Snapshot

Bastrop, Texas

Population

2020	97,216
2024	111,200
2029	123,966

Educational Attainment (%)

Graduate or Professional Degree	9.25%
Bachelors Degree	14.28%
Associate Degree	7.04%
Some College	21.55%
High School Graduate (or GED)	33.04%
Some High School, No Degree	7.11%
Less than 9th Grade	7.73%

Income

Average HH	$109,321
Median HH	$86,699
Per Capita	$38,028

Age

0 - 9 Years	12.37%
10 - 17 Years	11.27%
18 - 24 Years	9.75%
25 - 34 Years	11.48%
35 - 44 Years	12.67%
45 - 54 Years	12.04%
55 - 64 Years	12.75%
65 and Older	17.68%
Median Age	39.10
Average Age	39.60

Race Distribution (%)

White	53.76%
Black/African American	5.32%
American Indian/ Alaskan	1.41%
Asian	0.83%
Native Hawaiian/ Islander	0.08%
Other Race	19.45%
Two or More Races	19.14%
Hispanic	47.83%

bastrop EDC

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The**Retail**Coach®

County • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	123,966	
2024 Estimate	111,200	
2020 Census	97,216	
2010 Census	74,178	
Growth 2024 - 2029		11.48%
Growth 2020 - 2024		14.38%
Growth 2010 - 2020		31.06%
2024 Est. Population by Single-Classification Race	**111,200**	
White Alone	59,783	53.76%
Black or African American Alone	5,917	5.32%
Amer. Indian and Alaska Native Alone	1,573	1.41%
Asian Alone	919	0.83%
Native Hawaiian and Other Pacific Island Alone	93	0.08%
Some Other Race Alone	21,633	19.45%
Two or More Races	21,282	19.14%
2024 Est. Population by Hispanic or Latino Origin	**111,200**	
Not Hispanic or Latino	58,013	52.17%
Hispanic or Latino	53,187	47.83%
Mexican	43,603	81.98%
Puerto Rican	1,249	2.35%
Cuban	321	0.60%
All Other Hispanic or Latino	8,014	15.07%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**53,187**	
White Alone	12,794	24.05%
Black or African American Alone	384	0.72%
American Indian and Alaska Native Alone	1,226	2.31%
Asian Alone	60	0.11%
Native Hawaiian and Other Pacific Islander Alone	14	0.03%
Some Other Race Alone	21,201	39.86%
Two or More Races	17,508	32.92%
2024 Est. Pop by Race, Asian Alone, by Category	**919**	
Chinese, except Taiwanese	373	40.59%
Filipino	75	8.16%
Japanese	13	1.41%
Asian Indian	47	5.11%
Korean	25	2.72%
Vietnamese	97	10.56%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	42	4.57%
All Other Asian Races Including 2+ Category	247	26.88%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**111,200**	
Arab	347	0.31%
Czech	1,410	1.27%
Danish	71	0.06%
Dutch	993	0.89%
English	8,212	7.38%
French (except Basque)	1,409	1.27%
French Canadian	232	0.21%
German	14,476	13.02%
Greek	70	0.06%
Hungarian	146	0.13%
Irish	6,402	5.76%
Italian	1,149	1.03%
Lithuanian	41	0.04%
United States or American	4,542	4.08%
Norwegian	550	0.50%
Polish	598	0.54%
Portuguese	27	0.02%
Russian	389	0.35%
Scottish	1,558	1.40%
Scotch-Irish	1,210	1.09%
Slovak	0	0.00%
Subsaharan African	216	0.19%
Swedish	575	0.52%
Swiss	365	0.33%
Ukrainian	21	0.02%
Welsh	511	0.46%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	41,179	37.03%
Ancestry Unclassified	24,501	22.03%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	72,775	69.72%
Speak Asian/Pacific Island Language at Home	295	0.28%
Speak IndoEuropean Language at Home	1,379	1.32%
Speak Spanish at Home	29,815	28.57%
Speak Other Language at Home	112	0.11%

County • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	**111,200**	
Age 0 - 4	6,824	6.14%
Age 5 - 9	6,929	6.23%
Age 10 - 14	7,627	6.86%
Age 15 - 17	4,900	4.41%
Age 18 - 20	4,800	4.32%
Age 21 - 24	6,045	5.44%
Age 25 - 34	12,762	11.48%
Age 35 - 44	14,085	12.67%
Age 45 - 54	13,388	12.04%
Age 55 - 64	14,183	12.75%
Age 65 - 74	12,193	10.97%
Age 75 - 84	5,920	5.32%
Age 85 and over	1,544	1.39%
Age 16 and over	88,188	79.31%
Age 18 and over	84,920	76.37%
Age 21 and over	80,120	72.05%
Age 65 and over	19,657	17.68%
2024 Est. Median Age		39.10
2024 Est. Average Age		39.60
2024 Est. Population by Sex	**111,200**	
Male	56,129	50.48%
Female	55,071	49.52%
2024 Est. Male Population by Age	**56,129**	
Age 0 - 4	3,460	6.16%
Age 5 - 9	3,440	6.13%
Age 10 - 14	3,846	6.85%
Age 15 - 17	2,540	4.53%
Age 18 - 20	2,512	4.47%
Age 21 - 24	3,186	5.68%
Age 25 - 34	6,739	12.01%
Age 35 - 44	7,255	12.93%
Age 45 - 54	6,748	12.02%
Age 55 - 64	7,085	12.62%
Age 65 - 74	5,923	10.55%
Age 75 - 84	2,780	4.95%
Age 85 and over	615	1.10%
2024 Est. Median Age, Male		38.25
2024 Est. Average Age, Male		39.00
2024 Est. Female Population by Age	**55,071**	
Age 0 - 4	3,364	6.11%
Age 5 - 9	3,489	6.34%
Age 10 - 14	3,781	6.87%
Age 15 - 17	2,360	4.29%
Age 18 - 20	2,288	4.16%
Age 21 - 24	2,859	5.19%
Age 25 - 34	6,023	10.94%
Age 35 - 44	6,830	12.40%
Age 45 - 54	6,640	12.06%
Age 55 - 64	7,098	12.89%
Age 65 - 74	6,270	11.39%
Age 75 - 84	3,140	5.70%
Age 85 and over	929	1.69%
2024 Est. Median Age, Female		39.99
2024 Est. Average Age, Female		40.20

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	27,626	30.76%
Males, Never Married	15,700	17.48%
Females, Never Married	11,926	13.28%
Married, Spouse present	41,494	46.20%
Married, Spouse absent	5,765	6.42%
Widowed	4,436	4.94%
Males Widowed	1,124	1.25%
Females Widowed	3,312	3.69%
Divorced	10,499	11.69%
Males Divorced	5,347	5.95%
Females Divorced	5,152	5.74%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,725	7.73%
Some High School, no diploma	5,270	7.11%
High School Graduate (or GED)	24,474	33.04%
Some College, no degree	15,961	21.55%
Associate Degree	5,215	7.04%
Bachelor's Degree	10,576	14.28%
Master's Degree	3,375	4.56%
Professional School Degree	1,223	1.65%
Doctorate Degree	2,256	3.05%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	10,323	35.17%
High School Graduate	10,749	36.62%
Some College or Associate's Degree	6,440	21.94%
Bachelor's Degree or Higher	1,844	6.28%
Households		
2029 Projection	42,318	
2024 Estimate	37,979	
2020 Census	33,267	
2010 Census	25,841	
Growth 2024 - 2029		11.43%
Growth 2020 - 2024		14.16%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**37,979**	
Family Households	27,558	72.56%
Nonfamily Households	10,421	27.44%
2024 Est. Group Quarters Population	2,019	
2024 Households by Ethnicity, Hispanic/Latino	13,388	

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County • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**37,979**	
Income < $15,000	3,417	9.00%
Income $15,000 - $24,999	2,048	5.39%
Income $25,000 - $34,999	2,116	5.57%
Income $35,000 - $49,999	3,503	9.22%
Income $50,000 - $74,999	5,453	14.36%
Income $75,000 - $99,999	5,044	13.28%
Income $100,000 - $124,999	3,958	10.42%
Income $125,000 - $149,999	3,349	8.82%
Income $150,000 - $199,999	4,177	11.00%
Income $200,000 - $249,999	2,954	7.78%
Income $250,000 - $499,999	1,468	3.87%
Income $500,000+	492	1.29%
2024 Est. Average Household Income		$109,321
2024 Est. Median Household Income		$86,699
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$88,500
Black or African American Alone		$73,565
American Indian and Alaska Native Alone		$44,716
Asian Alone		$125,000
Native Hawaiian and Other Pacific Islander Alone		$69,496
Some Other Race Alone		$74,981
Two or More Races		$94,368
Hispanic or Latino		$88,629
Not Hispanic or Latino		$85,419
2024 Est. HH by Type and Presence of Own Child.	**37,979**	
Family Households with Children	11,432	30.10%
Family Households without Children	26,547	69.90%
Married-Couple Families	**21,259**	**55.98%**
Married-Couple Family, own children	8,757	23.06%
Married-Couple Family, no own children	12,502	32.92%
Cohabitating-Couple Families	**2,708**	**7.13%**
Cohabitating-Couple Family, own children	745	1.96%
Cohabitating-Couple Family, no own children	1,963	5.17%
Male Householder Families	**6,004**	**15.81%**
Male Householder, own children	520	1.37%
Male Householder, no own children	1,351	3.56%
Male Householder, only Nonrelatives	142	0.37%
Male Householder, Living Alone	3,991	10.51%
Female Householder Families	**8,008**	**21.08%**
Female Householder, own children	1,410	3.71%
Female Householder, no own children	2,073	5.46%
Female Householder, only Nonrelatives	295	0.78%
Female Householder, Living Alone	4,230	11.14%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**37,979**	
1-person	7,646	20.13%
2-person	12,745	33.56%
3-person	5,802	15.28%
4-person	5,241	13.80%
5-person	3,269	8.61%
6-person	1,719	4.53%
7-or-more-person	1,557	4.10%
2024 Est. Average Household Size		2.87
2024 Est. Households by Number of Vehicles	**37,979**	
No Vehicles	782	2.06%
1 Vehicle	11,049	29.09%
2 Vehicles	15,136	39.85%
3 Vehicles	7,600	20.01%
4 Vehicles	2,763	7.28%
5 or more Vehicles	649	1.71%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	30,707	
2024 Estimate	27,558	
2020 Estimate	24,062	
2010 Census	18,723	
Growth 2024 - 2029		11.43%
Growth 2020 - 2024		14.53%
Growth 2010 - 2020		28.52%
2024 Est. Families by Poverty Status	**27,558**	
2024 Families at or Above Poverty	25,180	91.37%
2024 Families at or Above Poverty with Children	11,399	41.36%
2024 Families Below Poverty	2,378	8.63%
2024 Families Below Poverty with Children	1,866	6.77%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	52,566	59.61%
Civilian Labor Force, Unemployed	2,232	2.53%
Armed Forces	0	0.00%
Not in Labor Force	33,390	37.86%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	35,652	68.12%
Non-Profit Private Workers	1,897	3.62%
Local Government Workers	2,077	3.97%
State Government Workers	3,761	7.19%
Federal Government Workers	4,452	8.51%
Self-Employed Workers	4,399	8.41%
Unpaid Family Workers	100	0.19%

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County • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	982	1.88%
Arts/Entertainment/Sports	778	1.49%
Building Grounds Maintenance	2,092	4.00%
Business/Financial Operations	2,313	4.42%
Community/Social Services	709	1.35%
Computer/Mathematical	1,197	2.29%
Construction/Extraction	6,033	11.53%
Education/Training/Library	2,901	5.54%
Farming/Fishing/Forestry	398	0.76%
Food Prep/Serving	2,208	4.22%
Health Practitioner/Technician	2,252	4.30%
Healthcare Support	2,415	4.61%
Maintenance Repair	2,037	3.89%
Legal	555	1.06%
Life/Physical/Social Science	305	0.58%
Management	5,703	10.90%
Office/Admin. Support	6,292	12.02%
Production	2,777	5.31%
Protective Services	1,092	2.09%
Sales/Related	3,593	6.87%
Personal Care/Service	1,045	2.00%
Transportation/Moving	4,661	8.91%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	27,580	52.70%
Blue Collar	15,508	29.63%
Service and Farm	9,250	17.67%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	40,274	78.22%
Car Pooled	5,168	10.04%
Public Transportation	114	0.22%
Walked	812	1.58%
Bicycle	96	0.19%
Other Means	848	1.65%
Worked at Home	4,175	8.11%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,980	
15 - 29 Minutes	10,225	
30 - 44 Minutes	11,277	
45 - 59 Minutes	8,274	
60 or more Minutes	9,477	
2024 Est. Avg Travel Time to Work in Minutes		40
2024 Est. Occupied Housing Units by Tenure	**37,979**	
Owner Occupied	28,843	75.94%
Renter Occupied	9,136	24.05%
2024 Owner Occ. HUs: Avg. Length of Residence		13.90[†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.40[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**28,843**	
Value Less than $20,000	795	2.76%
Value $20,000 - $39,999	629	2.18%
Value $40,000 - $59,999	334	1.16%
Value $60,000 - $79,999	882	3.06%
Value $80,000 - $99,999	866	3.00%
Value $100,000 - $149,999	3,574	12.39%
Value $150,000 - $199,999	3,079	10.68%
Value $200,000 - $299,999	7,075	24.53%
Value $300,000 - $399,999	4,876	16.91%
Value $400,000 - $499,999	2,699	9.36%
Value $500,000 - $749,999	2,334	8.09%
Value $750,000 - $999,999	1,051	3.64%
Value $1,000,000 or $1,499,999	348	1.21%
Value $1,500,000 or $1,999,999	145	0.50%
Value $2,000,000+	156	0.54%
2024 Est. Median All Owner-Occupied Housing Value		$258,888
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	28,204	68.04%
1 Unit Attached	605	1.46%
2 Units	336	0.81%
3 or 4 Units	798	1.92%
5 to 19 Units	509	1.23%
20 to 49 Units	369	0.89%
50 or More Units	206	0.50%
Mobile Home or Trailer	9,934	23.97%
Boat, RV, Van, etc.	488	1.18%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	4,596	11.09%
Housing Units Built 2010 to 2019	5,765	13.91%
Housing Units Built 2000 to 2009	8,736	21.08%
Housing Units Built 1990 to 1999	6,734	16.25%
Housing Units Built 1980 to 1989	6,480	15.63%
Housing Units Built 1970 to 1979	3,185	7.68%
Housing Units Built 1960 to 1969	2,100	5.07%
Housing Units Built 1950 to 1959	1,301	3.14%
Housing Units Built 1940 to 1949	685	1.65%
Housing Unit Built 1939 or Earlier	1,867	4.50%
2024 Est. Median Year Structure Built		1998

[†] Years

The Retail Coach.

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, 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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