



The **Retail**Coach®

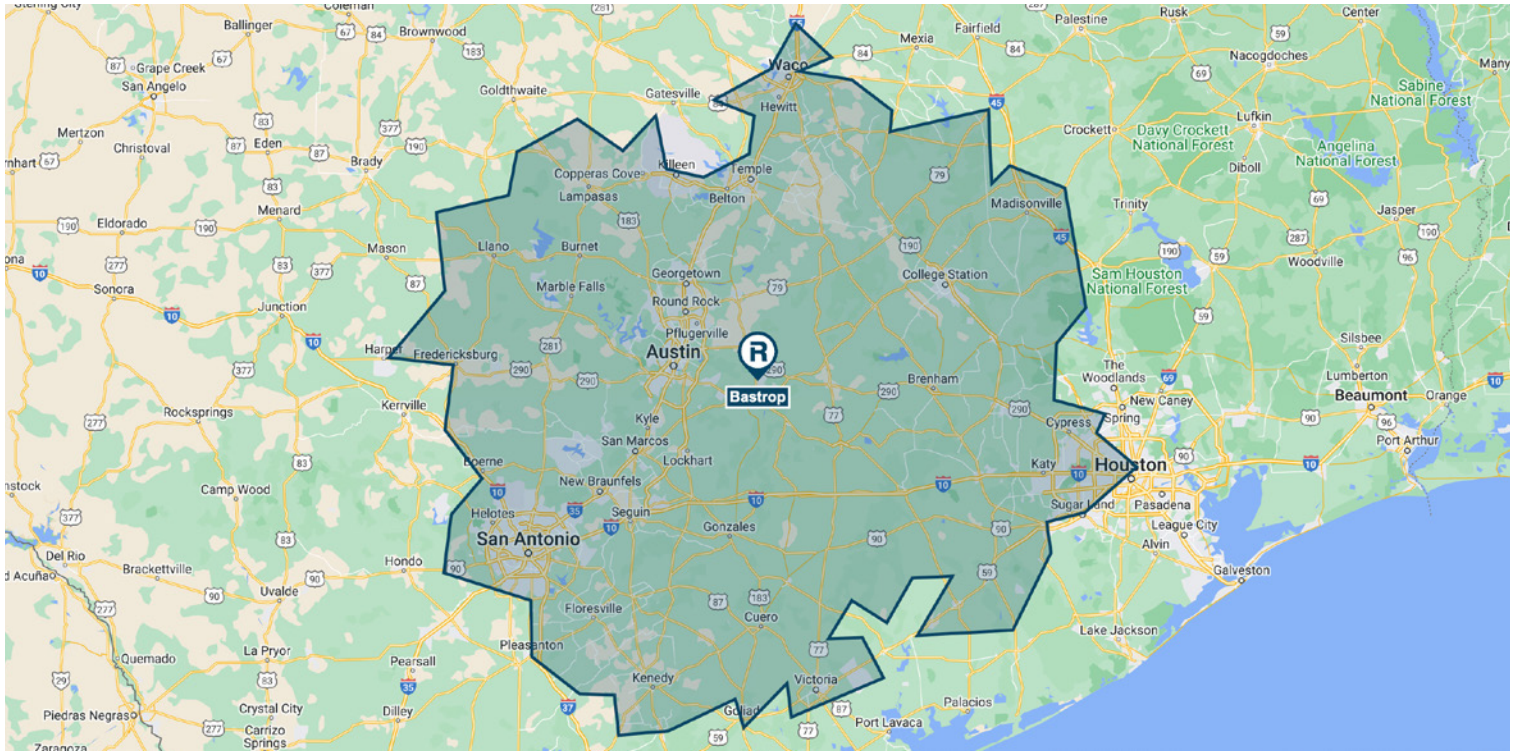
120-Minute Drive Time Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

120-Minute Drive Time • Demographic Snapshot

Bastrop, Texas



Population

2020	8,728,629	0 - 9 Years	12.22%
2024	9,337,901	10 - 17 Years	10.85%
2029	9,944,958	18 - 24 Years	10.65%

Educational Attainment (%)

Graduate or Professional Degree	13.91%	25 - 34 Years	14.23%
Bachelors Degree	23.99%	35 - 44 Years	14.22%
Associate Degree	7.59%	45 - 54 Years	12.35%
Some College	19.83%	55 - 64 Years	11.06%
High School Graduate (or GED)	22.41%	65 and Older	14.44%
Some High School, No Degree	5.81%	Median Age	36.42
Less than 9th Grade	6.47%	Average Age	37.91

Income

Average HH	\$110,836
Median HH	\$77,636
Per Capita	\$41,790

Race Distribution (%)

White	48.51%
Black/African American	11.17%
American Indian/Alaskan	1.00%
Asian	6.98%
Native Hawaiian/Islander	0.15%
Other Race	13.47%
Two or More Races	18.74%
Hispanic	39.80%

bastrop

EDC

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120-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%	DESCRIPTION	DATA	%
Population			2024 Est. Population by Ancestry	9,337,901	
2029 Projection	9,944,958		Arab	68,888	0.74%
2024 Estimate	9,337,901		Czech	83,441	0.89%
2020 Census	8,728,629		Danish	16,445	0.18%
2010 Census	7,122,572		Dutch	44,758	0.48%
			English	602,489	6.45%
Growth 2024 - 2029		6.50%	French (except Basque)	140,375	1.50%
Growth 2020 - 2024		6.98%	French Canadian	20,022	0.21%
Growth 2010 - 2020		22.55%	German	840,436	9.00%
			Greek	17,536	0.19%
			Hungarian	13,017	0.14%
2024 Est. Population by Single-Classification Race	9,337,901		Irish	508,721	5.45%
White Alone	4,529,450	48.51%	Italian	182,990	1.96%
Black or African American Alone	1,042,978	11.17%	Lithuanian	5,847	0.06%
Amer. Indian and Alaska Native Alone	93,027	1.00%	United States or American	295,281	3.16%
Asian Alone	651,428	6.98%	Norwegian	45,895	0.49%
Native Hawaiian and Other Pacific Island Alone	13,995	0.15%	Polish	110,033	1.18%
Some Other Race Alone	1,257,484	13.47%	Portuguese	16,835	0.18%
Two or More Races	1,749,538	18.74%	Russian	29,469	0.32%
			Scottish	119,437	1.28%
2024 Est. Population by Hispanic or Latino Origin	9,337,901		Scotch-Irish	69,087	0.74%
Not Hispanic or Latino	5,621,556	60.20%	Slovak	4,002	0.04%
Hispanic or Latino	3,716,344	39.80%	Subsaharan African	127,953	1.37%
Mexican	2,836,110	76.31%	Swedish	48,098	0.52%
Puerto Rican	116,735	3.14%	Swiss	11,285	0.12%
Cuban	59,317	1.60%	Ukrainian	9,478	0.10%
All Other Hispanic or Latino	704,182	18.95%	Welsh	33,461	0.36%
			West Indian (except Hisp. groups)	29,939	0.32%
			Other ancestries	4,189,757	44.87%
			Ancestry Unclassified	1,652,926	17.70%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	3,716,344		2024 Est. Pop Age 5+ by Language Spoken At Home		
White Alone	960,650	25.85%	Speak Only English at Home	5,892,017	67.13%
Black or African American Alone	46,977	1.26%	Speak Asian/Pacific Island Language at Home	282,886	3.22%
American Indian and Alaska Native Alone	71,442	1.92%	Speak IndoEuropean Language at Home	265,881	3.03%
Asian Alone	11,218	0.30%	Speak Spanish at Home	2,218,017	25.27%
Native Hawaiian and Other Pacific Islander Alone	2,524	0.07%	Speak Other Language at Home	65,821	0.75%
Some Other Race Alone	1,214,329	32.67%			
Two or More Races	1,409,204	37.92%			
2024 Est. Pop by Race, Asian Alone, by Category	651,428				
Chinese, except Taiwanese	96,560	14.82%			
Filipino	59,685	9.16%			
Japanese	12,446	1.91%			
Asian Indian	194,358	29.84%			
Korean	36,784	5.65%			
Vietnamese	135,763	20.84%			
Cambodian	4,774	0.73%			
Hmong	1,920	0.30%			
Laotian	2,666	0.41%			
Thai	5,579	0.86%			
All Other Asian Races Including 2+ Category	100,893	15.49%			



120-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	9,337,901	
Age 0 - 4	561,103	6.01%
Age 5 - 9	579,527	6.21%
Age 10 - 14	626,217	6.71%
Age 15 - 17	386,885	4.14%
Age 18 - 20	443,376	4.75%
Age 21 - 24	551,094	5.90%
Age 25 - 34	1,328,659	14.23%
Age 35 - 44	1,327,375	14.22%
Age 45 - 54	1,153,077	12.35%
Age 55 - 64	1,032,619	11.06%
Age 65 - 74	816,709	8.75%
Age 75 - 84	403,802	4.32%
Age 85 and over	127,458	1.36%
Age 16 and over	7,442,357	79.70%
Age 18 and over	7,184,169	76.94%
Age 21 and over	6,740,794	72.19%
Age 65 and over	1,347,969	14.44%
2024 Est. Median Age		36.42
2024 Est. Average Age		37.91
2024 Est. Population by Sex	9,337,901	
Male	4,603,167	49.30%
Female	4,734,734	50.70%
2024 Est. Male Population by Age	4,603,167	
Age 0 - 4	286,255	6.22%
Age 5 - 9	294,507	6.40%
Age 10 - 14	319,574	6.94%
Age 15 - 17	197,735	4.30%
Age 18 - 20	223,884	4.86%
Age 21 - 24	280,742	6.10%
Age 25 - 34	670,396	14.56%
Age 35 - 44	655,960	14.25%
Age 45 - 54	567,044	12.32%
Age 55 - 64	501,325	10.89%
Age 65 - 74	381,507	8.29%
Age 75 - 84	177,960	3.87%
Age 85 and over	46,278	1.00%
2024 Est. Median Age, Male		35.42
2024 Est. Average Age, Male		37.07
2024 Est. Female Population by Age	4,734,734	
Age 0 - 4	274,848	5.80%
Age 5 - 9	285,019	6.02%
Age 10 - 14	306,642	6.48%
Age 15 - 17	189,150	4.00%
Age 18 - 20	219,492	4.64%
Age 21 - 24	270,352	5.71%
Age 25 - 34	658,263	13.90%
Age 35 - 44	671,415	14.18%
Age 45 - 54	586,033	12.38%
Age 55 - 64	531,294	11.22%
Age 65 - 74	435,202	9.19%
Age 75 - 84	225,842	4.77%
Age 85 and over	81,180	1.72%
2024 Est. Median Age, Female		37.41
2024 Est. Average Age, Female		38.70

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,632,615	34.77%
Males, Never Married	1,393,833	18.41%
Females, Never Married	1,238,781	16.36%
Married, Spouse present	3,473,537	45.88%
Married, Spouse absent	366,738	4.84%
Widowed	332,157	4.39%
Males Widowed	72,826	0.96%
Females Widowed	259,331	3.42%
Divorced	766,008	10.12%
Males Divorced	315,631	4.17%
Females Divorced	450,377	5.95%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	400,362	6.47%
Some High School, no diploma	359,721	5.81%
High School Graduate (or GED)	1,386,838	22.41%
Some College, no degree	1,227,330	19.83%
Associate Degree	469,607	7.59%
Bachelor's Degree	1,485,094	23.99%
Master's Degree	619,025	10.00%
Professional School Degree	138,279	2.23%
Doctorate Degree	103,443	1.67%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	554,958	25.11%
High School Graduate	621,643	28.13%
Some College or Associate's Degree	573,815	25.97%
Bachelor's Degree or Higher	459,254	20.78%
Households		
2029 Projection	3,691,558	
2024 Estimate	3,455,013	
2020 Census	3,217,275	
2010 Census	2,596,966	
Growth 2024 - 2029		6.85%
Growth 2020 - 2024		7.39%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	3,455,013	
Family Households	2,355,142	68.17%
Nonfamily Households	1,099,871	31.83%
2024 Est. Group Quarters Population	174,453	
2024 Households by Ethnicity, Hispanic/Latino	1,147,137	



120-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	3,455,013	
Income < \$15,000	276,296	8.00%
Income \$15,000 - \$24,999	221,290	6.41%
Income \$25,000 - \$34,999	250,408	7.25%
Income \$35,000 - \$49,999	378,854	10.97%
Income \$50,000 - \$74,999	550,184	15.92%
Income \$75,000 - \$99,999	429,629	12.44%
Income \$100,000 - \$124,999	343,507	9.94%
Income \$125,000 - \$149,999	258,831	7.49%
Income \$150,000 - \$199,999	310,689	8.99%
Income \$200,000 - \$249,999	158,842	4.60%
Income \$250,000 - \$499,999	178,030	5.15%
Income \$500,000+	98,454	2.85%
2024 Est. Average Household Income		\$110,836
2024 Est. Median Household Income		\$77,636
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$87,510
Black or African American Alone		\$58,514
American Indian and Alaska Native Alone		\$64,039
Asian Alone		\$103,897
Native Hawaiian and Other Pacific Islander Alone		\$71,487
Some Other Race Alone		\$57,963
Two or More Races		\$72,497
Hispanic or Latino		\$63,186
Not Hispanic or Latino		\$87,135
2024 Est. HH by Type and Presence of Own Child.	3,455,013	
Family Households with Children	1,070,525	30.98%
Family Households without Children	2,384,488	69.01%
Married-Couple Families	1,680,451	48.64%
Married-Couple Family, own children	756,458	21.89%
Married-Couple Family, no own children	923,992	26.74%
Cohabiting-Couple Families	234,756	6.79%
Cohabiting-Couple Family, own children	75,332	2.18%
Cohabiting-Couple Family, no own children	159,424	4.61%
Male Householder Families	639,741	18.52%
Male Householder, own children	45,118	1.31%
Male Householder, no own children	89,131	2.58%
Male Householder, only Nonrelatives	66,699	1.93%
Male Householder, Living Alone	438,793	12.70%
Female Householder Families	900,066	26.05%
Female Householder, own children	193,617	5.60%
Female Householder, no own children	188,208	5.45%
Female Householder, only Nonrelatives	47,464	1.37%
Female Householder, Living Alone	470,777	13.63%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	3,455,013	
1-person	892,697	25.84%
2-person	1,056,745	30.59%
3-person	558,741	16.17%
4-person	508,914	14.73%
5-person	257,793	7.46%
6-person	109,309	3.16%
7-or-more-person	70,816	2.05%
2024 Est. Average Household Size		2.65
2024 Est. Households by Number of Vehicles	3,455,013	
No Vehicles	183,488	5.31%
1 Vehicle	1,162,067	33.63%
2 Vehicles	1,391,765	40.28%
3 Vehicles	506,839	14.67%
4 Vehicles	155,272	4.49%
5 or more Vehicles	55,582	1.61%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	2,520,777	
2024 Estimate	2,355,142	
2020 Estimate	2,152,851	
2010 Census	1,746,993	
Growth 2024 - 2029		7.03%
Growth 2020 - 2024		9.40%
Growth 2010 - 2020		23.23%
2024 Est. Families by Poverty Status	2,355,142	
2024 Families at or Above Poverty	2,132,696	90.56%
2024 Families at or Above Poverty with Children	1,023,317	43.45%
2024 Families Below Poverty	222,446	9.45%
2024 Families Below Poverty with Children	165,273	7.02%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,630,054	62.21%
Civilian Labor Force, Unemployed	272,266	3.66%
Armed Forces	62,990	0.85%
Not in Labor Force	2,477,048	33.28%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,238,337	68.95%
Non-Profit Private Workers	285,924	6.09%
Local Government Workers	120,701	2.57%
State Government Workers	227,986	4.85%
Federal Government Workers	325,369	6.93%
Self-Employed Workers	488,569	10.40%
Unpaid Family Workers	9,639	0.21%



120-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%	DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation			2024 Est. Owner-Occupied Housing Units by Value	2,033,326	
Architect/Engineer	124,019	2.64%	Value Less than \$20,000	33,860	1.66%
Arts/Entertainment/Sports	94,548	2.01%	Value \$20,000 - \$39,999	30,375	1.49%
Building Grounds Maintenance	167,376	3.56%	Value \$40,000 - \$59,999	23,020	1.13%
Business/Financial Operations	305,084	6.50%	Value \$60,000 - \$79,999	35,858	1.76%
Community/Social Services	68,274	1.45%	Value \$80,000 - \$99,999	42,984	2.11%
Computer/Mathematical	203,499	4.33%	Value \$100,000 - \$149,999	142,526	7.01%
Construction/Extraction	278,878	5.94%	Value \$150,000 - \$199,999	164,582	8.09%
Education/Training/Library	308,280	6.56%	Value \$200,000 - \$299,999	445,251	21.90%
Farming/Fishing/Forestry	11,008	0.23%	Value \$300,000 - \$399,999	347,316	17.08%
Food Prep/Serving	269,708	5.74%	Value \$400,000 - \$499,999	256,164	12.60%
Health Practitioner/Technician	263,833	5.62%	Value \$500,000 - \$749,999	264,052	12.99%
Healthcare Support	128,443	2.73%	Value \$750,000 - \$999,999	129,195	6.35%
Maintenance Repair	140,306	2.99%	Value \$1,000,000 or \$1,499,999	67,600	3.33%
Legal	57,244	1.22%	Value \$1,500,000 or \$1,999,999	22,425	1.10%
Life/Physical/Social Science	47,993	1.02%	Value \$2,000,000+	28,116	1.38%
Management	540,396	11.51%			
Office/Admin. Support	495,467	10.55%	2024 Est. Median All Owner-Occupied Housing Value		\$325,656
Production	186,524	3.97%			
Protective Services	85,298	1.82%	2024 Est. Housing Units by Units in Structure		
Sales/Related	484,765	10.32%	1 Unit Detached	2,360,590	62.64%
Personal Care/Service	114,620	2.44%	1 Unit Attached	115,023	3.05%
Transportation/Moving	320,963	6.83%	2 Units	73,492	1.95%
			3 or 4 Units	130,432	3.46%
2024 Est. Pop 16+ by Occupation Classification			5 to 19 Units	440,092	11.68%
White Collar	2,993,402	63.74%	20 to 49 Units	167,668	4.45%
Blue Collar	926,671	19.73%	50 or More Units	287,814	7.64%
Service and Farm	776,452	16.53%	Mobile Home or Trailer	187,868	4.99%
			Boat, RV, Van, etc.	5,780	0.15%
2024 Est. Workers Age 16+ by Transp. to Work					
Drove Alone	3,271,702	70.06%	2024 Est. Housing Units by Year Structure Built		
Car Pooled	440,036	9.42%	Housing Units Built 2020 or later	254,089	6.74%
Public Transportation	60,575	1.30%	Housing Units Built 2010 to 2019	671,698	17.82%
Walked	72,610	1.55%	Housing Units Built 2000 to 2009	722,246	19.16%
Bicycle	14,661	0.31%	Housing Units Built 1990 to 1999	518,073	13.75%
Other Means	72,641	1.56%	Housing Units Built 1980 to 1989	532,149	14.12%
Worked at Home	737,309	15.79%	Housing Units Built 1970 to 1979	466,746	12.39%
			Housing Units Built 1960 to 1969	242,025	6.42%
2024 Est. Workers Age 16+ by Travel Time to Work			Housing Units Built 1950 to 1959	179,136	4.75%
Less than 15 Minutes	932,587		Housing Units Built 1940 to 1949	81,190	2.15%
15 - 29 Minutes	1,550,317		Housing Unit Built 1939 or Earlier	101,407	2.69%
30 - 44 Minutes	967,373				
45 - 59 Minutes	375,245		2024 Est. Median Year Structure Built		1996
60 or more Minutes	316,512				
2024 Est. Avg Travel Time to Work in Minutes		29			
2024 Est. Occupied Housing Units by Tenure	3,455,013				
Owner Occupied	2,033,326	58.85%			
Renter Occupied	1,421,688	41.15%			
2024 Owner Occ. HUs: Avg. Length of Residence		14.41 [†]			
2024 Renter Occ. HUs: Avg. Length of Residence		6.24 [†]			

[†] 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.





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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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