TheRetailCoach®

180-Minute Drive Time Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

180-Minute Drive Time • Demographic Snapshot
Bastrop, Texas

Population

2020	14,396,676
2024	15,327,527
2029	16,221,686

Educational Attainment (%)

Graduate or Professional Degree	12.69%
Bachelors Degree	21.81%
Associate Degree	7.53%
Some College	20.17%
High School Graduate (or GED)	24.01%
Some High School, No Degree	6.61%
Less than 9th Grade	7.18%

Income

Average HH	$108,517
Median HH	$75,788
Per Capita	$40,198

Age

0 - 9 Years	12.30%
10 - 17 Years	11.08%
18 - 24 Years	10.55%
25 - 34 Years	13.72%
35 - 44 Years	13.95%
45 - 54 Years	12.38%
55 - 64 Years	11.27%
65 and Older	14.77%
Median Age	36.68
Average Age	38.05

Race Distribution (%)

White	47.24%
Black/African American	13.30%
American Indian/ Alaskan	1.00%
Asian	6.26%
Native Hawaiian/ Islander	0.14%
Other Race	14.36%
Two or More Races	17.69%
Hispanic	39.42%

bastrop EDC

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DESCRIPTION	DATA	%
Population		
2029 Projection	16,221,686	
2024 Estimate	15,327,527	
2020 Census	14,396,676	
2010 Census	11,997,864	
Growth 2024 - 2029		5.83%
Growth 2020 - 2024		6.47%
Growth 2010 - 2020		19.99%
2024 Est. Population by Single-Classification Race	**15,327,527**	
White Alone	7,241,000	47.24%
Black or African American Alone	2,038,730	13.30%
Amer. Indian and Alaska Native Alone	153,733	1.00%
Asian Alone	959,842	6.26%
Native Hawaiian and Other Pacific Island Alone	21,252	0.14%
Some Other Race Alone	2,201,006	14.36%
Two or More Races	2,711,963	17.69%
2024 Est. Population by Hispanic or Latino Origin	**15,327,527**	
Not Hispanic or Latino	9,285,104	60.58%
Hispanic or Latino	6,042,423	39.42%
Mexican	4,680,614	77.46%
Puerto Rican	161,045	2.66%
Cuban	81,498	1.35%
All Other Hispanic or Latino	1,119,266	18.52%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**6,042,423**	
White Alone	1,510,892	25.00%
Black or African American Alone	70,524	1.17%
American Indian and Alaska Native Alone	118,013	1.95%
Asian Alone	15,838	0.26%
Native Hawaiian and Other Pacific Islander Alone	3,587	0.06%
Some Other Race Alone	2,134,928	35.33%
Two or More Races	2,188,642	36.22%
2024 Est. Pop by Race, Asian Alone, by Category	**959,842**	
Chinese, except Taiwanese	152,446	15.88%
Filipino	95,241	9.92%
Japanese	16,625	1.73%
Asian Indian	280,682	29.24%
Korean	45,428	4.73%
Vietnamese	196,491	20.47%
Cambodian	11,255	1.17%
Hmong	2,132	0.22%
Laotian	3,603	0.38%
Thai	7,620	0.79%
All Other Asian Races Including 2+ Category	148,318	15.45%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**15,327,527**	
Arab	93,812	0.61%
Czech	122,347	0.80%
Danish	22,642	0.15%
Dutch	73,095	0.48%
English	967,443	6.31%
French (except Basque)	239,319	1.56%
French Canadian	31,597	0.21%
German	1,262,265	8.24%
Greek	26,233	0.17%
Hungarian	18,771	0.12%
Irish	815,599	5.32%
Italian	278,877	1.82%
Lithuanian	8,340	0.05%
United States or American	543,301	3.54%
Norwegian	66,253	0.43%
Polish	162,250	1.06%
Portuguese	24,261	0.16%
Russian	42,728	0.28%
Scottish	179,943	1.17%
Scotch-Irish	107,393	0.70%
Slovak	5,622	0.04%
Subsaharan African	197,987	1.29%
Swedish	71,551	0.47%
Swiss	16,009	0.10%
Ukrainian	15,556	0.10%
Welsh	49,922	0.33%
West Indian (except Hisp. groups)	49,678	0.32%
Other ancestries	7,072,875	46.15%
Ancestry Unclassified	2,761,859	18.02%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,663,265	67.10%
Speak Asian/Pacific Island Language at Home	423,953	2.94%
Speak IndoEuropean Language at Home	383,130	2.66%
Speak Spanish at Home	3,770,946	26.19%
Speak Other Language at Home	90,517	0.63%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	**15,327,527**	
Age 0 - 4	926,962	6.05%
Age 5 - 9	957,958	6.25%
Age 10 - 14	1,047,882	6.84%
Age 15 - 17	650,469	4.24%
Age 18 - 20	720,578	4.70%
Age 21 - 24	895,766	5.84%
Age 25 - 34	2,102,309	13.72%
Age 35 - 44	2,138,094	13.95%
Age 45 - 54	1,897,319	12.38%
Age 55 - 64	1,726,626	11.27%
Age 65 - 74	1,374,952	8.97%
Age 75 - 84	680,233	4.44%
Age 85 and over	208,379	1.36%
Age 16 and over	12,178,301	79.45%
Age 18 and over	11,744,256	76.62%
Age 21 and over	11,023,678	71.92%
Age 65 and over	2,263,564	14.77%
2024 Est. Median Age		36.68
2024 Est. Average Age		38.05
2024 Est. Population by Sex	**15,327,527**	
Male	7,575,283	49.42%
Female	7,752,244	50.58%
2024 Est. Male Population by Age	**7,575,283**	
Age 0 - 4	472,940	6.24%
Age 5 - 9	487,074	6.43%
Age 10 - 14	534,559	7.06%
Age 15 - 17	332,828	4.39%
Age 18 - 20	365,118	4.82%
Age 21 - 24	459,202	6.06%
Age 25 - 34	1,064,092	14.05%
Age 35 - 44	1,058,967	13.98%
Age 45 - 54	934,896	12.34%
Age 55 - 64	841,684	11.11%
Age 65 - 74	646,427	8.53%
Age 75 - 84	301,163	3.98%
Age 85 and over	76,333	1.01%
2024 Est. Median Age, Male		35.67
2024 Est. Average Age, Male		37.20
2024 Est. Female Population by Age	**7,752,244**	
Age 0 - 4	454,022	5.86%
Age 5 - 9	470,884	6.07%
Age 10 - 14	513,322	6.62%
Age 15 - 17	317,641	4.10%
Age 18 - 20	355,460	4.58%
Age 21 - 24	436,565	5.63%
Age 25 - 34	1,038,217	13.39%
Age 35 - 44	1,079,127	13.92%
Age 45 - 54	962,424	12.41%
Age 55 - 64	884,942	11.41%
Age 65 - 74	728,525	9.40%
Age 75 - 84	379,070	4.89%
Age 85 and over	132,046	1.70%
2024 Est. Median Age, Female		37.68
2024 Est. Average Age, Female		38.83

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,243,796	34.24%
Males, Never Married	2,258,821	18.22%
Females, Never Married	1,984,975	16.01%
Married, Spouse present	5,705,426	46.03%
Married, Spouse absent	625,244	5.04%
Widowed	573,086	4.62%
Males Widowed	129,357	1.04%
Females Widowed	443,728	3.58%
Divorced	1,247,175	10.06%
Males Divorced	529,251	4.27%
Females Divorced	717,924	5.79%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	726,806	7.18%
Some High School, no diploma	668,925	6.61%
High School Graduate (or GED)	2,432,091	24.01%
Some College, no degree	2,042,531	20.17%
Associate Degree	763,042	7.53%
Bachelor's Degree	2,208,979	21.81%
Master's Degree	912,169	9.01%
Professional School Degree	210,299	2.08%
Doctorate Degree	163,068	1.61%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,015,309	28.59%
High School Graduate	1,012,845	28.52%
Some College or Associate's Degree	871,406	24.54%
Bachelor's Degree or Higher	651,571	18.35%
Households		
2029 Projection	5,902,155	
2024 Estimate	5,557,267	
2020 Census	5,198,695	
2010 Census	4,277,417	
Growth 2024 - 2029		6.21%
Growth 2020 - 2024		6.90%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**5,557,267**	
Family Households	3,873,753	69.71%
Nonfamily Households	1,683,514	30.29%
2024 Est. Group Quarters Population	325,462	
2024 Households by Ethnicity, Hispanic/Latino	1,805,183	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**5,557,267**	
Income < $15,000	457,942	8.24%
Income $15,000 - $24,999	373,060	6.71%
Income $25,000 - $34,999	413,057	7.43%
Income $35,000 - $49,999	615,252	11.07%
Income $50,000 - $74,999	894,690	16.10%
Income $75,000 - $99,999	691,491	12.44%
Income $100,000 - $124,999	546,036	9.83%
Income $125,000 - $149,999	407,847	7.34%
Income $150,000 - $199,999	487,616	8.77%
Income $200,000 - $249,999	244,332	4.40%
Income $250,000 - $499,999	274,818	4.95%
Income $500,000+	151,125	2.72%
2024 Est. Average Household Income		$108,517
2024 Est. Median Household Income		$75,788
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$85,804
Black or African American Alone		$57,729
American Indian and Alaska Native Alone		$64,748
Asian Alone		$105,881
Native Hawaiian and Other Pacific Islander Alone		$72,565
Some Other Race Alone		$57,349
Two or More Races		$71,530
Hispanic or Latino		$62,711
Not Hispanic or Latino		$84,133
2024 Est. HH by Type and Presence of Own Child.	**5,557,267**	
Family Households with Children	1,744,796	31.40%
Family Households without Children	3,812,471	68.60%
Married-Couple Families	**2,750,649**	**49.50%**
Married-Couple Family, own children	1,222,085	21.99%
Married-Couple Family, no own children	1,528,565	27.51%
Cohabitating-Couple Families	**361,084**	**6.50%**
Cohabitating-Couple Family, own children	129,628	2.33%
Cohabitating-Couple Family, no own children	231,457	4.16%
Male Householder Families	**1,001,387**	**18.02%**
Male Householder, own children	74,797	1.35%
Male Householder, no own children	149,912	2.70%
Male Householder, only Nonrelatives	92,507	1.66%
Male Householder, Living Alone	684,171	12.31%
Female Householder Families	**1,444,147**	**25.99%**
Female Householder, own children	318,287	5.73%
Female Householder, no own children	318,372	5.73%
Female Householder, only Nonrelatives	67,397	1.21%
Female Householder, Living Alone	740,091	13.32%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**5,557,267**	
1-person	1,387,078	24.96%
2-person	1,680,119	30.23%
3-person	906,267	16.31%
4-person	831,411	14.96%
5-person	438,225	7.89%
6-person	189,523	3.41%
7-or-more-person	124,644	2.24%
2024 Est. Average Household Size		2.70
2024 Est. Households by Number of Vehicles	**5,557,267**	
No Vehicles	298,256	5.37%
1 Vehicle	1,822,810	32.80%
2 Vehicles	2,235,683	40.23%
3 Vehicles	839,348	15.10%
4 Vehicles	267,087	4.81%
5 or more Vehicles	94,084	1.69%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	4,118,944	
2024 Estimate	3,873,753	
2020 Estimate	3,561,296	
2010 Census	2,954,764	
Growth 2024 - 2029		6.33%
Growth 2020 - 2024		8.77%
Growth 2010 - 2020		20.53%
2024 Est. Families by Poverty Status	**3,873,753**	
2024 Families at or Above Poverty	3,479,086	89.81%
2024 Families at or Above Poverty with Children	1,661,559	42.89%
2024 Families Below Poverty	394,668	10.19%
2024 Families Below Poverty with Children	292,407	7.55%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	7,390,064	60.68%
Civilian Labor Force, Unemployed	463,100	3.80%
Armed Forces	70,784	0.58%
Not in Labor Force	4,254,353	34.93%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	5,209,496	69.38%
Non-Profit Private Workers	453,119	6.04%
Local Government Workers	172,235	2.29%
State Government Workers	349,411	4.65%
Federal Government Workers	549,409	7.32%
Self-Employed Workers	759,201	10.11%
Unpaid Family Workers	15,993	0.21%

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Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	190,602	2.54%
Arts/Entertainment/Sports	130,991	1.75%
Building Grounds Maintenance	274,534	3.66%
Business/Financial Operations	448,791	5.98%
Community/Social Services	106,438	1.42%
Computer/Mathematical	270,502	3.60%
Construction/Extraction	501,250	6.67%
Education/Training/Library	486,215	6.47%
Farming/Fishing/Forestry	21,769	0.29%
Food Prep/Serving	410,237	5.46%
Health Practitioner/Technician	427,222	5.69%
Healthcare Support	212,210	2.83%
Maintenance Repair	244,792	3.26%
Legal	86,670	1.15%
Life/Physical/Social Science	78,072	1.04%
Management	830,536	11.06%
Office/Admin. Support	785,591	10.46%
Production	342,332	4.56%
Protective Services	152,763	2.03%
Sales/Related	753,348	10.03%
Personal Care/Service	173,174	2.31%
Transportation/Moving	580,827	7.74%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	4,594,977	61.19%
Blue Collar	1,669,201	22.23%
Service and Farm	1,244,687	16.58%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	5,394,191	72.59%
Car Pooled	691,244	9.30%
Public Transportation	91,516	1.23%
Walked	105,265	1.42%
Bicycle	21,406	0.29%
Other Means	116,637	1.57%
Worked at Home	1,010,506	13.60%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,476,316	
15 - 29 Minutes	2,400,349	
30 - 44 Minutes	1,596,988	
45 - 59 Minutes	648,643	
60 or more Minutes	569,530	
2024 Est. Avg Travel Time to Work in Minutes		30
2024 Est. Occupied Housing Units by Tenure	**5,557,267**	
Owner Occupied	3,380,065	60.82%
Renter Occupied	2,177,202	39.18%
2024 Owner Occ. HUs: Avg. Length of Residence		14.82[†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.38[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**3,380,065**	
Value Less than $20,000	67,457	2.00%
Value $20,000 - $39,999	64,523	1.91%
Value $40,000 - $59,999	55,707	1.65%
Value $60,000 - $79,999	75,412	2.23%
Value $80,000 - $99,999	91,250	2.70%
Value $100,000 - $149,999	287,448	8.50%
Value $150,000 - $199,999	310,766	9.19%
Value $200,000 - $299,999	760,727	22.51%
Value $300,000 - $399,999	559,116	16.54%
Value $400,000 - $499,999	396,967	11.74%
Value $500,000 - $749,999	372,879	11.03%
Value $750,000 - $999,999	175,852	5.20%
Value $1,000,000 or $1,499,999	91,057	2.69%
Value $1,500,000 or $1,999,999	31,823	0.94%
Value $2,000,000+	39,081	1.16%
2024 Est. Median All Owner-Occupied Housing Value		$296,716
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	3,899,805	64.02%
1 Unit Attached	172,891	2.84%
2 Units	103,741	1.70%
3 or 4 Units	185,164	3.04%
5 to 19 Units	657,108	10.79%
20 to 49 Units	238,795	3.92%
50 or More Units	430,970	7.08%
Mobile Home or Trailer	391,560	6.43%
Boat, RV, Van, etc.	11,349	0.19%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	385,230	6.32%
Housing Units Built 2010 to 2019	991,995	16.28%
Housing Units Built 2000 to 2009	1,150,224	18.88%
Housing Units Built 1990 to 1999	832,418	13.67%
Housing Units Built 1980 to 1989	863,680	14.18%
Housing Units Built 1970 to 1979	801,490	13.16%
Housing Units Built 1960 to 1969	419,873	6.89%
Housing Units Built 1950 to 1959	326,011	5.35%
Housing Units Built 1940 to 1949	149,822	2.46%
Housing Unit Built 1939 or Earlier	170,641	2.80%
2024 Est. Median Year Structure Built		1994

[†] 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.

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.

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