



The**Retail**Coach®

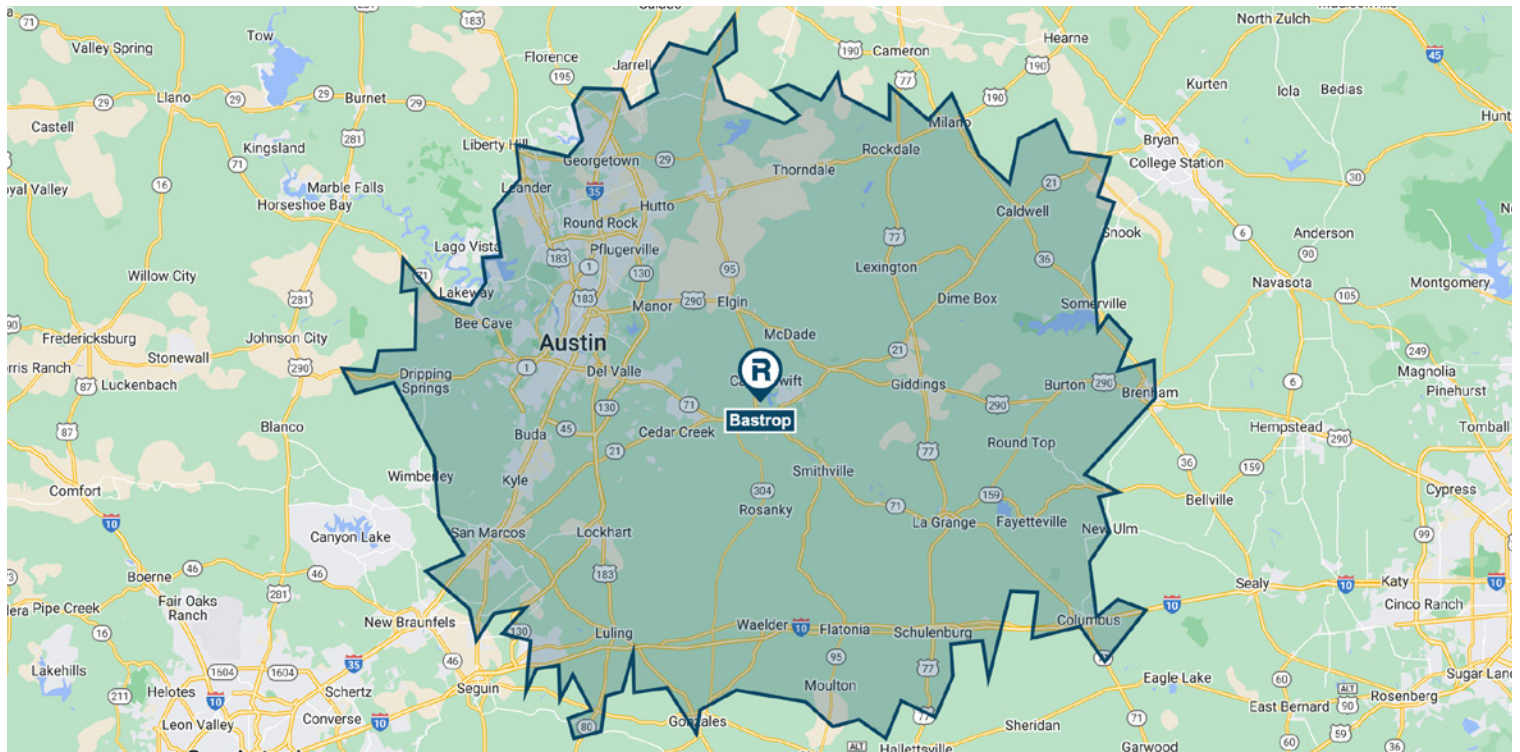
60-Minute Drive Time Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

60-Minute Drive Time • Demographic Snapshot

Bastrop, Texas



Population

2020	2,299,529
2024	2,524,844
2029	2,740,611

Educational Attainment (%)

Graduate or Professional Degree	17.13%
Bachelors Degree	30.05%
Associate Degree	6.78%
Some College	17.45%
High School Graduate (or GED)	19.55%
Some High School, No Degree	4.24%
Less than 9th Grade	4.79%

Income

Average HH	\$127,278
Median HH	\$91,950
Per Capita	\$50,453

Age

0 - 9 Years	11.51%
10 - 17 Years	10.25%
18 - 24 Years	10.52%
25 - 34 Years	16.39%
35 - 44 Years	15.36%
45 - 54 Years	12.67%
55 - 64 Years	10.38%
65 and Older	12.93%
Median Age	35.83
Average Age	37.48

Race Distribution (%)

White	55.00%
Black/African American	7.43%
American Indian/Alaskan	0.93%
Asian	7.92%
Native Hawaiian/Islander	0.09%
Other Race	11.50%
Two or More Races	17.14%
Hispanic	33.03%

bastrop

EDC

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60-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	2,740,611	
2024 Estimate	2,524,844	
2020 Census	2,299,529	
2010 Census	1,764,250	
Growth 2024 - 2029		8.55%
Growth 2020 - 2024		9.80%
Growth 2010 - 2020		30.34%
2024 Est. Population by Single-Classification Race	2,524,844	
White Alone	1,388,717	55.00%
Black or African American Alone	187,576	7.43%
Amer. Indian and Alaska Native Alone	23,364	0.93%
Asian Alone	199,876	7.92%
Native Hawaiian and Other Pacific Island Alone	2,295	0.09%
Some Other Race Alone	290,306	11.50%
Two or More Races	432,709	17.14%
2024 Est. Population by Hispanic or Latino Origin	2,524,844	
Not Hispanic or Latino	1,690,933	66.97%
Hispanic or Latino	833,911	33.03%
Mexican	654,939	78.54%
Puerto Rican	24,344	2.92%
Cuban	13,087	1.57%
All Other Hispanic or Latino	141,540	16.97%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	833,911	
White Alone	202,673	24.30%
Black or African American Alone	9,821	1.18%
American Indian and Alaska Native Alone	17,543	2.10%
Asian Alone	2,610	0.31%
Native Hawaiian and Other Pacific Islander Alone	520	0.06%
Some Other Race Alone	278,276	33.37%
Two or More Races	322,468	38.67%
2024 Est. Pop by Race, Asian Alone, by Category	199,876	
Chinese, except Taiwanese	30,213	15.12%
Filipino	12,914	6.46%
Japanese	4,049	2.03%
Asian Indian	81,746	40.90%
Korean	14,829	7.42%
Vietnamese	25,157	12.59%
Cambodian	924	0.46%
Hmong	315	0.16%
Laotian	664	0.33%
Thai	1,553	0.78%
All Other Asian Races Including 2+ Category	27,512	13.76%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	2,524,844	
Arab	19,460	0.77%
Czech	27,212	1.08%
Danish	6,068	0.24%
Dutch	15,952	0.63%
English	202,747	8.03%
French (except Basque)	44,017	1.74%
French Canadian	5,784	0.23%
German	268,686	10.64%
Greek	6,049	0.24%
Hungarian	4,996	0.20%
Irish	169,565	6.72%
Italian	56,459	2.24%
Lithuanian	2,219	0.09%
United States or American	72,313	2.86%
Norwegian	15,069	0.60%
Polish	33,094	1.31%
Portuguese	4,756	0.19%
Russian	11,806	0.47%
Scottish	43,322	1.72%
Scotch-Irish	23,553	0.93%
Slovak	1,195	0.05%
Subsaharan African	21,041	0.83%
Swedish	19,537	0.77%
Swiss	4,416	0.18%
Ukrainian	3,759	0.15%
Welsh	11,833	0.47%
West Indian (except Hisp. groups)	4,766	0.19%
Other ancestries	960,536	38.04%
Ancestry Unclassified	464,633	18.40%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,717,617	72.08%
Speak Asian/Pacific Island Language at Home	72,795	3.06%
Speak IndoEuropean Language at Home	75,171	3.15%
Speak Spanish at Home	488,684	20.51%
Speak Other Language at Home	12,934	0.54%



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Bastrop, Texas

DESCRIPTION	DATA	%	DESCRIPTION	DATA	%
2024 Est. Population by Age	2,524,844		2024 Est. Pop Age 15+ by Marital Status		
Age 0 - 4	142,075	5.63%	Total, Never Married	749,694	36.14%
Age 5 - 9	148,512	5.88%	Males, Never Married	398,898	19.23%
Age 10 - 14	159,875	6.33%	Females, Never Married	350,797	16.91%
Age 15 - 17	98,871	3.92%	Married, Spouse present	952,877	45.94%
Age 18 - 20	118,396	4.69%	Married, Spouse absent	81,988	3.95%
Age 21 - 24	147,121	5.83%	Widowed	75,664	3.65%
Age 25 - 34	413,783	16.39%	Males Widowed	16,332	0.79%
Age 35 - 44	387,804	15.36%	Females Widowed	59,332	2.86%
Age 45 - 54	319,977	12.67%	Divorced	214,159	10.32%
Age 55 - 64	262,010	10.38%	Males Divorced	92,389	4.45%
Age 65 - 74	197,894	7.84%	Females Divorced	121,770	5.87%
Age 75 - 84	98,595	3.90%			
Age 85 and over	29,932	1.19%	2024 Est. Pop Age 25+ by Edu. Attainment		
			Less than 9th grade	81,966	4.79%
Age 16 and over	2,041,522	80.86%	Some High School, no diploma	72,535	4.24%
Age 18 and over	1,975,511	78.24%	High School Graduate (or GED)	334,271	19.55%
Age 21 and over	1,857,115	73.55%	Some College, no degree	298,414	17.45%
Age 65 and over	326,420	12.93%	Associate Degree	115,871	6.78%
			Bachelor's Degree	513,940	30.05%
2024 Est. Median Age		35.83	Master's Degree	212,035	12.40%
2024 Est. Average Age		37.48	Professional School Degree	45,006	2.63%
			Doctorate Degree	35,957	2.10%
2024 Est. Population by Sex	2,524,844		2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
Male	1,259,210	49.87%	No High School Diploma	110,139	22.57%
Female	1,265,634	50.13%	High School Graduate	140,556	28.80%
			Some College or Associate's Degree	114,969	23.55%
2024 Est. Male Population by Age	1,259,210		Bachelor's Degree or Higher	122,424	25.08%
Age 0 - 4	72,465	5.75%			
Age 5 - 9	75,593	6.00%	Households		
Age 10 - 14	81,572	6.48%	2029 Projection	1,066,795	
Age 15 - 17	50,596	4.02%	2024 Estimate	979,372	
Age 18 - 20	58,576	4.65%	2020 Census	887,561	
Age 21 - 24	73,456	5.83%	2010 Census	668,349	
Age 25 - 34	213,400	16.95%			
Age 35 - 44	195,865	15.56%	Growth 2024 - 2029		8.93%
Age 45 - 54	161,163	12.80%	Growth 2020 - 2024		10.34%
Age 55 - 64	129,438	10.28%	Growth 2010 - 2020		0.00%
Age 65 - 74	92,650	7.36%			
Age 75 - 84	43,476	3.45%	2024 Est. Households by Household Type	979,372	
Age 85 and over	10,960	0.87%	Family Households	621,895	63.50%
			Nonfamily Households	357,477	36.5%
2024 Est. Median Age, Male		35.19			
2024 Est. Average Age, Male		36.81	2024 Est. Group Quarters Population	54,166	
2024 Est. Female Population by Age	1,265,634		2024 Households by Ethnicity, Hispanic/Latino	253,363	
Age 0 - 4	69,609	5.50%			
Age 5 - 9	72,919	5.76%			
Age 10 - 14	78,302	6.19%			
Age 15 - 17	48,275	3.81%			
Age 18 - 20	59,821	4.73%			
Age 21 - 24	73,666	5.82%			
Age 25 - 34	200,382	15.83%			
Age 35 - 44	191,938	15.16%			
Age 45 - 54	158,814	12.55%			
Age 55 - 64	132,572	10.48%			
Age 65 - 74	105,244	8.32%			
Age 75 - 84	55,119	4.36%			
Age 85 and over	18,972	1.50%			
2024 Est. Median Age, Female		36.50			
2024 Est. Average Age, Female		38.11			



60-Minute Drive Time • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%	DESCRIPTION	DATA	%
2024 Est. Households by Household Income	979,372		2024 Est. Households by Household Size	979,372	
Income < \$15,000	65,127	6.65%	1-person	278,735	28.46%
Income \$15,000 - \$24,999	48,753	4.98%	2-person	311,437	31.80%
Income \$25,000 - \$34,999	55,045	5.62%	3-person	150,036	15.32%
Income \$35,000 - \$49,999	91,532	9.35%	4-person	135,833	13.87%
Income \$50,000 - \$74,999	144,640	14.77%	5-person	61,830	6.31%
Income \$75,000 - \$99,999	121,621	12.42%	6-person	25,048	2.56%
Income \$100,000 - \$124,999	103,953	10.61%	7-or-more-person	16,453	1.68%
Income \$125,000 - \$149,999	82,842	8.46%			
Income \$150,000 - \$199,999	106,129	10.84%	2024 Est. Average Household Size		2.52
Income \$200,000 - \$249,999	58,255	5.95%			
Income \$250,000 - \$499,999	63,360	6.47%	2024 Est. Households by Number of Vehicles	979,372	
Income \$500,000+	38,115	3.89%	No Vehicles	44,165	4.51%
			1 Vehicle	353,814	36.13%
2024 Est. Average Household Income		\$127,278	2 Vehicles	399,293	40.77%
2024 Est. Median Household Income		\$91,950	3 Vehicles	129,603	13.23%
			4 Vehicles	37,983	3.88%
2024 Median HH Inc. by Single-Class. Race or Eth.			5 or more Vehicles	14,514	1.48%
White Alone		\$98,616			
Black or African American Alone		\$65,699	2024 Est. Average Number of Vehicles		1.8
American Indian and Alaska Native Alone		\$70,724			
Asian Alone		\$125,398	Family Households		
Native Hawaiian and Other Pacific Islander Alone		\$57,166	2029 Projection	679,991	
Some Other Race Alone		\$69,032	2024 Estimate	621,895	
Two or More Races		\$87,718	2020 Estimate	543,616	
Hispanic or Latino		\$74,209	2010 Census	416,433	
Not Hispanic or Latino		\$100,051			
			Growth 2024 - 2029		9.34%
2024 Est. HH by Type and Presence of Own Child.	979,372		Growth 2020 - 2024		14.40%
Family Households with Children	282,972	28.89%	Growth 2010 - 2020		30.54%
Family Households without Children	696,401	71.11%			
Married-Couple Families	460,843	47.06%	2024 Est. Families by Poverty Status	621,895	
Married-Couple Family, own children	214,991	21.95%	2024 Families at or Above Poverty	578,813	93.07%
Married-Couple Family, no own children	245,852	25.10%	2024 Families at or Above Poverty with Children	282,256	45.39%
Cohabiting-Couple Families	78,484	8.01%			
Cohabiting-Couple Family, own children	16,364	1.67%	2024 Families Below Poverty	43,082	6.93%
Cohabiting-Couple Family, no own children	62,119	6.34%	2024 Families Below Poverty with Children	30,526	4.91%
Male Householder Families	195,987	20.01%			
Male Householder, own children	11,339	1.16%	2024 Est. Pop 16+ by Employment Status		
Male Householder, no own children	20,782	2.12%	Civilian Labor Force, Employed	1,374,048	67.31%
Male Householder, only Nonrelatives	24,714	2.52%	Civilian Labor Force, Unemployed	66,020	3.23%
Male Householder, Living Alone	139,153	14.21%	Armed Forces	2,787	0.14%
Female Householder Families	244,059	24.92%	Not in Labor Force	598,667	29.32%
Female Householder, own children	40,277	4.11%			
Female Householder, no own children	42,615	4.35%	2024 Est. Civ. Employed Pop 16+ by Class of Worker		
Female Householder, only Nonrelatives	20,088	2.05%	For-Profit Private Workers	937,695	67.69%
Female Householder, Living Alone	141,079	14.41%	Non-Profit Private Workers	85,705	6.19%
			Local Government Workers	24,943	1.80%
			State Government Workers	97,517	7.04%
			Federal Government Workers	89,638	6.47%
			Self-Employed Workers	148,273	10.70%
			Unpaid Family Workers	1,405	0.10%



60-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	548,388	
Architect/Engineer	45,796	3.31%	Value Less than \$20,000	7,992	1.46%
Arts/Entertainment/Sports	42,280	3.05%	Value \$20,000 - \$39,999	7,503	1.37%
Building Grounds Maintenance	39,166	2.83%	Value \$40,000 - \$59,999	5,120	0.93%
Business/Financial Operations	109,418	7.90%	Value \$60,000 - \$79,999	5,990	1.09%
Community/Social Services	19,906	1.44%	Value \$80,000 - \$99,999	7,459	1.36%
Computer/Mathematical	94,727	6.84%	Value \$100,000 - \$149,999	18,918	3.45%
Construction/Extraction	65,722	4.75%	Value \$150,000 - \$199,999	18,498	3.37%
Education/Training/Library	88,364	6.38%	Value \$200,000 - \$299,999	78,854	14.38%
Farming/Fishing/Forestry	2,347	0.17%	Value \$300,000 - \$399,999	93,345	17.02%
Food Prep/Serving	72,488	5.23%	Value \$400,000 - \$499,999	83,651	15.25%
Health Practitioner/Technician	69,568	5.02%	Value \$500,000 - \$749,999	108,017	19.70%
Healthcare Support	28,991	2.09%	Value \$750,000 - \$999,999	59,259	10.81%
Maintenance Repair	33,508	2.42%	Value \$1,000,000 or \$1,499,999	32,222	5.88%
Legal	20,298	1.46%	Value \$1,500,000 or \$1,999,999	10,314	1.88%
Life/Physical/Social Science	16,106	1.16%	Value \$2,000,000+	11,247	2.05%
Management	188,770	13.63%			
Office/Admin. Support	134,510	9.71%	2024 Est. Median All Owner-Occupied Housing Value		\$434,440
Production	45,032	3.25%			
Protective Services	20,784	1.50%	2024 Est. Housing Units by Units in Structure		
Sales/Related	141,826	10.24%	1 Unit Detached	619,222	58.77%
Personal Care/Service	33,405	2.41%	1 Unit Attached	34,341	3.26%
Transportation/Moving	72,164	5.21%	2 Units	23,689	2.25%
			3 or 4 Units	32,605	3.09%
2024 Est. Pop 16+ by Occupation Classification			5 to 19 Units	122,741	11.65%
White Collar	971,570	70.14%	20 to 49 Units	60,714	5.76%
Blue Collar	216,426	15.62%	50 or More Units	99,205	9.41%
Service and Farm	197,179	14.24%	Mobile Home or Trailer	59,247	5.62%
			Boat, RV, Van, etc.	1,927	0.18%
2024 Est. Workers Age 16+ by Transp. to Work					
Drove Alone	874,920	64.08%	2024 Est. Housing Units by Year Structure Built		
Car Pooled	105,244	7.71%	Housing Units Built 2020 or later	93,712	8.89%
Public Transportation	14,007	1.03%	Housing Units Built 2010 to 2019	219,764	20.86%
Walked	23,816	1.74%	Housing Units Built 2000 to 2009	215,073	20.41%
Bicycle	6,393	0.47%	Housing Units Built 1990 to 1999	157,407	14.94%
Other Means	17,948	1.31%	Housing Units Built 1980 to 1989	145,133	13.77%
Worked at Home	322,973	23.66%	Housing Units Built 1970 to 1979	100,868	9.57%
			Housing Units Built 1960 to 1969	49,101	4.66%
2024 Est. Workers Age 16+ by Travel Time to Work			Housing Units Built 1950 to 1959	31,929	3.03%
Less than 15 Minutes	256,632		Housing Units Built 1940 to 1949	16,476	1.56%
15 - 29 Minutes	438,053		Housing Unit Built 1939 or Earlier	24,230	2.30%
30 - 44 Minutes	263,375				
45 - 59 Minutes	101,079		2024 Est. Median Year Structure Built		2000
60 or more Minutes	85,913				
2024 Est. Avg Travel Time to Work in Minutes		28			
2024 Est. Occupied Housing Units by Tenure	979,372				
Owner Occupied	548,388	55.99%			
Renter Occupied	430,984	44.01%			
2024 Owner Occ. HUs: Avg. Length of Residence		13.38 [†]			
2024 Renter Occ. HUs: Avg. Length of Residence		5.94 [†]			

[†] 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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