



The **Retail**Coach®

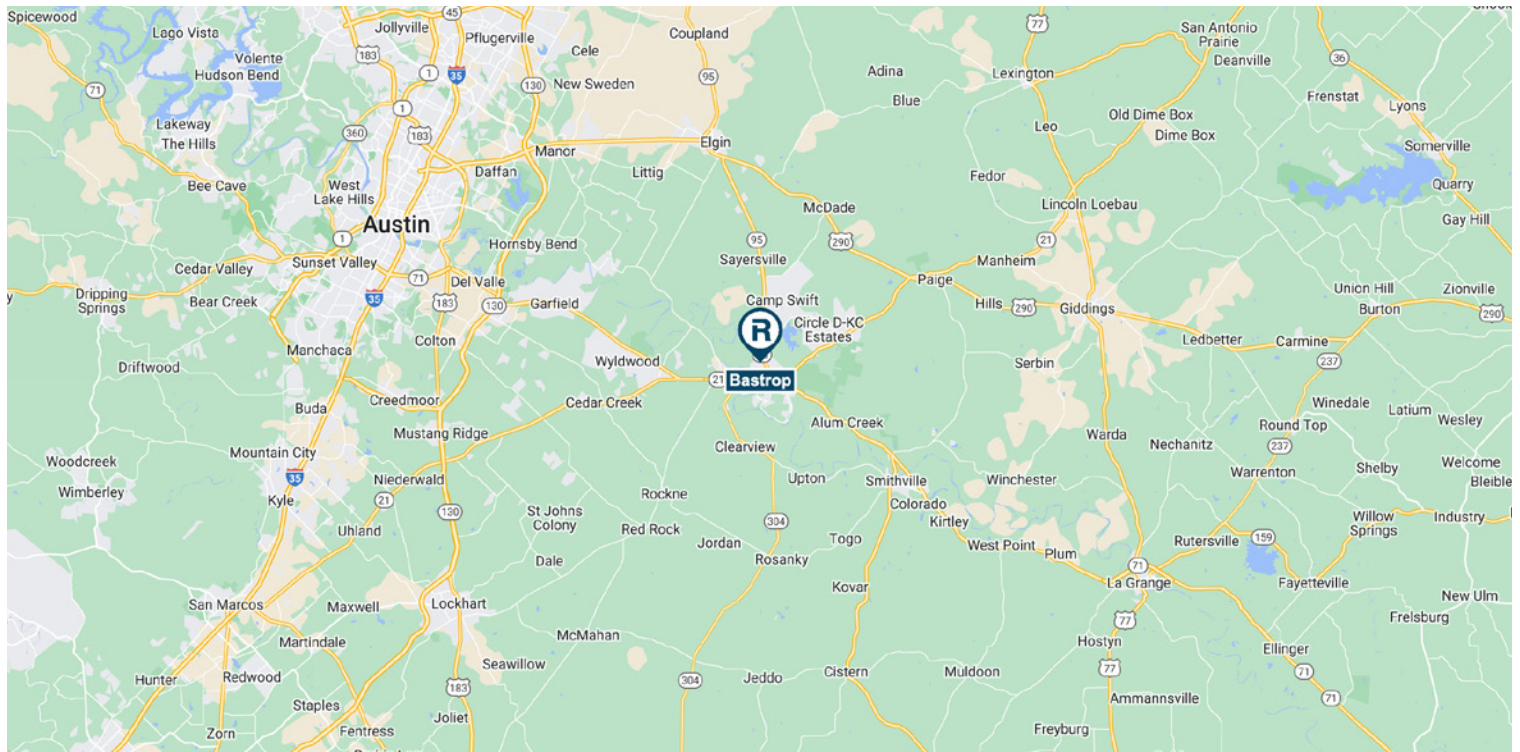
Community Demographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation
City of Bastrop
July 2024

Community • Demographic Snapshot

Bastrop, Texas



Population

2020	9,688
2024	11,327
2029	12,978

Educational Attainment (%)

Graduate or Professional Degree	12.07%
Bachelors Degree	21.49%
Associate Degree	7.04%
Some College	17.70%
High School Graduate (or GED)	32.24%
Some High School, No Degree	6.17%
Less than 9th Grade	3.30%

Income

Average HH	\$100,448
Median HH	\$76,508
Per Capita	\$40,544

Age

0 - 9 Years	11.31%
10 - 17 Years	10.04%
18 - 24 Years	8.52%
25 - 34 Years	12.22%
35 - 44 Years	12.87%
45 - 54 Years	11.27%
55 - 64 Years	11.78%
65 and Older	22.00%
Median Age	41.09
Average Age	41.90

Race Distribution (%)

White	63.42%
Black/African American	9.39%
American Indian/Alaskan	1.31%
Asian	2.21%
Native Hawaiian/Islander	0.15%
Other Race	8.19%
Two or More Races	15.34%
Hispanic	28.12%

bastrop

EDC

Angela Ryan

Bastrop Economic Development Corporation
City of Bastrop
Operations Manager

301 Highway 71 West
Suite 214
Bastrop, Texas 78602

Phone 512.332.8870
Cell 512.718.7884

Angela@BastropEDC.org
www.BastropEDC.org

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608

AFarmer@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	12,978	
2024 Estimate	11,327	
2020 Census	9,688	
2010 Census	4,613	
Growth 2024 - 2029		14.58%
Growth 2020 - 2024		16.92%
Growth 2010 - 2020		110.01%
2024 Est. Population by Single-Classification Race	11,327	
White Alone	7,184	63.42%
Black or African American Alone	1,063	9.39%
Amer. Indian and Alaska Native Alone	148	1.31%
Asian Alone	250	2.21%
Native Hawaiian and Other Pacific Island Alone	17	0.15%
Some Other Race Alone	928	8.19%
Two or More Races	1,737	15.34%
2024 Est. Population by Hispanic or Latino Origin	11,327	
Not Hispanic or Latino	8,142	71.88%
Hispanic or Latino	3,185	28.12%
Mexican	2,421	76.01%
Puerto Rican	218	6.84%
Cuban	0	0.00%
All Other Hispanic or Latino	546	17.14%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	3,185	
White Alone	935	29.36%
Black or African American Alone	32	1.00%
American Indian and Alaska Native Alone	100	3.14%
Asian Alone	6	0.19%
Native Hawaiian and Other Pacific Islander Alone	2	0.06%
Some Other Race Alone	869	27.28%
Two or More Races	1,241	38.96%
2024 Est. Pop by Race, Asian Alone, by Category	250	
Chinese, except Taiwanese	72	28.80%
Filipino	11	4.40%
Japanese	0	0.00%
Asian Indian	9	3.60%
Korean	2	0.80%
Vietnamese	18	7.20%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	3	1.20%
All Other Asian Races Including 2+ Category	135	54.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	11,327	
Arab	179	1.58%
Czech	67	0.59%
Danish	16	0.14%
Dutch	214	1.89%
English	1,157	10.21%
French (except Basque)	75	0.66%
French Canadian	18	0.16%
German	1,680	14.83%
Greek	0	0.00%
Hungarian	11	0.10%
Irish	648	5.72%
Italian	51	0.45%
Lithuanian	3	0.03%
United States or American	382	3.37%
Norwegian	95	0.84%
Polish	88	0.78%
Portuguese	0	0.00%
Russian	125	1.10%
Scottish	219	1.93%
Scotch-Irish	178	1.57%
Slovak	0	0.00%
Subsaharan African	30	0.27%
Swedish	9	0.08%
Swiss	22	0.19%
Ukrainian	0	0.00%
Welsh	14	0.12%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,876	34.22%
Ancestry Unclassified	2,170	19.16%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,534	79.89%
Speak Asian/Pacific Island Language at Home	72	0.67%
Speak IndoEuropean Language at Home	203	1.90%
Speak Spanish at Home	1,857	17.38%
Speak Other Language at Home	16	0.15%

Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	11,327	
Age 0 - 4	645	5.69%
Age 5 - 9	636	5.62%
Age 10 - 14	706	6.23%
Age 15 - 17	431	3.81%
Age 18 - 20	422	3.73%
Age 21 - 24	543	4.79%
Age 25 - 34	1,384	12.22%
Age 35 - 44	1,458	12.87%
Age 45 - 54	1,276	11.27%
Age 55 - 64	1,334	11.78%
Age 65 - 74	1,341	11.84%
Age 75 - 84	859	7.58%
Age 85 and over	292	2.58%
Age 16 and over	9,197	81.19%
Age 18 and over	8,909	78.65%
Age 21 and over	8,487	74.93%
Age 65 and over	2,492	22.00%
2024 Est. Median Age		41.09
2024 Est. Average Age		41.90
2024 Est. Population by Sex	11,327	
Male	5,374	47.44%
Female	5,953	52.56%
2024 Est. Male Population by Age	5,374	
Age 0 - 4	324	6.03%
Age 5 - 9	322	5.99%
Age 10 - 14	348	6.48%
Age 15 - 17	218	4.06%
Age 18 - 20	217	4.04%
Age 21 - 24	272	5.06%
Age 25 - 34	692	12.88%
Age 35 - 44	722	13.44%
Age 45 - 54	601	11.18%
Age 55 - 64	625	11.63%
Age 65 - 74	592	11.02%
Age 75 - 84	341	6.34%
Age 85 and over	100	1.86%
2024 Est. Median Age, Male		39.02
2024 Est. Average Age, Male		40.20
2024 Est. Female Population by Age	5,953	
Age 0 - 4	321	5.39%
Age 5 - 9	314	5.28%
Age 10 - 14	358	6.01%
Age 15 - 17	213	3.58%
Age 18 - 20	205	3.44%
Age 21 - 24	271	4.55%
Age 25 - 34	692	11.62%
Age 35 - 44	736	12.36%
Age 45 - 54	675	11.34%
Age 55 - 64	709	11.91%
Age 65 - 74	749	12.58%
Age 75 - 84	518	8.70%
Age 85 and over	192	3.22%
2024 Est. Median Age, Female		43.16
2024 Est. Average Age, Female		43.40

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,783	29.80%
Males, Never Married	1,423	15.24%
Females, Never Married	1,360	14.56%
Married, Spouse present	4,291	45.94%
Married, Spouse absent	638	6.83%
Widowed	527	5.64%
Males Widowed	79	0.85%
Females Widowed	448	4.80%
Divorced	1,101	11.79%
Males Divorced	501	5.36%
Females Divorced	600	6.42%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	262	3.30%
Some High School, no diploma	490	6.17%
High School Graduate (or GED)	2,561	32.24%
Some College, no degree	1,406	17.70%
Associate Degree	559	7.04%
Bachelor's Degree	1,707	21.49%
Master's Degree	683	8.60%
Professional School Degree	111	1.40%
Doctorate Degree	165	2.08%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	547	30.54%
High School Graduate	596	33.28%
Some College or Associate's Degree	459	25.63%
Bachelor's Degree or Higher	189	10.55%
Households		
2029 Projection	5,090	
2024 Estimate	4,446	
2020 Census	3,812	
2010 Census	1,805	
Growth 2024 - 2029		14.49%
Growth 2020 - 2024		16.63%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	4,446	
Family Households	2,946	66.26%
Nonfamily Households	1,500	33.74%
2024 Est. Group Quarters Population	312	
2024 Households by Ethnicity, Hispanic/Latino	925	



Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	4,446	
Income < \$15,000	543	12.21%
Income \$15,000 - \$24,999	477	10.73%
Income \$25,000 - \$34,999	254	5.71%
Income \$35,000 - \$49,999	323	7.26%
Income \$50,000 - \$74,999	596	13.41%
Income \$75,000 - \$99,999	450	10.12%
Income \$100,000 - \$124,999	457	10.28%
Income \$125,000 - \$149,999	439	9.87%
Income \$150,000 - \$199,999	414	9.31%
Income \$200,000 - \$249,999	281	6.32%
Income \$250,000 - \$499,999	151	3.40%
Income \$500,000+	61	1.37%
2024 Est. Average Household Income		\$100,448
2024 Est. Median Household Income		\$76,508
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$91,460
Black or African American Alone		\$46,892
American Indian and Alaska Native Alone		\$47,215
Asian Alone		\$122,853
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$35,814
Two or More Races		\$78,731
Hispanic or Latino		\$108,207
Not Hispanic or Latino		\$69,636
2024 Est. HH by Type and Presence of Own Child.	4,446	
Family Households with Children	1,229	27.64%
Family Households without Children	3,217	72.36%
Married-Couple Families	2,303	51.80%
Married-Couple Family, own children	1,087	24.45%
Married-Couple Family, no own children	1,216	27.35%
Cohabiting-Couple Families	244	5.49%
Cohabiting-Couple Family, own children	43	0.97%
Cohabiting-Couple Family, no own children	201	4.52%
Male Householder Families	701	15.77%
Male Householder, own children	4	0.09%
Male Householder, no own children	193	4.34%
Male Householder, only Nonrelatives	4	0.09%
Male Householder, Living Alone	500	11.25%
Female Householder Families	1,198	26.95%
Female Householder, own children	95	2.14%
Female Householder, no own children	214	4.81%
Female Householder, only Nonrelatives	27	0.61%
Female Householder, Living Alone	862	19.39%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	4,446	
1-person	1,408	31.67%
2-person	1,364	30.68%
3-person	651	14.64%
4-person	541	12.17%
5-person	237	5.33%
6-person	138	3.10%
7-or-more-person	107	2.41%
2024 Est. Average Household Size		2.48
2024 Est. Households by Number of Vehicles	4,446	
No Vehicles	247	5.56%
1 Vehicle	1,729	38.89%
2 Vehicles	1,450	32.61%
3 Vehicles	766	17.23%
4 Vehicles	208	4.68%
5 or more Vehicles	46	1.03%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	3,371	
2024 Estimate	2,946	
2020 Estimate	2,450	
2010 Census	1,161	
Growth 2024 - 2029		14.43%
Growth 2020 - 2024		20.25%
Growth 2010 - 2020		111.03%
2024 Est. Families by Poverty Status	2,946	
2024 Families at or Above Poverty	2,723	92.43%
2024 Families at or Above Poverty with Children	1,178	39.99%
2024 Families Below Poverty	223	7.57%
2024 Families Below Poverty with Children	123	4.17%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,426	59.00%
Civilian Labor Force, Unemployed	221	2.40%
Armed Forces	0	0.00%
Not in Labor Force	3,550	38.60%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,610	67.28%
Non-Profit Private Workers	173	3.22%
Local Government Workers	287	5.35%
State Government Workers	416	7.75%
Federal Government Workers	597	11.13%
Self-Employed Workers	280	5.22%
Unpaid Family Workers	3	0.06%



Community • Demographic Profile

Bastrop, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	207	3.86%
Arts/Entertainment/Sports	29	0.54%
Building Grounds Maintenance	169	3.15%
Business/Financial Operations	172	3.20%
Community/Social Services	74	1.38%
Computer/Mathematical	88	1.64%
Construction/Extraction	411	7.66%
Education/Training/Library	628	11.70%
Farming/Fishing/Forestry	92	1.72%
Food Prep/Serving	126	2.35%
Health Practitioner/Technician	190	3.54%
Healthcare Support	168	3.13%
Maintenance Repair	362	6.75%
Legal	154	2.87%
Life/Physical/Social Science	3	0.06%
Management	781	14.56%
Office/Admin. Support	541	10.08%
Production	79	1.47%
Protective Services	93	1.73%
Sales/Related	460	8.57%
Personal Care/Service	156	2.91%
Transportation/Moving	383	7.14%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	3,327	62.00%
Blue Collar	1,235	23.01%
Service and Farm	804	14.98%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	4,093	76.28%
Car Pooled	337	6.28%
Public Transportation	1	0.02%
Walked	184	3.43%
Bicycle	60	1.12%
Other Means	242	4.51%
Worked at Home	449	8.37%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,631	
15 - 29 Minutes	699	
30 - 44 Minutes	1,210	
45 - 59 Minutes	696	
60 or more Minutes	740	
2024 Est. Avg Travel Time to Work in Minutes		34
2024 Est. Occupied Housing Units by Tenure	4,446	
Owner Occupied	2,551	57.38%
Renter Occupied	1,895	42.62%
2024 Owner Occ. HUs: Avg. Length of Residence		12.80 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.60 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	2,551	
Value Less than \$20,000	23	0.90%
Value \$20,000 - \$39,999	33	1.29%
Value \$40,000 - \$59,999	5	0.20%
Value \$60,000 - \$79,999	139	5.45%
Value \$80,000 - \$99,999	26	1.02%
Value \$100,000 - \$149,999	173	6.78%
Value \$150,000 - \$199,999	275	10.78%
Value \$200,000 - \$299,999	1,011	39.63%
Value \$300,000 - \$399,999	450	17.64%
Value \$400,000 - \$499,999	162	6.35%
Value \$500,000 - \$749,999	160	6.27%
Value \$750,000 - \$999,999	53	2.08%
Value \$1,000,000 or \$1,499,999	13	0.51%
Value \$1,500,000 or \$1,999,999	15	0.59%
Value \$2,000,000+	13	0.51%
2024 Est. Median All Owner-Occupied Housing Value		\$258,655
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	3,531	73.14%
1 Unit Attached	145	3.00%
2 Units	100	2.07%
3 or 4 Units	224	4.64%
5 to 19 Units	303	6.28%
20 to 49 Units	193	4.00%
50 or More Units	117	2.42%
Mobile Home or Trailer	214	4.43%
Boat, RV, Van, etc.	1	0.02%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	671	13.90%
Housing Units Built 2010 to 2019	726	15.04%
Housing Units Built 2000 to 2009	941	19.49%
Housing Units Built 1990 to 1999	580	12.01%
Housing Units Built 1980 to 1989	630	13.05%
Housing Units Built 1970 to 1979	336	6.96%
Housing Units Built 1960 to 1969	353	7.31%
Housing Units Built 1950 to 1959	166	3.44%
Housing Units Built 1940 to 1949	195	4.04%
Housing Unit Built 1939 or Earlier	230	4.76%
2024 Est. Median Year Structure Built		1999

[†] 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.



The**RetailCoach**.®

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.