Bastrop County — #4 of 5: Median Household Income

Median Household Income: $86,226

Based on 2024 U.S. Census data

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THE DATA

$86,226

Median Household Income (2024)

Bastrop County ranks #4 of 5 Austin metro counties and #21 of 123 Texas counties with 20,000+ residents.

This income level reflects the strength of Bastrop's growing advanced manufacturing, aerospace, and tunneling sectors, which are attracting high-skilled, higher-paying jobs. The data shows that Bastrop is not just a commuter town—it's becoming a destination for well-compensated professionals in tech-driven industries. This economic shift is shaping demand for quality housing, schools, and services.



Photo: Larry D. Moore · CC BY 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-23-bastrop-standing-median-income-county

01

Income growth fuels real estate resilience

Bastrop’s median income of $86,226—just below the Austin metro’s top three—indicates that its workforce is increasingly composed of professionals who can afford long-term homeownership. Unlike markets where income growth lags behind housing prices, Bastrop’s income trajectory supports sustainable appreciation.

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02

A new kind of economic identity

Bastrop's income rank is not just a number—it's a signal of a deliberate economic pivot. The county is no longer just a bedroom community for Austin. With industrial and tech firms choosing Bastrop over more saturated markets, its income profile reflects a shift toward innovation-driven employment. This redefines what 'affordability' means: it's not just about lower prices, but about access to high-quality jobs in a growing, diversified economy.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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