



The**Retail**Coach.®

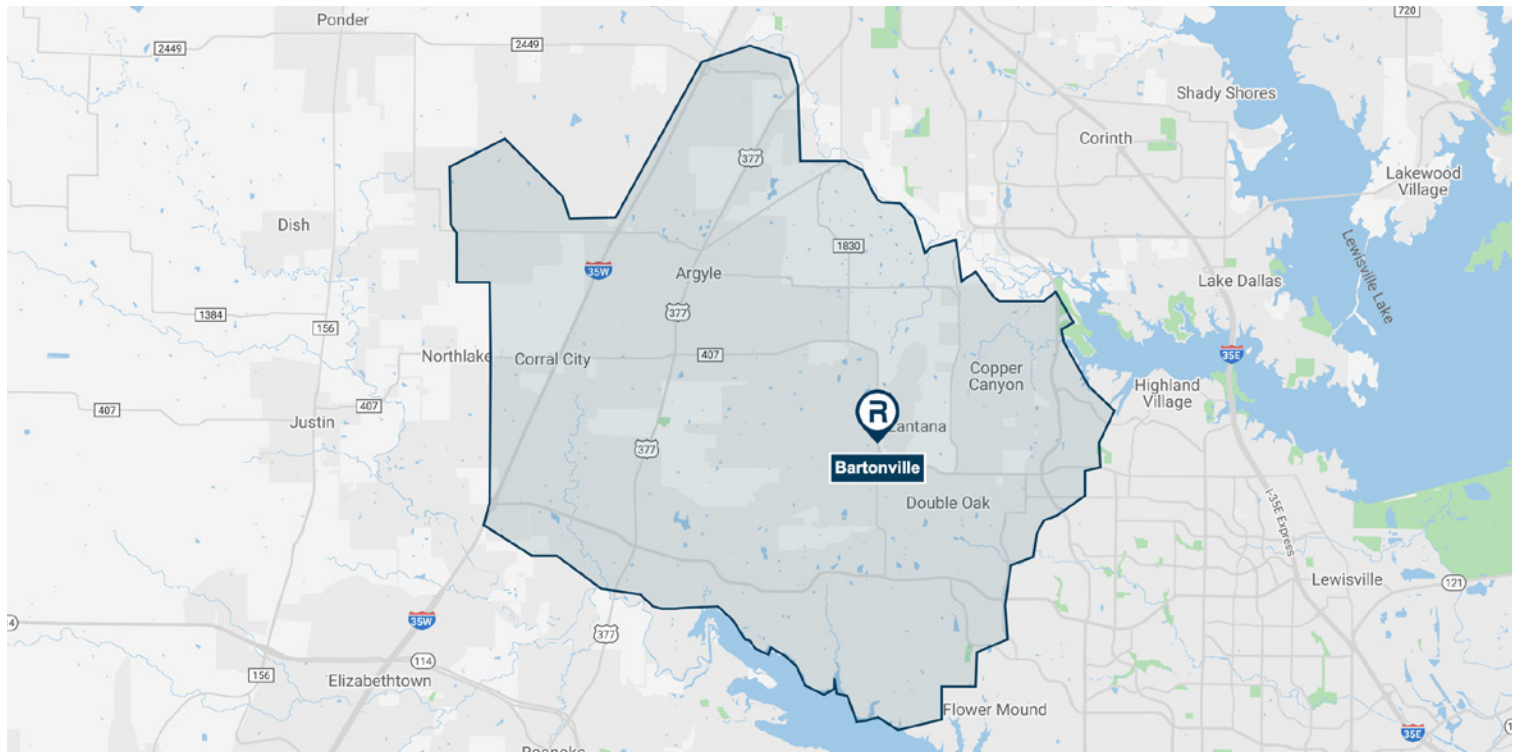
# Primary Retail Trade Area Demographic Profile

BARTONVILLE, TEXAS

Prepared for Town of Bartonville  
January 2023

# Primary Retail Trade Area • Demographic Snapshot

Bartonville, Texas



## Population

2020	67,651
2023	73,786
2028	81,527

## Educational Attainment (%)

Graduate or Professional Degree	17.86%
Bachelors Degree	40.90%
Associate Degree	6.58%
Some College	18.98%
High School Graduate (GED)	12.70%
Some High School, No Degree	1.60%
Less than 9th Grade	1.37%

## Income

Average HH	\$209,384
Median HH	\$162,915
Per Capita	\$69,627

## Age

0 - 9 Years	10.83%
10 - 17 Years	11.15%
18 - 24 Years	7.85%
25 - 34 Years	11.84%
35 - 44 Years	10.78%
45 - 54 Years	14.61%
55 - 64 Years	15.23%
65 and Older	17.73%
Median Age	42.90
Average Age	41.16

## Race Distribution (%)

White	76.31%
Black/African American	3.23%
American Indian/Alaskan	0.61%
Asian	7.65%
Native Hawaiian/Islander	0.07%
Other Race	2.42%
Two or More Races	9.72%
Hispanic	11.06%



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# Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	81,527	
2023 Estimate	73,786	
2020 Census	67,651	
2010 Census	44,397	
Growth 2023 - 2028		10.49%
Growth 2020 - 2023		9.07%
Growth 2010 - 2020		52.38%
<b>2023 Est. Population by Single-Classification Race</b>	<b>73,786</b>	
White Alone	56,307	76.31%
Black or African American Alone	2,383	3.23%
Amer. Indian and Alaska Native Alone	448	0.61%
Asian Alone	5,644	7.65%
Native Hawaiian and Other Pacific Island Alone	50	0.07%
Some Other Race Alone	1,784	2.42%
Two or More Races	7,170	9.72%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>73,786</b>	
Not Hispanic or Latino	65,622	88.94%
Hispanic or Latino	8,164	11.06%
Mexican	5,847	71.62%
Puerto Rican	354	4.34%
Cuban	307	3.76%
All Other Hispanic or Latino	1,656	20.28%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,164</b>	
White Alone	2,055	25.17%
Black or African American Alone	62	0.76%
American Indian and Alaska Native Alone	157	1.92%
Asian Alone	40	0.49%
Native Hawaiian and Other Pacific Islander Alone	10	0.12%
Some Other Race Alone	1,531	18.75%
Two or More Races	4,310	52.79%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>5,644</b>	
Chinese, except Taiwanese	1,318	23.35%
Filipino	214	3.79%
Japanese	205	3.63%
Asian Indian	2,681	47.50%
Korean	594	10.53%
Vietnamese	158	2.80%
Cambodian	4	0.07%
Hmong	0	0.00%
Laotian	8	0.14%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	461	8.17%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>73,786</b>	
Arab	16	0.02%
Czech	414	0.56%
Danish	378	0.51%
Dutch	610	0.83%
English	8,049	10.91%
French (except Basque)	1,259	1.71%
French Canadian	172	0.23%
German	10,654	14.44%
Greek	118	0.16%
Hungarian	187	0.25%
Irish	7,613	10.32%
Italian	2,610	3.54%
Lithuanian	140	0.19%
United States or American	4,030	5.46%
Norwegian	853	1.16%
Polish	1,192	1.62%
Portuguese	195	0.26%
Russian	183	0.25%
Scottish	1,813	2.46%
Scotch-Irish	1,294	1.75%
Slovak	47	0.06%
Subsaharan African	250	0.34%
Swedish	933	1.26%
Swiss	74	0.10%
Ukrainian	63	0.09%
Welsh	539	0.73%
West Indian (except Hisp. groups)	82	0.11%
Other ancestries	18,272	24.76%
Ancestry Unclassified	11,747	15.92%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	61,671	87.92%
Speak Asian/Pacific Island Language at Home	1,412	2.01%
Speak IndoEuropean Language at Home	2,450	3.49%
Speak Spanish at Home	4,415	6.29%
Speak Other Language at Home	200	0.28%

# Primary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>73,786</b>	
Age 0 - 4	3,638	4.93%
Age 5 - 9	4,351	5.90%
Age 10 - 14	5,311	7.20%
Age 15 - 17	2,915	3.95%
Age 18 - 20	2,564	3.48%
Age 21 - 24	3,226	4.37%
Age 25 - 34	8,738	11.84%
Age 35 - 44	7,952	10.78%
Age 45 - 54	10,778	14.61%
Age 55 - 64	11,234	15.23%
Age 65 - 74	8,485	11.50%
Age 75 - 84	3,787	5.13%
Age 85 and over	808	1.09%
Age 16 and over	59,530	80.68%
Age 18 and over	57,571	78.02%
Age 21 and over	55,007	74.55%
Age 65 and over	13,079	17.73%
2023 Est. Median Age		42.90
2023 Est. Average Age		41.16
<b>2023 Est. Population by Sex</b>	<b>73,786</b>	
Male	36,384	49.31%
Female	37,402	50.69%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>36,384</b>	
Age 0 - 4	1,835	5.04%
Age 5 - 9	2,238	6.15%
Age 10 - 14	2,717	7.47%
Age 15 - 17	1,513	4.16%
Age 18 - 20	1,343	3.69%
Age 21 - 24	1,675	4.60%
Age 25 - 34	4,356	11.97%
Age 35 - 44	3,803	10.45%
Age 45 - 54	5,242	14.41%
Age 55 - 64	5,454	14.99%
Age 65 - 74	4,048	11.13%
Age 75 - 84	1,836	5.05%
Age 85 and over	326	0.90%
2023 Est. Median Age, Male		41.81
2023 Est. Average Age, Male		40.59
<b>2023 Est. Female Population by Age</b>	<b>37,402</b>	
Age 0 - 4	1,803	4.82%
Age 5 - 9	2,113	5.65%
Age 10 - 14	2,595	6.94%
Age 15 - 17	1,401	3.75%
Age 18 - 20	1,221	3.27%
Age 21 - 24	1,551	4.15%
Age 25 - 34	4,383	11.72%
Age 35 - 44	4,149	11.09%
Age 45 - 54	5,536	14.80%
Age 55 - 64	5,780	15.45%
Age 65 - 74	4,437	11.86%
Age 75 - 84	1,951	5.22%
Age 85 and over	482	1.29%
2023 Est. Median Age, Female		43.87
2023 Est. Average Age, Female		41.72

# Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	13,091	21.64%
Males, Never Married	6,820	11.28%
Females, Never Married	6,271	10.37%
Married, Spouse present	40,605	67.13%
Married, Spouse absent	1,397	2.31%
Widowed	1,950	3.22%
Males Widowed	332	0.55%
Females Widowed	1,618	2.67%
Divorced	3,443	5.69%
Males Divorced	1,578	2.61%
Females Divorced	1,865	3.08%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	709	1.37%
Some High School, no diploma	831	1.60%
High School Graduate (or GED)	6,578	12.70%
Some College, no degree	9,829	18.98%
Associate Degree	3,406	6.58%
Bachelor's Degree	21,179	40.90%
Master's Degree	7,302	14.10%
Professional School Degree	1,108	2.14%
Doctorate Degree	839	1.62%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	766	17.79%
High School Graduate	548	12.73%
Some College or Associate's Degree	1,021	23.71%
Bachelor's Degree or Higher	1,971	45.77%
<b>Households</b>		
2028 Projection	27,008	
2023 Estimate	24,471	
2020 Census	22,464	
2010 Census	14,545	
Growth 2023 - 2028		10.37%
Growth 2020 - 2023		8.93%
Growth 2010 - 2020		54.45%
<b>2023 Est. Households by Household Type</b>	<b>24,471</b>	
Family Households	20,971	85.70%
Nonfamily Households	3,500	14.30%
2023 Est. Group Quarters Population	196	
2023 Households by Ethnicity, Hispanic/Latino	1,885	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>24,471</b>	
Income < \$15,000	490	2.00%
Income \$15,000 - \$24,999	462	1.89%
Income \$25,000 - \$34,999	634	2.59%
Income \$35,000 - \$49,999	813	3.32%
Income \$50,000 - \$74,999	1,857	7.59%
Income \$75,000 - \$99,999	2,248	9.19%
Income \$100,000 - \$124,999	2,274	9.29%
Income \$125,000 - \$149,999	2,332	9.53%
Income \$150,000 - \$199,999	3,988	16.30%
Income \$200,000 - \$249,999	2,845	11.63%
Income \$250,000 - \$499,999	3,855	15.75%
Income \$500,000+	2,672	10.92%
2023 Est. Average Household Income		\$209,384
2023 Est. Median Household Income		\$162,915
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$188,656
Black or African American Alone		\$147,886
American Indian and Alaska Native Alone		\$186,470
Asian Alone		\$191,599
Native Hawaiian and Other Pacific Islander Alone		\$57,716
Some Other Race Alone		\$116,998
Two or More Races		\$193,208
Hispanic or Latino		\$132,258
Not Hispanic or Latino		\$189,519
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>20,971</b>	
Married-Couple Family, own children	9,792	46.69%
Married-Couple Family, no own children	9,308	44.39%
Male Householder, own children	309	1.47%
Male Householder, no own children	299	1.43%
Female Householder, own children	716	3.41%
Female Householder, no own children	547	2.61%
<b>2023 Est. Households by Household Size</b>	<b>24,471</b>	
1-person	2,897	11.84%
2-person	9,267	37.87%
3-person	4,322	17.66%
4-person	5,033	20.57%
5-person	1,671	6.83%
6-person	1,007	4.12%
7-or-more-person	273	1.12%
2023 Est. Average Household Size		3.01

# Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>24,471</b>	
Households with 1 or More People under Age 18:	11,311	46.22%
Married-Couple Family	10,106	89.35%
Other Family, Male Householder	360	3.18%
Other Family, Female Householder	815	7.20%
Nonfamily, Male Householder	18	0.16%
Nonfamily, Female Householder	12	0.11%
<b>Households with No People under Age 18:</b>	<b>13,160</b>	
Married-Couple Family	8,992	68.33%
Other Family, Male Householder	247	1.88%
Other Family, Female Householder	453	3.44%
Nonfamily, Male Householder	1,592	12.10%
Nonfamily, Female Householder	1,876	14.26%
<b>2023 Est. Households by Number of Vehicles</b>	<b>24,471</b>	
No Vehicles	167	0.68%
1 Vehicle	3,010	12.30%
2 Vehicles	12,922	52.81%
3 Vehicles	5,889	24.07%
4 Vehicles	1,718	7.02%
5 or more Vehicles	766	3.13%
2023 Est. Average Number of Vehicles		2.4
<b>Family Households</b>		
2028 Projection	23,110	
2023 Estimate	20,971	
2010 Census	12,639	
Growth 2023 - 2028		10.20%
Growth 2010 - 2023		65.92%
<b>2023 Est. Families by Poverty Status</b>	<b>20,971</b>	
2023 Families at or Above Poverty	20,407	97.31%
2023 Families at or Above Poverty with Children	9,732	46.41%
2023 Families Below Poverty	564	2.69%
2023 Families Below Poverty with Children	395	1.88%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	37,722	63.37%
Civilian Labor Force, Unemployed	1,148	1.93%
Armed Forces	52	0.09%
Not in Labor Force	20,608	34.62%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>37,937</b>	
For-Profit Private Workers	26,802	70.65%
Non-Profit Private Workers	2,053	5.41%
Local Government Workers	910	2.40%
State Government Workers	1,028	2.71%
Federal Government Workers	2,545	6.71%
Self-Employed Workers	4,540	11.97%
Unpaid Family Workers	58	0.15%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>37,937</b>	
Architect/Engineer	692	1.82%
Arts/Entertainment/Sports	649	1.71%
Building Grounds Maintenance	544	1.43%
Business/Financial Operations	3,022	7.97%
Community/Social Services	557	1.47%
Computer/Mathematical	2,023	5.33%
Construction/Extraction	517	1.36%
Education/Training/Library	2,422	6.38%
Farming/Fishing/Forestry	58	0.15%
Food Prep/Serving	1,468	3.87%
Health Practitioner/Technician	2,169	5.72%
Healthcare Support	400	1.05%
Maintenance Repair	876	2.31%
Legal	350	0.92%
Life/Physical/Social Science	224	0.59%
Management	8,451	22.28%
Office/Admin. Support	3,471	9.15%
Production	804	2.12%
Protective Services	706	1.86%
Sales/Related	4,902	12.92%
Personal Care/Service	1,096	2.89%
Transportation/Moving	2,538	6.69%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>37,937</b>	
White Collar	28,931	76.26%
Blue Collar	4,734	12.48%
Service and Farm	4,271	11.26%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>37,528</b>	
Drove Alone	28,793	76.72%
Car Pooled	2,325	6.20%
Public Transportation	64	0.17%
Walked	282	0.75%
Bicycle	14	0.04%
Other Means	621	1.65%
Worked at Home	5,428	14.46%

# Primary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	4,837	
15 - 29 Minutes	10,690	
30 - 44 Minutes	8,551	
45 - 59 Minutes	4,708	
60 or more Minutes	2,304	
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	24,471	
Owner Occupied	22,569	92.23%
Renter Occupied	1,901	7.77%
2023 Owner Occ. HUs: Avg. Length of Residence		9.75 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		4.47 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>24,471</b>	
Value Less than \$20,000	217	0.96%
Value \$20,000 - \$39,999	88	0.39%
Value \$40,000 - \$59,999	133	0.59%
Value \$60,000 - \$79,999	35	0.16%
Value \$80,000 - \$99,999	43	0.19%
Value \$100,000 - \$149,999	140	0.62%
Value \$150,000 - \$199,999	132	0.58%
Value \$200,000 - \$299,999	1,015	4.50%
Value \$300,000 - \$399,999	3,277	14.52%
Value \$400,000 - \$499,999	4,496	19.92%
Value \$500,000 - \$749,999	7,595	33.65%
Value \$750,000 - \$999,999	3,322	14.72%
Value \$1,000,000 or \$1,499,999	1,511	6.70%
Value \$1,500,000 or \$1,999,999	340	1.51%
Value \$2,000,000+	225	1.00%
2023 Est. Median All Owner-Occupied Housing Value		\$544,552
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	24,141	95.05%
1 Unit Attached	225	0.89%
2 Units	15	0.06%
3 or 4 Units	16	0.06%
5 to 19 Units	9	0.04%
20 to 49 Units	162	0.64%
50 or More Units	134	0.53%
Mobile Home or Trailer	698	2.75%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	7,534	29.66%
Housing Units Built 2010 to 2014	1,585	6.24%
Housing Units Built 2000 to 2009	8,649	34.05%
Housing Units Built 1990 to 1999	3,572	14.06%
Housing Units Built 1980 to 1989	2,527	9.95%
Housing Units Built 1970 to 1979	1,062	4.18%
Housing Units Built 1960 to 1969	220	0.87%
Housing Units Built 1950 to 1959	114	0.45%
Housing Units Built 1940 to 1949	83	0.33%
Housing Unit Built 1939 or Earlier	55	0.22%
2023 Est. Median Year Structure Built		2006

<sup>†</sup> 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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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