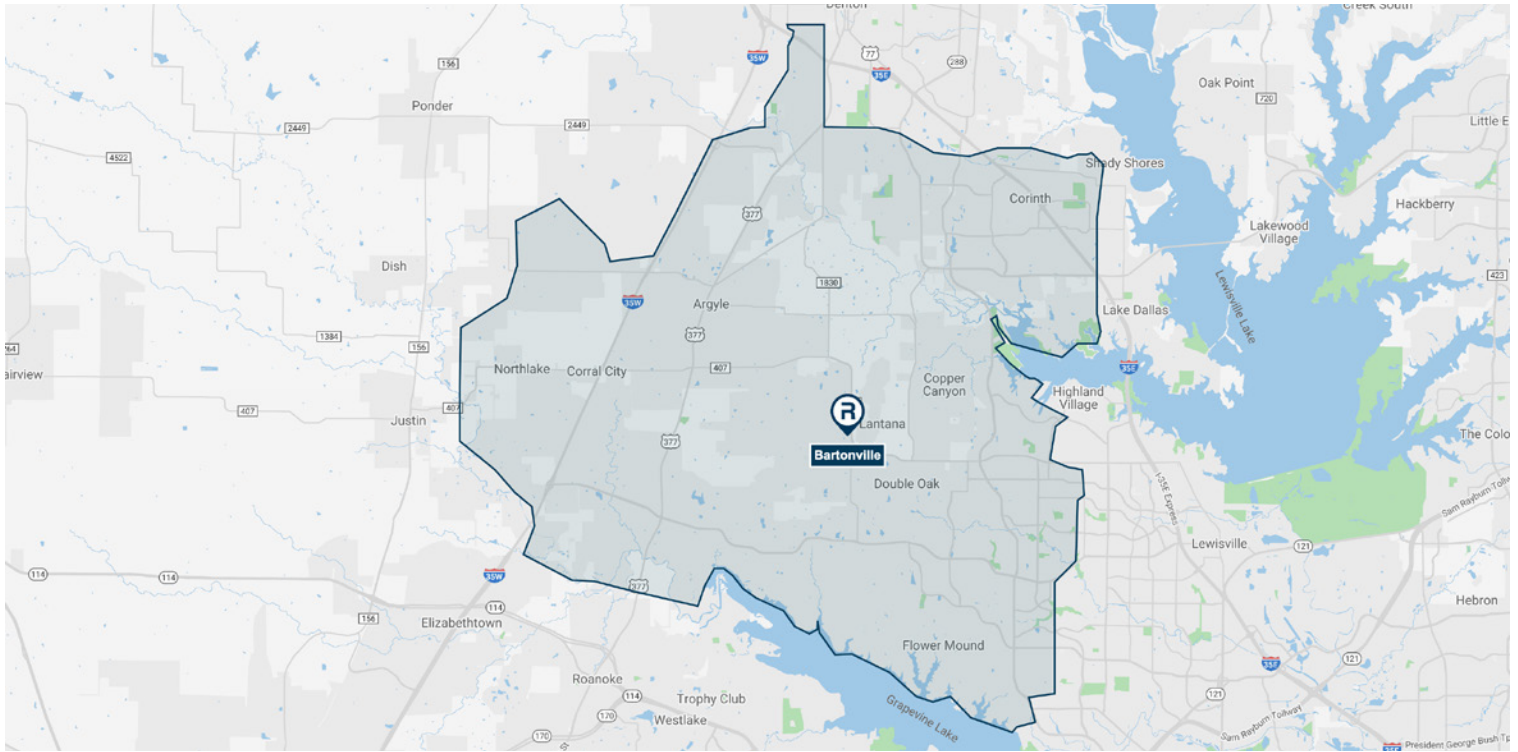# Secondary Retail Trade Area Demographic Profile

BARTONVILLE, TEXAS

Prepared for Town of Bartonville
January 2023

Secondary Retail Trade Area • Demographic Snapshot

Bartonville, Texas

Population

2020	171,963
2023	183,660
2028	197,777

Educational Attainment (%)

Graduate or Professional Degree	17.54%
Bachelors Degree	36.45%
Associate Degree	7.19%
Some College	20.03%
High School Graduate (GED)	14.04%
Some High School, No Degree	2.75%
Less than 9th Grade	2.00%

Income

Average HH	$180,327
Median HH	$138,448
Per Capita	$62,152

Age

0 - 9 Years	10.97%
10 - 17 Years	11.41%
18 - 24 Years	9.15%
25 - 34 Years	12.48%
35 - 44 Years	12.28%
45 - 54 Years	15.08%
55 - 64 Years	14.00%
65 and Older	14.64%
Median Age	40.01
Average Age	39.50

Race Distribution (%)

White	70.05%
Black/African American	5.08%
American Indian/Alaskan	0.67%
Asian	9.22%
Native Hawaiian/Islander	0.09%
Other Race	4.01%
Two or More Races	10.89%
Hispanic	14.69%

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Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	197,777	
2023 Estimate	183,660	
2020 Census	171,963	
2010 Census	134,621	
Growth 2023 - 2028		7.69%
Growth 2020 - 2023		6.80%
Growth 2010 - 2020		27.74%
2023 Est. Population by Single-Classification Race	**183,660**	
White Alone	128,660	70.05%
Black or African American Alone	9,329	5.08%
Amer. Indian and Alaska Native Alone	1,223	0.67%
Asian Alone	16,932	9.22%
Native Hawaiian and Other Pacific Island Alone	160	0.09%
Some Other Race Alone	7,363	4.01%
Two or More Races	19,992	10.89%
2023 Est. Population by Hispanic or Latino Origin	**183,660**	
Not Hispanic or Latino	156,681	85.31%
Hispanic or Latino	26,979	14.69%
Mexican	18,780	69.61%
Puerto Rican	983	3.64%
Cuban	721	2.67%
All Other Hispanic or Latino	6,494	24.07%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**26,979**	
White Alone	6,941	25.73%
Black or African American Alone	281	1.04%
American Indian and Alaska Native Alone	529	1.96%
Asian Alone	144	0.53%
Native Hawaiian and Other Pacific Islander Alone	22	0.08%
Some Other Race Alone	6,677	24.75%
Two or More Races	12,386	45.91%
2023 Est. Pop by Race, Asian Alone, by Category	**16,932**	
Chinese, except Taiwanese	3,306	19.52%
Filipino	1,030	6.08%
Japanese	377	2.23%
Asian Indian	6,968	41.15%
Korean	2,858	16.88%
Vietnamese	665	3.93%
Cambodian	74	0.44%
Hmong	2	0.01%
Laotian	8	0.05%
Thai	32	0.19%
All Other Asian Races Including 2+ Category	1,612	9.52%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**183,660**	
Arab	86	0.05%
Czech	760	0.41%
Danish	886	0.48%
Dutch	1,802	0.98%
English	18,580	10.12%
French (except Basque)	3,359	1.83%
French Canadian	678	0.37%
German	23,465	12.78%
Greek	284	0.16%
Hungarian	575	0.31%
Irish	15,713	8.56%
Italian	6,199	3.37%
Lithuanian	338	0.18%
United States or American	9,294	5.06%
Norwegian	2,464	1.34%
Polish	3,244	1.77%
Portuguese	494	0.27%
Russian	552	0.30%
Scottish	4,132	2.25%
Scotch-Irish	2,386	1.30%
Slovak	148	0.08%
Subsaharan African	1,435	0.78%
Swedish	2,032	1.11%
Swiss	380	0.21%
Ukrainian	200	0.11%
Welsh	1,219	0.66%
West Indian (except Hisp. groups)	326	0.18%
Other ancestries	52,147	28.39%
Ancestry Unclassified	30,484	16.60%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	146,724	84.08%
Speak Asian/Pacific Island Language at Home	6,651	3.81%
Speak IndoEuropean Language at Home	5,516	3.16%
Speak Spanish at Home	14,469	8.29%
Speak Other Language at Home	1,144	0.66%

Secondary Retail Trade Area • Demographic Profile
Bartonville, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**183,660**	
Age 0 - 4	9,157	4.99%
Age 5 - 9	10,986	5.98%
Age 10 - 14	13,309	7.25%
Age 15 - 17	7,652	4.17%
Age 18 - 20	7,815	4.25%
Age 21 - 24	8,990	4.89%
Age 25 - 34	22,915	12.48%
Age 35 - 44	22,554	12.28%
Age 45 - 54	27,693	15.08%
Age 55 - 64	25,707	14.00%
Age 65 - 74	17,369	9.46%
Age 75 - 84	7,665	4.17%
Age 85 and over	1,849	1.01%
Age 16 and over	147,699	80.42%
Age 18 and over	142,557	77.62%
Age 21 and over	134,742	73.36%
Age 65 and over	26,883	14.64%
2023 Est. Median Age		40.01
2023 Est. Average Age		39.50
2023 Est. Population by Sex	**183,660**	
Male	90,685	49.38%
Female	92,974	50.62%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**90,685**	
Age 0 - 4	4,659	5.14%
Age 5 - 9	5,636	6.21%
Age 10 - 14	6,774	7.47%
Age 15 - 17	3,948	4.35%
Age 18 - 20	4,052	4.47%
Age 21 - 24	4,656	5.13%
Age 25 - 34	11,611	12.80%
Age 35 - 44	10,674	11.77%
Age 45 - 54	13,544	14.94%
Age 55 - 64	12,593	13.89%
Age 65 - 74	8,267	9.12%
Age 75 - 84	3,571	3.94%
Age 85 and over	701	0.77%
2023 Est. Median Age, Male		38.82
2023 Est. Average Age, Male		38.85
2023 Est. Female Population by Age	**92,974**	
Age 0 - 4	4,498	4.84%
Age 5 - 9	5,350	5.75%
Age 10 - 14	6,535	7.03%
Age 15 - 17	3,704	3.98%
Age 18 - 20	3,763	4.05%
Age 21 - 24	4,335	4.66%
Age 25 - 34	11,304	12.16%
Age 35 - 44	11,880	12.78%
Age 45 - 54	14,149	15.22%
Age 55 - 64	13,114	14.11%
Age 65 - 74	9,102	9.79%
Age 75 - 84	4,094	4.40%
Age 85 and over	1,148	1.24%
2023 Est. Median Age, Female		41.05
2023 Est. Average Age, Female		40.13

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Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	39,772	26.48%
Males, Never Married	21,020	13.99%
Females, Never Married	18,752	12.48%
Married, Spouse present	89,462	59.56%
Married, Spouse absent	4,322	2.88%
Widowed	4,796	3.19%
Males Widowed	1,021	0.68%
Females Widowed	3,775	2.51%
Divorced	11,857	7.89%
Males Divorced	5,293	3.52%
Females Divorced	6,564	4.37%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,515	2.00%
Some High School, no diploma	3,459	2.75%
High School Graduate (or GED)	17,652	14.04%
Some College, no degree	25,194	20.03%
Associate Degree	9,038	7.19%
Bachelor's Degree	45,832	36.45%
Master's Degree	17,201	13.68%
Professional School Degree	2,663	2.12%
Doctorate Degree	2,198	1.75%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,119	21.99%
High School Graduate	2,284	16.10%
Some College or Associate's Degree	3,433	24.21%
Bachelor's Degree or Higher	5,347	37.70%
Households		
2028 Projection	67,595	
2023 Estimate	62,621	
2020 Census	58,502	
2010 Census	44,289	
Growth 2023 - 2028		7.94%
Growth 2020 - 2023		7.04%
Growth 2010 - 2020		32.09%
2023 Est. Households by Household Type	**62,621**	
Family Households	51,250	81.84%
Nonfamily Households	11,372	18.16%
2023 Est. Group Quarters Population	1,971	
2023 Households by Ethnicity, Hispanic/Latino	6,642	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**62,621**	
Income < $15,000	1,779	2.84%
Income $15,000 - $24,999	1,287	2.06%
Income $25,000 - $34,999	1,597	2.55%
Income $35,000 - $49,999	2,708	4.32%
Income $50,000 - $74,999	7,166	11.44%
Income $75,000 - $99,999	7,060	11.27%
Income $100,000 - $124,999	6,310	10.08%
Income $125,000 - $149,999	6,209	9.91%
Income $150,000 - $199,999	9,813	15.67%
Income $200,000 - $249,999	6,225	9.94%
Income $250,000 - $499,999	7,657	12.23%
Income $500,000+	4,812	7.68%
2023 Est. Average Household Income		$180,327
2023 Est. Median Household Income		$138,448
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$143,234
Black or African American Alone		$106,860
American Indian and Alaska Native Alone		$100,000
Asian Alone		$144,743
Native Hawaiian and Other Pacific Islander Alone		$68,154
Some Other Race Alone		$116,845
Two or More Races		$126,583
Hispanic or Latino		$110,933
Not Hispanic or Latino		$141,963
2023 Est. Family HH Type by Presence of Own Child.	**51,250**	
Married-Couple Family, own children	24,210	47.24%
Married-Couple Family, no own children	20,624	40.24%
Male Householder, own children	1,035	2.02%
Male Householder, no own children	907	1.77%
Female Householder, own children	2,751	5.37%
Female Householder, no own children	1,724	3.36%
2023 Est. Households by Household Size	**62,621**	
1-person	8,873	14.17%
2-person	22,961	36.67%
3-person	11,271	18.00%
4-person	12,389	19.78%
5-person	4,546	7.26%
6-person	1,860	2.97%
7-or-more-person	719	1.15%
2023 Est. Average Household Size		2.90

Secondary Retail Trade Area • Demographic Profile
Bartonville, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**62,621**	
Households with 1 or More People under Age 18:	29,411	46.97%
Married-Couple Family	25,033	85.11%
Other Family, Male Householder	1,180	4.01%
Other Family, Female Householder	3,098	10.53%
Nonfamily, Male Householder	76	0.26%
Nonfamily, Female Householder	25	0.09%
Households with No People under Age 18:	**33,210**	
Married-Couple Family	19,795	59.61%
Other Family, Male Householder	762	2.29%
Other Family, Female Householder	1,390	4.19%
Nonfamily, Male Householder	5,401	16.26%
Nonfamily, Female Householder	5,862	17.65%
2023 Est. Households by Number of Vehicles	**62,621**	
No Vehicles	686	1.10%
1 Vehicle	11,127	17.77%
2 Vehicles	30,852	49.27%
3 Vehicles	14,028	22.40%
4 Vehicles	4,302	6.87%
5 or more Vehicles	1,628	2.60%
2023 Est. Average Number of Vehicles		2.3
Family Households		
2028 Projection	55,330	
2023 Estimate	51,250	
2010 Census	36,154	
Growth 2023 - 2028		7.96%
Growth 2010 - 2023		41.76%
2023 Est. Families by Poverty Status	**51,250**	
2023 Families at or Above Poverty	49,955	97.47%
2023 Families at or Above Poverty with Children	24,607	48.01%
2023 Families Below Poverty	1,295	2.53%
2023 Families Below Poverty with Children	895	1.75%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	98,290	66.55%
Civilian Labor Force, Unemployed	3,316	2.25%
Armed Forces	85	0.06%
Not in Labor Force	46,008	31.15%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**98,662**	
For-Profit Private Workers	70,753	71.71%
Non-Profit Private Workers	5,568	5.64%
Local Government Workers	1,838	1.86%
State Government Workers	3,612	3.66%
Federal Government Workers	6,883	6.98%
Self-Employed Workers	9,812	9.95%
Unpaid Family Workers	195	0.20%
2023 Est. Civ. Employed Pop 16+ by Occupation	**98,662**	
Architect/Engineer	1,900	1.93%
Arts/Entertainment/Sports	1,807	1.83%
Building Grounds Maintenance	1,628	1.65%
Business/Financial Operations	8,140	8.25%
Community/Social Services	1,482	1.50%
Computer/Mathematical	5,669	5.75%
Construction/Extraction	1,897	1.92%
Education/Training/Library	7,522	7.62%
Farming/Fishing/Forestry	167	0.17%
Food Prep/Serving	4,151	4.21%
Health Practitioner/Technician	5,559	5.63%
Healthcare Support	1,492	1.51%
Maintenance Repair	2,346	2.38%
Legal	753	0.76%
Life/Physical/Social Science	573	0.58%
Management	17,969	18.21%
Office/Admin. Support	10,416	10.56%
Production	2,432	2.46%
Protective Services	1,902	1.93%
Sales/Related	12,257	12.42%
Personal Care/Service	2,503	2.54%
Transportation/Moving	6,097	6.18%
2023 Est. Pop 16+ by Occupation Classification	**98,662**	
White Collar	74,047	75.05%
Blue Collar	12,771	12.94%
Service and Farm	11,844	12.01%
2023 Est. Workers Age 16+ by Transp. to Work	**97,561**	
Drove Alone	78,143	80.10%
Car Pooled	5,931	6.08%
Public Transportation	289	0.30%
Walked	877	0.90%
Bicycle	79	0.08%
Other Means	1,250	1.28%
Worked at Home	10,992	11.27%

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Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,704	
15 - 29 Minutes	29,348	
30 - 44 Minutes	23,125	
45 - 59 Minutes	10,289	
60 or more Minutes	6,143	
2023 Est. Avg Travel Time to Work in Minutes		32
2023 Est. Occupied Housing Units by Tenure	62,621	
Owner Occupied	51,729	82.61%
Renter Occupied	10,893	17.39%
2023 Owner Occ. HUs: Avg. Length of Residence		11.28†
2023 Renter Occ. HUs: Avg. Length of Residence		4.44†
2023 Est. Owner-Occupied Housing Units by Value	**62,621**	
Value Less than $20,000	796	1.54%
Value $20,000 - $39,999	367	0.71%
Value $40,000 - $59,999	219	0.42%
Value $60,000 - $79,999	194	0.38%
Value $80,000 - $99,999	137	0.27%
Value $100,000 - $149,999	426	0.82%
Value $150,000 - $199,999	893	1.73%
Value $200,000 - $299,999	5,895	11.40%
Value $300,000 - $399,999	11,078	21.42%
Value $400,000 - $499,999	10,806	20.89%
Value $500,000 - $749,999	13,249	25.61%
Value $750,000 - $999,999	4,841	9.36%
Value $1,000,000 or $1,499,999	2,078	4.02%
Value $1,500,000 or $1,999,999	453	0.88%
Value $2,000,000+	295	0.57%
2023 Est. Median All Owner-Occupied Housing Value		$452,104
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	56,250	86.52%
1 Unit Attached	810	1.25%
2 Units	242	0.37%
3 or 4 Units	734	1.13%
5 to 19 Units	2,491	3.83%
20 to 49 Units	1,207	1.86%
50 or More Units	1,322	2.03%
Mobile Home or Trailer	1,911	2.94%
Boat, RV, Van, etc.	47	0.07%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	13,598	20.92%
Housing Units Built 2010 to 2014	3,145	4.84%
Housing Units Built 2000 to 2009	18,967	29.17%
Housing Units Built 1990 to 1999	16,059	24.70%
Housing Units Built 1980 to 1989	8,638	13.29%
Housing Units Built 1970 to 1979	2,679	4.12%
Housing Units Built 1960 to 1969	1,099	1.69%
Housing Units Built 1950 to 1959	375	0.58%
Housing Units Built 1940 to 1949	323	0.50%
Housing Unit Built 1939 or Earlier	130	0.20%
2023 Est. Median Year Structure Built		2002

† 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.

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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