

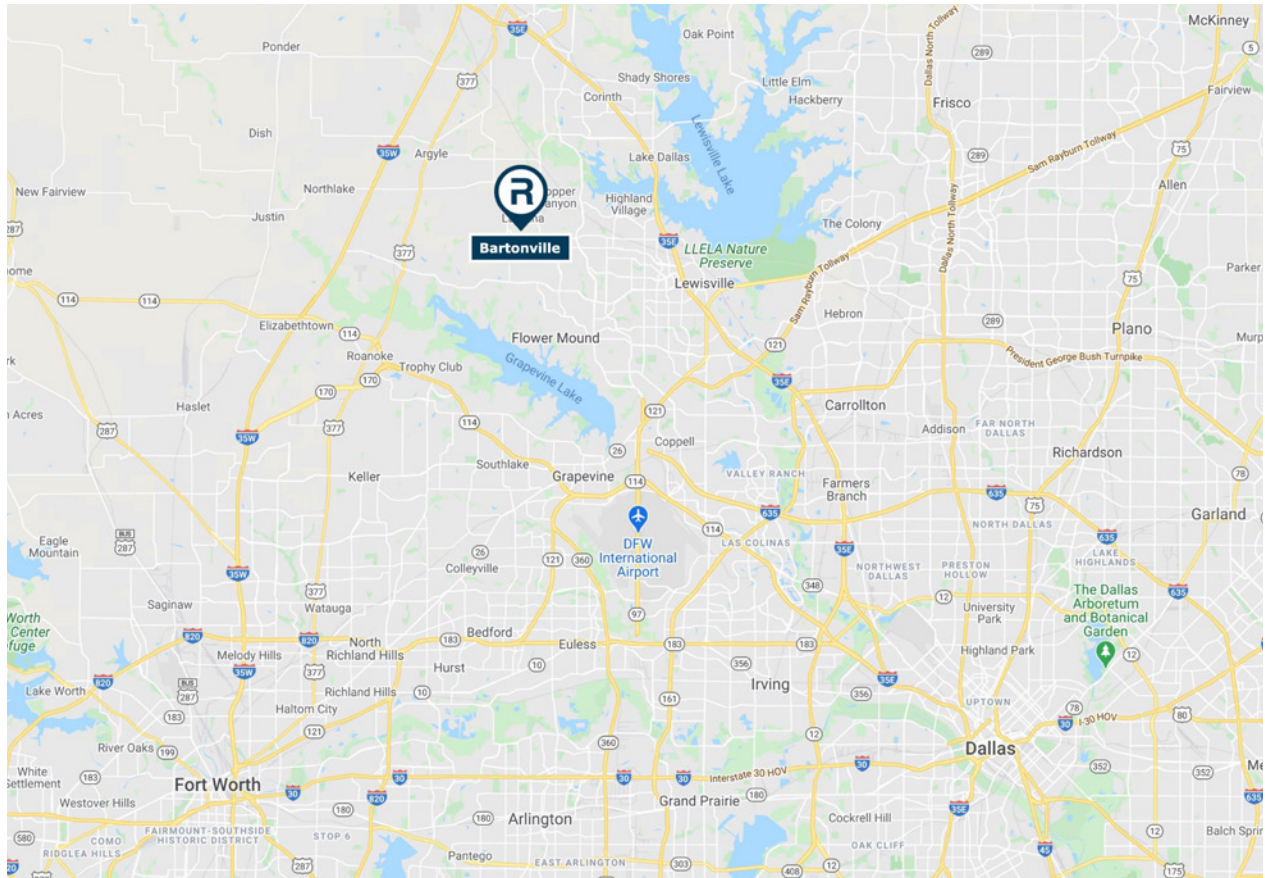


BARTONVILLE, TEXAS

# Community Demographic Profile



# Contact Information



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# 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.



# Community • Demographic Profile

## Bartonville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	1,621	
2020 Estimate	1,466	
2010 Census	1,469	
2000 Census	1,103	
Growth 2020 - 2025		10.57%
Growth 2010 - 2020		-0.20%
Growth 2000 - 2010		33.18%
<b>2020 Est. Population by Single-Classification Race</b>	<b>1,466</b>	
White Alone	1,349	92.02%
Black or African American Alone	11	0.75%
Amer. Indian and Alaska Native Alone	5	0.34%
Asian Alone	29	1.98%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	48	3.27%
Two or More Races	24	1.64%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>1,466</b>	
Not Hispanic or Latino	1,255	85.61%
Hispanic or Latino	211	14.39%
Mexican	165	78.20%
Puerto Rican	7	3.32%
Cuban	2	0.95%
All Other Hispanic or Latino	37	17.54%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>211</b>	
White Alone	153	72.51%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	48	22.75%
Two or More Races	10	4.74%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>29</b>	
Chinese, except Taiwanese	9	31.03%
Filipino	12	41.38%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	6	20.69%
Vietnamese	2	6.90%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>1,466</b>	
Arab	2	0.14%
Czech	2	0.14%
Danish	4	0.27%
Dutch	17	1.16%
English	152	10.37%
French (except Basque)	30	2.05%
French Canadian	6	0.41%
German	197	13.44%
Greek	3	0.21%
Hungarian	3	0.21%
Irish	124	8.46%
Italian	35	2.39%
Lithuanian	1	0.07%
United States or American	170	11.60%
Norwegian	17	1.16%
Polish	29	1.98%
Portuguese	0	0.00%
Russian	7	0.48%
Scottish	39	2.66%
Scotch-Irish	33	2.25%
Slovak	1	0.07%
Subsaharan African	1	0.07%
Swedish	22	1.50%
Swiss	1	0.07%
Ukrainian	1	0.07%
Welsh	8	0.55%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	232	15.83%
Ancestry Unclassified	329	22.44%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	1,182	84.43%
Speak Asian/Pacific Island Language at Home	8	0.57%
Speak IndoEuropean Language at Home	21	1.50%
Speak Spanish at Home	187	13.36%
Speak Other Language at Home	2	0.14%

# Community • Demographic Profile

## Bartonville, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>1,466</b>	
Age 0 - 4	66	4.50%
Age 5 - 9	65	4.43%
Age 10 - 14	78	5.32%
Age 15 - 17	69	4.71%
Age 18 - 20	66	4.50%
Age 21 - 24	83	5.66%
Age 25 - 34	208	14.19%
Age 35 - 44	104	7.09%
Age 45 - 54	218	14.87%
Age 55 - 64	257	17.53%
Age 65 - 74	174	11.87%
Age 75 - 84	65	4.43%
Age 85 and over	13	0.89%
Age 16 and over	1,234	84.18%
Age 18 and over	1,188	81.04%
Age 21 and over	1,122	76.54%
Age 65 and over	252	17.19%
2020 Est. Median Age		44.52
2020 Est. Average Age		41.70
<b>2020 Est. Population by Sex</b>	<b>1,466</b>	
Male	738	50.34%
Female	728	49.66%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>738</b>	
Age 0 - 4	35	4.74%
Age 5 - 9	33	4.47%
Age 10 - 14	43	5.83%
Age 15 - 17	39	5.29%
Age 18 - 20	36	4.88%
Age 21 - 24	43	5.83%
Age 25 - 34	106	14.36%
Age 35 - 44	52	7.05%
Age 45 - 54	99	13.42%
Age 55 - 64	129	17.48%
Age 65 - 74	84	11.38%
Age 75 - 84	34	4.61%
Age 85 and over	5	0.68%
2020 Est. Median Age, Male		41.70
2020 Est. Average Age, Male		40.90
<b>2020 Est. Female Population by Age</b>	<b>728</b>	
Age 0 - 4	31	4.26%
Age 5 - 9	32	4.40%
Age 10 - 14	35	4.81%
Age 15 - 17	30	4.12%
Age 18 - 20	30	4.12%
Age 21 - 24	40	5.50%
Age 25 - 34	102	14.01%
Age 35 - 44	52	7.14%
Age 45 - 54	119	16.35%
Age 55 - 64	128	17.58%
Age 65 - 74	90	12.36%
Age 75 - 84	31	4.26%
Age 85 and over	8	1.10%
2020 Est. Median Age, Female		46.26
2020 Est. Average Age, Female		42.50

# Community • Demographic Profile

## Bartonville, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	274	21.80%
Males, Never Married	167	13.29%
Females, Never Married	107	8.51%
Married, Spouse present	802	63.80%
Married, Spouse absent	4	0.32%
Widowed	62	4.93%
Males Widowed	13	1.03%
Females Widowed	49	3.90%
Divorced	115	9.15%
Males Divorced	30	2.39%
Females Divorced	85	6.76%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	20	1.9%
Some High School, no diploma	49	4.7%
High School Graduate (or GED)	162	15.6%
Some College, no degree	181	17.4%
Associate Degree	76	7.3%
Bachelor's Degree	389	37.4%
Master's Degree	112	10.8%
Professional School Degree	30	2.9%
Doctorate Degree	20	1.9%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	18	16.51%
High School Graduate	24	22.02%
Some College or Associate's Degree	30	27.52%
Bachelor's Degree or Higher	37	33.95%
<b>Households</b>		
2025 Projection	567	
2020 Estimate	506	
2010 Census	486	
2000 Census	386	
Growth 2020 - 2025		12.06%
Growth 2010 - 2020		4.12%
Growth 2000 - 2010		25.91%
<b>2020 Est. Households by Household Type</b>	<b>506</b>	
Family Households	424	83.80%
Nonfamily Households	82	16.21%
2020 Est. Group Quarters Population	0	
2020 Households by Ethnicity, Hispanic/Latino	51	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>506</b>	
Income < \$15,000	18	3.56%
Income \$15,000 - \$24,999	11	2.17%
Income \$25,000 - \$34,999	23	4.55%
Income \$35,000 - \$49,999	17	3.36%
Income \$50,000 - \$74,999	76	15.02%
Income \$75,000 - \$99,999	37	7.31%
Income \$100,000 - \$124,999	51	10.08%
Income \$125,000 - \$149,999	46	9.09%
Income \$150,000 - \$199,999	49	9.68%
Income \$200,000 - \$249,999	34	6.72%
Income \$250,000 - \$499,999	66	13.04%
Income \$500,000+	78	15.42%
2020 Est. Average Household Income		\$206,877
2020 Est. Median Household Income		\$135,265
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$133,776
Black or African American Alone		\$150,000
American Indian and Alaska Native Alone		\$125,000
Asian Alone		\$187,499
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$196,650
Two or More Races		\$100,000
Hispanic or Latino		\$98,547
Not Hispanic or Latino		\$142,036
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>424</b>	
Married-Couple Family, own children	180	42.45%
Married-Couple Family, no own children	193	45.52%
Male Householder, own children	7	1.65%
Male Householder, no own children	9	2.12%
Female Householder, own children	18	4.25%
Female Householder, no own children	17	4.01%
<b>2020 Est. Households by Household Size</b>	<b>506</b>	
1-person	74	14.62%
2-person	176	34.78%
3-person	93	18.38%
4-person	90	17.79%
5-person	46	9.09%
6-person	18	3.56%
7-or-more-person	9	1.78%
2020 Est. Average Household Size		2.9

# Community • Demographic Profile

## Bartonville, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>506</b>	
Households with 1 or More People under Age 18:	221	43.68%
Married-Couple Family	189	85.52%
Other Family, Male Householder	10	4.53%
Other Family, Female Householder	21	9.50%
Nonfamily, Male Householder	1	0.45%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	<b>285</b>	<b>56.32%</b>
Married-Couple Family	184	64.56%
Other Family, Male Householder	7	2.46%
Other Family, Female Householder	14	4.91%
Nonfamily, Male Householder	44	15.44%
Nonfamily, Female Householder	36	12.63%
<b>2020 Est. Households by Number of Vehicles</b>	<b>506</b>	
No Vehicles	8	1.58%
1 Vehicle	59	11.66%
2 Vehicles	171	33.80%
3 Vehicles	172	33.99%
4 Vehicles	71	14.03%
5 or more Vehicles	25	4.94%
2020 Est. Average Number of Vehicles		2.7
<b>Family Households</b>		
2025 Projection	476	
2020 Estimate	424	
2010 Census	408	
2000 Census	320	
Growth 2020 - 2025		12.26%
Growth 2010 - 2020		3.92%
Growth 2000 - 2010		27.50%
<b>2020 Est. Families by Poverty Status</b>	<b>424</b>	
2020 Families at or Above Poverty	411	96.93%
2020 Families at or Above Poverty with Children	173	40.80%
2020 Families Below Poverty	13	3.07%
2020 Families Below Poverty with Children	10	2.36%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>1,234</b>	
Civilian Labor Force, Employed	811	65.72%
Civilian Labor Force, Unemployed	13	1.05%
Armed Forces	0	0.00%
Not in Labor Force	410	33.23%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>773</b>	
For-Profit Private Workers	540	69.86%
Non-Profit Private Workers	18	2.33%
Local Government Workers	3	0.39%
State Government Workers	27	3.49%
Federal Government Workers	37	4.79%
Self-Employed Workers	148	19.15%
Unpaid Family Workers	0	0.00%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>773</b>	
Architect/Engineer	10	1.29%
Arts/Entertainment/Sports	10	1.29%
Building Grounds Maintenance	20	2.59%
Business/Financial Operations	47	6.08%
Community/Social Services	10	1.29%
Computer/Mathematical	16	2.07%
Construction/Extraction	57	7.37%
Education/Training/Library	40	5.18%
Farming/Fishing/Forestry	12	1.55%
Food Prep/Serving	41	5.30%
Health Practitioner/Technician	28	3.62%
Healthcare Support	2	0.26%
Maintenance Repair	35	4.53%
Legal	5	0.65%
Life/Physical/Social Science	3	0.39%
Management	207	26.78%
Office/Admin. Support	84	10.87%
Production	11	1.42%
Protective Services	5	0.65%
Sales/Related	83	10.74%
Personal Care/Service	5	0.65%
Transportation/Moving	42	5.43%
<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>773</b>	
White Collar	543	70.25%
Blue Collar	145	18.76%
Service and Farm	85	11.00%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>772</b>	
Drove Alone	605	78.37%
Car Pooled	42	5.44%
Public Transportation	0	0.00%
Walked	3	0.39%
Bicycle	0	0.00%
Other Means	2	0.26%
Worked at Home	120	15.54%

# Community • Demographic Profile

## Bartonville, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	144	
15 - 29 Minutes	198	
30 - 44 Minutes	143	
45 - 59 Minutes	91	
60 or more Minutes	86	
2020 Est. Avg Travel Time to Work in Minutes		34
2020 Est. Occupied Housing Units by Tenure	506	
Owner Occupied	445	87.95%
Renter Occupied	61	12.06%
2020 Owner Occ. HUs: Avg. Length of Residence		10.8
2020 Renter Occ. HUs: Avg. Length of Residence		5.5
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>506</b>	
Value Less than \$20,000	3	0.67%
Value \$20,000 - \$39,999	5	1.12%
Value \$40,000 - \$59,999	2	0.45%
Value \$60,000 - \$79,999	4	0.90%
Value \$80,000 - \$99,999	0	0.00%
Value \$100,000 - \$149,999	6	1.35%
Value \$150,000 - \$199,999	4	0.90%
Value \$200,000 - \$299,999	13	2.92%
Value \$300,000 - \$399,999	37	8.32%
Value \$400,000 - \$499,999	42	9.44%
Value \$500,000 - \$749,999	114	25.62%
Value \$750,000 - \$999,999	104	23.37%
Value \$1,000,000 or \$1,499,999	86	19.33%
Value \$1,500,000 or \$1,999,999	16	3.60%
Value \$2,000,000+	9	2.02%
2020 Est. Median All Owner-Occupied Housing Value		\$733,281
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	419	79.06%
1 Unit Attached	1	0.19%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	2	0.38%
50 or More Units	0	0.00%
Mobile Home or Trailer	108	20.38%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	172	32.45%
Housing Units Built 2010 to 2014	16	3.02%
Housing Units Built 2000 to 2009	114	21.51%
Housing Units Built 1990 to 1999	82	15.47%
Housing Units Built 1980 to 1989	79	14.91%
Housing Units Built 1970 to 1979	40	7.55%
Housing Units Built 1960 to 1969	9	1.70%
Housing Units Built 1950 to 1959	3	0.57%
Housing Units Built 1940 to 1949	15	2.83%
Housing Unit Built 1939 or Earlier	0	0.00%
2020 Est. Median Year Structure Built		2003





## 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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