

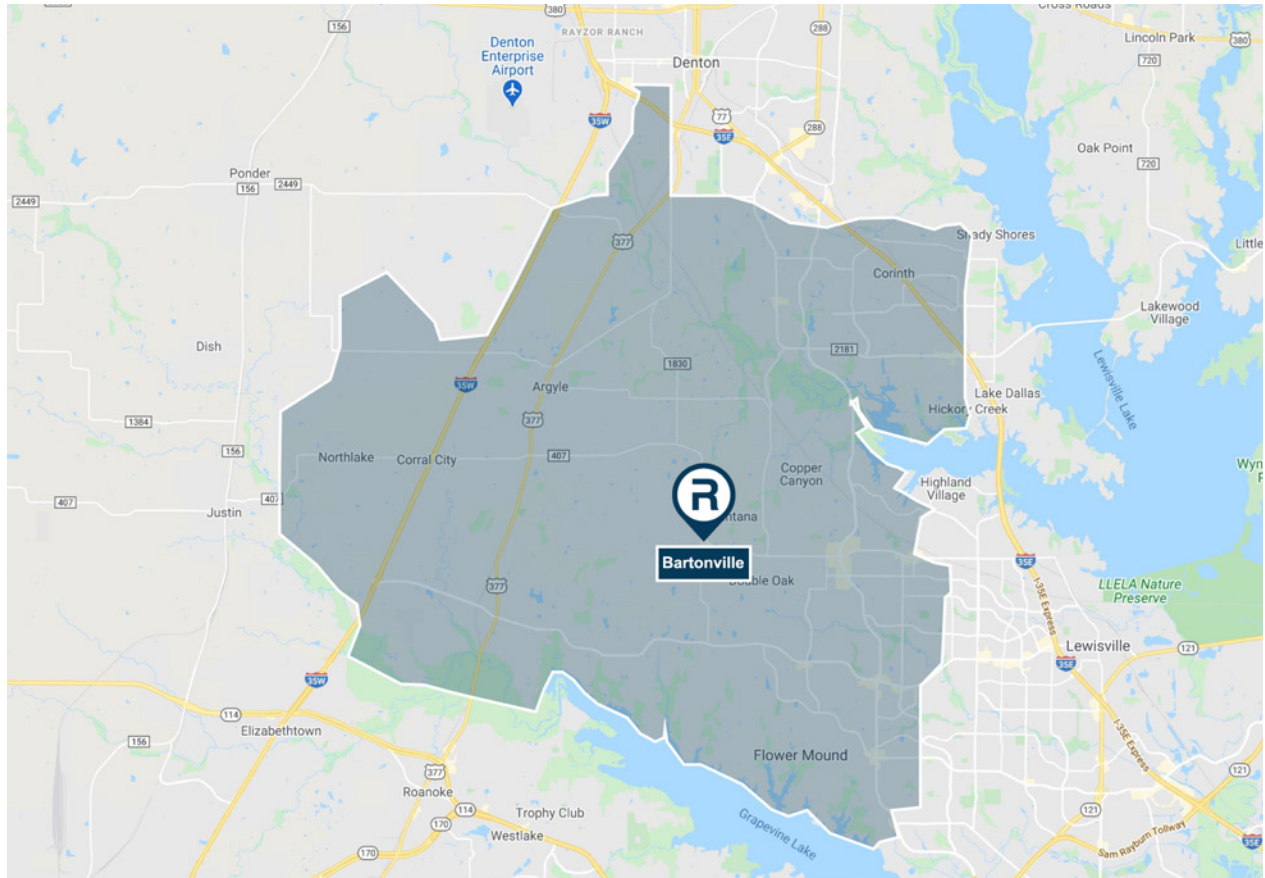


BARTONVILLE, TEXAS

# Secondary Retail Trade Area Demographic Profile



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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.



# Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	194,015	
2020 Estimate	177,791	
2010 Census	134,367	
2000 Census	84,414	
Growth 2020 - 2025		9.13%
Growth 2010 - 2020		32.32%
Growth 2000 - 2010		59.18%
<b>2020 Est. Population by Single-Classification Race</b>	<b>177,791</b>	
White Alone	141,279	79.46%
Black or African American Alone	9,397	5.29%
Amer. Indian and Alaska Native Alone	1,211	0.68%
Asian Alone	13,900	7.82%
Native Hawaiian and Other Pacific Island Alone	126	0.07%
Some Other Race Alone	6,639	3.73%
Two or More Races	5,240	2.95%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>177,791</b>	
Not Hispanic or Latino	154,633	86.98%
Hispanic or Latino	23,158	13.03%
Mexican	16,697	72.10%
Puerto Rican	1,052	4.54%
Cuban	461	1.99%
All Other Hispanic or Latino	4,948	21.37%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>23,158</b>	
White Alone	14,477	62.51%
Black or African American Alone	279	1.21%
American Indian and Alaska Native Alone	302	1.30%
Asian Alone	81	0.35%
Native Hawaiian and Other Pacific Islander Alone	5	0.02%
Some Other Race Alone	6,413	27.69%
Two or More Races	1,601	6.91%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>13,900</b>	
Chinese, except Taiwanese	2,020	14.53%
Filipino	749	5.39%
Japanese	355	2.55%
Asian Indian	5,981	43.03%
Korean	2,787	20.05%
Vietnamese	659	4.74%
Cambodian	200	1.44%
Hmong	4	0.03%
Laotian	20	0.14%
Thai	54	0.39%
All Other Asian Races Including 2+ Category	1,072	7.71%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>177,791</b>	
Arab	565	0.32%
Czech	911	0.51%
Danish	654	0.37%
Dutch	1,555	0.88%
English	17,798	10.01%
French (except Basque)	3,421	1.92%
French Canadian	998	0.56%
German	22,926	12.90%
Greek	397	0.22%
Hungarian	449	0.25%
Irish	15,057	8.47%
Italian	5,277	2.97%
Lithuanian	182	0.10%
United States or American	18,088	10.17%
Norwegian	2,218	1.25%
Polish	3,141	1.77%
Portuguese	247	0.14%
Russian	787	0.44%
Scottish	3,718	2.09%
Scotch-Irish	3,278	1.84%
Slovak	169	0.10%
Subsaharan African	326	0.18%
Swedish	2,193	1.23%
Swiss	370	0.21%
Ukrainian	148	0.08%
Welsh	1,028	0.58%
West Indian (except Hisp. groups)	132	0.07%
Other ancestries	37,939	21.34%
Ancestry Unclassified	33,821	19.02%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	140,672	83.80%
Speak Asian/Pacific Island Language at Home	4,697	2.80%
Speak IndoEuropean Language at Home	4,352	2.59%
Speak Spanish at Home	17,624	10.50%
Speak Other Language at Home	518	0.31%

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2020 Est. Population by Age</b>	<b>177,791</b>	
Age 0 - 4	9,928	5.58%
Age 5 - 9	10,873	6.12%
Age 10 - 14	12,566	7.07%
Age 15 - 17	8,353	4.70%
Age 18 - 20	9,257	5.21%
Age 21 - 24	9,577	5.39%
Age 25 - 34	21,016	11.82%
Age 35 - 44	19,928	11.21%
Age 45 - 54	29,124	16.38%
Age 55 - 64	25,030	14.08%
Age 65 - 74	14,821	8.34%
Age 75 - 84	5,823	3.28%
Age 85 and over	1,496	0.84%
Age 16 and over	141,692	79.70%
Age 18 and over	136,071	76.53%
Age 21 and over	126,815	71.33%
Age 65 and over	22,140	12.45%
2020 Est. Median Age		38.85
2020 Est. Average Age		38.28
<b>2020 Est. Population by Sex</b>	<b>177,791</b>	
Male	87,762	49.36%
Female	90,029	50.64%

DESCRIPTION	DATA	%
<b>2020 Est. Male Population by Age</b>	<b>87,762</b>	
Age 0 - 4	5,042	5.75%
Age 5 - 9	5,576	6.35%
Age 10 - 14	6,382	7.27%
Age 15 - 17	4,286	4.88%
Age 18 - 20	4,686	5.34%
Age 21 - 24	4,964	5.66%
Age 25 - 34	10,651	12.14%
Age 35 - 44	9,318	10.62%
Age 45 - 54	14,113	16.08%
Age 55 - 64	12,336	14.06%
Age 65 - 74	7,124	8.12%
Age 75 - 84	2,736	3.12%
Age 85 and over	547	0.62%
2020 Est. Median Age, Male		37.53
2020 Est. Average Age, Male		37.68
<b>2020 Est. Female Population by Age</b>	<b>90,029</b>	
Age 0 - 4	4,885	5.43%
Age 5 - 9	5,297	5.88%
Age 10 - 14	6,184	6.87%
Age 15 - 17	4,067	4.52%
Age 18 - 20	4,571	5.08%
Age 21 - 24	4,613	5.12%
Age 25 - 34	10,365	11.51%
Age 35 - 44	10,610	11.79%
Age 45 - 54	15,010	16.67%
Age 55 - 64	12,694	14.10%
Age 65 - 74	7,698	8.55%
Age 75 - 84	3,086	3.43%
Age 85 and over	949	1.05%
2020 Est. Median Age, Female		40.00
2020 Est. Average Age, Female		38.84

# Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	37,805	26.18%
Males, Never Married	19,941	13.81%
Females, Never Married	17,864	12.37%
Married, Spouse present	87,542	60.61%
Married, Spouse absent	3,370	2.33%
Widowed	4,553	3.15%
Males Widowed	910	0.63%
Females Widowed	3,643	2.52%
Divorced	11,154	7.72%
Males Divorced	4,239	2.94%
Females Divorced	6,915	4.79%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,347	2.0%
Some High School, no diploma	2,869	2.4%
High School Graduate (or GED)	15,772	13.5%
Some College, no degree	23,564	20.1%
Associate Degree	9,232	7.9%
Bachelor's Degree	41,732	35.6%
Master's Degree	16,642	14.2%
Professional School Degree	2,751	2.3%
Doctorate Degree	2,328	2.0%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,428	19.37%
High School Graduate	2,554	20.37%
Some College or Associate's Degree	3,895	31.07%
Bachelor's Degree or Higher	3,660	29.19%
<b>Households</b>		
2025 Projection	63,035	
2020 Estimate	57,791	
2010 Census	43,817	
2000 Census	27,301	
Growth 2020 - 2025		9.07%
Growth 2010 - 2020		31.89%
Growth 2000 - 2010		60.50%
<b>2020 Est. Households by Household Type</b>	<b>57,791</b>	
Family Households	47,773	82.67%
Nonfamily Households	10,018	17.34%
2020 Est. Group Quarters Population	3,332	
2020 Households by Ethnicity, Hispanic/Latino	5,586	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>	<b>57,791</b>	
Income < \$15,000	1,695	2.93%
Income \$15,000 - \$24,999	1,362	2.36%
Income \$25,000 - \$34,999	2,074	3.59%
Income \$35,000 - \$49,999	3,603	6.24%
Income \$50,000 - \$74,999	6,001	10.38%
Income \$75,000 - \$99,999	6,673	11.55%
Income \$100,000 - \$124,999	6,688	11.57%
Income \$125,000 - \$149,999	6,088	10.54%
Income \$150,000 - \$199,999	9,218	15.95%
Income \$200,000 - \$249,999	5,237	9.06%
Income \$250,000 - \$499,999	5,981	10.35%
Income \$500,000+	3,171	5.49%
2020 Est. Average Household Income		\$163,314
2020 Est. Median Household Income		\$128,122
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$129,538
Black or African American Alone		\$106,913
American Indian and Alaska Native Alone		\$91,700
Asian Alone		\$143,191
Native Hawaiian and Other Pacific Islander Alone		\$58,965
Some Other Race Alone		\$124,072
Two or More Races		\$107,883
Hispanic or Latino		\$96,486
Not Hispanic or Latino		\$132,318
<b>2020 Est. Family HH Type by Presence of Own Child.</b>	<b>47,773</b>	
Married-Couple Family, own children	22,920	47.98%
Married-Couple Family, no own children	18,978	39.73%
Male Householder, own children	948	1.98%
Male Householder, no own children	804	1.68%
Female Householder, own children	2,560	5.36%
Female Householder, no own children	1,563	3.27%
<b>2020 Est. Households by Household Size</b>	<b>57,791</b>	
1-person	7,657	13.25%
2-person	17,911	30.99%
3-person	11,221	19.42%
4-person	12,194	21.10%
5-person	5,762	9.97%
6-person	2,082	3.60%
7-or-more-person	963	1.67%
2020 Est. Average Household Size		3.02

# Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>57,791</b>	
Households with 1 or More People under Age 18:	27,716	47.96%
Married-Couple Family	23,674	85.42%
Other Family, Male Householder	1,086	3.92%
Other Family, Female Householder	2,863	10.33%
Nonfamily, Male Householder	71	0.26%
Nonfamily, Female Householder	23	0.08%
<b>Households with No People under Age 18:</b>	<b>30,075</b>	<b>52.04%</b>
Married-Couple Family	18,218	60.58%
Other Family, Male Householder	674	2.24%
Other Family, Female Householder	1,260	4.19%
Nonfamily, Male Householder	4,757	15.82%
Nonfamily, Female Householder	5,165	17.17%
<b>2020 Est. Households by Number of Vehicles</b>	<b>57,791</b>	
No Vehicles	719	1.24%
1 Vehicle	9,546	16.52%
2 Vehicles	28,748	49.75%
3 Vehicles	12,873	22.28%
4 Vehicles	4,385	7.59%
5 or more Vehicles	1,520	2.63%
2020 Est. Average Number of Vehicles		2.29
<b>Family Households</b>		
2025 Projection	52,129	
2020 Estimate	47,773	
2010 Census	36,151	
2000 Census	22,918	
Growth 2020 - 2025		9.12%
Growth 2010 - 2020		32.15%
Growth 2000 - 2010		57.74%
<b>2020 Est. Families by Poverty Status</b>	<b>47,773</b>	
2020 Families at or Above Poverty	46,504	97.34%
2020 Families at or Above Poverty with Children	23,286	48.74%
2020 Families Below Poverty	1,270	2.66%
2020 Families Below Poverty with Children	836	1.75%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>141,692</b>	
Civilian Labor Force, Employed	93,815	66.21%
Civilian Labor Force, Unemployed	3,421	2.41%
Armed Forces	74	0.05%
Not in Labor Force	44,382	31.32%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>94,111</b>	
For-Profit Private Workers	67,417	71.64%
Non-Profit Private Workers	5,403	5.74%
Local Government Workers	1,570	1.67%
State Government Workers	3,797	4.04%
Federal Government Workers	6,104	6.49%
Self-Employed Workers	9,655	10.26%
Unpaid Family Workers	166	0.18%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>94,111</b>	
Architect/Engineer	2,023	2.15%
Arts/Entertainment/Sports	2,240	2.38%
Building Grounds Maintenance	1,289	1.37%
Business/Financial Operations	7,790	8.28%
Community/Social Services	1,276	1.36%
Computer/Mathematical	5,018	5.33%
Construction/Extraction	2,051	2.18%
Education/Training/Library	7,186	7.64%
Farming/Fishing/Forestry	169	0.18%
Food Prep/Serving	3,728	3.96%
Health Practitioner/Technician	5,780	6.14%
Healthcare Support	894	0.95%
Maintenance Repair	1,915	2.04%
Legal	804	0.85%
Life/Physical/Social Science	452	0.48%
Management	17,752	18.86%
Office/Admin. Support	10,709	11.38%
Production	2,308	2.45%
Protective Services	1,413	1.50%
Sales/Related	12,351	13.12%
Personal Care/Service	2,425	2.58%
Transportation/Moving	4,540	4.82%
<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>94,111</b>	
White Collar	73,379	77.97%
Blue Collar	10,814	11.49%
Service and Farm	9,918	10.54%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>93,117</b>	
Drove Alone	74,534	80.04%
Car Pooled	5,754	6.18%
Public Transportation	571	0.61%
Walked	1,148	1.23%
Bicycle	95	0.10%
Other Means	1,067	1.15%
Worked at Home	9,949	10.68%

# Secondary Retail Trade Area • Demographic Profile

## Bartonville, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	16,328	
15 - 29 Minutes	26,277	
30 - 44 Minutes	21,161	
45 - 59 Minutes	12,086	
60 or more Minutes	8,247	
2020 Est. Avg Travel Time to Work in Minutes		33
2020 Est. Occupied Housing Units by Tenure	57,791	
Owner Occupied	50,249	86.95%
Renter Occupied	7,542	13.05%
2020 Owner Occ. HUs: Avg. Length of Residence		11.14
2020 Renter Occ. HUs: Avg. Length of Residence		5.34
<b>2020 Est. Owner-Occupied Housing Units by Value</b>	<b>57,791</b>	
Value Less than \$20,000	578	1.15%
Value \$20,000 - \$39,999	517	1.03%
Value \$40,000 - \$59,999	97	0.19%
Value \$60,000 - \$79,999	188	0.37%
Value \$80,000 - \$99,999	126	0.25%
Value \$100,000 - \$149,999	818	1.63%
Value \$150,000 - \$199,999	2,635	5.24%
Value \$200,000 - \$299,999	10,355	20.61%
Value \$300,000 - \$399,999	11,726	23.34%
Value \$400,000 - \$499,999	9,371	18.65%
Value \$500,000 - \$749,999	8,755	17.42%
Value \$750,000 - \$999,999	3,231	6.43%
Value \$1,000,000 or \$1,499,999	1,247	2.48%
Value \$1,500,000 or \$1,999,999	329	0.66%
Value \$2,000,000+	275	0.55%
2020 Est. Median All Owner-Occupied Housing Value		\$382,885
<b>2020 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	52,978	88.91%
1 Unit Attached	505	0.85%
2 Units	130	0.22%
3 or 4 Units	644	1.08%
5 to 19 Units	1,770	2.97%
20 to 49 Units	611	1.03%
50 or More Units	716	1.20%
Mobile Home or Trailer	2,130	3.58%
Boat, RV, Van, etc.	103	0.17%

DESCRIPTION	DATA	%
<b>2020 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	11,273	18.92%
Housing Units Built 2010 to 2014	2,286	3.84%
Housing Units Built 2000 to 2009	18,513	31.07%
Housing Units Built 1990 to 1999	15,585	26.16%
Housing Units Built 1980 to 1989	7,767	13.04%
Housing Units Built 1970 to 1979	2,228	3.74%
Housing Units Built 1960 to 1969	1,026	1.72%
Housing Units Built 1950 to 1959	514	0.86%
Housing Units Built 1940 to 1949	213	0.36%
Housing Unit Built 1939 or Earlier	183	0.31%
2020 Est. Median Year Structure Built		2001





## 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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