



The **Retail**Coach.®

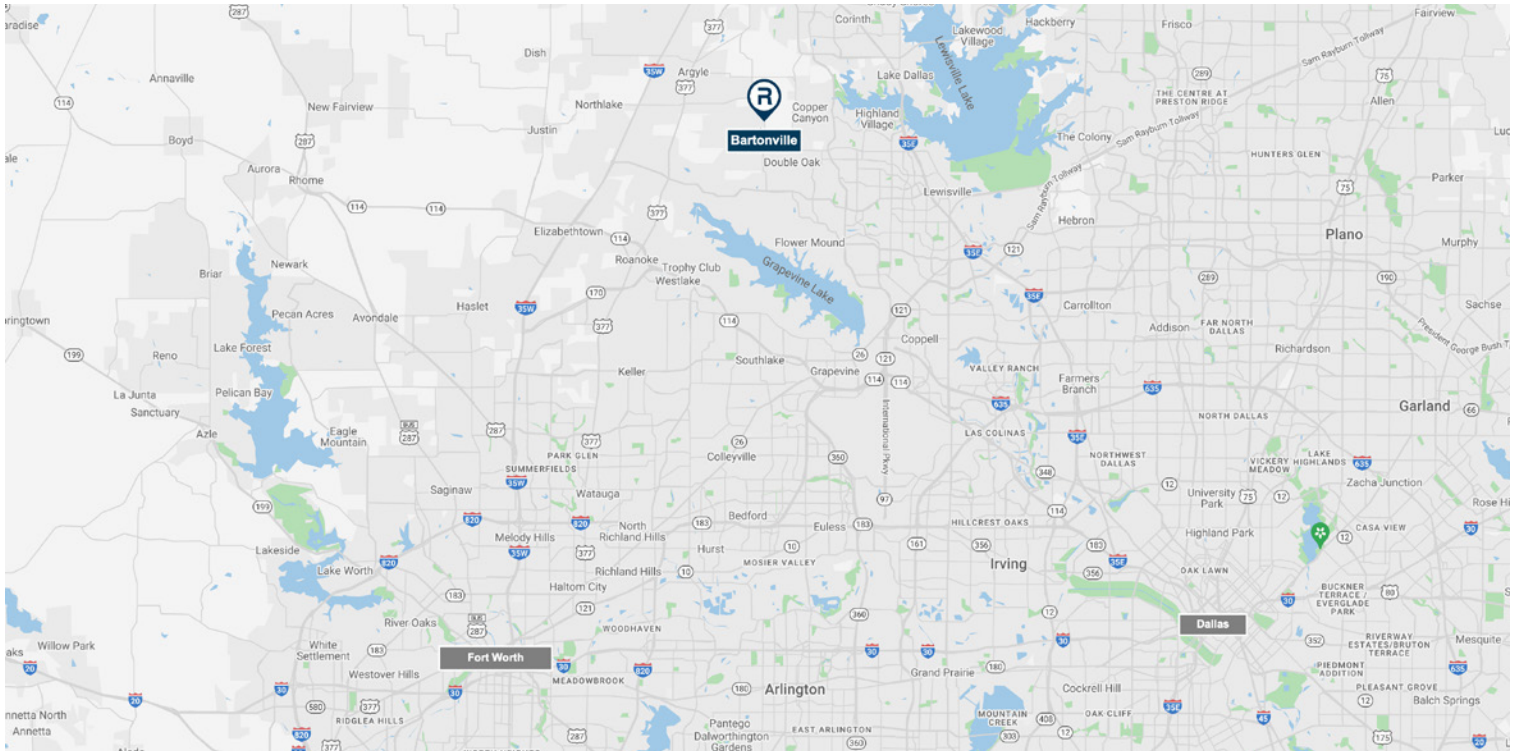
Community Demographic Profile

BARTONVILLE, TEXAS

Prepared for Town of Bartonville
January 2023

Community • Demographic Snapshot

Bartonville, Texas



Population

2020	1,725
2023	1,879
2028	2,041

Educational Attainment (%)

Graduate or Professional Degree	12.36%
Bachelors Degree	31.61%
Associate Degree	8.14%
Some College	18.36%
High School Graduate (GED)	21.39%
Some High School, No Degree	1.55%
Less than 9th Grade	6.59%

Income

Average HH	\$171,048
Median HH	\$131,385
Per Capita	\$56,257

Age

0 - 9 Years	8.73%
10 - 17 Years	10.96%
18 - 24 Years	8.41%
25 - 34 Years	14.26%
35 - 44 Years	8.62%
45 - 54 Years	13.25%
55 - 64 Years	16.87%
65 and Older	18.89%
Median Age	43.94
Average Age	42.30

Race Distribution (%)

White	74.03%
Black/African American	1.22%
American Indian/Alaskan	1.33%
Asian	2.45%
Native Hawaiian/Islander	0.00%
Other Race	6.12%
Two or More Races	14.85%
Hispanic	22.25%



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DESCRIPTION	DATA	%
Population		
2028 Projection	2,041	
2023 Estimate	1,879	
2020 Census	1,725	
2010 Census	1,367	
Growth 2023 - 2028		8.62%
Growth 2020 - 2023		8.93%
Growth 2010 - 2020		26.19%
2023 Est. Population by Single-Classification Race	1,879	
White Alone	1,391	74.03%
Black or African American Alone	23	1.22%
Amer. Indian and Alaska Native Alone	25	1.33%
Asian Alone	46	2.45%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	115	6.12%
Two or More Races	279	14.85%
2023 Est. Population by Hispanic or Latino Origin	1,879	
Not Hispanic or Latino	1,461	77.75%
Hispanic or Latino	418	22.25%
Mexican	351	83.97%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	67	16.03%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	418	
White Alone	80	19.14%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	7	1.67%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	107	25.60%
Two or More Races	224	53.59%
2023 Est. Pop by Race, Asian Alone, by Category	46	
Chinese, except Taiwanese	6	13.04%
Filipino	1	2.17%
Japanese	0	0.00%
Asian Indian	3	6.52%
Korean	3	6.52%
Vietnamese	9	19.57%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	24	52.17%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	1,879	
Arab	1	0.05%
Czech	19	1.01%
Danish	17	0.91%
Dutch	44	2.34%
English	106	5.64%
French (except Basque)	5	0.27%
French Canadian	1	0.05%
German	285	15.17%
Greek	2	0.11%
Hungarian	1	0.05%
Irish	148	7.88%
Italian	41	2.18%
Lithuanian	10	0.53%
United States or American	89	4.74%
Norwegian	4	0.21%
Polish	20	1.06%
Portuguese	1	0.05%
Russian	6	0.32%
Scottish	18	0.96%
Scotch-Irish	14	0.75%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	19	1.01%
Swiss	0	0.00%
Ukrainian	6	0.32%
Welsh	8	0.43%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	790	42.04%
Ancestry Unclassified	224	11.92%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	1,278	70.92%
Speak Asian/Pacific Island Language at Home	7	0.39%
Speak IndoEuropean Language at Home	18	1.00%
Speak Spanish at Home	490	27.19%
Speak Other Language at Home	9	0.50%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	1,879	
Age 0 - 4	77	4.10%
Age 5 - 9	87	4.63%
Age 10 - 14	123	6.55%
Age 15 - 17	83	4.42%
Age 18 - 20	72	3.83%
Age 21 - 24	86	4.58%
Age 25 - 34	268	14.26%
Age 35 - 44	162	8.62%
Age 45 - 54	249	13.25%
Age 55 - 64	317	16.87%
Age 65 - 74	224	11.92%
Age 75 - 84	110	5.85%
Age 85 and over	21	1.12%
Age 16 and over	1,565	83.29%
Age 18 and over	1,509	80.31%
Age 21 and over	1,437	76.48%
Age 65 and over	355	18.89%
2023 Est. Median Age		43.94
2023 Est. Average Age		42.30
2023 Est. Population by Sex	1,879	
Male	931	49.55%
Female	948	50.45%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	931	
Age 0 - 4	40	4.30%
Age 5 - 9	46	4.94%
Age 10 - 14	65	6.98%
Age 15 - 17	43	4.62%
Age 18 - 20	37	3.97%
Age 21 - 24	44	4.73%
Age 25 - 34	135	14.50%
Age 35 - 44	73	7.84%
Age 45 - 54	121	13.00%
Age 55 - 64	162	17.40%
Age 65 - 74	105	11.28%
Age 75 - 84	53	5.69%
Age 85 and over	7	0.75%
2023 Est. Median Age, Male		42.73
2023 Est. Average Age, Male		41.50
2023 Est. Female Population by Age	948	
Age 0 - 4	37	3.90%
Age 5 - 9	41	4.33%
Age 10 - 14	58	6.12%
Age 15 - 17	40	4.22%
Age 18 - 20	35	3.69%
Age 21 - 24	42	4.43%
Age 25 - 34	133	14.03%
Age 35 - 44	89	9.39%
Age 45 - 54	128	13.50%
Age 55 - 64	155	16.35%
Age 65 - 74	119	12.55%
Age 75 - 84	57	6.01%
Age 85 and over	14	1.48%
2023 Est. Median Age, Female		44.90
2023 Est. Average Age, Female		43.00

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	395	24.81%
Males, Never Married	259	16.27%
Females, Never Married	136	8.54%
Married, Spouse present	1,013	63.63%
Married, Spouse absent	23	1.44%
Widowed	49	3.08%
Males Widowed	14	0.88%
Females Widowed	35	2.20%
Divorced	112	7.04%
Males Divorced	46	2.89%
Females Divorced	66	4.15%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	89	6.59%
Some High School, no diploma	21	1.55%
High School Graduate (or GED)	289	21.39%
Some College, no degree	248	18.36%
Associate Degree	110	8.14%
Bachelor's Degree	427	31.61%
Master's Degree	126	9.33%
Professional School Degree	14	1.04%
Doctorate Degree	27	2.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	106	43.62%
High School Graduate	92	37.86%
Some College or Associate's Degree	38	15.64%
Bachelor's Degree or Higher	7	2.88%
Households		
2028 Projection	671	
2023 Estimate	618	
2020 Census	565	
2010 Census	452	
Growth 2023 - 2028		8.58%
Growth 2020 - 2023		9.38%
Growth 2010 - 2020		25.00%
2023 Est. Households by Household Type	618	
Family Households	517	83.66%
Nonfamily Households	101	16.34%
2023 Est. Group Quarters Population	0	
2023 Households by Ethnicity, Hispanic/Latino	98	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	618	
Income < \$15,000	13	2.10%
Income \$15,000 - \$24,999	72	11.65%
Income \$25,000 - \$34,999	13	2.10%
Income \$35,000 - \$49,999	19	3.07%
Income \$50,000 - \$74,999	67	10.84%
Income \$75,000 - \$99,999	73	11.81%
Income \$100,000 - \$124,999	42	6.80%
Income \$125,000 - \$149,999	39	6.31%
Income \$150,000 - \$199,999	92	14.89%
Income \$200,000 - \$249,999	64	10.36%
Income \$250,000 - \$499,999	81	13.11%
Income \$500,000+	43	6.96%
2023 Est. Average Household Income		\$171,048
2023 Est. Median Household Income		\$131,385
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$134,816
Black or African American Alone		\$25,000
American Indian and Alaska Native Alone		\$196,650
Asian Alone		\$187,499
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$91,243
Two or More Races		\$190,811
Hispanic or Latino		\$53,312
Not Hispanic or Latino		\$184,860
2023 Est. Family HH Type by Presence of Own Child.	517	
Married-Couple Family, own children	220	42.55%
Married-Couple Family, no own children	233	45.07%
Male Householder, own children	9	1.74%
Male Householder, no own children	11	2.13%
Female Householder, own children	22	4.25%
Female Householder, no own children	22	4.25%
2023 Est. Households by Household Size	618	
1-person	89	14.40%
2-person	250	40.45%
3-person	91	14.73%
4-person	64	10.36%
5-person	42	6.80%
6-person	4	0.65%
7-or-more-person	78	12.62%
2023 Est. Average Household Size		3.04

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	618	
Households with 1 or More People under Age 18:	272	44.01%
Married-Couple Family	232	85.29%
Other Family, Male Householder	11	4.04%
Other Family, Female Householder	27	9.93%
Nonfamily, Male Householder	1	0.37%
Nonfamily, Female Householder	1	0.37%
Households with No People under Age 18:	346	
Married-Couple Family	222	64.16%
Other Family, Male Householder	9	2.60%
Other Family, Female Householder	16	4.62%
Nonfamily, Male Householder	54	15.61%
Nonfamily, Female Householder	45	13.01%
2023 Est. Households by Number of Vehicles	618	
No Vehicles	0	0.00%
1 Vehicle	80	12.95%
2 Vehicles	244	39.48%
3 Vehicles	190	30.74%
4 Vehicles	79	12.78%
5 or more Vehicles	25	4.04%
2023 Est. Average Number of Vehicles		2.6
Family Households		
2028 Projection	562	
2023 Estimate	517	
2010 Census	380	
Growth 2023 - 2028		8.70%
Growth 2010 - 2023		36.05%
2023 Est. Families by Poverty Status	517	
2023 Families at or Above Poverty	433	83.75%
2023 Families at or Above Poverty with Children	168	32.50%
2023 Families Below Poverty	84	16.25%
2023 Families Below Poverty with Children	75	14.51%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	943	60.26%
Civilian Labor Force, Unemployed	50	3.19%
Armed Forces	0	0.00%
Not in Labor Force	572	36.55%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	972	
For-Profit Private Workers	665	68.42%
Non-Profit Private Workers	37	3.81%
Local Government Workers	7	0.72%
State Government Workers	21	2.16%
Federal Government Workers	44	4.53%
Self-Employed Workers	189	19.44%
Unpaid Family Workers	9	0.93%
2023 Est. Civ. Employed Pop 16+ by Occupation	972	
Architect/Engineer	14	1.44%
Arts/Entertainment/Sports	11	1.13%
Building Grounds Maintenance	45	4.63%
Business/Financial Operations	56	5.76%
Community/Social Services	19	1.96%
Computer/Mathematical	38	3.91%
Construction/Extraction	24	2.47%
Education/Training/Library	39	4.01%
Farming/Fishing/Forestry	4	0.41%
Food Prep/Serving	125	12.86%
Health Practitioner/Technician	55	5.66%
Healthcare Support	9	0.93%
Maintenance Repair	7	0.72%
Legal	4	0.41%
Life/Physical/Social Science	2	0.21%
Management	206	21.19%
Office/Admin. Support	59	6.07%
Production	51	5.25%
Protective Services	8	0.82%
Sales/Related	113	11.63%
Personal Care/Service	10	1.03%
Transportation/Moving	73	7.51%
2023 Est. Pop 16+ by Occupation Classification	972	
White Collar	616	63.37%
Blue Collar	155	15.95%
Service and Farm	201	20.68%
2023 Est. Workers Age 16+ by Transp. to Work	955	
Drove Alone	723	75.71%
Car Pooled	18	1.88%
Public Transportation	0	0.00%
Walked	58	6.07%
Bicycle	0	0.00%
Other Means	21	2.20%
Worked at Home	135	14.14%

Community • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	183	
15 - 29 Minutes	304	
30 - 44 Minutes	163	
45 - 59 Minutes	80	
60 or more Minutes	70	
2023 Est. Avg Travel Time to Work in Minutes		30
2023 Est. Occupied Housing Units by Tenure	618	
Owner Occupied	552	89.32%
Renter Occupied	66	10.68%
2023 Owner Occ. HUs: Avg. Length of Residence		10.60 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		4.50 [†]
2023 Est. Owner-Occupied Housing Units by Value	618	
Value Less than \$20,000	48	8.70%
Value \$20,000 - \$39,999	12	2.17%
Value \$40,000 - \$59,999	33	5.98%
Value \$60,000 - \$79,999	3	0.54%
Value \$80,000 - \$99,999	2	0.36%
Value \$100,000 - \$149,999	4	0.73%
Value \$150,000 - \$199,999	3	0.54%
Value \$200,000 - \$299,999	4	0.73%
Value \$300,000 - \$399,999	32	5.80%
Value \$400,000 - \$499,999	47	8.52%
Value \$500,000 - \$749,999	106	19.20%
Value \$750,000 - \$999,999	97	17.57%
Value \$1,000,000 or \$1,499,999	106	19.20%
Value \$1,500,000 or \$1,999,999	28	5.07%
Value \$2,000,000+	27	4.89%
2023 Est. Median All Owner-Occupied Housing Value		\$705,626
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	451	68.96%
1 Unit Attached	4	0.61%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	199	30.43%
Boat, RV, Van, etc.	0	0.00%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	116	17.74%
Housing Units Built 2010 to 2014	53	8.10%
Housing Units Built 2000 to 2009	97	14.83%
Housing Units Built 1990 to 1999	175	26.76%
Housing Units Built 1980 to 1989	111	16.97%
Housing Units Built 1970 to 1979	76	11.62%
Housing Units Built 1960 to 1969	13	1.99%
Housing Units Built 1950 to 1959	4	0.61%
Housing Units Built 1940 to 1949	7	1.07%
Housing Unit Built 1939 or Earlier	2	0.31%
2023 Est. Median Year Structure Built		1996

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.

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