



The**Retail**Coach®

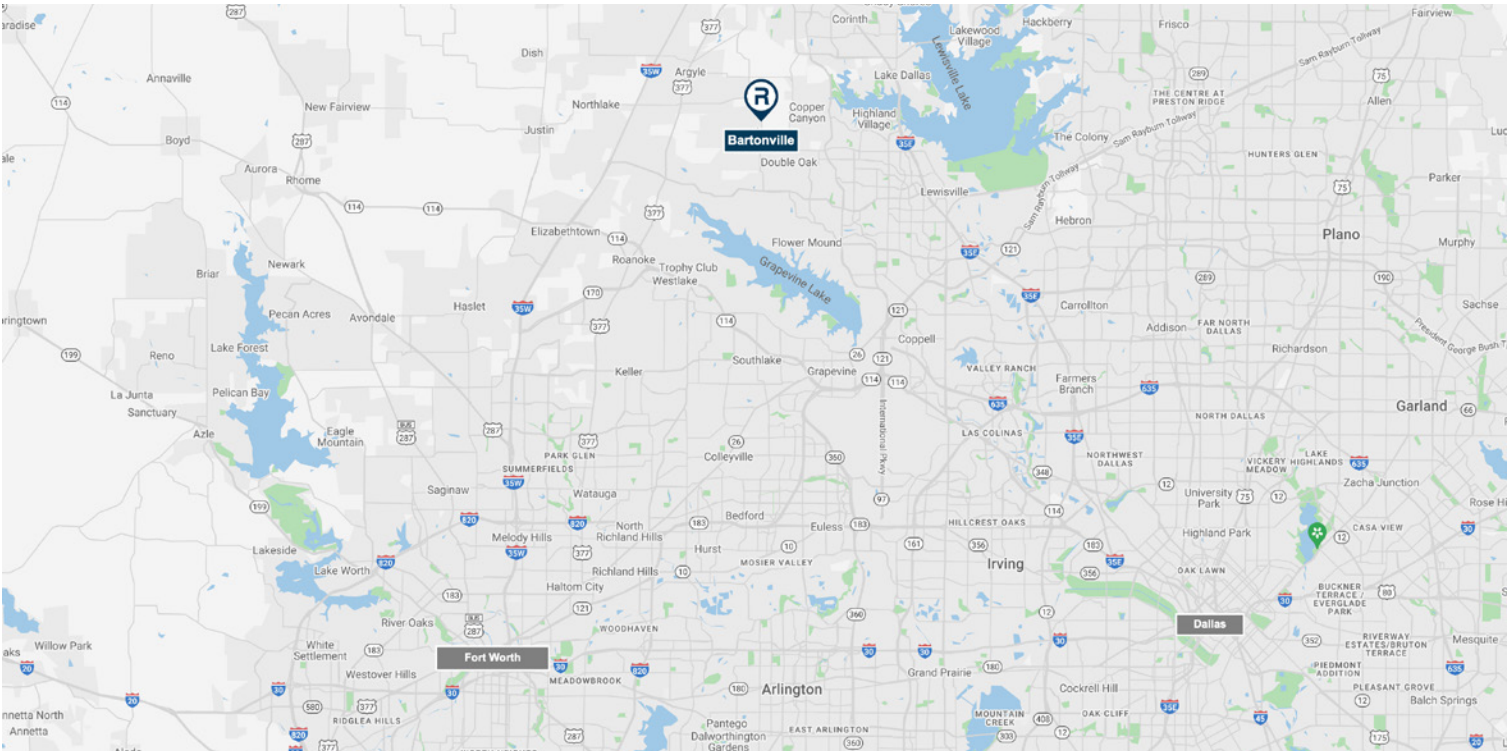
# Community Demographic Profile

BARTONVILLE, TEXAS

Prepared for Town of Bartonville  
January 2023

# Community • Demographic Snapshot

## Bartonville, Texas



Population		Age	
2020	1,725	0 - 9 Years	8.73%
2023	1,879	10 - 17 Years	10.96%
2028	2,041	18 - 24 Years	8.41%
Educational Attainment (%)		25 - 34 Years	14.26%
Graduate or Professional Degree	12.36%	35 - 44 Years	8.62%
Bachelors Degree	31.61%	45 - 54 Years	13.25%
Associate Degree	8.14%	55 - 64 Years	16.87%
Some College	18.36%	65 and Older	18.89%
High School Graduate (GED)	21.39%	Median Age	43.94
Some High School, No Degree	1.55%	Average Age	42.30
Less than 9th Grade	6.59%	Race Distribution (%)	
Income		White	74.03%
Average HH	\$171,048	Black/African American	1.22%
Median HH	\$131,385	American Indian/Alaskan	1.33%
Per Capita	\$56,257	Asian	2.45%
		Native Hawaiian/Islander	0.00%
		Other Race	6.12%
		Two or More Races	14.85%
		Hispanic	22.25%



**Tammy Dixon, TRMC, CMC**  
Town of Bartonville  
Town Secretary

1941 East Jeter Road  
Bartonville, Texas 76226

Phone 817.693.5280  
tdixon@townofbartonville.com  
www.townofbartonville.com

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



# Community • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
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%
<b>2023 Est. Population by Single-Classification Race</b>	<b>1,879</b>	
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%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>1,879</b>	
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%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>418</b>	
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%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>46</b>	
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	%
<b>2023 Est. Population by Ancestry</b>	<b>1,879</b>	
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%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
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%

# Community • Demographic Profile

Bartonville, Texas

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

# Community • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
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%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
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%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
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%
<b>Households</b>		
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%
<b>2023 Est. Households by Household Type</b>		
Family Households	517	83.66%
Nonfamily Households	101	16.34%
<b>2023 Est. Group Quarters Population</b>		
	0	
<b>2023 Households by Ethnicity, Hispanic/Latino</b>		
	98	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>		
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%
<b>2023 Est. Average Household Income</b>		
		\$171,048
<b>2023 Est. Median Household Income</b>		
		\$131,385
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
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
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
	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%
<b>2023 Est. Households by Household Size</b>		
	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%
<b>2023 Est. Average Household Size</b>		
		3.04

# Community • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>618</b>	
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%
<b>Households with No People under Age 18:</b>	<b>346</b>	
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%
<b>2023 Est. Households by Number of Vehicles</b>	<b>618</b>	
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
<b>Family Households</b>		
2028 Projection	562	
2023 Estimate	517	
2010 Census	380	
Growth 2023 - 2028		8.70%
Growth 2010 - 2023		36.05%
<b>2023 Est. Families by Poverty Status</b>	<b>517</b>	
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%
<b>2023 Est. Pop 16+ by Employment Status</b>		
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	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>972</b>	
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%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>972</b>	
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%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>972</b>	
White Collar	616	63.37%
Blue Collar	155	15.95%
Service and Farm	201	20.68%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>955</b>	
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

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
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
<b>2023 Est. Occupied Housing Units by Tenure</b>		
Owner Occupied	552	89.32%
Renter Occupied	66	10.68%
2023 Owner Occ. HUs: Avg. Length of Residence		10.60 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		4.50 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>		
	<b>618</b>	
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
<b>2023 Est. Housing Units by Units in Structure</b>		
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%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
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

<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**Retail**Coach®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

# Bartonville Town Center Mobile Data Survey

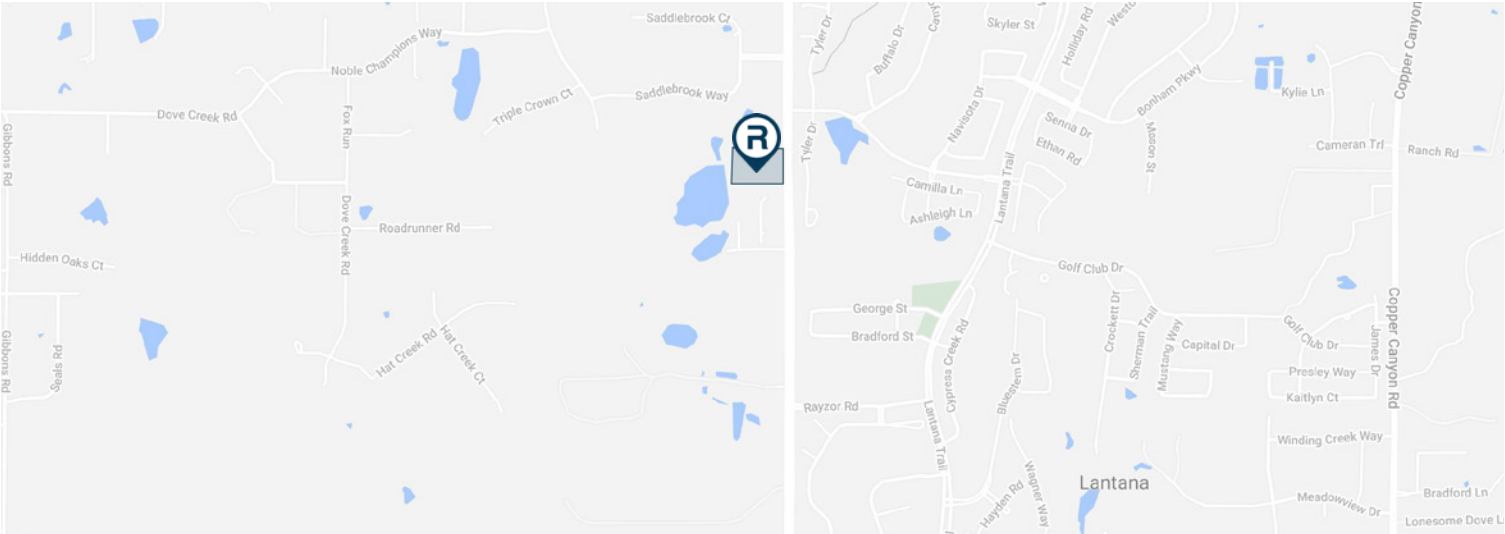
BARTONVILLE, TEXAS



Prepared for Town of Bartonville  
January 1, 2022 - December 31, 2022

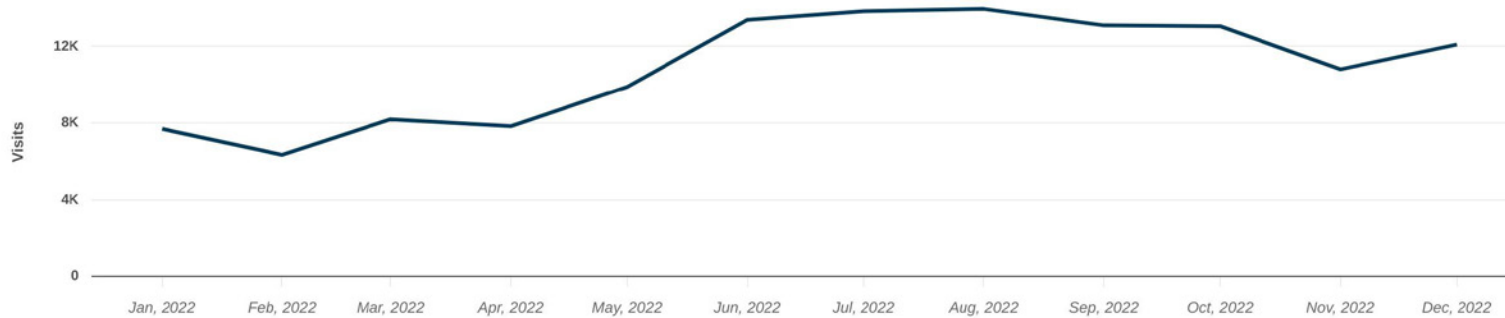
# Bartonville Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022



Est. # of Visits	130.1K
Est. # of Customers	48.2K
Visit Frequency	2.72
Average Dwell Time	83 Minutes

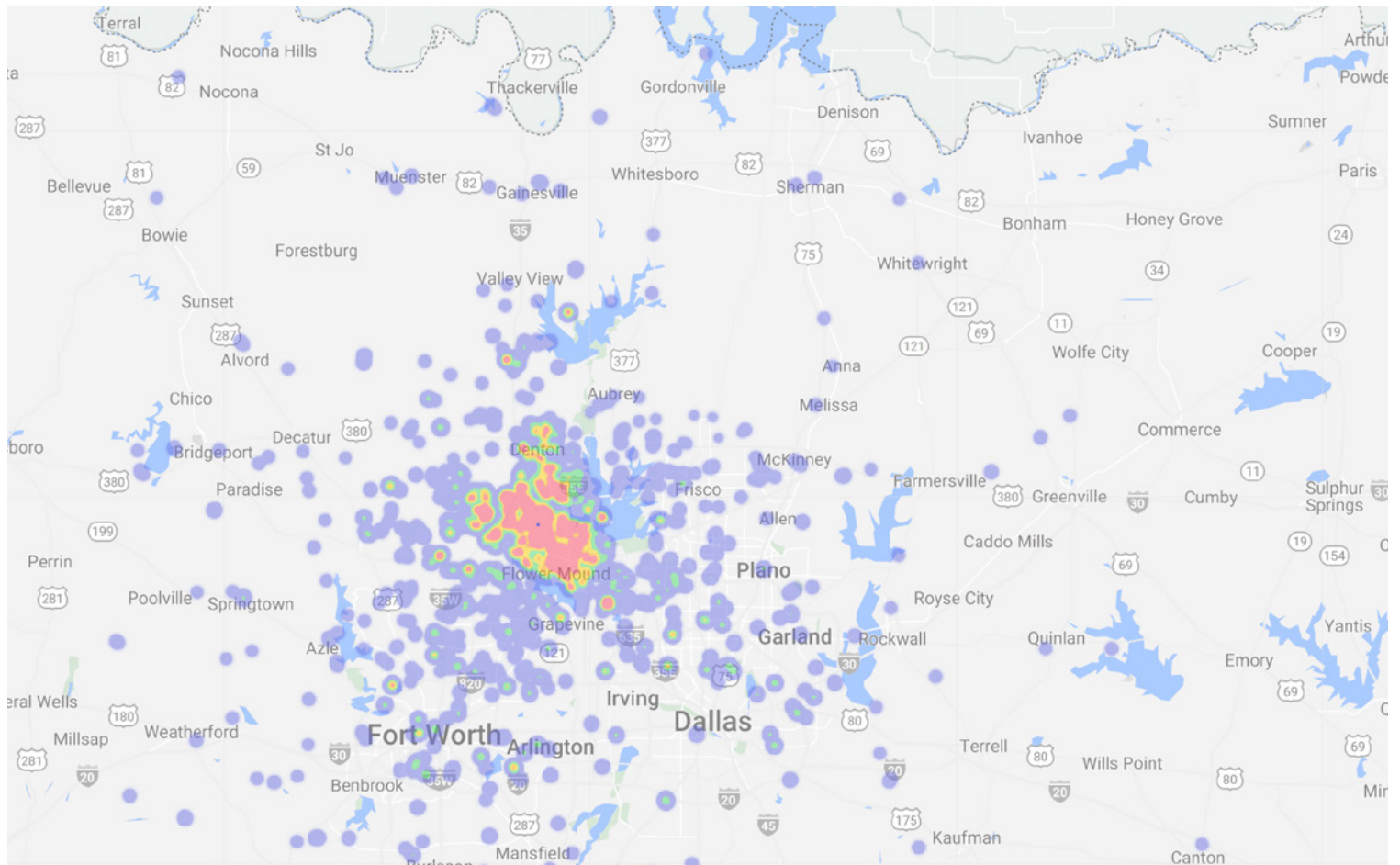
## Visit Trend



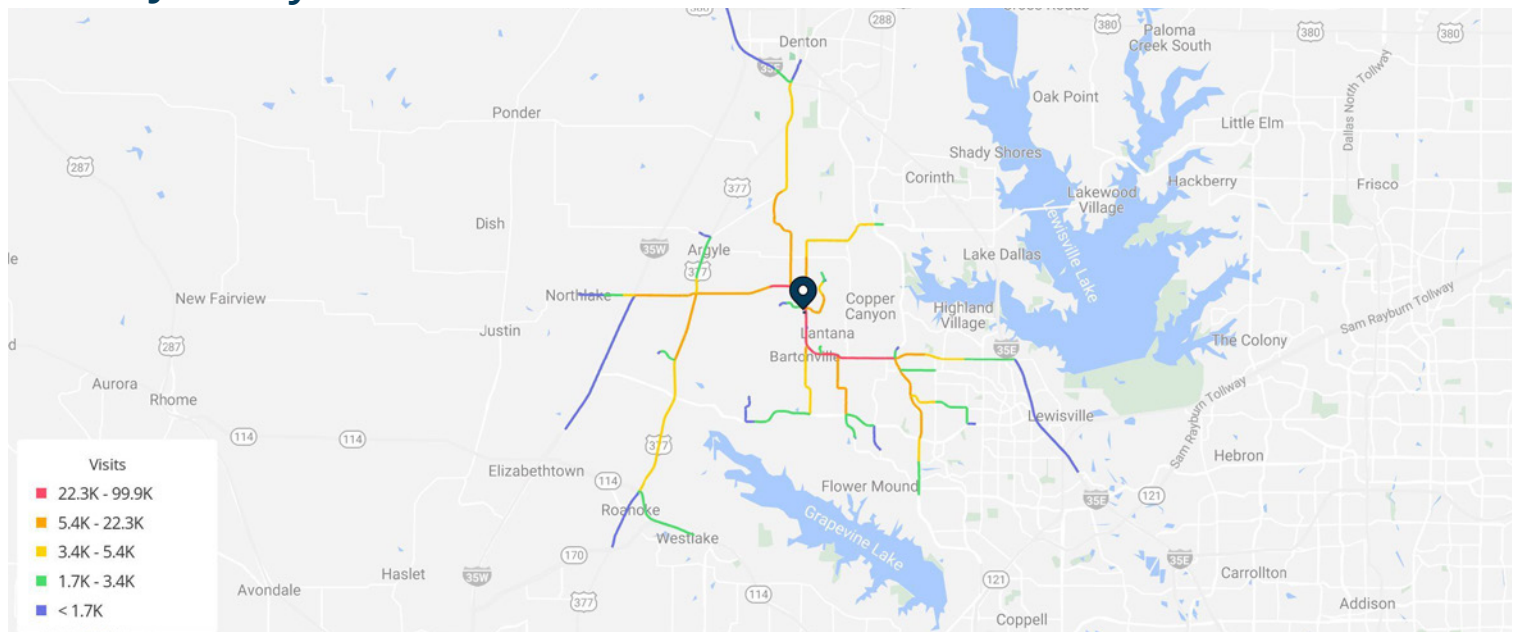
# Bartonville Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

## Trade Area - Home Locations



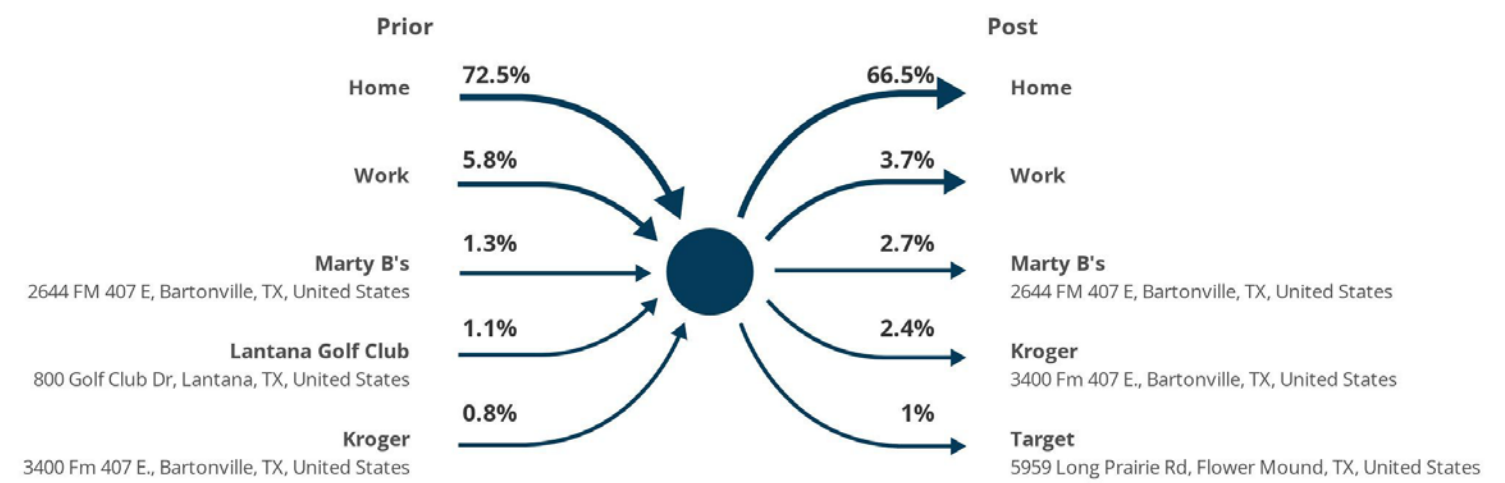
## Visitor Journey - Routes



# Bartonville Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

## Customer Journey



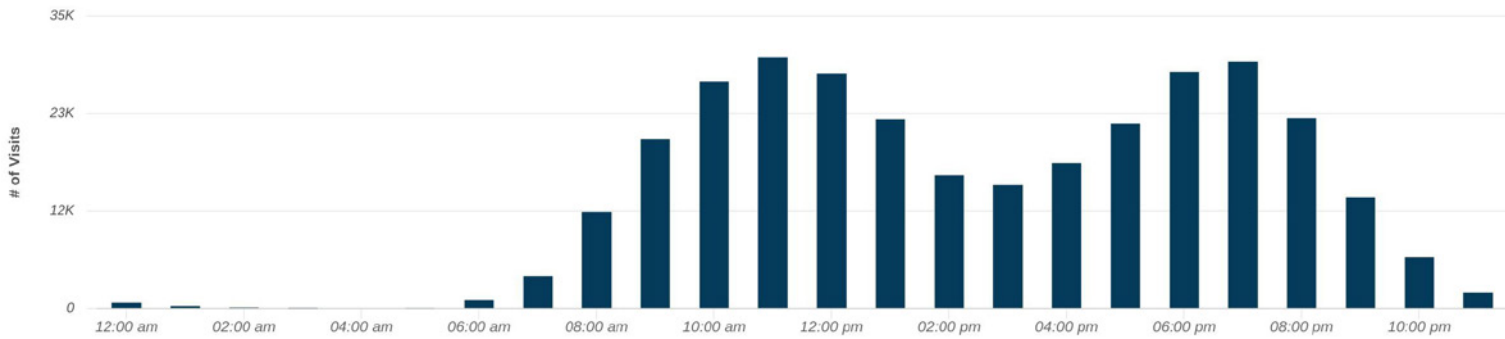
## Favorite Places

Rank	Name	Distance	Visitors
1	The Shops at Highland Village / 1701 Shoal Creek, Highland Village, TX 75077	3 mi	34.5K (71.5%)
2	The Marketplace at Highland Village / 3076 Justin Rd Highland Village, null, TX 75077	3.3 mi	32.8K (68%)
3	Dallas-Fort Worth International Airport / 2400 Aviation Drive, Dallas, TX 75261	14.5 mi	31.1K (64.5%)
4	Robertson's Creek Shopping Center / 5801 Long Prairie Rd, Flower Mound, TX 75028	3.5 mi	29.5K (61.2%)
5	Highlands Ranch / 6220 Long Prairie Rd, Flower Mound, TX 75028	3.4 mi	28.7K (59.5%)
6	Lantana Town Center / 3600 FM 407 East, Bartonville, TX 76226-9705	1.2 mi	28.4K (58.9%)
7	Highlands Plaza / 3651 Justin Rd, Flower Mound, TX 75028	3.1 mi	28.3K (58.9%)
8	Target / 5959 Long Prairie Rd, Flower Mound, TX 75028	3.3 mi	25.9K (53.8%)
9	Grapevine Mills / 3000 Grapevine Mills Pkwy, Grapevine, TX 76051	10.3 mi	25.1K (52.1%)
10	Marty B's / 2644 FM 407 E, Bartonville, TX 76226	0.1 mi	23.6K (49.1%)

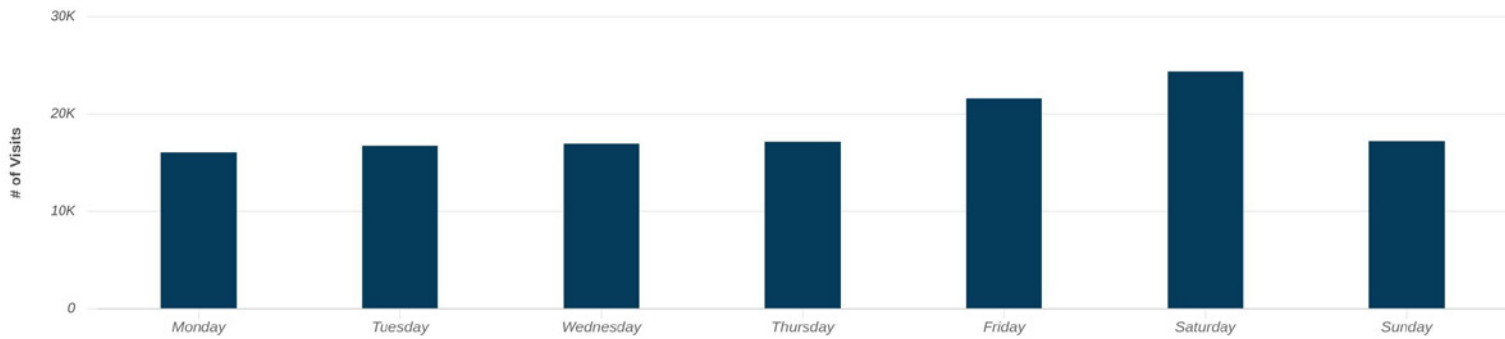
# Bartonville Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

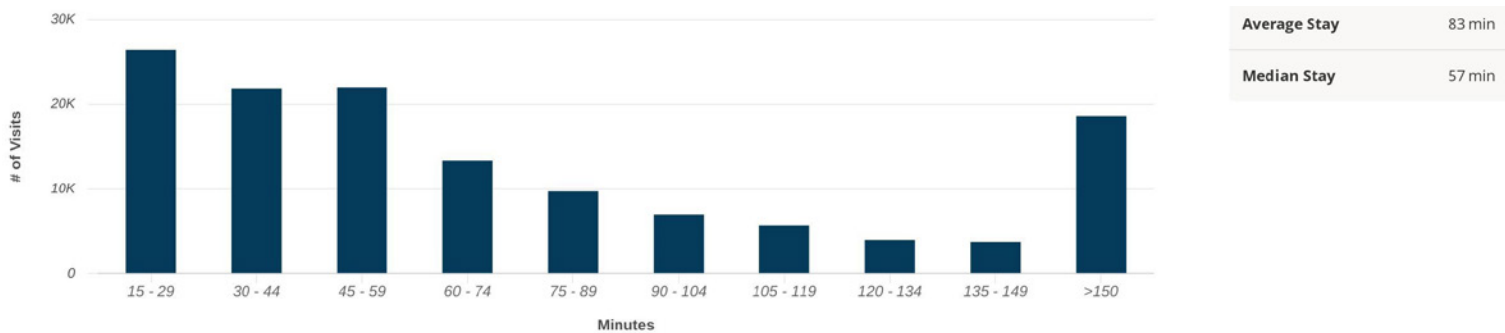
## Hourly Visits



## Daily Visits



## Length of Stay



# Bartonville Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Argyle	TX	76226	35.23
Flower Mound	TX	75022	7.59
Flower Mound	TX	75028	7.57
Lewisville	TX	75077	7.45
Denton	TX	76210	5.47
Roanoke	TX	76262	2.13
Coppell	TX	75019	1.78
Justin	TX	76247	1.71
Denton	TX	76209	1.19
Lewisville	TX	75067	1.16
Fayetteville	AR	72701	1.02
Denton	TX	76207	1.00
Denton	TX	76201	0.99
Denton	TX	76205	0.83
Sanger	TX	76266	0.72
Denton	TX	76208	0.66
Lake Dallas	TX	75065	0.46
Grapevine	TX	76051	0.42
Valley View	TX	76272	0.36
Decatur	TX	76234	0.34
Jacksonville	NC	28546	0.32
College Station	TX	77840	0.31
Fort Worth	TX	76135	0.30
Coronado	CA	92118	0.30
Southlake	TX	76092	0.28
Krum	TX	76249	0.28
Midlothian	TX	76065	0.28
Lewisville	TX	75057	0.27
Rhome	TX	76078	0.27
Ponder	TX	76259	0.26
Carrollton	TX	75007	0.26
Dallas	TX	75234	0.25
Arlington	TX	76016	0.25
Keller	TX	76244	0.25
Fort Worth	TX	76177	0.22

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Frisco	TX	75034	0.21
Tustin	CA	92780	0.20
The Colony	TX	75056	0.20
Keller	TX	76248	0.19
Fort Worth	TX	76107	0.19
Trabuco Canyon	CA	92679	0.18
Carrollton	TX	75006	0.18
Fort Worth	TX	76131	0.17
Stephenville	TX	76401	0.17
Haslet	TX	76052	0.17
Lahaina	HI	96761	0.16
Waco	TX	76706	0.16
Dallas	TX	75220	0.15
Little Elm	TX	75068	0.15
Aubrey	TX	76227	0.15
Pensacola	FL	32508	0.15
Fort Worth	TX	76137	0.14
Dallas	TX	75225	0.14
Fort Worth	TX	76110	0.13
Waco	TX	76798	0.13
Birmingham	AL	35209	0.13
Edwards	CO	81632	0.13
Stillwater	OK	74078	0.12
Fort Worth	TX	76109	0.11
Fort Worth	TX	76179	0.11
Oak Park	CA	91377	0.11
Dallas	TX	75287	0.11
Dallas	TX	75248	0.11
Dallas	TX	75217	0.11
Austin	TX	78705	0.11
Irving	TX	75062	0.11
Bedford	TX	76021	0.11
Mesquite	TX	75150	0.11
Hurst	TX	76053	0.11
Denver	CO	80226	0.11

# 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**Retail**Coach®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

# Lantana Town Center Mobile Data Survey

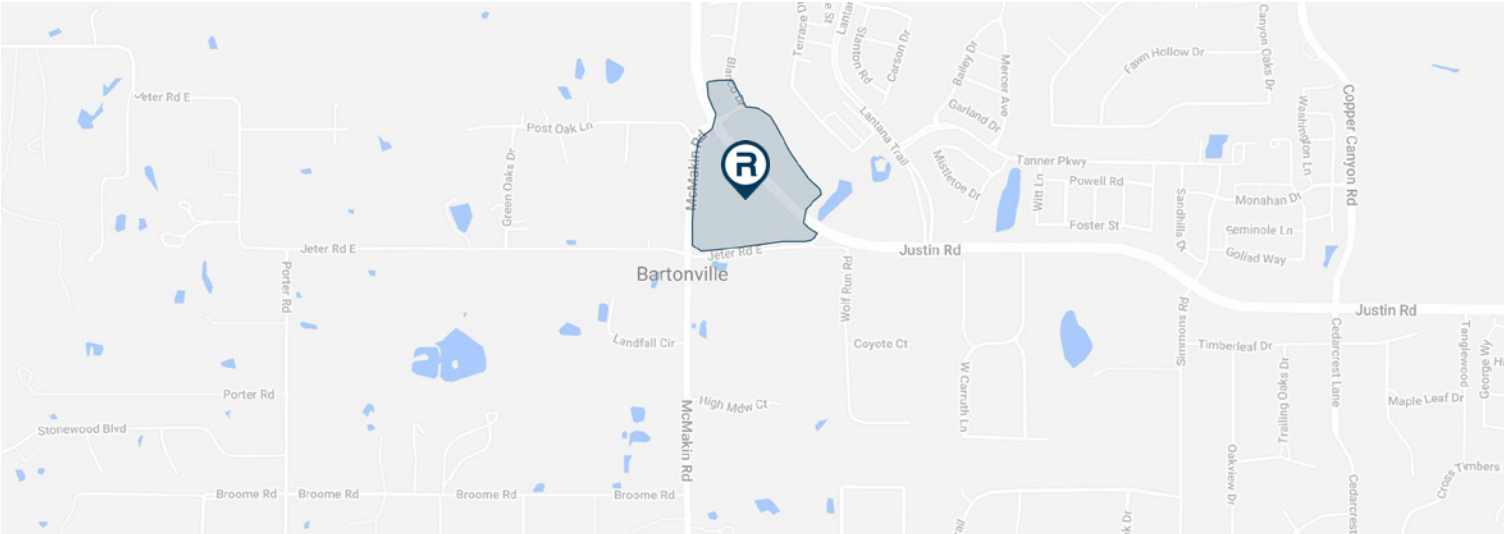
BARTONVILLE, TEXAS



Prepared for Town of Bartonville  
January 1, 2022 - December 31, 2022

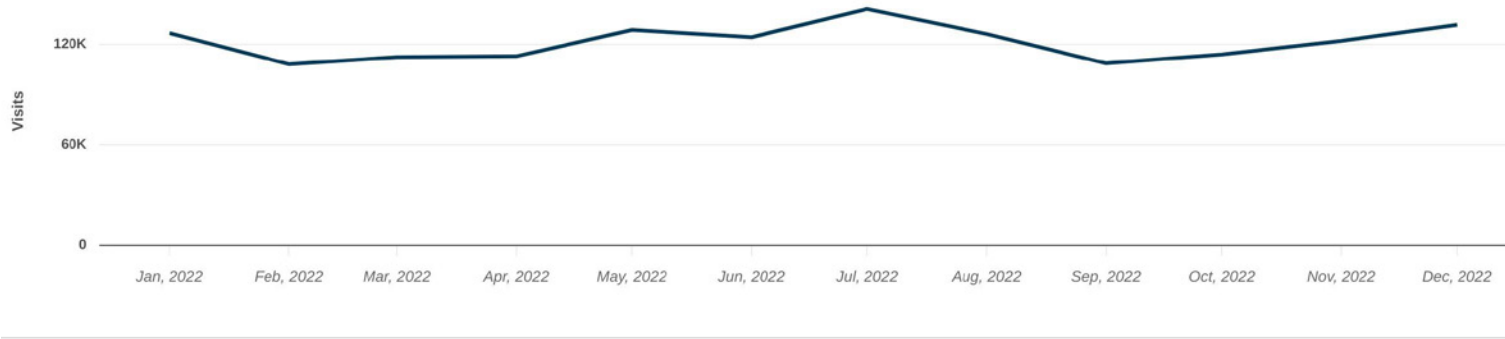
# Lantana Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022



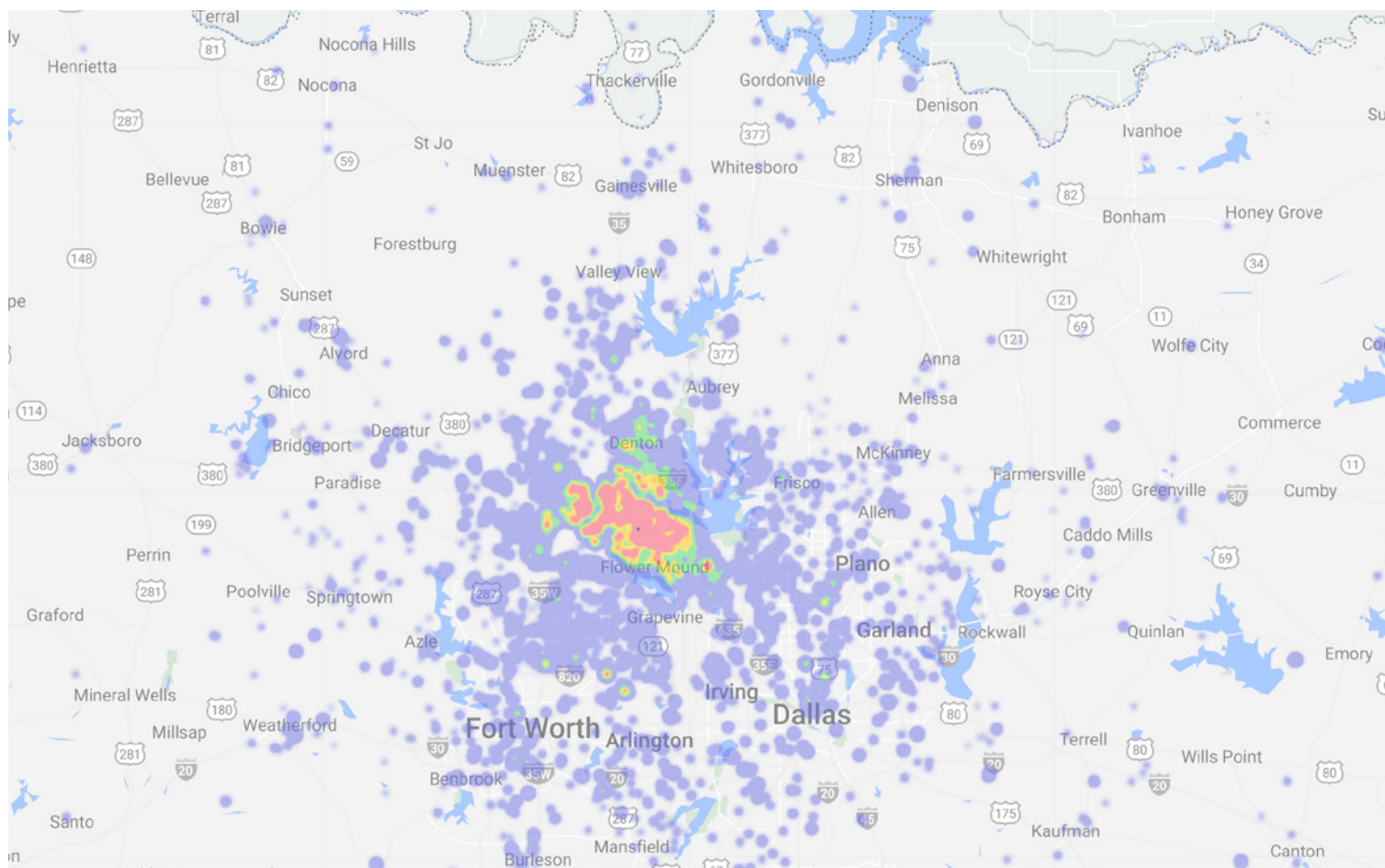
Est. # of Visits	1.5M
Est. # of Customers	198.8K
Visit Frequency	7.33
Average Dwell Time	47 Minutes

## Visit Trend

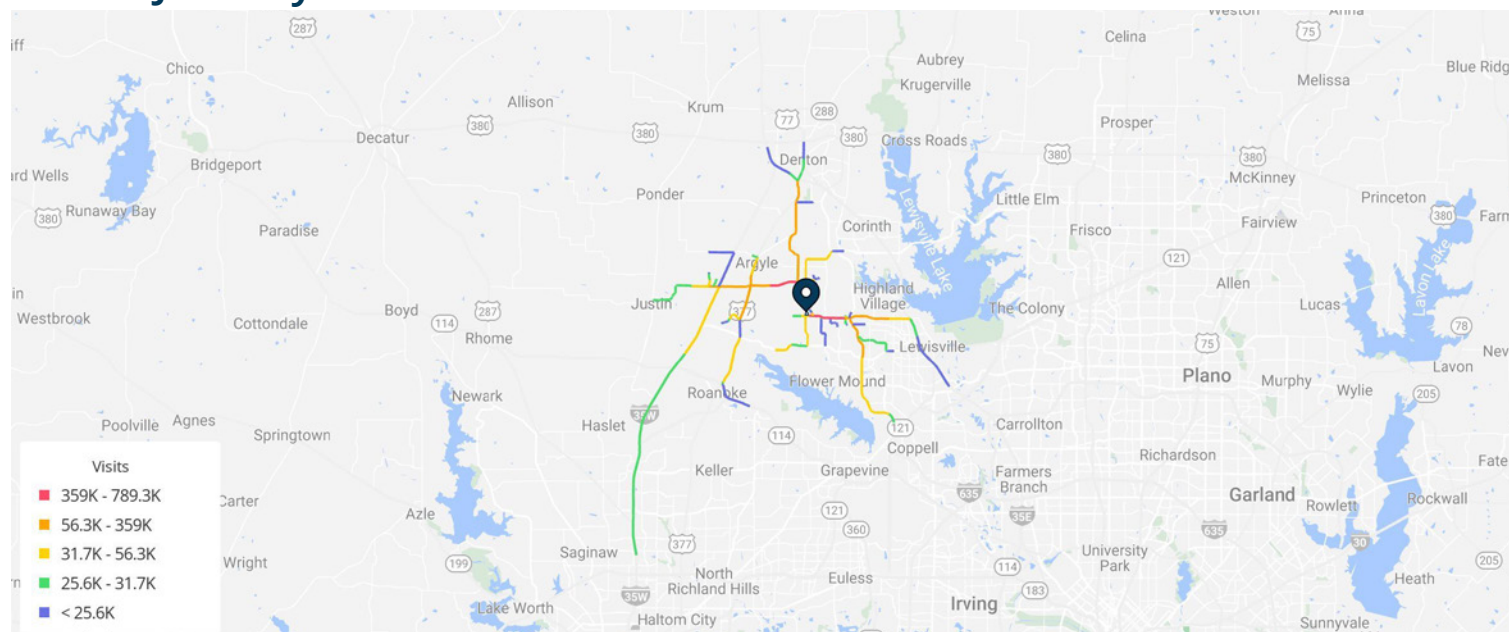


Bartonville, Texas • January 1, 2022 - December 31, 2022

## Trade Area - Home Locations



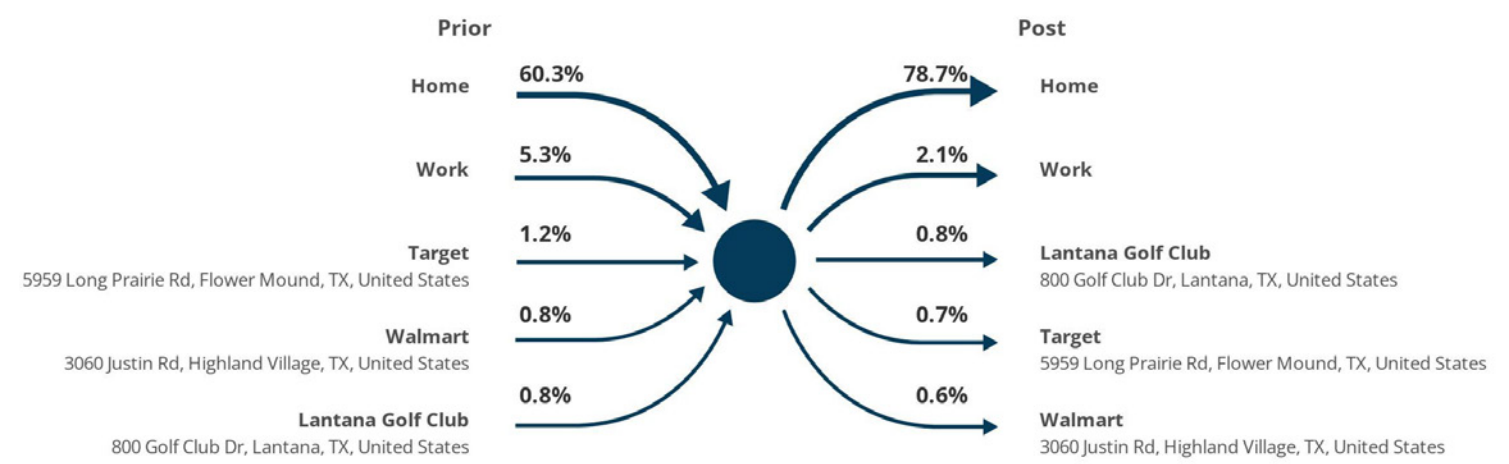
## Visitor Journey - Routes



# Lantana Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

## Customer Journey



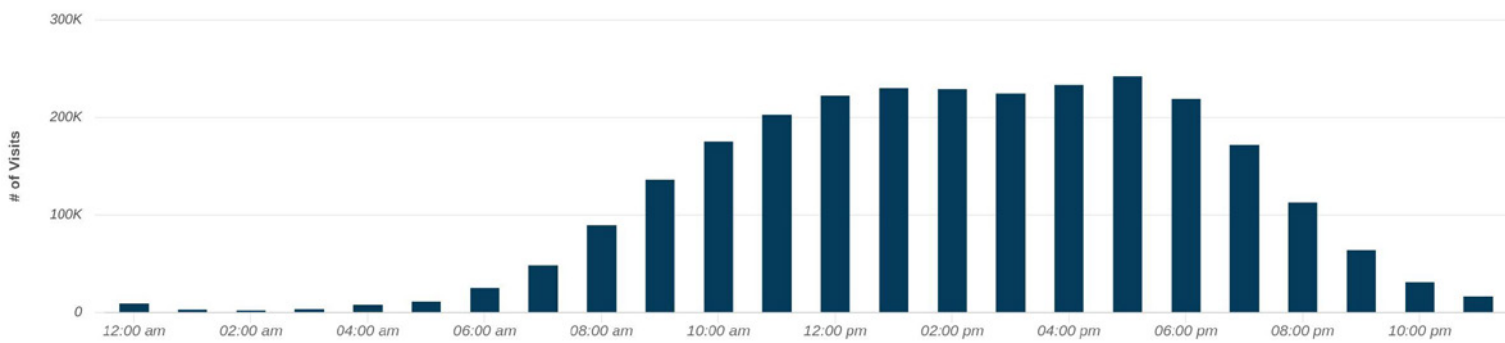
## Favorite Places

Rank	Name	Distance	Visitors
1	The Marketplace at Highland Village / 3076 Justin Rd Highland Village, null, TX 75077	2.9 mi	122.9K (61.8%)
2	The Shops at Highland Village / 1701 Shoal Creek, Highland Village, TX 75077	2.6 mi	122K (61.4%)
3	Robertson's Creek Shopping Center / 5801 Long Prairie Rd, Flower Mound, TX 75028	2.8 mi	107.4K (54.1%)
4	Dallas-Fort Worth International Airport / 2400 Aviation Drive, Dallas, TX 75261	13.3 mi	107.2K (53.9%)
5	Highlands Ranch / 6220 Long Prairie Rd, Flower Mound, TX 75028	2.8 mi	97.6K (49.1%)
6	Target / 5959 Long Prairie Rd, Flower Mound, TX 75028	2.7 mi	94.6K (47.6%)
7	Grapevine Mills / 3000 Grapevine Mills Pkwy, Grapevine, TX 76051	9.2 mi	87.4K (43.9%)
8	Highlands Plaza / 3651 Justin Rd, Flower Mound, TX 75028	2.5 mi	85.9K (43.2%)
9	Walmart / 3060 Justin Rd, Highland Village, TX 75077	3 mi	78.4K (39.5%)
10	Grandscape / 5752 Grandscape Blvd, The Colony, TX 75056	15.4 mi	68.1K (34.2%)

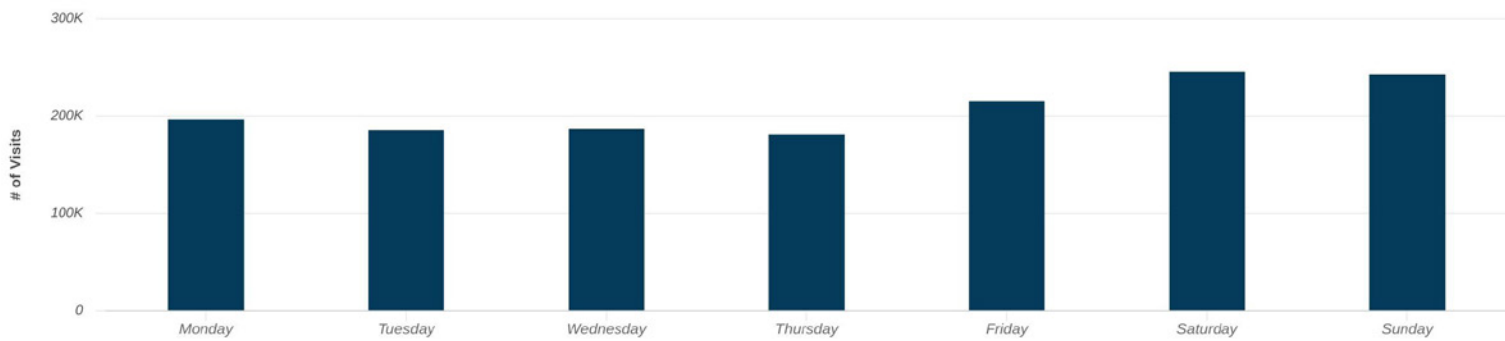
# Lantana Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

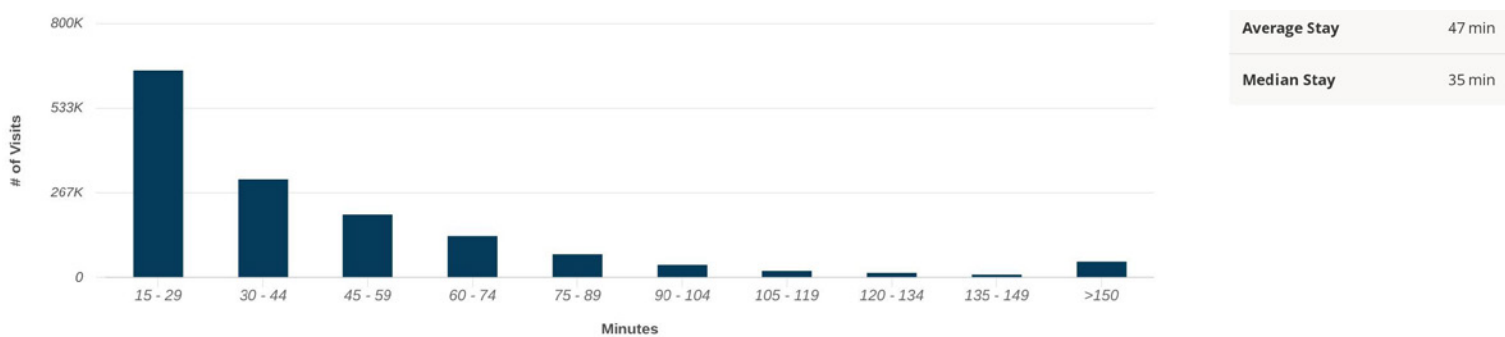
## Hourly Visits



## Daily Visits



## Length of Stay



# Lantana Town Center • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Argyle	TX	76226	41.96
Lewisville	TX	75077	10.27
Flower Mound	TX	75028	5.71
Flower Mound	TX	75022	4.88
Denton	TX	76210	3.28
Roanoke	TX	76262	3.05
Justin	TX	76247	2.64
Denton	TX	76207	1.86
Lewisville	TX	75067	1.62
Denton	TX	76209	0.80
Denton	TX	76201	0.74
Fayetteville	AR	72701	0.63
Ponder	TX	76259	0.57
Denton	TX	76208	0.50
Denton	TX	76205	0.48
Sanger	TX	76266	0.40
Lake Dallas	TX	75065	0.37
Hurst	TX	76054	0.32
Keller	TX	76244	0.31
Fort Worth	TX	76137	0.28
College Station	TX	77840	0.28
Hurst	TX	76053	0.26
Decatur	TX	76234	0.25
Dallas	TX	75248	0.24
Krum	TX	76249	0.24
Grapevine	TX	76051	0.23
Haslet	TX	76052	0.23
Stephenville	TX	76402	0.22
Little Elm	TX	75068	0.20
Dallas	TX	75206	0.20
San Marcos	TX	78666	0.19
Lewisville	TX	75057	0.18
Coppell	TX	75019	0.18
Norman	OK	73072	0.17
Richardson	TX	75080	0.16

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Waco	TX	76706	0.15
Frisco	TX	75034	0.15
Houston	TX	77019	0.14
Lubbock	TX	79406	0.14
Aubrey	TX	76227	0.13
Southlake	TX	76092	0.13
Lubbock	TX	79416	0.13
Fort Worth	TX	76179	0.12
Rhome	TX	76078	0.12
Colleyville	TX	76034	0.12
Coronado	CA	92118	0.12
Fort Worth	TX	76148	0.12
Keller	TX	76248	0.12
Mesquite	TX	75150	0.12
Hillsboro	OR	97124	0.11
Carrollton	TX	75007	0.10
Savannah	GA	31401	0.10
Dallas	TX	75234	0.10
Santa Clara	CA	95053	0.10
Stillwater	OK	74078	0.10
Stillwater	OK	74074	0.10
Rancho Santa Margarita	CA	92688	0.10
Bryson	TX	76427	0.10
Columbus	OH	43210	0.10
Gainesville	TX	76240	0.09
Dallas	TX	75287	0.09
College Station	TX	77845	0.09
Fort Worth	TX	76164	0.09
Norman	OK	73069	0.09
Abilene	TX	79601	0.09
Denver	CO	80226	0.09
Tyler	TX	75701	0.09
Gainesville	GA	30506	0.09
Ina	IL	62846	0.08
Weatherford	TX	76086	0.08

# 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**Retail**Coach®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

# Marty B's Mobile Data Survey

BARTONVILLE, TEXAS



Prepared for Town of Bartonville  
January 1, 2022 - December 31, 2022

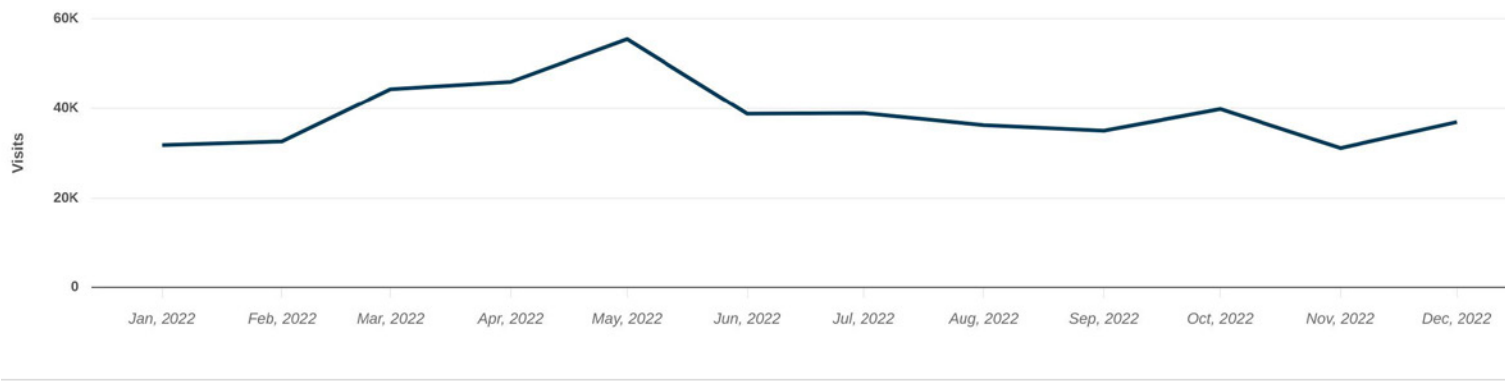
# Marty B's • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

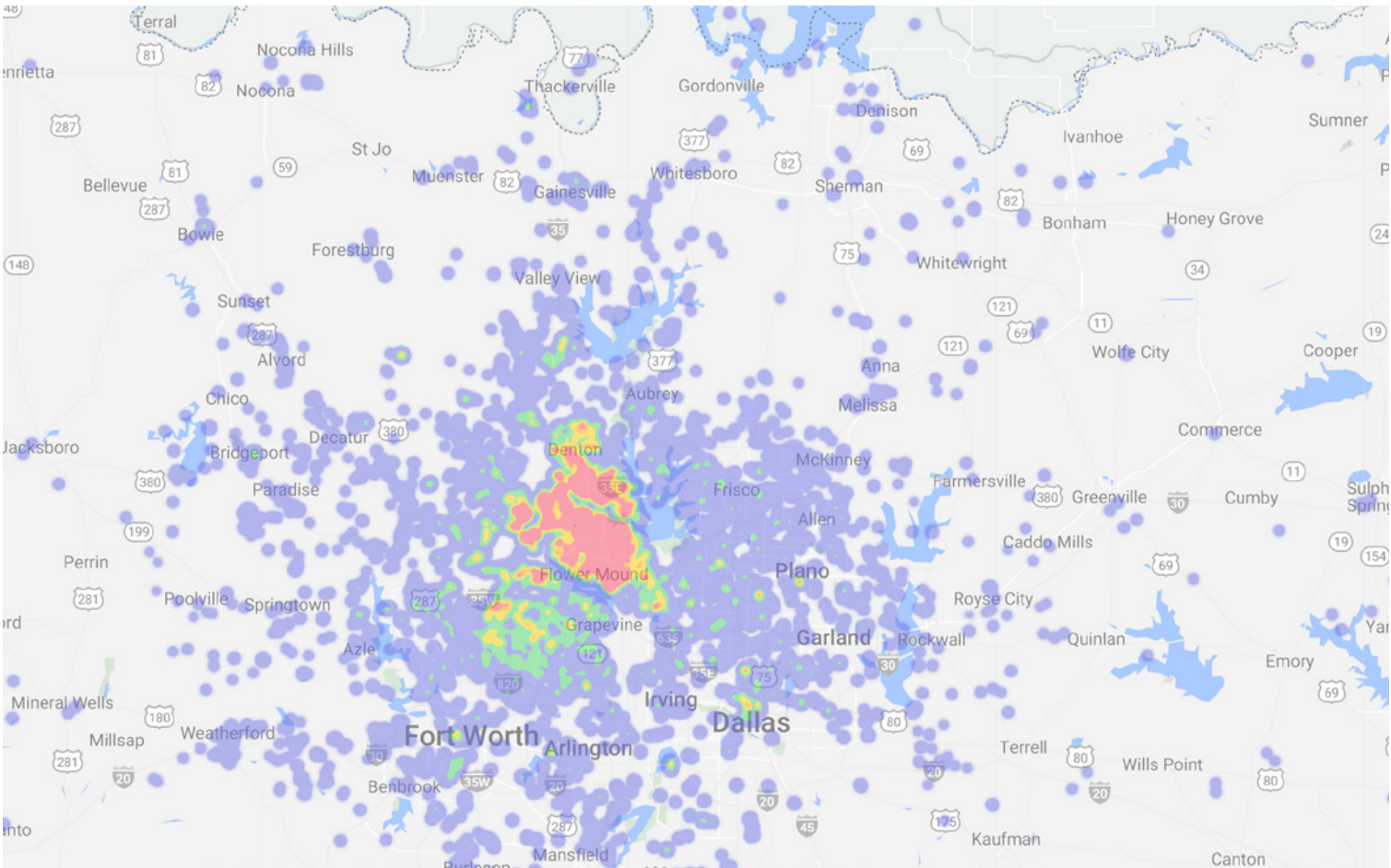


Est. # of Visits	466.8K
Est. # of Customers	227K
Visit Frequency	2.06
Average Dwell Time	93 Minutes

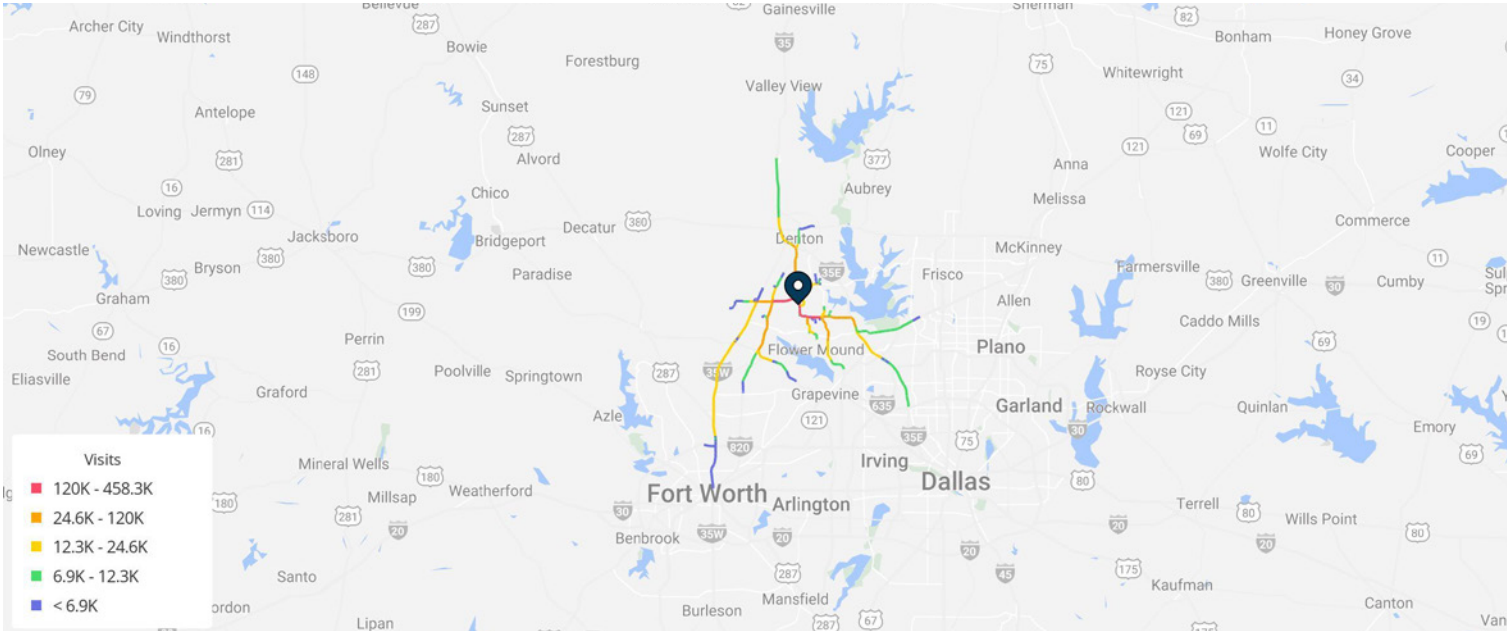
## Visit Trend



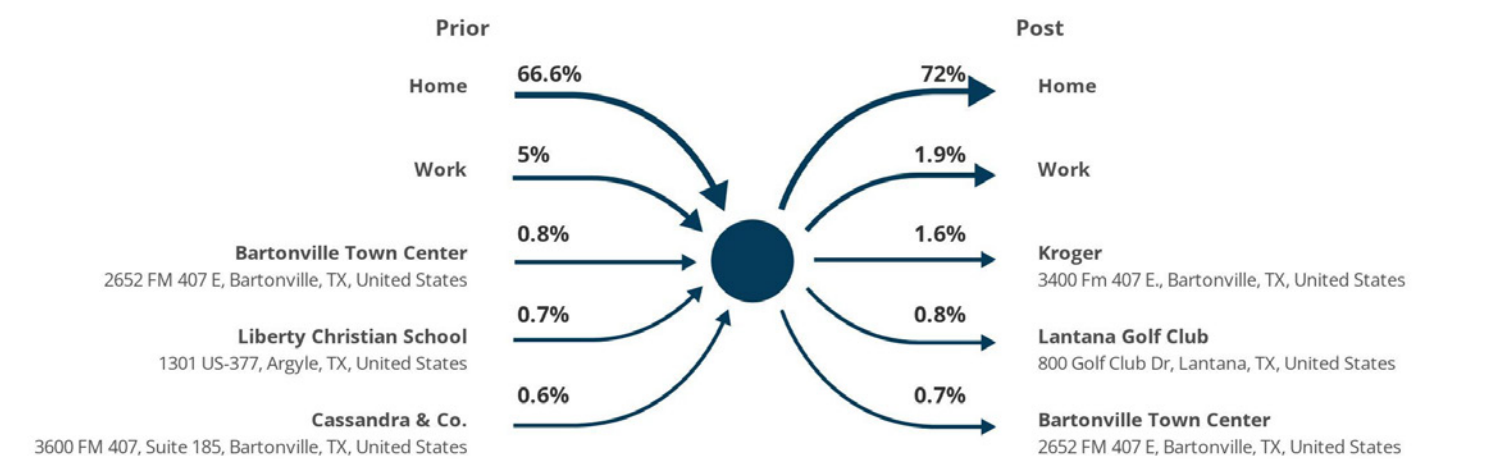
Trade Area - Home Locations



Visitor Journey - Routes



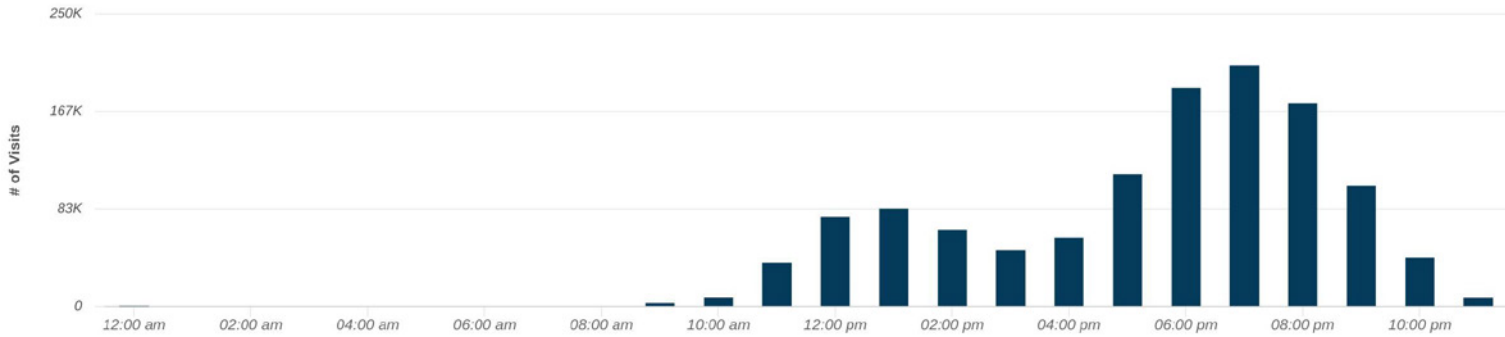
# Customer Journey



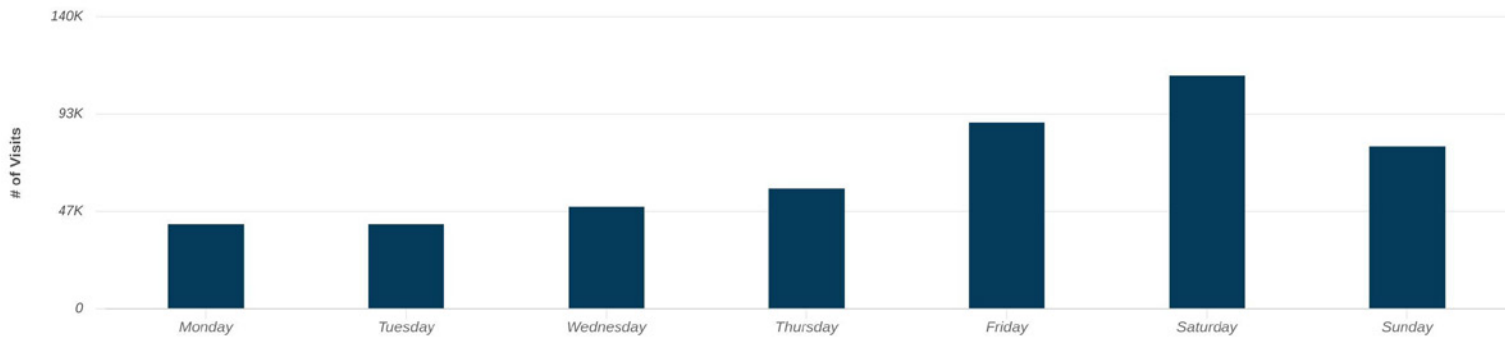
# Favorite Places

Rank	Name	Distance	Visitors
1	Dallas-Fort Worth International Airport / 2400 Aviation Drive, Dallas, TX 75261	14.4 mi	142.1K (62.6%)
2	The Shops at Highland Village / 1701 Shoal Creek, Highland Village, TX 75077	3 mi	111.1K (48.9%)
3	The Marketplace at Highland Village / 3076 Justin Rd Highland Village, null, TX 75077	3.2 mi	99.4K (43.8%)
4	Grandscape / 5752 Grandscape Blvd, The Colony, TX 75056	15.6 mi	93K (41%)
5	Robertson's Creek Shopping Center / 5801 Long Prairie Rd, Flower Mound, TX 75028	3.4 mi	91.3K (40.2%)
6	Grapevine Mills / 3000 Grapevine Mills Pkwy, Grapevine, TX 76051	10.2 mi	89.3K (39.3%)
7	Highlands Ranch / 6220 Long Prairie Rd, Flower Mound, TX 75028	3.3 mi	83.9K (37%)
8	Target / 5959 Long Prairie Rd, Flower Mound, TX 75028	3.3 mi	81.3K (35.8%)
9	Highlands Plaza / 3651 Justin Rd, Flower Mound, TX 75028	3 mi	78.1K (34.4%)
10	Fort Worth Stockyards Station / 140 E Exchange Ave, Fort Worth, TX 76164	24.3 mi	70.8K (31.2%)

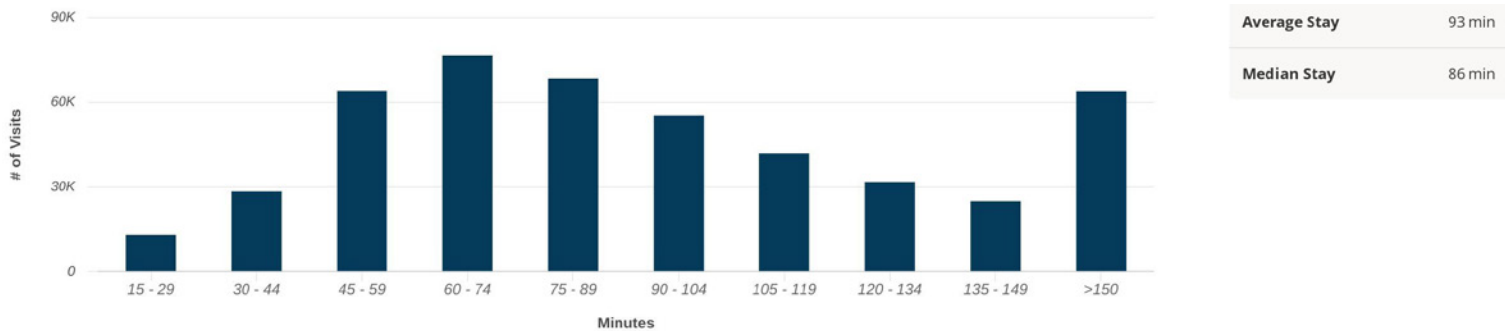
## Hourly Visits



## Daily Visits



## Length of Stay



# Marty B's • Mobile Data Analysis

Bartonville, Texas • January 1, 2022 - December 31, 2022

## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Argyle	TX	76226	17.76
Flower Mound	TX	75028	8.12
Lewisville	TX	75077	8.01
Denton	TX	76210	6.16
Flower Mound	TX	75022	5.33
Roanoke	TX	76262	3.50
Keller	TX	76244	1.48
Justin	TX	76247	1.48
Denton	TX	76208	1.26
Lewisville	TX	75067	1.19
Denton	TX	76205	1.15
Keller	TX	76248	0.99
Lake Dallas	TX	75065	0.95
Denton	TX	76209	0.85
Denton	TX	76201	0.84
Sanger	TX	76266	0.79
Coppell	TX	75019	0.74
Denton	TX	76207	0.73
Grapevine	TX	76051	0.70
Southlake	TX	76092	0.69
Fort Worth	TX	76179	0.49
Haslet	TX	76052	0.48
Krum	TX	76249	0.46
Aubrey	TX	76227	0.44
Frisco	TX	75034	0.43
Fayetteville	AR	72701	0.42
Decatur	TX	76234	0.41
Ponder	TX	76259	0.41
Colleyville	TX	76034	0.41
Little Elm	TX	75068	0.37
North Richland Hills	TX	76182	0.36
Fort Worth	TX	76137	0.31
The Colony	TX	75056	0.27
Lewisville	TX	75057	0.26
Gainesville	TX	76240	0.25

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Rhome	TX	76078	0.25
Fort Worth	TX	76131	0.24
Bedford	TX	76021	0.23
Dallas	TX	75204	0.22
Carrollton	TX	75007	0.22
North Richland Hills	TX	76180	0.21
Dallas	TX	75219	0.21
Carrollton	TX	75010	0.20
Valley View	TX	76272	0.20
Dallas	TX	75234	0.19
Fort Worth	TX	76177	0.19
Middletown	OH	45044	0.19
Dallas	TX	75248	0.18
Frisco	TX	75035	0.18
College Station	TX	77840	0.18
Azle	TX	76020	0.18
Euless	TX	76040	0.17
Plano	TX	75074	0.17
Allen	TX	75002	0.16
Fort Worth	TX	76148	0.16
Euless	TX	76039	0.16
Carrollton	TX	75006	0.16
Fort Worth	TX	76107	0.16
Bridgeport	TX	76426	0.15
McKinney	TX	75070	0.15
Fort Worth	TX	76109	0.14
Plano	TX	75024	0.14
Dallas	TX	75225	0.13
Burleson	TX	76028	0.13
Plano	TX	75093	0.12
Dallas	TX	75205	0.12
Scottsdale	AZ	85251	0.12
Lubbock	TX	79416	0.12
Norman	OK	73069	0.12
Grand Prairie	TX	75050	0.11

# 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**Retail**Coach®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

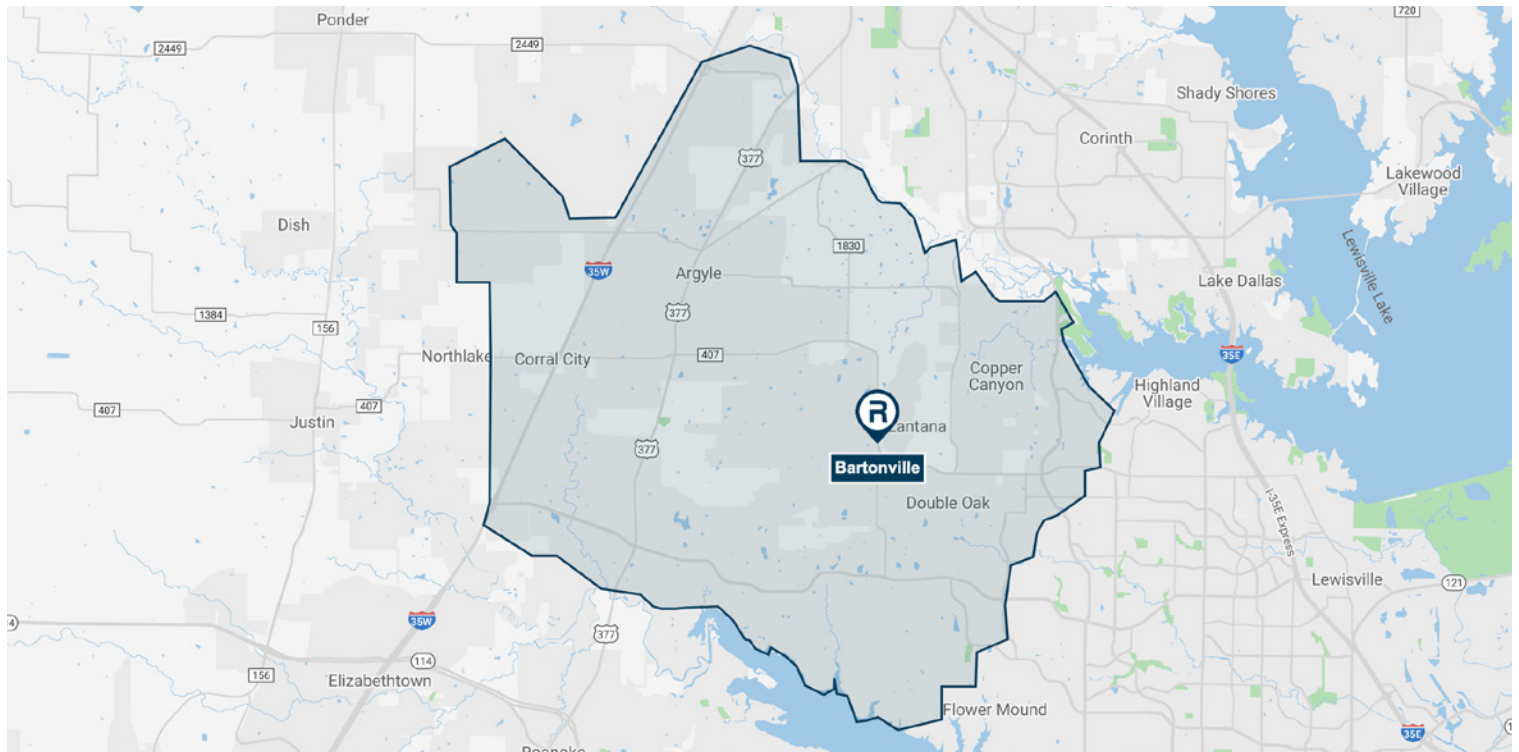
# Primary Retail Trade Area Demographic Profile

BARTONVILLE, TEXAS

Prepared for Town of Bartonville  
January 2023

# Primary Retail Trade Area • Demographic Snapshot

Bartonville, Texas



## Population

2020	67,651	0 - 9 Years	10.83%
2023	73,786	10 - 17 Years	11.15%
2028	81,527	18 - 24 Years	7.85%

## Educational Attainment (%)

Graduate or Professional Degree	17.86%	25 - 34 Years	11.84%
Bachelors Degree	40.90%	35 - 44 Years	10.78%
Associate Degree	6.58%	45 - 54 Years	14.61%
Some College	18.98%	55 - 64 Years	15.23%
High School Graduate (GED)	12.70%	65 and Older	17.73%
Some High School, No Degree	1.60%	Median Age	42.90
Less than 9th Grade	1.37%	Average Age	41.16

## 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%



**Tammy Dixon, TRMC, CMC**  
Town of Bartonville  
Town Secretary

1941 East Jeter Road  
Bartonville, Texas 76226

Phone 817.693.5280  
tdixon@townofbartonville.com  
www.townofbartonville.com

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



# 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

Bartonville, Texas

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>		
Family Households	20,971	85.70%
Nonfamily Households	3,500	14.30%
<b>2023 Est. Group Quarters Population</b>		
	196	
<b>2023 Households by Ethnicity, Hispanic/Latino</b>		
	1,885	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</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%
<b>2023 Est. Average Household Income</b>		
		\$209,384
<b>2023 Est. Median Household Income</b>		
		\$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>		
	20,971	
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>		
	24,471	
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%
<b>2023 Est. Average Household Size</b>		
		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
<b>2023 Est. Occupied Housing Units by Tenure</b>		
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>		
	24,471	
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**Retail**Coach®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



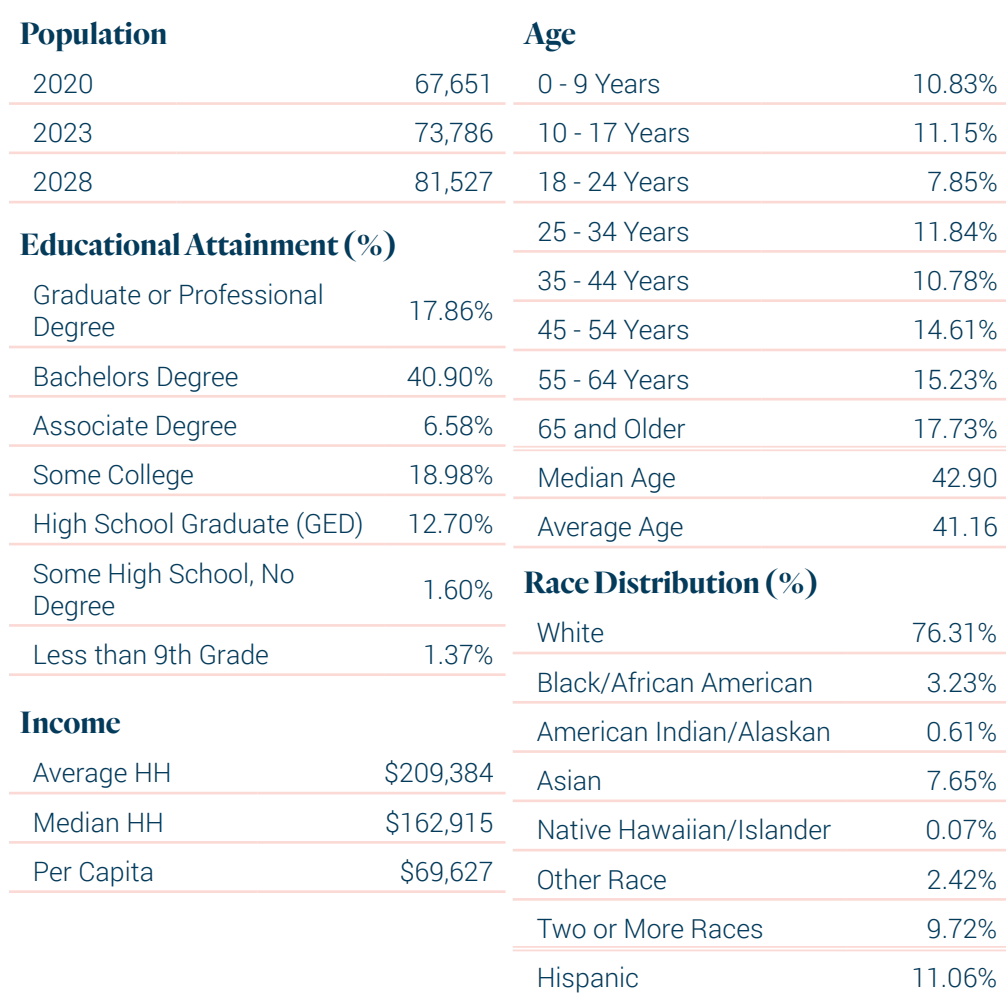
The**Retail**Coach®

# Primary Retail Trade Area Retail Demand Outlook

BARTONVILLE, TEXAS

Prepared for Town of Bartonville  
January 2023

## Bartonville, Texas



1941 East Jeter Road  
Bartonville, Texas 76226

Phone 817.693.5280  
tdixon@townofbartonville.com  
www.townofbartonville.com

**Aaron Farmer**

The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



# Primary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$1,049,261,254	\$1,355,855,469	\$306,594,215	5.26%
441	Motor vehicle and parts dealers	\$234,727,248	\$334,580,761	\$99,853,514	7.35%
4411	Automobile dealers	\$210,945,307	\$303,393,885	\$92,448,578	7.54%
4412	Other motor vehicle dealers	\$9,957,743	\$15,028,436	\$5,070,693	8.58%
4413	Automotive parts, accessories, and tire stores	\$13,824,198	\$16,158,441	\$2,334,243	3.17%
442	Furniture and home furnishings stores	\$11,364,943	\$15,570,021	\$4,205,078	6.50%
4421	Furniture stores	\$7,418,927	\$10,338,135	\$2,919,209	6.86%
4422	Home furnishings stores	\$3,946,016	\$5,231,886	\$1,285,870	5.80%
443	Electronics and appliance stores	\$16,854,704	\$20,419,712	\$3,565,008	3.91%
443141	Household appliance stores	\$3,493,580	\$4,212,640	\$719,060	3.81%
443142	Electronics stores	\$13,361,124	\$16,207,072	\$2,845,948	3.94%
444	Building material and garden equipment and supplies dealers	\$73,473,601	\$88,286,429	\$14,812,828	3.74%
4441	Building material and supplies dealers	\$65,724,020	\$78,634,797	\$12,910,778	3.65%
44411	Home centers	\$36,316,359	\$43,467,478	\$7,151,119	3.66%
44412	Paint and wallpaper stores	\$2,831,259	\$4,320,839	\$1,489,580	8.82%
44413	Hardware stores	\$5,395,251	\$6,413,771	\$1,018,520	3.52%
44419	Other building material dealers	\$21,181,151	\$24,432,709	\$3,251,559	2.90%
4442	Lawn and garden equipment and supplies stores	\$7,749,582	\$9,651,632	\$1,902,050	4.49%
44421	Outdoor power equipment stores	\$1,569,709	\$1,971,695	\$401,985	4.67%
44422	Nursery, garden center, and farm supply stores	\$6,179,872	\$7,679,937	\$1,500,065	4.44%
445	Food and beverage stores	\$151,024,583	\$196,445,470	\$45,420,887	5.40%
4451	Grocery stores	\$136,818,533	\$177,879,242	\$41,060,709	5.39%
44511	Supermarkets and other grocery (except convenience) stores	\$131,067,251	\$170,560,499	\$39,493,247	5.41%
44512	Convenience stores	\$5,751,282	\$7,318,744	\$1,567,462	4.94%
4452	Specialty food stores	\$4,168,814	\$5,444,178	\$1,275,364	5.48%
4453	Beer, wine, and liquor stores	\$10,037,236	\$13,122,050	\$3,084,814	5.51%
446	Health and personal care stores	\$29,794,648	\$33,950,681	\$4,156,033	2.65%
44611	Pharmacies and drug stores	\$21,571,565	\$25,814,696	\$4,243,130	3.66%
44612	Cosmetics, beauty supplies, and perfume stores	\$1,449,068	\$1,739,688	\$290,620	3.72%
44613	Optical goods stores	\$5,563,587	\$4,953,102	-\$610,484	-2.30%
44619	Other health and personal care stores	\$1,210,428	\$1,443,195	\$232,767	3.58%
447	Gasoline stations	\$100,055,994	\$128,533,958	\$28,477,964	5.14%

# Primary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$30,055,453	\$34,324,006	\$4,268,553	2.69%
4481	Clothing stores	\$19,613,215	\$22,081,983	\$2,468,767	2.40%
44811	Men's clothing stores	\$508,535	\$550,429	\$41,893	1.60%
44812	Women's clothing stores	\$2,851,715	\$3,046,624	\$194,908	1.33%
44813	Children's and infants' clothing stores	\$2,612,546	\$3,091,854	\$479,308	3.43%
44814	Family clothing stores	\$11,603,427	\$13,254,563	\$1,651,137	2.70%
44815	Clothing accessories stores	\$699,328	\$751,599	\$52,271	1.45%
44819	Other clothing stores	\$1,337,665	\$1,386,914	\$49,250	0.73%
4482	Shoe stores	\$4,247,823	\$5,173,625	\$925,802	4.02%
4483	Jewelry, luggage, and leather goods stores	\$6,194,414	\$7,068,398	\$873,984	2.67%
44831	Jewelry stores	\$4,580,771	\$5,276,156	\$695,385	2.87%
44832	Luggage and leather goods stores	\$1,613,643	\$1,792,242	\$178,599	2.12%
451	Sporting goods, hobby, musical instrument, and book stores	\$18,117,675	\$23,573,076	\$5,455,401	5.41%
4511	Sporting goods, hobby, and musical instrument stores	\$13,196,600	\$16,692,029	\$3,495,429	4.81%
45111	Sporting goods stores	\$8,023,638	\$10,324,981	\$2,301,344	5.17%
45112	Hobby, toy, and game stores	\$3,743,352	\$4,646,798	\$903,446	4.42%
45113	Sewing, needlework, and piece goods stores	\$575,587	\$741,581	\$165,994	5.20%
45114	Musical instrument and supplies stores	\$854,024	\$978,669	\$124,645	2.76%
4512	Book stores and news dealers	\$4,921,075	\$6,881,048	\$1,959,973	6.93%
452	General merchandise stores	\$113,725,386	\$142,423,317	\$28,697,930	4.60%
4522	Department stores	\$9,474,138	\$10,795,512	\$1,321,373	2.65%
4523	Other general merchandise stores	\$104,251,248	\$131,627,805	\$27,376,557	4.77%
453	Miscellaneous store retailers	\$17,031,023	\$20,955,991	\$3,924,968	4.23%
4531	Florists	\$837,369	\$1,054,672	\$217,303	4.72%
4532	Office supplies, stationery, and gift stores	\$2,709,957	\$3,390,304	\$680,347	4.58%
45321	Office supplies and stationery stores	\$1,308,040	\$1,685,190	\$377,150	5.20%
45322	Gift, novelty, and souvenir stores	\$1,401,917	\$1,705,114	\$303,197	3.99%
4533	Used merchandise stores	\$2,477,055	\$2,856,812	\$379,757	2.89%
4539	Other miscellaneous store retailers	\$11,006,642	\$13,654,203	\$2,647,560	4.41%
45391	Pet and pet supplies stores	\$4,011,975	\$5,311,702	\$1,299,727	5.77%
45399	All other miscellaneous store retailers	\$6,994,667	\$8,342,501	\$1,347,834	3.59%
454	Non-store retailers	\$144,182,443	\$176,148,904	\$31,966,461	4.09%
722	Food services and drinking places	\$108,853,553	\$140,643,143	\$31,789,589	5.26%
7223	Special food services	\$7,253,098	\$9,248,864	\$1,995,766	4.98%
7224	Drinking places (alcoholic beverages)	\$2,288,022	\$2,844,523	\$556,501	4.45%
7225	Restaurants and other eating places	\$99,312,433	\$128,549,755	\$29,237,323	5.30%
722511	Full-service restaurants	\$47,203,530	\$60,915,920	\$13,712,390	5.23%
722513	Limited-service restaurants	\$44,165,875	\$57,322,209	\$13,156,334	5.35%
722514	Cafeterias, grill buffets, and buffets	\$1,126,797	\$1,462,572	\$335,776	5.35%
722515	Snack and nonalcoholic beverage bars	\$6,816,231	\$8,849,054	\$2,032,823	5.36%

# 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**Retail**Coach®

## 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.

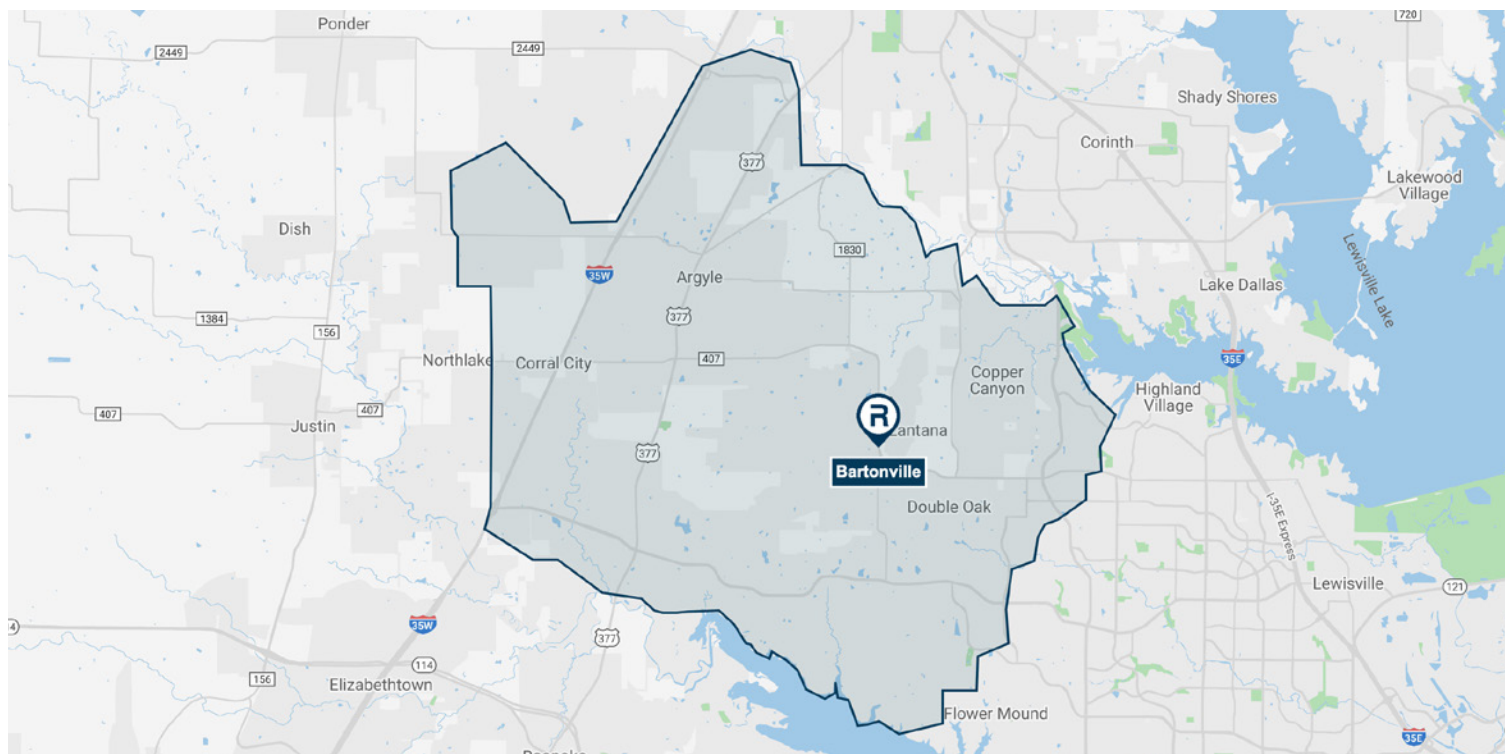
All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

\* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

## Bartonville, Texas



## Age

2020	67,651	0 - 9 Years	10.83%
2023	73,786	10 - 17 Years	11.15%
2028	81,527	18 - 24 Years	7.85%

25 - 34 Years

Graduate or Professional Degree	17.86%	35 - 44 Years	10.78%
		45 - 54 Years	14.61%
Bachelors Degree	40.90%	55 - 64 Years	15.23%
Associate Degree	6.58%	65 and Older	17.73%
Some College	18.98%	Median Age	42.90
High School Graduate (GED)	12.70%	Average Age	41.16

### Race Distribution (%)

Average HH	\$209,384	Asian	7.65%
Median HH	\$162,915	Native Hawaiian/Islander	0.07%
Per Capita	\$69,627	Other Race	2.42%
		Two or More Races	9.72%
		Hispanic	11.06%



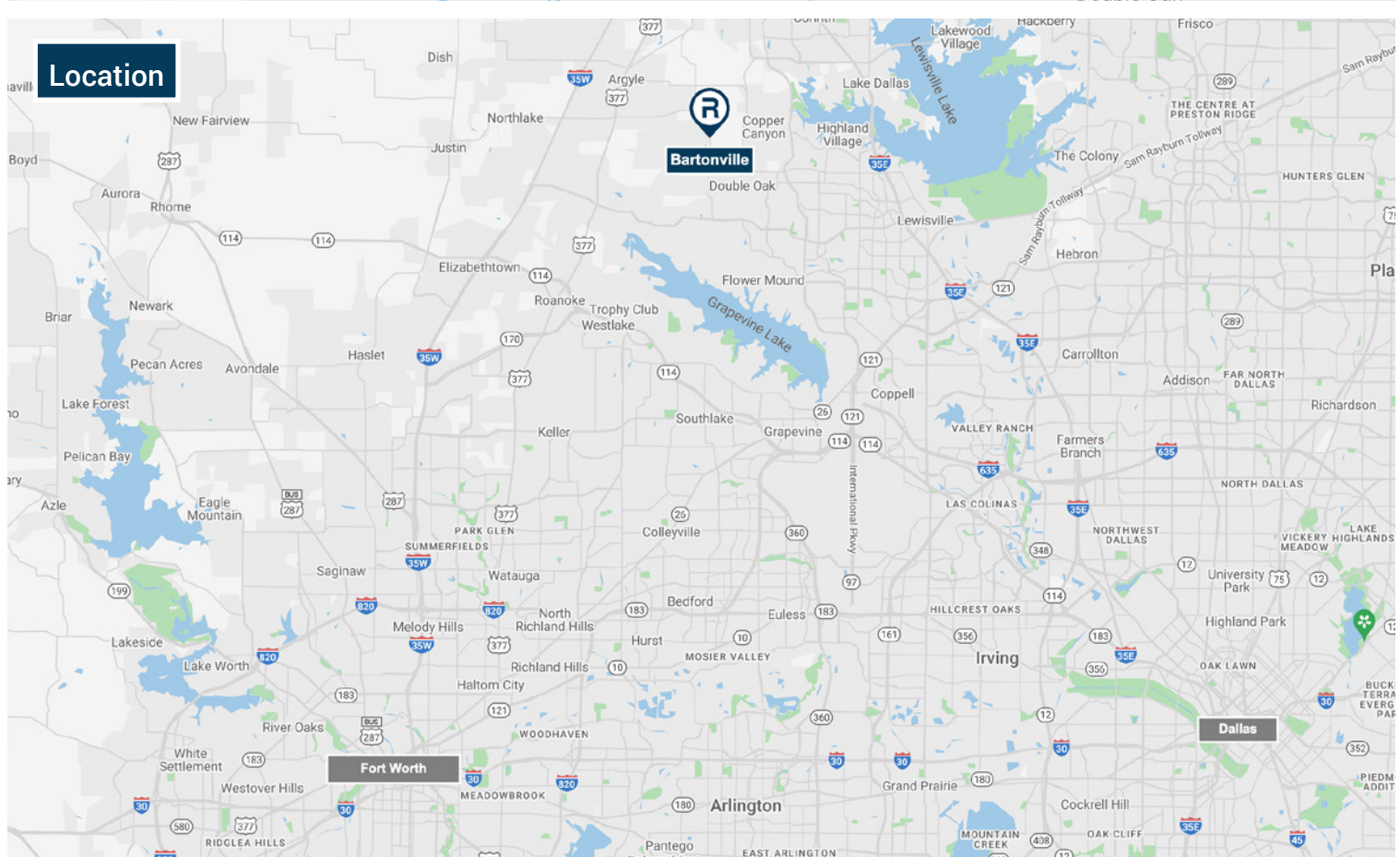
Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | [theretailcoach.net](http://theretailcoach.net)

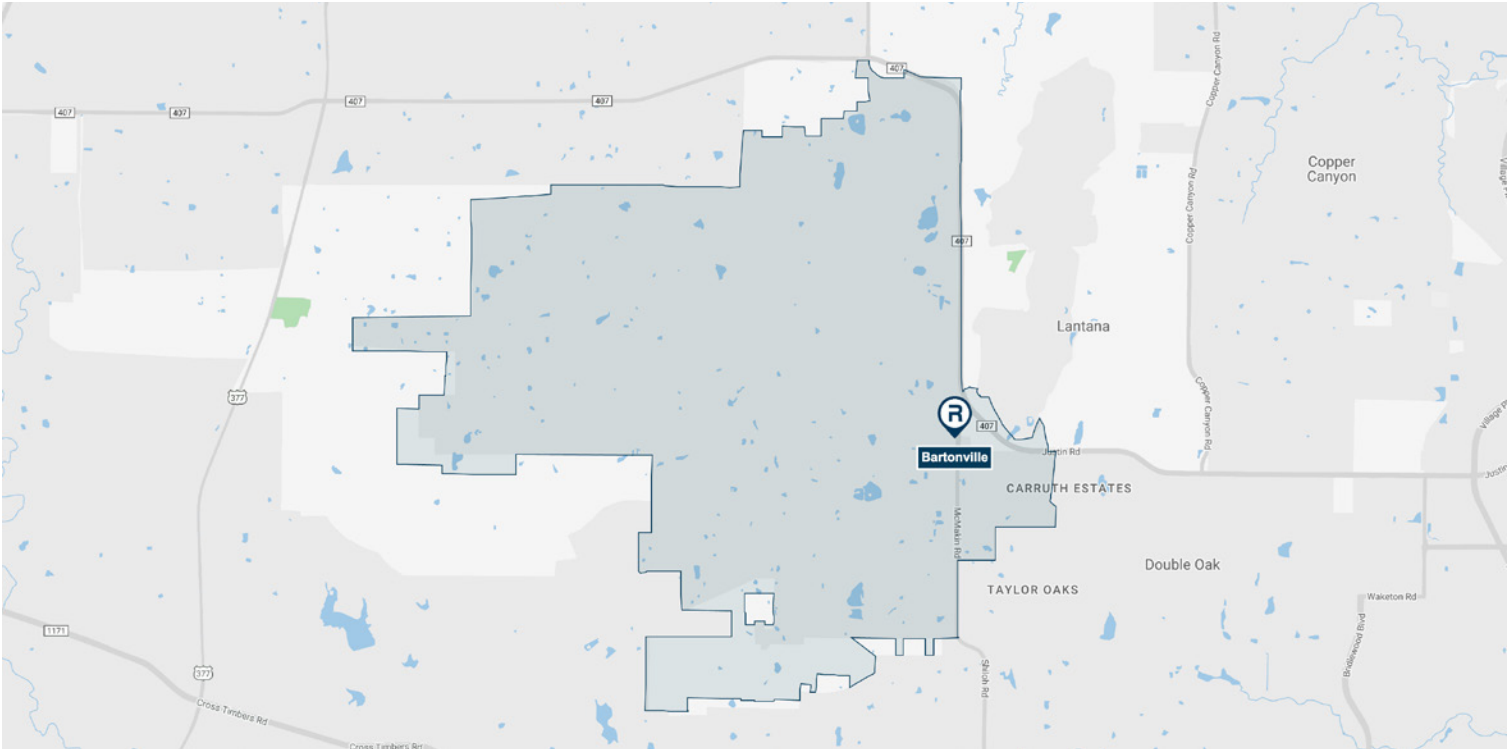
The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

## Bartonville, Texas



# Community • Retail Market Profile

Bartonville, Texas



Population		Age	
2020	1,725	0 - 9 Years	8.73%
2023	1,879	10 - 17 Years	10.96%
2028	2,041	18 - 24 Years	8.41%
Educational Attainment (%)		25 - 34 Years	14.26%
Graduate or Professional Degree	12.36%	35 - 44 Years	8.62%
Bachelors Degree	31.61%	45 - 54 Years	13.25%
Associate Degree	8.14%	55 - 64 Years	16.87%
Some College	18.36%	65 and Older	18.89%
High School Graduate (GED)	21.39%	Median Age	43.94
Some High School, No Degree	1.55%	Average Age	42.30
Less than 9th Grade	6.59%	Race Distribution (%)	
Income		White	74.03%
Average HH	\$171,048	Black/African American	1.22%
Median HH	\$131,385	American Indian/Alaskan	1.33%
Per Capita	\$56,257	Asian	2.45%
		Native Hawaiian/Islander	0.00%
		Other Race	6.12%
		Two or More Races	14.85%
		Hispanic	22.25%



**Tammy Dixon, TRMC, CMC**  
Town of Bartonville  
Town Secretary

1941 East Jeter Road  
Bartonville, Texas 76226

Phone 817.693.5280  
tdixon@townofbartonville.com  
www.townofbartonville.com

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net

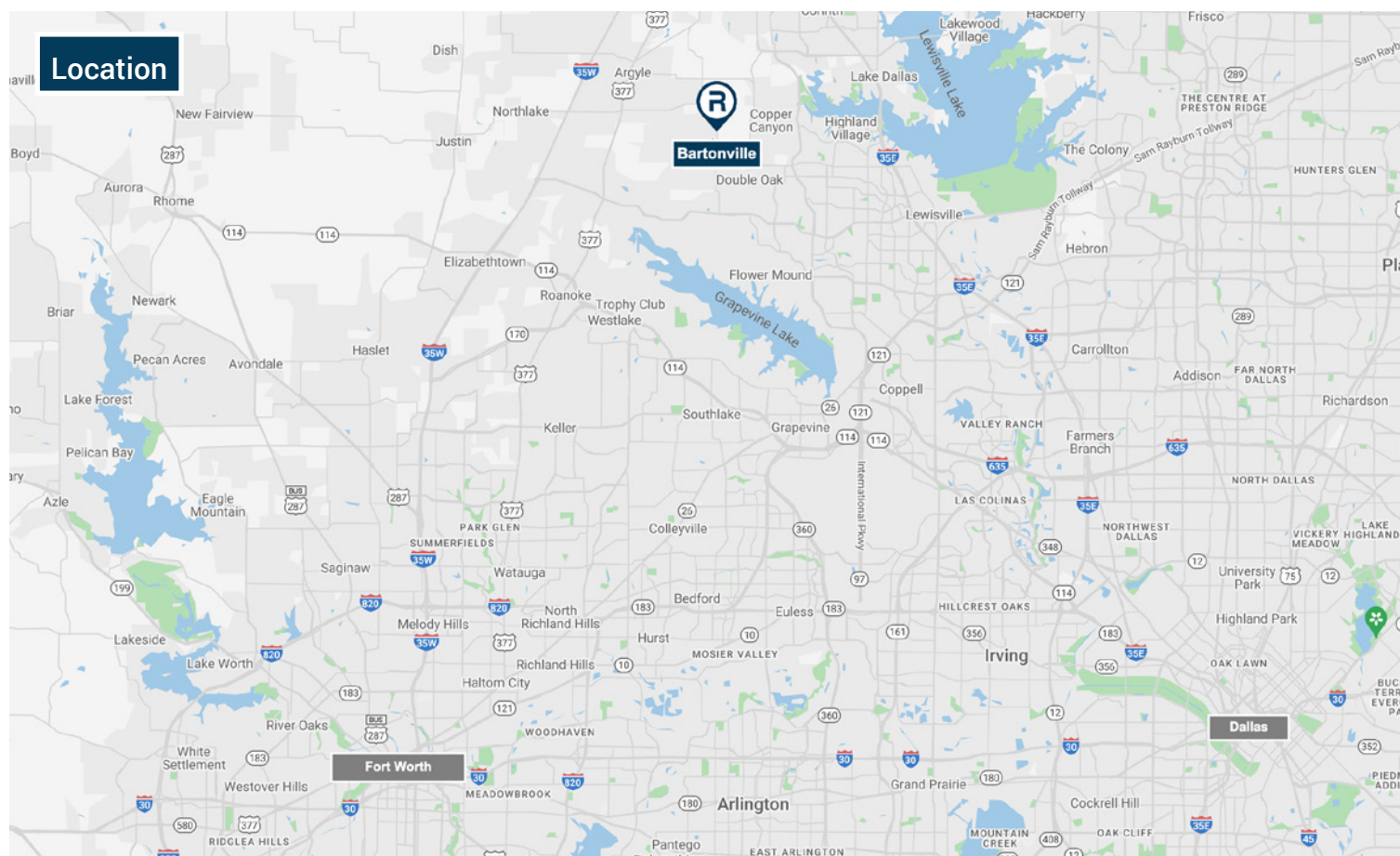
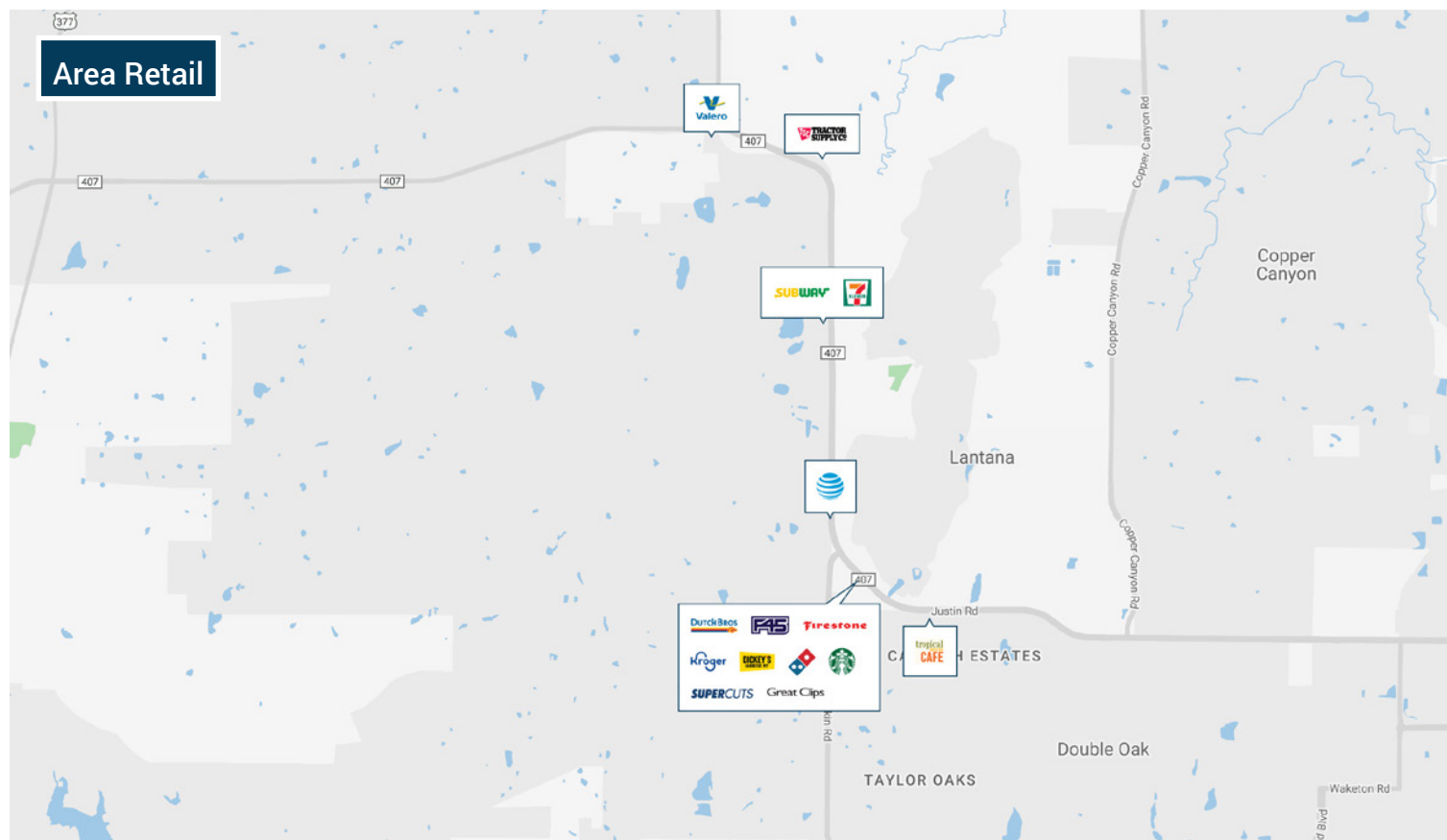


PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | theretailcoach.net

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

# Community • Retail Market Profile

Bartonville, Texas





The**Retail**Coach®

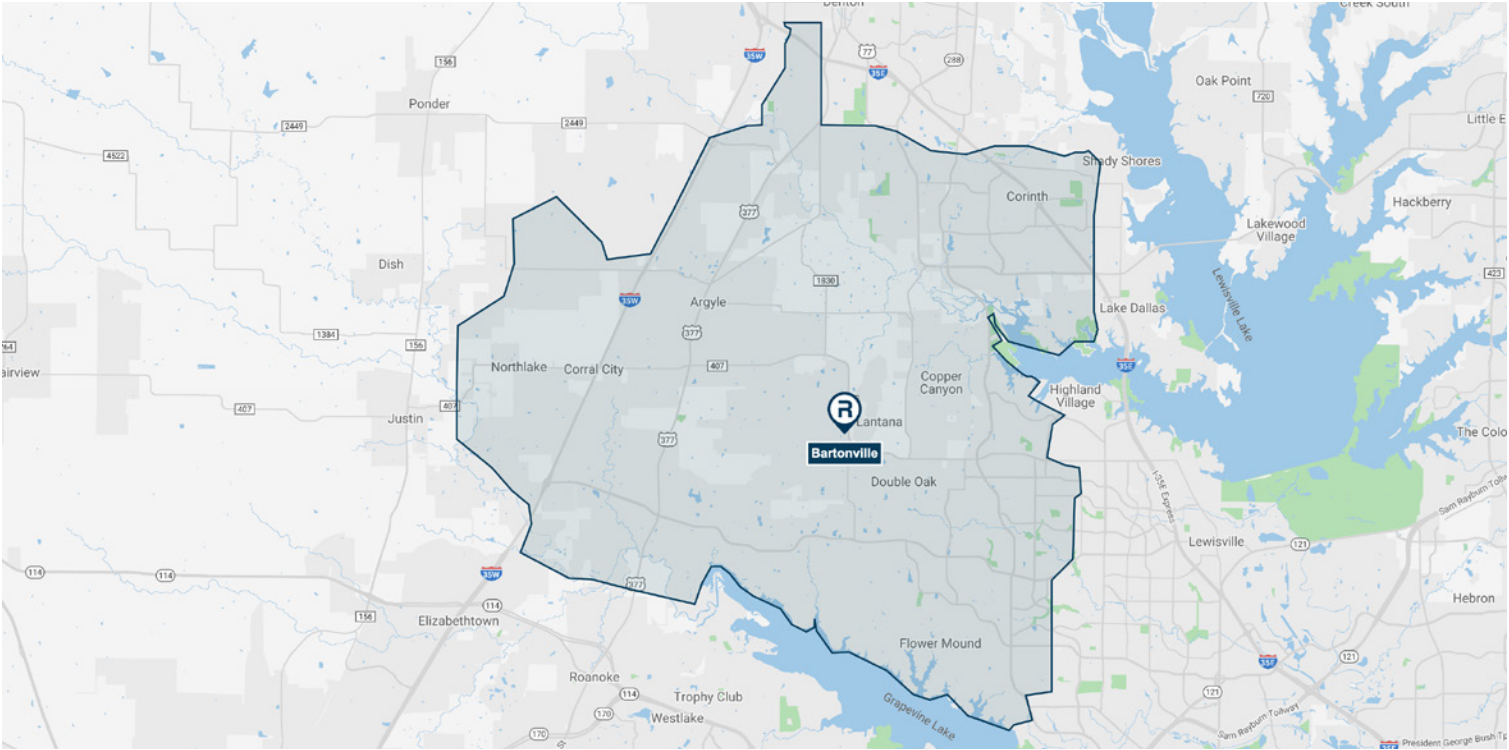
# Secondary Retail Trade Area Demographic Profile

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%



**Tammy Dixon, TRMC, CMC**  
Town of Bartonville  
Town Secretary

1941 East Jeter Road  
Bartonville, Texas 76226

Phone 817.693.5280  
tdixon@townofbartonville.com  
www.townofbartonville.com

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



# Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
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%
<b>2023 Est. Population by Single-Classification Race</b>	<b>183,660</b>	
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%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>183,660</b>	
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%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>26,979</b>	
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%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>16,932</b>	
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	%
<b>2023 Est. Population by Ancestry</b>	<b>183,660</b>	
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%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
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	%
<b>2023 Est. Population by Age</b>	<b>183,660</b>	
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
<b>2023 Est. Population by Sex</b>	<b>183,660</b>	
Male	90,685	49.38%
Female	92,974	50.62%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>90,685</b>	
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
<b>2023 Est. Female Population by Age</b>	<b>92,974</b>	
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

# Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
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%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
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%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
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%
<b>Households</b>		
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%
<b>2023 Est. Households by Household Type</b>		
Family Households	51,250	81.84%
Nonfamily Households	11,372	18.16%
<b>2023 Est. Group Quarters Population</b>		
2023 Est. Group Quarters Population	1,971	
<b>2023 Households by Ethnicity, Hispanic/Latino</b>		
2023 Households by Ethnicity, Hispanic/Latino	6,642	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>		
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%
<b>2023 Est. Average Household Income</b>		
2023 Est. Average Household Income		\$180,327
<b>2023 Est. Median Household Income</b>		
2023 Est. Median Household Income		\$138,448
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
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
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
Married-Couple Family, own children	51,250	
Married-Couple Family, no own children	24,210	47.24%
Male Householder, own children	20,624	40.24%
Male Householder, no own children	1,035	2.02%
Female Householder, own children	907	1.77%
Female Householder, no own children	2,751	5.37%
Female Householder, no own children	1,724	3.36%
<b>2023 Est. Households by Household Size</b>		
1-person	62,621	
2-person	8,873	14.17%
3-person	22,961	36.67%
4-person	11,271	18.00%
5-person	12,389	19.78%
6-person	4,546	7.26%
7-or-more-person	1,860	2.97%
7-or-more-person	719	1.15%
<b>2023 Est. Average Household Size</b>		
2023 Est. Average Household Size		2.90

# Secondary Retail Trade Area • Demographic Profile

Bartonville, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>62,621</b>	
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%
<b>Households with No People under Age 18:</b>	<b>33,210</b>	
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%
<b>2023 Est. Households by Number of Vehicles</b>	<b>62,621</b>	
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
<b>Family Households</b>		
2028 Projection	55,330	
2023 Estimate	51,250	
2010 Census	36,154	
Growth 2023 - 2028		7.96%
Growth 2010 - 2023		41.76%
<b>2023 Est. Families by Poverty Status</b>	<b>51,250</b>	
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%
<b>2023 Est. Pop 16+ by Employment Status</b>		
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	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>98,662</b>	
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%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>98,662</b>	
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%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>98,662</b>	
White Collar	74,047	75.05%
Blue Collar	12,771	12.94%
Service and Farm	11,844	12.01%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>97,561</b>	
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%

# Secondary 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	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
<b>2023 Est. Occupied Housing Units by Tenure</b>		
Owner Occupied	51,729	82.61%
Renter Occupied	10,893	17.39%
2023 Owner Occ. HUs: Avg. Length of Residence		11.28 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		4.44 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>		
	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
<b>2023 Est. Housing Units by Units in Structure</b>		
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	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
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

<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**Retail**Coach®

## 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



The**Retail**Coach®

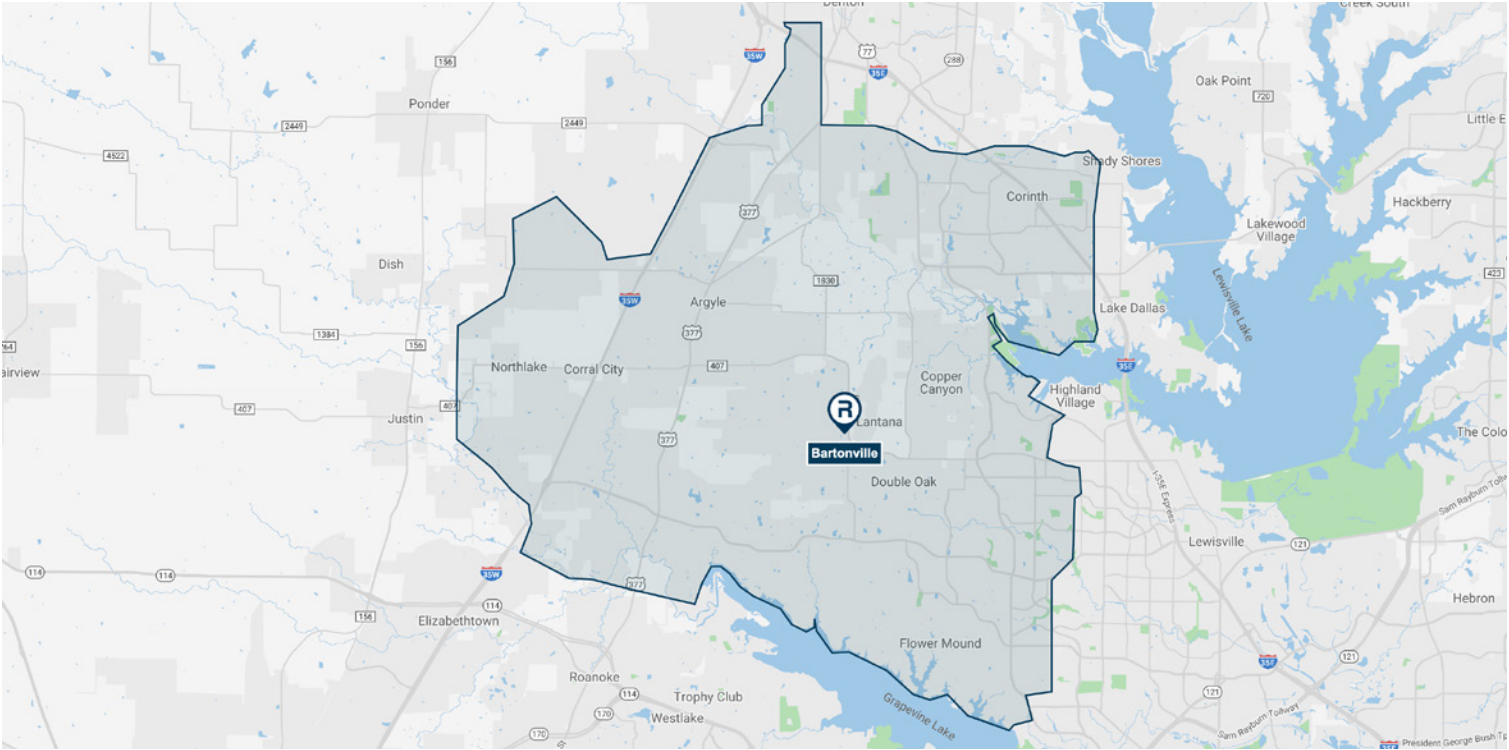
# Secondary Retail Trade Area Retail Demand Outlook

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%



**Tammy Dixon, TRMC, CMC**  
Town of Bartonville  
Town Secretary

1941 East Jeter Road  
Bartonville, Texas 76226

Phone 817.693.5280  
tdixon@townofbartonville.com  
www.townofbartonville.com

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



# Secondary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	Total retail trade including food and drinking places	\$2,395,677,357	\$3,014,551,738	\$618,874,381	4.70%
441	Motor vehicle and parts dealers	\$538,068,459	\$740,440,476	\$202,372,016	6.59%
4411	Automobile dealers	\$484,715,718	\$671,492,295	\$186,776,577	6.74%
4412	Other motor vehicle dealers	\$22,515,828	\$32,916,570	\$10,400,743	7.89%
4413	Automotive parts, accessories, and tire stores	\$30,836,914	\$36,031,611	\$5,194,697	3.16%
442	Furniture and home furnishings stores	\$25,811,500	\$34,325,196	\$8,513,697	5.87%
4421	Furniture stores	\$16,872,883	\$22,797,739	\$5,924,856	6.20%
4422	Home furnishings stores	\$8,938,617	\$11,527,458	\$2,588,841	5.22%
443	Electronics and appliance stores	\$38,491,615	\$45,646,415	\$7,154,800	3.47%
443141	Household appliance stores	\$7,948,574	\$9,395,225	\$1,446,651	3.40%
443142	Electronics stores	\$30,543,041	\$36,251,190	\$5,708,150	3.49%
444	Building material and garden equipment and supplies dealers	\$164,911,614	\$196,086,408	\$31,174,795	3.52%
4441	Building material and supplies dealers	\$147,434,649	\$174,688,038	\$27,253,389	3.45%
44411	Home centers	\$81,547,161	\$96,606,088	\$15,058,926	3.45%
44412	Paint and wallpaper stores	\$6,375,526	\$9,422,385	\$3,046,859	8.13%
44413	Hardware stores	\$12,104,258	\$14,251,712	\$2,147,454	3.32%
44419	Other building material dealers	\$47,407,703	\$54,407,853	\$7,000,150	2.79%
4442	Lawn and garden equipment and supplies stores	\$17,476,965	\$21,398,370	\$3,921,405	4.13%
44421	Outdoor power equipment stores	\$3,539,100	\$4,367,463	\$828,363	4.30%
44422	Nursery, garden center, and farm supply stores	\$13,937,865	\$17,030,907	\$3,093,042	4.09%
445	Food and beverage stores	\$345,957,459	\$436,275,235	\$90,317,776	4.75%
4451	Grocery stores	\$313,528,832	\$395,142,013	\$81,613,182	4.74%
44511	Supermarkets and other grocery (except convenience) stores	\$300,334,927	\$378,847,691	\$78,512,764	4.75%
44512	Convenience stores	\$13,193,905	\$16,294,322	\$3,100,418	4.31%
4452	Specialty food stores	\$9,554,315	\$12,093,219	\$2,538,904	4.83%
4453	Beer, wine, and liquor stores	\$22,874,312	\$29,040,002	\$6,165,690	4.89%
446	Health and personal care stores	\$67,082,989	\$75,672,363	\$8,589,373	2.44%
44611	Pharmacies and drug stores	\$49,147,680	\$57,544,318	\$8,396,638	3.20%
44612	Cosmetics, beauty supplies, and perfume stores	\$3,299,921	\$3,875,303	\$575,382	3.27%
44613	Optical goods stores	\$11,878,251	\$11,036,424	-\$841,827	-1.46%
44619	Other health and personal care stores	\$2,757,137	\$3,216,318	\$459,180	3.13%
447	Gasoline stations	\$229,806,118	\$289,008,486	\$59,202,368	4.69%

# Secondary Retail Trade Area • Retail Demand Outlook

Bartonville, Texas

NAICS	DESCRIPTION	2023 DEMAND	2028 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	\$68,938,307	\$76,277,576	\$7,339,270	2.04%
4481	Clothing stores	\$45,051,939	\$49,046,244	\$3,994,306	1.71%
44811	Men's clothing stores	\$1,164,273	\$1,220,212	\$55,939	0.94%
44812	Women's clothing stores	\$6,516,307	\$6,764,560	\$248,254	0.75%
44813	Children's and infants' clothing stores	\$6,077,282	\$6,880,931	\$803,650	2.52%
44814	Family clothing stores	\$26,636,344	\$29,432,198	\$2,795,854	2.02%
44815	Clothing accessories stores	\$1,600,426	\$1,667,599	\$67,173	0.83%
44819	Other clothing stores	\$3,057,308	\$3,080,744	\$23,436	0.15%
4482	Shoe stores	\$9,776,622	\$11,492,210	\$1,715,588	3.29%
4483	Jewelry, luggage, and leather goods stores	\$14,109,746	\$15,739,122	\$1,629,376	2.21%
44831	Jewelry stores	\$10,412,184	\$11,760,796	\$1,348,613	2.47%
44832	Luggage and leather goods stores	\$3,697,562	\$3,978,326	\$280,764	1.47%
451	Sporting goods, hobby, musical instrument, and book stores	\$41,466,739	\$52,148,818	\$10,682,078	4.69%
4511	Sporting goods, hobby, and musical instrument stores	\$30,140,233	\$36,809,411	\$6,669,177	4.08%
45111	Sporting goods stores	\$18,277,636	\$22,644,037	\$4,366,401	4.38%
45112	Hobby, toy, and game stores	\$8,599,425	\$10,349,935	\$1,750,510	3.78%
45113	Sewing, needlework, and piece goods stores	\$1,308,372	\$1,620,661	\$312,289	4.37%
45114	Musical instrument and supplies stores	\$1,954,800	\$2,194,778	\$239,978	2.34%
4512	Book stores and news dealers	\$11,326,506	\$15,339,407	\$4,012,901	6.25%
452	General merchandise stores	\$260,052,664	\$316,764,858	\$56,712,195	4.02%
4522	Department stores	\$21,753,471	\$23,980,209	\$2,226,738	1.97%
4523	Other general merchandise stores	\$238,299,192	\$292,784,649	\$54,485,456	4.20%
453	Miscellaneous store retailers	\$38,819,314	\$46,730,583	\$7,911,269	3.78%
4531	Florists	\$1,888,507	\$2,335,994	\$447,487	4.34%
4532	Office supplies, stationery, and gift stores	\$6,160,903	\$7,541,459	\$1,380,556	4.13%
45321	Office supplies and stationery stores	\$2,983,791	\$3,743,851	\$760,061	4.64%
45322	Gift, novelty, and souvenir stores	\$3,177,112	\$3,797,608	\$620,496	3.63%
4533	Used merchandise stores	\$5,671,209	\$6,390,401	\$719,192	2.42%
4539	Other miscellaneous store retailers	\$25,098,695	\$30,462,728	\$5,364,034	3.95%
45391	Pet and pet supplies stores	\$9,127,399	\$11,826,561	\$2,699,162	5.32%
45399	All other miscellaneous store retailers	\$15,971,296	\$18,636,168	\$2,664,872	3.13%
454	Non-store retailers	\$328,296,204	\$392,105,481	\$63,809,277	3.62%
722	Food services and drinking places	\$247,974,376	\$313,069,843	\$65,095,467	4.77%
7223	Special food services	\$16,475,734	\$20,573,383	\$4,097,649	4.54%
7224	Drinking places (alcoholic beverages)	\$5,152,901	\$6,301,498	\$1,148,597	4.11%
7225	Restaurants and other eating places	\$226,345,741	\$286,194,962	\$59,849,221	4.80%
722511	Full-service restaurants	\$107,483,637	\$135,573,374	\$28,089,737	4.75%
722513	Limited-service restaurants	\$100,740,680	\$127,658,766	\$26,918,086	4.85%
722514	Cafeterias, grill buffets, and buffets	\$2,570,196	\$3,257,250	\$687,054	4.85%
722515	Snack and nonalcoholic beverage bars	\$15,551,228	\$19,705,571	\$4,154,344	4.85%

# 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**Retail**Coach®

## 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.

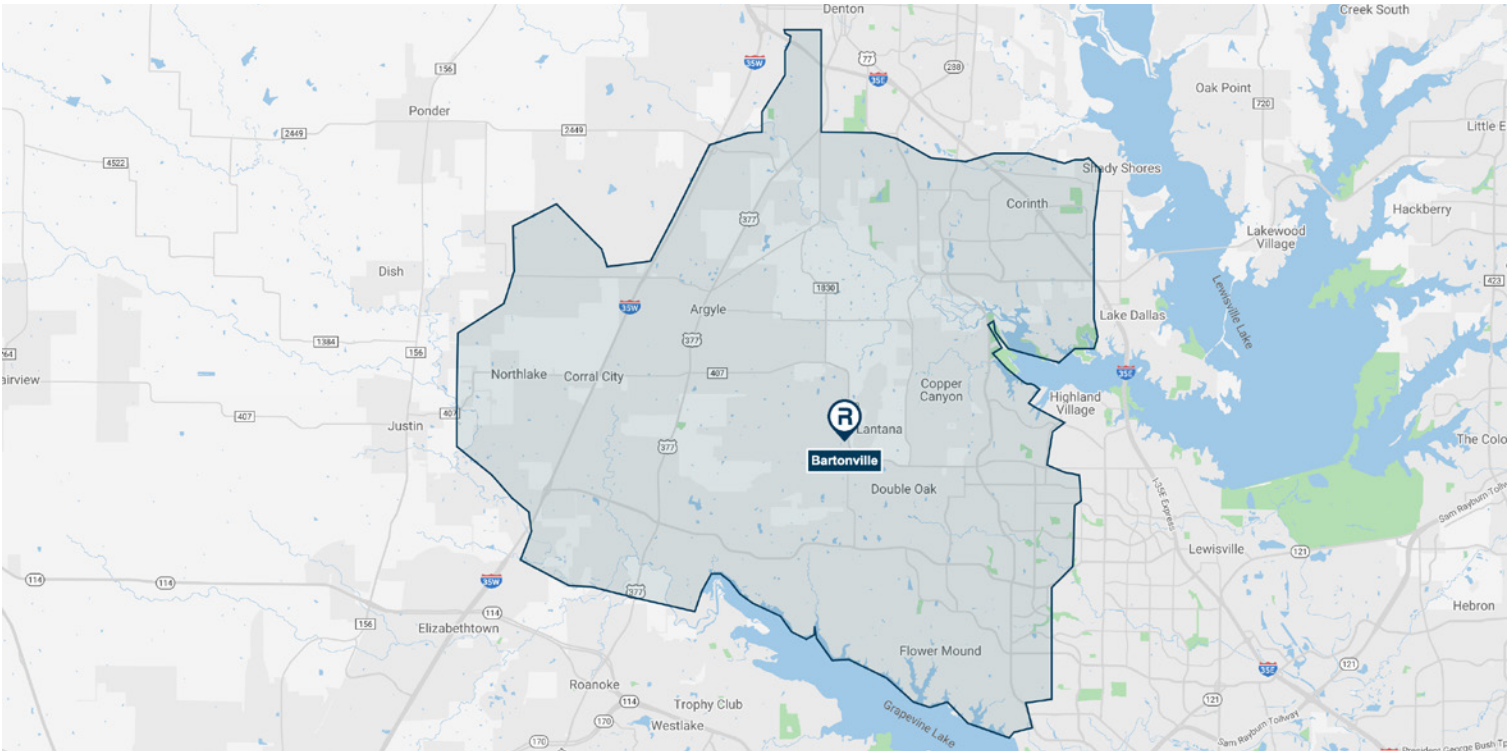
Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

\* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.

# Secondary Retail Trade Area • Retail Market Profile

Bartonville, Texas



Population		Age	
2020	171,963	0 - 9 Years	10.97%
2023	183,660	10 - 17 Years	11.41%
2028	197,777	18 - 24 Years	9.15%
Educational Attainment (%)		25 - 34 Years	12.48%
Graduate or Professional Degree	17.54%	35 - 44 Years	12.28%
Bachelors Degree	36.45%	45 - 54 Years	15.08%
Associate Degree	7.19%	55 - 64 Years	14.00%
Some College	20.03%	65 and Older	14.64%
High School Graduate (GED)	14.04%	Median Age	40.01
Some High School, No Degree	2.75%	Average Age	39.50
Less than 9th Grade	2.00%	Race Distribution (%)	
Income		White	70.05%
Average HH	\$180,327	Black/African American	5.08%
Median HH	\$138,448	American Indian/Alaskan	0.67%
Per Capita	\$62,152	Asian	9.22%
		Native Hawaiian/Islander	0.09%
		Other Race	4.01%
		Two or More Races	10.89%
		Hispanic	14.69%



**Tammy Dixon, TRMC, CMC**  
Town of Bartonville  
Town Secretary

1941 East Jeter Road  
Bartonville, Texas 76226

Phone 817.693.5280  
tdixon@townofbartonville.com  
www.townofbartonville.com

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | theretailcoach.net

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.

## Bartonville, Texas

