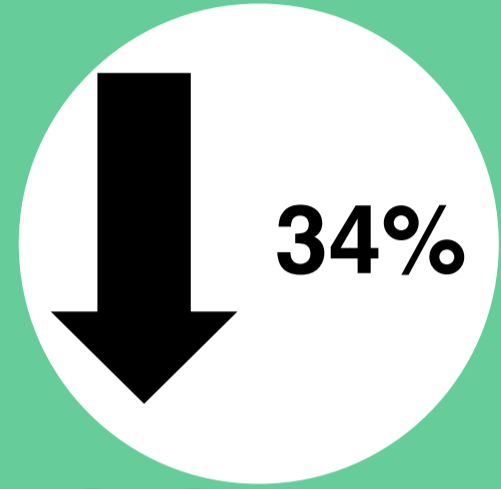


Comparative Demographics | Bartlett vs. Austin

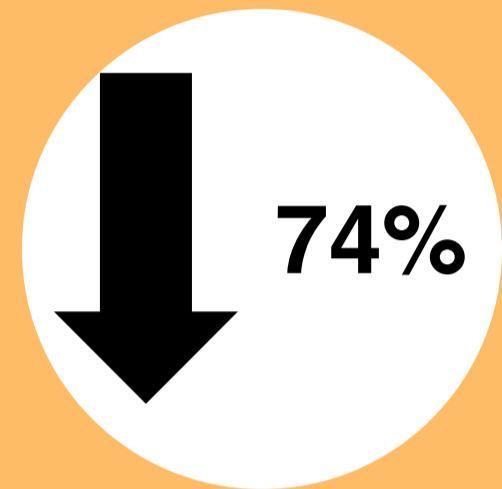
ANNUAL POPULATION GROWTH

Bartlett
34% LOWER
than
Austin



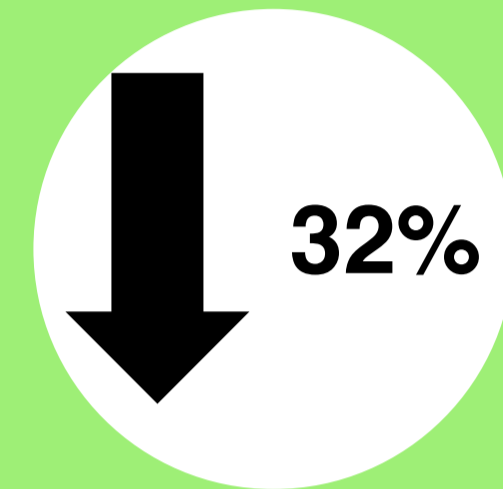
% HOME VALUES \$500,000+

Bartlett
74% LOWER
than
Austin



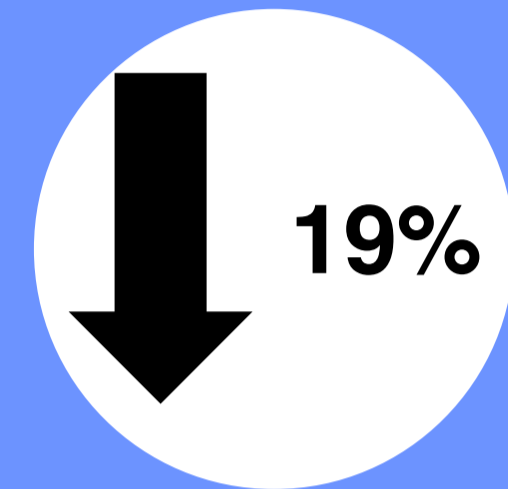
% HOUSEHOLD INCOMES \$100,000+

Bartlett
32% LOWER
than
Austin



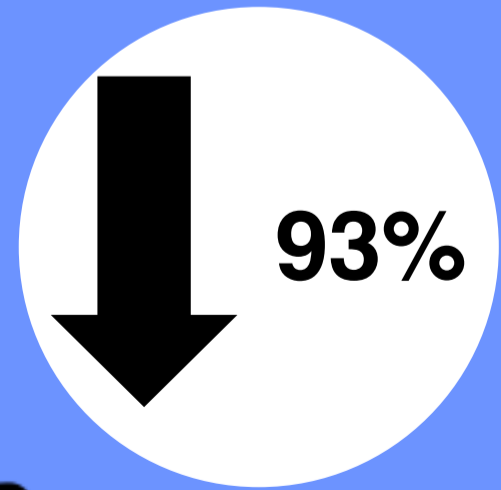
% HOUSEHOLD NET WORTH \$500,000+

Bartlett
19% LOWER
than
Austin



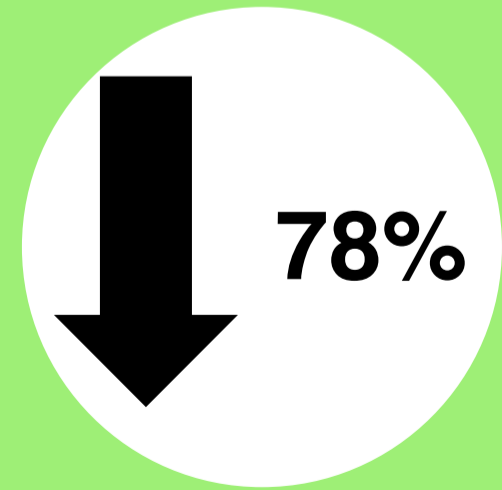
CRIME INDEX

Bartlett
93% LOWER
than
Austin



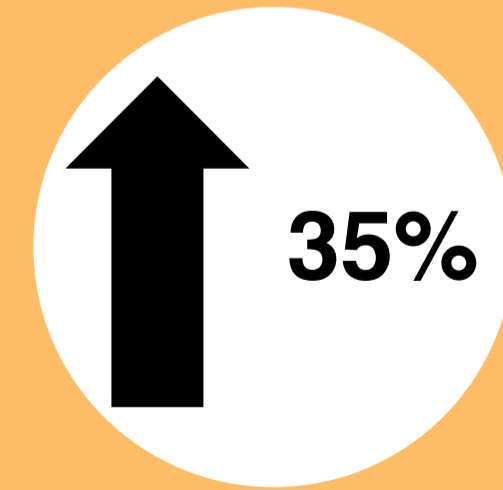
% ADULTS AT LEAST BACHELOR'S DEGREE

Bartlett
78% LOWER
than
Austin



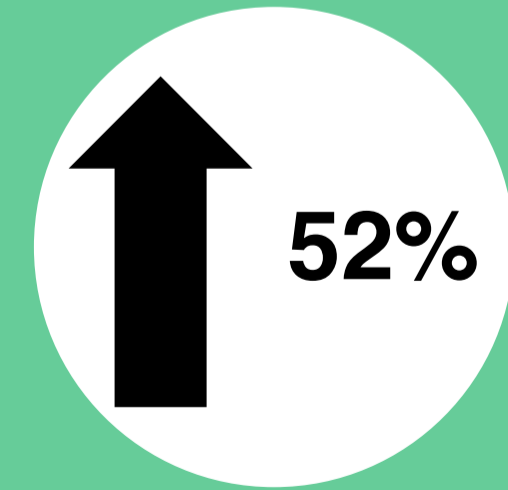
% HOMES WITH CHILDREN

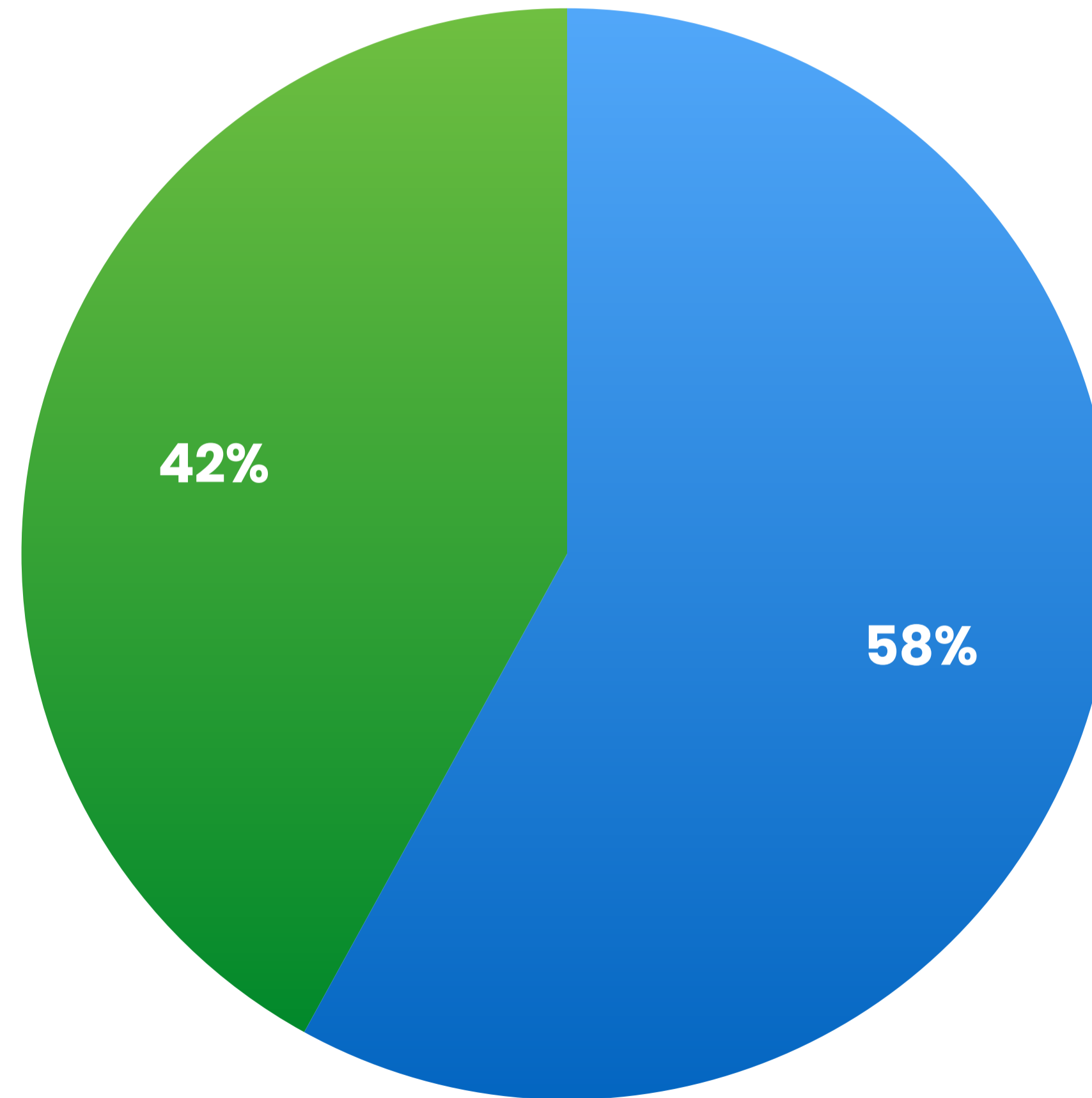
Bartlett
35% HIGHER
than
Austin



% HOMES OWNER OCCUPIED

Bartlett
52% HIGHER
than
Austin





58% Southwestern Families

- 3.2 avg. household size
- 34 median age
- Young Hispanic families
- Children are center of homes
- Almost 60% homeowners
- Over 45% receive government \$
- Budget conscious purchases

42% Heartland Communities

- 2.4 avg. household size
- 42 median age
- Semi-rural & semi-retired
- Active in outdoor activities
- Prefer domestic driving vacations
- Buying American is important
- Trust TV & newspaper vs. internet

Infographics | Bartlett

KEY FACTS

1,776

Population



1.9

Average Household Size

37.8

Median Age

\$40,388

Median Household Income

EDUCATION

26%

No High School Diploma



40%

High School Graduate



24%

Some College



11%

Bachelor's/Grad/Prof Degree

BUSINESS



52

Total Businesses



609

Total Employees

EMPLOYMENT



64%

White Collar



26%

Blue Collar



11%

Services

9.5%

Unemployment Rate

INCOME



\$40,388

Median Household Income



\$26,413

Per Capita Income



\$79,454

Median Net Worth

Households By Income

The largest group: \$35,000 - \$49,999 (15.9%)

The smallest group: \$150,000 - \$199,999 (4.2%)

Indicator	Value	Difference	
<\$15,000	13.8%	+3.9%	
\$15,000 - \$24,999	13.9%	+1.9%	
\$25,000 - \$34,999	15.3%	+4.7%	
\$35,000 - \$49,999	15.9%	+0.3%	
\$50,000 - \$74,999	12.5%	-9.2%	
\$75,000 - \$99,999	9.8%	-3.1%	
\$100,000 - \$149,999	8.0%	-4.8%	
\$150,000 - \$199,999	4.2%	+0.4%	
\$200,000+	6.6%	+2.9%	

Bars show deviation from Bell County

Area Map | Bartlett

