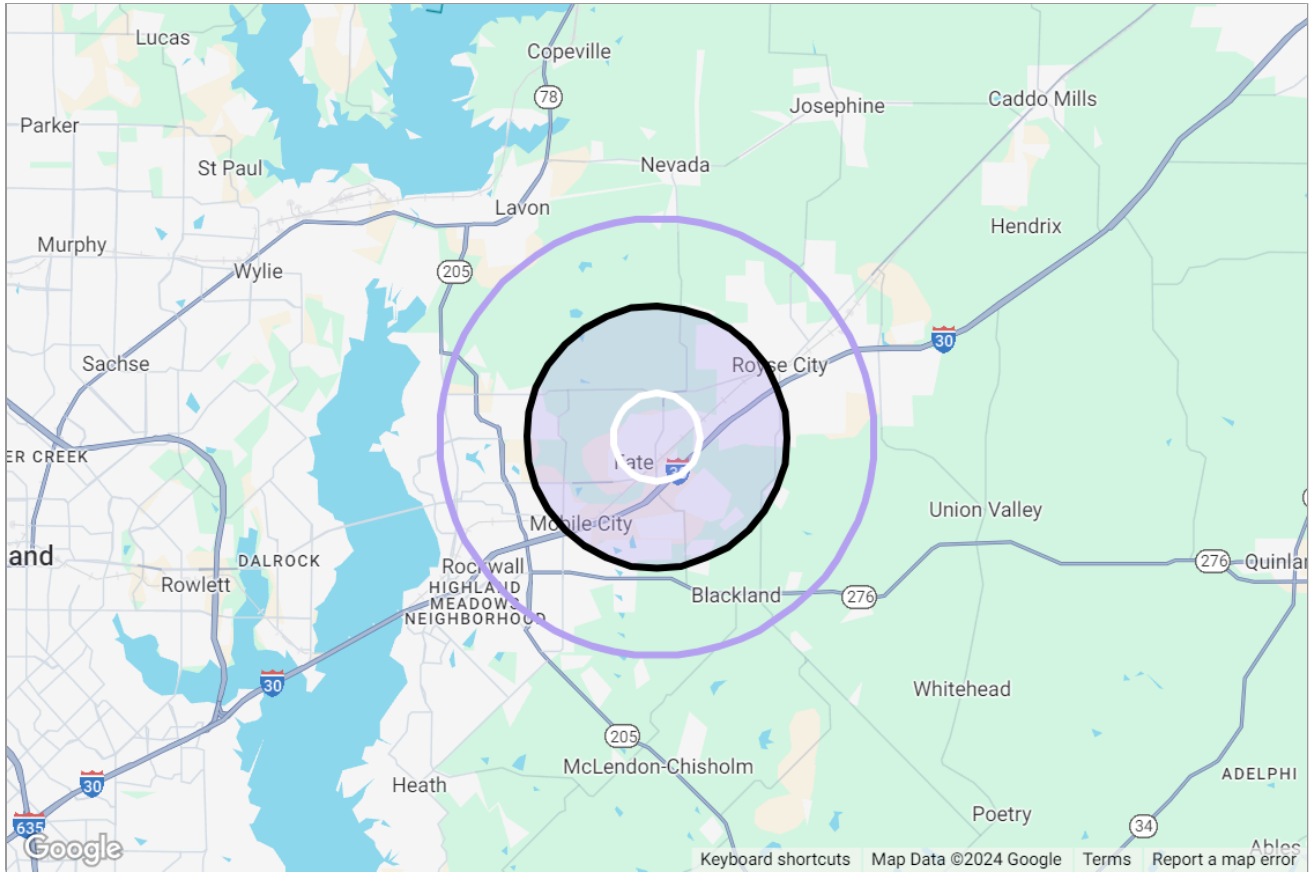# 3 mile Fate retail



Presented by

## Naomi Freeman

Work: (469) 766-3976  |  Fax: (214) 679-6182

## Ready Real Estate

10440 N. Central Expressway, Suite 800
Dallas, TX 75231

## Criteria Used for Analysis

| Median Household Income | Median Age | Total Population | 1st Dominant Segment |
|---|---|---|---|
| **$118,173** | **38.9** | **43,565** | **Up and Coming Families** |

## Consumer Segmentation

| Life Mode | | Urbanization | |
|---|---|---|---|
| **What are the people like that live in this area?** | Sprouting Explorers<br><br>Young homeowners with families | **Where do people like this usually live?** | Suburban Periphery<br><br>The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population |

| Top Tapestry Segments | Up and Coming Families | Boomburbs | Savvy Suburbanites | Comfortable Empty Nesters | Workday Drive |
|---|---|---|---|---|---|
| **% of Households** | 3,442 (23.3%) | 2,697 (18.2%) | 2,332 (15.8%) | 1,566 (10.6%) | 1,535 (10.4%) |
| **% of Rockwall County** | 13,842 (34.0%) | 2,697 (6.6%) | 3,639 (8.9%) | 1,566 (3.9%) | 6,173 (15.2%) |
| **Lifestyle Group** | Sprouting Explorers | Affluent Estates | Affluent Estates | GenXurban | Family Landscapes |
| **Urbanization Group** | Suburban Periphery | Suburban Periphery | Suburban Periphery | Suburban Periphery | Suburban Periphery |
| **Residence Type** | Single Family | Single Family | Single Family | Single Family | Single Family |
| **Household Type** | Married Couples | Married Couples | Married Couples | Married Couples | Married Couples |
| **Average Household Size** | 3.05 | 3.15 | 2.79 | 2.49 | 2.88 |
| **Median Age** | 32.3 | 34.5 | 45.8 | 49.2 | 37.5 |
| **Diversity Index** | 81.6 | 72.4 | 48.9 | 46.1 | 62.1 |
| **Median Household Income** | $91,700 | $137,000 | $129,300 | $89,200 | $108,600 |
| **Median Net Worth** | $186,900 | $512,800 | $695,700 | $362,800 | $363,200 |
| **Median Home Value** | $311,300 | $467,300 | $457,800 | $283,300 | $358,100 |
| **Homeownership** | 74.7 % | 83.5 % | 91 % | 87.7 % | 85.4 % |
| **Employment** | Professional or Mgmnt/Bus/Financial | Professional or Mgmnt/Bus/Financial | Professional or Mgmnt/Bus/Financial | Professional or Mgmnt/Bus/Financial | Professional or Mgmnt/Bus/Financial |
| **Education** | Some College No Degree | Bachelor's Degree | Bachelor's Degree | Bachelor's Degree | Bachelor's Degree |
| **Preferred Activities** | Busy with work and family . Shop around for the best deals. | Physical fitness is a priority . Own the latest devices. | They like to cook and prefer natural or organic products. . Pursue a number of sports, from skiing to golf. | Play golf, ski and work out regularly . Home maintenance a priority among these homeowners. | Prefer outdoor activities and sports . Family-oriented purchases and activities dominate. |
| **Financial** | Carry debt, but also maintain retirement plans | Highest rate of mortgages | Not afraid of debt | Portfolio includes stocks, CODs, mutual funds and real estate | Well insured, invest in a range of funds, high debt |
| **Media** | Rely on the Internet for entertainment and information | Own, use latest devices | Well-connected and use techonology to stay current | Listen to sports radio; watch sports on TV | Connected, with a host of wireless devices |
| **Vehicle** | Own late model import SUVs or compacts | Prefer late model imports, primarily SUVs. | Prefer late model, family-oriented vehicles: | Own 1-2 vehicles | Own 2+ vehicles (minivans, SUVs) |

## About this segment

# Up and Coming Families

| This is the | In this area | In the United States |
| --- | --- | --- |
| **#1** | **23.3%** | **2.8%** |
| dominant segment for this area | of households fall into this segment | of households fall into this segment |

## An overview of who makes up this segment across the United States

### Who We Are

Up and Coming Families is a market in transition. Residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

### Our Neighborhood

- New suburban periphery: new families in new housing subdivisions. Building began in the housing boom of the 2000s and continues in this fast-growing market. Single-family homes with a median value of $194,400 and a lower vacancy rate. The price of affordable housing: longer commute times

### Socioeconomic Traits

- Education: 67% have some college education or degree(s). Hard-working labor force with a participation rate of 71%. Most households (61%) have 2 or more workers. Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions. Seek the latest and best in technology. Young families still feathering the nest and establishing their style.

### Market Profile

- Rely on the Internet for entertainment, information, shopping, and banking. Prefer imported SUVs or compact cars, late models. Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions. Busy with work and family; use home and landscaping services to save time. Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

## About this segment

# Boomburbs

| This is the | In this area | In the United States |
|---|---|---|
| **#2** | **18.2%** | **1.9%** |
| dominant segment for this area | of households fall into this segment | of households fall into this segment |

## An overview of who makes up this segment across the United States

### Who We Are

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

### Our Neighborhood

- Growth markets are in the suburban periphery of large metropolitan areas. Young families are married with children; average household size is 3.25. Homeownership is 84% (Index 134), with the highest rate of mortgages, 71.5%. Primarily single-family homes in new neighborhoods, 66% built since 2000. Median home value is $350,000. Lower housing vacancy rate at 3.7%. The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines.

### Socioeconomic Traits

- Well-educated young professionals, 55% are college graduates. High labor force participation at 71.3%; most households have more than two workers. Longer commute times from the suburban growth corridors have created more home workers. Well connected, own the latest devices and understand how to use them efficiently; biggest complaints —too many devices and too many intrusions on personal time. Financial planning is well under way for these professionals.

### Market Profile

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans. This is one of the top markets for the latest in technology, from smartphones to tablets to internet connectable televisions. Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling. Enjoy gardening but more often contract for home services. Physical fitness is a priority, including club memberships and home equipment. Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks. Residents are generous supporters of charitable organizations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

## About this segment
# Savvy Suburbanites

| This is the | In this area | In the United States |
|---|---|---|
| **#3** | **15.8%** | **3.0%** |
| dominant segment for this area | of households fall into this segment | of households fall into this segment |

## An overview of who makes up this segment across the United States

### Who We Are

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

### Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. Married couples with no children or older children; average household size is 2.85. 91% owner occupied; 66% mortgaged. Primarily single-family homes, with a median value of $362,900. Low vacancy rate at 3.8%.

### Socioeconomic Traits

- Education: 50.6% college graduates; 77.6% with some college education. Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%. Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating. Informed shoppers that do their research prior to purchasing and focus on quality.

### Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: They like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines. Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

# Comfortable Empty Nesters

This is the
## #4
dominant segment
for this area

In this area
## 10.6%
of households fall
into this segment

In the United States
## 2.4%
of households fall
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

### Our Neighborhood

- Married couples, some with children, but most without. Average household size slightly higher at 2.52. Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes. Most homes built between 1950 and 1990. Households generally have one or two vehicles.

### Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education. Average labor force participation at 61%. Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active. Prefer eating at home instead of dining out. Home maintenance a priority among these homeowners.

### Market Profile

- Residents enjoy listening to sports radio or watching sports on television. Physically active, they play golf, ski, ride bicycles, and work out regularly. Spending a lot of time online isn't a priority, so most own older home computers. Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

## About this segment

# Workday Drive

| This is the | In this area | In the United States |
|---|---|---|
| **#5** | **10.4%** | **3.1%** |
| dominant segment for this area | of households fall into this segment | of households fall into this segment |

## An overview of who makes up this segment across the United States

### Who We Are

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### Our Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas. Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000. Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%. Median home value is $257,400. Most households are married couples with children; average household size is 2.97. Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

### Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education. High labor force participation rate at 71%; 2 out of 3 households include 2+ workers. Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online. Well insured and invested in a range of funds, from savings accounts or bonds to stocks. Carry a higher level of debt, including first and second mortgages and auto loans.

### Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs. Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos. Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating. Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

# 3 mile Fate retail: Population Comparison

## Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| | |
|---|---|
| 3 mile Fate retail | 37,197 |
| | 39,717 |
| 5 miles | 128,490 |
| | 163,649 |

## Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| | |
|---|---|
| 3 mile Fate retail | 1,325.6 |
| | 1,394.9 |
| 5 miles | 369.0 |
| | 392.8 |

## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| | |
|---|---|
| 3 mile Fate retail | 10.74% |
| | 6.77% |
| 5 miles | 23.21% |
| | 27.36% |

## Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

- 3 mile Fate retail

| | |
|---|---|
| 3 mile Fate retail | 34,266 |
| 5 miles | 86,031 |

## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 3 mile Fate retail

| | |
|---|---|
| **3 mile Fate retail** | 1,272.0 |
| 5 miles | 366.3 |

## Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

| | |
|---|---|
| **3 mile Fate retail** | 2.86 |
| | 2.82 |
| 5 miles | 3.08 |
| | 3.03 |

## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

| | |
|---|---|
| **3 mile Fate retail** | 32,977 |
| | 35,231 |
| 5 miles | 112,941 |
| | 143,740 |

## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Women 2023
■ Men 2023
■ Women 2028 (Projected)
■ Men 2028 (Projected)

| | | |
|---|---|---|
| **3 mile Fate retail** | 51.1% | 48.9% |
| | 51.3% | 48.7% |
| 5 miles | 51.3% | 48.7% |
| | 51.5% | 48.5% |

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# 3 mile Fate retail: Age Comparison

## Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

**3 mile Fate retail**
- 38.4
- 38.6

5 miles
- 36.1
- 36.6

## Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

| Age group | 2023 | 2028 (Projected) |
|---|---|---|
| Children | 12.9% | 12.8% |
| Tweens | 4.4% | 4.2% |
| Teens | 9.3% | 8.5% |
| 20s | 10.9% | 10.7% |
| 30s | 13.8% | 14.5% |
| 40s | 13.8% | 13.6% |
| 50s | 12.7% | 11.4% |
| 60s | 11.6% | 11.1% |
| 70s | 7.4% | 8.5% |
| Over 80 | 3.4% | 4.5% |

# 3 mile Fate retail: Marital Status Comparison

## Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Married
■ Unmarried

**3 mile Fate retail** 67.4% | 32.6%
5 miles 57.9% | 42.1%

## Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

**3 mile Fate retail** 67.4%
5 miles 57.9%

## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

**3 mile Fate retail** 22.2%
5 miles 31.2%

## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

**3 mile Fate retail** 3.6%
5 miles 3.4%

## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

**3 mile Fate retail** 6.8%
5 miles 7.5%

# 3 mile Fate retail: Economic Comparison

## Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually
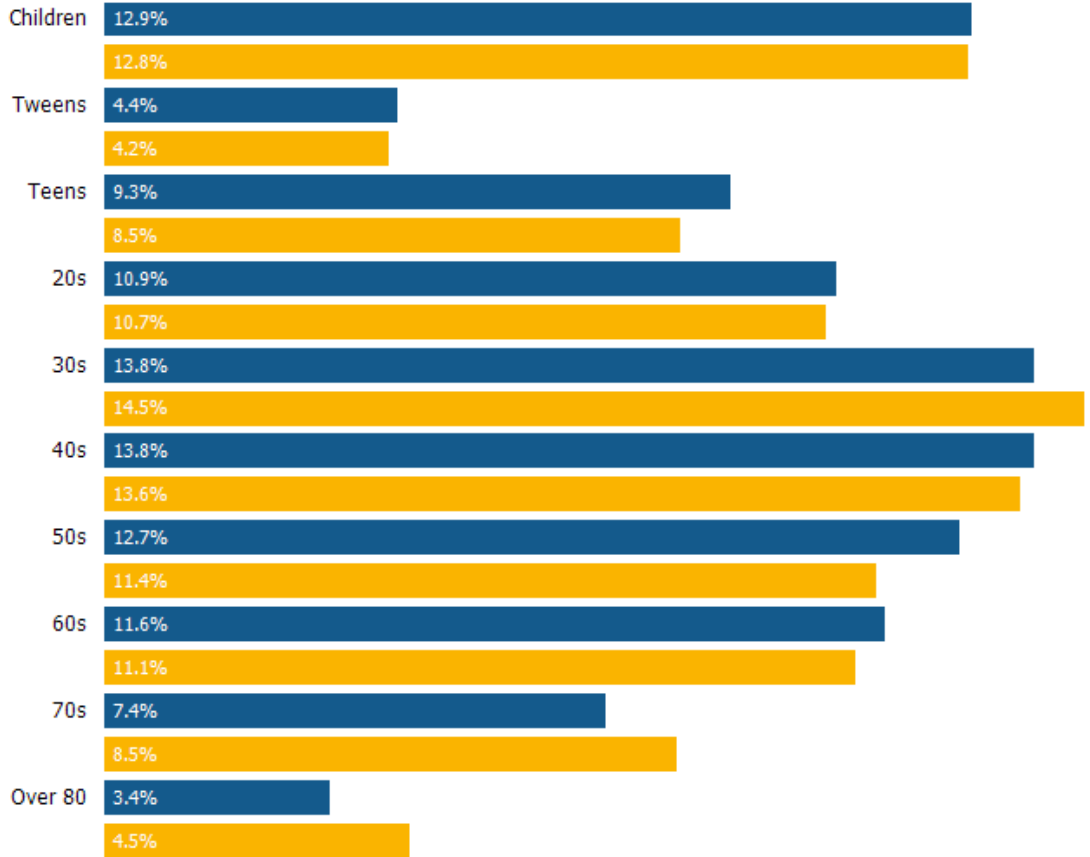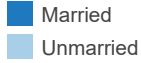
■ 2023
■ 2028 (Projected)

**3 mile Fate retail** $146,602
$160,750
5 miles $126,630
$139,455

## Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

**3 mile Fate retail** $116,063
$124,256
5 miles $103,990
$108,266

## Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

**3 mile Fate retail** $50,941
$56,529
5 miles $41,139
$45,948

## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

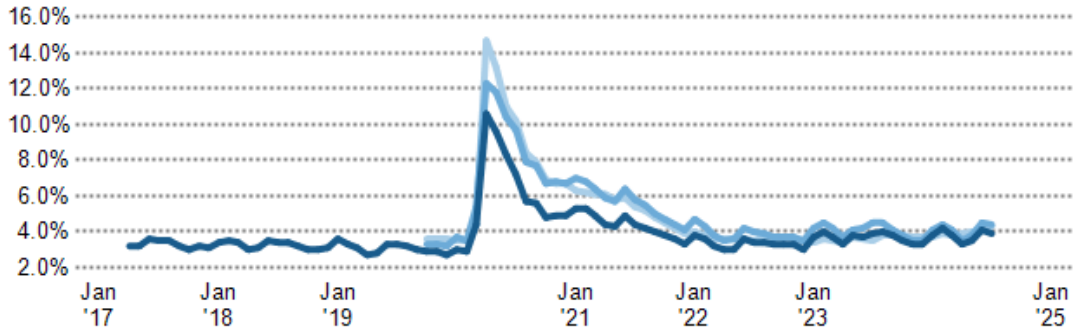**3 mile Fate retail** $110,897
5 miles $98,852

## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Rockwall County
- Texas
- USA



## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually

| Industry | Employment Count |
|---|---|
| Professional, Scientific and Technical | 2,376 |
| Health Care and Social Assistance | 2,312 |
| Retail Trade | 2,178 |
| Manufacturing | 2,061 |
| Education | 1,732 |
| Construction | 1,428 |
| Other | 1,054 |
| Public Administration | 1,052 |
| Transportation and Warehousing | 1,027 |
| Finance and Insurance | 1,002 |
| Accommodation and Food | 945 |
| Information | 600 |
| Business Management | 550 |
| Administrative Support and Waste Management | 490 |
| Real Estate, Rental and Leasing | 463 |
| Arts, Entertainment and Recreation | 241 |
| Wholesale Trade | 218 |
| Utilities | 190 |
| Agriculture, Forestry, Fishing and Hunting | 78 |
| Mining | 11 |

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# 3 mile Fate retail: Education Comparison

## Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 1.5% |
| 5 miles | 1.7% |

## Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 2.3% |
| 5 miles | 2.6% |

## High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 2.7% |
| 5 miles | 3.0% |

## High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 11.9% |
| 5 miles | 16.1% |

## Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 18.4% |
| 5 miles | 21.0% |

## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 9.7% |
| 5 miles | 13.4% |

## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 34.7% |
| 5 miles | 26.7% |

## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

| | |
|---|---|
| **3 mile Fate retail** | 18.7% |
| 5 miles | 15.4% |

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# 3 mile Fate retail: Commute Comparison

## Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 3 mile Fate retail

| Commute Time | Percentage |
|---|---|
| <5 Minutes | 2.7% |
| 5-10 Minutes | 9.7% |
| 10-15 Minutes | 11.1% |
| 15-20 Minutes | 8.4% |
| 20-25 Minutes | 8.5% |
| 25-30 Minutes | 3.5% |
| 30-35 Minutes | 15.9% |
| 35-40 Minutes | 5.8% |
| 40-45 Minutes | 4.3% |
| 45-60 Minutes | 18.4% |
| 60-90 Minutes | 10.6% |
| >90 Minutes | 1.1% |

## How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 3 mile Fate retail

| Transportation | Percentage |
|---|---|
| Drive Alone | 89.7% |
| Work at Home | 20.3% |
| Carpool | 8.7% |
| Walk | 1.0% |
| Other | 0.4% |
| Public Transit | 0.2% |
| Streetcar/Trolley | 0.1% |
| Train | 0.1% |

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# 3 mile Fate retail: Home Value Comparison

## Median Estimated Home Value

| | |
|---|---|
| 75087 | $463,390 |
| Rockwall County | $432,060 |
| Texas | $328,320 |

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

## 12 mo. Change in Median Estimated Home Value

| | |
|---|---|
| 75087 | 0.0% |
| Rockwall County | -0.5% |
| Texas | -1.6% |

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

## Median Listing Price

| | |
|---|---|
| 75087 | $510,000 |
| Rockwall County | $490,000 |
| Texas | $379,900 |

This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

## 12 mo. Change in Median Listing Price

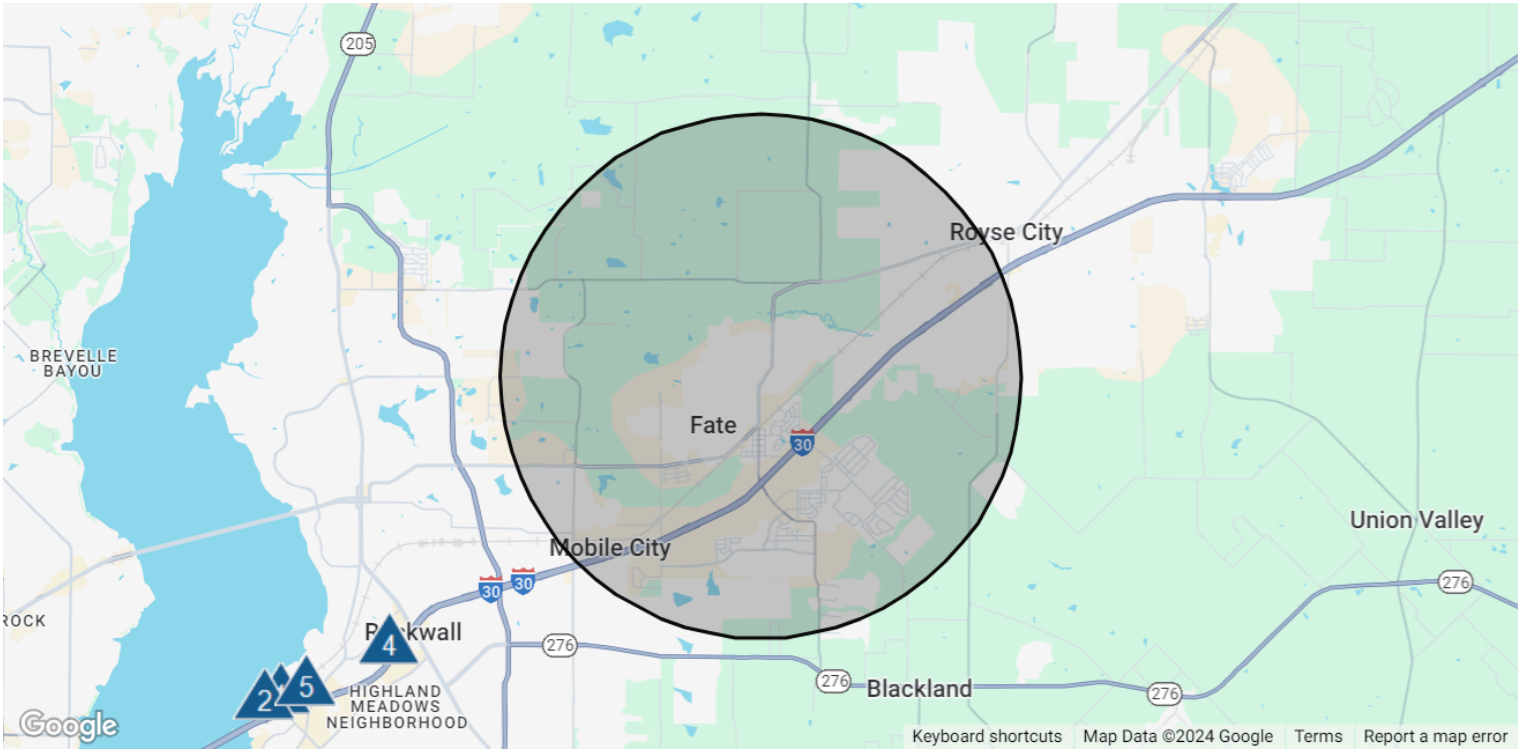| | |
|---|---|
| 75087 | -3.8% |
| Rockwall County | -1.6% |
| Texas | +1.3% |

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

10/28/2024

# Traffic Counts



Daily Traffic Counts: ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day
▲ Up 6,000 / day

| ▲ **1** | ▲ **2** | ▲ **3** | ▲ **4** | ▲ **5** |
|---|---|---|---|---|
| **115,875** | **108,866** | **102,832** | **102,832** | **100,443** |
| 2023 Est. daily traffic counts | 2023 Est. daily traffic counts | 2023 Est. daily traffic counts | 2023 Est. daily traffic counts | 2023 Est. daily traffic counts |
| Street: **I- 30** | Street: **I- 30** | Street: **I- 30** | Street: **I- 30** | Street: **I- 30** |
| Cross: **Village Dr** | Cross: **Village Dr** | Cross: **Village Dr** | Cross: **Village Dr** | Cross: **Ridge Rd** |
| Cross Dir: **NE** | Cross Dir: **NE** | Cross Dir: **NE** | Cross Dir: **NE** | Cross Dir: **E** |
| Dist: **0.06 miles** | Dist: **0.25 miles** | Dist: **0.48 miles** | Dist: **0.48 miles** | Dist: **0.16 miles** |

| Historical counts | | | Historical counts | | | Historical counts | | | Historical counts | | | Historical counts | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Year | Count | Type | Year | Count | Type | Year | Count | Type | Year | Count | Type | Year | Count | Type |
| 2020 | 108,579 | AADT | 2012 | 104,000 | AADT | 2020 | 94,948 | AADT | 2021 | 110,271 | AADT | 2021 | 100,863 | AADT |
| 2019 | 119,331 | AADT | 2011 | 105,000 | AADT | 2019 | 107,596 | AADT | 2004 | 26,030 | ADT | 1996 | 59,280 | AADT |
| 2018 | 115,403 | AADT | 2009 | 118,000 | AADT | 2018 | 99,982 | AADT | 1997 | 10,620 | ADT | | | |
| 2016 | 126,522 | AADT | 2008 | 124,000 | AADT | 2016 | 115,728 | AADT | | | | | | |
| 2015 | 123,986 | AADT | 2004 | 26,030 | ADT | 2015 | 109,935 | AADT | | | | | | |

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

10/28/2024

# About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

# About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

# Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

# Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com

# Neighborhood Loans

**Contact:**
**Alex Varela, Regional Sales Manager**

avarela@neighborhoodloans.com

Office:(214) 239-1506
Fax:(866) 908-1524

**950 E. State Highway 114**
**Suite 130**
**Southlake, TX 76092**

https://www.teamvarela.com

# Texas Title

**Contact:**
**Vanessa McCaffrey, Manager, Title Officer**

TeamVanessa@TexasTitle.com

Office:(817) 329-1501
Mobile:(817) 504-5323

**601 Zena Rucker Road**
**Suite 107**
**Southlake, TX 76092**

https://www.TexasTitle.com

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