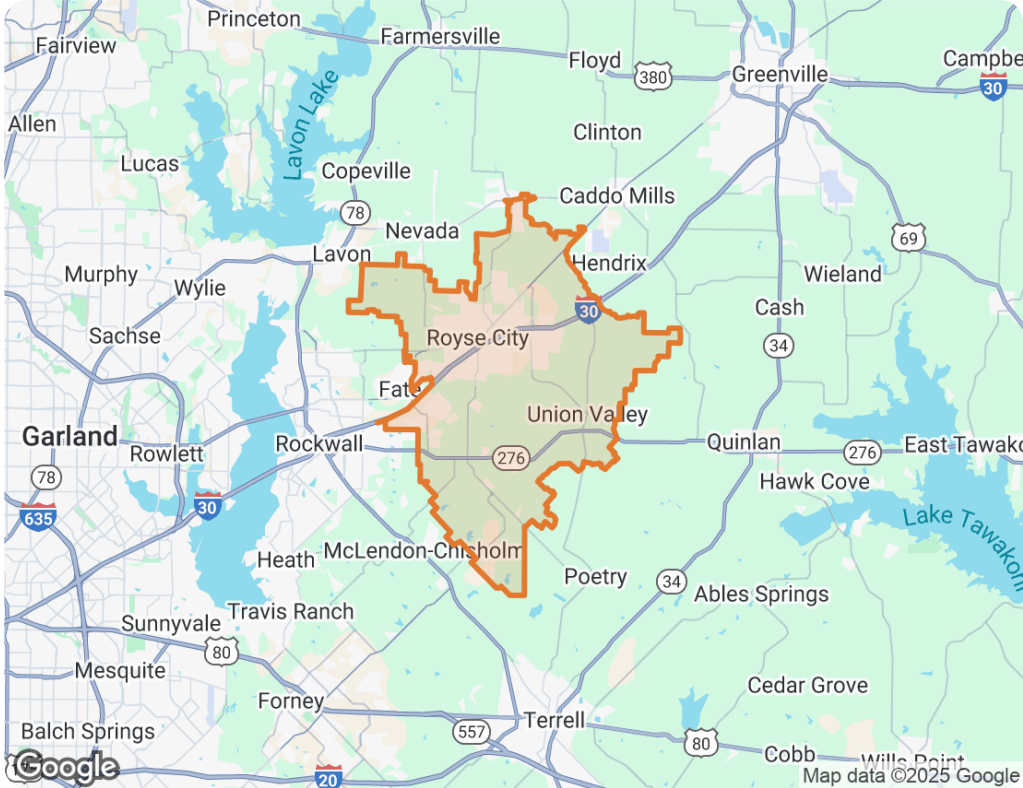


Royse City, TX 75189



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Rockwall Heath Lake Ray Hubbard

2900 Ridge Road
Rockwall, TX 75032

Trade Area Summary

Attribute Summary for Royse City, TX 75189

Median Household Income

\$109,173

Source: 2024/2029 Income (Esri)

Median Age

35.2

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

57,290

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

Up and Coming Families

Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



Sprouting Explorers

Young homeowners with families

URBANIZATION - Where do people like this usually live?



Suburban Periphery

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	Middleburg	Southern Satellites	Workday Drive	Exurbanites
% of Households	9,367 (51.1%)	5,612 (30.6%)	1,904 (10.4%)	1,142 (6.2%)	209 (1.1%)
Lifestyle Group	Sprouting Explorers	Family Landscapes	Rustic Outposts	Family Landscapes	Affluent Estates
Urbanization Group	Suburban Periphery	Semirural	Rural	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family ; Mobile Homes	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.04	2.69	2.6	2.87	2.49
Median Age	33.9	37.6	41.6	39.5	49.5
Diversity Index	82	60.4	51.1	62.9	48.8
Median Household Income	\$99,800	\$83,700	\$66,600	\$116,800	\$133,800
Median Net Worth	\$301,800	\$277,100	\$240,600	\$579,100	\$982,600
Median Home Value	\$369,200	\$306,900	\$239,600	\$406,900	\$609,700
Homeownership	74.1	76.1	81.1	84.8	85.9
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Some College No Degree	High School Diploma	High School Diploma	Bachelor's Degree	Bachelor's Degree
Preferred Activities	Busy with work and family. Shop around for the best deals.	Spending priorities also focus on family. Enjoy hunting, fishing, bowling and baseball.	Go hunting, fishing. Own a pet dog.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	Gardening and home improvement are priorities. Active in their communities.
Financial	Carry debt, but also maintain retirement plans	Carry some debt; invest for future	More concerned about cost rather than brand	Well insured, invest in a range of funds, high debt	Rely on financial planners and extensive reading
Media	Rely on the Internet for entertainment and information	TV and magazines provide entertainment and information	Obtain most of their information from TV	Connected, with a host of wireless devices	Well-connected and use the internet to stay current

This represents an estimated sale price for this property. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice.

Consumer Segmentation

Top Tapestry Segments	Up and Coming Families	Middleburg	Southern Satellites	Workday Drive	Exurbanites
Vehicle	Own late model import SUVs or compacts	Like to drive trucks, SUVs, or motorcycles	Own 1 or 2 vehicles likely a truck	Own 2+ vehicles (minivans, SUVs)	Choose late-model luxury cars, SUVs

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
Up and Coming Families	1st	51.1%	2.9%
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

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.

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.

Consumer Segment Details

About this segment

Middleburg

Ranked

2nd

dominant segment
for this area

In this area

30.6%

of households fall
into this segment

In the United States

3.1%

of households fall
into this segment

Who Are They?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

Neighborhood

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$175,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here, faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

Consumer Segment Details

About this segment

Southern Satellites

Ranked

3rd

dominant segment
for this area

In this area

10.4%

of households fall
into this segment

In the United States

3.1%

of households fall
into this segment

Who Are They?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Neighborhood

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households.
- Most are single-family homes (67%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 45% have college education.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

Consumer Segment Details

About this segment

Workday Drive

Ranked

4th

dominant segment
for this area

In this area

6.2%

of households fall
into this segment

In the United States

3.1%

of households fall
into this segment

Who Are They?

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.

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.

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

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.

Consumer Segment Details

About this segment

Exurbanites

Ranked

5th

dominant segment
for this area

In this area

1.1%

of households fall
into this segment

In the United States

1.9%

of households fall
into this segment

Who Are They?

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- More of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile

- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- Active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

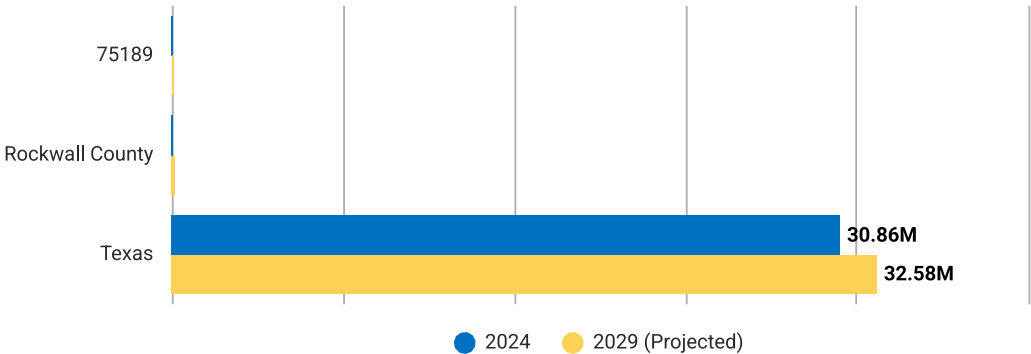
Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

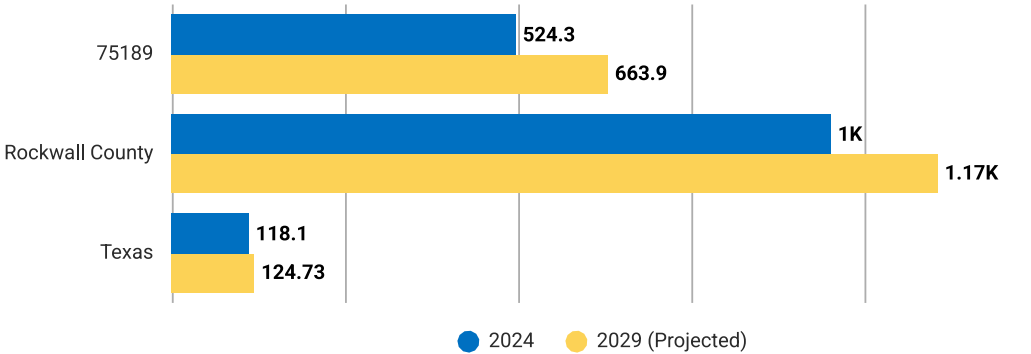
Total Population

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



Population Density

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



Total Daytime Population

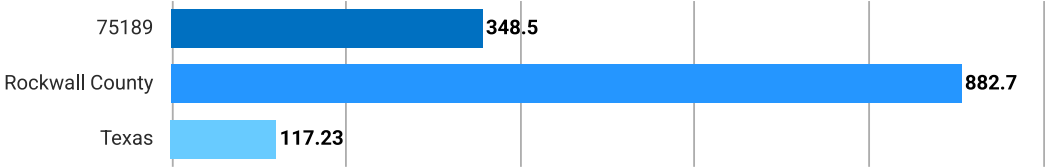
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Royse City, TX 75189

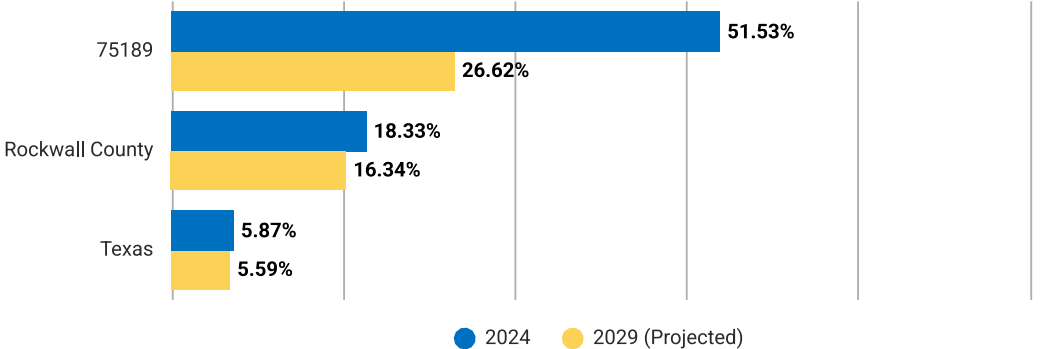
Daytime Population Density

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.



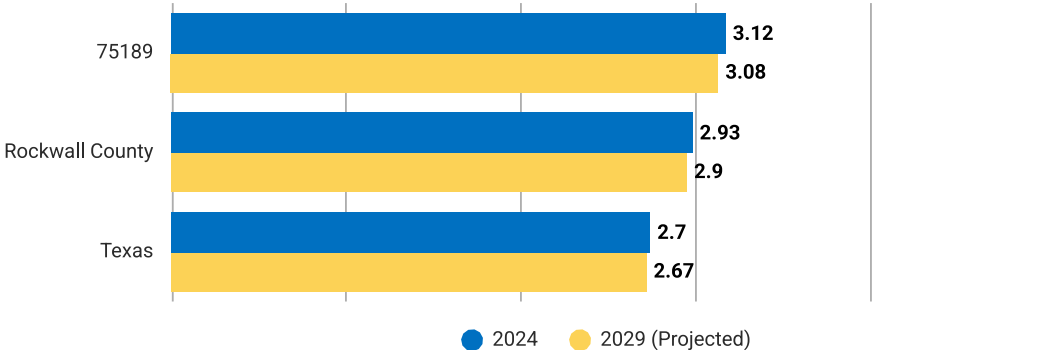
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



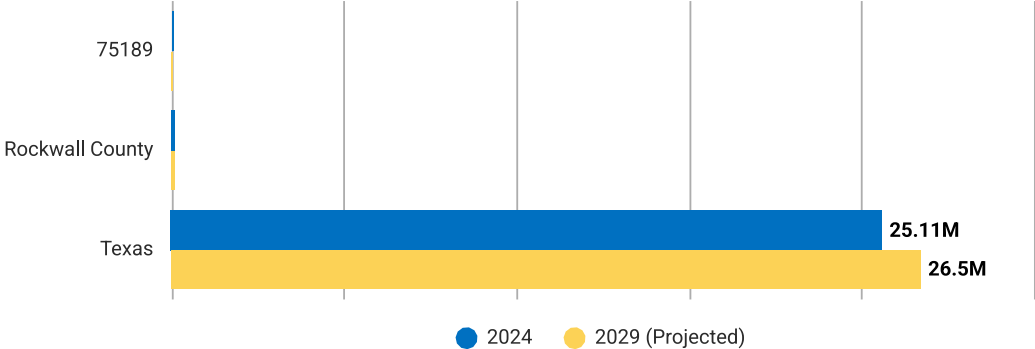
Average Household Size

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



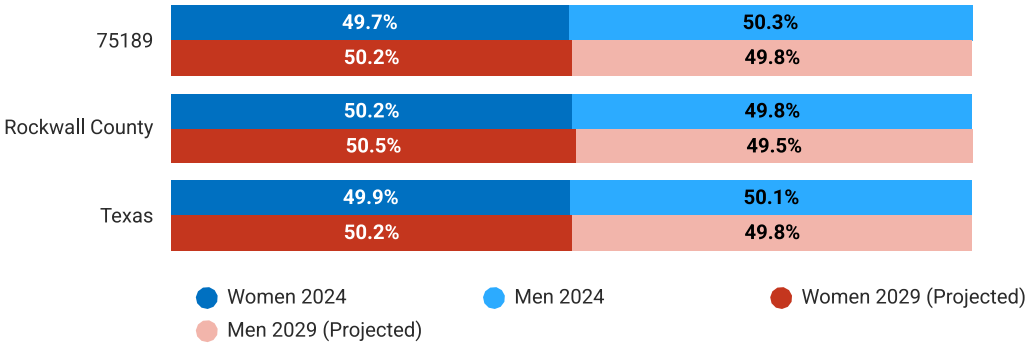
Population Living in Family Households

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.



Female / Male Ratio

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



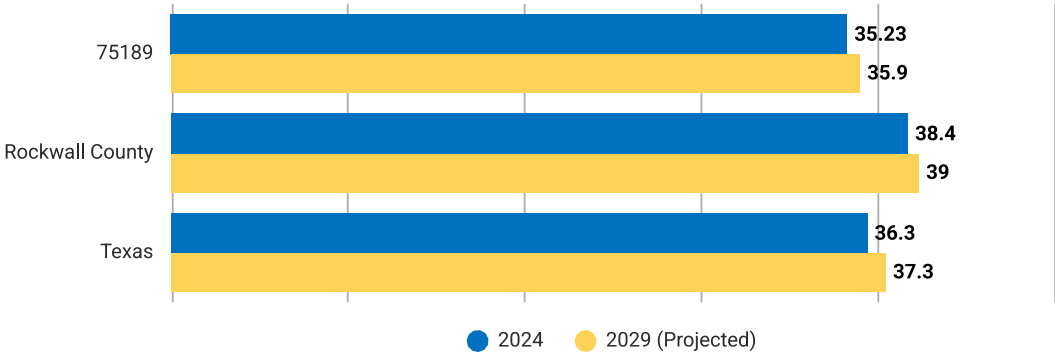
Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

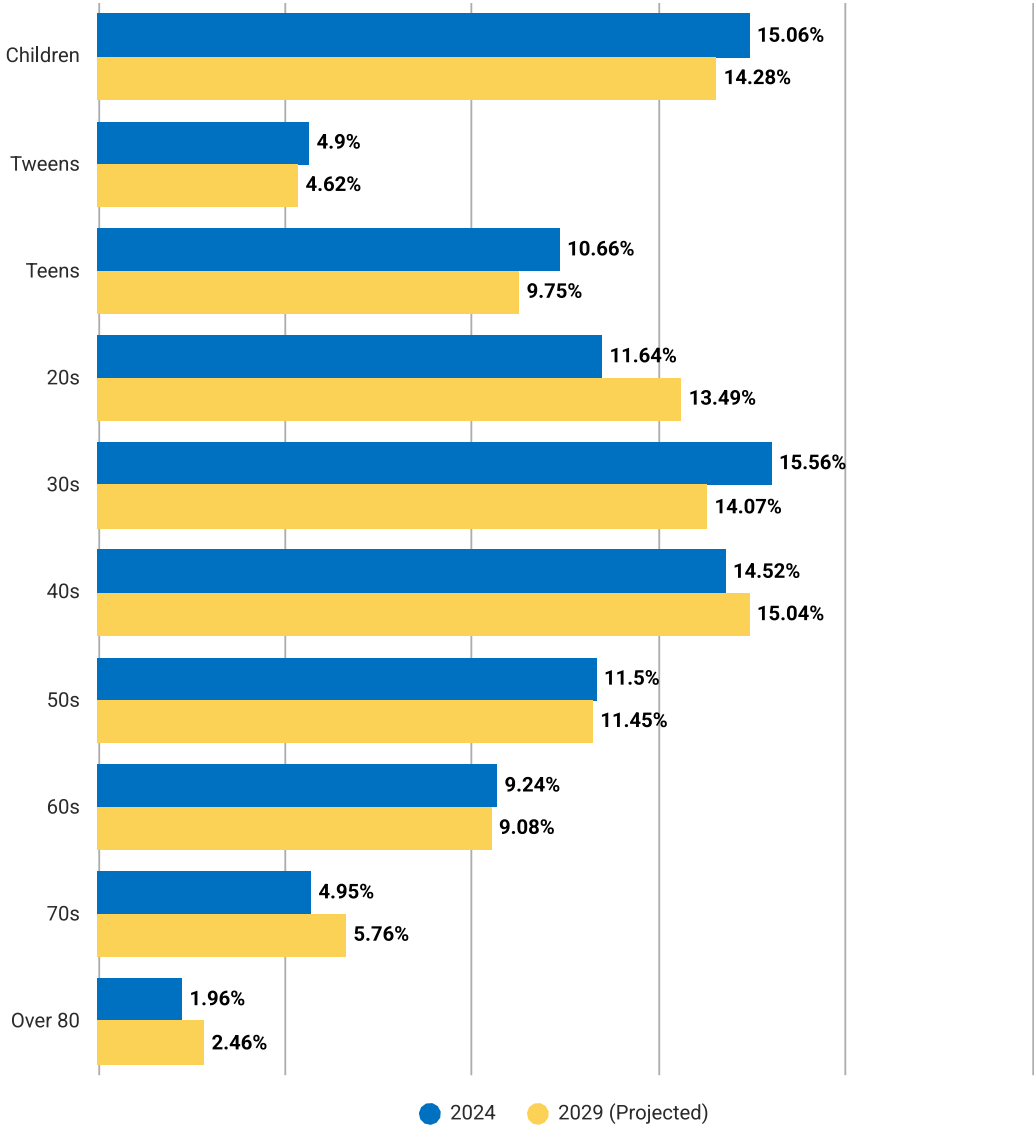
Median Age

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



Population by Age

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



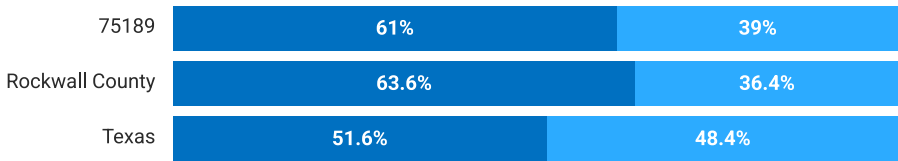
Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Married / Unmarried Adults Ratio

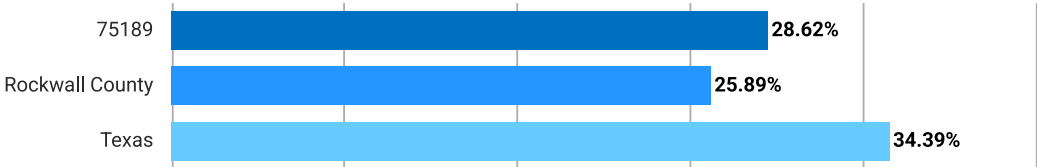
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Royse City, TX 75189

Never Married

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



Married

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



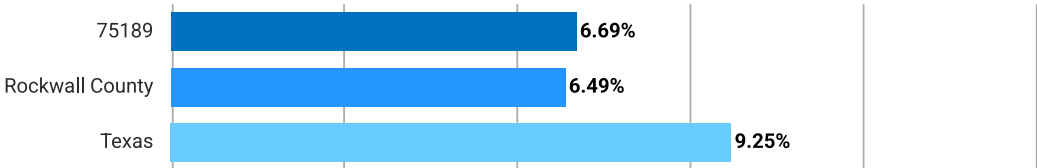
Widowed

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



Divorced

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

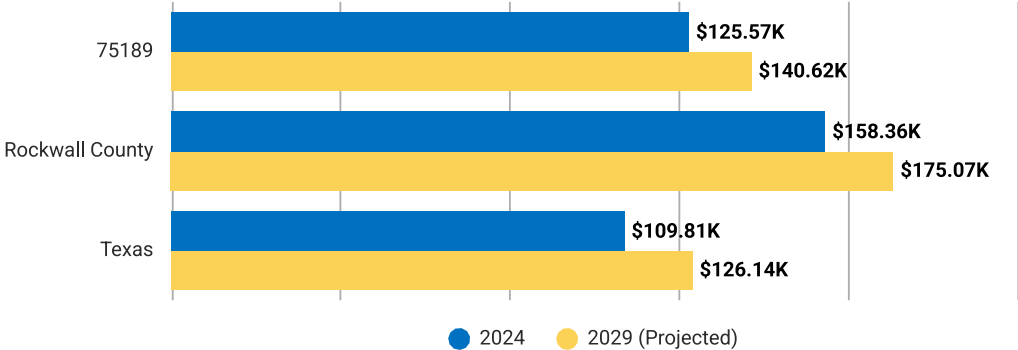


Income

Source: U.S. Census American Community Survey via Esri, 2024
Update Frequency: Annually

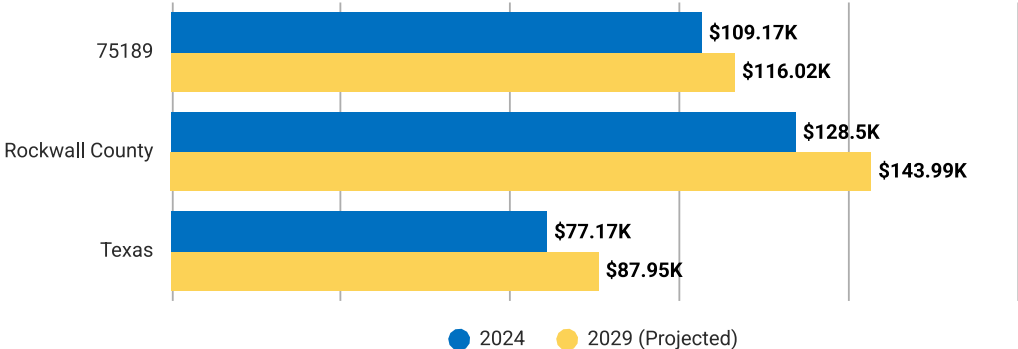
Average Household Income

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



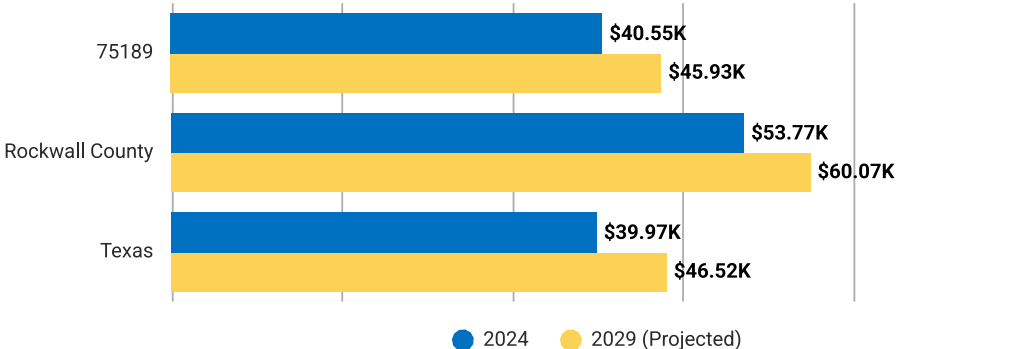
Median Household Income

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



Per Capita Income

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



Average Disposable Income

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



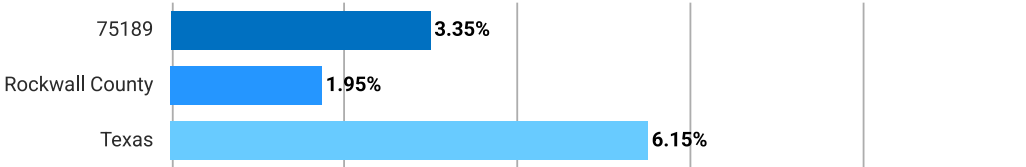
Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

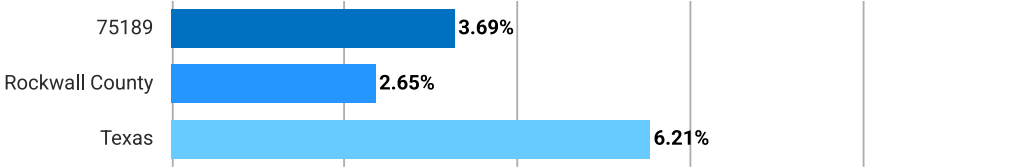
Less than 9th Grade

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



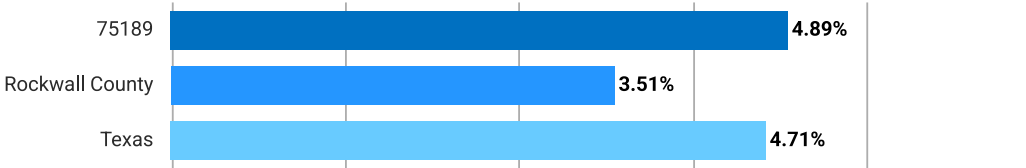
Some High School

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.



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.



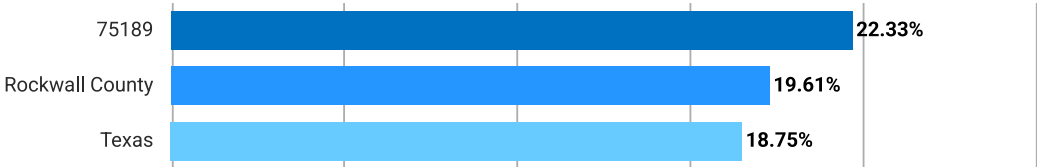
High School Graduate

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



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.



Associate Degree

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



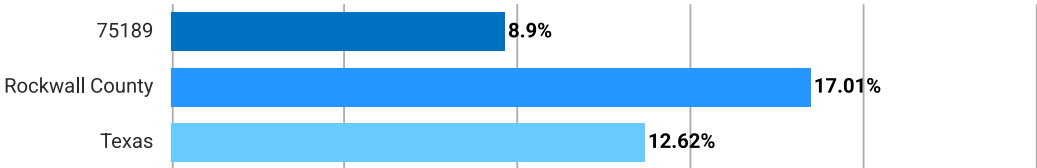
Bachelor's Degree

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



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.



Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



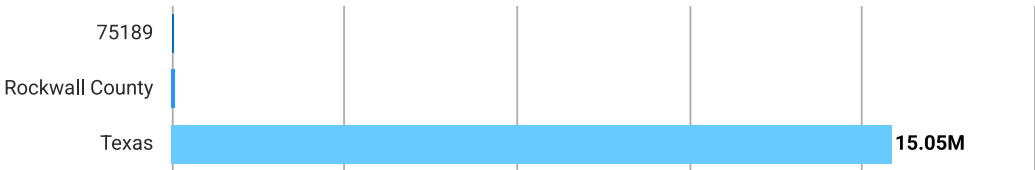
Royse City, TX 75189

Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

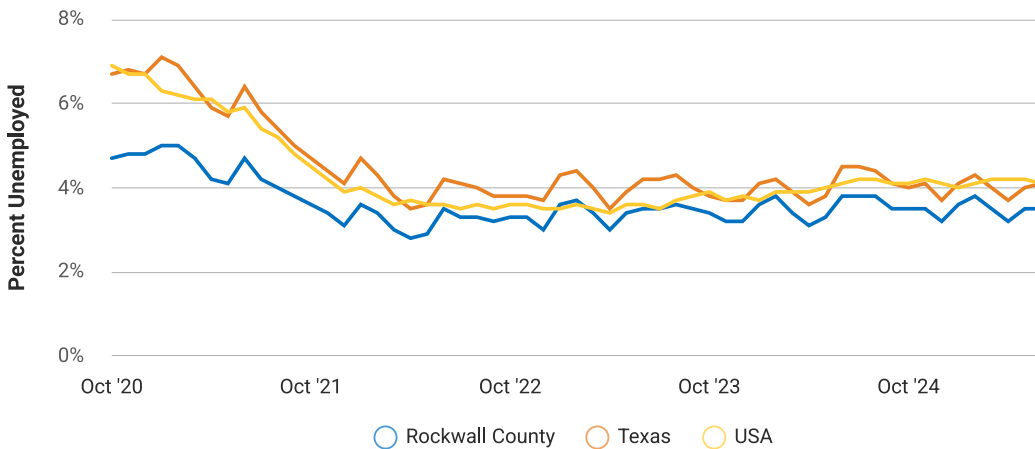


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

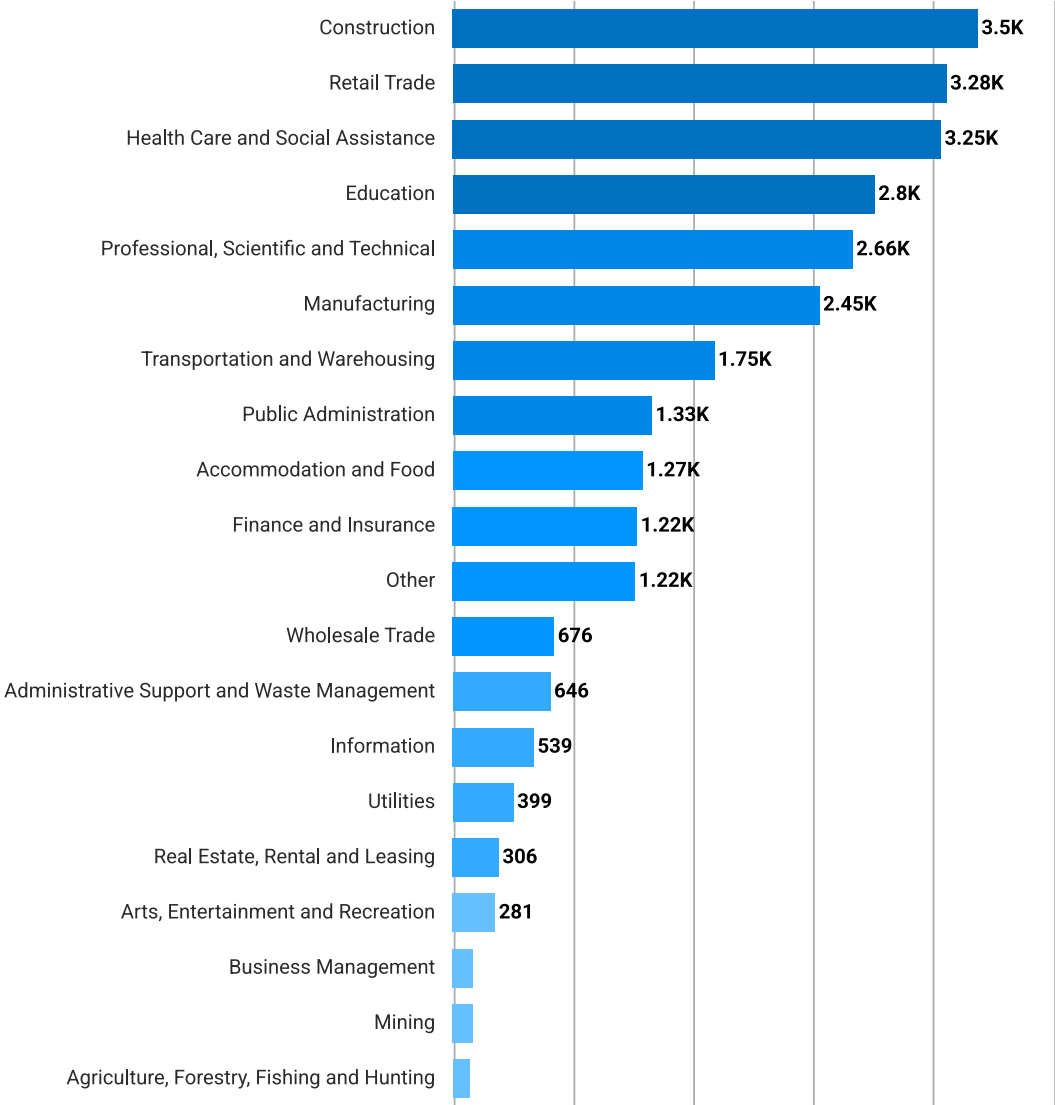


Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



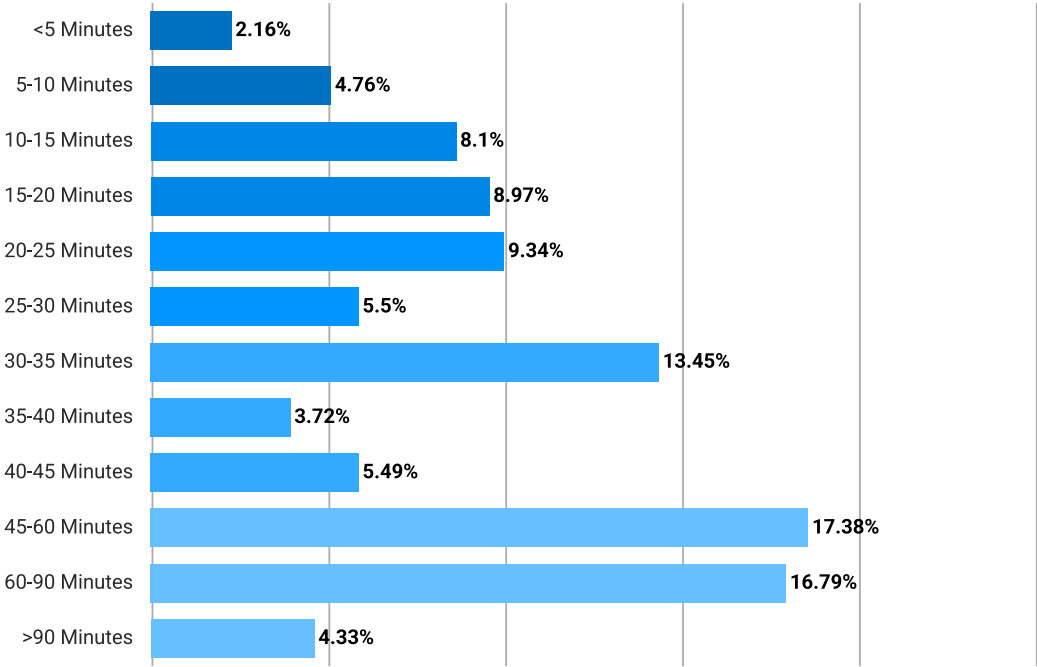
Commute to Work

Average Commute Time

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

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

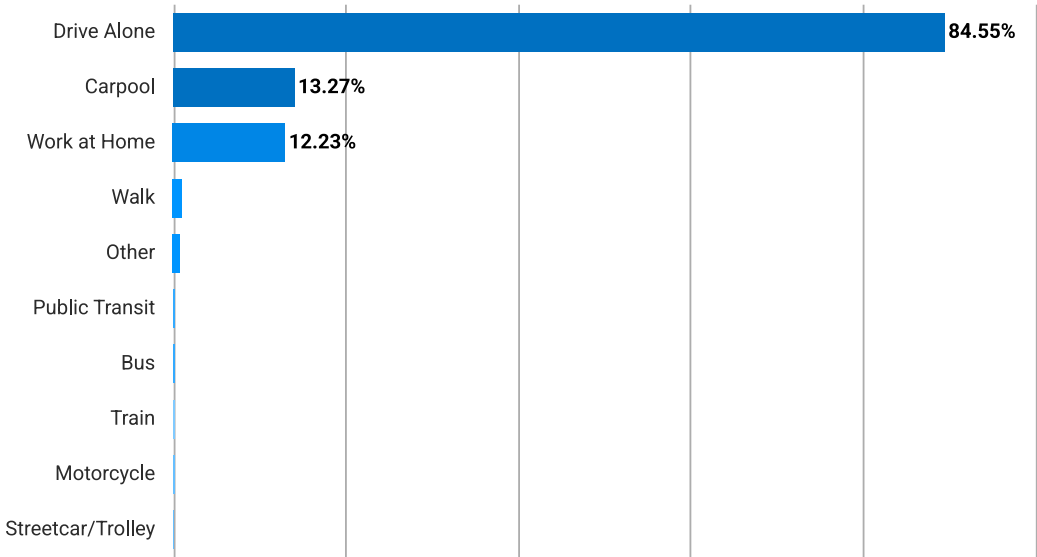


How People Get to Work

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.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



Home Values

Median Estimated Home Value

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.

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

Update Frequency: Monthly

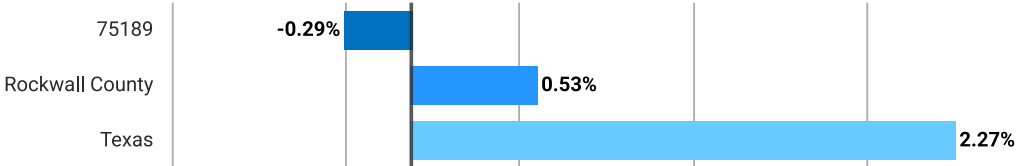


12 mo. Change in Median Estimated Home Value

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.

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

Update Frequency: Monthly



Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

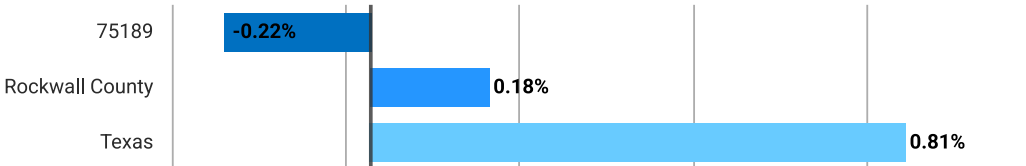


12 mo. Change in Median Listing Price

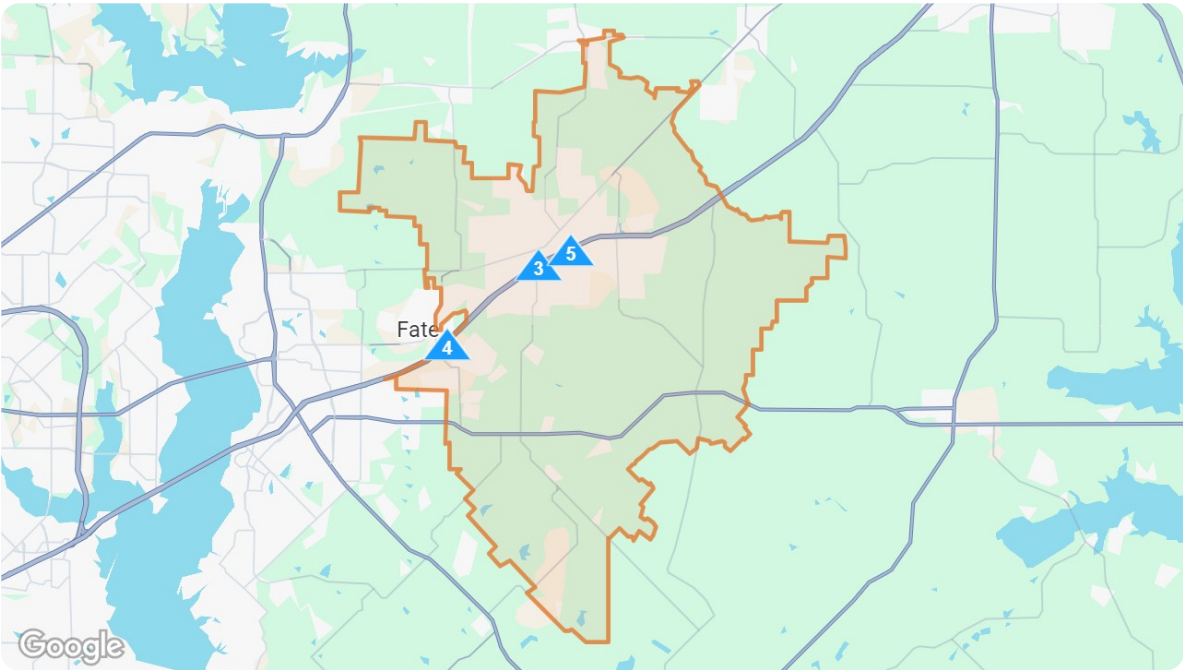
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1	81,548	2	73,534	3	72,123	4	69,326	5	67,211
2022 Est. daily traffic counts		2022 Est. daily traffic counts		2022 Est. daily traffic counts		2024 Est. daily traffic counts		2024 Est. daily traffic counts	
Cross: –		Cross: –		Cross: –		Cross: William E Crawford Ave		Cross: Joe Bailey St	
Cross Dir: –		Cross Dir: –		Cross Dir: –		Cross Dir: SW		Cross Dir: SW	
Distance: –		Distance: –		Distance: –		Distance: –		Distance: –	
Historical counts		Historical counts		Historical counts					
Year	▲ Count	Type	Year	▲ Count	Type	Year	▲ Count	Type	
2021	▲ 71,727	AADT	2021	▲ 69,702	AADT	2021	▲ 68,353	AADT	
2020	▲ 65,655	AADT	2020	▲ 53,824	AADT	2020	▲ 61,100	AADT	
2019	▲ 72,233	AADT	2019	▲ 58,305	AADT	2019	▲ 65,750	AADT	
2018	▲ 61,995	AADT				2018	▲ 55,975	AADT	

AADT - Annual Average Daily Traffic ADT - Average Daily Traffic AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

