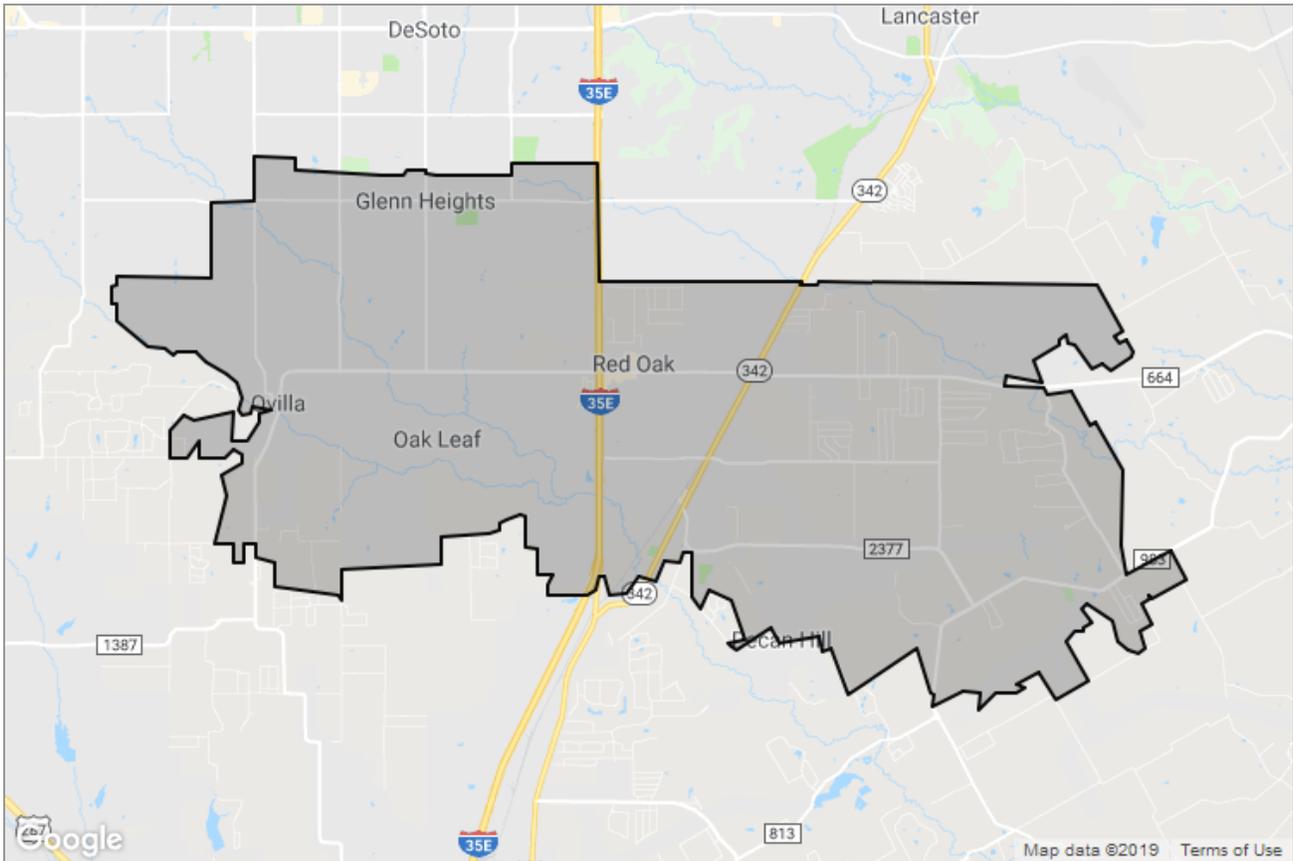COMMERCIAL TRADE AREA REPORT

Red Oak, TX 75154

Presented by

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7/15/2019

Criteria Used for Analysis

Income: **Median Household Income** **$72,137**	Age: **Median Age** **35.6**	Population Stats: **Total Population** **41,937**	Segmentation: **1st Dominant Segment** **Up and Coming Families**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Ethnic Enclaves
Established diversity—young, Hispanic homeowners with families

Urbanization

Where do people like this usually live?

Suburban Periphery
Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments	Up and Coming Families	Home Improvement	Green Acres	Middleburg	Soccer Moms
% of Households	4,334 (31.6%)	2,164 (15.8%)	1,949 (14.2%)	1,295 (9.4%)	909 (6.6%)
% of Ellis County	6,433 (10.9%)	2,164 (3.7%)	7,005 (11.9%)	5,658 (9.6%)	5,552 (9.4%)
Lifestyle Group	Ethnic Enclaves	Family Landscapes	Cozy Country Living	Family Landscapes	Family Landscapes
Urbanization Group	Suburban Periphery	Suburban Periphery	Rural	Semirural	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	3.1	2.86	2.69	2.73	2.96
Median Age	30.7	37	43	35.3	36.6
Diversity Index	72.4	63.4	24	46.3	48.3
Median Household Income	$64,000	$67,000	$72,000	$55,000	$84,000
Median Net Worth	$96,000	$162,000	$226,000	$89,000	$252,000
Median Home Value	$174,000	$174,000	$197,000	$158,000	$226,000
Homeownership	74.1 %	80.3 %	86.7 %	74.3 %	85.5 %
Employment	Professional or Services	Professional or Services	Professional or Management	Professional or Services	Professional or Management
Education	College Degree	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Visit theme parks, zoos. Contract for home and landscaping services.	Eat at Chili's, Chick-fil-A, Panera Bread. Shop warehouse/club, home improvement stores.	Are member of veterans' club, fraternal order. Do home improvement projects.	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Go jogging, biking, target shooting. Visit theme parks, zoos.
Financial	Hold student loans, mortgages	Invest conservatively	Bank, pay bills online	Carry some debt; invest for future	Carry high level of debt
Media	Go online to shop, bank, for entertainment	Watch DIY Network	Watch TV by satellite	Watch country, Christian TV channels	Shop, bank online
Vehicle	Own late-model compact car, SUV	Own minivan, SUV	Own truck/SUV	Own trucks, SUVs	Own 2+ vehicles (minivans, SUVs)

About this segment
Up and Coming Families

This is the	In this area	In the United States
#1	**31.6%**	**2.4%**
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 and ethnically diverse 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 $174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two 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 backpacking and baseball to weight lifting and yoga.

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 2018. Update Frequency: Annually.

7/15/2019

About this segment
Home Improvement

This is the	In this area	In the United States
#2	**15.8%**	**1.7%**
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

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Our Neighborhood

- These are low-density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

Socioeconomic Traits

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4-7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and second mortgages on homes.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A and Panera Bread.
- Frequently buy children's clothes and toys.

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7/15/2019

About this segment
Green Acres

This is the	In this area	In the United States
#3	**14.2%**	**3.2%**
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

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in
- the past 10 years.
- Single-family, owner-occupied housing, with a median value of $197,000.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

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7/15/2019

About this segment
Middleburg

This is the	In this area	In the United States
#4	**9.4%**	**2.9%**
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

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, 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 U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural 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 $158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- 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 trucks, SUVs, and occasionally, convertibles 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, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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About this segment
Soccer Moms

This is the	In this area	In the United States
#5	**6.6%**	**2.9%**
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

Soccer Moms 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

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is $226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Socioeconomic Traits

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets–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 two 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, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.
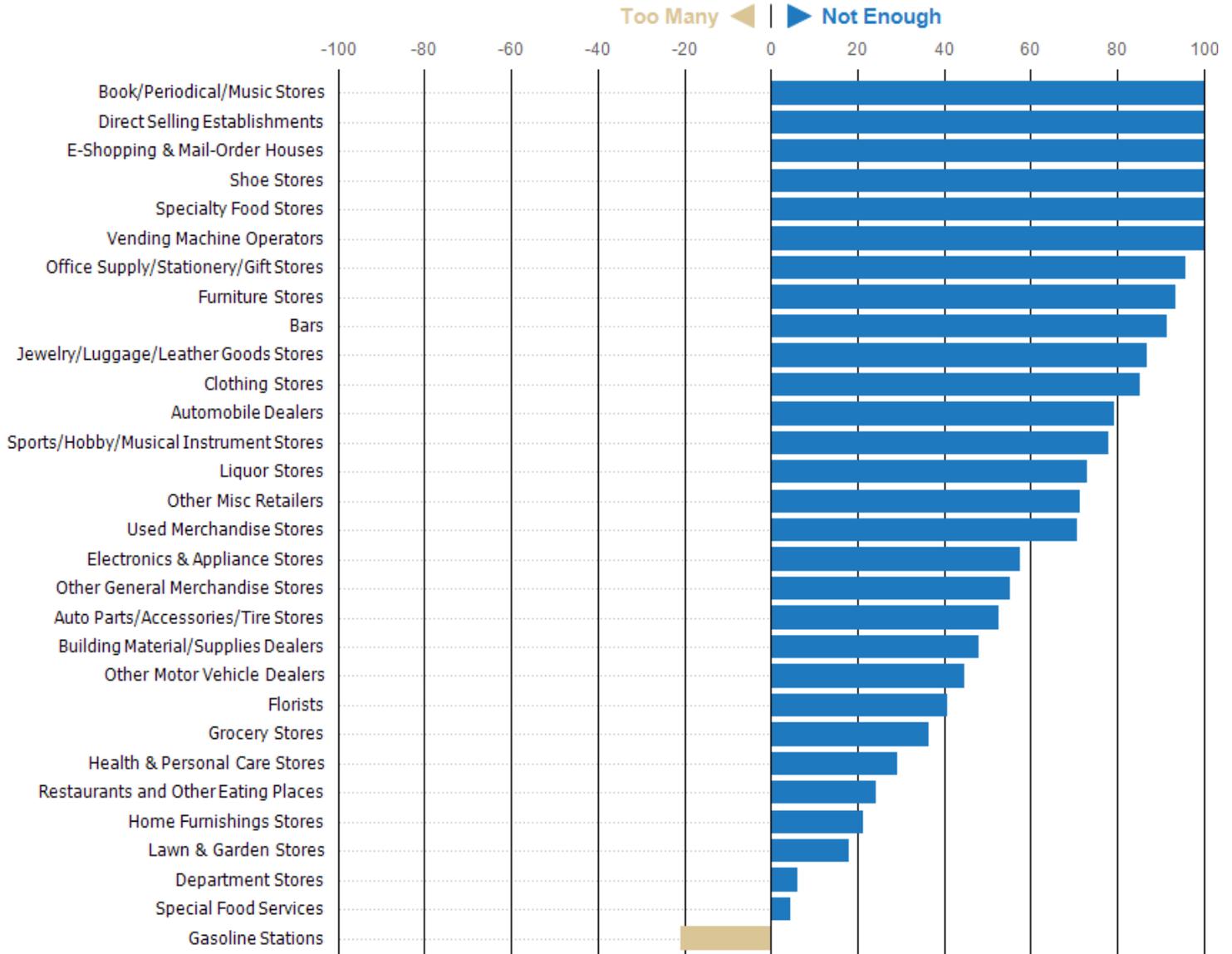
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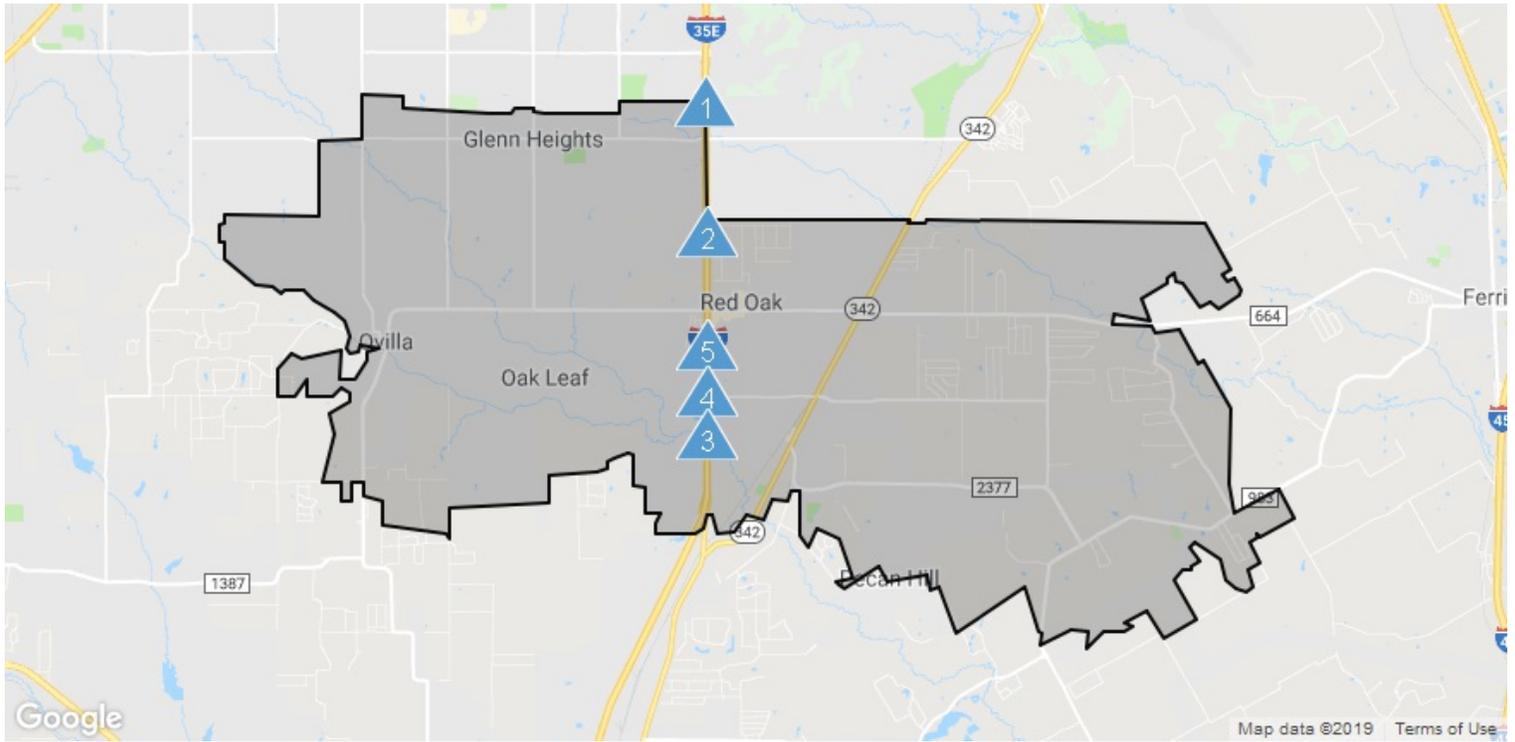
Best Retail Businesses: Red Oak, TX 75154

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually

Too Many ◀ | ▶ Not Enough

Category
Book/Periodical/Music Stores
Direct Selling Establishments
E-Shopping & Mail-Order Houses
Shoe Stores
Specialty Food Stores
Vending Machine Operators
Office Supply/Stationery/Gift Stores
Furniture Stores
Bars
Jewelry/Luggage/Leather Goods Stores
Clothing Stores
Automobile Dealers
Sports/Hobby/Musical Instrument Stores
Liquor Stores
Other Misc Retailers
Used Merchandise Stores
Electronics & Appliance Stores
Other General Merchandise Stores
Auto Parts/Accessories/Tire Stores
Building Material/Supplies Dealers
Other Motor Vehicle Dealers
Florists
Grocery Stores
Health & Personal Care Stores
Restaurants and Other Eating Places
Home Furnishings Stores
Lawn & Garden Stores
Department Stores
Special Food Services
Gasoline Stations

Traffic Counts

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

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
96,571	**95,346**	**61,232**	**59,323**	**55,874**
2017 Est. daily traffic counts	2017 Est. daily traffic counts	2017 Est. daily traffic counts	2017 Est. daily traffic counts	2017 Est. daily traffic counts
Street: I- 35 E	Street: I- 35	Street: I- 35	Street: I- 35	Street: I- 35
Cross: –	Cross: Tator Brown Rd	Cross: W Red Oak Rd	Cross: W Red Oak Rd	Cross: Ovilla Rd
Cross Dir: –	Cross Dir: N	Cross Dir: N	Cross Dir: N	Cross Dir: N
Dist: –	Dist: 0.08 miles	Dist: 0.58 miles	Dist: 0.07 miles	Dist: 0.41 miles

Historical counts

Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2009	87,340	AADT	2012	95,000	AADT	2012	59,000	AADT	2002	56,000	AADT	2000	57,000	ADT
1997	72,410	ADT	2011	69,000	AADT	2011	57,000	AADT	1997	52,410	ADT	1997	55,830	ADT
1996	71,930	AADT	1997	62,000	AADT	2009	66,000	AADT						
			1996	62,000	AADT	2008	60,000	AADT						
						2004	63,000	AADT						

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

7/15/2019

About RPR (Realtors Property Resource)

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- 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.

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- **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 and RealtyTrac.

- **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

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