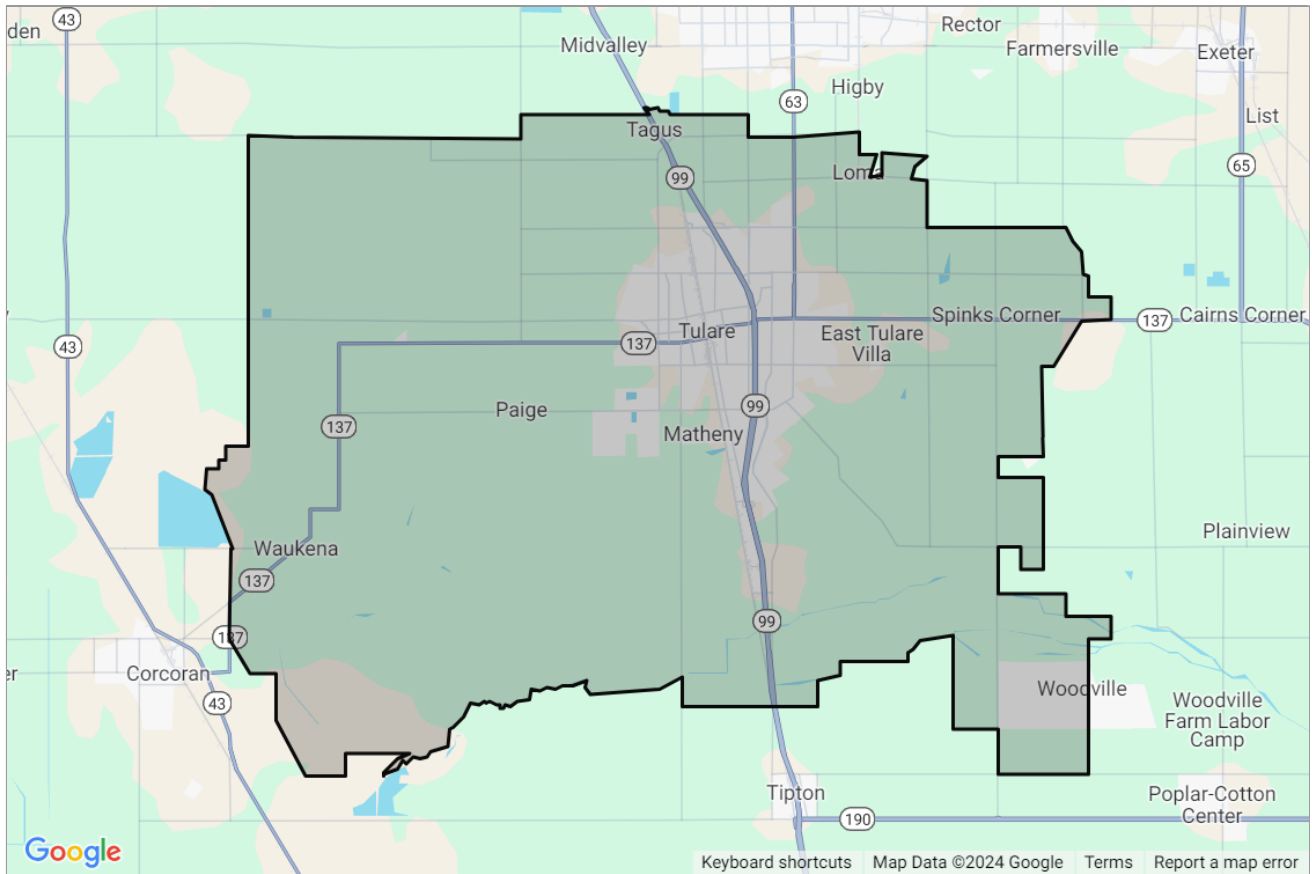


TRADE AREA REPORT

Tulare, CA 93274



Presented by

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Criteria Used for Analysis

Median Household Income
\$61,465

Median Age
31.2

Total Population
80,908

1st Dominant Segment
Up and Coming Families

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	Farm to Table	Urban Edge Families	Forging Opportunity	Fresh Ambitions
% of Households	4,512 (18.8%)	3,608 (15.0%)	3,549 (14.8%)	3,302 (13.7%)	1,595 (6.6%)
% of Tulare County	13,626 (9.4%)	34,035 (23.4%)	11,003 (7.6%)	14,164 (9.7%)	6,211 (4.3%)
Lifestyle Group	Sprouting Explorers	Sprouting Explorers	Sprouting Explorers	Sprouting Explorers	Next Wave
Urbanization Group	Suburban Periphery	Semirural	Urban Periphery	Urban Periphery	Principal Urban Centers
Residence Type	Single Family	Single Family	Single Family	Single Family	Multi-Unit Rentals; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Single Parents
Average Household Size	3.05	3.69	3.08	3.36	2.93
Median Age	32.3	28.2	33.5	29.8	29.6
Diversity Index	81.6	77.1	88.5	83.4	88.3
Median Household Income	\$91,700	\$47,600	\$64,600	\$52,600	\$39,000
Median Net Worth	\$186,900	\$26,000	\$108,600	\$69,500	\$12,600
Median Home Value	\$311,300	\$226,900	\$258,200	\$167,300	\$191,700
Homeownership	74.7 %	46.5 %	65.1 %	62 %	28.8 %
Employment	Professional or Mgmt/Bus/Financial	Farming/Forestry/Fishing or Services	Services or Professional	Services or Transport/Material Moving	Services or Transport/Material Moving
Education	Some College No Degree	Less than 9th Grade	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Busy with work and family . Shop around for the best deals.	Spending time with family is a top priority . Do home improvement projects.	Family outings to theme parks are popular . Residents favor fast-food dining places.	Shop at discount and department stores . Subscribe to satellite TV to watch their favorite programs.	When traveling, seek out discount fares over convenience . Buy baby/children's products.
Financial	Carry debt, but also maintain retirement plans	Pay bills in person, prepare own taxes	Spend money carefully; buy necessities	Balance their budgets carefully by spending only on necessities	Nearly 1/3 maintain savings account, send money to family abroad
Media	Rely on the Internet for entertainment and information	Use TV more than any other media to stay informed	Listen to Hispanic radio, use the Internet for socializing	Magazines are extremely popular sources of news and information	Subscribe to cable TV; watch Spanish TV
Vehicle	Own late model import SUVs or compacts	Own, maintain used vehicle	One or two vehicles	Own 1-2 vehicles; carpool	Own vehicle; take public transportation

About this segment

Up and Coming Families

This is the

#1

dominant segment for this area

In this area

18.8%

of households fall into this segment

In the United States

2.8%

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

Farm to Table

<p>This is the</p> <h1>#2</h1> <p>dominant segment for this area</p>	<p>In this area</p> <h1>15.0%</h1> <p>of households fall into this segment</p>	<p>In the United States</p> <h1>0.2%</h1> <p>of households fall into this segment</p>
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An overview of who makes up this segment across the United States

Who We Are

Farm to Table is a small, but distinctive market, located almost entirely in the West (primarily in California and Washington). These neighborhoods are home to young families with children and, frequently, multiple generations living in single-family homes. A third of these residents are foreign born; 32% of households are linguistically isolated. This market is all about spending time with family and taking care of family and home. More homes are rented than owned, located in semirural areas where agriculture dominates. Household income is lower than the US, supplemented by self-employment, home-grown products, and some public assistance. Consumers favor Spanish language media and watching sports on television.

Our Neighborhood

- Young families dominate this market, with a median age less than 28 and an average household size of 3.98. Average family size is also higher, at 4.26, with a number of multigenerational households. Dominant household types: 38% are married-couple families with children and 21% are single-parent families. Most households (about 57%) rent their homes. Homes are primarily single family homes (60%), with a large share of mobile homes (more than twice the US) and multiunit (2–4 units) dwellings. Nearly three-fifths of homes were built before 1980.

Socioeconomic Traits

- 24% have a high school diploma and almost half of high school graduates have also completed some college or a degree. 30% of households have members who speak only Spanish. Primarily skilled work force, in agriculture. Income comes primarily from wages with assistance from Supplemental Security Income and public assistance income. They are cost-conscious consumers, willing to shop around to obtain the best price. Spending time with family is a top priority. They use TV more than any other media to stay informed.

Market Profile

- Commonly own a truck or subcompact car, serviced by a household member. Many pay bills in person and prepare their own taxes. Work on home improvement projects, such as painting the house. Key expenditures include groceries and children’s products. Favor shopping at Costco, Home Depot, Old Navy, Sears, Walmart, Dollar Tree, and Target. Minimal online usage. Enjoy listening to the radio, going to movie theaters, or watching at home, dancing, and playing pool, video games, and football. Watch programs on Spanish TV networks and Discovery Channel, and read parenting and automotive magazines. Listen to a variety of music, especially Spanish/Latin music.

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

Urban Edge Families

This is the

#3

dominant segment
for this area

In this area

14.8%

of households fall
into this segment

In the United States

1.5%

of households fall
into this segment

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

Who We Are

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multigenerational homes are common. Average household size is higher at 3.19. Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room. Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs. Three quarters of all housing were built 1970 or later. Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West. Most households have one or two vehicles available and a longer commute to work.

Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP. Cell phones are preferred over landlines. Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV. Residents listen to urban or Hispanic radio. During the summer, family outings to theme parks are especially popular.

Socioeconomic Traits

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university. Labor force participation is higher at 66%. Most Urban Edge Families residents derive income from wages or salaries. They tend to spend money carefully and focus more on necessities. They are captivated by new technology, particularly feature-rich smartphones. Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

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

Forging Opportunity

This is the

#4

dominant segment for this area

In this area

13.7%

of households fall into this segment

In the United States

1.0%

of households fall into this segment

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

Who We Are

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

Our Neighborhood

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62. While most residents live in single-family homes, almost 10% of householders reside in mobile home parks. Homes are owner occupied, with slightly higher monthly costs but fewer mortgages. Most are older homes, nearly 60% built from 1950 to 1989. Most households have one or two vehicles; many commuters car pool or walk to work. Forging Opportunity residents live within the urban periphery of larger metropolitan areas across the South and West.

Market Profile

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products. Many households subscribe to satellite television to watch their favorite programs. Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.

Socioeconomic Traits

- While a majority finished high school, over 40% have not. Labor force participation is slightly lower at 61%. More than one in four households is below the poverty level. Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out. Many have no financial investments or retirement savings, but they have their homes.

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

Fresh Ambitions

This is the

#5

dominant segment for this area

In this area

6.6%

of households fall into this segment

In the United States

0.7%

of households fall into this segment

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

Who We Are

These young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for trips abroad to see their relatives.

Our Neighborhood

- Reside in mostly row houses or 2–4 unit buildings; many were built before 1950, located in major urban cities. Predominantly renters; average gross rent is a little below the US average. Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too. Nearly half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

Socioeconomic Traits

- Nearly one in four is foreign-born. Supporting large families, many earners will take on overtime work when possible. One in three has earned a high school diploma. Price-conscious consumers that budget for fashion, not branding. However, parents are happy to spoil their brand savvy children. When traveling, seek out discount fares over convenience.

Market Profile

- Young families are the focus; Fresh Ambitions residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material. These young, newly established residents own cell phones, not landlines. Almost half of all households can access the Internet via home PC; Spanish language web sites and downloading video games and music are popular. Nearly half of all households subscribe to a cable service; Spanish TV networks, and children’s shows are popular. Half of all residents have owned or used a credit or debit card within the past year. Nearly a third maintain a savings account. When possible, money is often wired to family abroad.

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.

Tulare, CA 93274: 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)



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)



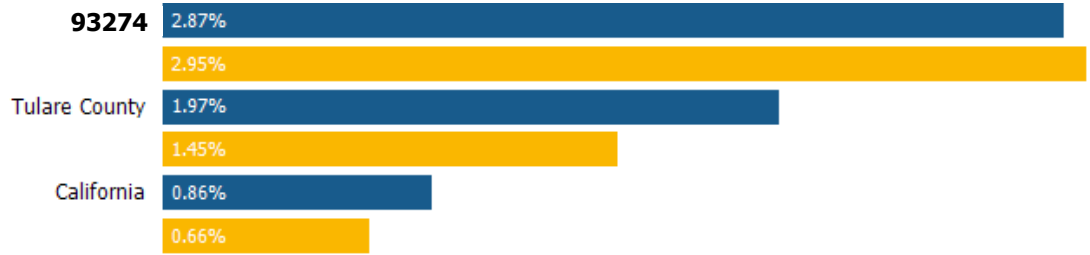
Population Change Since 2020

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)



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

■ 93274



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

■ 93274



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)



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)



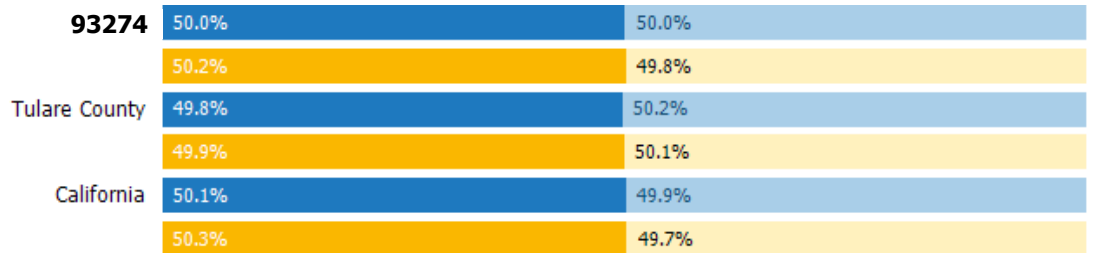
Female / Male Ratio

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)



Tulare, CA 93274: 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)



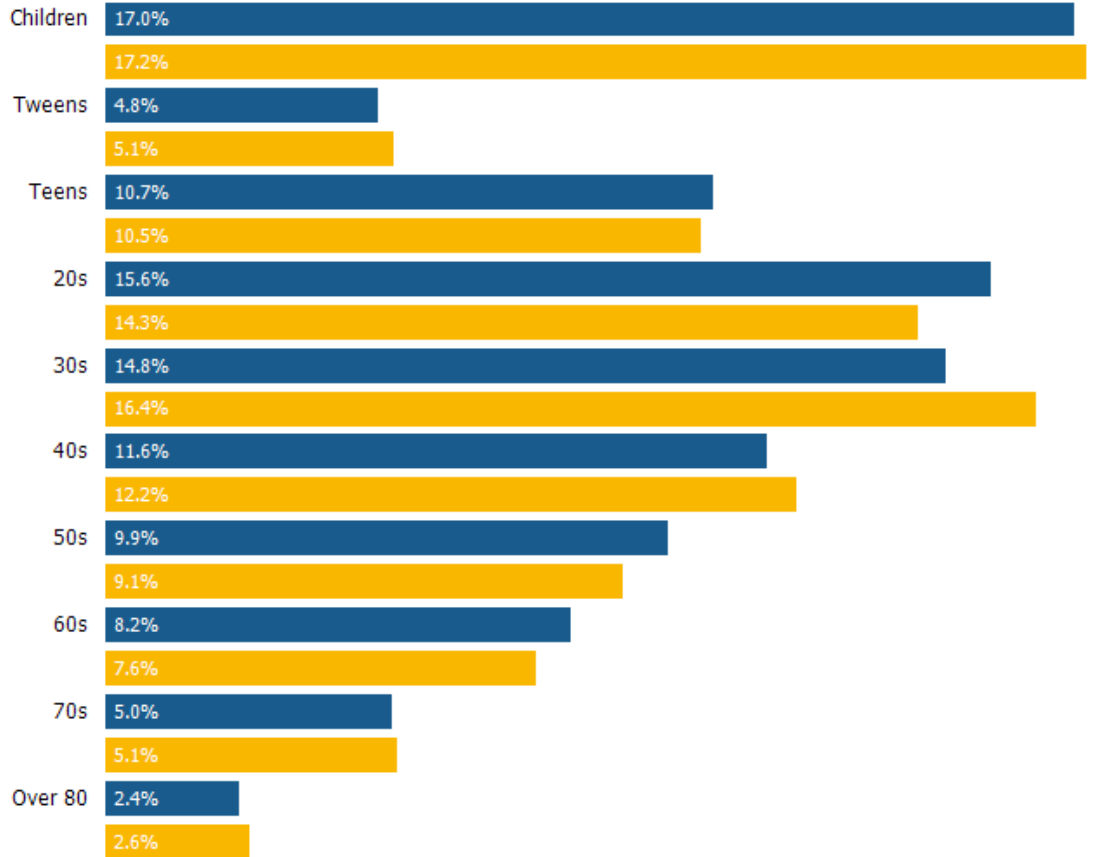
Population by Age

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)



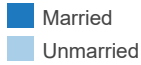
Tulare, CA 93274: Marital Status Comparison

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

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



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



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



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



Tulare, CA 93274: 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)



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)



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)



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



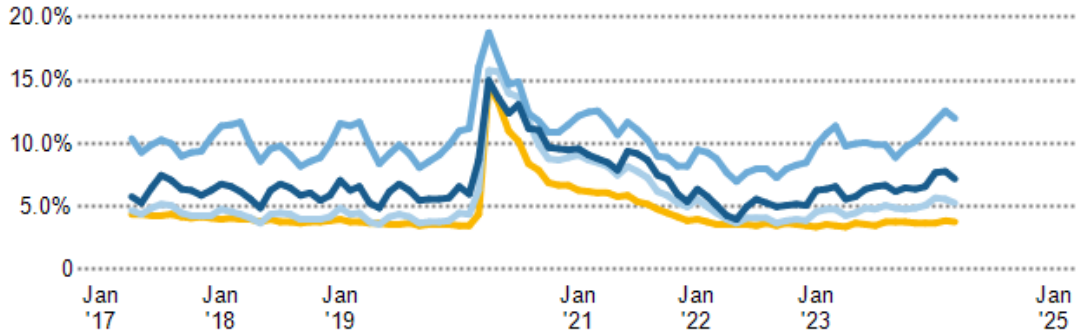
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Tulare
- Tulare County
- California
- USA

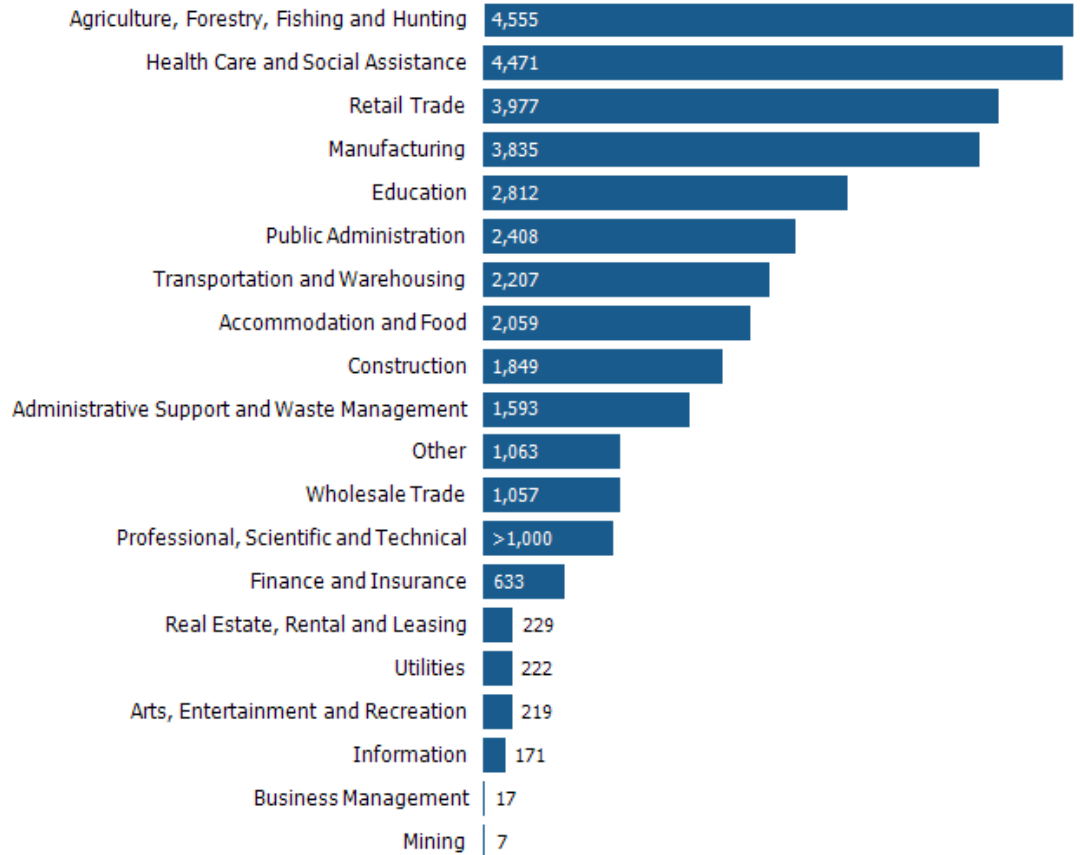


Employment Count by Industry

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



Tulare, CA 93274: 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



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



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



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



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



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



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



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



Tulare, CA 93274: Commute Comparison

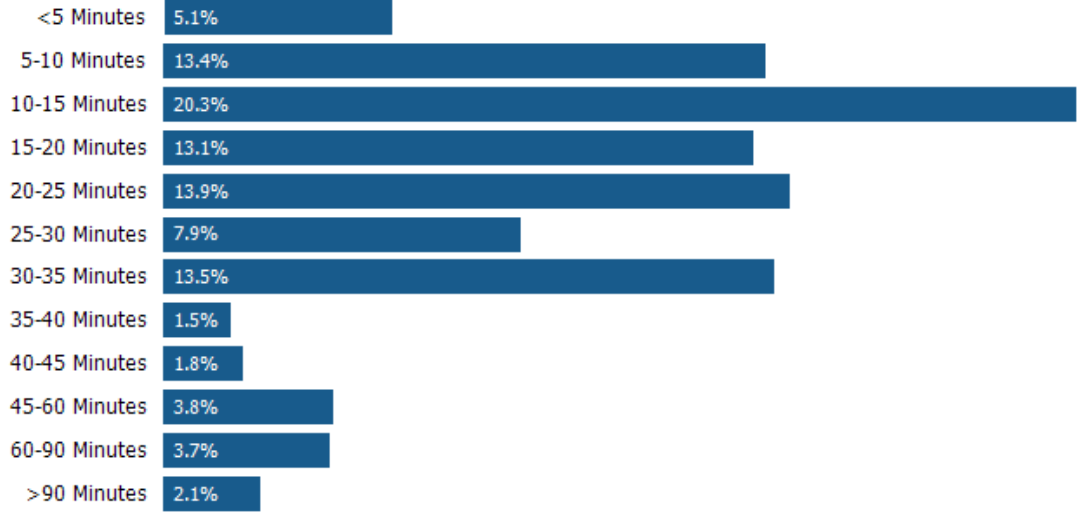
Average Commute Time

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

■ 93274



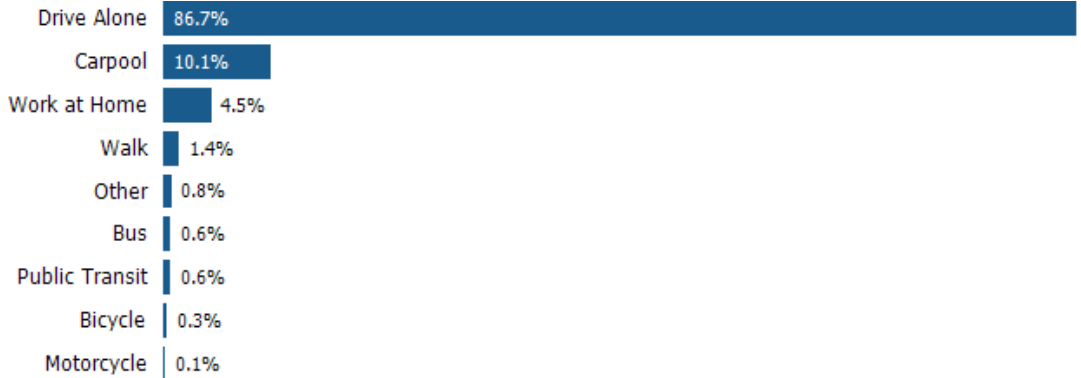
How People Get to Work

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

■ 93274



Tulare, CA 93274: Home Value Comparison

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.

Data 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.

Data 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.

Data Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

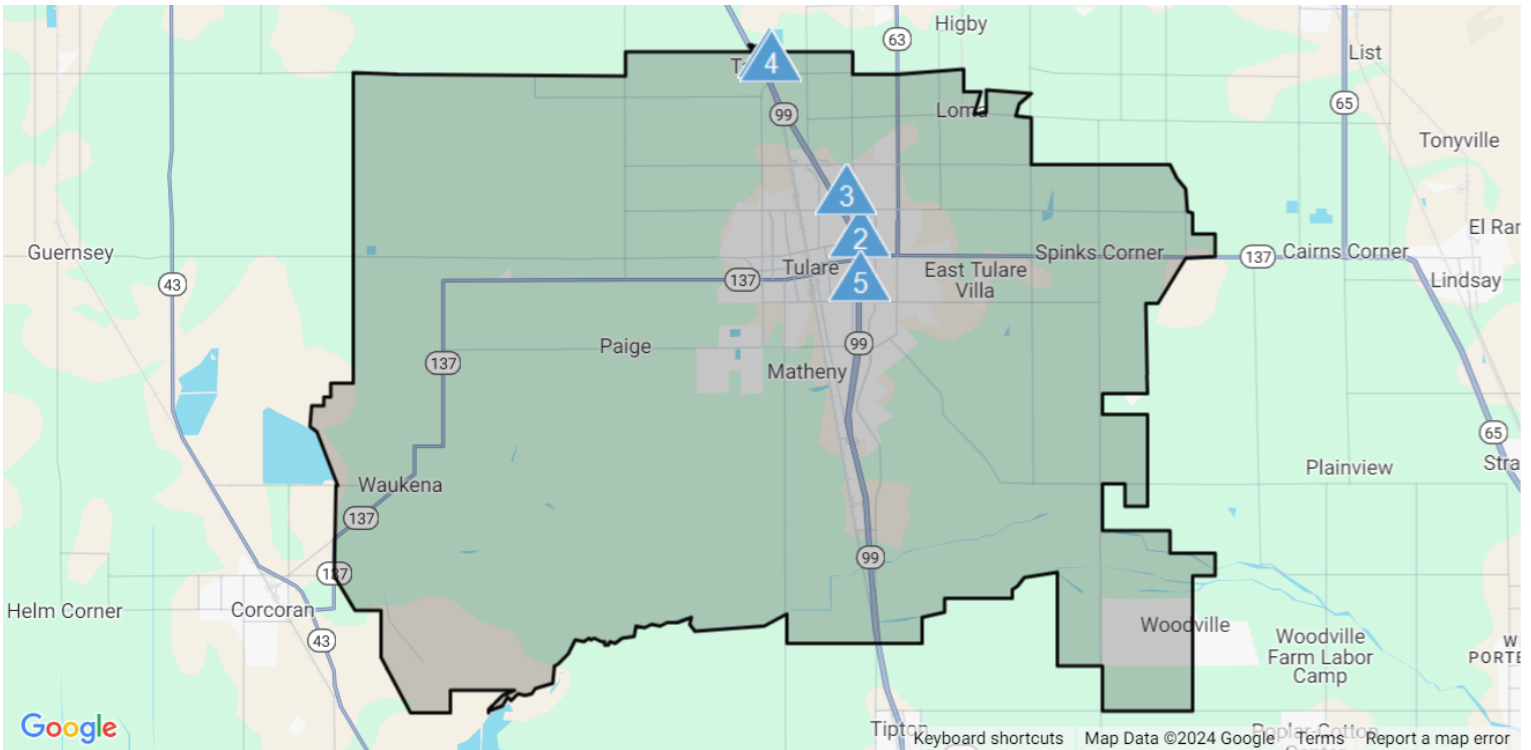


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

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

69,388

2023 Est. daily traffic counts

Street: 99
 Cross: –
 Cross Dir: –
 Dist: –

Historical counts

Year	Count	Type
2018	68,000	AADT

2

66,326

2023 Est. daily traffic counts

Street: 99
 Cross: –
 Cross Dir: –
 Dist: –

Historical counts

Year	Count	Type
2018	65,000	AADT

3

65,109

2023 Est. daily traffic counts

Street: 99
 Cross: –
 Cross Dir: –
 Dist: –

Historical counts

Year	Count	Type
2018	65,000	AADT

4

62,847

2023 Est. daily traffic counts

Street: Road 92B
 Cross: State Rte 99
 Cross Dir: NE
 Dist: 0.01 miles

Historical counts

Year	Count	Type
2021	63,000	AADT

5

62,021

2023 Est. daily traffic counts

Street: 99
 Cross: State Rte 99
 Cross Dir: W
 Dist: 0.01 miles

Historical counts

Year	Count	Type
2018	62,000	AADT

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

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>

