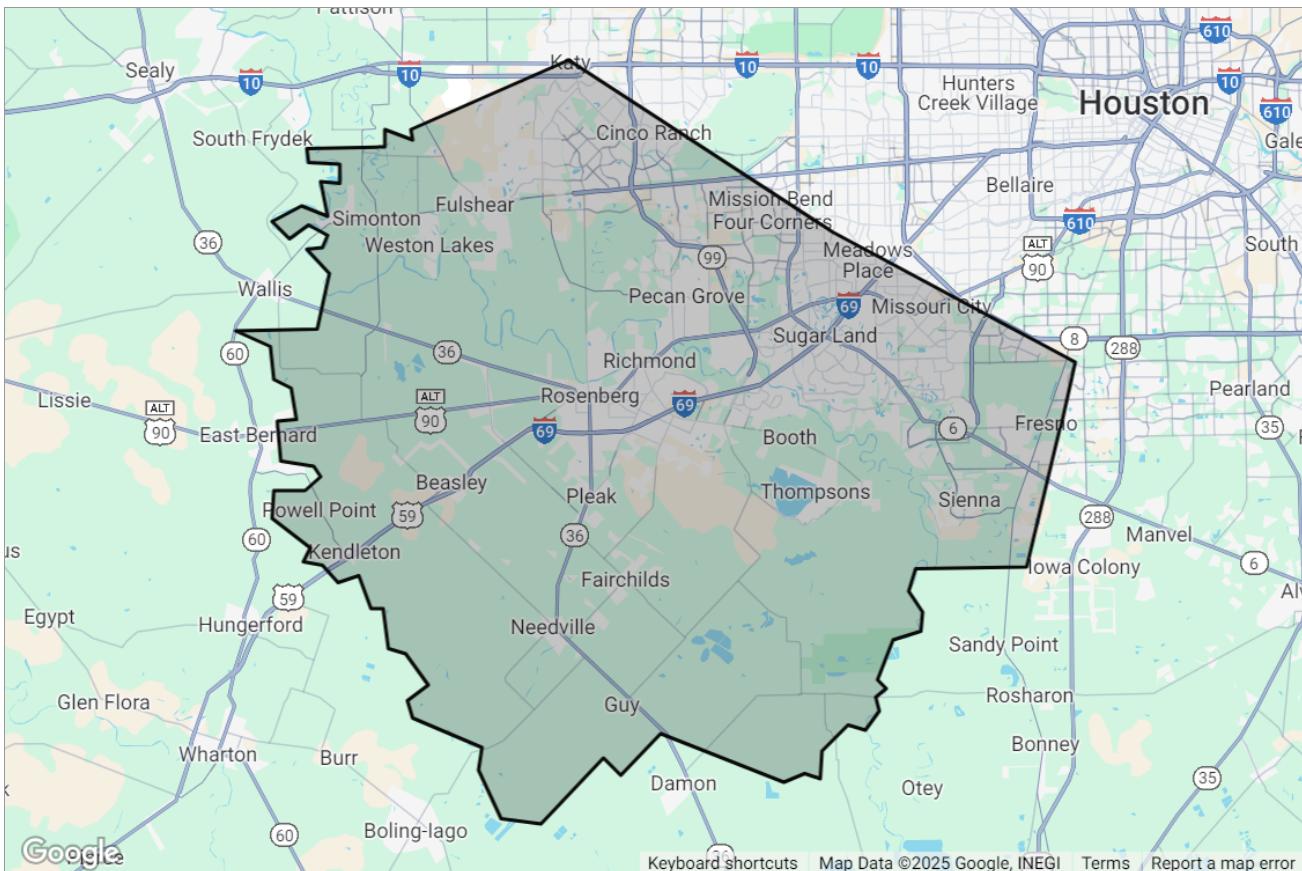




TRADE AREA REPORT

# Fort Bend County, Texas



Presented by

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**RE/MAX Southwest**

14905 Southwest Fwy  
Sugar Land, TX 77478

## Criteria Used for Analysis

Median Household Income  
**\$100,829**Median Age  
**35.8**Total Population  
**913,614**1st Dominant Segment  
**Boomburbs**

## Consumer Segmentation

Life Mode

What are the people like that live in this area?

Affluent Estates

Established wealth-educated, well-travelled married couples

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

Boomburbs

Up and Coming Families

Professional Pride

Workday Drive

Home Improvement

Segment	Boomburbs	Up and Coming Families	Professional Pride	Workday Drive	Home Improvement
% of Households	97,870 (33.3%)	53,955 (18.4%)	28,274 (9.6%)	16,139 (5.5%)	14,419 (4.9%)
% of Texas	618,503 (5.6%)	977,162 (8.8%)	251,743 (2.3%)	376,452 (3.4%)	325,068 (2.9%)
Lifestyle Group	Affluent Estates	Sprouting Explorers	Affluent Estates	Family Landscapes	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	3.15	3.05	3.01	2.88	2.8
Median Age	34.5	32.3	40	37.5	38.6
Diversity Index	72.4	81.6	56.2	62.1	76.4
Median Household Income	\$137,000	\$91,700	\$163,900	\$108,600	\$86,900
Median Net Worth	\$512,800	\$186,900	\$930,800	\$363,200	\$247,800
Median Home Value	\$467,300	\$311,300	\$536,400	\$358,100	\$298,300
Homeownership	83.5 %	74.7 %	90.8 %	85.4 %	80.3 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Some College No Degree	Bachelor's Degree	Bachelor's Degree	Some College No Degree
Preferred Activities	Physical fitness is a priority . Own the latest devices.	Busy with work and family . Shop around for the best deals.	Own latest tablets, smartphones and laptops . Upgrade picture-perfect homes.	Prefer outdoor activities and sports . Family-oriented purchases and activities dominate.	Spend heavily on eating out . Shop warehouse/club, home improvement stores.
Financial	Highest rate of mortgages	Carry debt, but also maintain retirement plans	Hold 401(k) and IRA plans/securities	Well insured, invest in a range of funds, high debt	Paying off student loans and home mortgages
Media	Own, use latest devices	Rely on the Internet for entertainment and information	Avid readers; epicurean, sports, home service magazines	Connected, with a host of wireless devices	Enjoy working on home improvement projects
Vehicle	Prefer late model imports, primarily SUVs.	Own late model import SUVs or compacts	Own 3 or more vehicles	Own 2+ vehicles (minivans, SUVs)	Own minivan, SUV

## About this segment

## Boomburbs

This is the

#1

dominant segment  
for this area

In this area

33.3%

of households fall  
into this segment

In the United States

1.9%

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

## Up and Coming Families

This is the

#2

dominant segment  
for this area

In this area

18.4%

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

## Professional Pride

This is the

#3

dominant segment  
for this area

In this area

9.6%

of households fall  
into this segment

In the United States

1.6%

of households fall  
into this segment

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

## Who We Are

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of \$1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

## Our Neighborhood

- Typically owner-occupied, single-family homes are in newer neighborhoods: 67% of units were built in the last 20 years. Neighborhoods are primarily located in the suburban periphery of large metropolitan areas. Most households own three or more vehicles; long commutes are the norm. Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off. Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

## Socioeconomic Traits

- Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses. These consumers are willing to risk their accumulated wealth in the stock market. Most have a preferred financial institution, regularly read financial news, and use the internet for banking transactions. Residents are goal oriented and strive for lifelong earning and learning. Life here is well organized; routine is a key ingredient to daily life.

## Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet. Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects. Hire housekeepers or professional cleaners. Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and
- recreation insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities. Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website. Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly. All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines. Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the
- features each has to offer.

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

#4

dominant segment  
for this area

In this area

5.5%

of households fall  
into this segment

In the United States

3.1%

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

## 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.

## 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

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

## Home Improvement

This is the

#5

dominant segment  
for this area

In this area

4.9%

of households fall  
into this segment

In the United States

1.7%

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; 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 home mortgages.
- 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 movies from 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 KFC.
- Frequently buy children's clothes and toys.

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.

## Fort Bend County, Texas: 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

#### Fort Bend County

913,614

1,007,183

Texas

30,506,523

32,021,944

USA

337,470,185

342,640,129

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

#### Fort Bend County

1,060.5

1,169.1

Texas

116.8

122.6

USA

95.5

97.0

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

#### Fort Bend County

11.04%

10.24%

Texas

4.67%

4.97%

USA

0.02%

1.53%

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

#### Fort Bend County

726,756

Texas

30,276,433

USA

335,744,666

Fort Bend County

## Daytime Population Density

This chart shows the number of 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

## Fort Bend County

843.6

Texas 115.9

USA 95.1

 Fort Bend County

## 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

## Fort Bend County

3.10

3.07

Texas 2.71

2.69

USA 2.53

2.51

 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

## Fort Bend County

827,280

911,803

Texas 24,953,718

26,191,844

USA 263,501,143

267,107,299

 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 2023

■ Men 2023 2023

■

Women 2028 (Projected) 2028 (Projected)

■

Men 2028 (Projected) 2028 (Projected)

## Fort Bend County, Texas: 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

## Fort Bend County

35.8

35.7

Texas

35.7

36.2

USA

39.1

39.8

 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)

## Children

14.8%

## Tweens

5.0%

4.8%

## Teens

10.1%

9.8%

## 20s

11.6%

10.8%

## 30s

15.0%

16.8%

## 40s

14.5%

14.5%

## 50s

12.2%

11.0%

## 60s

10.2%

9.2%

## 70s

5.1%

5.9%

## Over 80

1.7%

2.1%

## Fort Bend County, Texas: 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

### 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



## Fort Bend County, Texas: 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



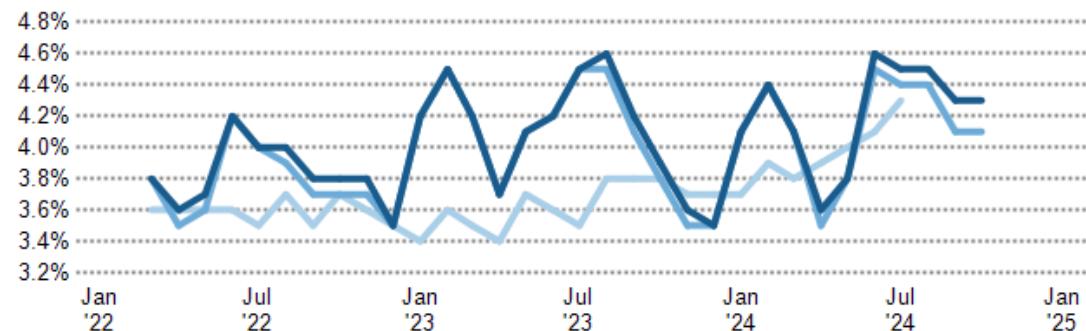
## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

Fort Bend County  
Texas  
USA

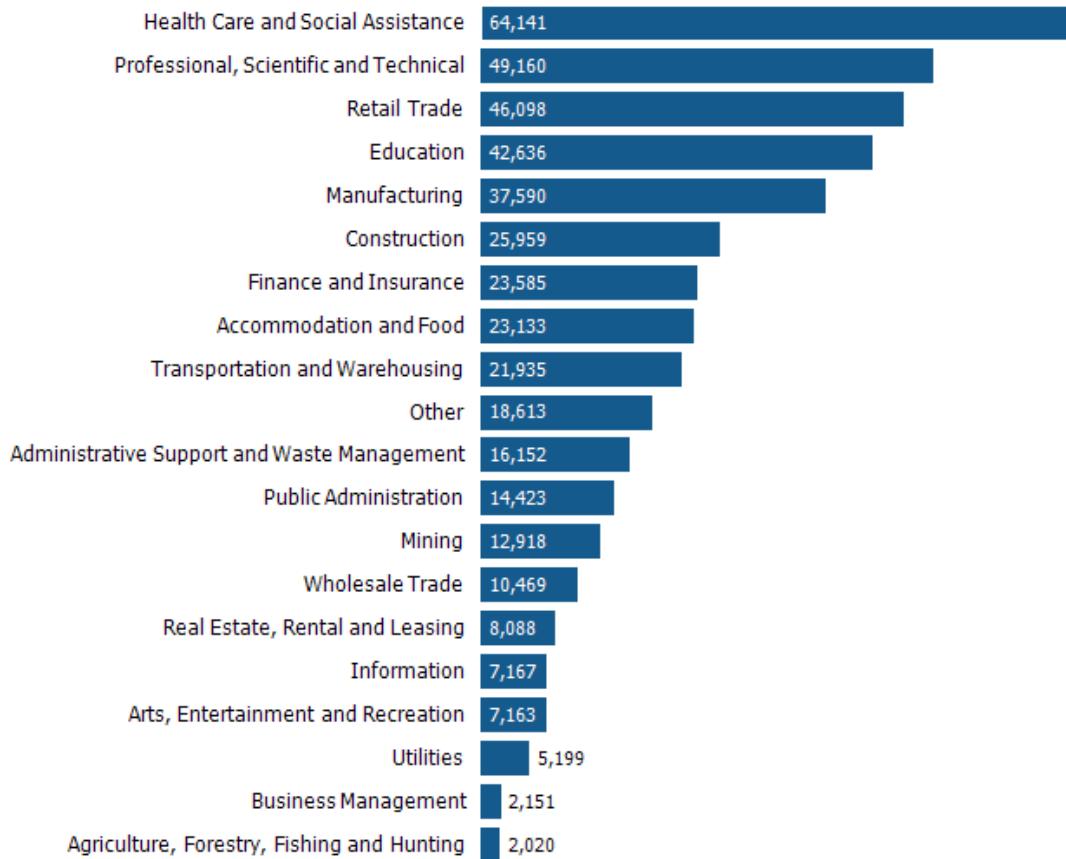


## Employment Count by Industry

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



## Fort Bend County, Texas: 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

#### Fort Bend County

4.1%  
Texas  
USA

6.6%

4.1%

### 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

#### Fort Bend County

3.5%  
Texas  
USA

6.6%

5.5%

### 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

#### Fort Bend County

2.8%  
Texas  
USA

4.4%

4.1%

### 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

#### Fort Bend County

15.2%  
Texas  
USA

20.9%

22.9%

**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

**Fort Bend County**

15.0%

**Texas**

18.4%

**USA**

17.7%

**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

**Fort Bend County**

7.6%

**Texas**

8.2%

**USA**

9.5%

**Bachelor's Degree****Fort Bend County**

31.2%

**Texas**

22.8%

**USA**

22.3%

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****Fort Bend County**

20.6%

**Texas**

12.1%

**USA**

13.9%

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

## Fort Bend County, Texas: Commute Comparison

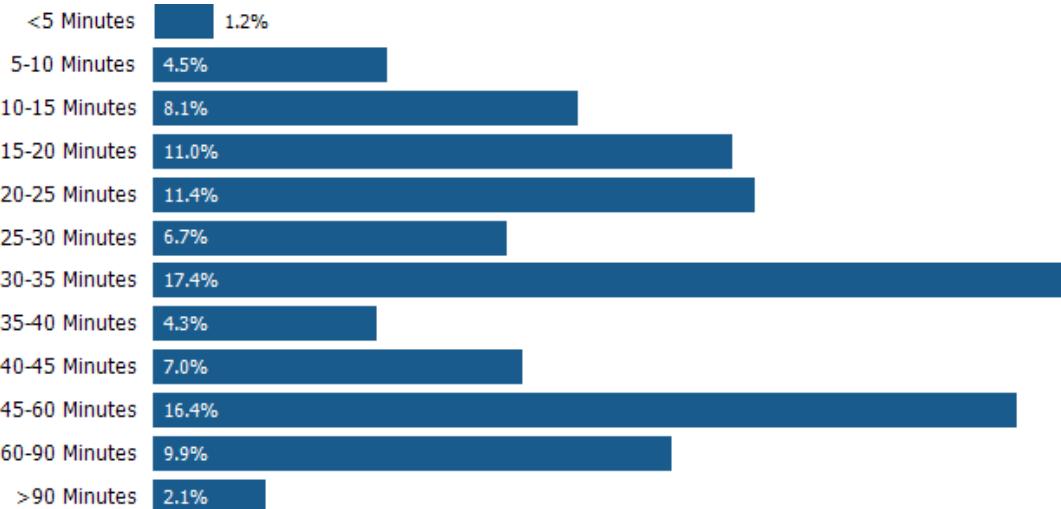
### Average Commute Time

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

■ Fort Bend County



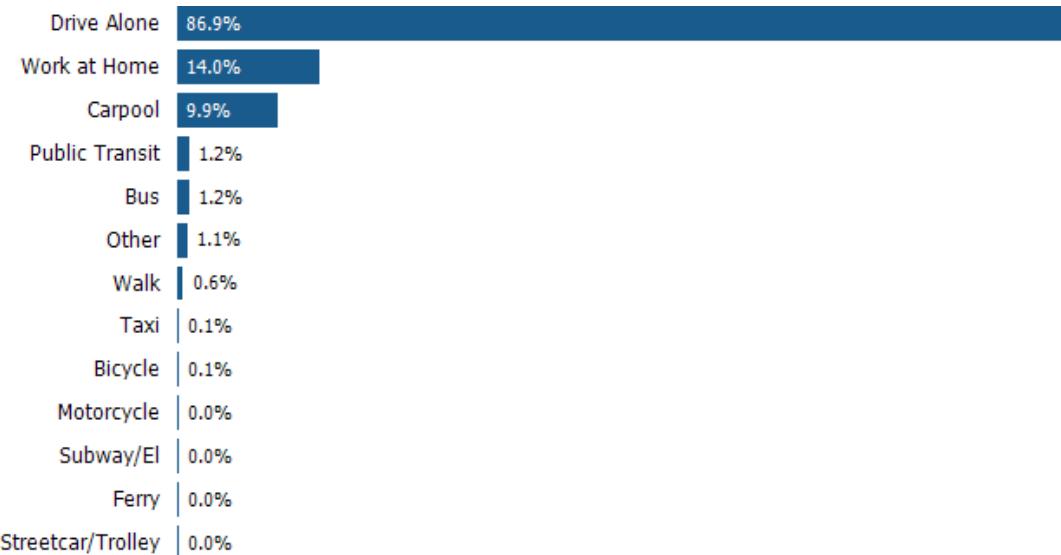
### How People Get to Work

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

■ Fort Bend County



## Fort Bend County, Texas: 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

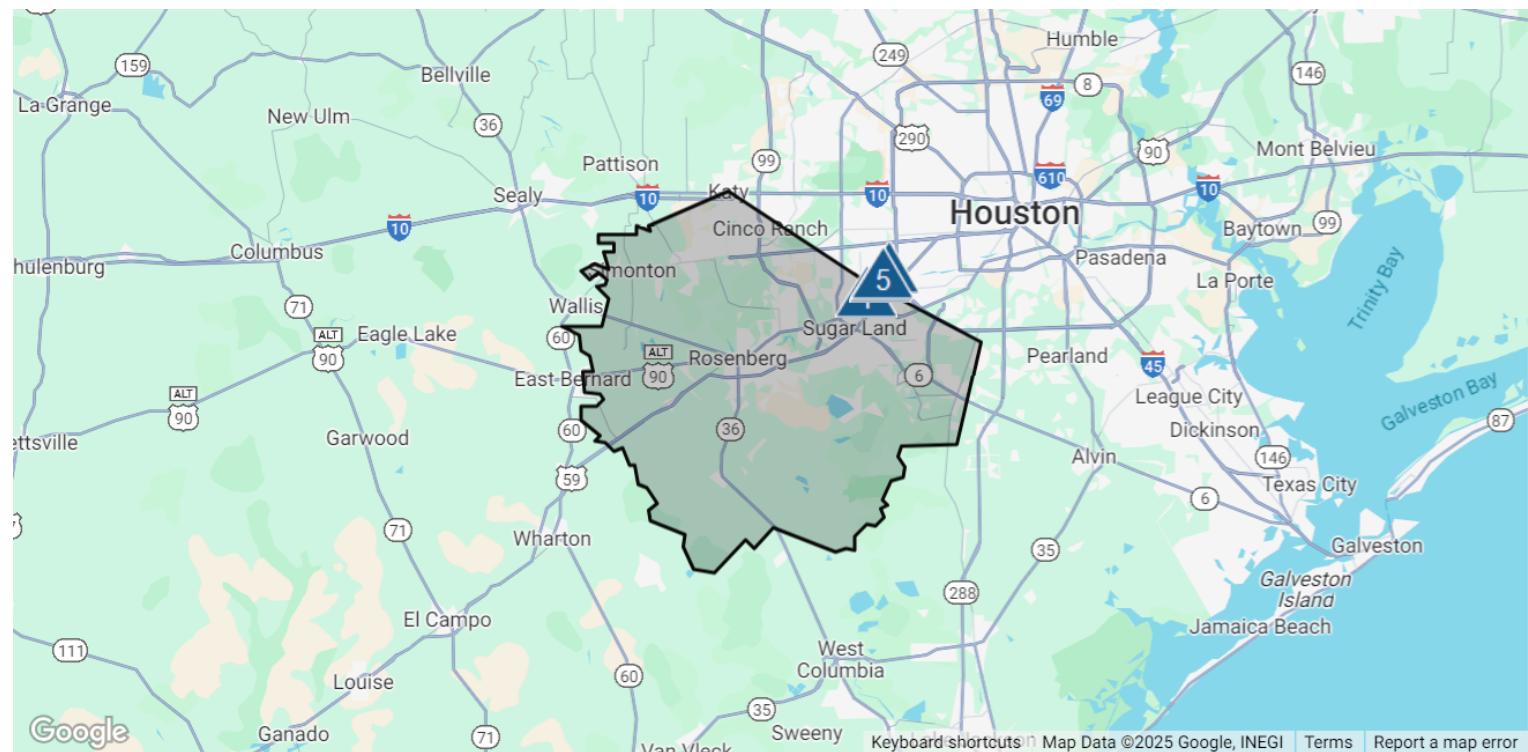


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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	2	3	4	5
<b>229,966</b>	<b>228,697</b>	<b>221,967</b>	<b>219,915</b>	<b>212,301</b>
2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts	2024 Est. daily traffic counts
Street: Southwest Freeway Cross: Commerce Green Blvd Cross Dir: NE Dist: -	Street: Southwest Fwy Cross: Southwest-Southwestkirk Fwy Cross Dir: NE Dist: -	Street: Southwest Fwy Cross: Dorrance Ln Cross Dir: SW Dist: -	Street: Southwest Fwy Cross: Southwest-Southwestkirk Fwy Cross Dir: NE Dist: -	Street: Southwest Fwy Cross: Sugar Grove Blvd Cross Dir: NE Dist: -
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
2018 ▲ 231,020 AADT		2013 ▲ 235,599 AADT	2006 ▲ 222,940 ADT	2011 ▲ 214,410 ADT
.....	.....	2010 ▲ 228,000 AADT	.....	.....
.....	.....	2009 ▲ 218,000 AADT	.....	.....
.....	.....	2005 ▲ 208,730 AADT	.....	.....
.....	.....	1996 ▲ 151,180 ADT	.....	.....

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