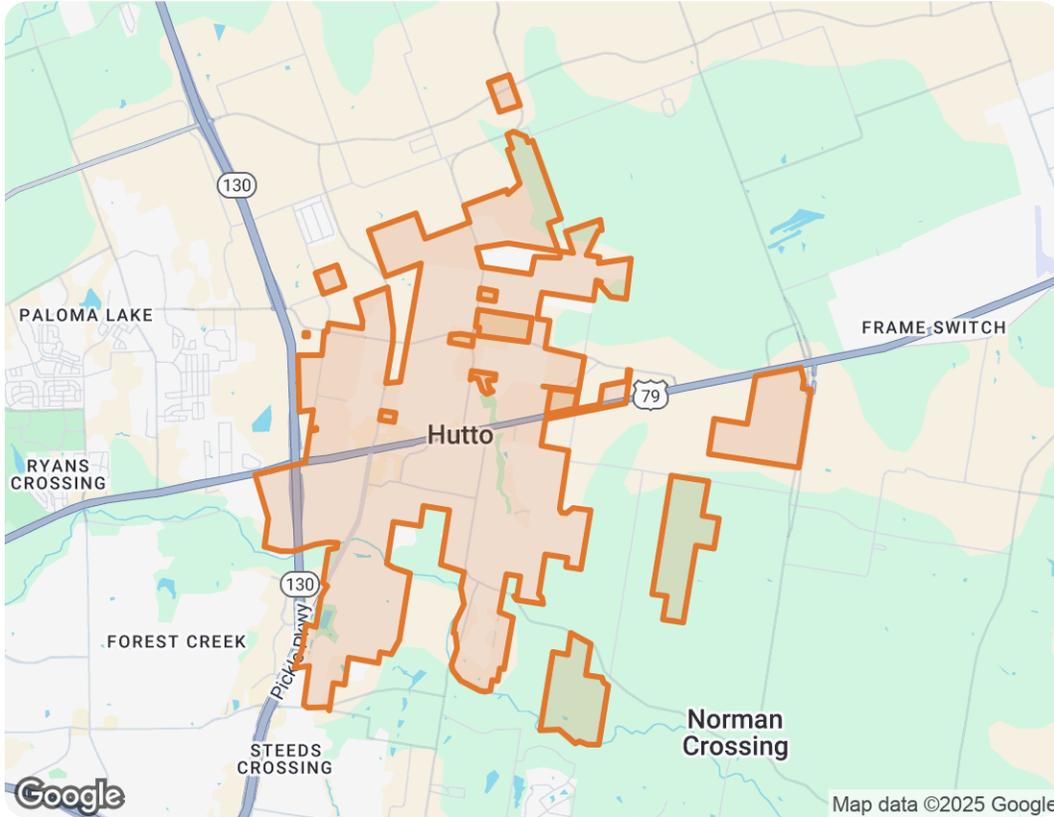


# Hutto, Texas



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6836 FM 2244 Road, Bldg. 1-201

Austin, TX 78746

# Trade Area Summary

## Attribute Summary for Hutto, Texas

Median Household Income

**\$106,531**

Source: 2024/2029 Income (Esri)

Median Age

**34.3**

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

Total Population

**37,795**

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	Workday Drive	Savvy Suburbanites
% of Households	8,689 (71.0%)	2,457 (20.1%)	1,086 (8.9%)
Lifestyle Group	Sprouting Explorers	Family Landscapes	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples
Average Household Size	3.04	2.87	2.78
Median Age	33.9	39.5	44.1
Diversity Index	82	62.9	49.7
Median Household Income	\$99,800	\$116,800	\$142,800
Median Net Worth	\$301,800	\$579,100	\$988,200
Median Home Value	\$369,200	\$406,900	\$513,900
Homeownership	74.1	84.8	90.7
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Some College No Degree	Bachelor's Degree	Bachelor's Degree
Preferred Activities	Busy with work and family. Shop around for the best deals.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	They like to cook and prefer natural or organic products.. Pursue a number of sports, from skiing to golf.
Financial	Carry debt, but also maintain retirement plans	Well insured, invest in a range of funds, high debt	Not afraid of debt
Media	Rely on the Internet for entertainment and information	Connected, with a host of wireless devices	Well-connected and use technology to stay current
Vehicle	Own late model import SUVs or compacts	Own 2+ vehicles (minivans, SUVs)	Prefer late model, family-oriented vehicles:

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 Segment Details

About this segment

### Up and Coming Families

Ranked

**1st**

dominant segment for this area

In this area

**71.0%**

of households fall into this segment

In the United States

**2.9%**

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

### Workday Drive

Ranked

**2nd**
dominant segment  
for this area

In this area

**20.1%**
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

### Savvy Suburbanites

Ranked

**3rd**

dominant segment  
for this area

In this area

**8.9%**

of households fall  
into this segment

In the United States

**3.0%**

of households fall  
into this segment

### Who Are They?

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

### Neighborhood

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

### Socioeconomic Traits

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

### Market Profile

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

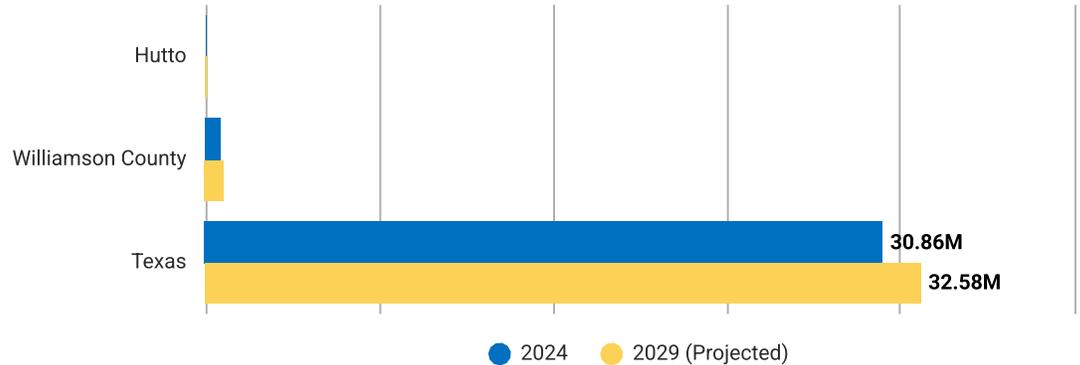
## Population

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

Update Frequency: Annually

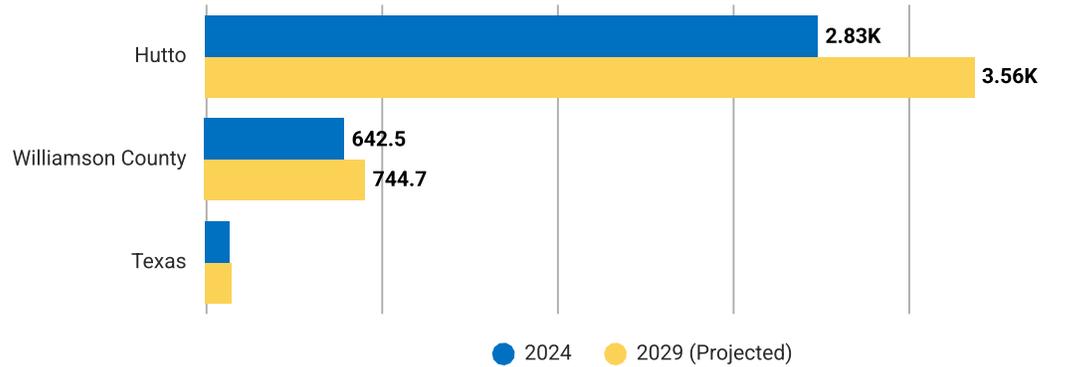
### Total Population

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.



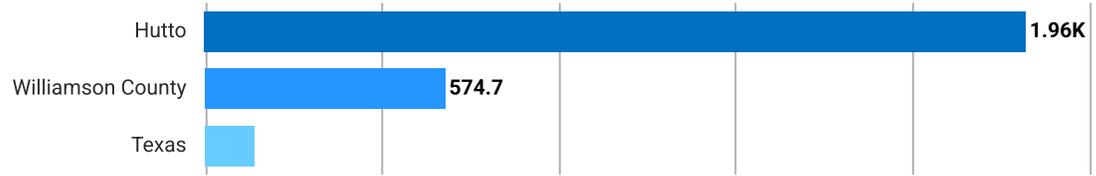
### Total Daytime Population

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.



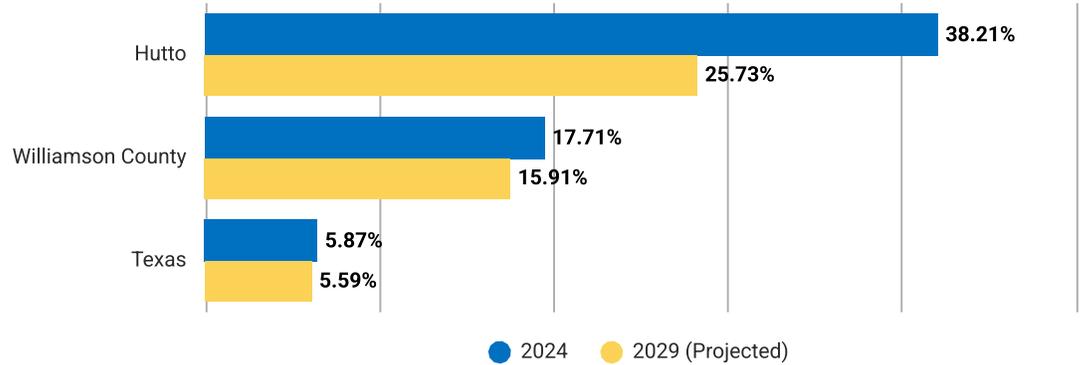
## Daytime Population Density

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.



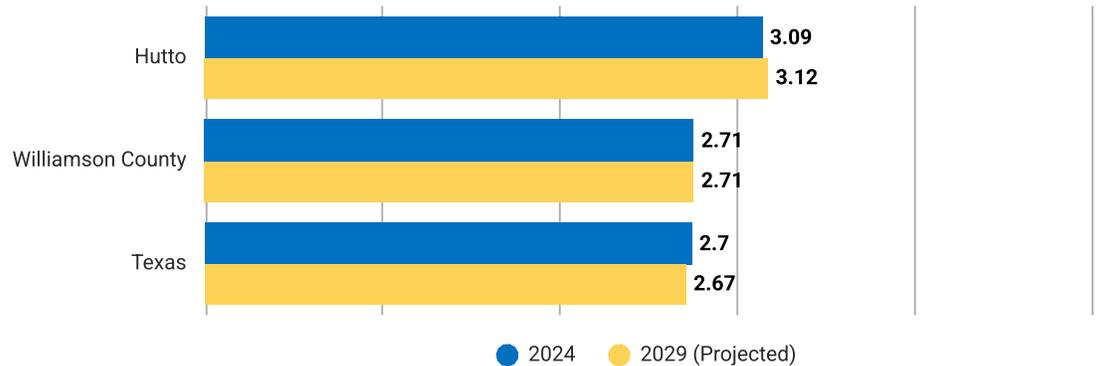
## Population Change Since 2020

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



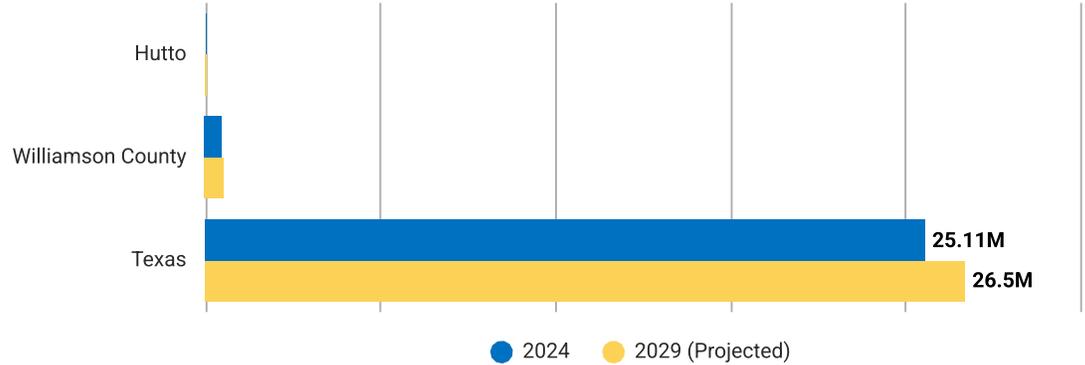
## Average Household Size

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



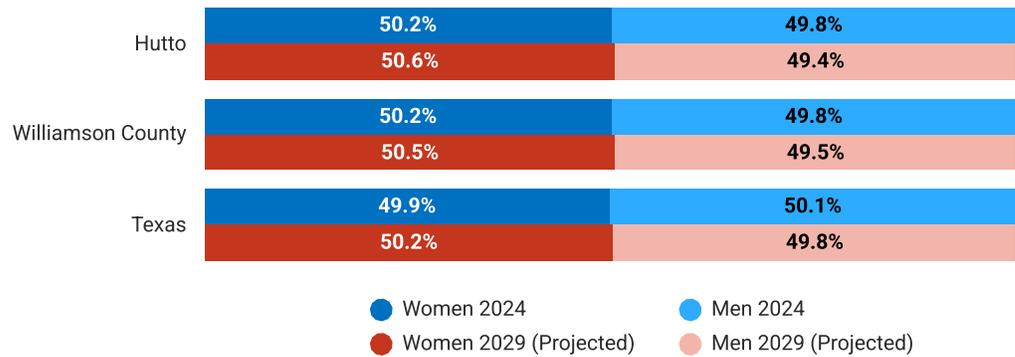
## Population Living in Family Households

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.



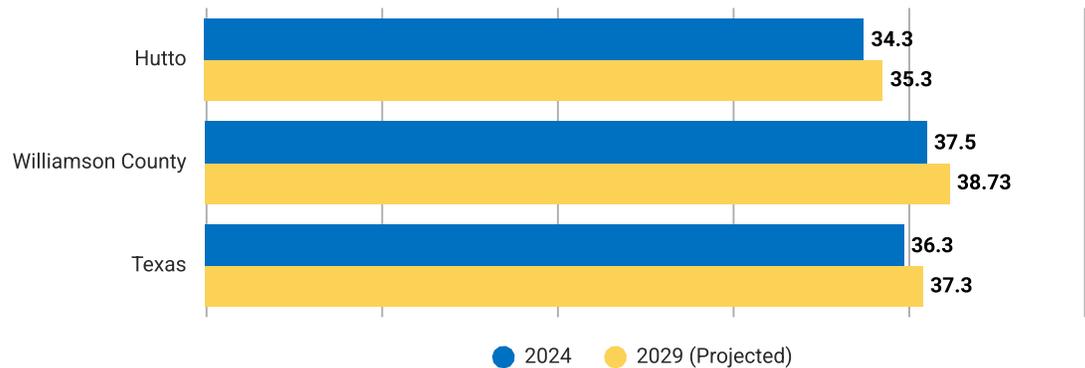
## Age

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

Update Frequency: Annually

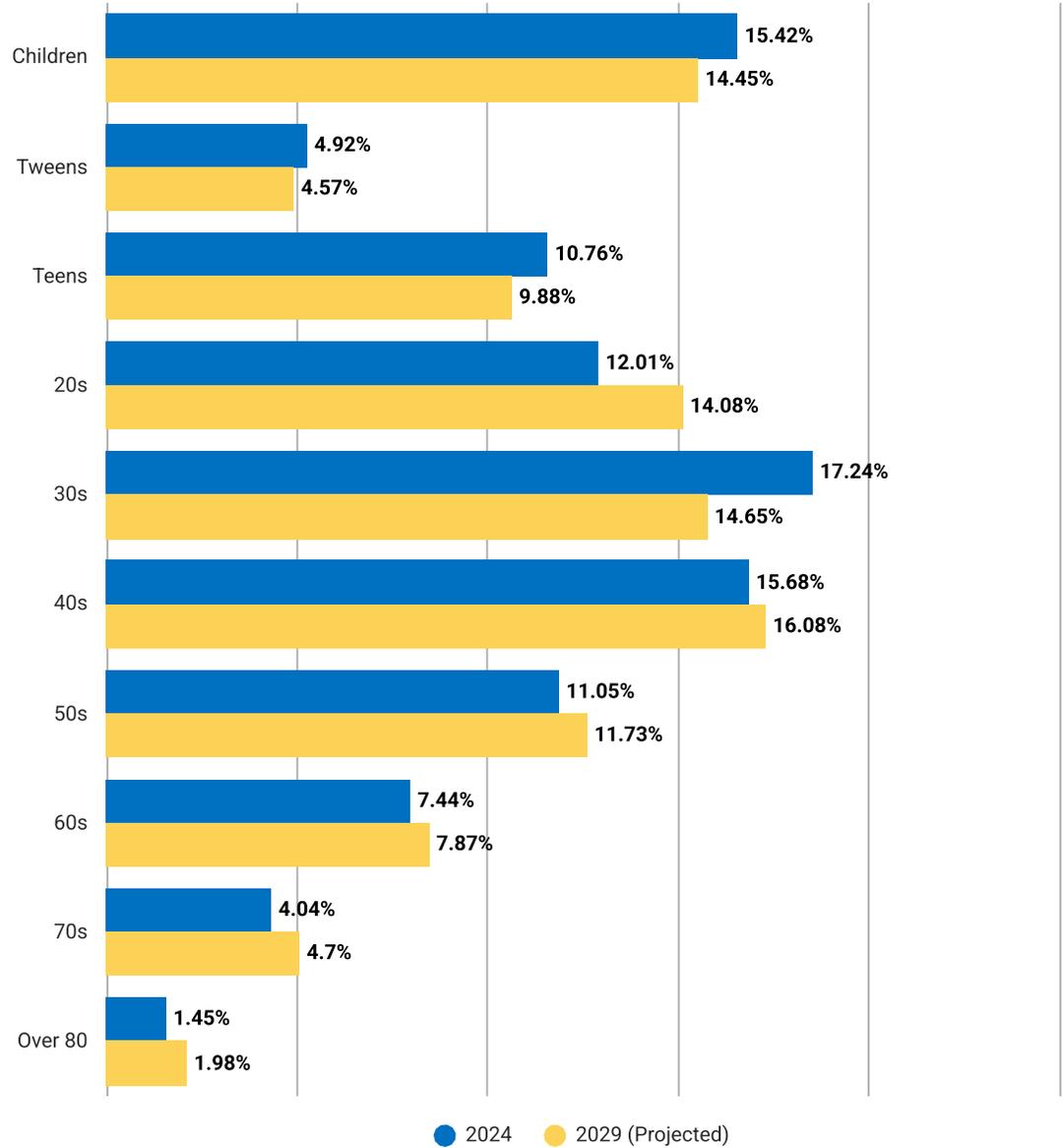
## Median Age

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.



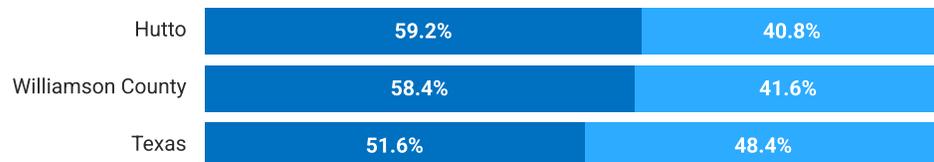
## Married

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.



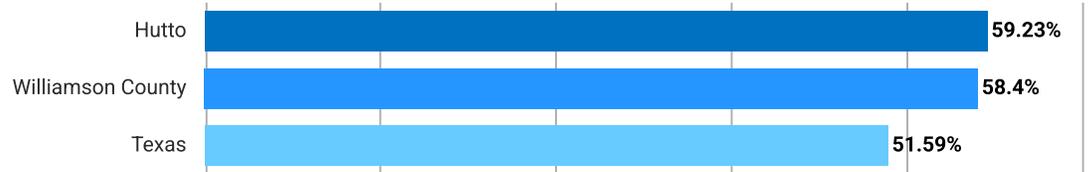
## Never Married

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



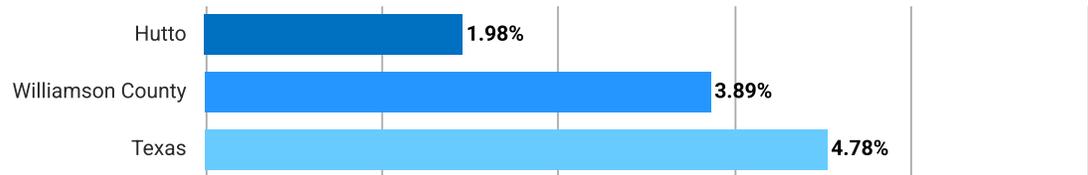
## Married

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



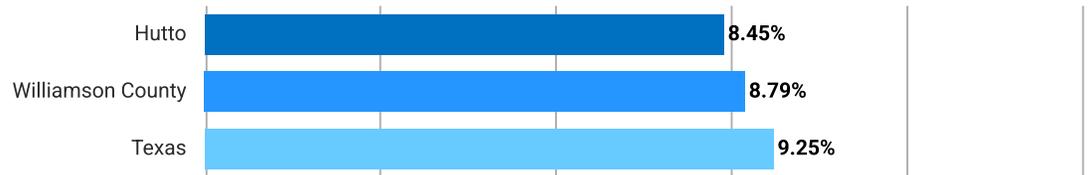
## Widowed

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.



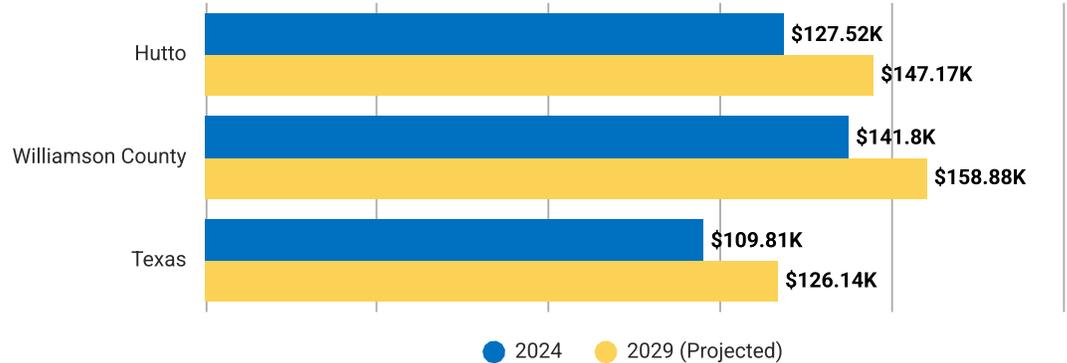
# Income

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

Update Frequency: Annually

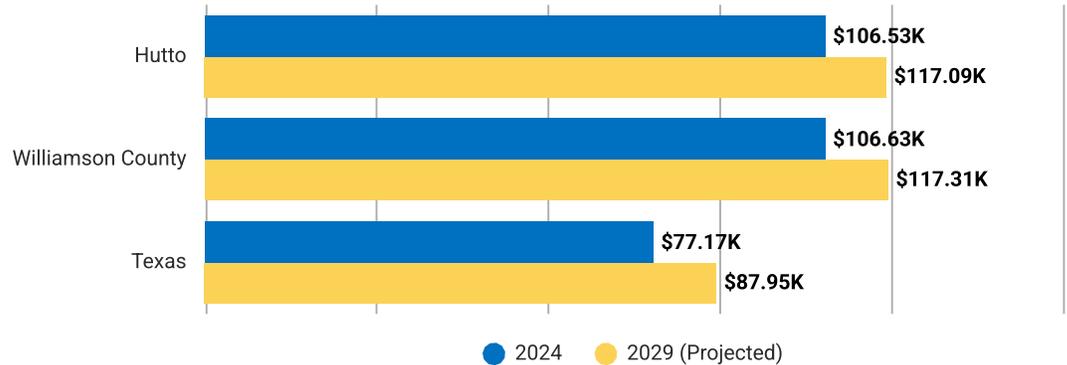
## Average Household Income

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



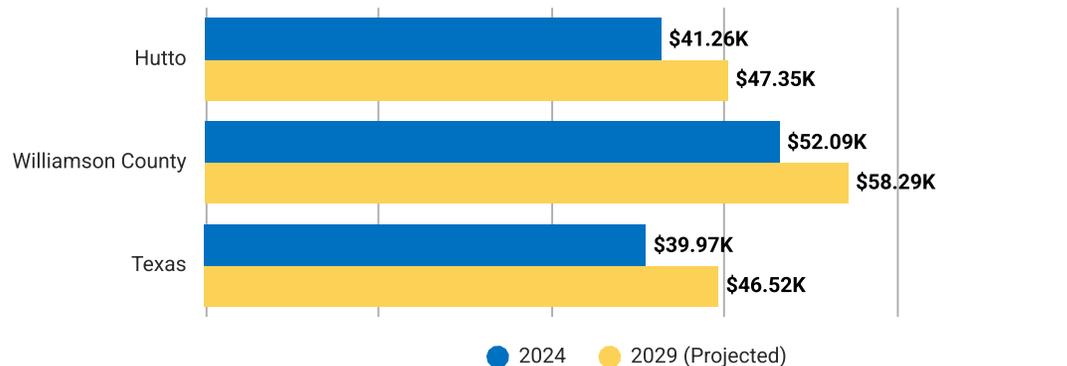
## Median Household Income

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.



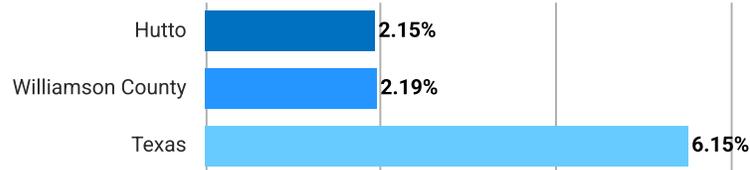
## Education

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

Update Frequency: Annually

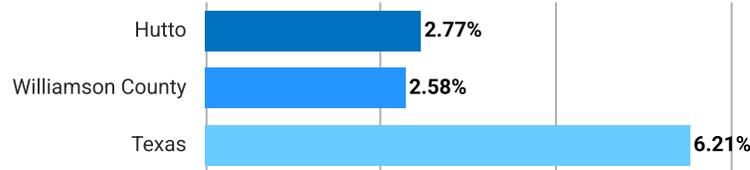
### Less than 9th Grade

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.



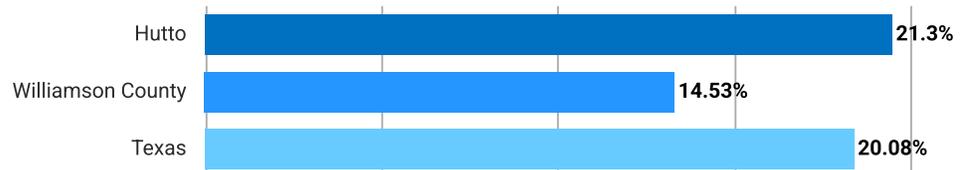
### High School GED

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.



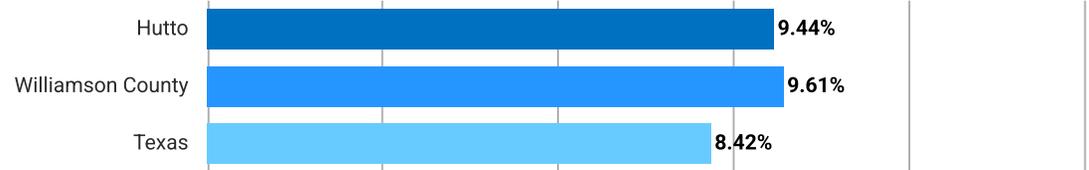
## Some College

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.



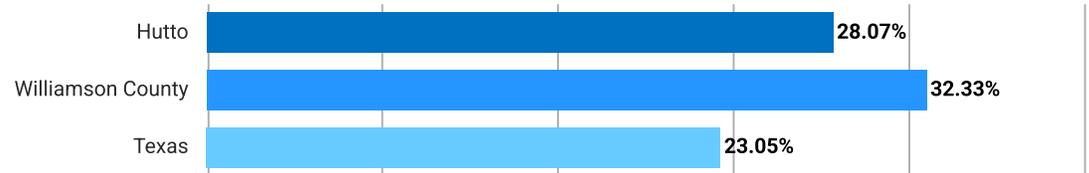
## Associate Degree

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



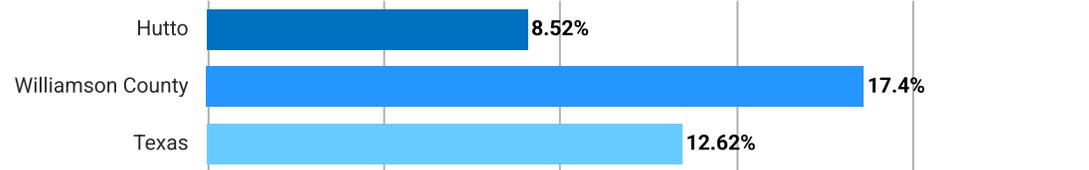
## Bachelor's Degree

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

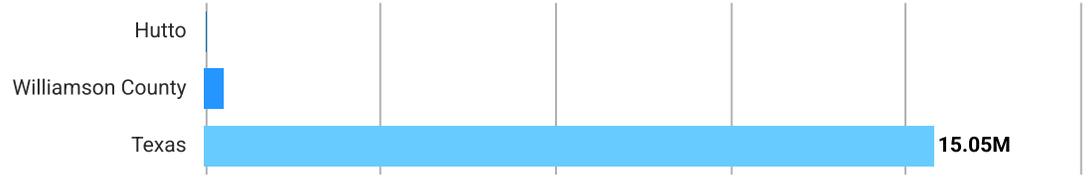


## Employment Number

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

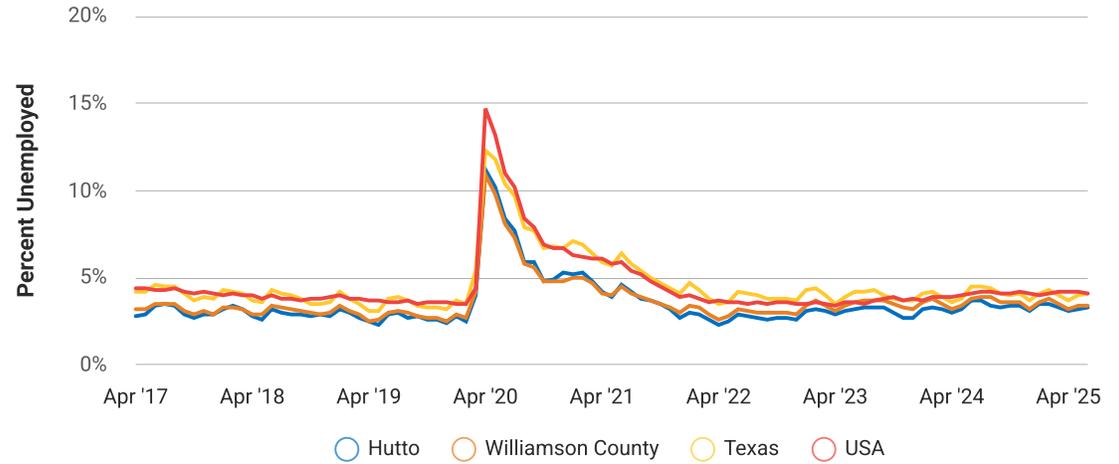


## Unemployment Rate

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

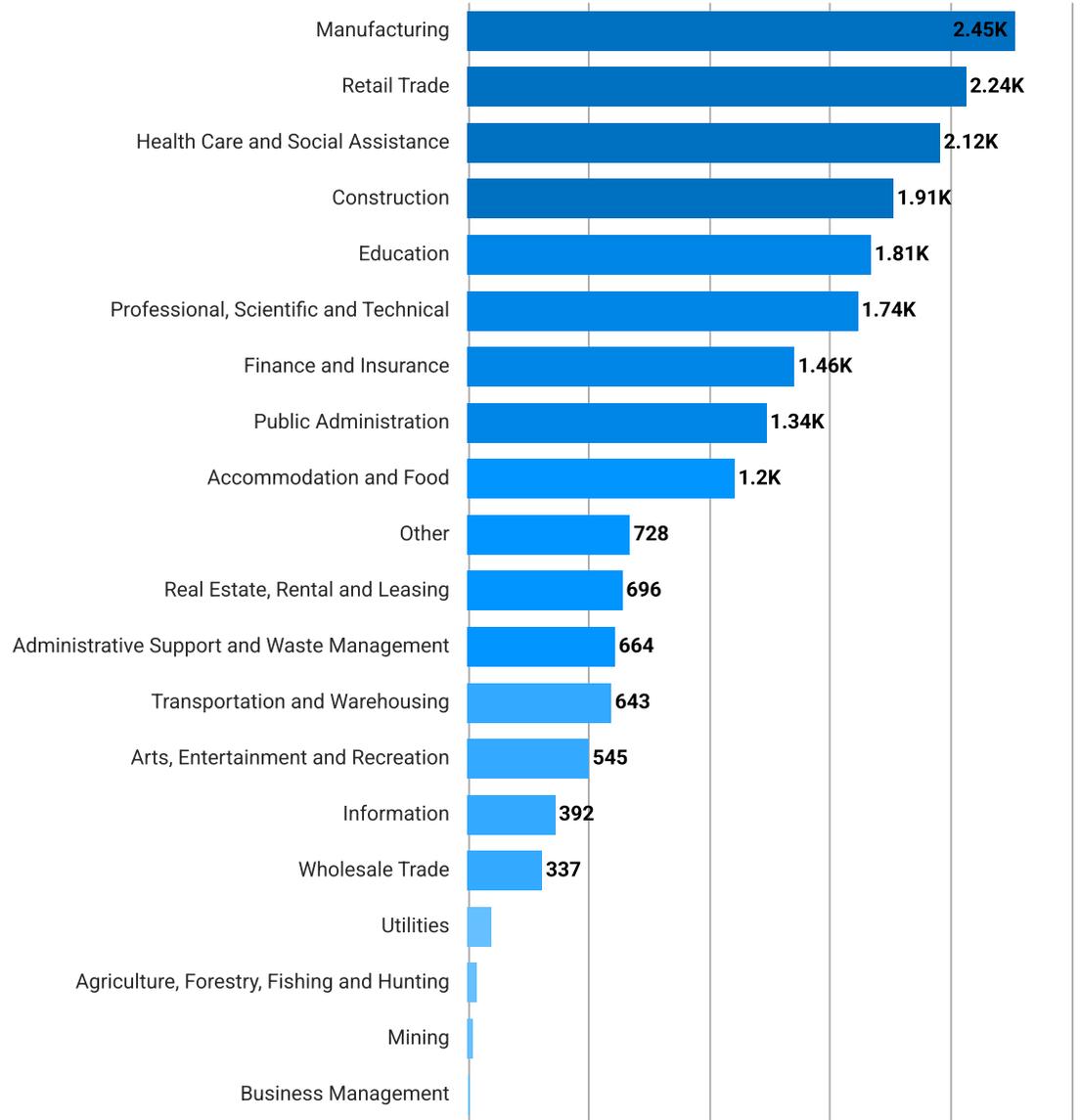


## Employment Count by Industry

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



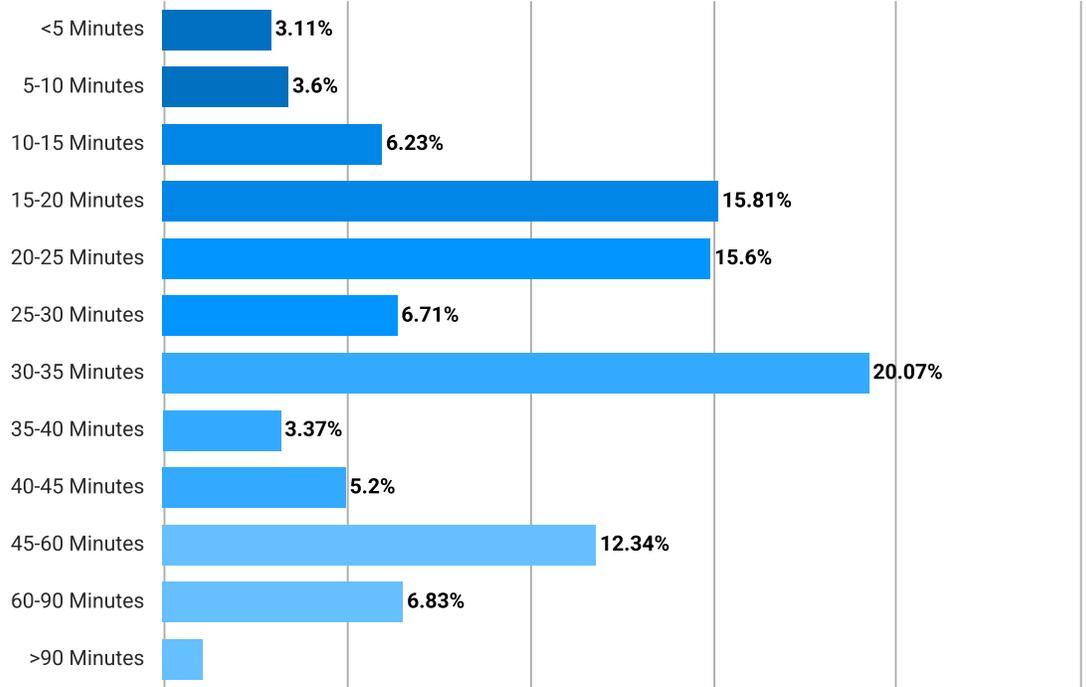
# Commute to Work

## 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

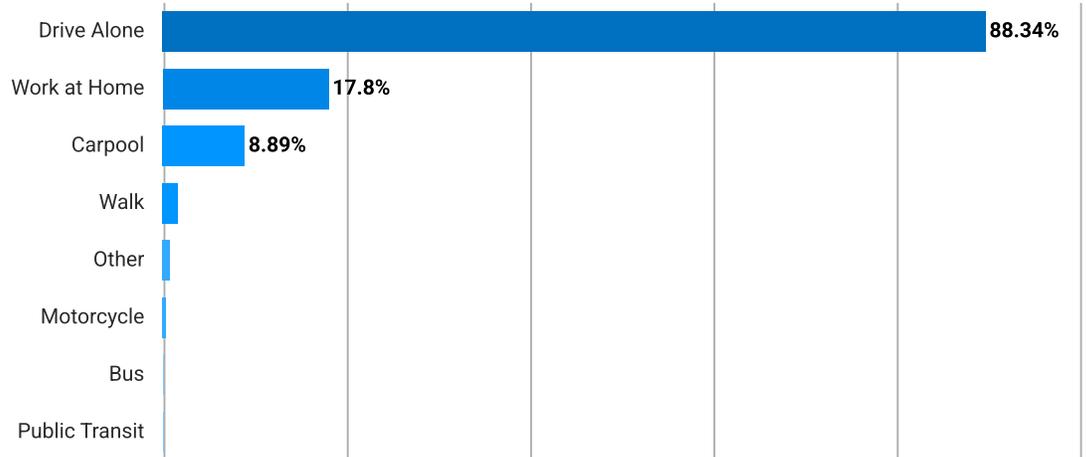


## How People Get to Work

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

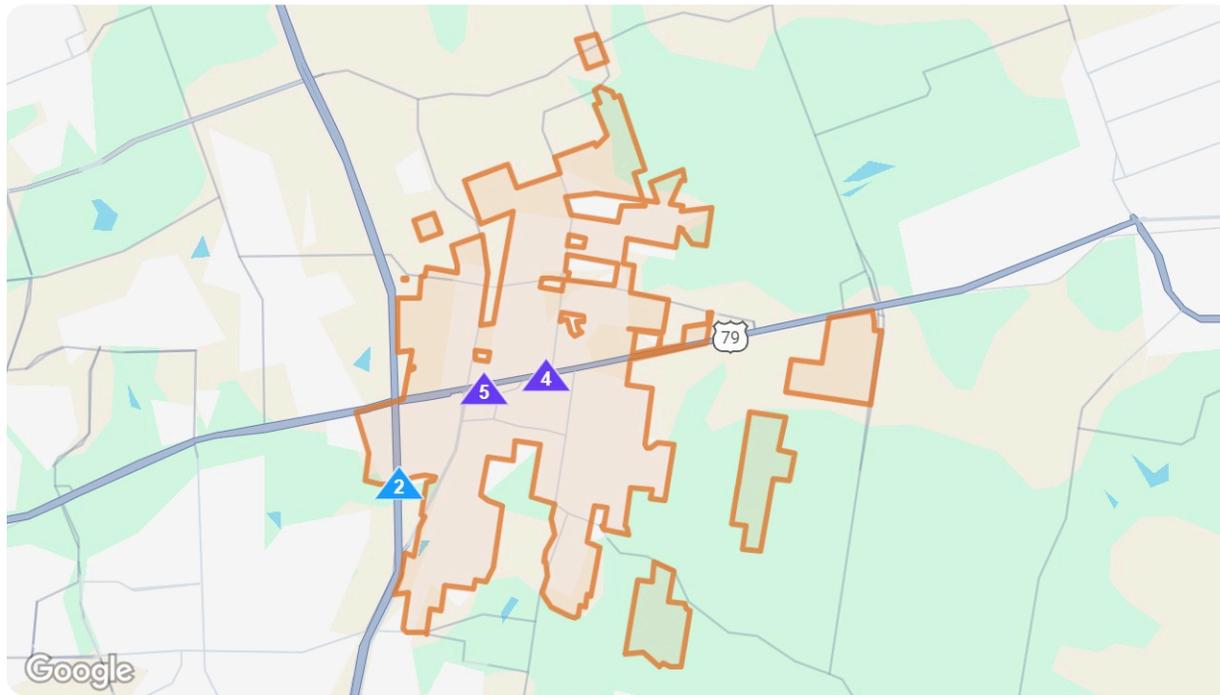
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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 **56,231**

**TX 130 Toll**

2024 Est. daily traffic counts

Cross: Tx 130 Svc Rd

Cross Dir: N

Distance: 0.18 miles

Historical counts

Year	▲ Count	Type
2022	▲ 55,418	AAWT

▲ 2 **56,231**

**TX 130 Toll**

2024 Est. daily traffic counts

Cross: Tx 130 Svc Rd

Cross Dir: N

Distance: 0.18 miles

Historical counts

Year	▲ Count	Type
2021	▲ 51,370	AAWT
2013	▲ 52,958	AAWT

▲ 3 **41,669**

**Palm Valley Boulevard**

2022 Est. daily traffic counts

Cross: W Hwy 79

Cross Dir: E

Distance: 0.09 miles

Historical counts

Year	▲ Count	Type
2021	▲ 36,947	AAWT
2020	▲ 23,319	AAWT
2018	▲ 28,261	AAWT
2013	▲ 59,921	AAWT

▲ 4 **37,489**

**2022 Est. daily traffic counts**

Cross: -

Cross Dir: -

Distance: -

Historical counts

Year	▲ Count	Type
2021	▲ 33,241	AAWT
2020	▲ 27,432	AAWT
2019	▲ 32,273	AAWT
2018	▲ 25,250	AAWT

▲ 5 **36,270**

**Palm Valley Boulevard**

2024 Est. daily traffic counts

Cross: US Hwy 79

Cross Dir: E

Distance: 0.16 miles

Historical counts

Year	▲ Count	Type
2019	▲ 35,871	AAWT

AAWT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AAWT - Average Weekly Daily Traffic

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

## About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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