TRADE AREA REPORT

Trade Area 1
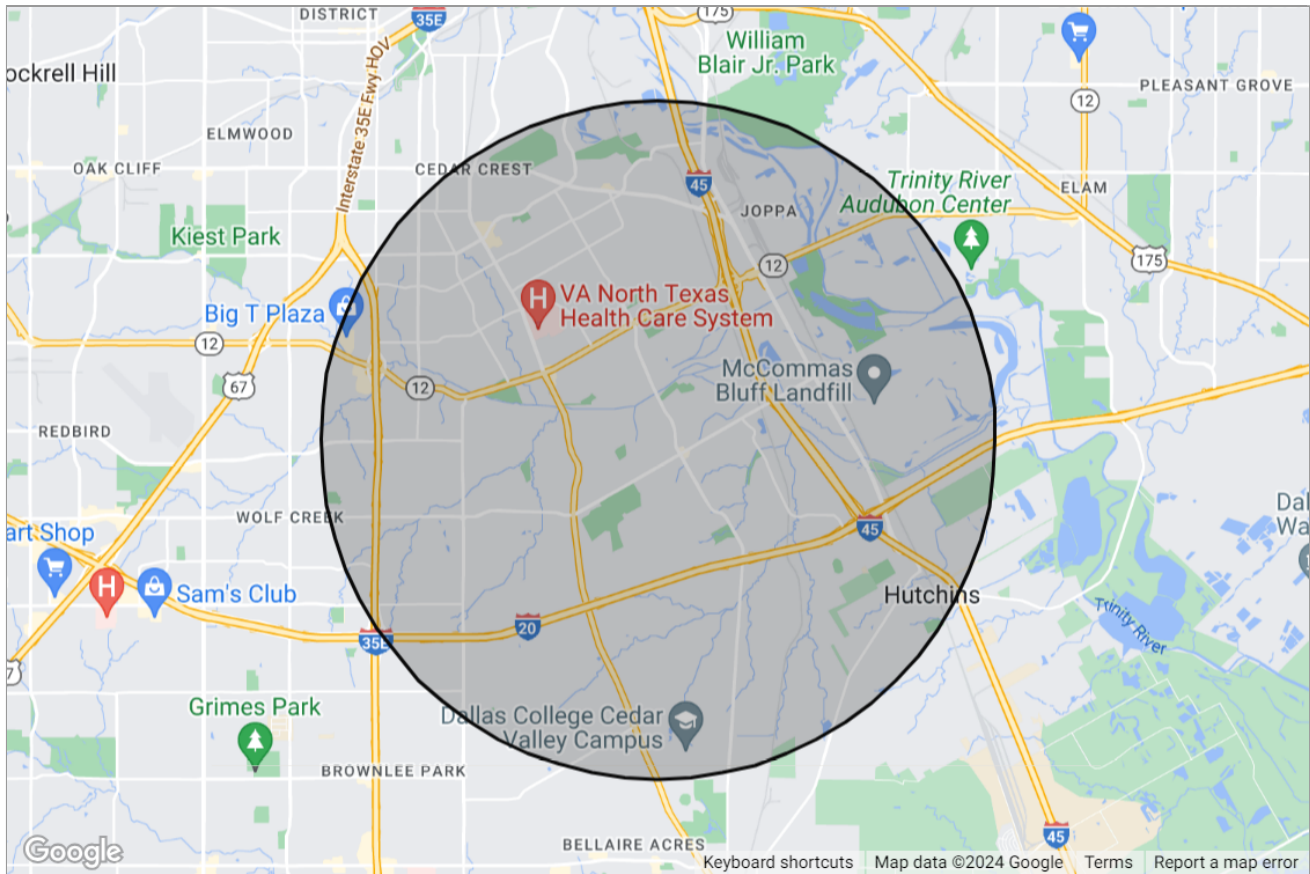
Presented by

Charles Reynolds

Texas Real Estate License: 0274248

....

Work: (972) 246-8073 | Mobile: (469) 245-3354 |
Fax: (972) 739-1473

Main: cerynlds@gmail.com

Reynolds & Associates Realty

P.O. Box 861
Desoto, TX 75123

8/28/2024

Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$35,375	**35.5**	**32,168**	**Family Foundations**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Hometown

Growing up and staying close to home; single householders

Urbanization

Where do people like this usually live?

Urban Periphery

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Family Foundations	Modest Income Homes	City Commons	Urban Edge Families	Southwestern Families
% of Households	4,116 (41.0%)	3,144 (31.3%)	1,459 (14.5%)	1,222 (12.2%)	101 (1.0%)
% of Dallas	16,133 (3.0%)	20,056 (3.8%)	15,039 (2.8%)	17,104 (3.2%)	13,321 (2.5%)
Lifestyle Group	Hometown	Hometown	Midtown Singles	Sprouting Explorers	Sprouting Explorers
Urbanization Group	Urban Periphery	Urban Periphery	Metro Cities	Urban Periphery	Urban Periphery
Residence Type	Single Family	Single Family	Multi-Unit Rentals; Single Family	Single Family	Single Family
Household Type	Singles	Singles	Single Parents	Married Couples	Married Couples
Average Household Size	2.61	2.43	2.48	3.08	2.96
Median Age	40.5	38.1	29.6	33.5	35.5
Diversity Index	53.8	46.8	58.9	88.5	80.6
Median Household Income	$51,900	$30,900	$27,100	$64,600	$40,500
Median Net Worth	$97,300	$14,400	$10,900	$108,600	$35,200
Median Home Value	$173,400	$86,500	$108,400	$258,200	$142,700
Homeownership	65.4 %	46.7 %	25.5 %	65.1 %	55.8 %
Employment	Services or Professional	Services or Professional	Services or Professional	Services or Professional	Services or Professional
Education	High School Diploma	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	A strong focus is on religion and character . Go online for games, entertainment.	Enjoy playing and watching basketball . Shop at warehouse clubs and low-cost retailers.	Shop primarily at warehouse clubs . Buy baby/children's products.	Family outings to theme parks are popular . Residents favor fast-food dining places.	Shop at pharmacies, dollar stores and discount departments . Television is a primary source of entertainment.
Financial	Many have no financial investments or retirement savings	Live for today, saving only for specific purposes	Nearly 1/4 receive Social Security and public assistance	Spend money carefully; buy necessities	Budget-conscious consumers
Media	Subscribe to premium cable TV	Favor TV as their media of choice	Magazines are popular sources of news/trends	Listen to Hispanic radio, use the Internet for socializing	Listen to Hispanic radio, watch Hispanic programming
Vehicle	Drive 1-2 vehicles	Carpool,walk, bike or public transportation	Take public transportation	One or two vehicles	Own 1-2 vehicles

RPR

8/28/2024

About this segment
Family Foundations

This is the	In this area	In the United States
#1	**41.0%**	**1.0%**
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

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

Our Neighborhood

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult. Average household size is slightly higher at 2.71. Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West. More than two-thirds are homeowners living in single family houses built before 1970. Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

Socioeconomic Traits

- More than half have either attended college or obtained a degree; one-third have only finished high school. Labor force participation rate is slightly lower at 58% as workers begin to retire. Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts. A strong focus is on religion and character. Style and appearance are important.

Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents. Shop at discount stores, such as Marshalls, Kmart, dollar stores, and take advantage of savings at Sam's Club. Many have no financial investments or retirement savings. Magazines, particularly focusing on health and children, are popular. Enjoy listening to urban format radio. Favorite entertainment sources include television: subscribe to premium cable channels and own 3–4 TVs. Connected, using the Internet primarily for entertainment, chat rooms, and online gaming.

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
Modest Income Homes

This is the	In this area	In the United States
#2	**31.3%**	**1.2%**
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

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. Rents are relatively low (Index 70), public transportation is available, and Medicaid assists families in need.

Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present. Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago. Over half of the homes are renter occupied; average rent is lower than the US average. Most households have one car (or no vehicle); nearly a third rely on carpooling, walking, biking or public transportation.

Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma. Labor force participation is 50%. Income is less than half of the US median income. Consumers in this market consider traditional gender roles and religious faith very important. This market lives for today, choosing to save only for a specific purpose. Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.

Market Profile

- Consumers shop at warehouse clubs and low-cost retailers. Unlikely to own a credit card, pay bills in person. This market supports multigenerational families; are often primary caregivers for elderly family members. Listen to gospel and R&B music. Enjoy playing and watching basketball.

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

City Commons

This is the	In this area	In the United States
#3	**14.5%**	**0.9%**
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

This segment is one of Tapestrys Segmentation's youngest markets. It is primarily composed of single-parent and single-person households living within large metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within office and administrative Support.

Our Neighborhood

- Single parents, primarily female, and singles head these young households. Average household size is slightly higher than the US at 2.67. City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings. Neighborhoods are older, built before 1960. Typical of the city, many households own either one vehicle or none, and use public transportation or taxis

Socioeconomic Traits

- Although some have college degrees, nearly a quarter have not graduated from high school. Labor force participation is low at 53%. Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security and public assistance. Consumers endeavor to keep up with the latest fashion trends. Many families prefer the convenience of fast-food restaurants to cooking at home.

Market Profile

- Baby and children's products, like food and clothing, are the primary purchases. Shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington. While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid. Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels. Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines. Enjoy listening to urban radio.

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.

8/28/2024

About this segment
Urban Edge Families

This is the	In this area	In the United States
#4	**12.2%**	**1.5%**
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

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.

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.

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.

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
Southwestern Families

This is the	In this area	In the United States
#5	**1.0%**	**0.8%**
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

Residents in these neighborhoods are young families primarily located in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Many are limited English speaking households. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment.

Our Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households. Average household size is higher at 3.20. Many residents were born abroad; many households have residents who speak only Spanish. Over 45% of householders rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas. Neighborhoods are older; most of the homes constructed prior to 1970. Nearly 70% of all households have one or two vehicles available.

Socioeconomic Traits

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects. Labor force participation is at 52%. Most households receive income from wages or salaries; 35% receive contributions from Social Security; 12% from Supplemental Security Income. While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions. Often, purchase decisions are based on how a product may improve or organize their lives.

Market Profile

- Television is a primary source of entertainment, and most homes have multiple sets. Residents prefer to pay bills in person, but paying using their mobile devices is growing. Baby and children's products, such as food, clothing, and furniture, are common purchases. Shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears. Listen to Hispanic radio and watch Hispanic programming on television. Most households have landlines, used frequently for international calls. About 2 out of 3 have access to the Internet.

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.

Trade Area 1: 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)

Geography	2023	2028 (Projected)
Trade Area 1	95,000	94,702
Oak Cliff	289,831	292,528
Dallas County	2,646,702	2,694,298
Texas	30,506,523	32,021,944

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)

Geography	2023	2028 (Projected)
Oak Cliff	3,398.6	3,430.2
Dallas County	3,037.7	3,092.3
Texas	116.8	122.6

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)

Geography	2023	2028 (Projected)
Trade Area 1	-1.30	-0.31
Oak Cliff	-0.61	0.93%
Dallas County	1.27%	1.80%
Texas	4.67%	4.97%

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

■ Trade Area 1

Geography	Trade Area 1
Trade Area 1	78,685
Oak Cliff	257,860
Dallas County	3,046,772
Texas	30,276,433

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

■ Oak Cliff

Area	Value
Oak Cliff	3,023.7
Dallas County	3,496.9
Texas	115.9

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)

Area	2023	2028 (Projected)
Trade Area 1	3.04	3.04
Oak Cliff	2.94	2.90
Dallas County	2.66	2.63
Texas	2.71	2.69

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)

Area	2023	2028 (Projected)
Trade Area 1	78,664	78,580
Oak Cliff	243,670	245,822
Dallas County	2,115,584	2,150,679
Texas	24,953,718	26,191,844

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)

Area	Women 2023	Men 2023	Women 2028 (Projected)	Men 2028 (Projected)
Trade Area 1	52.1%	47.9%	52.1%	47.9%
Oak Cliff	51.2%	48.8%	51.3%	48.7%
Dallas County	50.4%	49.6%	50.5%	49.5%
Texas	50.2%	49.8%	50.4%	49.6%

Trade Area 1: 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

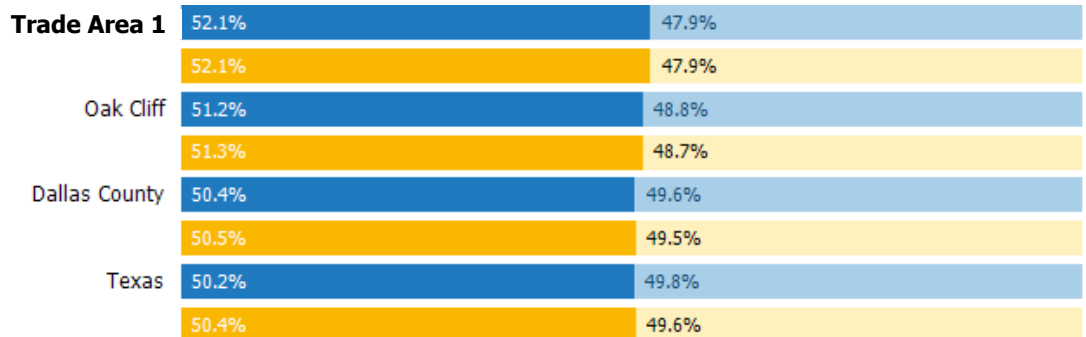Update Frequency: Annually

■ 2023
■ 2028 (Projected)

	2023	2028 (Projected)
Trade Area 1	35.7	36.4
Oak Cliff	33.2	34.0
Dallas County	34.5	35.1
Texas	35.7	36.2

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)

Age Group	2023	2028 (Projected)
Children	14.7%	14.3%
Tweens	4.6%	4.4%
Teens	9.8%	10.0%
20s	13.1%	12.4%
30s	13.2%	13.2%
40s	11.4%	12.1%
50s	11.3%	10.7%
60s	10.5%	10.5%
70s	7.9%	8.0%
Over 80	3.6%	4.4%

8/28/2024

Trade Area 1: 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	Unmarried
Trade Area 1	33.7%	66.3%
Oak Cliff	38.8%	61.2%
Dallas County	48.2%	51.8%
Texas	52.6%	47.4%

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

Trade Area 1	33.7%
Oak Cliff	38.8%
Dallas County	48.2%
Texas	52.6%

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

Trade Area 1	45.7%
Oak Cliff	44.2%
Dallas County	38.4%
Texas	33.2%

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

Trade Area 1	8.2%
Oak Cliff	6.3%
Dallas County	4.3%
Texas	4.9%

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

Trade Area 1	12.4%
Oak Cliff	10.7%
Dallas County	9.1%
Texas	9.3%

Trade Area 1: 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

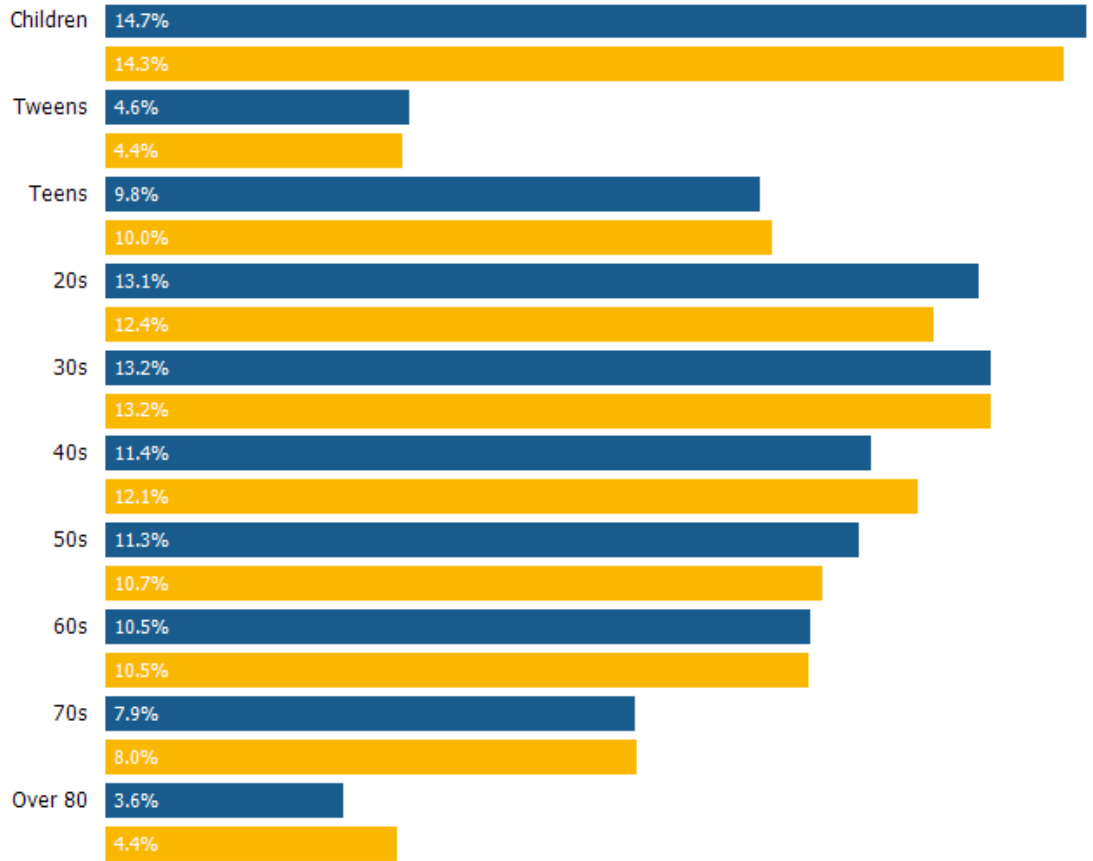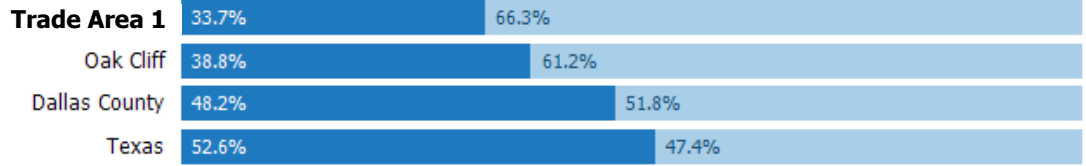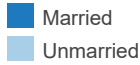Update Frequency: Annually

- 2023
- 2028 (Projected)

Geography	2023	2028 (Projected)
Trade Area 1	$50,524	$57,221
Oak Cliff	$64,936	$74,045
Dallas County	$102,458	$115,420
Texas	$102,636	$115,572

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)

Geography	2023	2028 (Projected)
Trade Area 1	$33,596	$36,978
Oak Cliff	$42,946	$48,495
Dallas County	$65,583	$74,332
Texas	$69,529	$78,896

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)

Geography	2023	2028 (Projected)
Trade Area 1	$16,270	$18,402
Oak Cliff	$22,021	$25,399
Dallas County	$38,168	$43,421
Texas	$37,264	$42,322

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

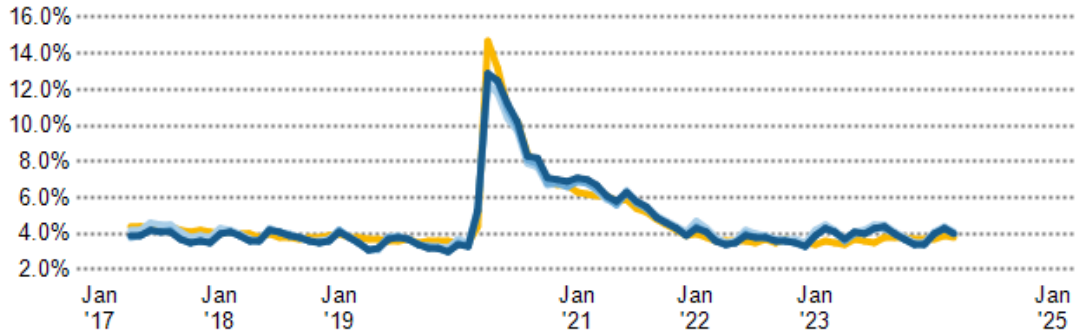| Geography	2023
Trade Area 1	$42,074
Oak Cliff	$52,687
Dallas County	$78,344
Texas	$79,327

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

- Dallas
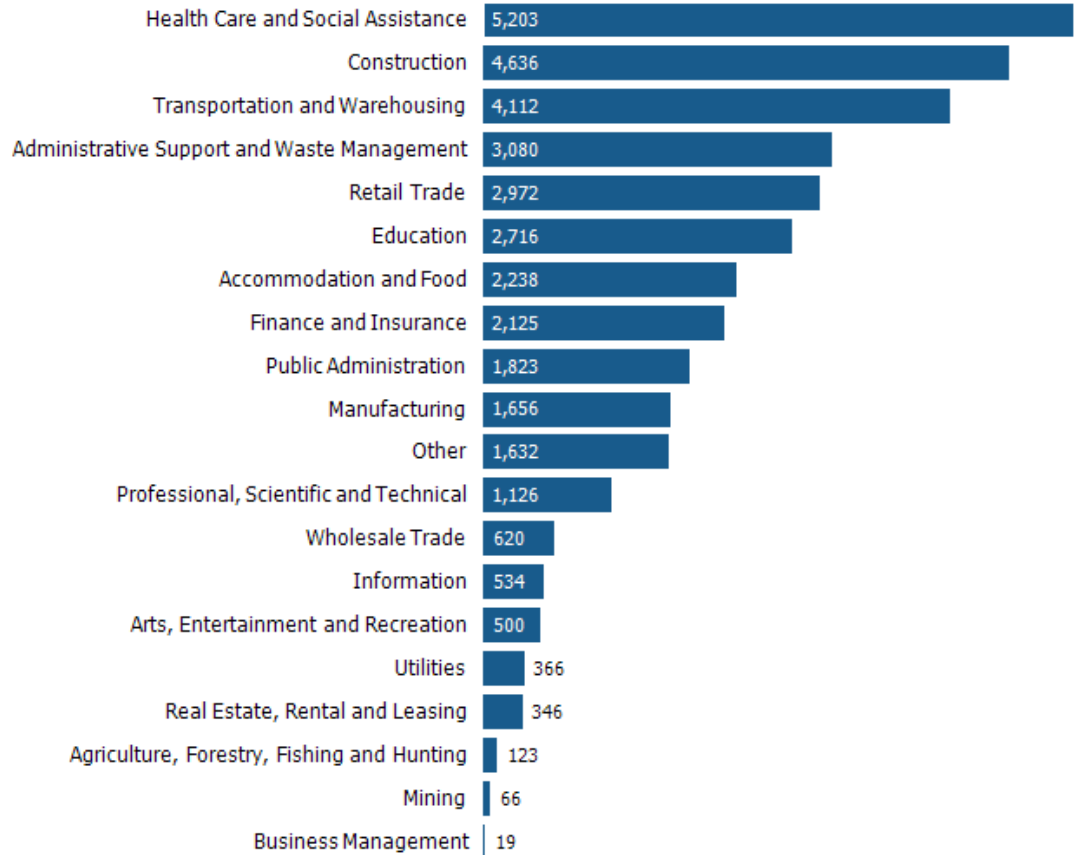- Dallas County
- Texas
- USA

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

Industry	Count
Health Care and Social Assistance	5,203
Construction	4,636
Transportation and Warehousing	4,112
Administrative Support and Waste Management	3,080
Retail Trade	2,972
Education	2,716
Accommodation and Food	2,238
Finance and Insurance	2,125
Public Administration	1,823
Manufacturing	1,656
Other	1,632
Professional, Scientific and Technical	1,126
Wholesale Trade	620
Information	534
Arts, Entertainment and Recreation	500
Utilities	366
Real Estate, Rental and Leasing	346
Agriculture, Forestry, Fishing and Hunting	123
Mining	66
Business Management	19

Trade Area 1: 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

Trade Area 1	9.6%
Oak Cliff	14.1%
Dallas County	9.0%
Texas	6.6%

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

Trade Area 1	12.7%
Oak Cliff	11.8%
Dallas County	7.8%
Texas	6.6%

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

Trade Area 1	4.7%
Oak Cliff	4.5%
Dallas County	3.3%
Texas	4.4%

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

Trade Area 1	34.7%
Oak Cliff	29.5%
Dallas County	20.1%
Texas	20.9%

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

Trade Area 1	20.2%
Oak Cliff	17.3%
Dallas County	16.5%
Texas	18.4%

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

Trade Area 1	4.7%
Oak Cliff	4.8%
Dallas County	6.6%
Texas	8.2%

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

Trade Area 1	8.9%
Oak Cliff	11.9%
Dallas County	23.2%
Texas	22.8%

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

Trade Area 1	4.6%
Oak Cliff	6.0%
Dallas County	13.4%
Texas	12.1%

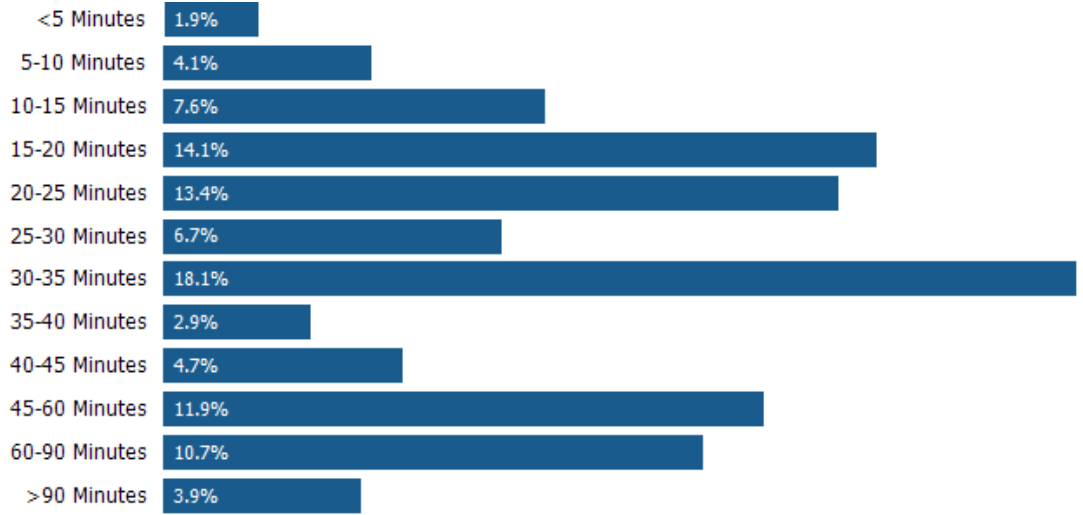# Trade Area 1: Commute Comparison

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

■ Trade Area 1

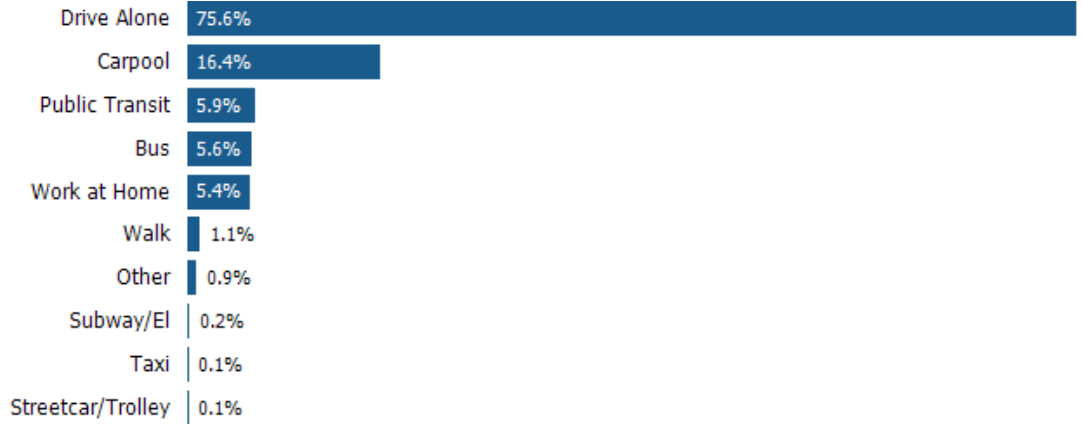| Commute Time	%
<5 Minutes	1.9%
5-10 Minutes	4.1%
10-15 Minutes	7.6%
15-20 Minutes	14.1%
20-25 Minutes	13.4%
25-30 Minutes	6.7%
30-35 Minutes	18.1%
35-40 Minutes	2.9%
40-45 Minutes	4.7%
45-60 Minutes	11.9%
60-90 Minutes	10.7%
>90 Minutes	3.9%

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

■ Trade Area 1

Mode	%
Drive Alone	75.6%
Carpool	16.4%
Public Transit	5.9%
Bus	5.6%
Work at Home	5.4%
Walk	1.1%
Other	0.9%
Subway/El	0.2%
Taxi	0.1%
Streetcar/Trolley	0.1%

8/28/2024

Trade Area 1: 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

Area	Value
Oak Cliff	$261,670
Dallas County	$318,000
Texas	$319,750

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

Area	Change
Oak Cliff	-0.4%
Dallas County	-3.6%
Texas	-4.4%

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

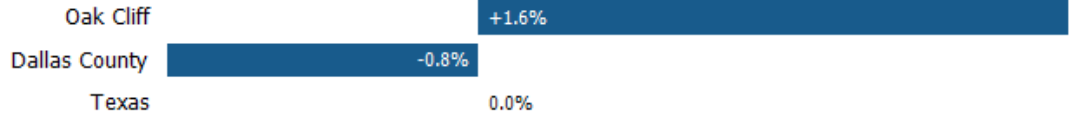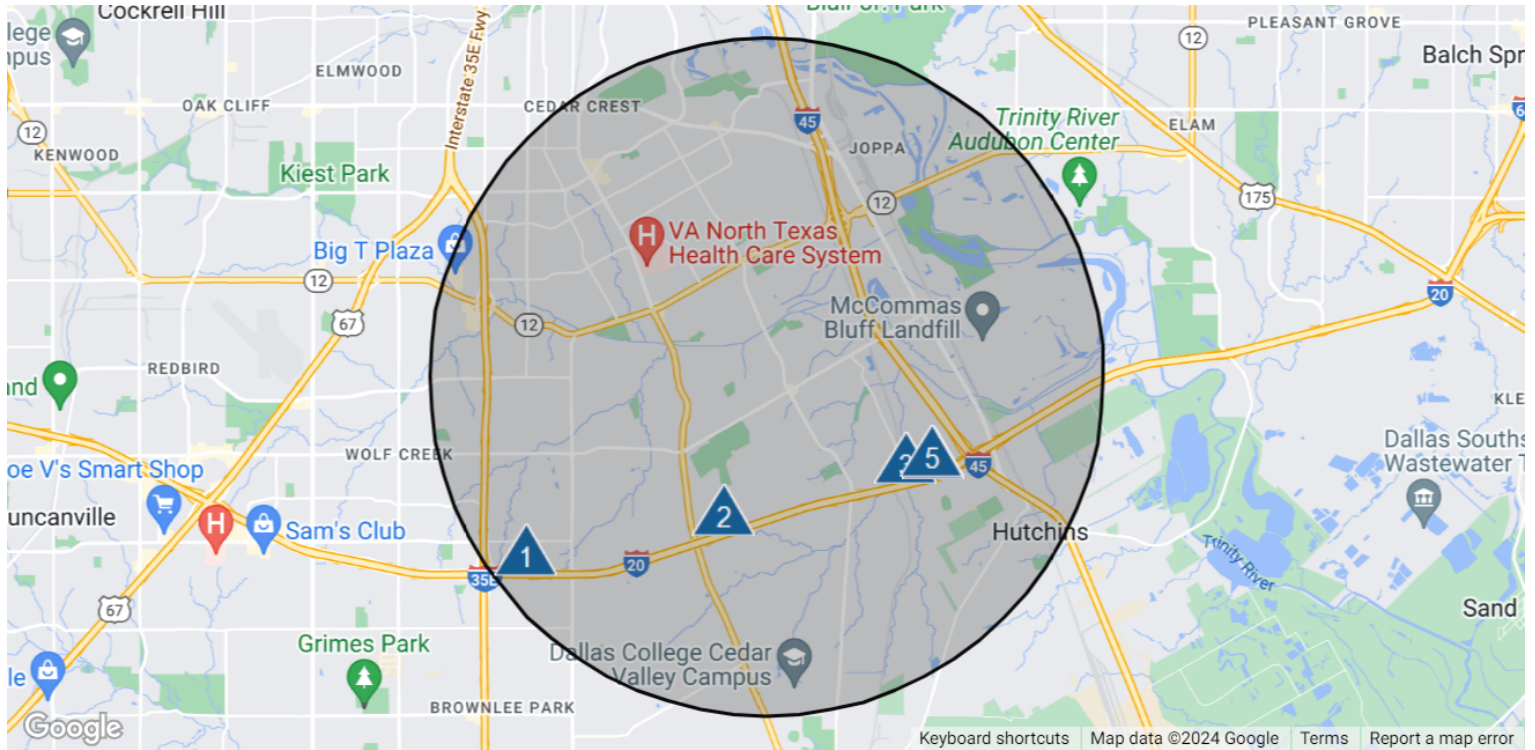| Area	Price
Oak Cliff	$320,000
Dallas County	$415,000
Texas	$389,990

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

Area	Change
Oak Cliff	+1.6%
Dallas County	-0.8%
Texas	0.0%

8/28/2024

Traffic Counts

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

▲ 1

161,329

2023 Est. daily traffic counts

Street: **I- 20**
Cross: **N Houston School Rd**
Cross Dir: **E**
Dist: **0.44 miles**

Historical counts

Year		Count	Type
2021	▲	163,916	AADT
2019	▲	174,444	AADT
2016	▲	177,195	AADT
2015	▲	160,238	AADT
2012	▲	136,000	AADT

▲ 2

151,259

2023 Est. daily traffic counts

Street: **Lyndon B Johnson Freeway**
Cross: **Lbj FwySvc Rd S**
Cross Dir: **S**
Dist: **0.02 miles**

Historical counts

Year		Count	Type
2021	▲	147,984	AADT
2020	▲	148,276	AADT
2019	▲	160,465	AADT
2018	▲	157,078	AADT

▲ 3

147,573

2023 Est. daily traffic counts

Street: **I- 20**
Cross: **S Lancaster Rd**
Cross Dir: **SW**
Dist: **0.33 miles**

Historical counts

Year		Count	Type
2021	▲	155,848	AADT
2016	▲	163,056	AADT
2015	▲	148,310	AADT
2012	▲	125,000	AADT
2011	▲	146,000	AADT

▲ 4

145,247

2023 Est. daily traffic counts

Street: **Lyndon B Johnson Freeway**
Cross: **N Jj Lemmon St**
Cross Dir: **NE**
Dist: **0.27 miles**

Historical counts

Year		Count	Type
2020	▲	142,806	AADT
2019	▲	150,440	AADT
2018	▲	147,030	AADT

▲ 5

133,673

2023 Est. daily traffic counts

Street: **I- 20**
Cross: **J J Lemmon Rd**
Cross Dir: **NE**
Dist: **0.27 miles**

Historical counts

Year		Count	Type
2016	▲	151,013	AADT
2015	▲	137,842	AADT
2012	▲	120,000	AADT
2011	▲	138,000	AADT
2009	▲	125,000	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

8/28/2024