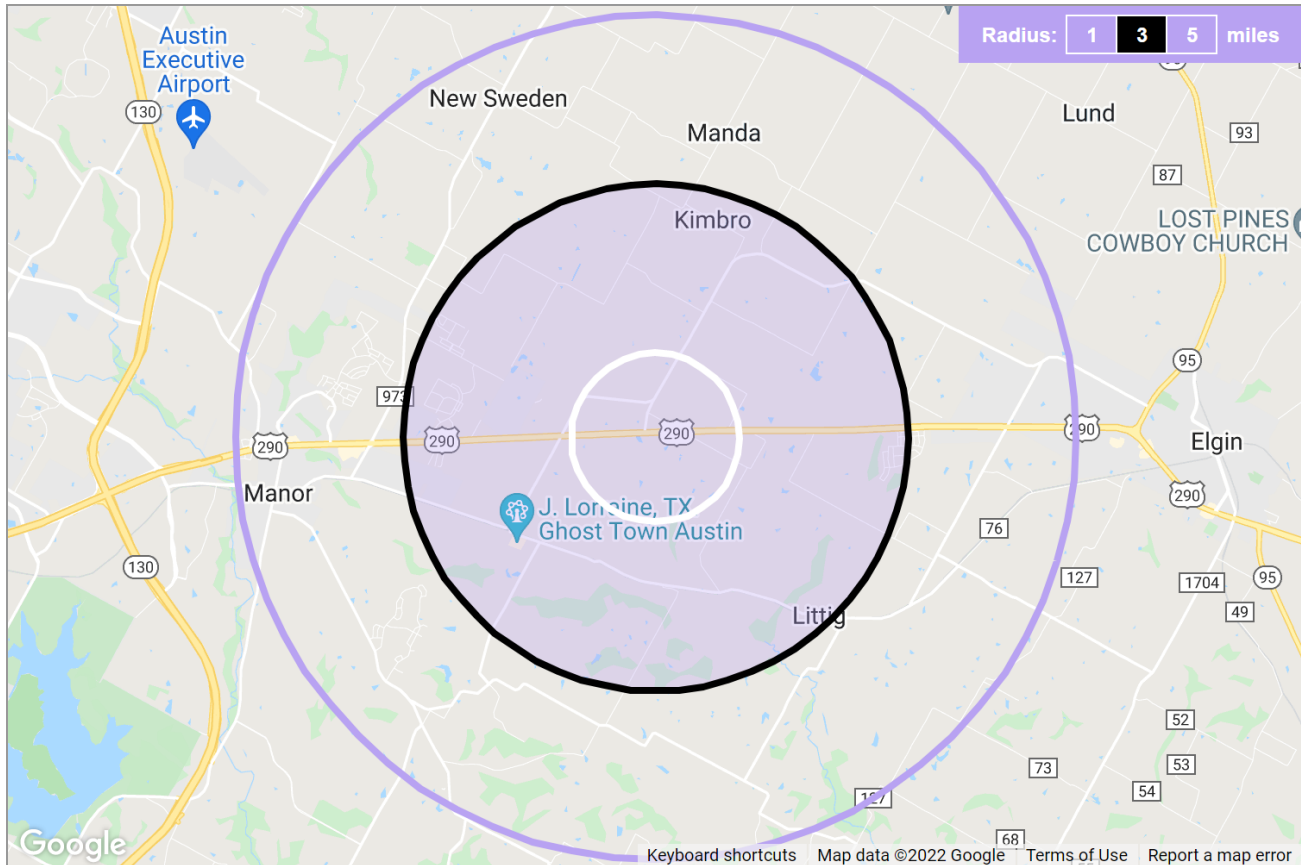


COMMERCIAL TRADE AREA REPORT

3 mile radius near Manor, TX 78653



Presented by
Spencer Collins | Broker
Texas Real Estate License: 345335

McALLISTER
& ASSOCIATES
REAL ESTATE SERVICES

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McAllister & Associates

201 Barton Springs Road
Austin, TX 78704

Criteria Used for Analysis

Income:
**Median Household
Income**
\$66,046

Income:
Householder Age 25-34
\$66,249

Income:
Householder Age 35-44
\$74,244

Income:
Householder Age 45-54
\$71,591

Income:
Householder Age 55-64
\$64,678

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Ethnic Enclaves

Established diversity—young, Hispanic homeowners with families

Urbanization

Where do people like this usually live?

Suburban Periphery

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

Top Tapestry Segments

	Up and Coming Families	American Dreamers	Green Acres	Down the Road	Middleburg
% of Households	5,648 (68.4%)	1,329 (16.1%)	485 (5.9%)	450 (5.5%)	142 (1.7%)
Lifestyle Group	Ethnic Enclaves	Ethnic Enclaves	Cozy Country Living	Rustic Outposts	Family Landscapes
Urbanization Group	Suburban Periphery	Urban Periphery	Rural	Semirural	Semirural
Residence Type	Single Family	Single Family	Single Family	Mobile Homes	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.1	3.16	2.69	2.74	2.73
Median Age	30.7	31.8	43	34.3	35.3
Diversity Index	72.4	83.3	24	70.5	46.3
Median Household Income	\$64,000	\$48,000	\$72,000	\$36,000	\$55,000
Median Net Worth	\$96,000	\$53,000	\$226,000	\$30,000	\$89,000
Median Home Value	\$174,000	\$130,000	\$197,000	\$104,000	\$158,000
Homeownership	74.1 %	65 %	86.7 %	66.4 %	74.3 %
Employment	Professional or Services	Services or Administration	Professional or Management	Services or Administration	Professional or Services
Education	College Degree	High School Graduate	College Degree	High School Graduate	College Degree
Preferred Activities	Visit theme parks, zoos . Contract for home and landscaping services.	Own feature-rich cell phones . Pay bills, socialize online.	Are member of veterans' club, fraternal order . Do home improvement projects.	Visit chat rooms, play games online . Go hunting, fishing.	Buy children's toys and clothes . Go hunting, bowling, target shooting.
Financial	Hold student loans, mortgages	Spend money carefully; buy necessities	Bank, pay bills online	Prefer convenience of frozen meals, fast food	Carry some debt; invest for future
Media	Go online to shop, bank, for entertainment	Listen to urban or Hispanic radio	Watch TV by satellite	Watch Animal Planet on satellite TV	Watch country, Christian TV channels
Vehicle	Own late-model compact car, SUV	One or two vehicles	Own truck/SUV	Bought used vehicle last year	Own trucks, SUVs

About this segment

Up and Coming Families

This is the

#1

dominant segment
for this area

In this area

68.4%

of households fall
into this segment

In the United States

2.5%

of households fall
into this segment

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

Who We Are

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment American Dreamers

This is the
#2
dominant segment
for this area

In this area
16.1%
of households fall
into this segment

In the United States
1.5%
of households fall
into this segment

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

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther 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. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. 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

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- 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

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- 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 Wendy'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, Cartoon Network, and Disney, 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 2020. Update Frequency: Annually.

About this segment Green Acres

This is the
#3
dominant segment
for this area

In this area
5.9%
of households fall
into this segment

In the United States
3.2%
of households fall
into this segment

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

Who We Are

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

Our Neighborhood

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

Socioeconomic Traits

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

Market Profile

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

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 2020. Update Frequency: Annually.

About this segment Down the Road

This is the
#4
dominant segment
for this area

In this area
5.5%
of households fall
into this segment

In the United States
1.1%
of households fall
into this segment

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

Who We Are

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (more than three times the U.S. percentage).

Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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 2020. Update Frequency: Annually.

About this segment Middleburg

This is the
#5
dominant segment
for this area

In this area
1.7%
of households fall
into this segment

In the United States
2.9%
of households fall
into this segment

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

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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 2020. Update Frequency: Annually.

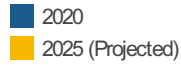
3 mile radius near Manor, TX 78653: Population Comparison

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, 2020

Update Frequency: Annually

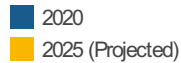


Population Density

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, 2020

Update Frequency: Annually

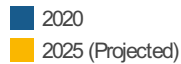


Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

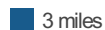


Total Daytime Population

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, 2020

Update Frequency: Annually



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, 2020

Update Frequency: Annually

3 miles



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, 2020

Update Frequency: Annually

2020
2025 (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, 2020

Update Frequency: Annually

2020
2025 (Projected)



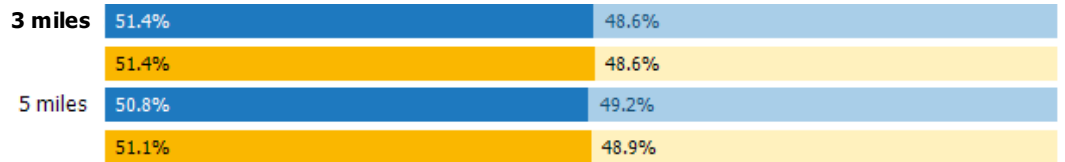
Female / Male Ratio

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, 2020

Update Frequency: Annually

Women 2020
Men 2020
Women 2025 (Projected)
Men 2025 (Projected)



3 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

2020
2025 (Projected)



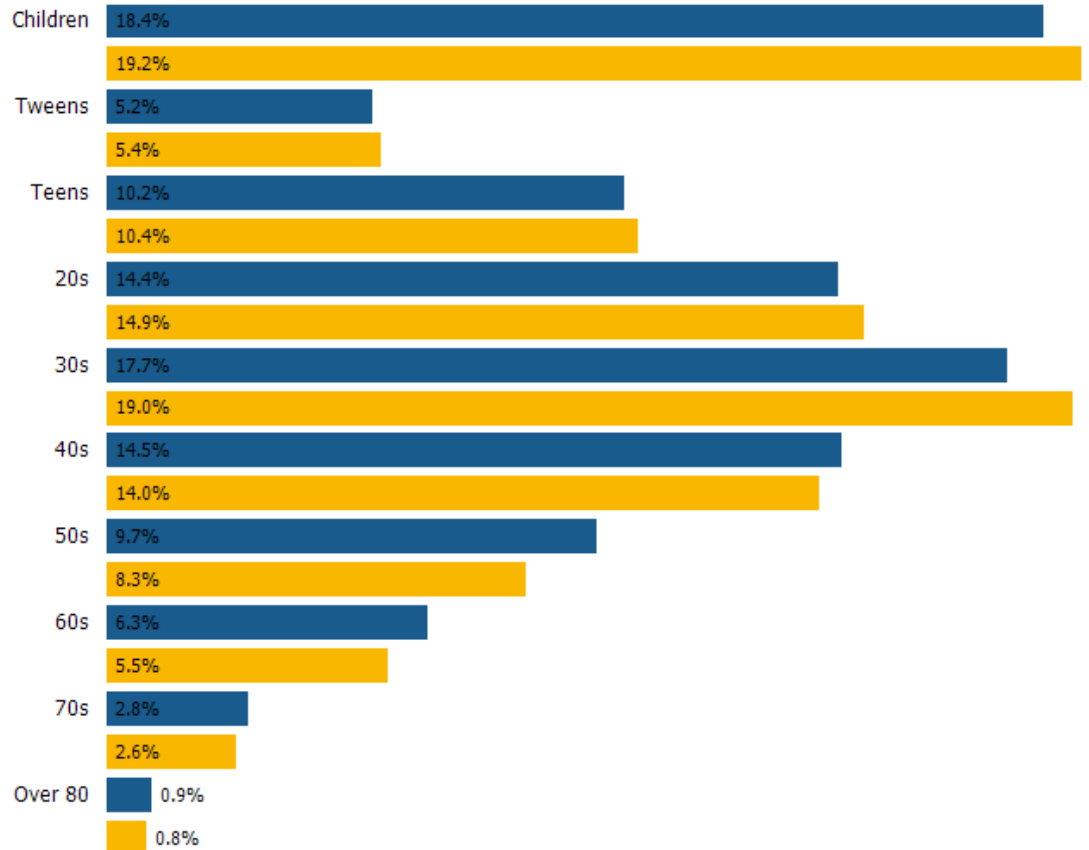
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

2020
2025 (Projected)



3 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually



Married

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

Data Source: U.S. Census American Community Survey via Esri, 2020

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, 2020

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, 2020

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, 2020

Update Frequency: Annually



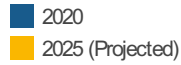
3 mile radius near Manor, TX 78653: Economic Comparison

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, 2020

Update Frequency: Annually

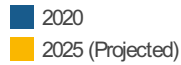


Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

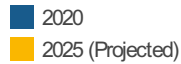


Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



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, 2020

Update Frequency: Annually



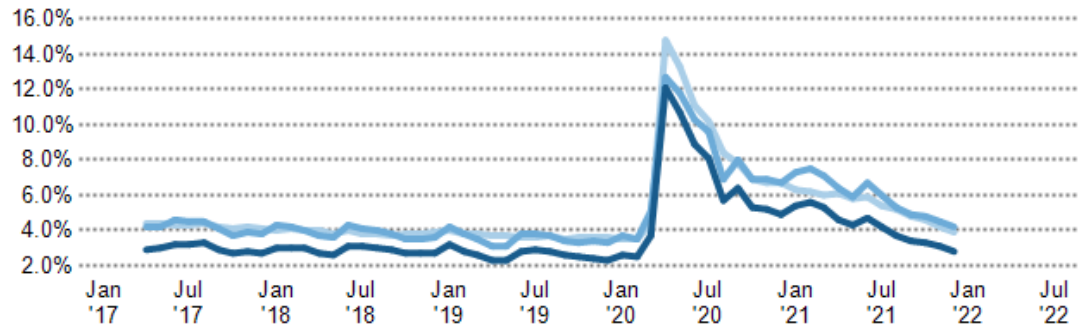
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

Travis County
Texas
USA

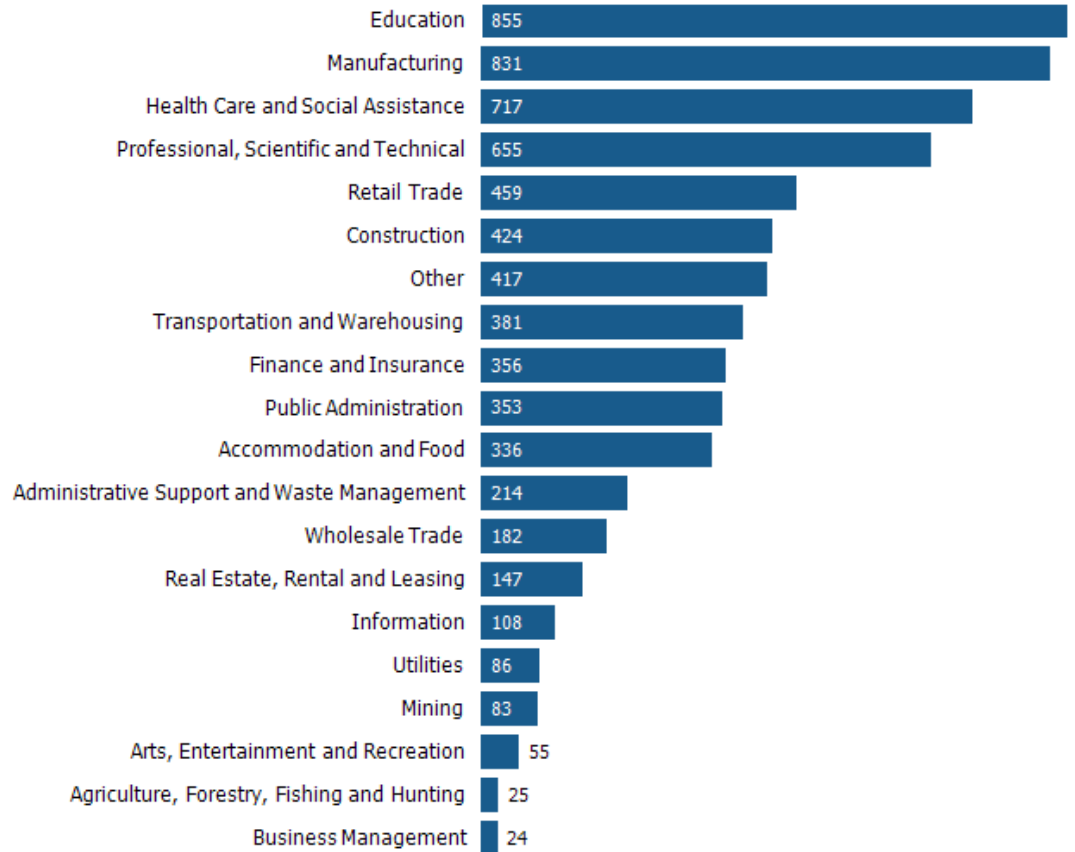


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually



3 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Associate Degree

3 miles 6.4%

5 miles 7.7%

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, 2020

Update Frequency: Annually

Bachelor's Degree

3 miles 28.6%

5 miles 21.5%

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, 2020

Update Frequency: Annually

Grad/Professional Degree

3 miles 12.1%

5 miles 8.5%

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, 2020

Update Frequency: Annually

3 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

■ Aggregated Places



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, 2020

Update Frequency: Annually

■ Aggregated Places



3 mile radius near Manor, TX 78653: 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: On- and off-market listings sources

Update Frequency: Monthly



12 mo. Change in Median Listing Price

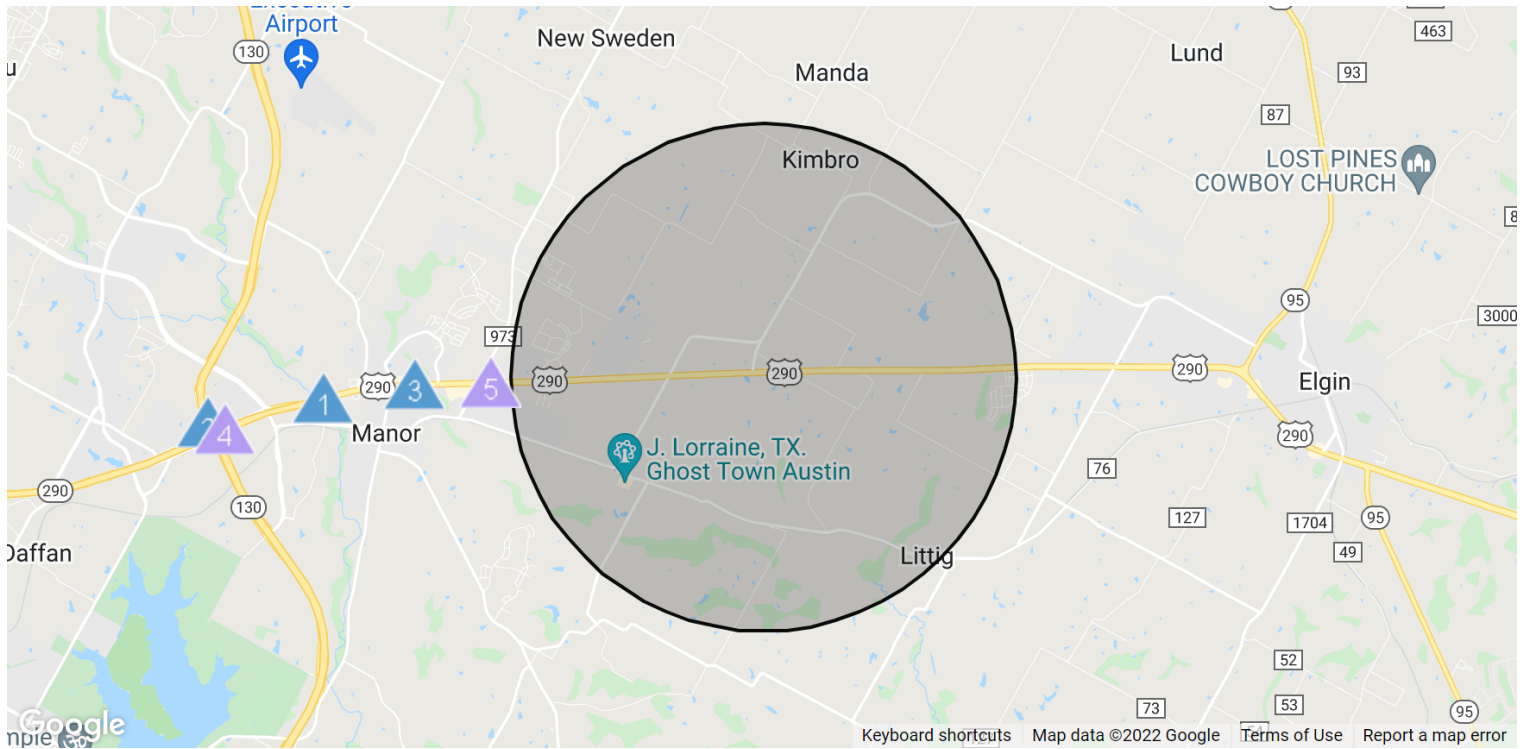
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

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

57,410

2021 Est. daily traffic counts

Street: US Highway 290
Cross: Manor Middle School Rd
Cross Dir: SW
Dist: 0.16 miles

Historical counts

Year	Count	Type
2019	59,089	AADT
2018	54,210	AADT

2

54,202

2021 Est. daily traffic counts

Street: Pickle Parkway
Cross: E Hwy 290 Svc Rd
Cross Dir: SE
Dist: 0.15 miles

Historical counts

Year	Count	Type
2019	53,846	AADT
2018	51,658	AADT

3

52,226

2021 Est. daily traffic counts

Street: US Highway 290
Cross: N San Marcos St
Cross Dir: SW
Dist: 0.19 miles

Historical counts

Year	Count	Type
2019	51,848	AADT
2018	51,848	AADT

4

45,172

2021 Est. daily traffic counts

Street: Manor Expressway
Cross: Tx Hwy 130 Svc Rd
Cross Dir: SW
Dist: 0.1 miles

Historical counts

Year	Count	Type
2019	43,994	AADT
2018	44,215	AADT

5

45,027

2021 Est. daily traffic counts

Street: US Highway 290
Cross: FM 973
Cross Dir: W
Dist: 0.13 miles

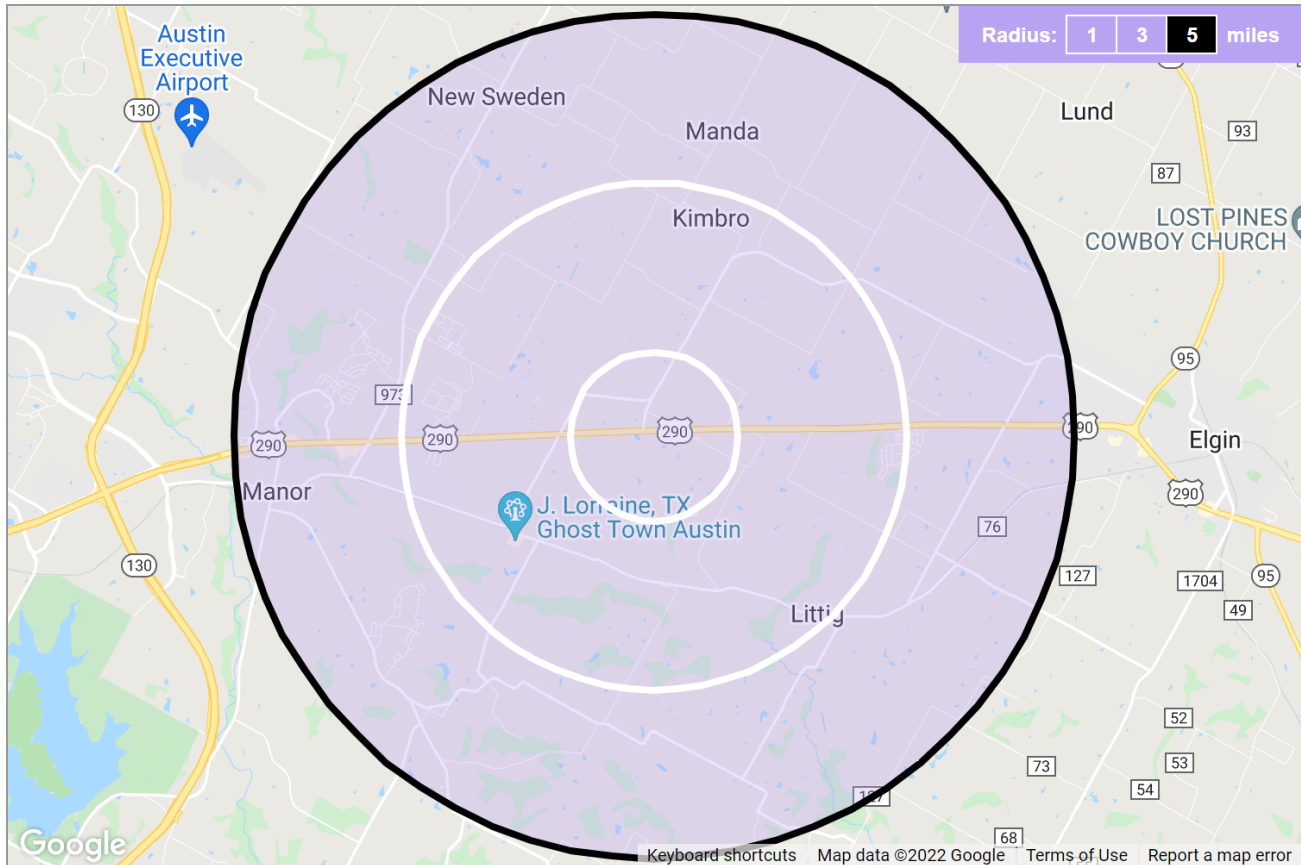
Historical counts

Year	Count	Type
2019	44,701	AADT
2018	44,701	AADT

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

COMMERCIAL TRADE AREA REPORT

5 mile radius near Manor, TX 78653



Presented by
Spencer Collins | Broker
Texas Real Estate License: 345335

McALLISTER
& ASSOCIATES
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Broker: <http://www.matexas.com/people/spence-collins>

McAllister & Associates

201 Barton Springs Road
Austin, TX 78704

Criteria Used for Analysis

Income:
**Median Household
Income**
\$66,046

Income:
Householder Age 25-34
\$66,249

Income:
Householder Age 35-44
\$74,244

Income:
Householder Age 45-54
\$71,591

Income:
Householder Age 55-64
\$64,678

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Ethnic Enclaves

Established diversity—young, Hispanic homeowners with families

Urbanization

Where do people like this usually live?

Suburban Periphery

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

Top Tapestry Segments

	Up and Coming Families	American Dreamers	Green Acres	Down the Road	Middleburg
% of Households	5,648 (68.4%)	1,329 (16.1%)	485 (5.9%)	450 (5.5%)	142 (1.7%)
Lifestyle Group	Ethnic Enclaves	Ethnic Enclaves	Cozy Country Living	Rustic Outposts	Family Landscapes
Urbanization Group	Suburban Periphery	Urban Periphery	Rural	Semirural	Semirural
Residence Type	Single Family	Single Family	Single Family	Mobile Homes	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.1	3.16	2.69	2.74	2.73
Median Age	30.7	31.8	43	34.3	35.3
Diversity Index	72.4	83.3	24	70.5	46.3
Median Household Income	\$64,000	\$48,000	\$72,000	\$36,000	\$55,000
Median Net Worth	\$96,000	\$53,000	\$226,000	\$30,000	\$89,000
Median Home Value	\$174,000	\$130,000	\$197,000	\$104,000	\$158,000
Homeownership	74.1 %	65 %	86.7 %	66.4 %	74.3 %
Employment	Professional or Services	Services or Administration	Professional or Management	Services or Administration	Professional or Services
Education	College Degree	High School Graduate	College Degree	High School Graduate	College Degree
Preferred Activities	Visit theme parks, zoos . Contract for home and landscaping services.	Own feature-rich cell phones . Pay bills, socialize online.	Are member of veterans' club, fraternal order . Do home improvement projects.	Visit chat rooms, play games online . Go hunting, fishing.	Buy children's toys and clothes . Go hunting, bowling, target shooting.
Financial	Hold student loans, mortgages	Spend money carefully; buy necessities	Bank, pay bills online	Prefer convenience of frozen meals, fast food	Carry some debt; invest for future
Media	Go online to shop, bank, for entertainment	Listen to urban or Hispanic radio	Watch TV by satellite	Watch Animal Planet on satellite TV	Watch country, Christian TV channels
Vehicle	Own late-model compact car, SUV	One or two vehicles	Own truck/SUV	Bought used vehicle last year	Own trucks, SUVs

About this segment

Up and Coming Families

This is the

#1

dominant segment
for this area

In this area

68.4%

of households fall
into this segment

In the United States

2.5%

of households fall
into this segment

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

Who We Are

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment American Dreamers

This is the
#2
dominant segment
for this area

In this area
16.1%
of households fall
into this segment

In the United States
1.5%
of households fall
into this segment

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

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther 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. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. 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

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- 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

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- 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 Wendy'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, Cartoon Network, and Disney, 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 2020. Update Frequency: Annually.

About this segment Green Acres

This is the
#3
dominant segment
for this area

In this area
5.9%
of households fall
into this segment

In the United States
3.2%
of households fall
into this segment

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

Who We Are

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

Our Neighborhood

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

Socioeconomic Traits

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

Market Profile

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

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 2020. Update Frequency: Annually.

About this segment Down the Road

This is the
#4
dominant segment
for this area

In this area
5.5%
of households fall
into this segment

In the United States
1.1%
of households fall
into this segment

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

Who We Are

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (more than three times the U.S. percentage).

Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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 2020. Update Frequency: Annually.

About this segment Middleburg

This is the
#5
dominant segment
for this area

In this area
1.7%
of households fall
into this segment

In the United States
2.9%
of households fall
into this segment

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

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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 2020. Update Frequency: Annually.

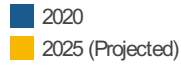
5 mile radius near Manor, TX 78653: Population Comparison

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, 2020

Update Frequency: Annually

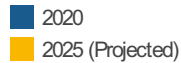


Population Density

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, 2020

Update Frequency: Annually

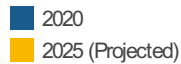


Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

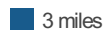


Total Daytime Population

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, 2020

Update Frequency: Annually



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, 2020

Update Frequency: Annually

3 miles



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, 2020

Update Frequency: Annually

2020
2025 (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, 2020

Update Frequency: Annually

2020
2025 (Projected)



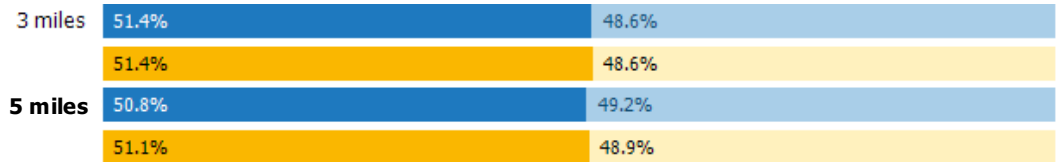
Female / Male Ratio

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, 2020

Update Frequency: Annually

Women 2020
Men 2020
Women 2025 (Projected)
Men 2025 (Projected)



5 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

2020
2025 (Projected)



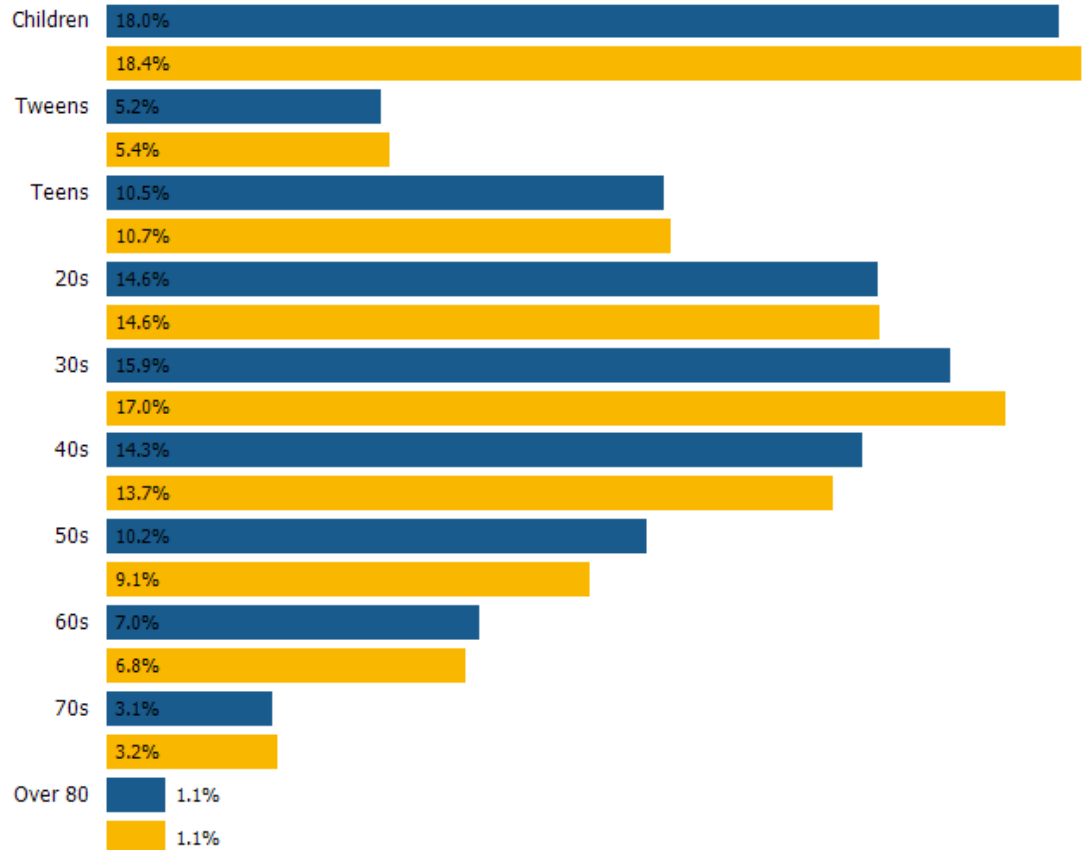
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

2020
2025 (Projected)



5 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually



Married

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

Data Source: U.S. Census American Community Survey via Esri, 2020

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, 2020

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, 2020

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, 2020

Update Frequency: Annually



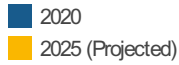
5 mile radius near Manor, TX 78653: Economic Comparison

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, 2020

Update Frequency: Annually



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, 2020

Update Frequency: Annually



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, 2020

Update Frequency: Annually



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, 2020

Update Frequency: Annually



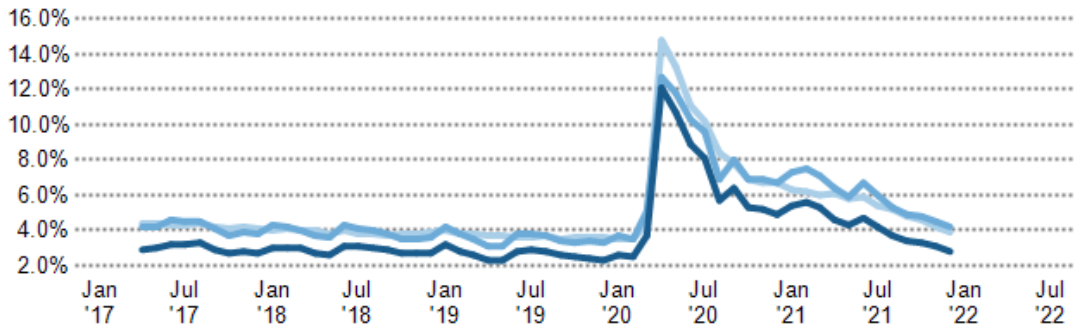
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

Travis County
Texas
USA

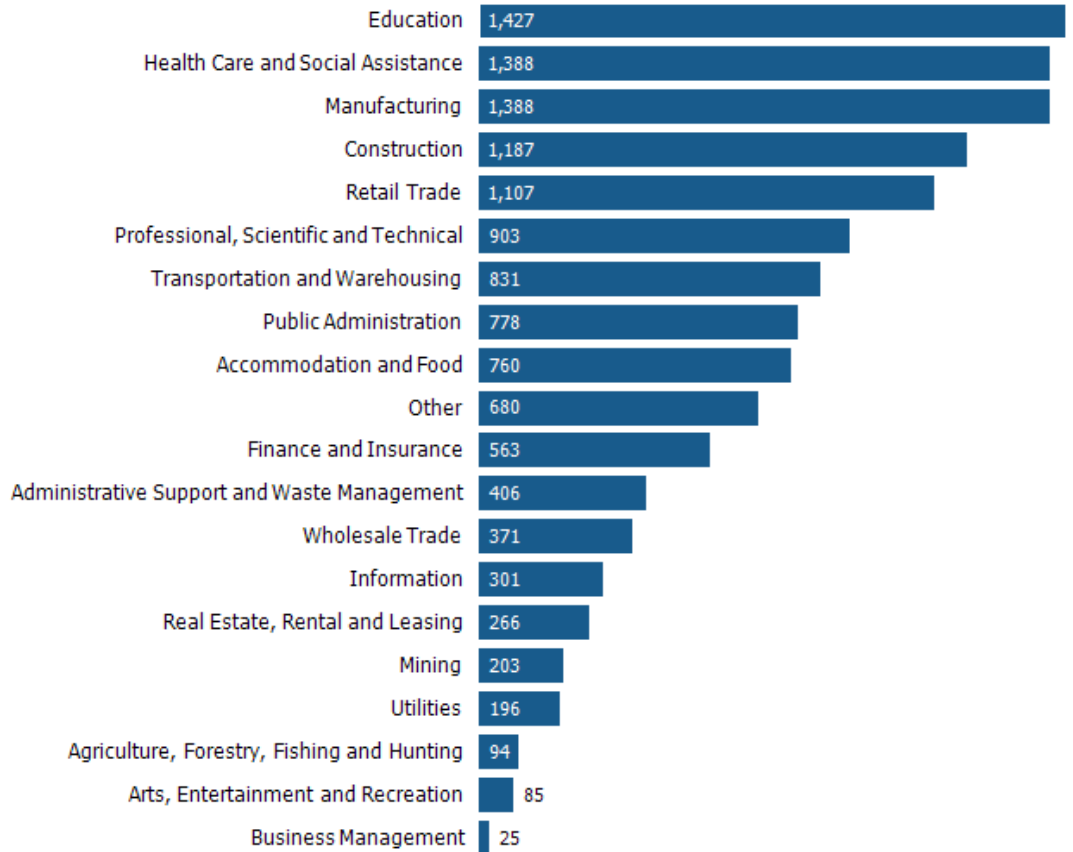


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually



5 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Bachelor's Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Grad/Professional Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



5 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

■ Aggregated Places



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, 2020

Update Frequency: Annually

■ Aggregated Places



5 mile radius near Manor, TX 78653: 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: On- and off-market listings sources

Update Frequency: Monthly



12 mo. Change in Median Listing Price

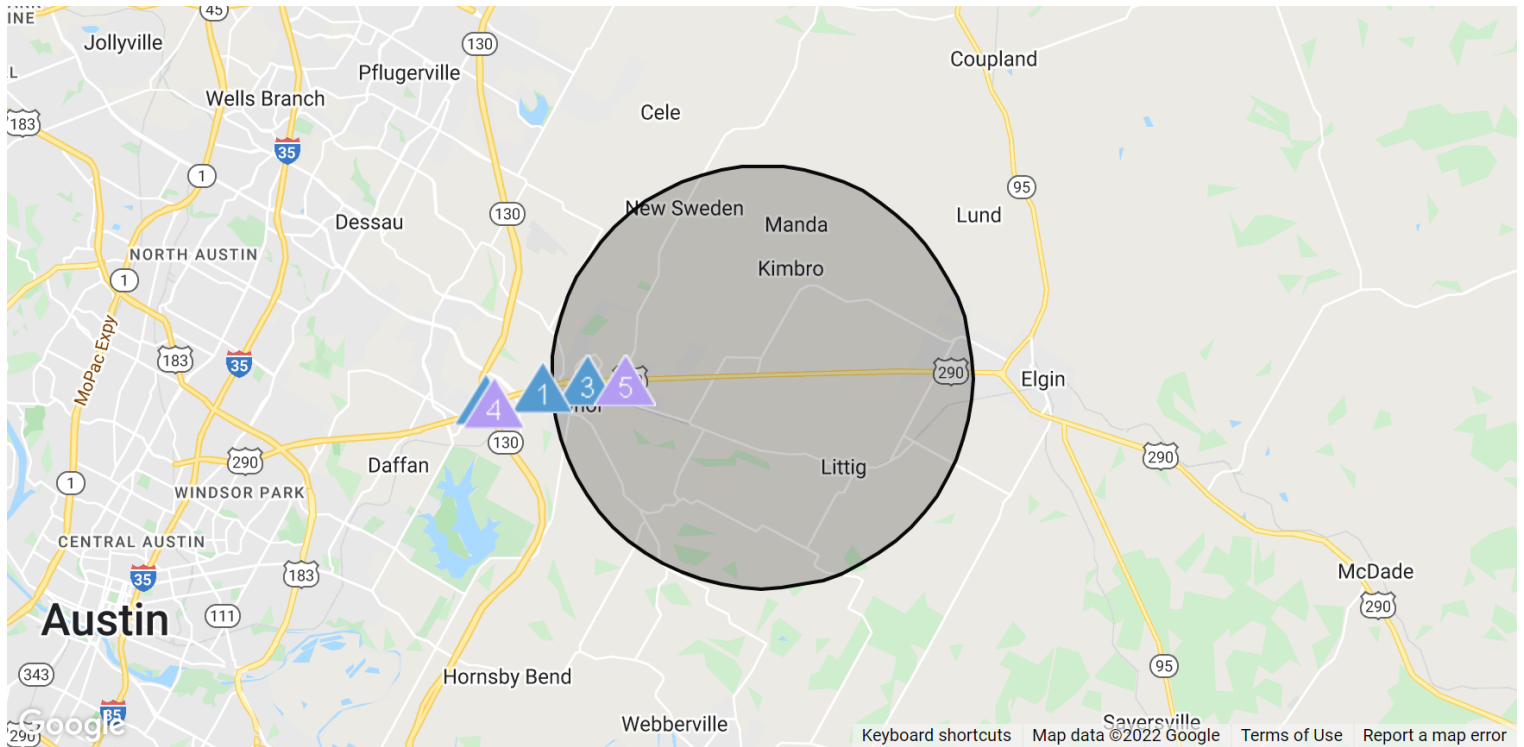
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

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

57,410

2021 Est. daily traffic counts

Street: US Highway 290
Cross: Manor Middle School Rd
Cross Dir: SW
Dist: 0.16 miles

Historical counts

Year	Count	Type
2019	59,089	AADT
2018	54,210	AADT

2

54,202

2021 Est. daily traffic counts

Street: Pickle Parkway
Cross: E Hwy 290 Svc Rd
Cross Dir: SE
Dist: 0.15 miles

Historical counts

Year	Count	Type
2019	53,846	AADT
2018	51,658	AADT

3

52,226

2021 Est. daily traffic counts

Street: US Highway 290
Cross: N San Marcos St
Cross Dir: SW
Dist: 0.19 miles

Historical counts

Year	Count	Type
2019	51,848	AADT
2018	51,848	AADT

4

45,172

2021 Est. daily traffic counts

Street: Manor Expressway
Cross: Tx Hwy 130 Svc Rd
Cross Dir: SW
Dist: 0.1 miles

Historical counts

Year	Count	Type
2019	43,994	AADT
2018	44,215	AADT

5

45,027

2021 Est. daily traffic counts

Street: US Highway 290
Cross: FM 973
Cross Dir: W
Dist: 0.13 miles

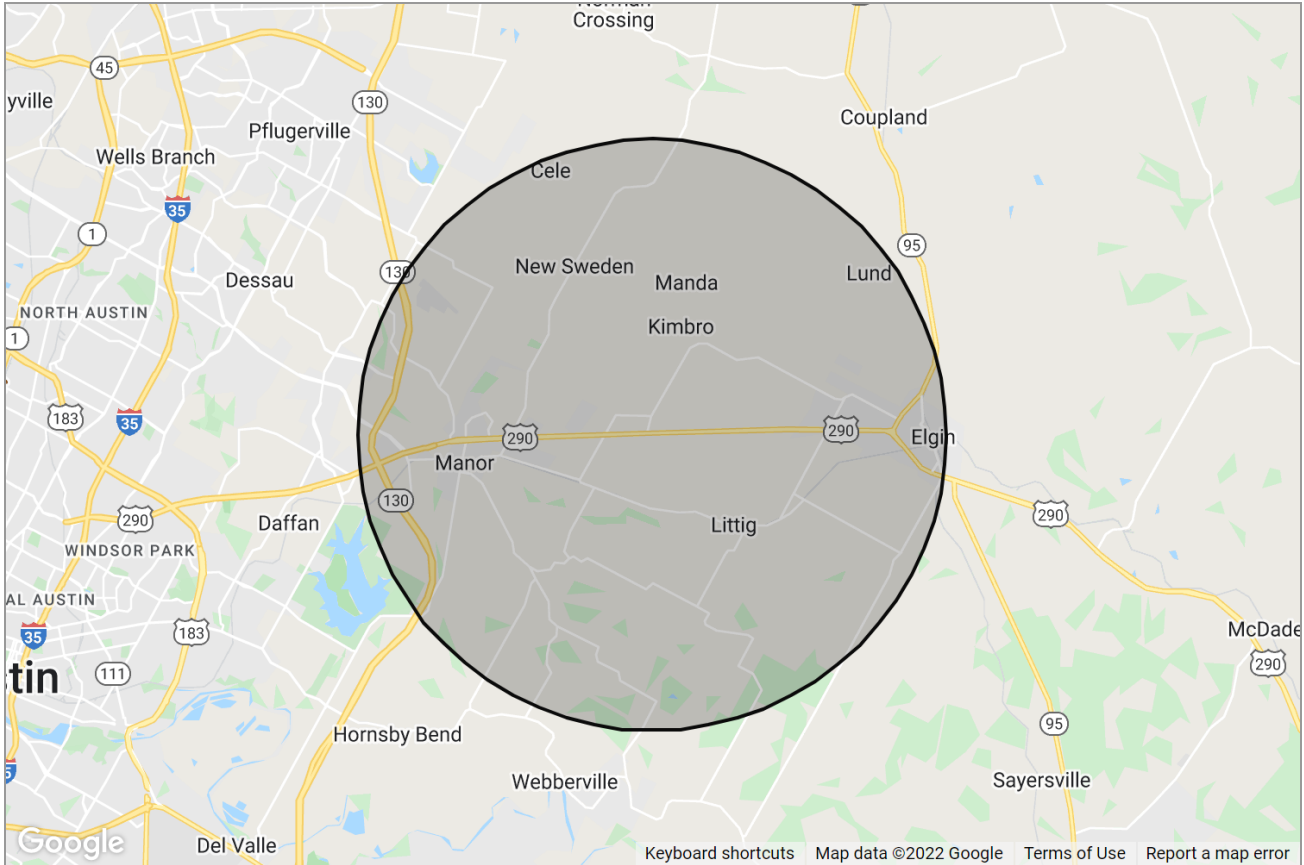
Historical counts

Year	Count	Type
2019	44,701	AADT
2018	44,701	AADT

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

COMMERCIAL TRADE AREA REPORT

7 mile radius near Manor, TX 78653



Presented by
Spencer Collins | Broker
Texas Real Estate License: 345335

McALLISTER
& ASSOCIATES
REAL ESTATE SERVICES

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Fax: (512) 472-2905

Main: spence@matexas.com

Broker: <http://www.matexas.com/people/spence-collins>

McAllister & Associates

201 Barton Springs Road
Austin, TX 78704

Criteria Used for Analysis

Income:
**Median Household
Income**
\$66,046

Income:
**Householder Age 25-
34**
\$66,249

Income:
**Householder Age 35-
44**
\$74,244

Income:
**Householder Age 45-
54**
\$71,591

Income:
**Householder Age 55-
64**
\$64,678

Consumer Segmentation

Life Mode

**What are the
people like that
live in this area?**

Ethnic Enclaves

Established diversity—young, Hispanic homeowners
with families

Urbanization

**Where do people
like this usually
live?**

Suburban Periphery

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

Top Tapestry Segments

Up and Coming Families

American Dreamers

Green Acres

Down the Road

Middleburg

% of Households	5,648 (68.4%)	1,329 (16.1%)	485 (5.9%)	450 (5.5%)	142 (1.7%)
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Urbanization Group	Suburban Periphery	Urban Periphery	Rural	Semirural	Semirural
Residence Type	Single Family	Single Family	Single Family	Mobile Homes	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.1	3.16	2.69	2.74	2.73
Median Age	30.7	31.8	43	34.3	35.3
Diversity Index	72.4	83.3	24	70.5	46.3
Median Household Income	\$64,000	\$48,000	\$72,000	\$36,000	\$55,000
Median Net Worth	\$96,000	\$53,000	\$226,000	\$30,000	\$89,000
Median Home Value	\$174,000	\$130,000	\$197,000	\$104,000	\$158,000
Homeownership	74.1 %	65 %	86.7 %	66.4 %	74.3 %
Employment	Professional or Services	Services or Administration	Professional or Management	Services or Administration	Professional or Services
Education	College Degree	High School Graduate	College Degree	High School Graduate	College Degree
Preferred Activities	Visit theme parks, zoos . Contract for home and landscaping services.	Own feature-rich cell phones . Pay bills, socialize online.	Are member of veterans' club, fraternal order . Do home improvement projects.	Visit chat rooms, play games online . Go hunting, fishing.	Buy children's toys and clothes . Go hunting, bowling, target shooting.
Financial	Hold student loans, mortgages	Spend money carefully; buy necessities	Bank, pay bills online	Prefer convenience of frozen meals, fast food	Carry some debt; invest for future
Media	Go online to shop, bank, for entertainment	Listen to urban or Hispanic radio	Watch TV by satellite	Watch Animal Planet on satellite TV	Watch country, Christian TV channels
Vehicle	Own late-model compact car, SUV	One or two vehicles	Own truck/SUV	Bought used vehicle last year	Own trucks, SUVs

About this segment

Up and Coming Families

This is the

#1

dominant segment
for this area

In this area

68.4%

of households fall
into this segment

In the United States

2.5%

of households fall
into this segment

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

Who We Are

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment American Dreamers

This is the
#2
dominant segment
for this area

In this area
16.1%
of households fall
into this segment

In the United States
1.5%
of households fall
into this segment

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

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther 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. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. 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

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- 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

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- 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 Wendy'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, Cartoon Network, and Disney, 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 2020. Update Frequency: Annually.

About this segment Green Acres

This is the
#3
dominant segment
for this area

In this area
5.9%
of households fall
into this segment

In the United States
3.2%
of households fall
into this segment

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

Who We Are

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

Our Neighborhood

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

Socioeconomic Traits

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

Market Profile

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

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 2020. Update Frequency: Annually.

About this segment Down the Road

This is the
#4
dominant segment
for this area

In this area
5.5%
of households fall
into this segment

In the United States
1.1%
of households fall
into this segment

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

Who We Are

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (more than three times the U.S. percentage).

Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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 2020. Update Frequency: Annually.

About this segment Middleburg

This is the
#5
dominant segment
for this area

In this area
1.7%
of households fall
into this segment

In the United States
2.9%
of households fall
into this segment

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

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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 2020. Update Frequency: Annually.

7 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

2020
2025 (Projected)

Aggregated Places : 40,502



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, 2020

Update Frequency: Annually

2020
2025 (Projected)

Aggregated Places : 289.7



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

2020
2025 (Projected)

Aggregated Places : 62.70%



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, 2020

Update Frequency: Annually

Aggregated Places

Aggregated Places : 29,048



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, 2020

Update Frequency: Annually

■ Aggregated Places

Aggregated Places : 207.8

Travis County 1,392.2
Texas 109.5
USA 90.5

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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Aggregated Places : 3.22

Travis County 3.21
2.50
2.50
Texas 2.78
2.79
USA 2.59
2.60

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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Aggregated Places : 35,250

46,003
Travis County 930,347
1,040,870
Texas 24,193,392
26,203,567
USA 259,222,503
269,076,687

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, 2020

Update Frequency: Annually

■ Women 2020
■ Men 2020
■ Women 2025 (Projected)
■ Men 2025 (Projected)

Aggregated Places : 50.8% 49.2%

50.7% 49.3%
Travis County 49.7% 50.3%
49.9% 50.1%
Texas 50.4% 49.6%
50.4% 49.6%
USA 50.8% 49.2%
50.7% 49.3%

7 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



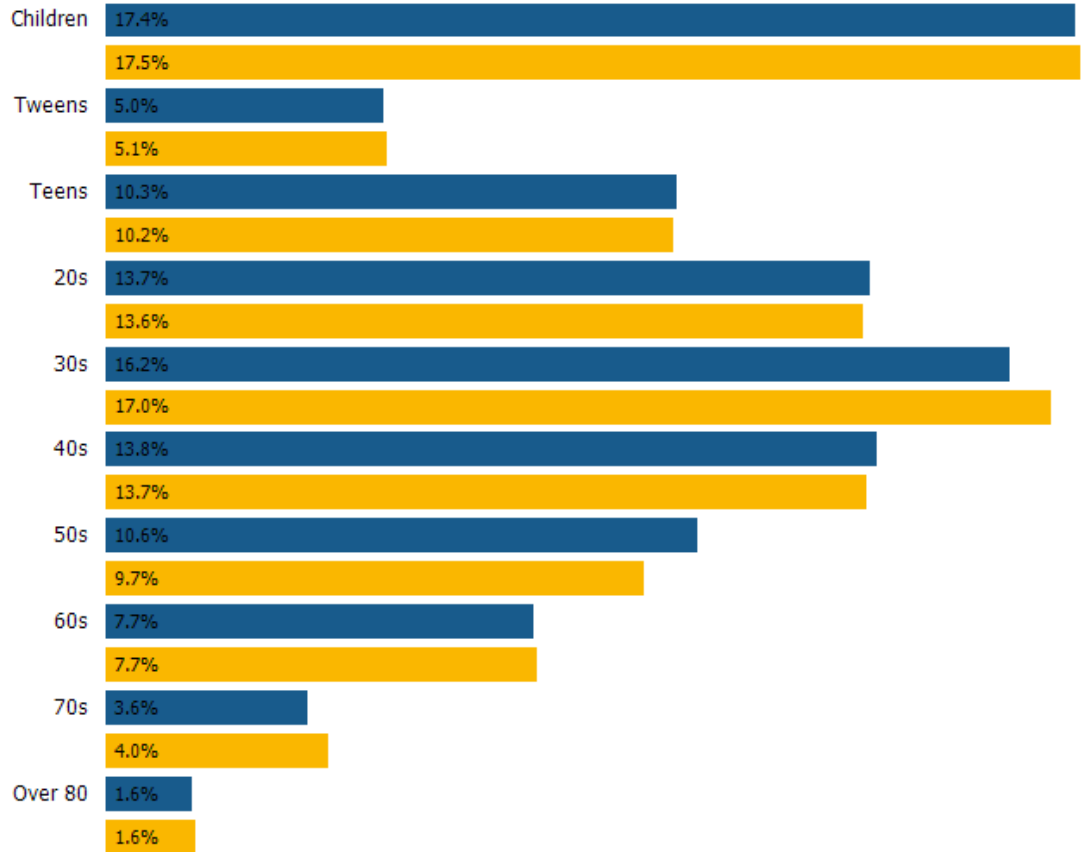
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)



7 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually



Married

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

Data Source: U.S. Census American Community Survey via Esri, 2020

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, 2020

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, 2020

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, 2020

Update Frequency: Annually



7 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (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, 2020

Update Frequency: Annually



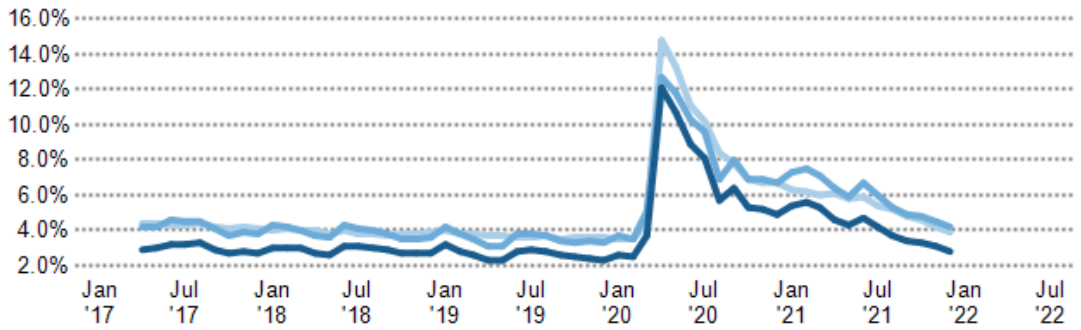
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

Travis County
Texas
USA

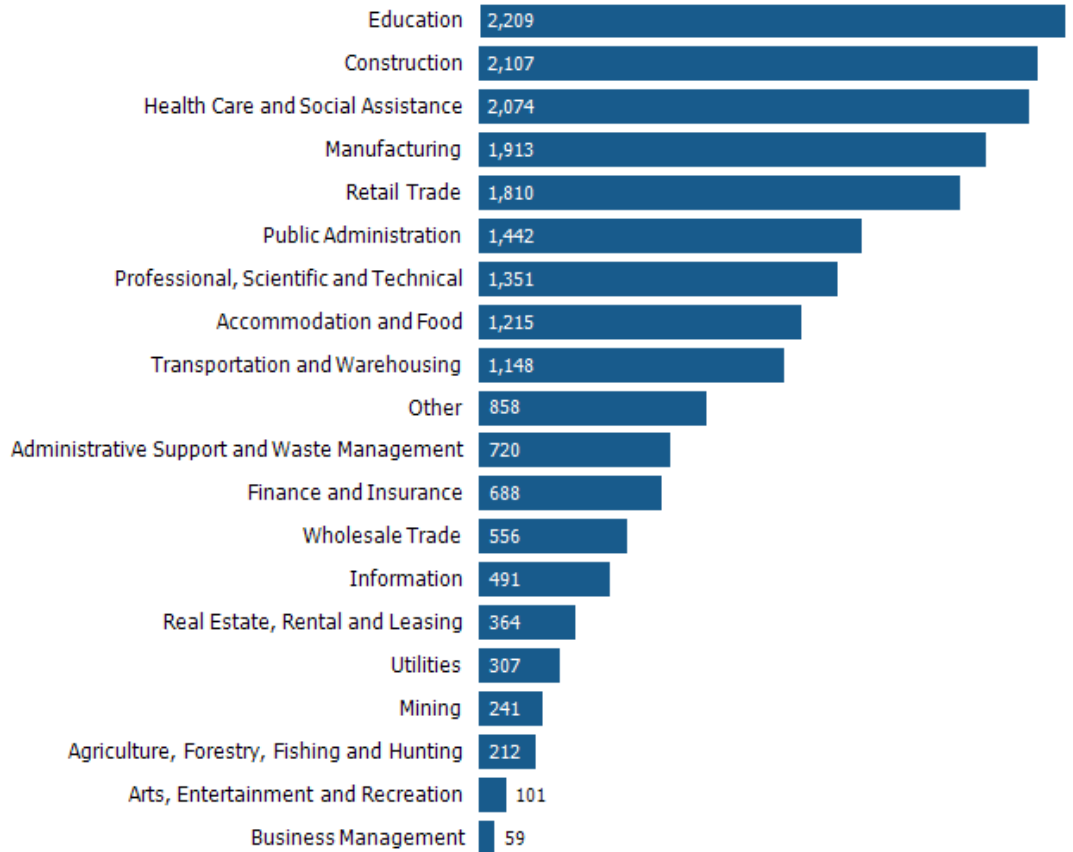


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually



7 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Bachelor's Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



Grad/Professional Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



7 mile radius near Manor, TX 78653: 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, 2020

Update Frequency: Annually

■ Aggregated Places



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, 2020

Update Frequency: Annually

■ Aggregated Places



7 mile radius near Manor, TX 78653: 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: On- and off-market listings sources

Update Frequency: Monthly



12 mo. Change in Median Listing Price

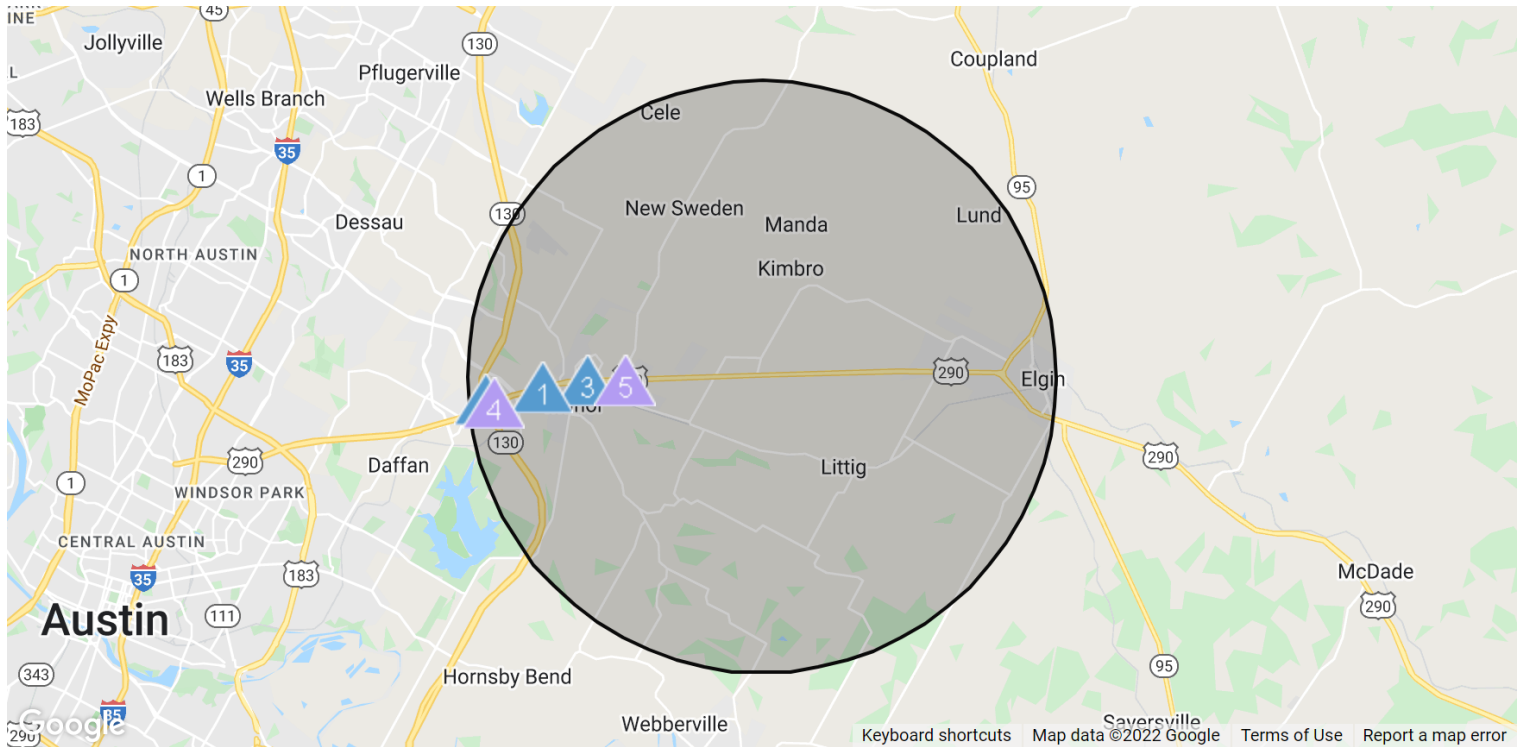
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

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

57,410

2021 Est. daily traffic counts

Street: US Highway 290
Cross: Manor Middle School Rd
Cross Dir: SW
Dist: 0.16 miles

Historical counts

Year	Count	Type
2019	▲ 59,089	AADT
2018	▲ 54,210	AADT

2

54,202

2021 Est. daily traffic counts

Street: Pickle Parkway
Cross: E Hwy 290 Svc Rd
Cross Dir: SE
Dist: 0.15 miles

Historical counts

Year	Count	Type
2019	▲ 53,846	AADT
2018	▲ 51,658	AADT

3

52,226

2021 Est. daily traffic counts

Street: US Highway 290
Cross: N San Marcos St
Cross Dir: SW
Dist: 0.19 miles

Historical counts

Year	Count	Type
2019	▲ 51,848	AADT
2018	▲ 51,848	AADT

4

45,172

2021 Est. daily traffic counts

Street: Manor Expressway
Cross: Tx Hwy 130 Svc Rd
Cross Dir: SW
Dist: 0.1 miles

Historical counts

Year	Count	Type
2019	▲ 43,994	AADT
2018	▲ 44,215	AADT

5

45,027

2021 Est. daily traffic counts

Street: US Highway 290
Cross: FM 973
Cross Dir: W
Dist: 0.13 miles

Historical counts

Year	Count	Type
2019	▲ 44,701	AADT
2018	▲ 44,701	AADT

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