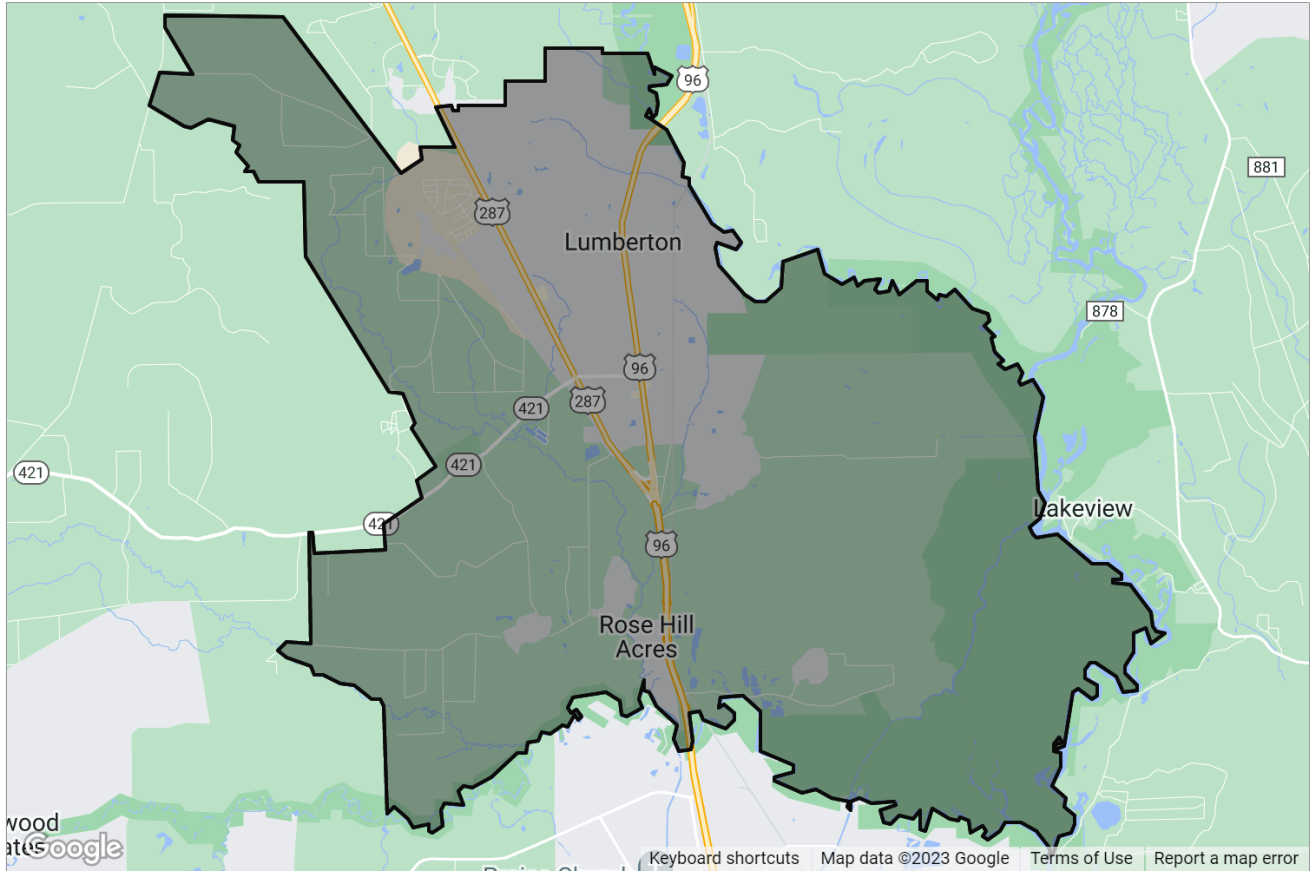


COMMERCIAL TRADE AREA REPORT

# Lumberton, TX 77657



Presented by  
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**JW Realty &  
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## United Country JW Realty & Auction Services

8305 FM 421  
Kountze, TX 77625

## Criteria Used for Analysis

2021 Income (Esri):  
Median Household  
Income  
**\$78,032**

2021 Age: 5 Year Increments  
(Esri):  
Median Age  
**38.7**

2021 Key Demographic  
Indicators (Esri):  
Total Population  
**23,589**

2021 Tapestry Market Segmentation  
(Households):  
1st Dominant Segment  
**Middleburg**

## Consumer Segmentation

Life Mode

What are the  
people like that  
live in this area?

Family Landscapes

Successful young families in their first homes

Urbanization

Where do people  
like this usually  
live?

Semirural

Small town living, families with affordable homes

## Top Tapestry Segments

	Middleburg	Green Acres	Southern Satellites	Salt of the Earth	Down the Road
% of Households	2,869 (33.6%)	2,722 (31.9%)	1,423 (16.7%)	772 (9.1%)	743 (8.7%)
% of Hardin County	3,702 (16.0%)	4,087 (17.6%)	5,927 (25.6%)	2,078 (9.0%)	743 (3.2%)
Lifestyle Group	Family Landscapes	Cozy Country Living	Rustic Outposts	Cozy Country Living	Rustic Outposts
Urbanization Group	Semirural	Rural	Rural	Rural	Semirural
Residence Type	Single Family	Single Family	Single Family ; Mobile Homes	Single Family	Mobile Homes; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.73	2.68	2.65	2.57	2.74
Median Age	36.9	44.7	41	44.9	35.7
Diversity Index	51.2	28.5	42.5	21.4	73.3
Median Household Income	\$69,200	\$86,100	\$54,800	\$64,600	\$44,800
Median Net Worth	\$168,400	\$326,900	\$150,000	\$213,700	\$77,300
Median Home Value	\$222,300	\$283,600	\$174,900	\$188,300	\$139,400
Homeownership	76.4 %	87.4 %	79.9 %	84.4 %	68.4 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Services or Professional
Education	High School Diploma	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Pursue physical fitness vigorously, . Active in communities and social organizations.	Go hunting, fishing . Own a pet dog.	Spending time with family is their top priority . Outdoor sports and activities.	Place importance on preserving time-honored customs . Go hunting, fishing.
Financial	Carry some debt; invest for future	Comfortable with debt, and investments.	More concerned about cost rather than brand	Prefer to conduct business in person	Shop at Walmart Supercenters, Walgreens and dollar stores
Media	TV and magazines provide entertainment and information	Provided by satellite service, radio and television	Obtain most of their information from TV	Satellite dishes and high speed internet through DSL	Use the Internet to stay connected, listen to radio at work
Vehicle	Like to drive trucks, SUVs, or motorcycles	Late model trucks SUVs, ATVs and motorcycles	Own 1 or 2 vehicles likely a truck	Own truck, ATV	Bought used vehicle last year

## About this segment Middleburg

This is the

**#1**

dominant segment  
for this area

In this area

**33.6%**

of households fall  
into this segment

In the United States

**3.0%**

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 semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, 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 US. This market is younger but growing in size and assets.

### Our Neighborhood

- Semirural 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 \$175,000 with a low vacancy rate. Young couples, many with children; average household size is 2.75.

### Socioeconomic Traits

- Education: 65% with a high school diploma or some college. 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 domestic vehicles; they like to drive trucks, SUVs, 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, fishing, 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 2021. Update Frequency: Annually.

## About this segment Green Acres

This is the  
**#2**  
dominant segment  
for this area

In this area  
**31.9%**  
of households fall  
into this segment

In the United States  
**3.3%**  
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. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

#### Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of \$235,500. An older market, primarily married couples, most with no children.

#### Socioeconomic Traits

- Education: More than 60% are college educated. Labor force participation rate is high at 66.8%. Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% 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 charitable 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 2021. Update Frequency: Annually.

## About this segment

# Southern Satellites

This is the

## #3

dominant segment  
for this area

In this area

## 16.7%

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

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

### Our Neighborhood

- About 78% of households are owned. Married couples with no children are the dominant household type, with a number of multigenerational households. Most are single-family homes (67%), with a number of mobile homes. Most housing units were built in 1970 or later. Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

### Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 45% have college education. Labor force participation rate is 59.1%, slightly lower than the US. These consumers are more concerned about cost rather than quality or brand loyalty. They tend to be somewhat late in adapting to technology. They obtain a disproportionate amount of their information from TV, compared to other media.

### Market Profile

- Usually own a truck; likely to service it themselves. Frequent the convenience store, usually to fill up a vehicle with gas. Typical household has a satellite dish. Work on home improvement and remodeling projects. Own a pet, commonly a dog. Participate in fishing and hunting. Prefer to listen to country music and watch Country Music Television (CMT). Read fishing/hunting and home service magazines. Partial to eating at low-cost family restaurants and drive-ins. Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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## About this segment

# Salt of the Earth

This is the  
**#4**  
dominant segment  
for this area

In this area  
**9.1%**  
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

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

### Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of \$235,500. An older market, primarily married couples, most with no children.

### Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries. Completed education: 40% with a high school diploma only. Household income just over the national median, while net worth is nearly double the national median. Spending time with family is their top priority. Cost-conscious consumers, loyal to brands they like, with a focus on buying American. Last to buy the latest and greatest products. Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

### Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

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 2021. Update Frequency: Annually.

## About this segment Down the Road

This is the  
**#5**  
dominant segment  
for this area

In this area  
**8.7%**  
of households fall  
into this segment

In the United States  
**1.2%**  
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, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.

#### Our Neighborhood

- Nearly 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 32% of homes are valued under \$50,000.

#### Socioeconomic Traits

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree. Labor force participation rate is 59.0%, slightly lower than the US. Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

#### Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves. Routinely stop by the convenience store to purchase gas, groceries, and snacks. Participate in fishing and hunting. Use the Internet to stay connected with friends and play online video games. Listen to the radio, especially at work, with a preference for rap, R&B, and country music. Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish. Often prepare quick meals, using packaged or frozen dinner entrees. Favorite fast food: burgers and pizza. Frequent Walmart Supercenters, Walgreens, dollar stores, Kmart, and Big Lots 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 2021. Update Frequency: Annually.



## Lumberton, TX 77657: 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, 2021

Update Frequency: Annually

2021  
2025 (Projected)



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

2021  
2025 (Projected)



### Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

2021  
2025 (Projected)



### Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

77657





## 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, 2021

Update Frequency: Annually



## 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, 2021

Update Frequency: Annually



## 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, 2021

Update Frequency: Annually



## 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, 2021

Update Frequency: Annually



## Lumberton, TX 77657: 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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



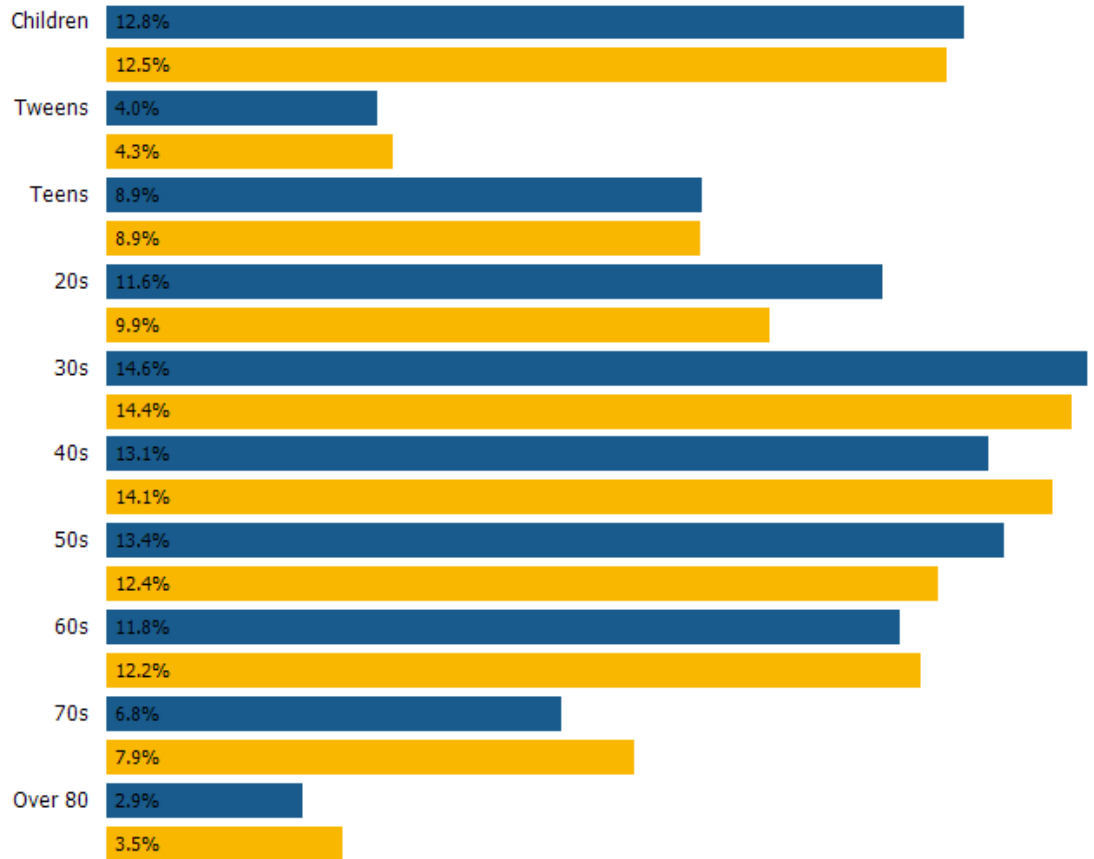
### Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



## Lumberton, TX 77657: 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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

Update Frequency: Annually



## Lumberton, TX 77657: 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, 2021

Update Frequency: Annually

2021  
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, 2021

Update Frequency: Annually

2021  
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, 2021

Update Frequency: Annually

2021  
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, 2021

Update Frequency: Annually

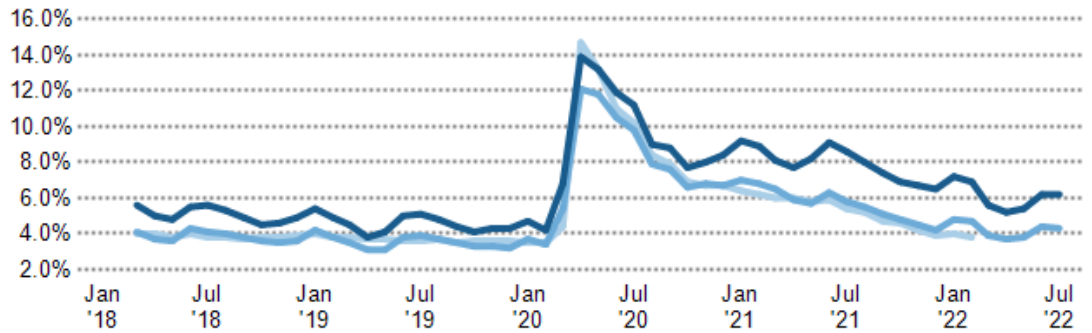


## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

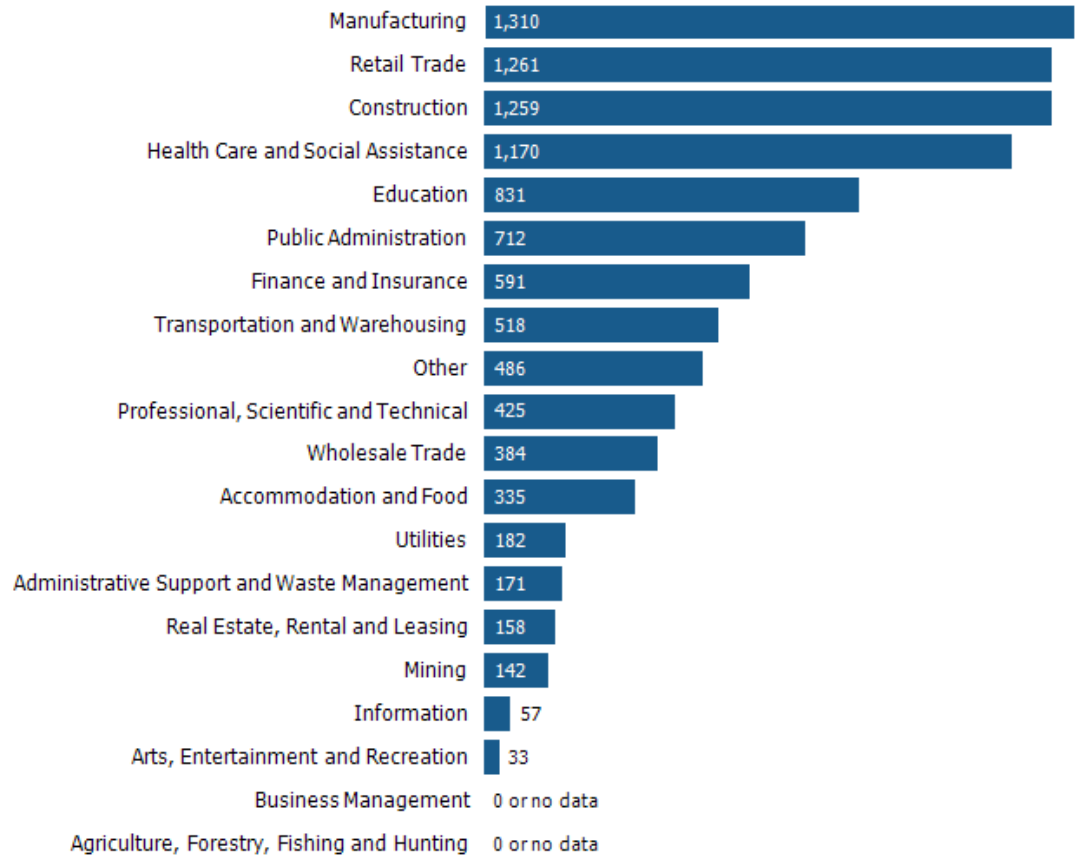


## Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2021

Update Frequency: Annually



## Lumberton, TX 77657: 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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

Update Frequency: Annually





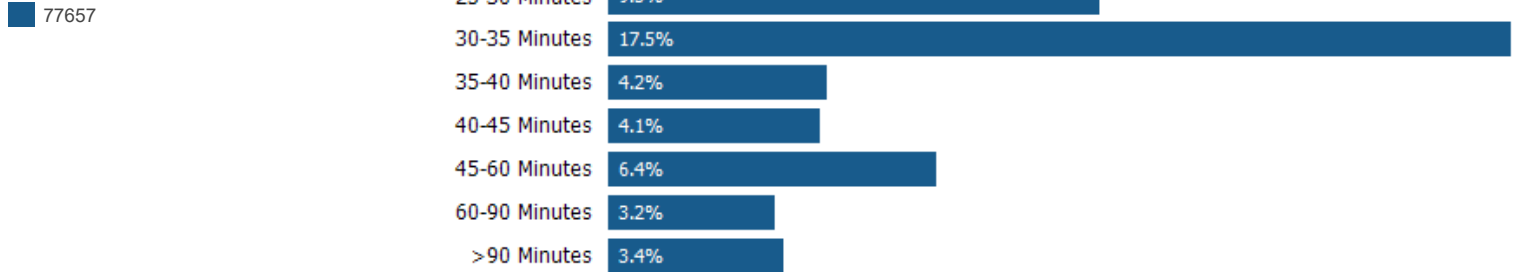
## Lumberton, TX 77657: Commute Comparison

### 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, 2021

Update Frequency: Annually



### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Lumberton, TX 77657: 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

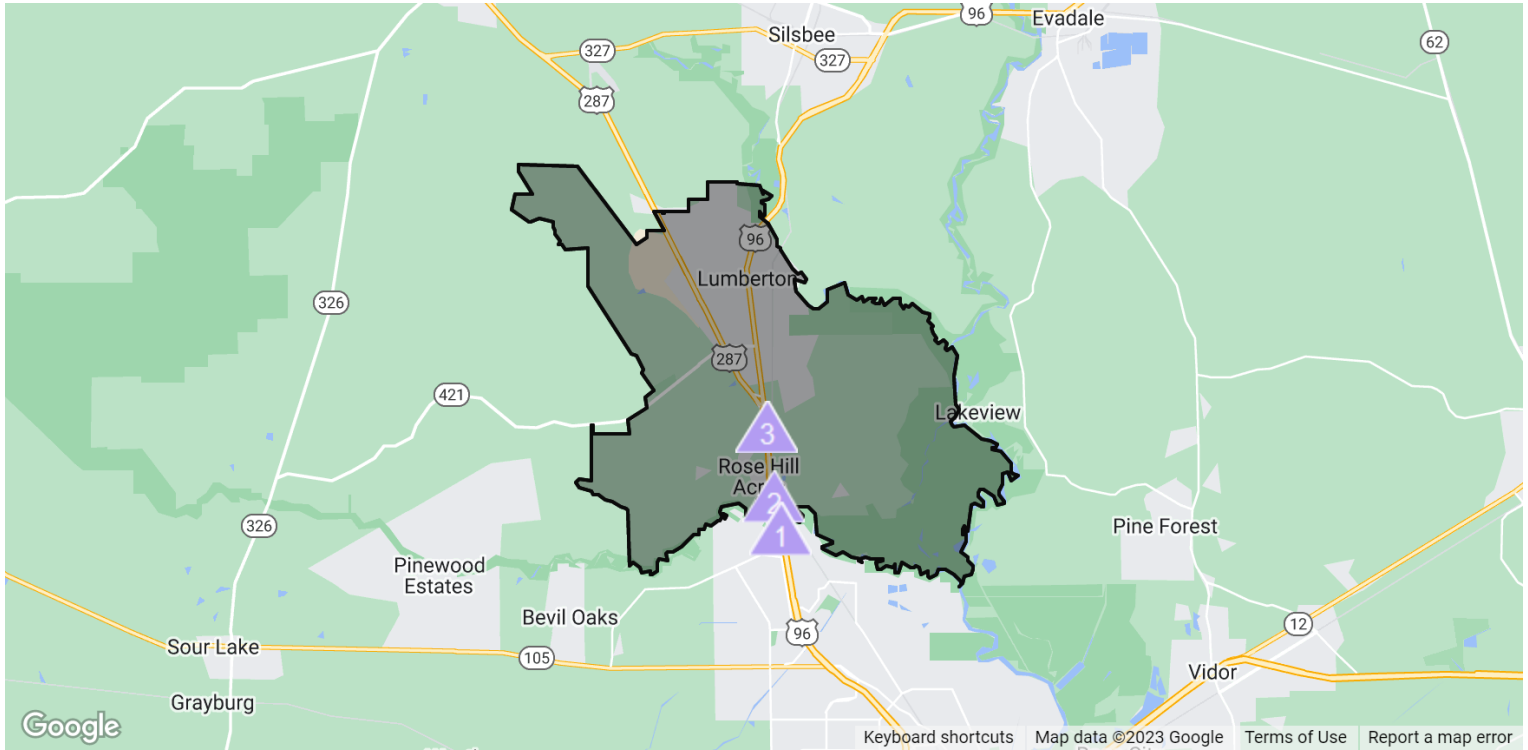
This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



## 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

### 49,928

2022 Est. daily traffic counts

Street: **US Hwy 69**  
Cross: **Cooks Lake Rd**  
Cross Dir: **N**  
Dist: **0.59 miles**

Historical counts

Year	Count	Type
2014	▲ 51,494	AADT
2013	▲ 51,473	AADT
2002	▲ 47,000	AADT
2001	▲ 51,070	AADT
1999	▲ 45,000	ADT

2

### 48,999

2022 Est. daily traffic counts

Street: **US Hwy 69**  
Cross: **Cooks Lake Rd**  
Cross Dir: **S**  
Dist: **0.24 miles**

Historical counts

Year	Count	Type
2014	▲ 51,371	AADT
2013	▲ 51,214	AADT
2012	▲ 49,000	AADT

3

### 48,845

2022 Est. daily traffic counts

Street: **US Hwy 69**  
Cross: **Walnut Dr**  
Cross Dir: **N**  
Dist: **0.22 miles**

Historical counts

Year	Count	Type
2014	▲ 49,884	AADT
2013	▲ 49,102	AADT
2012	▲ 4,900	AADT
2011	▲ 53,000	AADT
2002	▲ 47,000	AADT

4

### 45,686

2022 Est. daily traffic counts

Street: **Eastex Fwy**  
Cross: **Hwy 287**  
Cross Dir: **S**  
Dist: **0.16 miles**

Historical counts

Year	Count	Type
------	-------	------

5

### 45,213

2022 Est. daily traffic counts

Street: **Hwy 69 S**  
Cross: **Gibson Rd**  
Cross Dir: **SW**  
Dist: **0.04 miles**

Historical counts

Year	Count	Type
------	-------	------

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>

