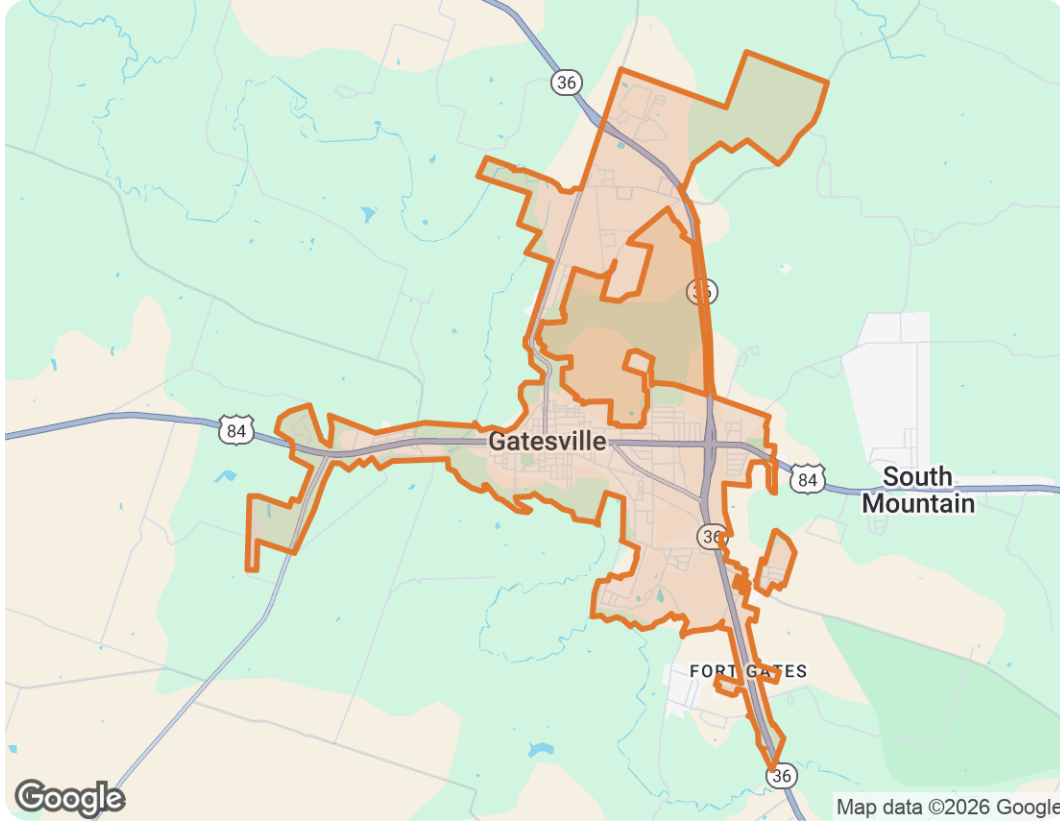


Gatesville, Texas



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Trade Area Summary

Attribute Summary for Gatesville, Texas

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$59,206	38.9	16,742	Manufacturing Traditions
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?  GenXurban Gen X in middle age; families with fewer kids and a mortgage	URBANIZATION - Where do people like this usually live?  Urban Periphery City life for starting families in neighborhoods that fringe major cities
--	--

Top Tapestry Segments	Manufacturing Traditions	Small Town Sincerity	Salt of the Earth	Heartland Communities	Traditional Living
% of Households	899 (25.6%)	864 (24.6%)	657 (18.7%)	576 (16.4%)	382 (10.9%)
Lifestyle Group	GenXurban	Hometown	Cozy Country Living	Cozy Country Living	Hometown
Urbanization Group	Urban Periphery	Semirural	Rural	Semirural	Metro Cities
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Singles	Married Couples	Married Couples	Married Couples
Average Household Size	2.42	2.24	2.52	2.35	2.43
Median Age	39.1	41	44.3	42.1	36.7
Diversity Index	60.9	59.4	29	41.9	66.4
Median Household Income	\$68,900	\$44,000	\$78,200	\$57,800	\$53,000
Median Net Worth	\$199,800	\$54,700	\$317,400	\$164,300	\$92,400
Median Home Value	\$201,400	\$148,300	\$252,700	\$157,400	\$130,100
Homeownership	72.1%	52.5%	85.5%	71.5%	59.3%
Employment	Professional or Services	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Services	Services or Professional
Education	High School Diploma	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Value time spent at home. Watching television and gaming are common pastimes.	Community-oriented residents. Enjoy outdoor activities like hunting and fishing.	Spending time with family is their top priority. Outdoor sports and activities.	Motorcycling, hunting, and fishing are popular. Support their local community.	Enjoy outdoor activities and taking trips to the zoo. Fast-food devotees.
Financial	Budget aware shoppers	Price-conscious consumers that shop accordingly	Prefer to conduct business in person	Stick to community banks and low-risk investments	Carry credit card balances, have personal loans
Media	Read newspapers, especially Sunday editions	Rely on television or newspapers to stay informed	Satellite dishes and high speed internet through DSL	Trust TV and newspapers more than any other media	TV is seen as the most trusted media
Vehicle	Own 2-3 vehicles	Own, maintain domestic trucks, ATVs	Own truck, ATV	Own domestic truck, SUV	Own 1-2 vehicles

Consumer Segment Details

About this segment

Manufacturing Traditions

Ranked
1st
dominant segment
for this area

In this area
25.6%
of households fall
into this segment

In the United States
2.1%
of households fall
into this segment

Who Are They?

The backbone of older industrial cities in states surrounding the Great Lakes, Manufacturing Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Manufacturing Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Manufacturing Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

Consumer Segment Details

About this segment

Small Town Sincerity

Ranked
2nd
dominant segment
for this area

In this area
24.6%
of households fall
into this segment

In the United States
1.8%
of households fall
into this segment

Who Are They?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied. Median home value of \$92,300 is about half the US median.
- Average rent is \$639.
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking, frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

Consumer Segment Details

About this segment

Salt of the Earth

Ranked
3rd
dominant segment
for this area

In this area
18.7%
of households fall
into this segment

In the United States
2.8%
of households fall
into this segment

Who Are They?

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.

Neighborhood

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana. Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries. Homeownership rates are very high. Single-family homes are affordable, valued at 25% less than the national market. Nearly two in three households are composed of married couples; less than half have children at home.

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.

Consumer Segment Details

About this segment

Heartland Communities

Ranked
4th
dominant segment
for this area

In this area
16.4%
of households fall
into this segment

In the United States
2.2%
of households fall
into this segment

Who Are They?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Neighborhood

- Rural communities or small towns are concentrated in the Midwest, from older Manufacturing cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short.

Socioeconomic Traits

- Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Market Profile

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

Consumer Segment Details

About this segment

Traditional Living

Ranked
5th
dominant segment
for this area

In this area
10.9%
of households fall
into this segment

In the United States
1.9%
of households fall
into this segment

Who Are They?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very Short.
- Households have one or two vehicles.

Socioeconomic Traits

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

Market Profile

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

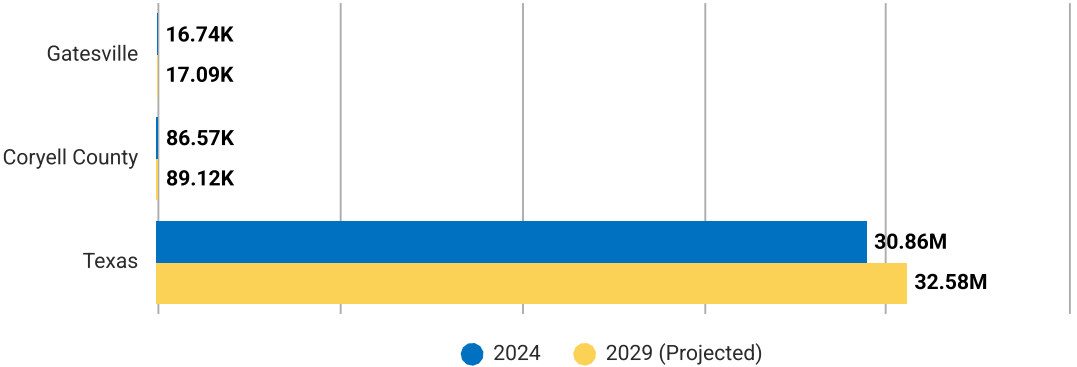
Population

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

Update Frequency: Annually

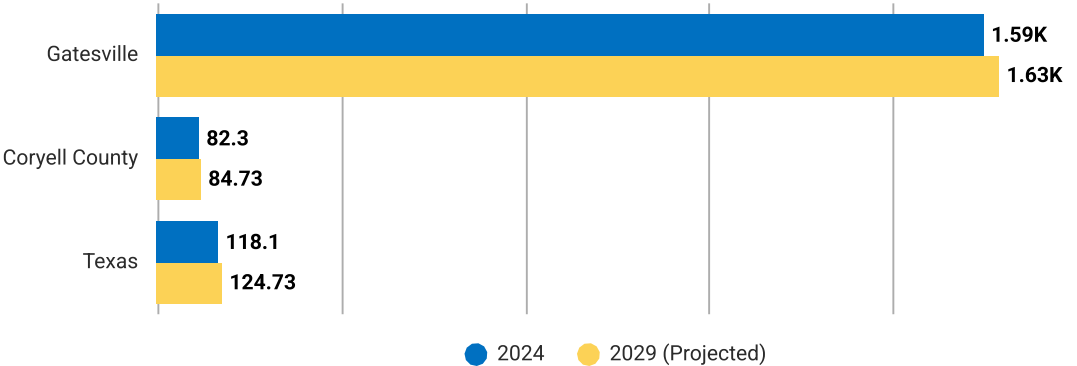
Total Population

This chart shows the total population in an area, compared with other geographies.



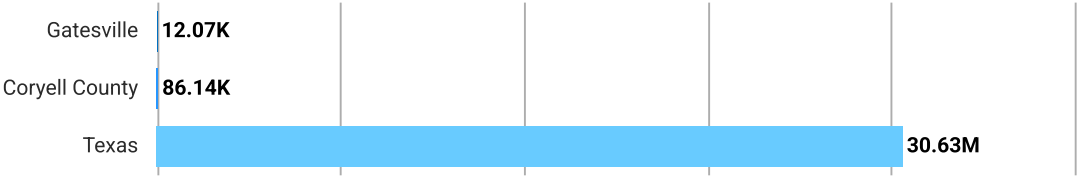
Population Density

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



Total Daytime Population

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



Gatesville, Texas



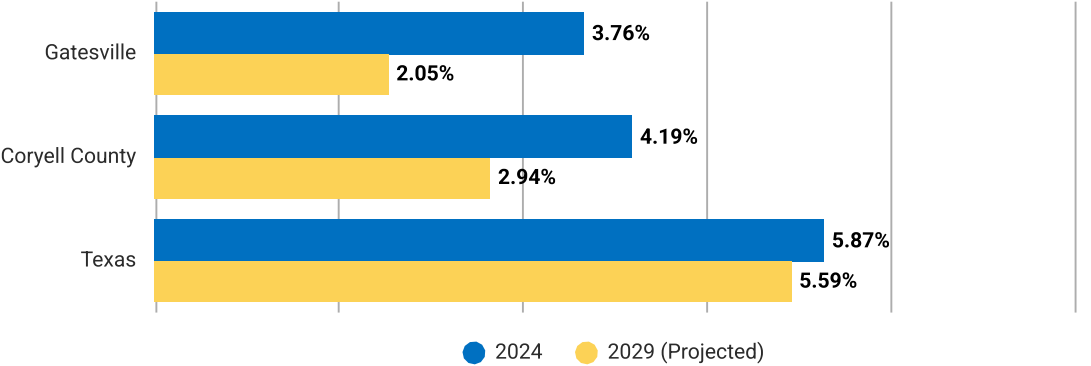
Daytime Population Density

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



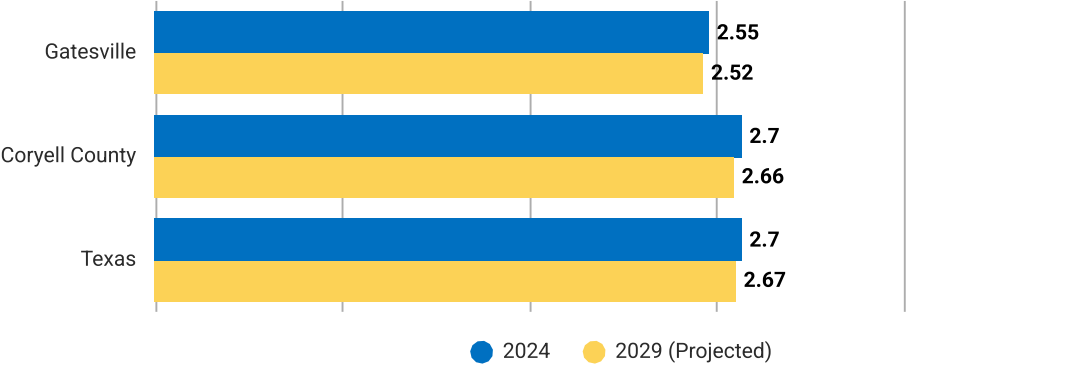
Population Change Since 2020

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



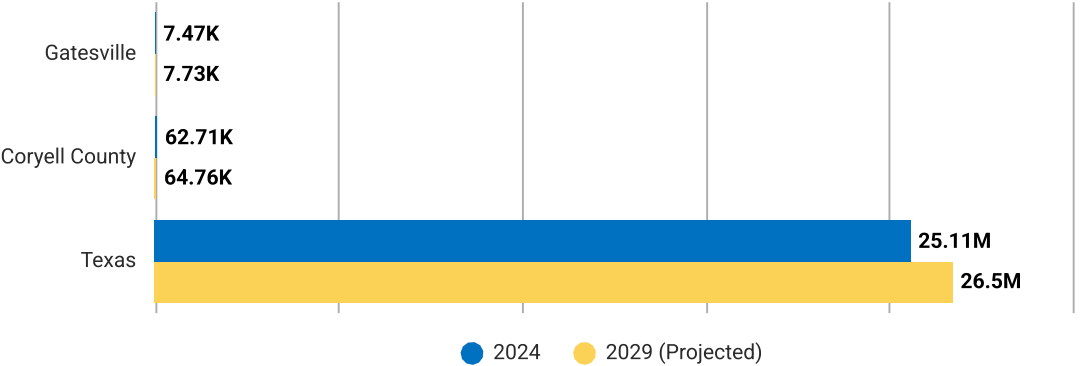
Average Household Size

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



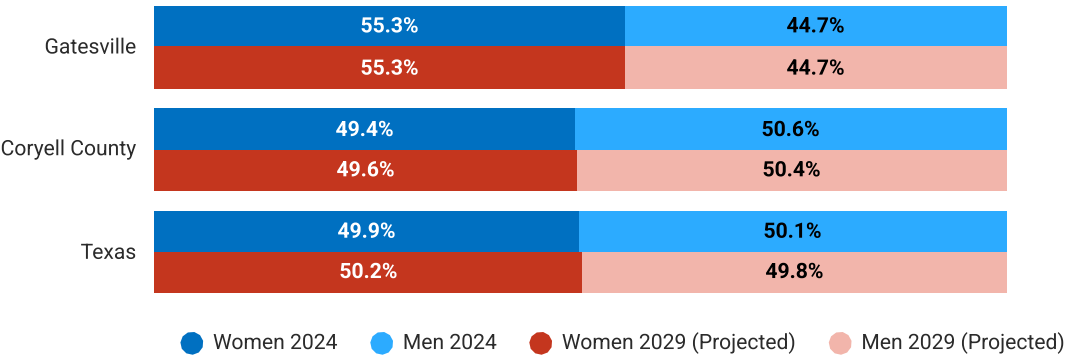
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



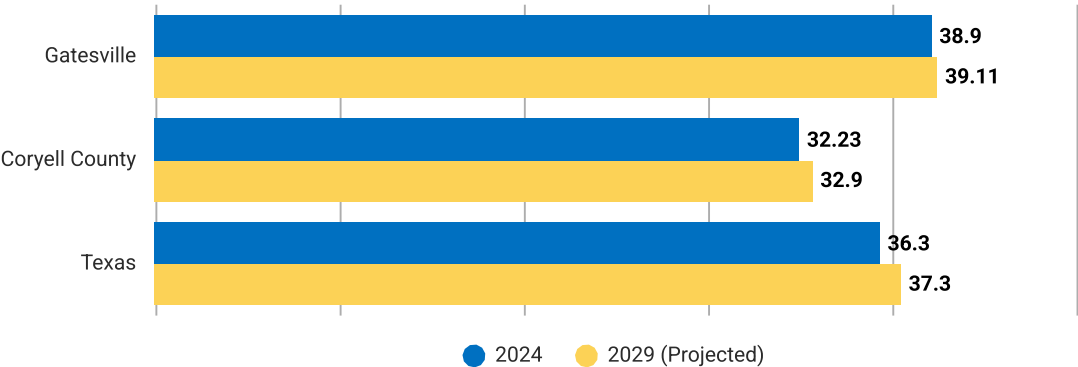
Age

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

Update Frequency: Annually

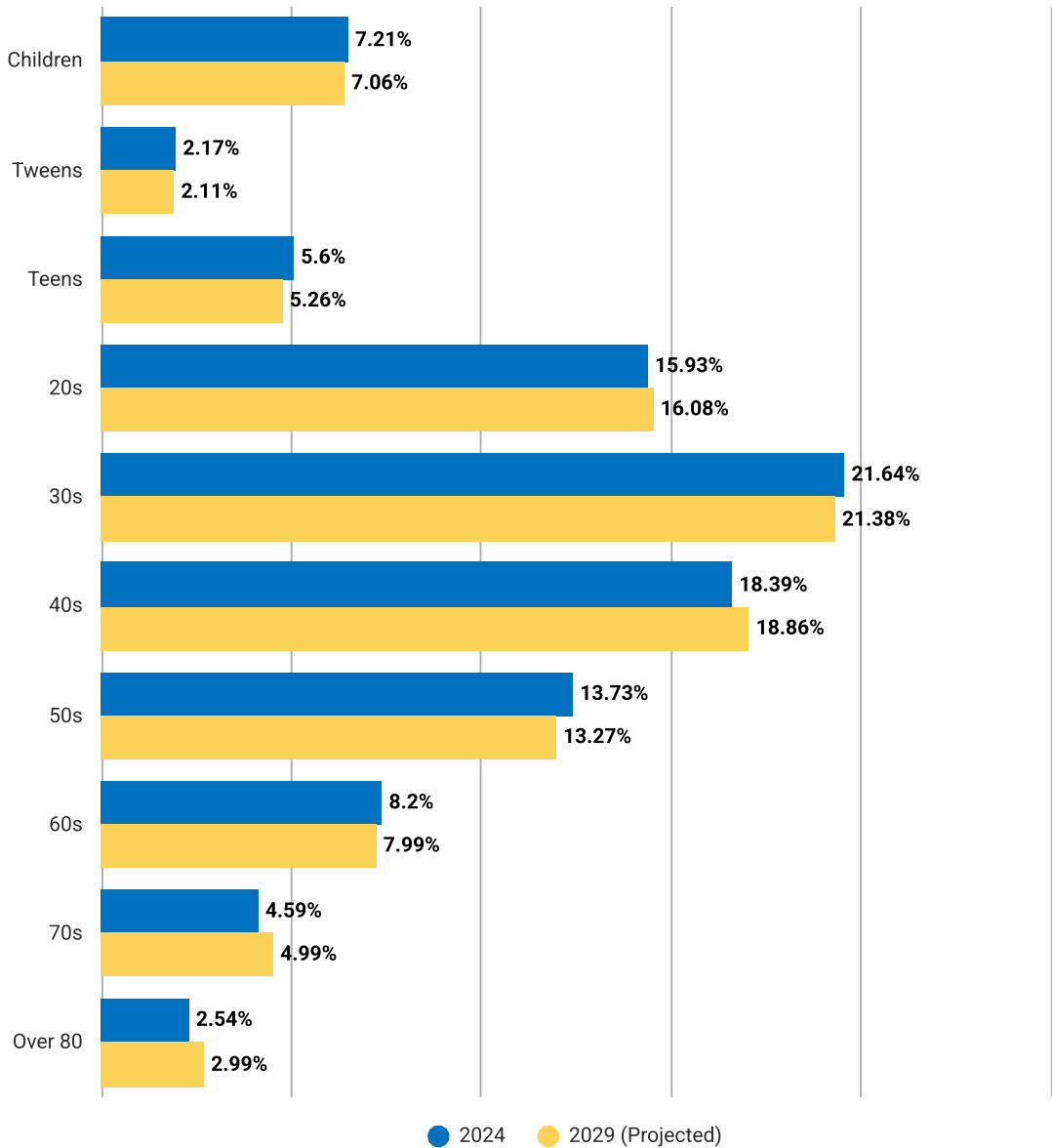
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

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



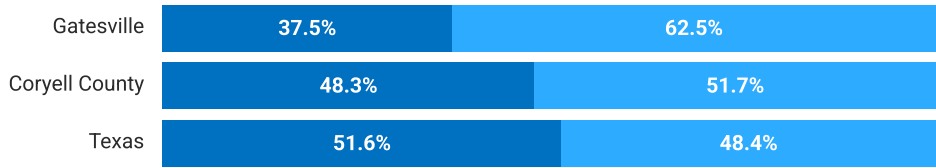
Married

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

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Never Married

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



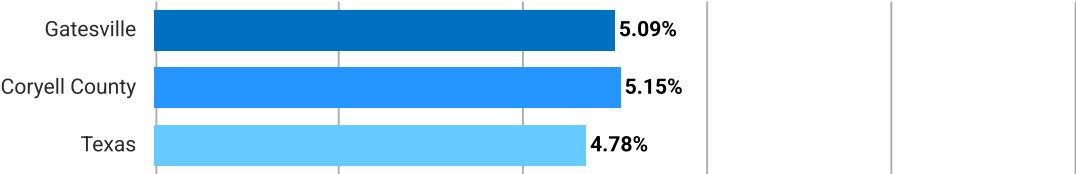
Married

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



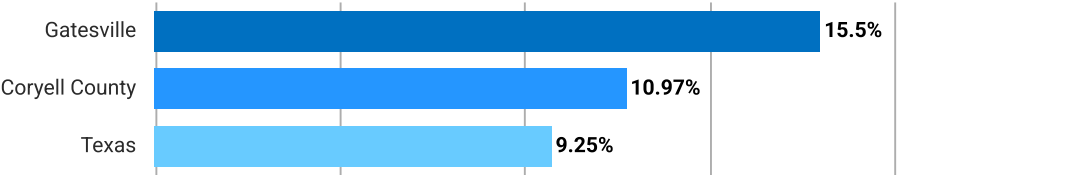
Widowed

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



Divorced

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



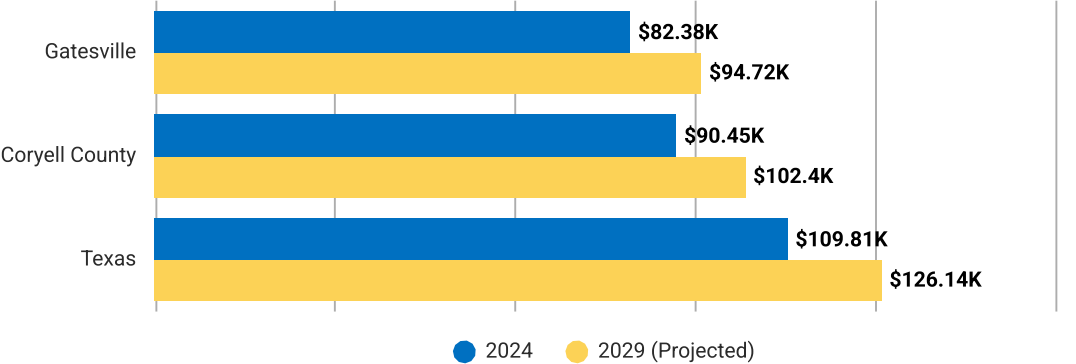
Income

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

Update Frequency: Annually

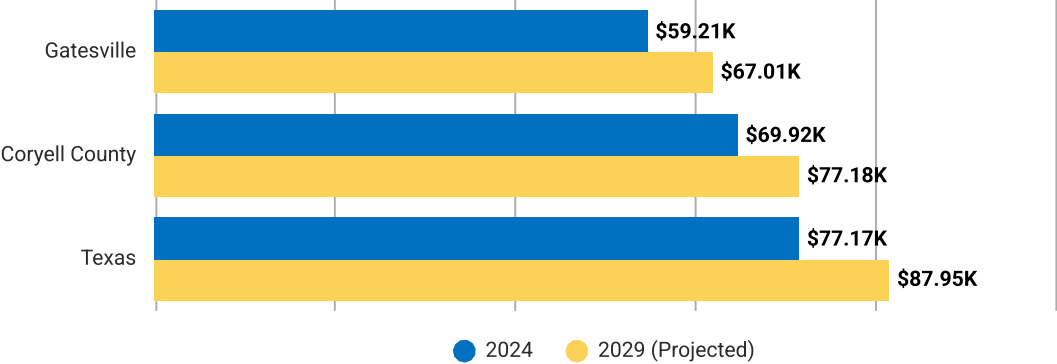
Average Household Income

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



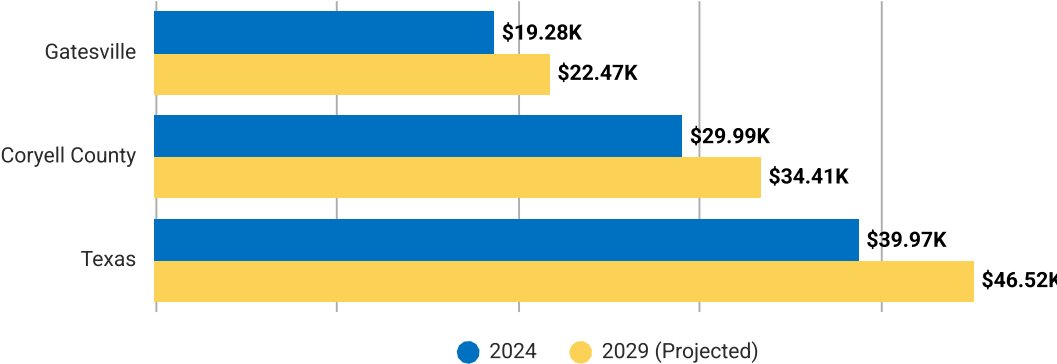
Median Household Income

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



Per Capita Income

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



Average Disposable Income

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



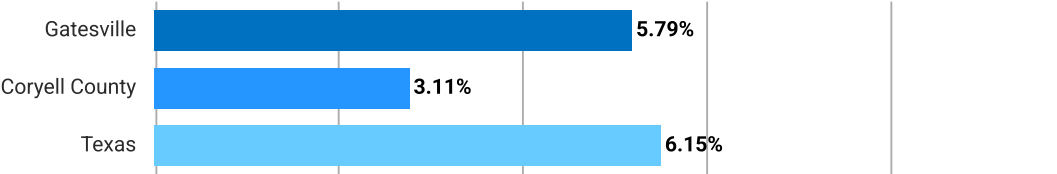
Education

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

Update Frequency: Annually

Less than 9th Grade

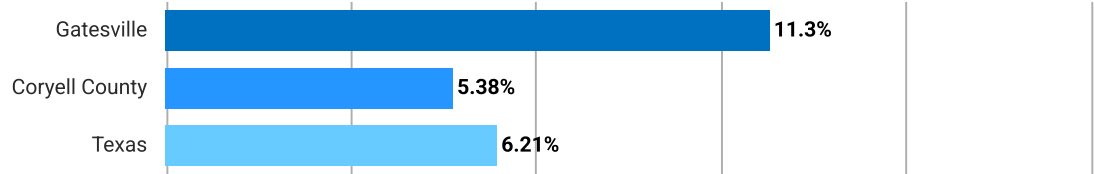
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



Gatesville, Texas

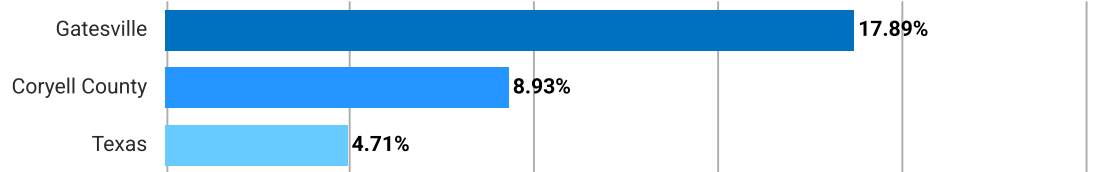
Some High School

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



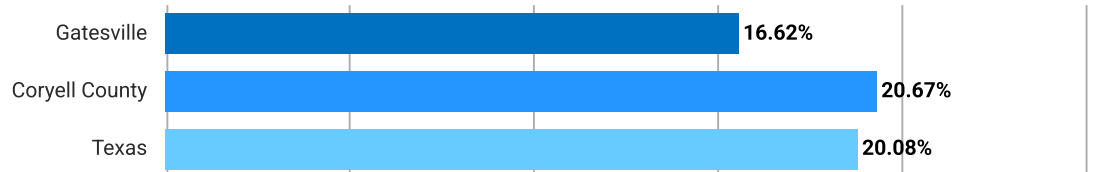
High School GED

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



High School Graduate

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



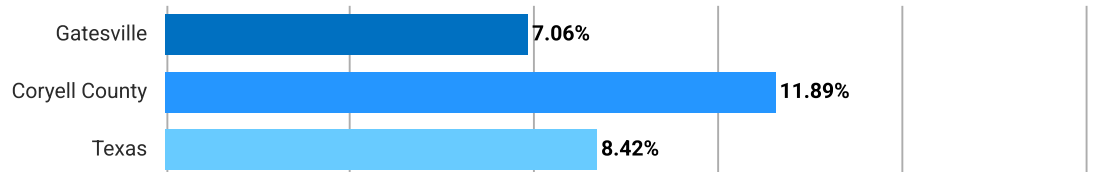
Some College

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



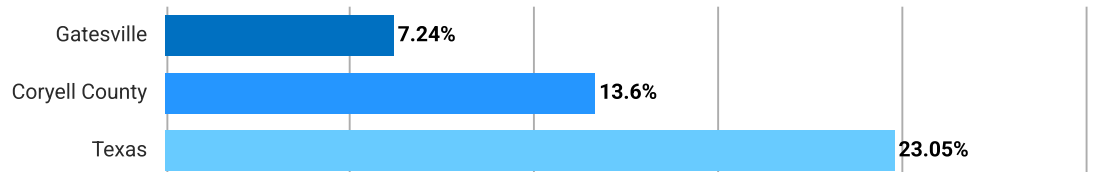
Associate Degree

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



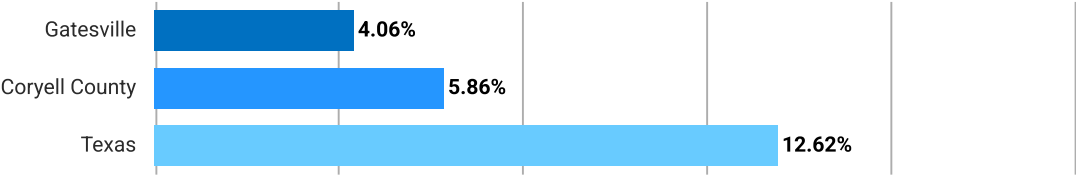
Bachelor's Degree

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



Grad/Professional Degree

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



Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

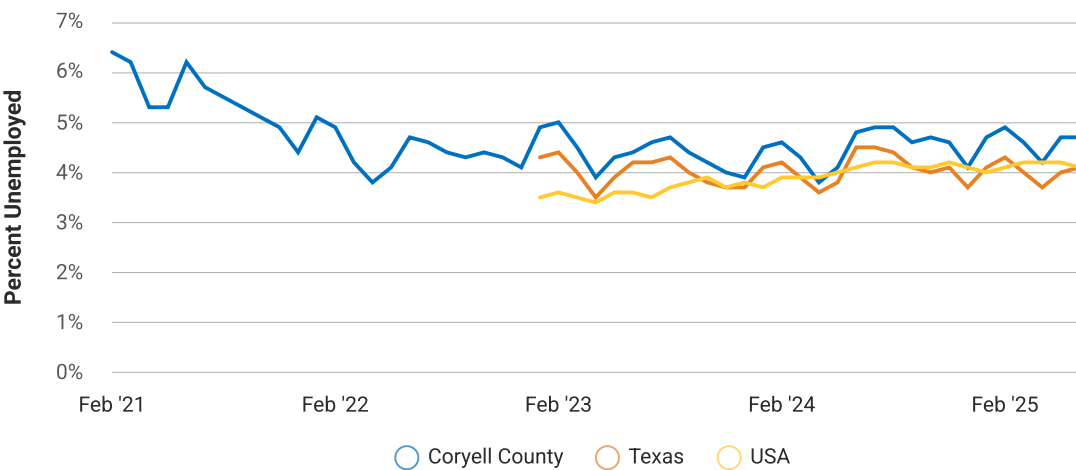


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

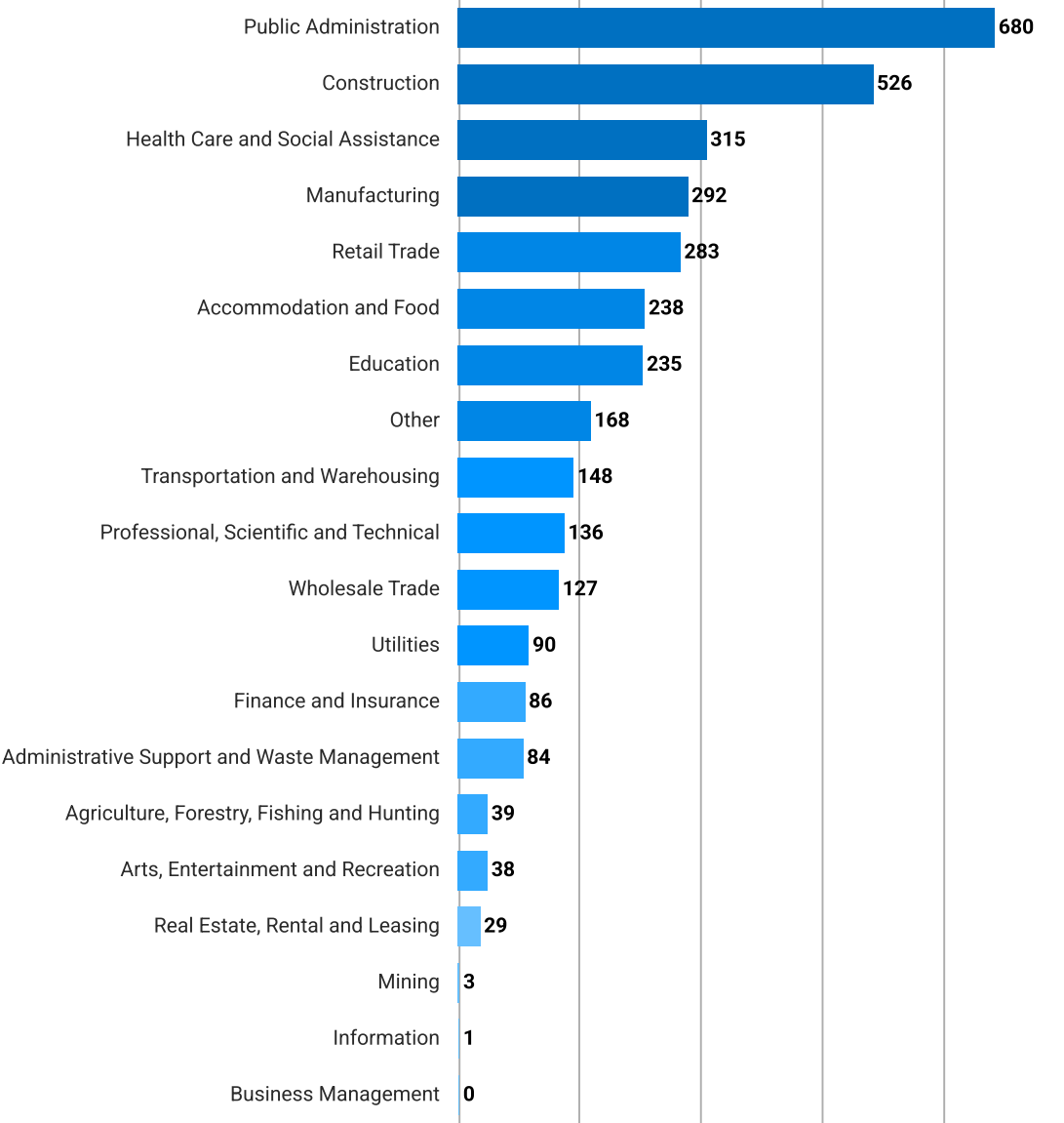


Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



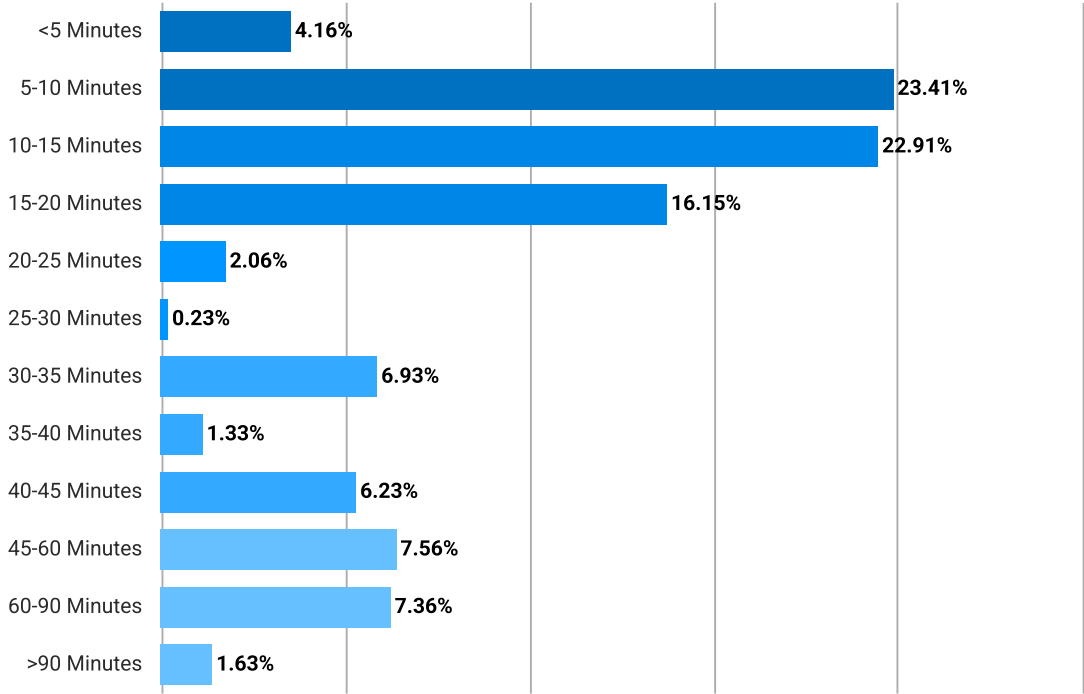
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

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

Update Frequency: Annually

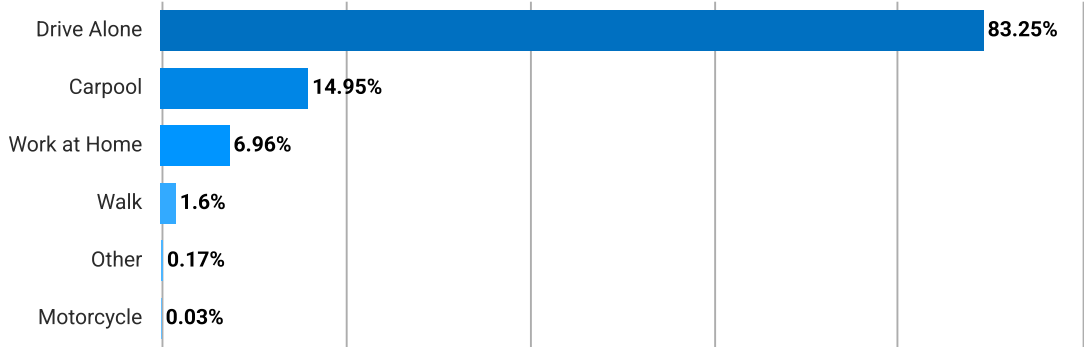


How People Get to Work

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

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

Update Frequency: Annually



Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

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

Update Frequency: Monthly



12 mo. Change in Median Estimated Home Value

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

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

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

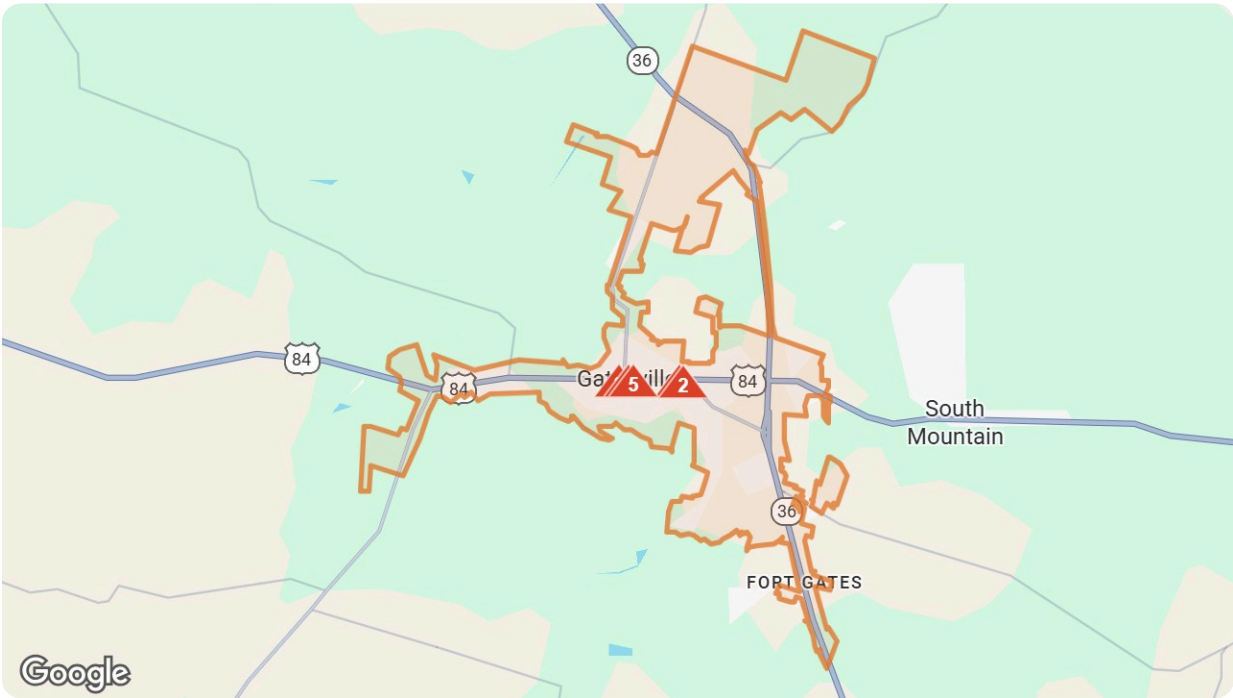
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

▲19,469 E Main St 2025 Est. daily traffic counts Cross: Main St Cross Dir: E Distance: 0.04 miles Historical counts <table><tr><th>Year</th><th>▲</th><th>Count</th><th>Type</th></tr><tr><td>2011</td><td>▲</td><td>20,000</td><td>AADT</td></tr><tr><td>2010</td><td>▲</td><td>17,400</td><td>AADT</td></tr><tr><td>2002</td><td>▲</td><td>18,900</td><td>AADT</td></tr><tr><td>1997</td><td>▲</td><td>17,600</td><td>AADT</td></tr></table>	Year	▲	Count	Type	2011	▲	20,000	AADT	2010	▲	17,400	AADT	2002	▲	18,900	AADT	1997	▲	17,600	AADT	▲19,021 East Main Street 2025 Est. daily traffic counts Cross: E Main St Cross Dir: W Distance: 0.01 miles Historical counts <table><tr><th>Year</th><th>▲</th><th>Count</th><th>Type</th></tr><tr><td>2022</td><td>▲</td><td>18,695</td><td>AADT</td></tr><tr><td>2021</td><td>▲</td><td>18,758</td><td>AADT</td></tr><tr><td>2020</td><td>▲</td><td>18,390</td><td>AADT</td></tr><tr><td>2019</td><td>▲</td><td>19,155</td><td>AADT</td></tr><tr><td>2018</td><td>▲</td><td>19,155</td><td>AADT</td></tr></table>	Year	▲	Count	Type	2022	▲	18,695	AADT	2021	▲	18,758	AADT	2020	▲	18,390	AADT	2019	▲	19,155	AADT	2018	▲	19,155	AADT	▲18,221 East Main Street 2025 Est. daily traffic counts Cross: N Lutterloh Ave Cross Dir: E Distance: 0.05 miles Historical counts <table><tr><th>Year</th><th>▲</th><th>Count</th><th>Type</th></tr><tr><td>2022</td><td>▲</td><td>18,632</td><td>AADT</td></tr><tr><td>2021</td><td>▲</td><td>18,995</td><td>AADT</td></tr><tr><td>2020</td><td>▲</td><td>18,623</td><td>AADT</td></tr><tr><td>2019</td><td>▲</td><td>17,227</td><td>AADT</td></tr><tr><td>2018</td><td>▲</td><td>17,180</td><td>AADT</td></tr></table>	Year	▲	Count	Type	2022	▲	18,632	AADT	2021	▲	18,995	AADT	2020	▲	18,623	AADT	2019	▲	17,227	AADT	2018	▲	17,180	AADT	▲17,226 East Main Street 2025 Est. daily traffic counts Cross: S 14th St Cross Dir: E Distance: 0.04 miles Historical counts <table><tr><th>Year</th><th>▲</th><th>Count</th><th>Type</th></tr><tr><td>2022</td><td>▲</td><td>17,112</td><td>AADT</td></tr><tr><td>2021</td><td>▲</td><td>17,443</td><td>AADT</td></tr><tr><td>2020</td><td>▲</td><td>17,101</td><td>AADT</td></tr><tr><td>2019</td><td>▲</td><td>16,482</td><td>AADT</td></tr><tr><td>2018</td><td>▲</td><td>16,662</td><td>AADT</td></tr></table>	Year	▲	Count	Type	2022	▲	17,112	AADT	2021	▲	17,443	AADT	2020	▲	17,101	AADT	2019	▲	16,482	AADT	2018	▲	16,662	AADT	▲17,101 E Main St 2025 Est. daily traffic counts Cross: N 14th St Cross Dir: E Distance: 0.01 miles Historical counts <table><tr><th>Year</th><th>▲</th><th>Count</th><th>Type</th></tr><tr><td>2011</td><td>▲</td><td>16,800</td><td>AADT</td></tr><tr><td>2010</td><td>▲</td><td>16,100</td><td>AADT</td></tr><tr><td>2002</td><td>▲</td><td>15,700</td><td>AADT</td></tr><tr><td>1997</td><td>▲</td><td>17,000</td><td>AADT</td></tr></table>	Year	▲	Count	Type	2011	▲	16,800	AADT	2010	▲	16,100	AADT	2002	▲	15,700	AADT	1997	▲	17,000	AADT
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AADT - Annual Average Daily Traffic ADT - Average Daily Traffic AWDT - Average Weekly Daily Traffic

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

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