



Market Profile

Chadwick Farms
 TX-114 E, Roanoke, Texas, 76262
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 33.02293
 Longitude: -97.25817

	3 miles	5 miles	7 miles
Population Summary			
2010 Total Population	10,808	42,582	92,884
2020 Total Population	21,707	72,147	142,766
2020 Group Quarters	0	103	288
2023 Total Population	25,047	85,506	168,130
2023 Group Quarters	0	108	288
2028 Total Population	29,338	99,913	194,639
2023-2028 Annual Rate	3.21%	3.16%	2.97%
2023 Total Daytime Population	26,719	71,766	149,699
Workers	15,442	31,707	69,890
Residents	11,277	40,059	79,809
Household Summary			
2010 Households	4,251	14,493	31,898
2010 Average Household Size	2.54	2.93	2.90
2020 Total Households	7,840	23,696	47,614
2020 Average Household Size	2.77	3.04	2.99
2023 Total Households	9,132	28,115	56,400
2023 Average Household Size	2.74	3.04	2.98
2028 Total Households	10,737	33,165	65,600
2028 Average Household Size	2.73	3.01	2.96
2023-2028 Annual Rate	3.29%	3.36%	3.07%
2010 Families	2,803	11,260	25,136
2010 Average Family Size	3.16	3.35	3.30
2023 Families	6,035	21,344	42,797
2023 Average Family Size	3.44	3.53	3.46
2028 Families	7,065	25,196	49,528
2028 Average Family Size	3.44	3.50	3.44
2023-2028 Annual Rate	3.20%	3.37%	2.96%
Housing Unit Summary			
2000 Housing Units	2,095	5,235	14,447
Owner Occupied Housing Units	54.1%	70.9%	78.5%
Renter Occupied Housing Units	24.2%	16.4%	13.5%
Vacant Housing Units	21.7%	12.7%	8.0%
2010 Housing Units	4,750	15,508	34,009
Owner Occupied Housing Units	51.3%	72.8%	74.2%
Renter Occupied Housing Units	38.2%	20.6%	19.5%
Vacant Housing Units	10.5%	6.5%	6.2%
2020 Housing Units	8,401	24,840	49,894
Vacant Housing Units	6.7%	4.6%	4.6%
2023 Housing Units	9,647	29,481	59,109
Owner Occupied Housing Units	60.5%	72.0%	73.8%
Renter Occupied Housing Units	34.1%	23.3%	21.6%
Vacant Housing Units	5.3%	4.6%	4.6%
2028 Housing Units	11,077	34,503	68,351
Owner Occupied Housing Units	54.2%	68.9%	73.5%
Renter Occupied Housing Units	42.7%	27.2%	22.4%
Vacant Housing Units	3.1%	3.9%	4.0%
Median Household Income			
2023	\$112,747	\$115,206	\$117,588
2028	\$120,682	\$125,593	\$126,904
Median Home Value			
2023	\$391,405	\$385,827	\$390,522
2028	\$407,470	\$407,437	\$412,570
Per Capita Income			
2023	\$51,267	\$51,132	\$53,627
2028	\$56,381	\$56,828	\$58,609
Median Age			
2010	32.2	32.1	34.0
2023	34.4	35.1	36.1
2028	33.3	34.7	35.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	9,132	28,115	56,398
<\$15,000	2.8%	2.9%	3.4%
\$15,000 - \$24,999	2.5%	2.3%	2.2%
\$25,000 - \$34,999	2.4%	2.6%	2.9%
\$35,000 - \$49,999	7.1%	6.4%	6.2%
\$50,000 - \$74,999	14.8%	13.1%	12.5%
\$75,000 - \$99,999	10.2%	12.9%	12.4%
\$100,000 - \$149,999	28.3%	24.0%	23.1%
\$150,000 - \$199,999	15.5%	14.6%	14.4%
\$200,000+	16.5%	21.2%	23.1%
Average Household Income	\$141,571	\$153,359	\$160,215
2028 Households by Income			
Household Income Base	10,737	33,165	65,598
<\$15,000	2.2%	2.5%	2.9%
\$15,000 - \$24,999	1.9%	1.8%	1.7%
\$25,000 - \$34,999	1.8%	2.0%	2.3%
\$35,000 - \$49,999	5.5%	5.1%	5.0%
\$50,000 - \$74,999	12.6%	11.3%	11.1%
\$75,000 - \$99,999	10.0%	12.1%	11.9%
\$100,000 - \$149,999	29.7%	24.5%	23.7%
\$150,000 - \$199,999	19.0%	17.7%	17.1%
\$200,000+	17.3%	22.9%	24.4%
Average Household Income	\$155,017	\$168,877	\$174,308
2023 Owner Occupied Housing Units by Value			
Total	5,839	21,233	43,601
<\$50,000	1.4%	0.8%	1.2%
\$50,000 - \$99,999	0.1%	0.2%	0.6%
\$100,000 - \$149,999	0.3%	1.3%	0.9%
\$150,000 - \$199,999	1.1%	2.9%	2.6%
\$200,000 - \$249,999	4.1%	8.9%	7.5%
\$250,000 - \$299,999	12.5%	14.6%	13.1%
\$300,000 - \$399,999	33.3%	24.8%	26.6%
\$400,000 - \$499,999	20.5%	18.6%	17.5%
\$500,000 - \$749,999	24.3%	21.6%	21.4%
\$750,000 - \$999,999	1.2%	4.2%	5.2%
\$1,000,000 - \$1,499,999	0.2%	0.8%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.8%
\$2,000,000 +	1.0%	0.7%	1.0%
Average Home Value	\$441,662	\$445,698	\$466,648
2028 Owner Occupied Housing Units by Value			
Total	6,008	23,782	50,267
<\$50,000	0.0%	0.0%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.4%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	0.4%	1.2%	1.1%
\$200,000 - \$249,999	2.5%	5.9%	4.6%
\$250,000 - \$299,999	10.8%	13.8%	11.7%
\$300,000 - \$399,999	34.3%	27.3%	29.3%
\$400,000 - \$499,999	24.0%	22.1%	21.1%
\$500,000 - \$749,999	26.0%	23.6%	23.7%
\$750,000 - \$999,999	1.1%	4.5%	5.2%
\$1,000,000 - \$1,499,999	0.1%	0.8%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.6%
\$2,000,000 +	0.5%	0.4%	0.6%
Average Home Value	\$450,528	\$459,310	\$478,614

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	10,807	42,584	92,884
0 - 4	8.6%	9.5%	8.4%
5 - 9	8.2%	9.5%	9.1%
10 - 14	7.3%	8.7%	9.2%
15 - 24	12.9%	10.8%	11.1%
25 - 34	17.8%	16.8%	13.8%
35 - 44	18.0%	18.4%	17.7%
45 - 54	13.8%	13.1%	15.0%
55 - 64	8.1%	7.6%	9.1%
65 - 74	3.6%	3.6%	4.2%
75 - 84	1.4%	1.5%	1.9%
85 +	0.3%	0.4%	0.6%
18 +	72.0%	67.7%	68.4%
2023 Population by Age			
Total	25,047	85,506	168,130
0 - 4	7.7%	7.7%	7.1%
5 - 9	8.0%	8.2%	7.8%
10 - 14	7.7%	8.1%	8.0%
15 - 24	11.9%	11.9%	12.1%
25 - 34	15.9%	14.0%	13.3%
35 - 44	17.2%	16.5%	15.7%
45 - 54	12.9%	13.1%	13.5%
55 - 64	9.8%	10.4%	11.4%
65 - 74	6.2%	6.8%	7.5%
75 - 84	2.3%	2.7%	2.9%
85 +	0.5%	0.6%	0.8%
18 +	72.6%	71.8%	72.7%
2028 Population by Age			
Total	29,336	99,911	194,642
0 - 4	8.1%	7.8%	7.3%
5 - 9	8.1%	7.9%	7.6%
10 - 14	8.1%	8.0%	7.8%
15 - 24	12.3%	11.7%	11.5%
25 - 34	16.2%	15.1%	14.4%
35 - 44	17.9%	15.9%	15.3%
45 - 54	11.9%	12.5%	12.7%
55 - 64	8.6%	9.8%	10.8%
65 - 74	5.8%	7.1%	7.9%
75 - 84	2.5%	3.4%	3.9%
85 +	0.5%	0.8%	0.9%
18 +	71.5%	72.0%	73.2%
2010 Population by Sex			
Males	5,312	21,056	45,901
Females	5,497	21,526	46,983
2023 Population by Sex			
Males	12,269	42,127	83,101
Females	12,778	43,379	85,029
2028 Population by Sex			
Males	14,228	48,891	95,691
Females	15,110	51,022	98,948

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	10,809	42,581	92,884
White Alone	84.7%	83.9%	85.3%
Black Alone	4.3%	5.4%	4.5%
American Indian Alone	1.0%	0.7%	0.6%
Asian Alone	2.9%	3.6%	3.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	4.3%	3.5%	3.2%
Two or More Races	2.7%	2.9%	2.7%
Hispanic Origin	14.2%	14.1%	12.6%
Diversity Index	45.3	46.2	42.9
2020 Population by Race/Ethnicity			
Total	21,707	72,147	142,766
White Alone	68.9%	68.8%	70.2%
Black Alone	6.9%	6.7%	6.0%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	7.4%	7.4%	6.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.3%	4.0%	4.2%
Two or More Races	11.8%	12.3%	12.2%
Hispanic Origin	15.7%	15.4%	15.3%
Diversity Index	63.2	63.1	61.7
2023 Population by Race/Ethnicity			
Total	25,046	85,506	168,129
White Alone	68.4%	67.7%	68.5%
Black Alone	7.0%	6.9%	6.6%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	7.2%	7.3%	6.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.6%	4.6%	4.7%
Two or More Races	12.0%	12.7%	12.5%
Hispanic Origin	16.8%	16.8%	16.4%
Diversity Index	64.4	65.0	64.0
2028 Population by Race/Ethnicity			
Total	29,337	99,913	194,640
White Alone	66.8%	66.0%	66.6%
Black Alone	7.3%	7.2%	7.0%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	8.0%	8.0%	7.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.0%	4.9%	5.0%
Two or More Races	12.1%	13.0%	13.0%
Hispanic Origin	17.6%	17.6%	17.3%
Diversity Index	66.3	66.9	66.2
2010 Population by Relationship and Household Type			
Total	10,808	42,582	92,884
In Households	100.0%	99.7%	99.7%
In Family Households	83.7%	90.2%	90.7%
Householder	25.7%	26.6%	27.0%
Spouse	20.5%	22.1%	22.7%
Child	32.5%	36.7%	36.6%
Other relative	3.1%	3.1%	3.0%
Nonrelative	1.8%	1.7%	1.5%
In Nonfamily Households	16.3%	9.5%	9.0%
In Group Quarters	0.0%	0.3%	0.3%
Institutionalized Population	0.0%	0.2%	0.3%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2023 Population 25+ by Educational Attainment			
Total	16,216	54,831	109,215
Less than 9th Grade	2.0%	2.0%	1.5%
9th - 12th Grade, No Diploma	2.2%	1.8%	2.1%
High School Graduate	13.1%	13.1%	13.5%
GED/Alternative Credential	2.1%	1.8%	2.5%
Some College, No Degree	15.8%	19.4%	18.1%
Associate Degree	8.6%	8.8%	8.8%
Bachelor's Degree	34.4%	35.3%	36.2%
Graduate/Professional Degree	21.8%	17.8%	17.3%
2023 Population 15+ by Marital Status			
Total	19,188	65,018	129,563
Never Married	21.5%	23.8%	23.7%
Married	63.2%	64.1%	64.1%
Widowed	2.4%	3.0%	3.3%
Divorced	13.0%	9.0%	8.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,538	48,117	92,945
Population 16+ Employed	96.4%	96.1%	96.6%
Population 16+ Unemployment rate	3.6%	3.9%	3.4%
Population 16-24 Employed	10.6%	11.0%	11.0%
Population 16-24 Unemployment rate	9.7%	10.4%	8.9%
Population 25-54 Employed	71.9%	69.0%	67.7%
Population 25-54 Unemployment rate	2.7%	3.3%	3.0%
Population 55-64 Employed	13.4%	13.8%	15.3%
Population 55-64 Unemployment rate	1.7%	2.0%	1.6%
Population 65+ Employed	4.0%	6.2%	5.9%
Population 65+ Unemployment rate	8.0%	2.8%	2.7%
2023 Employed Population 16+ by Industry			
Total	14,021	46,223	89,763
Agriculture/Mining	0.6%	1.0%	1.0%
Construction	6.3%	5.1%	5.2%
Manufacturing	5.6%	7.9%	8.5%
Wholesale Trade	3.5%	2.7%	2.5%
Retail Trade	7.9%	9.4%	9.6%
Transportation/Utilities	12.5%	12.0%	12.0%
Information	2.3%	2.8%	2.4%
Finance/Insurance/Real Estate	16.3%	14.2%	13.1%
Services	41.3%	41.7%	42.5%
Public Administration	3.8%	3.2%	3.2%
2023 Employed Population 16+ by Occupation			
Total	14,022	46,222	89,761
White Collar	74.4%	74.3%	73.3%
Management/Business/Financial	26.4%	27.4%	26.8%
Professional	27.2%	25.6%	25.1%
Sales	9.0%	9.8%	10.0%
Administrative Support	11.8%	11.5%	11.4%
Services	8.3%	8.4%	10.4%
Blue Collar	17.4%	17.3%	16.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.0%	2.1%	2.2%
Installation/Maintenance/Repair	4.3%	3.4%	3.4%
Production	1.6%	2.8%	2.5%
Transportation/Material Moving	9.4%	9.0%	8.1%

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2010 Households by Type			
Total	4,253	14,490	31,895
Households with 1 Person	27.5%	17.7%	17.1%
Households with 2+ People	72.5%	82.3%	82.9%
Family Households	65.9%	77.7%	78.8%
Husband-wife Families	52.8%	64.8%	66.3%
With Related Children	29.2%	39.7%	39.0%
Other Family (No Spouse Present)	13.1%	12.9%	12.5%
Other Family with Male Householder	3.2%	3.8%	3.8%
With Related Children	1.8%	2.5%	2.5%
Other Family with Female Householder	9.9%	9.1%	8.8%
With Related Children	7.3%	6.8%	6.4%
Nonfamily Households	6.6%	4.6%	4.1%
All Households with Children	38.9%	49.5%	48.3%
Multigenerational Households	3.1%	4.0%	3.9%
Unmarried Partner Households	5.9%	4.9%	4.3%
Male-female	5.3%	4.2%	3.7%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	4,252	14,492	31,898
1 Person Household	27.5%	17.7%	17.1%
2 Person Household	30.7%	29.0%	29.7%
3 Person Household	16.6%	19.2%	19.0%
4 Person Household	14.7%	19.7%	20.0%
5 Person Household	6.8%	9.3%	9.4%
6 Person Household	2.6%	3.5%	3.3%
7 + Person Household	1.2%	1.6%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	4,251	14,490	31,897
Owner Occupied	57.3%	77.9%	79.2%
Owned with a Mortgage/Loan	48.1%	68.8%	67.8%
Owned Free and Clear	9.2%	9.1%	11.4%
Renter Occupied	42.7%	22.1%	20.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	103	106	106
Percent of Income for Mortgage	20.9%	20.1%	20.0%
Wealth Index	124	155	172
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,750	15,508	34,009
Housing Units Inside Urbanized Area	90.8%	87.6%	87.0%
Housing Units Inside Urbanized Cluster	0.3%	4.2%	3.1%
Rural Housing Units	8.8%	8.2%	9.9%
2010 Population By Urban/ Rural Status			
Total Population	10,808	42,582	92,884
Population Inside Urbanized Area	91.7%	88.5%	87.7%
Population Inside Urbanized Cluster	0.2%	4.3%	3.1%
Rural Population	8.1%	7.2%	9.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Middleburg (4C)	Savvy Suburbanites (1D)	Middleburg (4C)
3.	Bright Young Professionals (8C)	Boomburbs (1C)	Boomburbs (1C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$26,826,348	\$87,984,809	\$183,340,985
Average Spent	\$2,937.62	\$3,129.46	\$3,250.73
Spending Potential Index	134	142	148
Education: Total \$	\$18,922,843	\$67,271,543	\$145,133,342
Average Spent	\$2,072.15	\$2,392.73	\$2,573.29
Spending Potential Index	116	133	143
Entertainment/Recreation: Total \$	\$46,064,037	\$152,733,118	\$318,724,557
Average Spent	\$5,044.24	\$5,432.44	\$5,651.14
Spending Potential Index	133	144	149
Food at Home: Total \$	\$79,231,645	\$260,691,961	\$546,572,771
Average Spent	\$8,676.26	\$9,272.34	\$9,691.01
Spending Potential Index	128	136	142
Food Away from Home: Total \$	\$47,176,564	\$153,678,985	\$318,002,795
Average Spent	\$5,166.07	\$5,466.09	\$5,638.35
Spending Potential Index	139	147	151
Health Care: Total \$	\$87,443,201	\$288,900,985	\$605,998,867
Average Spent	\$9,575.47	\$10,275.69	\$10,744.66
Spending Potential Index	130	140	146
HH Furnishings & Equipment: Total \$	\$36,627,334	\$120,930,749	\$252,088,253
Average Spent	\$4,010.88	\$4,301.29	\$4,469.65
Spending Potential Index	136	146	151
Personal Care Products & Services: Total \$	\$11,735,257	\$38,596,286	\$80,467,746
Average Spent	\$1,285.07	\$1,372.80	\$1,426.73
Spending Potential Index	134	144	149
Shelter: Total \$	\$296,402,703	\$979,192,713	\$2,046,470,895
Average Spent	\$32,457.59	\$34,828.12	\$36,284.94
Spending Potential Index	131	141	146
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$39,657,335	\$132,480,516	\$276,107,996
Average Spent	\$4,342.68	\$4,712.09	\$4,895.53
Spending Potential Index	139	151	156
Travel: Total \$	\$28,111,196	\$94,057,757	\$196,643,725
Average Spent	\$3,078.32	\$3,345.47	\$3,486.59
Spending Potential Index	137	149	155
Vehicle Maintenance & Repairs: Total \$	\$16,525,254	\$53,408,524	\$110,472,692
Average Spent	\$1,809.60	\$1,899.65	\$1,958.74
Spending Potential Index	138	145	149

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.