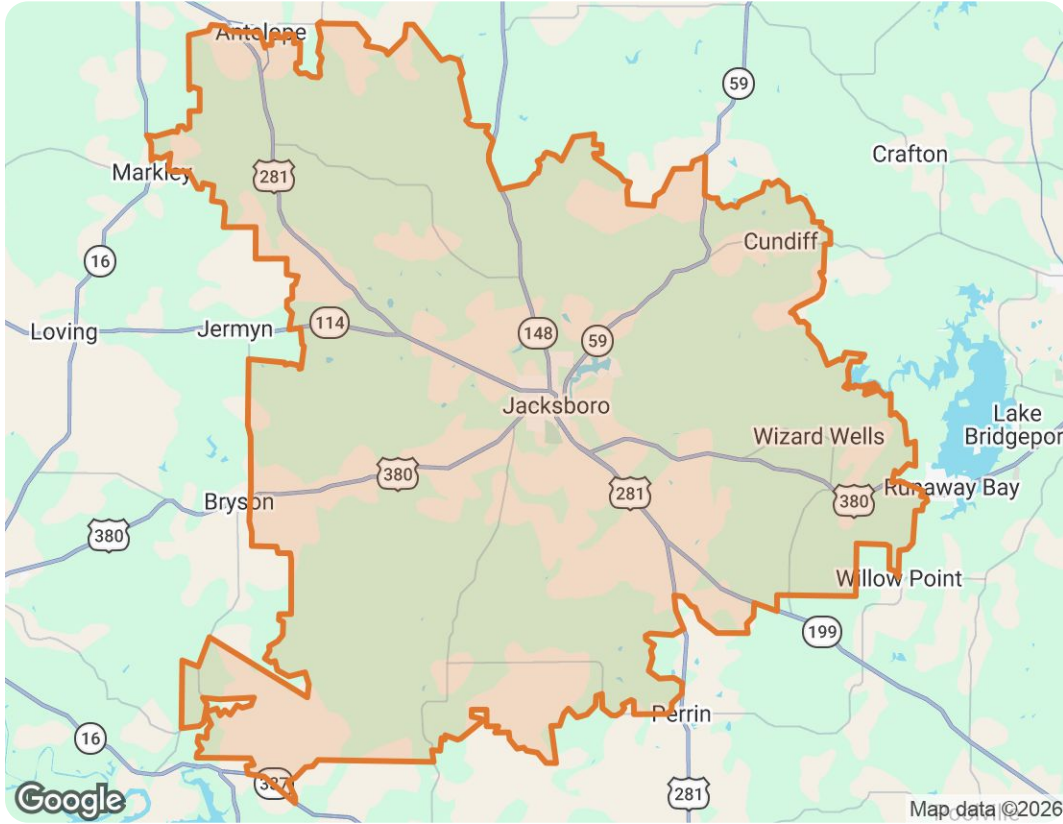


# Jacksboro, TX 76458



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## Ready Real Estate

Pilot Point, TX



## Trade Area Summary

### Attribute Summary for Jacksboro, TX 76458

Median Household Income

**\$55,391**

Source: 2024/2029 Income (Esri)

Median Age

**39.7**

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

**6,433**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Economic BedRock**

Source: 2024 Tapestry Market Segmentation (Households)

### Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



#### Rustic Outposts

Country life with older families in older homes

URBANIZATION - Where do people like this usually live?



#### Rural

Country living featuring single-family homes with acreage, farms, and rural resort areas

| Top Tapestry Segments   | Economic BedRock  | Rooted Rural   | Traditional Living  | Green Acres   | The Great Outdoors   |
|-------------------------|---|--|---|---|--|
| % of Households         | 1,091 (51.1%)   | 615 (28.8%)  | 420 (19.7%)   | 9 (0.4%)  | 1 (0.0%)   |
| Lifestyle Group         | Rustic Outposts   | Rustic Outposts                                      | Hometown  | Cozy Country Living   | Cozy Country Living  |
| Urbanization Group      | Rural   | Rural  | Metro Cities  | Rural   | Rural  |
| Residence Type          | Single Family ; Mobile Homes  | Single Family ; Mobile Homes                         | Single Family   | Single Family   | Single Family  |
| Household Type          | Married Couples   | Married Couples                                      | Married Couples   | Married Couples   | Married Couples  |
| Average Household Size  | 2.47  | 2.41   | 2.43  | 2.64  | 2.4  |
| Median Age              | 42.5  | 46.4   | 36.7  | 43.8  | 48.1   |
| Diversity Index         | 50.9  | 35.4   | 66.4  | 38.5  | 46   |
| Median Household Income | \$52,400  | \$58,000   | \$53,000  | \$103,400   | \$80,800   |
| Median Net Worth        | \$160,300   | \$220,000  | \$92,400  | \$537,400   | \$357,300  |
| Median Home Value       | \$144,800   | \$199,100  | \$130,100   | \$374,800   | \$422,500  |
| Homeownership           | 78.1%   | 82.6%  | 59.3%   | 88%   | 81.4%  |
| Employment              | Professional or Services  | Professional or Services                             | Services or Professional  | Professional or Mgmt/Bus/Financial  | Professional or Mgmt/Bus/Financial                             |
| Education               | High School Diploma   | High School Diploma                                  | High School Diploma   | High School Diploma   | High School Diploma  |
| Preferred Activities    | Budgeted vacations are taken within the US. Hunting, yard work and gardening are popular. | Do-it-yourself mentality. Go hunting, fishing.       | Enjoy outdoor activities and taking trips to the zoo. Fast-food devotees. | Pursue physical fitness vigorously. Active in communities and social organizations. | Prefer domestic travel to trips abroad.. Own pet dogs or cats. |
| Financial               | Make purchases for today because tomorrow is uncertain.                                   | Avoid using the Internet for financial transactions. | Carry credit card balances, have personal loans                           | Comfortable with debt, and investments.   | Do-it-yourself oriented and cost conscious                     |
| Media                   | TV is the main source of information, news and entertainment                              | Listen to faith-based radio, gospel music            | TV is seen as the most trusted media                                      | Provided by satellite service, radio and television                                 | Watch CMT, History Channel, Fox News                           |

This represents an estimated sale price for this property. It is not the same as the opinion of value in an appraisal developed by a licensed appraiser under the Uniform Standards of Professional Appraisal Practice.



## Consumer Segmentation

| Top Tapestry Segments | Economic BedRock        | Rooted Rural             | Traditional Living | Green Acres                                  | The Great Outdoors       |
|-----------------------|-------------------------|--------------------------|--------------------|--|--------------------------|
| Vehicle               | Own domestic truck, ATV | Own, maintain cars, ATVs | Own 1-2 vehicles   | Late model trucks SUVs, ATVs and motorcycles | Own 4-wheel drive trucks |

## Consumer Segment Details

About this segment

### Economic BedRock

Ranked

**1st**

dominant segment for this area

In this area

**51.1%**

of households fall into this segment

In the United States

**0.6%**

of households fall into this segment

## Who Are They?

Close to one in five employed residents works in mining, oil and gas extraction, or quarrying industries. Economic BedRock is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

## Neighborhood

- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than \$100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High-vacancy rate, nearly one in six housing units is vacant.

## Socioeconomic Traits

- They hold strong religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; "if it's not broken, don't fix it," mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.

## Market Profile

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores, mostly dollar stores.
- Many are well-insured; from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

## Consumer Segment Details

About this segment

### Rooted Rural

Ranked

**2nd**

dominant segment  
for this area

In this area

**28.8%**

of households fall  
into this segment

In the United States

**1.8%**

of households fall  
into this segment

### Who Are They?

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith and family history.

### Neighborhood

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

### Socioeconomic Traits

- Shoppers that use coupons frequently and buy generic goods.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

### Market Profile

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular, dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

## Consumer Segment Details

About this segment

### Traditional Living

Ranked

**3rd**

dominant segment  
for this area

In this area

**19.7%**

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.

## Consumer Segment Details

About this segment

### Green Acres

Ranked

**4th**

dominant segment  
for this area

In this area

**0.4%**

of households fall  
into this segment

In the United States

**3.3%**

of households fall  
into this segment

## Who Are They?

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.

## 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.

## Consumer Segment Details

About this segment

### The Great Outdoors

Ranked

**5th**

dominant segment  
for this area

In this area

**0.0%**

of households fall  
into this segment

In the United States

**1.6%**

of households fall  
into this segment

## Who Are They?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

## Socioeconomic Traits

- 60% have attended college or hold a degree.
- Labor force participation is low at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

## Neighborhood

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.44.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home

## Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.
- Most households have pets, dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

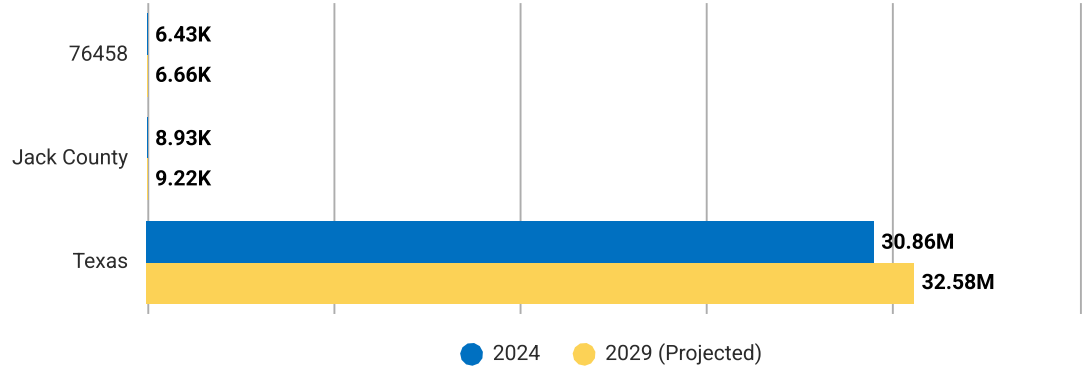
## Population

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

Update Frequency: Annually

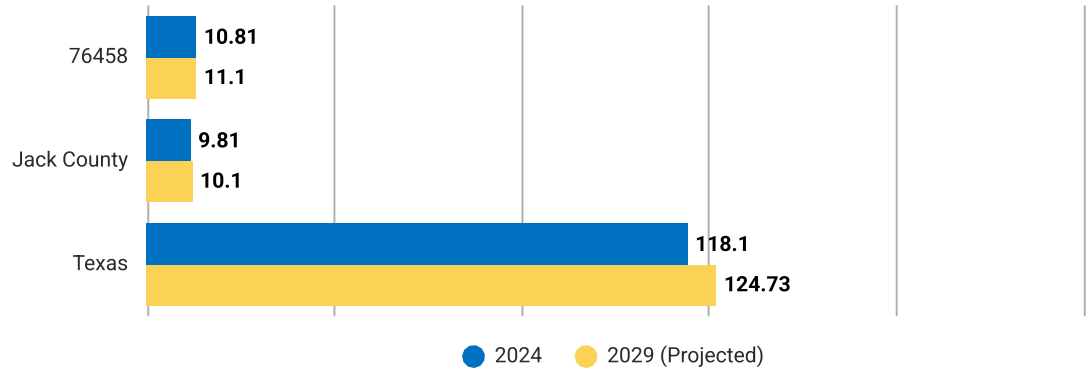
### Total Population

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

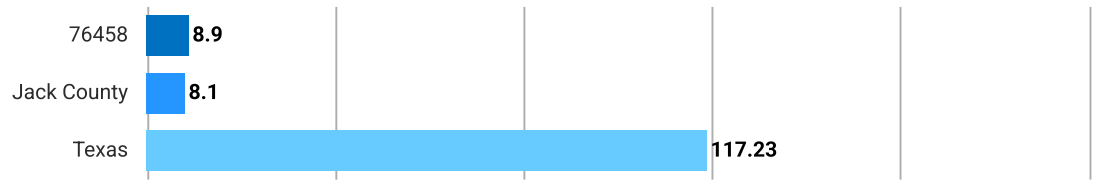
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Jacksboro, TX 76458

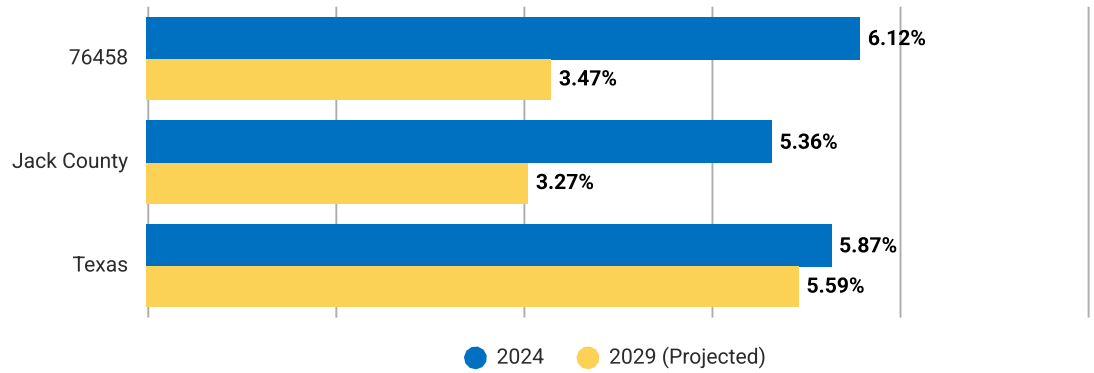
## Daytime Population Density

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.



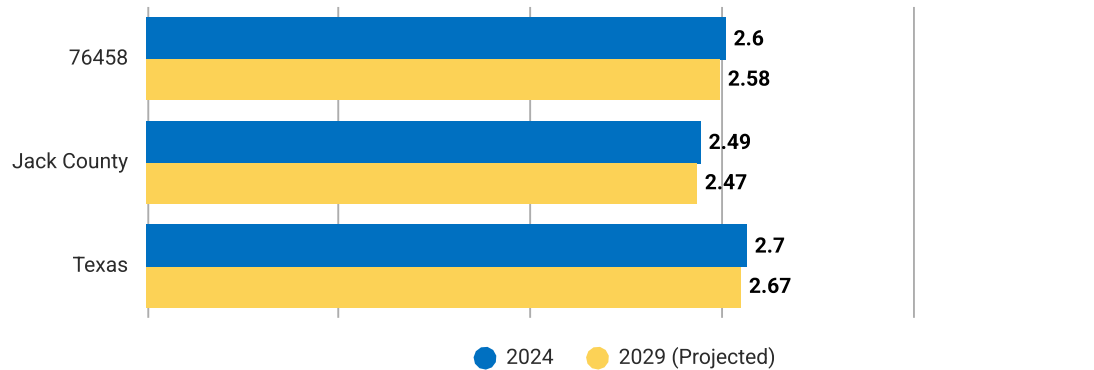
## Population Change Since 2020

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



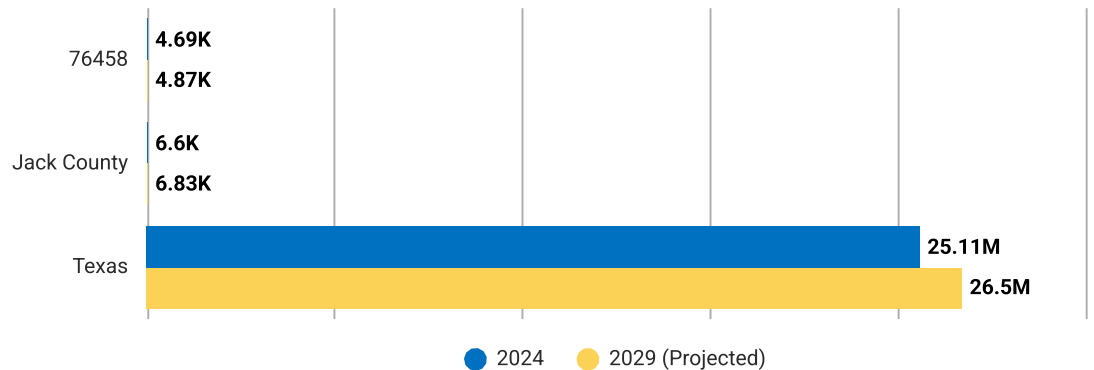
## Average Household Size

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



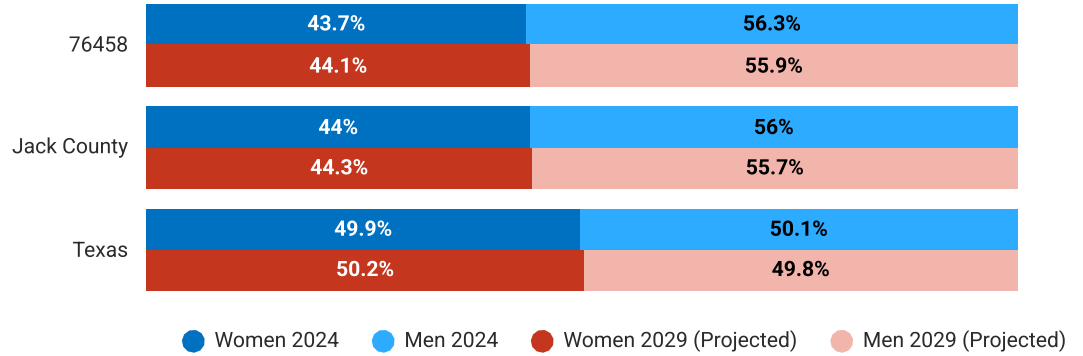
## Population Living in Family Households

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.



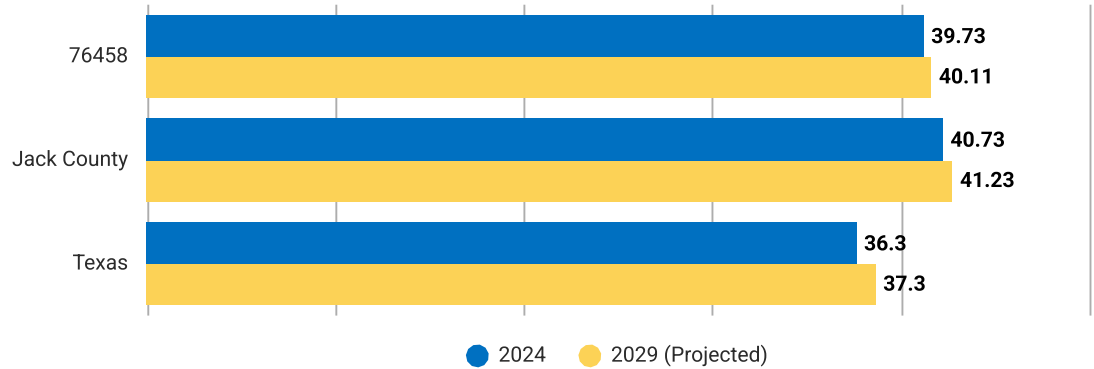
## Age

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

Update Frequency: Annually

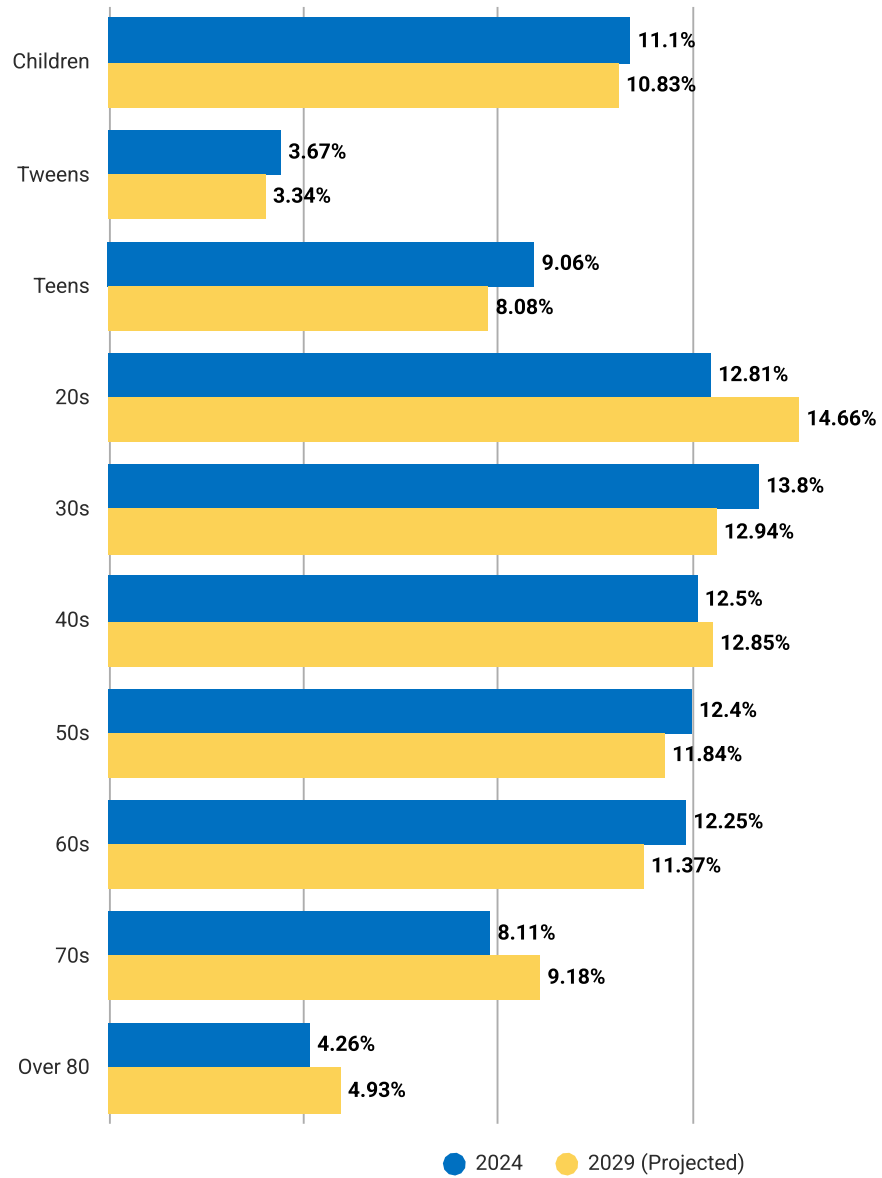
### Median Age

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

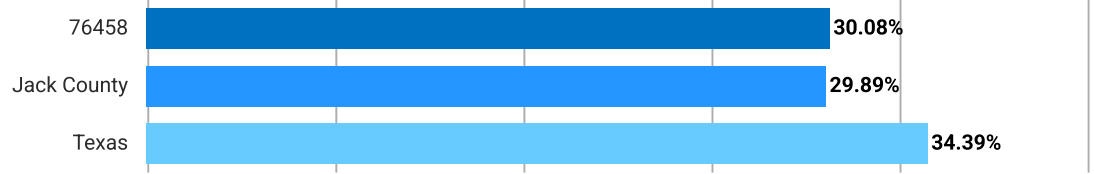
### Married / Unmarried Adults Ratio

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.



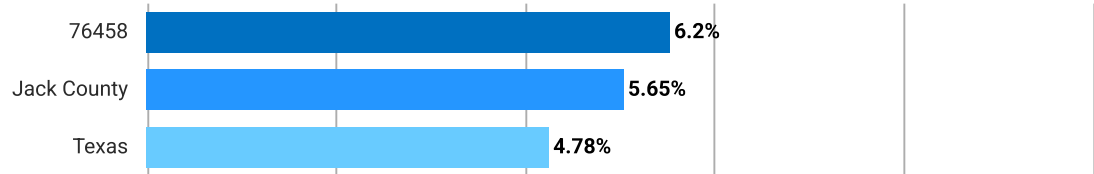
## Married

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



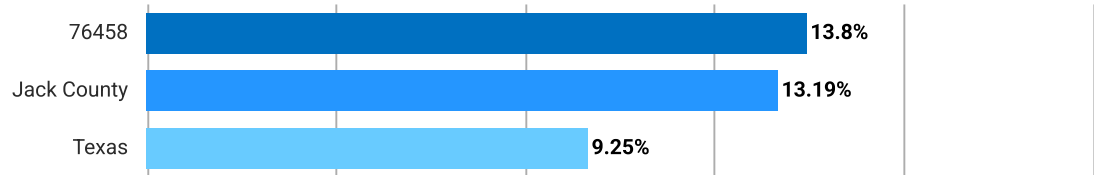
## Widowed

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.



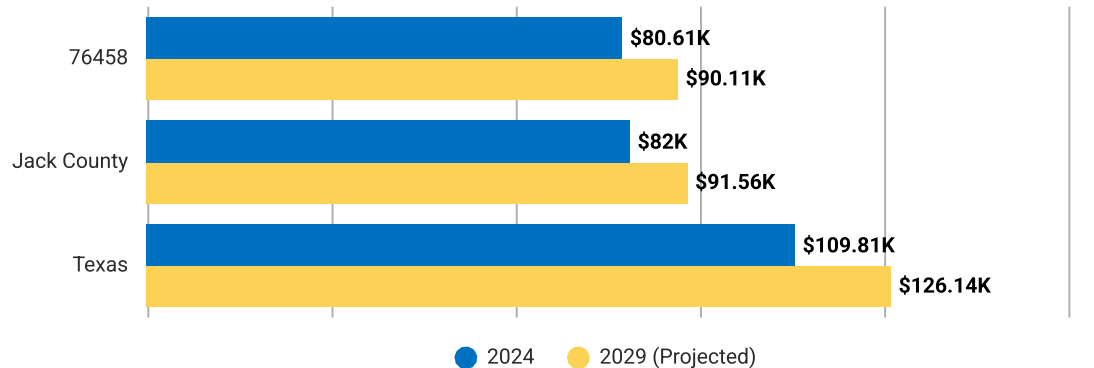
## Income

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

Update Frequency: Annually

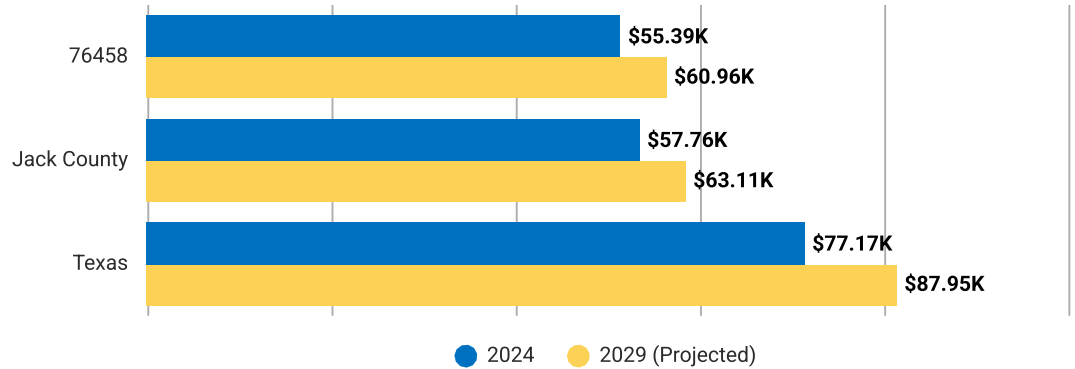
### Average Household Income

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



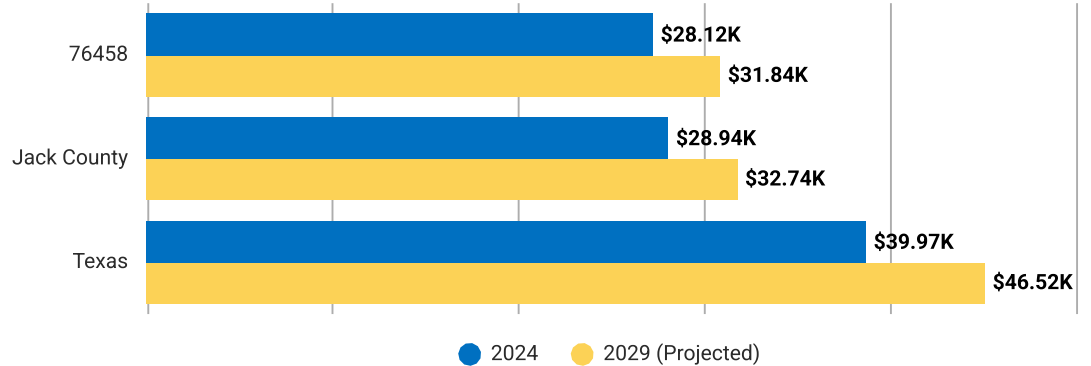
## Median Household Income

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.



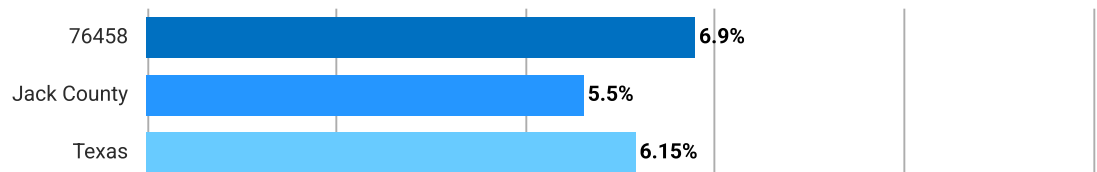
## Education

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

Update Frequency: Annually

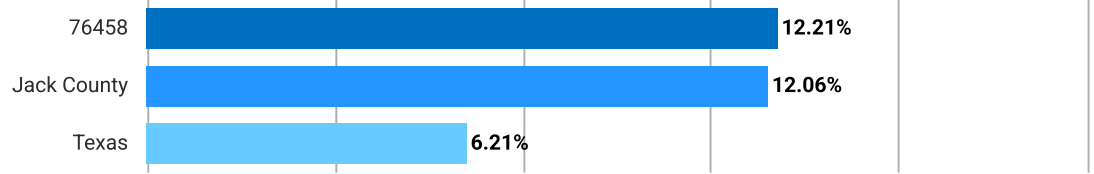
### Less than 9th Grade

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



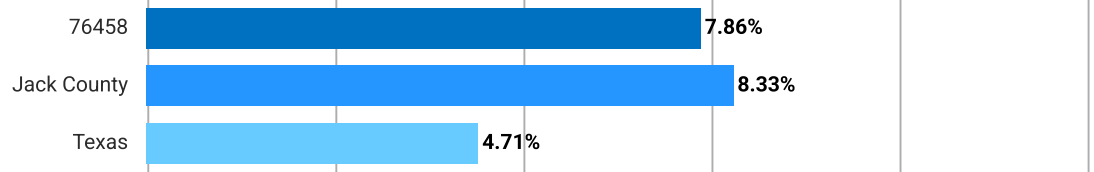
## Some High School

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.



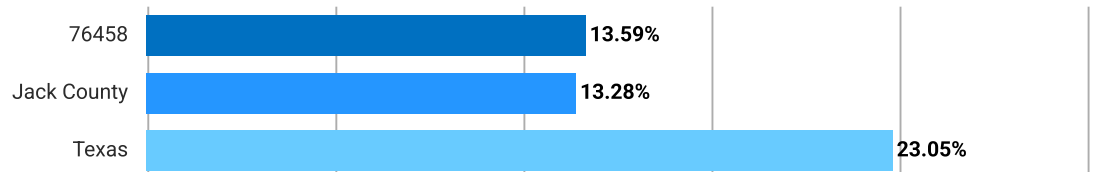
## Associate Degree

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

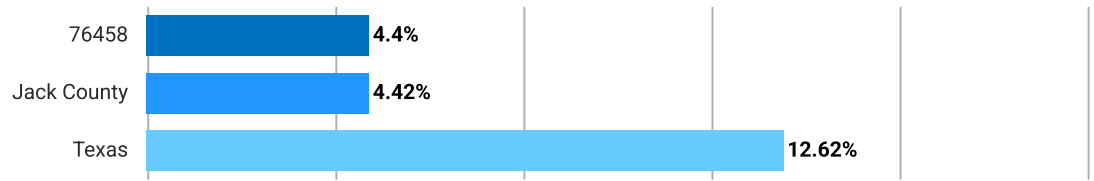
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



# Jacksboro, TX 76458

## 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

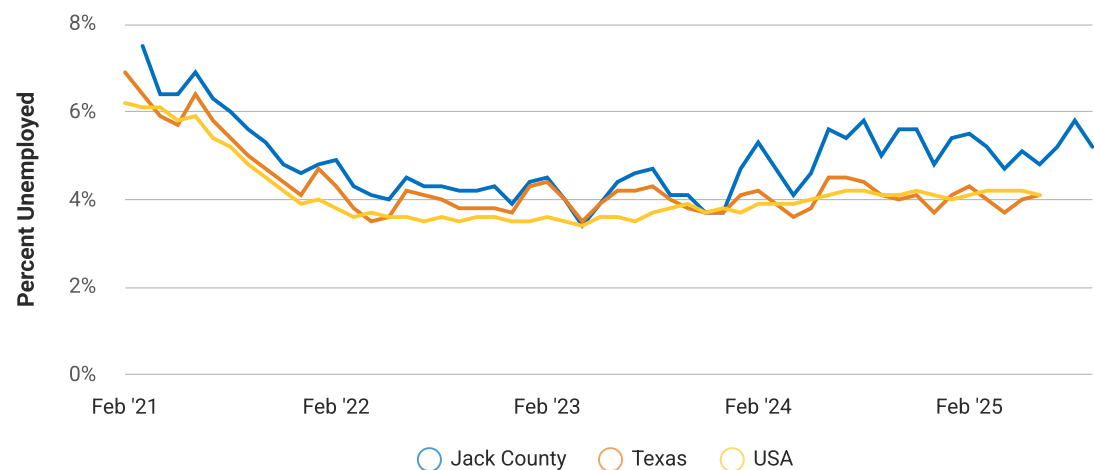


### Unemployment Rate

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

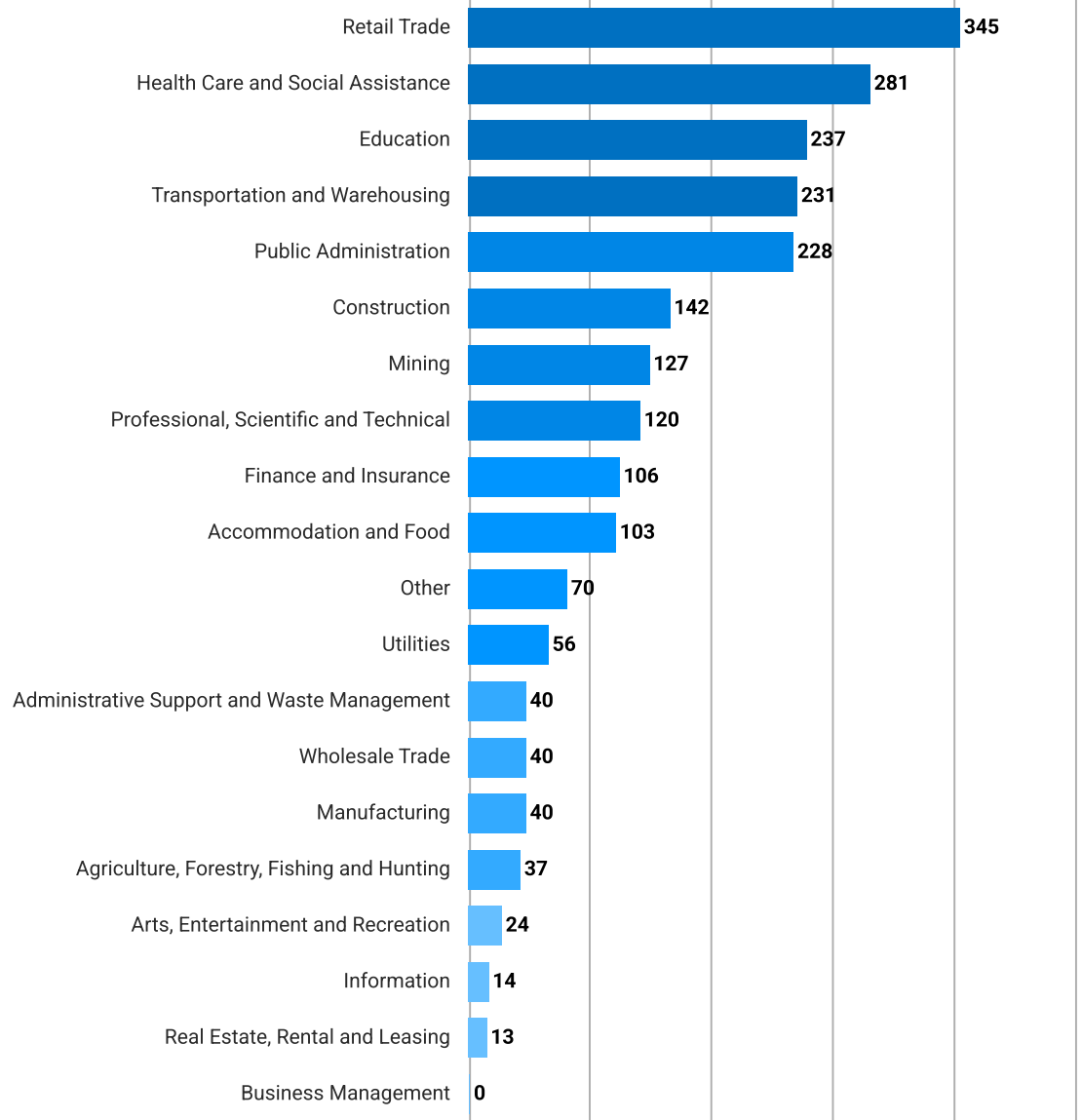


## Employment Count by Industry

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



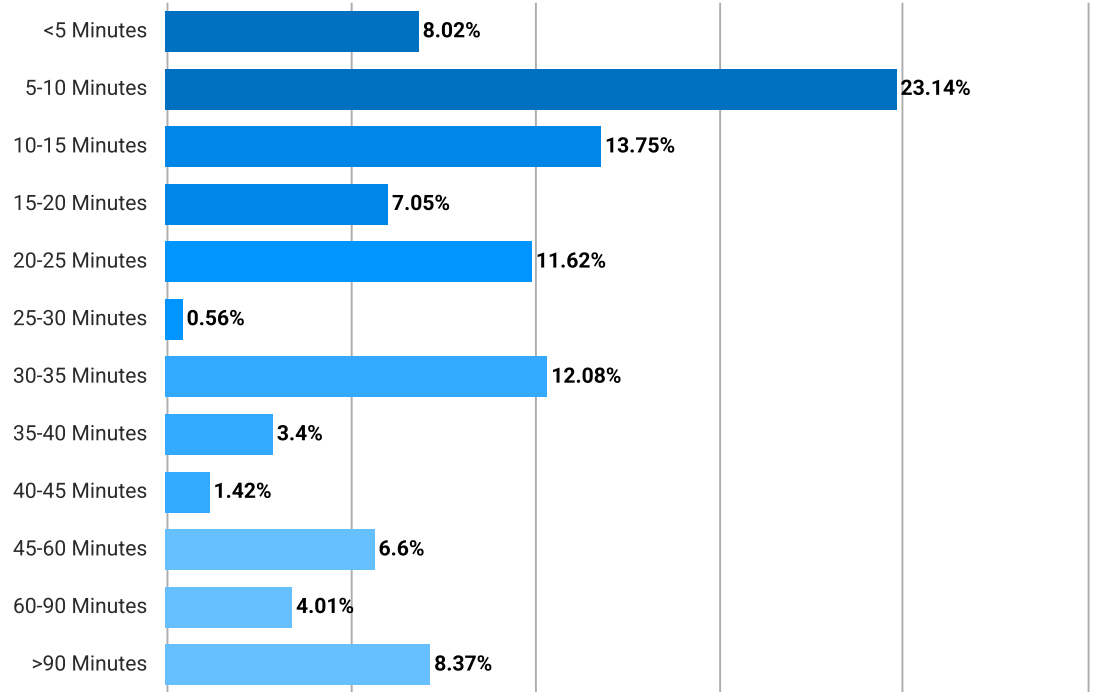
# Commute to Work

## 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

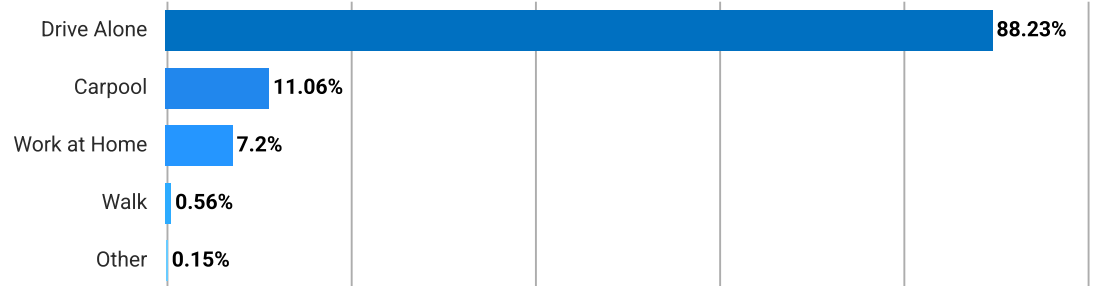


## How People Get to Work

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



# Jacksboro, TX 76458

## 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

## About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

## Learn More

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>



## Affiliated Services

### Neighborhood Loans



#### Alex Varela

Regional Sales Manager

Office: (214) 239-1506

📞 (866) 908-1524

✉️ [avarela@neighborhoodloans.com](mailto:avarela@neighborhoodloans.com)

🌐 <https://www.teamvarela.com>

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Southlake, TX 76092

### Texas Title



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