

## 4.51 mile radius near Conroe, TX 77304

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### The Woodlands

9595 Six Pines, Suite 8210

The Woodlands, TX 77380

# 4.51 mile radius near Conroe, TX 77304

## Trade Area Summary

### Attribute Summary for 4.51 mile radius near Conroe, TX 77304

Median Household Income

**\$85,259**

Source: 2025/2029 Income (Esri)

Median Age

**38.9**

Source: 2025/2029 Age: 5 Year Increments (Esri)

Total Population

**48,394**

Source: 2025 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Savvy Suburbanites**

Source: 2025 Tapestry Market Segmentation (Households)

### Consumer Segmentation

Top Tapestry Segments	Savvy Suburbanites	City Greens	Flourishing Families	Emerging Hub	Modern Minds
% of Households	3,544 (17.9%)	2,442 (12.3%)	2,431 (12.3%)	2,204 (11.1%)	1,916 (9.7%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Family Portraits	Contemporary Households	Contemporary Households
Life Mode Group	Premier Estates	Suburban Shine	Family Prosperity	Tech Trailblazers	Tech Trailblazers
Urbanicity Group(s)	Suburb	Urban Vicinity Suburb	Suburb	Urban Core Suburb	Urban Core Urban Vicinity Suburb
Residence Type	Single Family	Single Family	Single Family	Multi-Units, Single Family	Multi-Units, Single Family
Household Type	Married Couples	Married Couples, Singles Living Alone	Married Couples	Singles Living Alone, Married Couples w/No Kids	Married Couples, Singles Living Alone
Average Household Size	2.72	2.2	2.8	1.87	2.37
Median Age	44	41.4	39	36	34.6
Diversity Index	46.9	54.4	58.6	66.7	78.5
Median Household Income	\$139,696	\$97,516	\$111,751	\$70,356	\$91,039
Median Net Worth	\$915,346	\$301,867	\$499,190	\$58,291	\$121,498
Homeownership	91%	66%	85%	33%	41%
Rent Burdened Households	28%	33%	31%	35%	35%
Labor Force Participation Rate	68%	71%	69%	74%	76%
Unemployment Rate	3%	3%	3%	4%	3%
% with Bachelor's Degree or Higher	53%	54%	40%	52%	50%

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.

# 4.51 mile radius near Conroe, TX 77304

## Consumer Segmentation

Top Tapestry Segments	Savvy Suburbanites	City Greens	Flourishing Families	Emerging Hub	Modern Minds
Lifestyle Patterns	<p>Residents frequently use credit cards, and they seldom have outstanding monthly balances. They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.</p>	<p>Residents tend to bank and shop online, and they typically buy groceries in person. Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.</p>	<p>For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items. Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.</p>	<p>Residents tend to shop online for groceries, clothing, household essentials, and electronics. They often plan domestic trips and spend money on workout wear, team sports apparel, and educational books.</p>	<p>Consumers tend to place orders online from warehouse clubs and department stores. These residents spend money on clothing, travel, and dining out, including fast food.</p>

# 4.51 mile radius near Conroe, TX 77304

## Consumer Segment Details

About this segment

### Savvy Suburbanites

Ranked

**1st**

dominant segment  
for this area

In this area

**17.9%**

of households fall  
into this segment

In the United States

**4.5%**

of households fall  
into this segment

## Who Are They?

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

## Key Statistics

- **Median age:** 44.0
- **Median household size:** 2.72
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$139,696
- **Median net worth:** \$915,346
- **Percentage of individuals with completion of a bachelor's degree or higher:** 53.3%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$471,521
- **Homeownership rate:** 90.9%
- **Rent burdened households (American Community Survey 2019-2023):** 27.6%
- **Labor force participation rate:** 68.0%
- **Unemployment rate:** 2.9%

## Lifestyle Patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

# 4.51 mile radius near Conroe, TX 77304

## Consumer Segment Details

About this segment

### City Greens

Ranked

**2nd**

 dominant segment  
for this area

In this area

**12.3%**

 of households fall  
into this segment

In the United States

**2.6%**

 of households fall  
into this segment

## Who Are They?

Most residents in this segment live in metropolitan areas with populations exceeding 500,000. More than half of residents aged 25 and older hold a bachelor's or graduate degree. Married couples are predominant, though a significant proportion of households are nonfamily, including singles, households with no relatives, and cohabiting couples without children. More than half of households have dual incomes, with health care, education, and retail trade being key sectors. Homeownership rates are slightly above the national average, and most homes are valued between \$200,000 and \$500,000. Even with rents slightly higher than the national average, vacancy rates are relatively low. The housing stock is older, with many homes constructed before 1970. While single-family detached homes are common, there is also a higher-than-average presence of single-family attached units such as row houses, duplexes, and townhomes.

## Key Statistics

- **Median age:** 41.4
- **Median household size:** 2.20
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$97,516
- **Median net worth:** \$301,867
- **Percentage of individuals with completion of a bachelor's degree or higher:** 54.1%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Vicinity
- **Median home value:** \$395,657
- **Homeownership rate:** 65.9%
- **Rent burdened households (American Community Survey 2019-2023):** 33.1%
- **Labor force participation rate:** 71.4%
- **Unemployment rate:** 3.0%

## Lifestyle Patterns

- Residents tend to bank and shop online, and they typically buy groceries in person.
- Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.
- They often pay for high-speed internet for streaming. Alongside online news consumption, public radio and television are popular.
- Residents tend to engage with a variety of causes. They vote regularly, participate in environmental groups, and recycle, and they often spend time outdoors.

# 4.51 mile radius near Conroe, TX 77304

## Consumer Segment Details

About this segment

### Flourishing Families

Ranked

**3rd**
dominant segment  
for this area

In this area

**12.3%**
of households fall  
into this segment

In the United States

**3.6%**
of households fall  
into this segment

## Who Are They?

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

## Key Statistics

- **Median age:** 39.0
- **Median household size:** 2.80
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$111,751
- **Median net worth:** \$499,190
- **Percentage of individuals with completion of a bachelor's degree or higher:** 40.2%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$379,560
- **Homeownership rate:** 85.2%
- **Rent burdened households (American Community Survey 2019-2023):** 31.1%
- **Labor force participation rate:** 69.4%
- **Unemployment rate:** 3.1%

## Lifestyle Patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

# 4.51 mile radius near Conroe, TX 77304

## Consumer Segment Details

About this segment

### Emerging Hub

Ranked

**4th**

dominant segment  
for this area

In this area

**11.1%**

of households fall  
into this segment

In the United States

**1.9%**

of households fall  
into this segment

## Who Are They?

Members of these communities are young, live in cities, and move frequently. These neighborhoods show consistent growth and are composed of large numbers of young graduates and college students who have relocated to the U.S. Most individuals live alone, though some share their homes with roommates or partners. Most earn middle-tier incomes and are employed in full-time professional occupations such as management, finance, computer science, engineering, education, and health care; the rate of remote work is higher than average. Housing options are a mix of single-family and multifamily units. Frequent relocations occur both within and outside the county, and rents are on par with the national average. While owning a vehicle is considered necessary, biking or walking to nearby schools and workplaces is an option.

## Key Statistics

- **Median age:** 36.0
- **Median household size:** 1.87
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** \$70,356
- **Median net worth:** \$58,291
- **Percentage of individuals with completion of a bachelor's degree or higher:** 51.6%

## Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb
- **Median home value:** \$369,687
- **Homeownership rate:** 32.7%
- **Rent burdened households (American Community Survey 2019-2023):** 35.3%
- **Labor force participation rate:** 74.0%
- **Unemployment rate:** 3.6%

## Lifestyle Patterns

- Residents tend to shop online for groceries, clothing, household essentials, and electronics.
- They often plan domestic trips and spend money on workout wear, team sports apparel, and educational books.
- These residents use the internet to conduct meetings, complete assignments, and search for employment and housing. Social media use is common.
- Playing video games and watching TV are common sources of entertainment.

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## Consumer Segment Details

About this segment

### Modern Minds

Ranked

**5th**

dominant segment  
for this area

In this area

**9.7%**

of households fall  
into this segment

In the United States

**1.9%**

of households fall  
into this segment

## Who Are They?

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above \$300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

## Key Statistics

- **Median age:** 34.6
- **Median household size:** 2.37
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$91,039
- **Median net worth:** \$121,498
- **Percentage of individuals with completion of a bachelor's degree or higher:** 49.6%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Core; Urban Vicinity
- **Median home value:** \$429,764
- **Homeownership rate:** 41.4%
- **Rent burdened households (American Community Survey 2019-2023):** 34.5%
- **Labor force participation rate:** 76.1%
- **Unemployment rate:** 3.3%

## Lifestyle Patterns

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.

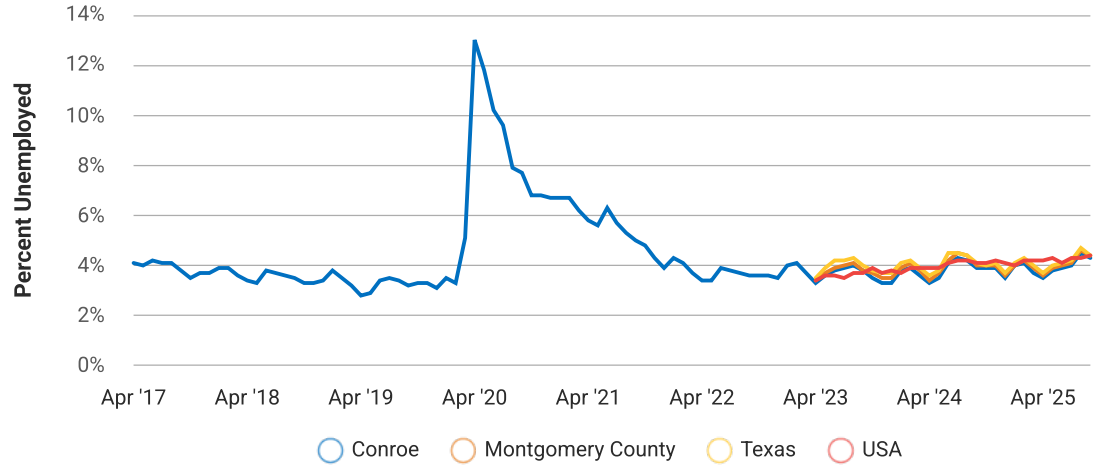
## Economy

### 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



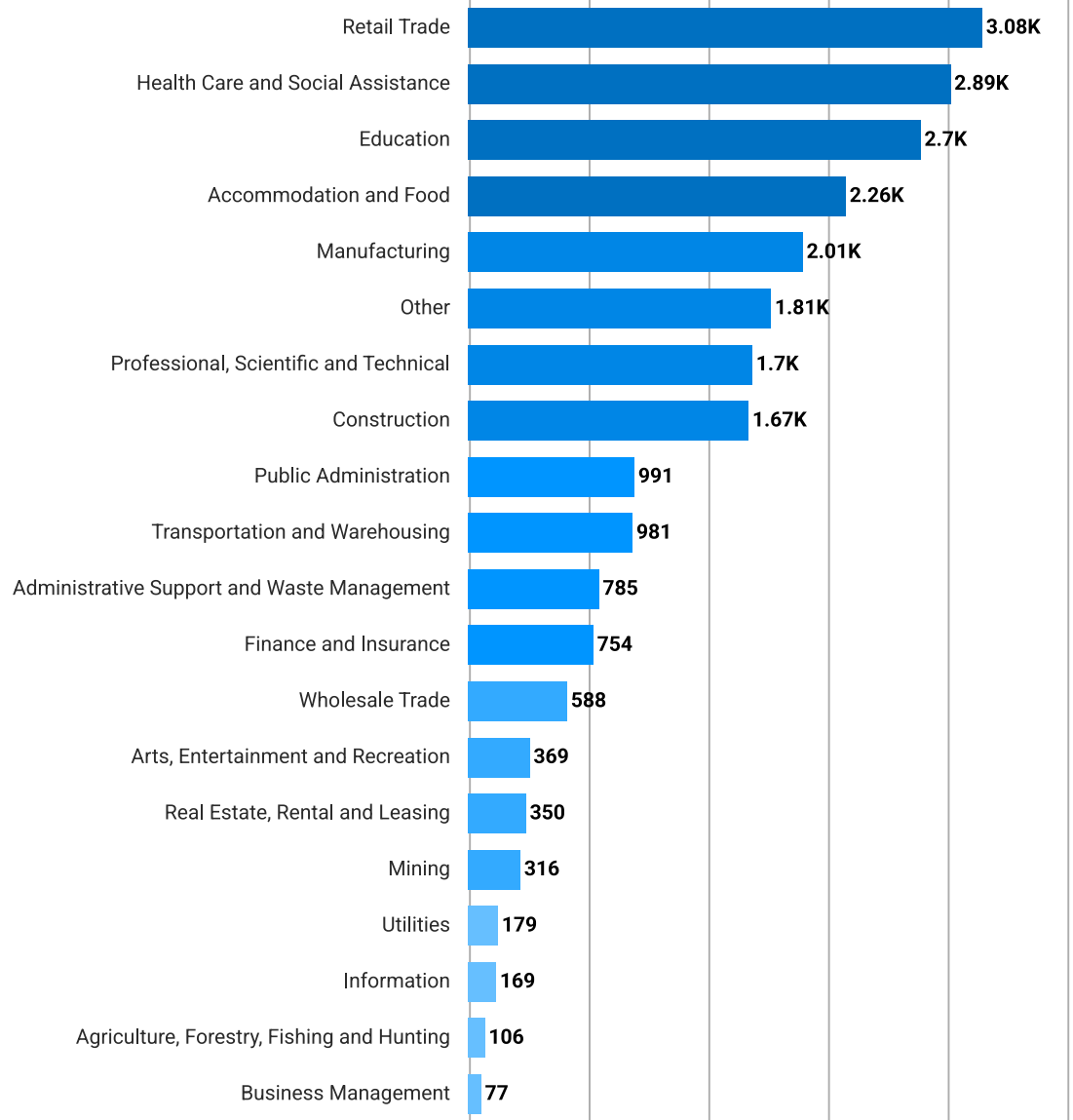
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## Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



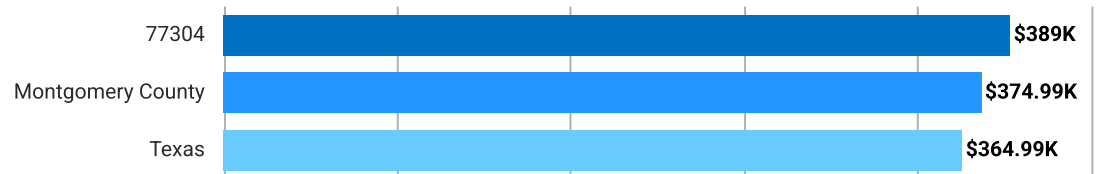
## Home Values

### 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



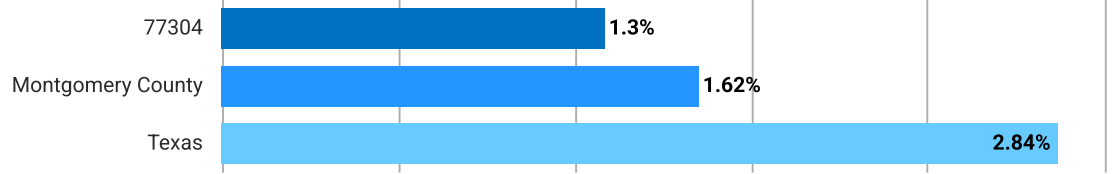
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## 12 mo. Change in Median Listing Price

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.

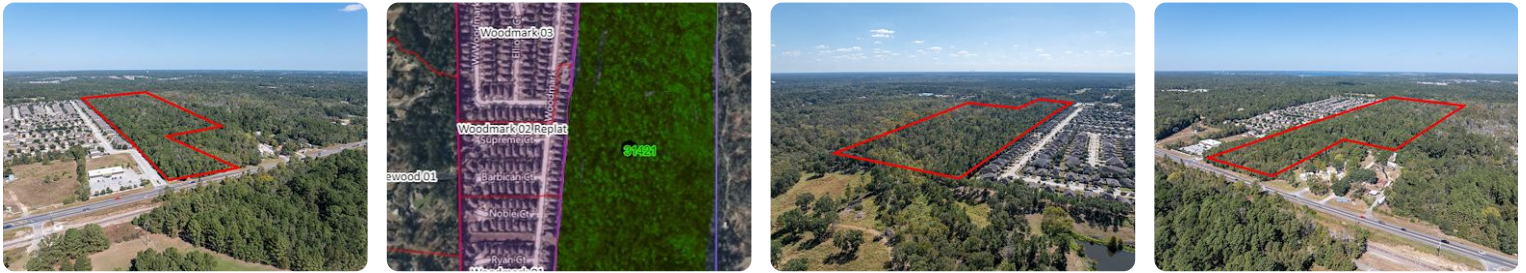
Source: Listing data

Update Frequency: Monthly



## Photos

### My Photos



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