

Figure 20:
Residential Demand Analysis
 Rowlett Trade Area
 2012 - 2022

		Households	2012	133,615				
			2017	143,941	Annual Growth Rate	1.5%		
			2022	155,066				
		Household Growth (2012-22)		21,451	Adjust for 2nd homes, demolition, vacancy	3.0%		
		Adjusted Unit Requirement	22,094		% Rental	30%		
					Trade Area Demand from New Households (10-yr)			
Household Income Range (2010 dollars)	Approximate Rent Range	Supportable Home Price Range	Current Households in Income Bracket	New Households by Income Bracket	Total Units	Estimated % Rental	Total Rental Units	Total Ownership Units
up to \$15K	up to \$375	up to \$75K	6%	9%	1,988	90%	1,790	199
\$15-25K	\$375 - \$625	\$75 to \$100K	7%	8%	1,768	70%	1,237	530
\$25-35K	\$625 - \$875	\$100 to \$150K	9%	10%	2,209	50%	1,105	1,105
\$35-50K	\$875 - \$1,000	\$150 to \$200K	15%	13%	2,872	35%	1,005	1,867
\$50-75K	\$1,000+	\$200 to \$250K	22%	18%	3,977	20%	795	3,182
\$75-100K	\$1,000+	\$250 to \$350K	16%	13%	2,872	10%	287	2,585
\$100-150K	\$1,000+	\$350 to \$500K	16%	16%	3,585	5%	179	3,406
\$150K and up	\$1,000+	\$500K and up	8%	13%	2,872	5%	144	2,729
Totals			99%	100%	22,094	30%	6,542	15,602

Source: NCTCOG, Claritas, Inc.; U.S. Census, and Ricker+Cunningham.

Figure 21:
Residential Demand Analysis – Single Family Attached and Rental
 Rowlett Trade Area
 2012 - 2022

Annual Household Income Range	Approximate Home Price Range	Trade Area For-		Single Family Attached Demand	Attainable Capture Rate	Attainable Rowlett Capture (units)
		Sale Demand (Incomes \$15K+)	Estimated % Single Family Attached			
\$15-25K	\$75 to \$100K	530	35%	186	15%	28
\$25-35K	\$100 to \$150K	1,105	35%	387	15%	58
\$35-50K	\$150 to \$200K	1,867	35%	653	15%	98
\$50-75K	\$200 to \$250K	3,182	35%	1,114	15%	167
\$75-100K	\$250 to \$350K	2,585	35%	905	15%	136
\$100-150K	\$350 to \$500K	3,406	35%	1,192	15%	179
\$150K and up	\$500K and up	2,729	35%	955	15%	143
Totals		15,403	35%	5,391	15%	809

Source: NCTCOG, Claritas, Inc.; U.S. Census; and Ricker+Cunningham.

Annual Household Income Range	Approximate Rent Range	Trade Area Rental Demand		Attainable Rowlett Capture (units)
		(Incomes \$15K+)	Attainable Capture Rate	
\$15-25K	\$375 - \$625	1,237	15%	186
\$25-35K	\$625 - \$875	1,105	15%	166
\$35-50K	\$875 - \$1,000	1,005	15%	151
\$50-75K	\$1,000+	795	15%	119
\$75-100K	\$1,000+	287	15%	43
\$100-150K	\$1,000+	179	15%	27
\$150K and up	\$1,000+	144	15%	22
Totals		4,753	15%	713

Source: NCTCOG, Claritas, Inc.; U.S. Census; and Ricker+Cunningham.