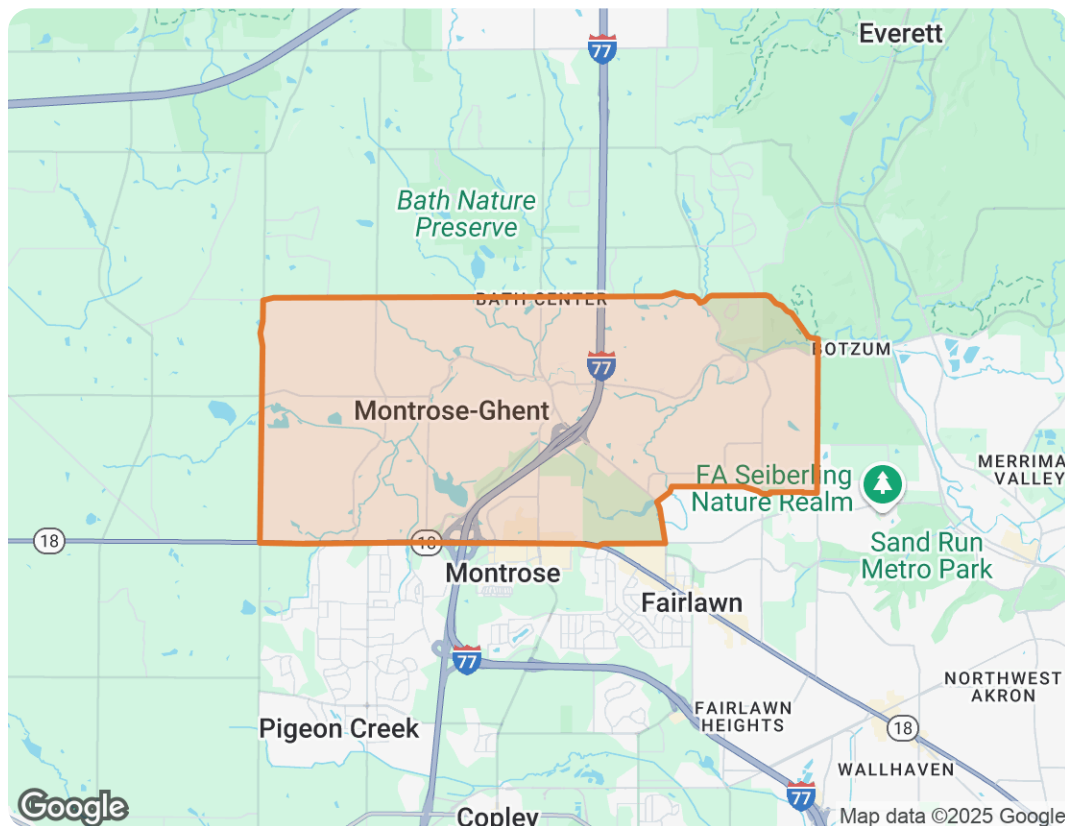


Montrose - Ghent in Montrose-Ghent, OH



William Snow

Ohio Real Estate License #2013001675

📞 Work (330) 990-0256

✉️ wsnow@stoufferrealty.com

🌐 <http://wsnow.stoufferrealty.com/>



Fairlawn

130 North Miller Road
Fairlawn, OH 44333


Montrose - Ghent in Montrose-Ghent, OH

Trade Area Summary

Attribute Summary for Montrose - Ghent in Montrose-Ghent, OH

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$140,780	52.0	6,817	Exurbanites
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?

Affluent Estates

Established wealth—educated, well-travelled married couples



URBANIZATION - Where do people like this usually live?

Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments	Exurbanites	Top Tier	Retirement Communities	Savvy Suburbanites
% of Households	1,326 (50.7%)	639 (24.4%)	446 (17.0%)	206 (7.9%)
Lifestyle Group	Affluent Estates	Affluent Estates	Senior Styles	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery	Metro Cities	Suburban Periphery
Residence Type	Single Family	Single Family	Multi-Units; Single Family	Single Family
Household Type	Married Couples	Married Couples	Singles	Married Couples
Average Household Size	2.49	2.83	1.94	2.78
Median Age	49.5	46	51.8	44.1
Diversity Index	48.8	50.9	62.2	49.7
Median Household Income	\$133,800	\$200,000	\$56,400	\$142,800
Median Net Worth	\$982,600	\$1,487,500	\$109,500	\$988,200
Median Home Value	\$609,700	\$966,000	\$300,500	\$513,900
Homeownership	85.9	90.4	49	90.7
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Grad/Prof Degree	High School Diploma	Bachelor's Degree
Preferred Activities	Gardening and home improvement are priorities. Active in their communities.	Shop at high-end retailers. Frequent vacations that spare no expense.	Enjoy hard-cover books, crosswords and Sudoku. Like to travel, including foreign to countries.	They like to cook and prefer natural or organic products.. Pursue a number of sports, from skiing to golf.
Financial	Rely on financial planners and extensive reading	Hire financial advisers	Frugal, pay close attention to finances	Not afraid of debt
Media	Well-connected and use the internet to stay current	Consider the Internet, radio, and newspapers as key media sources	Prefer reading magazines over interacting with computers	Well-connected and use techonology to stay current
Vehicle	Choose late-model luxury cars, SUVs	Purchase or lease luxury cars, preferably imports.	One in five households has no vehicle	Prefer late model, family-oriented vehicles:

This analysis has not been performed in accordance with the Uniform Standards of Professional Appraisal Practice which requires valuers to act as unbiased, disinterested third parties with impartiality, objectivity and independence and without accommodation of personal interest. It is not to be construed as an appraisal and may not be used as such for any purpose.

Montrose - Ghent in Montrose-Ghent, OH

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
Exurbanites	1st	50.7%	1.9%
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- More of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile

- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- Active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

Montrose - Ghent in Montrose-Ghent, OH

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
Top Tier	2nd	24.4%	1.6%
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over \$3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Neighborhood

- Married couples without children or married couples with older children dominate this market. Housing units are owner occupied with the highest home values—and above-average use of mortgages. Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet. Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects. Hire housekeepers or professional cleaners. Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities. Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website. Consumers find time in their busy schedules for themselves. They work out in their home gyms,owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly. All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines. Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

Socioeconomic Traits

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree. Annually, they earn more than three times the US median household income, primarily from wages and salary but also self-employment income and investments.
- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products. Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or
- grandkids and maintain a close-knit group of friends. These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the internet, radio, and newspapers as key media sources. They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

Montrose - Ghent in Montrose-Ghent, OH

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
Retirement Communities	3rd	17.0%	1.2%
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

Neighborhood

- Much of the housing was built in the 1970s and 1980, a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

Socioeconomic Traits

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

Market Profile

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: playing cards and reading books.
- Prefer watching cable TV, including premium channels like HBO and Cinemax.
- Like to travel, including visits to foreign countries.
- Shop at diverse, large retail chains like Sears, Family Dollar, Target, and Walmart for convenience.

Montrose - Ghent in Montrose-Ghent, OH

Consumer Segment Details

About this segment

Savvy Suburbanites

Ranked

4th

dominant segment
for this area

In this area

7.9%

of households fall
into this segment

In the United States

3.0%

of households fall
into this segment

Who Are They?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged.
- Primarily single-family homes, with a median value of \$362,900.
- Low vacancy rate at 3.8%.

Socioeconomic Traits

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

Montrose - Ghent in Montrose-Ghent, OH

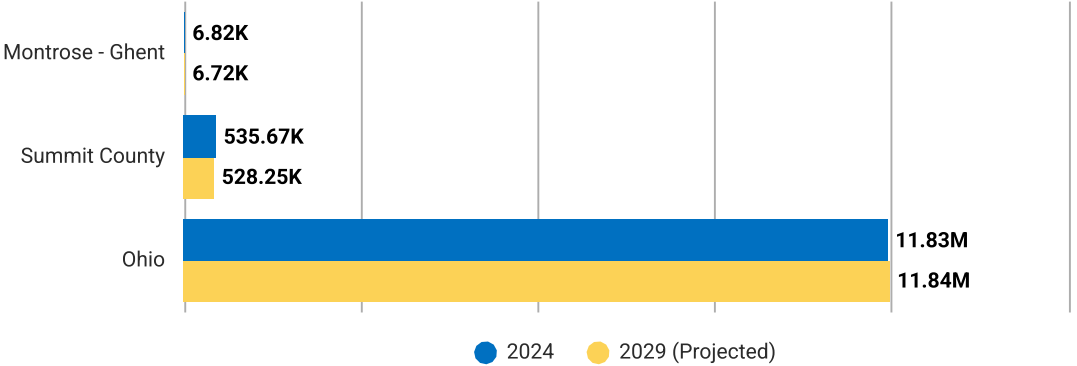
Population

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

Update Frequency: Annually

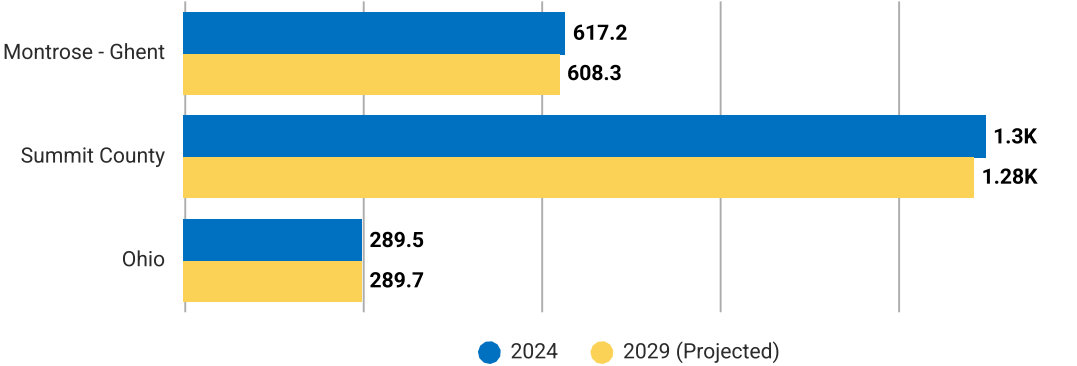
Total Population

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.



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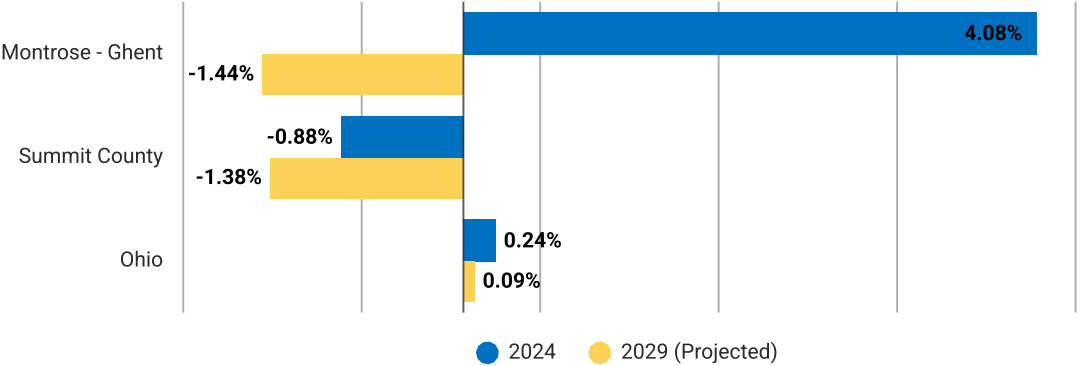
Daytime Population Density

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.



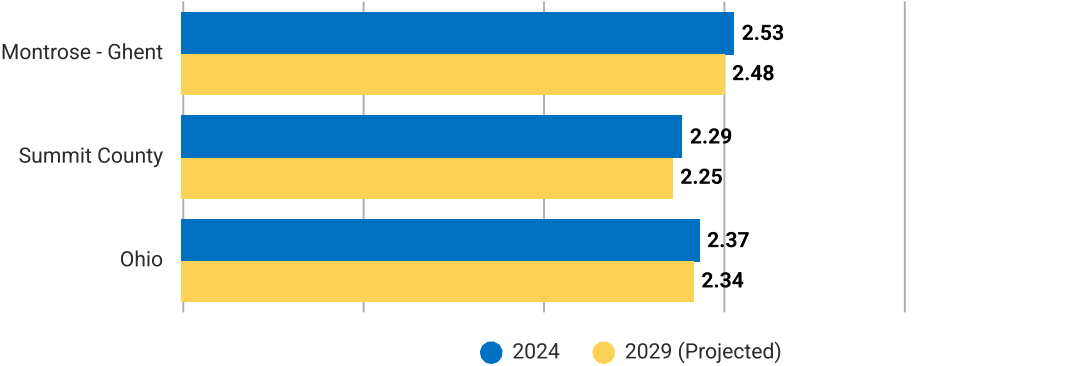
Population Change Since 2020

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



Average Household Size

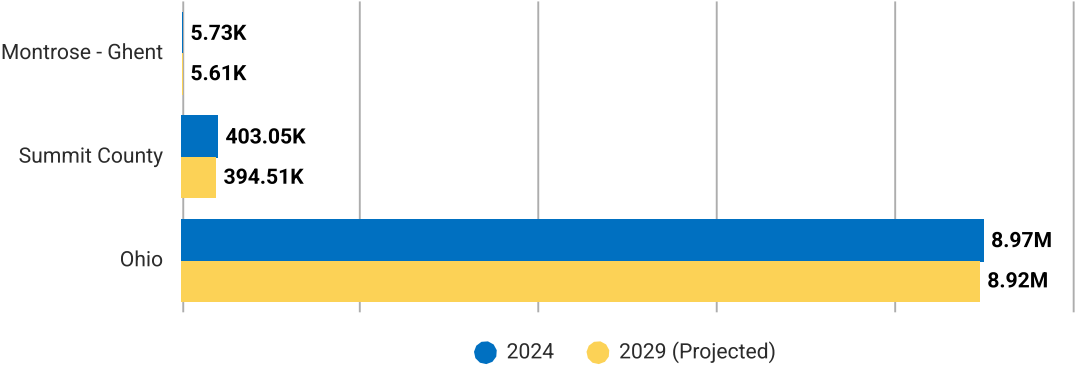
This chart shows the average household size in an area, compared with other geographies.



Montrose - Ghent in Montrose-Ghent, OH

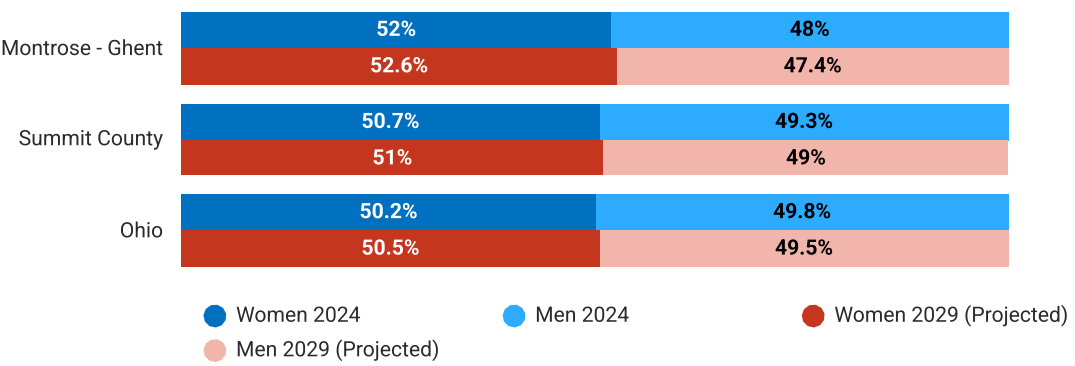
Population Living in Family Households

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.



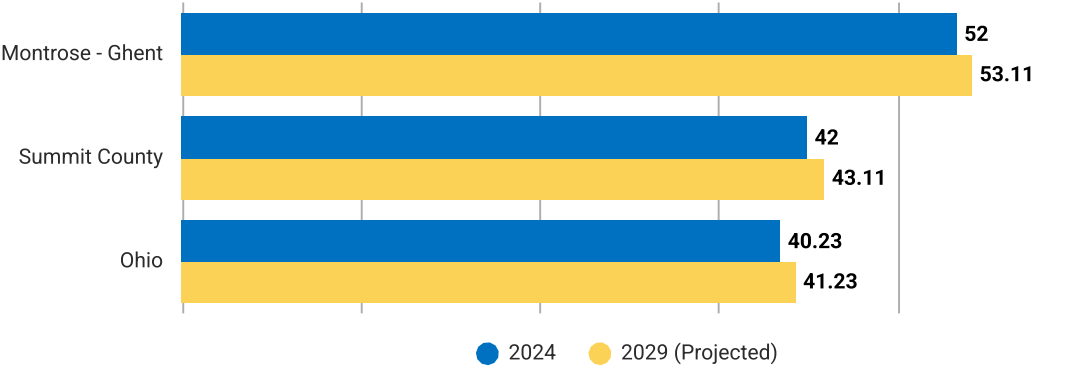
Age

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

Update Frequency: Annually

Median Age

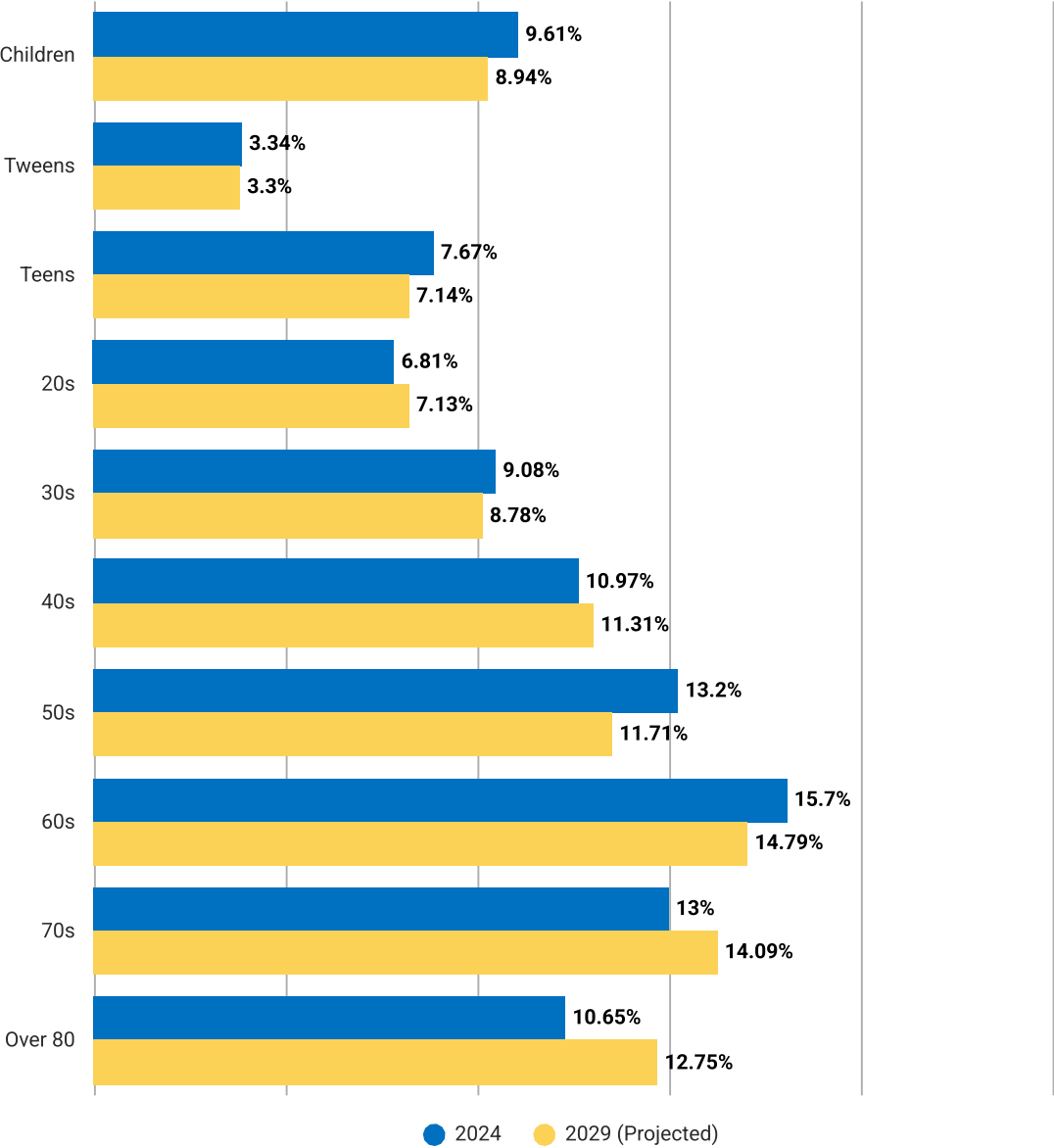
This chart shows the median age in an area, compared with other geographies.



Montrose - Ghent in Montrose-Ghent, OH

Population by Age

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



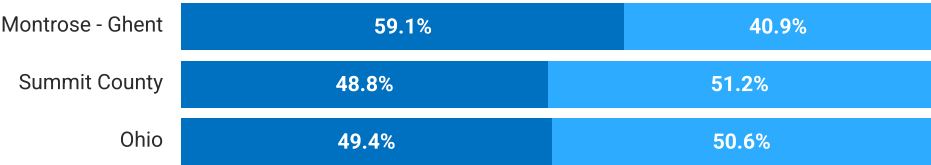
Married

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.



Montrose - Ghent in Montrose-Ghent, OH

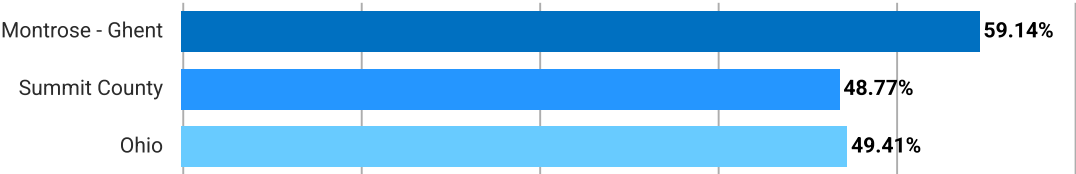
Never Married

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



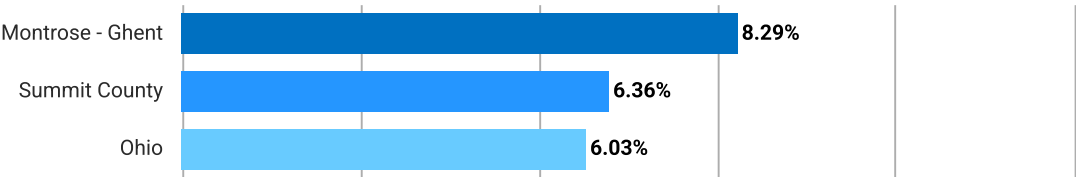
Married

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.



Montrose - Ghent in Montrose-Ghent, OH

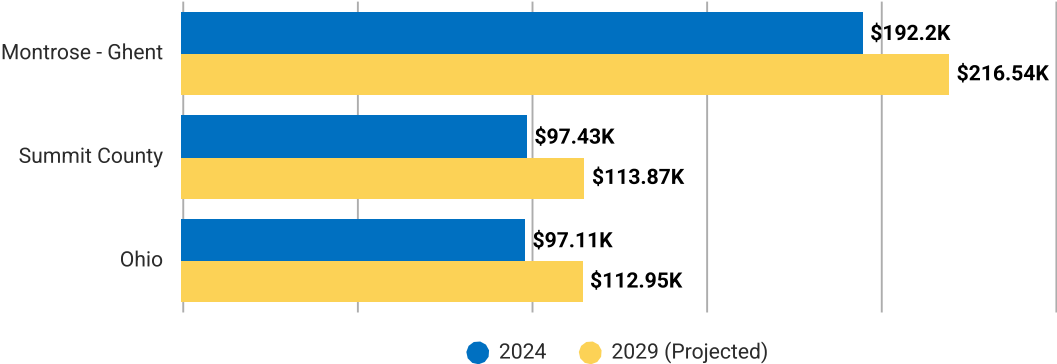
Income

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

Update Frequency: Annually

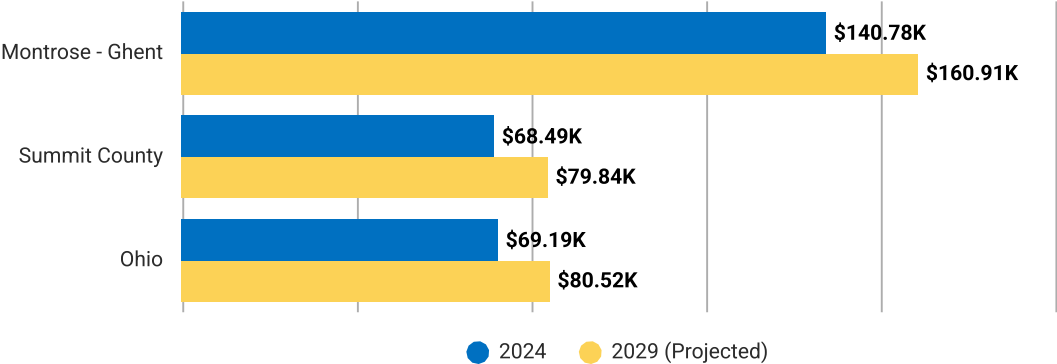
Average Household Income

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



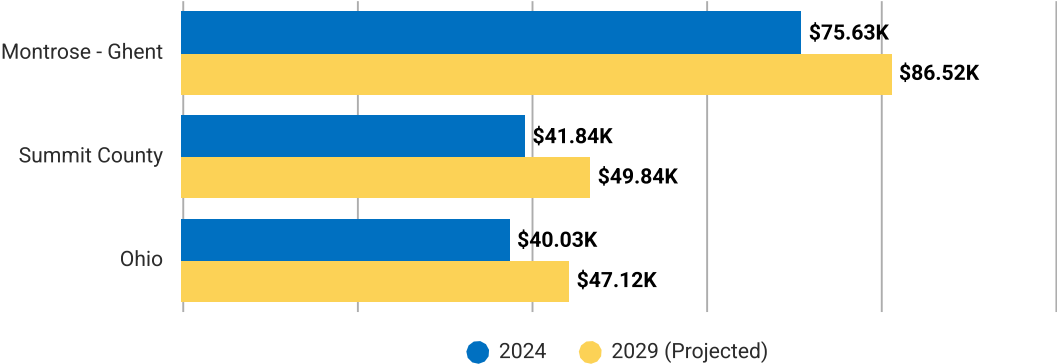
Median Household Income

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



Per Capita Income

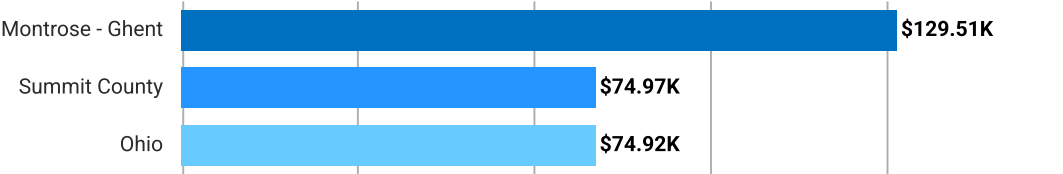
This chart shows per capita income in an area, compared with other geographies.



Montrose - Ghent in Montrose-Ghent, OH

Average Disposable Income

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



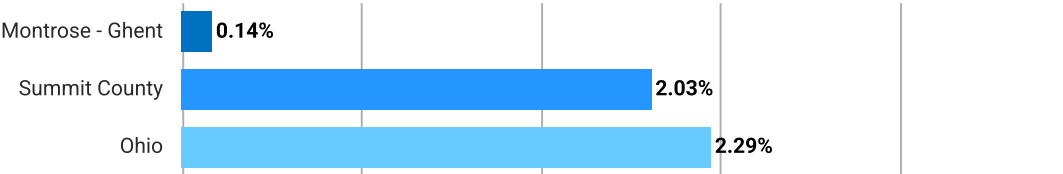
Education

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

Update Frequency: Annually

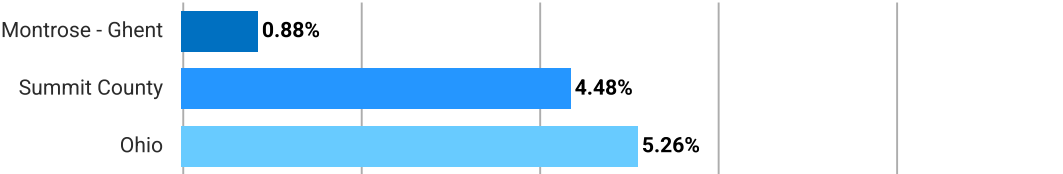
Less than 9th Grade

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



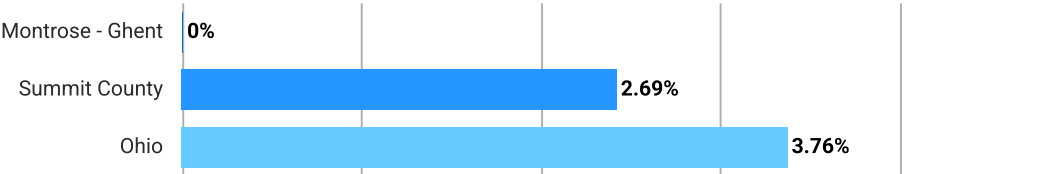
Some High School

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.



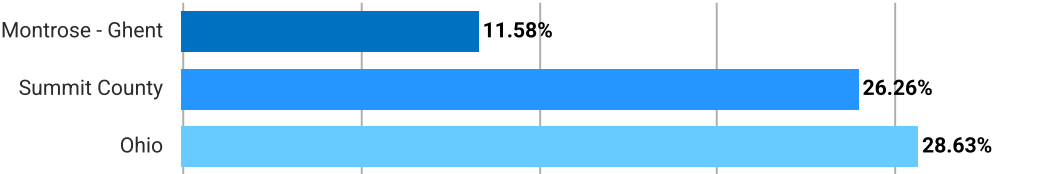
High School GED

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.



Montrose - Ghent in Montrose-Ghent, OH

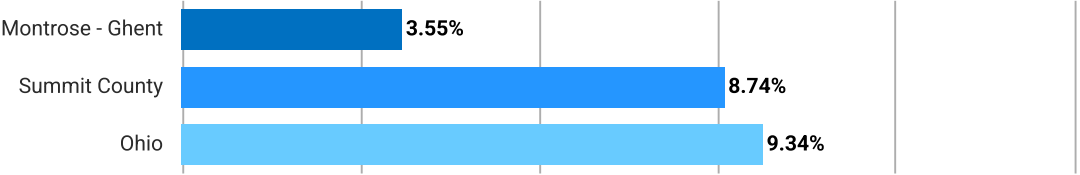
Some College

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.



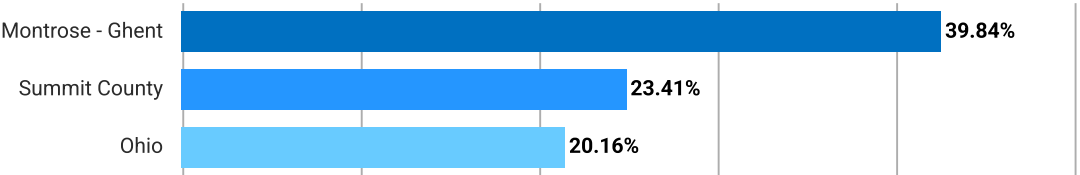
Associate Degree

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



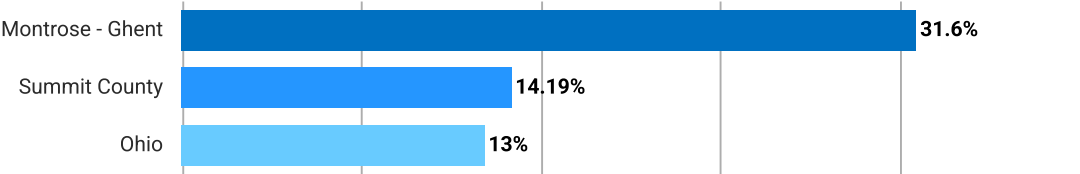
Bachelor's Degree

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 unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



Montrose - Ghent in Montrose-Ghent, OH

Employment Number

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

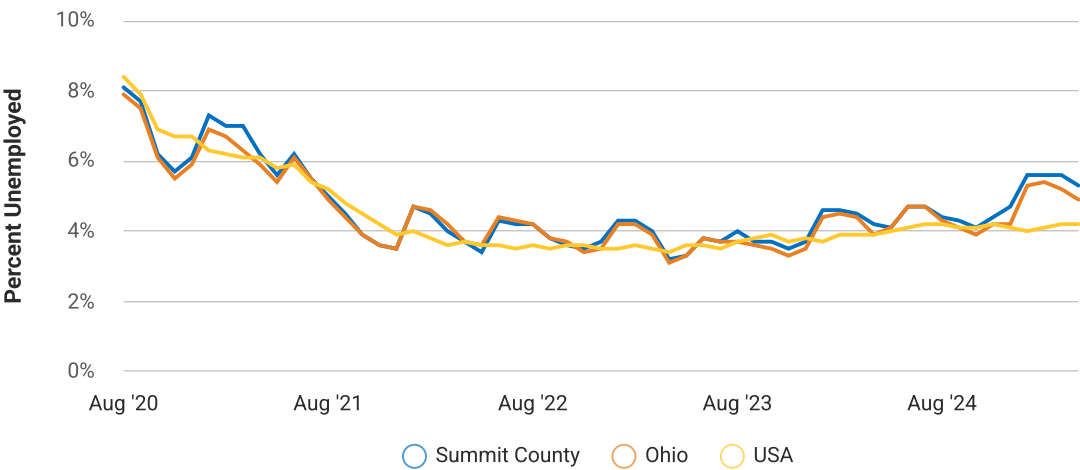


Unemployment Rate

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



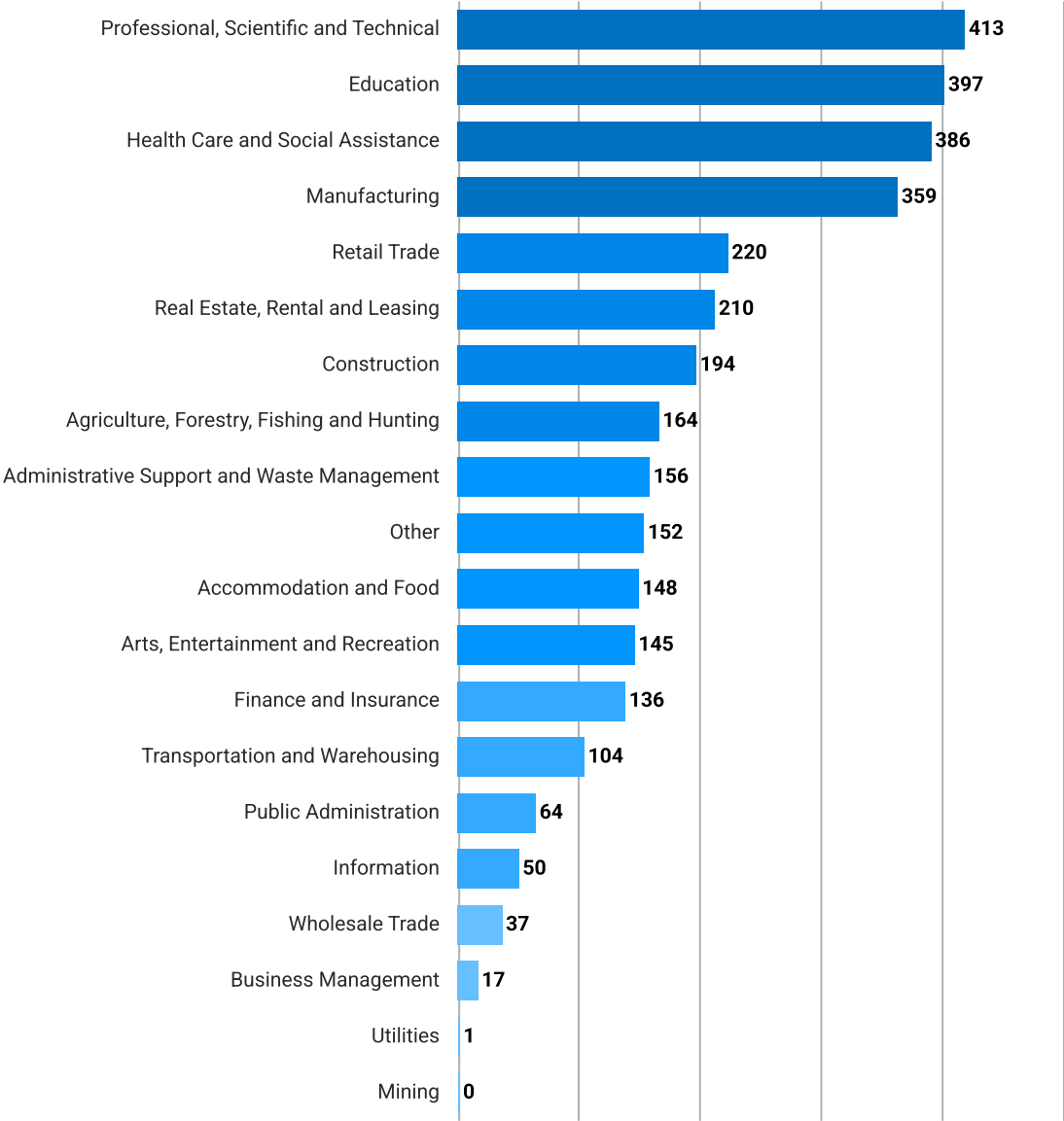
Montrose - Ghent in Montrose-Ghent, OH

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



Montrose - Ghent in Montrose-Ghent, OH

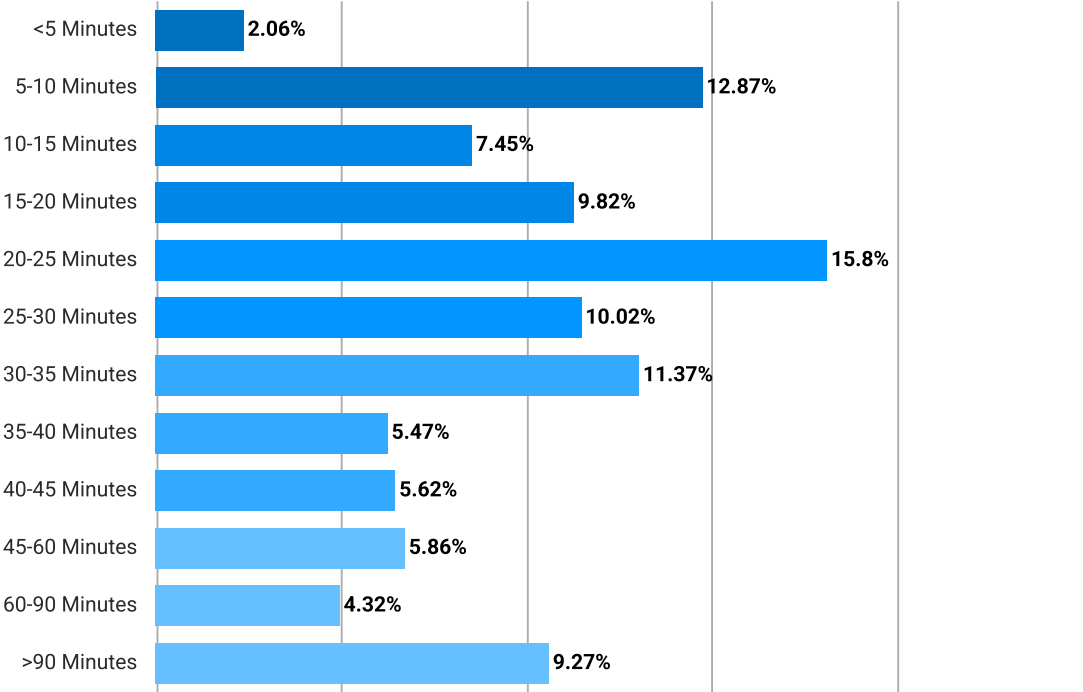
Commute to Work

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

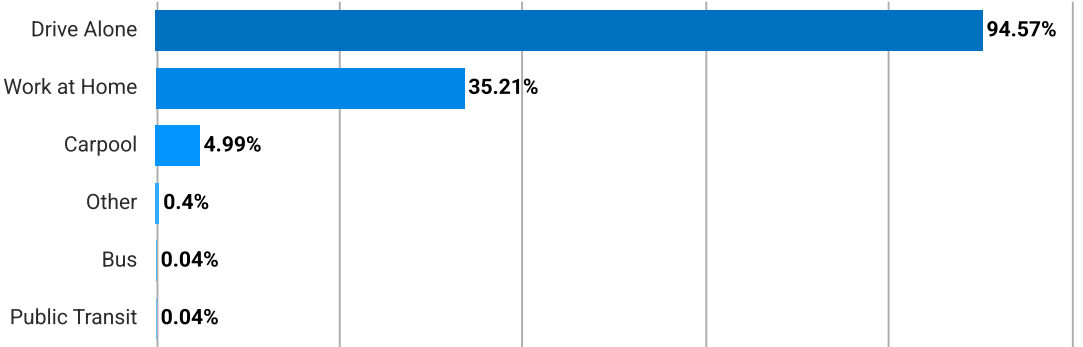


How People Get to Work

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



Montrose - Ghent in Montrose-Ghent, OH

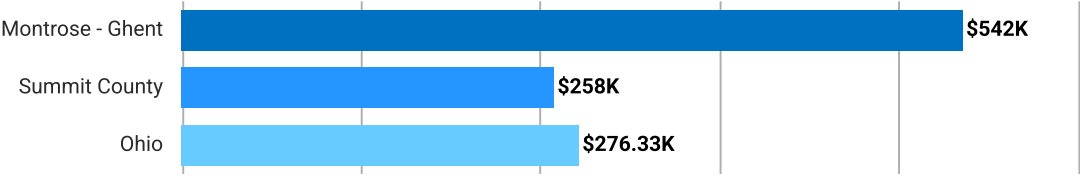
Home Values

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

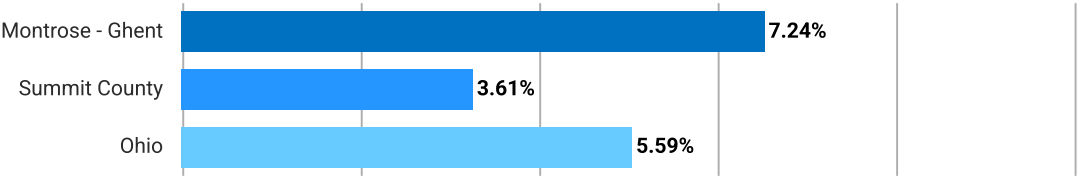


12 mo. Change in Median Estimated Home Value

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

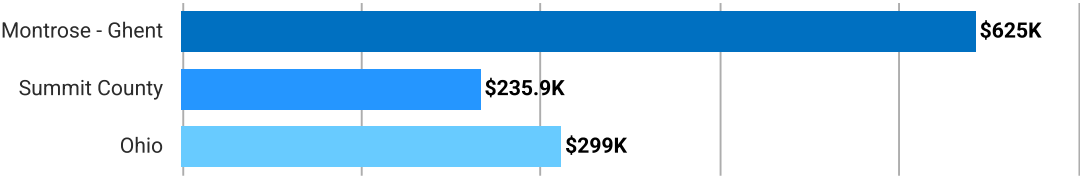


Median Listing Price

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.

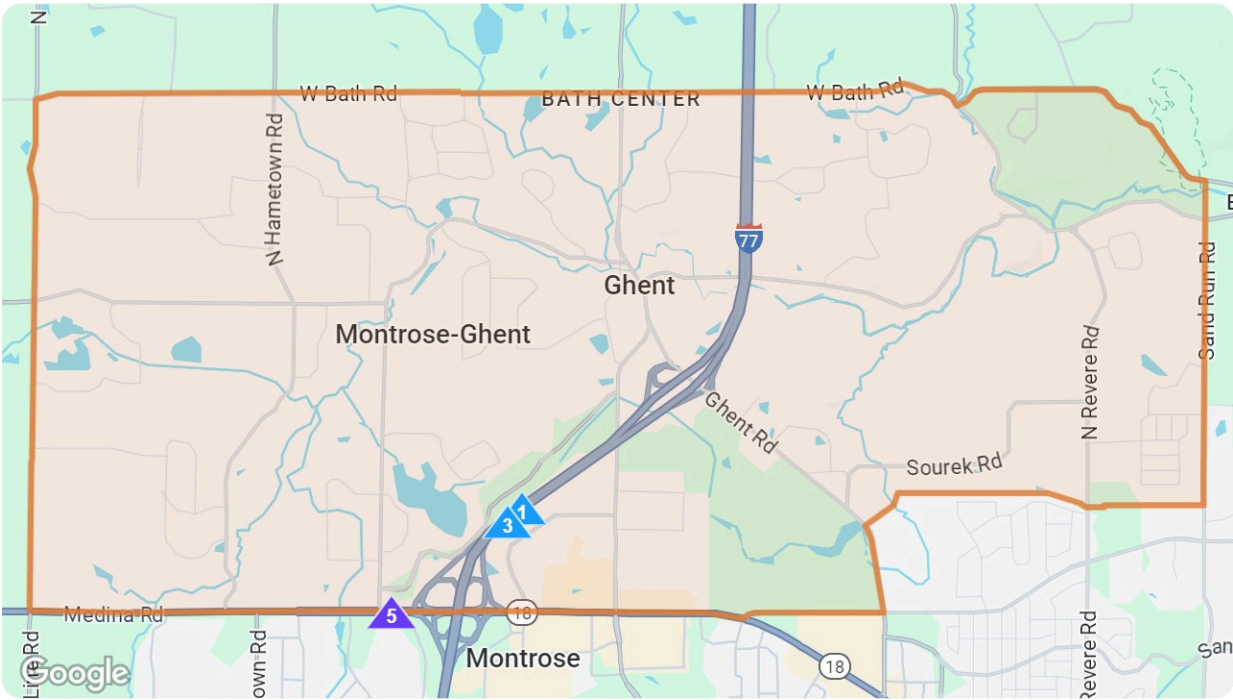
Source: Listing data

Update Frequency: Monthly



Montrose - Ghent in Montrose-Ghent, OH

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

1 61,282

I- 77

2024 Est. daily traffic counts

Cross: N Cleveland Massillon Rd

Cross Dir: NE

Distance: 0.51 miles

Historical counts

Year	▲	Count	Type
2016	▲	59,996	AADT
2015	▲	55,833	AADT
2013	▲	54,000	AADT
2007	▲	61,970	AADT
2004	▲	56,260	AADT

2 58,902

VIETNAM VETERANS
MEM HWY

2024 Est. daily traffic counts

Cross: Beechnut Hill

Cross Dir: N

Distance: -

3 58,314

I 77;SR 21

2021 Est. daily traffic counts

Cross: Beechnut Hill

Cross Dir: N

Distance: 0.26 miles

Historical counts

Year	▲	Count	Type
2020	▲	52,052	AADT
2019	▲	63,556	AADT

4 47,655

Medina Road

2021 Est. daily traffic counts

Cross: Montrose West Ave

Cross Dir: W

Distance: 0.05 miles

Historical counts

Year	▲	Count	Type
2020	▲	43,362	AADT
2019	▲	49,500	AADT
2018	▲	49,349	AADT

5 47,403

AKRON-MEDINA RD

2024 Est. daily traffic counts

Cross: Montrose West Ave

Cross Dir: W

Distance: -

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

Montrose - Ghent in Montrose-Ghent, OH

About RPR

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