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GOLDSTONE
REALTY PARTNERS

COMMERCIAL TRADE AREA REPORT

Union, Missouri

Presented by

David Gaines | **Managing Director**

Missouri Real Estate License: 2016028462

GOLDSTONE
REALTY PARTNERS

Work: (636) 290-6393

Main: david@goldstoneconsultinggroup.com
Office: www.goldstonerealtypartners.com

Goldstone Realty Partners
208 W. Reed St. Ste. 203
Moberly, MO 65270

Criteria Used for Analysis

2022 Income (Esri): **Median Household Income** **$62,453**	2022 Age: 5 Year Increments (Esri): **Median Age** **36.3**	2022 Key Demographic Indicators (Esri): **Total Population** **12,361**	2022 Tapestry Market Segmentation (Households): **1st Dominant Segment** **Middleburg**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Family Landscapes Successful young families in their first homes	**Where do people like this usually live?**	Semirural The most affordable housing—in smaller towns and communities located throughout the country

Top Tapestry Segments

	Middleburg	Front Porches	Rustbelt Traditions	Salt of the Earth	Parks and Rec
% of Households	1,824 (37.7%)	1,064 (22.0%)	1,012 (20.9%)	558 (11.5%)	305 (6.3%)
% of Franklin County	7,345 (17.5%)	2,212 (5.3%)	1,012 (2.4%)	10,622 (25.3%)	1,205 (2.9%)
Lifestyle Group	Family Landscapes	Middle Ground	GenXurban	Cozy Country Living	GenXurban
Urbanization Group	Semirural	Metro Cities	Urban Periphery	Rural	Suburban Periphery
Residence Type	Single Family	Single Family; Multi-Units	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.7	2.52	2.43	2.53	2.48
Median Age	37	35.8	39.8	44.9	41.7
Diversity Index	58.6	79	59.4	27.5	62.3
Median Household Income	$76,600	$56,200	$62,200	$71,700	$76,800
Median Net Worth	$177,100	$57,400	$152,400	$231,200	$185,100
Median Home Value	$239,300	$235,500	$165,100	$203,900	$255,900
Homeownership	75.7 %	49.4 %	72.1 %	85.2 %	71.5 %
Employment	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Services	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	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Seek adventure and strive to have fun . Go online for gaming and watching movies.	Value time spent at home . Watching television and gaming are common pastimes.	Spending time with family is their top priority . Outdoor sports and activities.	Take advantage of local parks and recreational activities . Choose to vacation within the US.
Financial	Carry some debt; invest for future	With limited incomes, price is more important than brand	Budget aware shoppers	Prefer to conduct business in person	Financially shrewd
Media	TV and magazines provide entertainment and information	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Read newspapers, especially Sunday editions	Satellite dishes and high speed internet through DSL	Watch Animal Planet, Discovery, History Channel
Vehicle	Like to drive trucks, SUVs, or motorcycles	Own just one vehicle	Own 2-3 vehicles	Own truck, ATV	Buy SUVs or trucks

About this segment
Middleburg

5/5/2023

This is the	In this area	In the United States
#1	**37.7%**	**3.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

Our Neighborhood

- Semirural locales within metropolitan areas. Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes. Include a number of mobile homes. Affordable housing, median value of $175,000 with a low vacancy rate. Young couples, many with children; average household size is 2.75.

Socioeconomic Traits

- Education: 65% with a high school diploma or some college. Labor force participation typical of a younger population at 66.7%. Traditional values are the norm here, faith, country, and family. Prefer to buy American and for a good price. Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles. Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants. Spending priorities also focus on family (children's toys and apparel) or home DIY projects. Sports include hunting, fishing, bowling, and baseball. TV and magazines provide entertainment and information. Media preferences include country and Christian channels.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment
Front Porches

This is the	In this area	In the United States
#2	**22.0%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Front Porches are a blend of household types, with more young families with children and more single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

Our Neighborhood

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings. Just over half the homes are occupied by renters. Older, established neighborhoods; three quarters of all homes were built before 1980. Single-parent families or singles living alone make up almost half of the households.

Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate. Price is more important than brand names or style to these consumers. With limited incomes, these are not adventurous shoppers. They would rather cook a meal at home than dine out. They seek adventure and strive to have fun.

Market Profile

- Go online for gaming, watching movies, employment searches, and posting pics on social media. Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music. Drink energy and sports drinks. Participate in leisure activities including sports, playing board games and video games. Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

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About this segment
Rustbelt Traditions

This is the	In this area	In the United States
#3	**20.9%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Our Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population. Average household size is slightly lower at 2.47. They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010. Most residents live in modest, single-family homes in older neighborhoods built in the 1950s. Nearly three quarters own their homes; nearly half of households have mortgages. A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South. Most households have 1 to 2 vehicles available.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university. Labor force participation slightly higher than the US at 67%. While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts. Family-oriented consumers who value time spent at home. Most have lived, worked, and played in the same area for years. Budget aware shoppers that favor American-made products. Read newspapers, especially the Sunday editions.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals. Watching television is a common pastime; many households have more than four TVs. Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel. Residents are connected; entertainment activities like online gaming dominate their Internet usage. Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse. Radio dials are typically tuned to classic rock stations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment
Salt of the Earth

This is the	In this area	In the United States
#4	**11.5%**	**2.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

Our Neighborhood

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana. Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries. Homeownership rates are very high. Single-family homes are affordable, valued at 25% less than the national market. Nearly two in three households are composed of married couples; less than half have children at home.

Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries. Completed education: 40% with a high school diploma only. Household income just over the national median, while net worth is nearly double the national median. Spending time with family is their top priority. Cost-conscious consumers, loyal to brands they like, with a focus on buying American. Last to buy the latest and greatest products. Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

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About this segment
Parks and Rec

This is the	In this area	In the United States
#5	**6.3%**	**2.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

Our Neighborhood

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods. Both median home value and average rent are close to the national level. Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

Socioeconomic Traits

- More than half of the population is college educated. Older residents draw Social Security and retirement income. The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction. This is a financially shrewd market; consumers are careful to research their big-ticket purchases. When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US. These residents tend to use their cell phones for calls and texting only.

Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles. Budget-conscious consumers stock up on staples at warehouse clubs. Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans. Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

RPR

5/5/2023

Union, Missouri: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Geography		
Union	12,361	
	12,339	
Franklin County	105,276	
	105,936	
Missouri	6,186,889	
	6,220,177	

Population Density

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Geography		
Union	1,373.1	
	1,370.6	
Franklin County	113.1	
	113.8	
Missouri	88.8	
	89.2	

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2022, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Geography		
Union	15.11%	
Franklin County	3.73%	
	0.63%	
Missouri	3.30%	
	0.54%	

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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Union

Geography		
Union	13,614	
Franklin County	97,094	
Missouri	6,187,838	

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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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Union

Union	1,512.3
Franklin County	104.3
Missouri	88.8

Average Household Size

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Union	2.52
	2.49
Franklin County	2.49
	2.47
Missouri	2.41
	2.40

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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Union	9,905
	9,846
Franklin County	85,730
	86,008
Missouri	4,748,939
	4,759,912

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Women 2022
■ Men 2022
■ Women 2027 (Projected)
■ Men 2027 (Projected)

Union	50.8%	49.2%
	50.7%	49.3%
Franklin County	50.3%	49.7%
	50.2%	49.8%
Missouri	50.9%	49.1%
	50.8%	49.2%

Union, Missouri: Age Comparison

Median Age

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Union: 36.3 / 36.6
Franklin County: 41.1 / 41.9
Missouri: 39.6 / 40.5

Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Children: 14.9% / 14.9%
Tweens: 4.5% / 4.6%
Teens: 9.3% / 9.7%
20s: 12.1% / 11.4%
30s: 14.5% / 14.3%
40s: 12.2% / 13.2%
50s: 11.7% / 10.4%
60s: 10.2% / 10.4%
70s: 6.6% / 7.0%
Over 80: 3.9% / 4.1%

Union, Missouri: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
Union	54.1%	45.9%
Franklin County	56.7%	43.3%
Missouri	51.8%	48.2%
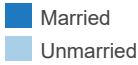
Married

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	54.1%
Franklin County	56.7%
Missouri	51.8%

Never Married

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

Data Source: U.S. Census American Community Survey via Esri, 2022
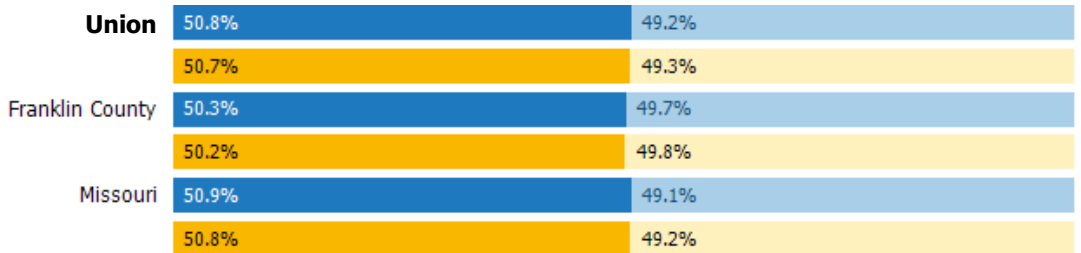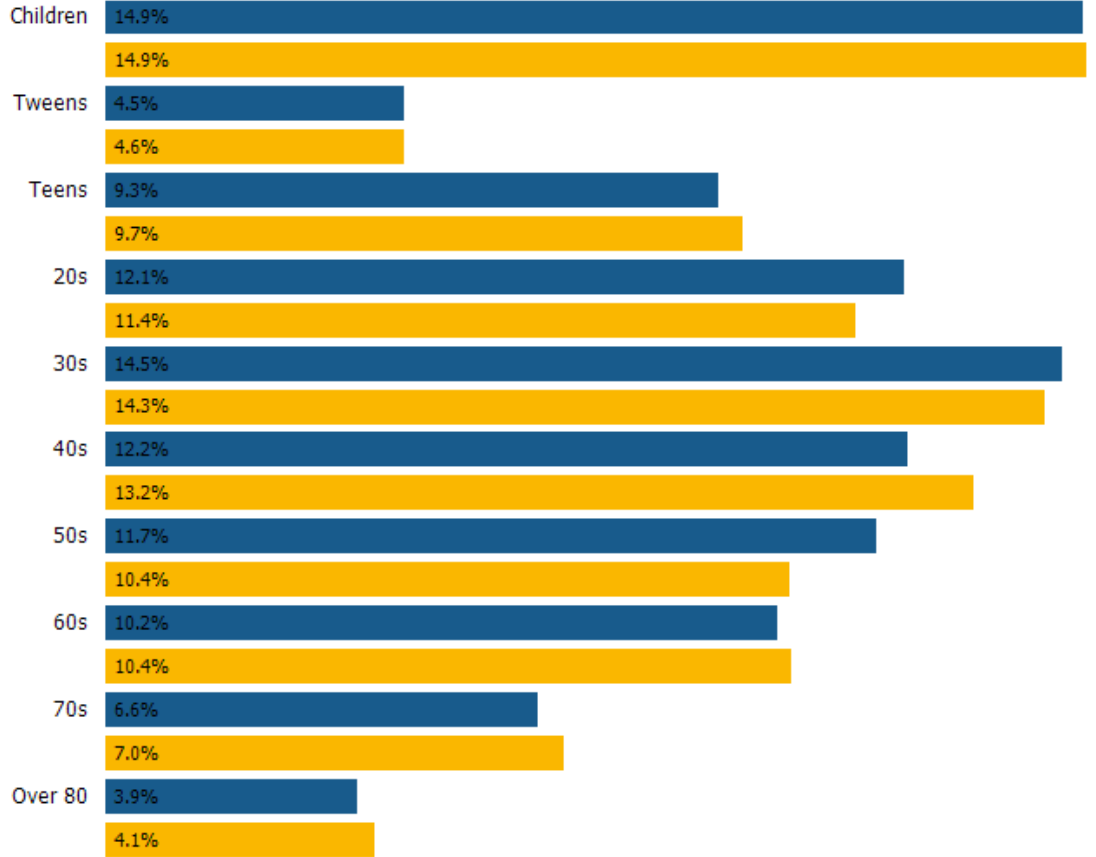
Update Frequency: Annually

Union	28.5%
Franklin County	25.1%
Missouri	30.5%

Widowed

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	6.1%
Franklin County	6.5%
Missouri	6.3%

Divorced

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	11.3%
Franklin County	11.8%
Missouri	11.4%

RPR

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Union, Missouri: Economic Comparison

Average Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

- 2022
- 2027 (Projected)

	2022	2027 (Projected)
Union	$80,585	$91,755
Franklin County	$83,323	$96,006
Missouri	$88,215	$102,480

Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

- 2022
- 2027 (Projected)

	2022	2027 (Projected)
Union	$62,453	$70,903
Franklin County	$66,002	$76,796
Missouri	$61,808	$73,492

Per Capita Income

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

- 2022
- 2027 (Projected)

	2022	2027 (Projected)
Union	$31,257	$35,944
Franklin County	$33,197	$38,552
Missouri	$35,740	$41,658

Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	$63,622
Franklin County	$65,676
Missouri	$67,830

5/5/2023

Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2022

Update Frequency: Annually

Industry	Employment Count
Manufacturing	1,389
Health Care and Social Assistance	793
Retail Trade	654
Construction	503
Accommodation and Food	464
Professional, Scientific and Technical	457
Education	382
Transportation and Warehousing	356
Finance and Insurance	239
Public Administration	207
Real Estate, Rental and Leasing	173
Other	155
Utilities	92
Wholesale Trade	83
Information	78
Agriculture, Forestry, Fishing and Hunting	67
Administrative Support and Waste Management	52
Arts, Entertainment and Recreation	26
Business Management	0 or no data
Mining	0 or no data

5/5/2023

Union, Missouri: Education Comparison

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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	2.3%
Franklin County	2.8%
Missouri	2.4%

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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

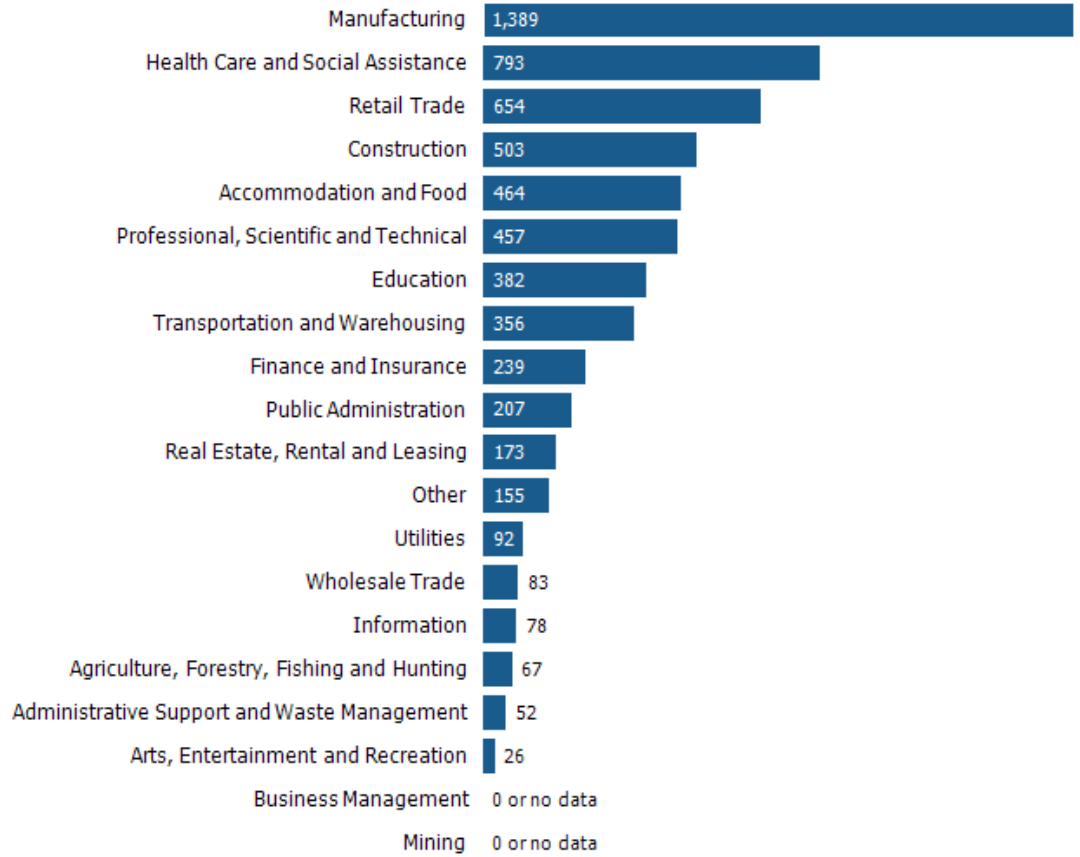|	
Union	8.2%
Franklin County	6.6%
Missouri	5.7%

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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	6.6%
Franklin County	5.2%
Missouri	4.8%

High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	28.6%
Franklin County	28.9%
Missouri	26.7%

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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	20.4%
Franklin County	21.7%
Missouri	19.8%

Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	11.5%
Franklin County	11.6%
Missouri	8.5%

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.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

Union	16.0%
Franklin County	15.0%
Missouri	19.6%

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.

Data Source: U.S. Census American Community Survey via Esri, 2022
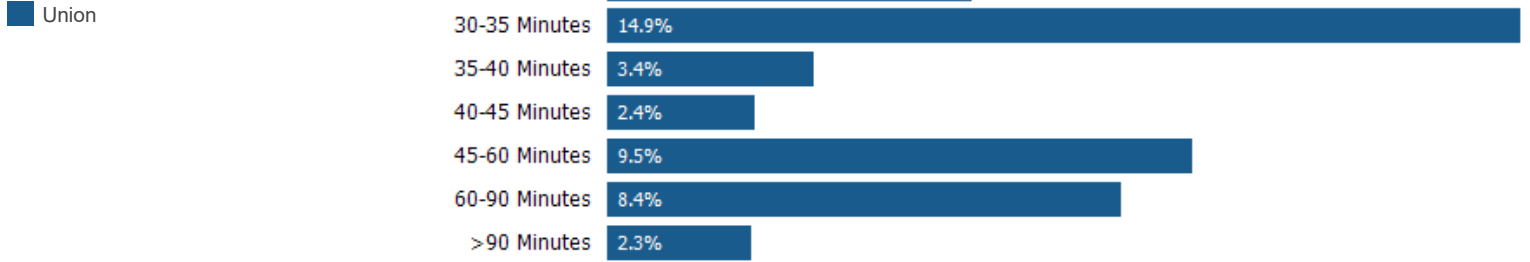
Update Frequency: Annually

Union	6.3%
Franklin County	8.1%
Missouri	12.4%

Union, Missouri: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Union

<5 Minutes	2.7%
5-10 Minutes	13.4%
10-15 Minutes	11.8%
15-20 Minutes	10.5%
20-25 Minutes	14.8%
25-30 Minutes	5.9%
30-35 Minutes	14.9%
35-40 Minutes	3.4%
40-45 Minutes	2.4%
45-60 Minutes	9.5%
60-90 Minutes	8.4%
>90 Minutes	2.3%

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.

Data Source: U.S. Census American Community Survey via Esri, 2022
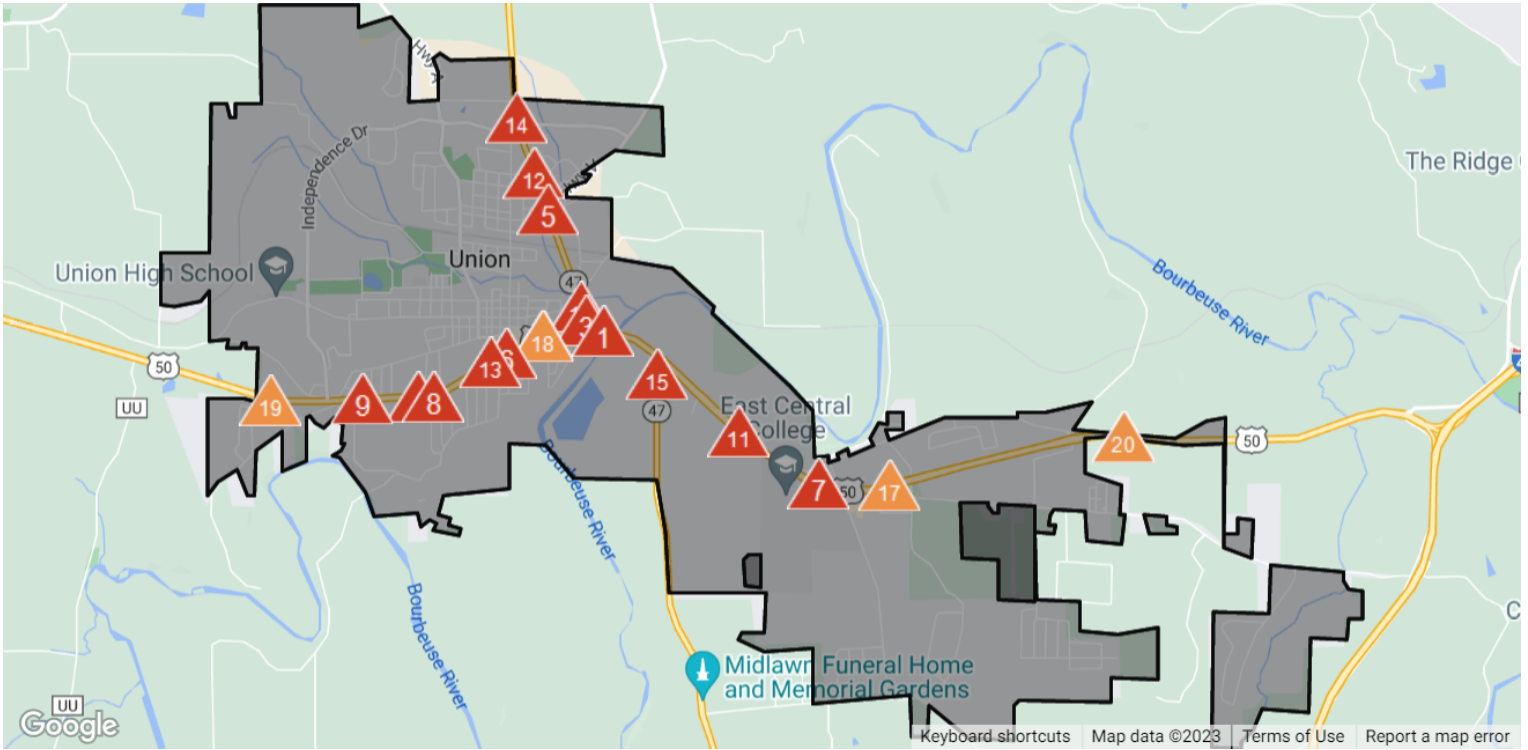
Update Frequency: Annually

■ Union

Drive Alone	83.3%
Carpool	13.1%
Work at Home	4.6%
Walk	1.4%
Other	1.0%
Bus	0.6%
Public Transit	0.6%
Bicycle	0.5%

Traffic Counts

Daily Traffic Counts: ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day
▲ Up 6,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
29,770	**21,834**	**21,091**	**19,953**	**19,829**
2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts
Street: **US Hwy 50**	Street: **US Hwy 50**	Street: **State Hwy 47**	Street: **US Hwy 50**	Street: **State Hwy 47**
Cross: **N Hwy 47**	Cross: **Hawthorne Dr**	Cross: **–**	Cross: **Hall Ave**	Cross: **–**
Cross Dir: **W**	Cross Dir: **SE**	Cross Dir: **–**	Cross Dir: **W**	Cross Dir: **–**
Dist: **0.08 miles**	Dist: **–**	Dist: **–**	Dist: **0.02 miles**	Dist: **–**

Historical counts			Historical counts			Historical counts			Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2019 ▲	36,358	AADT	2019 ▲	21,831	AADT	2019 ▲	22,064	AADT	2019 ▲	19,951	AADT	2019 ▲	20,219	AADT
2018 ▲	18,217	AADT				2013 ▲	19,806	AADT				2012 ▲	18,744	AADT
2013 ▲	32,845	AADT				2012 ▲	19,806	AADT				1997 ▲	3,343	ADT
2012 ▲	32,845	AADT												
2010 ▲	32,663	AADT												

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

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Nearby Traffic Details

6

19,701

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **S Church St**
Cross Dir: **NE**
Dist: **0.02 miles**

Historical counts

Year		Count	Type
2013	▲	19,694	AADT
2012	▲	19,694	AADT

7

19,448

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **Prairie Dell Rd**
Cross Dir: **E**
Dist: **0.12 miles**

Historical counts

Year		Count	Type
2013	▲	19,441	AADT
2012	▲	19,441	AADT

8

19,384

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **Hwy 50**
Cross Dir: **W**
Dist: **0.17 miles**

Historical counts

Year		Count	Type
2013	▲	19,377	AADT
2012	▲	19,377	AADT

9

19,384

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **Hwy 50**
Cross Dir: **E**
Dist: **0.21 miles**

Historical counts

Year		Count	Type
2013	▲	19,377	AADT
2012	▲	19,377	AADT

10

19,334

2022 Est. daily traffic counts

Street: **State Hwy 47**
Cross: **–**
Cross Dir: **–**
Dist: **–**

Historical counts

Year		Count	Type
2013	▲	18,744	AADT
2012	▲	18,744	AADT
2010	▲	20,524	AADT
2009	▲	20,524	AADT
2005	▲	18,122	AADT

11

19,319

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **Halligan Estates Rd**
Cross Dir: **SE**
Dist: **0.24 miles**

Historical counts

Year		Count	Type
2019	▲	24,424	AADT
2018	▲	12,232	AADT
2012	▲	19,441	AADT
2010	▲	20,524	AADT
2009	▲	20,761	ADT

12

16,976

2022 Est. daily traffic counts

Street: **State Hwy 47**
Cross: **–**
Cross Dir: **–**
Dist: **–**

Historical counts

Year		Count	Type
2019	▲	16,417	AADT
2013	▲	17,544	AADT
2012	▲	17,544	AADT
2010	▲	17,662	AADT
2009	▲	16,835	ADT

13

16,649

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **S Jefferson Ave**
Cross Dir: **SW**
Dist: **0.03 miles**

Historical counts

Year		Count	Type
2013	▲	19,377	AADT
2012	▲	19,377	AADT
2010	▲	15,779	AADT
2009	▲	15,779	ADT
2005	▲	9,546	AADT

14

16,549

2022 Est. daily traffic counts

Street: **State Hwy 47**
Cross: **–**
Cross Dir: **–**
Dist: **–**

Historical counts

Year		Count	Type
2013	▲	16,543	AADT
2012	▲	16,543	AADT
1989	▲	12,031	AADT

15

15,276

2022 Est. daily traffic counts

Street: **State Hwy 47**
Cross: **–**
Cross Dir: **–**
Dist: **–**

Historical counts

Year		Count	Type
2013	▲	14,258	AADT
2012	▲	14,258	AADT
2010	▲	15,270	AADT
2009	▲	13,263	ADT
2005	▲	21,318	AADT

16

14,174

2022 Est. daily traffic counts

Street: **Echo Valley Rd**
Cross: **Echo Valley Spr**
Cross Dir: **NW**
Dist: **0.25 miles**

Historical counts

Year		Count	Type
2019	▲	14,172	AADT

17

11,618

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **Denmark Rd**
Cross Dir: **E**
Dist: **0.14 miles**

Historical counts

Year		Count	Type
2012	▲	11,614	AADT

18

11,320

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **Hawthorne Dr**
Cross Dir: **SE**
Dist: **–**

Historical counts

Year		Count	Type
2018	▲	11,318	AADT

19

10,353

2022 Est. daily traffic counts

Street: **US Hwy 50**
Cross: **Hwy 50**
Cross Dir: **E**
Dist: **0.7 miles**

Historical counts

Year		Count	Type
2019	▲	10,341	AADT
2013	▲	10,205	AADT
2012	▲	10,205	AADT
2010	▲	9,974	AADT
2009	▲	9,974	AADT

20

7,089

2022 Est. daily traffic counts

Street: **Echo Valley Rd**
Cross: **Echo Valley Spr**
Cross Dir: **NW**
Dist: **0.25 miles**

Historical counts

Year		Count	Type
2018	▲	7,088	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

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About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

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