BERKSHIRE HATHAWAY HomeServices | Stouffer Realty

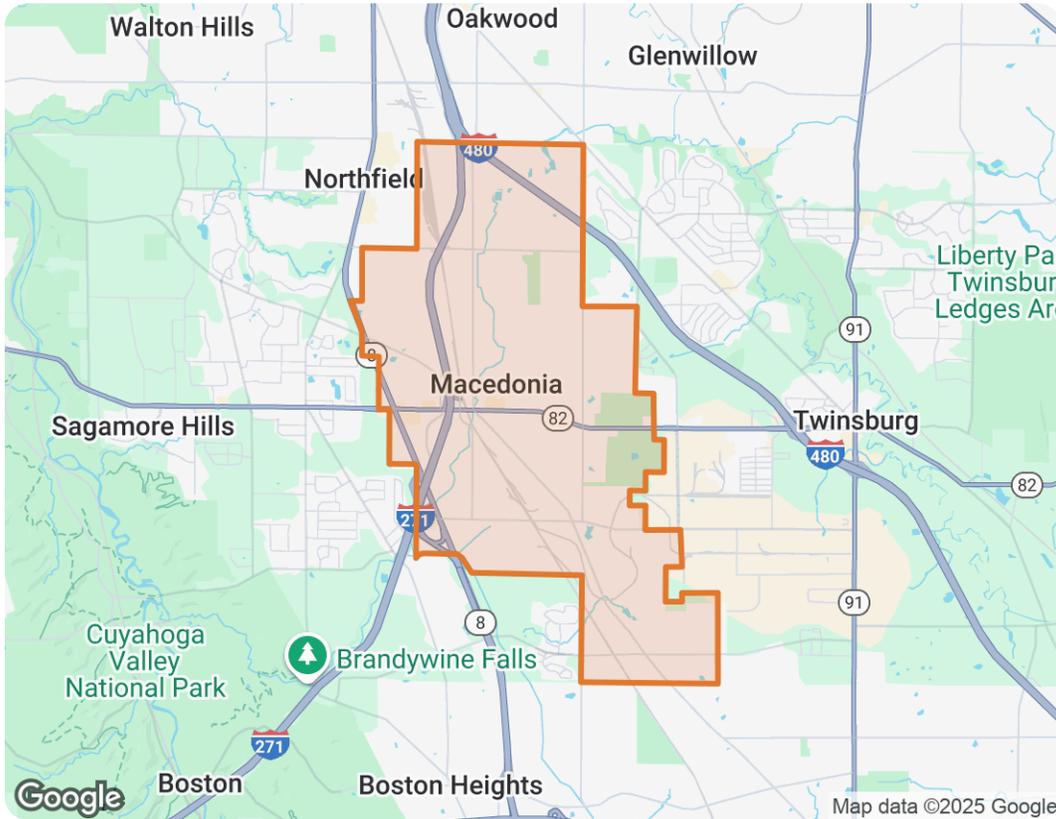# Macedonia, Ohio

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130 North Miller Road
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7/31/2025

Macedonia, Ohio

Trade Area Summary

Attribute Summary for Macedonia, Ohio

Median Household Income	Median Age	Total Population	1st Dominant Segment
$105,210	**46.1**	**11,912**	**Green Acres**
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?

Cozy Country Living

Empty nesters in bucolic settings

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	Green Acres	Comfortable Empty Nesters	Workday Drive	Savvy Suburbanites
% of Households	2,016 (41.4%)	1,452 (29.9%)	778 (16.0%)	618 (12.7%)
Lifestyle Group	Cozy Country Living	GenXurban	Family Landscapes	Affluent Estates
Urbanization Group	Rural	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.64	2.48	2.87	2.78
Median Age	43.8	46.4	39.5	44.1
Diversity Index	38.5	47	62.9	49.7
Median Household Income	$103,400	$97,600	$116,800	$142,800
Median Net Worth	$537,400	$509,700	$579,100	$988,200
Median Home Value	$374,800	$323,300	$406,900	$513,900
Homeownership	88	87.4	84.8	90.7
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial
Education	High School Diploma	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree
Preferred Activities	Pursue physical fitness vigorously,. Active in communities and social organizations.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	They like to cook and prefer natural or organic products.. Pursue a number of sports, from skiing to golf.
Financial	Comfortable with debt, and investments.	Portfolio includes stocks, CODs, mutual funds and real estate	Well insured, invest in a range of funds, high debt	Not afraid of debt
Media	Provided by satellite service, radio and television	Listen to sports radio; watch sports on TV	Connected, with a host of wireless devices	Well-connected and use techonology to stay current
Vehicle	Late model trucks SUVs, ATVs and motorcycles	Own 1-2 vehicles	Own 2+ vehicles (minivans, SUVs)	Prefer late model, family-oriented vehicles:

Macedonia, Ohio

Consumer Segment Details

About this segment

Green Acres

Ranked

1st

dominant segment
for this area

In this area

41.4%

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.

Macedonia, Ohio

Consumer Segment Details

About this segment

Comfortable Empty Nesters

Ranked
2nd
dominant segment
for this area

In this area
29.9%
of households fall
into this segment

In the United States
2.4%
of households fall
into this segment

Who Are They?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

Macedonia, Ohio

Consumer Segment Details

About this segment

Workday Drive

Ranked	In this area	In the United States
3rd	**16.0%**	**3.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

Macedonia, Ohio

Consumer Segment Details

About this segment

Savvy Suburbanites

Ranked	In this area	In the United States
4th	**12.7%**	**3.0%**
dominant segment for this area	of households fall into this segment	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.
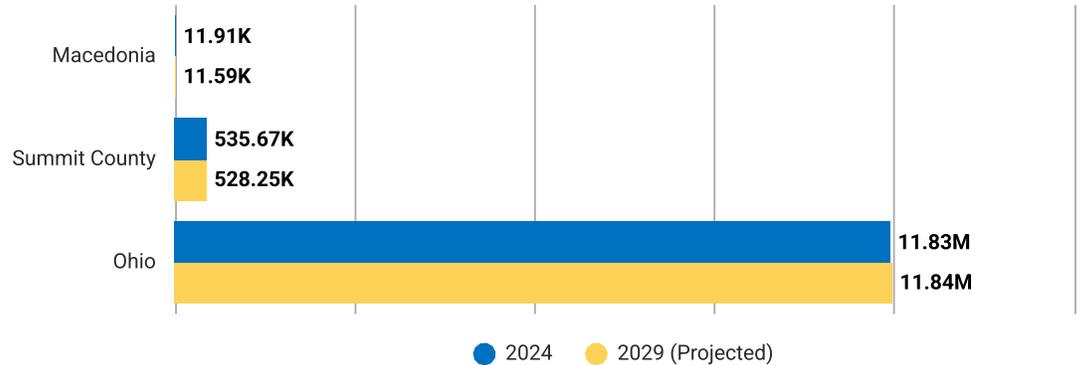
Macedonia, Ohio

Population

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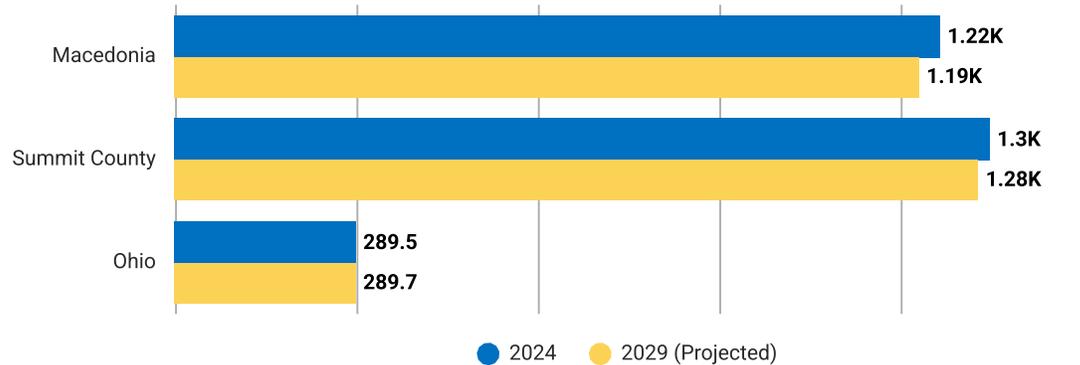
Update Frequency: Annually

Total Population

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

Area	2024	2029 (Projected)
Macedonia	11.91K	11.59K
Summit County	535.67K	528.25K
Ohio	11.83M	11.84M

● 2024 ● 2029 (Projected)

Population Density

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

Area	2024	2029 (Projected)
Macedonia	1.22K	1.19K
Summit County	1.3K	1.28K
Ohio	289.5	289.7

● 2024 ● 2029 (Projected)

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.

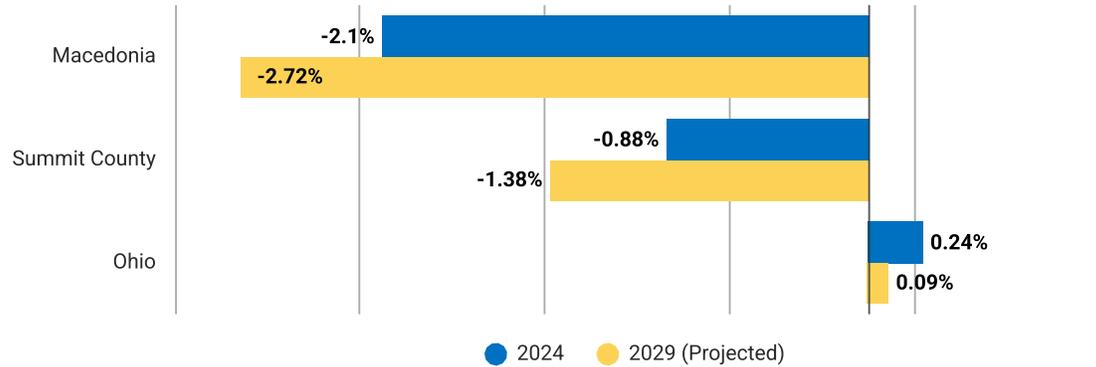| Area	Value
Macedonia	13.27K
Summit County	552.73K
Ohio	11.79M

Macedonia, Ohio

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.
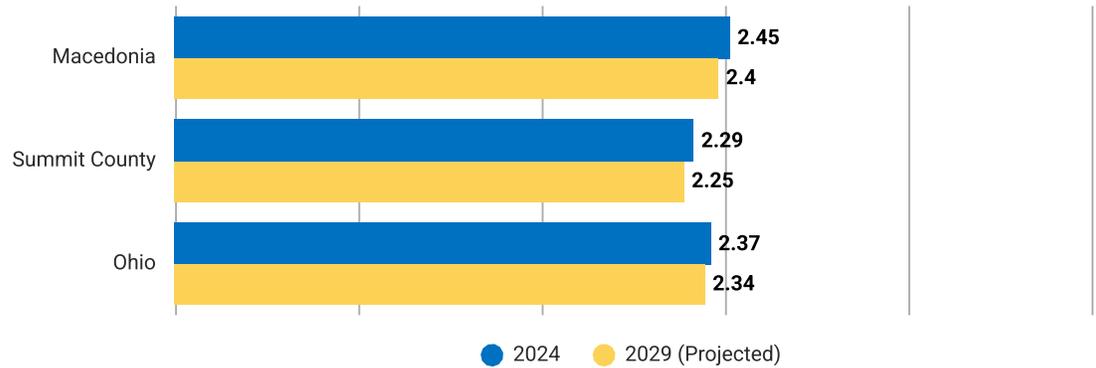
Macedonia	1.36K
Summit County	1.34K
Ohio	288.6

Population Change Since 2020

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

	2024	2029 (Projected)
Macedonia	-2.1%	-2.72%
Summit County	-0.88%	-1.38%
Ohio	0.24%	0.09%

● 2024   ● 2029 (Projected)

Average Household Size

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

	2024	2029 (Projected)
Macedonia	2.45	2.4
Summit County	2.29	2.25
Ohio	2.37	2.34

● 2024   ● 2029 (Projected)
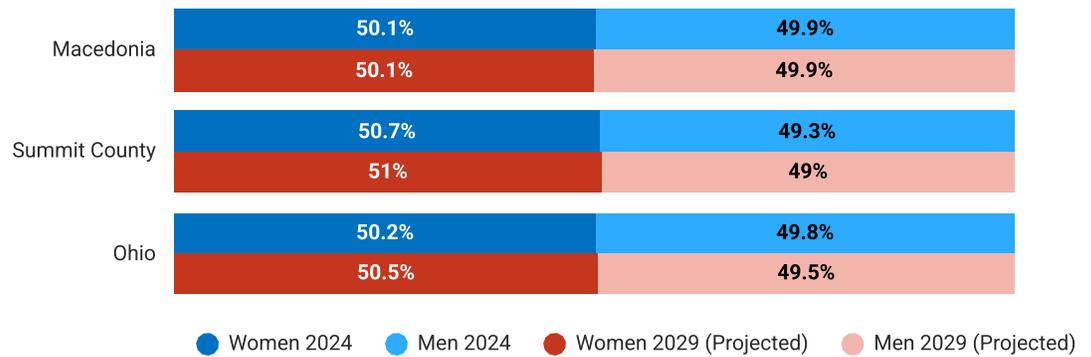
Macedonia, Ohio

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.

Macedonia
10.18K
9.85K

Summit County
403.05K
394.51K

Ohio
8.97M
8.92M

● 2024 ● 2029 (Projected)
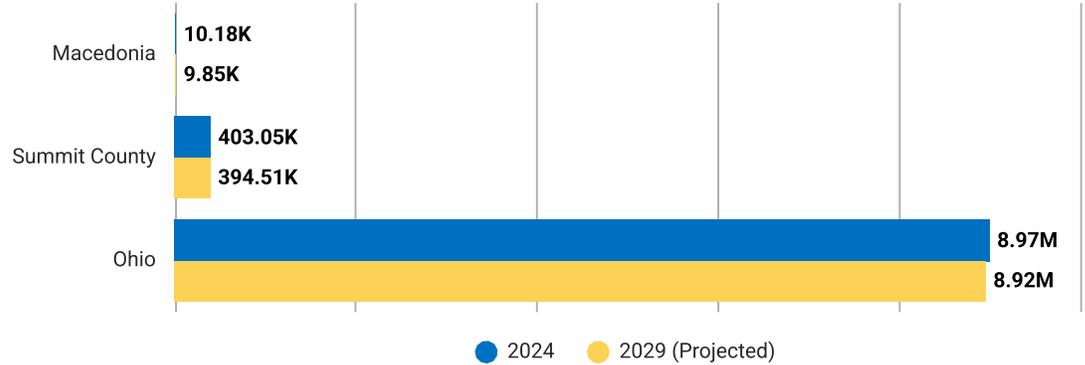
Female / Male Ratio

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

Macedonia
50.1% | 49.9%
50.1% | 49.9%

Summit County
50.7% | 49.3%
51% | 49%

Ohio
50.2% | 49.8%
50.5% | 49.5%

● Women 2024 ● Men 2024 ● Women 2029 (Projected) ● Men 2029 (Projected)
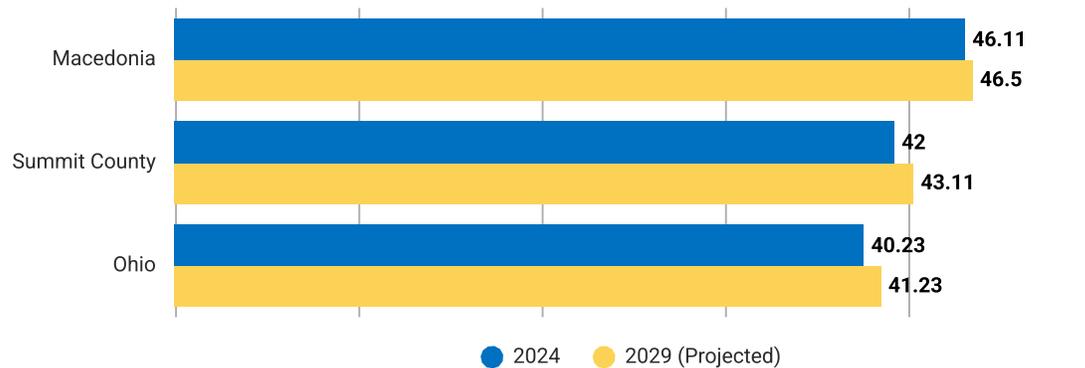
Age

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.

Macedonia
46.11
46.5

Summit County
42
43.11

Ohio
40.23
41.23

● 2024 ● 2029 (Projected)

Macedonia, Ohio

Population by Age

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

| Age Group	2024	2029 (Projected)
Children	10.28%	9.71%
Tweens	3.39%	3.72%
Teens	7.63%	7.43%
20s	8.55%	8.68%
30s	11.7%	11.11%
40s	13.18%	14.44%
50s	14.01%	12.48%
60s	15.03%	13.87%
70s	10.79%	11.74%
Over 80	5.44%	6.84%

● 2024   ● 2029 (Projected)
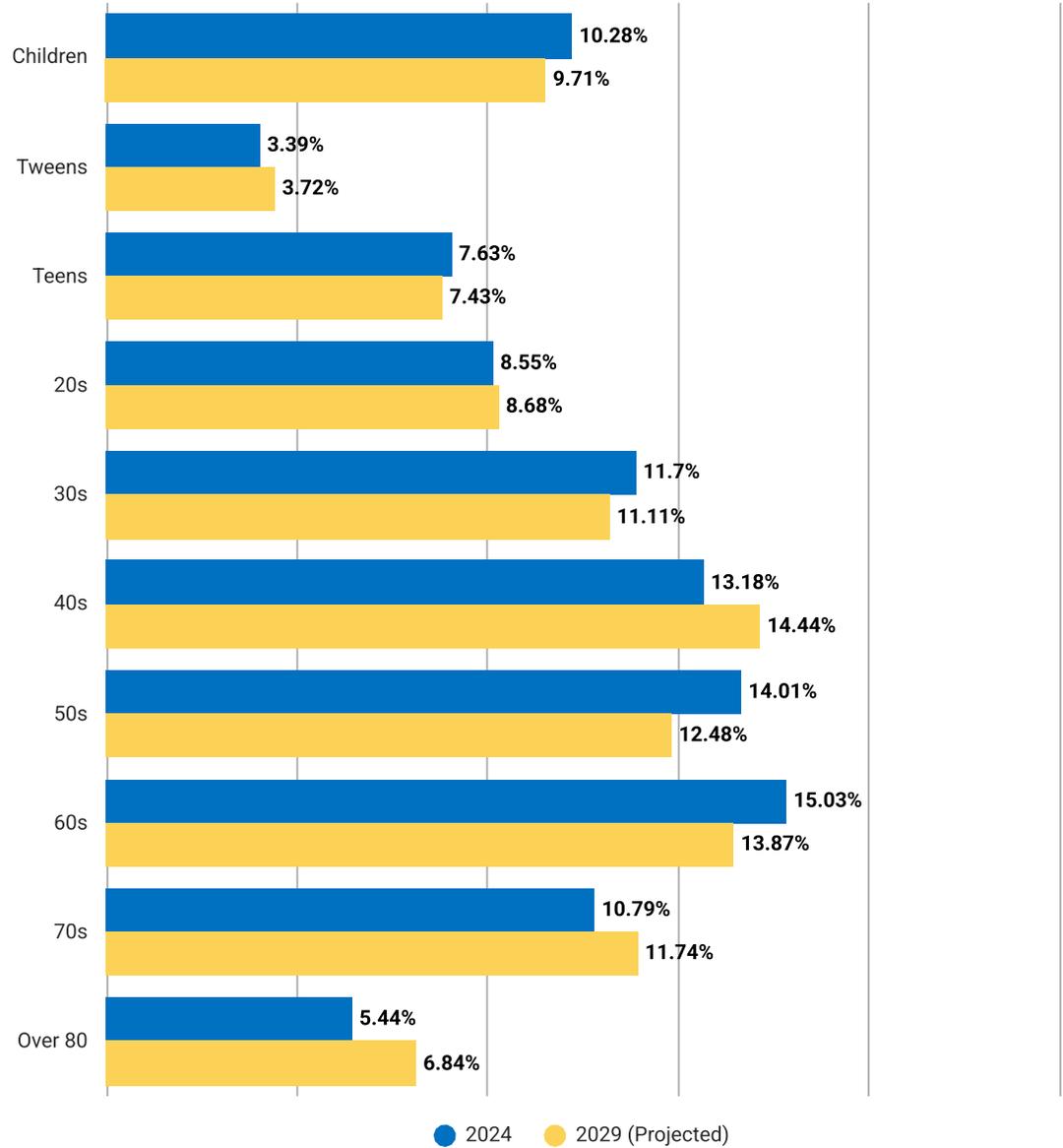
Married

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.

Geography	Married	Unmarried
Macedonia	58.1%	41.9%
Summit County	48.8%	51.2%
Ohio	49.4%	50.6%
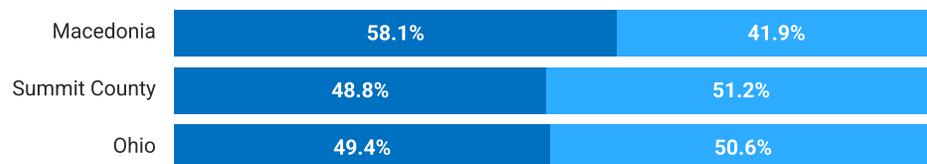
Macedonia, Ohio

Never Married

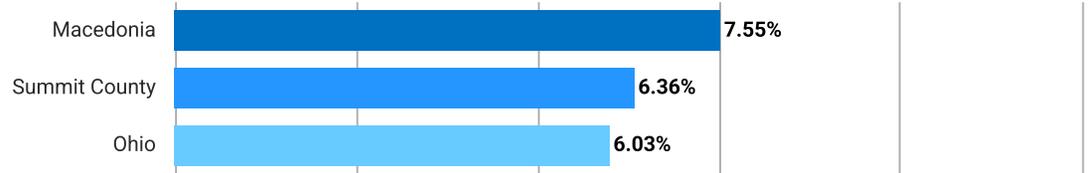This chart shows the number of people in an area who have never been married, compared with other geographies.

Geography	Percentage
Macedonia	27.13%
Summit County	33.44%
Ohio	33.38%

Married

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

Geography	Percentage
Macedonia	58.13%
Summit County	48.77%
Ohio	49.41%
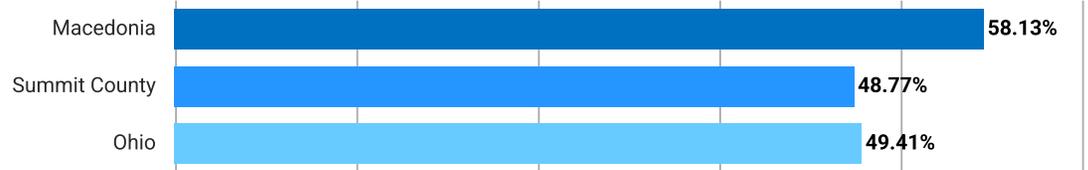
Widowed

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

Geography	Percentage
Macedonia	7.55%
Summit County	6.36%
Ohio	6.03%

Divorced

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

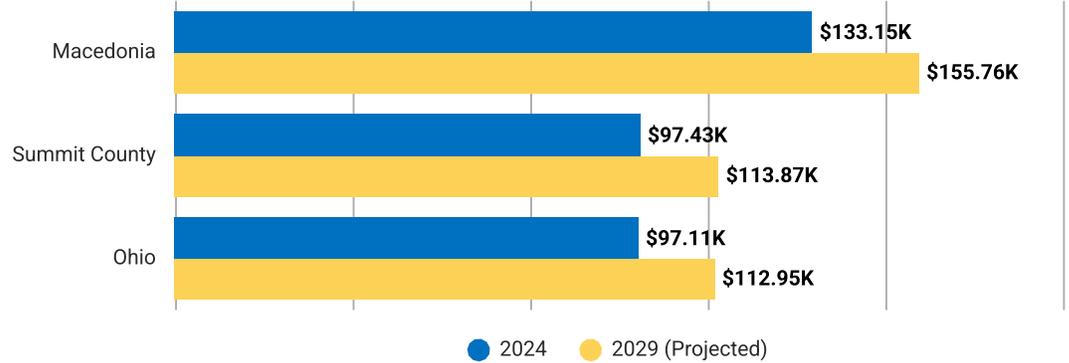| Geography	Percentage
Macedonia	7.2%
Summit County	11.43%
Ohio	11.19%

Macedonia, Ohio
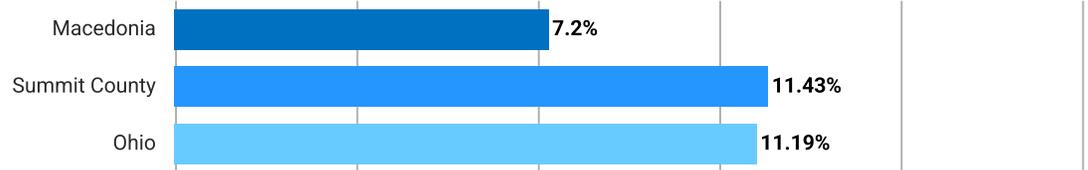
Income

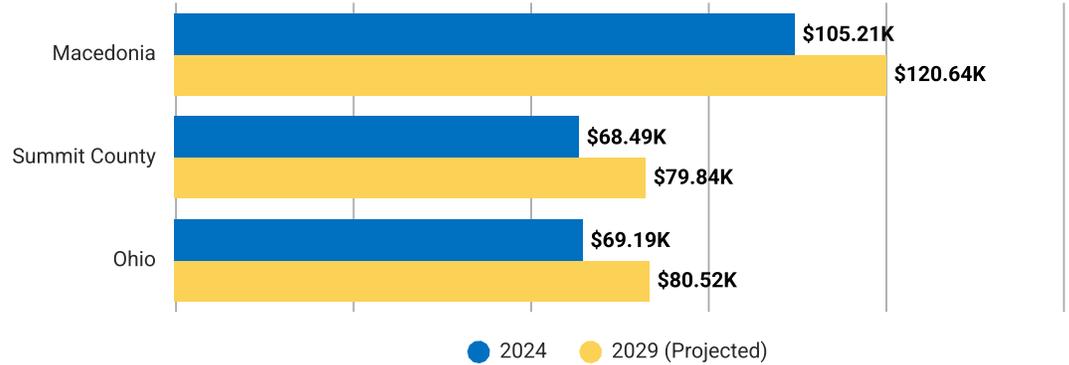**Source:** U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Average Household Income

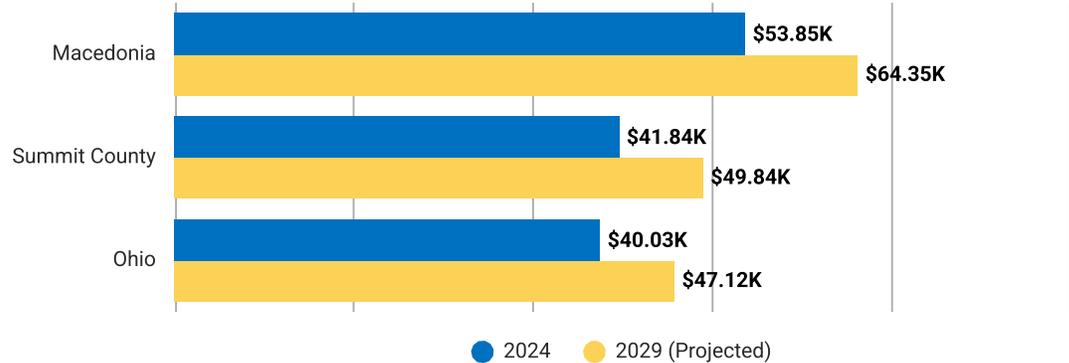This chart shows the average household income in an area, compared with other geographies.

Area	2024	2029 (Projected)
Macedonia	$133.15K	$155.76K
Summit County	$97.43K	$113.87K
Ohio	$97.11K	$112.95K

● 2024   ● 2029 (Projected)

Median Household Income

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

Area	2024	2029 (Projected)
Macedonia	$105.21K	$120.64K
Summit County	$68.49K	$79.84K
Ohio	$69.19K	$80.52K

● 2024   ● 2029 (Projected)

Per Capita Income

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

Area	2024	2029 (Projected)
Macedonia	$53.85K	$64.35K
Summit County	$41.84K	$49.84K
Ohio	$40.03K	$47.12K

● 2024   ● 2029 (Projected)

Macedonia, Ohio

Average Disposable Income

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

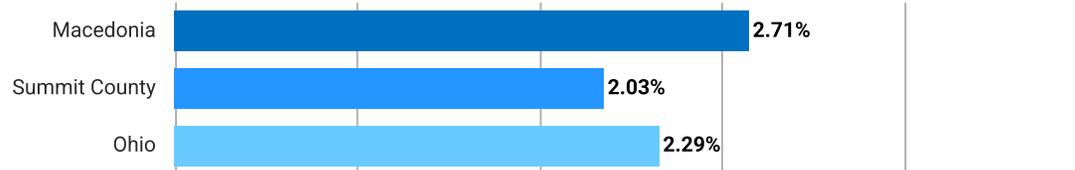|	
Macedonia	$99.27K
Summit County	$74.97K
Ohio	$74.92K

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.

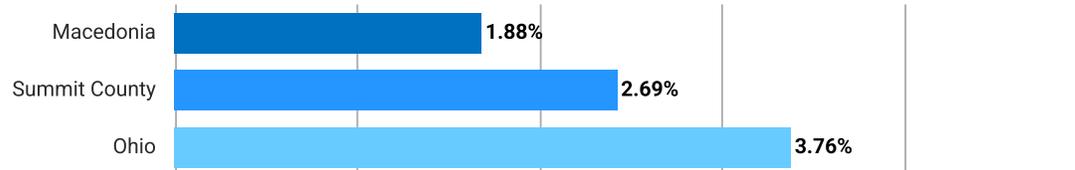|	
Macedonia	2.71%
Summit County	2.03%
Ohio	2.29%

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.

Macedonia	2.33%
Summit County	4.48%
Ohio	5.26%
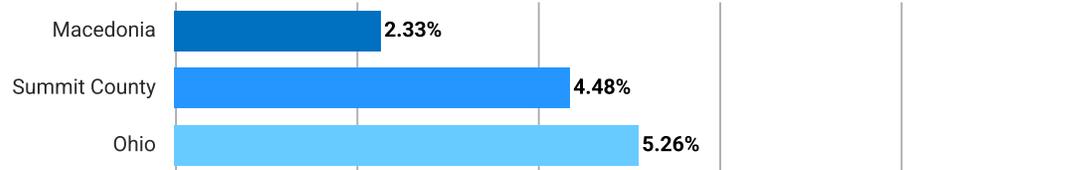
High School GED

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.

Macedonia	1.88%
Summit County	2.69%
Ohio	3.76%

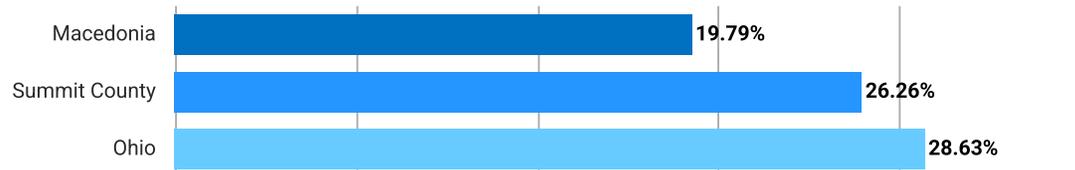## High School Graduate

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

Macedonia	19.79%
Summit County	26.26%
Ohio	28.63%

Macedonia, Ohio

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.

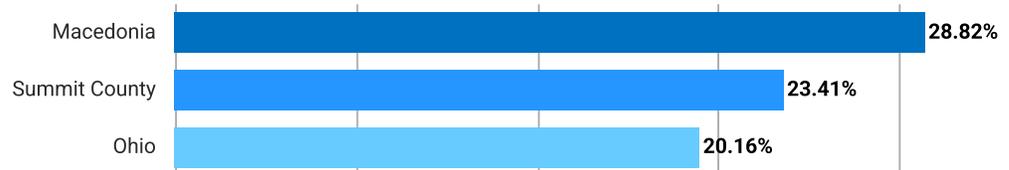|	
Macedonia	18.17%
Summit County	18.2%
Ohio	17.56%

Associate Degree

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

Macedonia	10.1%
Summit County	8.74%
Ohio	9.34%

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.

Macedonia	28.82%
Summit County	23.41%
Ohio	20.16%

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.

Macedonia	16.21%
Summit County	14.19%
Ohio	13%

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

Macedonia	147
Summit County	9.36K
Ohio	196.4K

Macedonia, Ohio

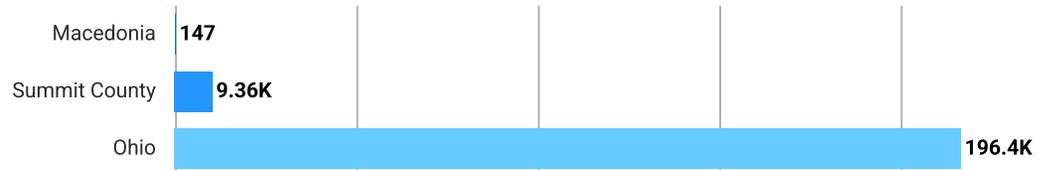## Employment Number

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

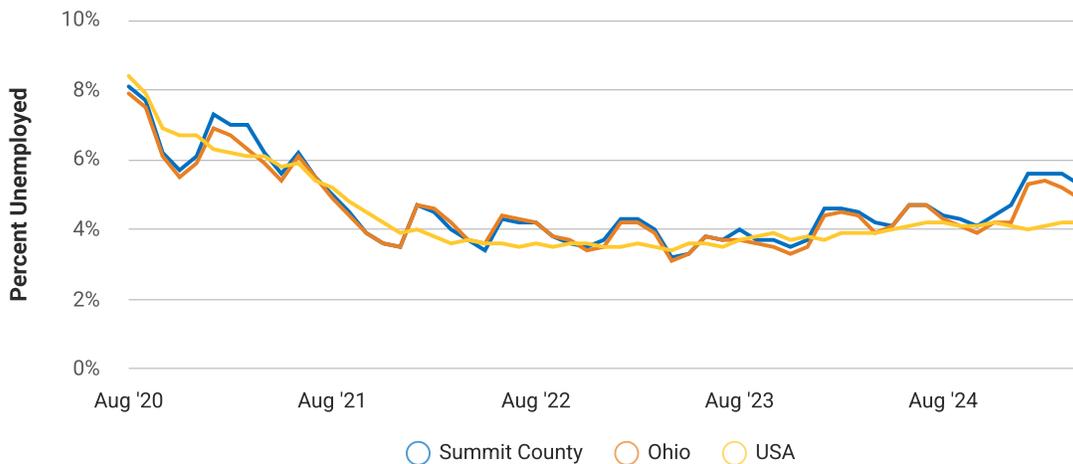|	
Macedonia	6.3K
Summit County	275.4K
Ohio	5.85M

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

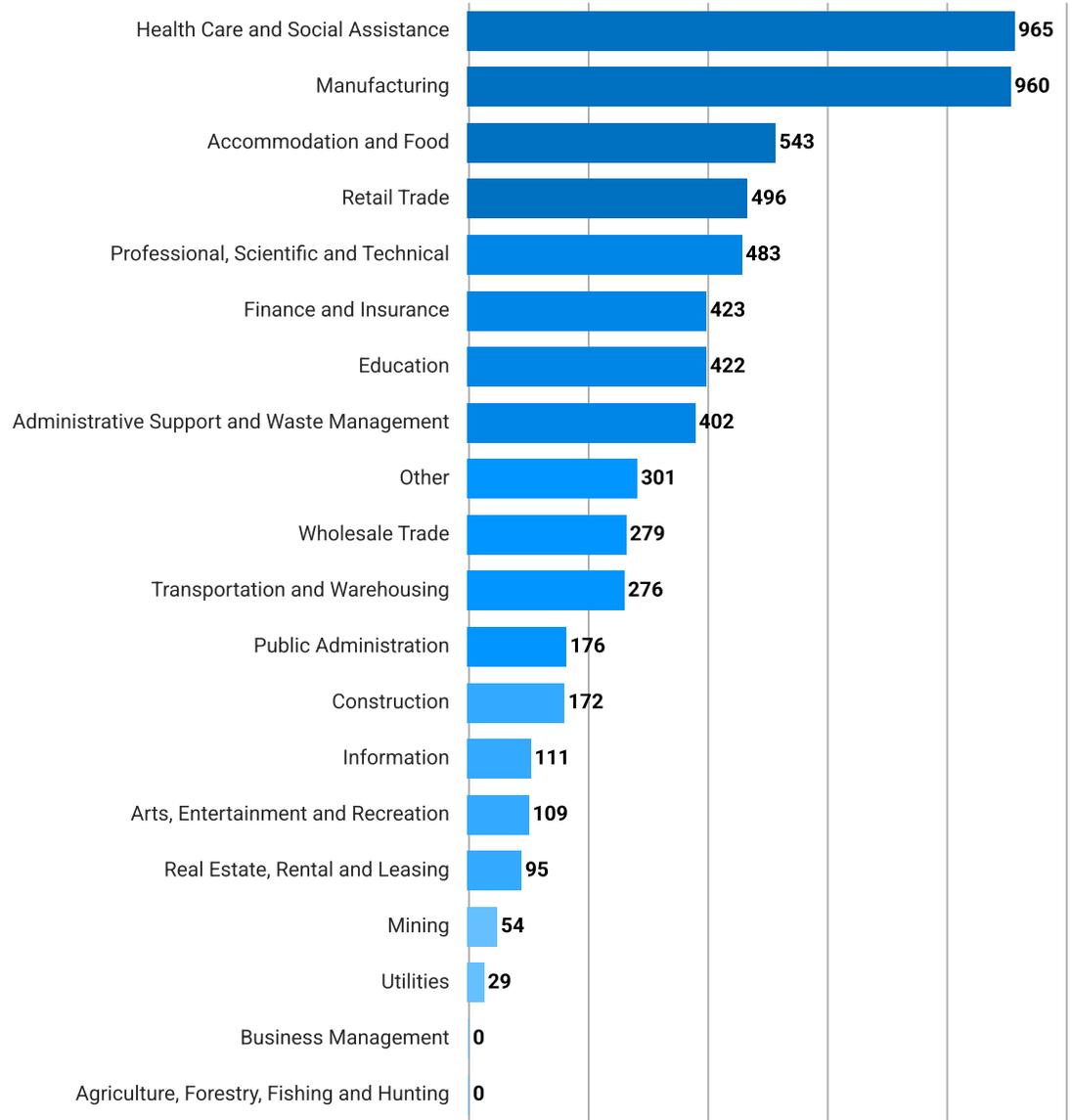**Update Frequency:** Monthly

Legend: Summit County, Ohio, USA

Macedonia, Ohio

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

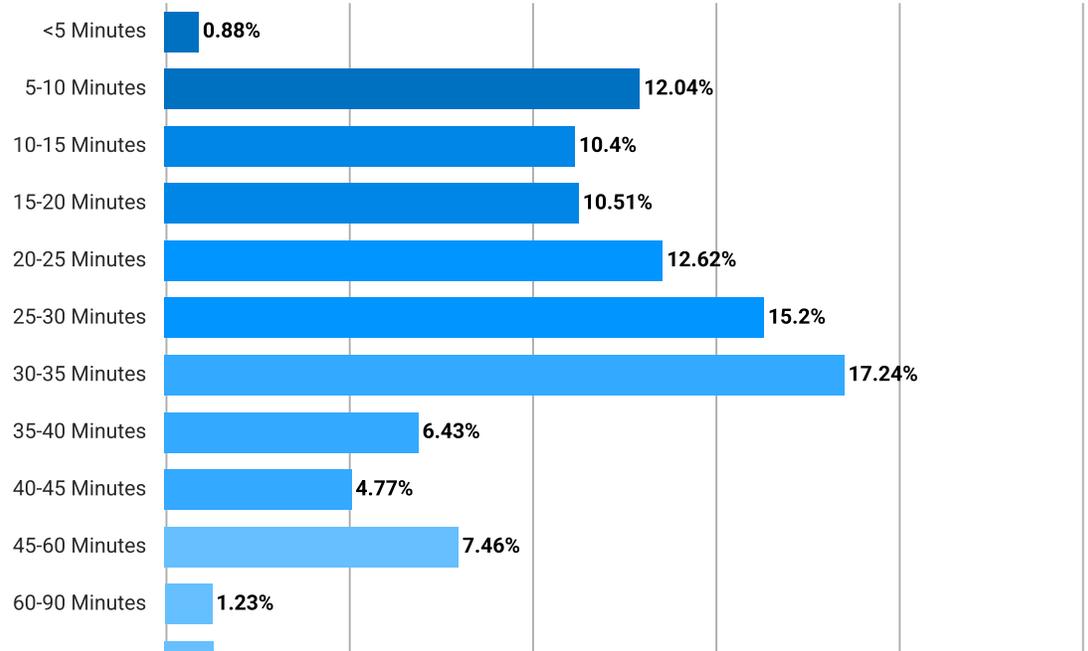| Industry	Count
Health Care and Social Assistance	965
Manufacturing	960
Accommodation and Food	543
Retail Trade	496
Professional, Scientific and Technical	483
Finance and Insurance	423
Education	422
Administrative Support and Waste Management	402
Other	301
Wholesale Trade	279
Transportation and Warehousing	276
Public Administration	176
Construction	172
Information	111
Arts, Entertainment and Recreation	109
Real Estate, Rental and Leasing	95
Mining	54
Utilities	29
Business Management	0
Agriculture, Forestry, Fishing and Hunting	0

BERKSHIRE HATHAWAY HomeServices | Stouffer Realty

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

Time	Percentage
<5 Minutes	0.88%
5-10 Minutes	12.04%
10-15 Minutes	10.4%
15-20 Minutes	10.51%
20-25 Minutes	12.62%
25-30 Minutes	15.2%
30-35 Minutes	17.24%
35-40 Minutes	6.43%
40-45 Minutes	4.77%
45-60 Minutes	7.46%
60-90 Minutes	1.23%

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

Type	Percentage
Drive Alone	92.29%
Work at Home	10.58%
Carpool	6.05%
Other	1.66%

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

| Area	Value
Macedonia	$368.2K
Summit County	$258K
Ohio	$276.33K

Macedonia, Ohio

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

Macedonia	1.28%
Summit County	3.61%
Ohio	5.59%
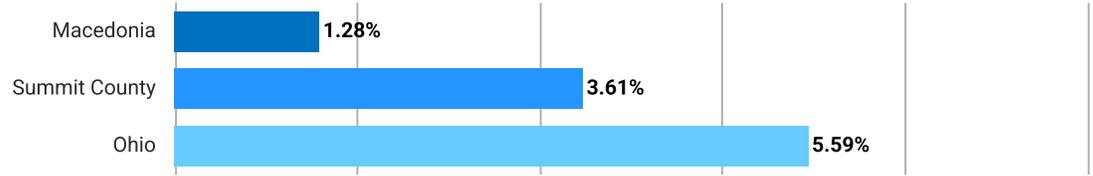
Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

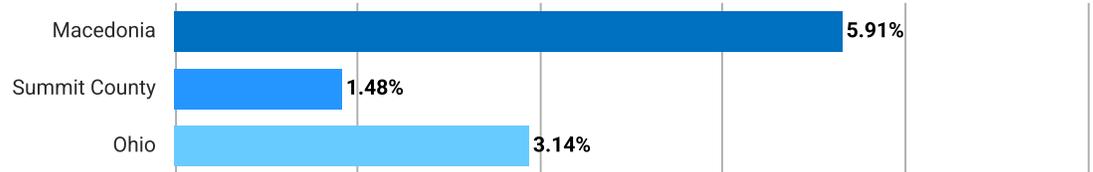|	
Macedonia	$394.5K
Summit County	$235.9K
Ohio	$299K

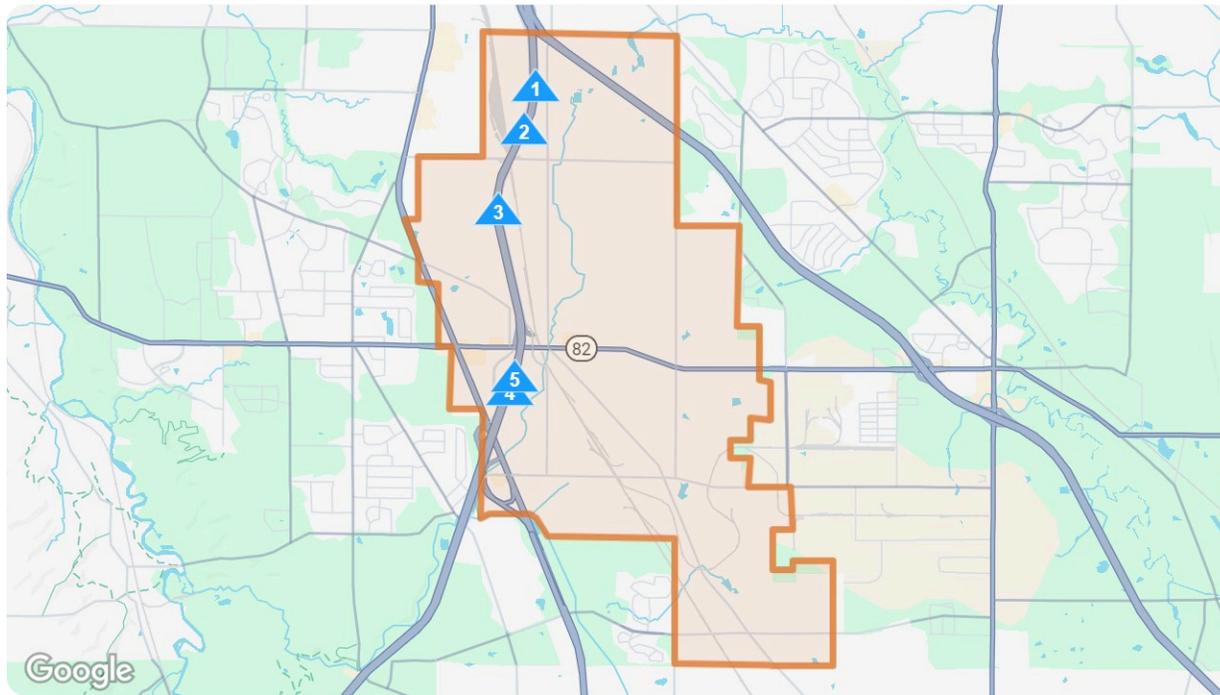## 12 mo. Change in Median Listing Price

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

Macedonia	5.91%
Summit County	1.48%
Ohio	3.14%

Macedonia, Ohio

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 ▲ 74,500

I- 271

2024 Est. daily traffic counts

Cross: FwyDr
Cross Dir: S
Distance: 0.6 miles

Historical counts

Year		Count	Type
2016	▲	74,361	AADT
2015	▲	72,904	AADT
2013	▲	70,510	ADT
2007	▲	58,420	ADT

2 ▲ 71,825

I 271

2024 Est. daily traffic counts

Cross: Md St 1
Cross Dir: SE
Distance: 0.16 miles

Historical counts

Year		Count	Type
2021	▲	66,149	AADT
2019	▲	76,686	AADT

3 ▲ 68,937

I- 271

2024 Est. daily traffic counts

Cross: FwyDr
Cross Dir: N
Distance: 0.35 miles

Historical counts

Year		Count	Type
2013	▲	70,510	AADT
2010	▲	61,098	AADT
2007	▲	58,420	AADT
2004	▲	61,240	AADT
2001	▲	55,210	ADT

4 ▲ 57,452

I-271

2024 Est. daily traffic counts

Cross: E Aurora Rd
Cross Dir: N
Distance: 0.33 miles

Historical counts

Year		Count	Type
2020	▲	48,253	AADT
2019	▲	62,026	AADT
2016	▲	60,145	AADT

5 ▲ 57,258

I-271

2024 Est. daily traffic counts

Cross: E Aurora Rd
Cross Dir: N
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

Macedonia, Ohio

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).

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