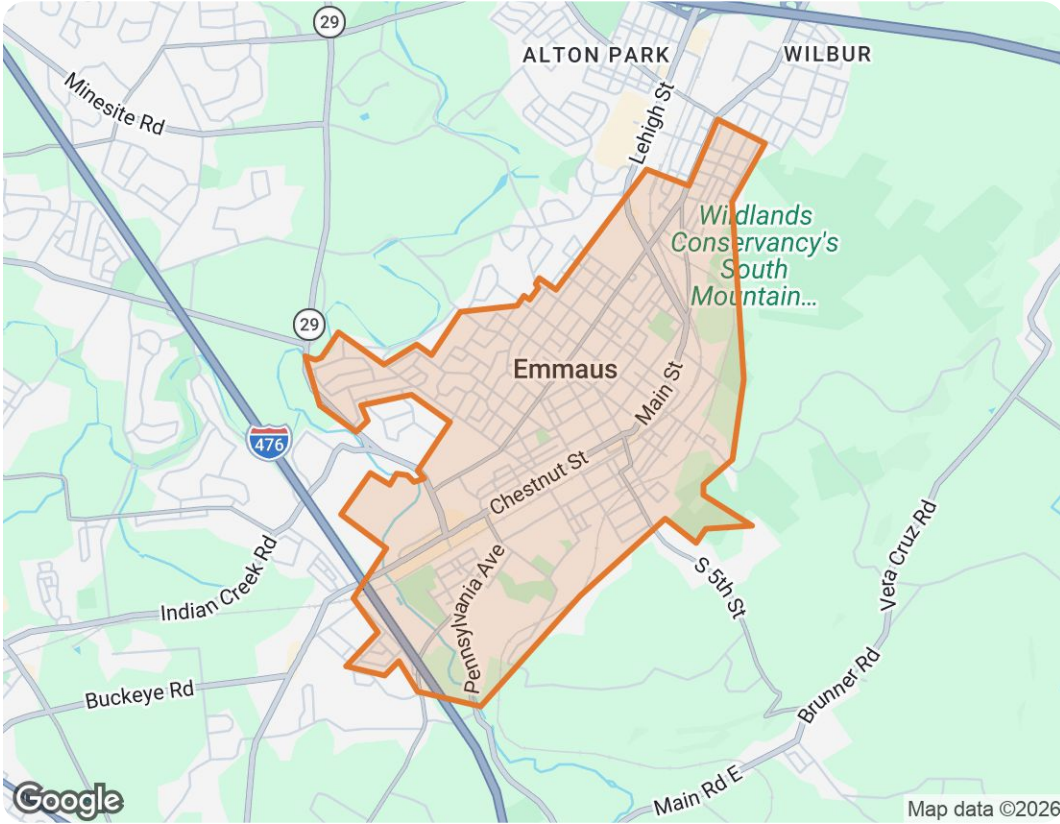


Emmaus, Pennsylvania



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Emmaus, Pennsylvania

Trade Area Summary

Attribute Summary for Emmaus, Pennsylvania

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$84,511	41.6	11,589	Moderate Metros
Source: 2025/2029 Income (Esri)	Source: 2025/2029 Age: 5 Year Increments (Esri)	Source: 2025 Age: 1 Year Increments (Esri)	Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Moderate Metros	Classic Comfort	City Greens	Legacy Hills	Flourishing Families
% of Households	1,604 (31.4%)	959 (18.8%)	872 (17.1%)	709 (13.9%)	579 (11.3%)
Life Stage Group	Contemporary Households	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Family Portraits
Life Mode Group	Metro Vibes	Suburban Shine	Suburban Shine	Suburban Shine	Family Prosperity
Urbanicity Group(s)	Urban Core Suburb	Suburb	Urban Vicinity Suburb	Urban Core Suburb	Suburb
Residence Type	Single Family, Multi-Units	Single Family	Single Family	Single Family, Multi-Units	Single Family
Household Type	Married Couples, Singles Living Alone	Married Couples	Married Couples, Singles Living Alone	Singles Living Alone, Married Couples w/No Kids	Married Couples
Average Household Size	2.32	2.56	2.2	2	2.8
Median Age	38.1	40.2	41.4	45.6	39
Diversity Index	68.1	60.6	54.4	58.9	58.6
Median Household Income	\$70,055	\$88,893	\$97,516	\$55,927	\$111,751
Median Net Worth	\$122,944	\$317,594	\$301,867	\$87,823	\$499,190
Homeownership	54%	81%	66%	49%	85%
Rent Burdened Households	38%	30%	33%	40%	31%
Labor Force Participation Rate	67%	69%	71%	56%	69%
Unemployment Rate	4%	3%	3%	4%	3%
% with Bachelor's Degree or Higher	32%	33%	54%	31%	40%
Lifestyle Patterns	These residents tend to shop online instead of in person. Credit unions are often used for financial services and products. Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items.	Residents tend to buy budget-friendly items from discount local or chain stores. Homeowners often purchase lawn and garden maintenance tools.	Residents tend to bank and shop online, and they typically buy groceries in person. Residents buy both e-books and hard copies. They regularly contribute to an IRA to build their retirement savings.	They tend to shop locally, especially for toys and games. Residents have insurance and regular access to medical providers.	For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items. Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.

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.

Emmaus, Pennsylvania

Consumer Segment Details

About this segment

Moderate Metros

Ranked

1st

dominant segment for this area

In this area

31.4%

of households fall into this segment

In the United States

2.3%

of households fall into this segment

Who Are They?

These neighborhoods are young, growing, and usually located in suburbs and the peripheries of metropolitan areas with relatively dense populations of at least half a million. Single-person households make up about one-third of total households, followed by married, cohabiting, or single persons with children. There is an above-average presence of preschool-age children. Many have attended some college, and individuals often work in health care, retail, office/administration, or sales. Household incomes generally fall within the middle tier. The typical home for this segment is a moderately priced (\$200-500K) single-family residence built before the 90s; about half are rented and half are owned. Commute times are generally low and driven alone.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Core
- **Median home value:** \$313,879
- **Homeownership rate:** 54.1%
- **Rent burdened households (American Community Survey 2019-2023):** 37.8%
- **Labor force participation rate:** 67.4%
- **Unemployment rate:** 4.1%

Key Statistics

- **Median age:** 38.1
- **Median household size:** 2.32
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$70,055
- **Median net worth:** \$122,944
- **Percentage of individuals with completion of a bachelor's degree or higher:** 32.2%

Lifestyle Patterns

- These residents tend to shop online instead of in person. Credit unions are often used for financial services and products.
- Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items.
- Radio and online music services are common sources of entertainment.
- Residents tend to vote in local, state, and national elections. Recycling is a routine practice.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



Emmaus, Pennsylvania

Consumer Segment Details

About this segment

Classic Comfort

Ranked

2nd

dominant segment for this area

In this area

18.8%

of households fall into this segment

In the United States

2.9%

of households fall into this segment

Who Are They?

These neighborhoods are typically found in the suburbs of major metropolitan areas, particularly in the South and Midwest, including states such as Michigan, Illinois, and Texas. The median age is slightly above that of the U.S. Most households earn middle-tier incomes, and labor force participation is high; most work full-time jobs, and many families are supported by multiple earners. Employment is mostly in wholesale trade, health care, education, and manufacturing sectors. Affordable housing is prominent, with most homes valued between \$150,000 and \$300,000 and rental prices below the national average. Homeowners significantly outnumber renters, and many homes were built between 1950 and 2000. Short, solo commutes are common, with households typically owning several vehicles. During the day, the residential population exceeds the working population.

Key Statistics

- **Median age:** 40.2
- **Median household size:** 2.56
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$88,893
- **Median net worth:** \$317,594
- **Percentage of individuals with completion of a bachelor's degree or higher:** 32.6%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$262,806
- **Homeownership rate:** 80.5%
- **Rent burdened households (American Community Survey 2019-2023):** 29.6%
- **Labor force participation rate:** 68.6%
- **Unemployment rate:** 3.4%

Lifestyle Patterns

- Residents tend to buy budget-friendly items from discount local or chain stores.
- Homeowners often purchase lawn and garden maintenance tools.
- These residents have a strong enthusiasm for professional, college, and high school sports.
- When dining out, they frequent both fast food and sit-down chain restaurants.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Emmaus, Pennsylvania

Consumer Segment Details

About this segment

City Greens

Ranked

3rd

dominant segment for this area

In this area

17.1%

of households fall into this segment

In the United States

2.6%

of households fall into this segment

Who Are They?

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

Key Statistics

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

Housing and Employment

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

Lifestyle Patterns

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

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Emmaus, Pennsylvania

Consumer Segment Details

About this segment

Legacy Hills

Ranked

4th

dominant segment
for this area

In this area

13.9%

of households fall
into this segment

In the United States

1.7%

of households fall
into this segment

Who Are They?

These neighborhoods are scattered nationwide, with above-average concentrations in the Midwest and South. Residents live in suburbs near metro areas with populations of 500,000 or more. Most residents are aged 45 and above, and a notable portion are either widowed or divorced, contributing to a high number of single-person households and smaller average household sizes. There is also a notable presence of this segment in small and remote towns and micropolitan areas, and many residents, particularly renters, have moved into these neighborhoods more recently. There are a higher-than-average number of workers in social service occupations. Homes are valued between \$150,000 and \$300,000. Half of the homes are single-family units, many constructed between 1950 and 1990, and the rest are a mix of low-rise and high-rise apartment complexes.

Key Statistics

- **Median age:** 45.6
- **Median household size:** 2.00
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** \$55,927
- **Median net worth:** \$87,823
- **Percentage of individuals with completion of a bachelor's degree or higher:** 30.7%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Core
- **Median home value:** \$254,916
- **Homeownership rate:** 49.4%
- **Rent burdened households (American Community Survey 2019-2023):** 39.9%
- **Labor force participation rate:** 55.9%
- **Unemployment rate:** 4.4%

Lifestyle Patterns

- They tend to shop locally, especially for toys and games.
- Residents have insurance and regular access to medical providers.
- Residents listen to the radio and read magazines. Popular TV subjects include travel, bowling, and golf. While cell phone use is common, many have a landline.
- These individuals have a less prominent online presence compared to other segments.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Emmaus, Pennsylvania

Consumer Segment Details

About this segment

Flourishing Families

Ranked

5th

dominant segment
for this area

In this area

11.3%

of households fall
into this segment

In the United States

3.6%

of households fall
into this segment

Who Are They?

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

Key Statistics

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

Housing and Employment

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

Lifestyle Patterns

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

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Emmaus, Pennsylvania

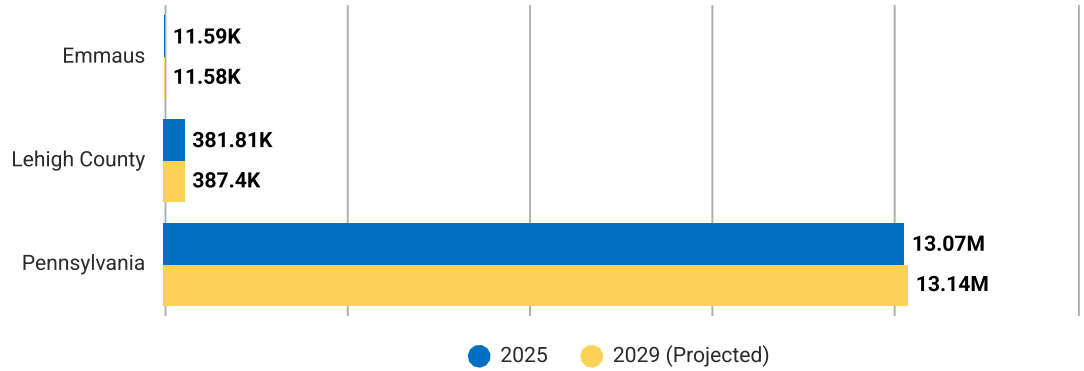
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

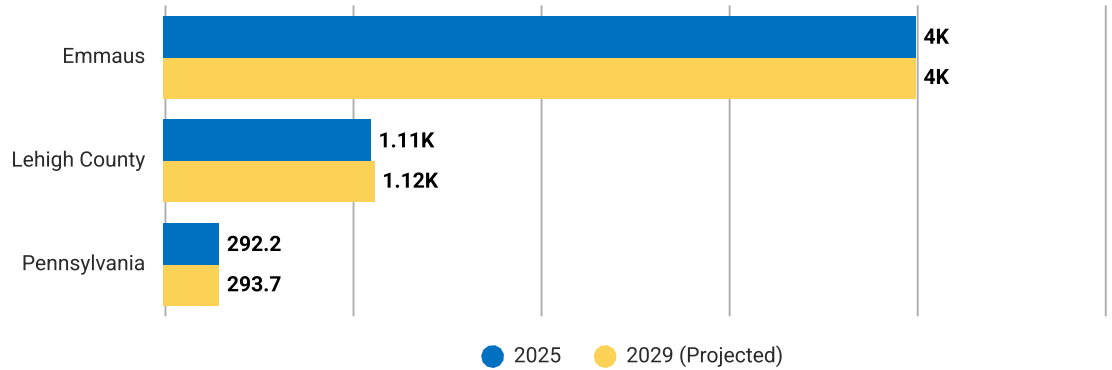
Total Population

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

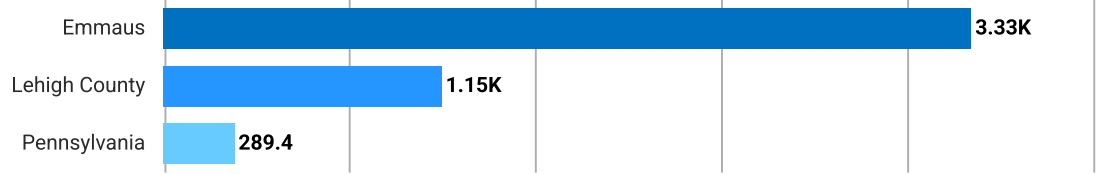
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Emmaus, Pennsylvania

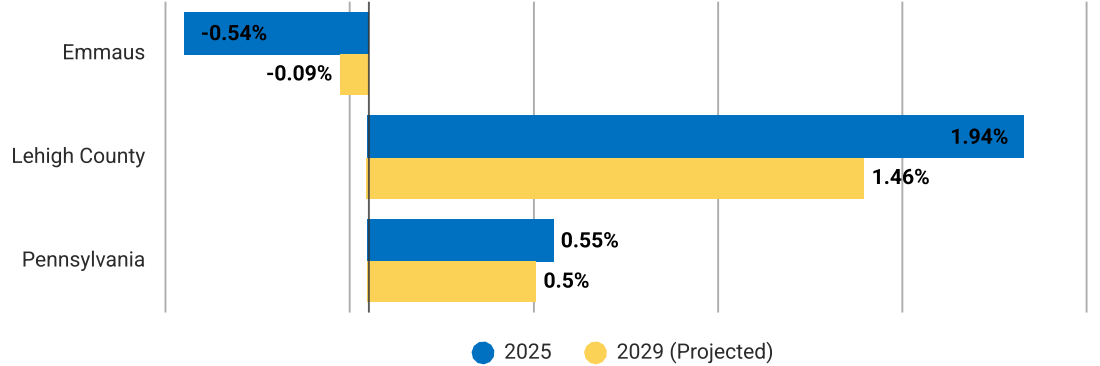
Daytime Population Density

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.



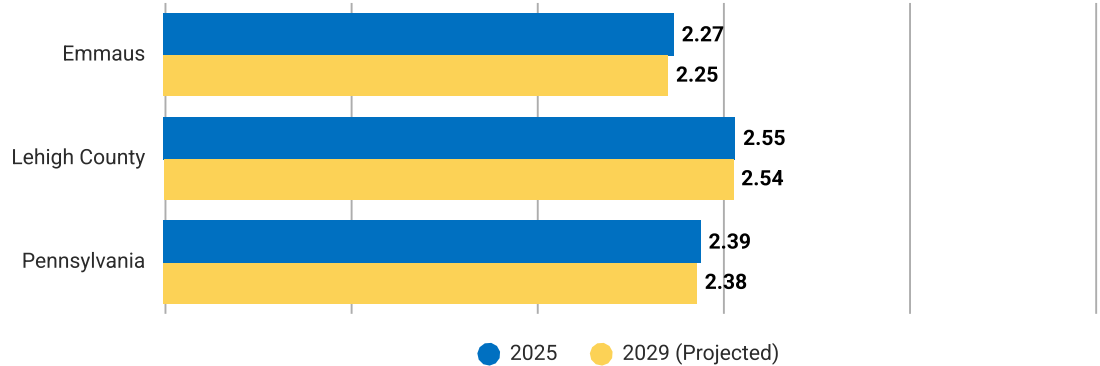
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



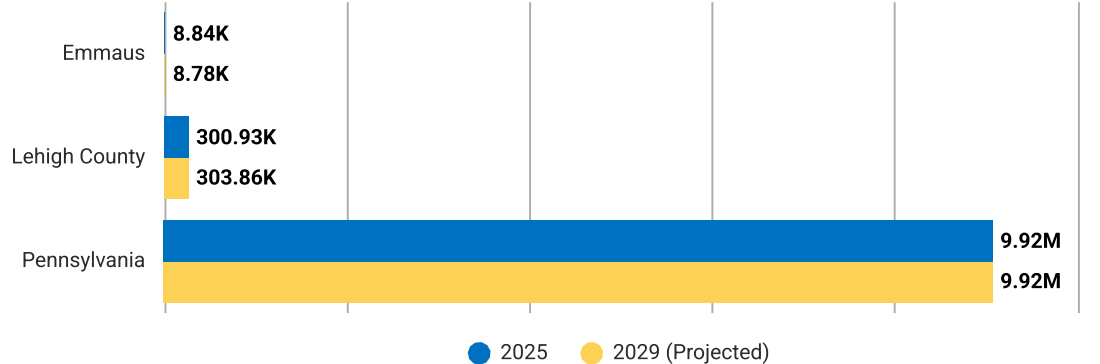
Average Household Size

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



Population Living in Family Households

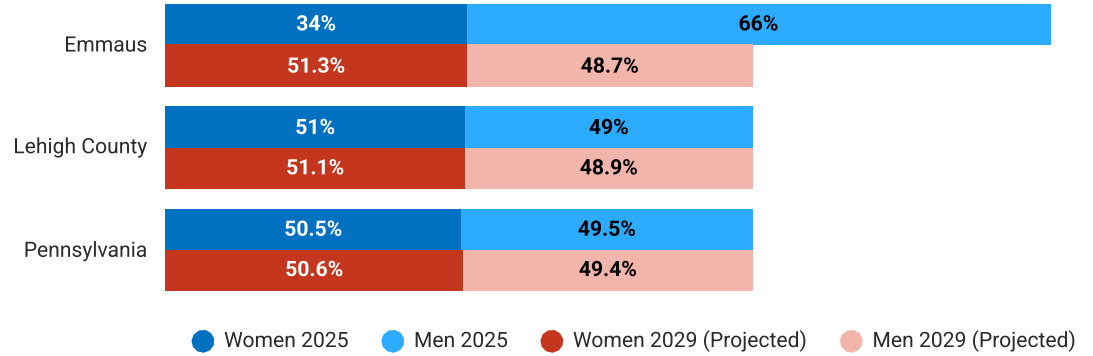
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Emmaus, Pennsylvania

Female / Male Ratio

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



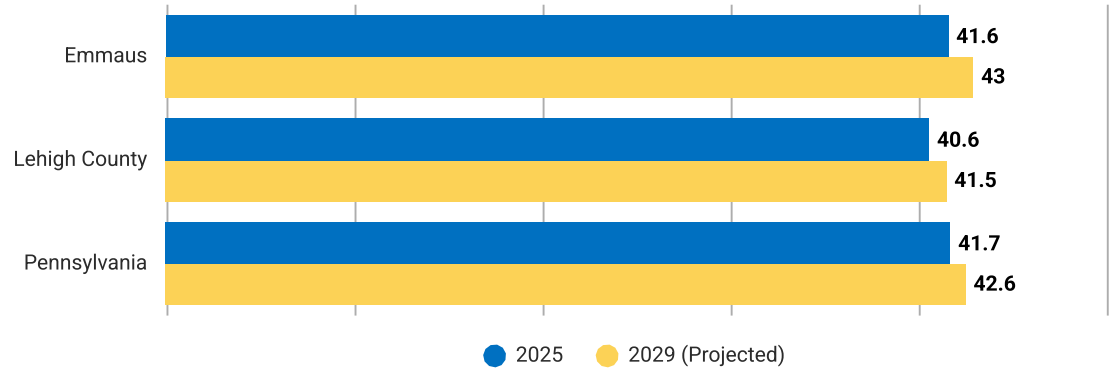
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Median Age

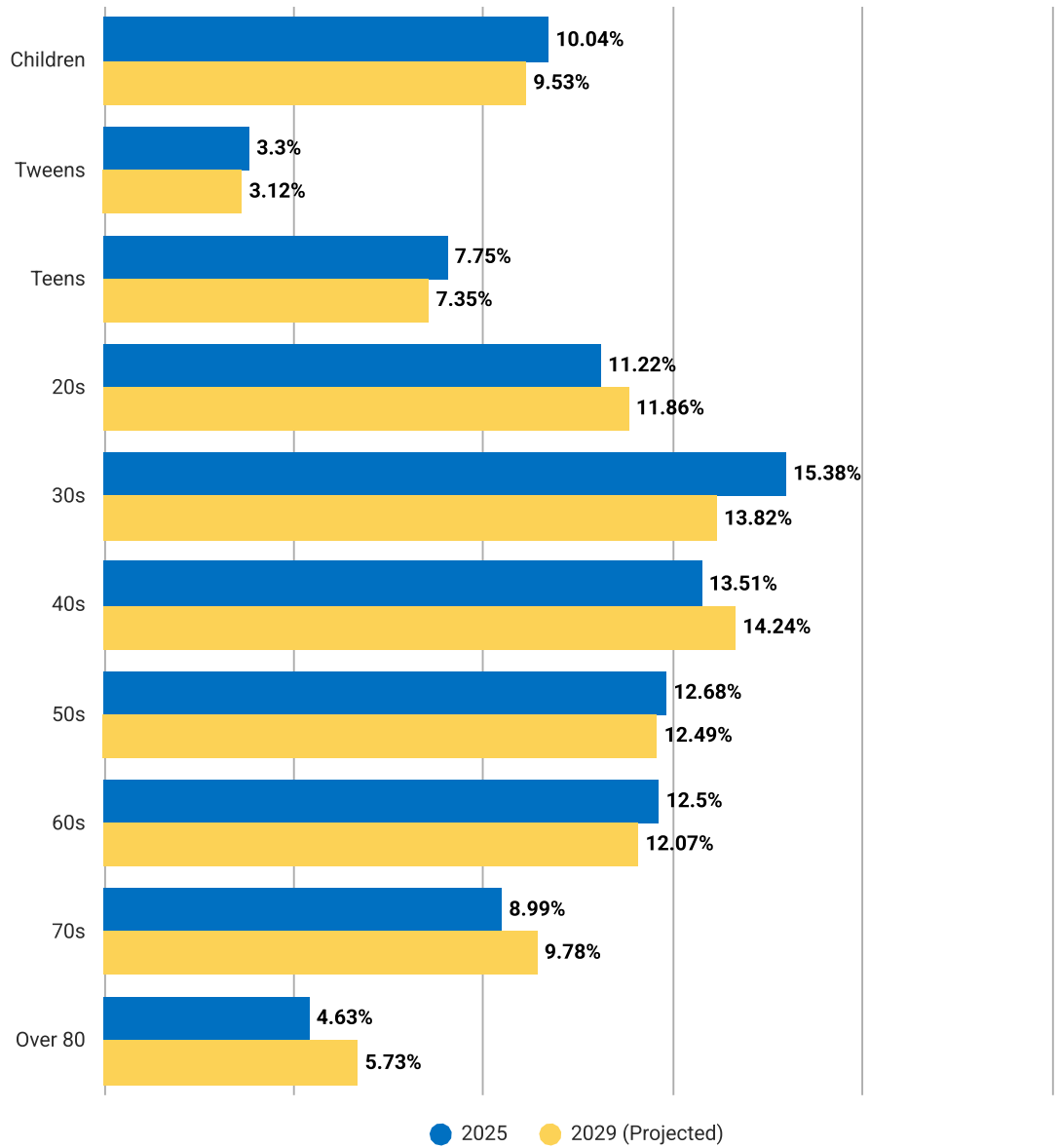
This chart shows the median age in an area, compared with other geographies.



Emmaus, Pennsylvania

Population by Age

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



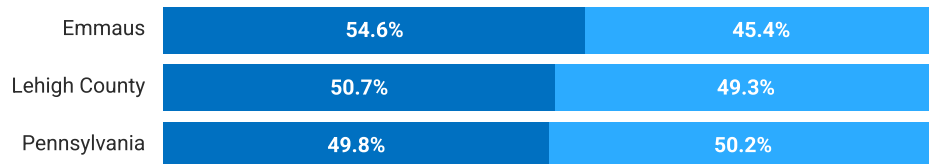
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

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



Emmaus, Pennsylvania

Never Married

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



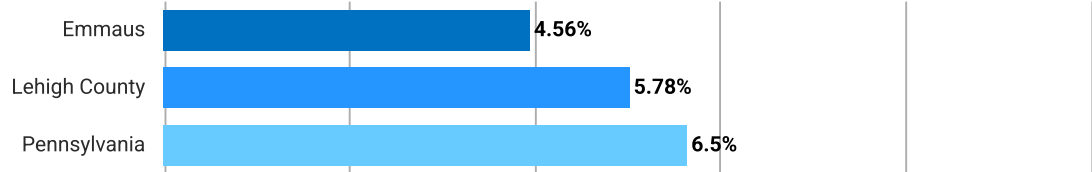
Married

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.



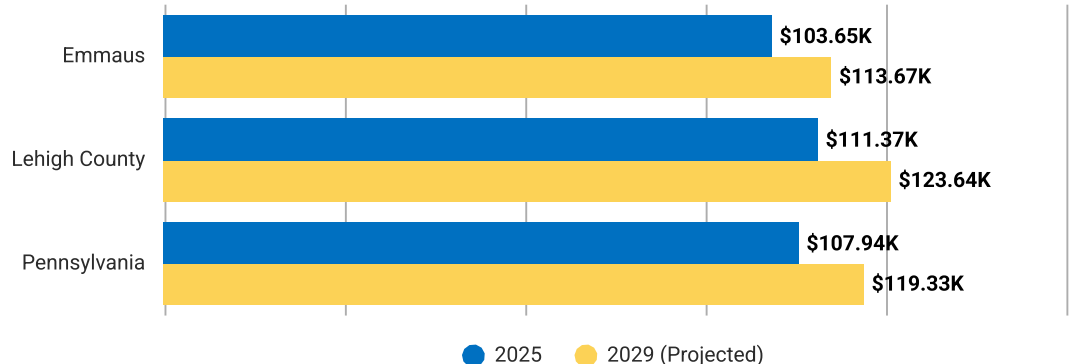
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Average Household Income

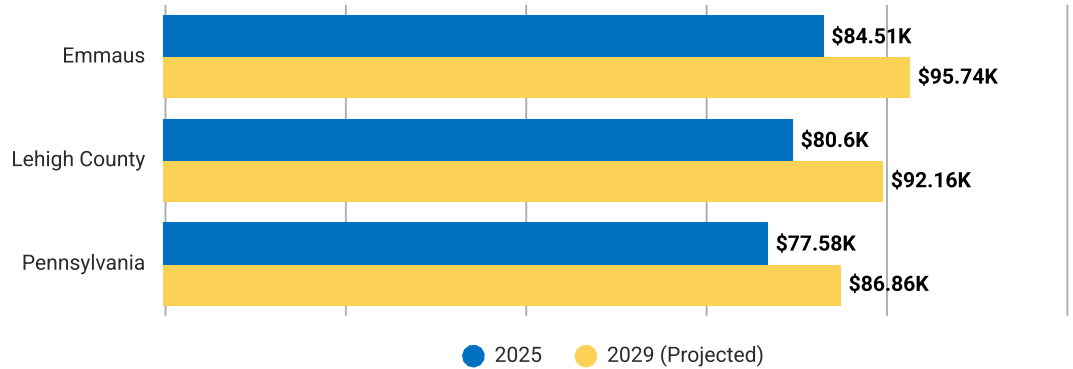
This chart shows the average household income in an area, compared with other geographies.



Emmaus, Pennsylvania

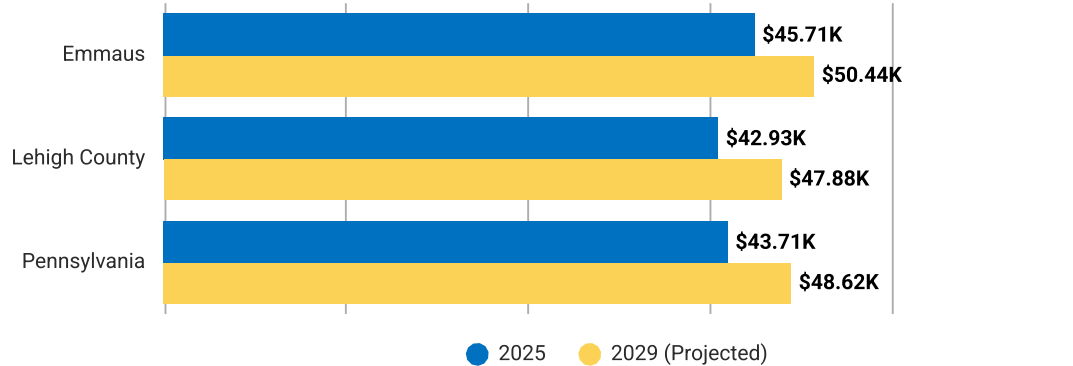
Median Household Income

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.



Average Disposable Income

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



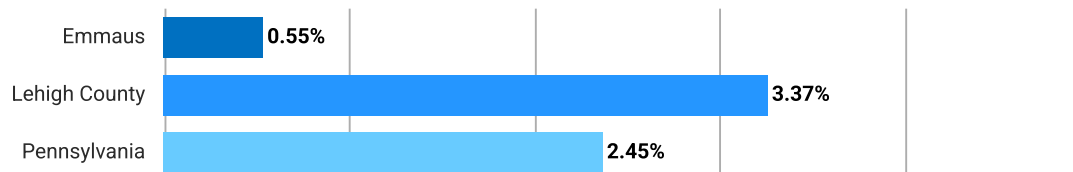
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Less than 9th Grade

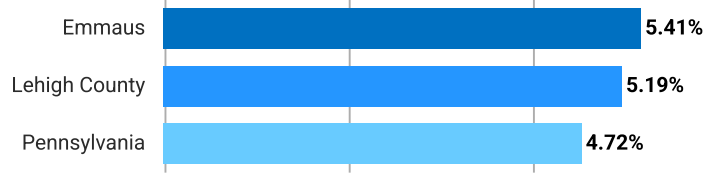
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



Emmaus, Pennsylvania

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.



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.



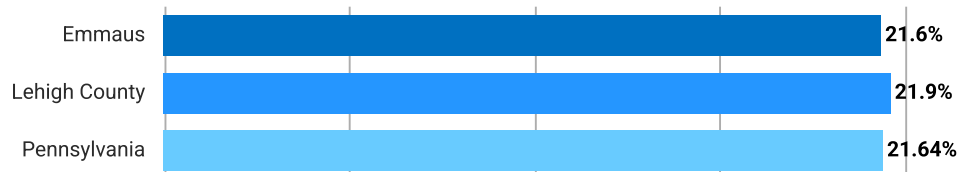
Associate Degree

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.



Emmaus, Pennsylvania

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 civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



Employment Number

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

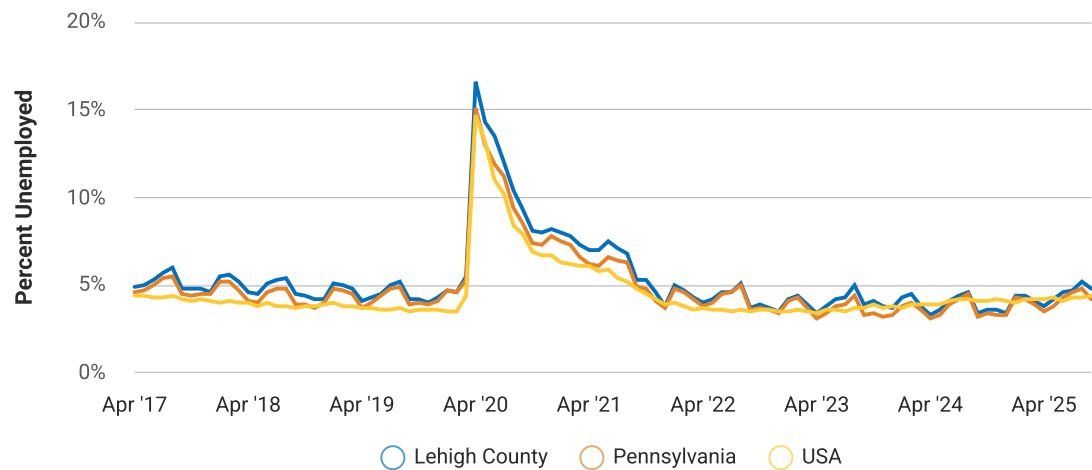


Unemployment Rate

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



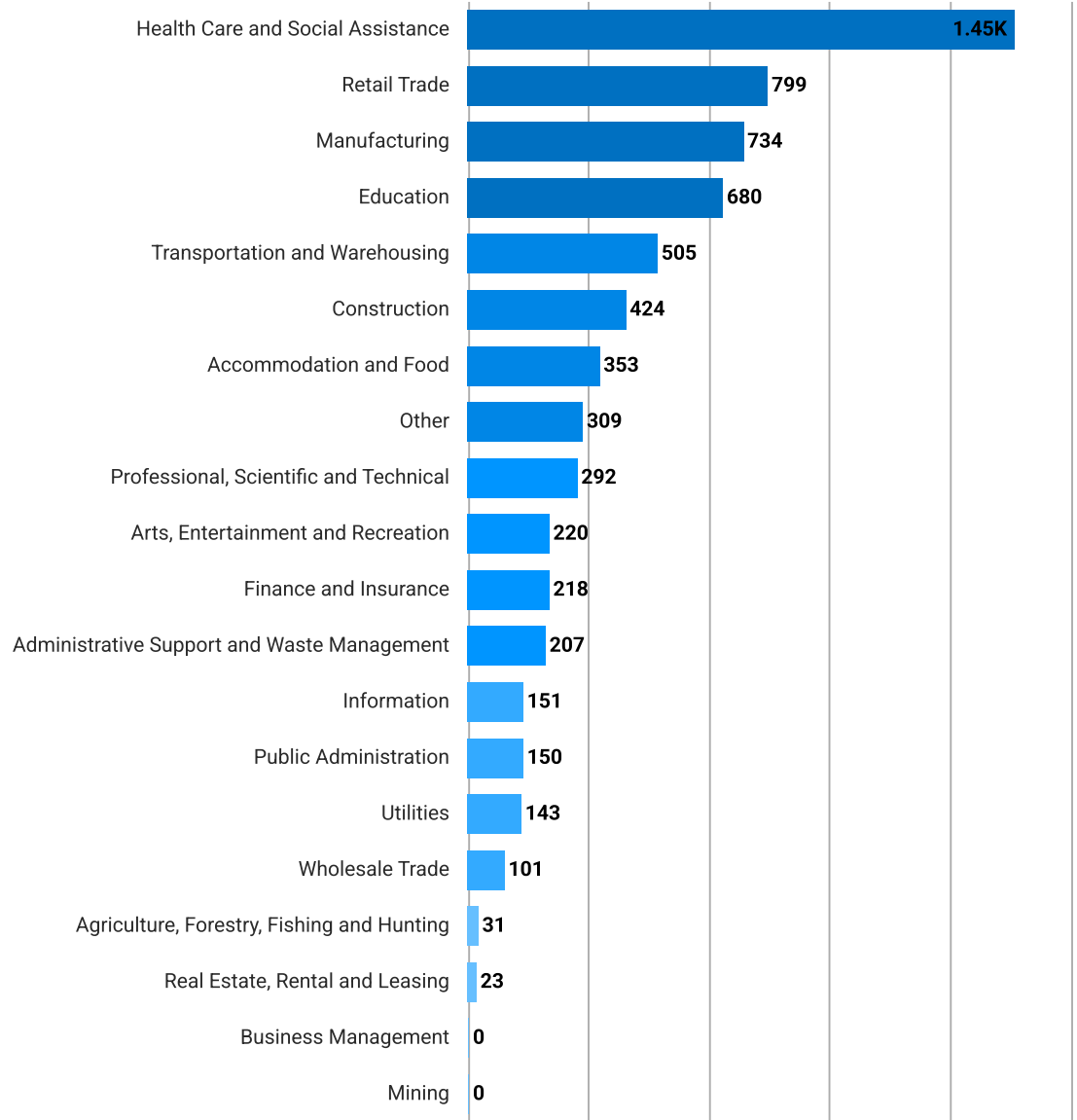
Emmaus, Pennsylvania

Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



Emmaus, Pennsylvania

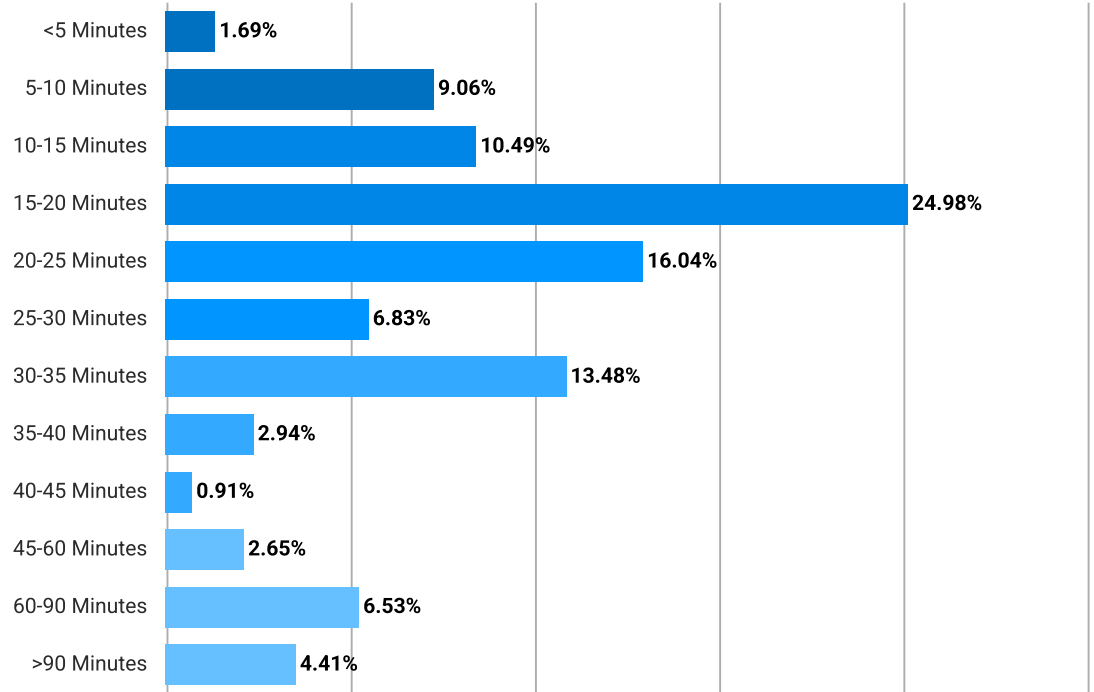
Commute to Work

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, 2025

Update Frequency: Annually

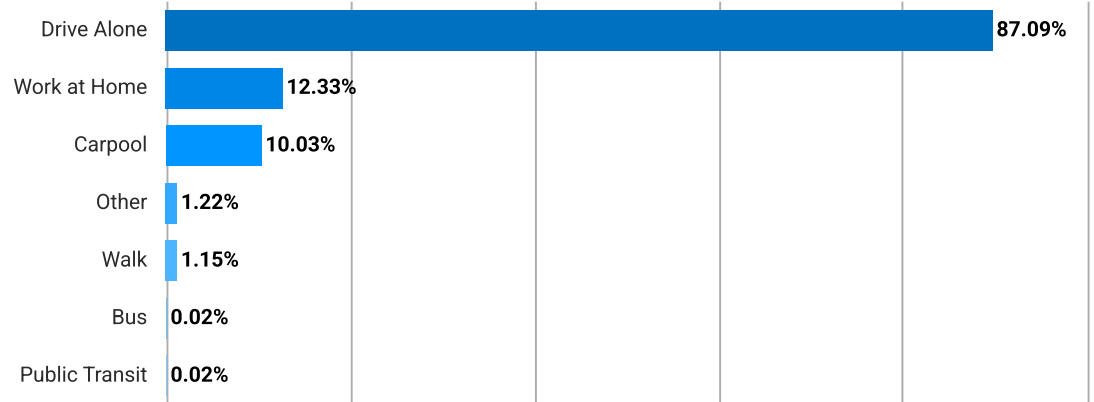


How People Get to Work

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, 2025

Update Frequency: Annually



Emmaus, Pennsylvania

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.

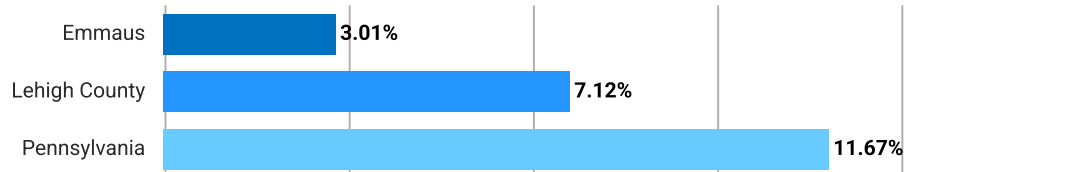


Source: Listing data

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.

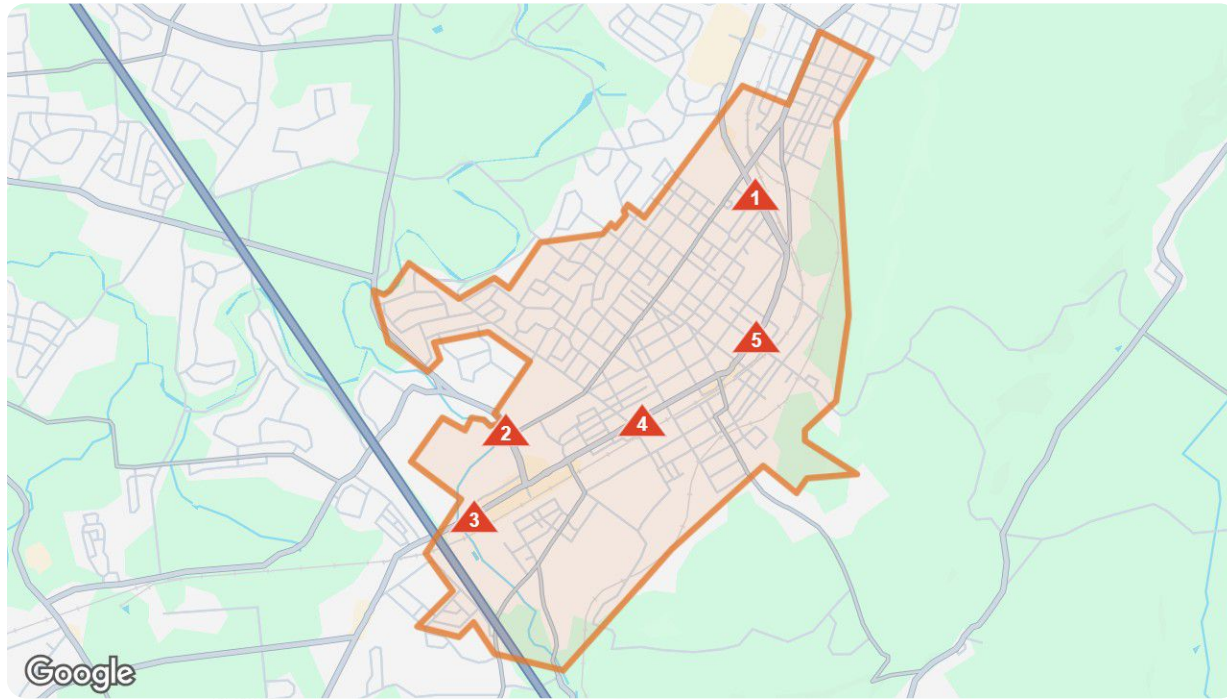


Source: Listing data

Update Frequency: Monthly

Emmaus, Pennsylvania

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** 21,156

State Ave
2025 Est. daily traffic counts
Cross: Jefferson St
Cross Dir: SE
Distance: 0.04 miles

Historical counts

Year	▲	Count	Type
2017	▲	20,957	AADT
1994	▲	12,400	AADT

▲ **2** 19,472

South Cedar Crest Boulevard
2025 Est. daily traffic counts
Cross: North St
Cross Dir: SE
Distance: 0.04 miles

Historical counts

Year	▲	Count	Type
2019	▲	19,267	AADT
2018	▲	19,388	AADT

▲ **3** 19,249

Chestnut St
2025 Est. daily traffic counts
Cross: Green Dr
Cross Dir: NE
Distance: 0.06 miles

Historical counts

Year	▲	Count	Type
2017	▲	19,100	AADT
2015	▲	18,982	AADT
1997	▲	20,501	AADT
1994	▲	19,400	AADT

▲ **4** 16,753

Chestnut Street
2025 Est. daily traffic counts
Cross: PkRow St
Cross Dir: SE
Distance: 0.03 miles

Historical counts

Year	▲	Count	Type
2020	▲	9,897	AADT
2019	▲	16,577	AADT
2018	▲	16,681	AADT

▲ **5** 16,551

Main St
2025 Est. daily traffic counts
Cross: N Cherry St
Cross Dir: NE
Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2017	▲	16,082	AADT
2014	▲	15,911	AADT
2006	▲	15,877	AADT
2004	▲	18,000	AADT
2001	▲	17,000	AADT

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



Emmaus, Pennsylvania

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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