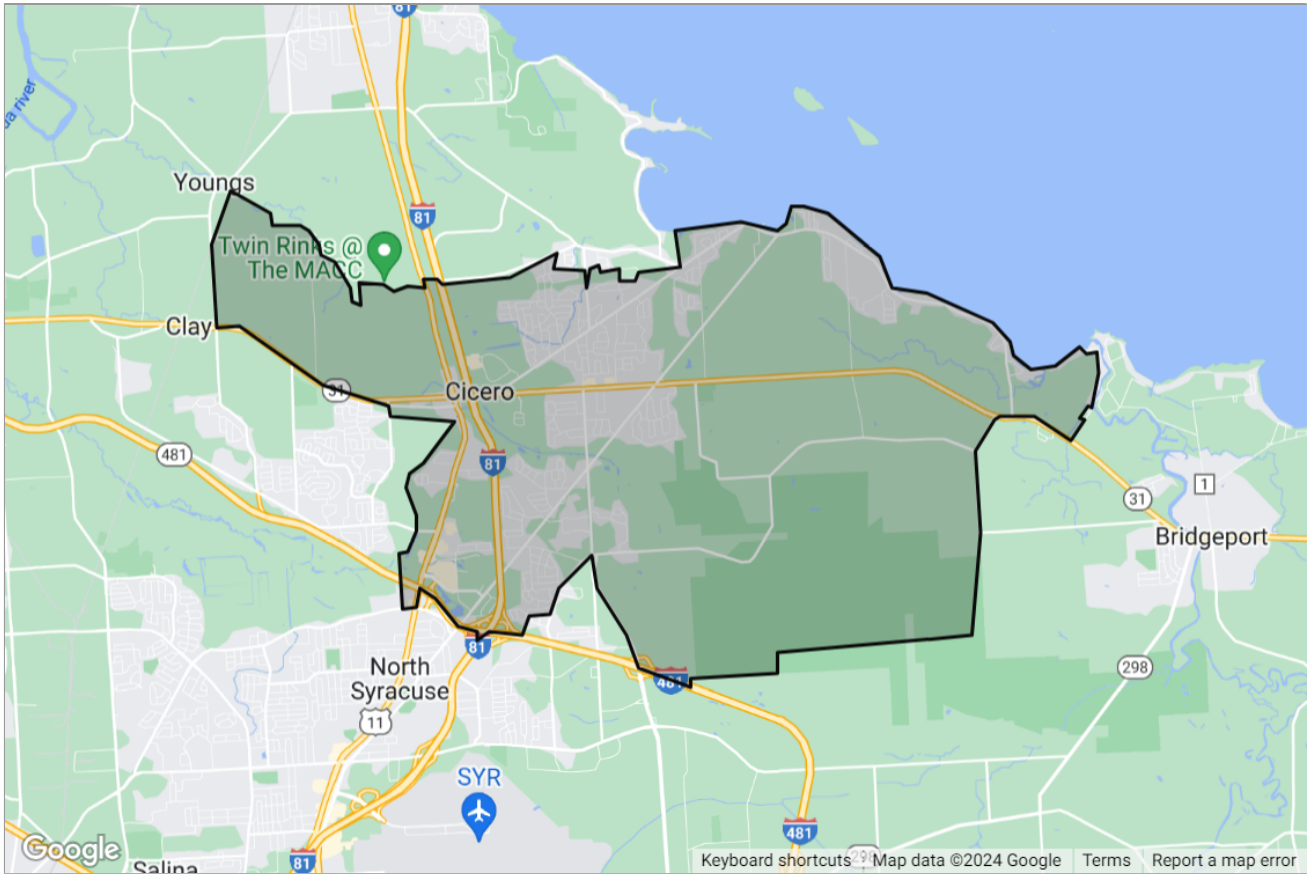


TRADE AREA REPORT

Cicero, NY 13039



Presented by

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Criteria Used for Analysis

Median Household Income
\$98,205

Median Age
41.4

Total Population
17,701

1st Dominant Segment
Workday Drive

Consumer Segmentation

Life Mode What are the people like that live in this area?	Family Landscapes Successful young families in their first homes	Urbanization Where do people like this usually live?	Suburban Periphery The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population
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Top Tapestry Segments

	Workday Drive	Salt of the Earth	In Style	Comfortable Empty Nesters	Midlife Constants
% of Households	3,008 (42.9%)	1,147 (16.4%)	744 (10.6%)	442 (6.3%)	441 (6.3%)
% of Cicero	—	—	—	—	—
Lifestyle Group	Family Landscapes	Cozy Country Living	GenXurban	GenXurban	GenXurban
Urbanization Group	Suburban Periphery	Rural	Metro Cities	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples Without Kids	Married Couples	Married Couples Without Kids
Average Household Size	2.89	2.53	2.33	2.5	2.31
Median Age	37.4	44.9	42.8	49	47.8
Diversity Index	61.3	27.5	49.9	45.2	47.1
Median Household Income	\$108,300	\$71,700	\$88,900	\$89,300	\$64,700
Median Net Worth	\$360,800	\$231,200	\$241,500	\$363,500	\$191,700
Median Home Value	\$327,500	\$203,900	\$319,300	\$262,100	\$199,700
Homeownership	85.4 %	85.2 %	70.5 %	87.7 %	74.9 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	High School Diploma	Bachelor's Degree	Bachelor's Degree	High School Diploma
Preferred Activities	Prefer outdoor activities and sports . Family-oriented purchases and activities dominate.	Spending time with family is their top priority . Outdoor sports and activities.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.	Play golf, ski and work out regularly . Home maintenance a priority among these homeowners.	Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf.
Financial	Well insured, invest in a range of funds, high debt	Prefer to conduct business in person	Variety of investments often managed by a financial planner	Portfolio includes stocks, CODs, mutual funds and real estate	42% receive Social Security, 27% also receive retirement income
Media	Connected, with a host of wireless devices	Satellite dishes and high speed internet through DSL	Connected and knowledgeable via smartphones	Listen to sports radio; watch sports on TV	After TV, Radio and newspapers are medias of choice
Vehicle	Own 2+ vehicles (minivans, SUVs)	Own truck, ATV	Partial to late model SUVs and compact SUVs	Own 1-2 vehicles	Own domestic SUVs, trucks

About this segment

Workday Drive

This is the
#1
dominant segment
for this area

In this area
42.9%
of households fall
into this segment

In the United States
3.1%
of households fall
into this segment

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

Who We Are

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.

Our 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.

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.

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

#2

dominant segment for this area

In this area

16.4%

of households fall into this segment

In the United States

2.8%

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.

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

In Style

This is the
#3
dominant segment
for this area

In this area
10.6%
of households fall
into this segment

In the United States
2.2%
of households fall
into this segment

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

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas. Married couples, primarily with no children or single households; average household size at 2.35. Home ownership average at 68%; nearly half, 47%, mortgaged. Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5 –19 units) apartment buildings. Median home value at \$243,900. Vacant housing units at 8.6%.

Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education. Higher labor force participation rate is at 67% with proportionately more 2-worker households. Median household income of \$73,000 reveals an affluent market with income supplemented by investments and a substantial net worth. Connected and knowledgeable, they carry smartphones and use many of the features. Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity. Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired. Prefer organic foods, including growing their own vegetables. Financially active, own a variety of investments often managed by a financial planner. Meticulous planners, both well insured and well invested in retirement savings. Generous with support of various charities and causes. Actively support the arts, theater, concerts, and museums.

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

Comfortable Empty Nesters

This is the

#4

dominant segment for this area

In this area

6.3%

of households fall into this segment

In the United States

2.4%

of households fall into this segment

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

Who We Are

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.

Our 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.

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

Midlife Constants

This is the

#5

dominant segment for this area

In this area

6.3%

of households fall into this segment

In the United States

2.4%

of households fall into this segment

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

Who We Are

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Our Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets. Primarily married couples, with a growing share of singles. Settled neighborhoods with slow rates of change and residents that have lived in the same house for years. Single-family homes, less than half still mortgaged, with a median home value of \$154,100.

Socioeconomic Traits

- Education: 63% have a high school diploma or some college. At 31%, the labor force participation rate is low in this market. Almost 42% of households are receiving Social Security; 27% also receive retirement income. Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother. Attentive to price, but not at the expense of quality, they prefer to buy American and natural products. Radio and newspapers are the media of choice (after television).

Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course). Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising. Contribute to arts/cultural, educational, health, and social services organizations. DIY homebodies that spend on home improvement and gardening. Media preferences: country or movie channels. Leisure activities include movies at home, reading, fishing, and golf.

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.

Cicero, NY 13039: 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)



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)



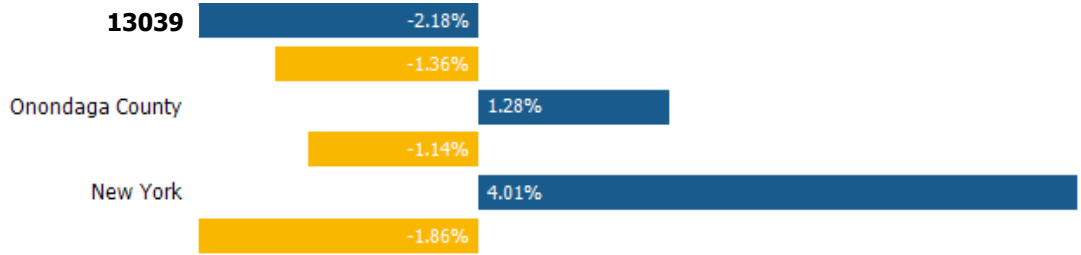
Population Change Since 2010

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)



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

■ 13039



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

■ 13039



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)



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)



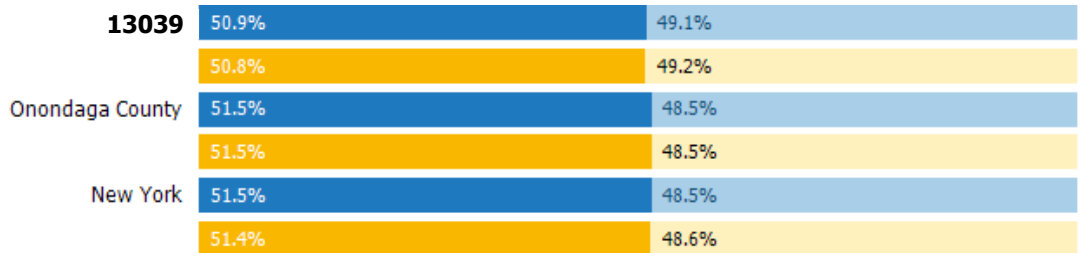
Female / Male Ratio

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)



Cicero, NY 13039: 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)



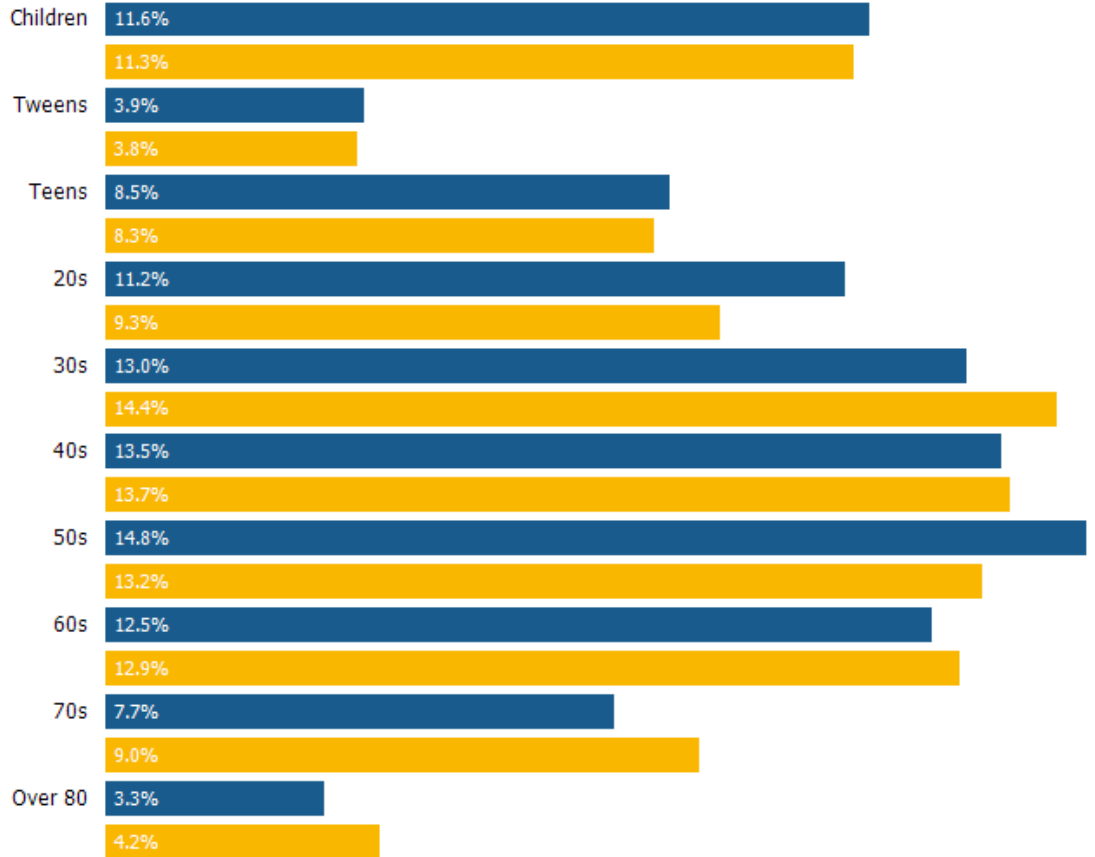
Population by Age

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)



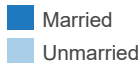
Cicero, NY 13039: Marital Status Comparison

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

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



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



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



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



Cicero, NY 13039: 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)



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)



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)



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



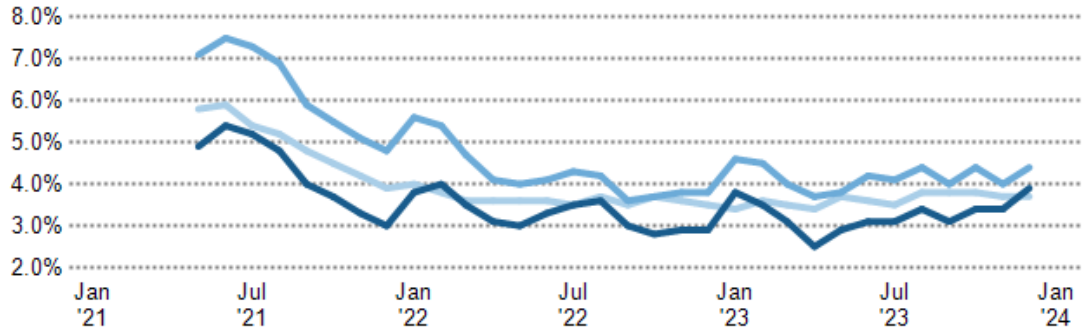
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Onondaga County
- New York
- USA



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



Cicero, NY 13039: 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



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



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



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



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



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



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



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



Cicero, NY 13039: Commute Comparison

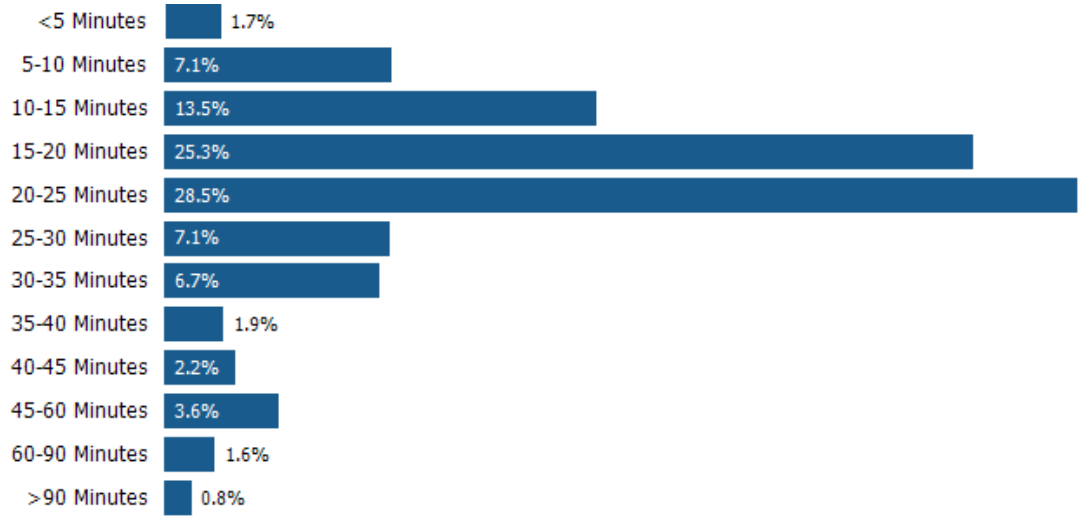
Average Commute Time

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

■ 13039



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

■ 13039



Cicero, NY 13039: Home Value Comparison

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.

Data 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.

Data 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.

Data Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

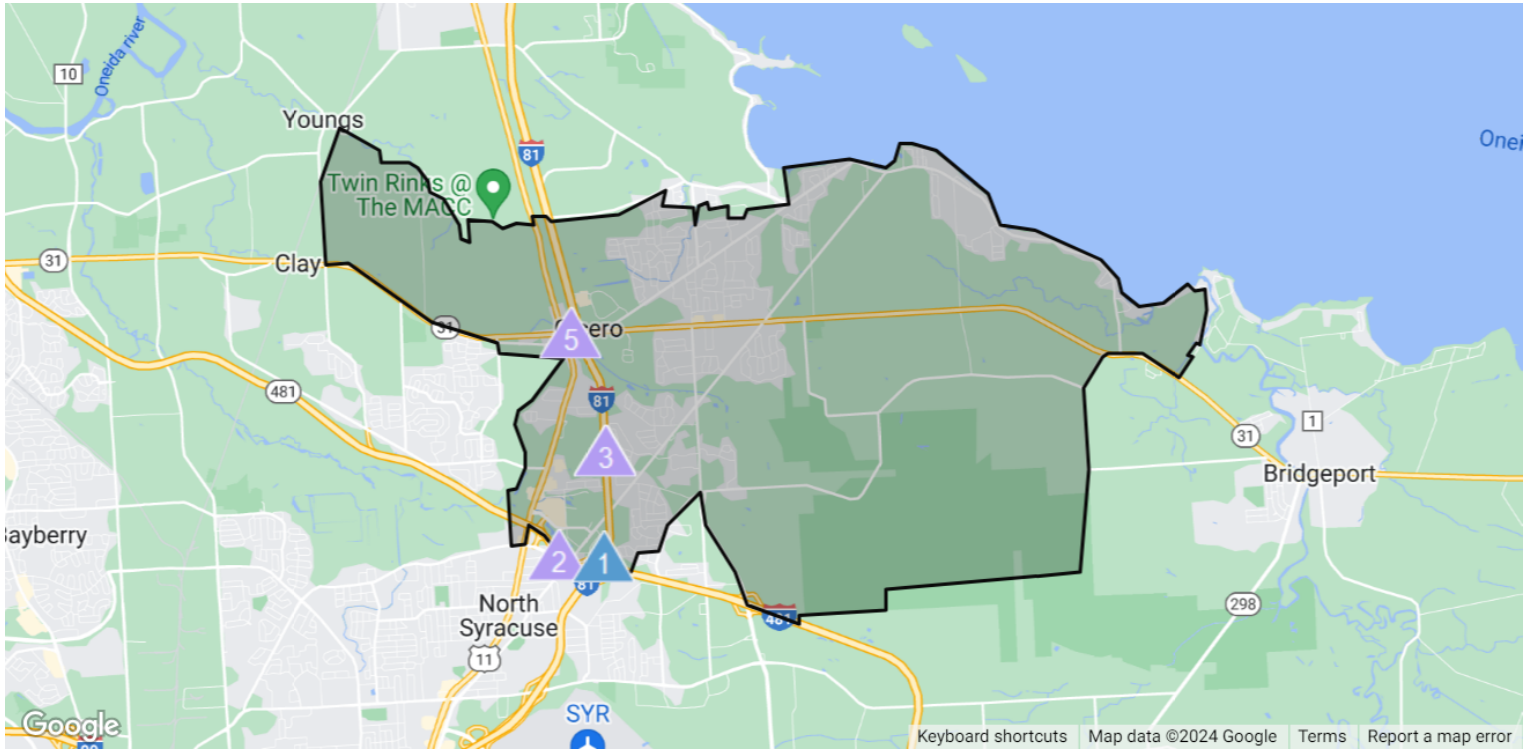


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

Traffic Counts



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

1

51,504

2023 Est. daily traffic counts

Street: I- 481
 Cross: I- 81
 Cross Dir: SW
 Dist: 0.14 miles

Historical counts

Year	Count	Type
2018	52,091	AA DT

2

48,734

2023 Est. daily traffic counts

Street: State Hwy 481
 Cross: 208
 Cross Dir: SE
 Dist: 0.12 miles

Historical counts

Year	Count	Type
2021	48,540	AA DT
2018	49,814	AA DT
2008	51,250	AA DT
1999	40,000	AA DT
1994	39,800	AA DT

3

47,379

2023 Est. daily traffic counts

Street: I 787
 Cross: –
 Cross Dir: –
 Dist: –

Historical counts

Year	Count	Type
2021	45,049	AA DT
2018	53,046	AA DT

4

45,664

2023 Est. daily traffic counts

Street: I- 81
 Cross: Hwy 31
 Cross Dir: N
 Dist: 0.27 miles

Historical counts

Year	Count	Type
2021	45,049	AA DT
2018	43,726	AA DT
2008	52,150	AA DT
2007	51,240	AA DT
2006	50,400	AA DT

5

30,853

2023 Est. daily traffic counts

Street: E Seymour St
 Cross: Hwy 31
 Cross Dir: E
 Dist: 0.01 miles

Historical counts

Year	Count	Type
2021	30,954	AA DT
1997	13,500	AA DT

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

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.

Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

