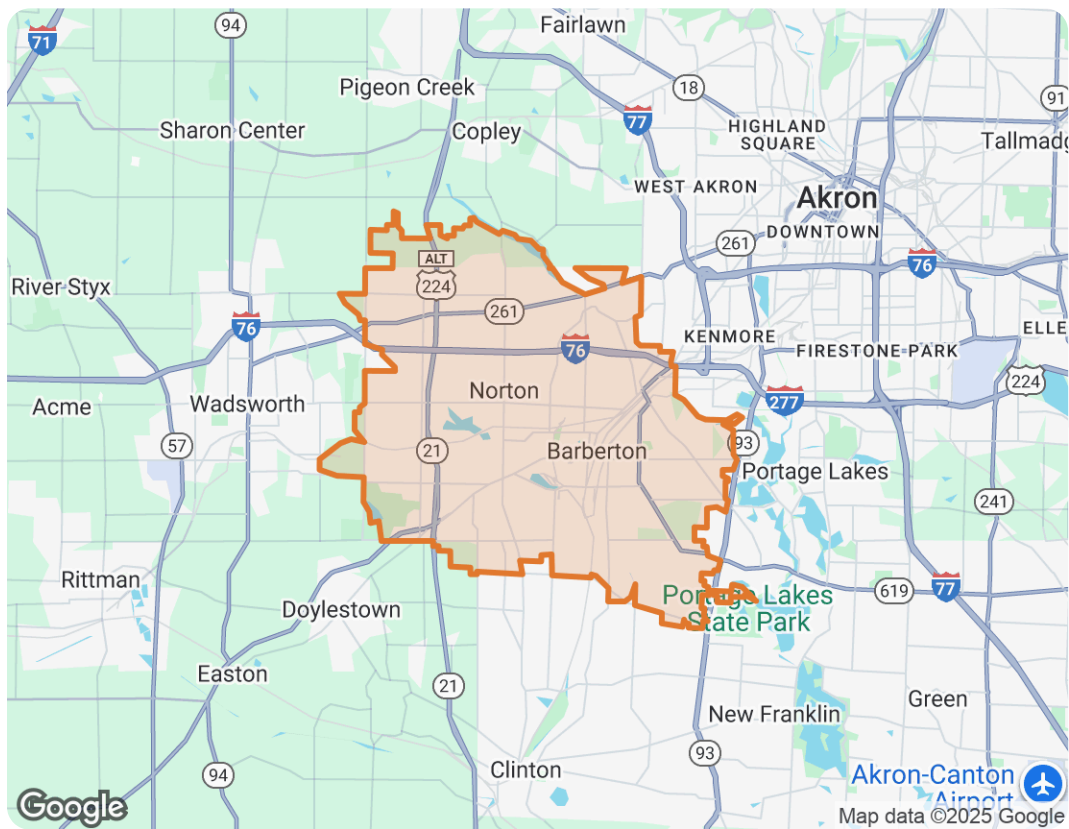


Barberton, OH 44203



William Snow

Ohio Real Estate License #2013001675

📞 Work (330) 990-0256

✉️ wsnow@stoufferrealty.com

🌐 <http://wsnow.stoufferrealty.com/>



Fairlawn

130 North Miller Road
Fairlawn, OH 44333


Trade Area Summary

Attribute Summary for Barberton, OH 44203

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$58,048	43.6	39,211	Traditional Living
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?

 **Hometown**

Growing up and staying close to home; single householders

URBANIZATION - Where do people like this usually live?

 **Metro Cities**

Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Traditional Living	Midlife Constants	Heartland Communities	Comfortable Empty Nesters	Hometown Heritage
% of Households	3,224 (19.1%)	2,706 (16.0%)	1,799 (10.7%)	1,769 (10.5%)	1,336 (7.9%)
Lifestyle Group	Hometown	GenXurban	Cozy Country Living	GenXurban	Middle Ground
Urbanization Group	Metro Cities	Suburban Periphery	Semirural	Suburban Periphery	Metro Cities
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples w/No Kids	Married Couples	Married Couples	Singles
Average Household Size	2.43	2.3	2.35	2.48	2.53
Median Age	36.7	45.8	42.1	46.4	34.2
Diversity Index	66.4	48.7	41.9	47	80.7
Median Household Income	\$53,000	\$71,500	\$57,800	\$97,600	\$40,000
Median Net Worth	\$92,400	\$262,000	\$164,300	\$509,700	\$20,500
Median Home Value	\$130,100	\$248,300	\$157,400	\$323,300	\$100,200
Homeownership	59.3	75	71.5	87.4	41.5
Employment	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Services or Transport/Material Moving
Education	High School Diploma	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Enjoy outdoor activities and taking trips to the zoo. Fast-food devotees.	Sociable, church-going residents. Enjoy movies at home, reading, fishing and golf.	Motorcycling, hunting, and fishing are popular. Support their local community.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Favorite sports are NASCAR, wrestling and basketball. Shop via sales rep, QVC or HSN.
Financial	Carry credit card balances, have personal loans	42% recieve Social Security, 27% also receive retirement income	Stick to community banks and low-risk investments	Portfolio includes stocks, CODs, mutual funds and real estate	Save money for a specific purpose
Media	TV is seen as the most trusted media	After TV, Radio and newspapers are medias of choice	Trust TV and newspapers more than any other media	Listen to sports radio; watch sports on TV	Read parenting and health magazines

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.

Consumer Segmentation

Top Tapestry Segments	Traditional Living	Midlife Constants	Heartland Communities	Comfortable Empty Nesters	Hometown Heritage
Vehicle	Own 1-2 vehicles	Own domestic SUVs, trucks	Own domestic truck, SUV	Own 1-2 vehicles	Own 1-2 vehicles

Consumer Segment Details

About this segment

Traditional Living

Ranked

1st

dominant segment for this area

In this area

19.1%

of households fall into this segment

In the United States

1.9%

of households fall into this segment

Who Are They?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very Short.
- Households have one or two vehicles.

Socioeconomic Traits

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

Market Profile

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
Midlife Constants	2nd	16.0%	2.4%
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

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.

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.

Consumer Segment Details

About this segment

Heartland Communities

Ranked
3rd
dominant segment
for this area

In this area
10.7%
of households fall
into this segment

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

Who Are They?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Neighborhood

- Rural communities or small towns are concentrated in the Midwest, from older Manufacturing cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short.

Socioeconomic Traits

- Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Market Profile

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

Consumer Segment Details

About this segment

Comfortable Empty Nesters

Ranked

4th

dominant segment
for this area

In this area

10.5%

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.

Consumer Segment Details

About this segment	Ranked	In this area	In the United States
Hometown Heritage	5th	7.9%	1.2%
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

Neighborhood

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents, and multigenerational households.
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings.
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s or earlier.
- Higher percentage of vacant housing units at 18%.
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle.

Socioeconomic Traits

- Education completed: 38% with a high school diploma only; 28% with some college or an associate's degree.
- Higher rates of employment in Manufacturing.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% and public assistance for 7%.
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

Market Profile

- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on VH1 and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

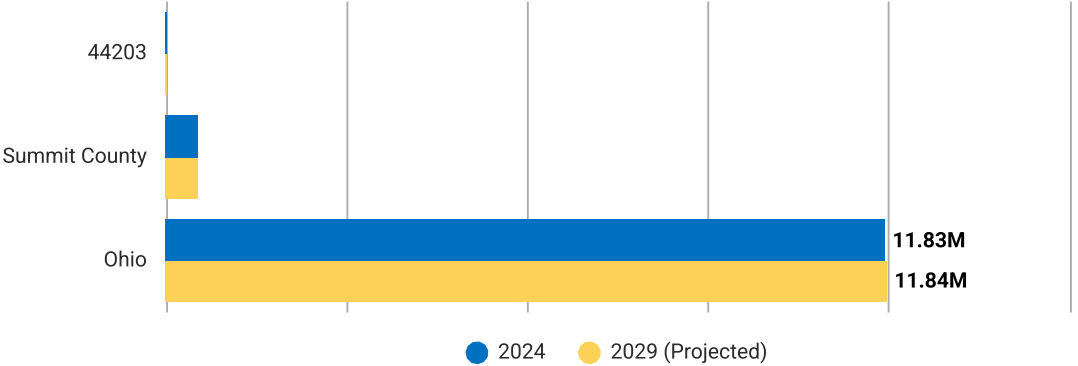
Population

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

Update Frequency: Annually

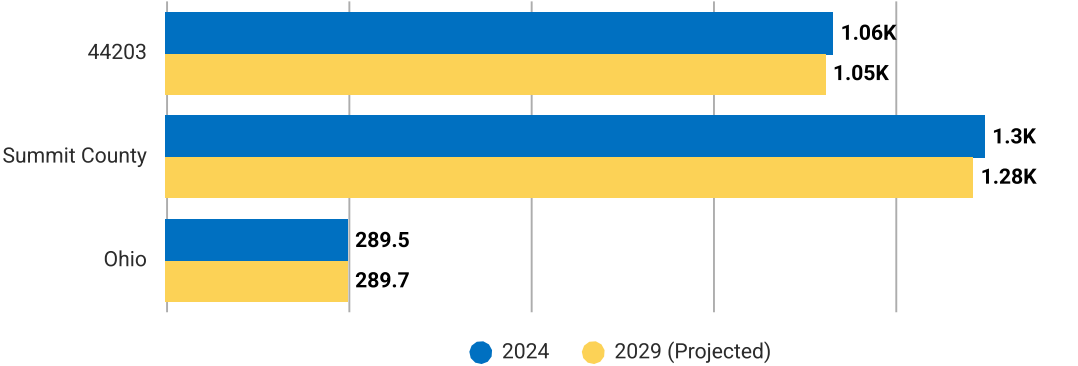
Total Population

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



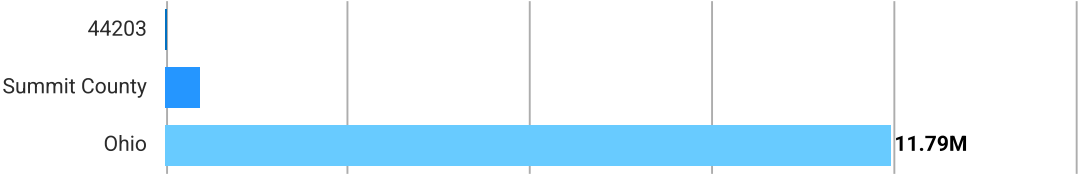
Population Density

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



Total Daytime Population

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



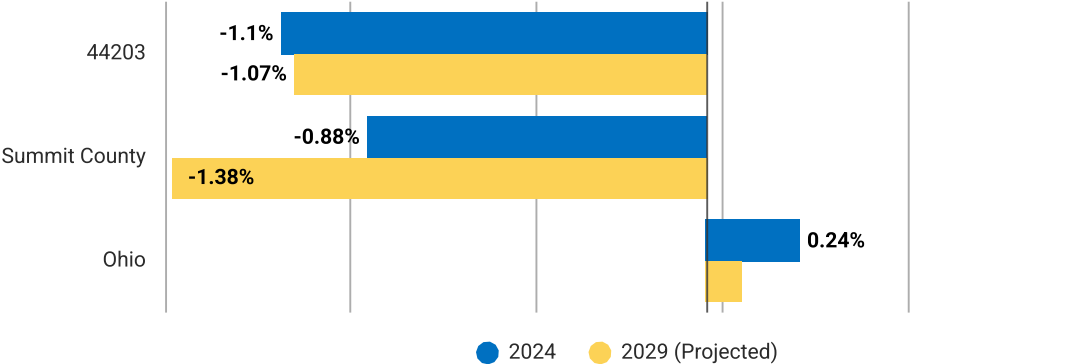
Daytime Population Density

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



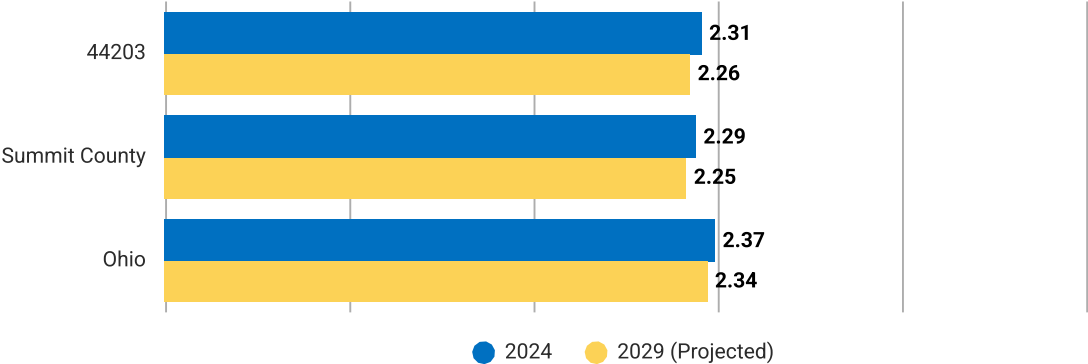
Population Change Since 2020

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



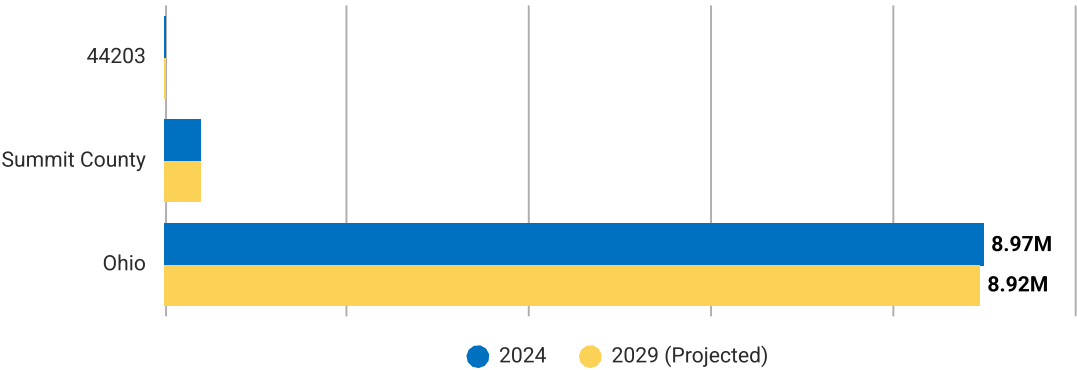
Average Household Size

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



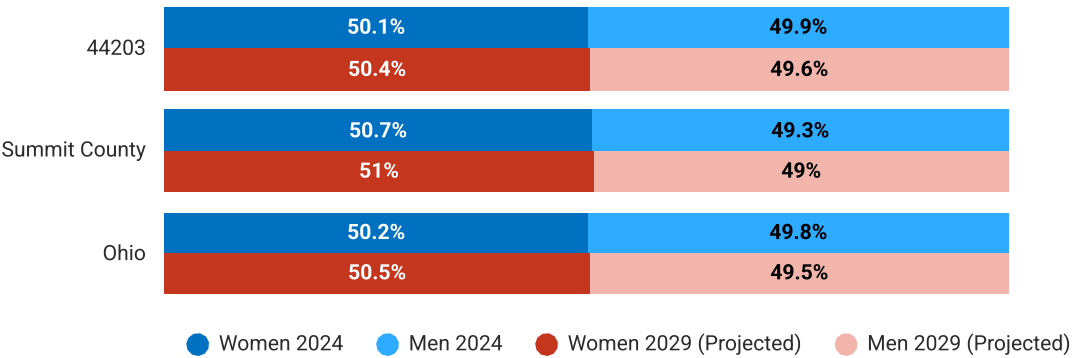
Population Living in Family Households

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



Female / Male Ratio

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

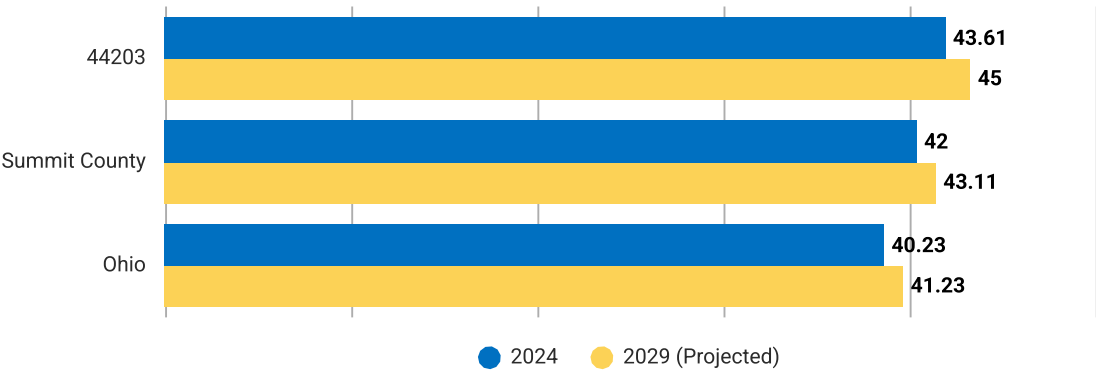


Age

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

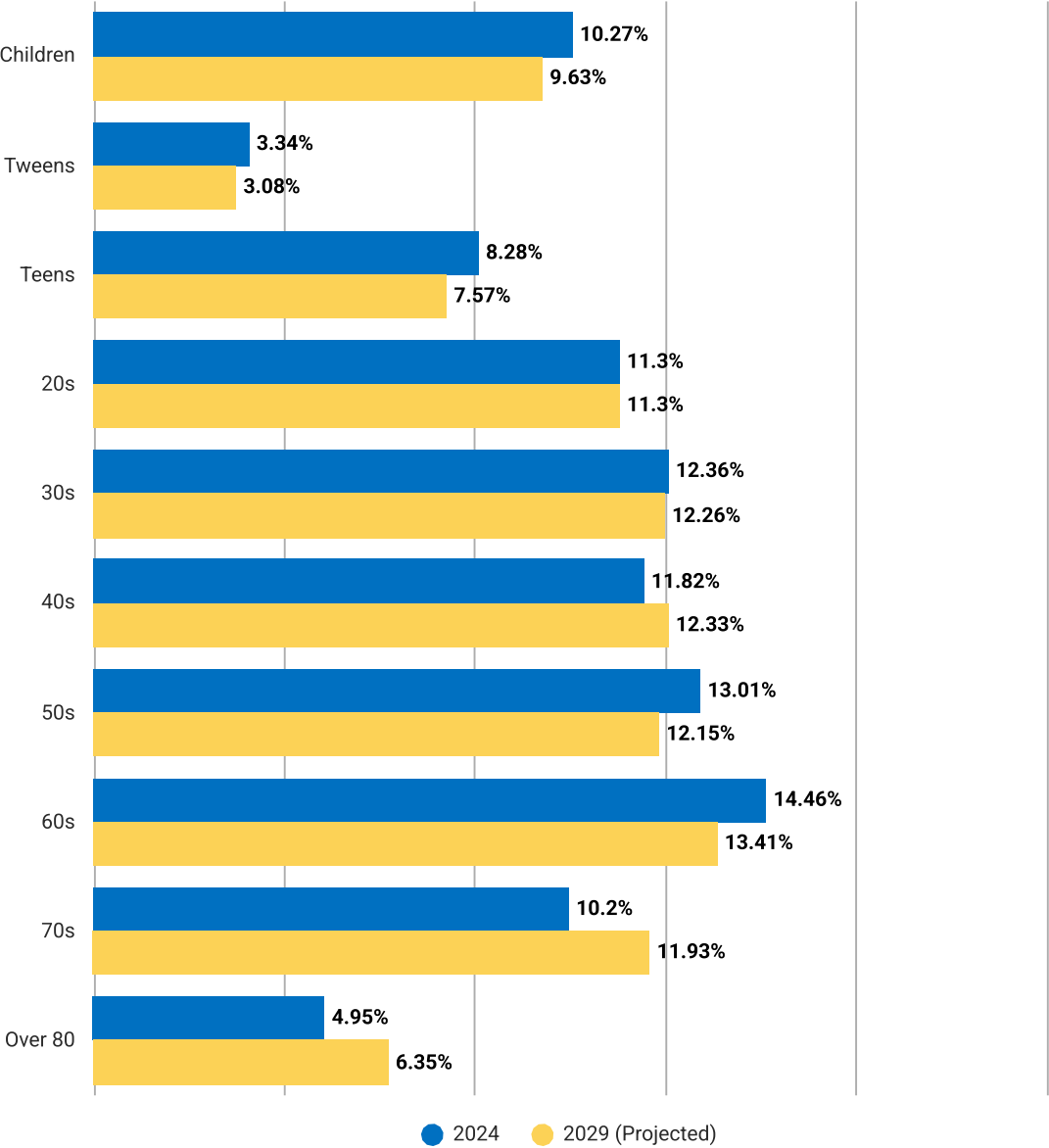
Median Age

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



Population by Age

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



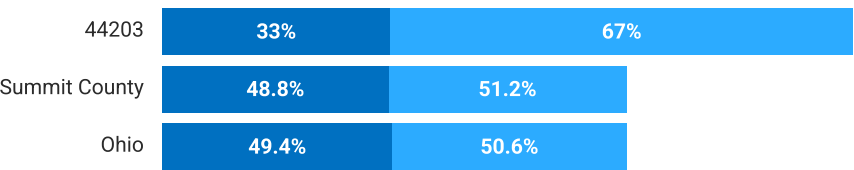
Married

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

Update Frequency: Annually

Married / Unmarried Adults Ratio

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



Never Married

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



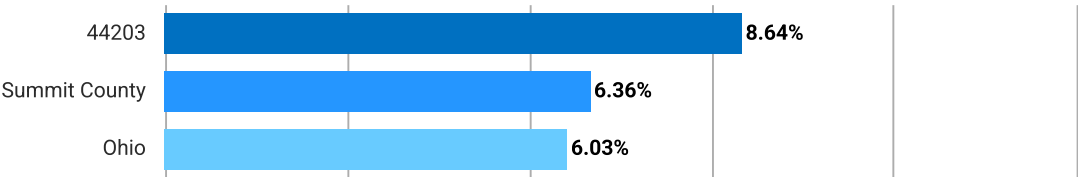
Married

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.



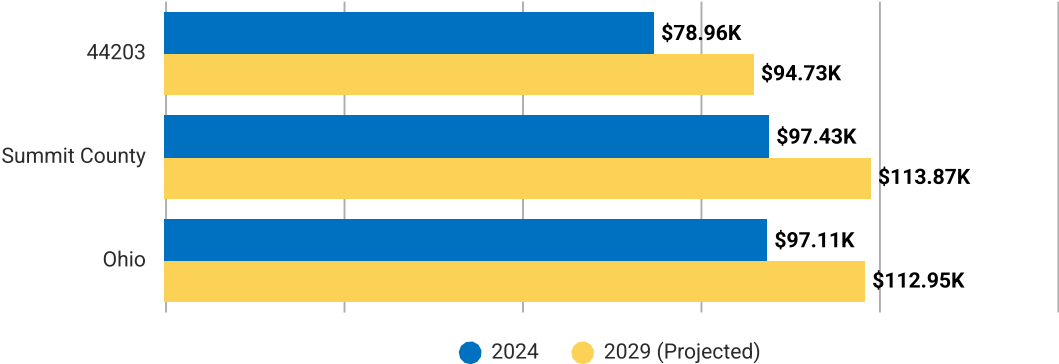
Income

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

Update Frequency: Annually

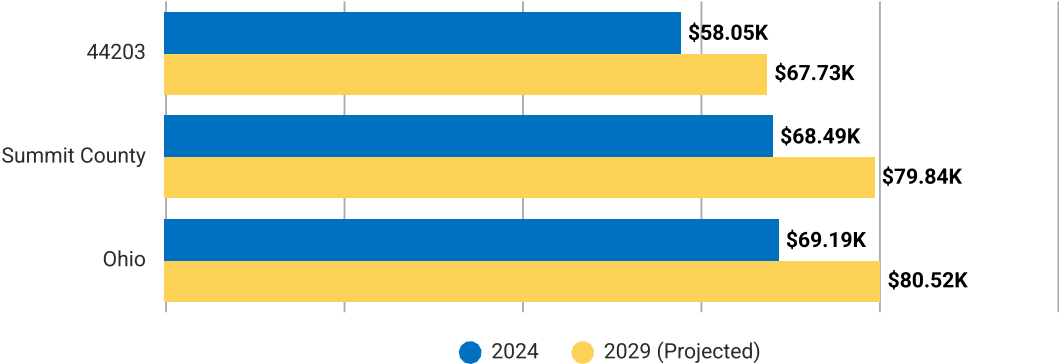
Average Household Income

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



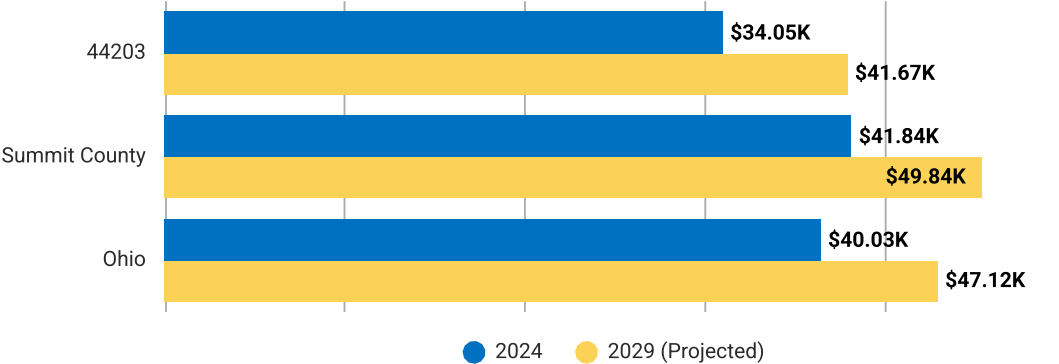
Median Household Income

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



Per Capita Income

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



Average Disposable Income

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



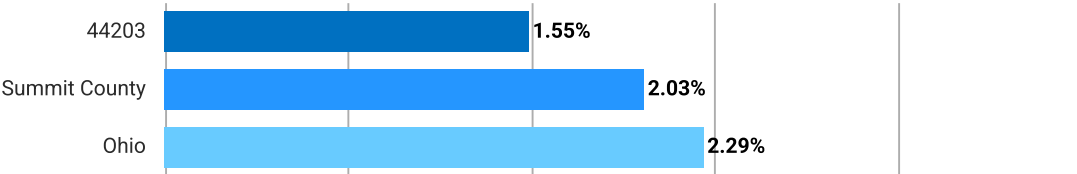
Education

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

Update Frequency: Annually

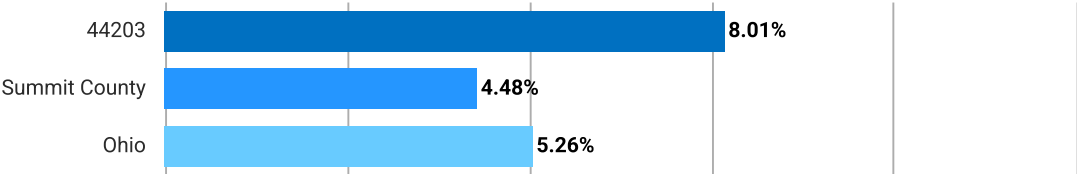
Less than 9th Grade

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



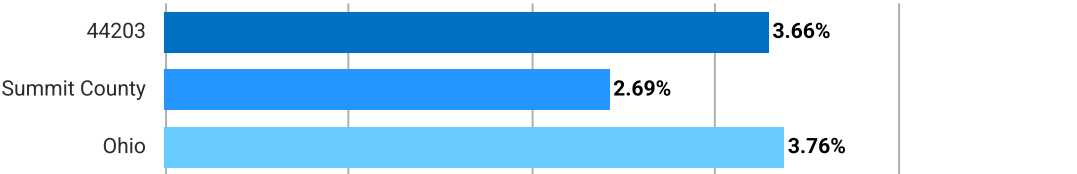
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

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



High School Graduate

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



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



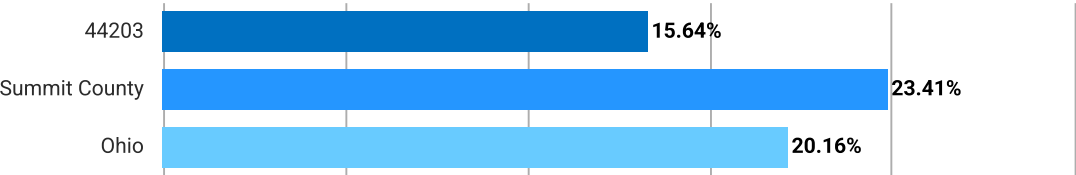
Associate Degree

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



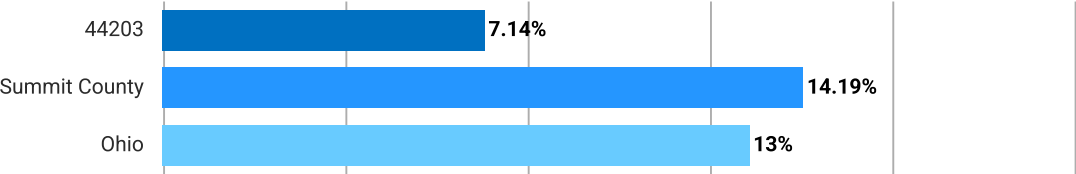
Bachelor's Degree

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



Grad/Professional Degree

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



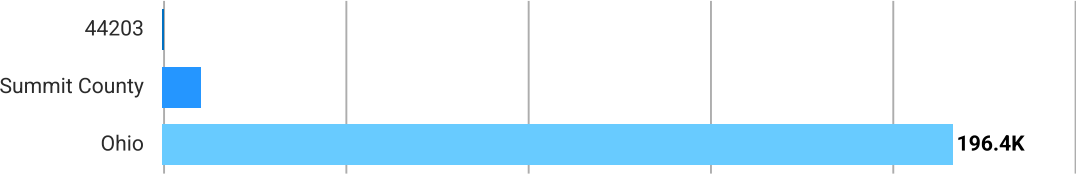
Economy

Unemployment Number

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

Source: Bureau of Labor Statistics via Esri, 2024

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, 2024

Update Frequency: Annually

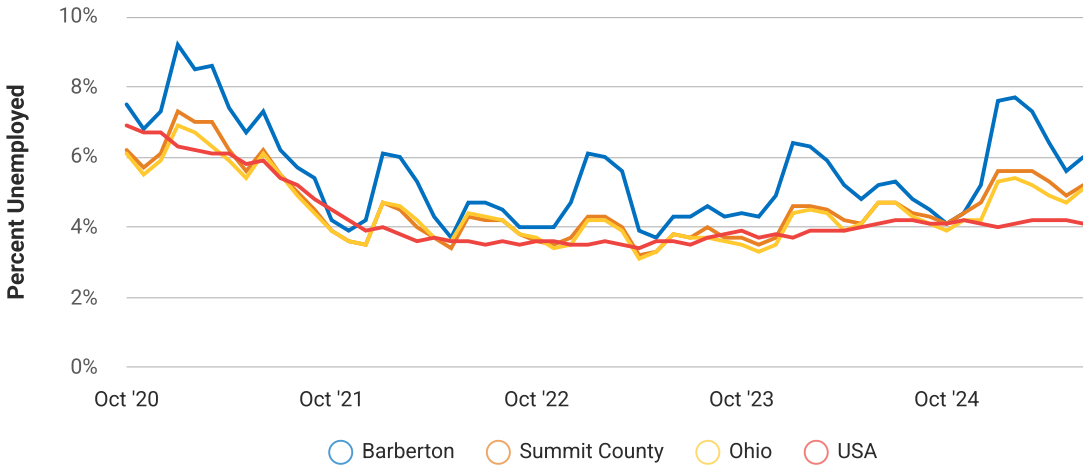


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

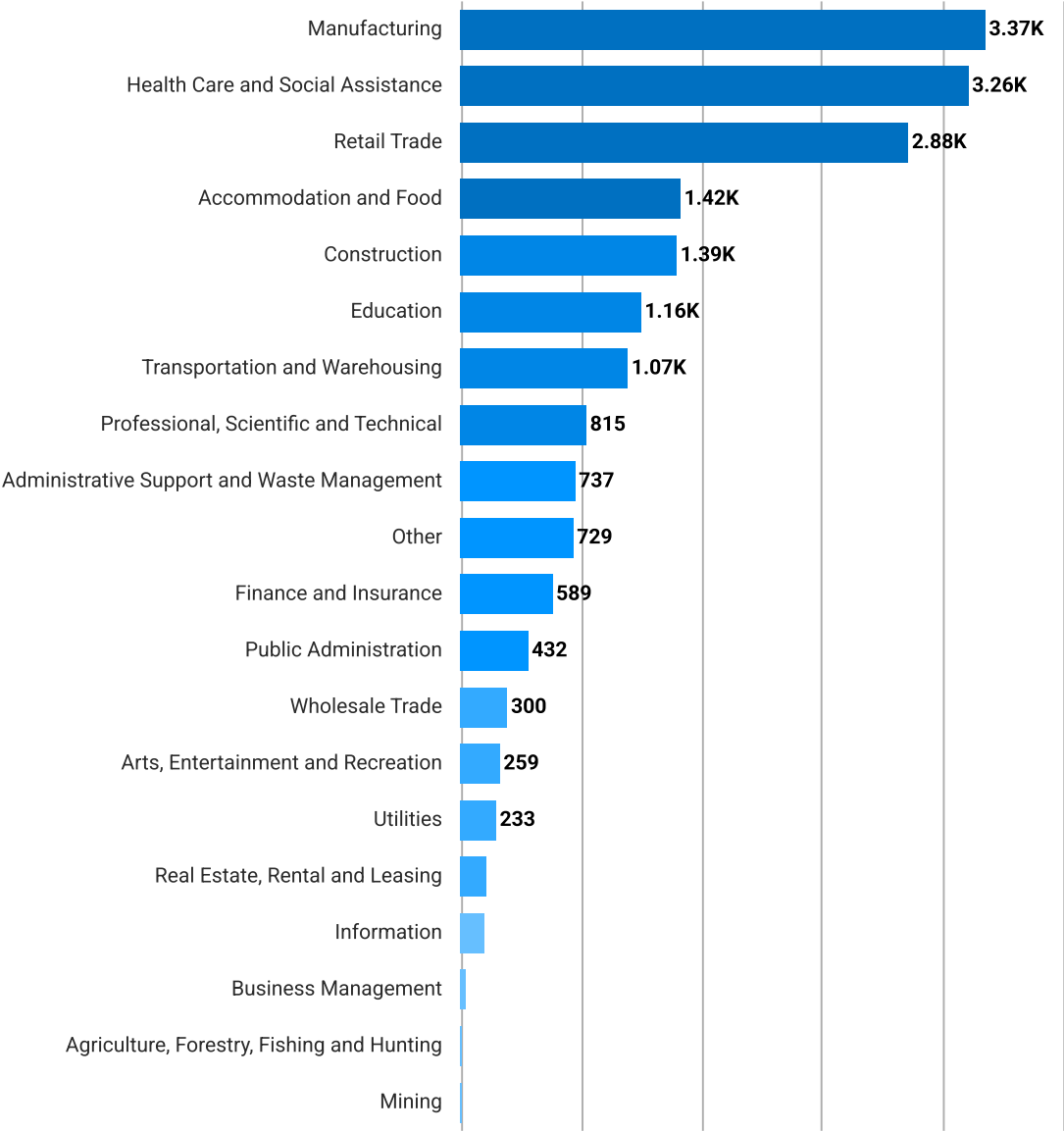


Employment Count by Industry

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



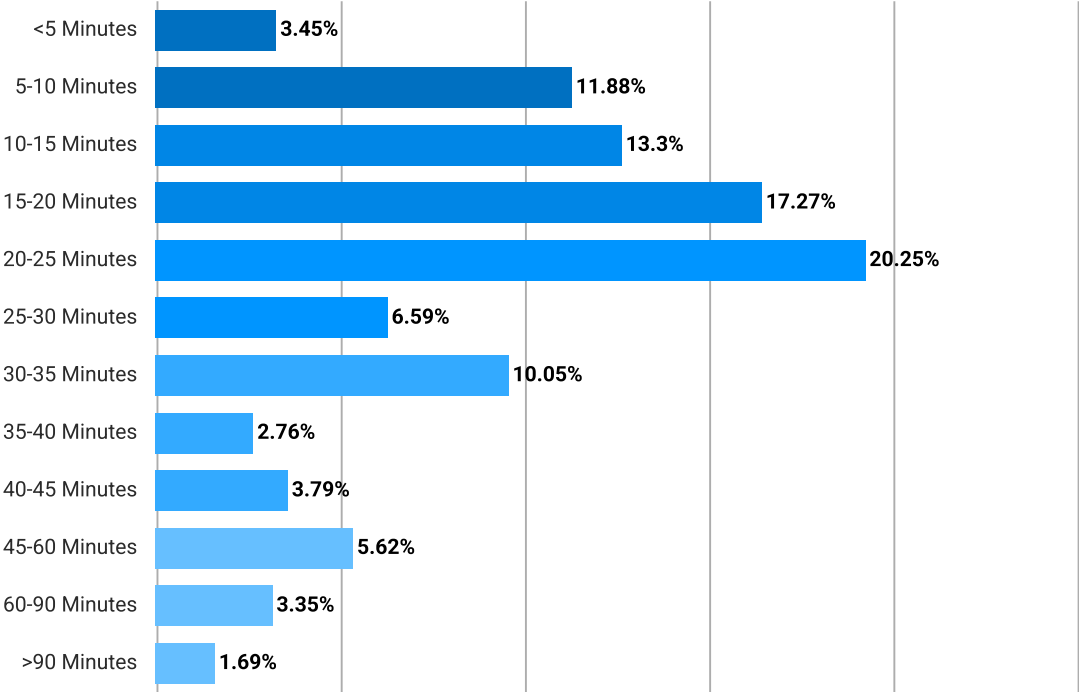
Commute to Work

Average Commute Time

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

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

Update Frequency: Annually

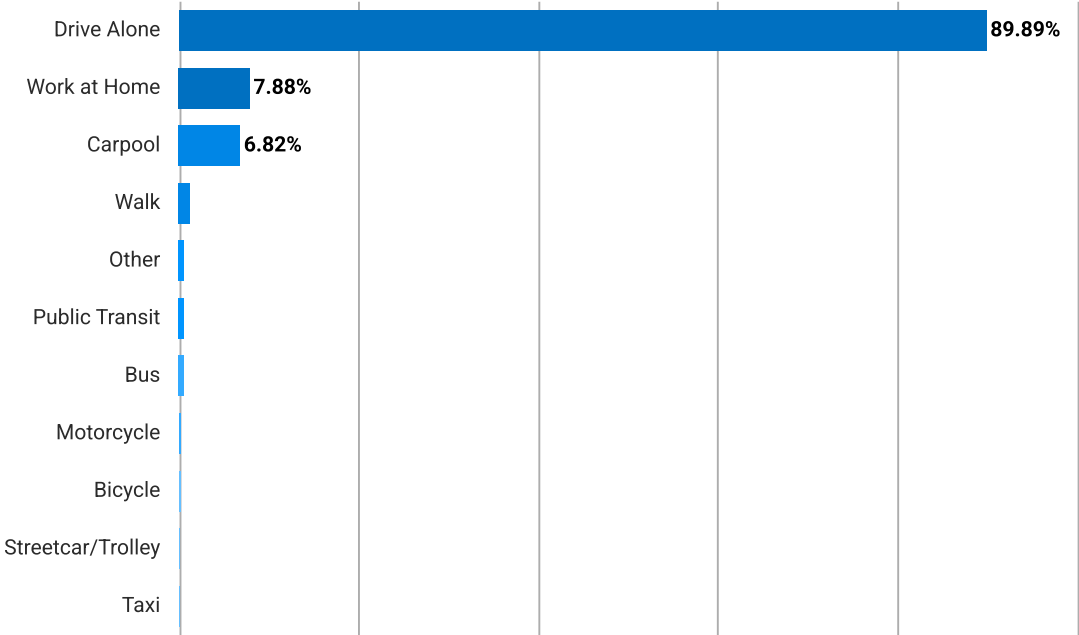


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

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

Update Frequency: Annually



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

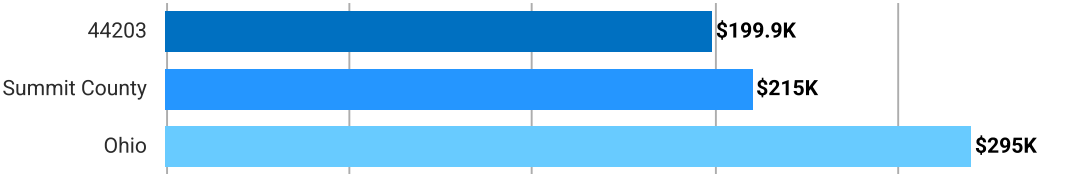


Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

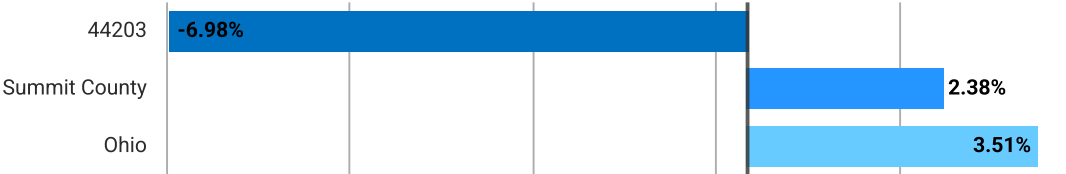


12 mo. Change in Median Listing Price

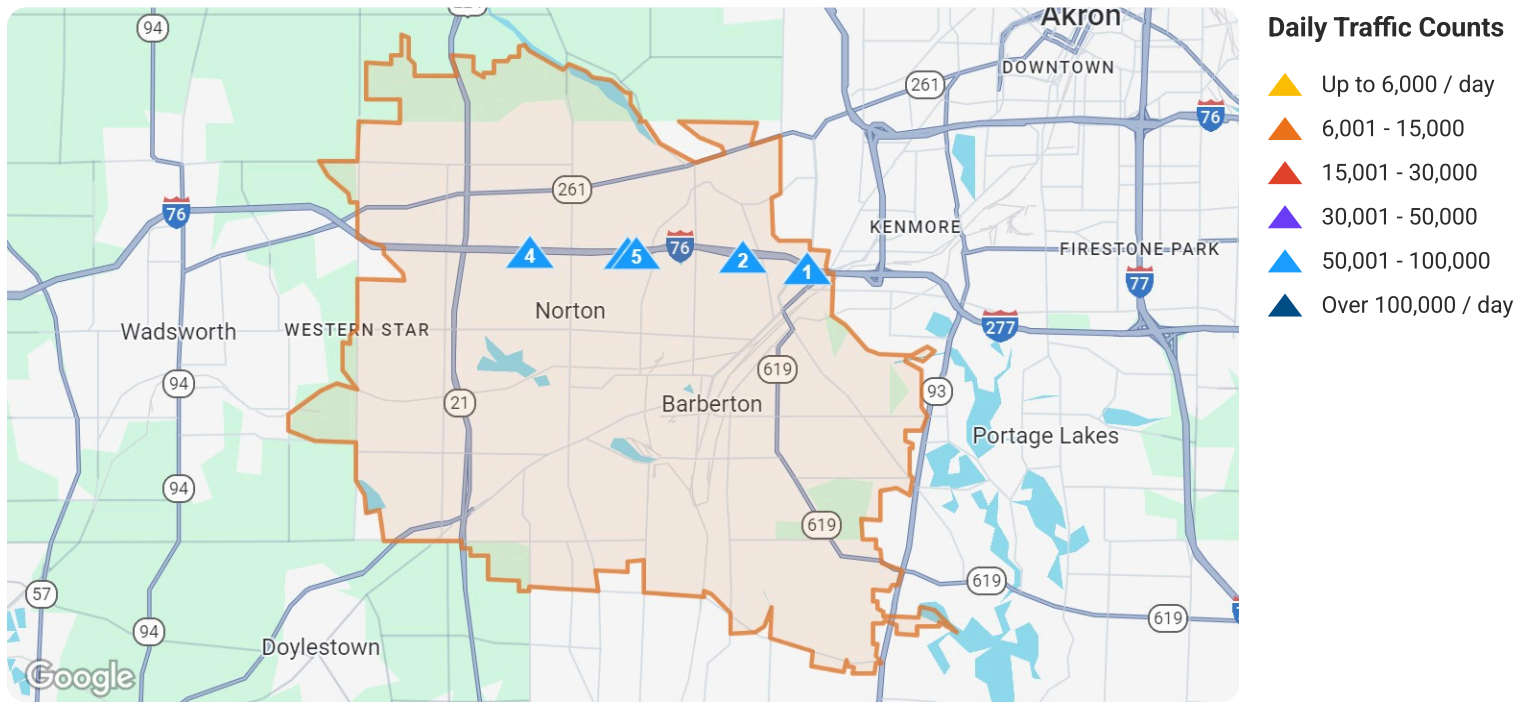
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Traffic Counts by Highest Traffic Count

1

68,986

I- 76

2024 Est. daily traffic counts

Cross: W State St

Cross Dir: NW

Distance: 0.06 miles

Historical counts

Year	▲	Count	Type
2016	▲	67,374	AADT
2015	▲	66,058	AADT
2013	▲	63,890	AADT
2010	▲	65,023	AADT
2007	▲	60,140	AADT

2

65,694

I-76

2024 Est. daily traffic counts

Cross: Summit Rd

Cross Dir: E

Distance: –

Historical counts

Year	▲	Count	Type
2016	▲	68,843	AADT
2015	▲	51,274	AADT
2013	▲	64,950	AADT
2010	▲	60,611	AADT

3

64,996

I- 76

2024 Est. daily traffic counts

Cross: Clark Mill Rd

Cross Dir: E

Distance: 0.3 miles

Historical counts

Year	▲	Count	Type
2016	▲	64,597	AADT
2015	▲	54,829	AADT
2013	▲	58,650	AADT
2010	▲	56,152	AADT

4

62,234

I- 76

2024 Est. daily traffic counts

Cross: Easton Rd

Cross Dir: W

Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2016	▲	64,597	AADT
2015	▲	54,829	AADT
2013	▲	58,650	AADT
2010	▲	56,152	AADT

5

59,393

I-76

2024 Est. daily traffic counts

Cross: I- 76

Cross Dir: E

Distance: –

Historical counts

Year	▲	Count	Type
2016	▲	64,597	AADT
2015	▲	54,829	AADT
2013	▲	58,650	AADT
2010	▲	56,152	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

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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