SIGNATURE
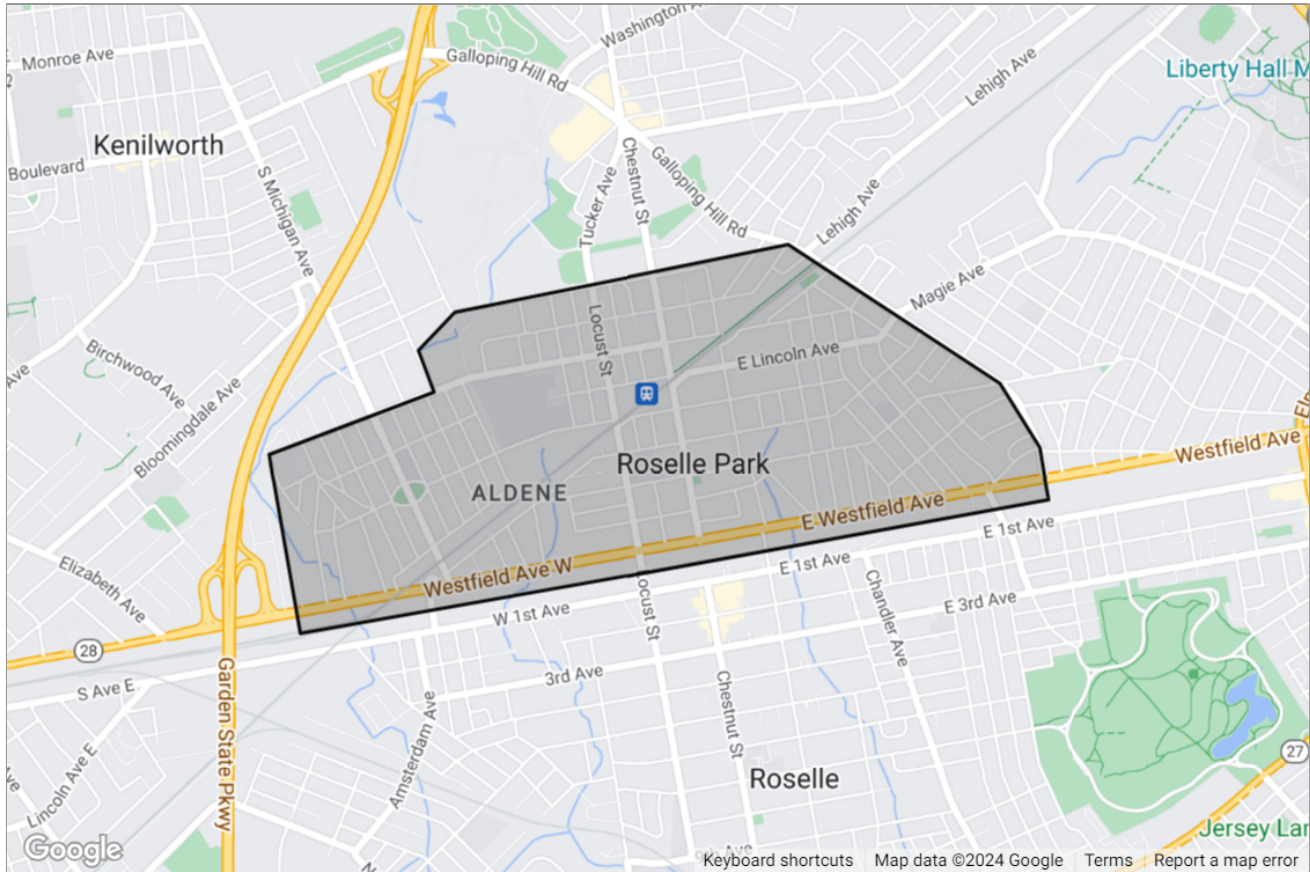## REALTY NJ

TRADE AREA REPORT

Roselle Park, NJ 07204

Presented by

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Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$76,660	**39.7**	**14,088**	**City Lights**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Middle Ground Lifestyles of thirtysomethings	**Where do people like this usually live?**	Urban Periphery City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments

	City Lights	Pleasantville	Diverse Convergence	Urban Villages
% of Households	3,444 (65.4%)	979 (18.6%)	576 (10.9%)	266 (5.1%)
% of Union County	33,979 (16.8%)	36,426 (18.0%)	44,396 (21.9%)	4,620 (2.3%)
Lifestyle Group	Middle Ground	Upscale Avenues	Next Wave	Sprouting Explorers
Urbanization Group	Urban Periphery	Suburban Periphery	Urban Periphery	Urban Periphery
Residence Type	Multi-Units; Single Family	Single Family	High-Density Apartments; Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples With Kids	Married Couples
Average Household Size	2.58	2.87	2.89	3.59
Median Age	39.9	43.3	33.5	34.6
Diversity Index	82	71.7	88.3	87.4
Median Household Income	$88,400	$114,300	$63,300	$82,900
Median Net Worth	$151,300	$513,200	$33,300	$192,900
Median Home Value	$509,800	$467,300	$474,500	$451,300
Homeownership	55.1 %	84.4 %	30.3 %	71 %
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Services or Professional	Services or Professional
Education	Bachelor's Degree	Bachelor's Degree	High School Diploma	High School Diploma
Preferred Activities	Believe in equal opportunity and attuned to the environment . Spend 7+ hours exercising per week.	Enjoy outdoor gardening . Go to the beach, theme parks, museums.	Shop at warehouse clubs, specialty markets . Visit theme parks, the beach, play soccer and basketball.	Leisure focused on family activities . Fashion matters, spend liberally on new clothes.
Financial	Save for the future, steer away from risky investments	Invest conservatively	Limited funds to invest	Saving is more limited than spending
Media	Use their cell phones frequently for news and entertainment	Use all types of media equally (newspapers, magazines, radio, Internet, TV).	Media used most often is the Internet	Media preferences vary
Vehicle	Own one vehicle, but rely on public transportation	Prefer imported SUVs	1 or 2 vehicles for most	Own late model compact cars/SUVs

About this segment
City Lights

This is the	In this area	In the United States
#1	**65.4%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

Our Neighborhood

- More than half of the homes are single-family residences or townhomes. Tenure is 50-50: about half of households are owned and half are rented. Median home value and average gross rent exceed US values. Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households. Housing is older in this market: nearly 2 out of 3 homes were built before 1970. Most households own one vehicle, but public transportation is still a necessity for daily commutes.

Socioeconomic Traits

- City Lights residents earn above average incomes, but lag the nation in net worth. Labor force participation exceeds the US average. Residents work hard in professional and service occupations but also seek to enjoy life. These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments. These consumers are price savvy but will pay for quality brands they trust. Residents stand by their belief in equal opportunity. Attuned to nature and the environment, and when they can, purchase natural products.

Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond. Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit. Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons. These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week. Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes

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
Pleasantville

This is the	In this area	In the United States
#2	**18.6%**	**2.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority-- preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states. Most homes owned (and mortgaged). Households composed of older married-couple families, more without children under 18, but many with children over 18 years. Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969. One of the lowest percentages of vacant housing units at 4.5%. Suburban households with 3 or more vehicles and a longer travel time to work.

Socioeconomic Traits

- Education: 66% college educated, 37% with a bachelor's degree or higher. Higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers. Many professionals in finance, information/technology, education, or management. Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income. Not cost-conscious, these consumers willing to spend more for quality and brands they like. Prefer fashion that is classic and timeless as opposed to trendy. Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer. Invest in conservative securities and contribute to charities. Work on home improvement and remodeling projects, but also hire contractors. Have bundled services (TV/Internet/phone). Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments. Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies. Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

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.

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About this segment
Diverse Convergence

This is the
#3
dominant segment
for this area

In this area
10.9%
of households fall
into this segment

In the United States
1.2%
of households fall
into this segment

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

Who We Are

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

Our Neighborhood

- Densely settled urban periphery of large metropolitan areas, East and West Coasts. Young family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households. Approximately 76% of householders live in multiunit apartment buildings, 30% in 2–4 unit structures. Majority of apartments built before 1970 (65%), 29% built before 1940. 1 or 2 vehicles for two-thirds of households; 22% have no vehicle.

Socioeconomic Traits

- Almost 40% of the population were born abroad; almost 1 in 5 households have residents who do not speak English. 27% have no high school diploma; 28% have a high school diploma only. Labor force participation rate is 67% and higher than the US average. Hard-working consumers, striving to get ahead; style matters to them. Preserving the environment and being in tune with nature are very important. Media used most often is the Internet.

Market Profile

- Limited funds to invest in retirement savings plans, stocks, or bonds. Shop for groceries at warehouse/club stores, as well as specialty markets. Read baby magazines and purchase baby products. Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food. Use the Internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games. Watch programs on children's channels and on Spanish TV networks. Listen to Spanish/Latin music on cell phones or on the radio at home.

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.

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About this segment
Urban Villages

This is the	In this area	In the United States
#4	**5.1%**	**1.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Urban Villages residents are multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person. Their favorite stores are Costco or Trader Joe's, Target or Macy's.

Our Neighborhood

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets. Married couples with children, and grandparents; many households are multigenerational. Average household size is 3.78. Homes are older, primarily single family, with a higher median value of $325,100 and a lower vacancy rate of 4.7%.

Socioeconomic Traits

- This market includes recent immigrants and some language barriers. Education: more than half the population aged 25 or older have a high school diploma or some college. Labor force participation rate higher than the US. Brand conscious but not necessarily brand loyal; open to trying new things. Status-conscious consumers; choices reflect their youth, attention to style and pursuit of trends. Comfortable with technology and interested in the latest innovations.

Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family. Saving is more limited than spending in this young market. They carry credit cards, but banking is basic. They are likely to pay bills in person or online. Media preferences vary. Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

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.

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Roselle Park, NJ 07204: 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)

07204	14,088
	14,627
Union County	581,509
	586,255
New Jersey	9,353,371
	9,391,084

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)

07204	11,400.6
	11,836.8
Union County	5,596.0
	5,641.7
New Jersey	1,231.8
	1,236.7

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)

07204	6.81%
	3.83%
Union County	8.40%
	0.82%
New Jersey	6.39%
	0.40%

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

■ 07204

07204	10,832
Union County	555,555
New Jersey	9,095,543

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Daytime Population Density

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

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

Update Frequency: Annually

■ 07204

07204	8,765.7
Union County	5,346.2
New Jersey	1,197.8

Average Household Size

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

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

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

07204	2.68
	2.68
Union County	2.84
	2.85
New Jersey	2.65
	2.64

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)

07204	11,780
	12,190
Union County	484,904
	488,331
New Jersey	7,611,963
	7,634,585

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)

07204	51.1%	48.9%
	50.9%	49.1%
Union County	51.3%	48.7%
	51.1%	48.9%
New Jersey	51.3%	48.7%
	51.2%	48.8%

Roselle Park, NJ 07204: 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
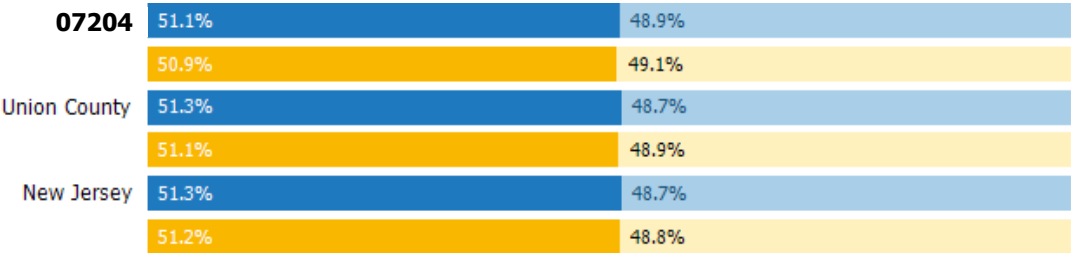
Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Geography	2022	2027 (Projected)
07204	39.7	40.0
Union County	39.0	39.9
New Jersey	40.5	41.3

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)

Age Group	2022	2027 (Projected)
Children	10.7%	10.4%
Tweens	3.5%	3.3%
Teens	8.0%	7.6%
20s	13.9%	12.6%
30s	14.2%	16.2%
40s	14.0%	13.7%
50s	14.1%	12.8%
60s	11.4%	11.9%
70s	7.0%	7.8%
Over 80	3.2%	3.7%

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Roselle Park, NJ 07204: Marital Status Comparison

Married / Unmarried Adults Ratio

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

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

Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
07204	50.6%	49.4%
Union County	50.0%	50.0%
New Jersey	52.3%	47.7%

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
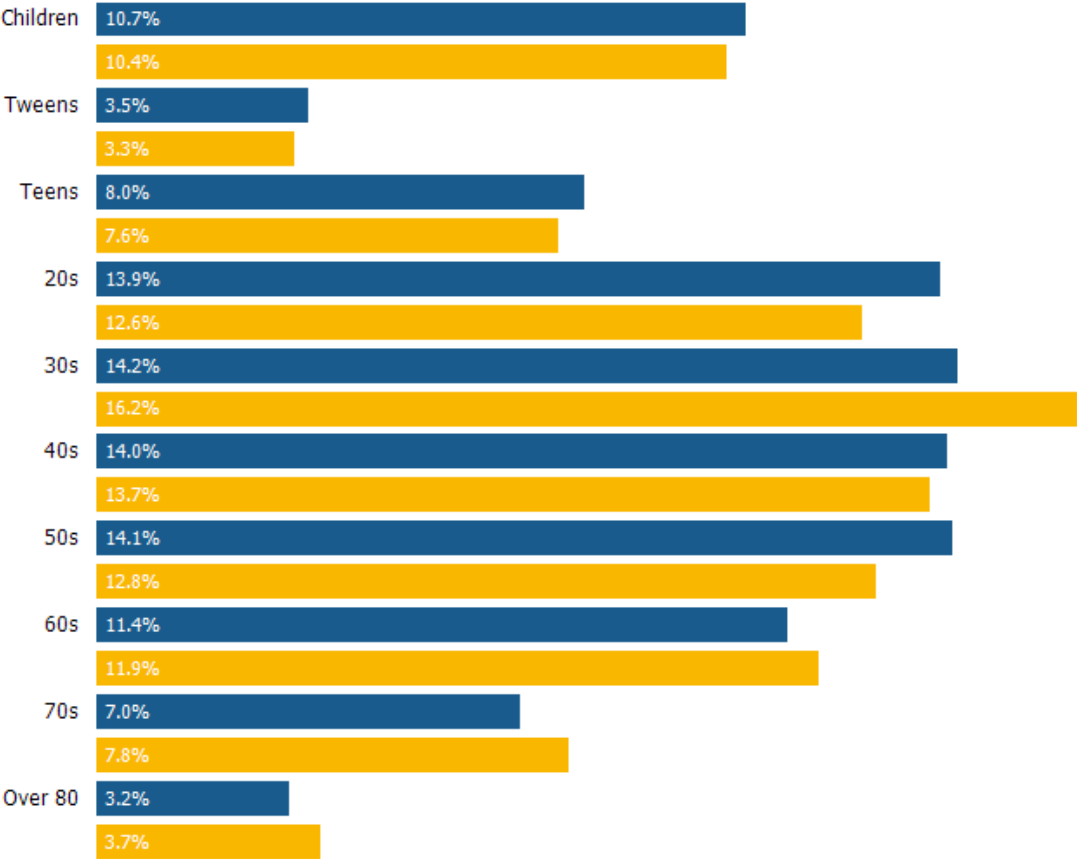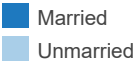
Update Frequency: Annually

07204	50.6%
Union County	50.0%
New Jersey	52.3%

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

07204	34.7%
Union County	36.5%
New Jersey	33.8%

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

07204	6.4%
Union County	5.8%
New Jersey	5.7%

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

07204	8.4%
Union County	7.7%
New Jersey	8.1%

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Roselle Park, NJ 07204: 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)

07204 — $105,015 / $116,350
Union County — $135,548 / $150,588
New Jersey — $136,646 / $156,693

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)

07204 — $76,660 / $86,919
Union County — $86,818 / $100,524
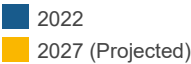New Jersey — $93,666 / $106,515

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)

07204 — $39,487 / $43,713
Union County — $47,213 / $52,434
New Jersey — $50,570 / $58,246

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

07204 — $80,488
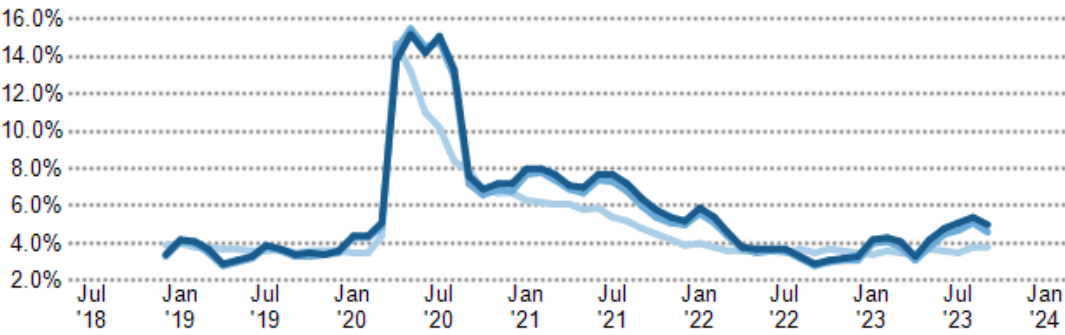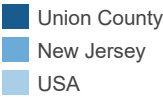Union County — $95,491
New Jersey — $96,868

Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

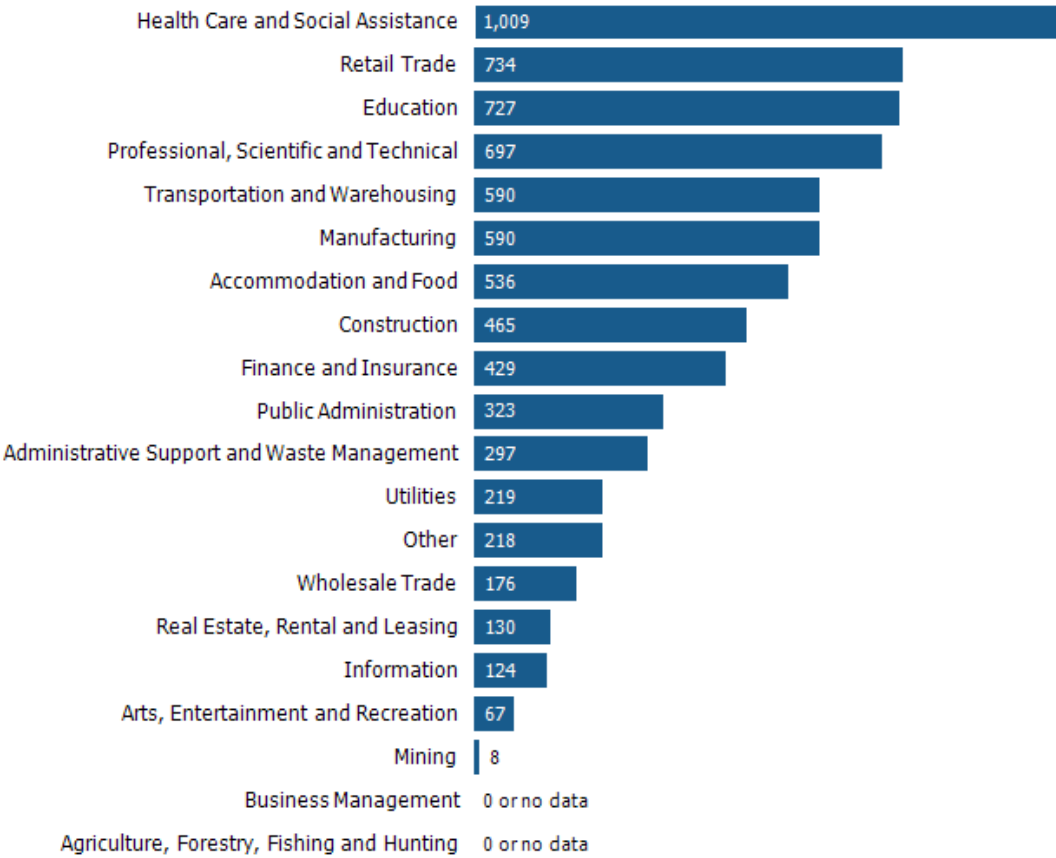Update Frequency: Monthly

- Union County
- New Jersey
- 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

Industry	Count
Health Care and Social Assistance	1,009
Retail Trade	734
Education	727
Professional, Scientific and Technical	697
Transportation and Warehousing	590
Manufacturing	590
Accommodation and Food	536
Construction	465
Finance and Insurance	429
Public Administration	323
Administrative Support and Waste Management	297
Utilities	219
Other	218
Wholesale Trade	176
Real Estate, Rental and Leasing	130
Information	124
Arts, Entertainment and Recreation	67
Mining	8
Business Management	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

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Roselle Park, NJ 07204: 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

07204 4.8%
Union County 6.4%
New Jersey 4.0%

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

07204 4.5%
Union County 5.0%
New Jersey 4.5%

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

07204 2.0%
Union County 1.8%
New Jersey 2.4%

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

07204 21.7%
Union County 27.0%
New Jersey 24.8%

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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

07204	16.9%
Union County	14.2%
New Jersey	14.3%

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

07204	5.2%
Union County	6.0%
New Jersey	6.9%

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

07204	29.8%
Union County	23.7%
New Jersey	26.2%

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

07204	15.2%
Union County	15.9%
New Jersey	16.9%

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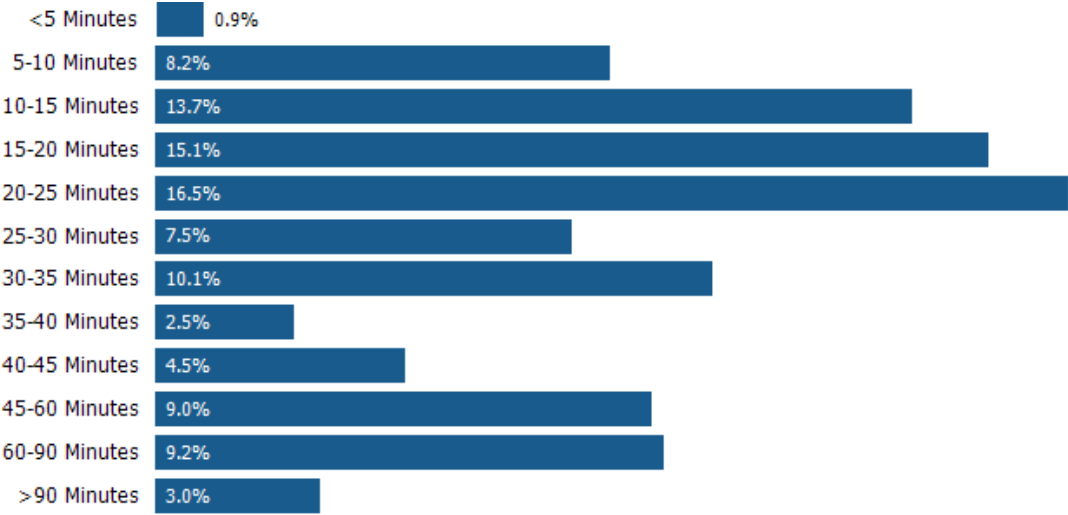# Roselle Park, NJ 07204: Commute Comparison

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

▇ 07204

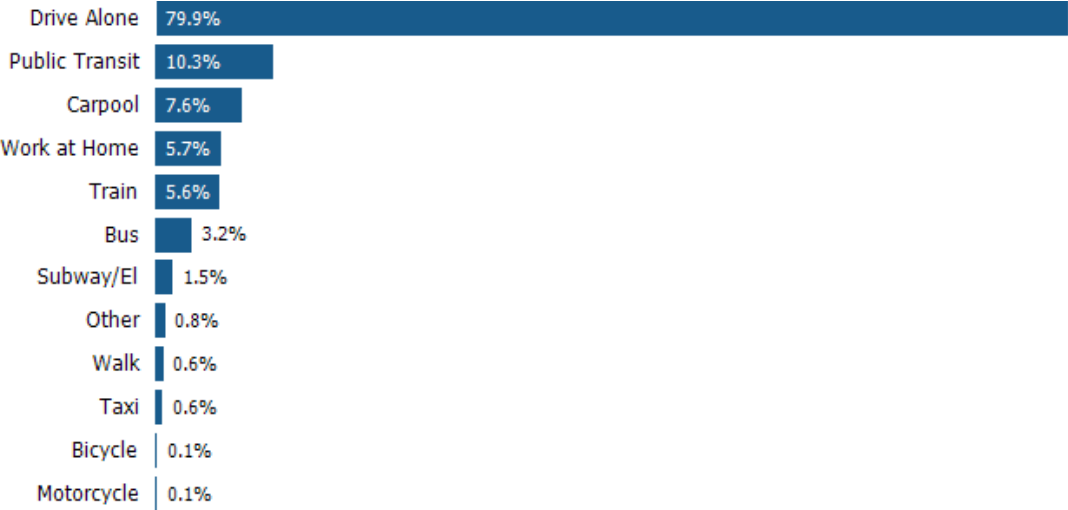| Commute Time	Percentage
<5 Minutes	0.9%
5-10 Minutes	8.2%
10-15 Minutes	13.7%
15-20 Minutes	15.1%
20-25 Minutes	16.5%
25-30 Minutes	7.5%
30-35 Minutes	10.1%
35-40 Minutes	2.5%
40-45 Minutes	4.5%
45-60 Minutes	9.0%
60-90 Minutes	9.2%
>90 Minutes	3.0%

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

▇ 07204

Transportation	Percentage
Drive Alone	79.9%
Public Transit	10.3%
Carpool	7.6%
Work at Home	5.7%
Train	5.6%
Bus	3.2%
Subway/El	1.5%
Other	0.8%
Walk	0.6%
Taxi	0.6%
Bicycle	0.1%
Motorcycle	0.1%

Roselle Park, NJ 07204: 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

07204	$485,720
Union County	$581,760
New Jersey	$531,450

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

07204	+9.8%
Union County	+7.9%
New Jersey	+7.9%

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

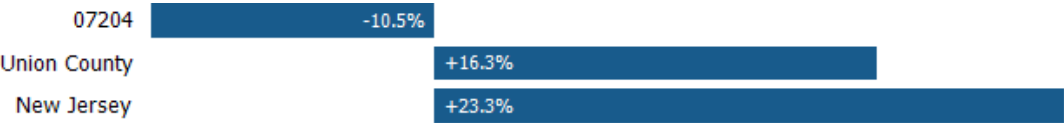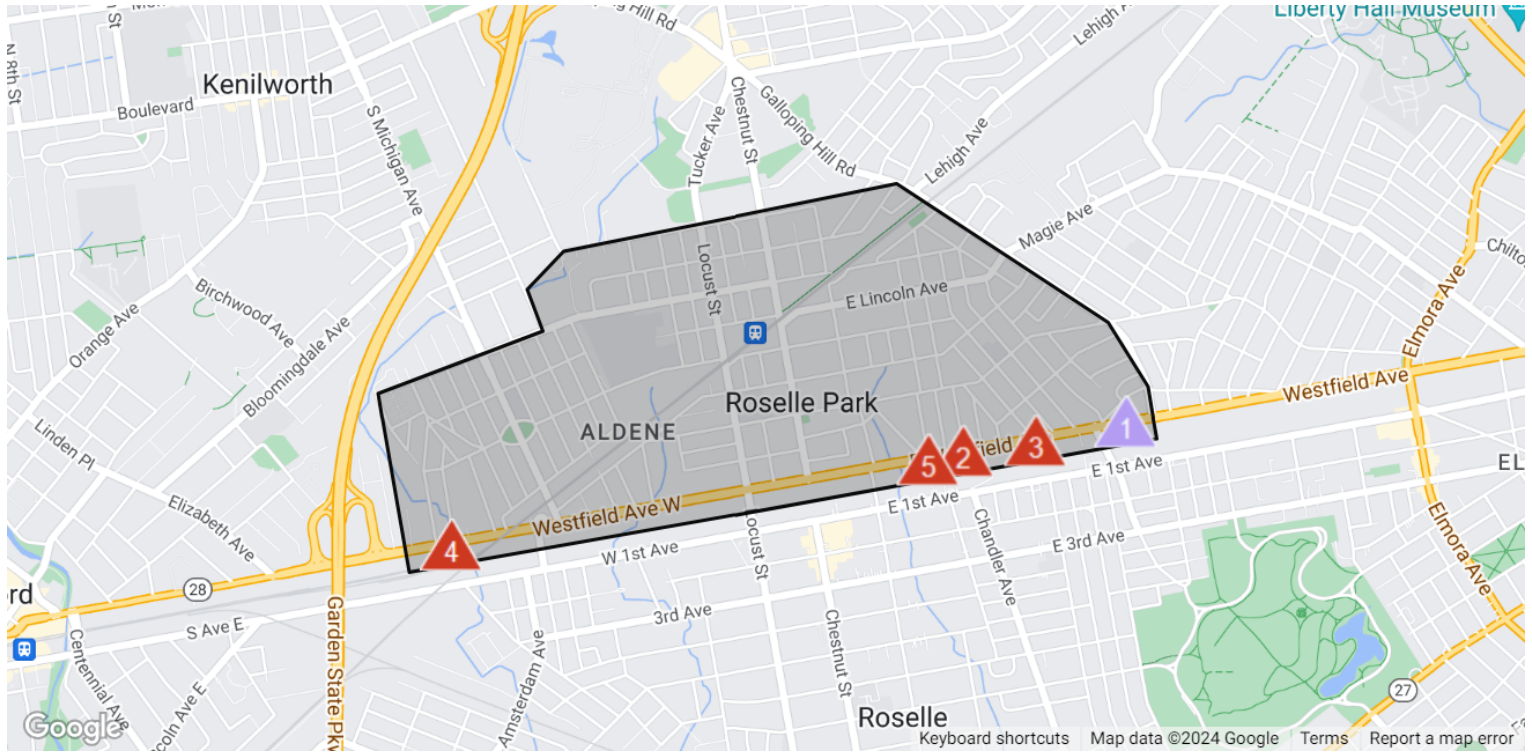|	
07204	$419,900
Union County	$569,950
New Jersey	$529,000

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

07204	-10.5%
Union County	+16.3%
New Jersey	+23.3%

Traffic Counts

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

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
42,223	**29,704**	**28,938**	**28,313**	**28,033**
2022 Est. daily traffic counts	**2022 Est. daily traffic counts**	**2022 Est. daily traffic counts**	**2022 Est. daily traffic counts**	**2022 Est. daily traffic counts**
Street: **Westfield Ave E**	Street: **Westfield Ave E**	Street: **Westfield Avenue East**	Street: **Westfield Ave W**	Street: **Westfield Avenue East**
Cross: **Linden Rd**	Cross: **Berwyn St**	Cross: **Pershing Ave**	Cross: **Jerome St**	Cross: **–**
Cross Dir: **W**	Cross Dir: **E**	Cross Dir: **NW**	Cross Dir: **E**	Cross Dir: **–**
Dist: **0.08 miles**	Dist: **–**	Dist: **–**	Dist: **0.01 miles**	Dist: **–**

Historical counts			Historical counts			Historical counts			Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2013 ▲	42,439	AWDT	2013 ▲	29,856	AADT	2017 ▲	29,020	AADT	2014 ▲	29,856	AADT	2018 ▲	28,097	AADT
1998 ▲	23,000	AADT	1998 ▲	22,000	AADT				2011 ▲	26,237	AADT			
									2008 ▲	28,995	AADT			
									1998 ▲	20,000	AADT			

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

1/5/2024

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