TRADE AREA REPORT

# Cuyahoga Falls, OH 44221



Presented by

## William Snow

Ohio Real Estate License: 2013001675

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Office: http://wsnow.stoufferrealty.com/

## Berkshire Hathaway HomeServices Stouffer Realty

130 North Miller Road
Fairlawn, OH 44333

6/11/2024

## Criteria Used for Analysis

| Median Household Income | Median Age | Total Population | 1st Dominant Segment |
|---|---|---|---|
| **$58,003** | **40.6** | **29,384** | **Manufacturing Traditions** |

## Consumer Segmentation

**Life Mode**

**What are the people like that live in this area?**

### GenXurban

Gen X in middle age; families with fewer kids and a mortgage

**Urbanization**

**Where do people like this usually live?**

### Urban Periphery

City life for starting families in neighborhoods that fringe major cities

| Top Tapestry Segments | Manufacturing Traditions | Old and Newcomers | Young and Restless | Midlife Constants | Set to Impress |
|---|---|---|---|---|---|
| **% of Households** | 7,457 (53.7%) | 2,897 (20.9%) | 1,073 (7.7%) | 952 (6.9%) | 869 (6.3%) |
| **% of Cuyahoga Falls** | 9,816 (41.8%) | 2,904 (12.4%) | 2,304 (9.8%) | 2,076 (8.8%) | 869 (3.7%) |
| **Lifestyle Group** | GenXurban | Middle Ground | Midtown Singles | GenXurban | Midtown Singles |
| **Urbanization Group** | Urban Periphery | Metro Cities | Metro Cities | Suburban Periphery | Metro Cities |
| **Residence Type** | Single Family | Single Family; Multi-Units | Multi-Unit Rentals | Single Family | Multi-Unit Rentals; Single Family |
| **Household Type** | Married Couples | Singles | Singles | Married Couples w/No Kids | Singles |
| **Average Household Size** | 2.42 | 2.11 | 2.03 | 2.3 | 2.06 |
| **Median Age** | 40 | 40.5 | 30.8 | 48 | 35.1 |
| **Diversity Index** | 60.2 | 62.3 | 81.5 | 48 | 72.4 |
| **Median Household Income** | $62,900 | $55,400 | $53,500 | $56,700 | $44,700 |
| **Median Net Worth** | $155,800 | $63,100 | $15,200 | $57,800 | $17,000 |
| **Median Home Value** | $176,700 | $242,900 | $262,200 | $215,400 | $207,900 |
| **Homeownership** | 72.5 % | 49.3 % | 16.5 % | 75.2 % | 31.3 % |
| **Employment** | Professional or Services | Professional or Services | Services or Professional | Professional or Mgmnt/Bus/Financial | Services or Professional |
| **Education** | High School Diploma | Some College No Degree | Bachelor's Degree | High School Diploma | High School Diploma |
| **Preferred Activities** | Value time spent at home . Watching television and gaming are common pastimes. | Strong sense of community volunteer for charities . Food features convenience, frozen and fast food. | Like to read magazines about news, fashion and music . Go dancing; play basketball and pool; buy organic food. | Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf. | Maintain close relationships with family . Enjoy going to rock concerts, night clubs, and the zoo. |
| **Financial** | Budget aware shoppers | Price aware and coupon clippers, but open to impulse buys | Careful shoppers are aware of prices, little brand loyalty | 42% recieve Social Security, 27% also receive retirement income | Prefer name brands, buy generic when it's a better deal |
| **Media** | Read newspapers, especially Sunday editions | Features the Internet, listening to country music and read the paper | Most of their information comes from the Internet and TV | After TV, Radio and newspapers are medias of choice | Use the Internet for social media, video games and watching TV |
| **Vehicle** | Own 2-3 vehicles | View car as transportation only | Take public transportation | Own domestic SUVs, trucks | Own used, imported vehicles |

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About this segment

# Manufacturing Traditions

| This is the | In this area | In the United States |
|---|---|---|
| **#1** | **53.7%** | **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

The backbone of older industrial cities in states surrounding the Great Lakes, Manufacturing Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Manufacturing Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

### Our Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population. Average household size is slightly lower at 2.47. They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010. Most residents live in modest, single-family homes in older neighborhoods built in the 1950s. Nearly three quarters own their homes; nearly half of households have mortgages. A large and growing market, Manufacturing Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South. Most households have 1 to 2 vehicles available.

### Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university. Labor force participation slightly higher than the US at 67%. While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts. Family-oriented consumers who value time spent at home. Most have lived, worked, and played in the same area for years. Budget aware shoppers that favor American-made products. Read newspapers, especially the Sunday editions.

### Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals. Watching television is a common pastime; many households have more than four TVs. Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel. Residents are connected; entertainment activities like online gaming dominate their Internet usage. Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse. Radio dials are typically tuned to classic rock stations.

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 2023. Update Frequency: Annually.

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## About this segment

# Old and Newcomers

| This is the | In this area | In the United States |
|---|---|---|
| **#2** | **20.9%** | **2.3%** |
| 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

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

### Our Neighborhood

- Metropolitan city dwellers. Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12. 55% renter occupied; average rent is lower than the US. 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980. Average vacancy rate at 11%.

### Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers. 32% of households are currently receiving income from Social Security. 31% have a college degree, 33% have some college education, 9% are still enrolled in college. Consumers are price aware and coupon clippers, but open to impulse buys. They are attentive to environmental concerns. They are comfortable with the latest technology.

### Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle. They prefer cell phones to landlines. Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. Vehicles are basically just a means of transportation. Food features convenience, frozen and fast food. They do banking as likely in person as online.

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About this segment

# Young and Restless

| This is the | In this area | In the United States |
|---|---|---|
| **#3** | **7.7%** | **1.8%** |
| 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

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the internet extensively. Young and Restless consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

### Our Neighborhood

- One of the youngest markets: More than half the householders under age 35; median age 29.8. Primarily single-person households with some shared households. Highly mobile market, beginning careers and changing addresses frequently. One of the top 5 renter markets. Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings. Majority of housing built in 1970 or later (84%).

### Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college. Labor force participation rate is exceptionally high at 75.0%. These careful shoppers are aware of prices, and demonstrate little brand loyalty. Like to be the first to try new products, but prefer to do research before buying the latest electronics. Most of their information comes from the Internet and TV, rather than traditional media. Carry their cell phone everywhere they go.

### Market Profile

- No landline telephone for majority of householders, preferring a cell phone only. Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information. Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows. Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong. Listen to contemporary hits, jazz, rap, hip hop, and dance music. Purchase natural/organic food, but frequent fast-food restaurants. Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

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## About this segment
# Midlife Constants

| This is the | In this area | In the United States |
|---|---|---|
| **#4** | **6.9%** | **2.4%** |
| 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

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.

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About this segment

# Set to Impress

| This is the | In this area | In the United States |
|---|---|---|
| **#5** | **6.3%** | **1.4%** |
| 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

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

### Our Neighborhood

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses. Renters make up nearly three quarters of all households. Mostly found in urban areas, but also in suburbs. Single-person households make up over 40% of all households. It is easy enough to walk or bike to work for many residents.

### Socioeconomic Traits

- Residents are educated and mobile. Many are enrolled in college. Consumers always have an eye out for a sale and will stock up when the price is right. Prefer name brands, but buy generic when it is a better deal. Quick meals on the run are a reality of life. Image-conscious consumers that dress to impress and often make impulse buys. Maintain close relationships with family.

### Market Profile

- Listen to a variety of the latest music and download music online. Majority have cell phones only, no landlines. Use the Internet for social media, downloading video games, and watching TV programs. Own used, imported vehicles. Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store. Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

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# Cuyahoga Falls, OH 44221: 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, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| | |
|---|---|
| **44221** | 29,384 |
| | 28,802 |
| Summit County | 538,370 |
| | 533,370 |
| Ohio | 11,849,286 |
| | 11,850,386 |

## 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, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| | |
|---|---|
| **44221** | 4,521.3 |
| | 4,431.7 |
| Summit County | 1,304.4 |
| | 1,292.2 |
| Ohio | 290.0 |
| | 290.0 |

## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| | |
|---|---|
| **44221** | -0.09% |
| | -1.98% |
| Summit County | -0.38% |
| | -0.93% |
| Ohio | 0.42% |
| | 0.01% |

## 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, 2023

Update Frequency: Annually

- 44221

| | |
|---|---|
| **44221** | 25,407 |
| Summit County | 557,988 |
| Ohio | 11,810,945 |

## 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, 2023

Update Frequency: Annually

■ 44221

| | |
|---|---|
| 44221 | 3,909.3 |
| Summit County | 1,351.9 |
| Ohio | 289.1 |

## 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, 2023

Update Frequency: Annually

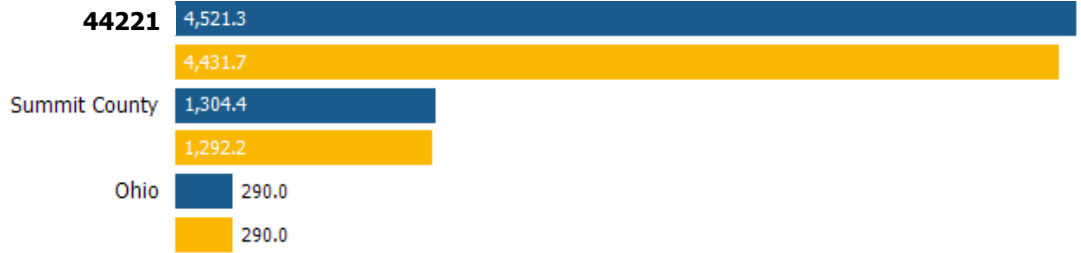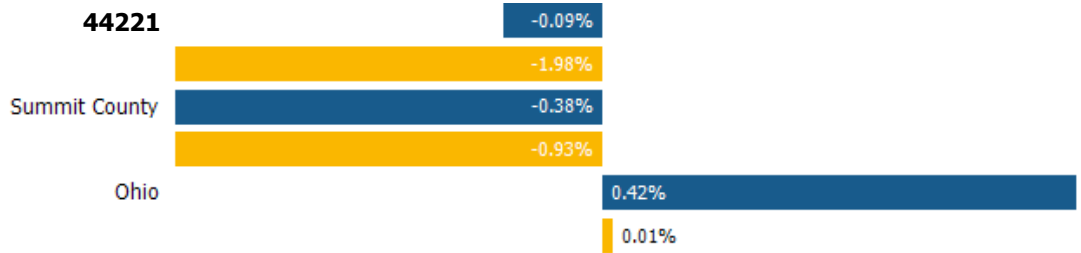■ 2023
■ 2028 (Projected)

| | |
|---|---|
| 44221 | 2.10 |
| | 2.08 |
| Summit County | 2.31 |
| | 2.28 |
| Ohio | 2.38 |
| | 2.36 |

## 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

| | |
|---|---|
| 44221 | 20,328 |
| | 19,773 |
| Summit County | 408,724 |
| | 402,452 |
| Ohio | 9,051,974 |
| | 9,004,998 |

## 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, 2023

Update Frequency: Annually

■ Women 2023
■ Men 2023
■ Women 2028 (Projected)
■ Men 2028 (Projected)

| | Women | Men |
|---|---|---|
| 44221 | 52.2% | 47.8% |
| | 52.3% | 47.7% |
| Summit County | 51.4% | 48.6% |
| | 51.5% | 48.5% |
| Ohio | 50.9% | 49.1% |
| | 50.9% | 49.1% |

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# Cuyahoga Falls, OH 44221: 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

| Geography | 2023 | 2028 (Projected) |
|-----------|------|------------------|
| 44221 | 40.6 | 41.9 |
| Summit County | 42.6 | 43.4 |
| Ohio | 40.8 | 41.6 |

## 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)

| Age Group | 2023 | 2028 (Projected) |
|-----------|------|------------------|
| Children | 10.0% | 9.8% |
| Tweens | 3.0% | 3.0% |
| Teens | 6.8% | 6.8% |
| 20s | 14.7% | 14.4% |
| 30s | 14.7% | 13.4% |
| 40s | 12.4% | 13.3% |
| 50s | 12.1% | 11.4% |
| 60s | 12.9% | 12.2% |
| 70s | 8.1% | 9.7% |
| Over 80 | 5.3% | 6.0% |

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# Cuyahoga Falls, OH 44221: 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, 2023

Update Frequency: Annually

| | Married | Unmarried |
|---|---|---|
| 44221 | 47.1% | 52.9% |
| Summit County | 48.5% | 51.5% |
| Ohio | 49.1% | 50.9% |

- **Married**
- **Unmarried**

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 47.1% |
| Summit County | 48.5% |
| Ohio | 49.1% |

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 33.6% |
| Summit County | 33.5% |
| Ohio | 33.4% |

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 6.7% |
| Summit County | 6.2% |
| Ohio | 6.1% |

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 12.6% |
| Summit County | 11.7% |
| Ohio | 11.3% |

# Cuyahoga Falls, OH 44221: 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, 2023

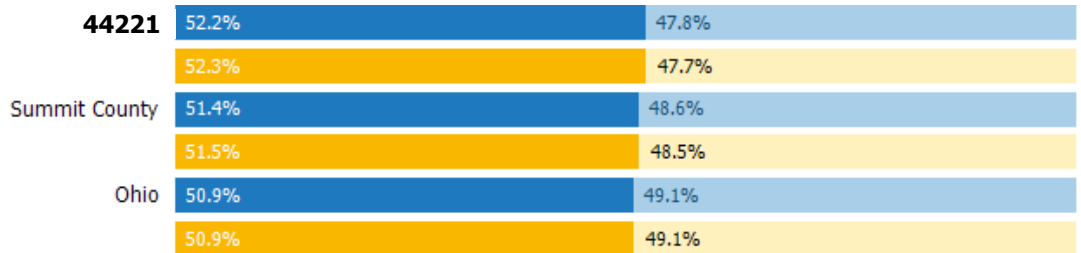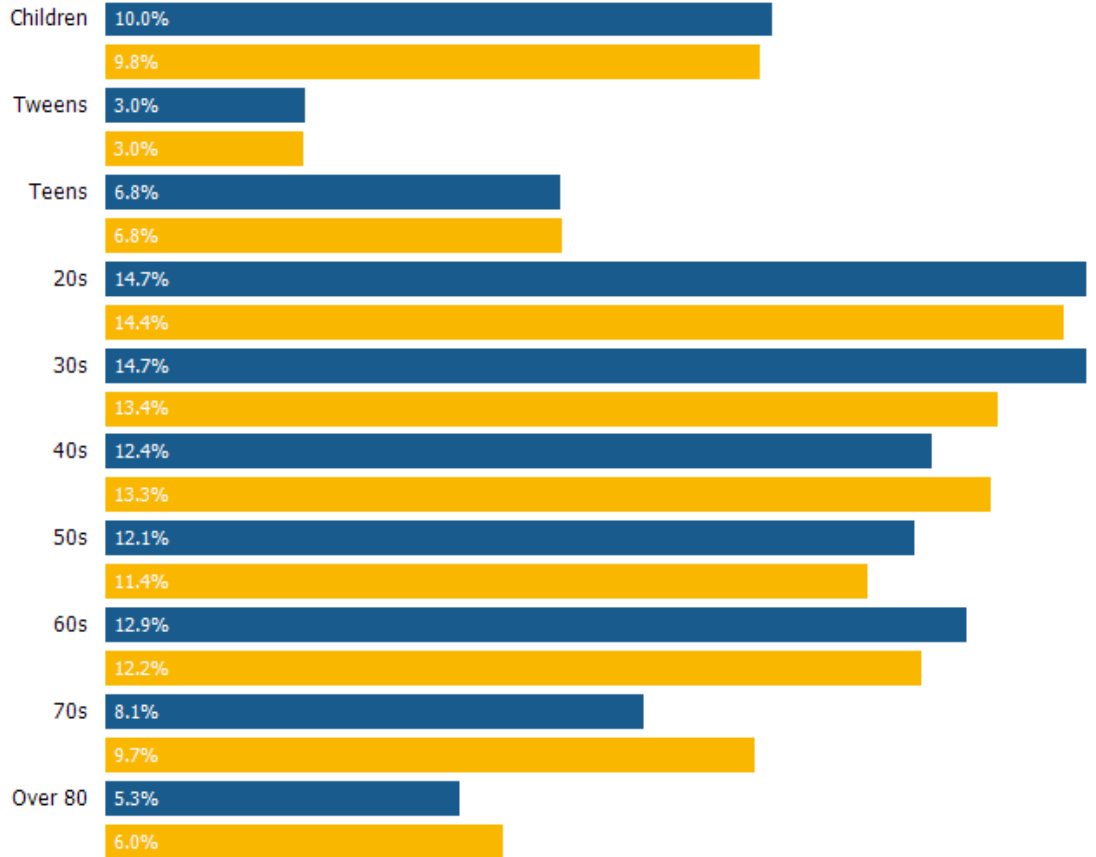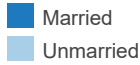Update Frequency: Annually

- 2023
- 2028 (Projected)

| Geography | 2023 | 2028 (Projected) |
|---|---|---|
| 44221 | $74,960 | $86,938 |
| Summit County | $95,484 | $109,879 |
| Ohio | $92,536 | $105,607 |

## 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, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| Geography | 2023 | 2028 (Projected) |
|---|---|---|
| 44221 | $58,003 | $65,186 |
| Summit County | $63,946 | $75,279 |
| Ohio | $63,957 | $74,399 |

## 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, 2023

Update Frequency: Annually

- 2023
- 2028 (Projected)

| Geography | 2023 | 2028 (Projected) |
|---|---|---|
| 44221 | $35,375 | $41,463 |
| Summit County | $40,780 | $47,473 |
| Ohio | $38,038 | $43,804 |

## 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, 2023

Update Frequency: Annually

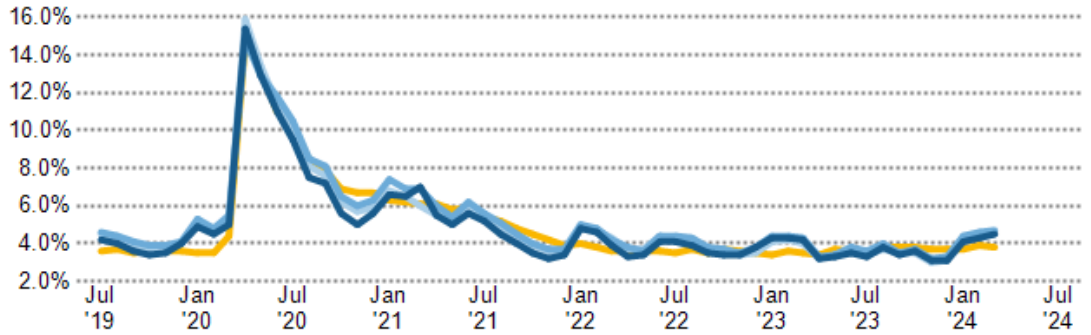| Geography | 2023 |
|---|---|
| 44221 | $61,573 |
| Summit County | $73,621 |
| Ohio | $72,030 |

## 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

- Cuyahoga Falls
- Summit County
- Ohio
- 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, 2023

Update Frequency: Annually

| Industry | Count |
| --- | --- |
| Manufacturing | 2,500 |
| Health Care and Social Assistance | 2,310 |
| Retail Trade | 2,149 |
| Accommodation and Food | 1,413 |
| Education | 1,293 |
| Finance and Insurance | 1,008 |
| Transportation and Warehousing | 1,000 |
| Other | 872 |
| Construction | 786 |
| Professional, Scientific and Technical | 738 |
| Administrative Support and Waste Management | 621 |
| Public Administration | 438 |
| Wholesale Trade | 387 |
| Information | 239 |
| Real Estate, Rental and Leasing | 208 |
| Arts, Entertainment and Recreation | 166 |
| Utilities | 122 |
| Business Management | 27 |
| Agriculture, Forestry, Fishing and Hunting | 11 |
| Mining | 0 or no data available |

# Cuyahoga Falls, OH 44221: 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, 2023

Update Frequency: Annually

| Geography | Percentage |
|---|---|
| 44221 | 2.8% |
| Summit County | 2.0% |
| Ohio | 2.4% |

## 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, 2023

Update Frequency: Annually

| Geography | Percentage |
|---|---|
| 44221 | 2.6% |
| Summit County | 4.2% |
| Ohio | 5.1% |

## 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, 2023

Update Frequency: Annually

| Geography | Percentage |
|---|---|
| 44221 | 3.3% |
| Summit County | 3.2% |
| Ohio | 4.1% |

## 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, 2023

Update Frequency: Annually

| Geography | Percentage |
|---|---|
| 44221 | 29.7% |
| Summit County | 27.1% |
| Ohio | 29.5% |

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 17.8% |
| Summit County | 18.4% |
| Ohio | 17.6% |

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 10.4% |
| Summit County | 9.1% |
| Ohio | 9.8% |

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 23.9% |
| Summit County | 23.1% |
| Ohio | 19.7% |

## 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, 2023

Update Frequency: Annually

| | |
|---|---|
| 44221 | 9.6% |
| Summit County | 12.9% |
| Ohio | 11.8% |

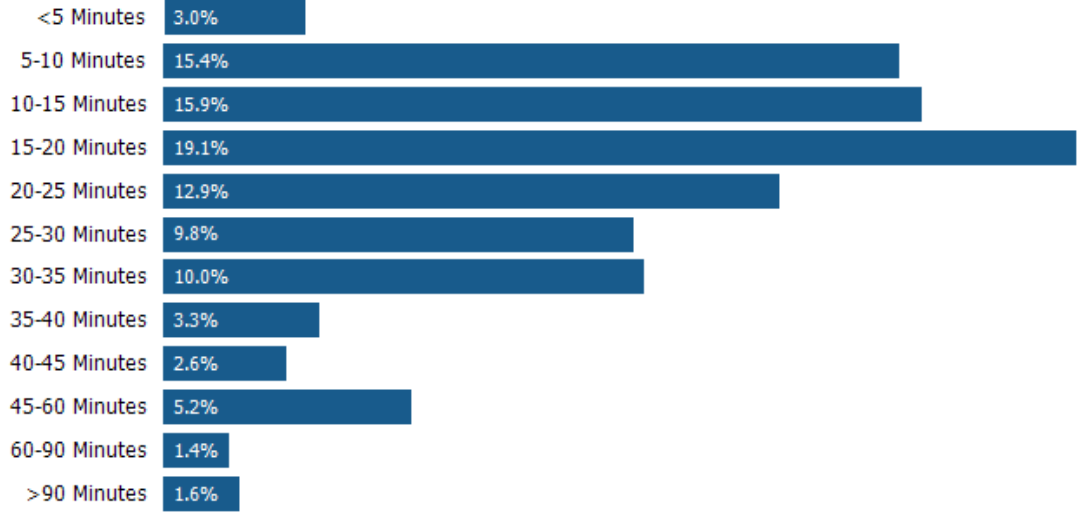# Cuyahoga Falls, OH 44221: Commute Comparison

## 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, 2023

Update Frequency: Annually

■ 44221

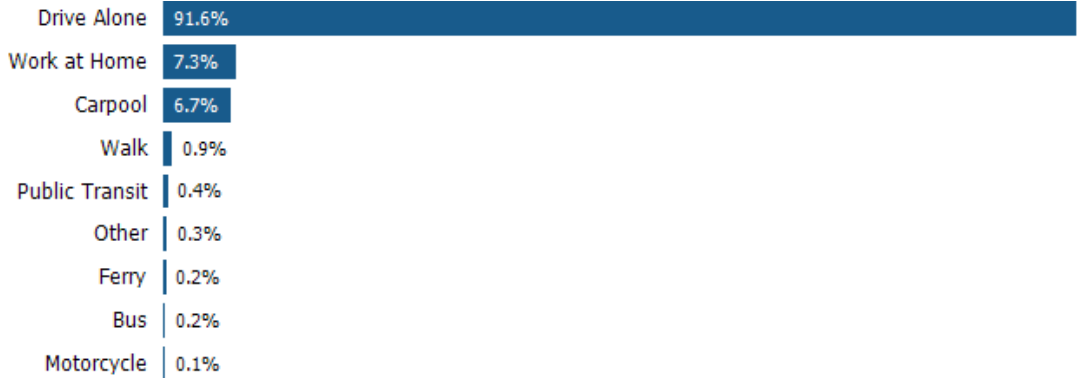| Commute Time | Percentage |
|---|---|
| <5 Minutes | 3.0% |
| 5-10 Minutes | 15.4% |
| 10-15 Minutes | 15.9% |
| 15-20 Minutes | 19.1% |
| 20-25 Minutes | 12.9% |
| 25-30 Minutes | 9.8% |
| 30-35 Minutes | 10.0% |
| 35-40 Minutes | 3.3% |
| 40-45 Minutes | 2.6% |
| 45-60 Minutes | 5.2% |
| 60-90 Minutes | 1.4% |
| >90 Minutes | 1.6% |

## 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, 2023

Update Frequency: Annually

■ 44221

| Transportation | Percentage |
|---|---|
| Drive Alone | 91.6% |
| Work at Home | 7.3% |
| Carpool | 6.7% |
| Walk | 0.9% |
| Public Transit | 0.4% |
| Other | 0.3% |
| Ferry | 0.2% |
| Bus | 0.2% |
| Motorcycle | 0.1% |

# Cuyahoga Falls, OH 44221: 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

| | |
|---|---|
| 44221 | $187,660 |
| Summit County | $246,950 |
| Ohio | $259,790 |

## 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

| | |
|---|---|
| 44221 | +9.4% |
| Summit County | +10.2% |
| Ohio | +8.8% |

## 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

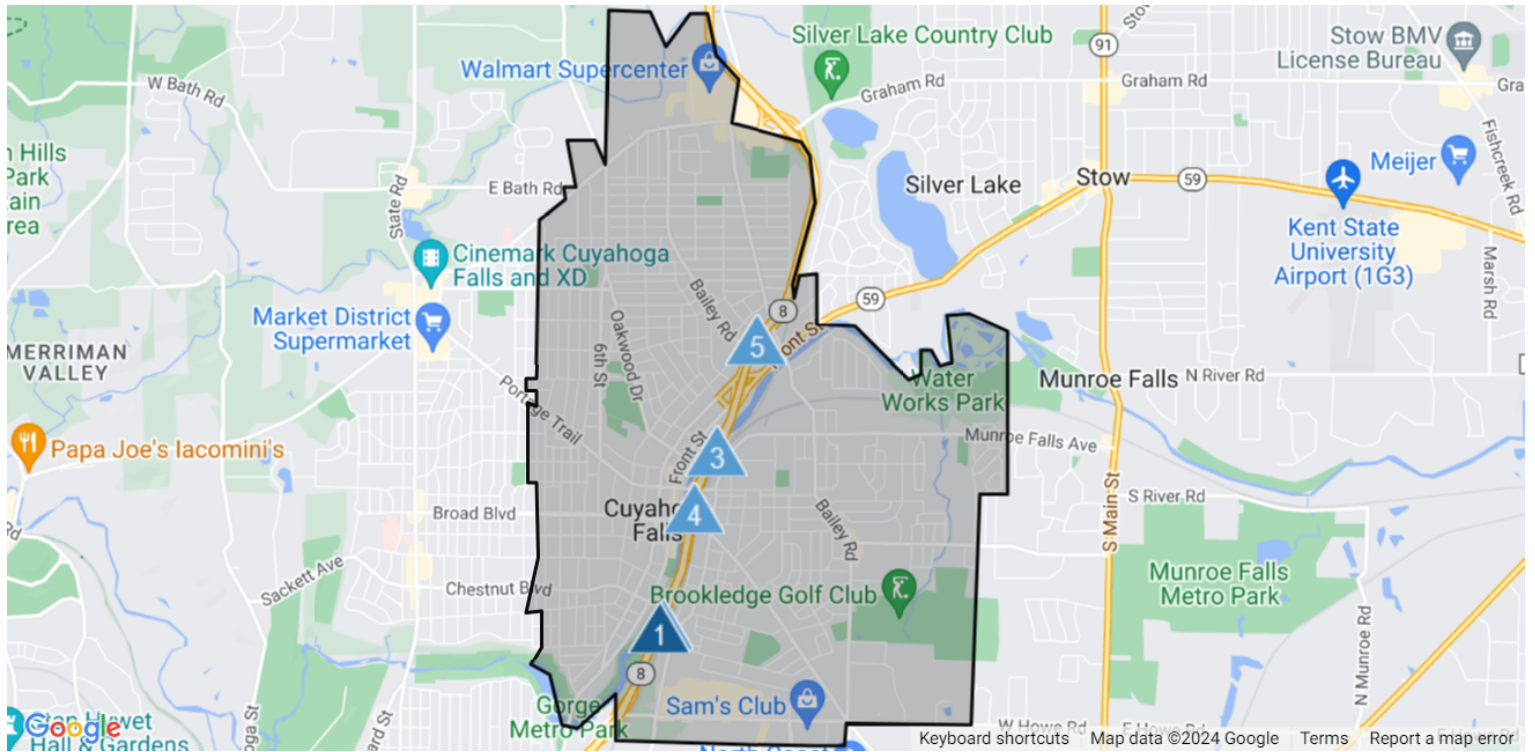| | |
|---|---|
| 44221 | $210,000 |
| Summit County | $229,950 |
| Ohio | $294,900 |

## 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

| | |
|---|---|
| 44221 | +23.6% |
| Summit County | +19.9% |
| Ohio | +18.0% |

# 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 |
|---|---|---|---|---|
| **100,713** | **90,375** | **81,490** | **74,825** | **70,299** |
| **2023 Est. daily traffic counts** | **2023 Est. daily traffic counts** | **2023 Est. daily traffic counts** | **2023 Est. daily traffic counts** | **2023 Est. daily traffic counts** |
| Street: **State Rte 8** | Street: **Main St** | Street: **State Rte 8** | Street: **State Rte 8** | Street: **State Rte 8** |
| Cross: **Howe Rd** | Cross: **Newberry St** | Cross: **Loomis Ct** | Cross: **E Portage Trl** | Cross: **Hudson Dr** |
| Cross Dir: **SW** | Cross Dir: **SE** | Cross Dir: **NE** | Cross Dir: **N** | Cross Dir: **NE** |
| Dist: **0.5 miles** | Dist: **0.07 miles** | Dist: **0.21 miles** | Dist: **0.03 miles** | Dist: **0.07 miles** |

| 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 |
| 2016 ▲ 96,450 | | AADT | 2021 ▲ 90,050 | | AADT | 2021 ▲ 78,650 | | AADT | 2021 ▲ 68,831 | | AADT | 2021 ▲ 67,221 | | AADT |
| 2015 ▲ 99,648 | | AADT | 2020 ▲ 80,546 | | AADT | 2020 ▲ 70,349 | | AADT | 2020 ▲ 61,566 | | AADT | 2020 ▲ 60,126 | | AADT |
| 2013 ▲ 84,320 | | AADT | 2019 ▲ 97,801 | | AADT | 2019 ▲ 86,091 | | AADT | 2019 ▲ 75,085 | | AADT | 2019 ▲ 74,714 | | AADT |
| 2007 ▲ 94,390 | | AADT | | | | 2016 ▲ 84,451 | | AADT | 2016 ▲ 74,463 | | AADT | 2016 ▲ 72,776 | | AADT |
| 2004 ▲ 101,210 | | AADT | | | | 2015 ▲ 77,235 | | AADT | 2015 ▲ 79,270 | | AADT | 2015 ▲ 67,271 | | AADT |

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

6/11/2024

# 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