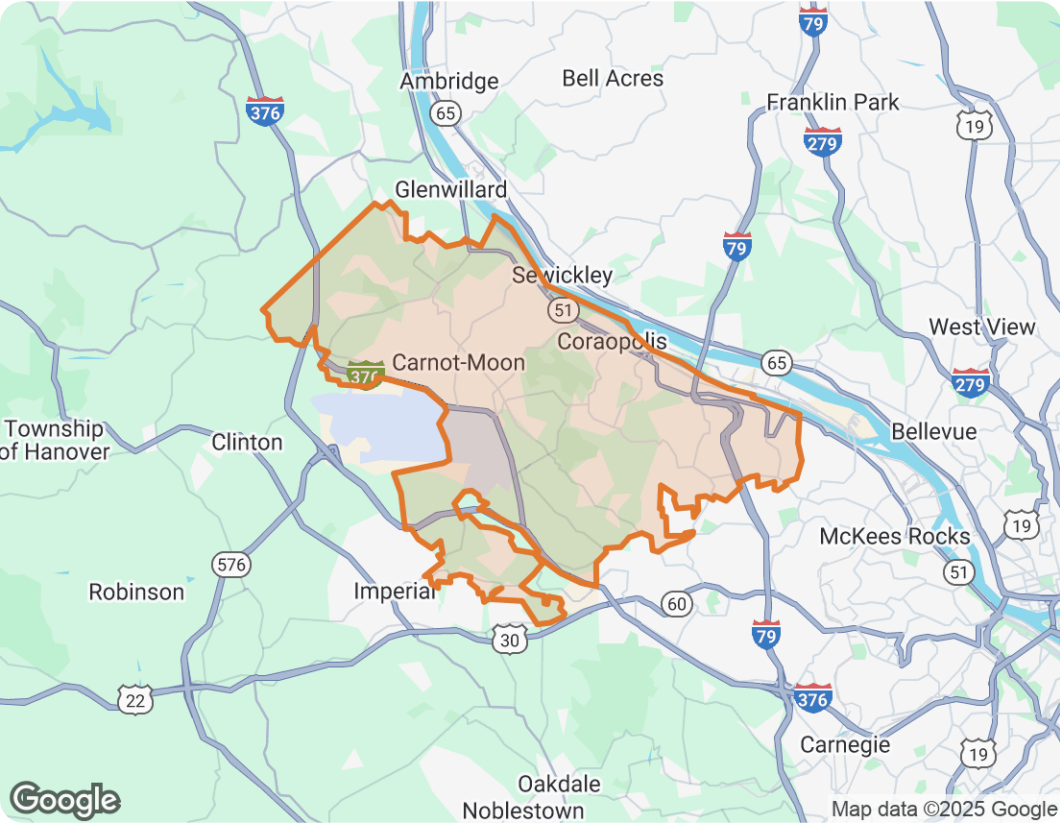


Coraopolis, PA 15108



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RE/MAX Select Realty- Robinson Township

1915 Park Manor Blvd.
Pittsburgh, PA 15205

Trade Area Summary

Attribute Summary for Coraopolis, PA 15108

Median Household Income

\$93,778

Source: 2024/2029 Income (Esri)

Median Age

40.1

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

43,113

Source: 2024 Age: 1 Year Increments (Esri)


1st Dominant Segment

Comfortable Empty Nesters


Source: 2024 Tapestry Market Segmentation (Households)

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?

 **Suburban Periphery**
The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments	Comfortable Empty				
	Nesters	Exurbanites	In Style	Small Town Sincerity	Professional Pride
% of Households	2,958 (17.0%)	2,526 (14.6%)	2,303 (13.3%)	1,754 (10.1%)	1,366 (7.9%)
Lifestyle Group	GenXurban	Affluent Estates	GenXurban	Hometown	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery	Metro Cities	Semirural	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples w/No Kids	Singles	Married Couples
Average Household Size	2.48	2.49	2.32	2.24	3
Median Age	46.4	49.5	41.7	41	42.4
Diversity Index	47	48.8	51.5	59.4	57.1
Median Household Income	\$97,600	\$133,800	\$97,100	\$44,000	\$176,700
Median Net Worth	\$509,700	\$982,600	\$354,300	\$54,700	\$1,181,100
Median Home Value	\$323,300	\$609,700	\$390,100	\$148,300	\$605,700
Homeownership	87.4	85.9	69.8	52.5	90.3
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma	Bachelor's Degree
Preferred Activities	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Gardening and home improvement are priorities. Active in their communities.	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Community-oriented residents. Enjoy outdoor activities like hunting and fishing.	Own latest tablets, smartphones and laptops. Upgrade picture-perfect homes.
Financial	Portfolio includes stocks, CODs, mutual funds and real estate	Rely on financial planners and extensive reading	Variety of investments often managed by a financial planner	Price-conscious consumers that shop accordingly	Hold 401(k) and IRA plans/securities

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	Comfortable Empty				
	Nesters	Exurbanites	In Style	Small Town Sincerity	Professional Pride
Media	Listen to sports radio; watch sports on TV	Well-connected and use the internet to stay current	Connected and knowledgeable via smartphones	Rely on television or newspapers to stay informed	Avid readers; epicurean, sports, home service magazines
Vehicle	Own 1-2 vehicles	Choose late-model luxury cars, SUVs	Partial to late model SUVs and compact SUVs	Own, maintain domestic trucks, ATVs	Own 3 or more vehicles

Consumer Segment Details

About this segment

Comfortable Empty Nesters

Ranked

1st

dominant segment for this area

In this area

17.0%

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

Exurbanites

Ranked

2nd

dominant segment
for this area

In this area

14.6%

of households fall
into this segment

In the United States

1.9%

of households fall
into this segment

Who Are They?

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- More of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile

- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- Active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.



Consumer Segment Details

About this segment

In Style

Ranked

3rd

dominant segment
for this area

In this area

13.3%

of households fall
into this segment

In the United States

2.2%

of households fall
into this segment

Who Are They?

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

Neighborhood

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

Socioeconomic Traits

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

Market Profile

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



Consumer Segment Details

About this segment

Small Town Sincerity

Ranked

4th

dominant segment
for this area

In this area

10.1%

of households fall
into this segment

In the United States

1.8%

of households fall
into this segment

Who Are They?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied. Median home value of \$92,300 is about half the US median.
- Average rent is \$639.
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking, frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.



Consumer Segment Details

About this segment

Professional Pride

Ranked

5th

dominant segment
for this area

In this area

7.9%

of households fall
into this segment

In the United States

1.6%

of households fall
into this segment

Who Are They?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of \$1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

Neighborhood

- Typically owner-occupied, single-family homes are in newer neighborhoods: 67% of units were built in the last 20 years. Neighborhoods are primarily located in the suburban periphery of large metropolitan areas. Most households own three or more vehicles; long commutes are the norm. Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off. Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

Socioeconomic Traits

- Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses. These consumers are willing to risk their accumulated wealth in the stock market. Most have a preferred financial institution, regularly read financial news, and use the internet for banking transactions. Residents are goal oriented and strive for lifelong earning and learning. Life here is well organized; routine is a key ingredient to daily life.

Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet. Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects. Hire housekeepers or professional cleaners. Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and
- rescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities. Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website. Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly. All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines. Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the
- eatures each has to offer.

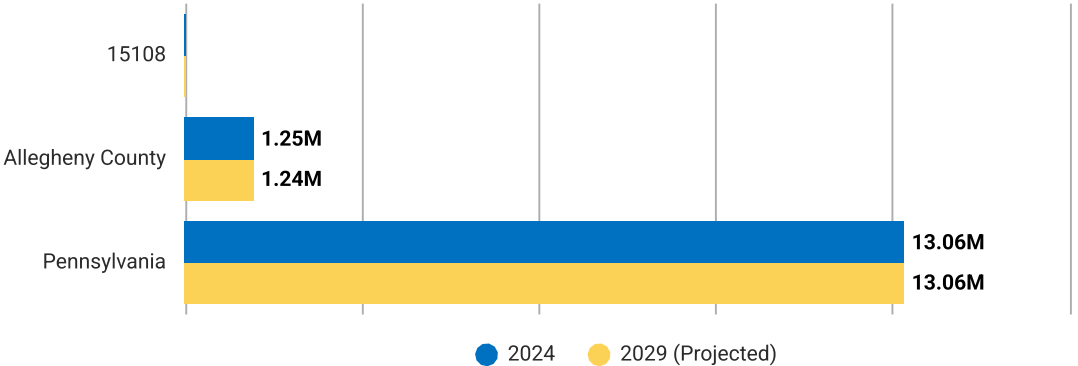
Population

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

Update Frequency: Annually

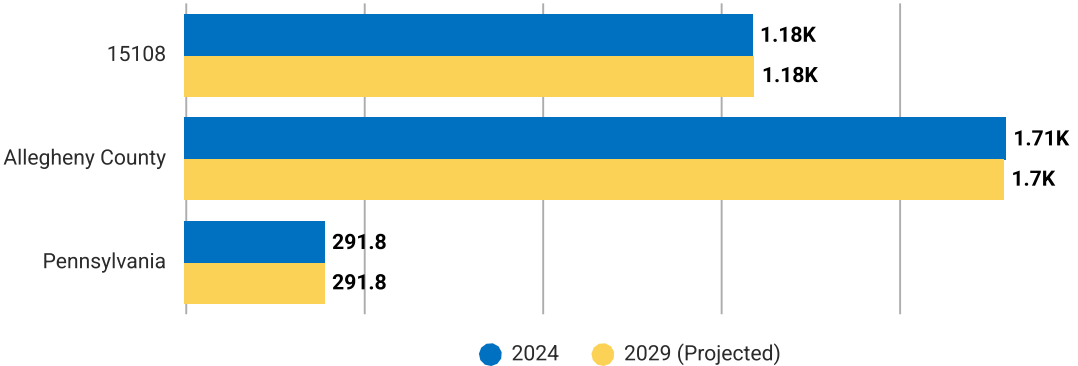
Total Population

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.





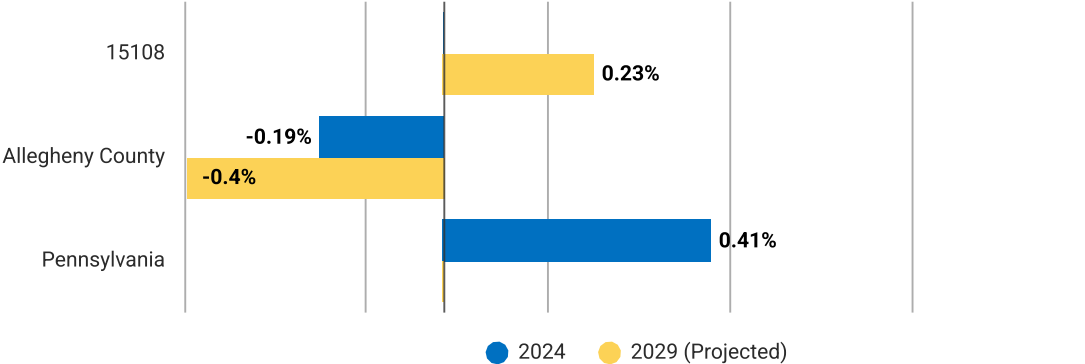
Daytime Population Density

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.



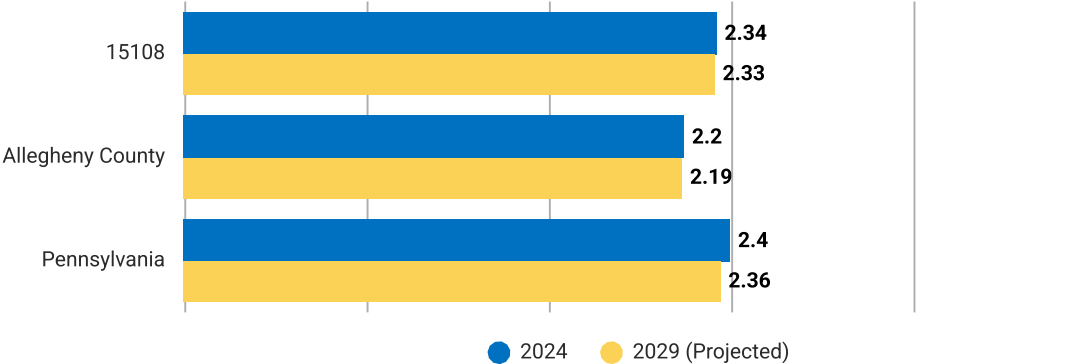
Population Change Since 2020

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



Average Household Size

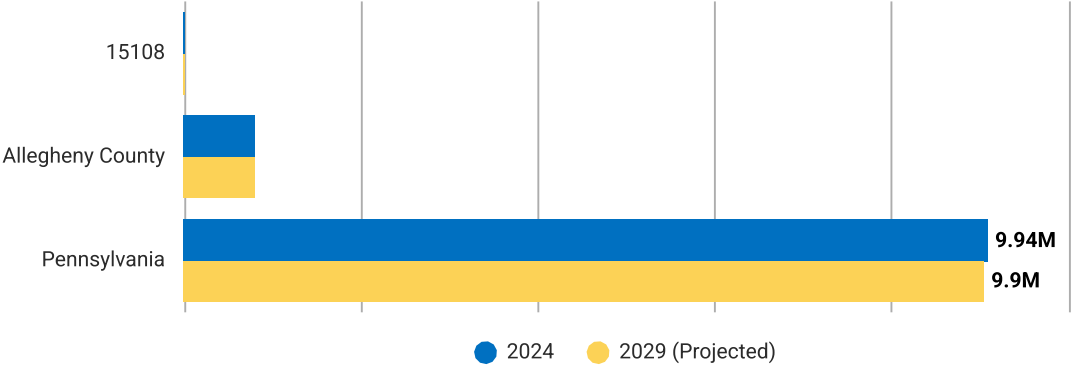
This chart shows the average household size in an area, compared with other geographies.





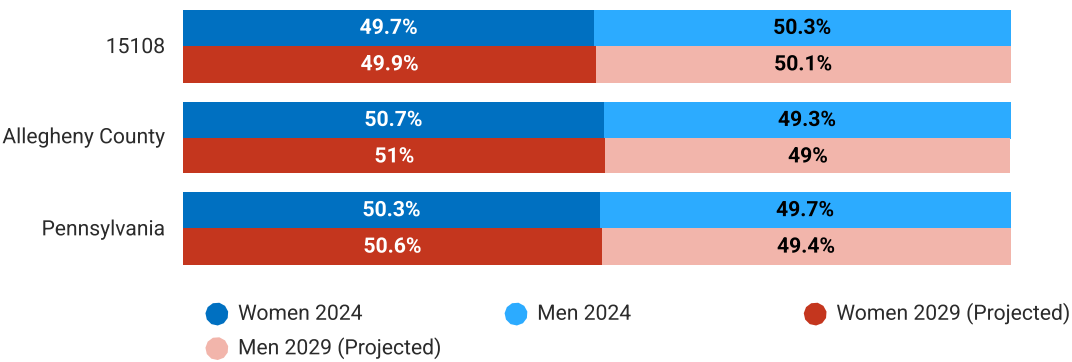
Population Living in Family Households

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.



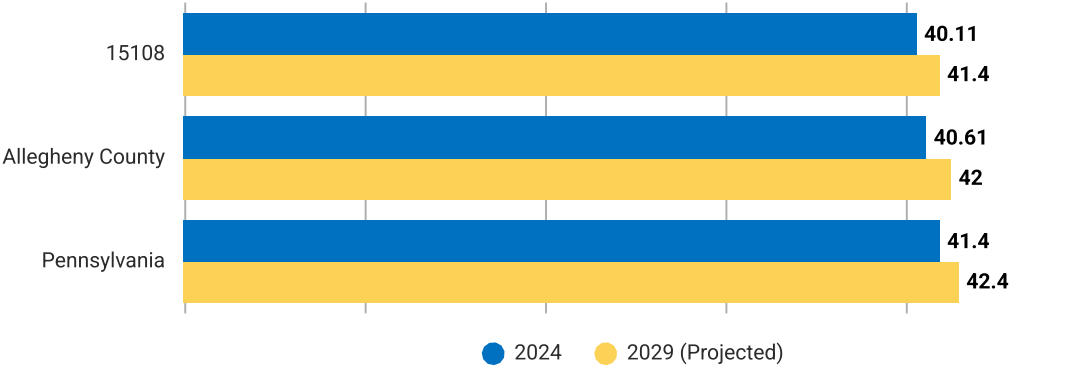
Age

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

Update Frequency: Annually

Median Age

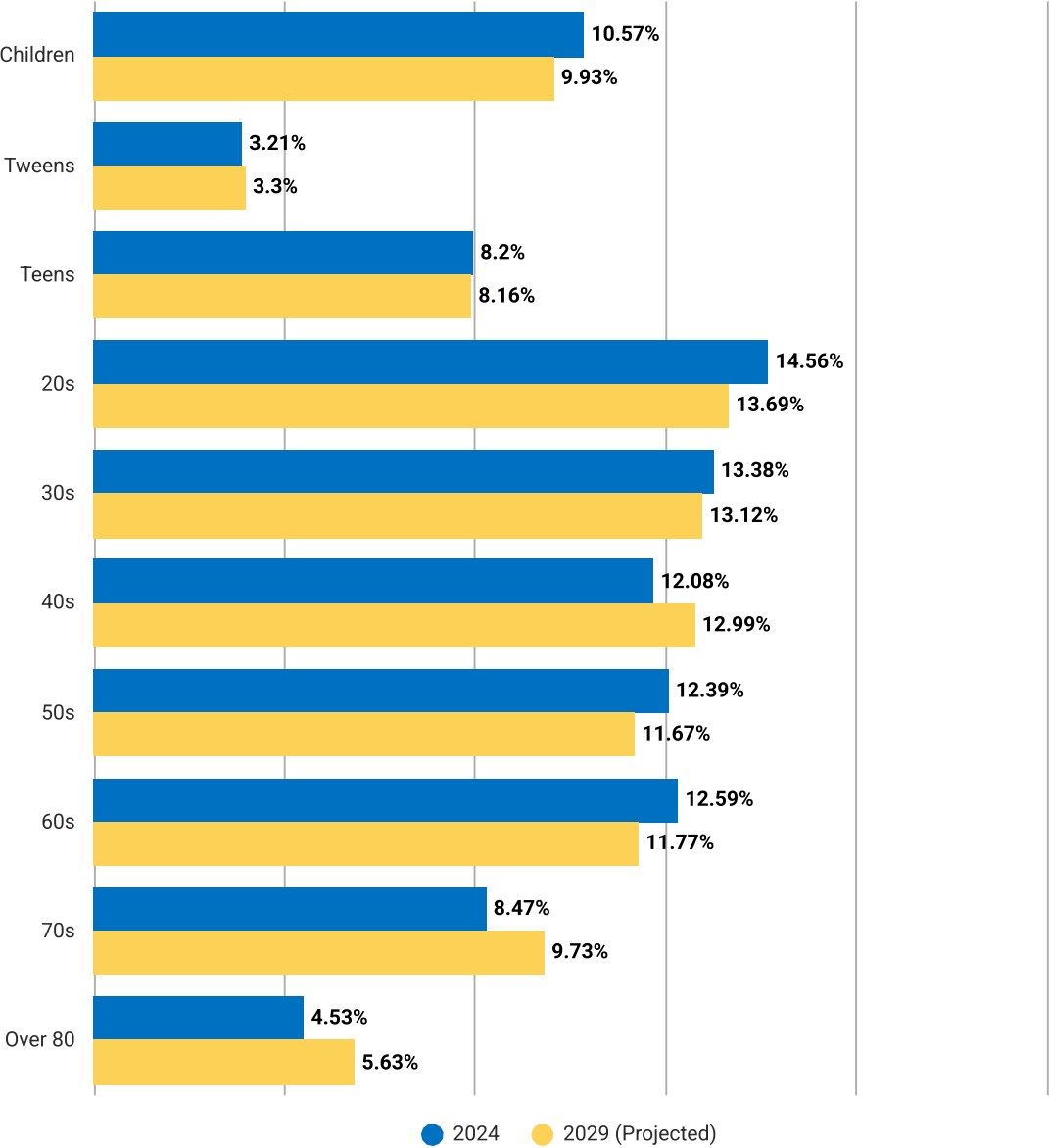
This chart shows the median age in an area, compared with other geographies.





Population by Age

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



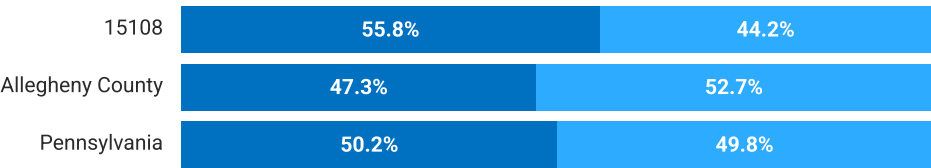
Married

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.





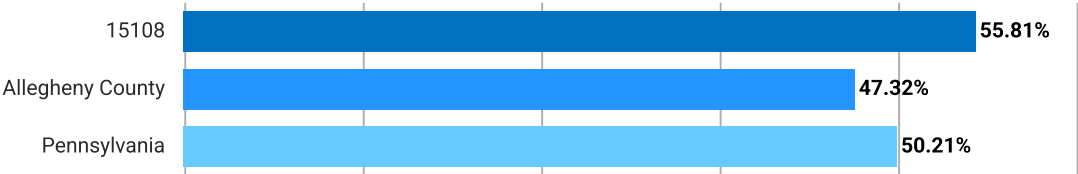
Never Married

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



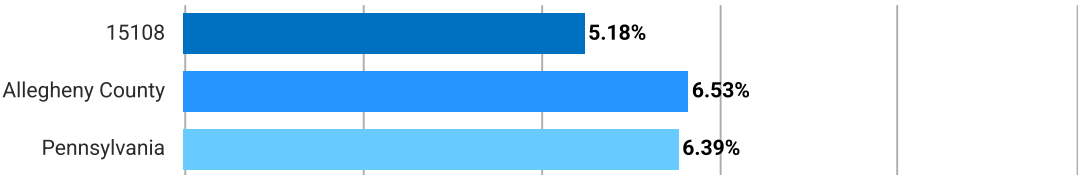
Married

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.

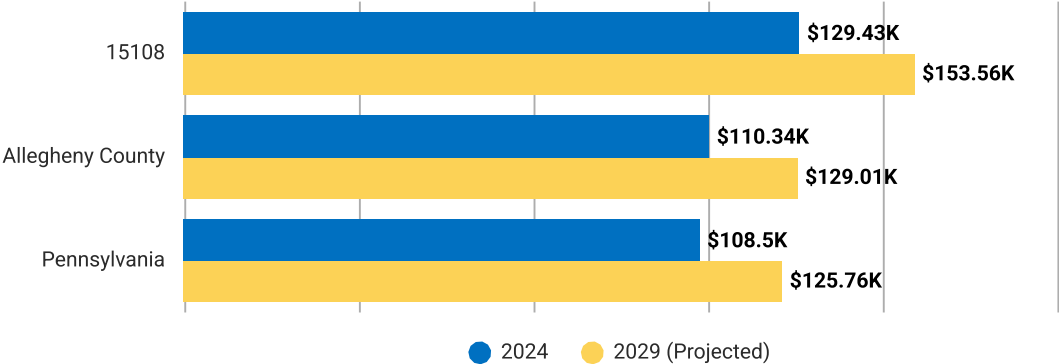


Income

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

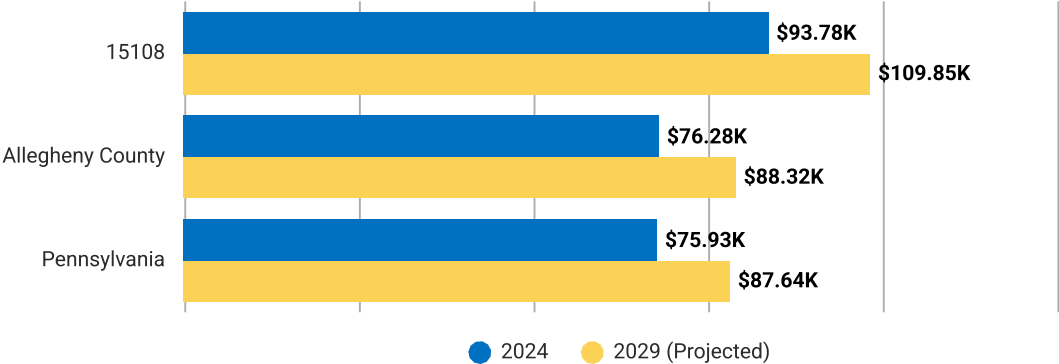
Average Household Income

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



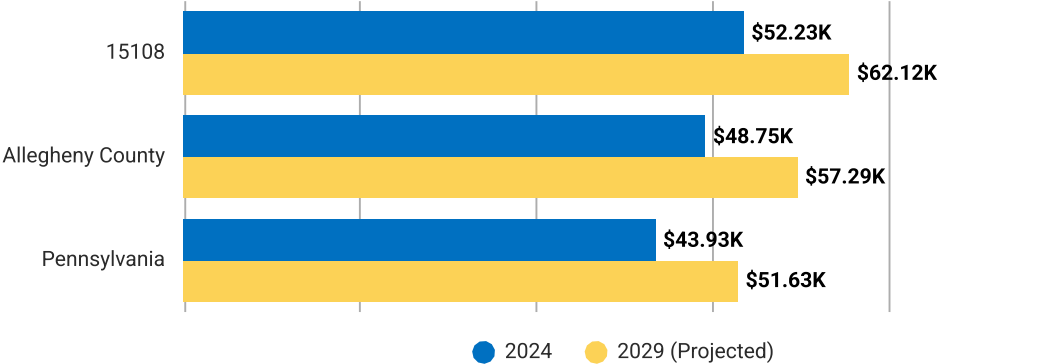
Median Household Income

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



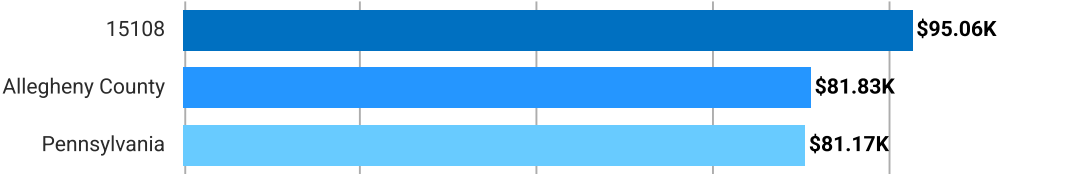
Per Capita Income

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.



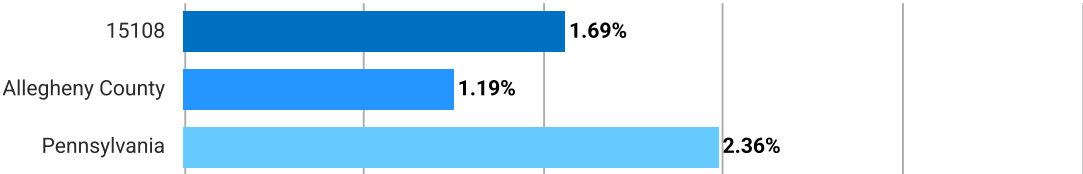
Education

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

Update Frequency: Annually

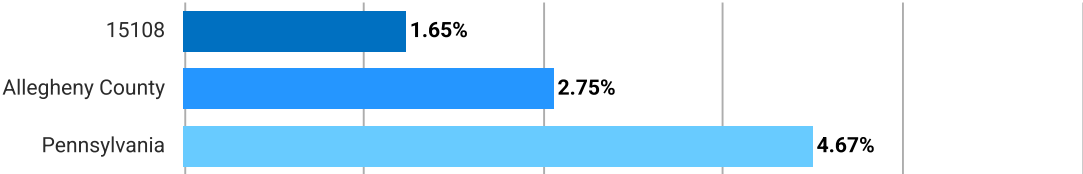
Less than 9th Grade

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



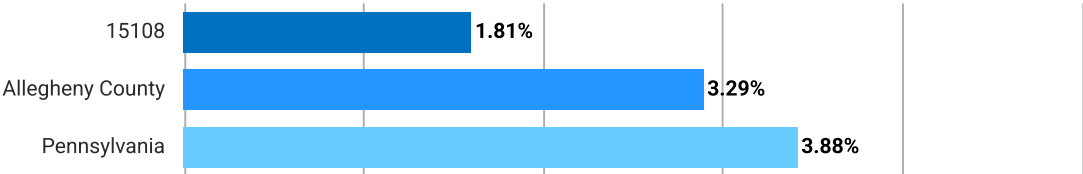
Some High School

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.



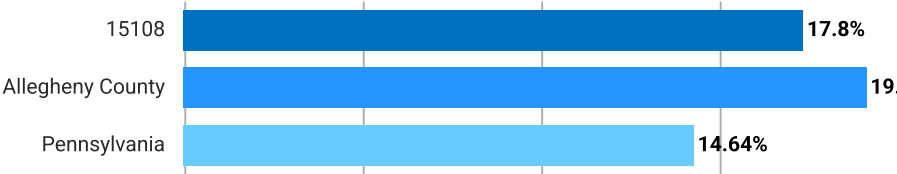
Bachelor's Degree

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

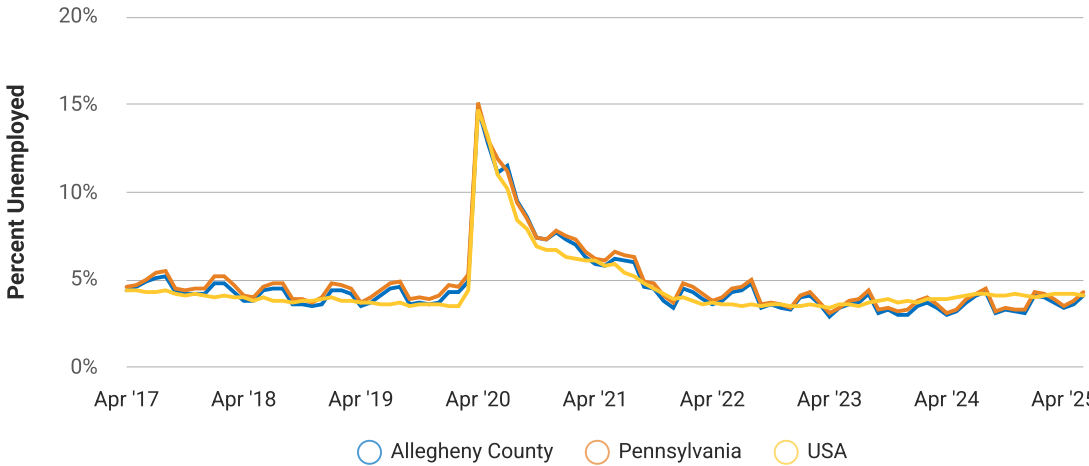


Unemployment Rate

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

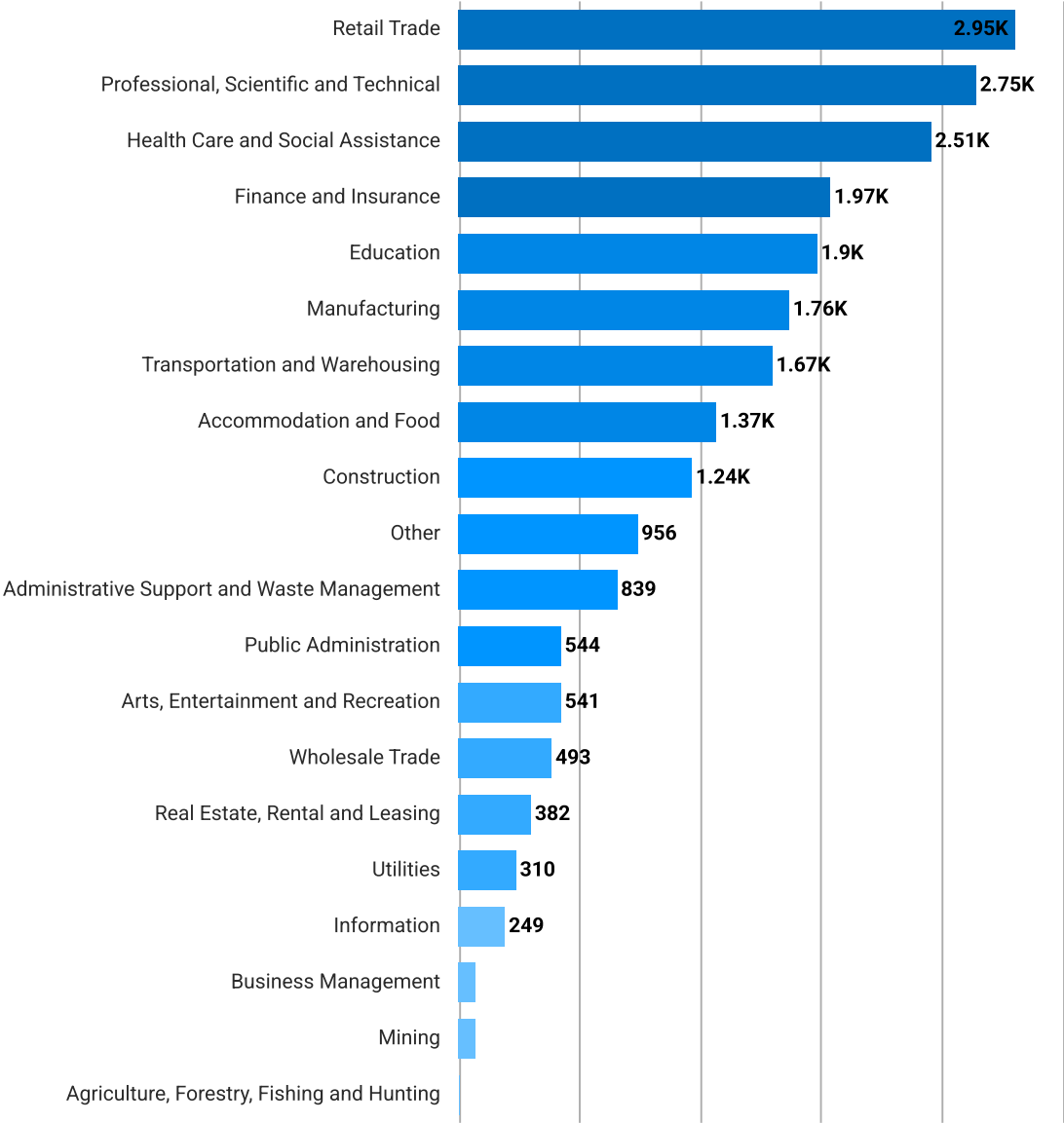


Employment Count by Industry

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



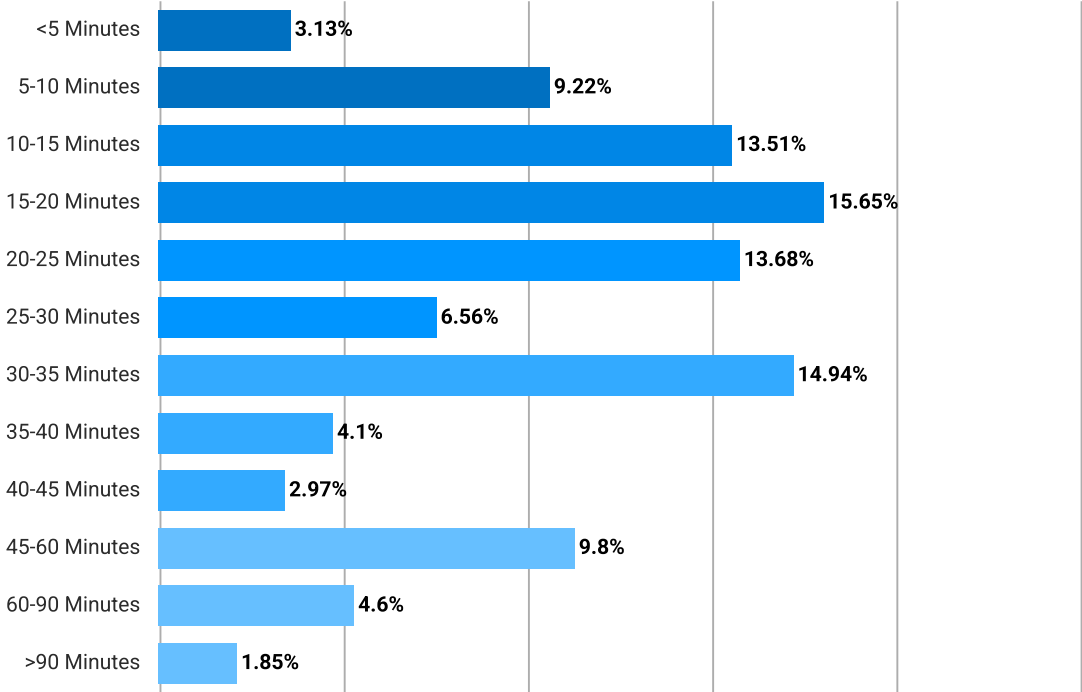
Commute to Work

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

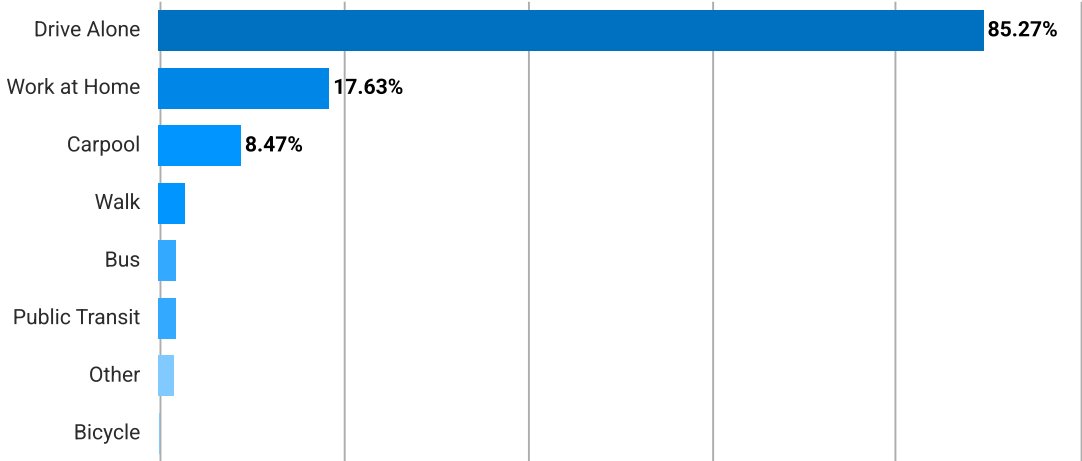


How People Get to Work

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

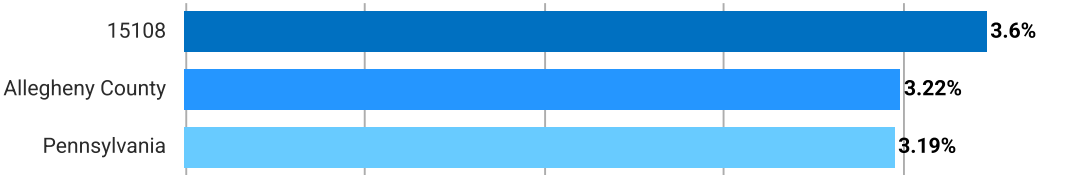


12 mo. Change in Median Estimated Home Value

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

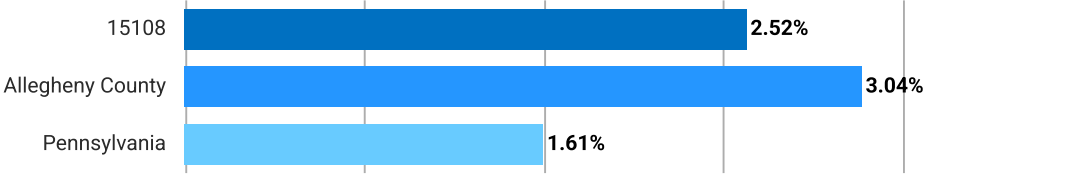


12 mo. Change in Median Listing Price

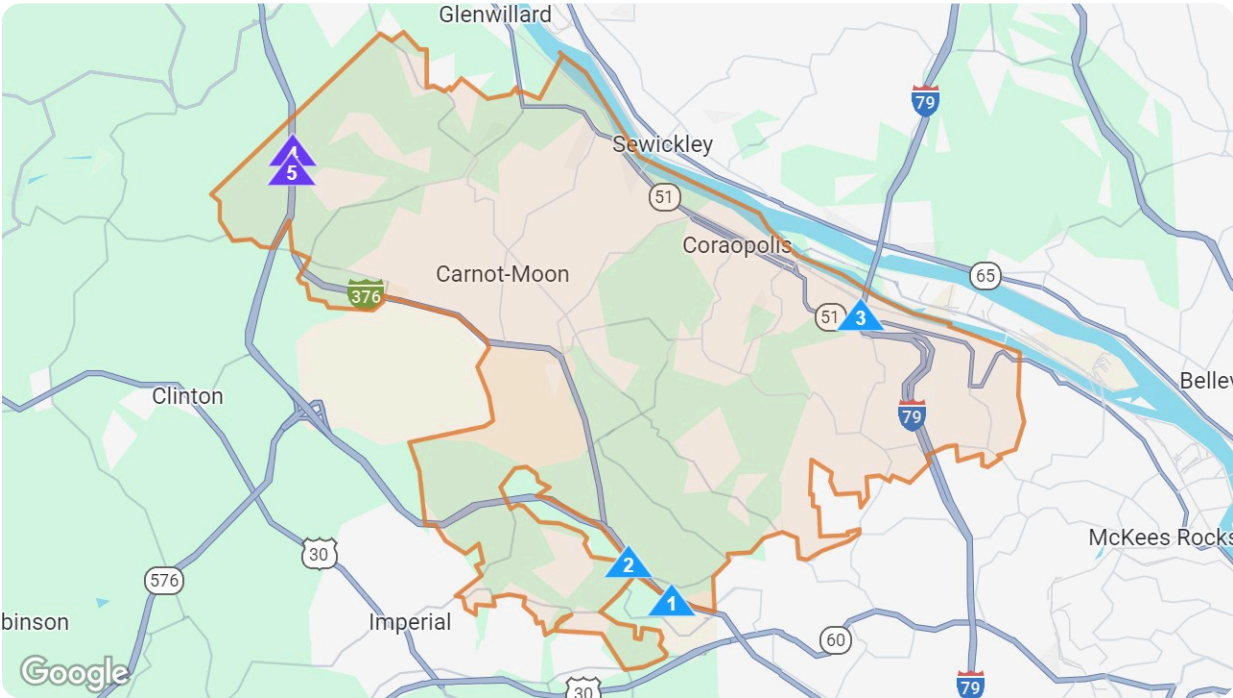
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 65,176

I- 376

2024 Est. daily traffic counts

Cross: Montour Hiking Trl
Cross Dir: NW
Distance: 0.4 miles

Historical counts

Year	▲	Count	Type
2016	▲	67,217	AADT
2015	▲	67,000	AADT
2012	▲	56,583	AADT
2009	▲	72,411	AADT
2007	▲	71,624	AADT

2 55,812

I- 376

2024 Est. daily traffic counts

Cross: I- 376 Bus
Cross Dir: NW
Distance: 0.21 miles

Historical counts

Year	▲	Count	Type
2016	▲	57,465	AADT
2015	▲	57,000	AADT
2012	▲	46,320	AADT
2009	▲	63,982	AADT
2007	▲	62,964	AADT

3 52,034

I- 79

2024 Est. daily traffic counts

Cross: Coraopolis Rd
Cross Dir: S
Distance: 0.16 miles

Historical counts

Year	▲	Count	Type
2016	▲	60,012	AADT
2009	▲	53,046	AADT
2004	▲	46,000	AADT
2003	▲	45,000	AADT
2001	▲	35,000	AADT

4 41,431

I 376

2021 Est. daily traffic counts

Cross: Liberty Ct
Cross Dir: SE
Distance: 0.21 miles

Historical counts

Year	▲	Count	Type
2020	▲	11,427	AADT

5 37,864

I- 376

2024 Est. daily traffic counts

Cross: Economy Grade Rd
Cross Dir: NE
Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2015	▲	40,536	AADT
2012	▲	36,187	AADT
2009	▲	40,068	AADT
2007	▲	38,642	AADT
2004	▲	38,000	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

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- 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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