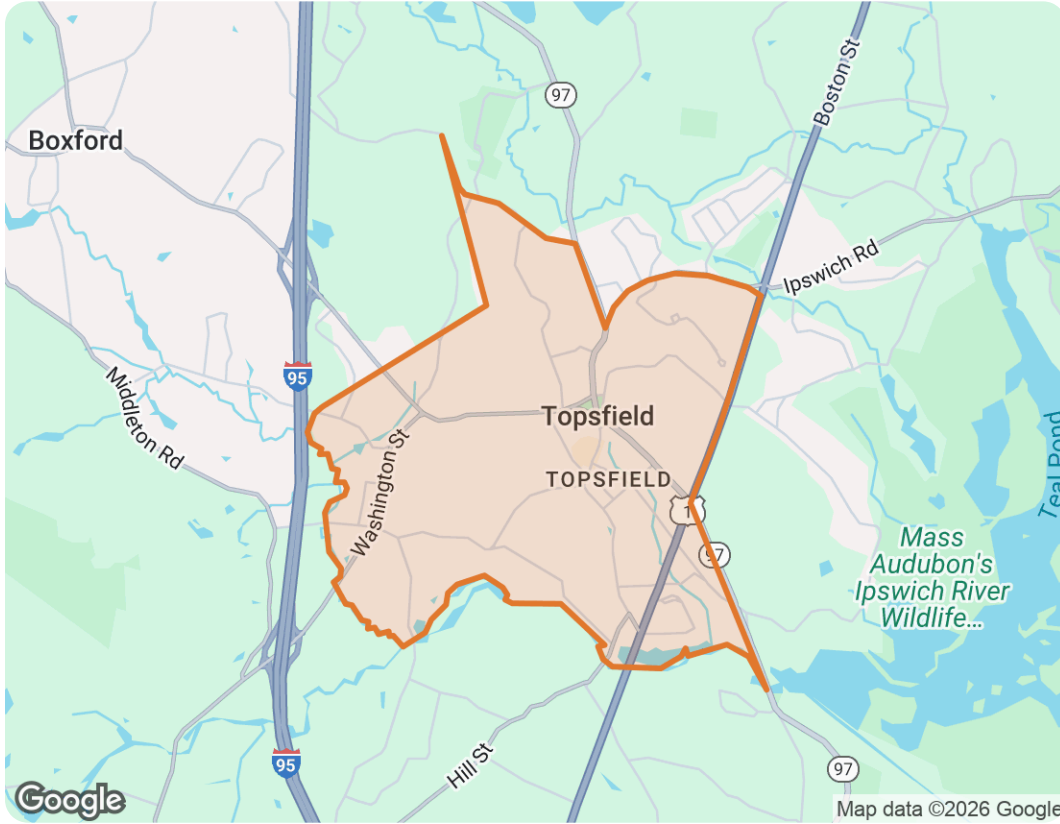


# Topsfield, Massachusetts



## Charles Vaciliou

Florida Real Estate License #BK3551296

Massachusetts Real Estate License #102757

📞 Work 781-953-2939

✉️ cvaciliou@rognest.com



THE GENESIS GROUP REAL ESTATE

## Newburyport

109 State Street, Unit 5

Newburyport, MA 01950



Topsfield, Massachusetts

Trade Area Summary

Attribute Summary for Topsfield, Massachusetts

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$154,732	45.9	2,871	Top Tier
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

<div>LIFE MODE - What are the people like that live in this area?</div> <div> <b>Affluent Estates</b> Established wealth—educated, well-travelled married couples</div>	<div>URBANIZATION - Where do people like this usually live?</div> <div> <b>Suburban Periphery</b> The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population</div>
---	--

Top Tapestry Segments	Top Tier	Savvy Suburbanites
% of Households	503 (50.9%)	485 (49.1%)
Lifestyle Group	Affluent Estates	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family
Household Type	Married Couples	Married Couples
Average Household Size	2.83	2.78
Median Age	46	44.1
Diversity Index	50.9	49.7
Median Household Income	\$200,000	\$142,800
Median Net Worth	\$1,487,500	\$988,200
Median Home Value	\$966,000	\$513,900
Homeownership	90.4%	90.7%
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial
Education	Grad/Prof Degree	Bachelor's Degree
Preferred Activities	Shop at high-end retailers. Frequent vacations that spare no expense.	They like to cook and prefer natural or organic products.. Pursue a number of sports, from skiing to golf.
Financial	Hire financial advisers	Not afraid of debt
Media	Consider the Internet, radio, and newspapers as key media sources	Well-connected and use techonology to stay current
Vehicle	Purchase or lease luxury cars, preferably imports.	Prefer late model, family-oriented vehicles:

# Topsfield, Massachusetts

## Consumer Segment Details

About this segment

### Top Tier

Ranked  
**1st**  
dominant segment  
for this area

In this area  
**50.9%**  
of households fall  
into this segment

In the United States  
**1.6%**  
of households fall  
into this segment

### Who Are They?

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts’ desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over \$3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

### Neighborhood

- Married couples without children or married couples with older children dominate this market. Housing units are owner occupied with the highest home values—and above-average use of mortgages. Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

### Socioeconomic Traits

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree. Annually, they earn more than three times the US median household income, primarily from wages and salary but also self-employment income and investments.
- These are the nation’s wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products. Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or
- grandkids and maintain a close-knit group of friends. These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the internet, radio, and newspapers as key media sources. They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

### 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 prescription 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 features each has to offer.

# Topsfield, Massachusetts

## Consumer Segment Details

About this segment

### Savvy Suburbanites

Ranked  
**2nd**  
dominant segment  
for this area

In this area  
**49.1%**  
of households fall  
into this segment

In the United States  
**3.0%**  
of households fall  
into this segment

### Who Are They?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

### Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged.
- Primarily single-family homes, with a median value of \$362,900.
- Low vacancy rate at 3.8%.

### Socioeconomic Traits

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

### Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

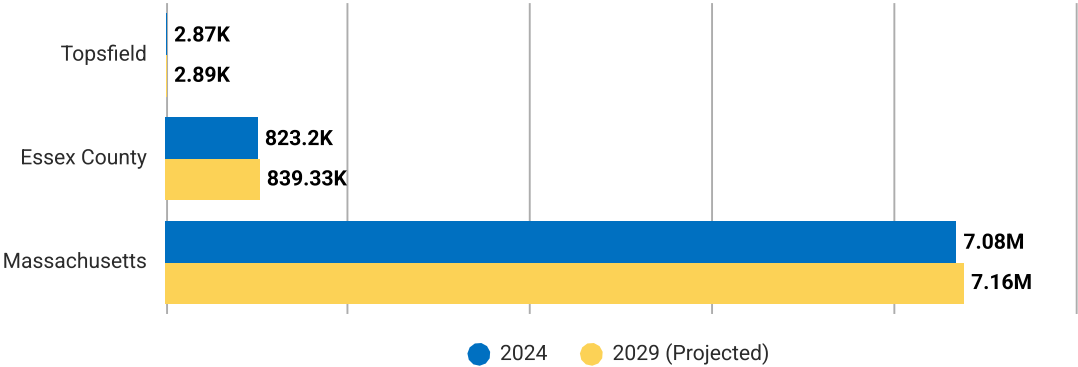
# Population

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

Update Frequency: Annually

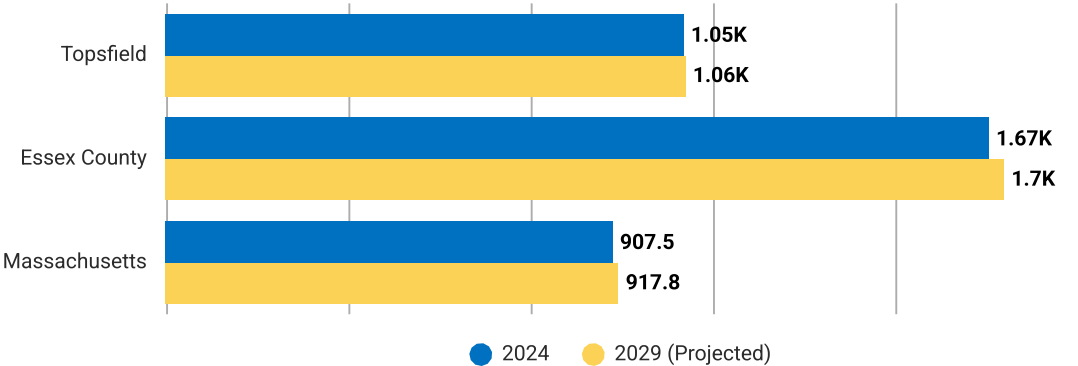
## Total Population

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.



# Topsfield, Massachusetts

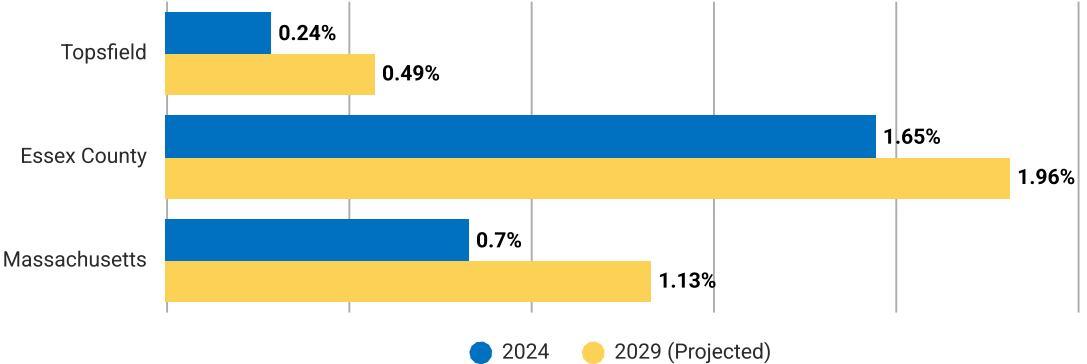
## Daytime Population Density

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.



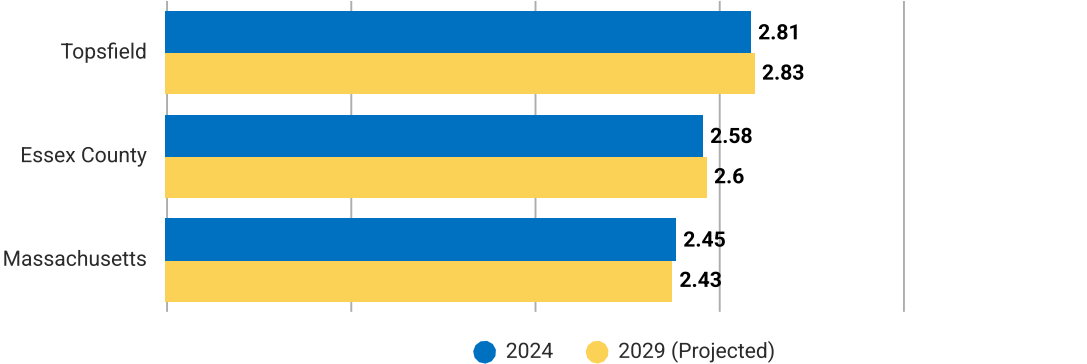
## Population Change Since 2020

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



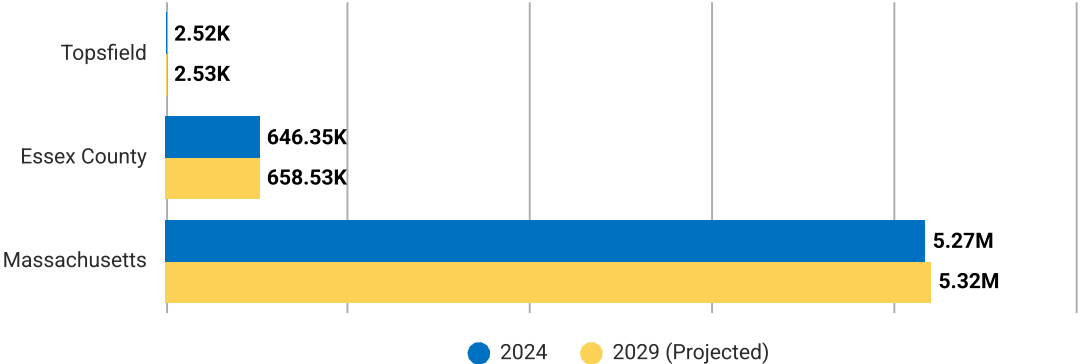
## Average Household Size

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



## Population Living in Family Households

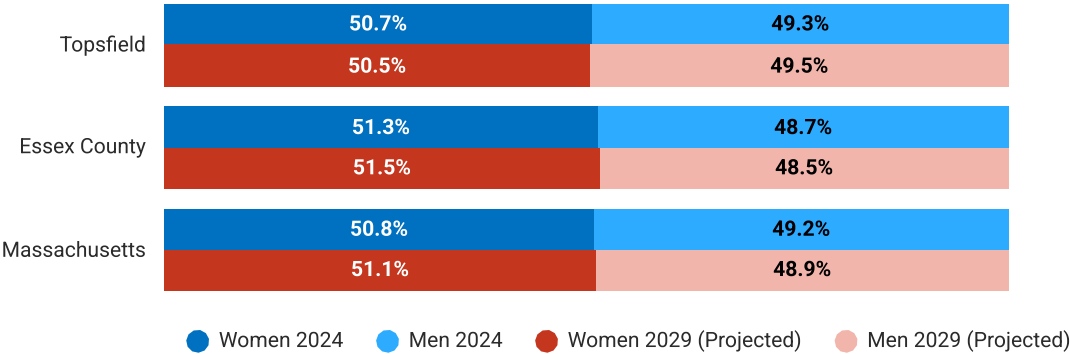
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



# Topsfield, Massachusetts

## Female / Male Ratio

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



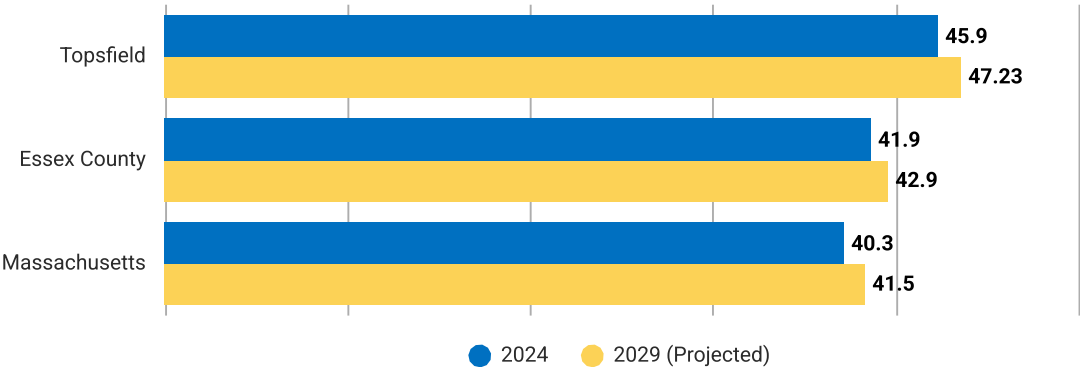
## Age

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

Update Frequency: Annually

## Median Age

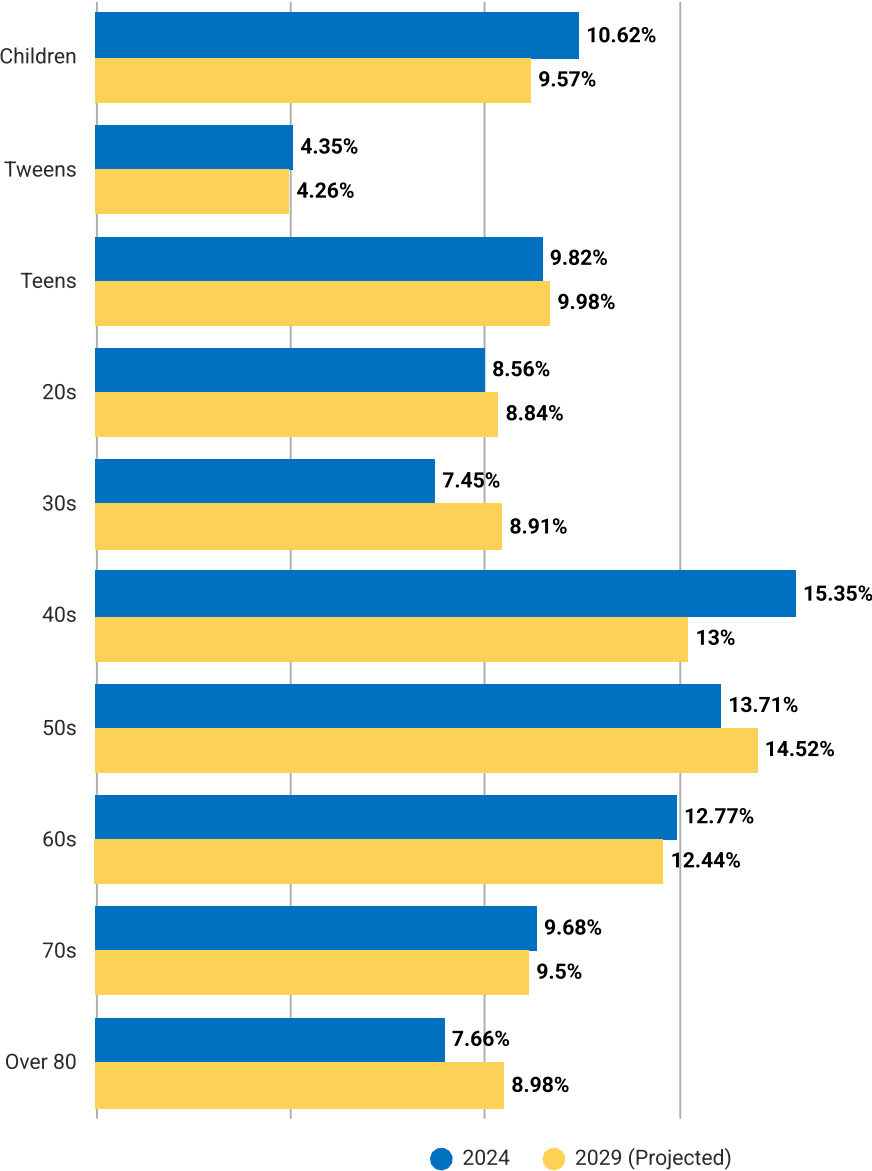
This chart shows the median age in an area, compared with other geographies.



# Topsfield, Massachusetts

## Population by Age

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



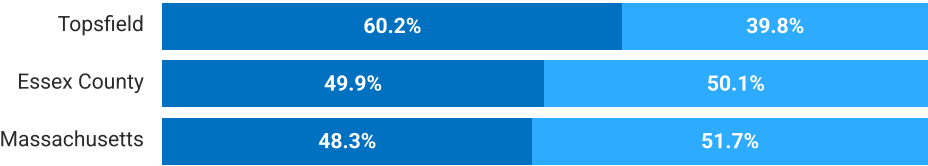
## Married

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.





# Topsfield, Massachusetts

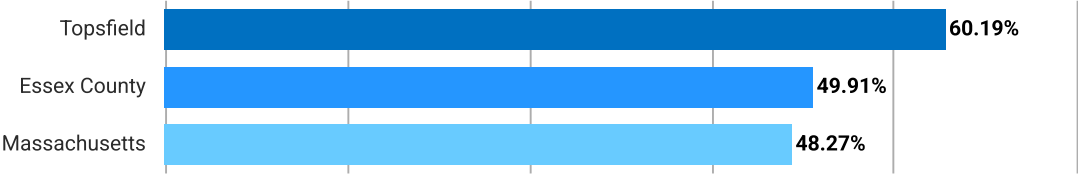
## Never Married

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



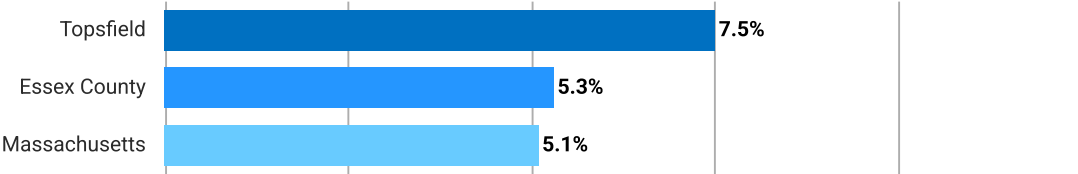
## Married

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.



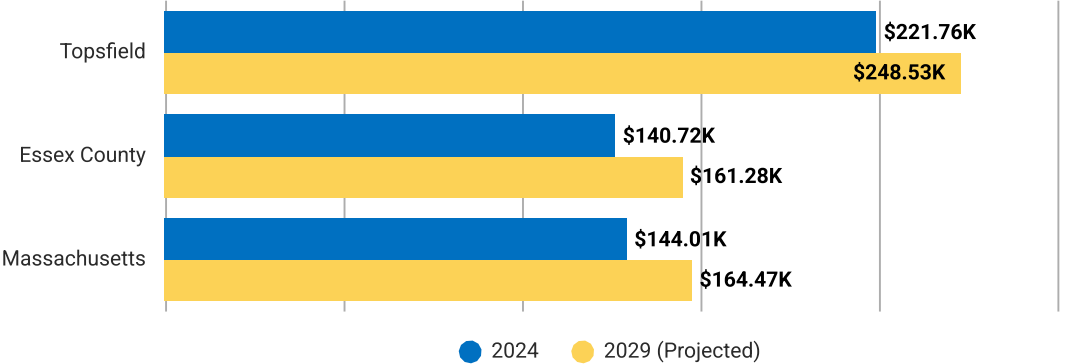
# Income

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

Update Frequency: Annually

## Average Household Income

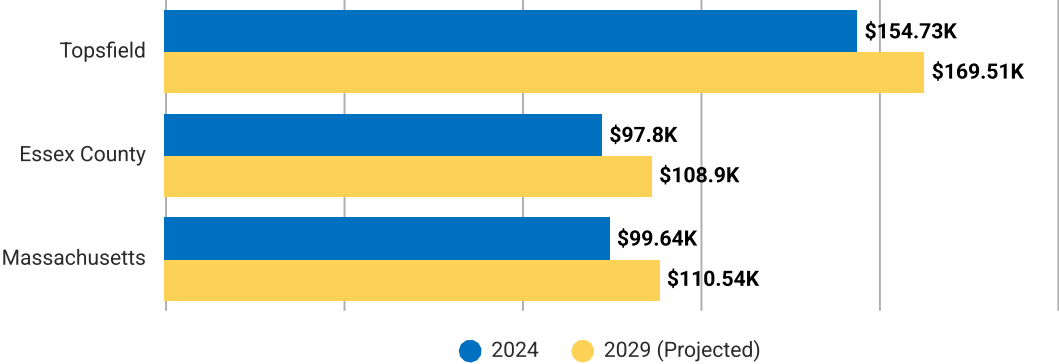
This chart shows the average household income in an area, compared with other geographies.



# Topsfield, Massachusetts

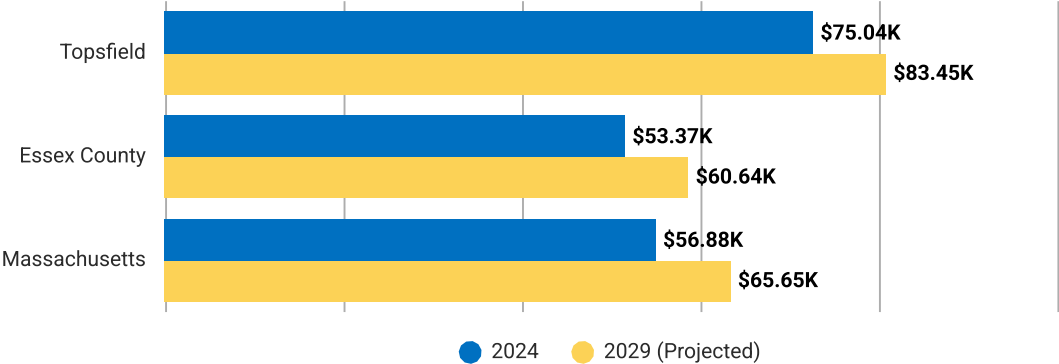
## Median Household Income

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



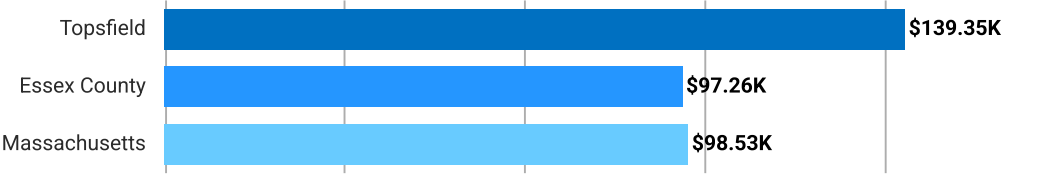
## Per Capita Income

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

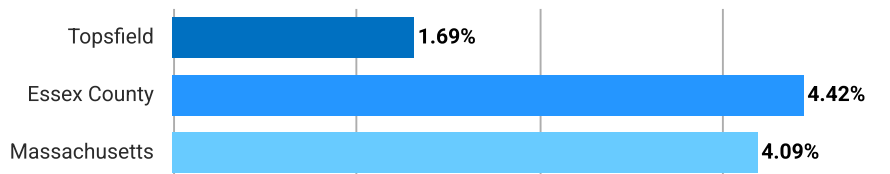
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



# Topsfield, Massachusetts

## 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.



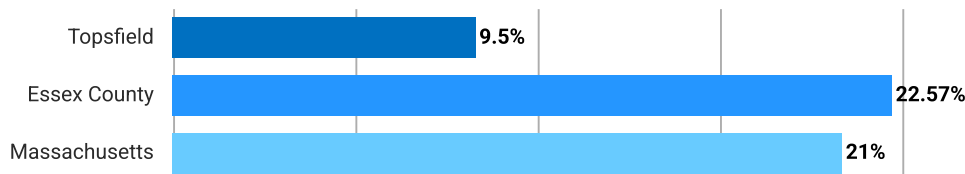
## High School GED

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.



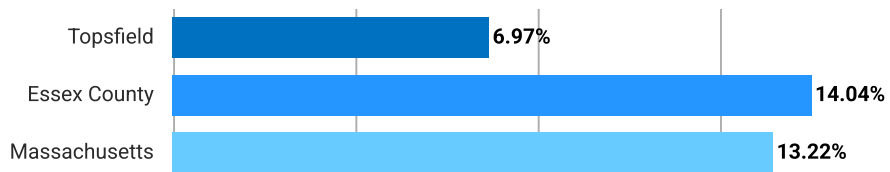
## High School Graduate

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.



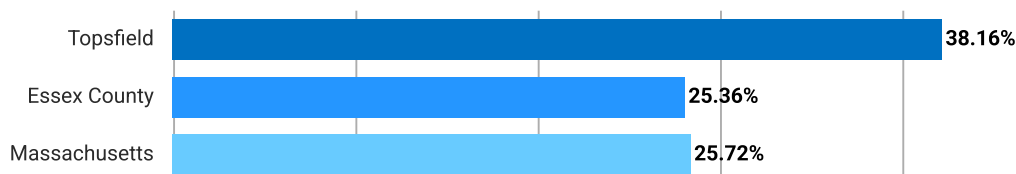
## Associate Degree

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

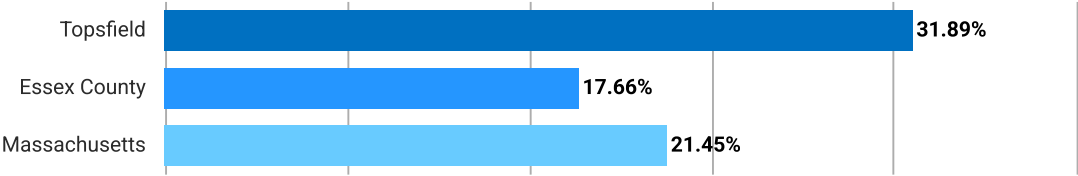
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



# Topsfield, Massachusetts

## 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.



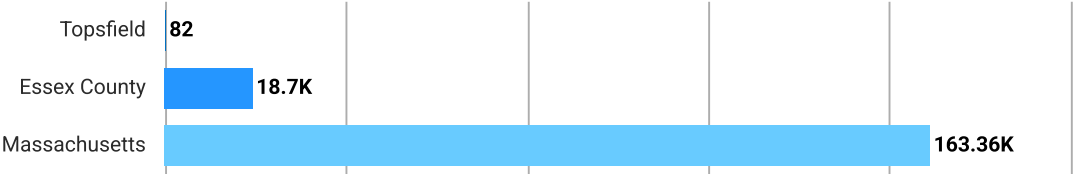
## Economy

### 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

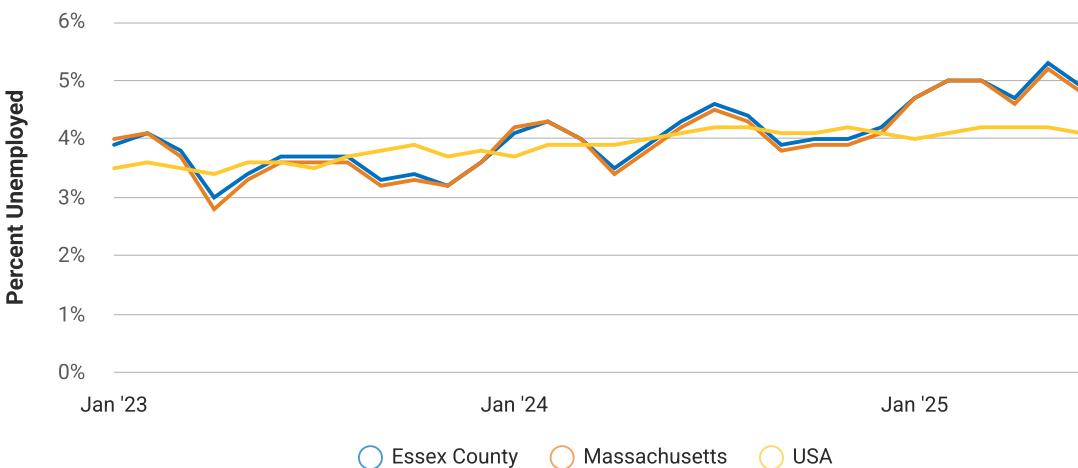


### Unemployment Rate

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



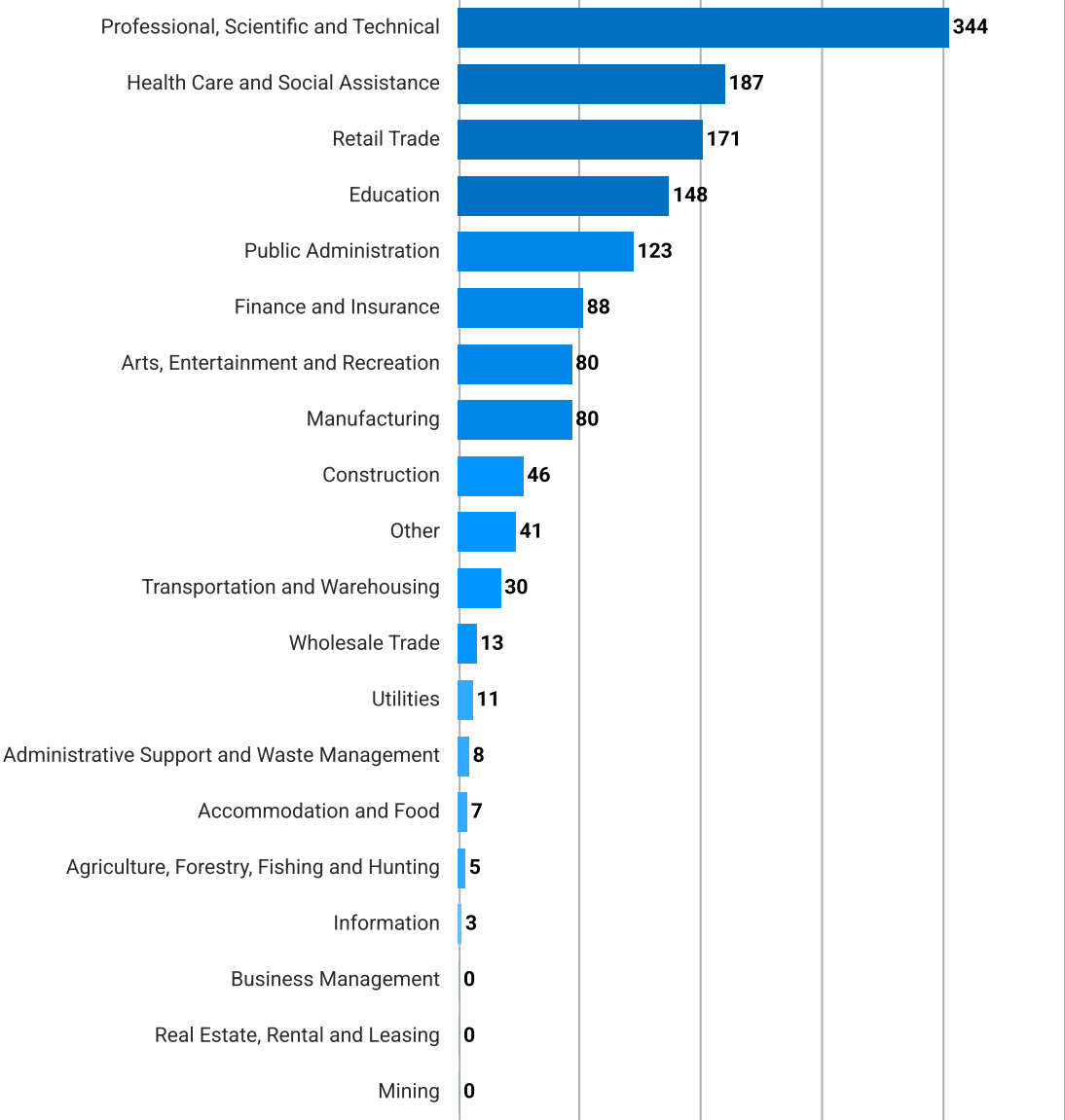
# Topsfield, Massachusetts

## 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



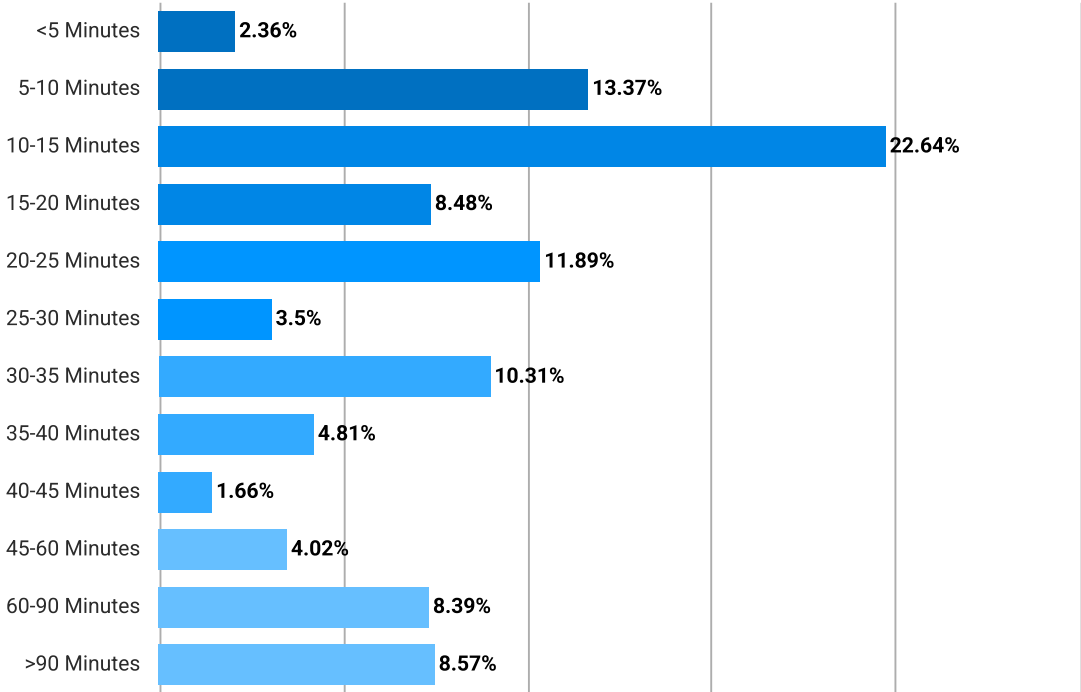
# Commute to Work

## 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

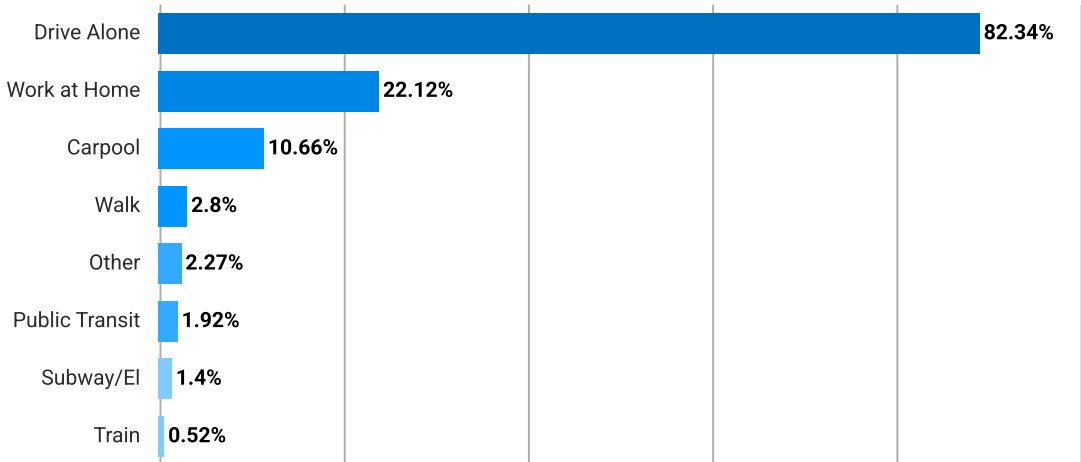


## How People Get to Work

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



# Topsfield, Massachusetts

## 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

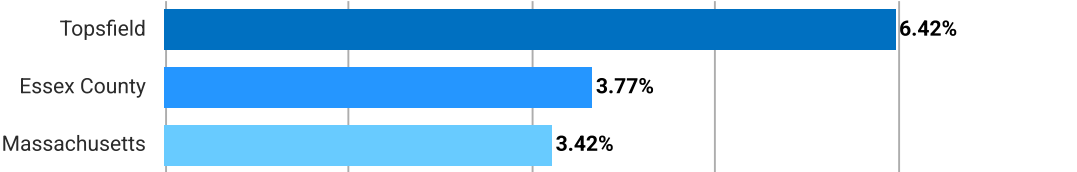


### 12 mo. Change in Median Estimated Home Value

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

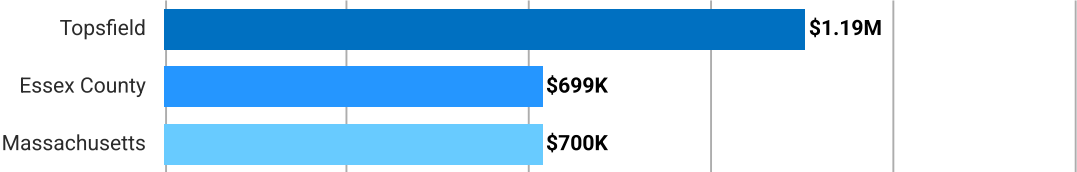


### Median Listing Price

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

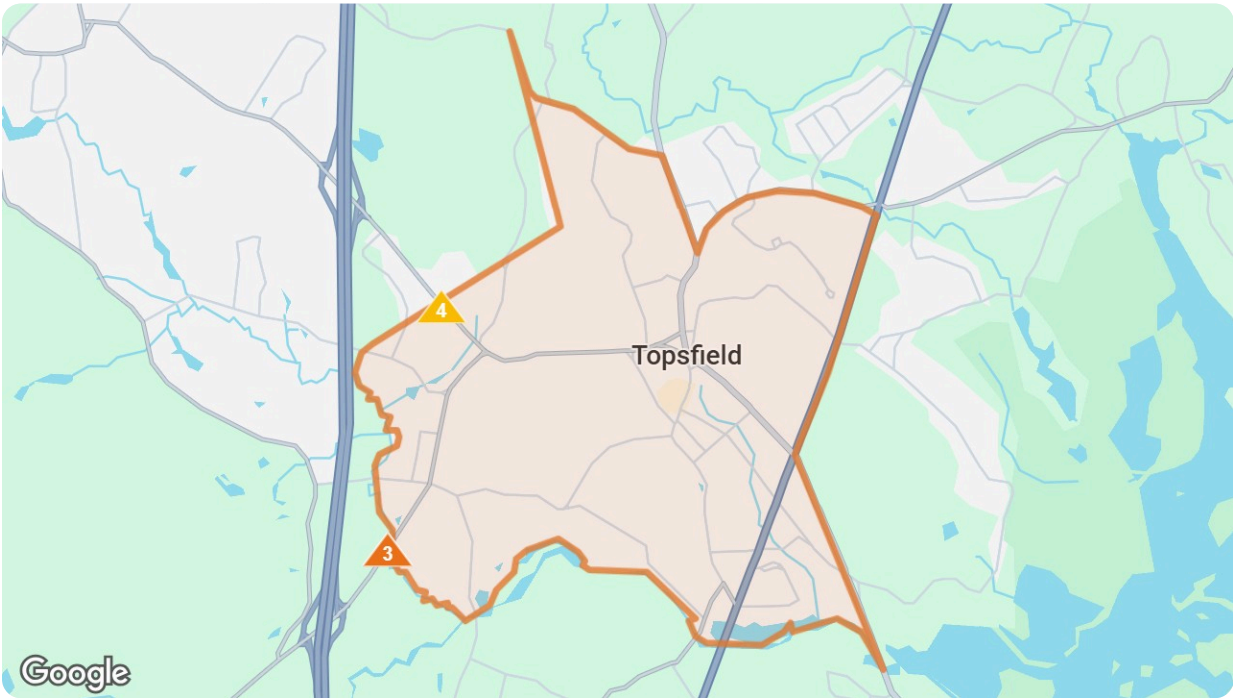
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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

▲ 7,028

Washington Street

2025 Est. daily traffic counts

Cross: –  
Cross Dir: –  
Distance: –

Historical counts

Year	▲	Count	Type
2019	▲	6,968	AADT

▲ 6,703

ENDICOTT ROAD

2025 Est. daily traffic counts

Cross: Endicott Rd  
Cross Dir: SW  
Distance: 0.01 miles

Historical counts

Year	▲	Count	Type
2022	▲	6,433	AADT
2020	▲	5,749	AADT

▲ 6,703

ENDICOTT ROAD

2025 Est. daily traffic counts

Cross: Endicott Rd  
Cross Dir: SW  
Distance: 0.01 miles

Historical counts

Year	▲	Count	Type
2021	▲	6,439	AADT
2018	▲	6,996	AADT

▲ 4,683

Boxford Road

2025 Est. daily traffic counts

Cross: Topsfield Rd  
Cross Dir: –  
Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	4,505	AADT
2021	▲	4,510	AADT
2020	▲	4,027	AADT
2019	▲	4,881	AADT
2018	▲	4,901	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



# Topsfield, Massachusetts

## About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

## Learn More

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



## Affiliated Services

### CMG Home Loans

**CMG** HOME LOANS



#### Peter Minarich

Branch Manager/Loan Officer

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✉ [pminarich@cmghomeloans.com](mailto:pminarich@cmghomeloans.com)

🌐 <https://www.cmghomeloans.com/mysite...>

NMLS# 205428

3021 Manate Avenue W

Bradenton, FL 34205

### Alliance Group Title

**AllianceGroupTitle**

*Alliance Group Title offers flexible, cost-effective title and closing services.*

Office: (941) 308-3435

📞 (941) 308-3436

🌐 <https://www.AllianceGroupTitle.com>

### The Baldwin Group



**The Baldwin Group**



#### Siaosi Liua

Manager

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Mobile: (650) 420-1726

✉ [siaosi.liua@baldwin.com](mailto:siaosi.liua@baldwin.com)

🌐 <https://baldwin.com/>

4211 West Boy Scout Blvd

Tampa, FL 33607

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