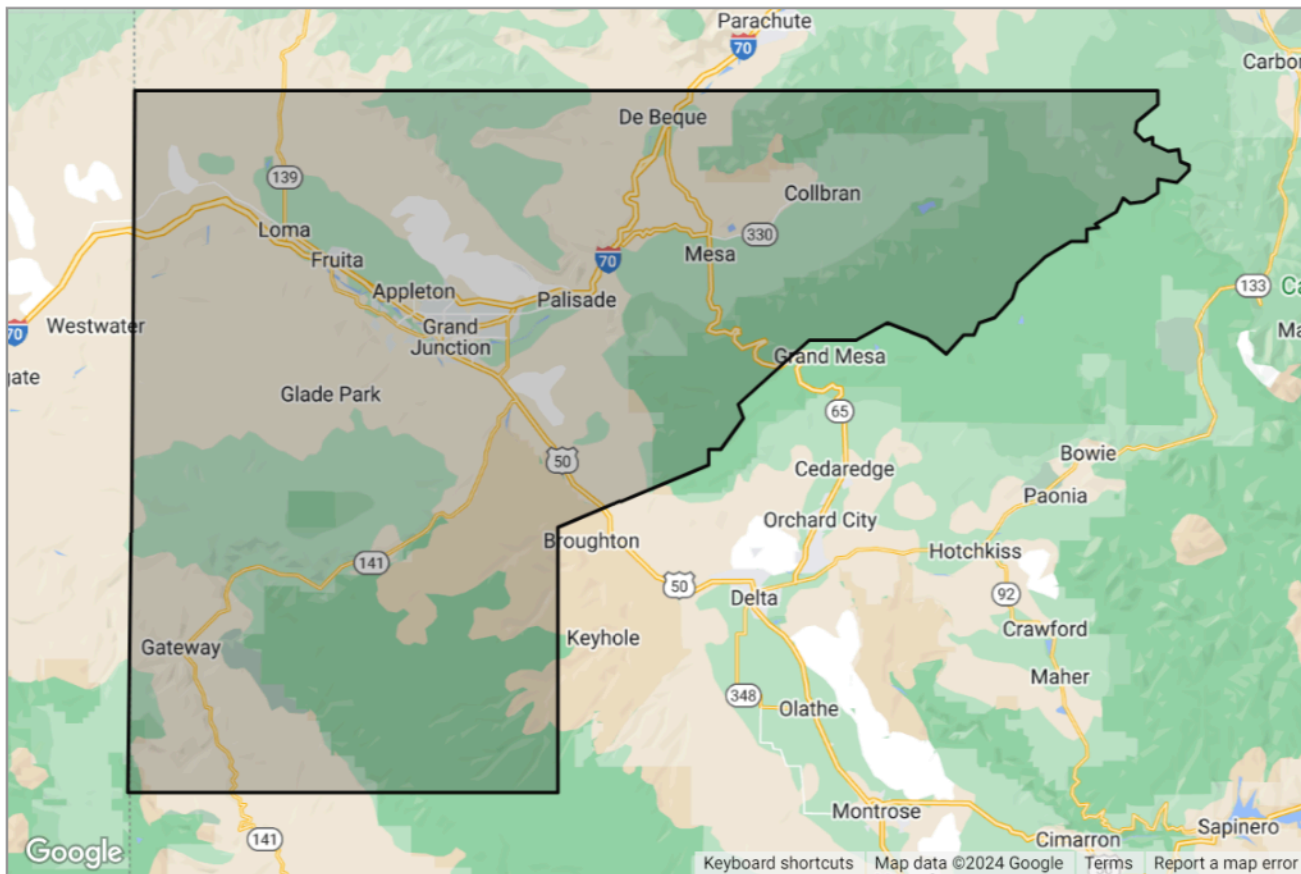TRADE AREA REPORT

Mesa County, Colorado

Presented by

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![HomeSMART]

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3/15/2024

Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$62,287	**39.7**	**157,309**	**Middleburg**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Family Landscapes
Successful young families in their first homes

Urbanization

Where do people like this usually live?

Semirural
The most affordable housing—in smaller towns and communities located throughout the country

Top Tapestry Segments

	Middleburg	Exurbanites	Green Acres	Old and Newcomers	Front Porches
% of Households	8,624 (13.5%)	5,561 (8.7%)	5,495 (8.6%)	5,263 (8.2%)	4,918 (7.7%)
% of Colorado	52,705 (2.3%)	65,719 (2.8%)	61,077 (2.6%)	72,232 (3.1%)	55,042 (2.4%)
Lifestyle Group	Family Landscapes	Affluent Estates	Cozy Country Living	Middle Ground	Middle Ground
Urbanization Group	Semirural	Suburban Periphery	Rural	Metro Cities	Metro Cities
Residence Type	Single Family	Single Family	Single Family	Single Family; Multi-Units	Single Family; Multi-Units
Household Type	Married Couples	Married Couples	Married Couples	Singles	Married Couples
Average Household Size	2.7	2.51	2.66	2.11	2.52
Median Age	37	52	44.8	40.2	35.8
Diversity Index	58.6	47.1	36.4	61.5	79
Median Household Income	$76,600	$120,800	$94,600	$55,600	$56,200
Median Net Worth	$177,100	$748,400	$347,000	$62,400	$57,400
Median Home Value	$239,300	$489,700	$300,900	$226,200	$235,500
Homeownership	75.7 %	86.4 %	87.9 %	48.8 %	49.4 %
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Services	Services or Professional
Education	High School Diploma	Bachelor's Degree	High School Diploma	Some College No Degree	High School Diploma
Preferred Activities	Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball.	Gardening and home improvement are priorities . Active in their communities.	Pursue physical fitness vigorously, . Active in communities and social organizations.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.	Seek adventure and strive to have fun . Go online for gaming and watching movies.
Financial	Carry some debt; invest for future	Rely on financial planners and extensive reading	Comfortable with debt, and investments.	Price aware and coupon clippers, but open to impulse buys	With limited incomes, price is more important than brand
Media	TV and magazines provide entertainment and information	Well-connected and use the internet to stay current	Provided by satellite service, radio and television	Features the Internet, listening to country music and read the paper	Watch Comedy Central, Nickelodeon, PBS Kids Sprout
Vehicle	Like to drive trucks, SUVs, or motorcycles	Choose late-model luxury cars, SUVs	Late model trucks SUVs, ATVs and motorcycles	View car as transportation only	Own just one vehicle

About this segment
Middleburg

This is the	In this area	In the United States
#1	**13.5%**	**3.0%**
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

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

Our Neighborhood

- Semirural locales within metropolitan areas. Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes. Include a number of mobile homes. Affordable housing, median value of $175,000 with a low vacancy rate. Young couples, many with children; average household size is 2.75.

Socioeconomic Traits

- Education: 65% with a high school diploma or some college. Labor force participation typical of a younger population at 66.7%. Traditional values are the norm here, faith, country, and family. Prefer to buy American and for a good price. Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles. Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants. Spending priorities also focus on family (children's toys and apparel) or home DIY projects. Sports include hunting, fishing, bowling, and baseball. TV and magazines provide entertainment and information. Media preferences include country and Christian channels.

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
Exurbanites

This is the	In this area	In the United States
#2	**8.7%**	**1.9%**
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

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.

Our 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.

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
Green Acres

This is the	In this area	In the United States
#3	**8.6%**	**3.3%**
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

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of $235,500. An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: More than 60% are college educated. Labor force participation rate is high at 66.8%. Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. They are cautious consumers with a focus on quality and durability. Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment. Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. Homeowners favor DIY home improvement projects and gardening. Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

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.

3/15/2024

About this segment
Old and Newcomers

This is the	In this area	In the United States
#4	**8.2%**	**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.

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

Front Porches

This is the	In this area	In the United States
#5	**7.7%**	**1.6%**
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

Front Porches are a blend of household types, with more young families with children and more single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

Our Neighborhood

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings. Just over half the homes are occupied by renters. Older, established neighborhoods; three quarters of all homes were built before 1980. Single-parent families or singles living alone make up almost half of the households.

Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate. Price is more important than brand names or style to these consumers. With limited incomes, these are not adventurous shoppers. They would rather cook a meal at home than dine out. They seek adventure and strive to have fun.

Market Profile

- Go online for gaming, watching movies, employment searches, and posting pics on social media. Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music. Drink energy and sports drinks. Participate in leisure activities including sports, playing board games and video games. Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

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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Mesa County, Colorado: 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)

Mesa County	157,309
	159,922
Colorado	5,937,051
	6,137,949
USA	334,084,188
	338,246,730

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)

Mesa County	47.1
	47.9
Colorado	57.0
	59.0
USA	92.0
	93.1

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)

Mesa County	7.21%
	1.66%
Colorado	18.05%
	3.38%
USA	8.72%
	1.25%

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

- Mesa County

Mesa County	154,823
Colorado	5,898,278
USA	332,403,262

RPR

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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

■ Mesa County

Geography	Value
Mesa County	46.3
Colorado	56.7
USA	91.5

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)

Geography	2022	2027 (Projected)
Mesa County	2.40	2.38
Colorado	2.50	2.51
USA	2.55	2.54

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)

Geography	2022	2027 (Projected)
Mesa County	121,827	123,611
Colorado	4,556,895	4,705,790
USA	260,845,560	263,598,995

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)

Geography	Women 2022	Men 2022	Women 2027	Men 2027
Mesa County	50.5%	49.5%	50.5%	49.5%
Colorado	50.0%	50.0%	50.1%	49.9%
USA	50.7%	49.3%	50.7%	49.3%

Mesa County, Colorado: 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

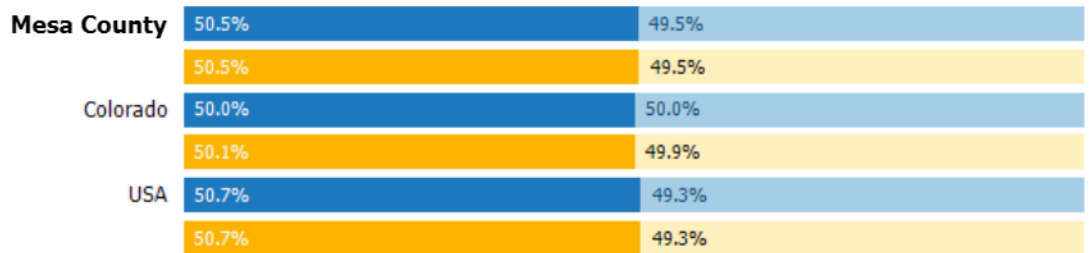Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Geography	2022	2027 (Projected)
Mesa County	39.7	40.4
Colorado	37.9	38.3
USA	38.9	39.6

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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Age Group	2022	2027 (Projected)
Children	12.3%	12.4%
Tweens	3.8%	3.8%
Teens	8.8%	8.8%
20s	12.1%	11.7%
30s	13.4%	12.8%
40s	11.2%	12.4%
50s	11.9%	10.6%
60s	13.1%	12.2%
70s	8.5%	9.7%
Over 80	4.9%	5.5%

RPR

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Mesa County, Colorado: 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

Area	Married	Unmarried
Mesa County	53.9%	46.1%
Colorado	53.2%	46.8%
USA	50.2%	49.8%

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

Area	Married
Mesa County	53.9%
Colorado	53.2%
USA	50.2%

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

Area	Never Married
Mesa County	26.8%
Colorado	31.7%
USA	33.7%

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

Area	Widowed
Mesa County	6.1%
Colorado	4.1%
USA	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

Area	Divorced
Mesa County	13.1%
Colorado	11.0%
USA	10.3%

⊗ **RPR**

3/15/2024

Mesa County, Colorado: 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
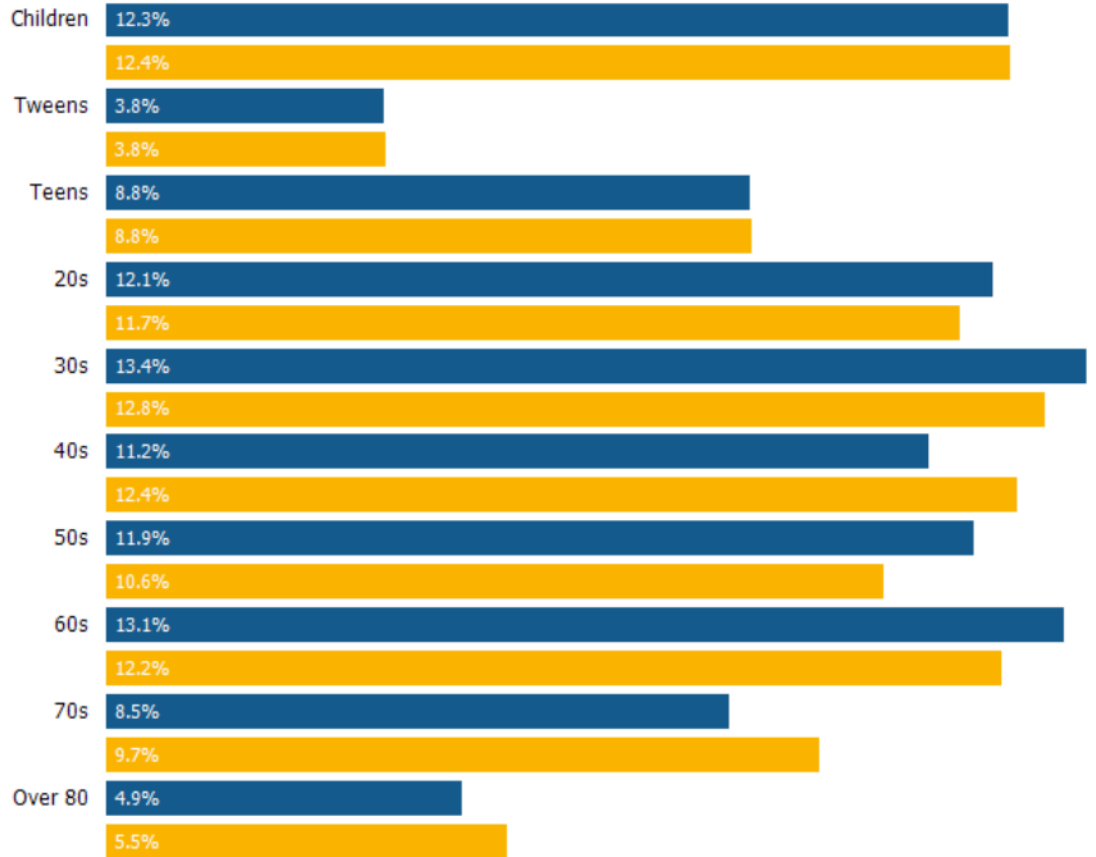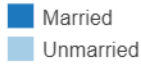
■ 2022
■ 2027 (Projected)

	2022 / 2027
Mesa County	$89,280
	$107,812
Colorado	$118,610
	$139,337
USA	$104,980
	$122,105

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)

	2022 / 2027
Mesa County	$62,287
	$75,380
Colorado	$84,521
	$101,707
USA	$72,365
	$84,408

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)

	2022 / 2027
Mesa County	$36,414
	$44,208
Colorado	$46,515
	$54,585
USA	$40,338
	$47,038

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

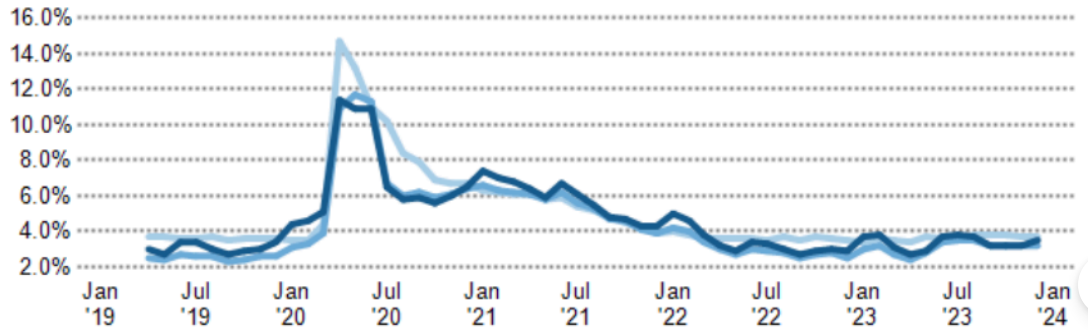|	
Mesa County	$68,740
Colorado	$87,276
USA	$78,074

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Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

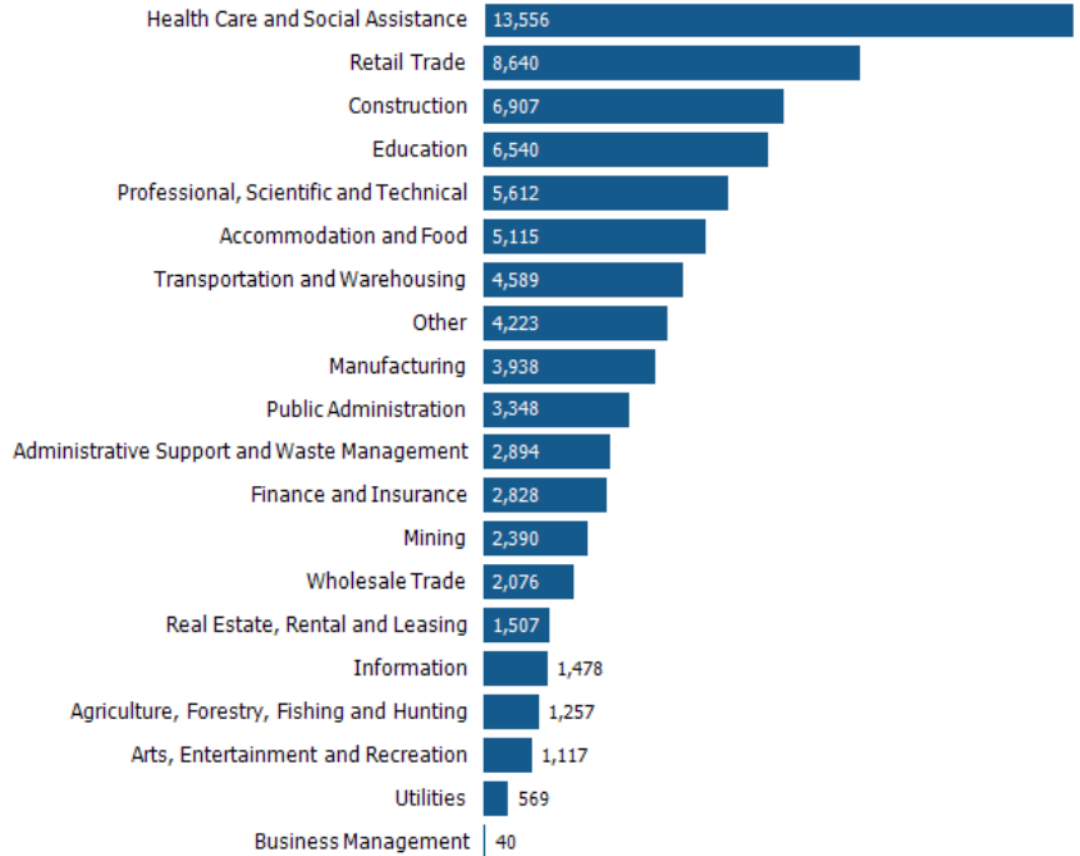Update Frequency: Monthly

- Mesa County
- Colorado
- 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	13,556
Retail Trade	8,640
Construction	6,907
Education	6,540
Professional, Scientific and Technical	5,612
Accommodation and Food	5,115
Transportation and Warehousing	4,589
Other	4,223
Manufacturing	3,938
Public Administration	3,348
Administrative Support and Waste Management	2,894
Finance and Insurance	2,828
Mining	2,390
Wholesale Trade	2,076
Real Estate, Rental and Leasing	1,507
Information	1,478
Agriculture, Forestry, Fishing and Hunting	1,257
Arts, Entertainment and Recreation	1,117
Utilities	569
Business Management	40

Mesa County, Colorado: 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

Mesa County	2.1%
Colorado	2.8%
USA	4.2%

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

Mesa County	5.5%
Colorado	3.8%
USA	5.9%

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

Mesa County	5.5%
Colorado	4.0%
USA	4.0%

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

Mesa County	22.4%
Colorado	17.1%
USA	23.1%

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

Mesa County	23.4%
Colorado	18.4%
USA	18.3%

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

Mesa County	9.3%
Colorado	9.2%
USA	9.4%

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

Mesa County	20.5%
Colorado	27.7%
USA	21.7%

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, 2022

Update Frequency: Annually

Mesa County	11.2%
Colorado	16.9%
USA	13.4%

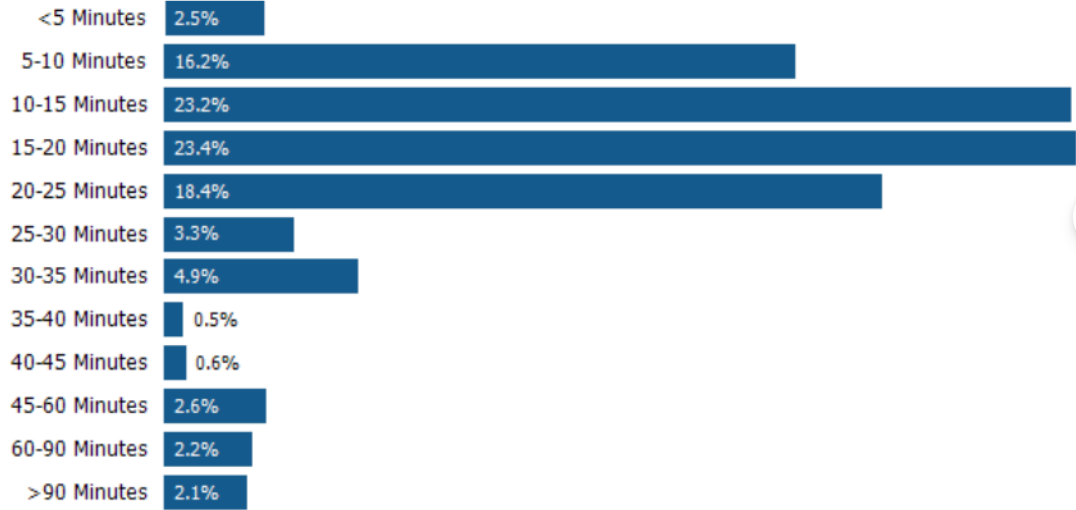3/15/2024

Mesa County, Colorado: 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

■ Mesa County

Commute Time	Percentage
<5 Minutes	2.5%
5-10 Minutes	16.2%
10-15 Minutes	23.2%
15-20 Minutes	23.4%
20-25 Minutes	18.4%
25-30 Minutes	3.3%
30-35 Minutes	4.9%
35-40 Minutes	0.5%
40-45 Minutes	0.6%
45-60 Minutes	2.6%
60-90 Minutes	2.2%
>90 Minutes	2.1%

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

■ Mesa County

Transportation	Percentage
Drive Alone	83.8%
Carpool	9.0%
Work at Home	8.9%
Walk	3.4%
Other	1.8%
Bicycle	1.2%
Bus	0.5%
Public Transit	0.5%
Motorcycle	0.2%

Mesa County, Colorado: 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

Mesa County	$397,210
Colorado	$555,230
USA	$360,140

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

Mesa County	+4.3%
Colorado	+1.2%
USA	+5.3%

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

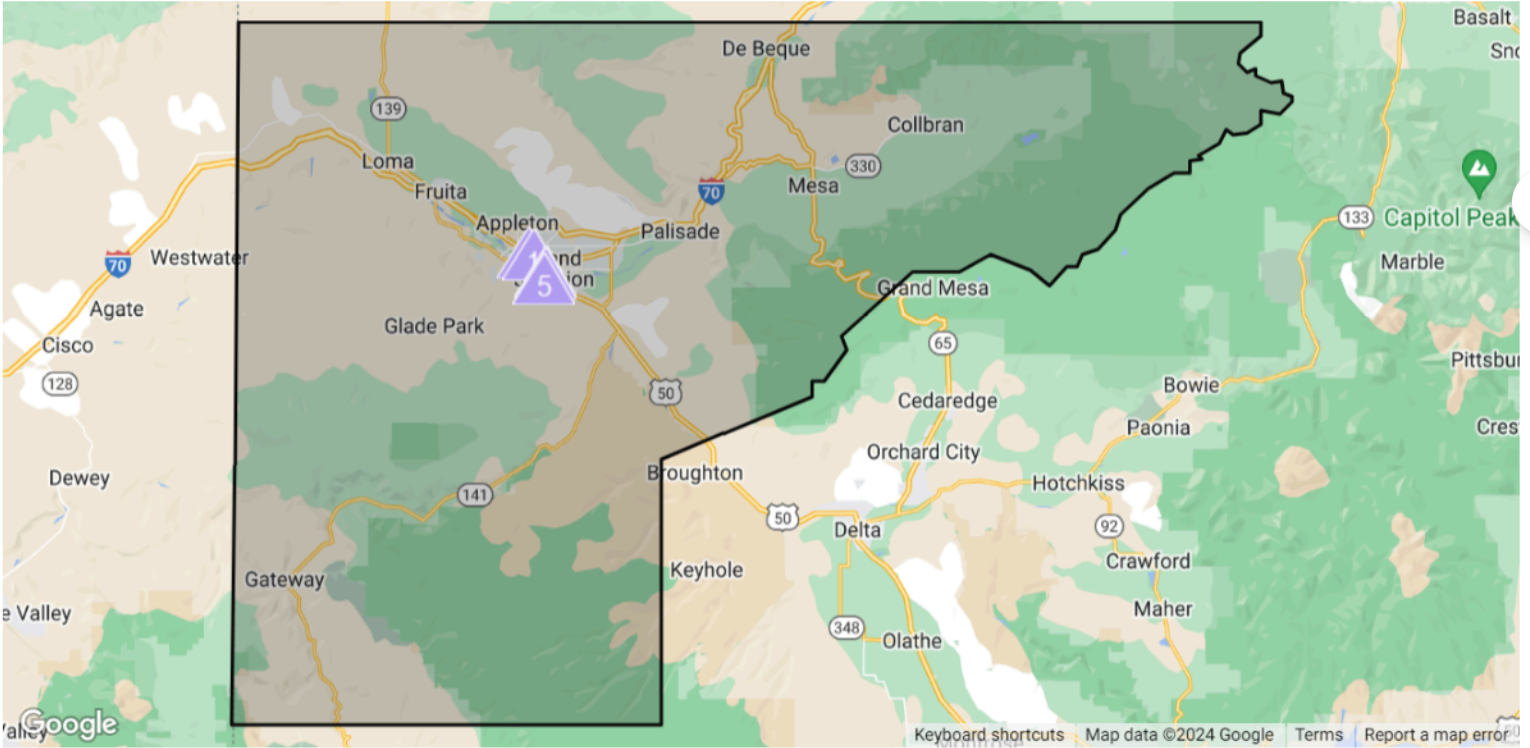|	
Mesa County	$489,750
Colorado	$585,000

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

Mesa County	+4.5%
Colorado	+3.5%

RPR

3/15/2024

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
40,102	**39,429**	**38,917**	**37,924**	**37,924**
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: **I- 70 Bus**	Street: **I- 70 Business Lp**	Street: **Hwy 50**	Street: **Hwy 50**	Street: **Hwy 50**
Cross: **Independent Ave**	Cross: **25 Rd**	Cross: **4th Ave**	Cross: **Noland Ave**	Cross: **Clymer Way**
Cross Dir: **NW**	Cross Dir: **SE**	Cross Dir: **S**	Cross Dir: **N**	Cross Dir: **S**
Dist: **0.02 miles**	Dist: **0.12 miles**	Dist: **0.03 miles**	Dist: **0.03 miles**	Dist: **0.02 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
2008 ▲	35,600	AADT	2021 ▲	38,939	AADT	2008 ▲	24,900	AADT	2008 ▲	35,200	AADT	2008 ▲	35,200	AADT
2006 ▲	40,200	AADT				2006 ▲	37,300	AADT	2006 ▲	36,600	AADT	2006 ▲	36,600	AADT
2005 ▲	40,200	AADT				2005 ▲	37,300	AADT	2005 ▲	37,700	AADT	2005 ▲	37,700	AADT
1996 ▲	29,500	AADT				1996 ▲	29,900	AADT	1996 ▲	30,600	AADT			

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

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