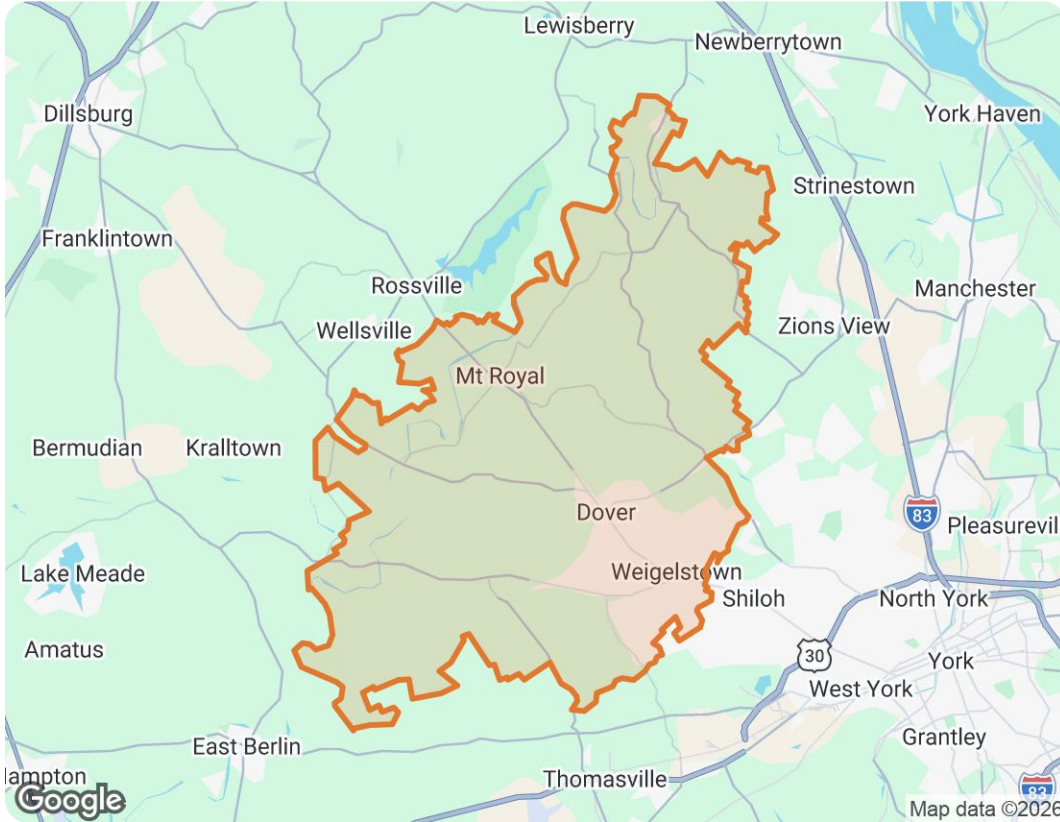


## Dover, PA 17315



### Adam Hall

Real Estate Agent

Pennsylvania Real Estate License #RS346280

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🌐 www.calladamhall.com



### Remax Smarthub

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Lancaster, PA 17601



# Trade Area Summary

## Attribute Summary for Dover, PA 17315

Median Household Income

**\$80,947**

Source: 2025/2029 Income (Esri)

Median Age

**44.0**

Source: 2025/2029 Age: 5 Year Increments (Esri)

Total Population

**27,073**

Source: 2025 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Room to Roam**

Source: 2025 Tapestry Market Segmentation (Households)

## Consumer Segmentation

Top Tapestry Segments	Room to Roam	Loyal Locals	Middle Ground	Classic Comfort	Up and Coming Families
% of Households	4,914 (44.5%)	1,599 (14.5%)	1,116 (10.1%)	958 (8.7%)	919 (8.3%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Family Portraits
Life Mode Group	Suburban Shine	Suburban Shine	Suburban Shine	Suburban Shine	Family Fabric
Urbanicity Group(s)	Suburb Metro Landscape	Suburb	Suburb	Suburb	Suburb
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples w/No Kids	Married Couples, Singles Living Alone	Married Couples, Singles Living Alone	Married Couples	Married Couples
Average Household Size	2.52	2.29	2.33	2.56	3.02
Median Age	46.2	46.4	38.8	40.2	33.6
Diversity Index	35.4	43.4	55.6	60.6	85.2
Median Household Income	\$99,689	\$77,226	\$69,074	\$88,893	\$89,093
Median Net Worth	\$506,754	\$291,287	\$168,044	\$317,594	\$247,071
Homeownership	89%	78%	67%	81%	73%
Rent Burdened Households	22%	34%	31%	30%	39%
Labor Force Participation Rate	63%	58%	69%	69%	70%
Unemployment Rate	3%	4%	4%	3%	4%
% with Bachelor's Degree or Higher	34%	34%	27%	33%	31%
Lifestyle Patterns	Consumers tend to use coupons and shop at department stores. Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.	When it comes to shopping, they often visit large retail establishments for food and home supplies. This segment tends to stick to the same foods, stores, and brands. They often buy American-made products and domestic vehicles.	Residents tend to shop at discount grocery chains and frequent fast-food restaurants. Consumers tend to finance their vehicles with loans.	Residents tend to buy budget-friendly items from discount local or chain stores. Homeowners often purchase lawn and garden maintenance tools.	Households frequently use coupons for cleaning products, toiletries, and cosmetics. These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.

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 Segment Details

About this segment

### Room to Roam

Ranked

**1st**

dominant segment  
for this area

In this area

**44.5%**

of households fall  
into this segment

In the United States

**3.9%**

of households fall  
into this segment

## Who Are They?

These communities are mainly found within metropolitan areas but tend not to be in the mega metropolises. The highest concentrations are found in the Midwest and South. More than half of household heads are aged 55 and older, and one in five individuals are aged 65 and above. Married couples, often without children, form most households, while nonfamily households represent a quarter of the total households. Self-employment is notable, and employment tends to be in manufacturing, health care, and retail. Most housing in this market consists of owner-occupied, single-family homes rather than rentals, with housing built primarily between 1970 and 2000 and generally priced lower than the national average. Owning multiple vehicles is typical, with driving alone as the primary means of commuting.

## Key Statistics

- **Median age:** 46.2
- **Median household size:** 2.52
- **Predominant household structure (Census 2020):** Married couples with no kids
- **Median household income:** \$99,689
- **Median net worth:** \$506,754
- **Percentage of individuals with completion of a bachelor's degree or higher:** 34.0%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Metro Landscape
- **Median home value:** \$344,056
- **Homeownership rate:** 89.0%
- **Rent burdened households (American Community Survey 2019-2023):** 22.4%
- **Labor force participation rate:** 62.5%
- **Unemployment rate:** 3.0%

## Lifestyle Patterns

- Consumers tend to use coupons and shop at department stores.
- Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.
- Radio remains a staple, with commuters subscribing to satellite and streaming channels. Television is widely used for news, entertainment, and major sports.
- When traveling, domestic trips are common. Residents cook, bake, read, and walk their dogs. Residents tend to vote, and recycling is a routine practice.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

## Consumer Segment Details

About this segment

### Loyal Locals

Ranked

**2nd**

dominant segment  
for this area

In this area

**14.5%**

of households fall  
into this segment

In the United States

**2.8%**

of households fall  
into this segment

## Who Are They?

Though prevalent nationwide, the highest concentrations of these communities are found in the Midwest and South. While many are in the suburbs of small metropolitan and micropolitan areas, these neighborhoods also have significant concentrations in small and remote towns. Residents are predominantly aged 65 years and above, and many are widowed or married without children living at home. Housing is more affordable than the national average: more than half of the homes in this segment are valued between \$150,000 and \$300,000. The majority of households consist of single-family homes, primarily built between 1950 and 1990. Commutes are typically short, with most residents driving alone to work, due to limited public transportation options. These neighborhoods generally have low population density and stable growth patterns.

## Key Statistics

- **Median age:** 46.4
- **Median household size:** 2.29
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$77,226
- **Median net worth:** \$291,287
- **Percentage of individuals with completion of a bachelor's degree or higher:** 33.9%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$255,205
- **Homeownership rate:** 78.2%
- **Rent burdened households (American Community Survey 2019-2023):** 34.0%
- **Labor force participation rate:** 57.5%
- **Unemployment rate:** 3.5%

## Lifestyle Patterns

- When it comes to shopping, they often visit large retail establishments for food and home supplies.
- This segment tends to stick to the same foods, stores, and brands. They often buy American-made products and domestic vehicles.
- Television is a primary source for both news and entertainment, including programs related to hunting and sports.
- They use social media to follow groups and stay in touch with friends and family.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

## Consumer Segment Details

About this segment

### Middle Ground

Ranked

**3rd**

dominant segment  
for this area

In this area

**10.1%**

of households fall  
into this segment

In the United States

**2.3%**

of households fall  
into this segment

## Who Are They?

Predominantly found in the Midwest, followed by the South, these suburban neighborhoods are especially common in states such as Missouri, Michigan, Nebraska, Ohio, and Wisconsin. These neighborhoods are slightly younger than the U.S. average, and households tend to consist of married couples, cohabiting couples, and single-person households. Labor force participation is high, with many families having two or more workers. Employment tends to be in the manufacturing, health care, and retail sectors, with a higher-than-average presence of skilled trade workers. Housing is more affordable than the national average for both renters and homeowners. A significant percentage of homes are valued between \$100,000 and \$200,000, and most residences are single-family detached houses built between 1950 and 1990.

## Key Statistics

- **Median age:** 38.8
- **Median household size:** 2.33
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$69,074
- **Median net worth:** \$168,044
- **Percentage of individuals with completion of a bachelor's degree or higher:** 26.9%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$174,311
- **Homeownership rate:** 67.3%
- **Rent burdened households (American Community Survey 2019-2023):** 30.8%
- **Labor force participation rate:** 69.2%
- **Unemployment rate:** 3.7%

## Lifestyle Patterns

- Residents tend to shop at discount grocery chains and frequent fast-food restaurants.
- Consumers tend to finance their vehicles with loans.
- These individuals use social media as well as newspapers and magazines. Recreational interests often include professional and college sports, fishing, and gardening.
- Vacations are typically taken to nearby states, especially those offering beaches or sightseeing opportunities.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

## Consumer Segment Details

About this segment

### Classic Comfort

Ranked

**4th**

dominant segment  
for this area

In this area

**8.7%**

of households fall  
into this segment

In the United States

**2.9%**

of households fall  
into this segment

## Who Are They?

These neighborhoods are typically found in the suburbs of major metropolitan areas, particularly in the South and Midwest, including states such as Michigan, Illinois, and Texas. The median age is slightly above that of the U.S. Most households earn middle-tier incomes, and labor force participation is high; most work full-time jobs, and many families are supported by multiple earners. Employment is mostly in wholesale trade, health care, education, and manufacturing sectors. Affordable housing is prominent, with most homes valued between \$150,000 and \$300,000 and rental prices below the national average. Homeowners significantly outnumber renters, and many homes were built between 1950 and 2000. Short, solo commutes are common, with households typically owning several vehicles. During the day, the residential population exceeds the working population.

## Key Statistics

- **Median age:** 40.2
- **Median household size:** 2.56
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$88,893
- **Median net worth:** \$317,594
- **Percentage of individuals with completion of a bachelor's degree or higher:** 32.6%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$262,806
- **Homeownership rate:** 80.5%
- **Rent burdened households (American Community Survey 2019-2023):** 29.6%
- **Labor force participation rate:** 68.6%
- **Unemployment rate:** 3.4%

## Lifestyle Patterns

- Residents tend to buy budget-friendly items from discount local or chain stores.
- Homeowners often purchase lawn and garden maintenance tools.
- These residents have a strong enthusiasm for professional, college, and high school sports.
- When dining out, they frequent both fast food and sit-down chain restaurants.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

## Consumer Segment Details

About this segment

### Up and Coming Families

Ranked

**5th**

dominant segment for this area

In this area

**8.3%**

of households fall into this segment

In the United States

**1.9%**

of households fall into this segment

## Who Are They?

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor's or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

## Key Statistics

- **Median age:** 33.6
- **Median household size:** 3.02
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$89,093
- **Median net worth:** \$247,071
- **Percentage of individuals with completion of a bachelor's degree or higher:** 31.0%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$315,564
- **Homeownership rate:** 73.1%
- **Rent burdened households (American Community Survey 2019-2023):** 38.5%
- **Labor force participation rate:** 70.0%
- **Unemployment rate:** 4.1%

## Lifestyle Patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

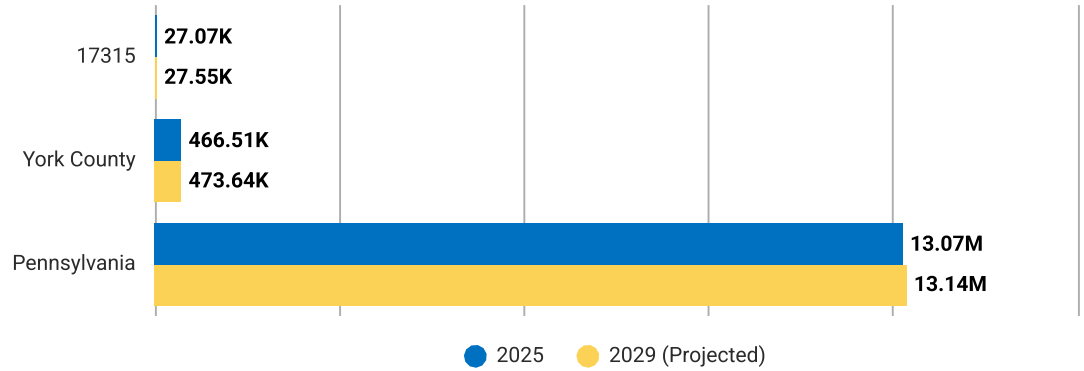
# Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

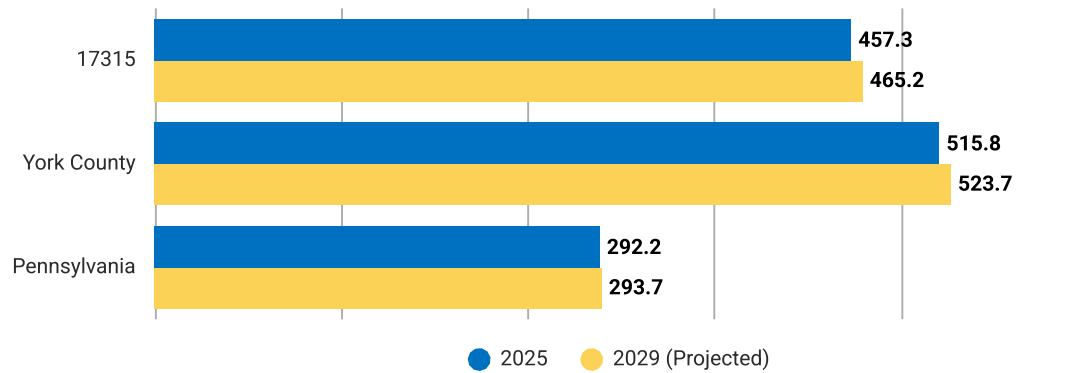
## Total Population

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.



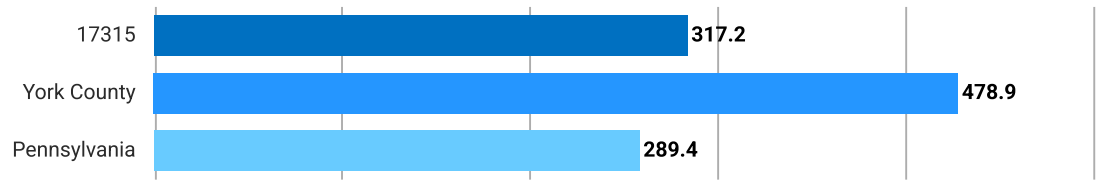
## Total Daytime Population

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.



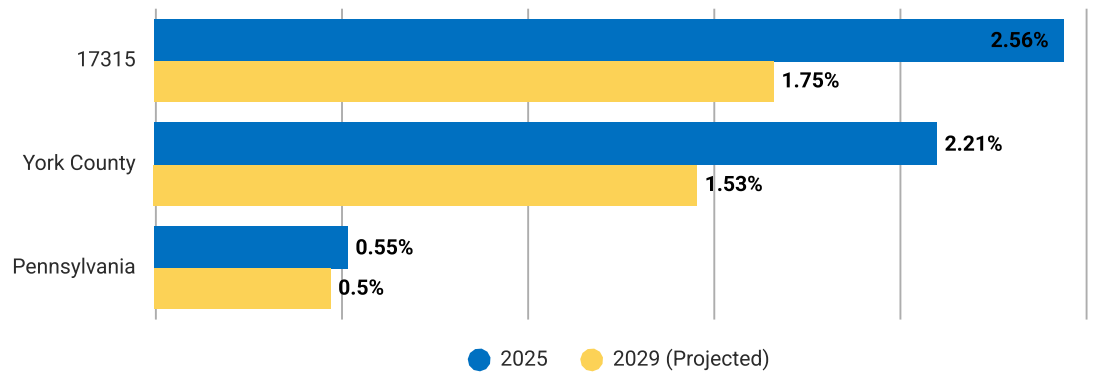
## Daytime Population Density

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.



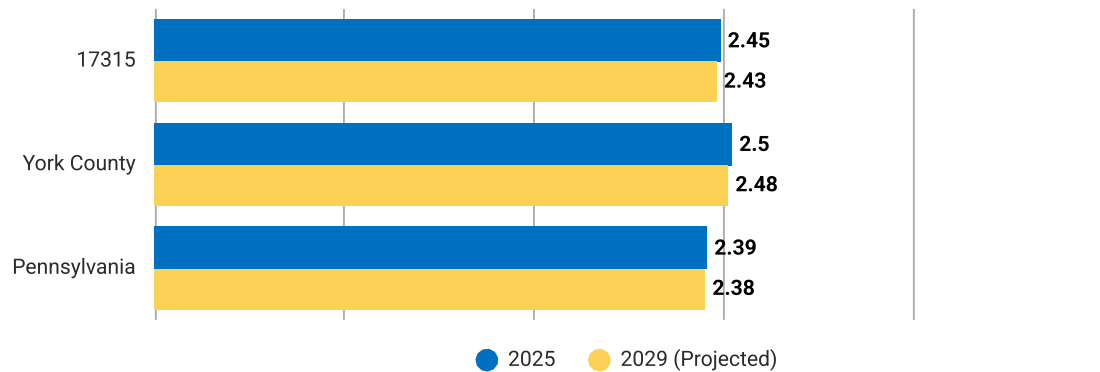
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



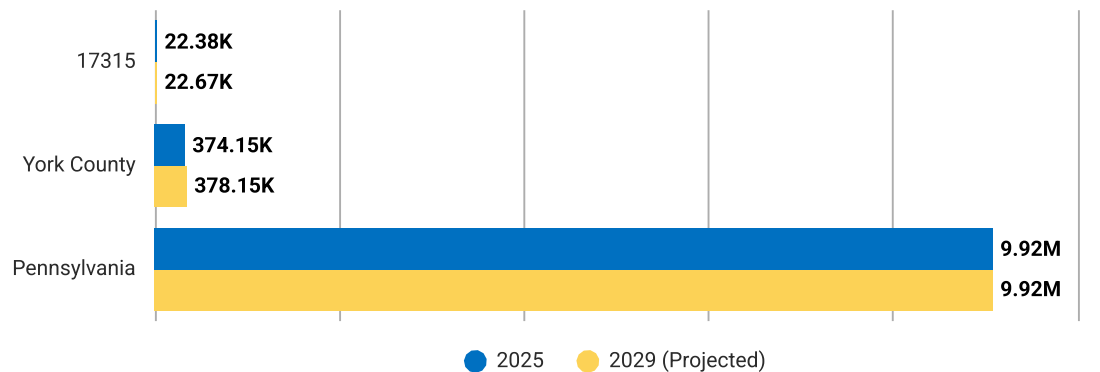
## Average Household Size

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



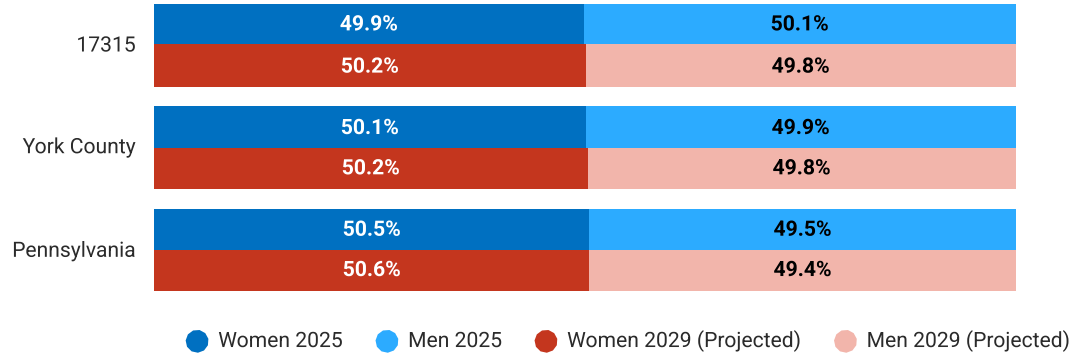
## Population Living in Family Households

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.



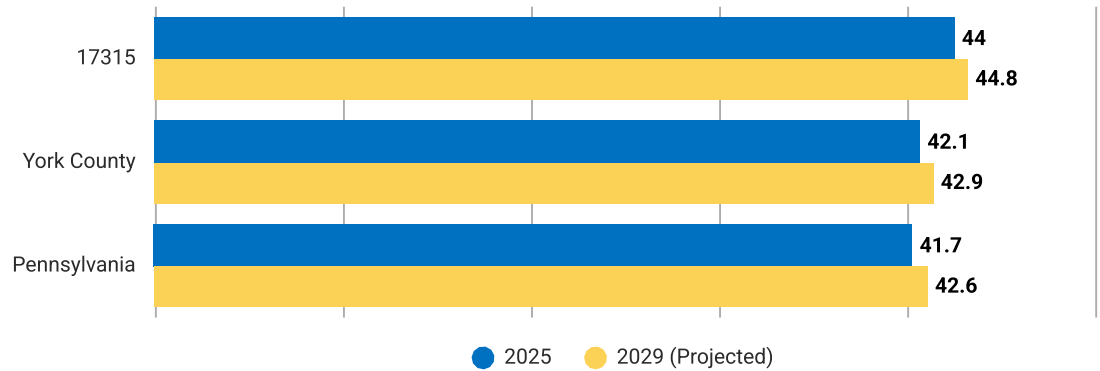
## Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

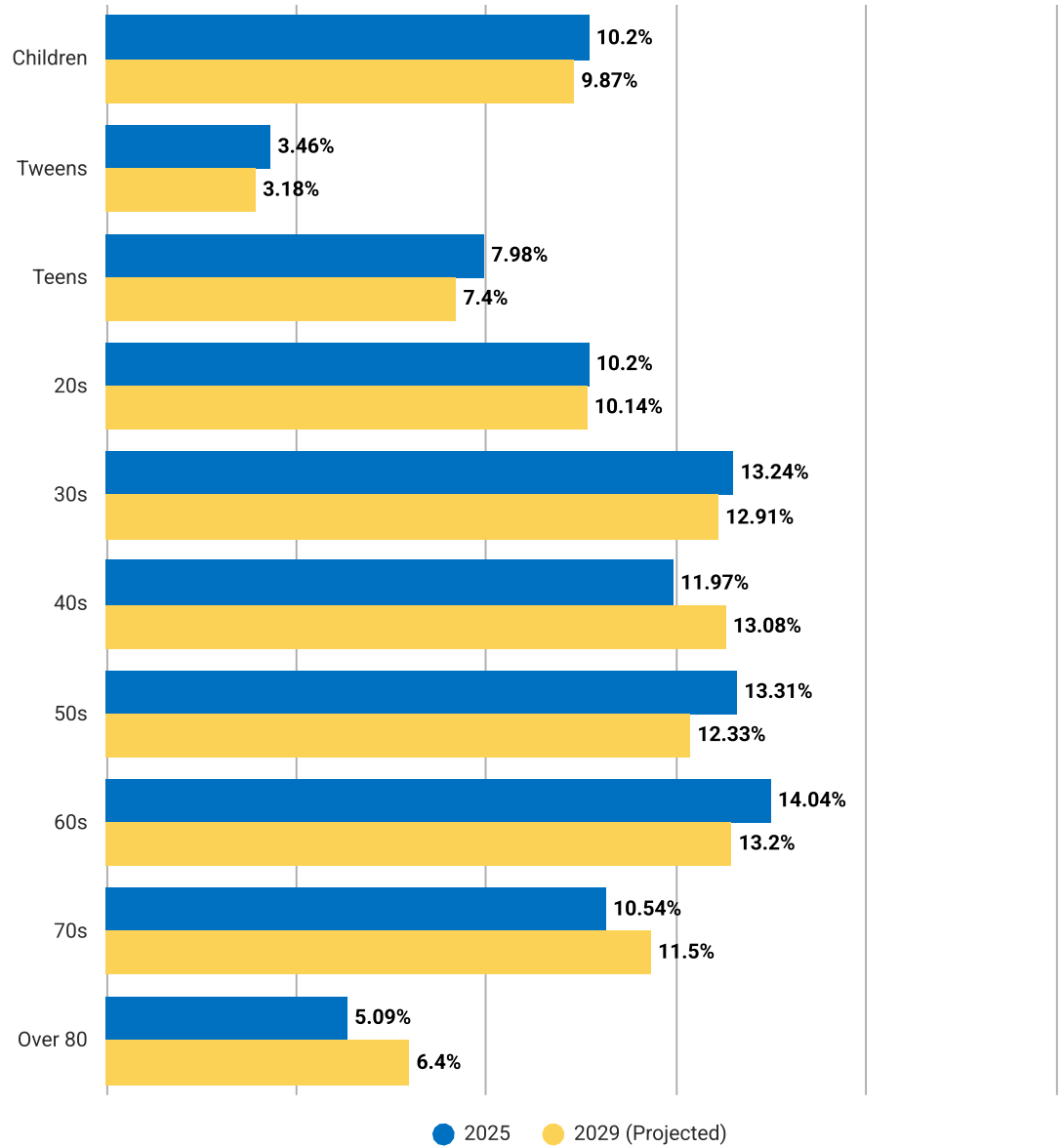
## Median Age

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.



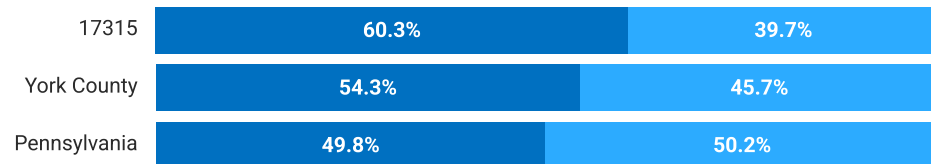
## Married

Source: U.S. Census American Community Survey via Esri, 2025

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.



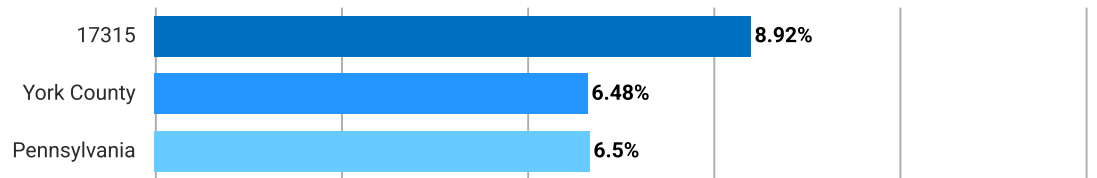
### Married

This chart shows the number of people in an area who are married, compared with other geographies.



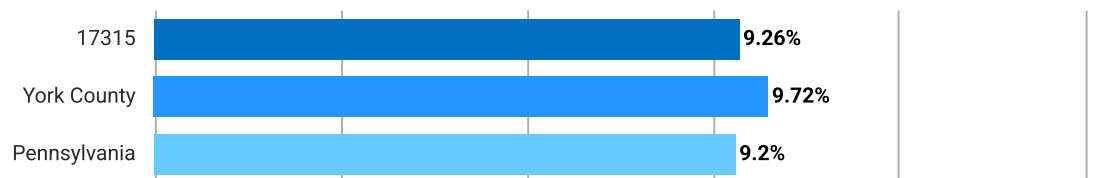
### Widowed

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.



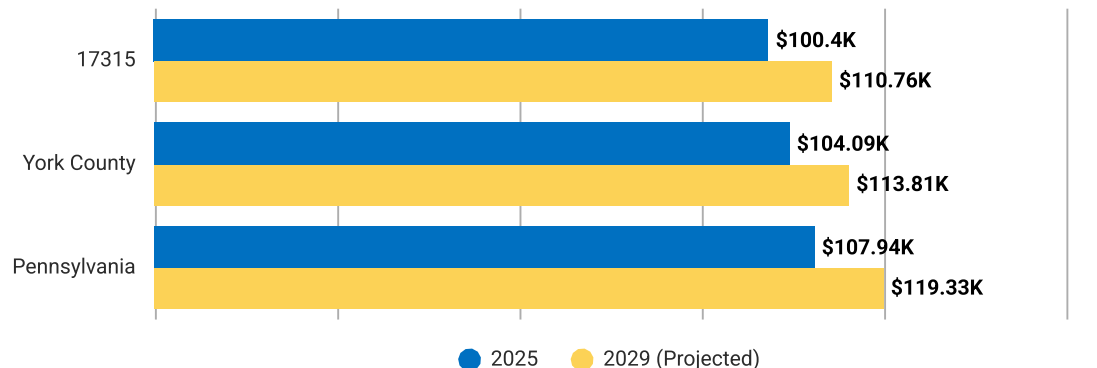
## Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

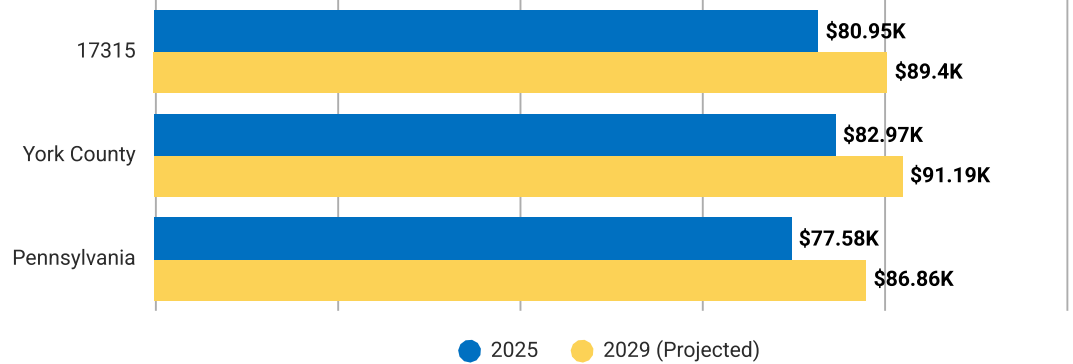
### Average Household Income

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



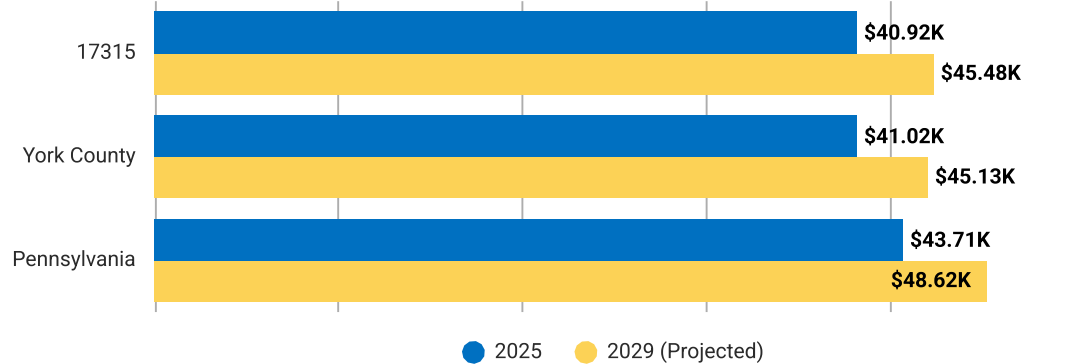
### Median Household Income

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.



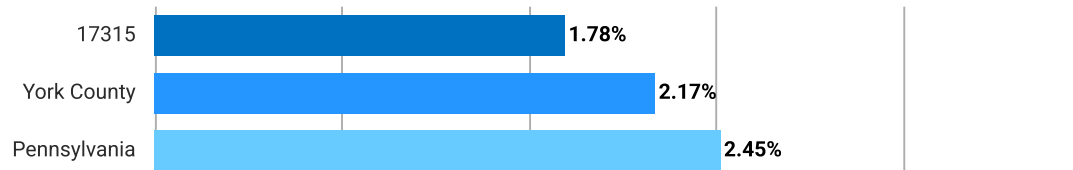
## Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

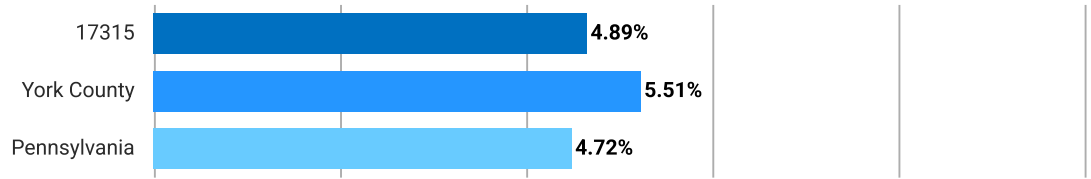
### Less than 9th Grade

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



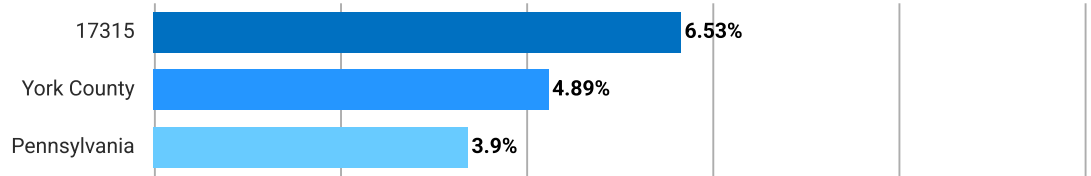
### Some High School

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.



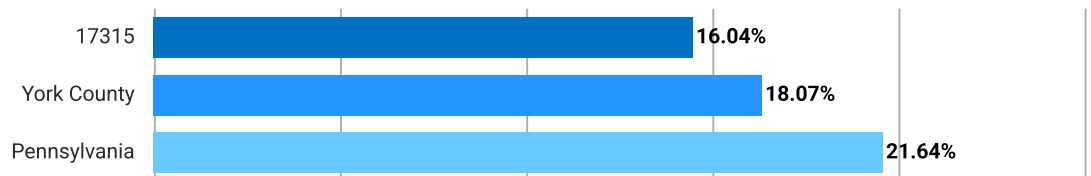
### Associate Degree

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



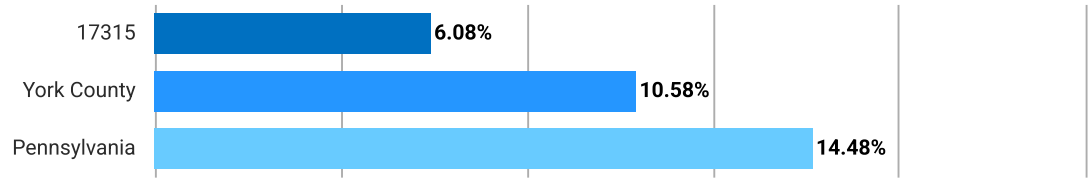
### Bachelor's Degree

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.



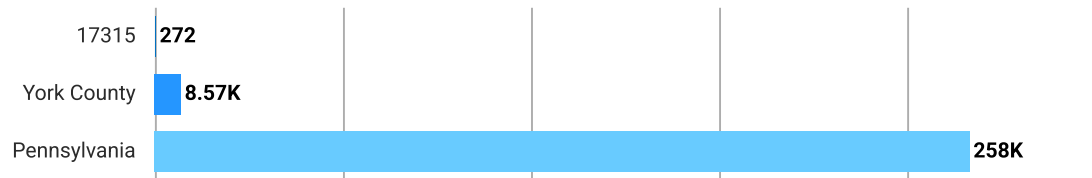
## Economy

### 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, 2025

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, 2025

Update Frequency: Annually

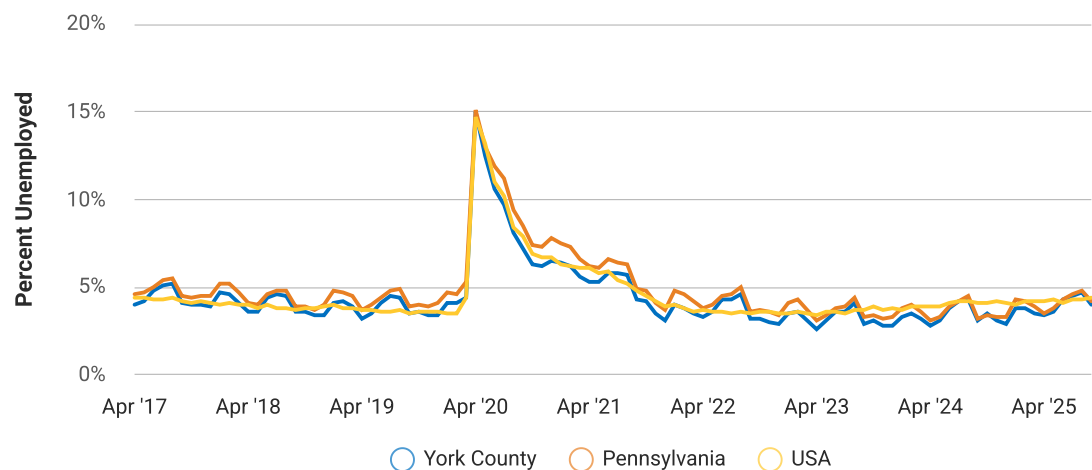


### Unemployment Rate

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

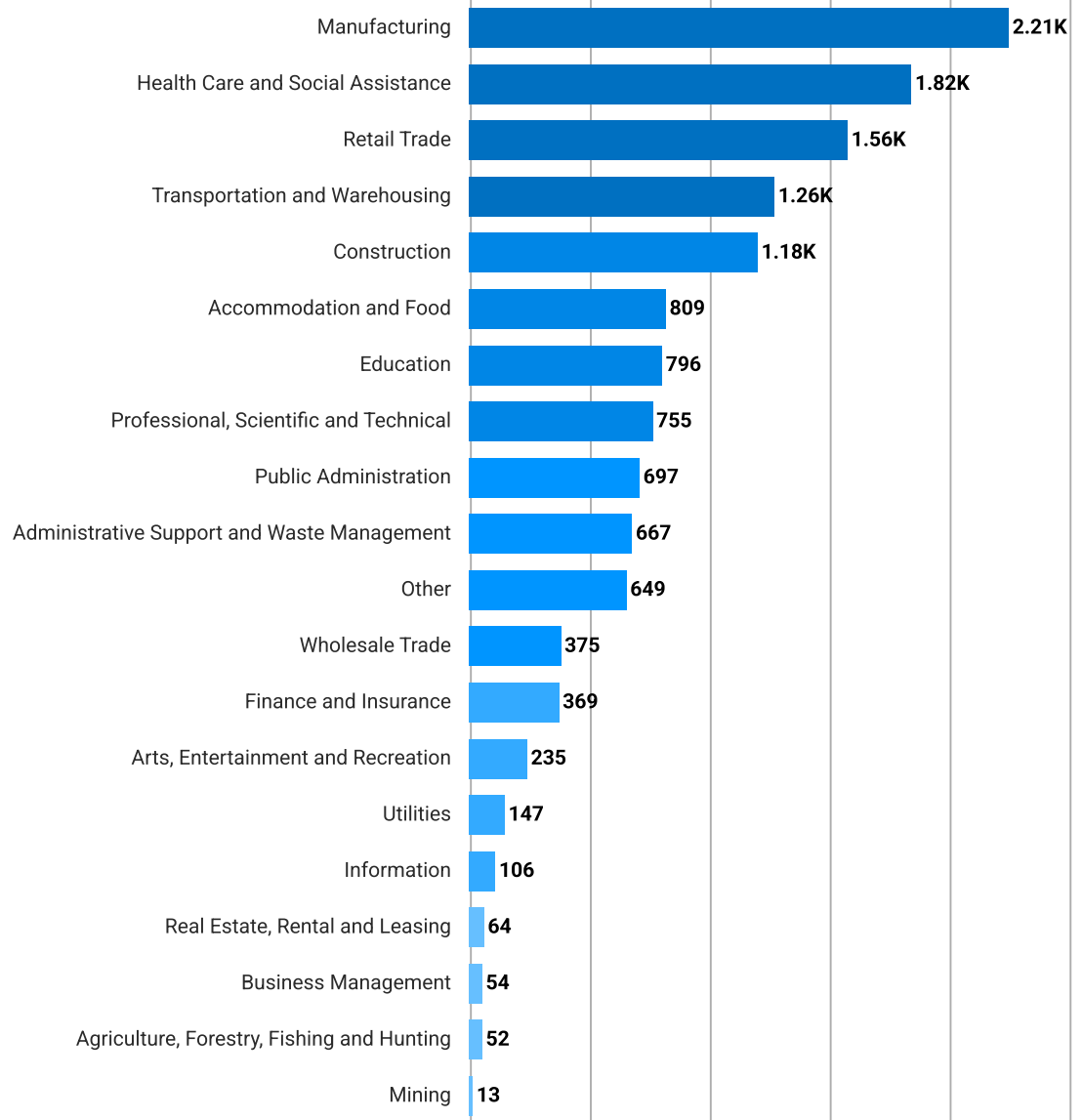


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



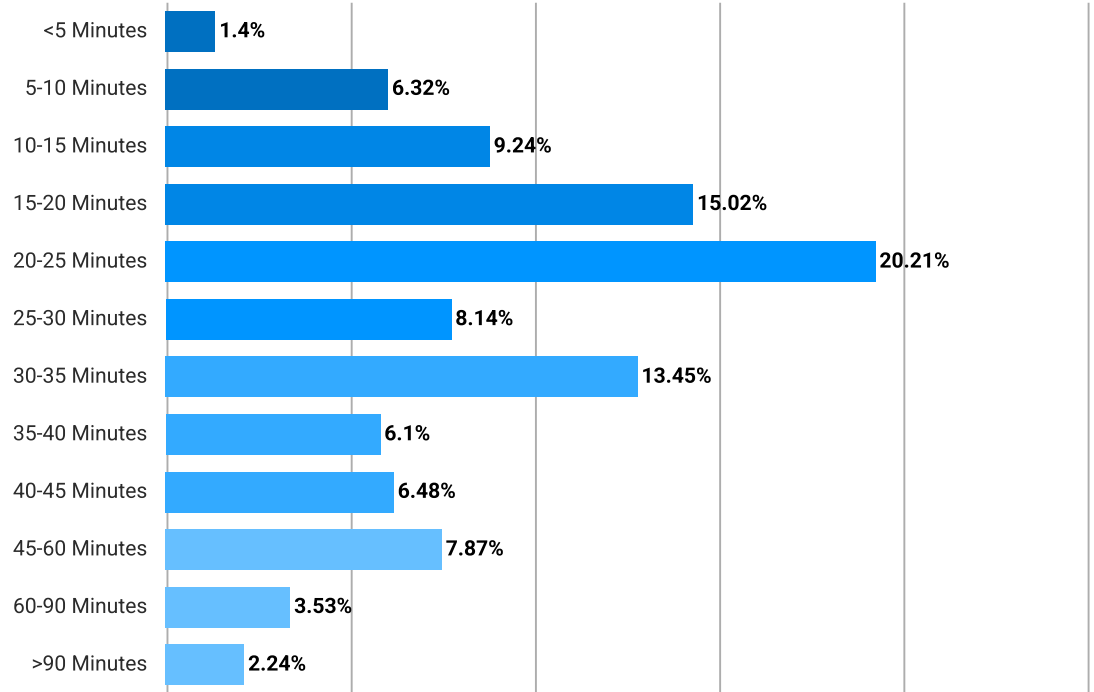
# Commute to Work

## 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, 2025

Update Frequency: Annually

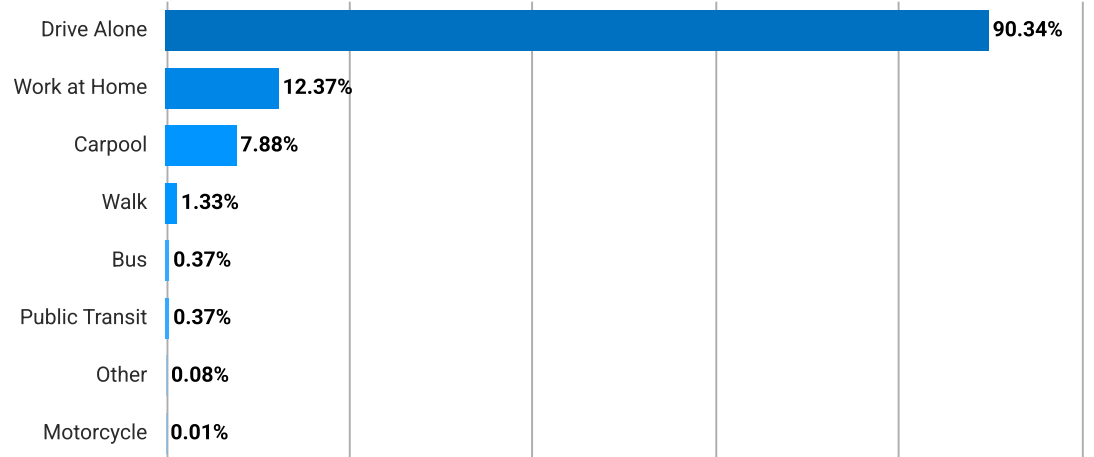


## How People Get to Work

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, 2025

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.

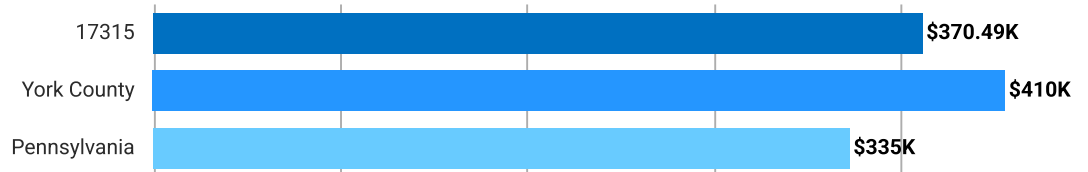


Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

## Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

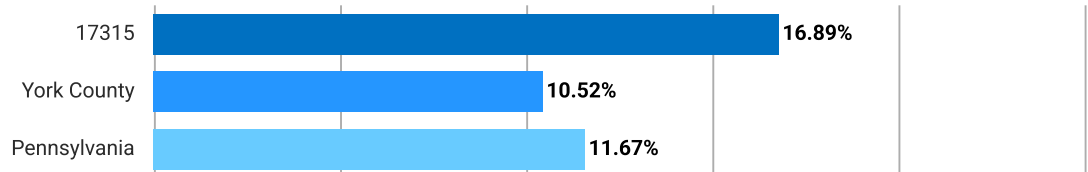


Source: Listing data

Update Frequency: Monthly

## 12 mo. Change in Median Listing Price

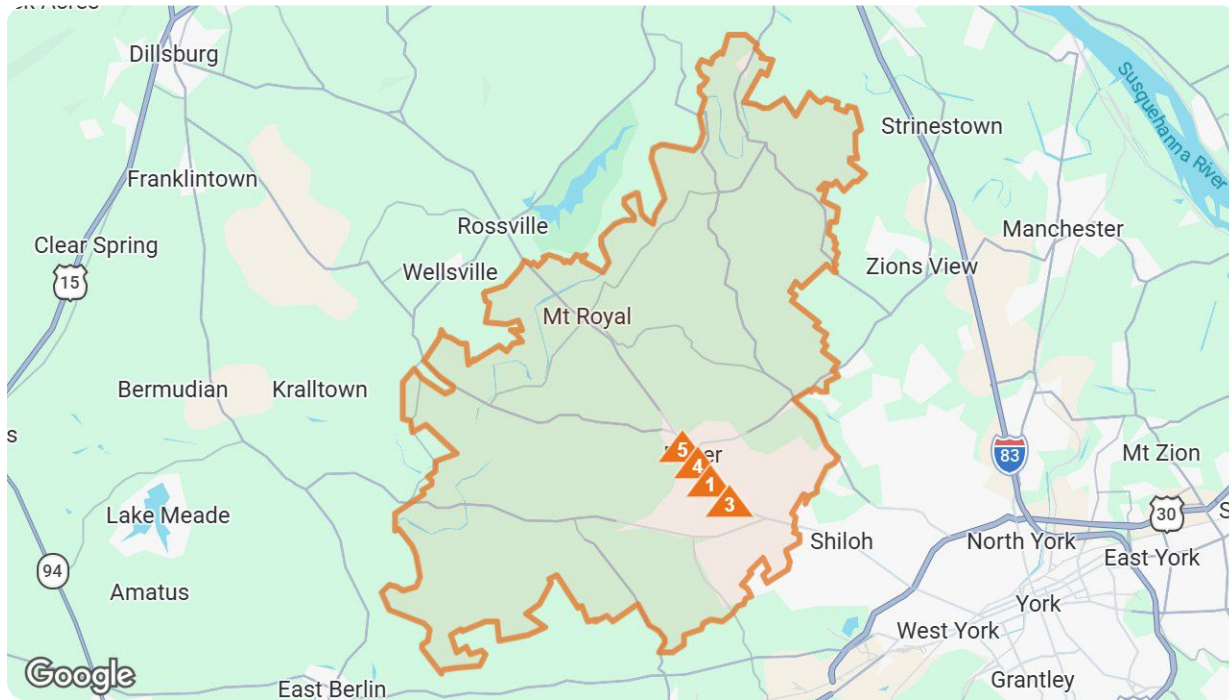
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

# Traffic Counts



## Traffic Counts by Highest Traffic Count

**1** 13,414

Carlisle Rd

2025 Est. daily traffic counts

Cross: Palomino Rd  
Cross Dir: SE  
Distance: 0.12 miles

Historical counts

Year	▲	Count	Type
2017	▲	13,172	AADT
2012	▲	13,441	AADT
2004	▲	13,000	AADT
1997	▲	15,349	AADT

**2** 13,057

Carlisle Road

2025 Est. daily traffic counts

Cross: Donwood Dr  
Cross Dir: NW  
Distance: 0.09 miles

Historical counts

Year	▲	Count	Type
2021	▲	12,862	AADT
2017	▲	13,172	AADT
2002	▲	13,000	AADT
1997	▲	13,000	AADT

**3** 13,051

Carlisle Road

2025 Est. daily traffic counts

Cross: Madison Ave  
Cross Dir: NW  
Distance: 0.04 miles

Historical counts

Year	▲	Count	Type
2019	▲	12,952	AADT
2018	▲	12,952	AADT

**4** 12,634

South Main Street

2025 Est. daily traffic counts

Cross: City Hall Dr  
Cross Dir: SE  
Distance: 0.05 miles

Historical counts

Year	▲	Count	Type
2021	▲	12,545	AADT
2019	▲	12,578	AADT
2018	▲	12,620	AADT
2016	▲	12,528	AADT
2012	▲	11,832	AADT

**5** 11,134

North Main Street

2025 Est. daily traffic counts

Cross: Butter Rd  
Cross Dir: SE  
Distance: 0.03 miles

Historical counts

Year	▲	Count	Type
2021	▲	11,035	AADT
2019	▲	11,455	AADT
2018	▲	11,455	AADT
2017	▲	10,537	AADT
2012	▲	10,341	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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