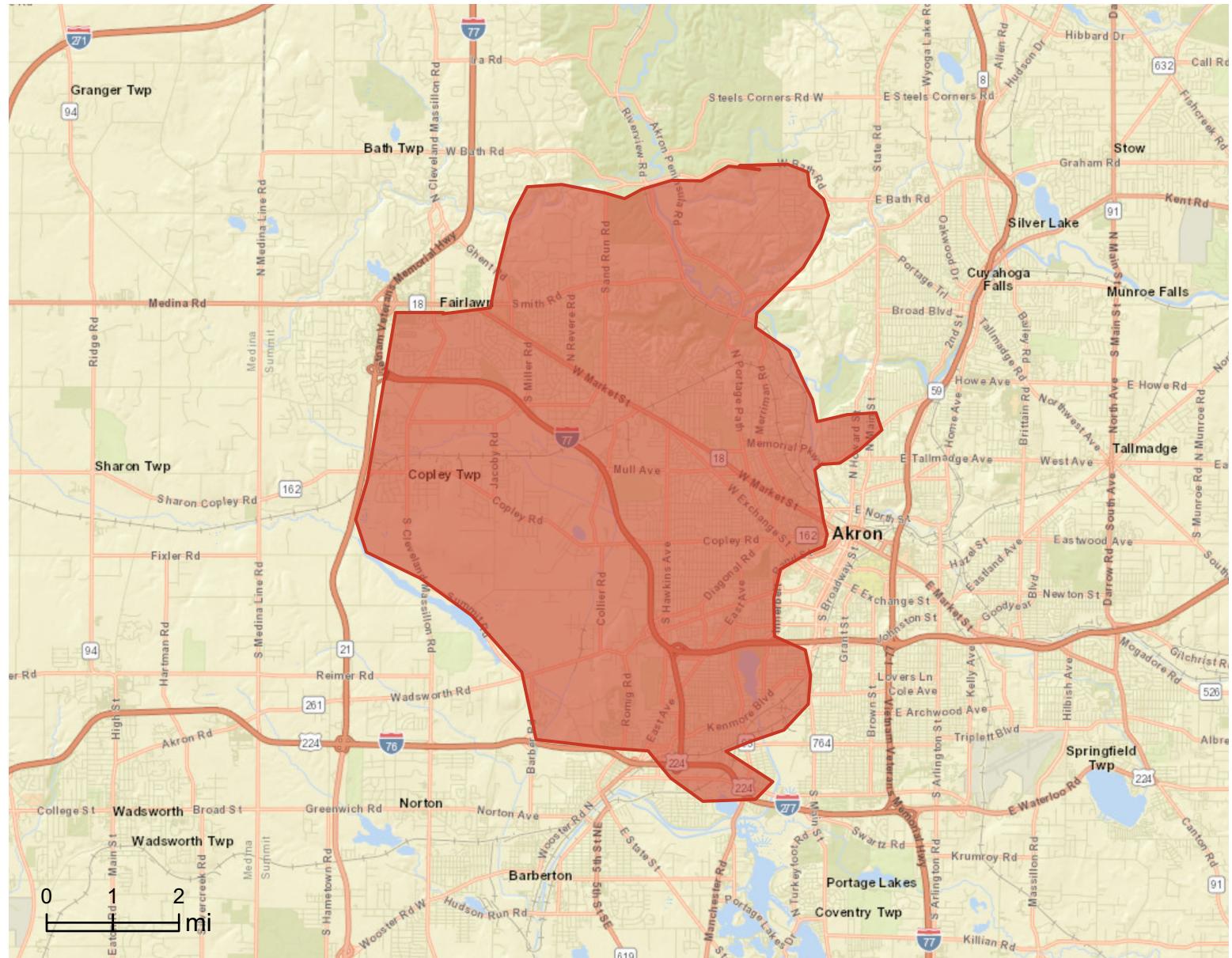


# Site Details Map

West Market Plaza Placer Trade Area

Area: 47.5 square miles



This site is located in:

**City:** Akron

**County:** Summit County

**State:** Ohio

**ZIP Code:** 44320

**Census Tract:** 39153506100

**Census Block Group:** 391535061005

**CBSA:** Akron, OH Metropolitan Statistical Area

# Demographic and Income Profile

West Market Plaza Placer Trade Area



Area: 47.5 square miles

Summary	Census 2020	2025	2030
Total Population	99,240	98,243	97,258
Total Households	44,777	45,387	45,587
Family Households	24,308	23,624	23,365
Average Household Size	2.19	2.14	2.11
Owner Occupied Housing Units	24,221	25,056	25,370
Renter Occupied Housing Units	20,556	20,331	20,218
Median Age	40.6	41.3	42.6

Trends 2025 - 2030	Area	State	National
Population	-0.2%	0.1%	0.4%
Households	0.1%	0.2%	0.6%
Family Population	-0.2%	0.0%	0.5%
Owner Occupied Housing Units	0.2%	0.4%	0.0%
Median Household Income	2.0%	2.4%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	5,499	5.5%	5,250	5.3%	5,084	5.2%
5-9	5,651	5.7%	5,530	5.6%	5,069	5.2%
10-14	5,720	5.8%	5,348	5.4%	5,310	5.5%
15-19	5,517	5.6%	5,405	5.5%	5,137	5.3%
20-24	6,235	6.3%	5,802	5.9%	5,751	5.9%
25-29	7,345	7.4%	6,508	6.6%	6,121	6.3%
30-34	6,876	6.9%	7,047	7.2%	5,915	6.1%
35-39	6,098	6.1%	6,620	6.7%	6,728	6.9%
40-44	5,543	5.6%	6,133	6.2%	6,631	6.8%
45-49	5,705	5.8%	5,555	5.7%	6,151	6.3%
50-54	6,230	6.3%	5,792	5.9%	5,573	5.7%
55-59	6,662	6.7%	5,890	6.0%	5,483	5.6%
60-64	7,199	7.3%	6,296	6.4%	5,730	5.9%
65-69	6,400	6.5%	6,349	6.5%	5,721	5.9%
70-74	5,040	5.1%	5,684	5.8%	5,771	5.9%
75-79	2,985	3.0%	4,187	4.3%	4,839	5.0%
80-84	2,172	2.2%	2,464	2.5%	3,484	3.6%
Age 85+	2,364	2.4%	2,385	2.4%	2,759	2.8%

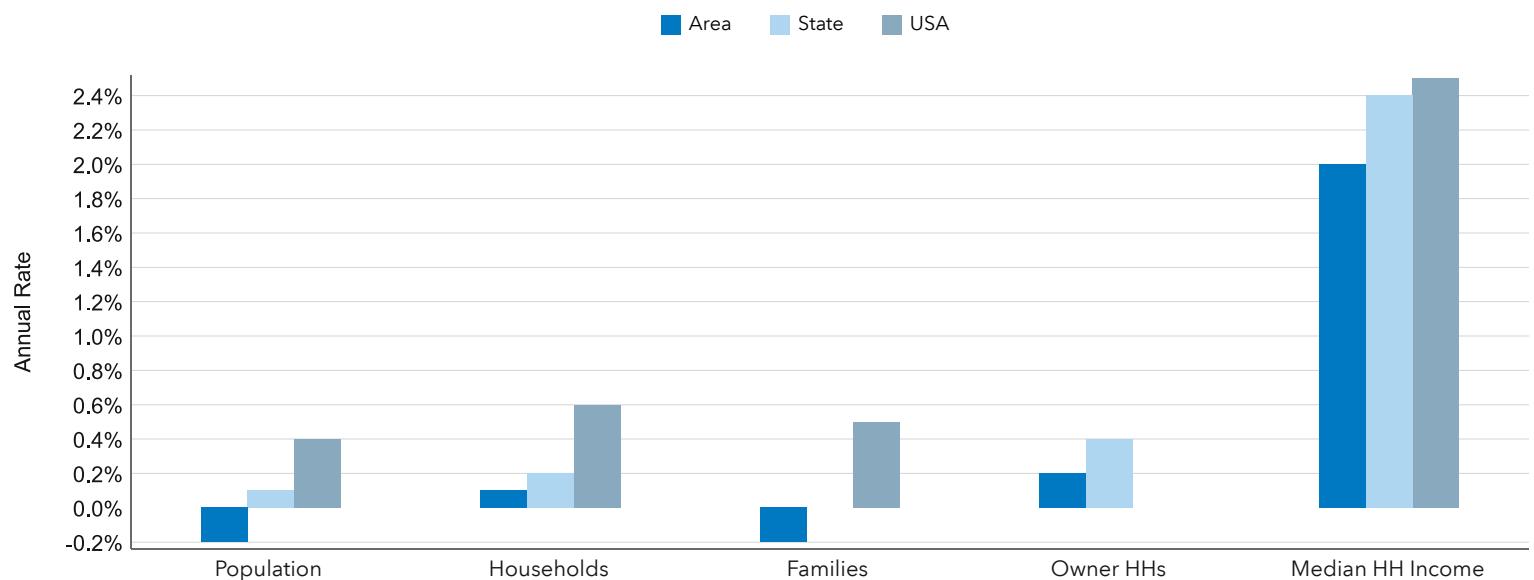
Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	3,512	7.7%	3,067	6.7%
\$10,000-14,999	1,963	4.3%	1,736	3.8%
\$15,000-19,999	1,395	3.1%	1,153	2.5%
\$20,000-24,999	2,132	4.7%	1,899	4.2%
\$25,000-29,999	2,456	5.4%	2,165	4.8%
\$30,000-34,999	2,095	4.6%	1,866	4.1%
\$35,000-39,999	2,213	4.9%	2,022	4.4%
\$40,000-44,999	1,825	4.0%	1,785	3.9%
\$45,000-49,999	1,758	3.9%	1,780	3.9%
\$50,000-59,999	3,312	7.3%	3,232	7.1%
\$60,000-74,999	4,511	9.9%	4,410	9.7%
\$75,000-99,999	4,715	10.4%	4,701	10.3%
\$100,000-124,999	4,158	9.2%	4,331	9.5%
\$125,000-149,999	2,460	5.4%	2,731	6.0%
\$150,000-199,999	2,877	6.3%	3,484	7.6%
\$200,000-249,999	1,770	3.9%	2,299	5.0%
\$250,000-299,999	702	1.6%	965	2.1%
\$300,000-399,999	510	1.1%	690	1.5%
\$400,000-499,999	72	0.2%	55	0.1%
\$500,000+	951	2.1%	1,217	2.7%
Median Household Income	\$60,087	-	\$66,330	-
Average Household Income	\$89,822	-	\$101,707	-
Per Capita Income	\$41,572	-	\$47,752	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	55,404	55.8%	53,495	54.5%	51,648	53.1%
Black Alone	33,740	34.0%	33,831	34.4%	34,052	35.0%
American Indian	236	0.2%	235	0.2%	235	0.2%
Asian Alone	2,254	2.3%	2,526	2.6%	2,715	2.8%
Pacific Islander	16	0.0%	16	0.0%	16	0.0%
Some Other Race	1,406	1.4%	1,525	1.6%	1,607	1.6%
Two or More Races	6,184	6.2%	6,614	6.7%	6,984	7.2%
Hispanic (Any Race)	3,122	3.1%	3,576	3.6%	3,824	3.9%

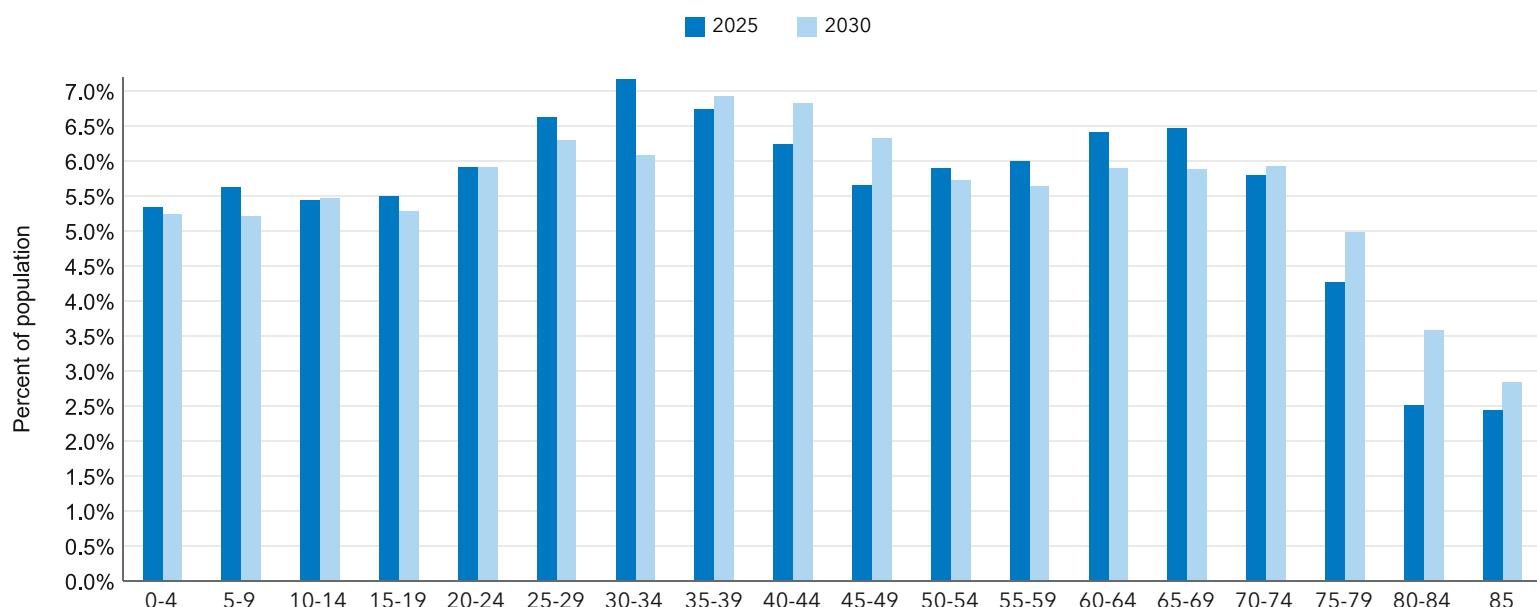
## Key Indicators for 2025



## Trends: 2025 - 2030 Annual Rate



## Population by Age



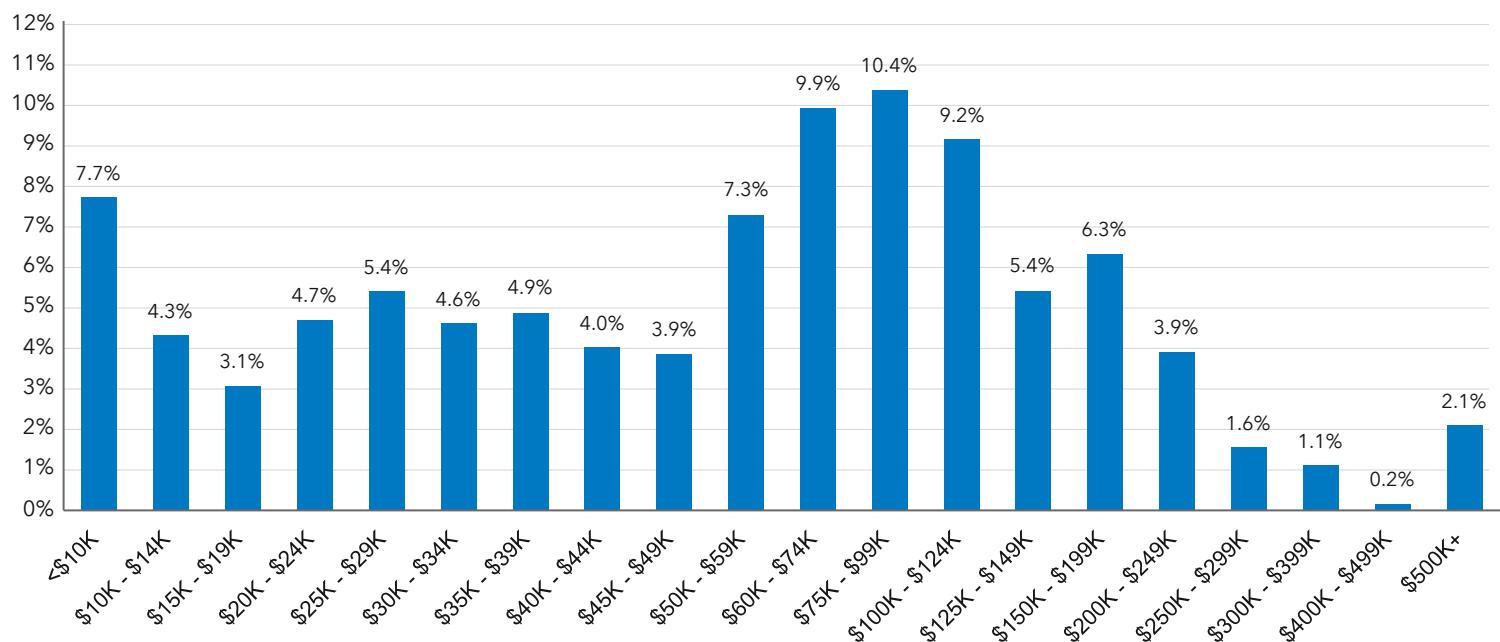
**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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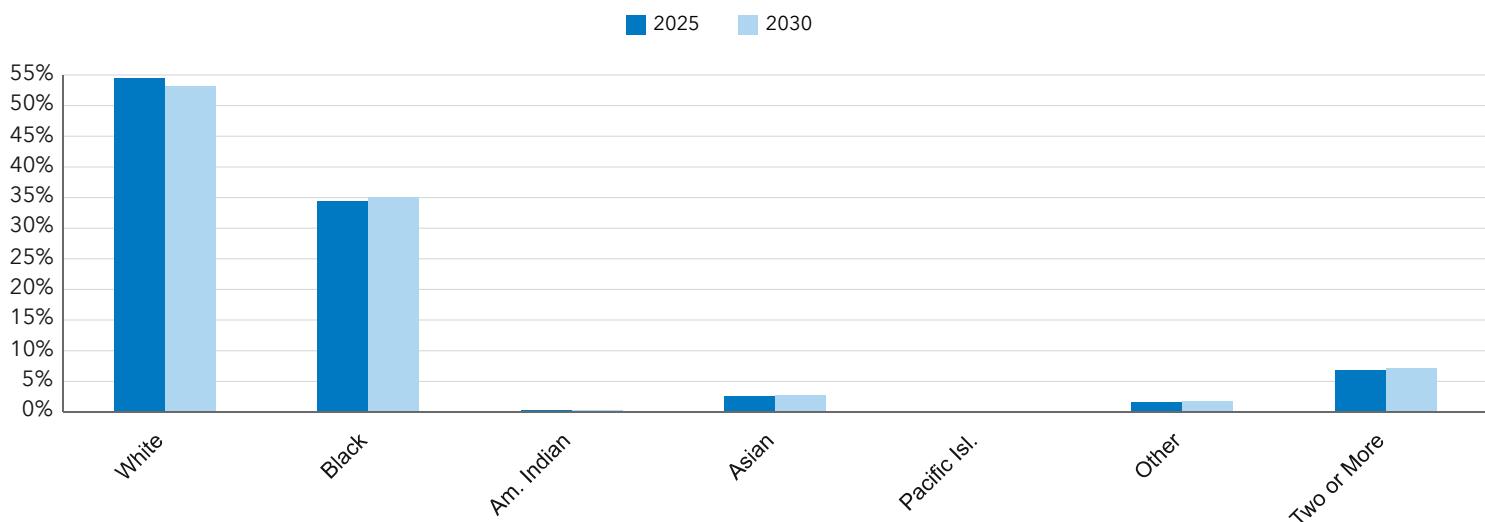
## Key Indicators for 2025



## Households by Income for 2025



## Population by Race



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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# Business Summary Report (NAICS)

West Market Plaza Placer Trade Area



Area: 47.5 square miles

## Data for all businesses in area

Total Businesses	3,440
Total Employees	46,323
Total Population	98,243
Employee/Population Ratio (per 100)	47.2

by NAICS Codes	Businesses	Employees	Businesses	Employees	Businesses	Employees	Businesses	Employees
					Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)					7	0.2%	43	0.1%
Mining (21)					2	0.1%	4	0.0%
Utilities (22)					2	0.1%	161	0.3%
Construction (23)					178	5.2%	1,401	3.0%
Building Construction					70	2.0%	495	1.1%
Heavy/Civil Eng Construction					12	0.3%	232	0.5%
Specialty Trade Contractor					96	2.8%	674	1.5%
Manufacturing (31-33)					118	3.4%	1,886	4.1%
Wholesale Trade (42)					80	2.3%	925	2.0%
Durable Goods					63	1.8%	796	1.7%
Nondurable Goods					14	0.4%	104	0.2%
Trade Broker					2	0.1%	25	0.1%



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

# Business Summary Report (NAICS)

West Market Plaza Placer Trade Area



Area: 47.5 square miles

by NAICS Codes	Businesses	Employees	Businesses	Employees	Businesses	Employees		
					Number	%	Number	%
Retail Trade (44-45)					456	13.3%	8,341	18.0%
Motor Vehicle & Parts Dealers					50	1.4%	856	1.9%
Furniture & Home Furnishing Stores					29	0.8%	181	0.4%
Electronics & Appliance Stores					11	0.3%	103	0.2%
Building & Garden Equipment					21	0.6%	445	1.0%
Food & Beverage Stores					61	1.8%	1,224	2.6%
Health & Personal Care Stores					52	1.5%	438	0.9%
Gasoline Stations					9	0.3%	39	0.1%
Clothing, Shoe and Jewelry Stores					96	2.8%	3,237	7.0%
Sporting Goods, Hobby & Music Stores					84	2.4%	700	1.5%
General Merchandise Stores					42	1.2%	1,117	2.4%
Transportation & Warehousing (48-49)					61	1.8%	981	2.1%
Truck Transportation					19	0.6%	167	0.4%
Information (51)					77	2.2%	1,097	2.4%
Finance & Insurance (52)					174	5.1%	1,078	2.3%
Central Bank/Credit & Related Activities					63	1.8%	446	1.0%
Securities & Commodity Contracts					55	1.6%	274	0.6%
Funds, Trusts & Other Financial					56	1.6%	358	0.8%
Real Estate, Rental & Leasing (53)					191	5.5%	1,473	3.2%
Professional, Scientific & Tech Services (54)					349	10.2%	2,832	6.1%
Legal Services					86	2.5%	430	0.9%



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

# Business Summary Report (NAICS)

West Market Plaza Placer Trade Area



Area: 47.5 square miles

by NAICS Codes	Businesses	Employees	Businesses	Employees	Businesses	Employees	Businesses	Employees
					Number	%	Number	%
Management of Companies (55)					5	0.1%	950	2.0%
Administrative, Support & Waste Mgmt (56)					127	3.7%	5,977	12.9%
Educational Services (61)					87	2.5%	2,411	5.2%
Health Care & Social Assistance (62)					437	12.7%	6,692	14.4%
Ambulatory Health Care					283	8.2%	3,985	8.6%
Hospital					15	0.4%	244	0.5%
Nursing/Residential Care					28	0.8%	1,223	2.6%
Social Assistance					111	3.2%	1,239	2.7%
Arts, Entertainment & Recreation (71)					72	2.1%	947	2.0%
Accommodation & Food Services (72)					253	7.3%	4,267	9.2%
Accommodation					13	0.4%	410	0.9%
Food & Drinking Places					240	7.0%	3,856	8.3%
Other Services Except Public Admin (81)					579	16.8%	3,279	7.1%
Repair & Maintenance					93	2.7%	527	1.1%
Auto Repair & Maintenance					66	1.9%	431	0.9%
Personal & Laundry Service					172	5.0%	831	1.8%
Civic and Other Orgs					314	9.1%	1,921	4.2%
Public Administration (92)					50	1.4%	1,557	3.4%
Unclassified Establishments (99)					135	3.9%	23	0.1%
Total (11-99)					3,440	100.0%	46,323	100.0%



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

# Business Summary Report (SIC)

West Market Plaza Placer Trade Area



Area: 47.5 square miles

## Data for all businesses in area

Total Businesses	3,440
Total Employees	46,323
Total Population	98,243
Employee/Population Ratio (per 100 )	47.2

by SIC Codes	Businesses	Employees	Businesses	Employees	Businesses	Employees		
					Number	%	Number	%
Agriculture & Mining (01-14)					67	1.9%	430	0.9%
Construction (15-17)					165	4.8%	1,221	2.6%
Manufacturing (20-39)					119	3.5%	1,992	4.3%
Transportation (40-47)					65	1.9%	1,065	2.3%
Communication (48)					34	1.0%	651	1.4%
Utility (49)					5	0.1%	172	0.4%
Wholesale Trade (50-51)					83	2.4%	1,151	2.5%
Retail Trade Summary (52-59)					704	20.5%	12,044	26.0%
Home Improvement					20	0.6%	246	0.5%
General Merchandise Stores					29	0.8%	1,039	2.2%
Food Stores					77	2.2%	1,380	3.0%
Auto Dealers & Gas Stations					57	1.7%	883	1.9%
Apparel & Accessory Stores					77	2.2%	756	1.6%
Furniture & Home Furnishings					44	1.3%	327	0.7%
Eating & Drinking Places					232	6.7%	3,757	8.1%
Miscellaneous Retail					168	4.9%	3,656	7.9%



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

# Business Summary Report (SIC)

West Market Plaza Placer Trade Area



Area: 47.5 square miles

by SIC Codes	Businesses	Employees	Businesses	Employees	Businesses	Employees	Businesses	Employees
					Number	%	Number	%
Finance, Insurance, Real Estate (60-67)					349	10.2%	3,284	7.1%
Banks, Savings & Lending					63	1.8%	446	1.0%
Securities Brokers					53	1.5%	259	0.6%
Insurance Carriers & Agents					56	1.6%	358	0.8%
Real Estate, Investment Offices					178	5.2%	2,221	4.8%
Services Summary (70-89)					1,660	48.3%	22,726	49.1%
Hotels & Lodging					13	0.4%	410	0.9%
Automotive Services					91	2.6%	533	1.1%
Movies & Amusements					85	2.5%	909	2.0%
Health Services					317	9.2%	5,360	11.6%
Legal Services					84	2.4%	398	0.9%
Education Inst. & Libraries					75	2.2%	2,316	5.0%
Other Services					995	28.9%	12,801	27.6%
Government (91-97)					50	1.4%	1,557	3.4%
Unclassified Establishments (99)					137	4.0%	28	0.1%
Totals (01-99)					3,440	100.0%	46,323	100.0%



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

# Traffic Count Map - Close Up

West Market Plaza Placer Trade Area

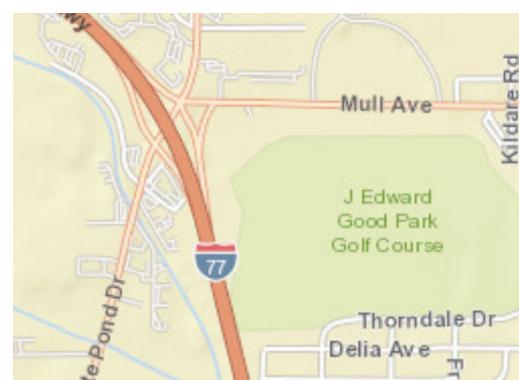


Area: 47.5 square miles



## Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



[Source](#): Traffic Counts (2025)

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.18	RAMP FROM IR77 NB TO WHITE	White Pond Dr (0.09 miles NW)	2021	5574
0.22	RAMP FROM WHITE POND DR TO	White Pond Dr (0.08 miles N)	2021	4803
0.22		(0.0 miles )	2019	5992
0.24	Sanders Rd	(0.0 miles )	2019	5163
0.32	MULL AVE	Crawford Rd (0.17 miles E)	2020	11033
0.33	RAMP FROM WHITE POND DR TO	White Pond Dr (0.07 miles S)	2021	5448
0.34	S WHITE POND DR	Mull Ave (0.07 miles S)	2020	11800
0.34	RAMP FROM IR77 SB TO WHITE POND	White Pond Dr (0.0 miles )	2021	4827
0.34	RAMP FROM IR77 SB TO WHITE POND	White Pond Dr (0.07 miles SE)	2020	4249
0.63	I 77	Copley Rd (0.36 miles SE)	2021	71587
0.66	S WHITE POND DR	Pine Grove Dr (0.03 miles N)	2020	8175
0.70	I 77	S Frank Blvd (0.22 miles NW)	2021	71485
0.75	White Pond Drive	Copley Rd (0.3 miles S)	2021	3169
0.75	S HAWKINS AVE	Thorndale Dr (0.02 miles S)	2020	7916
0.81	White Pond Drive	S Frank Blvd (0.08 miles N)	2021	9046
0.83	S Hawkins Ave	Stadelman Ave (0.04 miles S)	2013	7410
0.84	S Frank Blvd	Lowsdale Ave (0.15 miles NE)	2011	1330
0.86	S HAWKINS AVE	Edgemore Ave (0.01 miles S)	2020	10447
0.89	RAMP FROM SR162 TO IR77 NB	I- 77 (0.06 miles S)	2021	2628
0.89		(0.0 miles )	2019	2824
0.89	RAMP FROM IR77 SB TO SR162	Saint Michaels Ave (0.04 miles SE)	2021	2975
0.90		(0.0 miles )	2019	3198
0.93	Copley Road	Collier Rd (0.13 miles W)	2021	8167
0.93	Roslyn Avenue	Stadelman Ave (0.03 miles S)	2021	2008
0.95	WHITE POND DR	Annetta Ave (0.01 miles N)	2020	5423
0.95	S HAWKINS AVE	Alden Ave (0.02 miles N)	2020	9114
0.98	S Frank Blvd	Thompson Dr (0.02 miles NE)	2006	5720
0.99	Delia Ave	Crestview Ave (0.02 miles E)	2013	4050
1.00	RAMP FROM IR77 NB TO SR162	Copley Rd (0.0 miles )	2021	3575
1.00	RAMP FROM IR77 NB TO SR162	Copley Rd (0.05 miles NE)	2020	3147

**Data Note:** The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2025 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

**Source:** ©2025 Kalibrate Technologies (Q3 2025).