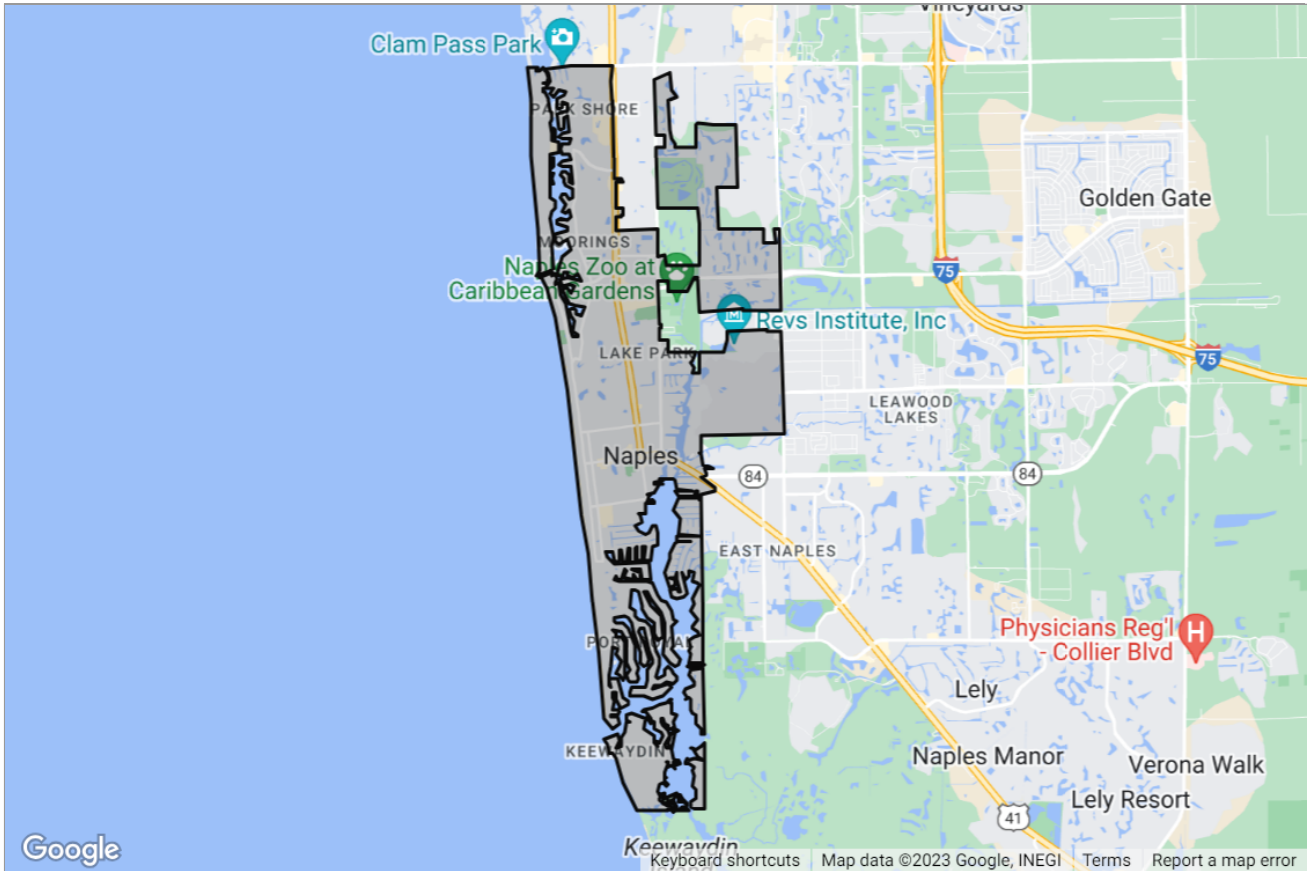


TRADE AREA REPORT

# Naples, Florida

NaplesEd.com Visitors



Presented by

**Edward DiMarco** | Realtor

Florida Real Estate License: 3583330



Mobile: (727) 492-3645 | Fax: (239) 228-4222

Main: [Ed@NaplesEd.com](mailto:Ed@NaplesEd.com)

Agent: [NaplesEd.com](http://NaplesEd.com)

**Realty Hub**  
Florida

*Discover unparalleled value in Naples, FL, and surrounding areas with my exclusive 1% commission model. I'm revolutionizing real estate services by offering expert, full-service brokerage at just a fraction of the traditional cost.*

## Criteria Used for Analysis

**Median Household Income**  
**\$127,055**

**Median Age**  
**67.0**

**Total Population**  
**19,159**

**1st Dominant Segment**  
**Silver and Gold**

## Consumer Segmentation

Life Mode

**What are the people like that live in this area?**

### Senior Styles

Senior lifestyles reveal the effects of saving for retirement

Urbanization

**Where do people like this usually live?**

### Suburban Periphery

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

## Top Tapestry Segments

	Silver and Gold	The Elders	Midlife Constants	City Commons	Parks and Rec
<b>% of Households</b>	4,808 (48.9%)	3,185 (32.4%)	777 (7.9%)	647 (6.6%)	381 (3.9%)
<b>% of Collier County</b>	39,240 (24.1%)	17,952 (11.0%)	3,017 (1.9%)	647 (0.4%)	1,203 (0.7%)
<b>Lifestyle Group</b>	Senior Styles	Senior Styles	GenXurban	Midtown Singles	GenXurban
<b>Urbanization Group</b>	Suburban Periphery	Suburban Periphery	Suburban Periphery	Metro Cities	Suburban Periphery
<b>Residence Type</b>	Single Family or Seasonal	Single Family, High-Rise, Mobile Homes or Seasonal	Single Family	Multi-Unit Rentals; Single Family	Single Family
<b>Household Type</b>	Married Couples Without Kids	Married Couples Without Kids	Married Couples Without Kids	Single Parents	Married Couples
<b>Average Household Size</b>	2.03	1.72	2.31	2.49	2.48
<b>Median Age</b>	64.6	73.2	47.8	29.4	41.7
<b>Diversity Index</b>	33.4	38.7	47.1	58.8	62.3
<b>Median Household Income</b>	\$89,600	\$55,100	\$64,700	\$24,200	\$76,800
<b>Median Net Worth</b>	\$551,300	\$316,200	\$191,700	\$10,600	\$185,100
<b>Median Home Value</b>	\$440,400	\$262,100	\$199,700	\$99,900	\$255,900
<b>Homeownership</b>	87.3 %	82.9 %	74.9 %	25.1 %	71.5 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial
<b>Education</b>	Bachelor's Degree	High School Diploma	High School Diploma	High School Diploma	High School Diploma
<b>Preferred Activities</b>	Pursue the luxuries that well-funded retirement affords . Maintain a regular exercise regimen.	Sociable within a variety of clubs and organizations . Shopping includes apparel and exercise equipment.	Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf.	Shop primarily at warehouse clubs . Buy baby/children's products.	Take advantage of local parks and recreational activities . Choose to vacation within the US.
<b>Financial</b>	Draw retirement income	Income derives primarily from Social Security or investments	42% receive Social Security, 27% also receive retirement income	Nearly 1/4 receive Social Security and public assistance	Financially shrewd
<b>Media</b>	Avid readers of newspapers, magazines and books	Newspapers and magazines are staples for news and entertainment	After TV, Radio and newspapers are medias of choice	Magazines are popular sources of news/trends	Watch Animal Planet, Discovery, History Channel
<b>Vehicle</b>	Prefer luxury cars, SUVs, convertibles	Drive luxury sedans aged 5+ years	Own domestic SUVs, trucks	Take public transportation	Buy SUVs or trucks

## About this segment

# Silver and Gold

This is the

# #1

dominant segment  
for this area

In this area

# 48.9%

of households fall  
into this segment

In the United States

# 0.8%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Almost the oldest senior market, Silver and Gold is the most affluent. The affluence of Silver and Gold has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to do what they enjoy. This market is smaller but growing.

### Our Neighborhood

- Residents of Silver and Gold prefer a more bucolic setting, but close to metropolitan cities. Predominantly single-family, owner-occupied homes that have a median value of \$385,700. Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 43%. Mostly older married couples with no children, average household size is 2.03.

### Socioeconomic Traits

- 47% have college degree(s). Primarily retired, but many still active in the labor force, participation rate of 41%. Self-employment is the highest across all Tapestry markets. More than half of the households receive income from wages/salaries, Social Security, or investments, many drawing retirement income. Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.

### Market Profile

- Partial to luxury cars or SUVs; highest demand market for convertibles. Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits. Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores. Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets). Generous supporters of charitable organizations.

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

# The Elders

This is the  
**#2**  
dominant segment  
for this area

In this area  
**32.4%**  
of households fall  
into this segment

In the United States  
**0.7%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. The Elders residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved. This is a smaller market.

### Our Neighborhood

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona. 45% married couples without children; 44% single households; average household size, 1.68. Owner-occupied housing units; median home value of \$180,000. Housing mix of single-family homes (44%), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989. Vacancy rates higher at 24%, due to the number of seasonal or vacation homes. Almost 60% of the population in group quarters in nursing home facilities.

### Socioeconomic Traits

- Predominantly retirees, The Elders has a low labor force participation rate of 22.4%. Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate, retail or the arts. Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income. Median household income is lower than the US, but median net worth is much higher. These consumers focus on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products. Cell phones are common but primarily used to make/receive calls.

### Market Profile

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years). They are connected, but on older PCs or notebooks. Banking is commonly done in person; shopping is by phone or in person. Shopping includes apparel and exercise equipment. They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, weather, and history channels. Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

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

# Midlife Constants

This is the

## #3

dominant segment  
for this area

In this area

## 7.9%

of households fall  
into this segment

In the United States

## 2.4%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

### Our Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets. Primarily married couples, with a growing share of singles. Settled neighborhoods with slow rates of change and residents that have lived in the same house for years. Single-family homes, less than half still mortgaged, with a median home value of \$154,100.

### Socioeconomic Traits

- Education: 63% have a high school diploma or some college. At 31%, the labor force participation rate is low in this market. Almost 42% of households are receiving Social Security; 27% also receive retirement income. Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother. Attentive to price, but not at the expense of quality, they prefer to buy American and natural products. Radio and newspapers are the media of choice (after television).

### Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course). Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising. Contribute to arts/cultural, educational, health, and social services organizations. DIY homebodies that spend on home improvement and gardening. Media preferences: country or movie channels. Leisure activities include movies at home, reading, fishing, and golf.

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

# City Commons

This is the

## #4

dominant segment  
for this area

In this area

## 6.6%

of households fall  
into this segment

In the United States

## 0.9%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

This segment is one of Tapestry's Segmentations' youngest markets. It is primarily composed of single-parent and single-person households living within large metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within office and administrative Support.

### Our Neighborhood

- Single parents, primarily female, and singles head these young households. Average household size is slightly higher than the US at 2.67. City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings. Neighborhoods are older, built before 1960. Typical of the city, many households own either one vehicle or none, and use public transportation or taxis

### Socioeconomic Traits

- Although some have college degrees, nearly a quarter have not graduated from high school. Labor force participation is low at 53%. Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security and public assistance. Consumers endeavor to keep up with the latest fashion trends. Many families prefer the convenience of fast-food restaurants to cooking at home.

### Market Profile

- Baby and children's products, like food and clothing, are the primary purchases. Shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington. While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid. Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels. Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines. Enjoy listening to urban radio.

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

# Parks and Rec

This is the  
**#5**  
dominant segment  
for this area

In this area  
**3.9%**  
of households fall  
into this segment

In the United States  
**2.0%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

### Our Neighborhood

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods. Both median home value and average rent are close to the national level. Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

### Socioeconomic Traits

- More than half of the population is college educated. Older residents draw Social Security and retirement income. The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction. This is a financially shrewd market; consumers are careful to research their big-ticket purchases. When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US. These residents tend to use their cell phones for calls and texting only.

### Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles. Budget-conscious consumers stock up on staples at warehouse clubs. Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans. Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

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.

## Naples, Florida: 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)



### 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)



### 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)



### 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

■ Naples





## 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



■ Naples

## 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)

## 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

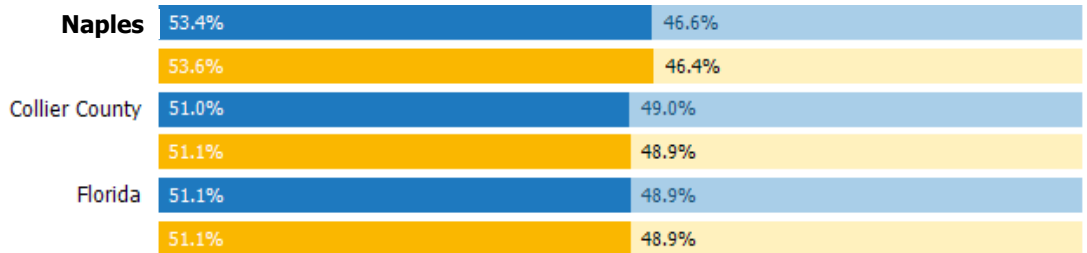
■ 2027 (Projected)

## 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)

## Naples, Florida: 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)



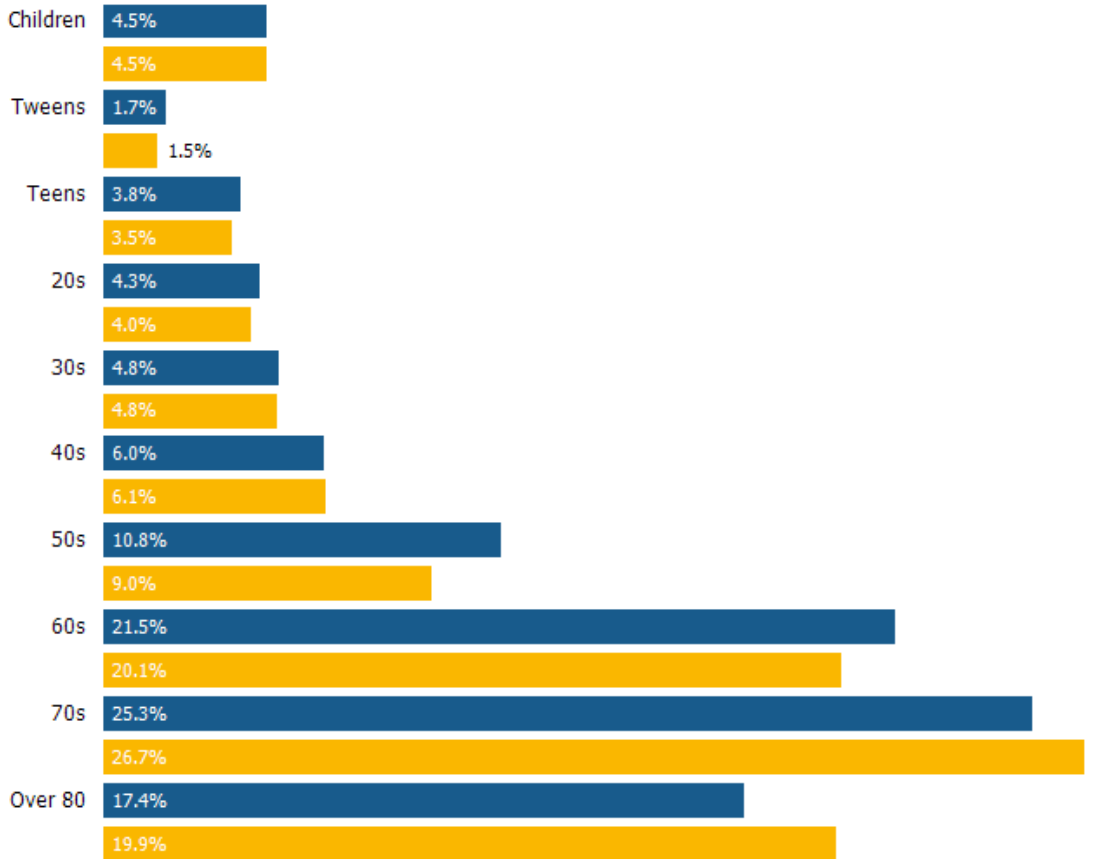
### Population by Age

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)



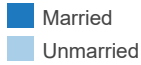
## Naples, Florida: Marital Status Comparison

### 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

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



### 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



### 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



### 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



## Naples, Florida: 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)



### 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)



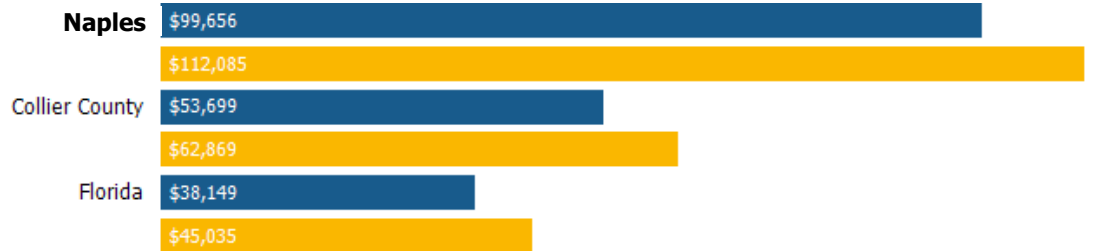
### Per Capita Income

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)



### 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

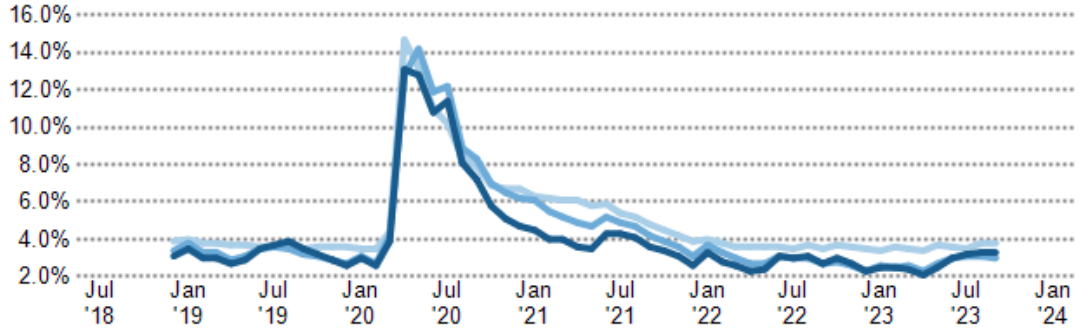


## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap  
Update Frequency: Monthly

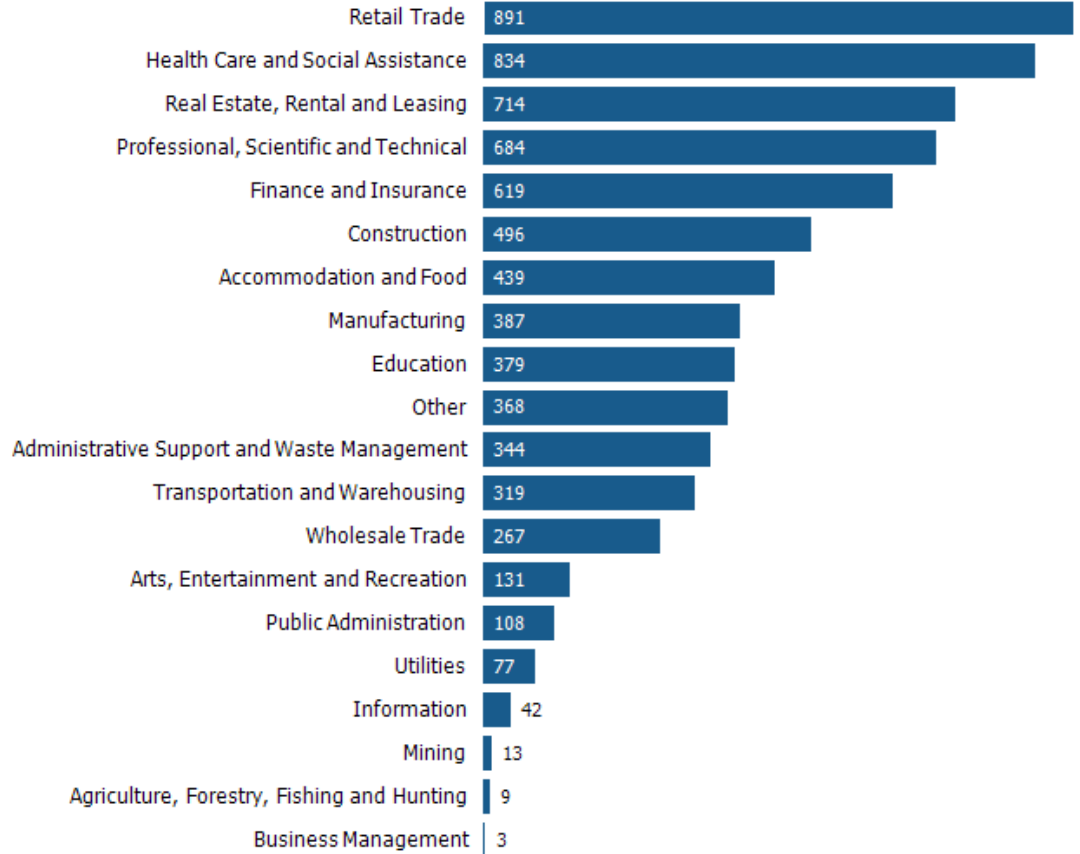
- Collier County
- Florida
- USA



## 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



## Naples, Florida: 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



### 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



### 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



### 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



## 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



## 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



## 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



## 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



## Naples, Florida: Commute Comparison

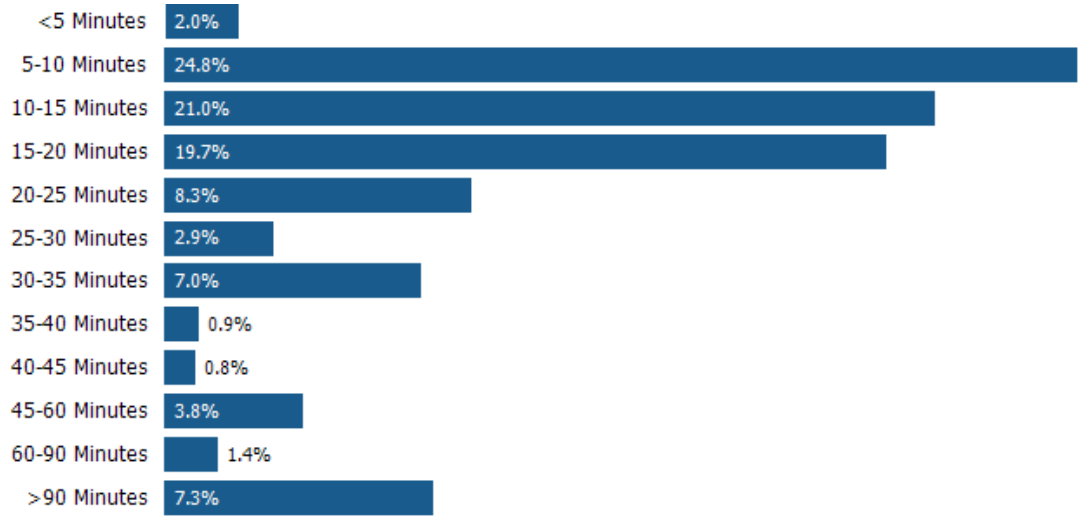
### Average Commute Time

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

■ Naples



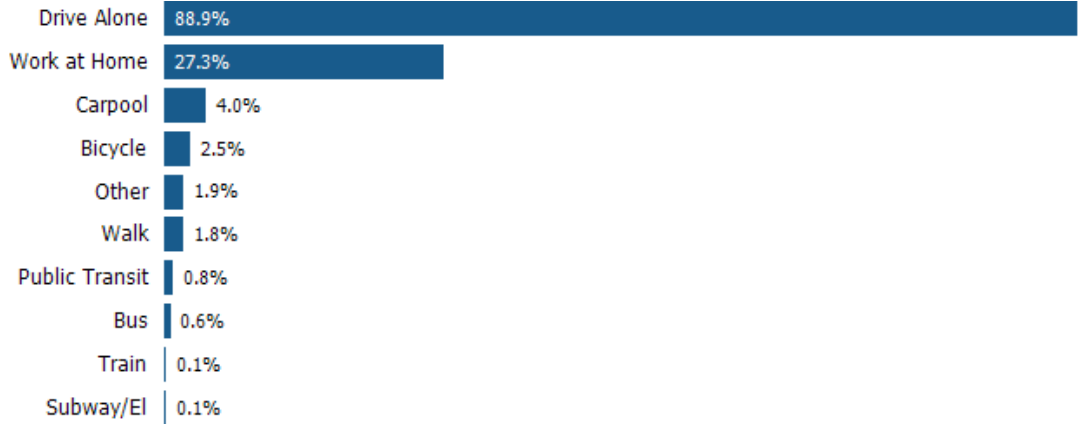
### How People Get to Work

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

■ Naples





## Naples, Florida: 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

### 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

### 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

### 12 mo. Change in Median Listing Price

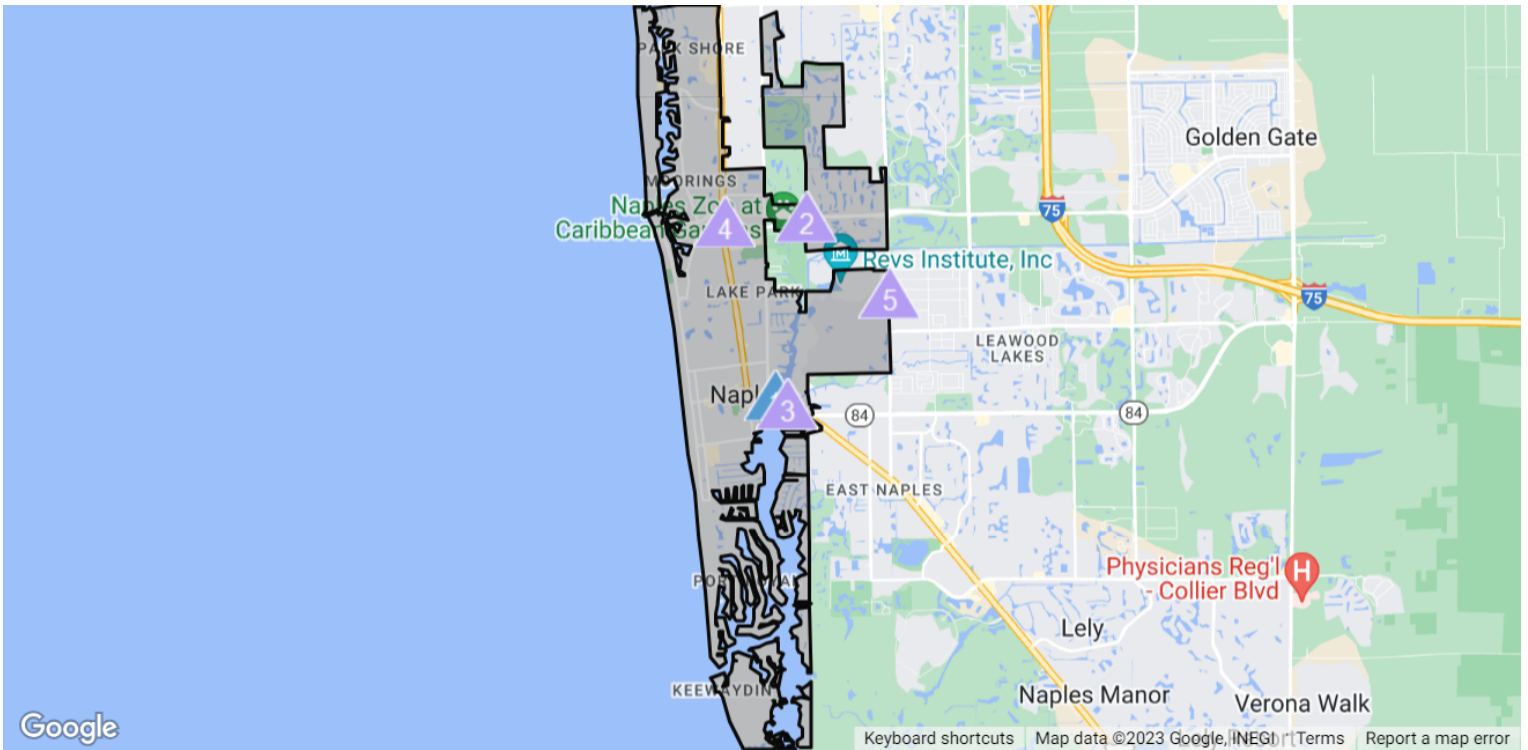


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

# Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

**1**  
**61,637**

2022 Est. daily traffic counts

Street: **5th Ave S**  
Cross: **Port O Call Way**  
Cross Dir: **SE**  
Dist: **0.04 miles**

Historical counts

Year	Count	Type
2005	61,000	AADT
2001	55,000	AADT
1999	55,000	AADT
1998	59,675	ADT
1997	59,420	ADT

**2**  
**49,459**

2022 Est. daily traffic counts

Street: **Golden Gate Parkway**  
Cross: **Bears Paw Trl**  
Cross Dir: **E**  
Dist: **0.17 miles**

Historical counts

Year	Count	Type
2021	50,500	AADT
2020	48,500	AADT
2019	49,500	AADT
2018	48,000	AADT

**3**  
**48,738**

2022 Est. daily traffic counts

Street: **5th Avenue South**  
Cross: **5th Ave S**  
Cross Dir: **NW**  
Dist: **0.09 miles**

Historical counts

Year	Count	Type
2021	51,000	AADT
2020	42,500	AADT
2019	50,000	AADT
2018	51,500	AADT

**4**  
**47,491**

2022 Est. daily traffic counts

Street: **Tamiami Trl N**  
Cross: **Golden Gate Pky**  
Cross Dir: **S**  
Dist: **0.06 miles**

Historical counts

Year	Count	Type
2005	47,000	AADT
2001	46,000	AADT
1999	47,500	AADT
1998	40,212	ADT

**5**  
**46,234**

2022 Est. daily traffic counts

Street: **Airport Pulling Road**  
Cross: **Enterprise Ave**  
Cross Dir: **N**  
Dist: **0.03 miles**

Historical counts

Year	Count	Type
2021	50,000	AADT
2020	40,000	AADT
2019	48,500	AADT
2018	44,000	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>

