Oregon: State House District 11

Presented by

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Criteria Used for Analysis

Income: **Median Household Income** **$55,908** Total dollars: $55,908 out of $25,147	Age: **Median Age** **38.4** Total years: 38.4 out of 66,617.0	Population Stats: **Total Population** **66,617**	Segmentation: **1st Dominant Segment** **The Great Outdoors**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Cozy Country Living
Empty nesters in bucolic settings

Urbanization

Where do people like this usually live?

Rural
Country living with older families, low density and low diversity

Top Tapestry Segments	The Great Outdoors	Middleburg	Exurbanites	Dorms to Diplomas	In Style
% of Households	5,270 (21.0%)	>4,000 (15.9%)	3,635 (14.5%)	3,121 (12.4%)	1,509 (6.0%)
% of Oregon	108,191 (6.7%)	92,513 (5.7%)	51,632 (3.2%)	12,826 (0.8%)	58,183 (3.6%)
Lifestyle Group	Cozy Country Living	Family Landscapes	Affluent Estates	Scholars and Patriots	GenXurban
Urbanization Group	Rural	Semirural	Suburban Periphery	Metro Cities	Metro Cities
Residence Type	Single Family	Single Family	Single Family	Multi-Unit Rentals	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Non-Family Households	Married Couples Without Kids
Average Household Size	2.43	2.73	2.48	2.2	2.33
Median Age	46.3	35.3	49.6	21.5	41.1
Diversity Index	33.7	46.3	32.6	52.5	36.9
Median Household Income	$53,000	$55,000	$98,000	$17,000	$66,000
Median Net Worth	$124,000	$89,000	$451,000	$9,000	$128,000
Median Home Value	$189,000	$158,000	$346,000	–	$214,000
Homeownership	78.1 %	74.3 %	85.4 %	7.9 %	68.8 %
Average Monthly Rent	–	–	–	$990	–
Employment	Professional or Services	Professional or Services	Professional or Management	Students, Services or Professional	Professional or Management
Education	College Degree	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Might invest in real estate. Own pet dogs or cats.	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Contract for home care services. Prefer natural, organic products.	Buy trendy clothes. Eat frozen dinners, fast food.	Support arts, concerts, theaters, museums. Use coupons, mobile coupons.
Financial	Belong to AARP, veterans' clubs	Carry some debt; invest for future	Invest actively; use financial planners	Carry credit card balances	Hold retirement savings, insurance policies
Media	Watch CMT, History Channel, Fox News	Watch country, Christian TV channels	Support public TV/radio	Connect by cell phone	Carry, use smartphones
Vehicle	Own 4-wheel drive trucks	Own trucks, SUVs	Choose late-model luxury cars, SUVs	Choose imported subcompact car	Own late-model SUVs or trucks

2/26/2019

About this segment
The Great Outdoors

This is the	In this area	In the United States
#1	**21.0%**	**1.5%**
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

Neighborhoods in The Great Outdoors segment are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the U.S. level.

Our Neighborhood

- More than 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.

Socioeconomic Traits

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping and entertainment.
- Most households have pets–dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing and boating.

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 2017. Update Frequency: Annually.

About this segment
Middleburg

This is the	In this area	In the United States
#2	**15.9%**	**2.8%**
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 semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, 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 U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural 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 $158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- 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 trucks, SUVs, and occasionally, convertibles 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, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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About this segment
Exurbanites

This is the
#3
dominant segment
for this area

In this area
14.5%
of households fall
into this segment

In the United States
1.9%
of households fall
into this segment

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

Who We Are

Exurbanites residents are 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 2.48.
- Primarily single-family homes with a high median value of $346,000, 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; almost 80% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- Unemployment remains low at 5.5%; 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.
- They are 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.

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About this segment
Dorms to Diplomas

This is the	In this area	In the United States
#4	**12.4%**	**0.5%**
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

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones and MP3 players.

Our Neighborhood

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.2.
- 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike or car pool to class.
- Only one in ten homes are owner occupied.

Socioeconomic Traits

- They're the youngest market with half of the population aged 20-24.
- They're impulse buyers who experiment with different brands.
- They buy trendy clothes on a budget.
- Vehicles are just a means of transportation–economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- They value socializing, having fun and learning new things.
- They're always connected; their cell phone is never out of reach.

Market Profile

- They enjoy going out to bars for drinks and maybe a game of billiards.
- With little experience cooking, fast food and frozen dinners are the "go-to" choices.
- Appearance and fashion preferences come from magazines; hair color and teeth whiteners are commonplace.
- They listen to all the latest music on mobile MP3 players.
- They're very active, participating in many sports, especially yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies and homework

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 2017. Update Frequency: Annually.

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About this segment
In Style

This is the
#5
dominant segment for this area

In this area
6.0%
of households fall into this segment

In the United States
2.2%
of households fall into this segment

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

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.33.
- Home ownership average at 69%; more than half, 51%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes and smaller (5-19 units) apartment buildings.
- Median home value at $213,500.
- Vacant housing units at 8.8%.

Socioeconomic Traits

- College educated: 46% are graduates; 75% with some college education.
- Low unemployment is at 5.6%; higher labor force participation rate is at 68% with proportionately more two-worker households.
- Median household income of $65,600 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs or trucks.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, from a variety of investments to home equity lines of credit.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts and museums.

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Oregon: State House District 11: 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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Geography	Value
State House District 11	66,617
	69,602
Oregon	4,122,440
	4,339,781
USA	326,069,470
	339,797,861

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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Geography	Value
State House District 11	81.8
	85.5
Oregon	42.5
	44.7
USA	89.8
	93.5

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2017, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Geography	Value
State House District 11	5.60%
	4.48%
Oregon	7.60%
	5.27%
USA	6.07%
	4.21%

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, 2017

Update Frequency: Annually

■ State House District 11

Geography	Value
State House District 11	64,045
Oregon	4,150,282

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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, 2017

Update Frequency: Annually

■ State House District 11

State House District 11	78.7
Oregon	42.8

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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

State House District 11	2.48
	2.48
Oregon	2.49
	2.50
USA	2.59
	2.60

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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

State House District 11	44,839
	46,594
Oregon	3,082,280
	3,231,992
USA	255,660,714
	266,015,131

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, 2017

Update Frequency: Annually

■ Women 2017
□ Men 2017
■ Women 2022 (Projected)
□ Men 2022 (Projected)

State House District 11	49.8%	50.2%
	49.8%	50.2%
Oregon	50.4%	49.6%
	50.4%	49.6%
USA	50.7%	49.3%
	50.7%	49.3%

Oregon: State House District 11: 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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

State House District 11
- 38.4
- 39.4

Oregon
- 39.6
- 40.3

USA
- 38.2
- 38.9

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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Children
- 8.5%
- 8.3%

Tweens
- 2.9%
- 2.9%

Teens
- 12.2%
- 12.0%

20s
- 18.1%
- 16.9%

30s
- 9.9%
- 10.5%

40s
- 10.1%
- 9.9%

50s
- 13.1%
- 11.6%

60s
- 14.3%
- 14.3%

70s
- 7.4%
- 9.7%

Over 80
- 3.4%
- 3.9%

Oregon: State House District 11: 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, 2017

Update Frequency: Annually

■ Married
□ Unmarried

	Married	Unmarried
State House District 11	46.8%	53.2%
Oregon	49.9%	50.1%
USA	49.4%	50.6%

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, 2017

Update Frequency: Annually

State House District 11	46.8%
Oregon	49.9%
USA	49.4%

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, 2017

Update Frequency: Annually

State House District 11	38.3%
Oregon	31.3%
USA	33.8%

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, 2017

Update Frequency: Annually

State House District 11	4.1%
Oregon	5.2%
USA	5.8%

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, 2017

Update Frequency: Annually

State House District 11	10.8%
Oregon	13.5%
USA	11.0%

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Oregon: State House District 11: 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, 2017

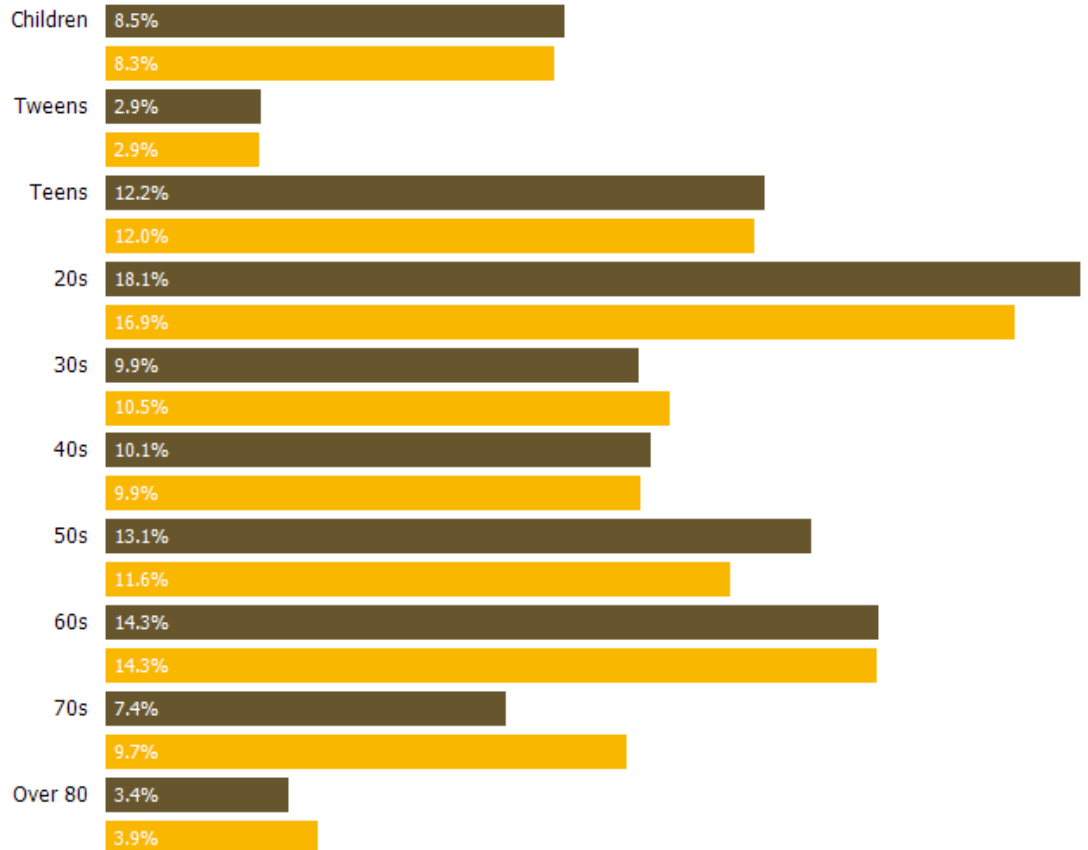Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Geography	2017	2022 (Projected)
State House District 11	$77,864	$89,010
Oregon	$75,702	$86,834
USA	$80,628	$91,538

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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Geography	2017	2022 (Projected)
State House District 11	$55,908	$65,624
Oregon	$55,010	$62,632
USA	$56,082	$62,266

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, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Geography	2017	2022 (Projected)
State House District 11	$30,113	$34,281
Oregon	$30,179	$34,452
USA	$30,801	$34,809

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, 2017
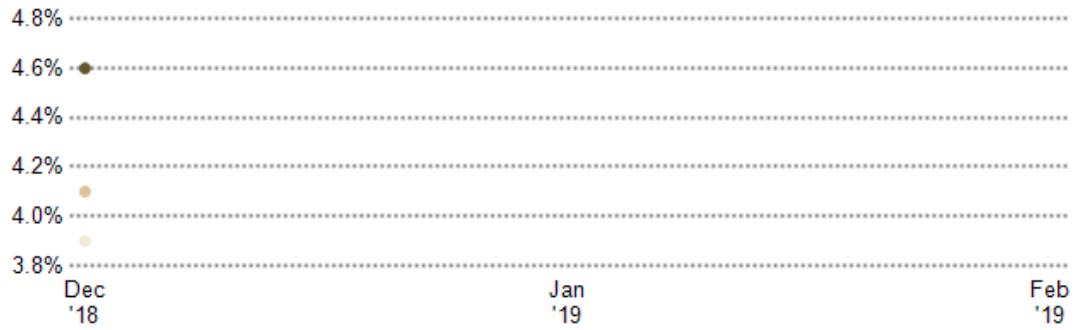
Update Frequency: Annually

Geography	Value
State House District 11	$57,676
Oregon	$56,275
USA	$60,725

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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 3DL

Update Frequency: Monthly

■ State House District 11
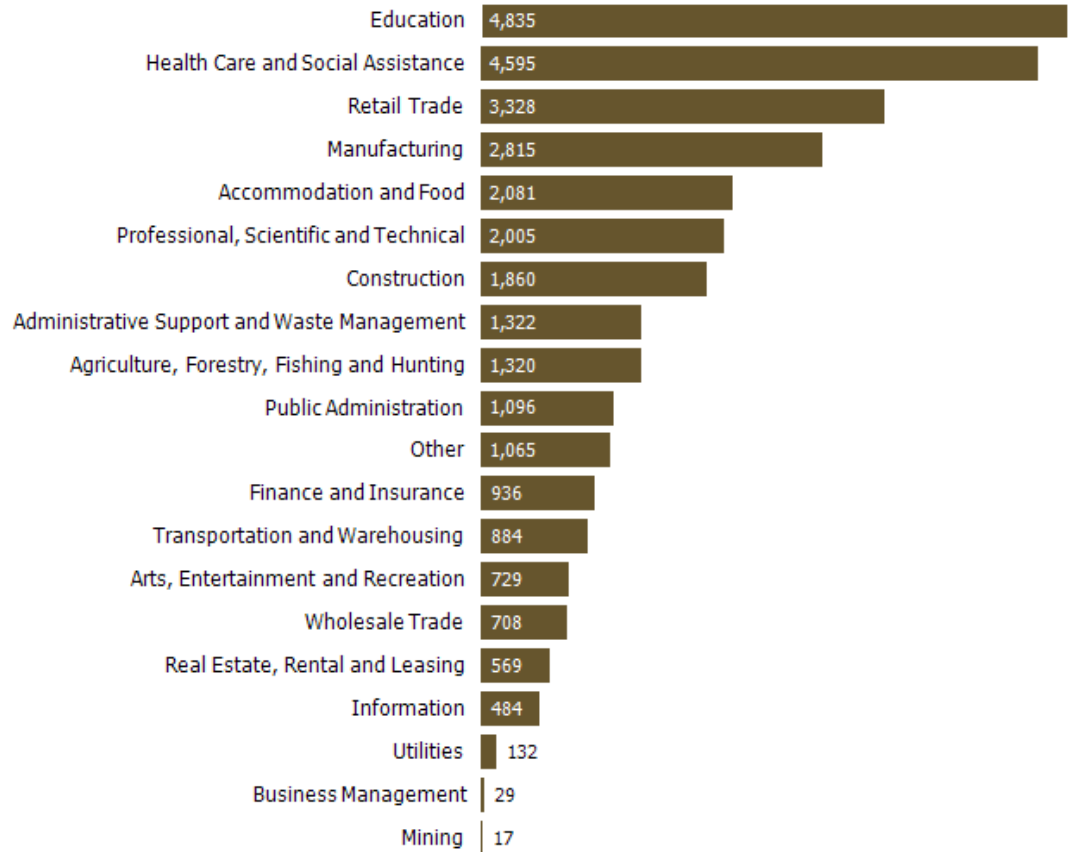■ Oregon
■ USA

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, 2017

Update Frequency: Annually

Industry	Count
Education	4,835
Health Care and Social Assistance	4,595
Retail Trade	3,328
Manufacturing	2,815
Accommodation and Food	2,081
Professional, Scientific and Technical	2,005
Construction	1,860
Administrative Support and Waste Management	1,322
Agriculture, Forestry, Fishing and Hunting	1,320
Public Administration	1,096
Other	1,065
Finance and Insurance	936
Transportation and Warehousing	884
Arts, Entertainment and Recreation	729
Wholesale Trade	708
Real Estate, Rental and Leasing	569
Information	484
Utilities	132
Business Management	29
Mining	17

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Oregon: State House District 11: 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, 2017

Update Frequency: Annually

State House District 11	1.2%
Oregon	3.6%
USA	5.4%

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, 2017

Update Frequency: Annually

State House District 11	26.0%
Oregon	25.5%
USA	20.6%

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, 2017

Update Frequency: Annually

State House District 11	4.2%
Oregon	4.6%
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, 2017

Update Frequency: Annually

State House District 11	19.8%
Oregon	18.2%
USA	23.4%

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, 2017

Update Frequency: Annually

State House District 11	26.0%
Oregon	25.5%
USA	20.6%

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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, 2017

Update Frequency: Annually

State House District 11 | 9.3%
Oregon | 8.9%
USA | 8.3%

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, 2017

Update Frequency: Annually

State House District 11 | 19.4%
Oregon | 20.8%
USA | 19.3%

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, 2017

Update Frequency: Annually

State House District 11 | 14.9%
Oregon | 12.2%
USA | 11.8%

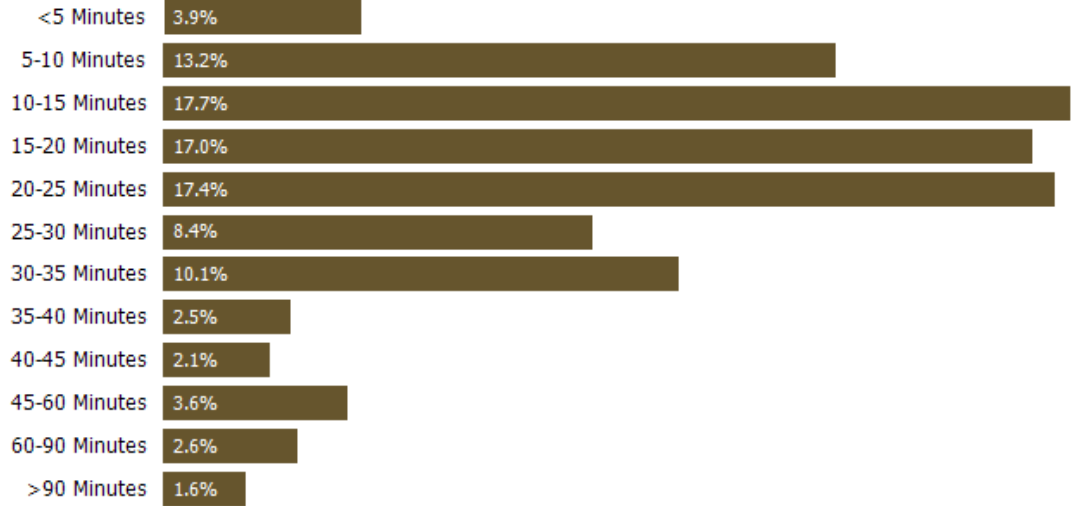# Oregon: State House District 11: Commute Comparison

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, 2017

Update Frequency: Annually

■ State House District 11

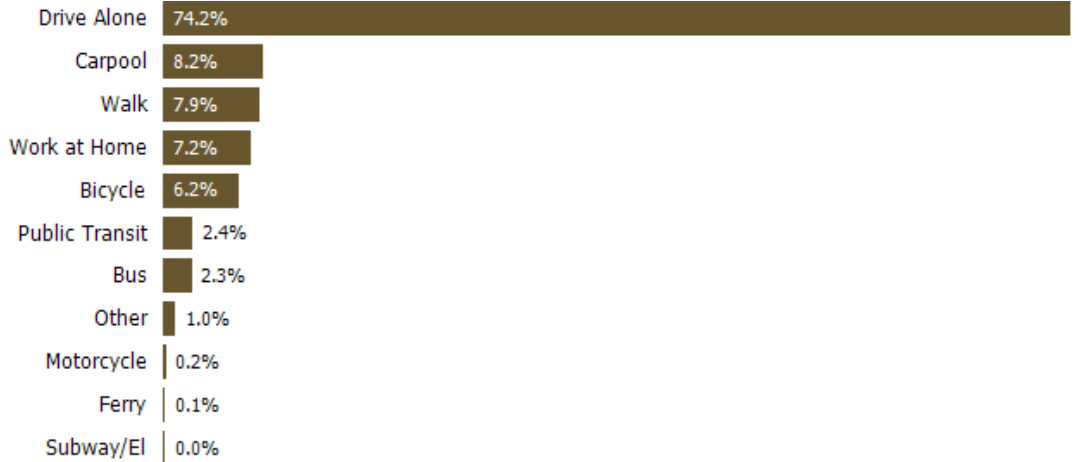| Commute Time	Percentage
<5 Minutes	3.9%
5-10 Minutes	13.2%
10-15 Minutes	17.7%
15-20 Minutes	17.0%
20-25 Minutes	17.4%
25-30 Minutes	8.4%
30-35 Minutes	10.1%
35-40 Minutes	2.5%
40-45 Minutes	2.1%
45-60 Minutes	3.6%
60-90 Minutes	2.6%
>90 Minutes	1.6%

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, 2017

Update Frequency: Annually

■ State House District 11

Transportation	Percentage
Drive Alone	74.2%
Carpool	8.2%
Walk	7.9%
Work at Home	7.2%
Bicycle	6.2%
Public Transit	2.4%
Bus	2.3%
Other	1.0%
Motorcycle	0.2%
Ferry	0.1%
Subway/El	0.0%

Oregon: State House District 11: 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

State House District 11	$325,670
Oregon	$355,370
USA	$241,780

12-Month 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

|	
State House District 11	+6.5%
Oregon	+5.8%
USA	+6.1%

Best Retail Businesses: Oregon: State House District 11

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2017

Update Frequency: Annually
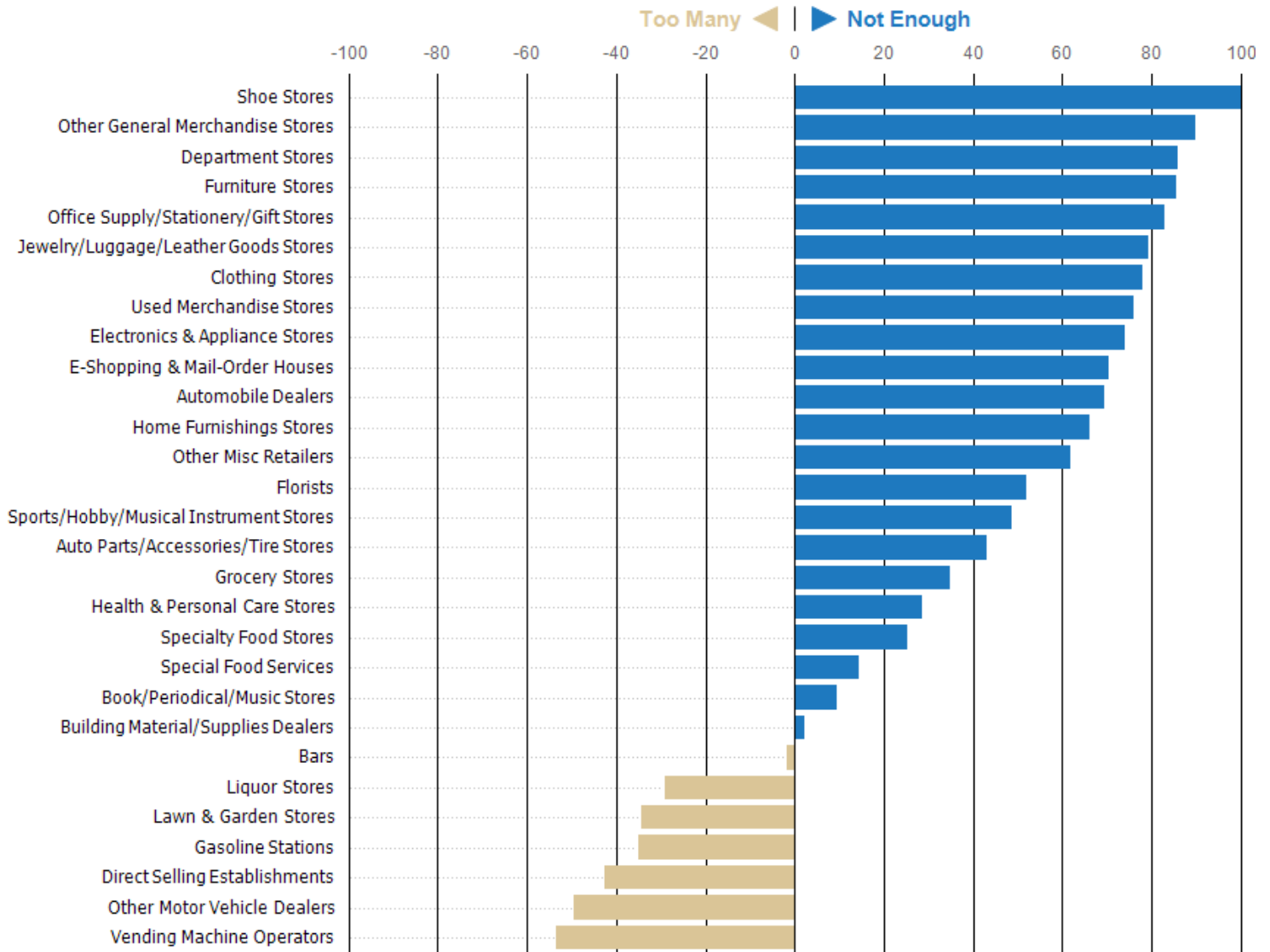
About RPR (Realtors Property Resource)

- 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 and RealtyTrac.

- **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: http://blog.narrpr.com

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