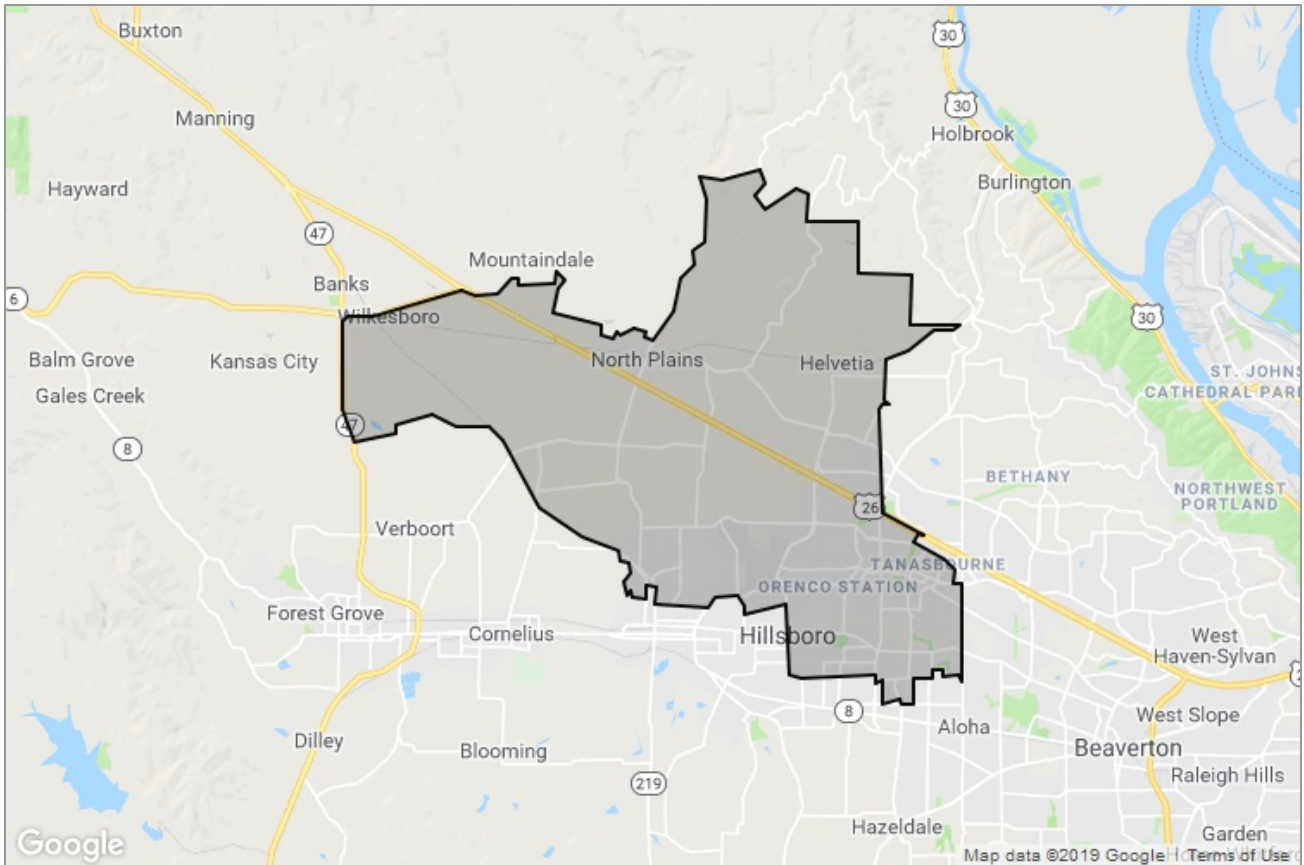




OREGON  
ASSOCIATION  
OF REALTORS®

LOCAL ECONOMIC AREA REPORT

# Oregon: State House District 30



Presented by

**Dawn Radcliff**

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## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$71,575**  
Total dollars:  
\$71,575 out of \$28,986

Age:  
**Median Age**  
**34.1**  
Total years:  
34.1 out of 74,930.0

Population Stats:  
**Total Population**  
**74,930**

Segmentation:  
**1st Dominant Segment**  
**Metro Renters**

## Consumer Segmentation

### Life Mode

What are the people like that live in this area?

**Uptown Individuals**  
Younger, urban singles on the move

### Urbanization

Where do people like this usually live?

**Principal Urban Centers**  
Young, mobile, diverse in metros of 2.5 + million people

## Top Tapestry Segments

	<b>Metro Renters</b>	<b>Soccer Moms</b>	<b>Young and Restless</b>	<b>Enterprising Professionals</b>	<b>Bright Young Professionals</b>
% of Households	4,261 (14.7%)	4,062 (14.0%)	4,041 (13.9%)	3,633 (12.5%)	3,227 (11.1%)
% of Oregon	49,630 (3.1%)	39,954 (2.5%)	16,165 (1.0%)	18,437 (1.1%)	62,266 (3.8%)
Lifestyle Group	Uptown Individuals	Family Landscapes	Midtown Singles	Upscale Avenues	Middle Ground
Urbanization Group	Principal Urban Centers	Suburban Periphery	Metro Cities	Suburban Periphery	Urban Periphery
Residence Type	Multi-Unit Rentals	Single Family	Multi-Unit Rentals	Multi-Units; Single Family	Multi-Units; Single Family
Household Type	Singles	Married Couples	Singles	Married Couples	Married Couples
Average Household Size	1.66	2.96	2.02	2.46	2.4
Median Age	31.8	36.6	29.4	34.8	32.2
Diversity Index	59.3	48.3	76	71.2	65.4
Median Household Income	\$52,000	\$84,000	\$36,000	\$77,000	\$50,000
Median Net Worth	\$14,000	\$252,000	\$11,000	\$78,000	\$28,000
Median Home Value	—	\$226,000	—	\$295,000	—
Homeownership	20.8 %	85.5 %	13.7 %	52.3 %	44.1 %
Average Monthly Rent	\$1,310	—	\$920	—	\$1,000
Employment	Professional or Management	Professional or Management	Services or Professional	Professional or Management	Professional or Services
Education	College Degree	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Prefer environmentally safe products. Practice yoga, Pilates, ski.	Go jogging, biking, target shooting. Visit theme parks, zoos.	Text, redeem coupons from cell phone. Go dancing; play pool; buy organic food.	Gamble; visit museums. Buy trendy clothes online.	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.
Financial	Spend wages on rent	Carry high level of debt	Bank online	Own 401(k) through work	Own U.S. savings bonds; bank online
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Shop, bank online	Listen to blues, jazz, rap, hip-hop, dance music	Watch movies, TV on demand; use tablets	Rent DVDs from Redbox or Netflix
Vehicle	Take public transportation, taxis, walk, bike	Own 2+ vehicles (minivans, SUVs)	Take public transportation	Own or lease an imported sedan	Own newer cars

## About this segment

# Metro Renters

This is the

**#1**

dominant segment  
for this area

In this area

**14.7%**

of households fall  
into this segment

In the United States

**1.6%**

of households fall  
into this segment

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

### Who We Are

Residents in the highly mobile and educated Metro Renters market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Residents' income is close to the U.S. average, but they spend a large portion of their wages on rent, clothes and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

### Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking and biking are popular ways to navigate the city.

### Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

### Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates and downhill skiing.
- Shop for clothes at Banana Republic, The Gap and Nordstrom.

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 Soccer Moms

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

In this area  
**14.0%**  
of households fall  
into this segment

In the United States  
**2.9%**  
of households fall  
into this segment

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

#### Who We Are

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

#### Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

#### Market Profile

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

#### Socioeconomic Traits

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans

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

# Young and Restless

This is the

**#3**

dominant segment  
for this area

In this area

**13.9%**

of households fall  
into this segment

In the United States

**1.7%**

of households fall  
into this segment

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

### Who We Are

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment and labor-force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared non-family dwellings. Median household income is still below the U.S. average. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; more than 50 percent are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

### Our Neighborhood

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households with some shared households.
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top five renter markets.
- Apartment rentals popular: 45% in 5-19 unit buildings, 26% in 20+ unit buildings.
- Majority of housing built in 1970 or later (83%).

### Socioeconomic Traits

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college.
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

### Market Profile

- No landline telephone for majority of households, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching MTV and Comedy Central programs, reading fashion magazines and playing volleyball.
- Listen to blues, jazz, rap, hip hop, and dance music and read music magazines.
- Purchase natural/organic food, but frequent fast food restaurants.

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

# Enterprising Professionals

This is the

**#4**

dominant segment  
for this area

In this area

**12.5%**

of households fall  
into this segment

In the United States

**1.4%**

of households fall  
into this segment

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

### Who We Are

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

### Our Neighborhood

- Almost half of households are married couples, and 30% are single-person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multi-unit structures.
- Close to three quarters of the homes were built after 1980; 22% are newer, built after 2000.
- Renters make up nearly half of all households.

### Socioeconomic Traits

- Median household income one and a half times that of the U.S.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

### Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Go on business trips, a major part of work.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key—shop at Amazon.com and pick up drugs at the Target pharmacy.
- Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.

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

# Bright Young Professionals

This is the

**#5**

dominant segment  
for this area

In this area

**11.1%**

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

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value and average rent are close to the U.S. averages. Residents of this segment are physically active and up on the latest technology.

### Our Neighborhood

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 55% of the housing stock (row housing, buildings with 5-19 units); 44% built 1980-99.
- Average rent is slightly higher than the U.S. average.
- Lower vacancy rate is at 8.9%.

### Socioeconomic Traits

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10%.
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the U.S. rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

### Market Profile

- Own U.S. savings bonds.
- Own newer computers (desktop, laptop or both), iPods and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting and yoga.
- Eat out often at fast-food and family restaurants.

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.



## Oregon: State House District 30: 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)

**State House District 30** | 74,930

81,992  
**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)

**State House District 30** | 1,255.1

1,373.4  
**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)

**State House District 30** | 15.80%

9.42%  
**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 30

**State House District 30** | 75,965

**Oregon** | 4,150,282



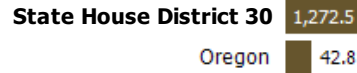
## Daytime Population Density

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 30



## 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)



## 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)



## 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)



## Oregon: State House District 30: 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)



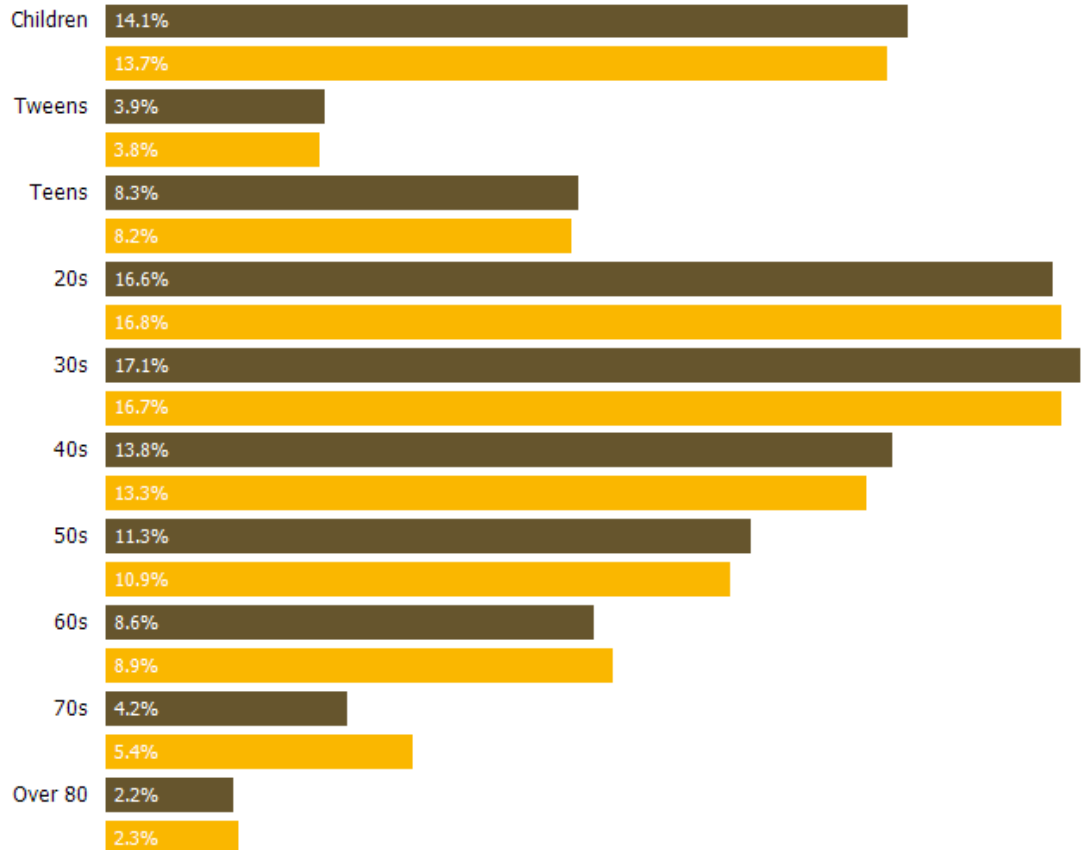
### Population by Age

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)



## Oregon: State House District 30: 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

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



### 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



### 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



### 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



## Oregon: State House District 30: 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)



### 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)



### 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)



### 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



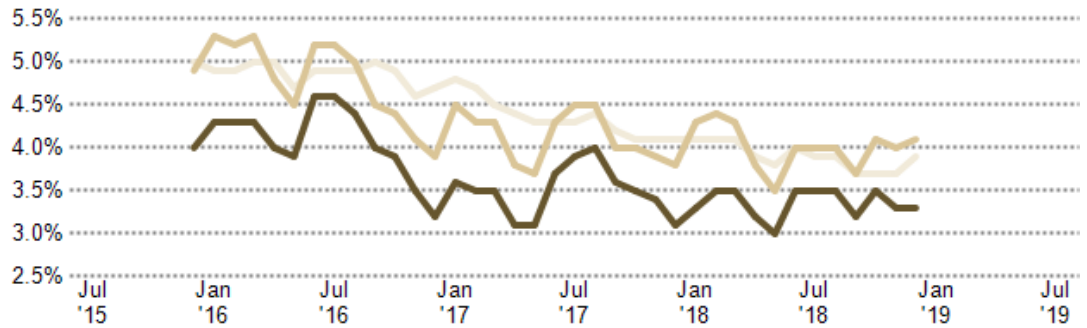
## Unemployment Rate

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 30  
■ Oregon  
■ USA

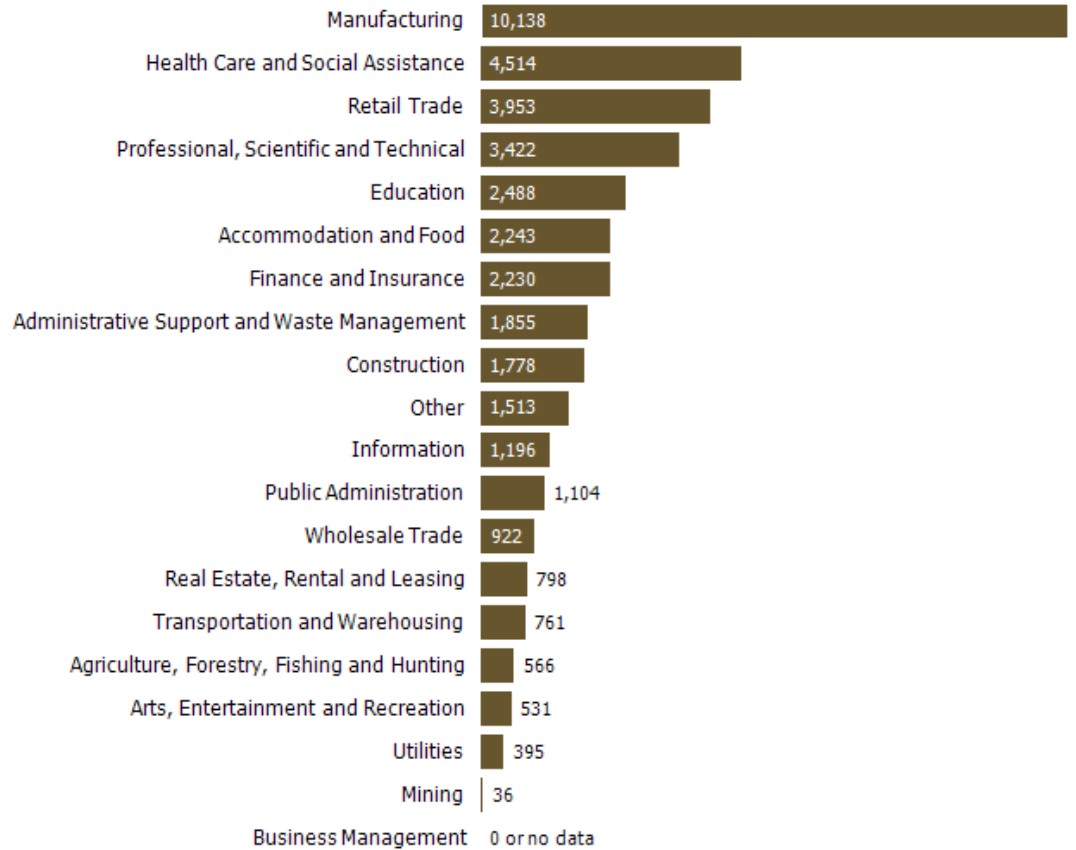


## Employment Count by Industry

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



## Oregon: State House District 30: 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



### 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



### 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



### 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



### 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



## 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



## 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



## 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





## Oregon: State House District 30: Commute Comparison

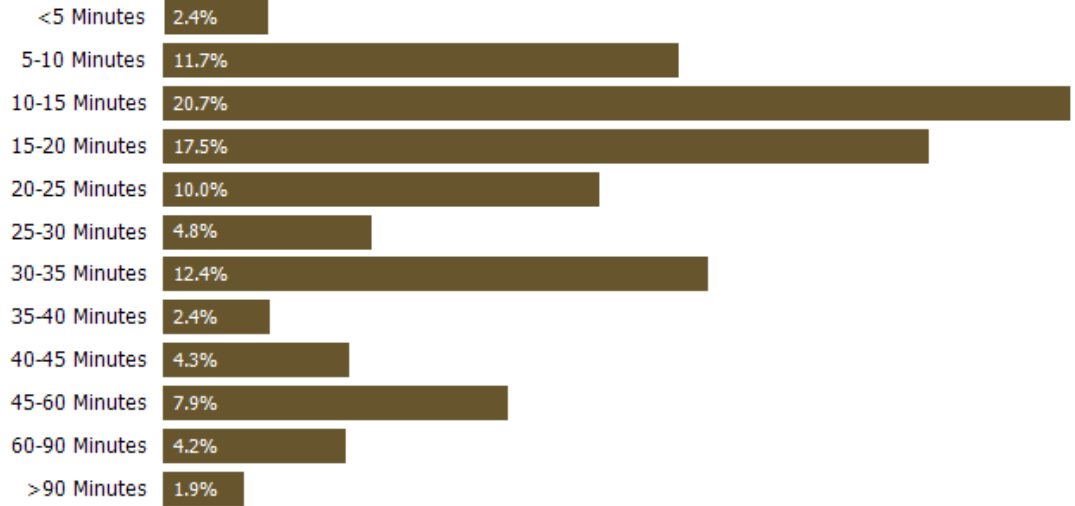
### Average Commute Time

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 30



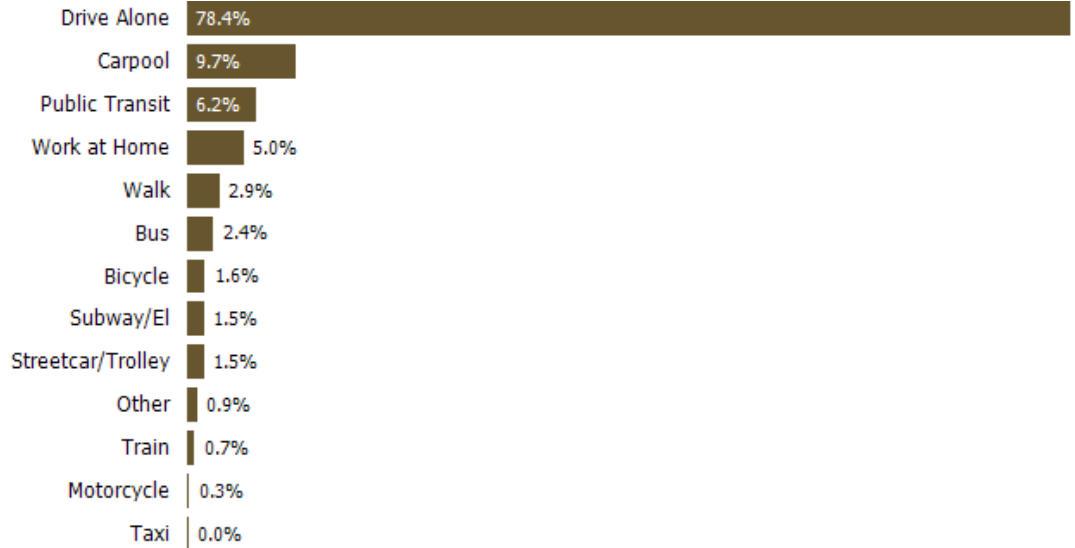
### How People Get to Work

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 30



## Oregon: State House District 30: 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-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

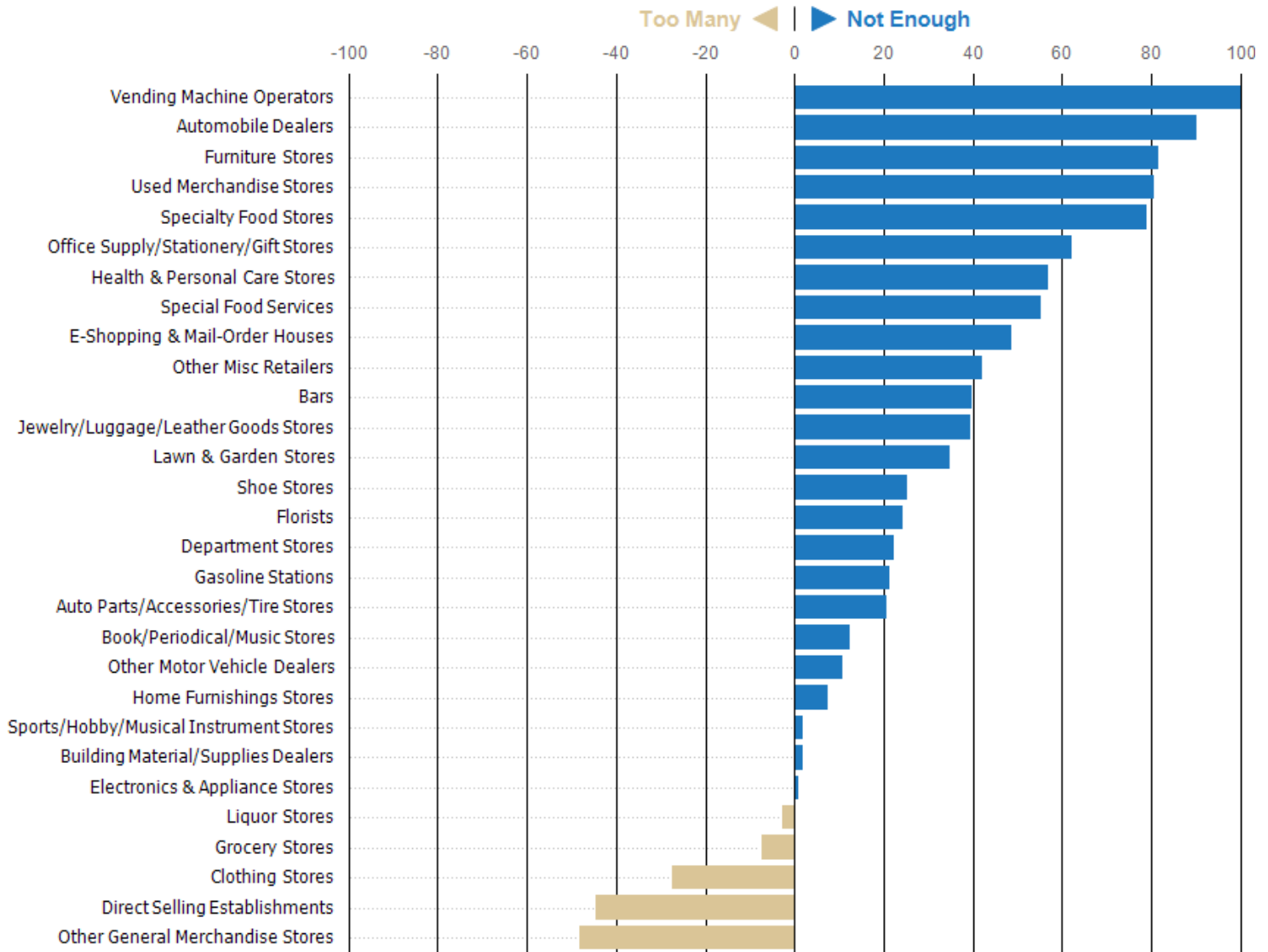


## Best Retail Businesses: Oregon: State House District 30

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>

