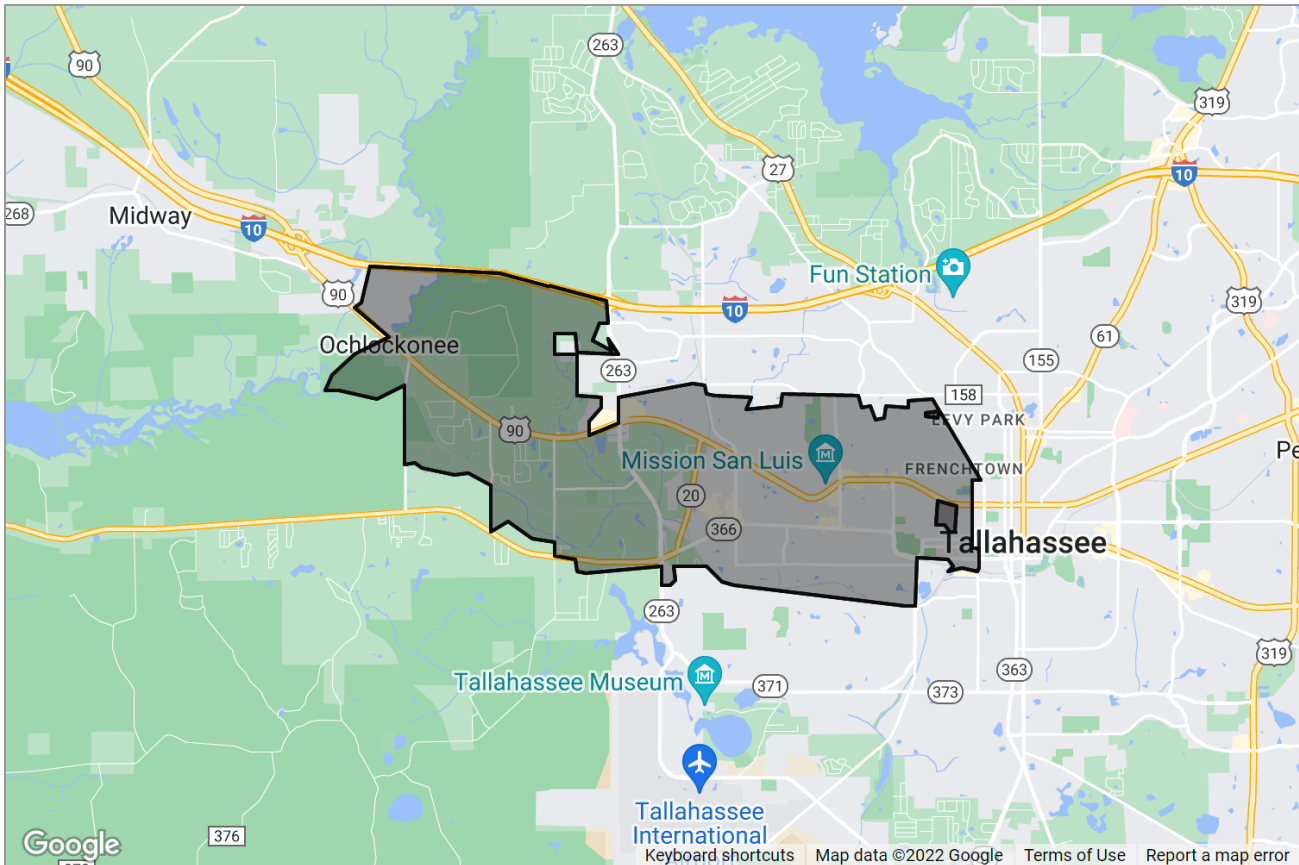


COMMERCIAL TRADE AREA REPORT

# Tallahassee, FL 32304



Presented by  
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1203 Thomasville Road  
Tallahassee, FL 32303

## Criteria Used for Analysis

2021 Income (Esri):  
**Median Household  
Income**  
**\$22,094**

2021 Age: 5 Year Increments  
(Esri):  
**Median Age**  
**22.8**

2021 Key Demographic Indicators  
(Esri):  
**Total Population**  
**49,333**

2021 Tapestry Market Segmentation  
(Households):  
**1st Dominant Segment**  
**Dorms to Diplomas**

## Consumer Segmentation

Life Mode <b>What are the people like that live in this area?</b>	Scholars and Patriots College campuses and military neighborhoods	Urbanization <b>Where do people like this usually live?</b>	Metro Cities Affordable city life, including smaller metros, satellite cities
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## Top Tapestry Segments

	Dorms to Diplomas	College Towns	Young and Restless	Modest Income Homes	Down the Road
% of Households	13,077 (71.2%)	2,684 (14.6%)	855 (4.7%)	841 (4.6%)	762 (4.2%)
Lifestyle Group	Scholars and Patriots	Scholars and Patriots	Midtown Singles	Hometown	Rustic Outposts
Urbanization Group	Metro Cities	Metro Cities	Metro Cities	Urban Periphery	Semirural
Residence Type	Multi-Unit Rentals	Multi-Unit Rentals; Single Family	Multi-Unit Rentals	Single Family	Mobile Homes; Single Family
Household Type	Non-Family Households	Singles	Singles	Singles	Married Couples
Average Household Size	2.21	2.12	2.04	2.55	2.74
Median Age	21.6	24.7	30.4	37.9	35.7
Diversity Index	57.8	58.5	78.8	34.5	73.3
Median Household Income	\$21,900	\$40,000	\$49,500	\$28,000	\$44,800
Median Net Worth	\$9,400	\$13,400	\$13,900	\$13,900	\$77,300
Median Home Value	\$244,000	\$234,100	\$236,500	\$81,700	\$139,400
Homeownership	8.9 %	27 %	15.2 %	46.8 %	68.4 %
Employment	Professional or Services	Professional or Services	Services or Professional	Services or Professional	Services or Professional
Education	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma	High School Diploma
Preferred Activities	Socializing, having fun, and learning new things are valued . Participate in sports go out to bars for drinks	Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee.	Like to read magazines about news, fashion and music . Go dancing; play basketball and pool; buy organic food.	Enjoy playing and watching basketball . Shop at warehouse clubs and low-cost retailers.	Place importance on preserving time-honored customs . Go hunting, fishing.
Financial	Carry a balance on credit cards so they can buy what they want	Limited incomes result in thrifty purchases	Careful shoppers are aware of prices, little brand loyalty	Live for today, saving only for specific purposes	Shop at Walmart Supercenters, Walgreens and dollar stores
Media	Use a computer for just about everything	Use the Internet for social media, blogging, watch movies and TV.	Most of their information comes from the Internet and TV	Favor TV as their media of choice	Use the Internet to stay connected, listen to radio at work
Vehicle	Vehicles are just a means of transportation	Prefer vehicle with good gas mileage	Take public transportation	Carpool, walk, bike or public transportation	Bought used vehicle last year

## About this segment

# Dorms to Diplomas

This is the

## #1

dominant segment  
for this area

In this area

## 71.2%

of households fall  
into this segment

In the United States

## 0.5%

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 2.22. More than 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. Less than one in ten homes are owner occupied.

### Socioeconomic Traits

- This is the youngest market with half of the population aged 20–24. Impulse buyers who experiment with different brands. Often purchase 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. Socializing, having fun, and learning new things are valued. Always connected; their cell phone is never out of reach.

### Market Profile

- Going to the movies, out to bars for drinks and maybe a game of billiards are common activities. With little experience cooking, fast food and frozen dinners are the “go-to” choices. Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace. Mobile devices provide access to all the latest music. Active on and off campus, residents participate in many sports and activities like Frisbee, bowling, weightlifting, jogging, and 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 2021. Update Frequency: Annually.

## About this segment

# College Towns

This is the

# #2

dominant segment  
for this area

In this area

# 14.6%

of households fall  
into this segment

In the United States

# 1.0%

of households fall  
into this segment

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

### Who We Are

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

### Our Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time. This segment is a mix of densely developed student housing and dorms with local residences. Off-campus, low rent apartments comprise half of the housing stock. Over three-quarters of the households are renter occupied, with one in ten remaining vacant. One-third of homes are single family; mostly occupied by local residents who own their homes. This market is bike and pedestrian friendly.

### Socioeconomic Traits

- Limited incomes result in thrifty purchases. Dress to impress with the latest fashions of the season. Strong preference for environmentally friendly products and vehicles that get good gas mileage. Heavily influenced by celebrity endorsements and trends in magazines. Most feel anything that can be done online is easier than in person.

### Market Profile

- Own laptops/notebooks and video game systems. Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPN News, ESPN2, and Comedy Central. Use the Internet for social media connections, blogging, paying bills, and searching for jobs. Have cell phones only (no landlines) and enjoy customizing them. Popular activities: backpacking, Pilates, and Frisbee. Go out to the movies and out for drinks.

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 2021. Update Frequency: Annually.

## About this segment

# Young and Restless

This is the  
**#3**  
dominant segment  
for this area

In this area  
**4.7%**  
of households fall  
into this segment

In the United States  
**1.8%**  
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: More than half the householders under age 35; median age 29.8. Primarily single-person households with some shared households. Highly mobile market, beginning careers and changing addresses frequently. One of the top 5 renter markets. Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings. Majority of housing built in 1970 or later (84%).

### Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college. Labor force participation rate is exceptionally high at 75.0%. These careful shoppers are aware of prices, and demonstrate little brand loyalty. 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 HHs, 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 VH1 and Comedy Central programs, and playing basketball and ping pong. Listen to contemporary hits, jazz, rap, hip hop, and dance music. Purchase natural/organic food, but frequent fast-food restaurants. Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

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 2021. Update Frequency: Annually.

## About this segment

# Modest Income Homes

This is the

## #4

dominant segment  
for this area

In this area

## 4.6%

of households fall  
into this segment

In the United States

## 1.3%

of households fall  
into this segment

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

### Who We Are

Families in this urban segment may be non-traditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multi-generational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low. Public transportation is available, and Medicaid can assist families in need.

### Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present. Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago. Over half of the homes are renter occupied; average rent is lower than the US average. Most households have one car (or no vehicle); nearly a third rely on carpooling, walking, biking or public transportation.

### Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma. Labor force participation is 50%. Income is less than half of the US median income. Consumers in this market consider traditional gender roles and religious faith very important. This market lives for today, choosing to save only for a specific purpose. Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.

### Market Profile

- Consumers shop at warehouse clubs and low-cost retailers. Unlikely to own a credit card, pay bills in person. This market supports multigenerational families; are often primary caregivers for elderly family members. Listen to gospel and R&B music. Enjoy playing and watching basketball.

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 2021. Update Frequency: Annually.

## About this segment

### Down the Road

This is the

# #5

dominant segment  
for this area

In this area

# 4.2%

of households fall  
into this segment

In the United States

# 1.2%

of households fall  
into this segment

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

### Who We Are

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.

### Our Neighborhood

- Nearly two-thirds of households are owned. Family market, primarily married couples or single-parent households. Close to half of all households live in mobile homes. Four-fifths of households were built in 1970 or later. About 32% of homes are valued under \$50,000.

### Socioeconomic Traits

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree. Labor force participation rate is 59.0%, slightly lower than the US. Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

### Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves. Routinely stop by the convenience store to purchase gas, groceries, and snacks. Participate in fishing and hunting. Use the Internet to stay connected with friends and play online video games. Listen to the radio, especially at work, with a preference for rap, R&B, and country music. Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish. Often prepare quick meals, using packaged or frozen dinner entrees. Favorite fast food: burgers and pizza. Frequent Walmart Supercenters, Walgreens, dollar stores, Kmart, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

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 2021. Update Frequency: Annually.

## Tallahassee, FL 32304: 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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (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, 2021

Update Frequency: Annually

■ 32304





## 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, 2021

Update Frequency: Annually

■ 32304



## 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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



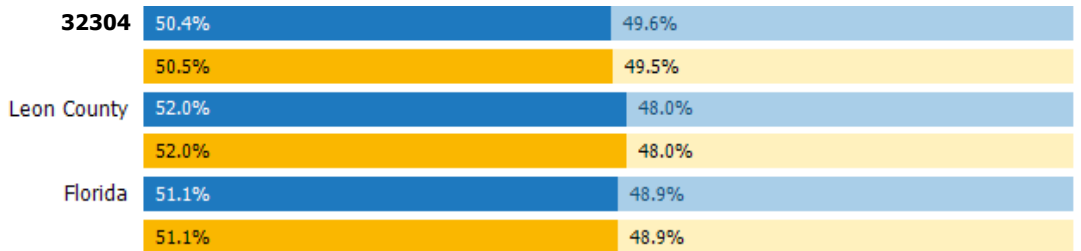
## Female / Male Ratio

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, 2021

Update Frequency: Annually

■ Women 2021  
■ Men 2021  
■ Women 2025 (Projected)  
■ Men 2025 (Projected)



## Tallahassee, FL 32304: 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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



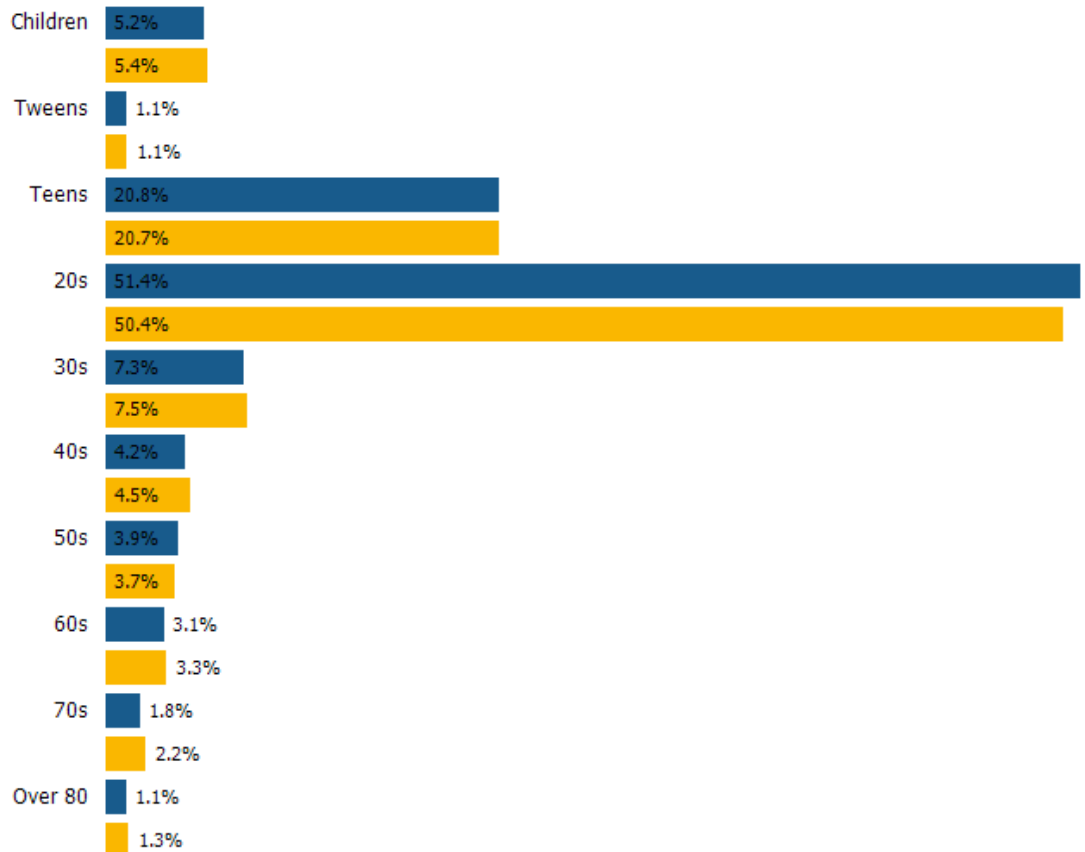
### Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



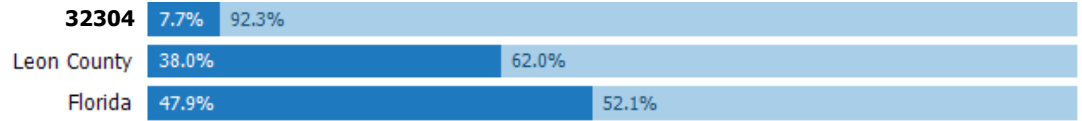
## Tallahassee, FL 32304: Marital Status Comparison

### 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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

Update Frequency: Annually



## Tallahassee, FL 32304: 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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (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, 2021

Update Frequency: Annually

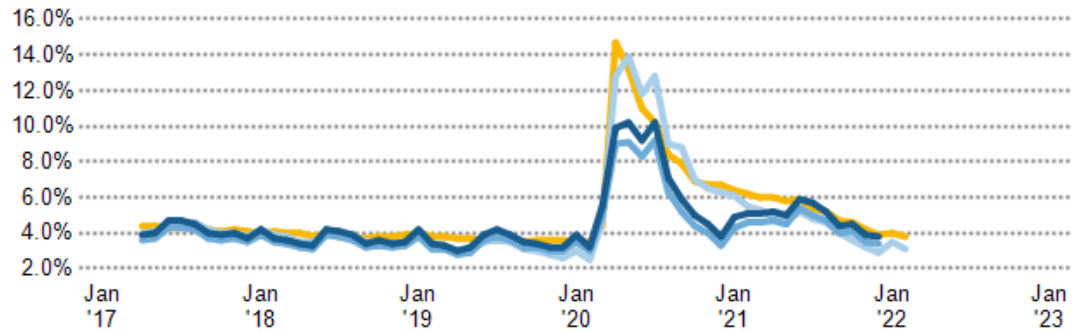
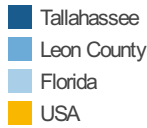


## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly



## 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, 2021

Update Frequency: Annually



## Tallahassee, FL 32304: 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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

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, 2021

Update Frequency: Annually



## Tallahassee, FL 32304: Commute Comparison

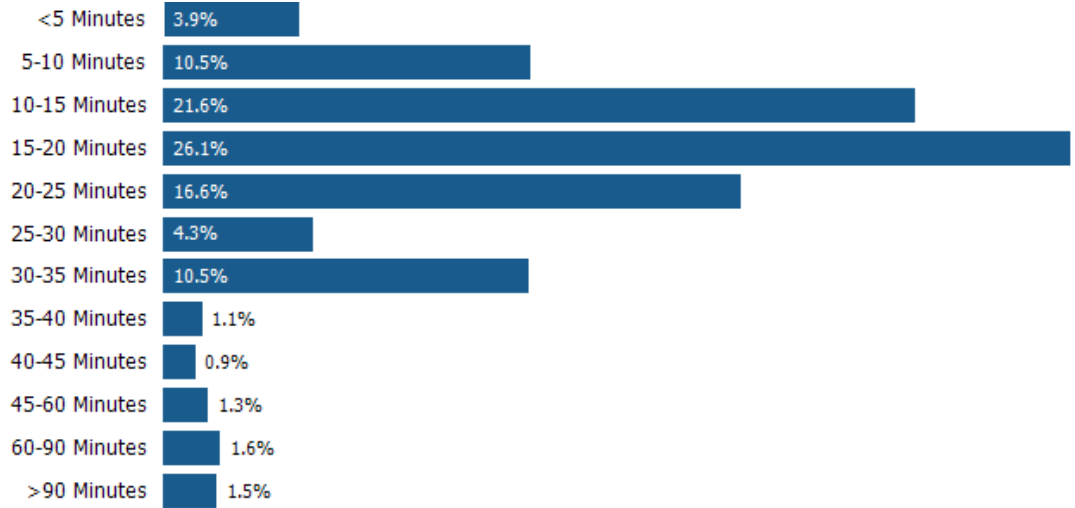
### Average Commute Time

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, 2021

Update Frequency: Annually

■ 32304



### 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, 2021

Update Frequency: Annually

■ 32304





## Tallahassee, FL 32304: 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: On- and off-market listings sources

Update Frequency: Monthly



### 12 mo. Change in Median Listing Price

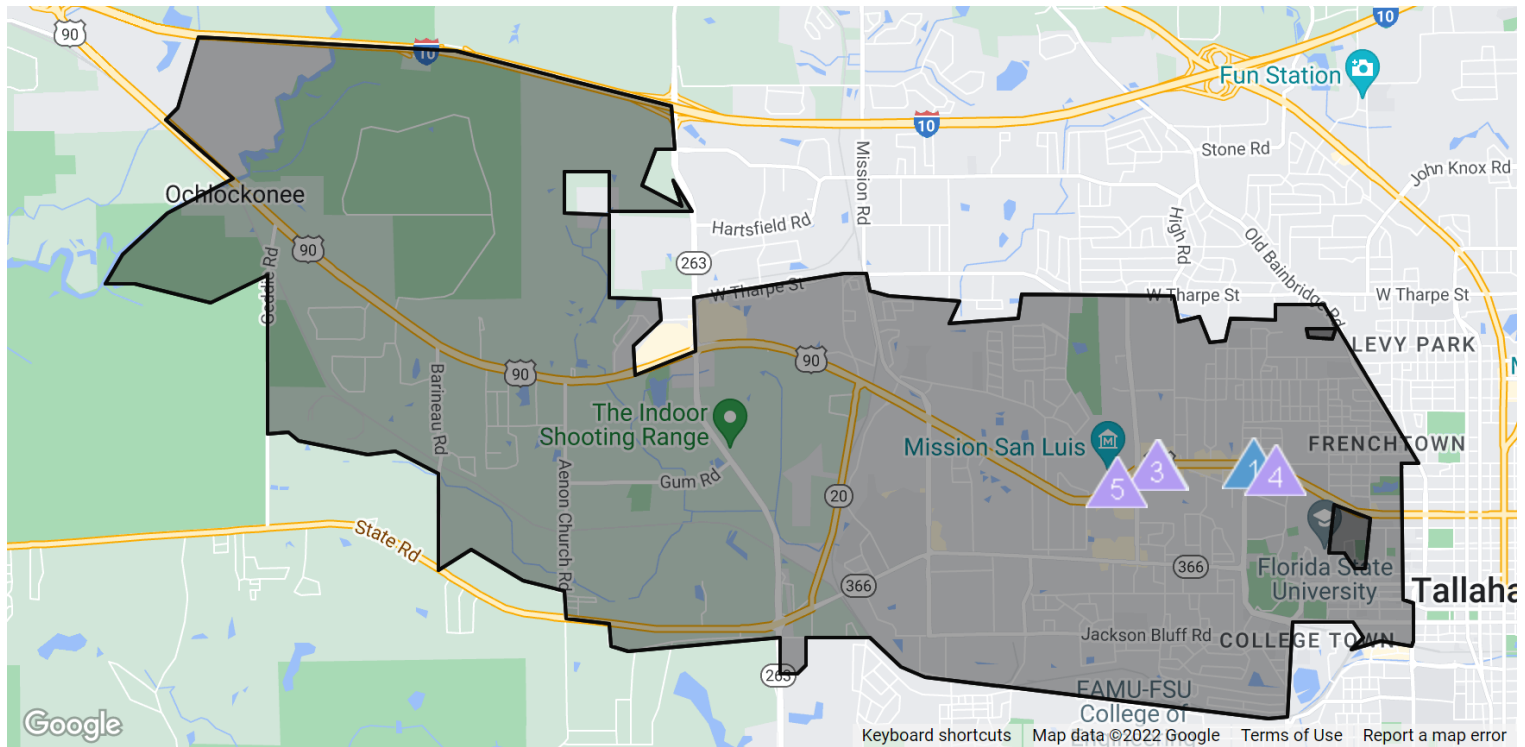
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

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

### 56,454

2021 Est. daily traffic counts

Street: W Tennessee St  
Cross: Murphree St  
Cross Dir: W  
Dist: 0.02 miles

Historical counts

Year	Count	Type
2011	52,270	ADT
2005	60,500	AADT
1998	48,758	ADT
1997	49,000	AADT
1996	48,618	ADT

2

### 55,605

2021 Est. daily traffic counts

Street: W Tennessee St  
Cross: Mission Rd  
Cross Dir: W  
Dist: 0.01 miles

Historical counts

Year	Count	Type
2011	53,500	AADT
2005	56,500	AADT
1997	45,000	AADT

3

### 48,587

2021 Est. daily traffic counts

Street: West Tennessee Street  
Cross: Mission Rd  
Cross Dir: W  
Dist: 0.11 miles

Historical counts

Year	Count	Type
2019	48,000	AADT
2018	49,000	AADT

4

### 45,610

2021 Est. daily traffic counts

Street: W Tennessee St  
Cross: Murphree St  
Cross Dir: W  
Dist: 0.15 miles

Historical counts

Year	Count	Type
2011	45,000	AADT

5

### 44,834

2021 Est. daily traffic counts

Street: W Tennessee St  
Cross: N Ocala Rd  
Cross Dir: NE  
Dist: 0.15 miles

Historical counts

Year	Count	Type
2011	43,500	AADT
2005	45,000	AADT
1997	31,500	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>

