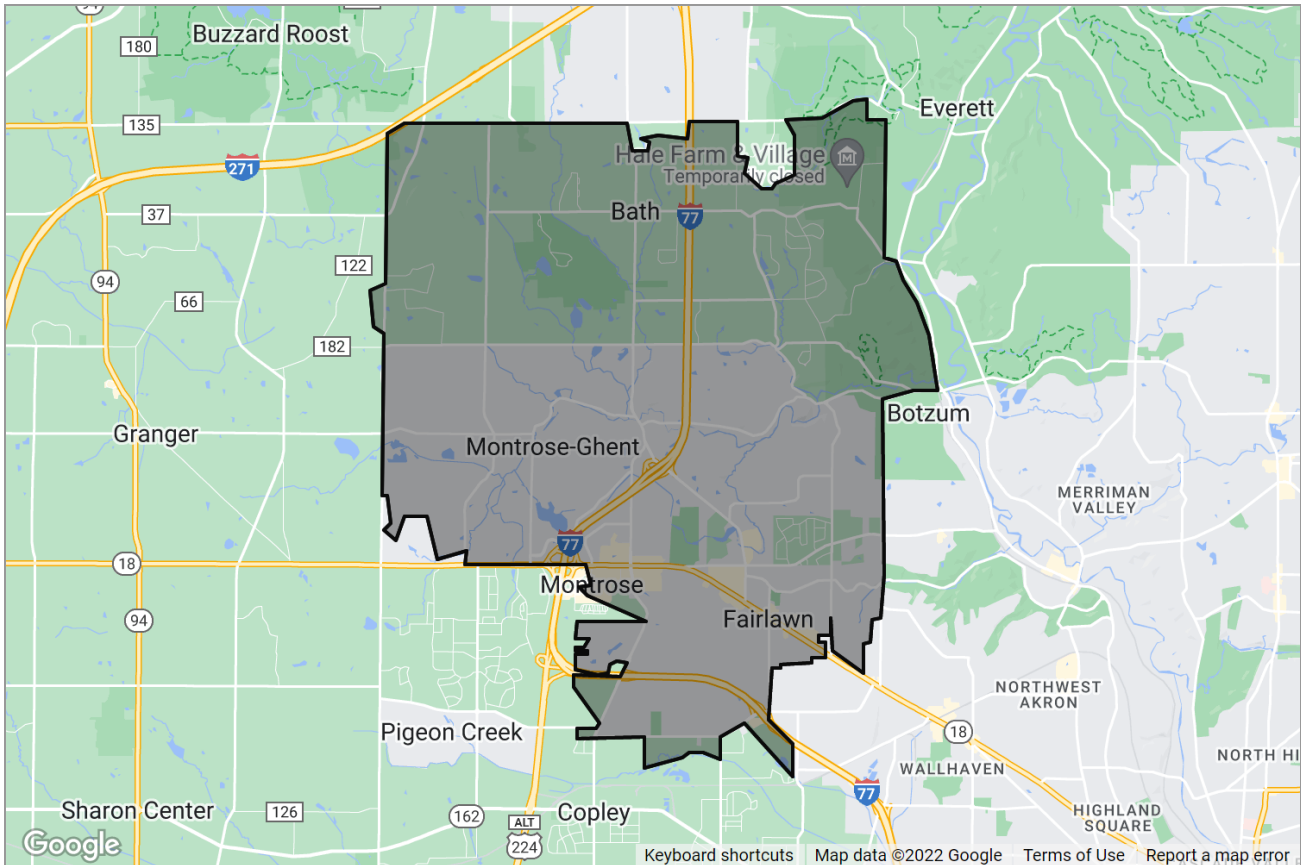


COMMERCIAL TRADE AREA REPORT

Akron, OH 44333



Presented by
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Fairlawn, OH 44333

Criteria Used for Analysis

2021 Income (Esri):
Median Household Income
\$88,596

2021 Age: 5 Year Increments (Esri):
Median Age
51.2

2021 Key Demographic Indicators (Esri):
Total Population
18,856

2021 Tapestry Market Segmentation (Households):
1st Dominant Segment
Exurbanites

Consumer Segmentation

Life Mode What are the people like that live in this area?	Affluent Estates Established wealth—educated, well-travelled married couples	Urbanization Where do people like this usually live?	Suburban Periphery Affluence in the suburbs, married couple-families, longer commutes
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Top Tapestry Segments

	Exurbanites	Top Tier	Midlife Constants	Savvy Suburbanites	Golden Years
% of Households	1,787 (23.4%)	1,289 (16.9%)	1,058 (13.8%)	845 (11.1%)	743 (9.7%)
% of Akron	1,217 (1.5%)	0 or no data (0.0%)	1,077 (1.3%)	446 (0.5%)	1,571 (1.9%)
Lifestyle Group	Affluent Estates	Affluent Estates	GenXurban	Affluent Estates	Senior Styles
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family; Multi-Units
Household Type	Married Couples	Married Couples	Married Couples Without Kids	Married Couples	Singles
Average Household Size	2.47	2.82	2.29	2.82	2.04
Median Age	52.1	48.2	47.7	45.8	53.5
Diversity Index	37.4	40.2	38.3	38.8	46
Median Household Income	\$112,200	\$191,000	\$59,100	\$119,200	\$80,200
Median Net Worth	\$688,100	\$1,460,200	\$179,100	\$694,900	\$245,700
Median Home Value	\$481,100	\$881,000	\$185,700	\$402,700	\$398,300
Homeownership	85.8 %	90.4 %	74.9 %	91.1 %	64.4 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Grad/Prof Degree	High School Diploma	Bachelor's Degree	Bachelor's Degree
Preferred Activities	Gardening and home improvement are priorities. Active in their communities.	Shop at high-end retailers. Frequent vacations that spare no expense.	Sociable, church-going residents. Enjoy movies at home, reading, fishing and golf.	They like to cook and prefer natural or organic products. Pursue a number of sports, from skiing to golf.	Active social lives include traveling abroad. Good health is a priority.
Financial	Rely on financial planners and extensive reading	Hire financial advisers	42% receive Social Security, 27% also receive retirement income	Not afraid of debt	Maintain actively managed financial portfolios
Media	Well-connected and use the internet to stay current	Consider the Internet, radio, and newspapers as key media sources	After TV, Radio and newspapers are medias of choice	Well-connected and use technology to stay current	Internet is used for everything, avid readers as well
Vehicle	Choose late-model luxury cars, SUVs	Purchase or lease luxury cars, preferably imports	Own domestic SUVs, trucks	Prefer late model, family-oriented vehicles	Prefer late-model vehicle

About this segment

Exurbanites

This is the

#1

dominant segment
for this area

In this area

23.4%

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 now 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 2.50. Primarily single-family homes with a high median value of \$423,400, 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; nearly 81% have some college education. This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%. 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. 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.

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

Top Tier

This is the
#2
dominant segment
for this area

In this area
16.9%
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

Consumers in Top Tier, Tapestry's wealthiest market, earn more than three times the average U.S. household income. They have the purchasing power to indulge any choice. Aside from expenses for the upkeep of their lavish homes, consumers select upscale salons, spas and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of more than \$1.5 million and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Our Neighborhood

- Married couples without children or married couples with older children dominate this market. Housing units are owner occupied with the highest home values and above average use of mortgages. Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

Socioeconomic Traits

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree. Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income and investments. These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products. Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends. These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources. They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

Market Profile

- Purchase or lease luxury cars with the latest trim, preferably imports. Contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS. Use every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects. Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs. Near or far, downtown or at the beach, they regularly visit their lavish vacation homes. When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries. Mostly shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com. At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way, a room with a view, limousines, and rental cars are part of the package.

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

Midlife Constants

This is the
#3
dominant segment
for this area

In this area
13.8%
of households fall
into this segment

In the United States
2.5%
of households fall
into this segment

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

Who We Are

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

Our Neighborhood

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

Socioeconomic Traits

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

Market Profile

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

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

About this segment

Savvy Suburbanites

This is the

#4

dominant segment
for this area

In this area

11.1%

of households fall
into this segment

In the United States

3.0%

of households fall
into this segment

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

Who We Are

Savvy Suburbanites residents are well educated, well read and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. Married couples with no children or older children; average household size is 2.85. 91% owner occupied; 66% mortgaged. Primarily single-family homes, with a median value of \$362,900. Low vacancy rate at 3.8%.

Socioeconomic Traits

- Education: 50.6% college graduates; 77.6% with some college education. Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%. Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating. Informed shoppers that do their research prior to purchasing and focus on quality.

Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: They like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines. Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

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

Golden Years

This is the

#5

dominant segment
for this area

In this area

9.7%

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

Golden Years residents are independent, active seniors nearing the end of their careers or already in retirement. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums and concerts. They are involved, focused on physical fitness and enjoying their lives. This market is smaller, but growing, and financially secure.

Our Neighborhood

- This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older. Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.06. Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings. These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

Socioeconomic Traits

- Golden Years residents, 22% have graduate or professional degrees, 28% have bachelor's degrees, and 25% have some college credits. Labor force participation is somewhat low at 56%, due to residents reaching retirement. Median household income is higher in this market, more than \$71,000. Although wages still provide income to nearly 2 out of 3 households, earned income is available from investments, Social Security benefits, and retirement income. These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment. They are generous supporters of the arts and charitable organizations. They keep their landlines and view cell phones more as a convenience.

Market Profile

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition. They subscribe to cable TV; news and sports programs are popular as well as on-demand movies. They use professional services to maintain their homes inside and out and minimize their chores. Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking. Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements. Active social lives include travel, especially abroad, plus going to concerts and museums. Residents maintain actively managed financial portfolios that include a range of instruments such as IRA's, common stocks, and certificates of deposit (more than six months).

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.

Akron, OH 44333: 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

■ 44333



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

■ 44333



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)



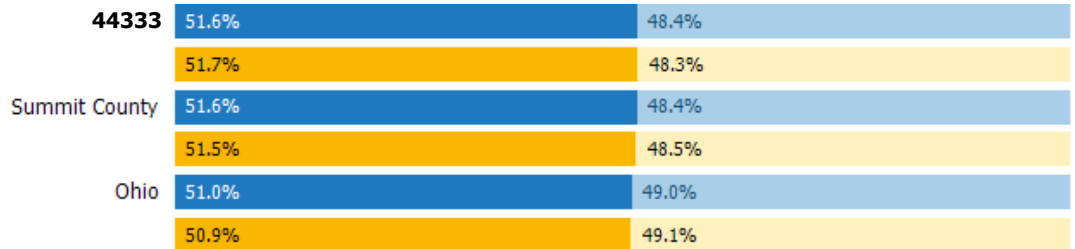
Female / Male Ratio

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)



Akron, OH 44333: 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)



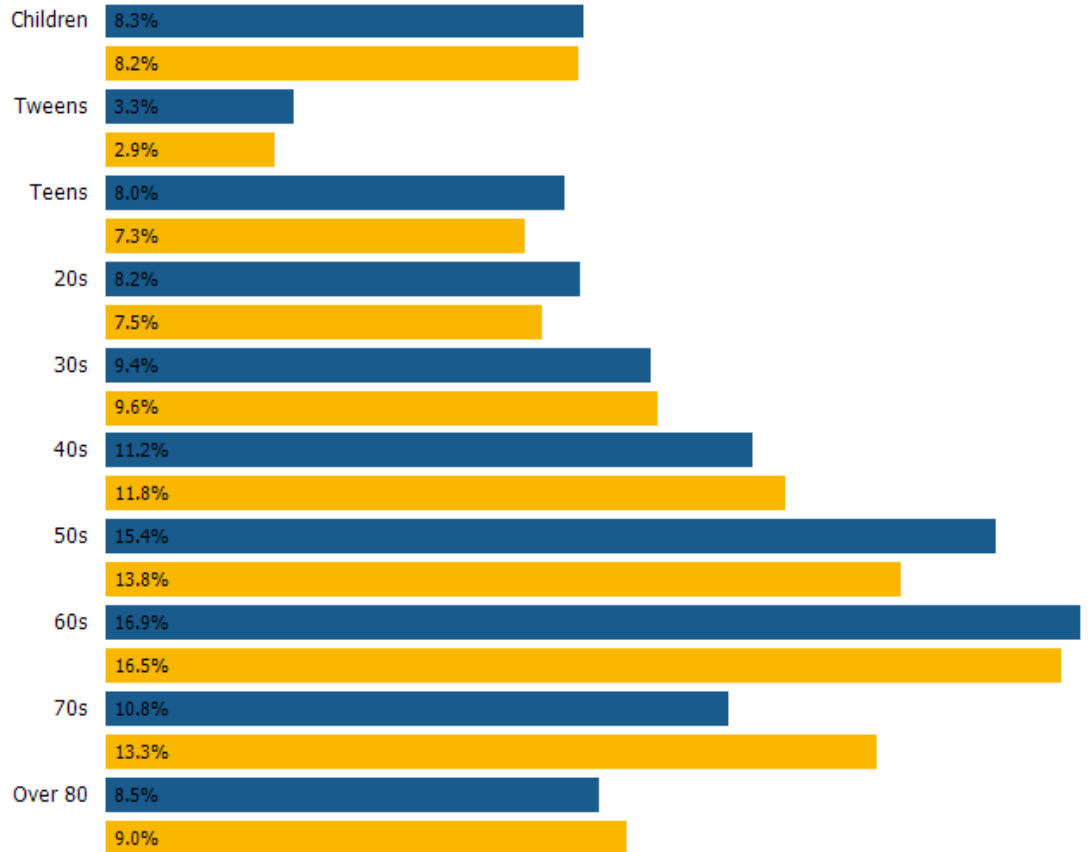
Population by Age

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)



Akron, OH 44333: 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



Akron, OH 44333: 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

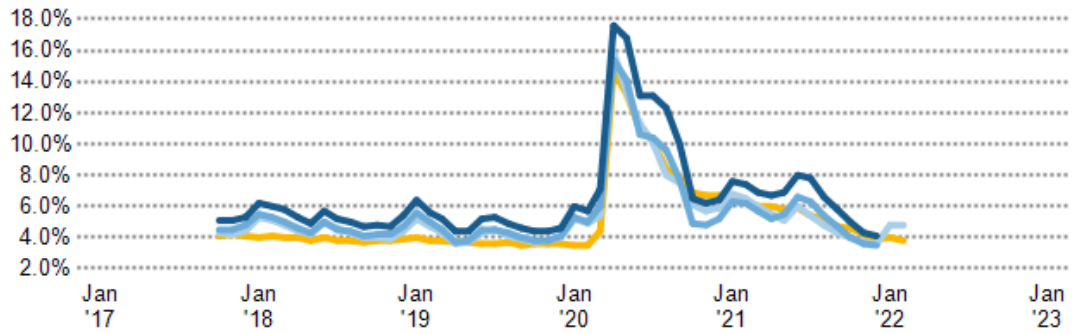
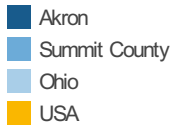


Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

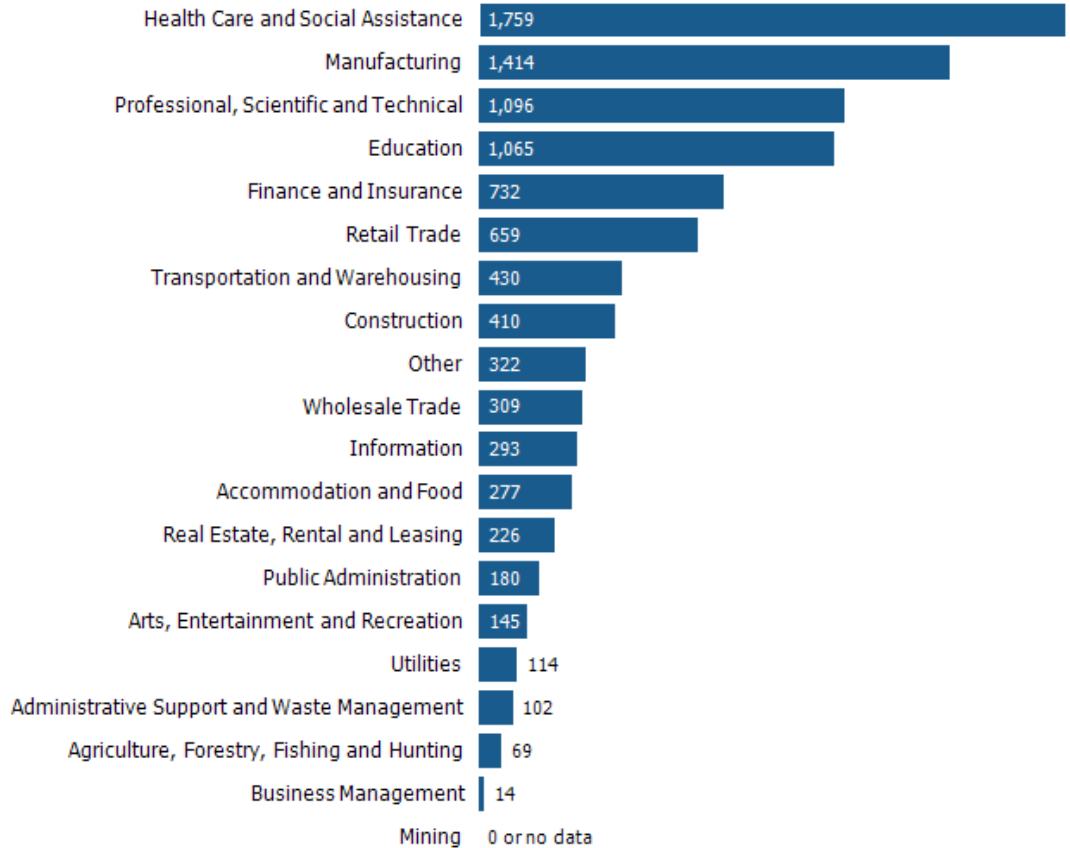


Employment Count by Industry

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



Akron, OH 44333: 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



Akron, OH 44333: Commute Comparison

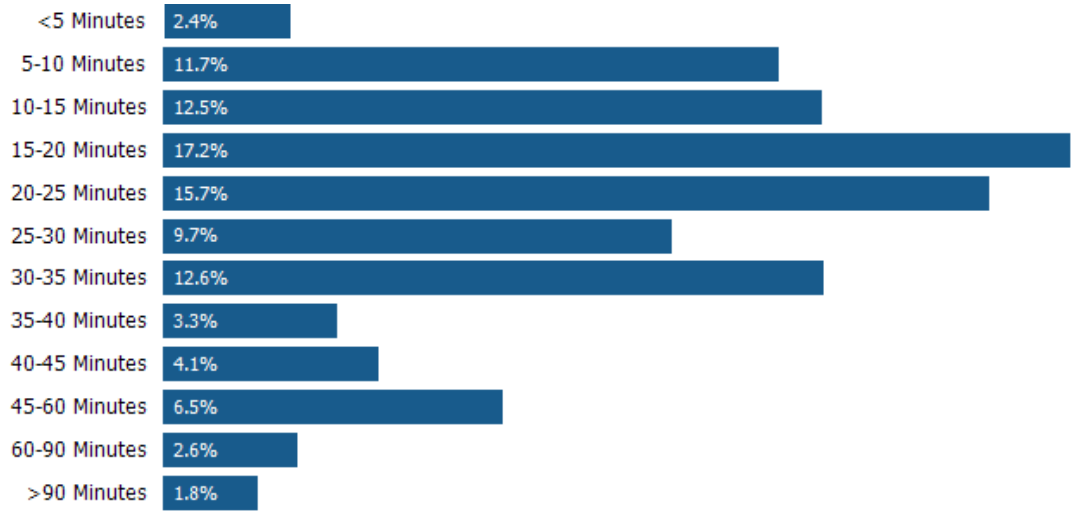
Average Commute Time

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

■ 44333



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

■ 44333



Akron, OH 44333: 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



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
72,771

2022 Est. daily traffic counts

Street: I-77
Cross: Brunsdorph Dr
Cross Dir: E
Dist: 0.13 miles

Historical counts

Year	Count	Type
2015	63,615	AADT
2013	68,540	AADT
2007	65,200	AADT
2004	68,490	AADT
2001	65,840	ADT

2
69,859

2022 Est. daily traffic counts

Street: I-77
Cross: Ridgewood Rd
Cross Dir: NW
Dist: 0.05 miles

Historical counts

Year	Count	Type
2015	65,843	AADT
2013	62,800	AADT
2007	60,830	AADT
2004	62,780	AADT
2001	57,290	ADT

3
66,143

2022 Est. daily traffic counts

Street: -
Cross: -
Cross Dir: -
Dist: -

Historical counts

Year	Count	Type
2015	66,143	ADT

4
64,159

2022 Est. daily traffic counts

Street: I-77
Cross: Shade Rd
Cross Dir: S
Dist: 0.25 miles

Historical counts

Year	Count	Type
2015	56,891	AADT
2013	55,320	AADT
2007	61,750	AADT
2004	62,660	AADT
2001	61,080	ADT

5
62,487

2022 Est. daily traffic counts

Street: I-77
Cross: N Cleveland Massillon Rd
Cross Dir: NE
Dist: 0.51 miles

Historical counts

Year	Count	Type
2016	59,996	AADT
2015	55,833	AADT
2013	54,000	AADT
2007	61,970	AADT
2004	56,260	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>

