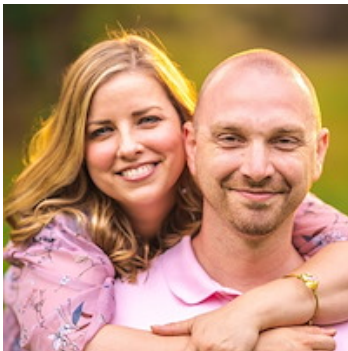
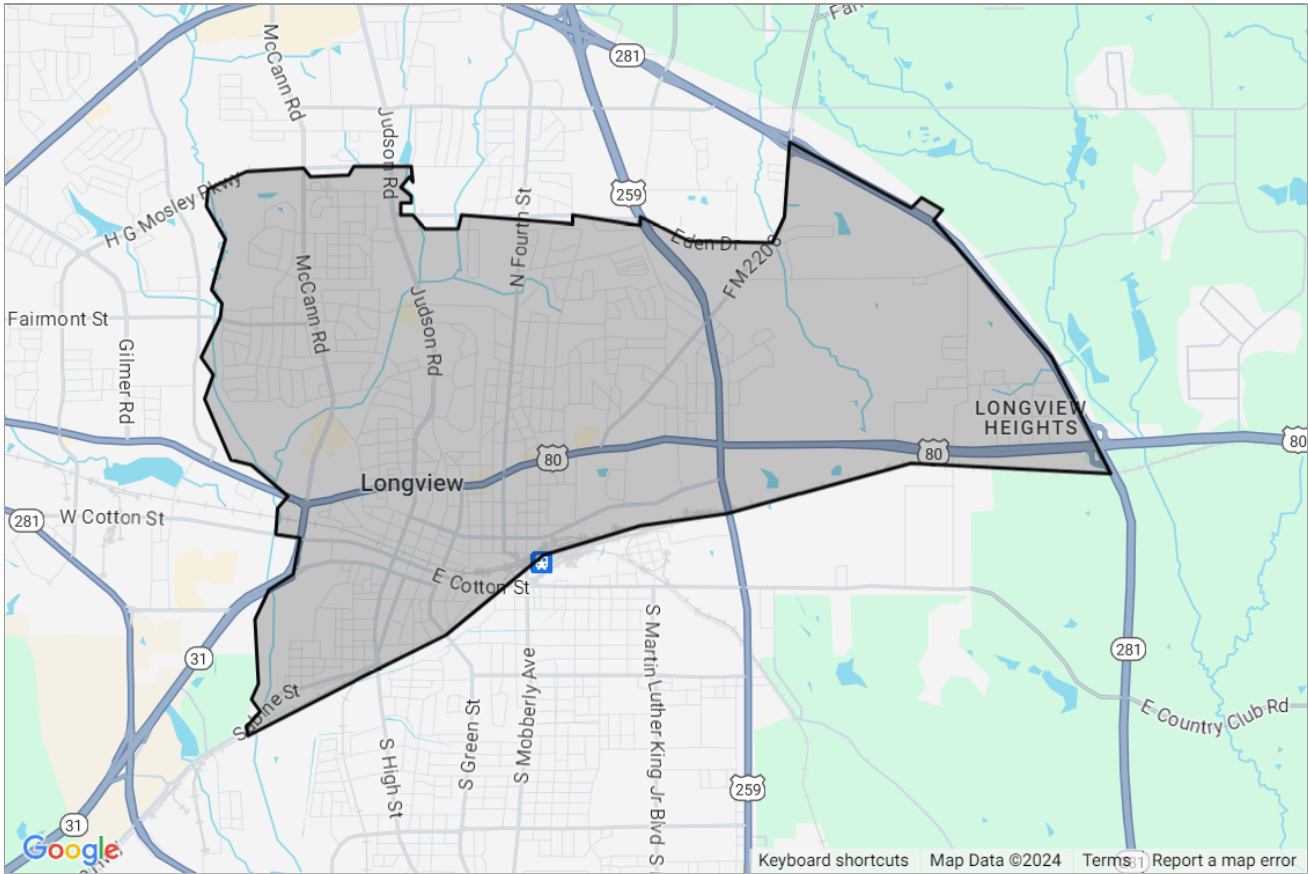


TRADE AREA REPORT

# Longview, TX 75601



Presented by  
**Charles/Jazilyn Maxwell**

Texas Real Estate Licenses: 0647464, 678220  
Texas Appraisal License: 647464



Mobile: (903) 806-3237

Main: [maxwellteam1@gmail.com](mailto:maxwellteam1@gmail.com)  
Agent: [mymaxwellteam.com](http://mymaxwellteam.com)

**Keebaugh & Company**

1505 B Judson Rd  
LONGVIEW, TX 75601

## Criteria Used for Analysis

**Median Household Income**  
**>\$52,000**

**Median Age**  
**39.4**

**Total Population**  
**16,382**

**1st Dominant Segment**  
**Midlife Constants**

## Consumer Segmentation

Life Mode

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

### GenXurban

Gen X in middle age; families with fewer kids and a mortgage

Urbanization

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

### Suburban Periphery

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

## Top Tapestry Segments

	Midlife Constants	Hometown Heritage	Social Security Set	Southwestern Families	In Style
<b>% of Households</b>	1,162 (18.4%)	653 (10.4%)	591 (9.4%)	588 (9.3%)	573 (9.1%)
<b>% of Longview</b>	2,417 (7.5%)	1,699 (5.3%)	762 (2.4%)	588 (1.8%)	1,365 (4.2%)
<b>Lifestyle Group</b>	GenXurban	Middle Ground	Senior Styles	Sprouting Explorers	GenXurban
<b>Urbanization Group</b>	Suburban Periphery	Metro Cities	Metro Cities	Urban Periphery	Metro Cities
<b>Residence Type</b>	Single Family	Single Family	Multi-Unit Rentals	Single Family	Single Family
<b>Household Type</b>	Married Couples w/No Kids	Singles	Singles	Married Couples	Married Couples w/No Kids
<b>Average Household Size</b>	2.3	2.54	1.79	2.96	2.32
<b>Median Age</b>	48	33.3	46.8	35.5	43
<b>Diversity Index</b>	48	80.4	79.9	80.6	50.9
<b>Median Household Income</b>	\$56,700	\$36,600	\$26,200	\$40,500	\$87,800
<b>Median Net Worth</b>	\$57,800	\$14,600	\$11,100	\$35,200	\$243,800
<b>Median Home Value</b>	\$215,400	\$89,600	\$222,800	\$142,700	\$348,500
<b>Homeownership</b>	75.2 %	42.4 %	16.1 %	55.8 %	70.7 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Services or Transport/Material Moving	Professional or Services	Services or Professional	Professional or Mgmt/Bus/Financial
<b>Education</b>	High School Diploma	High School Diploma	High School Diploma	High School Diploma	Bachelor's Degree
<b>Preferred Activities</b>	Sociable, church-going residents . Enjoy movies at home, reading, fishing and golf.	Favorite sports are NASCAR, wrestling and basketball . Shop via sales rep, QVC or HSN.	Prefer to cook, eat at home . Activities are limited, but bingo is a favorite.	Shop at pharmacies, dollar stores and discount departments . Television is a primary source of entertainment.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.
<b>Financial</b>	42% receive Social Security, 27% also receive retirement income	Save money for a specific purpose	Fixed incomes so remain price sensitive	Budget-conscious consumers	Variety of investments often managed by a financial planner
<b>Media</b>	After TV, Radio and newspapers are medias of choice	Read parenting and health magazines	TV is an important part of their lives.	Listen to Hispanic radio, watch Hispanic programming	Connected and knowledgeable via smartphones
<b>Vehicle</b>	Own domestic SUVs, trucks	Own 1-2 vehicles	Take public transportation	Own 1-2 vehicles	Partial to late model SUVs and compact SUVs

About this segment

## Midlife Constants

This is the

**#1**

dominant segment  
for this area

In this area

**18.4%**

of households fall  
into this segment

In the United States

**2.4%**

of households fall  
into this segment

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

#### Who We Are

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

#### Our Neighborhood

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

#### Socioeconomic Traits

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

#### Market Profile

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

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

## Hometown Heritage

This is the

# #2

dominant segment  
for this area

In this area

# 10.4%

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

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

#### Our Neighborhood

- Renters: About three-fifths of households. Primarily family households, married couples with or without children, single parents, and multigenerational households. Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings. Older housing, built before 1960 (59%), with a higher proportion built in the 1940s or earlier. Higher percentage of vacant housing units at 18%. Most households with 1 or 2 vehicles (71%), but 19% have no vehicle.

#### Socioeconomic Traits

- Education completed: 38% with a high school diploma only; 28% with some college or an associate's degree. Higher rates of employment in Manufacturing. Labor force participation rate is lower at 57.1%. Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% and public assistance for 7%. These cost-conscious consumers purchase sale items in bulk and buy generic over name brands. They tend to save money for a specific purpose.

#### Market Profile

- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures. Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives. Read parenting and health magazines. Watch programs on VH1 and Game Show Network. Prefer to listen to gospel, R&B, rap, and hip-hop music. Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and 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 2023. Update Frequency: Annually.

About this segment

## Social Security Set

This is the

### #3

dominant segment  
for this area

In this area

### 9.4%

of households fall  
into this segment

In the United States

### 0.8%

of households fall  
into this segment

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

#### Who We Are

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

#### Our Neighborhood

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old. Multiunit rental properties with affordable rents are predominant; primarily built prior to 1979. Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

#### Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance. Wages and salary income are still earned by almost half of all households. With fixed incomes, consumers remain price sensitive. A trusted source of information, TV is an important part of their lives. An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations. Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

#### Market Profile

- With limited resources, spending on entertainment is restricted. Residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship. Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings. They steer away from cell phones, computers, and digital cameras. Many residents are dependent on Medicare and Medicaid for health care expenses. They don't eat out often, but KFC and McDonald's are their restaurants of choice.

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 2023. Update Frequency: Annually.

## About this segment

# Southwestern Families

This is the

## #4

dominant segment for this area

In this area

## 9.3%

of households fall into this segment

In the United States

## 0.8%

of households fall into this segment

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

### Who We Are

Residents in these neighborhoods are young families primarily located in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Many are limited English speaking households. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment.

### Our Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households. Average household size is higher at 3.20. Many residents were born abroad; many households have residents who speak only Spanish. Over 45% of householders rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas. Neighborhoods are older; most of the homes constructed prior to 1970. Nearly 70% of all households have one or two vehicles available.

### Socioeconomic Traits

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects. Labor force participation is at 52%. Most households receive income from wages or salaries; 35% receive contributions from Social Security; 12% from Supplemental Security Income. While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions. Often, purchase decisions are based on how a product may improve or organize their lives.

### Market Profile

- Television is a primary source of entertainment, and most homes have multiple sets. Residents prefer to pay bills in person, but paying using their mobile devices is growing. Baby and children's products, such as food, clothing, and furniture, are common purchases. Shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears. Listen to Hispanic radio and watch Hispanic programming on television. Most households have landlines, used frequently for international calls. About 2 out of 3 have access to the Internet.

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 2023. Update Frequency: Annually.

## About this segment

# In Style

This is the

# #5

dominant segment  
for this area

In this area

# 9.1%

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

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

### Our Neighborhood

- City dwellers of large metropolitan areas. Married couples, primarily with no children or single households; average household size at 2.35. Home ownership average at 68%; nearly half, 47%, mortgaged. Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5 –19 units) apartment buildings. Median home value at \$243,900. Vacant housing units at 8.6%.

### Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education. Higher labor force participation rate is at 67% with proportionately more 2-worker households. Median household income of \$73,000 reveals an affluent market with income supplemented by investments and a substantial net worth. Connected and knowledgeable, they carry smartphones and use many of the features. Attentive to price, they use coupons, especially mobile coupons.

### Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity. Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired. Prefer organic foods, including growing their own vegetables. Financially active, own a variety of investments often managed by a financial planner. Meticulous planners, both well insured and well invested in retirement savings. Generous with support of various charities and causes. Actively support the arts, theater, concerts, and museums.

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 2023. Update Frequency: Annually.

## Longview, TX 75601: 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, 2023

Update Frequency: Annually



■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually



■ 2023  
■ 2028 (Projected)

### Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually



■ 75601



## 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, 2023

Update Frequency: Annually

75601



## 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, 2023

Update Frequency: Annually

2023  
2028 (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, 2023

Update Frequency: Annually

2023  
2028 (Projected)



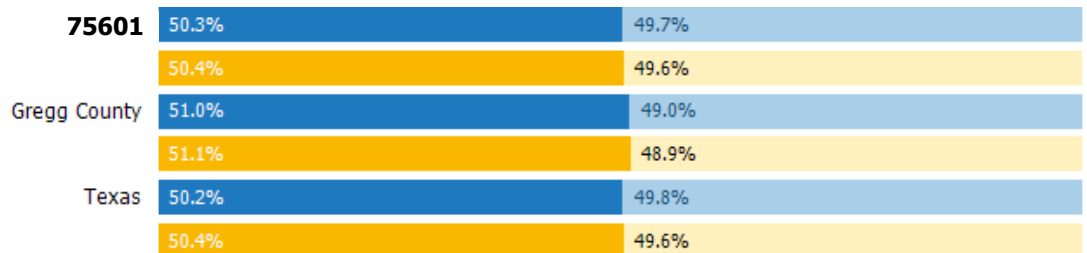
## Female / Male Ratio

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, 2023

Update Frequency: Annually

Women 2023  
Men 2023  
Women 2028 (Projected)  
Men 2028 (Projected)



## Longview, TX 75601: 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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (Projected)



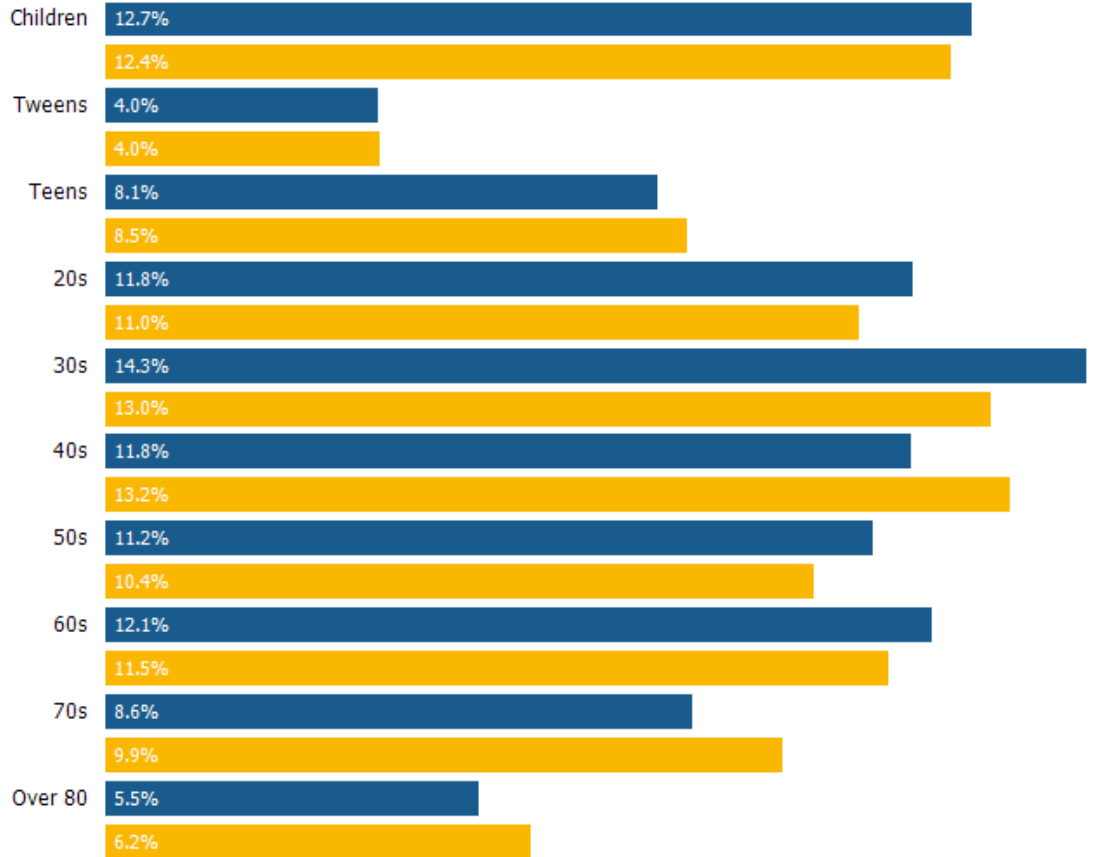
### Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (Projected)



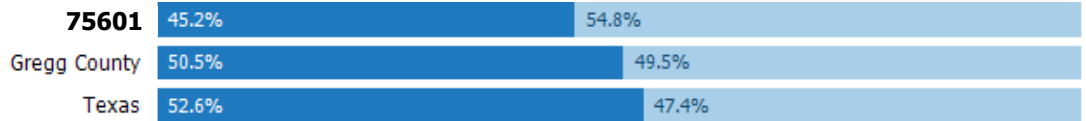
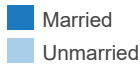
## Longview, TX 75601: Marital Status Comparison

### 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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

Update Frequency: Annually



## Longview, TX 75601: 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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

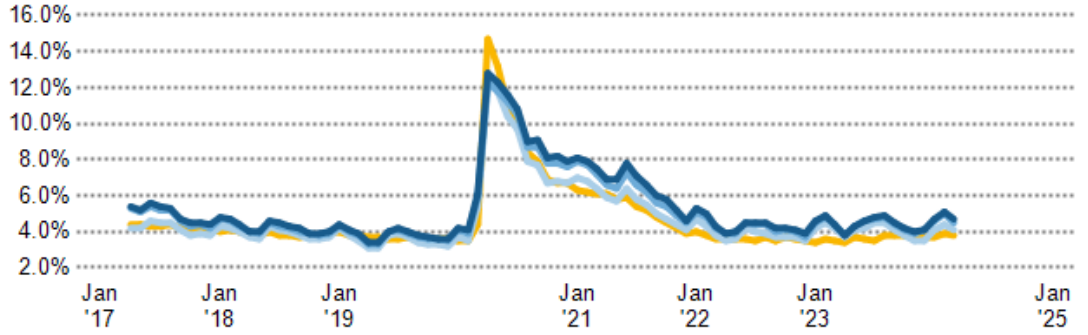


## Unemployment Rate

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

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

- Longview
- Gregg County
- Texas
- 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, 2023  
Update Frequency: Annually



## Longview, TX 75601: 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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

Update Frequency: Annually



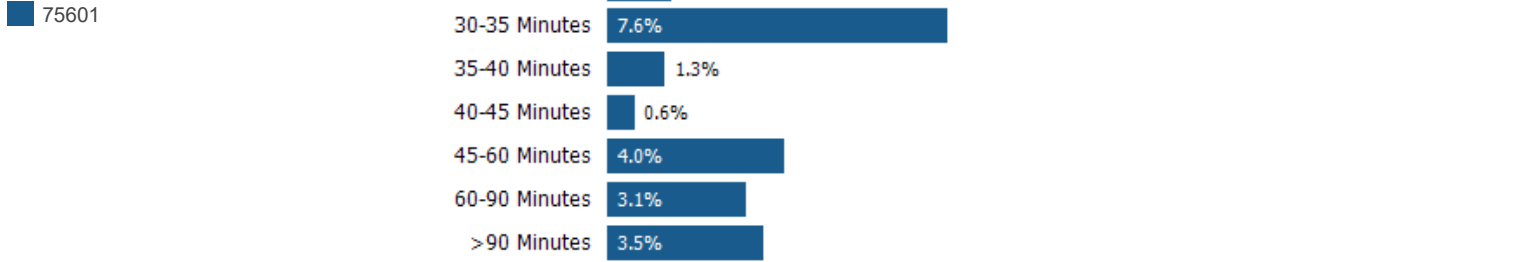
## Longview, TX 75601: Commute Comparison

### 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, 2023

Update Frequency: Annually



### 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, 2023

Update Frequency: Annually





## Longview, TX 75601: Home Value Comparison

### Median Estimated Home Value



This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### 12 mo. Change in Median Estimated Home Value



This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### Median Listing Price



This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

### 12 mo. Change in Median Listing Price

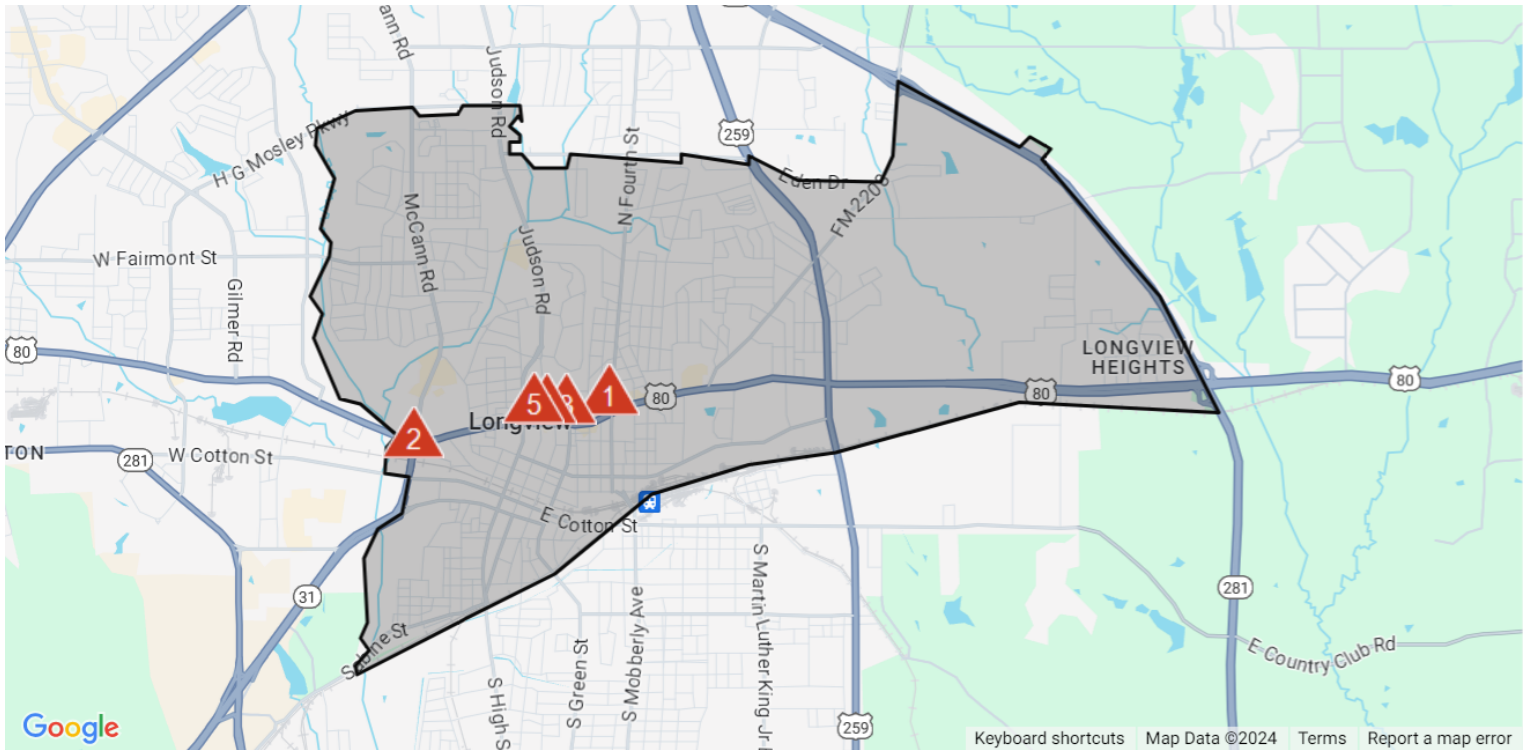


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

# Traffic Counts



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

**1**

## 27,751

2023 Est. daily traffic counts

Street: **E Marshall Ave**  
 Cross: **N 4th St**  
 Cross Dir: **NE**  
 Dist: **0.03 miles**

Historical counts

Year	Count	Type
2013	▲ 27,380	AADT

**2**

## 26,626

2023 Est. daily traffic counts

Street: **N Spur 63**  
 Cross: **W Marshall Ave**  
 Cross Dir: **S**  
 Dist: **0.09 miles**

Historical counts

Year	Count	Type
2021	▲ 28,516	AADT
2013	▲ 19,357	AADT

**3**

## 26,302

2023 Est. daily traffic counts

Street: **E Marshall Ave**  
 Cross: **N Green St**  
 Cross Dir: **E**  
 Dist: **0.02 miles**

Historical counts

Year	Count	Type
2013	▲ 25,950	AADT

**4**

## 25,960

2023 Est. daily traffic counts

Street: **E Marshall Ave**  
 Cross: **N Fredonia St**  
 Cross Dir: **E**  
 Dist: **0.05 miles**

Historical counts

Year	Count	Type
2013	▲ 25,613	AADT

**5**

## 25,616

2023 Est. daily traffic counts

Street: **W Marshall Ave**  
 Cross: **N Center St**  
 Cross Dir: **E**  
 Dist: **0.04 miles**

Historical counts

Year	Count	Type
2013	▲ 25,274	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>

