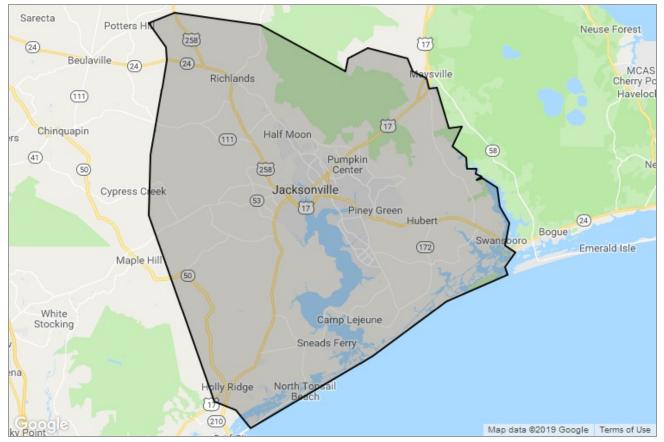


#### COMMERCIAL TRADE AREA REPORT

## Onslow County, North Carolina





 Presented by

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#### Criteria Used for Analysis

Income: Median Household Income \$49,680	
<b>Total dollars:</b> \$49,680 out of \$69,161	

#### Age: Median Age 28.5 **Total years:** 28.5 out of 200,602.0

#### Population Stats: **Total Population** 200,602

#### Segmentation: 1st Dominant Segment **Middleburg**

#### **Consumer Segmentation**

Life Mode		Urban
What are the people like that live in this area?	Family Landscapes Successful younger families in newer housing	Where like th live?

nization e do people his usually

Semirural

Small town living, families with affordable homes

Top Tapestry Segments	Middleburg	Bright Young Professionals	Old and Newcomers	Up and Coming Families	Southern Satellites
% of Households	15,972 (23.1%)	10,594 (15.3%)	6,314 (9.1%)	6,111 (8.8%)	5,242 (7.6%)
% of North Carolina	269,439 (6.6%)	133,696 (3.3%)	108,480 (2.7%)	159,472 (3.9%)	469,420 (11.5%)
Lifestyle Group	Family Landscapes	Middle Ground	Middle Ground	Ethnic Enclaves	Rustic Outposts
Urbanization Group	Semirural	Urban Periphery	Metro Cities	Suburban Periphery	Rural
Residence Type	Single Family	Multi-Units; Single Family	Multi-Units; Single Family	Single Family	Single Family or Mobile Homes
Household Type	Married Couples	Married Couples	Singles	Married Couples	Married Couples
Average Household Size	2.73	2.4	2.11	3.1	2.65
Median Age	35.3	32.2	38.5	30.7	39.7
Diversity Index	46.3	65.4	50.1	72.4	38.6
Median Household Income	\$55,000	\$50,000	\$39,000	\$64,000	\$44,000
Median Net Worth	\$89,000	\$28,000	\$23,000	\$96,000	\$70,000
Median Home Value	\$158,000	_	-	\$174,000	\$119,000
Homeownership	74.3 %	44.1 %	46.4 %	74.1 %	78.6 %
Average Monthly Rent	-	\$1,000	\$850	_	-
Employment	Professional or Services	Professional or Services	Professional or Services	Professional or Services	Services, Professional or Administration
Education	College Degree	College Degree	College Degree	College Degree	High School Graduate
Preferred Activities	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Go to bars/clubs, attend concerts. Eat at fast food, family restaurants.	Buy frozen, convenience foods Support environmental organizations	Visit theme parks, zoos. Contract for home and landscaping services.	Go hunting, fishing. Own a pet dog.
Financial	Carry some debt; invest for future	Own U.S. savings bonds; bank online	Bank online or in person	Hold student loans, mortgages	Shop at Walmart
Media	Watch country, Christian TV channels	Rent DVDs from Redbox or Netflix	Watch movies at home	Go online to shop, bank, for entertainment	Listen to country music; watch CMT
Vehicle	Own trucks, SUVs	Own newer cars	View car as transportation only	Own late-model compact car, SUV	Own, maintain truck



# About this segment Middleburg

Thisisthe **#1** 

dominant segment for this area

23.1% of households fall

into this segment

In this area

In the United States

### 2.9%

### of households fall into this segment

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

#### Who We Are

Mddleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, familyoriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

#### Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

#### Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here-faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

#### Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.





### About this segment Bright Young Professionals

Thisisthe

#2

MLS

dominant segment

15.3% of households fall

into this segment

In this area

In the United States

### 2.2%

### of households fall into this segment

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

#### Who We Are

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

#### Our Neighborhood

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

#### Socioeconomic Traits

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

#### Market Profile

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





### About this segment Old and Newcomers

Thisisthe #3

MLS

dominant segment

9.1% of households fall

into this segment

In this area

In the United States

### 2.3%

### of households fall into this segment

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

#### Who We Are

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

#### Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, \$800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

#### Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon dippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

#### Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.





### About this segment Up and Coming Families

Thisisthe #4

MLS

dominant segment for this area

8.8% of households fall

into this segment

In this area

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

Up and Coming Families is a market in transition--residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

#### Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

#### Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

#### Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.





### About this segment Southern Satellites

Thisisthe

#5 dominant segment for this area In this area

of households fall

into this segment

In the United States

### 3.1%

### of households fall into this segment

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

#### Who We Are

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally nondiverse, slightly older, settled marriedcouple families, who own their homes. Amost two-thirds of the homes are singlefamily structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

#### Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but
- Socioeconomic Traits

owning 3+ vehicles is common

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

#### Market Profile

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation show n 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 2018. Update Frequency: Annually.



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Onslow County, North Carolina: Population Comparison				
Total Population	<b>Onslow County</b>	200,602		
This chart shows the total population in		213,116		
an area, compared with other geographies.	North Carolina	10,455,604		
Data Source: U.S. Census American Community Survey via Esti, 2018		11,061,202		
Update Frequency: Annually	USA	328,361,672		
2018 2023 (Projected)		342,137,404		
Population Density	Onslow County	245.9		
This chart shows the number of people	-	261.2		
per square mile in an area, compared with other geographies.	North Carolina	198.5		
Data Source: U.S. Census American Community Survey via Esri, 2018		210.0		
Update Frequency: Annually	USA	90.4		
2018		94.2		
2023 (Projected)				
Population Change Since 2010	Onslow County	12.84%		
This chart shows the percentage change in area's population from 2010 to 2018,		6.24%		
compared with other geographies.	North Carolina	9.65%		
Data Source: U.S. Census American Community Survey via Esri, 2018	USA	5.79% 6.90%		
Update Frequency: Annually	034	4.20%		
2018 2023 (Projected)				
Total Daytime Population	Onslow County	207,391		
This chart shows the number of people	North Carolina	10,413,938		
who are present in an area during normal	USA	326,424,718		

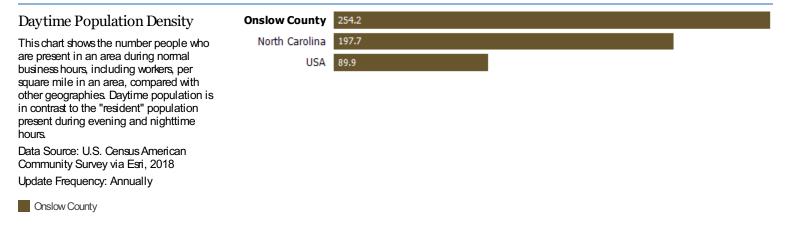
business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually

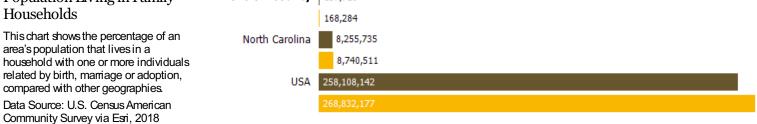
Onslow County







Average Household Size	<b>Onslow County</b>	2.69
This chart shows the average household		2.71
size in an area, compared with other geographies.	North Carolina	2.50
Data Source: U.S. Census American		2.50
Community Survey via Esri, 2018 Update Frequency: Annually	USA	2.60
_		2.60
2018 2023 (Projected)		
Population Living in Family	<b>Onslow County</b>	157,720
Households		



Update Frequency: Annually



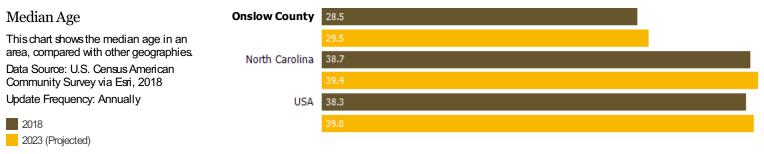
Men 2023 (Projected)

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### Onslow County, North Carolina: Age Comparison



#### 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, 2018 Update Frequency: Annually

2018 2023 (Projected)

Children	16.5%		
	16.5%		
Tweens	3.9%		
	4.3%		
Teens	9.1%	_	
	9.6%		
20s	23.7%		
30s	20.6%		
305	16.5%		
40s	9.4%		
	9.9%	-	
50s	9.0%		
	8.2%		
60s	7.3%		
	7.5%		
70s	4.1%		
	4.7%		
Over 80	1.9%		
	2.1%		





### Onslow County, North Carolina: Marital Status Comparison

			*	
Married / Unmarried Adults	<b>Onslow County</b>	56.2%	43.8%	
Ratio	North Carolina	51.0%	49.0%	
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies. Data Source: U.S. Census American	USA	49.3%	50.7%	
Community Survey via Esri, 2018 Update Frequency: Annually				
Married Unmarried				
Married	Onslow County	56.2%		
This chart shows the number of people in	North Carolina	51.0%		
an area who are married, compared with other geographies.	USA	49.3%		
Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually				
Never Married	Onslow County	31.0%		
This chart shows the number of people in	North Carolina	32.1%		
an area who have never been married, compared with other geographies.	USA	33.9%		
Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually				
Widowed	Onslow County	4.0%		,
This chart shows the number of people in	North Carolina	6.1%		
an area who are widowed, compared with other geographies.	USA	5.8%		
Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually				
Divorced	Onslow County	8.8%		
This chart shows the number of people in	North Carolina	10.8%		
an area who are divorced, compared with other geographies.	USA	11.0%		
Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually				

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### Onslow County, North Carolina: Economic Comparison

•		-	
Average Household Income	<b>Onslow County</b>	\$61,561	
This chart shows the average household		\$69, <del>44</del> 6	
income in an area, compared with other geographies.	North Carolina	\$72,420	
Data Source: U.S. Census American		\$81,534	
Community Survey via Esri, 2018 Update Frequency: Annually	USA	\$83,653	
		\$96,061	
2018 2023 (Projected)			
Median Household Income	<b>Onslow County</b>	\$49,680	
This chart shows the median household		\$53,629	
income in an area, compared with other geographies.	North Carolina	\$51,844	
Data Source: U.S. Census American		\$57,039	
Community Survey via Esri, 2018 Update Frequency: Annually	USA	\$58,060	
		\$65,674	
2018 2023 (Projected)			
Per Capita Income	<b>Onslow County</b>	\$22,670	
This chart shows per capita income in an		\$25,301	
area, compared with other geographies. Data Source: U.S. Census American	North Carolina	\$28,752	
Community Survey via Esti, 2018		\$32,238	
Update Frequency: Annually	USA	\$31,928	
2018		\$36,504	
2023 (Projected)			
Avaraga Dignagahla Ingama	<b>Onslow County</b>	\$49.745	
Average Disposable Income	North Carolina	\$55,868	
This chart shows the average disposable income in an area, compared with other	USA	\$63,257	
geographies.	034		
Data Source: U.S. Census American Community Survey via Esri, 2018			
Update Frequency: Annually			





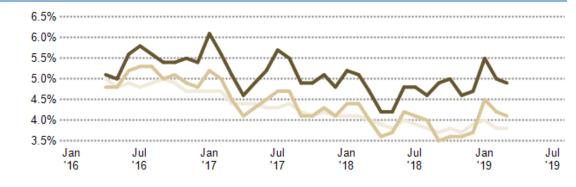
#### **Unemployment Rate**

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly





8,523

#### Employment Count by Industry Retail Trade 8,509 This chart shows industries in an area Accommodation and Food 8,295 and the number of people employed in Health Care and Social Assistance 8,232 each category. Data Source: Bureau of Labor Statistics Construction 5,719 via Esri. 2018 Education 5,295 Update Frequency: Annually 3,058 Administrative Support and Waste Management 2,943 Other Professional, Scientific and Technical 2,584 Transportation and Warehousing 2,144 Manufacturing 2,058 Finance and Insurance 1,470 Arts, Entertainment and Recreation 1,435 Real Estate, Rental and Leasing 1,316 Information Agriculture, Forestry, Fishing and Hunting 743 Wholesale Trade 670 Utilities 564

Public Administration

Mining

Business Management

44

6





### Onslow County, North Carolina: Education Comparison

**Onslow County** 

North Carolina

USA

Onslow County 4.2% North Carolina 4.4%

USA

4 0%

5.7%

7.8%

7.1%

Less than 9th Grade	<b>Onslow County</b>	2.5%
This chart shows the percentage of people in an area who have less than a	North Carolina USA	4.4% 5.2%
ninth grade education, compared with other geographies.		
Data Source: U.S. Census American Community Survey via Esri, 2018		
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, 2018

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, 2018

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, 2018 Update Frequency: Annually

<b>Onslow County</b>	23.8%	
North Carolina	21.1%	
USA	23.0%	

#### 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, 2018

Update Frequency: Annually







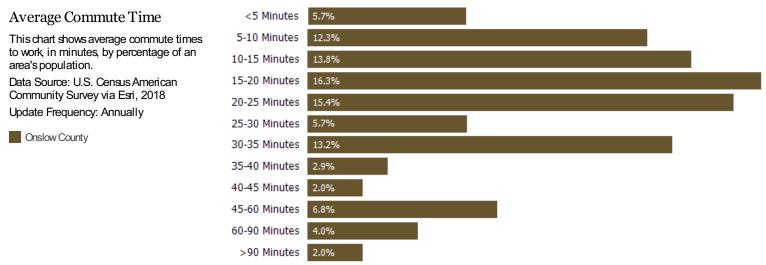
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Associate Degree	<b>Onslow County</b>	10.7%
This chart shows the percentage of	North Carolina	9.7%
people in an area whose highest educational achievement is an associate degree, compared with other geographies.	USA	8.4%
Data Source: U.S. Census American Community Survey via Esri, 2018		
Update Frequency: Annually		
Bachelor's Degree	Onslow County	14.5%
This chart shows the percentage of	North Carolina	20.0%
educational achievement is a bachelor's degree, compared with other geographies.	USA	19.6%
Data Source: U.S. Census American Community Survey via Esri, 2018		
Update Frequency: Annually		
Grad/Professional Degree	Onslow County	6.5%
This chart shows the percentage of	North Carolina	11.1%
educational achievement is a graduate or professional degree, compared with other geographies.	USA	
Data Source: U.S. Census American Community Survey via Esri, 2018		



### Onslow County, North Carolina: Commute Comparison



Drive Alara	77 50/
Drive Alone	77.5%
Carpool	14.0%
Walk	6.3%
Work at Home	5.4%
Other	0.9%
Bicycle	0.5%
Motorcycle	0.4%
Public Transit	0.2%
Taxi	0.1%
Bus	0.1%
Ferry	0.0%
Subway/El	0.0%
	Walk Work at Home Other Bicycle Motorcycle Public Transit Taxi Bus





### Onslow County, North Carolina: Home Value Comparison

Median Estimated Home Value	Onslow County	\$167,330
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	North Carolina USA	\$224,630 \$241,150
based on public records and MLS sources where licensed		
Update Frequency: Monthly		
12-Month Change in Median	Onslow County	+2.2%
Estimated Home Value	North Carolina	+6.6%
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	USA	+5.3%
Data Source: Valuation calculations based on public records and MLS sources where licensed		
Update Frequency: Monthly		
Median Listing Price	Onslow County	\$190,500
This chart displays the median listing price for homes in this area, the county and the state.	North Carolina USA	\$259,900 \$117,000
Data Source: On- and off-market listings sources		
Update Frequency: Monthly		
12-Month Change in Median	Onslow County	+8.9%
Listing Price	North Carolina	+6.1%
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.	USA	+7.3%
Data Source: On- and off-market listings sources Update Frequency: Monthly		



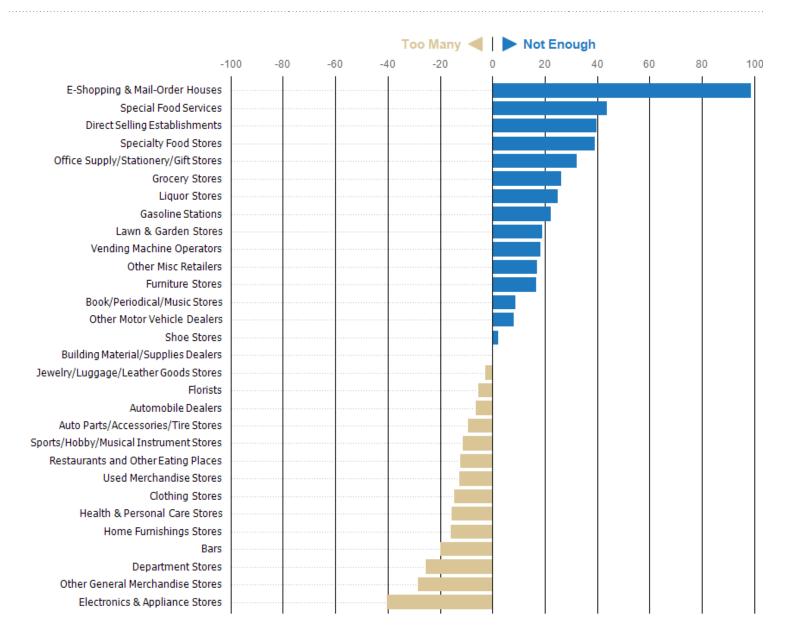
NCR Trade Area Report

#### Best Retail Businesses: Onslow County, North Carolina

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

Data Source: Retail Marketplace via Esri, 2018

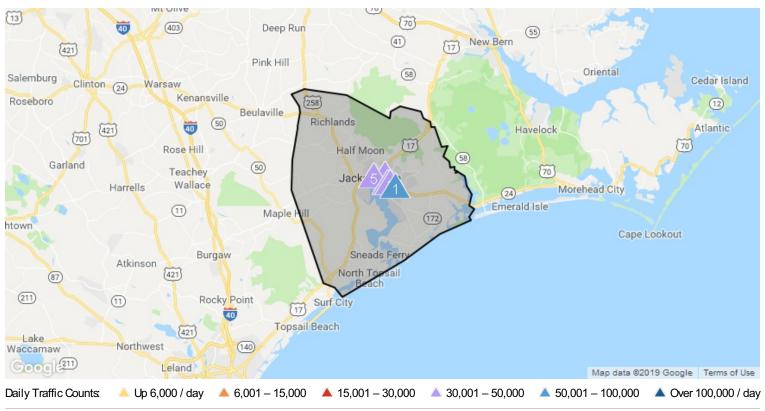
Update Frequency: Annually





NCR Trade Area Report

## **Traffic Counts**



1	2	3	4
54,67648,4182017 Est daily traffic counts2017 Est daily traffic countsStreet: Lejeune Blvd Cross: Holcomb BlvdStreet: Lejeune Blvd Cross Dir: SE Dist: 0.47 milesHistorical countsHistorical counts		46,639 2017 Est. daily traffic counts	45,198 2017 Est. daily traffic counts Street: Western Blvd Cross: Memorial Dr Cross Dir: S Dist: 0.08 miles Historical counts
		Historical counts	
		Year Count Type	
2008 🔺 54,000 AADT	2008 🔺 47,000 AADT	2008 🔺 48,000 AADT	2008 🔺 46,000 AADT
2004 🔺 54,000 AADT	2004 🔺 49,000 AADT	2004 🔺 48,000 AADT	2004 🔺 46,000 AADT
2000 🔺 51,000 AADT	2000 🔺 47,000 AADT	2000 🔺 49,000 AADT	2000 🔺 41,000 AADT
1998 🔺 67,000 AADT	1998 🔺 61,000 AADT		1998 🔺 44,000 AADT
1998 🔺 67,000 AADT	1998 🔺 61,000 AADT		1998 👗 44,000 A

42,842 2017 Est. daily traffic counts

Street: N Marine Blvd Cross: Richlands Ave Cross Dir: SW Dist: 0.03 miles

#### Historical counts

Year		Count	Туре
2006		40,000	AADT
2004	<b></b>	42,000	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (\*)



NCR

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### About RPR (Realtors Property Resource)

- Realtors Property Resource<sup>®</sup> is a wholly owned subsidiary of the National Association REALTORS<sup>®</sup>.
- RPR offers comprehensive data including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.

### About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- Listing data from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.
- Market conditions and forecasts based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- Business data including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- School data and reviews from Niche.
- Specialty data sets such as walkability scores, traffic counts and flood zones.

### **Update Frequency**

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

### Learn more

For more information about RPR, please visit RPR's public website: http://blog.narrpr.com





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