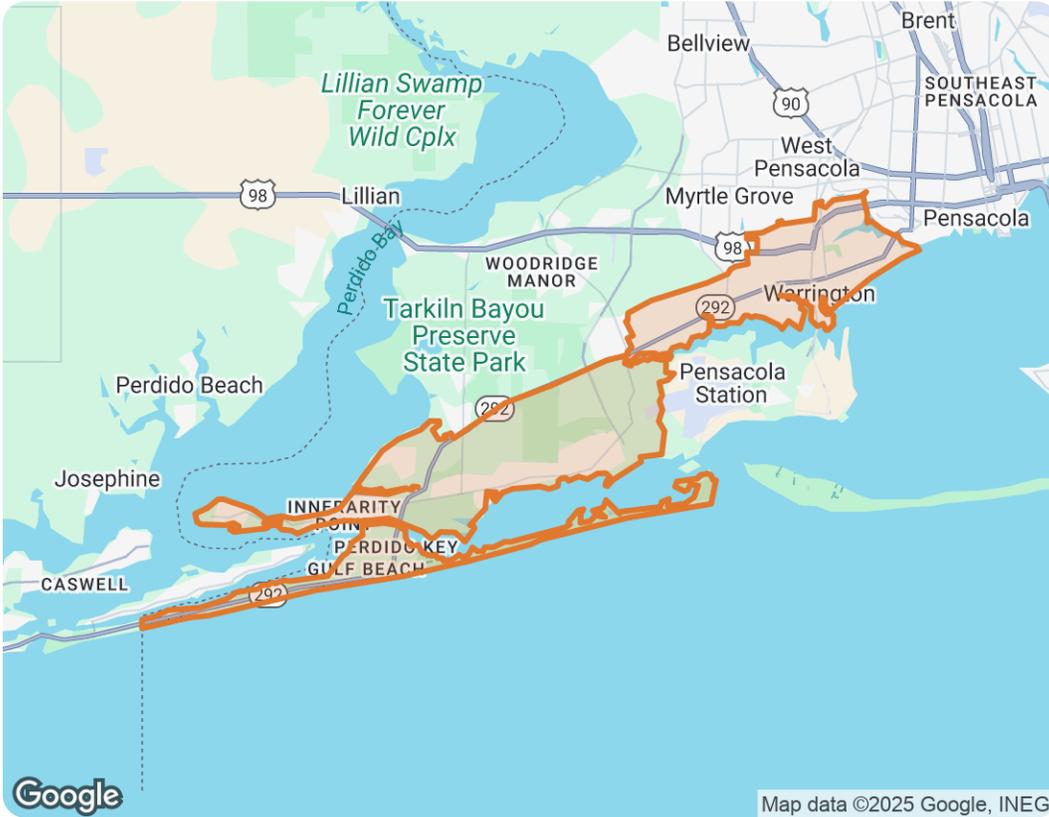# Pensacola, FL 32507

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12/15/2025

Trade Area Summary

Attribute Summary for Pensacola, FL 32507

Median Household Income	Median Age	Total Population	1st Dominant Segment
$65,942	**44.3**	**31,038**	**Silver and Gold**
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

Senior Styles

Senior lifestyles reveal the effects of saving for retirement

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	Silver and Gold	Down the Road	Workday Drive	The Great Outdoors	Comfortable Empty Nesters
% of Households	2,112 (15.4%)	1,723 (12.6%)	1,567 (11.4%)	887 (6.5%)	863 (6.3%)
Lifestyle Group	Senior Styles	Rustic Outposts	Family Landscapes	Cozy Country Living	GenXurban
Urbanization Group	Suburban Periphery	Semirural	Suburban Periphery	Rural	Suburban Periphery
Residence Type	Single Family/Seasonal	Mobile Homes; Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples w/No Kids	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.01	2.69	2.87	2.4	2.48
Median Age	65.5	36.6	39.5	48.1	46.4
Diversity Index	34.7	79.9	62.9	46	47
Median Household Income	$98,600	$56,000	$116,800	$80,800	$97,600
Median Net Worth	$778,300	$130,000	$579,100	$357,300	$509,700
Median Home Value	$577,000	$178,200	$406,900	$422,500	$323,300
Homeownership	87.1	67.7	84.8	81.4	87.4
Employment	Professional or Mgmnt/Bus/Financial	Services or Professional	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial
Education	Bachelor's Degree	High School Diploma	Bachelor's Degree	High School Diploma	Bachelor's Degree
Preferred Activities	Pursue the luxuries that well-funded retirement affords. Maintain a regular exercise regimen.	Place importance on preserving time-honored customs. Go hunting, fishing.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	Prefer domestic travel to trips abroad.. Own pet dogs or cats.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.
Financial	Draw retirement income	Shop at Walmart Supercenters, Walgreens and dollar stores	Well insured, invest in a range of funds, high debt	Do-it-yourself oriented and cost conscious	Portfolio includes stocks, CODs, mutual funds and real estate
Media	Avid readers of newspapers, magazines and books	Use the Internet to stay connected, listen to radio at work	Connected, with a host of wireless devices	Watch CMT, History Channel, Fox News	Listen to sports radio; watch sports on TV

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Consumer Segmentation

Top Tapestry Segments	Silver and Gold	Down the Road	Workday Drive	The Great Outdoors	Comfortable Empty Nesters
Vehicle	Prefer luxury cars, SUVs, convertibles	Bought used vehicle last year	Own 2+ vehicles (minivans, SUVs)	Own 4-wheel drive trucks	Own 1-2 vehicles

Consumer Segment Details

About this segment

Silver and Gold

Ranked
1st
dominant segment
for this area

In this area
15.4%
of households fall
into this segment

In the United States
0.8%
of households fall
into this segment

Who Are They?

Almost the oldest senior market, Silver and Gold is the most affluent. The affluence of Silver and Gold has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to do what they enjoy. This market is smaller but growing.

Socioeconomic Traits

- 47% have college degree(s).
- Primarily retired, but many still active in the labor force, participation rate of 41%.
- Self-employment is the highest across all Tapestry markets.
- More than half of the households receive income from wages/salaries, Social Security, or investments, many drawing retirement income.
- Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.

Neighborhood

- Residents of Silver and Gold prefer a more bucolic setting, but close to metropolitan cities.
- Predominantly single-family, owner-occupied homes that have a median value of $385,700.
- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 43%.
- Mostly older married couples with no children, average household size is 2.03.

Market Profile

- Partial to luxury cars or SUVs; highest demand market for convertibles.
- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
- Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets).
- Generous supporters of charitable organizations.

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Consumer Segment Details

About this segment

Down the Road

Ranked	In this area	In the United States
2nd	**12.6%**	**1.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

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

Socioeconomic Traits

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

Neighborhood

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

Market Profile

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

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Consumer Segment Details

About this segment

Workday Drive

Ranked
3rd
dominant segment
for this area

In this area
11.4%
of households fall
into this segment

In the United States
3.1%
of households fall
into this segment

Who Are They?

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

Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

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Consumer Segment Details

About this segment

The Great Outdoors

Ranked	In this area	In the United States
4th	**6.5%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

Socioeconomic Traits

- 60% have attended college or hold a degree.
- Labor force participation is low at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

Neighborhood

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.44.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home

Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.
- Most households have pets, dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

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Consumer Segment Details

About this segment

Comfortable Empty Nesters

Ranked	In this area	In the United States
5th	**6.3%**	**2.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.
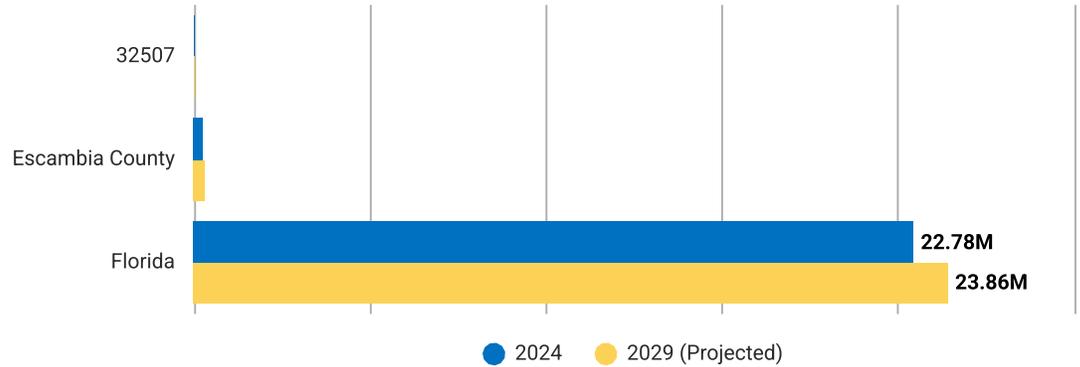
Pensacola, FL 32507

Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Total Population

This chart shows the total population in an area, compared with other geographies.

Geography	2024	2029 (Projected)
32507		
Escambia County		
Florida	22.78M	23.86M

● 2024   ● 2029 (Projected)

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Geography	2024	2029 (Projected)
32507	1.13K	1.13K
Escambia County	502.1	508.3
Florida	424.6	444.8

● 2024   ● 2029 (Projected)
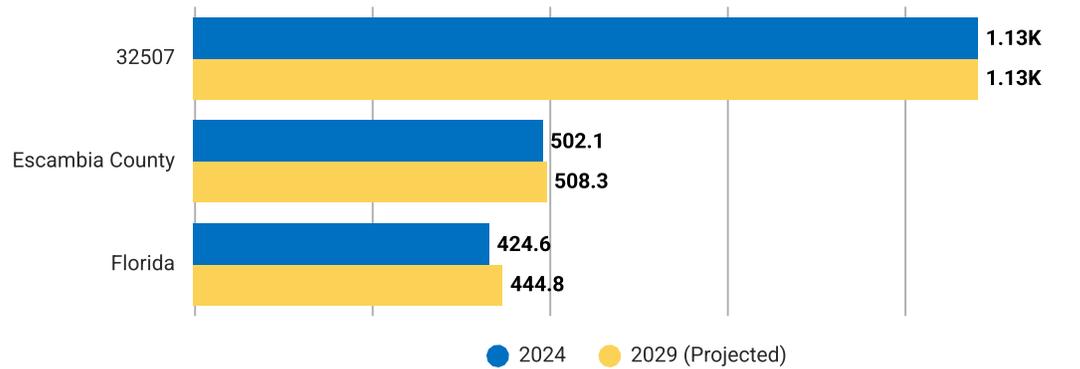
Total Daytime Population

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.

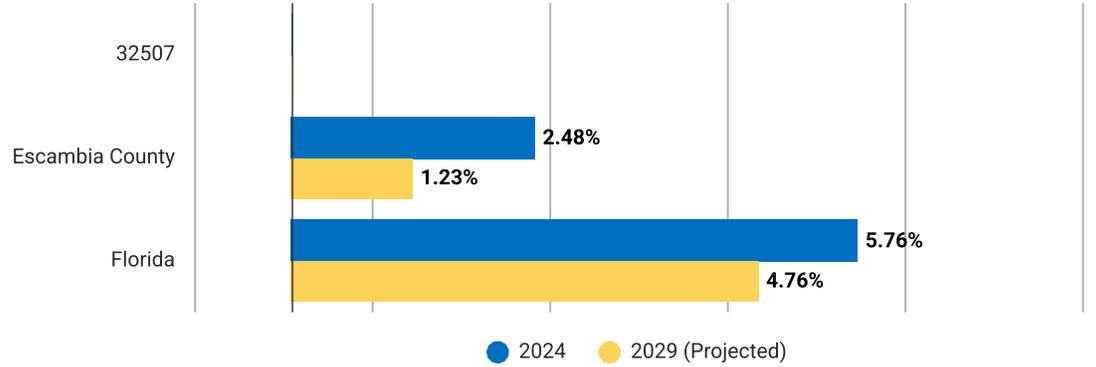| Geography	Value
32507	
Escambia County	
Florida	22.6M

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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.

Area	Value
32507	1.11K
Escambia County	532.7
Florida	421.2
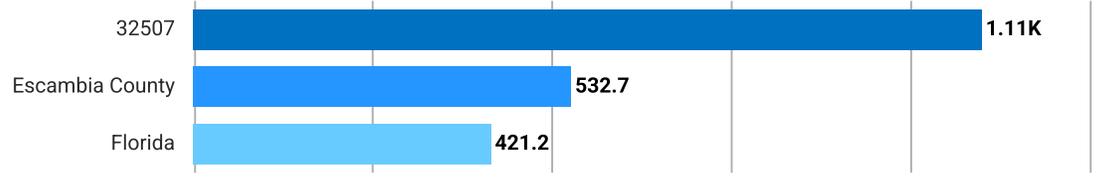
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Area	2024	2029 (Projected)
32507		
Escambia County	2.48%	1.23%
Florida	5.76%	4.76%

● 2024   ● 2029 (Projected)

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Area	2024	2029 (Projected)
32507	2.23	2.19
Escambia County	2.34	2.29
Florida	2.45	2.43

● 2024   ● 2029 (Projected)

Pensacola, FL 32507
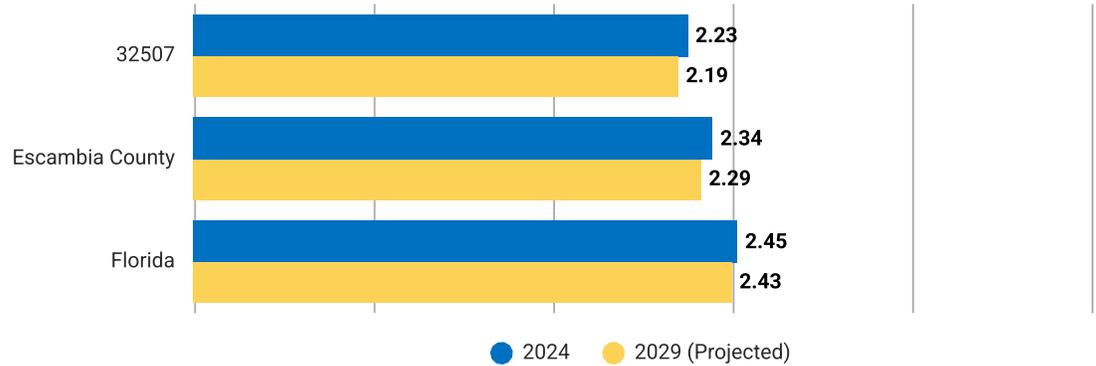
Population Living in Family Households

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.
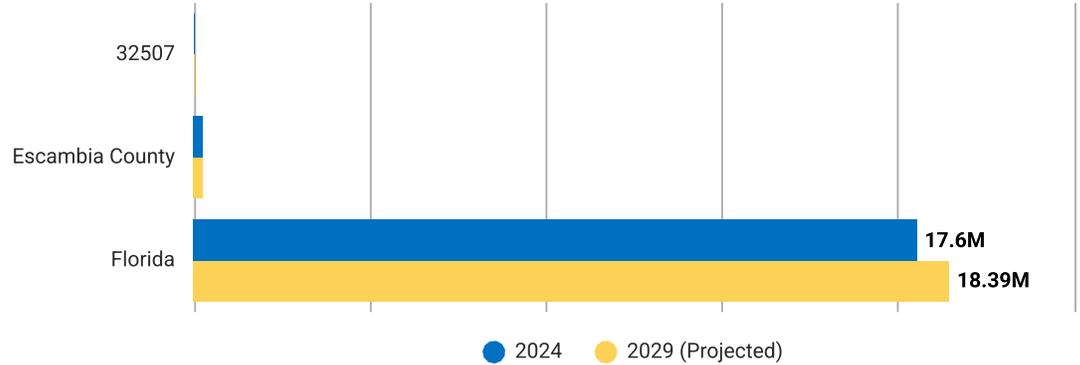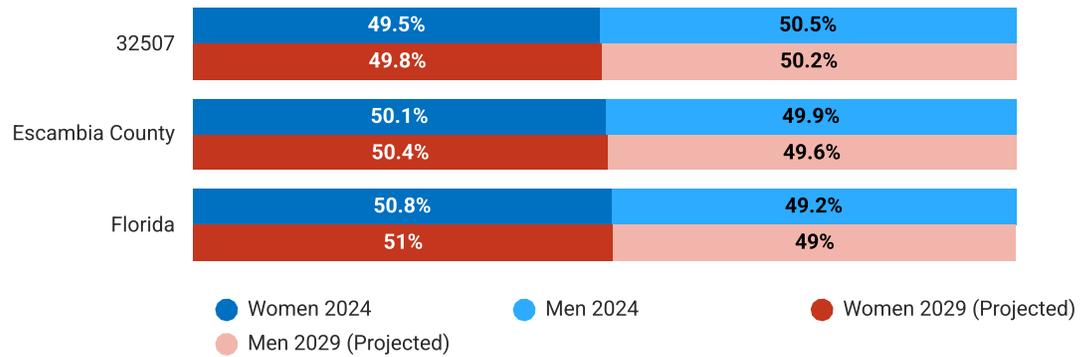
32507

Escambia County

Florida — **17.6M** / **18.39M**

● 2024 ● 2029 (Projected)

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

32507
- 49.5% | 50.5%
- 49.8% | 50.2%

Escambia County
- 50.1% | 49.9%
- 50.4% | 49.6%

Florida
- 50.8% | 49.2%
- 51% | 49%

● Women 2024   ● Men 2024   ● Women 2029 (Projected)
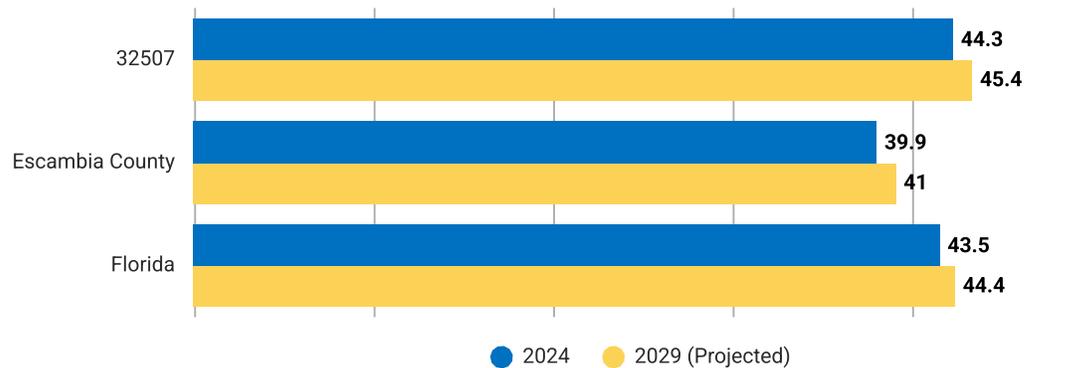● Men 2029 (Projected)

Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Median Age

This chart shows the median age in an area, compared with other geographies.

32507
- 44.3
- 45.4

Escambia County
- 39.9
- 41

Florida
- 43.5
- 44.4

● 2024 ● 2029 (Projected)

Pensacola, FL 32507

Population by Age

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

Age Group	2024	2029 (Projected)
Children	10.15%	9.64%
Tweens	3.01%	3.04%
Teens	7.72%	7.36%
20s	12.45%	11.95%
30s	12.21%	11.88%
40s	10.01%	11.22%
50s	13.23%	12.12%
60s	16.07%	14.47%
70s	10.91%	12.79%
Over 80	4.25%	5.53%

● 2024   ● 2029 (Projected)
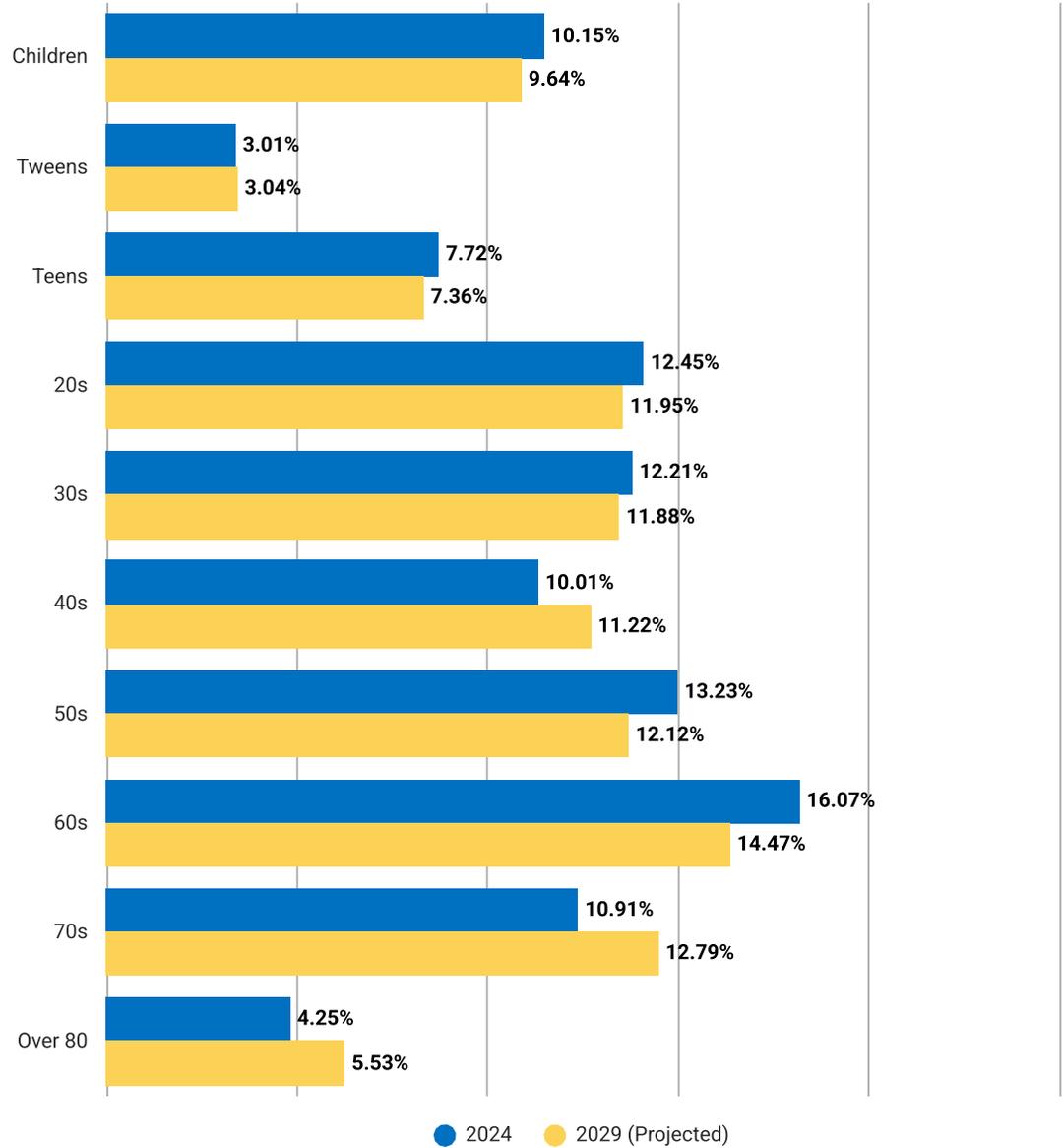
Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Married / Unmarried Adults Ratio
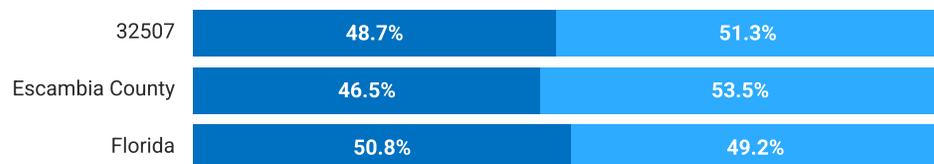
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Geography	Married	Unmarried
32507	48.7%	51.3%
Escambia County	46.5%	53.5%
Florida	50.8%	49.2%

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Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

32507	33.5%
Escambia County	34.95%
Florida	31.27%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

32507	48.72%
Escambia County	46.46%
Florida	50.77%
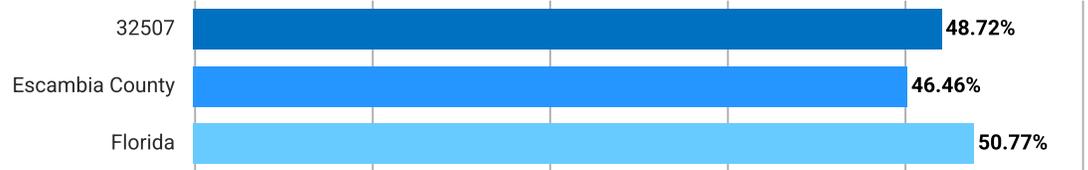
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

32507	5.29%
Escambia County	5.99%
Florida	6.22%
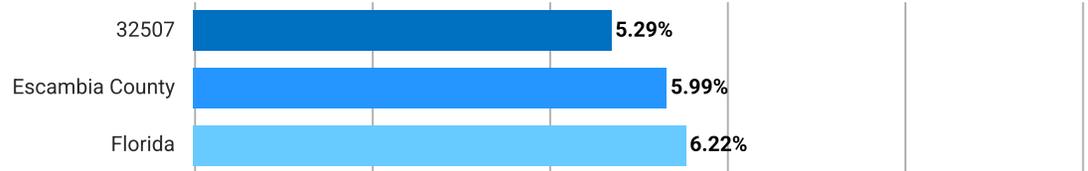
Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

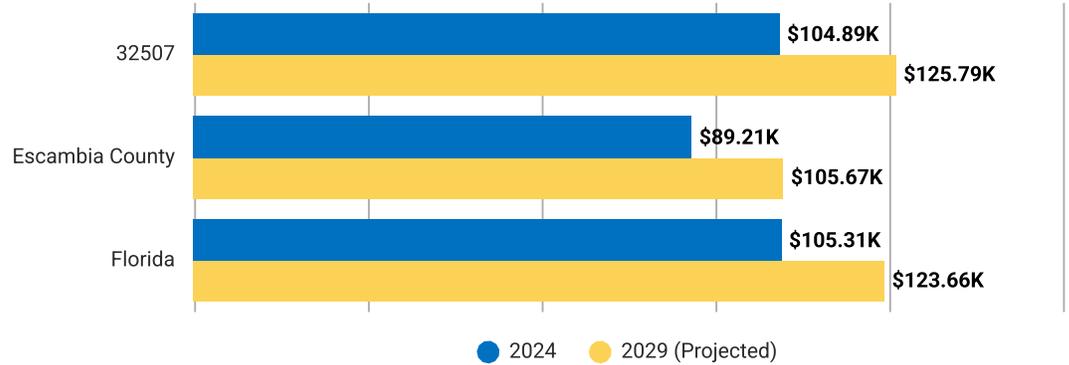|	
32507	12.49%
Escambia County	12.6%
Florida	11.74%

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Income

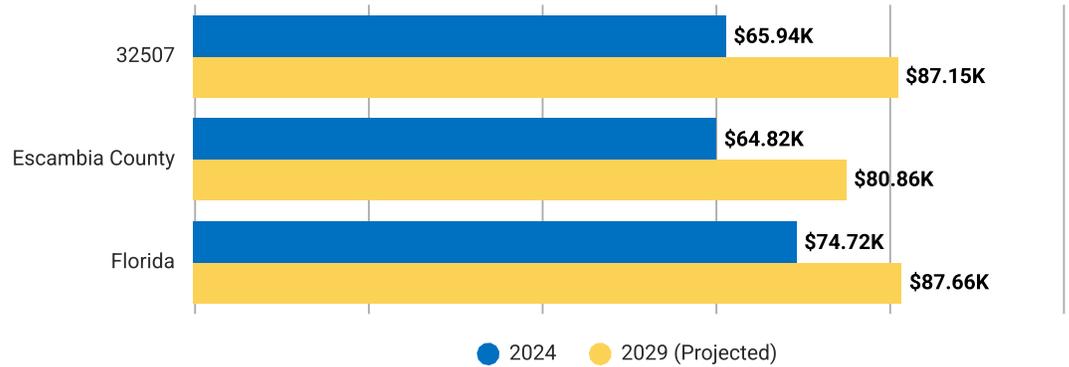**Source:** U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Geography	2024	2029 (Projected)
32507	$104.89K	$125.79K
Escambia County	$89.21K	$105.67K
Florida	$105.31K	$123.66K

● 2024   ● 2029 (Projected)

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Geography	2024	2029 (Projected)
32507	$65.94K	$87.15K
Escambia County	$64.82K	$80.86K
Florida	$74.72K	$87.66K

● 2024   ● 2029 (Projected)

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Geography	2024	2029 (Projected)
32507	$46.58K	$56.95K
Escambia County	$36.5K	$43.99K
Florida	$42.08K	$49.92K

● 2024   ● 2029 (Projected)

Pensacola, FL 32507
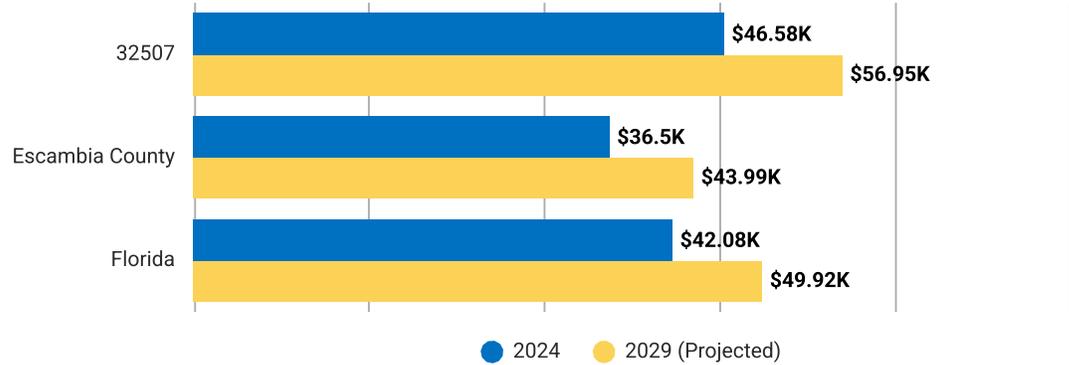
Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

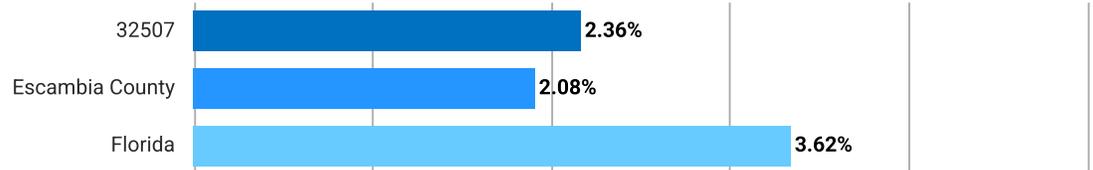|	
32507	$79.84K
Escambia County	$71.46K
Florida	$81.14K

Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

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.

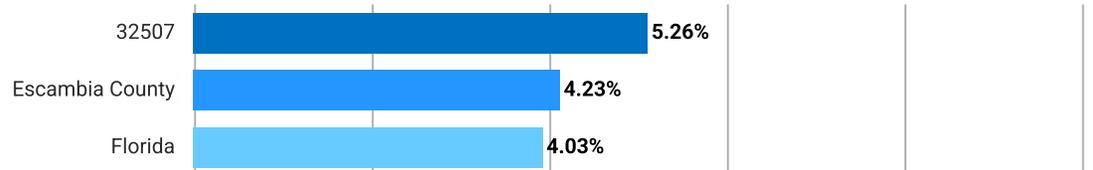|	
32507	2.36%
Escambia County	2.08%
Florida	3.62%

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.

32507	5.45%
Escambia County	5.85%
Florida	5.48%

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.

32507	5.26%
Escambia County	4.23%
Florida	4.03%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

32507	17.35%
Escambia County	23.2%
Florida	23.45%

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Pensacola, FL 32507
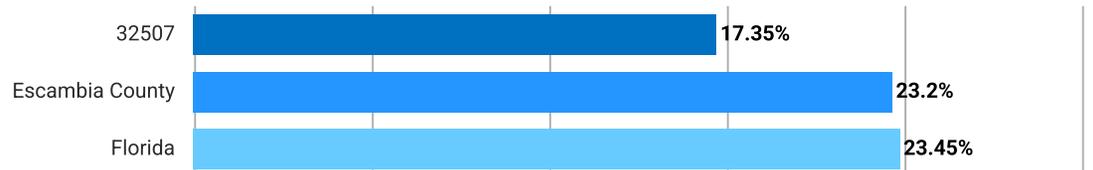
Some College

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.

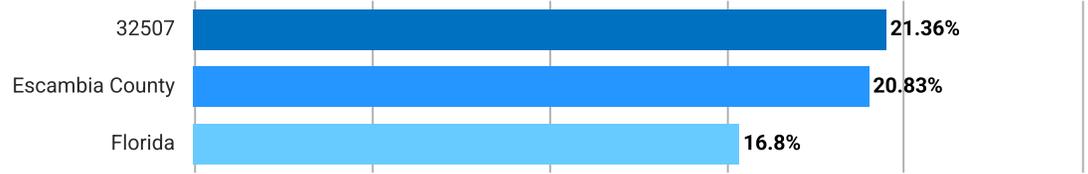|	
32507	21.36%
Escambia County	20.83%
Florida	16.8%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

32507	13.81%
Escambia County	12.63%
Florida	11.03%

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.

32507	22.4%
Escambia County	19.7%
Florida	22.41%

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.

32507	12.01%
Escambia County	11.48%
Florida	13.16%
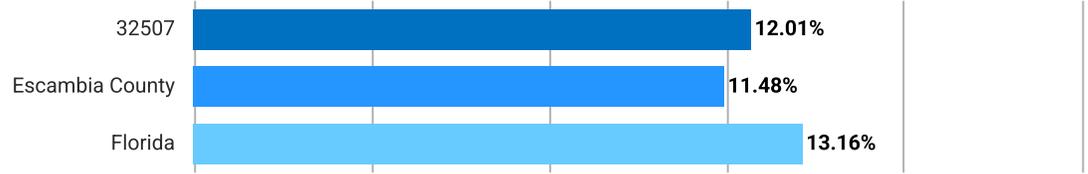
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

32507	
Escambia County	
Florida	413.79K

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Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

32507

Escambia County

Florida **10.98M**
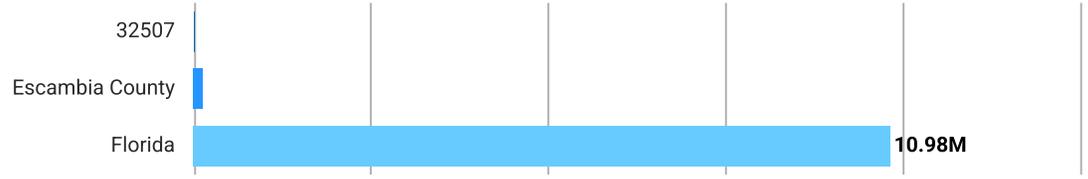
Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

Legend: Pensacola, Escambia County, Florida, USA

Pensacola, FL 32507

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

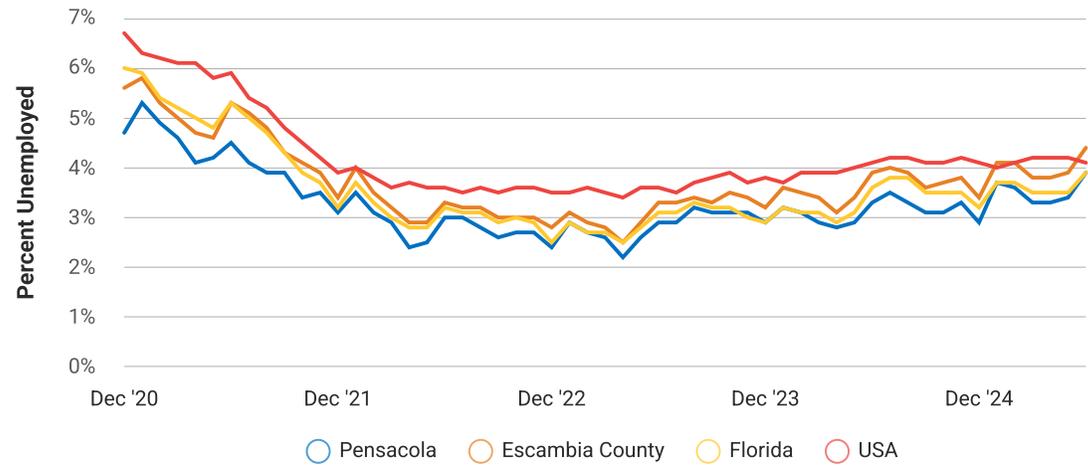| Industry	Count
Retail Trade	1.96K
Health Care and Social Assistance	1.81K
Accommodation and Food	1.59K
Professional, Scientific and Technical	1.26K
Other	975
Public Administration	857
Education	807
Construction	794
Transportation and Warehousing	753
Arts, Entertainment and Recreation	668
Real Estate, Rental and Leasing	642
Administrative Support and Waste Management	630
Finance and Insurance	606
Manufacturing	575
Wholesale Trade	185
Information	128
Utilities	92
Mining	
Agriculture, Forestry, Fishing and Hunting	
Business Management	

Pensacola, FL 32507

Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

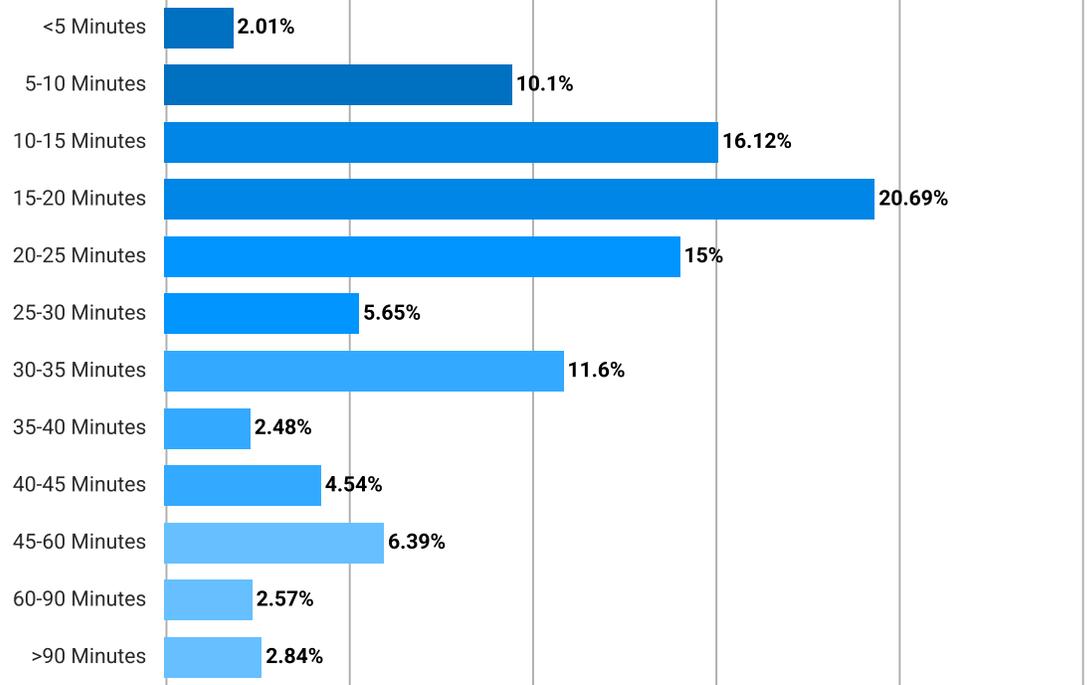| Commute Time	Percentage
<5 Minutes	2.01%
5-10 Minutes	10.1%
10-15 Minutes	16.12%
15-20 Minutes	20.69%
20-25 Minutes	15%
25-30 Minutes	5.65%
30-35 Minutes	11.6%
35-40 Minutes	2.48%
40-45 Minutes	4.54%
45-60 Minutes	6.39%
60-90 Minutes	2.57%
>90 Minutes	2.84%

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.

Source: U.S. Census American Community Survey via Esri, 2024
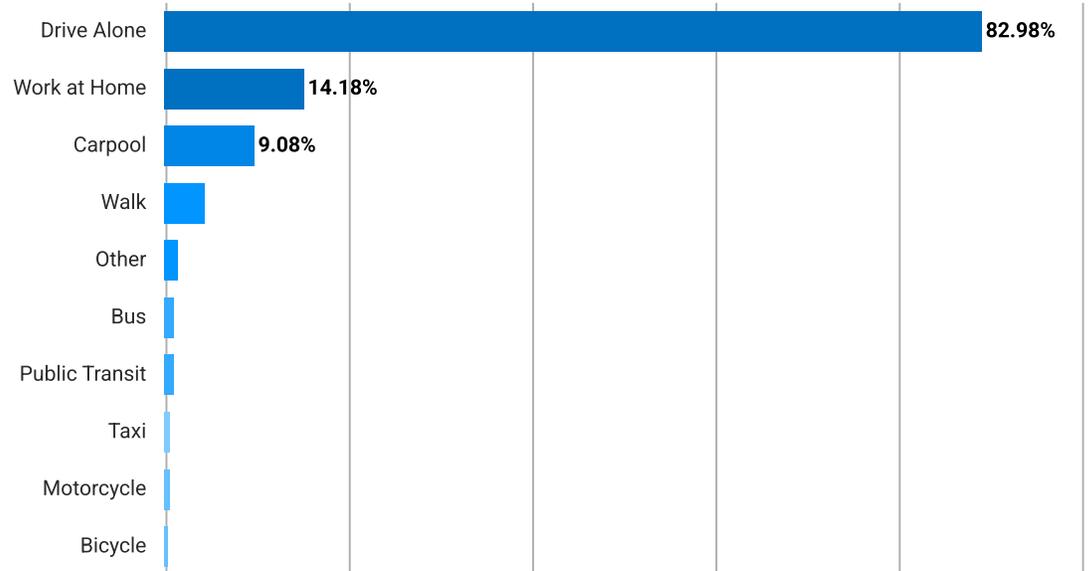
Update Frequency: Annually

Transportation	Percentage
Drive Alone	82.98%
Work at Home	14.18%
Carpool	9.08%
Walk	
Other	
Bus	
Public Transit	
Taxi	
Motorcycle	
Bicycle	

Pensacola, FL 32507

Home Values

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.

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

Update Frequency: Monthly

32507	$432.96K
Escambia County	$303.39K
Florida	$412.22K

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.

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

Update Frequency: Monthly

32507	
Escambia County	-0.25%
Florida	-1.7%

Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

32507	$474K
Escambia County	$339K
Florida	$416.99K

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.

Source: Listing data

Update Frequency: Monthly

32507	2.16%
Escambia County	
Florida	1.33%

Pensacola, FL 32507

Traffic Counts

Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 ▲ 48,197
New Warrington Rd
2024 Est. daily traffic counts

Cross: Coast Rd
Cross Dir: S
Distance: 0.01 miles

Historical counts

Year	▲	Count	Type
2019	▲	53,000	AADT
2009	▲	38,500	AADT
2005	▲	42,000	AADT
1998	▲	52,000	AADT

2 ▲ 45,258
New Warrington Rd
2024 Est. daily traffic counts

Cross: W Hwy 98
Cross Dir: SW
Distance: 0.05 miles

Historical counts

Year	▲	Count	Type
2018	▲	45,000	AADT
1997	▲	36,000	AADT

3 ▲ 45,006
New Warrington Road
2024 Est. daily traffic counts

Cross: W Navy Blvd
Cross Dir: N
Distance: 0.08 miles

Historical counts

Year	▲	Count	Type
2022	▲	43,000	AADT
2021	▲	42,500	AADT
2020	▲	51,000	AADT

4 ▲ 32,287
New Warrington Rd
2024 Est. daily traffic counts

Cross: 295
Cross Dir: S
Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2009	▲	34,000	AADT
2005	▲	29,000	AADT
1998	▲	34,000	AADT
1997	▲	35,500	AADT

5 ▲ 30,707
New Warrington Road
2024 Est. daily traffic counts

Cross: Flynn Dr
Cross Dir: S
Distance: 0.01 miles

Historical counts

Year	▲	Count	Type
2022	▲	30,000	AADT
2021	▲	30,500	AADT
2020	▲	31,000	AADT
2019	▲	32,000	AADT
2018	▲	30,000	AADT

AADT - Annual Average Daily Traffic   **ADT** - Average Daily Traffic   **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.

- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.

- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

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