COMMERCIAL TRADE AREA REPORT

Tallahassee, FL 32301

KETCHAM REALTY GROUP INC.
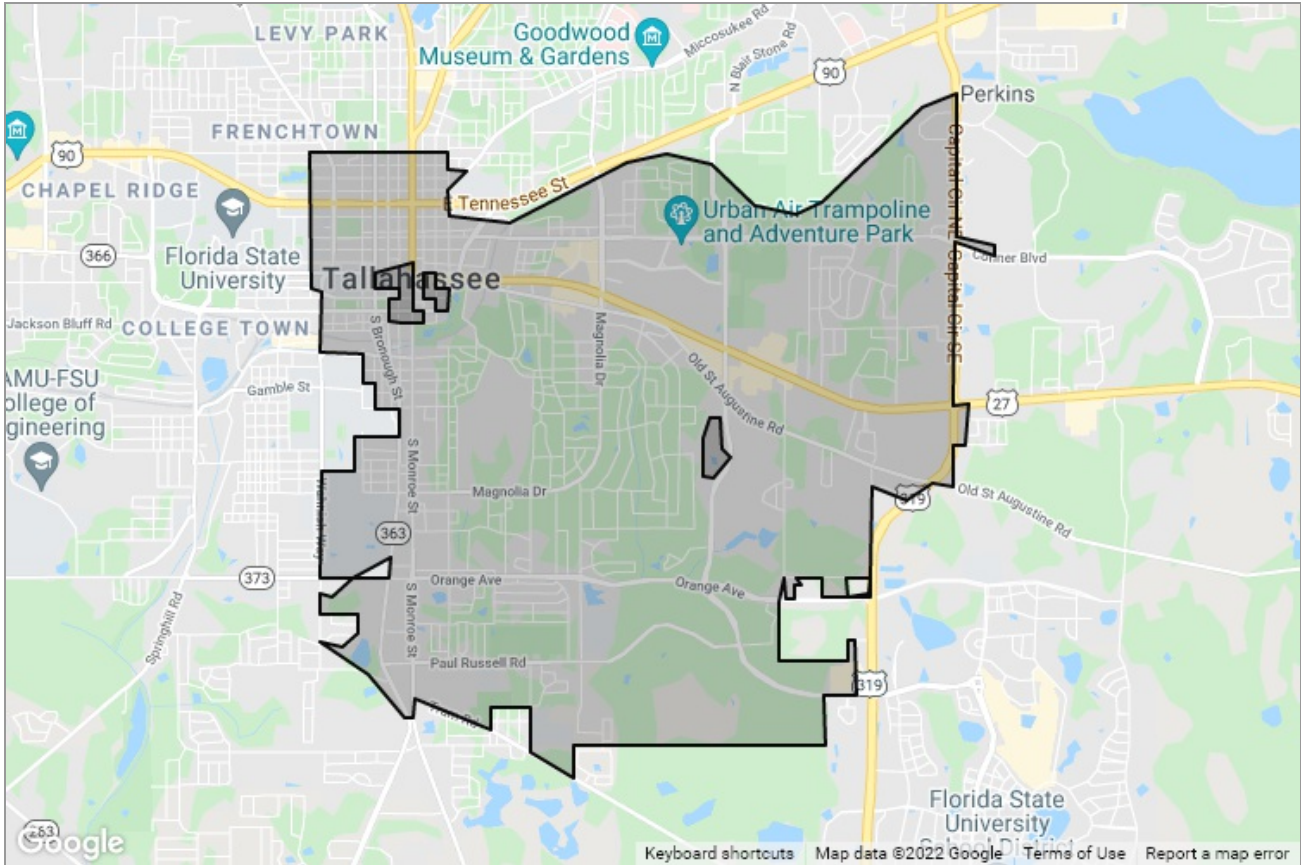
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1/21/2022

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$43,384	**29.8**	**30,651**	**Young and Restless**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	**Midtown Singles** Millennials on the move; single, diverse and urban	**Where do people like this usually live?**	**Metro Cities** Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Young and Restless	Emerald City	City Commons	Family Foundations	Old and Newcomers
% of Households	4,918 (37.8%)	2,271 (17.5%)	1,010 (7.8%)	918 (7.1%)	906 (7.0%)
Lifestyle Group	Midtown Singles	Middle Ground	Midtown Singles	Hometown	Middle Ground
Urbanization Group	Metro Cities	Metro Cities	Metro Cities	Urban Periphery	Metro Cities
Residence Type	Multi-Unit Rentals	Multi-Units; Single Family	Multi-Unit Rentals; Single Family	Single Family	Multi-Units; Single Family
Household Type	Singles	Singles	Single Parents	Singles	Singles
Average Household Size	2.02	2.05	2.66	2.7	2.11
Median Age	29.4	36.6	27.6	38.8	38.5
Diversity Index	76	48.1	49.5	43	50.1
Median Household Income	$36,000	$52,000	$17,000	$40,000	$39,000
Median Net Worth	$11,000	$37,000	$10,000	$53,000	$23,000
Median Home Value	–	–	–	$112,000	–
Homeownership	13.7 %	49.6 %	24.1 %	67 %	46.4 %
Average Monthly Rent	$920	$1,030	$650	–	$850
Employment	Services or Professional	Professional or Management	Services, Administration or Professional	Services, Professional or Administration	Professional or Services
Education	College Degree	College Degree	High School Graduate	High School Graduate	College Degree
Preferred Activities	Text, redeem coupons from cell phone . Go dancing; play pool; buy organic food.	Travel frequently . Buy, eat organic foods.	Shop warehouse clubs/discount . Buy baby/children's products.	Shop at T.J. Maxx, Sam's Club . Go online for games, entertainment.	Buy frozen, convenience foods . Support environmental organizations.
Financial	Bank online	Contribute to NPR, PBS	Own private health care policy	Draw Social Security	Bank online or in person
Media	Listen to blues, jazz, rap, hip-hop, dance music	Read books, magazines on tablets	Listen to urban radio	Subscribe to premium cable TV	Watch movies at home
Vehicle	Take public transportation	Take public transportation	Take public transportation	Drive 1-2 vehicles	View car as transportation only

1/21/2022

About this segment
Young and Restless

This is the	In this area	In the United States
#1	**37.8%**	**1.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment and labor-force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared non-family dwellings. Median household income is still below the U.S. average. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; more than 50 percent are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

Our Neighborhood

- One of the youngest markets: Half the householders under age 35; median age 29.4.
- Primarily single-person households with some shared households.
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top five renter markets.
- Apartment rentals popular: 45% in 5-19 unit buildings, 26% in 20+ unit buildings.
- Majority of housing built in 1970 or later (83%).

Socioeconomic Traits

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college.
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

Market Profile

- No landline telephone for majority of households, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching MTV and Comedy Central programs, reading fashion magazines and playing volleyball.
- Listen to blues, jazz, rap, hip hop, and dance music and read music magazines.
- Purchase natural/organic food, but frequent fast food restaurants.

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 2020. Update Frequency: Annually.

1/21/2022

About this segment
Emerald City

This is the	In this area	In the United States
#2	**17.5%**	**1.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the U.S. median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Our Neighborhood

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and non-family types make up over half of all households.
- Median home value and average rent are slightly above the U.S. levels; around half of owned homes are worth $150,000-$300,000.

Socioeconomic Traits

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

Market Profile

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time--utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

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1/21/2022

About this segment
City Commons

This is the	**In this area**	**In the United States**
#3	**7.8%**	**0.9%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

The City Commons segment is one of the youngest and largest markets, primarily comprising single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

Our Neighborhood

- Single parents, primarily female, and singles head these young households.
- Average household size is slightly higher than the U.S. average at 2.66.
- City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings.
- Neighborhoods are older, built before 1960, with high vacancy rates.
- Typical of the city, many households own either one vehicle or none, and use public transportation or taxis.

Socioeconomic Traits

- Although some have college degrees, nearly one in three have not graduated from high school.
- Unemployment is very high at 24%; labor force participation is low at 54%.
- Most households receive income from wages or salaries, but nearly one in four receive contributions from Social Security and public assistance.
- Consumers endeavor to keep up with the latest fashion trends.
- Most families prefer the convenience of fast-food restaurants to cooking at home.

Market Profile

- Baby and children's products, like food and clothing, are the primary purchases.
- They shop primarily at warehouse clubs like Sam's Club and discount department stores such as Kmart.
- While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid.
- They subscribe to cable TV; children-oriented programs are popular, as are game shows and home shopping channels.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal and parenthood types of magazines.
- They enjoy listening to urban radio.

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 2020. Update Frequency: Annually.

About this segment
Family Foundations

This is the	In this area	In the United States
#4	**7.1%**	**1.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Family and faith are the cornerstones of life in the Family Foundations communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

Our Neighborhood

- Family Foundations residents are a mix of married couples, single parents, grandparents and children, young and adult.
- Average household size is slightly higher at 2.70.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- Two-thirds are homeowners living in single family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

Socioeconomic Traits

- More than half have attended college or obtained a degree; one-third have only finished high school.
- Unemployment rate is high at 15%; labor force participation rate is slightly lower at 60% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance is important.

Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents.
- They shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.
- Many have no financial investments or retirement savings.
- Magazines, particularly focusing on health and children, are popular.
- They enjoy listening to urban format radio.
- One of their favorite entertainment sources is television: subscribe to premium cable channels and own 3-4 TVs.
- They're connected, but use the Internet primarily for entertainment, chat rooms and online gaming.

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 2020. Update Frequency: Annually.

1/21/2022

About this segment
Old and Newcomers

This is the
#5
dominant segment for this area

In this area
7.0%
of households fall into this segment

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 clippers, 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.

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 2020. Update Frequency: Annually.

1/21/2022

Tallahassee, FL 32301: 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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Geography	2020	2025 (Projected)
32301	30,651	31,723
Leon County	294,288	306,980
Florida	21,165,619	22,655,619

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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Geography	2020	2025 (Projected)
32301	2,874.7	2,975.2
Leon County	419.3	437.4
Florida	360.9	386.4

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Geography	2020	2025 (Projected)
32301	3.62%	3.50%
Leon County	6.82%	4.31%
Florida	13.01%	7.04%

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, 2020

Update Frequency: Annually

■ 32301

Geography	32301
32301	57,037
Leon County	313,682
Florida	20,971,606

1/21/2022

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, 2020

Update Frequency: Annually

■ 32301

Area	Value
32301	5,349.4
Leon County	447.0
Florida	357.6

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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Area	Value
32301	2.10
	2.11
Leon County	2.39
	2.40
Florida	2.51
	2.52

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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Area	Value
32301	14,999
	15,476
Leon County	190,937
	198,892
Florida	16,320,904
	17,458,736

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, 2020

Update Frequency: Annually

■ Women 2020
■ Men 2020
■ Women 2025 (Projected)
■ Men 2025 (Projected)

Area	Women	Men
32301	55.3%	44.7%
	55.2%	44.8%
Leon County	52.0%	48.0%
	52.0%	48.0%
Florida	51.1%	48.9%
	51.1%	48.9%

Tallahassee, FL 32301: 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, 2020

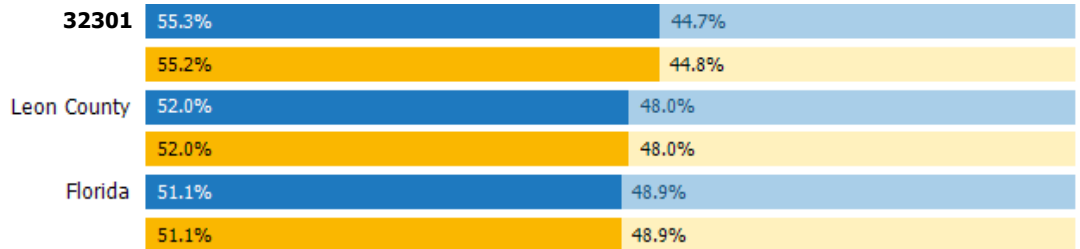Update Frequency: Annually

■ 2020
■ 2025 (Projected)

32301
- 29.8
- 30.3

Leon County
- 31.8
- 33.0

Florida
- 42.5
- 42.9

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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Children
- 10.1%
- 9.9%

Tweens
- 2.5%
- 2.4%

Teens
- 10.4%
- 10.7%

20s
- 27.3%
- 26.4%

30s
- 17.1%
- 16.5%

40s
- 9.9%
- 10.7%

50s
- 8.8%
- 8.6%

60s
- 7.6%
- 7.5%

70s
- 4.1%
- 5.1%

Over 80
- 2.2%
- 2.3%

1/21/2022

Tallahassee, FL 32301: 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, 2020

Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
32301	27.2%	72.8%
Leon County	39.0%	61.0%
Florida	48.4%	51.6%

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, 2020

Update Frequency: Annually

32301	27.2%
Leon County	39.0%
Florida	48.4%

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, 2020

Update Frequency: Annually

32301	58.3%
Leon County	47.1%
Florida	31.9%

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, 2020

Update Frequency: Annually

32301	3.4%
Leon County	3.9%
Florida	6.8%

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, 2020

Update Frequency: Annually

32301	11.1%
Leon County	10.0%
Florida	13.0%

Tallahassee, FL 32301: 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, 2020

Update Frequency: Annually
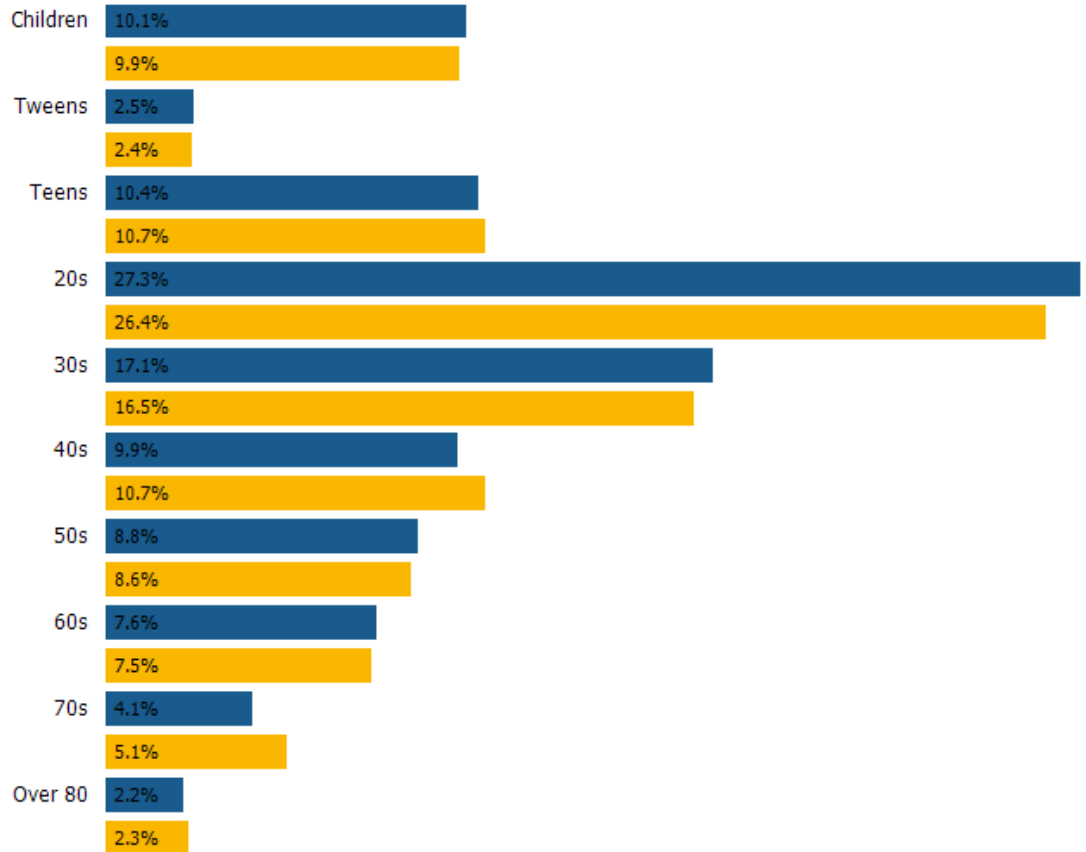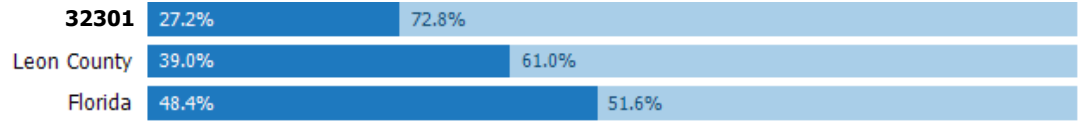
- 2020
- 2025 (Projected)

Geography	2020	2025 (Projected)
32301	$58,472	$69,296
Leon County	$77,837	$89,500
Florida	$78,239	$89,536

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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

Geography	2020	2025 (Projected)
32301	$43,384	$51,837
Leon County	$53,812	$61,026
Florida	$54,192	$60,905

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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

Geography	2020	2025 (Projected)
32301	$25,905	$30,537
Leon County	$31,148	$35,677
Florida	$30,650	$34,957

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, 2020
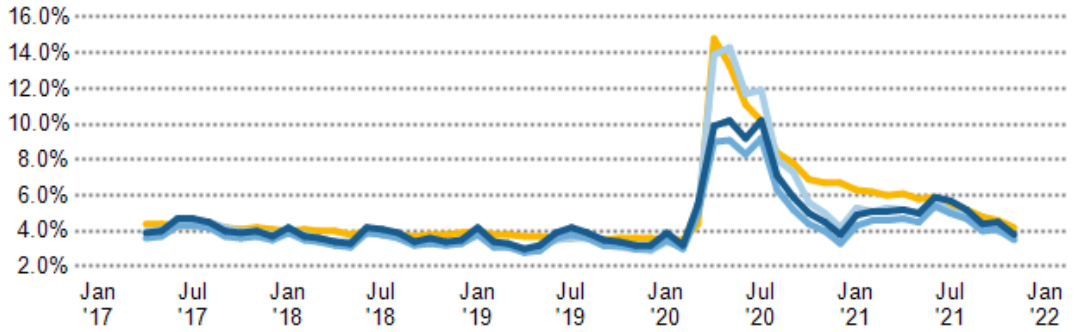
Update Frequency: Annually

Geography	
32301	$47,928
Leon County	$61,515
Florida	$62,057

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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

- Tallahassee
- Leon County
- Florida
- 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, 2020

Update Frequency: Annually

Industry	Count
Public Administration	2,587
Education	2,182
Health Care and Social Assistance	1,745
Retail Trade	1,661
Accommodation and Food	1,565
Professional, Scientific and Technical	1,496
Other	835
Finance and Insurance	690
Construction	654
Transportation and Warehousing	634
Administrative Support and Waste Management	579
Arts, Entertainment and Recreation	386
Manufacturing	271
Information	211
Real Estate, Rental and Leasing	199
Wholesale Trade	122
Business Management	28
Utilities	22
Agriculture, Forestry, Fishing and Hunting	22
Mining	0 or no data

1/21/2022

Tallahassee, FL 32301: 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, 2020

Update Frequency: Annually

32301	2.7%
Leon County	1.8%
Florida	4.5%

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, 2020

Update Frequency: Annually

32301	3.6%
Leon County	4.2%
Florida	6.6%

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, 2020

Update Frequency: Annually

32301	3.7%
Leon County	3.7%
Florida	4.1%

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, 2020

Update Frequency: Annually

32301	13.3%
Leon County	14.3%
Florida	24.6%

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, 2020

Update Frequency: Annually

32301	19.8%
Leon County	18.4%
Florida	19.6%

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, 2020

Update Frequency: Annually

32301	11.1%
Leon County	9.9%
Florida	10.2%

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, 2020

Update Frequency: Annually

32301	25.3%
Leon County	26.8%
Florida	19.3%

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, 2020

Update Frequency: Annually

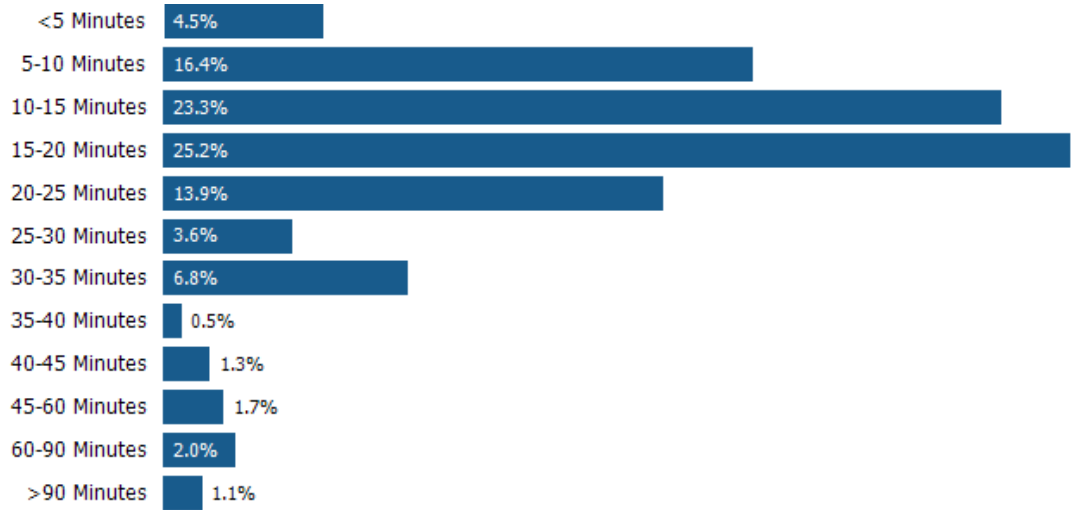|	
32301	20.5%
Leon County	21.0%
Florida	11.0%

Tallahassee, FL 32301: 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, 2020

Update Frequency: Annually

■ 32301

Commute Time	Percentage
<5 Minutes	4.5%
5-10 Minutes	16.4%
10-15 Minutes	23.3%
15-20 Minutes	25.2%
20-25 Minutes	13.9%
25-30 Minutes	3.6%
30-35 Minutes	6.8%
35-40 Minutes	0.5%
40-45 Minutes	1.3%
45-60 Minutes	1.7%
60-90 Minutes	2.0%
>90 Minutes	1.1%

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, 2020

Update Frequency: Annually

■ 32301

Transportation	Percentage
Drive Alone	77.6%
Carpool	11.1%
Walk	5.6%
Work at Home	5.0%
Bus	3.5%
Public Transit	3.5%
Other	1.1%
Bicycle	0.9%
Motorcycle	0.3%

Tallahassee, FL 32301: 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

32301	$178,590
Leon County	$251,690
Florida	$338,020

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

32301	+6.9%
Leon County	+10.7%
Florida	+22.2%

Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly

32301	$185,000
Leon County	$267,250
Florida	$359,000

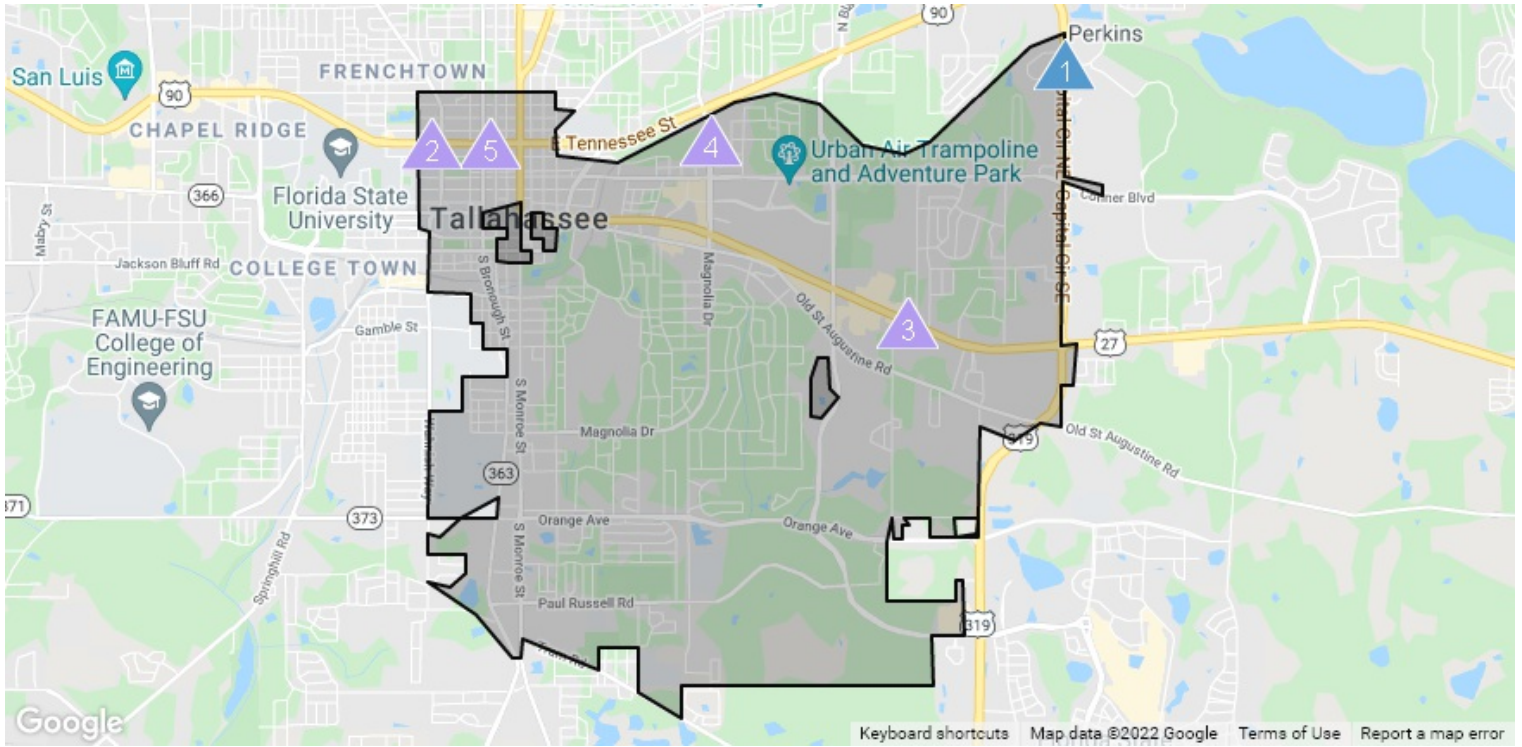## 12 mo. Change in Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly

32301	+5.7%
Leon County	+9.8%
Florida	+19.7%

1/21/2022

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	▲ 2	▲ 3	▲ 4	▲ 5
50,641	**41,725**	**41,202**	**39,203**	**39,022**
2021 Est. daily traffic counts	2021 Est. daily traffic counts	2021 Est. daily traffic counts	2021 Est. daily traffic counts	2021 Est. daily traffic counts
Street: **NE Capital Cir**	Street: **W Tennessee St**	Street: **Apalachee Pky**	Street: **N Magnolia Dr**	Street: **W Tennessee St**
Cross: **United States Hwy 319**	Cross: **N Macomb St**	Cross: **Albritton Dr**	Cross: **E Call St**	Cross: **N Duval St**
Cross Dir: **N**	Cross Dir: **E**	Cross Dir: **NW**	Cross Dir: **S**	Cross Dir: **E**
Dist: **0.02 miles**	Dist: **0.06 miles**	Dist: **0.03 miles**	Dist: **0.08 miles**	Dist: **0.04 miles**

Historical counts

Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type
2011	49,963	ADT		2011	39,753	ADT		2011	41,643	ADT		2011	38,910	ADT		2011	38,500	AADT
1998	24,529	ADT		2005	43,000	AADT		2005	38,800	AADT		2005	40,000	AADT		1998	41,041	ADT
1995	28,847	ADT		1998	40,480	ADT		1998	42,078	ADT		1998	49,006	ADT		1996	41,252	ADT
				1997	40,000	AADT		1996	41,128	ADT		1996	47,422	ADT				
				1996	41,497	ADT												

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

1/21/2022

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