COMMERCIAL TRADE AREA REPORT

Tallahassee, FL 32310

KETCHAM REALTY GROUP INC.
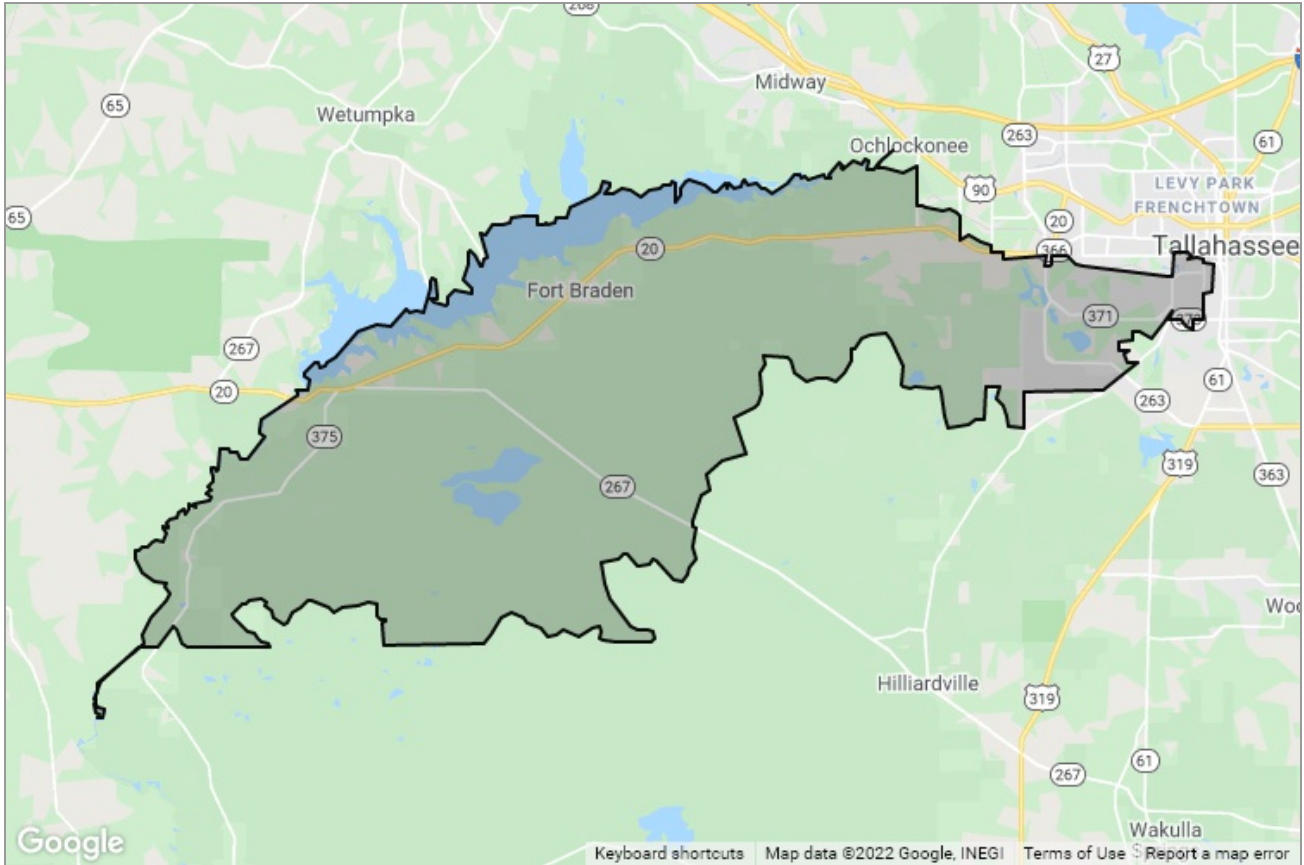
Presented by

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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**
$35,225	**30.6**	**17,792**	**Down the Road**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Rustic Outposts
Country life with older families, older homes

Urbanization

Where do people like this usually live?

Semirural
Small town living, families with affordable homes

Top Tapestry Segments

	Down the Road	College Towns	Southern Satellites	City Commons	Set to Impress
% of Households	1,986 (28.8%)	1,520 (22.1%)	1,054 (15.3%)	691 (10.0%)	622 (9.0%)
Lifestyle Group	Rustic Outposts	Scholars and Patriots	Rustic Outposts	Midtown Singles	Midtown Singles
Urbanization Group	Semirural	Metro Cities	Rural	Metro Cities	Metro Cities
Residence Type	Mobile Homes	Multi-Unit Rentals; Single Family	Single Family or Mobile Homes	Multi-Unit Rentals; Single Family	Multi-Unit Rentals; Single Family
Household Type	Married Couples	Singles	Married Couples	Single Parents	Singles
Average Household Size	2.74	2.12	2.65	2.66	2.1
Median Age	34.3	24.3	39.7	27.6	33.1
Diversity Index	70.5	53.5	38.6	49.5	64.9
Median Household Income	$36,000	$28,000	$44,000	$17,000	$29,000
Median Net Worth	$30,000	$11,000	$70,000	$10,000	$12,000
Median Home Value	$104,000	–	$119,000	–	–
Homeownership	66.4 %	25.5 %	78.6 %	24.1 %	28.8 %
Average Monthly Rent	–	$890	–	$650	$750
Employment	Services or Administration	Students, Services or Professional	Services, Professional or Administration	Services, Administration or Professional	Services, Professional or Administration
Education	High School Graduate	College Degree	High School Graduate	High School Graduate	High School Graduate
Preferred Activities	Visit chat rooms; play games online . Go hunting, fishing.	Use computers, cell phones for everything . Shop impulsively.	Go hunting, fishing . Own a pet dog.	Shop warehouse clubs/discount . Buy baby/children's products.	Go to rock concerts, nightclubs, zoos . Shop at Walgreens.
Financial	Prefer convenience of frozen meals, fast food	Pay bills online	Shop at Walmart	Own private health care policy	Manage finances online
Media	Watch Animal Planet on satellite TV	Customize cell phones	Listen to country music; watch CMT	Listen to urban radio	Download latest music online
Vehicle	Bought used vehicle last year	Prefer vehicle with good gas mileage	Own, maintain truck	Take public transportation	Own used, imported vehicles

1/21/2022

About this segment
Down the Road

This is the	In this area	In the United States
#1	**28.8%**	**1.1%**
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

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

Our Neighborhood

- 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 18% of owned homes are valued under $50,000 (more than three times the U.S. percentage).

Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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.

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About this segment
College Towns

This is the	In this area	In the United States
#2	**22.1%**	**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

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

Our Neighborhood

- These are non-family households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

Socioeconomic Traits

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.

Market Profile

- Own a laptop and a portable MP3 player.
- Watch movies and TV programs online; MTV and Comedy Central on TV.
- Use the Internet for social media connections, blogging, paying bills and downloading music.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates and Frisbee.
- Go out to the movies and out for drinks.

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About this segment
Southern Satellites

This is the	In this area	In the United States
#3	**15.3%**	**3.2%**
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

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family 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 owning 3+ vehicles is common

Socioeconomic Traits

- 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.).

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About this segment
City Commons

This is the
#4
dominant segment for this area

In this area
10.0%
of households fall into this segment

In the United States
0.9%
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.

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About this segment
Set to Impress

This is the	In this area	In the United States
#5	**9.0%**	**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

Set to Impress is depicted by medium to large multi-unit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and more than half of the homes are non-family households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Our Neighborhood

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college.
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers who dress to impress and often make impulse buys.
- They maintain close relationships with family.

Socioeconomic Traits

- Apartment complexes represented by multiple multi-unit structures are often nestled in neighborhoods with single-family homes or businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

Market Profile

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media and managing finances.
- They own used, imported vehicles.
- They shop at Walgreens.
- They enjoy leisure activities including going to rock concerts, night clubs and the zoo.

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Tallahassee, FL 32310: 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)

32310
17,792
18,234

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)

32310
122.8
125.9

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)

32310
3.09%
2.48%

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

■ 32310

32310
17,827

Leon County
313,682

Florida
20,971,606

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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.

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

Update Frequency: Annually

■ 32310

32310	123.1
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)

32310	2.44
	2.45
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)

32310	11,990
	12,267
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)

32310	49.7%	50.3%
	49.7%	50.3%
Leon County	52.0%	48.0%
	52.0%	48.0%
Florida	51.1%	48.9%
	51.1%	48.9%

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Tallahassee, FL 32310: 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)

32310 30.6 / 31.7
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 12.7% / 12.6%
Tweens 3.6% / 3.6%
Teens 11.8% / 11.9%
20s 21.0% / 19.1%
30s 14.0% / 14.6%
40s 10.3% / 10.1%
50s 10.5% / 10.2%
60s 9.4% / 9.5%
70s 4.9% / 6.1%
Over 80 1.8% / 2.2%

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Tallahassee, FL 32310: 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
32310	34.9%	65.1%
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

32310	34.9%
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

32310	50.1%
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

32310	4.5%
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

32310	10.5%
Leon County	10.0%
Florida	13.0%

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Tallahassee, FL 32310: 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

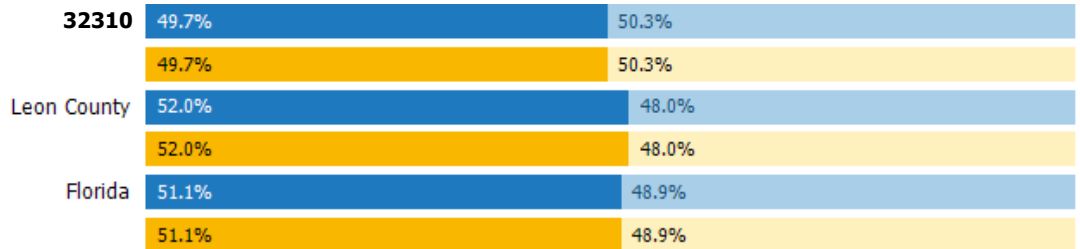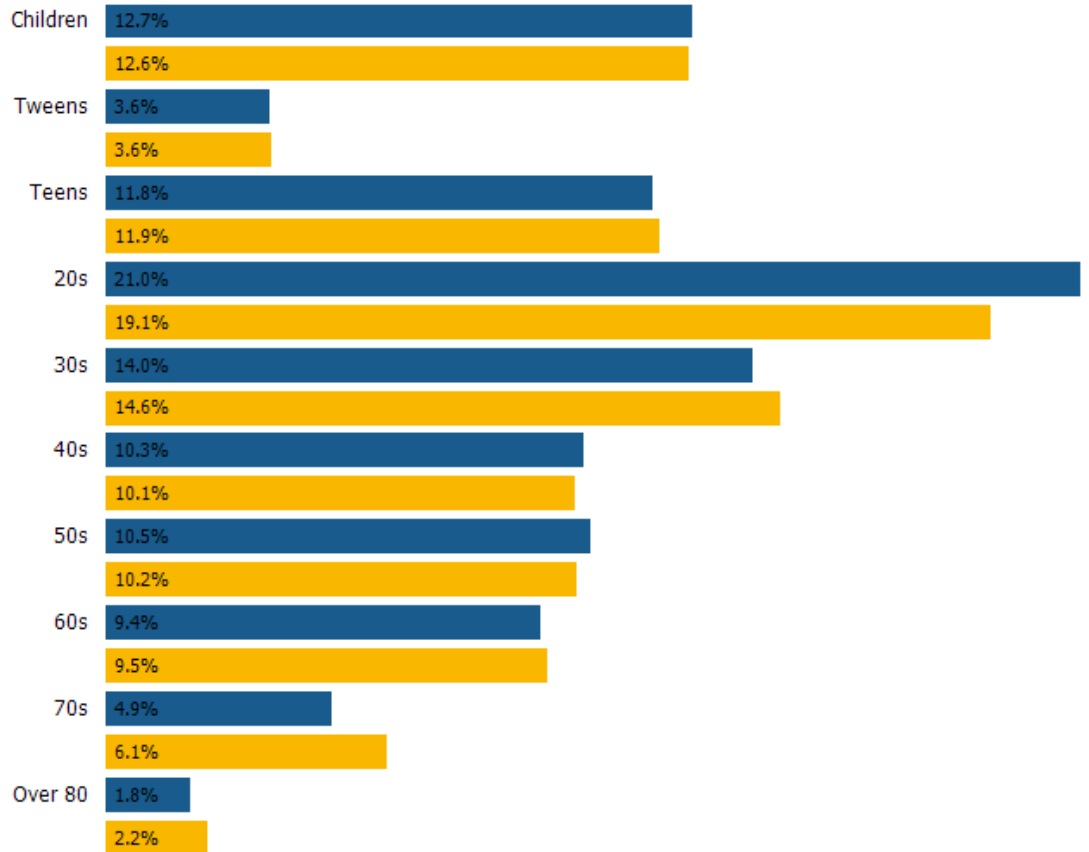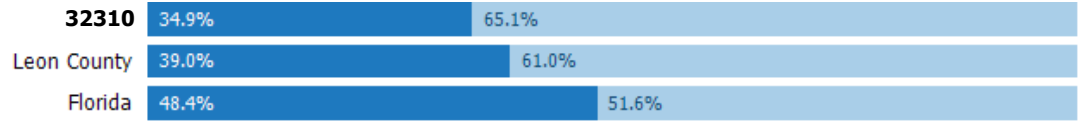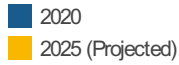Update Frequency: Annually

■ 2020
■ 2025 (Projected)

	2020	2025 (Projected)
32310	$49,499	$58,560
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)

	2020	2025 (Projected)
32310	$35,225	$41,677
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)

	2020	2025 (Projected)
32310	$19,148	$22,552
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
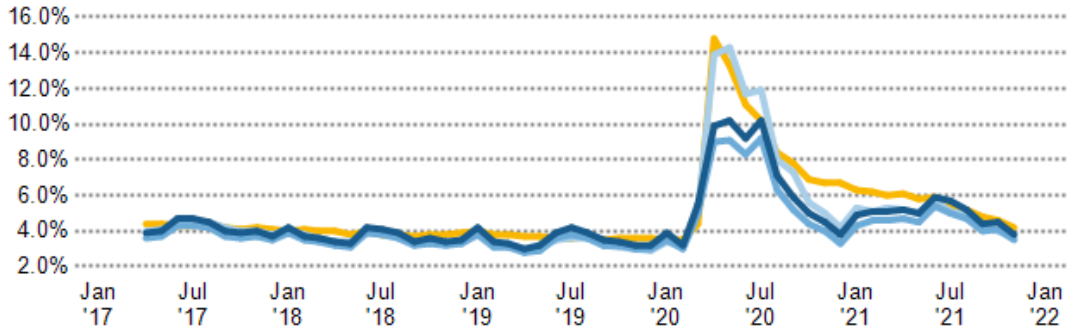
Update Frequency: Annually

32310	$41,073
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
Retail Trade	1,151
Education	1,131
Accommodation and Food	1,025
Public Administration	728
Health Care and Social Assistance	708
Construction	644
Administrative Support and Waste Management	561
Professional, Scientific and Technical	416
Other	332
Transportation and Warehousing	318
Finance and Insurance	216
Real Estate, Rental and Leasing	199
Wholesale Trade	170
Manufacturing	128
Arts, Entertainment and Recreation	75
Utilities	67
Information	48
Agriculture, Forestry, Fishing and Hunting	43
Business Management	0 or no data
Mining	0 or no data

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Tallahassee, FL 32310: 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

32310	4.0%
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

32310	8.6%
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

32310	7.1%
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

32310	24.6%
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

32310	20.4%
Leon County	18.4%
Florida	19.6%

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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

32310	8.1%
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

32310	16.3%
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

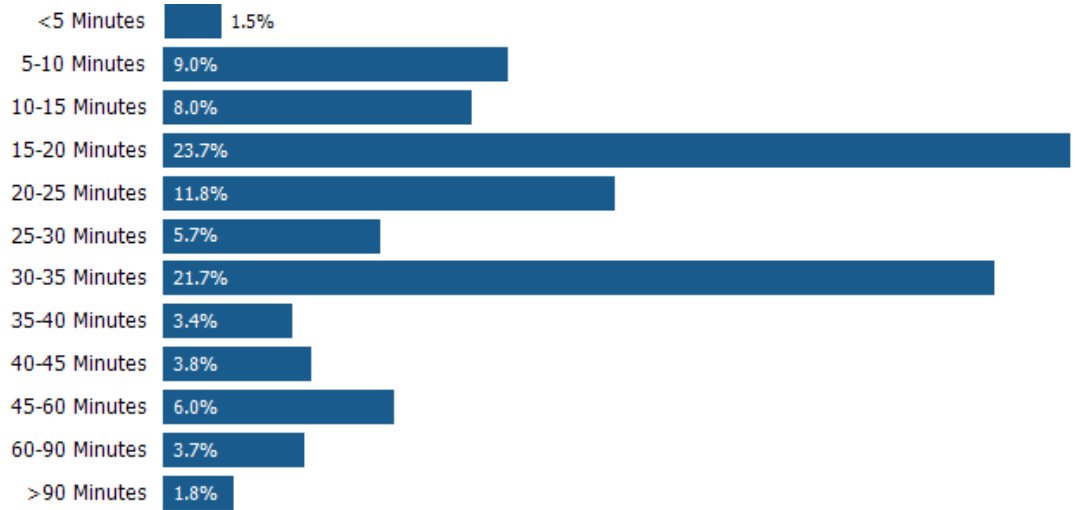|	
32310	11.0%
Leon County	21.0%
Florida	11.0%

Tallahassee, FL 32310: 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

■ 32310

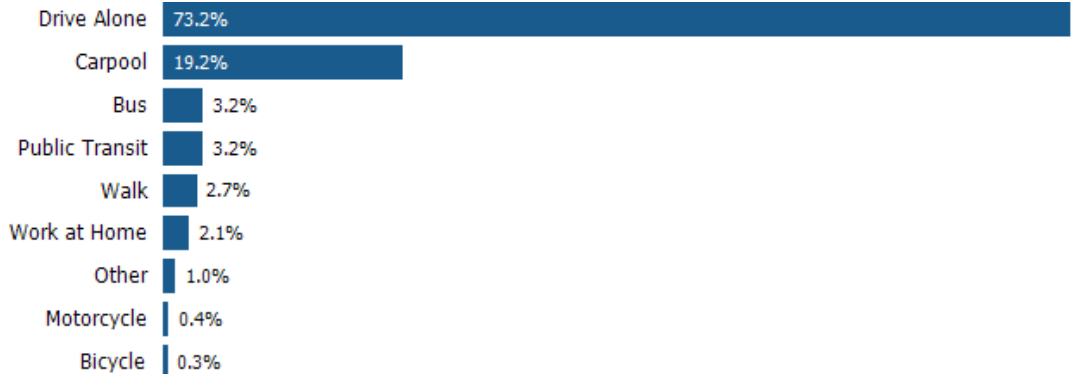| Time	Percentage
<5 Minutes	1.5%
5-10 Minutes	9.0%
10-15 Minutes	8.0%
15-20 Minutes	23.7%
20-25 Minutes	11.8%
25-30 Minutes	5.7%
30-35 Minutes	21.7%
35-40 Minutes	3.4%
40-45 Minutes	3.8%
45-60 Minutes	6.0%
60-90 Minutes	3.7%
>90 Minutes	1.8%

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

■ 32310

Transportation	Percentage
Drive Alone	73.2%
Carpool	19.2%
Bus	3.2%
Public Transit	3.2%
Walk	2.7%
Work at Home	2.1%
Other	1.0%
Motorcycle	0.4%
Bicycle	0.3%

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Tallahassee, FL 32310: 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

32310	$144,000
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

32310	+12.1%
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

32310	$147,000
Leon County	$267,250
Florida	$359,000

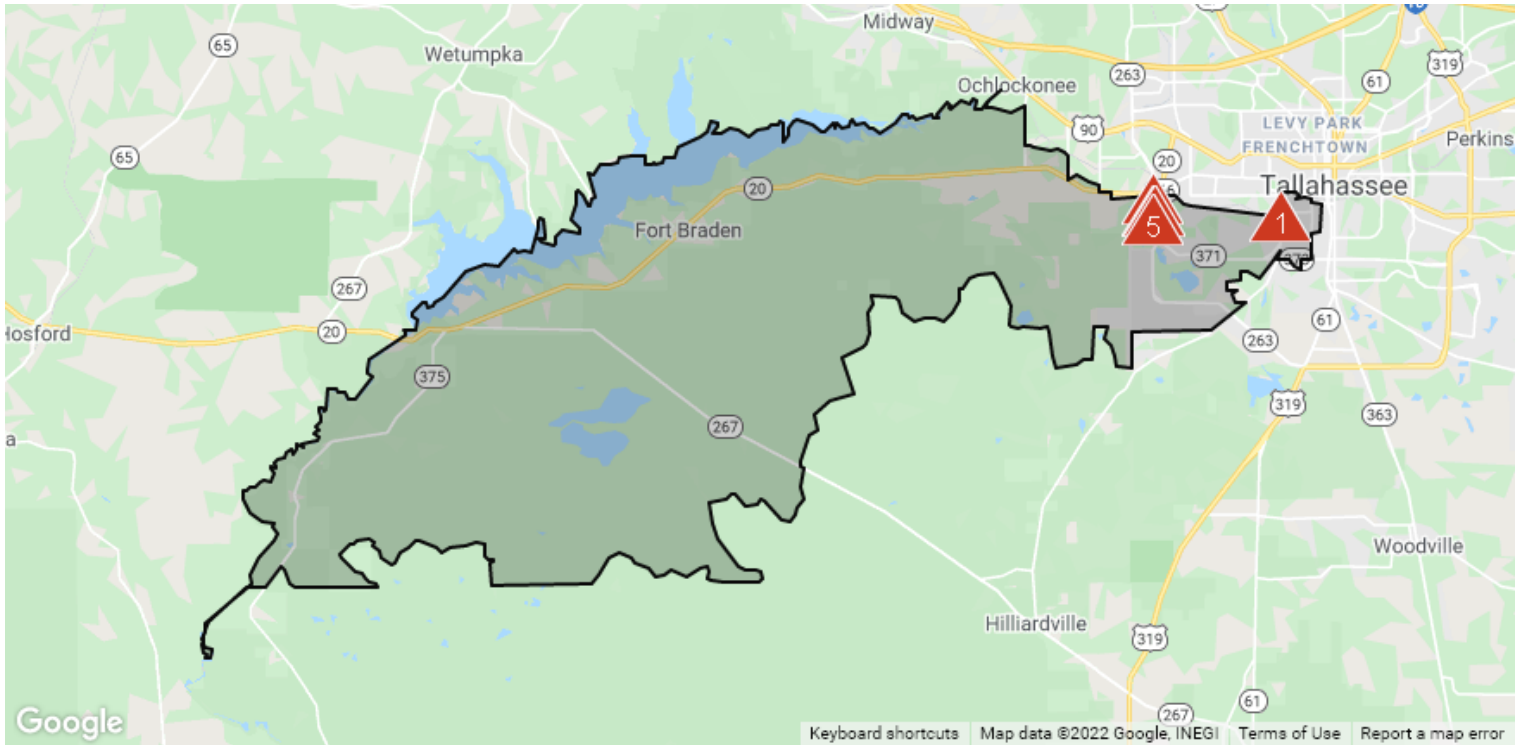## 12 mo. Change in Median Listing Price

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

32310	-5.8%
Leon County	+9.8%
Florida	+19.7%

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

28,238

2021 Est. daily traffic counts

Street: **Lake Bradford Rd**
Cross: **Elberta Dr**
Cross Dir: **N**
Dist: **0.03 miles**

Historical counts

Year		Count	Type
2012	▲	28,690	ADT
2011	▲	28,500	AADT
2005	▲	25,412	AADT
1998	▲	33,500	ADT
1996	▲	33,358	ADT

▲2

28,075

2021 Est. daily traffic counts

Street: **Capital Circle**
Cross: **Baldwin PkDr**
Cross Dir: **N**
Dist: **0.12 miles**

Historical counts

Year		Count	Type
2019	▲	28,000	AADT

▲3

23,595

2021 Est. daily traffic counts

Street: **Capital Circle Southwest**
Cross: **Baldwin PkDr**
Cross Dir: **N**
Dist: **0.12 miles**

Historical counts

Year		Count	Type
2018	▲	23,500	AADT

▲4

21,353

2021 Est. daily traffic counts

Street: **SW Capital Cir**
Cross: **Jackson Bluff Rd**
Cross Dir: **N**
Dist: **0.06 miles**

Historical counts

Year		Count	Type
2011	▲	21,000	AADT
2005	▲	21,000	AADT
1997	▲	18,600	AADT

▲5

20,788

2021 Est. daily traffic counts

Street: **SW Capital Cir**
Cross: **Jetway Blvd**
Cross Dir: **N**
Dist: **0.06 miles**

Historical counts

Year		Count	Type
2011	▲	20,869	ADT
1998	▲	19,120	ADT
1997	▲	12,500	AADT
1996	▲	18,309	ADT

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

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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

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