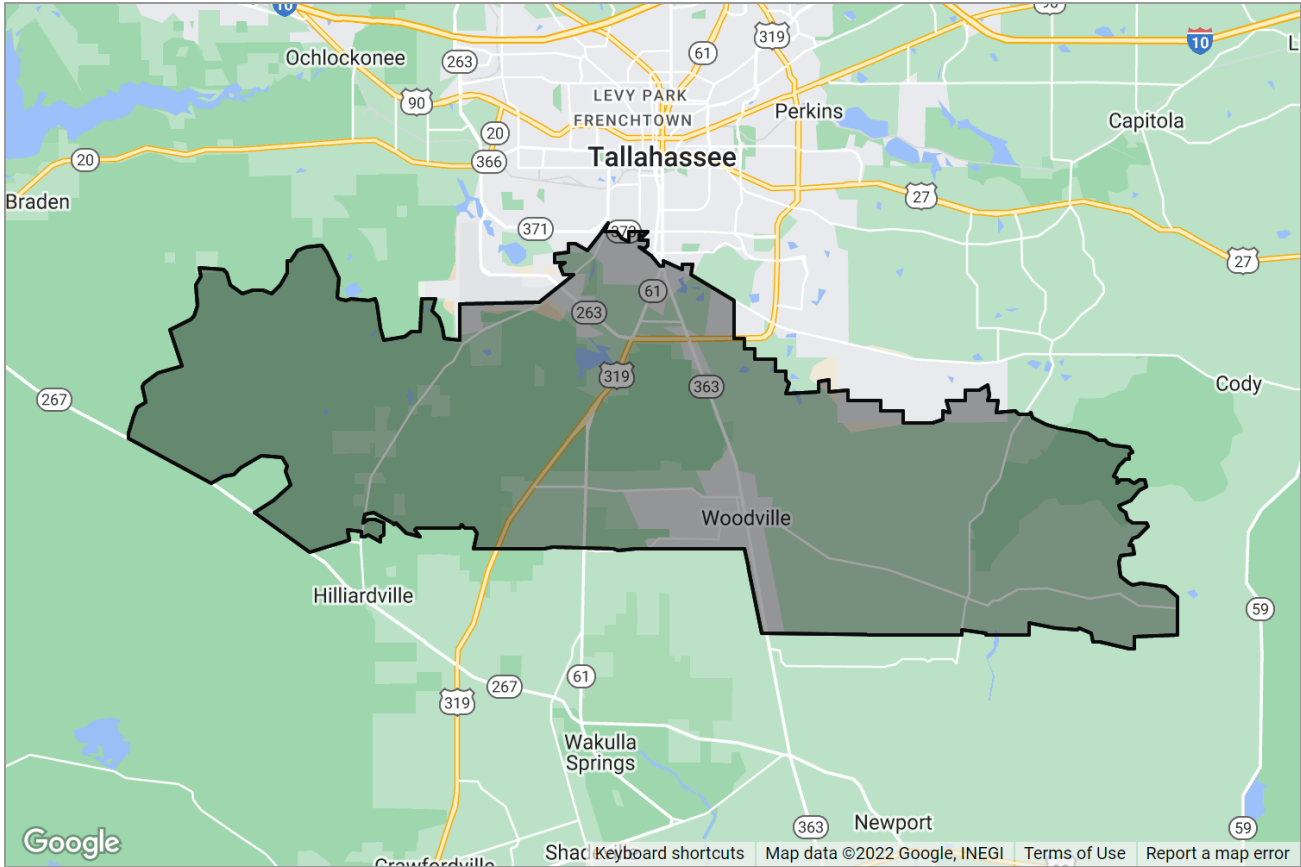




COMMERCIAL TRADE AREA REPORT

# Tallahassee, FL 32305



Presented by  
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## Criteria Used for Analysis

 2021 Income (Esri):  
**Median Household Income**  
**\$42,325**

 2021 Age: 5 Year Increments (Esri):  
**Median Age**  
**37.0**

 2021 Key Demographic Indicators (Esri):  
**Total Population**  
**20,529**

 2021 Tapestry Market Segmentation (Households):  
**1st Dominant Segment**  
**Down the Road**

## Consumer Segmentation

Life Mode

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

Country life with older families in older homes

Urbanization

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

Small town living, families with affordable homes

## Top Tapestry Segments

	Down the Road	Southern Satellites	Family Foundations	City Commons	Metro Fusion
<b>% of Households</b>	3,624 (46.4%)	1,698 (21.7%)	882 (11.3%)	682 (8.7%)	562 (7.2%)
<b>Lifestyle Group</b>	Rustic Outposts	Rustic Outposts	Hometown	Midtown Singles	Midtown Singles
<b>Urbanization Group</b>	Semirural	Rural	Urban Periphery	Metro Cities	Urban Periphery
<b>Residence Type</b>	Mobile Homes; Single Family	Single Family ; Mobile Homes	Single Family	Multi-Unit Rentals; Single Family	Multi-Unit Rentals; Single Family
<b>Household Type</b>	Married Couples	Married Couples	Singles	Single Parents	Singles
<b>Average Household Size</b>	2.74	2.65	2.69	2.66	2.65
<b>Median Age</b>	35.7	41	40.4	29.2	29.7
<b>Diversity Index</b>	73.3	42.5	43.9	50.9	85.4
<b>Median Household Income</b>	\$44,800	\$54,800	\$47,600	\$22,600	\$41,700
<b>Median Net Worth</b>	\$77,300	\$150,000	\$92,900	\$10,500	\$13,800
<b>Median Home Value</b>	\$139,400	\$174,900	\$145,200	\$99,100	\$191,500
<b>Homeownership</b>	68.4 %	79.9 %	67.9 %	24.9 %	26.9 %
<b>Employment</b>	Services or Professional	Professional or Services	Services or Professional	Services or Professional	Professional or Services
<b>Education</b>	High School Diploma	High School Diploma	High School Diploma	High School Diploma	High School Diploma
<b>Preferred Activities</b>	Place importance on preserving time-honored customs. Go hunting, fishing.	Go hunting, fishing . Own a pet dog.	A strong focus is on religion and character . Go online for games, entertainment.	Shop primarily at warehouse clubs. Buy baby/children's products.	Football and weight lifting are popular activities . Look to impress with fashion and electronics.
<b>Financial</b>	Shop at Walmart Supercenters, Walgreens and dollar stores	More concerned about cost rather than brand	Many have no financial investments or retirement savings	Nearly 1/4 receive Social Security and public assistance	Spend on what's hot unless saving for something specific
<b>Media</b>	Use the Internet to stay connected, listen to radio at work	Obtain most of their information from TV	Subscribe to premium cable TV	Magazines are popular sources of news/trends	Listen to R&B, rap, Latin, reggae music
<b>Vehicle</b>	Bought used vehicle last year	Own 1 or 2 vehicles likely a truck	Drive 1-2 vehicles	Take public transportation	Owens used vehicles

## About this segment

# Down the Road

This is the  
**#1**  
dominant segment  
for this area

In this area  
**46.4%**  
of households fall  
into this segment

In the United States  
**1.2%**  
of households fall  
into this segment

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

### Who We Are

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.

### Our 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.

### 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.

### 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.).

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 2021. Update Frequency: Annually.

## About this segment

# Southern Satellites

This is the  
**#2**  
dominant segment  
for this area

In this area  
**21.7%**  
of households fall  
into this segment

In the United States  
**3.2%**  
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 but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

### Our Neighborhood

- About 78% of households are owned. Married couples with no children are the dominant household type, with a number of multigenerational households. Most are single-family homes (67%), 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; 45% have college education. Labor force participation rate is 59.1%, slightly lower than the US. These consumers are more concerned about cost rather than quality or brand loyalty. They tend to be somewhat late in adapting to technology. They obtain a disproportionate amount of their information from TV, compared to other media.

### Market Profile

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

The demographic segmentation 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 2021. Update Frequency: Annually.

## About this segment

# Family Foundations

This is the

## #3

dominant segment  
for this area

In this area

## 11.3%

of households fall  
into this segment

In the United States

## 1.0%

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 2.71. Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West. More than 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 either attended college or obtained a degree; one-third have only finished high school. Labor force participation rate is slightly lower at 58% as workers begin to retire. Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts. A strong focus is on religion and character. Style and appearance are important.

### Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents. Shop at discount stores, such as Marshalls, Kmart, dollar stores, 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. Enjoy listening to urban format radio. Favorite entertainment sources include television: subscribe to premium cable channels and own 3-4 TVs. Connected, using 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 2021. Update Frequency: Annually.

## About this segment

# City Commons

This is the

# #4

dominant segment  
for this area

In this area

# 8.7%

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

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

### Our Neighborhood

- Single parents, primarily female, and singles head these young households. Average household size is slightly higher than the US at 2.67. City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings. Neighborhoods are older, built before 1960. 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 a quarter have not graduated from high school. Labor force participation is low at 53%. Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security and public assistance. Consumers endeavor to keep up with the latest fashion trends. Many 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. Shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington. While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid. Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels. Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines. 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 2021. Update Frequency: Annually.

## About this segment

# Metro Fusion

This is the

# #5

dominant segment  
for this area

In this area

# 7.2%

of households fall  
into this segment

In the United States

# 1.4%

of households fall  
into this segment

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

### Who We Are

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives.

### Our Neighborhood

- Over 60% of the homes are multiunit structures located in the urban periphery. Three quarters of residents are renters, and rents are about thirteen percent less than the US average. Most housing units were built before 1990. Single-parent and single-person households make up over half of all households.

### Socioeconomic Traits

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology. They work hard to advance in their professions, including working weekends. They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands. They spend money readily on what's hot unless saving for something specific. Social status is very important; they look to impress with fashion and electronics.

### Market Profile

- Enjoy watching MTV, Spanish TV networks, and Tru TV. Listen to R&B, rap, Latin, and urban music. Football and weight lifting are popular activities. Shop at discount grocery stores, Family Dollar, and Walmart. Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

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 2021. Update Frequency: Annually.

## Tallahassee, FL 32305: 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, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Population Density

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
■ 2025 (Projected)



### Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 32305



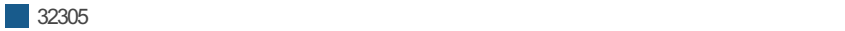


## Daytime Population Density

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, 2021

Update Frequency: Annually



## 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, 2021

Update Frequency: Annually



## 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, 2021

Update Frequency: Annually



## 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, 2021

Update Frequency: Annually



## Tallahassee, FL 32305: 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, 2021

Update Frequency: Annually

■ 2021  
 ■ 2025 (Projected)



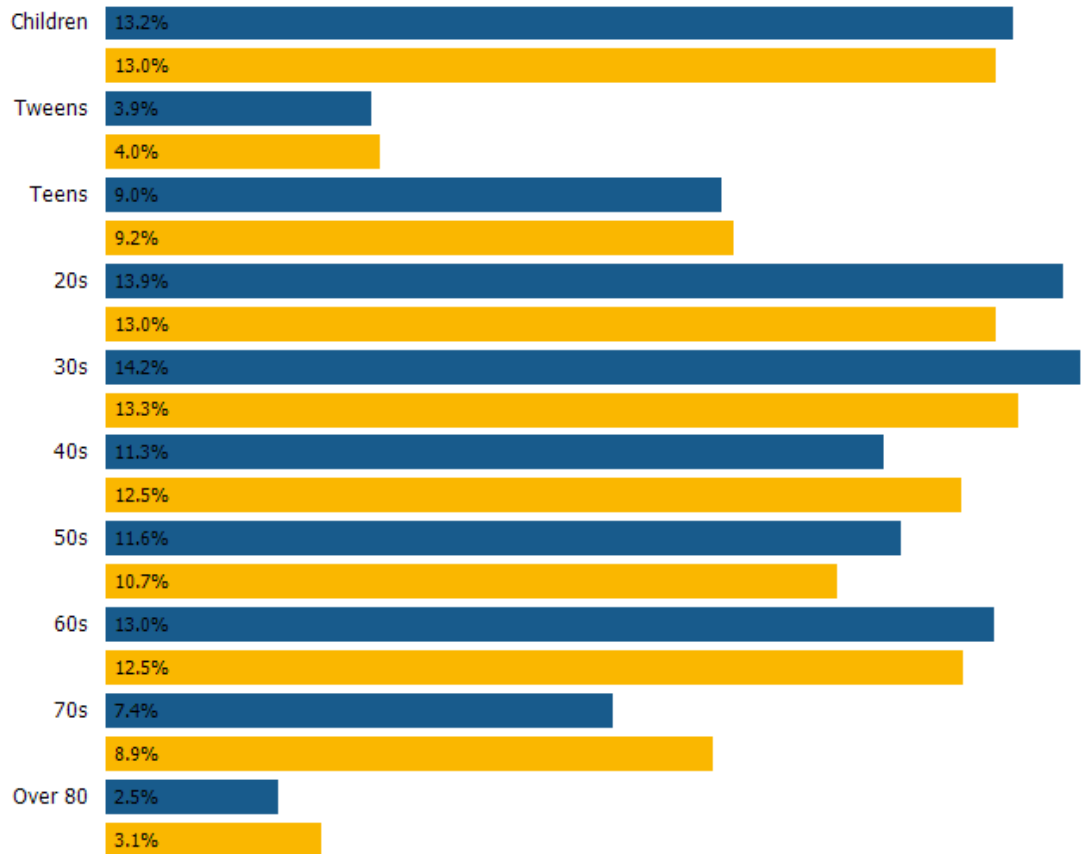
### Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
 ■ 2025 (Projected)



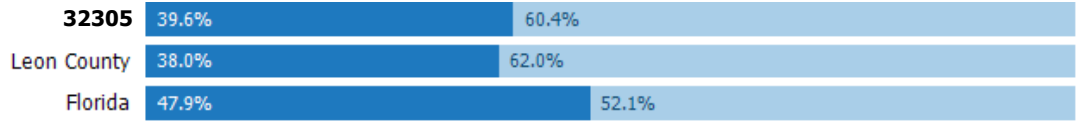
## Tallahassee, FL 32305: Marital Status Comparison

### 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, 2021

Update Frequency: Annually



### Married

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Never Married

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Widowed

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Divorced

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Tallahassee, FL 32305: 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, 2021

Update Frequency: Annually

■ 2021  
 ■ 2025 (Projected)



### Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
 ■ 2025 (Projected)



### Per Capita Income

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021  
 ■ 2025 (Projected)



### Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



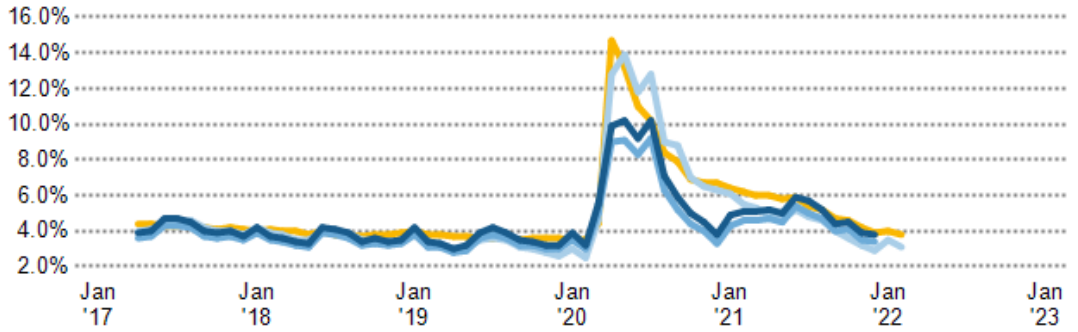
## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Tallahassee
- Leon County
- Florida
- USA

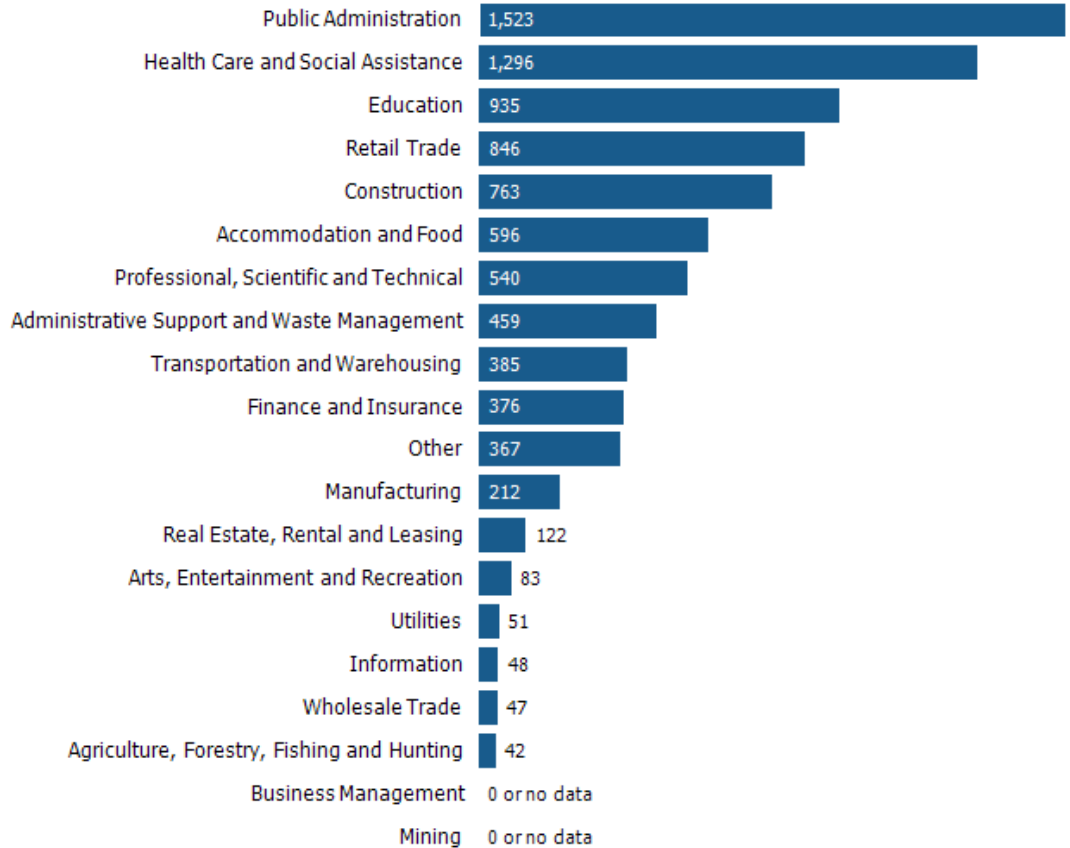


## Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2021

Update Frequency: Annually



## Tallahassee, FL 32305: 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, 2021

Update Frequency: Annually



### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### High School GED

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



### Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



## Associate Degree



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

Data Source: U.S. Census American Community Survey via Esri, 2021  
Update Frequency: Annually

## Bachelor's Degree



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

Data Source: U.S. Census American Community Survey via Esri, 2021  
Update Frequency: Annually

## Grad/Professional Degree



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

Data Source: U.S. Census American Community Survey via Esri, 2021  
Update Frequency: Annually

## Tallahassee, FL 32305: Commute Comparison

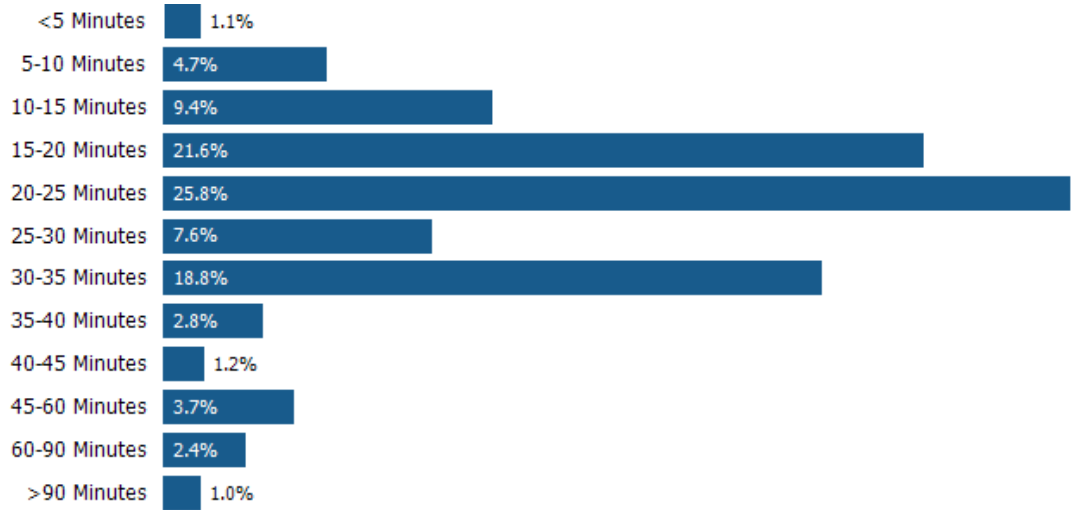
### Average Commute Time

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, 2021

Update Frequency: Annually

■ 32305



### 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, 2021

Update Frequency: Annually

■ 32305





## Tallahassee, FL 32305: Home Value Comparison

### Median Estimated Home Value

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

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

Update Frequency: Monthly



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

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

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

Update Frequency: Monthly



### Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly



### 12 mo. Change in Median Listing Price

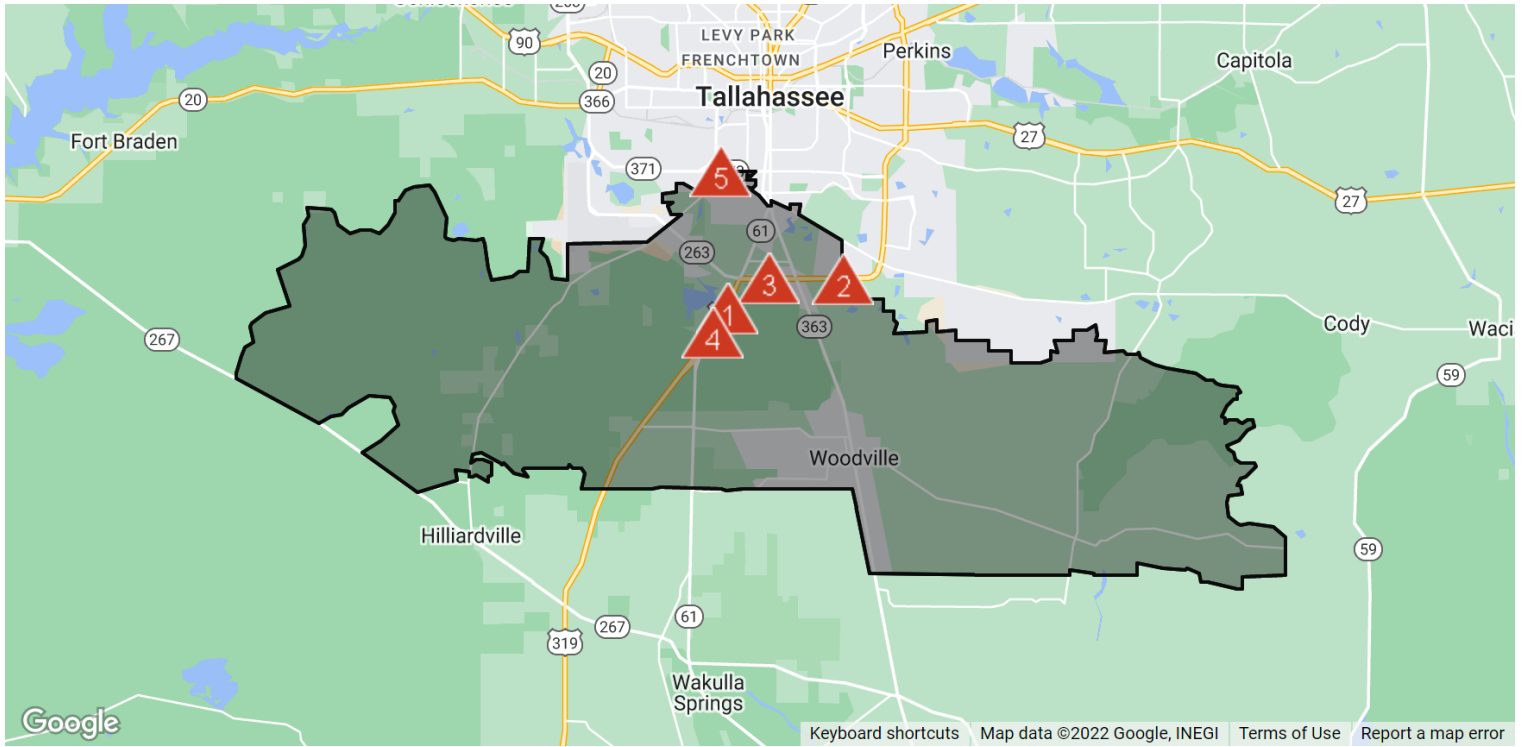
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



## Traffic Counts



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

▲ 1  
**22,595**

2021 Est. daily traffic counts

Street: Crawfordville Road  
Cross: Jackson Moody Pl  
Cross Dir: SW  
Dist: 0.03 miles

Historical counts

Year	Count	Type
2019	▲ 22,000	AADT
2018	▲ 23,000	AADT

▲ 2  
**21,443**

2021 Est. daily traffic counts

Street: Capital Circle Southeast  
Cross: –  
Cross Dir: –  
Dist: –

Historical counts

Year	Count	Type
2019	▲ 21,500	AADT
2018	▲ 21,000	AADT

▲ 3  
**19,907**

2021 Est. daily traffic counts

Street: Capital Circle Southeast  
Cross: Shelfer Rd  
Cross Dir: NW  
Dist: 0.01 miles

Historical counts

Year	Count	Type
2019	▲ 20,400	AADT
2018	▲ 19,100	AADT

▲ 4  
**19,703**

2021 Est. daily traffic counts

Street: Crawfordville Rd  
Cross: Rivers Rd  
Cross Dir: SW  
Dist: 0.09 miles

Historical counts

Year	Count	Type
2011	▲ 19,600	AADT
2005	▲ 18,000	AADT

▲ 5  
**19,628**

2021 Est. daily traffic counts

Street: W Orange Ave  
Cross: Joes Rd  
Cross Dir: W  
Dist: 0.07 miles

Historical counts

Year	Count	Type
2018	▲ 20,000	AADT
2011	▲ 18,900	AADT
2005	▲ 18,100	AADT
1997	▲ 14,900	AADT

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

## About RPR (Realtors Property Resource)

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



## About RPR's Data

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

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



## Update Frequency

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

## Learn more

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

