COMMERCIAL TRADE AREA REPORT

Tallahassee, FL 32311

KETCHAM REALTY GROUP INC.

Presented by

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5/31/2022

Criteria Used for Analysis

2021 Income (Esri): **Median Household Income** **$72,887**	2021 Age: 5 Year Increments (Esri): **Median Age** **36.2**	2021 Key Demographic Indicators (Esri): **Total Population** **22,541**	2021 Tapestry Market Segmentation (Households): **1st Dominant Segment** **Enterprising Professionals**

Consumer Segmentation

Life Mode

What are the people like that live in this area? — Upscale Avenues — Prosperous, married couples in higher-density neighborhoods

Urbanization

Where do people like this usually live? — Suburban Periphery — Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments	Enterprising Professionals	Young and Restless	Workday Drive	In Style	Green Acres
% of Households	2,126 (22.9%)	2,110 (22.8%)	1,631 (17.6%)	947 (10.2%)	901 (9.7%)
Lifestyle Group	Upscale Avenues	Midtown Singles	Family Landscapes	GenXurban	Cozy Country Living
Urbanization Group	Suburban Periphery	Metro Cities	Suburban Periphery	Metro Cities	Rural
Residence Type	Multi-Units; Single Family	Multi-Unit Rentals	Single Family	Single Family	Single Family
Household Type	Married Couples	Singles	Married Couples	Married Couples Without Kids	Married Couples
Average Household Size	2.47	2.04	2.95	2.33	2.68
Median Age	35.9	30.4	37.3	42.7	44.7
Diversity Index	74.3	78.8	53.5	42.4	28.5
Median Household Income	$99,400	$49,500	$102,300	$81,500	$86,100
Median Net Worth	$158,400	$13,900	$352,100	$223,400	$326,900
Median Home Value	$413,300	$236,500	$310,000	$298,100	$283,600
Homeownership	53.5 %	15.2 %	86.1 %	69.7 %	87.4 %
Employment	Professional or Mgmnt/Bus/Financial	Services or Professional	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma
Preferred Activities	Travel to foreign and domestic destinations . Eat organic and natural foods, run and do yoga.	Like to read magazines about news, fashion and music . Go dancing; play basketball and pool; buy organic food.	Prefer outdoor activities and sports . Family-oriented purchases and activities dominate.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.	Pursue physical fitness vigorously, . Active in communities and social organizations.
Financial	Own 401(k) through work	Careful shoppers are aware of prices, little brand loyalty	Well insured, invest in a range of funds, high debt	Variety of investments often managed by a financial planner	Comfortable with debt, and investments.
Media	Use smartphones for news and buy digital books for tablet reading.	Most of their information comes from the Internet and TV	Connected, with a host of wireless devices	Connected and knowledgeable via smartphones	Provided by satellite service, radio and television
Vehicle	Own or lease an imported sedan	Take public transportation	Own 2+ vehicles (minivans, SUVs)	Partial to late model SUVs and compact SUVs	Late model trucks SUVs, ATVs and motorcycles

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About this segment
Enterprising Professionals

This is the	In this area	In the United States
#1	**22.9%**	**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

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Our Neighborhood

- Almost half of households are married couples, and 29% are single person households. Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures. Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000. Renters make up nearly half of all households.

Socioeconomic Traits

- Median household income one and a half times that of the US. Over half hold a bachelor's degree or higher. Early adopters of new technology in hopes of impressing peers with new gadgets. Enjoy talking about and giving advice on technology. Use smartphones for news, accessing search engines, and maps. Work long hours in front of a computer. Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga. Buy name brands and trendy clothes online.

Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers. Frequent the dry cleaner. Travel to foreign and domestic destinations common. Watch movies and TV with video-on-demand and HDTV over a high-speed connection. Convenience is key, shop at Amazon.com and pick up medicines at the Target pharmacy. Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee. Leisure activities include trips to museums and the beach. Have health insurance and a 401(k) through work.

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
Young and Restless

This is the
#2
dominant segment for this area

In this area
22.8%
of households fall into this segment

In the United States
1.8%
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: More than half the householders under age 35; median age 29.8. Primarily single-person households with some shared households. Highly mobile market, beginning careers and changing addresses frequently. One of the top 5 renter markets. Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings. Majority of housing built in 1970 or later (84%).

Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college. Labor force participation rate is exceptionally high at 75.0%. These careful shoppers are aware of prices, and demonstrate little brand loyalty. 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 HHs, 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 VH1 and Comedy Central programs, and playing basketball and ping pong. Listen to contemporary hits, jazz, rap, hip hop, and dance music. Purchase natural/organic food, but frequent fast-food restaurants. Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

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About this segment
Workday Drive

This is the	In this area	In the United States
#3	**17.6%**	**3.0%**
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

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

Our Neighborhood

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

Socioeconomic Traits

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

Market Profile

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

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About this segment
In Style

This is the	In this area	In the United States
#4	**10.2%**	**2.2%**
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

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas. Married couples, primarily with no children or single households; average household size at 2.35. Home ownership average at 68%; nearly half, 47%, mortgaged. Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5–19 units) apartment buildings. Median home value at $243,900. Vacant housing units at 8.6%.

Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education. Higher labor force participation rate is at 67% with proportionately more 2-worker households. Median household income of $73,000 reveals an affluent market with income supplemented by investments and a substantial net worth. Connected and knowledgeable, they carry smartphones and use many of the features. Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity. Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired. Prefer organic foods, including growing their own vegetables. Financially active, own a variety of investments often managed by a financial planner. Meticulous planners, both well insured and well invested in retirement savings. Generous with support of various charities and causes. Actively support the arts, theater, concerts, and museums.

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About this segment
Green Acres

This is the	In this area	In the United States
#5	**9.7%**	**3.3%**
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 Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of $235,500. An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: More than 60% are college educated. Labor force participation rate is high at 66.8%. Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. They are cautious consumers with a focus on quality and durability. Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment. Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. Homeowners favor DIY home improvement projects and gardening. Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

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Tallahassee, FL 32311: 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)

32311
22,541
24,640

Leon County
297,551
309,453

Florida
21,733,419
23,197,833

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)

32311
385.2
421.0

Leon County
424.0
441.0

Florida
370.6
395.6

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)

32311
22.16%
9.31%

Leon County
8.01%
4.00%

Florida
15.60%
6.74%

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

■ 32311

32311
18,890

Leon County
311,335

Florida
21,555,263

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

■ 32311

Geography	Value
32311	322.8
Leon County	443.6
Florida	367.6

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, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

Geography	2021	2025 (Projected)
32311	2.42	2.42
Leon County	2.38	2.39
Florida	2.50	2.51

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

■ 2021
■ 2025 (Projected)

Geography	2021	2025 (Projected)
32311	17,649	19,173
Leon County	192,576	200,113
Florida	16,760,110	17,884,245

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

■ Women 2021
■ Men 2021
■ Women 2025 (Projected)
■ Men 2025 (Projected)

Geography	Women	Men
32311 (2021)	51.6%	48.4%
32311 (2025)	51.5%	48.5%
Leon County (2021)	52.0%	48.0%
Leon County (2025)	52.0%	48.0%
Florida (2021)	51.1%	48.9%
Florida (2025)	51.1%	48.9%

Tallahassee, FL 32311: 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

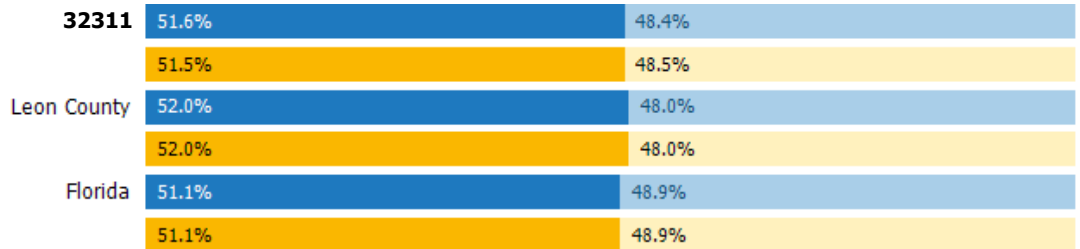Update Frequency: Annually

■ 2021
■ 2025 (Projected)

32311	36.2	
	36.2	
Leon County	32.2	
	33.2	
Florida	42.8	
	43.1	

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)

Age Group	2021	2025 (Projected)
Children	12.8%	12.5%
Tweens	3.9%	3.5%
Teens	8.5%	8.0%
20s	14.9%	16.2%
30s	15.4%	15.5%
40s	13.1%	12.3%
50s	12.4%	11.6%
60s	11.0%	10.5%
70s	6.0%	7.2%
Over 80	2.1%	2.6%

Tallahassee, FL 32311: 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
- ■ Unmarried

	Married	Unmarried
32311	49.7%	50.3%
Leon County	38.0%	62.0%
Florida	47.9%	52.1%

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

32311	49.7%
Leon County	38.0%
Florida	47.9%

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

32311	35.2%
Leon County	47.6%
Florida	32.1%

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

32311	4.8%
Leon County	4.0%
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, 2021

Update Frequency: Annually

32311	10.3%
Leon County	10.4%
Florida	13.2%

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Tallahassee, FL 32311: 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

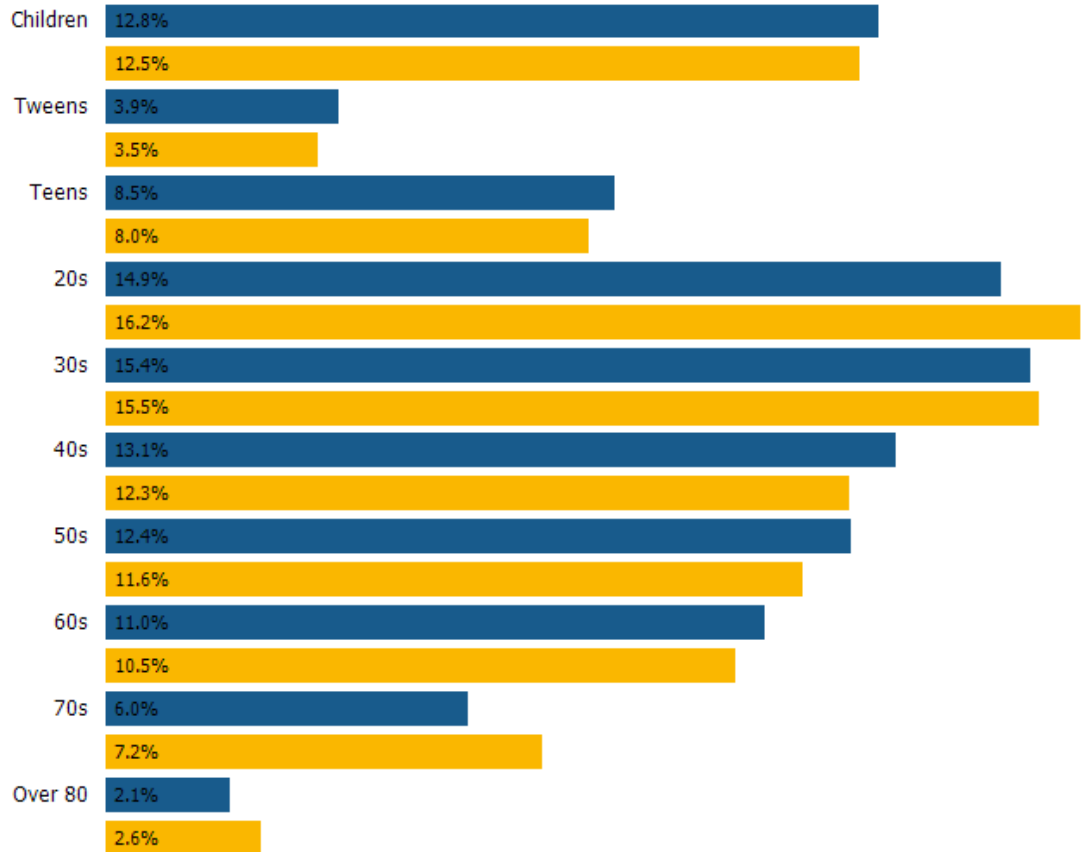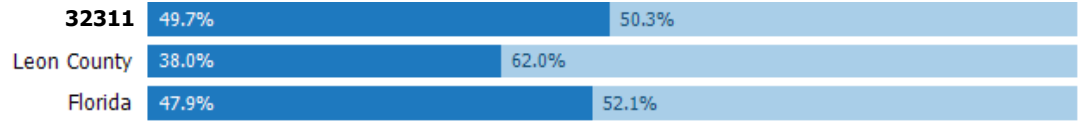Update Frequency: Annually

- 2021
- 2025 (Projected)

	2021	2025 (Projected)
32311	$95,349	$106,737
Leon County	$77,733	$89,090
Florida	$83,820	$95,092

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)

	2021	2025 (Projected)
32311	$72,887	$79,653
Leon County	$54,632	$60,841
Florida	$58,462	$65,754

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)

	2021	2025 (Projected)
32311	$38,795	$43,399
Leon County	$31,173	$35,647
Florida	$32,917	$37,259

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

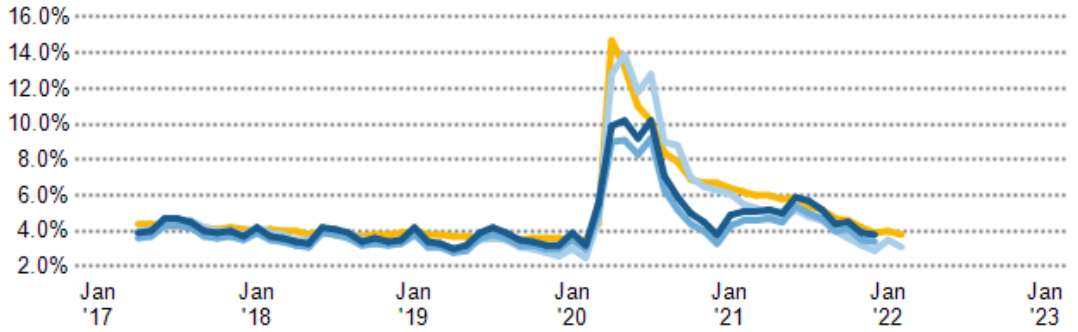|	2021
32311	$76,405
Leon County	$62,529
Florida	$67,260

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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, 2021

Update Frequency: Annually

Industry	Count
Public Administration	2,470
Education	1,971
Health Care and Social Assistance	1,564
Professional, Scientific and Technical	1,256
Retail Trade	1,028
Construction	610
Finance and Insurance	584
Other	545
Transportation and Warehousing	405
Administrative Support and Waste Management	397
Accommodation and Food	281
Manufacturing	225
Real Estate, Rental and Leasing	194
Information	190
Utilities	108
Arts, Entertainment and Recreation	91
Wholesale Trade	83
Agriculture, Forestry, Fishing and Hunting	47
Business Management	0 or no data
Mining	0 or no data

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Tallahassee, FL 32311: 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

32311	1.5%
Leon County	1.9%
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, 2021

Update Frequency: Annually

32311	2.4%
Leon County	4.3%
Florida	7.0%

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

32311	3.3%
Leon County	4.0%
Florida	4.3%

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

32311	13.6%
Leon County	14.5%
Florida	23.9%

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

32311	16.3%
Leon County	18.0%
Florida	19.2%

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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, 2021

Update Frequency: Annually

32311	9.0%
Leon County	9.4%
Florida	10.0%

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

32311	28.8%
Leon County	26.5%
Florida	19.5%

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

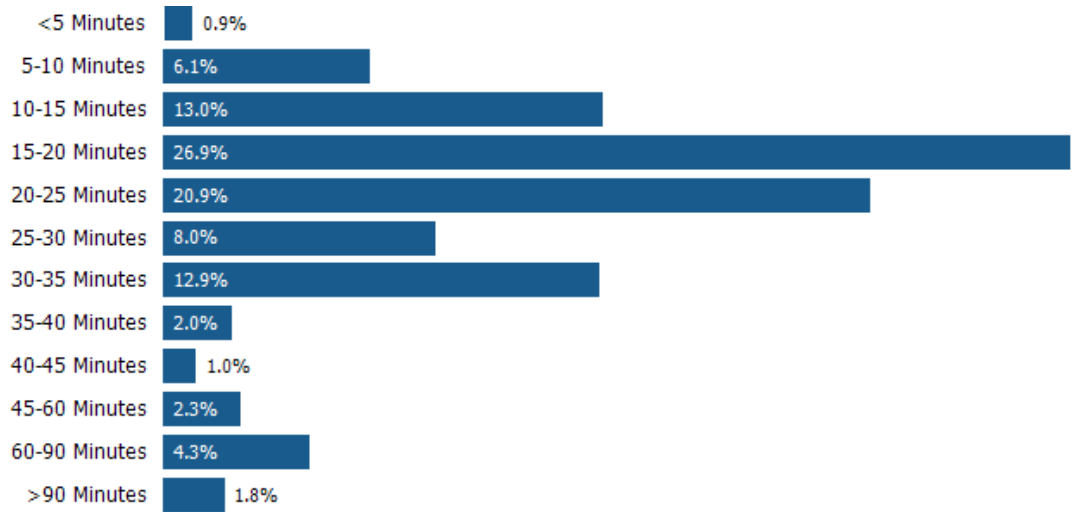|	
32311	25.2%
Leon County	21.4%
Florida	11.7%

Tallahassee, FL 32311: 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

■ 32311

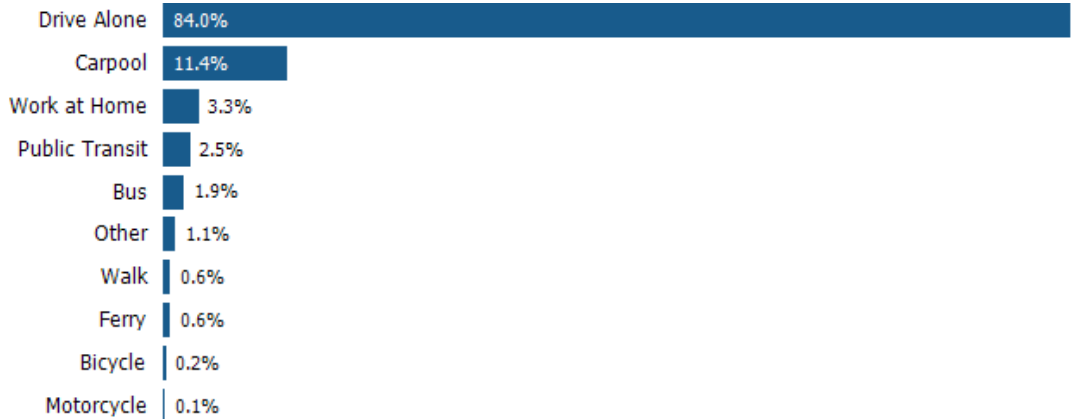| Commute Time	Percentage
<5 Minutes	0.9%
5-10 Minutes	6.1%
10-15 Minutes	13.0%
15-20 Minutes	26.9%
20-25 Minutes	20.9%
25-30 Minutes	8.0%
30-35 Minutes	12.9%
35-40 Minutes	2.0%
40-45 Minutes	1.0%
45-60 Minutes	2.3%
60-90 Minutes	4.3%
>90 Minutes	1.8%

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, 2021

Update Frequency: Annually

■ 32311

Transportation	Percentage
Drive Alone	84.0%
Carpool	11.4%
Work at Home	3.3%
Public Transit	2.5%
Bus	1.9%
Other	1.1%
Walk	0.6%
Ferry	0.6%
Bicycle	0.2%
Motorcycle	0.1%

5/31/2022

Tallahassee, FL 32311: 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

32311	$290,420
Leon County	$265,390
Florida	$368,300

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

32311	+19.9%
Leon County	+16.0%
Florida	+28.6%

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

32311	$345,000
Leon County	$266,000
Florida	$399,000

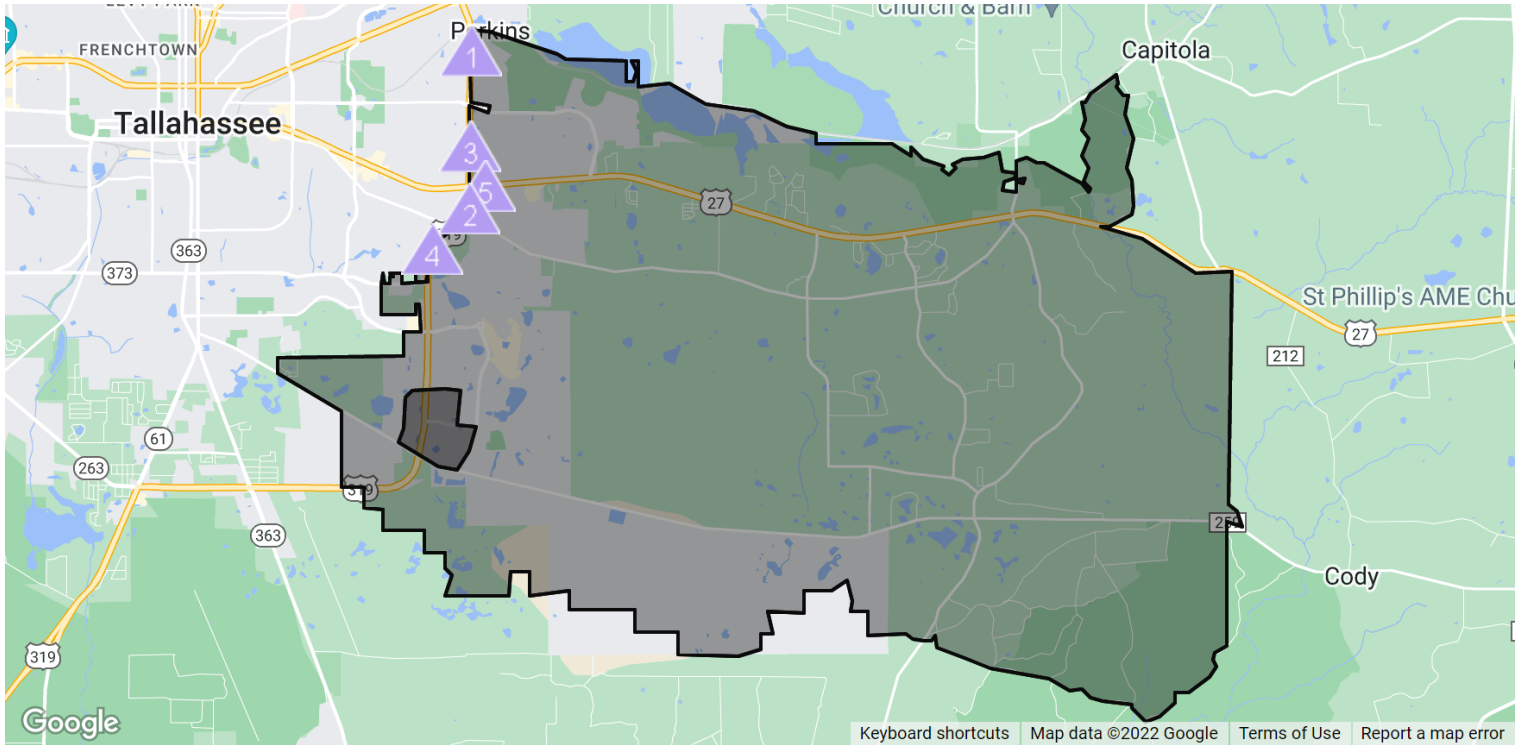## 12 mo. Change in Median Listing Price

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

32311	+31.4%
Leon County	+2.3%
Florida	+24.7%

5/31/2022

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
47,296	**41,420**	**40,775**	**36,977**	**30,893**
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: **Capital Circle Northeast**	Street: **Capital Circle Southeast**	Street: **Capital Circle Southeast**	Street: **Capital Circle Southeast**	Street: **Apalachee Pky**
Cross: **Industrial Plz**	Cross: **Capital Cir SE**	Cross: **Highland Oaks Te**	Cross: **Midyette Rd**	Cross: **Cay Ln**
Cross Dir: **S**	Cross Dir: **N**	Cross Dir: **N**	Cross Dir: **SW**	Cross Dir: **E**
Dist: **0.03 miles**	Dist: **0.02 miles**	Dist: **0.08 miles**	Dist: **0.08 miles**	Dist: **0.1 miles**

Historical counts			Historical counts			Historical counts			Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2019	▲ 48,000	AADT	2019	▲ 41,500	AADT	2019	▲ 41,500	AADT	2019	▲ 37,500	AADT	2011	▲ 29,000	AADT
2018	▲ 46,000	AADT	2018	▲ 41,000	AADT	2018	▲ 39,500	AADT	2018	▲ 36,000	AADT	2005	▲ 32,500	AADT
												1997	▲ 25,000	AADT

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

5/31/2022

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.

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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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