

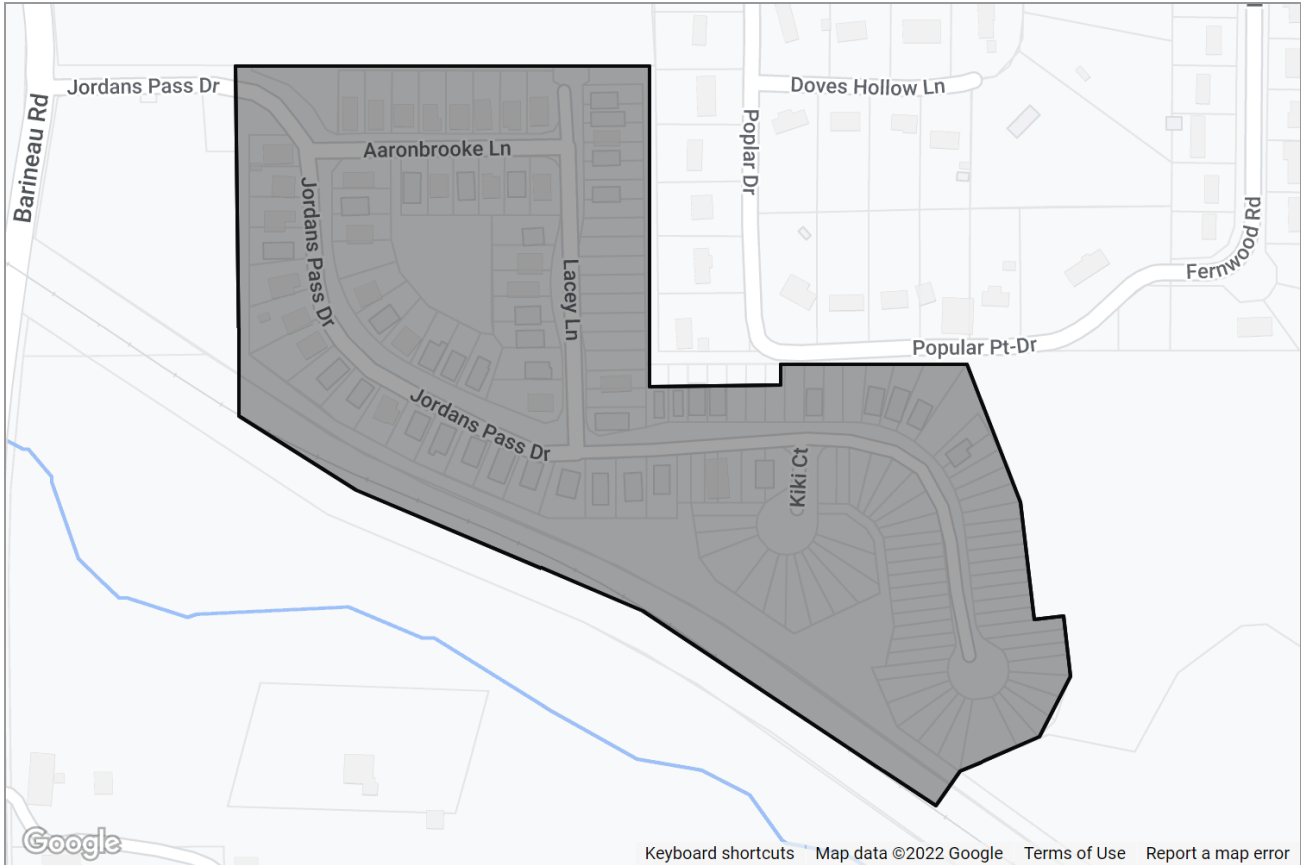


CATRS CAPITAL AREA TECHNOLOGY & REALTOR® SERVICES

A Subsidiary of **Tallahassee** BOARD OF REALTORS®

COMMERCIAL TRADE AREA REPORT

Jordan's Pass in Leon County, FL



Presented by
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Criteria Used for Analysis

 2021 Income (Esri):
**Median Household
Income**
\$62,500

 2021 Age: 5 Year Increments
 (Esri):
Median Age
0.0 or no data

 2021 Key Demographic Indicators
 (Esri):
Total Population
6

 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

% of Households	2 (100.0%)
Lifestyle Group	Rustic Outposts
Urbanization Group	Semirural
Residence Type	Mobile Homes, Single Family
Household Type	Married Couples
Average Household Size	2.74
Median Age	35.7
Diversity Index	73.3
Median Household Income	\$44,800
Median Net Worth	\$77,300
Median Home Value	\$139,400
Homeownership	68.4 %
Employment	Services or Professional
Education	High School Diploma
Preferred Activities	Place importance on preserving time-honored customs. Go hunting, fishing.
Financial	Shop at Walmart Supercenters, Walgreens and dollar stores
Media	Use the Internet to stay connected, listen to radio at work
Vehicle	Bought used vehicle last year

About this segment

Down the Road

This is the
#1
dominant segment
for this area

In this area
100.0%
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.

Jordan's Pass in Leon County, FL: 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

■ Jordan's Pass



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



■ Jordan's Pass

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)

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



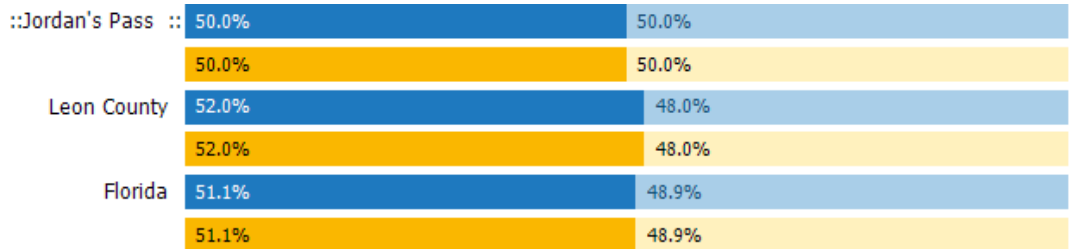
■ 2021
■ 2025 (Projected)

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)

Jordan's Pass in Leon County, FL: 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)



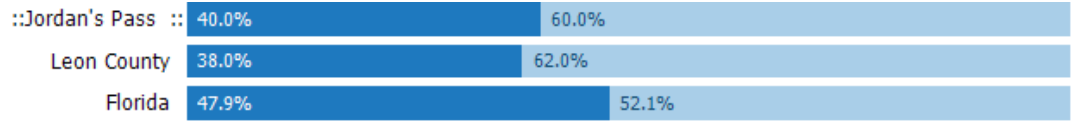
Jordan's Pass in Leon County, FL: Marital Status Comparison

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





Jordan's Pass in Leon County, FL: 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



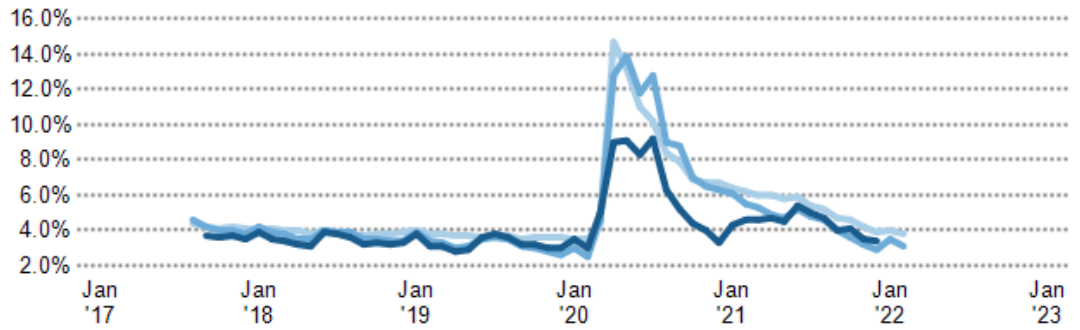
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- 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

Public Administration	1
Other	0 or no data
Mining	0 or no data
Construction	0 or no data
Manufacturing	0 or no data
Wholesale Trade	0 or no data
Retail Trade	0 or no data
Transportation and Warehousing	0 or no data
Utilities	0 or no data
Information	0 or no data
Finance and Insurance	0 or no data
Real Estate, Rental and Leasing	0 or no data
Professional, Scientific and Technical	0 or no data
Business Management	0 or no data
Administrative Support and Waste Management	0 or no data
Education	0 or no data
Health Care and Social Assistance	0 or no data
Arts, Entertainment and Recreation	0 or no data
Accommodation and Food	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

Jordan's Pass in Leon County, FL: Education Comparison

Less than 9th Grade

::Jordan's Pass :: 0.0%

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

::Jordan's Pass :: 0.0%

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

::Jordan's Pass :: 33.3%

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

::Jordan's Pass :: 33.3%

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

::Jordan's Pass :: 33.3%

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

::Jordan's Pass :: 0.0%

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

::Jordan's Pass :: 0.0%

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

::Jordan's Pass :: 0.0%

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



Jordan's Pass in Leon County, FL: 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

 Jordan's Pass

<5 Minutes	0.0%
5-10 Minutes	0.0%
10-15 Minutes	0.0%
15-20 Minutes	0.0%
20-25 Minutes	33.3%
25-30 Minutes	0.0%
30-35 Minutes	33.3%
35-40 Minutes	0.0%
40-45 Minutes	0.0%
45-60 Minutes	0.0%
60-90 Minutes	0.0%
>90 Minutes	0.0%

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

 Jordan's Pass

Drive Alone 100.0%

Jordan's Pass in Leon County, FL: 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: Listing data

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: Listing data

Update Frequency: Monthly



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>

