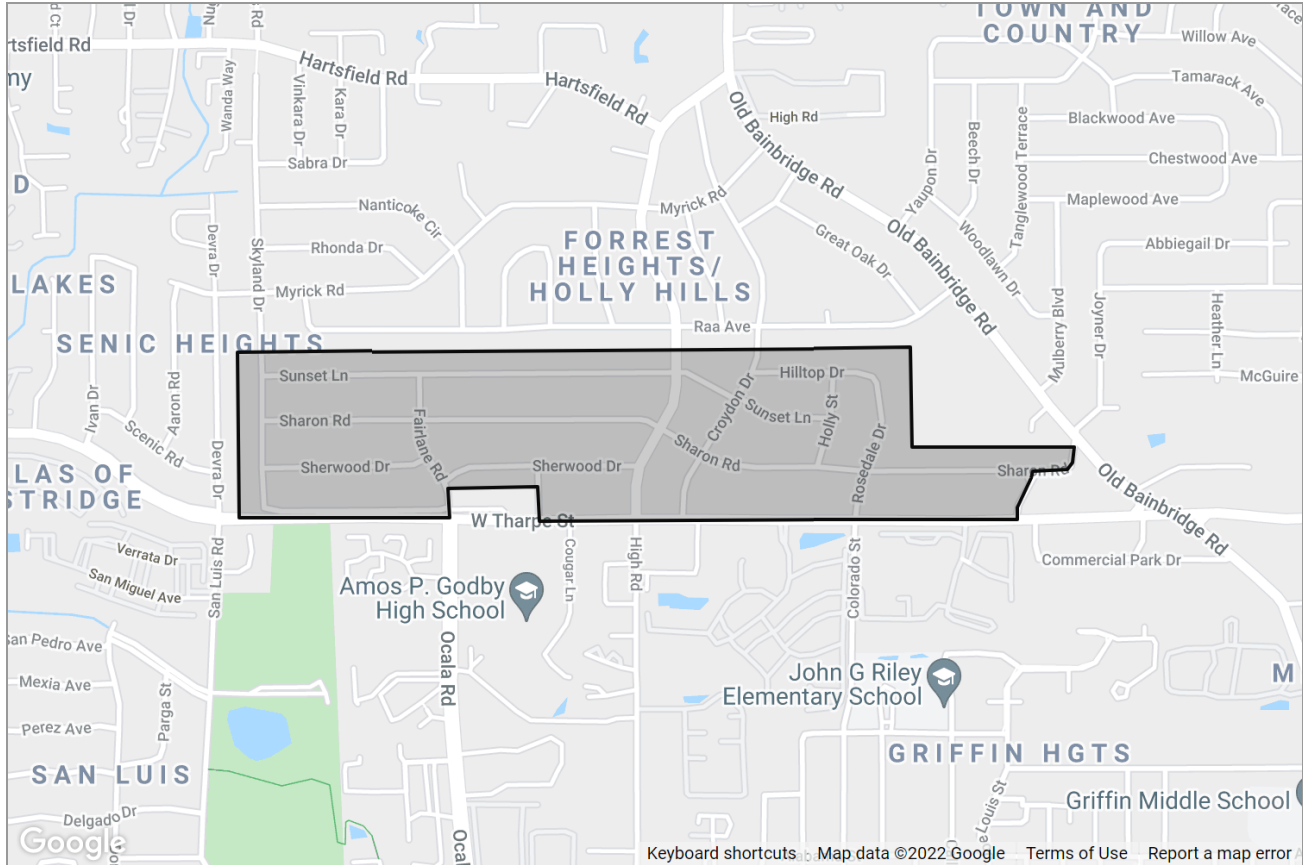# CATRS CAPITAL AREA TECHNOLOGY & REALTOR® SERVICES
A Subsidiary of **Tallahassee** BOARD OF REALTORS®

COMMERCIAL TRADE AREA REPORT

Forest Heights in Tallahassee, FL

KETCHAM REALTY GROUP INC.

Presented by

Abbe Flynn | Realtor

Florida Real Estate License: 3273532

Work: (850) 203-0209 | Mobile: (850) 203-0209

Main: abbe@LivingInTallahassee.com
Agent: https://livingintallahassee.com/

Ketcham Realty Group
1203 Thomasville Road
Tallahassee, FL 32303

2/15/2022

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$60,978	**32.8**	**734**	**College Towns**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Scholars and Patriots College campuses and military neighborhoods	Where do people like this usually live?	Metro Cities Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	**College Towns**	**Old and Newcomers**
% of Households	182 (63.4%)	105 (36.6%)
Lifestyle Group	Scholars and Patriots	Middle Ground
Urbanization Group	Metro Cities	Metro Cities
Residence Type	Multi-Unit Rentals; Single Family	Multi-Units; Single Family
Household Type	Singles	Singles
Average Household Size	2.12	2.11
Median Age	24.3	38.5
Diversity Index	53.5	50.1
Median Household Income	$28,000	$39,000
Median Net Worth	$11,000	$23,000
Homeownership	25.5 %	46.4 %
Average Monthly Rent	$890	$850
Employment	Students, Services or Professional	Professional or Services
Education	College Degree	College Degree
Preferred Activities	Use computers, cell phones for everything. Shop impulsively.	Buy frozen, convenience foods. Support environmental organizations.
Financial	Pay bills online	Bank online or in person
Media	Customize cell phones	Watch movies at home
Vehicle	Prefer vehicle with good gas mileage	View car as transportation only

2/15/2022

About this segment
College Towns

This is the	In this area	In the United States
#1	**63.4%**	**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.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

About this segment
Old and Newcomers

This is the	In this area	In the United States
#2	**36.6%**	**2.3%**
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 Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, $800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

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Forest Heights in Tallahassee, 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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

Forest Heights	734
	741
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)

Forest Heights	2,779.3
	2,805.8
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)

Forest Heights	
	0.95%
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

- Forest Heights

Forest Heights	467
Leon County	313,682
Florida	20,971,606

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

■ Forest Heights

Forest Heights	1,768.3
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)

Forest Heights	2.56 / 2.56
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)

Forest Heights	423 / 423
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)

	Women	Men
Forest Heights 2020	48.8%	51.2%
Forest Heights 2025	49.5%	50.5%
Leon County 2020	52.0%	48.0%
Leon County 2025	52.0%	48.0%
Florida 2020	51.1%	48.9%
Florida 2025	51.1%	48.9%

Forest Heights in Tallahassee, 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, 2020

Update Frequency: Annually
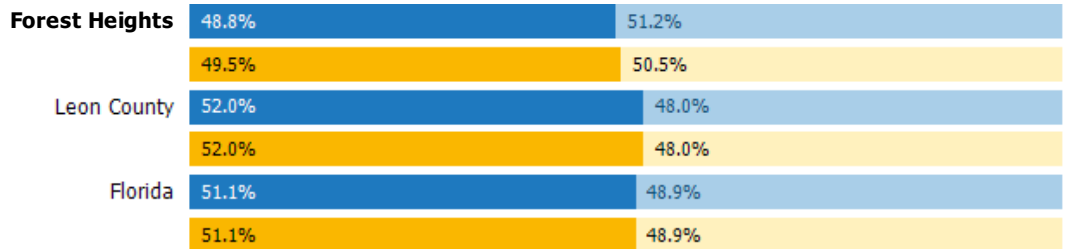
■ 2020
■ 2025 (Projected)

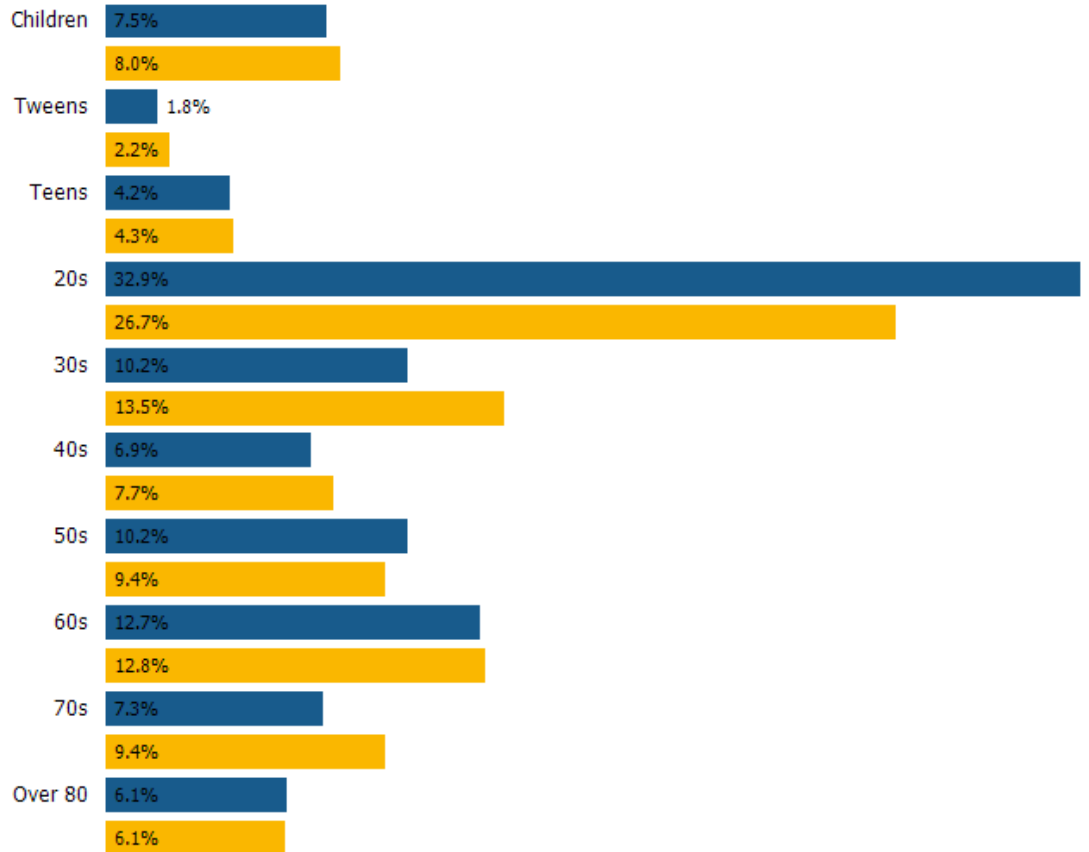|	2020	2025 (Projected)
Forest Heights	32.8	35.0
Leon County	31.8	33.0
Florida	42.5	42.9

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)

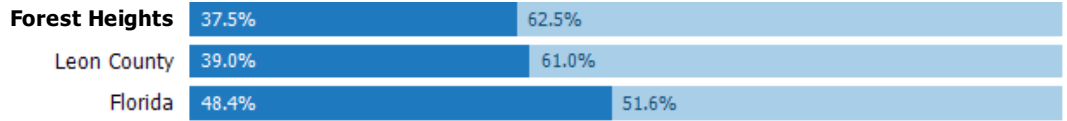| Age Group	2020	2025 (Projected)
Children	7.5%	8.0%
Tweens	1.8%	2.2%
Teens	4.2%	4.3%
20s	32.9%	26.7%
30s	10.2%	13.5%
40s	6.9%	7.7%
50s	10.2%	9.4%
60s	12.7%	12.8%
70s	7.3%	9.4%
Over 80	6.1%	6.1%

Forest Heights in Tallahassee, 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, 2020

Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
Forest Heights	37.5%	62.5%
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

Forest Heights	37.5%
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

Forest Heights	46.3%
Leon County	47.1%
Florida	31.9%

Widowed

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

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

Update Frequency: Annually

Forest Heights	7.1%
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
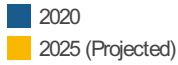
Update Frequency: Annually

Forest Heights	9.1%
Leon County	10.0%
Florida	13.0%

Forest Heights in Tallahassee, 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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

	2020	2025 (Projected)
Forest Heights	$90,265	$98,908
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)

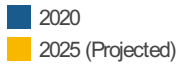|	2020	2025 (Projected)
Forest Heights	$60,978	$68,716
Leon County	$53,812	$61,026
Florida	$54,192	$60,905

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)
Forest Heights	$37,613	$41,063
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
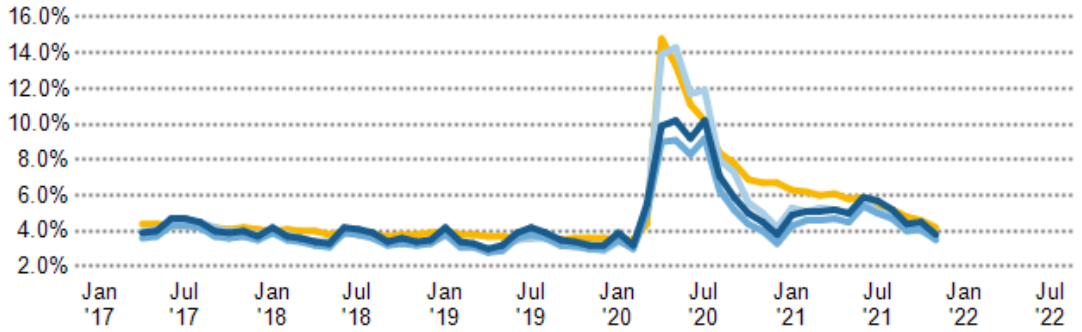
Update Frequency: Annually

Forest Heights	$70,404
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
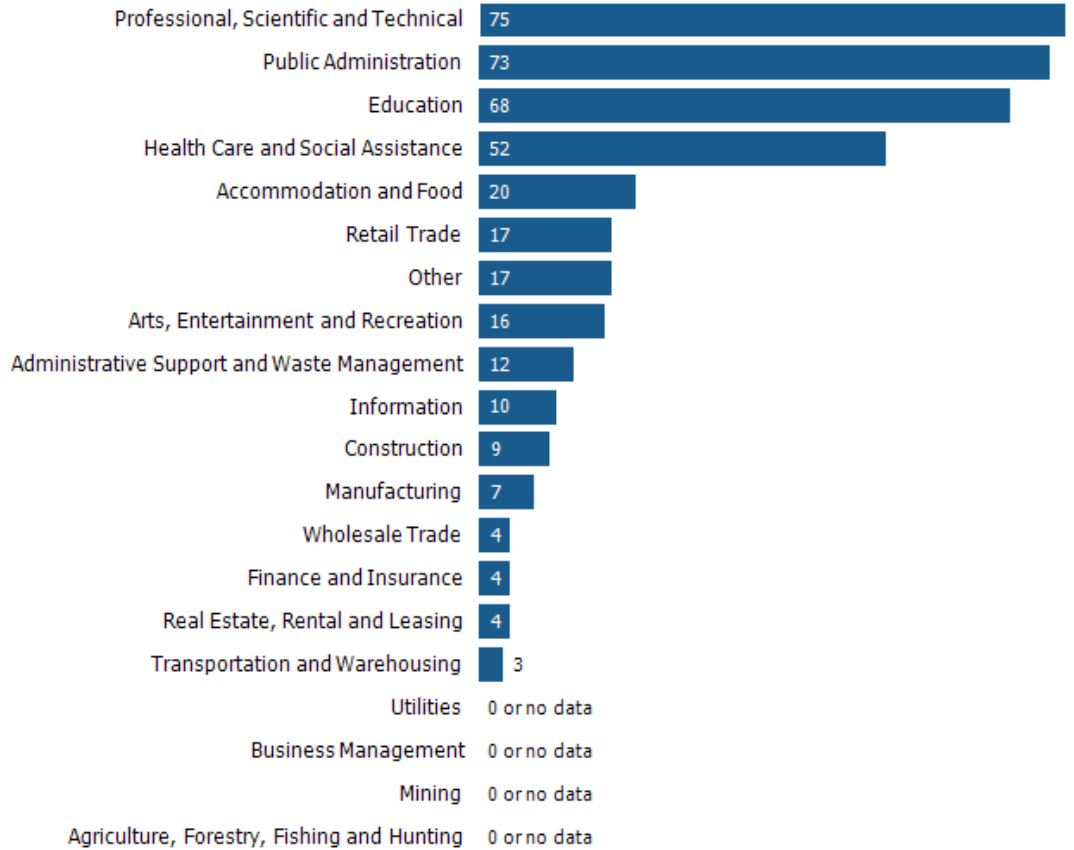- Leon County
- Florida
- USA

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
Professional, Scientific and Technical	75
Public Administration	73
Education	68
Health Care and Social Assistance	52
Accommodation and Food	20
Retail Trade	17
Other	17
Arts, Entertainment and Recreation	16
Administrative Support and Waste Management	12
Information	10
Construction	9
Manufacturing	7
Wholesale Trade	4
Finance and Insurance	4
Real Estate, Rental and Leasing	4
Transportation and Warehousing	3
Utilities	0 or no data
Business Management	0 or no data
Mining	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

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Forest Heights in Tallahassee, FL: 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

Forest Heights 0.0%
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

Forest Heights 2.2%
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

Forest Heights 1.8%
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

Forest Heights 16.2%
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

Forest Heights 24.9%
Leon County 18.4%
Florida 19.6%

Associate Degree

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

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

Update Frequency: Annually

Forest Heights	7.7%
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

Forest Heights	31.8%
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

Forest Heights	15.4%
Leon County	21.0%
Florida	11.0%

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Forest Heights in Tallahassee, FL: Commute Comparison
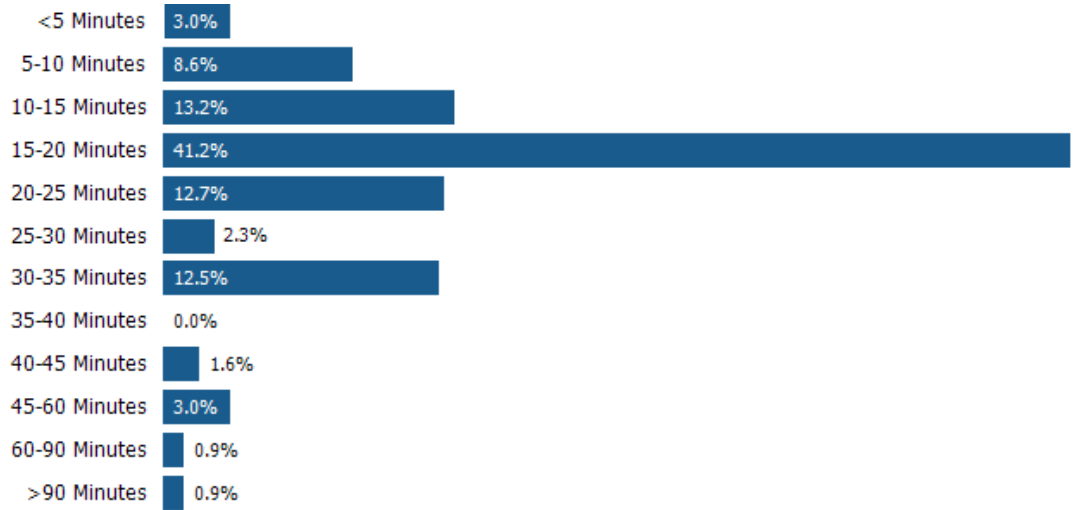
Average Commute Time

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, 2020

Update Frequency: Annually

■ Forest Heights

Commute Time	Percentage
<5 Minutes	3.0%
5-10 Minutes	8.6%
10-15 Minutes	13.2%
15-20 Minutes	41.2%
20-25 Minutes	12.7%
25-30 Minutes	2.3%
30-35 Minutes	12.5%
35-40 Minutes	0.0%
40-45 Minutes	1.6%
45-60 Minutes	3.0%
60-90 Minutes	0.9%
>90 Minutes	0.9%

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

■ Forest Heights

Transportation	Percentage
Drive Alone	84.7%
Carpool	6.9%
Bicycle	3.5%
Motorcycle	2.5%
Taxi	2.1%
Work at Home	2.1%

Forest Heights in Tallahassee, 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

Forest Heights	$201,910
Leon County	$253,250
Florida	$344,180

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

Forest Heights	+18.7%
Leon County	+10.7%
Florida	+23.9%

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

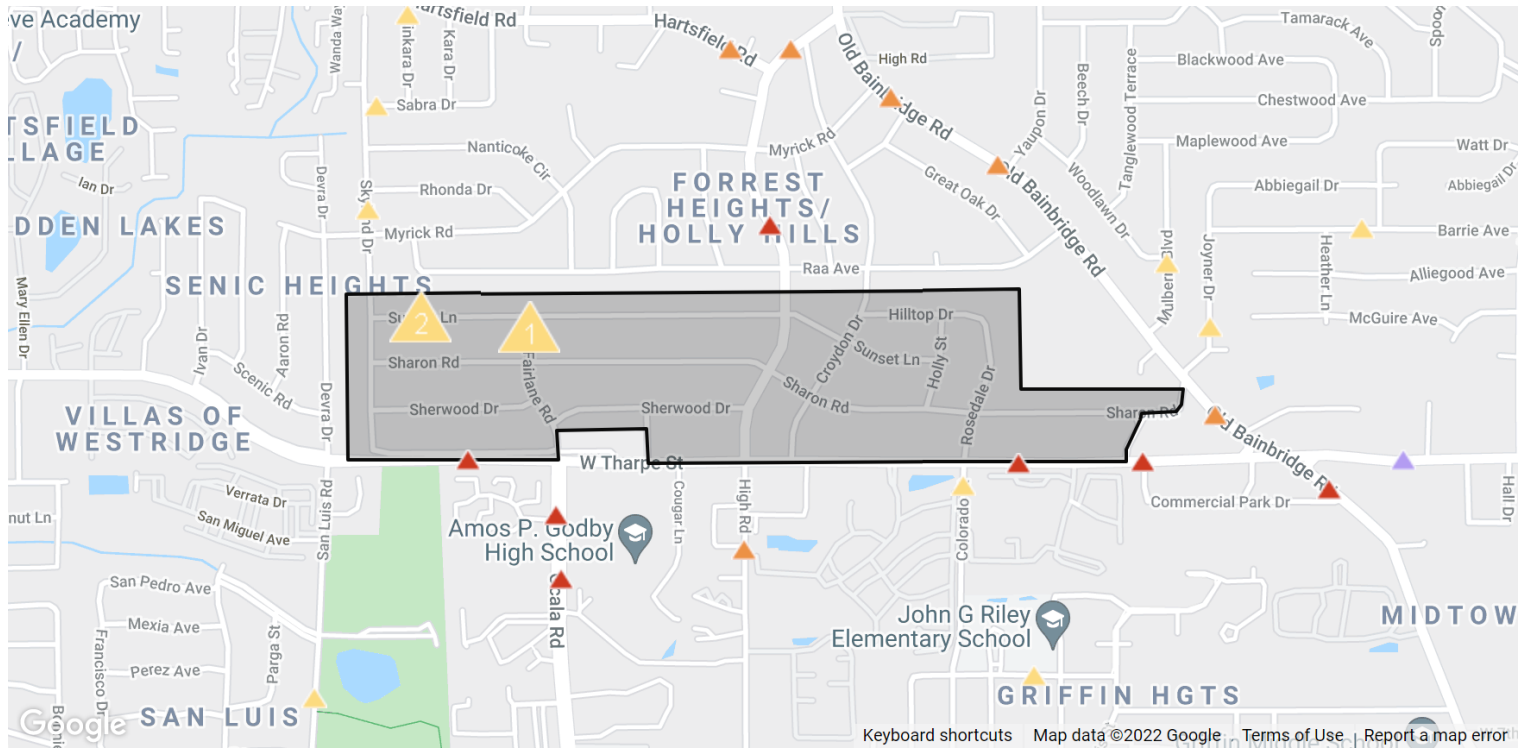|	
Forest Heights	$209,900
Leon County	$275,000
Florida	$364,900

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

Forest Heights	+17.6%
Leon County	+12.2%
Florida	+21.1%

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	
1,176		**1,108**	
2021 Est. daily traffic counts		**2021 Est. daily traffic counts**	
Street: **Fairlane Rd**		Street: **Sunset Ln**	
Cross: **Sunset Ln**		Cross: **Skyland Dr**	
Cross Dir: **N**		Cross Dir: **W**	
Dist: **0.02 miles**		Dist: **0.07 miles**	

Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type
2011 ▲	1,181	ADT	2011 ▲	1,112	ADT
1997 ▲	1,313	ADT	1998 ▲	1,266	ADT
1996 ▲	1,149	ADT	1996 ▲	2,121	ADT

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

2/15/2022

About RPR (Realtors Property Resource)

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

About RPR's Data

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

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

Update Frequency

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

Learn more

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

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