COMMERCIAL TRADE AREA REPORT

Bloxham Heights in Tallahassee, FL

KETCHAM REALTY GROUP INC.

Presented by

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3/11/2022

Criteria Used for Analysis

Income: **Median Household Income** **$27,353**	Age: **Median Age** **27.6**	Population Stats: **Total Population** **719**	Segmentation: **1st Dominant Segment** **Young and Restless**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Midtown Singles
Millennials on the move; single, diverse and urban

Urbanization

Where do people like this usually live?

Metro Cities
Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	**Young and Restless**
% of Households	371 (100.0%)
Lifestyle Group	Midtown Singles
Urbanization Group	Metro Cities
Residence Type	Multi-Unit Rentals
Household Type	Singles
Average Household Size	2.02
Median Age	29.4
Diversity Index	76
Median Household Income	$36,000
Median Net Worth	$11,000
Homeownership	13.7 %
Average Monthly Rent	$920
Employment	Services or Professional
Education	College Degree
Preferred Activities	Text, redeem coupons from cell phone . Go dancing; play pool; buy organic food.
Financial	Bank online
Media	Listen to blues, jazz, rap, hip-hop, dance music
Vehicle	Take public transportation

3/11/2022

About this segment
Young and Restless

This is the	In this area	In the United States
#1	**100.0%**	**1.7%**
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

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: Half the householders under age 35; median age 29.4.
- Primarily single-person households with some shared households.
- Highly mobile market, beginning careers and changing addresses frequently.
- Naturally, one of the top five renter markets.
- Apartment rentals popular: 45% in 5-19 unit buildings, 26% in 20+ unit buildings.
- Majority of housing built in 1970 or later (83%).

Socioeconomic Traits

- Education completed: 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Education in progress: almost 15% are still enrolled in college.
- Labor force participation rate is exceptionally high at 75.4%; unemployment is low at 7.8%.
- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.
- They 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 households, 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 MTV and Comedy Central programs, reading fashion magazines and playing volleyball.
- Listen to blues, jazz, rap, hip hop, and dance music and read music magazines.
- Purchase natural/organic food, but frequent fast food restaurants.

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.

3/11/2022

Bloxham 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)

Bloxham Heights	719
	710
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)

Bloxham Heights	5,236.7
	5,171.2
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)

Bloxham Heights	-5.77%
	-1.25%
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

■ Bloxham Heights

Bloxham Heights	393
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

■ Bloxham Heights

Bloxham Heights	2,862.3
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)

Bloxham Heights	1.93
	1.93
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)

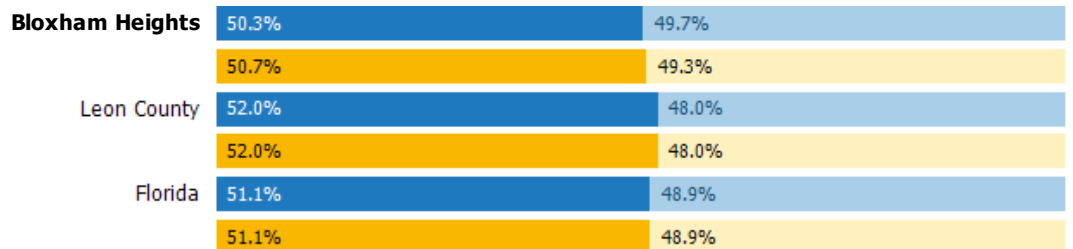|	
Bloxham Heights	411
	404
Leon County	190,937
	198,892
Florida	16,320,904
	17,458,736

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)

Bloxham Heights	50.3%	49.7%
	50.7%	49.3%
Leon County	52.0%	48.0%
	52.0%	48.0%
Florida	51.1%	48.9%
	51.1%	48.9%

3/11/2022

Bloxham 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)

Bloxham Heights 27.6
27.6

Leon County 31.8
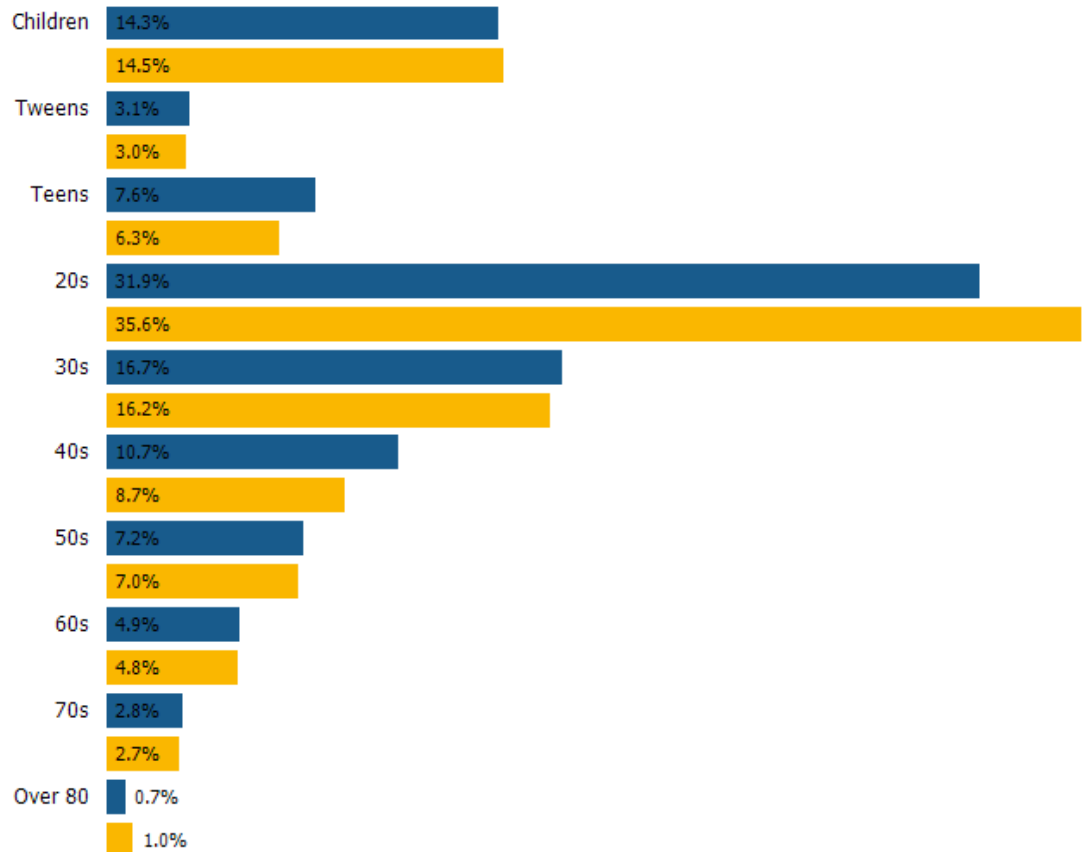33.0

Florida 42.5
42.9

Population by Age

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

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

Update Frequency: Annually

- 🟦 2020
- 🟧 2025 (Projected)

Children 14.3%
14.5%

Tweens 3.1%
3.0%

Teens 7.6%
6.3%

20s 31.9%
35.6%

30s 16.7%
16.2%

40s 10.7%
8.7%

50s 7.2%
7.0%

60s 4.9%
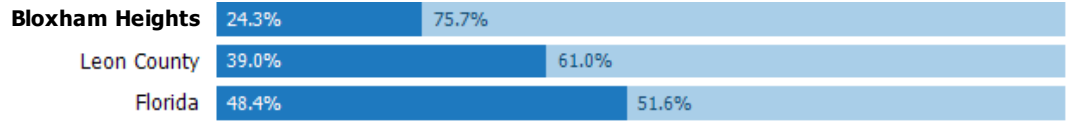4.8%

70s 2.8%
2.7%

Over 80 0.7%
1.0%

Bloxham 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
Bloxham Heights	24.3%	75.7%
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

Bloxham Heights	24.3%
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

Bloxham Heights	63.0%
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

Bloxham Heights	0.2%
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

Bloxham Heights	12.5%
Leon County	10.0%
Florida	13.0%

Bloxham 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)

Geography	2020	2025 (Projected)
Bloxham Heights	$36,849	$47,050
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)

Geography	2020	2025 (Projected)
Bloxham Heights	$27,353	$30,532
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)

Geography	2020	2025 (Projected)
Bloxham Heights	$17,415	$22,211
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
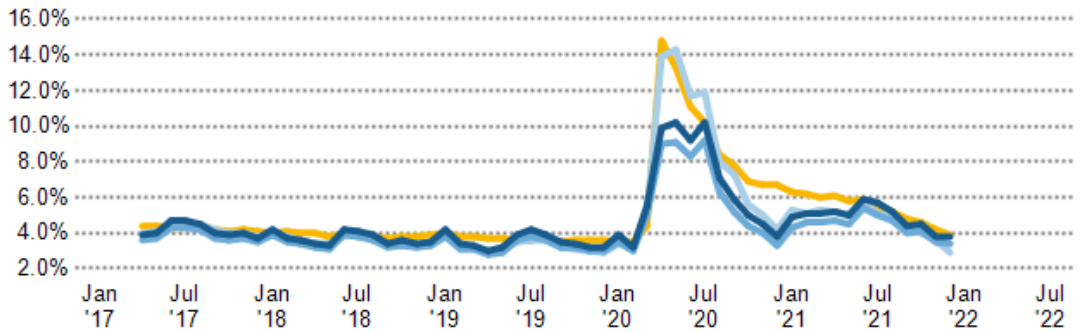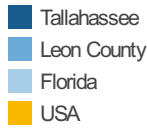
Update Frequency: Annually

Geography	Value
Bloxham Heights	$31,794
Leon County	$61,515
Florida	$62,057

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
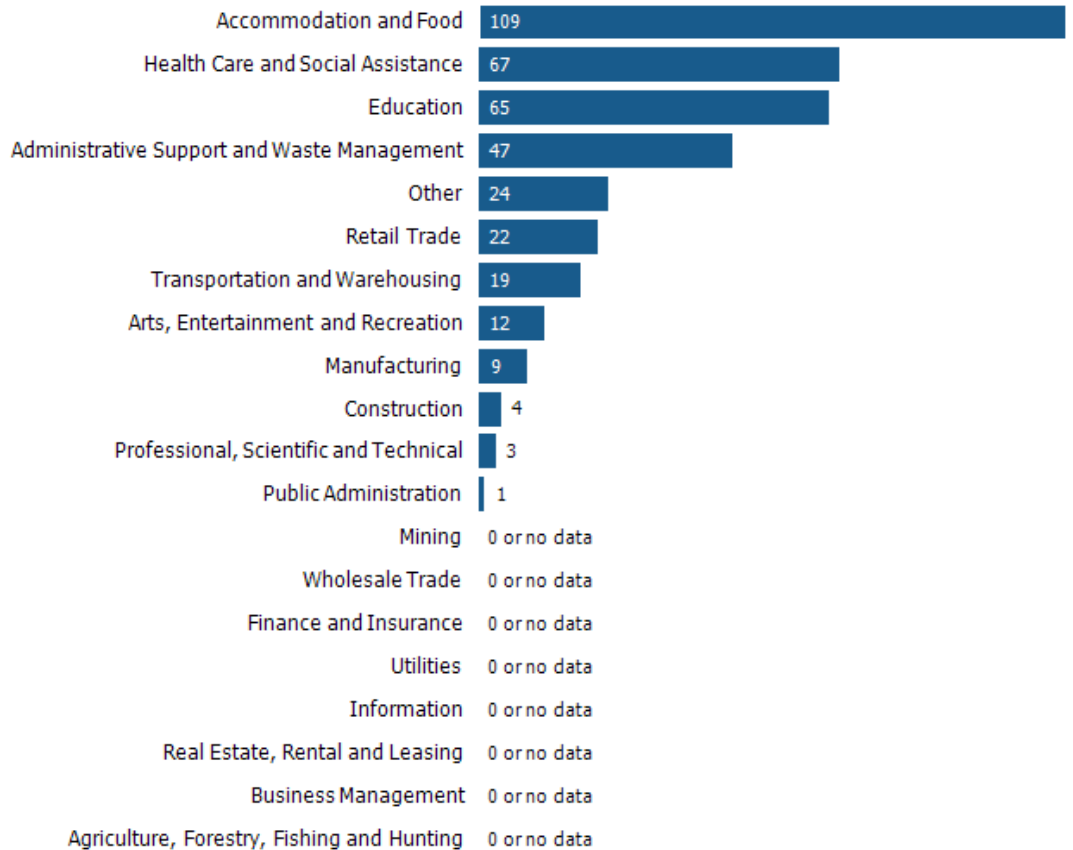- Leon County
- Florida
- USA

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
Accommodation and Food	109
Health Care and Social Assistance	67
Education	65
Administrative Support and Waste Management	47
Other	24
Retail Trade	22
Transportation and Warehousing	19
Arts, Entertainment and Recreation	12
Manufacturing	9
Construction	4
Professional, Scientific and Technical	3
Public Administration	1
Mining	0 or no data
Wholesale Trade	0 or no data
Finance and Insurance	0 or no data
Utilities	0 or no data
Information	0 or no data
Real Estate, Rental and Leasing	0 or no data
Business Management	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

Bloxham 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

Bloxham Heights	0.2%
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

Bloxham Heights	6.0%
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

Bloxham Heights	15.8%
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

Bloxham Heights	13.9%
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

Bloxham Heights	19.7%
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

Bloxham Heights	19.7%
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

Bloxham Heights	15.6%
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

Bloxham Heights	9.1%
Leon County	21.0%
Florida	11.0%

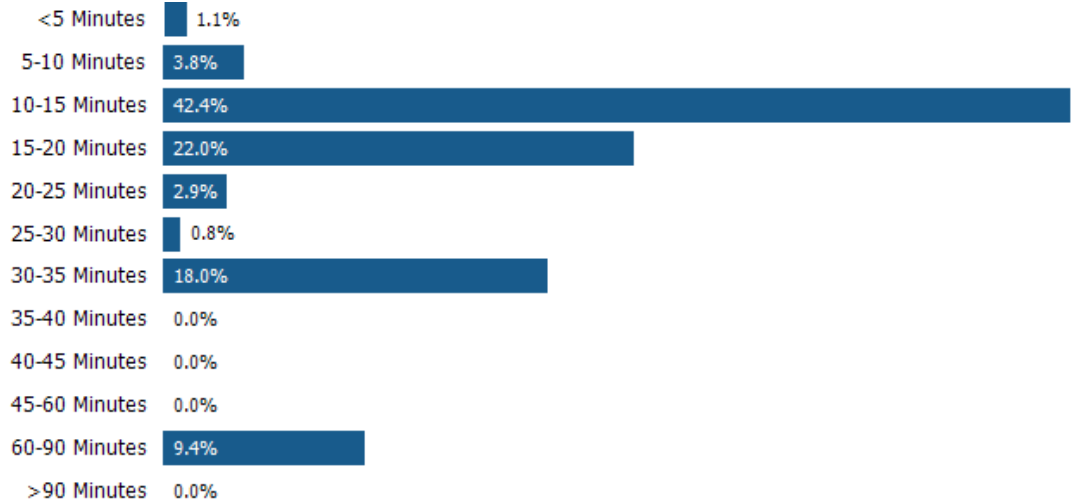# Bloxham Heights in Tallahassee, FL: Commute Comparison

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

■ Bloxham Heights

Commute Time	Percentage
<5 Minutes	1.1%
5-10 Minutes	3.8%
10-15 Minutes	42.4%
15-20 Minutes	22.0%
20-25 Minutes	2.9%
25-30 Minutes	0.8%
30-35 Minutes	18.0%
35-40 Minutes	0.0%
40-45 Minutes	0.0%
45-60 Minutes	0.0%
60-90 Minutes	9.4%
>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, 2020

Update Frequency: Annually

■ Bloxham Heights

Transportation	Percentage
Drive Alone	69.7%
Carpool	13.1%
Walk	7.5%
Bus	5.9%
Public Transit	5.9%
Other	3.8%
Work at Home	2.4%

Bloxham 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

Area	Value
Bloxham Heights	$83,050
Leon County	$256,750
Florida	$350,090

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

Area	Change
Bloxham Heights	+14.5%
Leon County	+11.0%
Florida	+23.2%

Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly

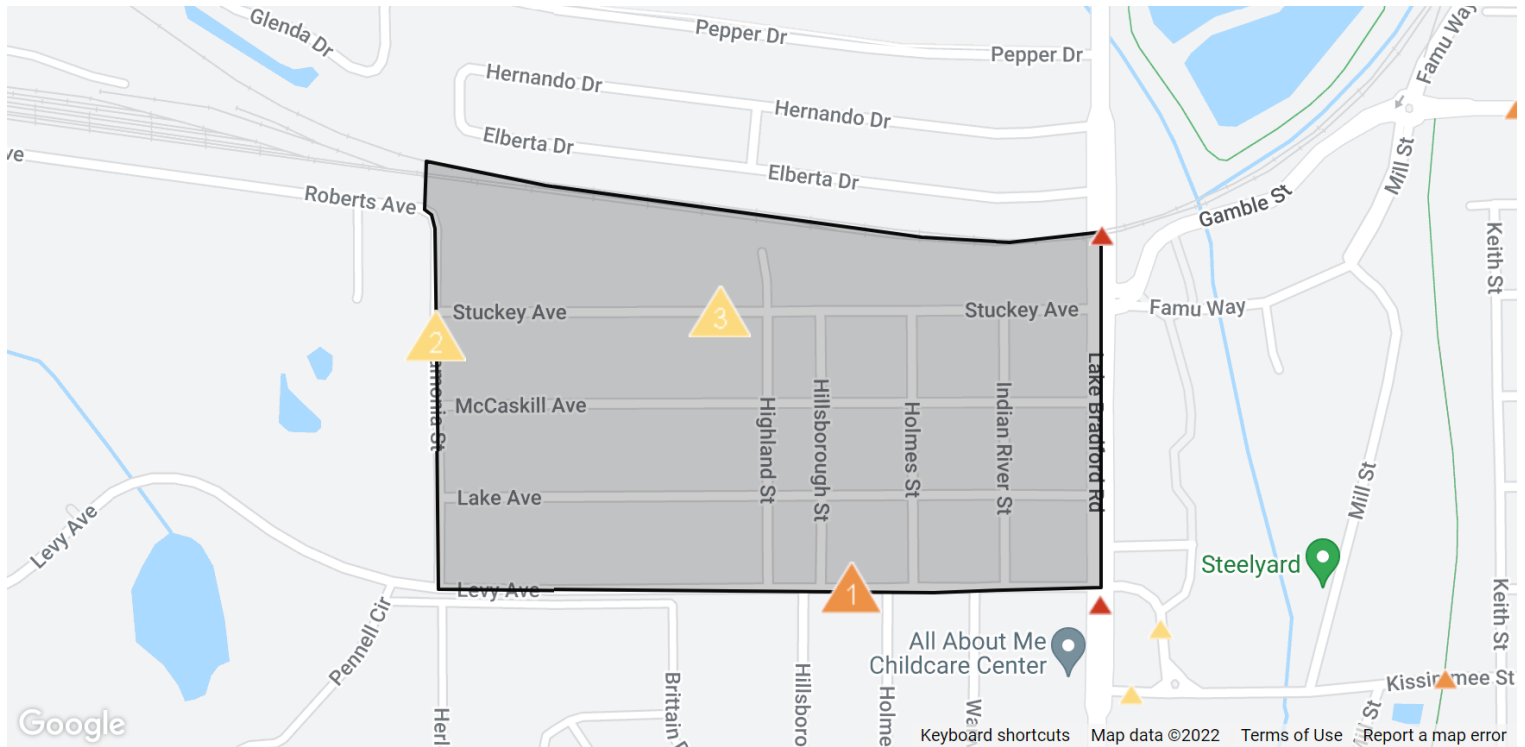| Area	Value
Bloxham Heights	$119,900
Leon County	$267,500
Florida	$373,250

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

Area	Change
Bloxham Heights	+60.9%
Leon County	+6.6%
Florida	+21.3%

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
9,877	**3,443**	**3,081**
2021 Est. daily traffic counts	2021 Est. daily traffic counts	2021 Est. daily traffic counts
Street: **Levy Ave**	Street: **Iamonia St**	Street: **Stuckey Ave**
Cross: **Hillsborough St**	Cross: **Stuckey Ave**	Cross: **Highland St**
Cross Dir: **W**	Cross Dir: **N**	Cross Dir: **E**
Dist: **0.02 miles**	Dist: **0.02 miles**	Dist: **0.04 miles**

Historical counts			Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type	Year	Count	Type
2012 ▲	9,703	ADT	2012 ▲	3,382	ADT	2012 ▲	3,027	ADT
1998 ▲	8,036	ADT	1998 ▲	2,958	ADT	1998 ▲	3,681	ADT
1996 ▲	7,898	ADT	1996 ▲	2,062	ADT	1996 ▲	3,631	ADT

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

3/11/2022

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