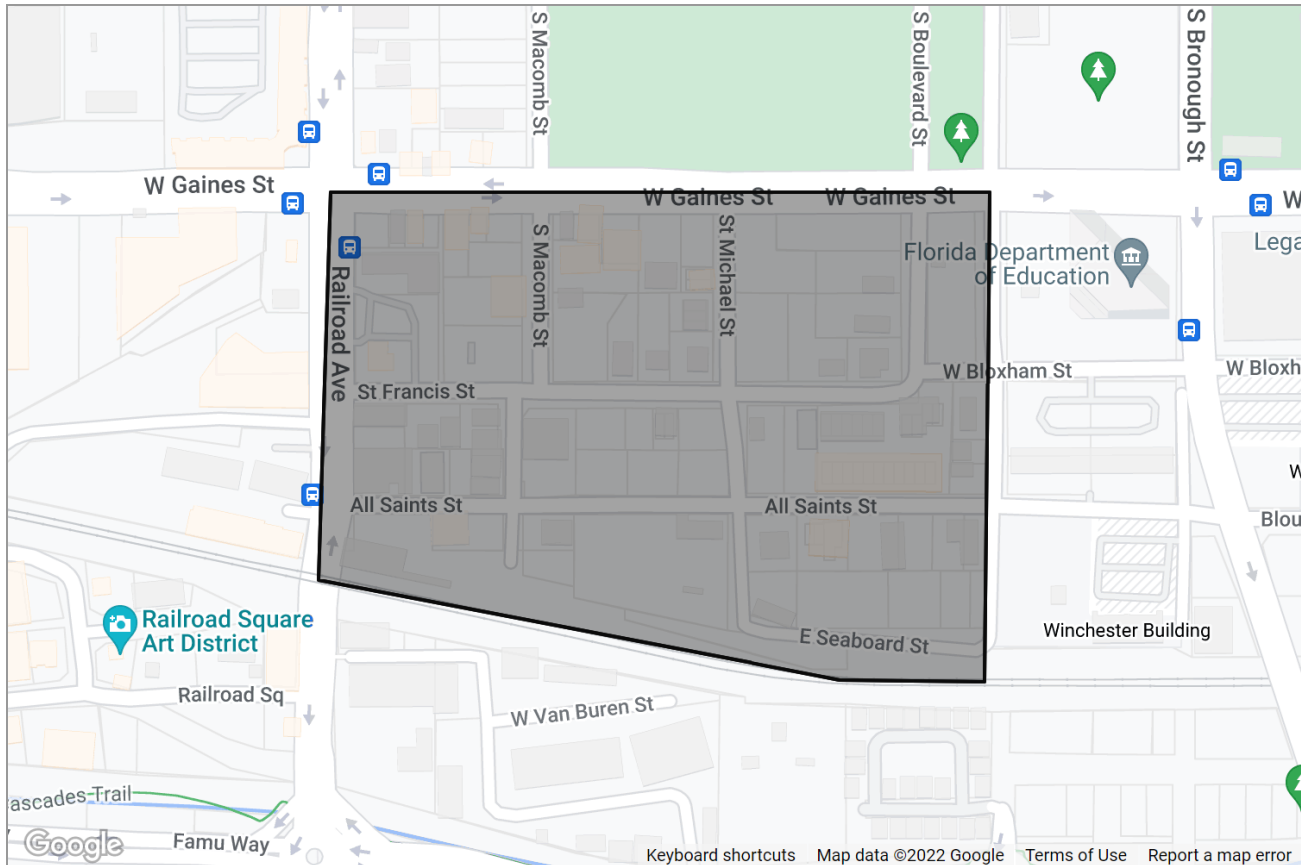COMMERCIAL TRADE AREA REPORT

All Saints in Tallahassee, FL

KETCHAM REALTY GROUP INC.

Presented by

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1203 Thomasville Road
Tallahassee, FL 32303

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Criteria Used for Analysis

2021 Income (Esri): **Median Household Income** **$11,000**	2021 Age: 5 Year Increments (Esri): **Median Age** **23.1**	2021 Key Demographic Indicators (Esri): **Total Population** **100**	2021 Tapestry Market Segmentation (Households): **1st Dominant Segment** **Dorms to Diplomas**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Scholars and Patriots
College campuses and military neighborhoods

Urbanization

Where do people like this usually live?

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

Top Tapestry Segments

	Dorms to Diplomas
% of Households	46 (100.0%)
% of Tallahassee	14,129 (17.7%)
Lifestyle Group	Scholars and Patriots
Urbanization Group	Metro Cities
Residence Type	Multi-Unit Rentals
Household Type	Non-Family Households
Average Household Size	2.21
Median Age	21.6
Diversity Index	57.8
Median Household Income	$21,900
Median Net Worth	$9,400
Median Home Value	$244,000
Homeownership	8.9 %
Employment	Professional or Services
Education	Bachelor's Degree
Preferred Activities	Socializing, having fun, and learning new things are valued. Participate in sports go out to bars for drinks.
Financial	Carry a balance on credit cards so they can buy what they want
Media	Use a computer for just about everything
Vehicle	Vehicles are just a means of transportation

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About this segment
Dorms to Diplomas

This is the	In this area	In the United States
#1	**100.0%**	**0.5%**
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

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones and MP3 players.

Our Neighborhood

- Mix of dorms, on-campus and off-campus housing cater to young renters. Off-campus householders are commonly students living alone or with roommates; average household size is 2.22. More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units. With limited parking on campus, many walk, bike, or car pool to class. Less than one in ten homes are owner occupied.

Socioeconomic Traits

- This is the youngest market with half of the population aged 20–24. Impulse buyers who experiment with different brands. Often purchase trendy clothes on a budget. Vehicles are just a means of transportation, economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice. Socializing, having fun, and learning new things are valued. Always connected; their cell phone is never out of reach.

Market Profile

- Going to the movies, out to bars for drinks and maybe a game of billiards are common activities. With little experience cooking, fast food and frozen dinners are the "go-to" choices. Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace. Mobile devices provide access to all the latest music. Active on and off campus, residents participate in many sports and activities like Frisbee, bowling, weightlifting, jogging, and yoga. Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

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.

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All Saints 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, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

All Saints
100
103

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)

All Saints
2,439.0
2,512.2

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)

All Saints
8.70%
3.00%

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

■ All Saints

All Saints 186
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

- ■ All Saints

Geography	Value
All Saints	4,536.6
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)
All Saints	1.17	1.19
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)
All Saints	5	5
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 2021	Men 2021	Women 2025	Men 2025
All Saints	56.0%	44.0%	55.3%	44.7%
Leon County	52.0%	48.0%	52.0%	48.0%
Florida	51.1%	48.9%	51.1%	48.9%

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All Saints 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, 2021
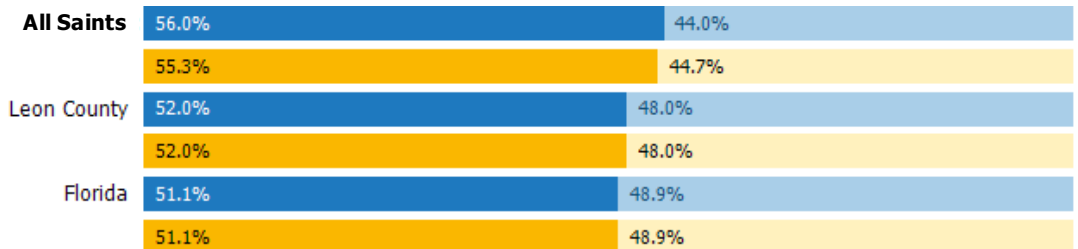Update Frequency: Annually

■ 2021
■ 2025 (Projected)

All Saints
23.1
23.1

Leon County
32.2
33.2

Florida
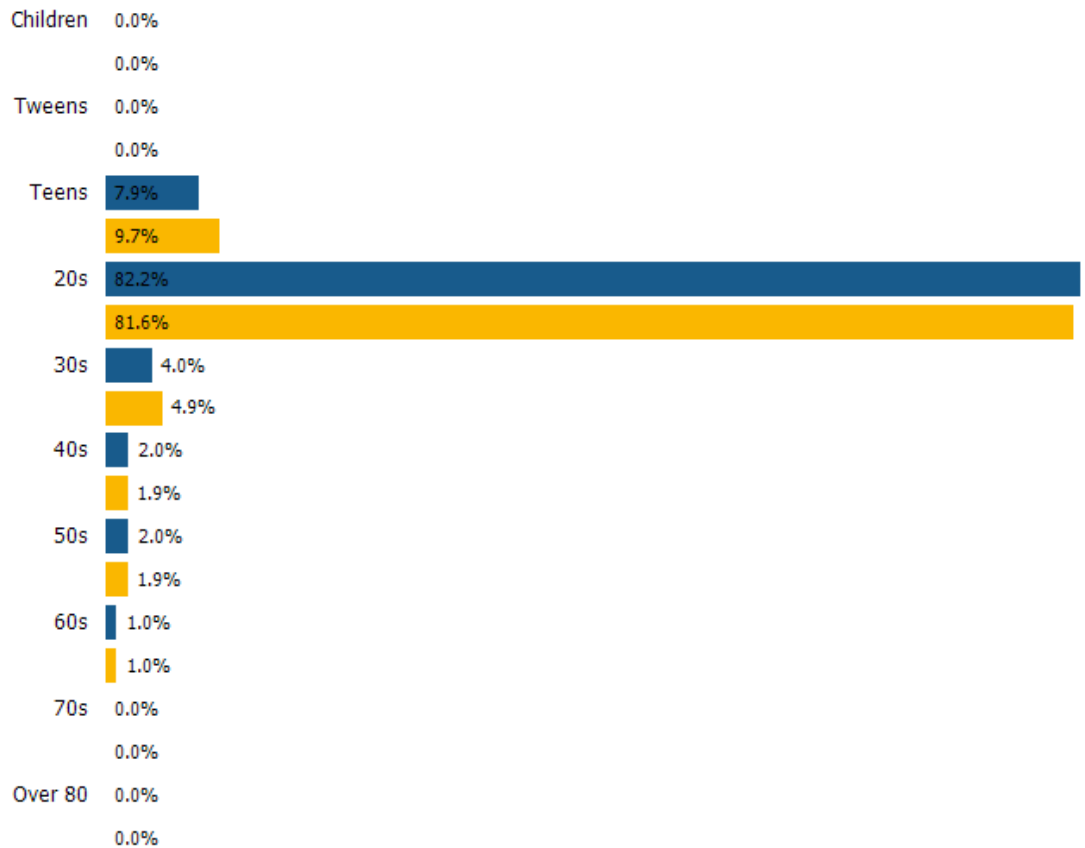42.8
43.1

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
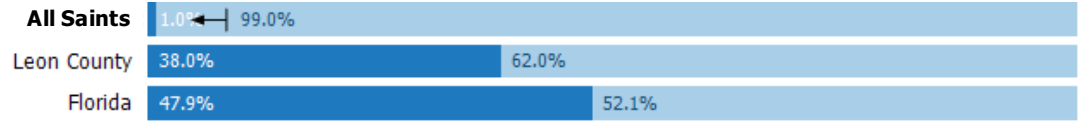
■ 2021
■ 2025 (Projected)

Children
0.0%
0.0%

Tweens
0.0%
0.0%

Teens
7.9%
9.7%

20s
82.2%
81.6%

30s
4.0%
4.9%

40s
2.0%
1.9%

50s
2.0%
1.9%

60s
1.0%
1.0%

70s
0.0%
0.0%

Over 80
0.0%
0.0%

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All Saints 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, 2021

Update Frequency: Annually

■ Married
■ Unmarried

All Saints 1.0% ← 99.0%
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

All Saints 1.0%
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

All Saints 96.0%
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

All Saints 0.0%
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

All Saints 3.0%
Leon County 10.4%
Florida 13.2%

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All Saints 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, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

	2021	2025 (Projected)
All Saints	>$18,000	$21,002
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)
All Saints	$11,000	$12,000
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)
All Saints	$11,766	$12,898
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

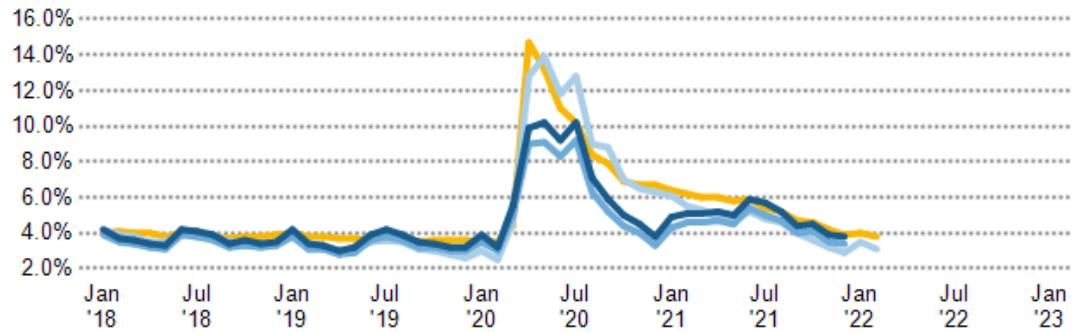|	2021
All Saints	$15,270
Leon County	$62,529
Florida	$67,260

Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Tallahassee
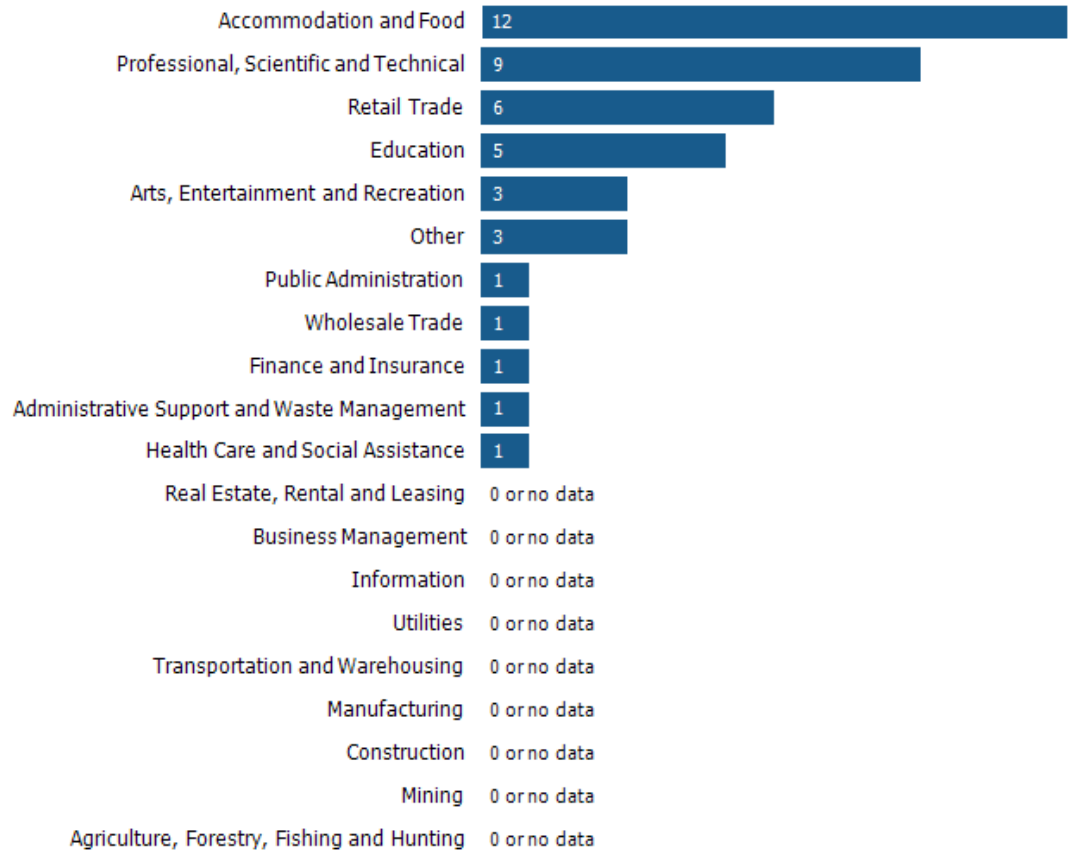- Leon County
- Florida
- USA

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
Accommodation and Food	12
Professional, Scientific and Technical	9
Retail Trade	6
Education	5
Arts, Entertainment and Recreation	3
Other	3
Public Administration	1
Wholesale Trade	1
Finance and Insurance	1
Administrative Support and Waste Management	1
Health Care and Social Assistance	1
Real Estate, Rental and Leasing	0 or no data
Business Management	0 or no data
Information	0 or no data
Utilities	0 or no data
Transportation and Warehousing	0 or no data
Manufacturing	0 or no data
Construction	0 or no data
Mining	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

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All Saints 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, 2021

Update Frequency: Annually

All Saints	4.3%
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

All Saints	0.0%
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

All Saints	0.0%
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

All Saints	13.0%
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

All Saints	8.7%
Leon County	18.0%
Florida	19.2%

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

All Saints	13.0%
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

All Saints	52.2%
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

All Saints	8.7%
Leon County	21.4%
Florida	11.7%

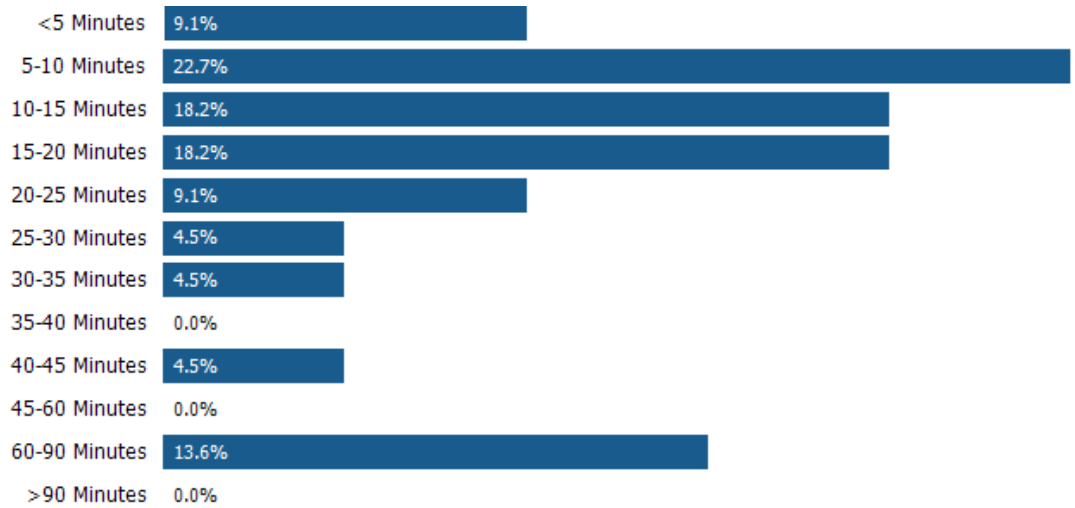# All Saints in Tallahassee, FL: Commute Comparison

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, 2021

Update Frequency: Annually

■ All Saints

Commute Time	Percentage
<5 Minutes	9.1%
5-10 Minutes	22.7%
10-15 Minutes	18.2%
15-20 Minutes	18.2%
20-25 Minutes	9.1%
25-30 Minutes	4.5%
30-35 Minutes	4.5%
35-40 Minutes	0.0%
40-45 Minutes	4.5%
45-60 Minutes	0.0%
60-90 Minutes	13.6%
>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

■ All Saints

Transportation	Percentage
Drive Alone	63.6%
Walk	18.2%
Work at Home	18.2%
Bus	13.6%
Public Transit	13.6%
Carpool	9.1%

All Saints 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

All Saints	$323,680
Leon County	$284,810
Florida	$411,760

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

All Saints	+17.6%
Leon County	+13.7%
Florida	+23.7%

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

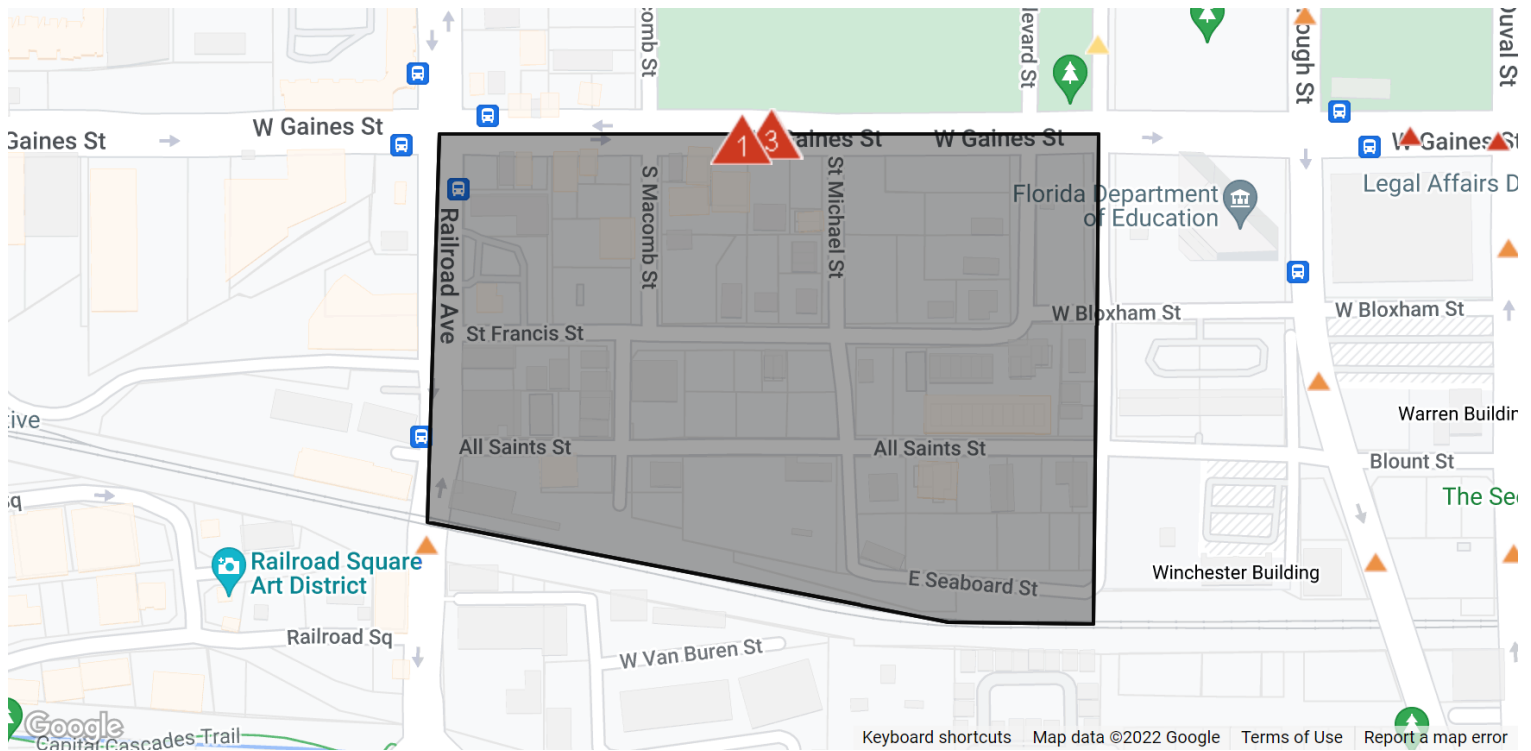|	
Leon County	$319,950
Florida	$448,900

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: Listing data

Update Frequency: Monthly

Leon County	+16.8%
Florida	+15.1%

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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
22,193	**17,145**	**16,800**
2022 Est. daily traffic counts	**2022 Est. daily traffic counts**	**2021 Est. daily traffic counts**
Street: **W Gaines St**	Street: **–**	Street: **MLK BLVD**
Cross: **S Macomb St**	Cross: **–**	Cross: **Saint Michael St**
Cross Dir: **W**	Cross Dir: **–**	Cross Dir: **E**
Dist: **0.03 miles**	Dist: **–**	Dist: **0.02 miles**

Historical counts				Historical counts				Historical counts		
Year	Count	Type		Year	Count	Type		Year	Count	Type
2011 ▲	22,982	ADT						2020 ▲	15,400	AADT
2005 ▲	25,500	AADT						2019 ▲	18,600	AADT
1997 ▲	20,433	ADT						2018 ▲	19,700	AADT
1996 ▲	21,109	ADT								

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

12/13/2022

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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