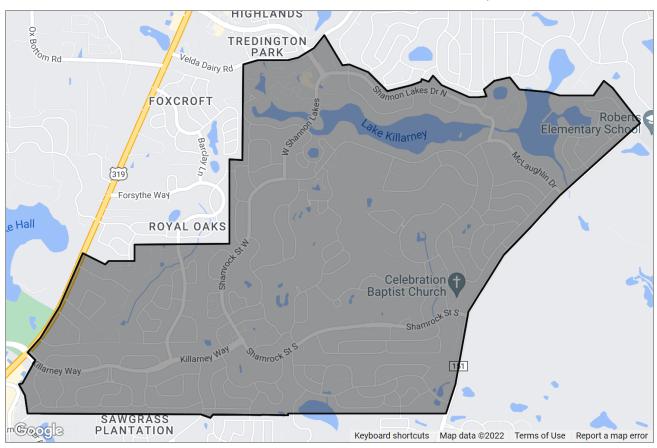


COMMERCIAL TRADE AREA REPORT

## Killearn in Tallahassee, FL





Presented by

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## Criteria Used for Analysis

2021 Income (Esri): Median Household Income \$86,615

2021 Age: 5 Year Increments (Esri): **Median Age** 

2021 Key Demographic Indicators (Esri):

**Total Population** 10,186

2021 Tapestry Market Segmentation (Households):

**1st Dominant Segment Savvy Suburbanites** 

## **Consumer Segmentation**

Life Mode

What are the people like that live in this area? **Affluent Estates** 

48.7

Established wealth-educated, well-travelled

married couples

Urbanization

Where do people like this usually live?

Suburban Periphery

Affluence in the suburbs, married couple-families,

longer commutes

Top Tapestry Segments	Savvy Suburbanites	Exurbanites	Golden Years	In Style	Green Acres
% of Households	2,240 (53.9%)	1,453 (35.0%)	454 (10.9%)	6 (0.1%)	1 (0.0%)
% of Tallahassee	3,162 (4.0%)	5,071 (6.4%)	454 (0.6%)	2,335 (2.9%)	1 (0.0%)
Lifestyle Group	Affluent Estates	Affluent Estates	Senior Styles	GenXurban	Cozy Country Living
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Metro Cities	Rural
Residence Type	Single Family	Single Family	Single Family; Multi- Units	Single Family	Single Family
Household Type	Married Couples	Married Couples	Singles	Married Couples Without Kids	Married Couples
Average Household Size	2.82	2.47	2.04	2.33	2.68
Median Age	45.8	52.1	53.5	42.7	44.7
Diversity Index	38.8	37.4	46	42.4	28.5
Median Household Income	\$119,200	\$112,200	\$80,200	\$81,500	\$86,100
Median Net Worth	\$694,900	\$688,100	\$245,700	\$223,400	\$326,900
Median Home Value	\$402,700	\$481,100	\$398,300	\$298,100	\$283,600
Homeownership	91.1 %	85.8 %	64.4 %	69.7 %	87.4 %
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	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	They like to cook and prefer natural or organic products Pursue a number of sports, from skiing to golf.	Gardening and home improvement are priorities. Active in their communities.	Active social lives include traveling abroad . Good health is a priority.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.	Pursue physical fitness vigorously, . Active in communities and social organizations.
Financial	Not afraid of debt	Rely on financial planners and extensive reading	Maintain actively managed financial portfolios	Variety of investments often managed by a financial planner	Comfortable with debt, and investments.
Media	Well-connected and use techonology to stay current	Well-connected and use the internet to stay current	Internet is used for everything, avid readers as well	Connected and knowledgeable via smartphones	Provided by satellite service, radio and television
Vehicle	Prefer late model, family-oriented vehicles:	Choose late-model luxury cars, SUVs	Prefer late-model vehicle	Partial to late model SUVs and compact SUVs	Late model trucks SUVs, ATVs and motorcycles



# About this segment Savvy Suburbanites

Thisisthe

#1

dominant segment for this area

In this area

53.9%

of households fall into this segment

In the United States

3.0%

of households fall into this segment

## An overview of who makes up this segment across the United States

#### Who We Are

Sawy Suburbanites residents are well educated, well read and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

## Our Neighborhood

 Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. Married couples with no children or older children; average household size is 2.85. 91% owner occupied; 66% mortgaged. Primarily single-family homes, with a median value of \$362,900. Low vacancy rate at 3.8%.

#### Socioeconomic Traits

Education: 50.6% college graduates; 77.6% with some college education. Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%. Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating. Informed shoppers that do their research prior to purchasing and focus on quality.

#### Market Profile

Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: They like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines. Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.





## **Exurbanites**

Thisisthe

#2

dominant segment for this area

In this area

35.0%

of households fall into this segment

In the United States

1.9%

of households fall into this segment

## An overview of who makes up this segment across the United States

#### Who We Are

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

## Our Neighborhood

 Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. A larger market of empty nesters, married couples with no children; average household size is 2.50. Primarily single-family homes with a high median value of \$423,400, most still carrying mortgages. Higher vacancy rate at 9%.

#### Socioeconomic Traits

• Residents are college educated; more than half have a bachelor's degree or higher, nearly 81% have some college education. This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%. More of the residents prefer self-employment or working from home. Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style. Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances. Sociable and hardworking, they still find time to stay physically fit.

#### Market Profile

Exurbanites residents' preferred vehicles are late model luxury cars or SUVs. Active supporters of the arts and public television/radio. Attentive to ingredients, they prefer natural or organic products. Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care. Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.





Golden Years

Thisisthe

#3

dominant segment for this area

In this area

10.9%

of households fall into this segment

In the United States

1.3%

of households fall into this segment

## An overview of who makes up this segment across the United States

#### Who We Are

Golden Years residents are independent, active seniors nearing the end of their careers or already in retirement. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums and concerts. They are involved, focused on physical fitness and enjoying their lives. This market is smaller, but growing, and financially secure.

## Our Neighborhood

• This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older. Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods, average household size is low at 2.06. Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings. These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

#### Socioeconomic Traits

• Golden Years residents, 22% have graduate or professional degrees, 28% have bachelor's degrees, and 25% have some college credits. Labor force participation is somewhat low at 56%, due to residents reaching retirement. Median household income is higher in this market, more than \$71,000. Although wages still provide income to nearly 2 out of 3 households, earned income is available from investments, Social Security benefits, and retirement income. These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment. They are generous supporters of the arts and charitable organizations. They keep their landlines and view cell phones more as a convenience.

#### Market Profile

Avid readers, they regularly read daily newspapers, particularly the Sunday edition. They subscribe to cable TV; news and sports programs are popular as well as on-demand movies. They use professional services to maintain their homes inside and out and minimize their chores. Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking. Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements. Active social lives include travel, especially abroad, plus going to concerts and museums. Residents maintain actively managed financial portfolios that include a range of instruments such as IRA's, common stocks, and certificates of deposit (more than six months).







## In Style

Thisisthe

In this area

i ii ii Salea

In the United States

#4

0.1%

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.







## Green Acres

Thisisthe

#5

dominant segment for this area

In this area

0.0%

of households fall into this segment

In the United States

3.3%

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. Singlefamily, 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







## Killearn 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)

Killearn 10,186 10,313 297,551 Leon County 309,453

Florida

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)

Killearn Leon County Florida 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)

Killearn 1.25% Leon County

4.00%

## **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

Killeam

Killearn 8,620

Florida

Leon County 311,335

Florida 21,555,263



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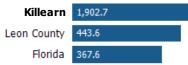


## **Daytime Population Density**

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

Killeam



## 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

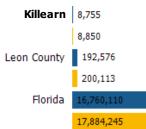
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

2021

2025 (Projected)



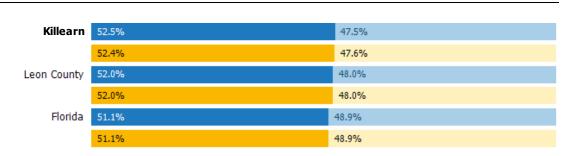
## Female / Male Ratio

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)









## Killearn in Tallahassee, FL: Age Comparison



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



2025 (Projected)



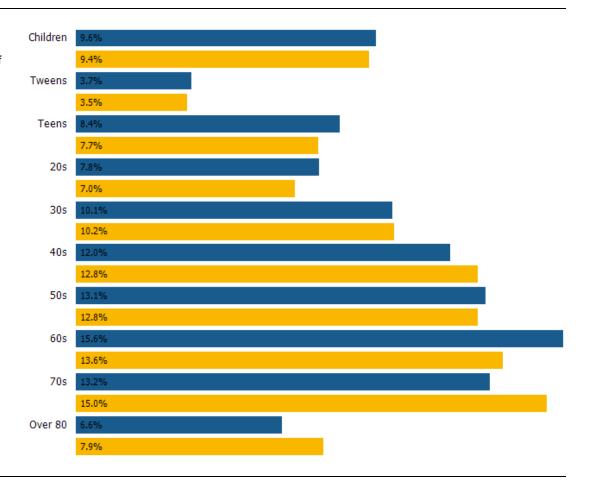
## Population by Age

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)







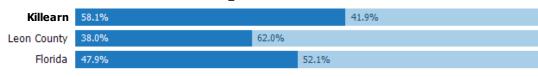
## Killearn in Tallahassee, FL: Marital Status Comparison

## 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

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

# Killearn 58.1% 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

Killearn	21.2%	
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



#### 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







## Killearn 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)



## 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 Esi, 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 

 Killearn
 \$88,528

 Leon County
 \$62,529

 Florida
 \$67,260





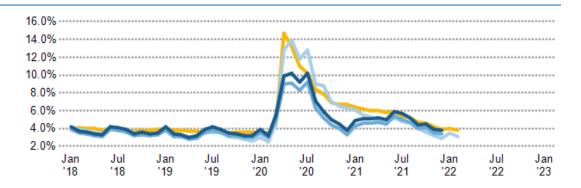
## **Unemployment Rate**

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly



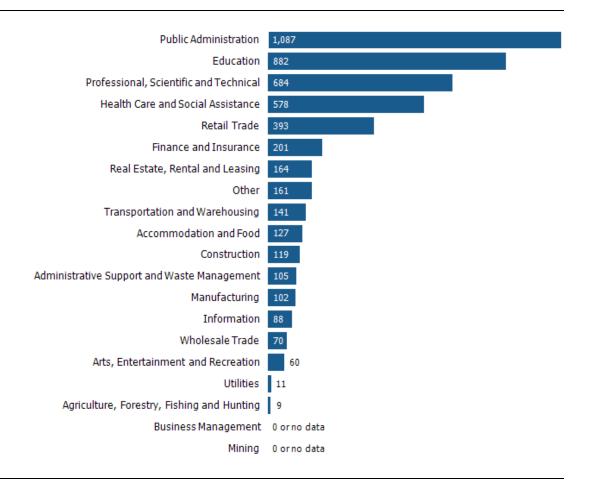


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esi, 2021

Update Frequency: Annually









## Killearn 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

Killearn	0.6%
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



## 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



## 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



## 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







## 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

Killearn	8.5



## 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

Killearn 36.8%

26.5% Leon County

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

Killearn 29.8%

Leon County

21.4%

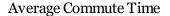
Florida 11.7%

RPR R





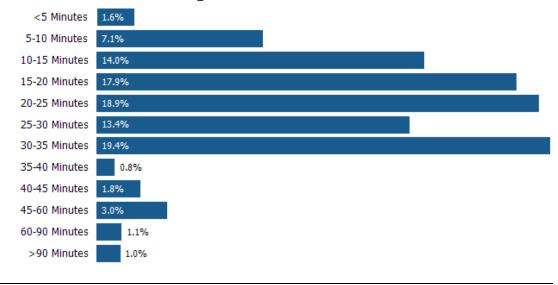
## Killearn in Tallahassee, FL: Commute Comparison



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

Killeam



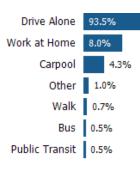
## How People Get to Work

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 Esi, 2021

Update Frequency: Annually

Killeam









## Killearn 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



## 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

Killearn +12.8% +13.7% Leon County 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

Killearn \$427,000 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 Killearn +31.4%

+16.8% Leon County

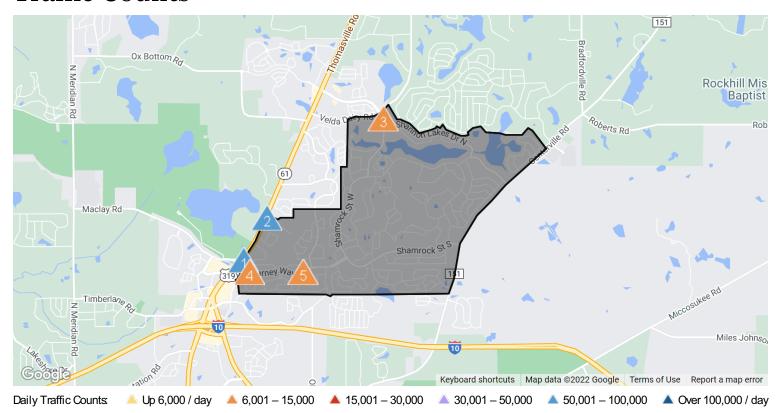
> Florida +15.1%







## **Traffic Counts**





55,154

2022 Est. daily traffic counts

Street: Thomasville Rd Cross: Tallahassee Dr Cross Dir: NE Dist: 0.04 miles

Historical counts

Year Count Type

2011 ▲ 52,500 AADT

2005 ▲ 58,000 AADT

1997 ▲ 25,500 AADT



53,530

2022 Est. daily traffic counts

Street: Thomasville Rd Cross: Thirlestane Rd Cross Dir: SW Dist: 0.04 miles

Historical counts
Year Count Type
2012 ▲ 50,757 ADT
2011 ▲ 52,500 AADT
1998 ▲ 29,483 ADT
1996 ▲ 25,192 ADT



13,579

2022 Est. daily traffic counts

Street: Kerry Forest Pky Cross: Velda Dairy Rd Cross Dir: NW Dist: 0.07 miles

 Historical counts

 Year
 Count Type

 2011
 13,524
 ADT

 1998
 9,433
 ADT

 1996
 8,832
 ADT



12,995

2022 Est. daily traffic counts

Street: Killarney Way
Cross: Monaghan Dr
Cross Dir: NW
Dist: 0.05 miles

Historical counts
Year Count Type
2005 12,913 AADT
1997 13,400 AADT



11,465

2022 Est. daily traffic counts

Street: Killarney Way
Cross: Tullamore Ln
Cross Dir: W
Dist: 0.04 miles

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







## **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







