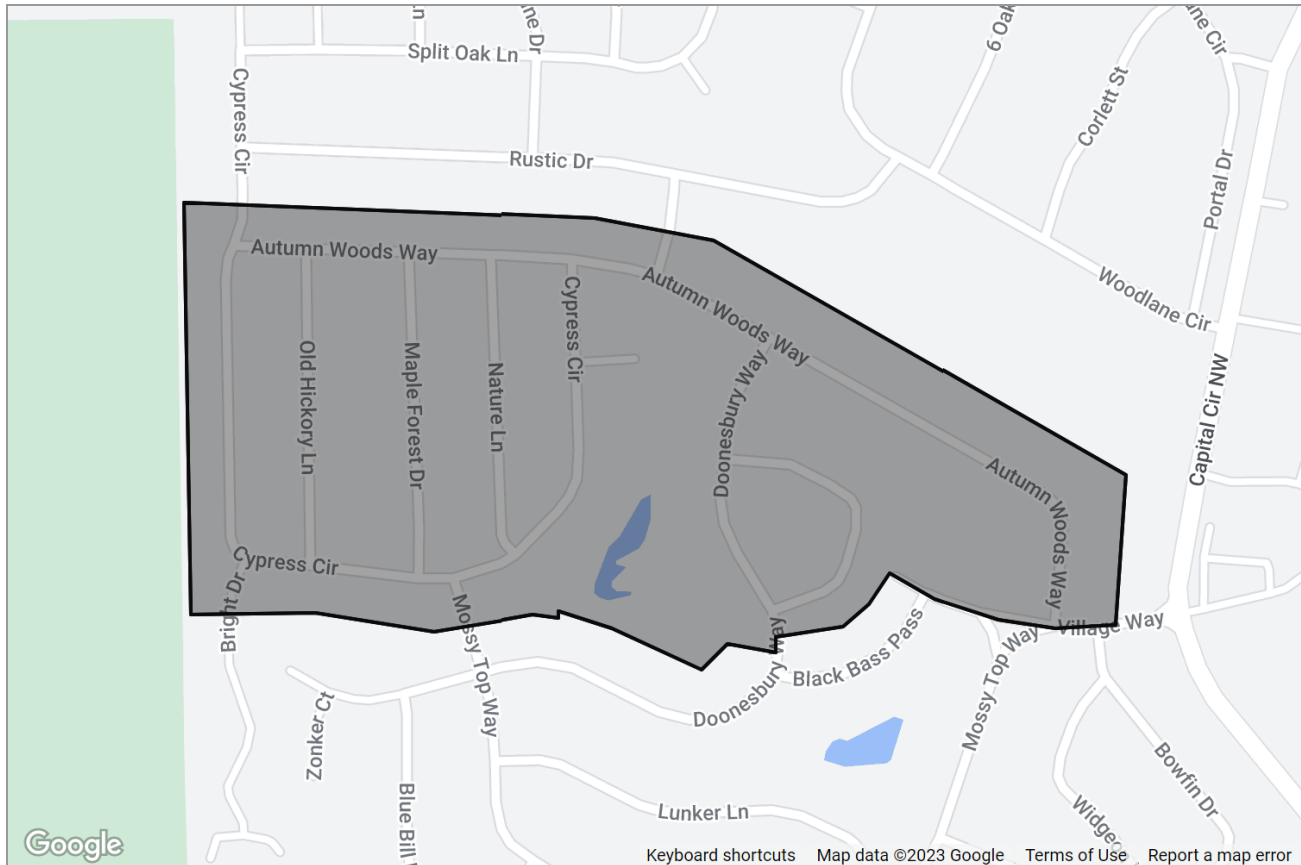


COMMERCIAL TRADE AREA REPORT

Autumn Woods in Leon County, FL



Presented by
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Criteria Used for Analysis

2021 Income (Esri):
**Median Household
Income**
\$59,410

2021 Age: 5 Year Increments
(Esri):
Median Age
37.2

2021 Key Demographic Indicators
(Esri):
Total Population
710

2021 Tapestry Market Segmentation
(Households):
1st Dominant Segment
Home Improvement

Consumer Segmentation

Life Mode

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

Family Landscapes

Successful young families in their first homes

Urbanization

**Where do people
like this usually
live?**

Suburban Periphery

Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

Home Improvement

% of Households	278 (100.0%)
Lifestyle Group	Family Landscapes
Urbanization Group	Suburban Periphery
Residence Type	Single Family
Household Type	Married Couples
Average Household Size	2.85
Median Age	38.4
Diversity Index	67.9
Median Household Income	\$79,800
Median Net Worth	\$239,100
Median Home Value	\$248,400
Homeownership	81 %
Employment	Professional or Mgmt/Bus/Financial
Education	Some College No Degree
Preferred Activities	Spend heavily on eating out . Shop warehouse/club, home improvement stores.
Financial	Paying off student loans and home mortgages
Media	Enjoy working on home improvement projects
Vehicle	Own minivan, SUV

About this segment

Home Improvement

This is the

#1

dominant segment
for this area

In this area

100.0%

of households fall
into this segment

In the United States

1.7%

of households fall
into this segment

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

Who We Are

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Our Neighborhood

- These are low density suburban neighborhoods. Eight of every 10 homes are traditional single-family dwellings, owner occupied. Majority of the homes were built between 1970 and 2000. More than half of the households consist of married-couple families; another 12% include single-parent families.

Socioeconomic Traits

- Higher participation in the labor force; most households have 2+ workers. Cautious consumers that do their research before buying, they protect their investments. Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store). They are paying off student loans and home mortgages. They spend heavily on eating out, at both fast-food and family restaurants. They like to work from home, when possible.

Market Profile

- Enjoy working on home improvement projects and watching DIY networks. Make frequent trips to warehouse club and home improvement stores in their minivan or SUV. Own a giant screen TV with fiber-optic connection and premium cable; rent movies from Netflix. Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device. Enjoy dining at Chili's, Chick-fil-A, and KFC. Frequently buy children's clothes and toys.

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.

Autumn Woods in Leon County, FL: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies

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

Update Frequency: Annually

■ 2021
■ 2025 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies

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

Update Frequency: Annually

■ 2021
■ 2025 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies

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

Update Frequency: Annually

■ 2021
■ 2025 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours

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

Update Frequency: Annually

■ Autumn Woods



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

 Autumn Woods




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)



Autumn Woods in Leon County, FL: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

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

Update Frequency: Annually

■ 2021
■ 2025 (Projected)



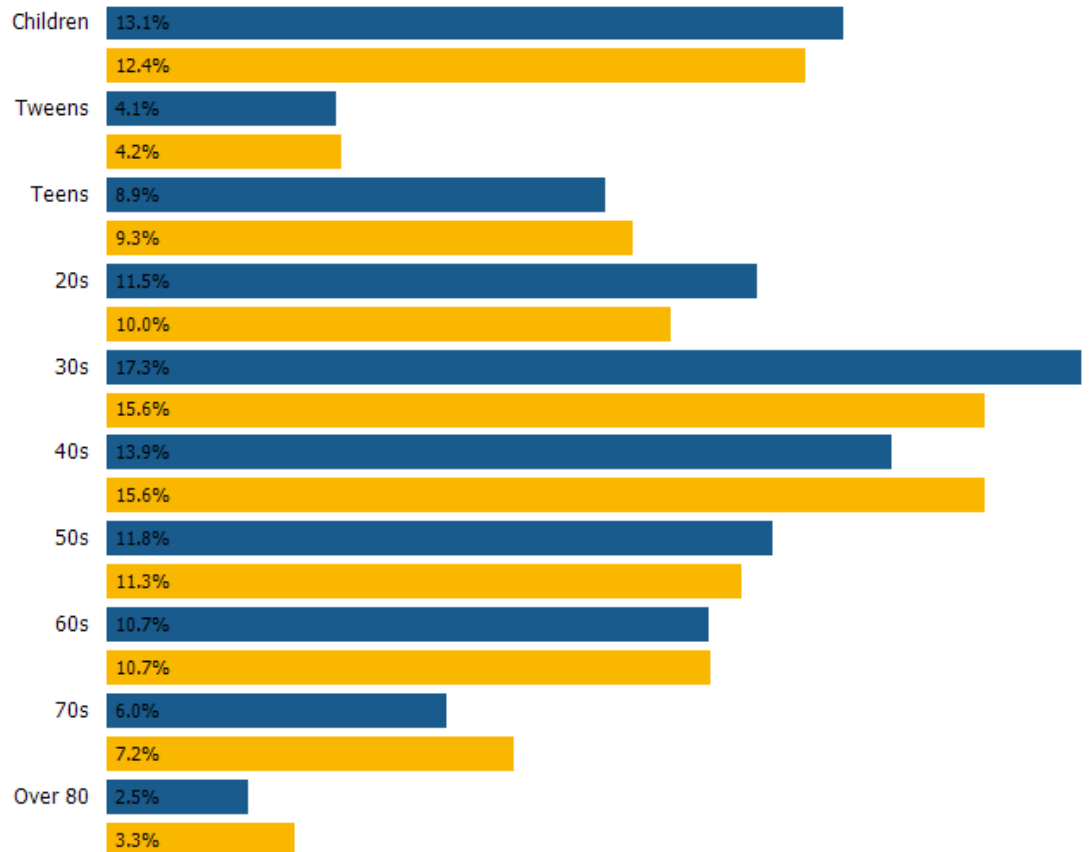
Population by Age

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)



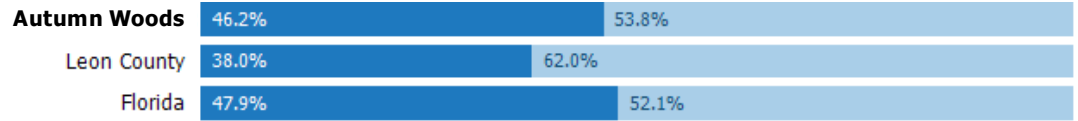
Autumn Woods in Leon County, FL: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

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

Update Frequency: Annually



Married

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

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

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

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

Update Frequency: Annually



Widowed

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

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

Update Frequency: Annually



Divorced

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

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

Update Frequency: Annually



Autumn Woods in Leon County, FL: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

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

Update Frequency: Annually

■ 2021
■ 2025 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies

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

Update Frequency: Annually

■ 2021
■ 2025 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies

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

Update Frequency: Annually

■ 2021
■ 2025 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

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

Update Frequency: Annually



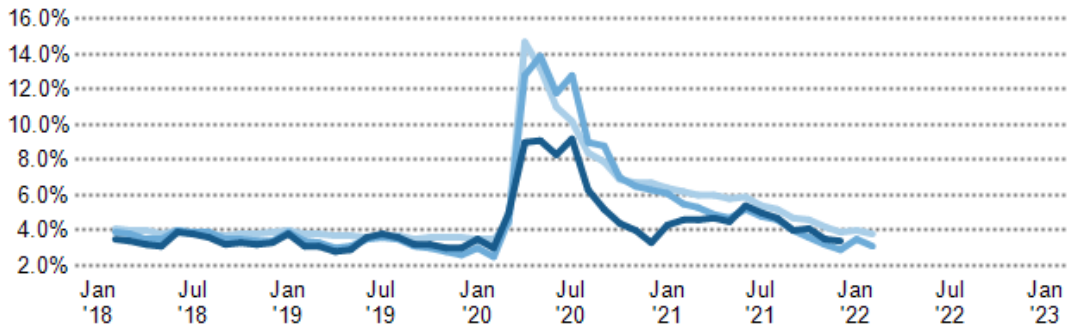
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

■ Leon County
■ Florida
■ USA

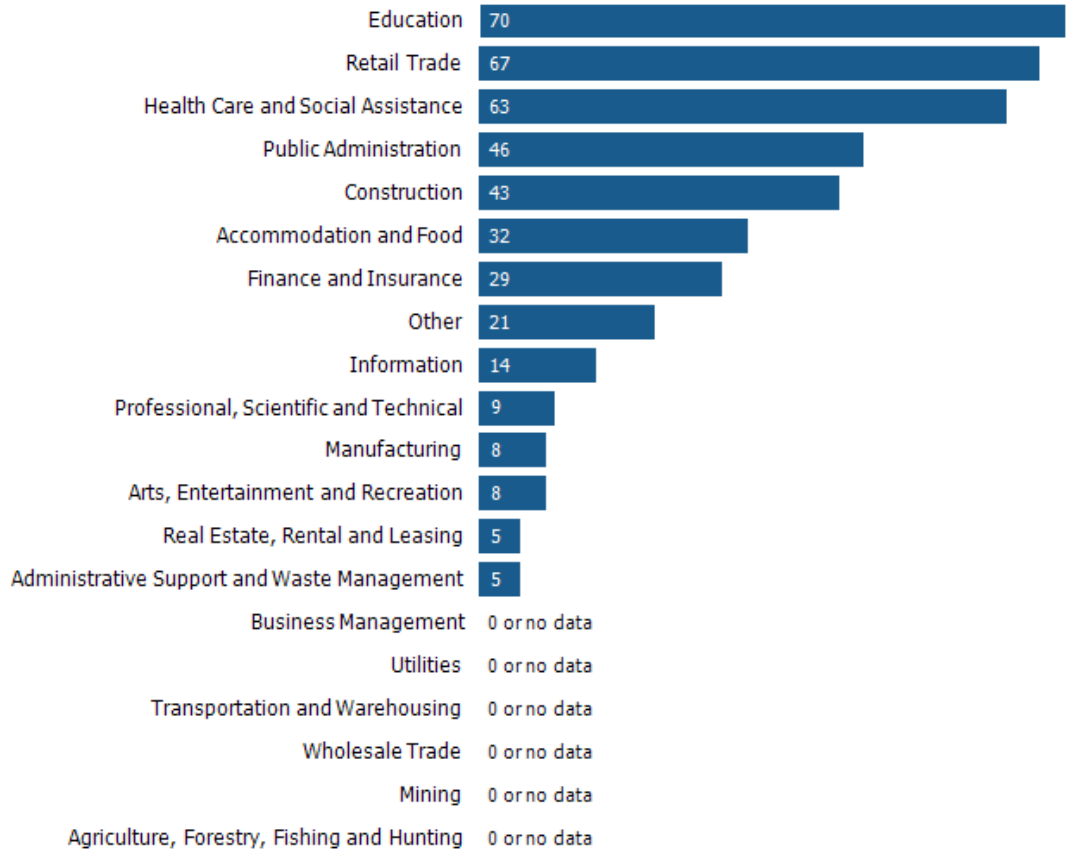


Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2021

Update Frequency: Annually



Autumn Woods in Leon County, 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



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



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



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



Autumn Woods in Leon County, FL: Commute Comparison

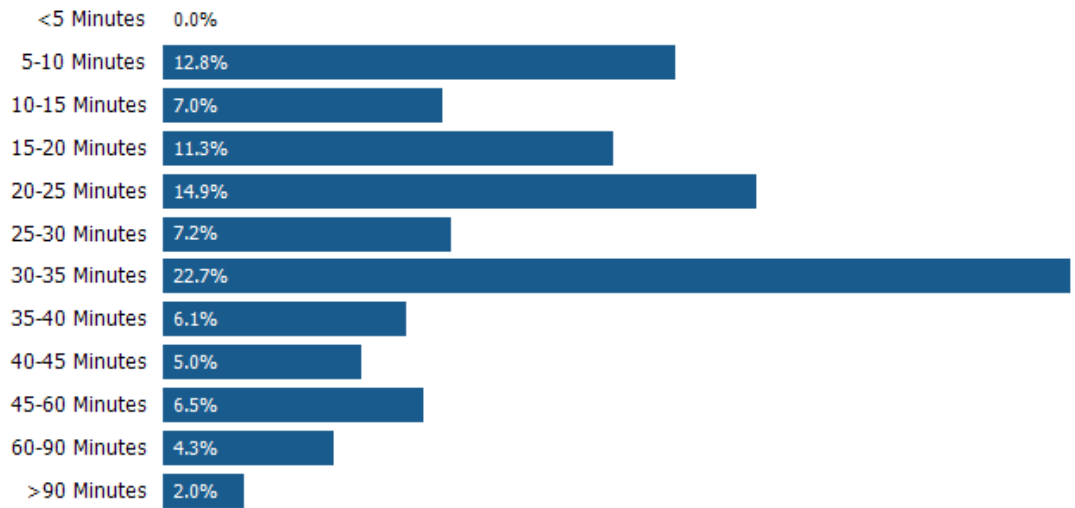
Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

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

Update Frequency: Annually

 Autumn Woods



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

 Autumn Woods



Autumn Woods in Leon County, FL: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

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

Data Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly



About RPR (Realtors Property Resource)

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



About RPR's Data

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

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

Update Frequency

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

Learn more

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

