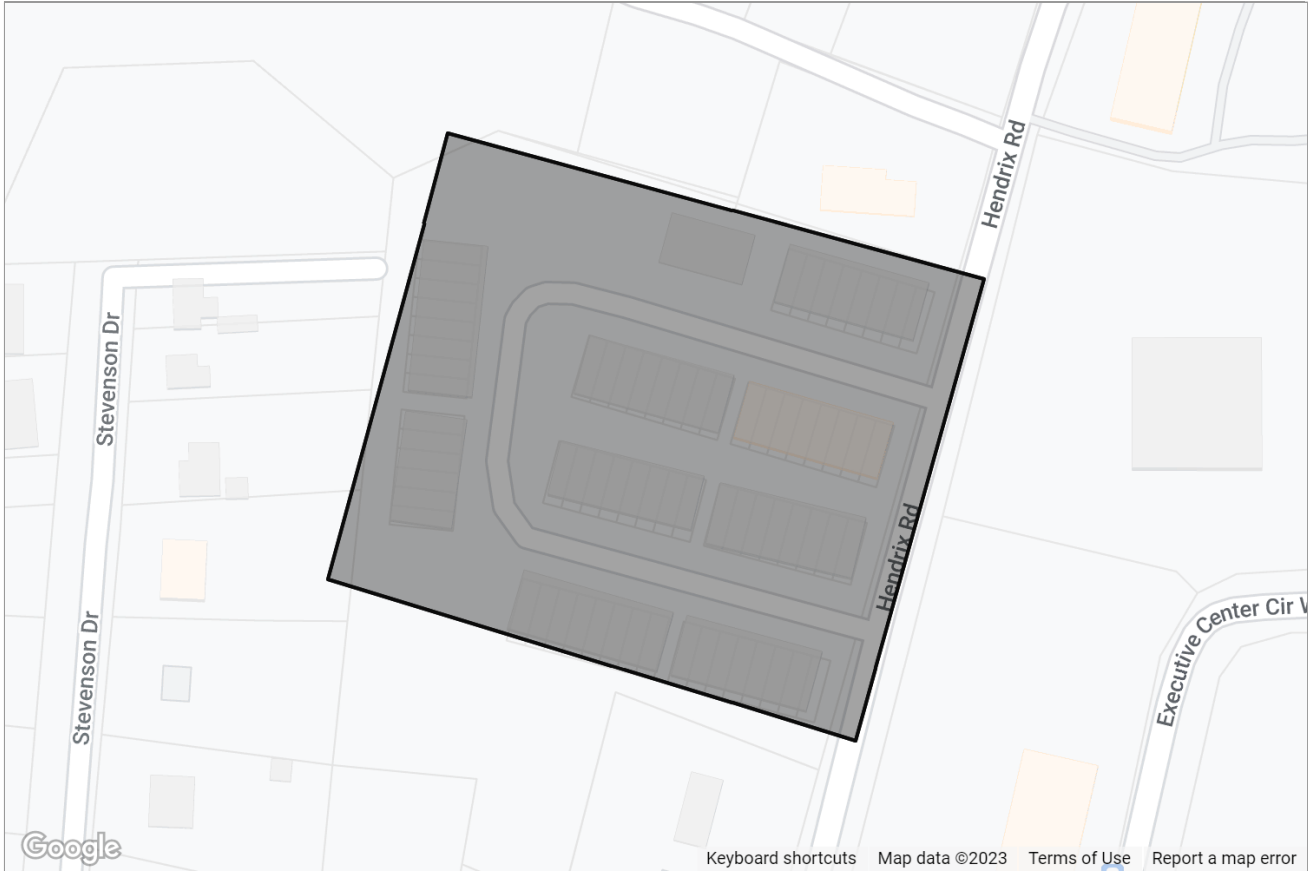


COMMERCIAL TRADE AREA REPORT

Charleston Ridge Condominiums in Tallahassee, FL



Presented by
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Ketcham Realty Group
1203 Thomasville Road
Tallahassee, FL 32303

Criteria Used for Analysis

 2021 Income (Esri):
**Median Household
 Income**
\$50,429

 2021 Age: 5 Year Increments
 (Esri):
Median Age
33.1

 2021 Key Demographic Indicators
 (Esri):
Total Population
136

 2021 Tapestry Market Segmentation
 (Households):
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 | 65 (100.0%) |
| % of Tallahassee | 13,293 (16.7%) |
| Lifestyle Group | Midtown Singles |
| Urbanization Group | Metro Cities |
| Residence Type | Multi-Unit Rentals |
| Household Type | Singles |
| Average Household Size | 2.04 |
| Median Age | 30.4 |
| Diversity Index | 78.8 |
| Median Household Income | \$49,500 |
| Median Net Worth | \$13,900 |
| Median Home Value | \$236,500 |
| Homeownership | 15.2 % |
| Employment | Services or Professional |
| Education | Bachelor's Degree |
| Preferred Activities | Like to read magazines about news, fashion and music . Go dancing; play basketball and pool; buy organic food. |
| Financial | Careful shoppers are aware of prices, little brand loyalty |
| Media | Most of their information comes from the Internet and TV |
| Vehicle | Take public transportation |

About this segment

Young and Restless

This is the

#1

dominant segment for this area

In this area

100.0%

of households fall into this segment

In the United States

1.8%

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: More than half the householders under age 35; median age 29.8. Primarily single-person households with some shared households. Highly mobile market, beginning careers and changing addresses frequently. One of the top 5 renter markets. Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings. Majority of housing built in 1970 or later (84%).

Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college. Labor force participation rate is exceptionally high at 75.0%. These careful shoppers are aware of prices, and demonstrate little brand loyalty. 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 HHs, 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 VH1 and Comedy Central programs, and playing basketball and ping pong. Listen to contemporary hits, jazz, rap, hip hop, and dance music. Purchase natural/organic food, but frequent fast-food restaurants. Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

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.

Charleston Ridge Condominiums 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)

Charleston Ridge Condominiums



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)

Charleston Ridge Condominiums



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)

Charleston Ridge Condominiums



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

■ Charleston Ridge Condominiums

Charleston Ridge Condominiums



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

■ Charleston Ridge Condominiums

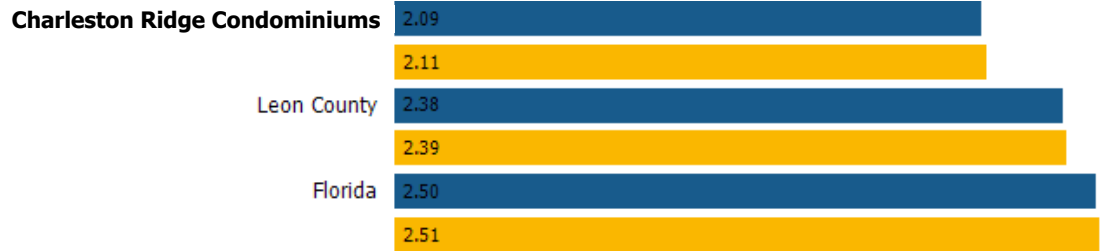


Average Household Size

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)

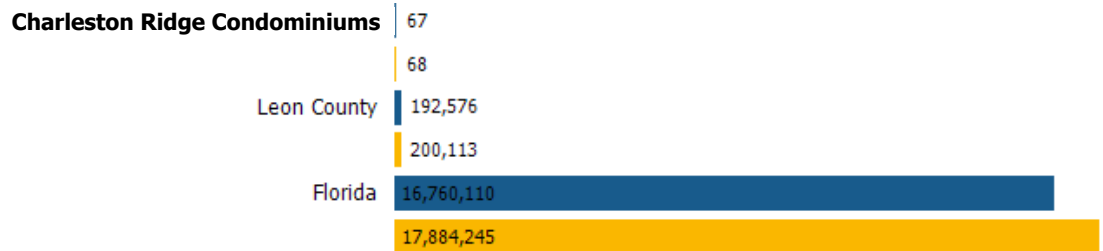


Population Living in Family Households

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)

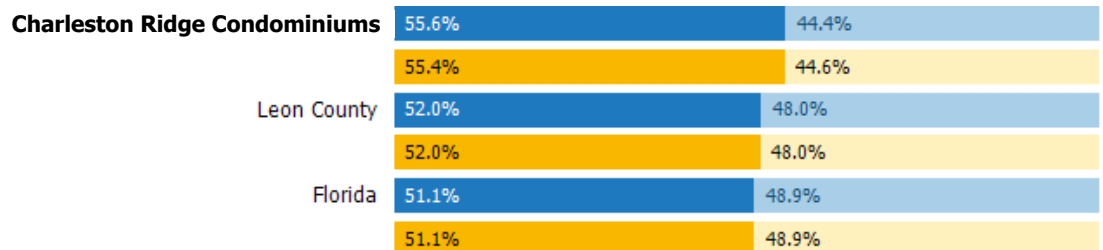


Female / Male Ratio

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)



Charleston Ridge Condominiums in Tallahassee, FL: Age Comparison

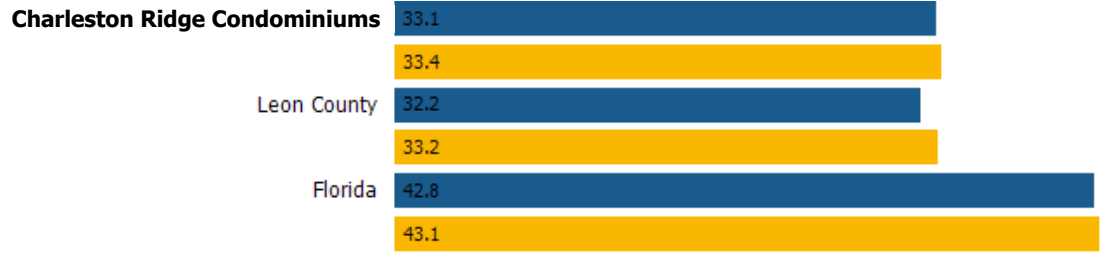
Median Age

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)



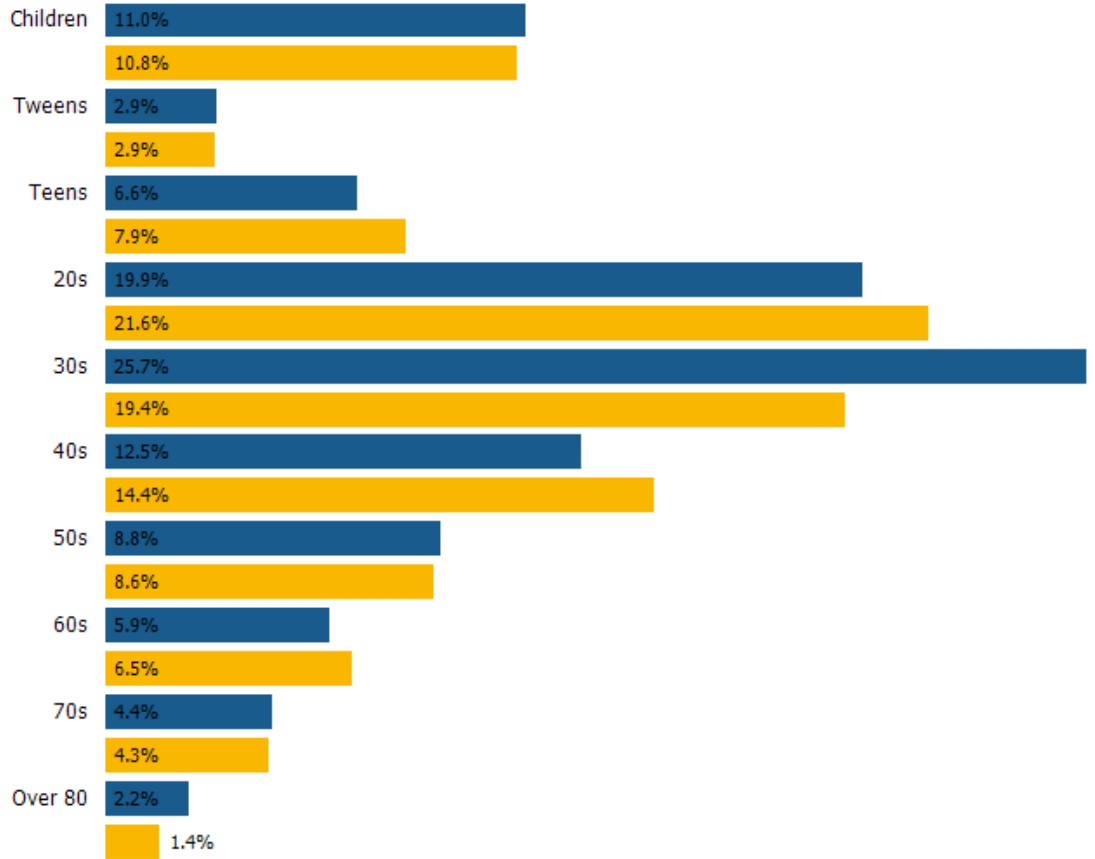
Population by Age

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)



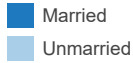
Charleston Ridge Condominiums in Tallahassee, FL: Marital Status Comparison

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



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



Charleston Ridge Condominiums in Tallahassee, FL: Economic Comparison

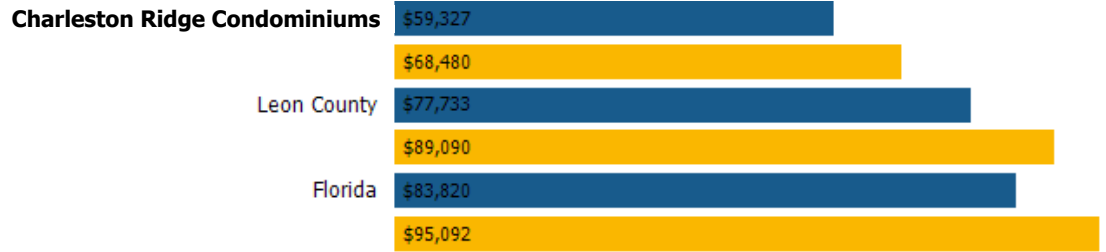
Average Household Income

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)



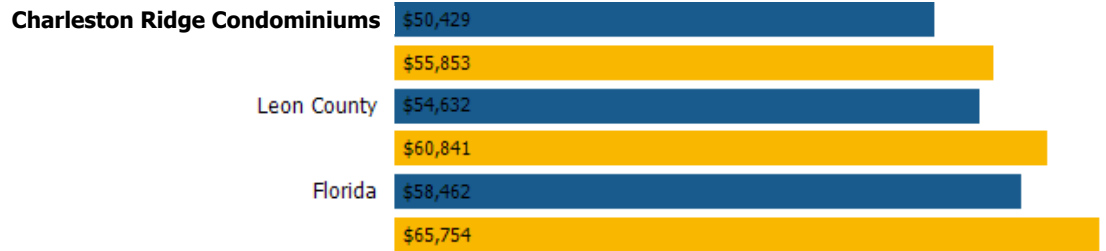
Median Household Income

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)



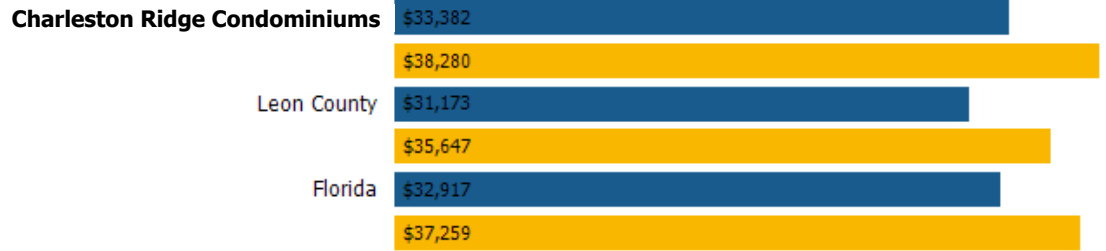
Per Capita Income

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

Data Source: U.S. Census American Community Survey via 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

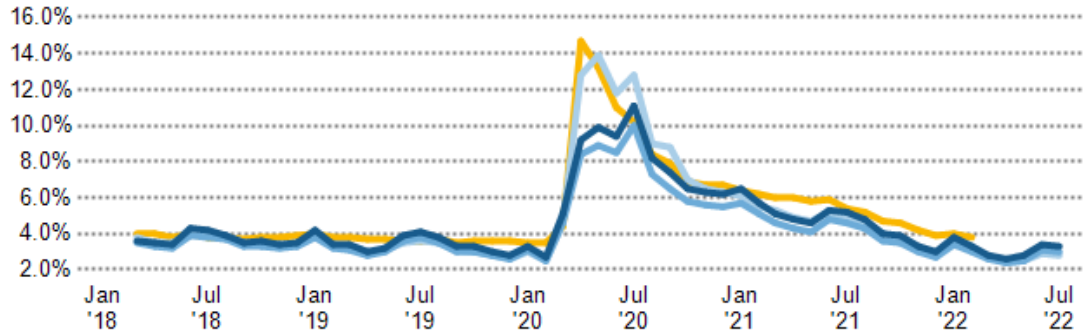
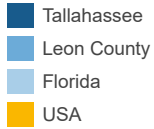


Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

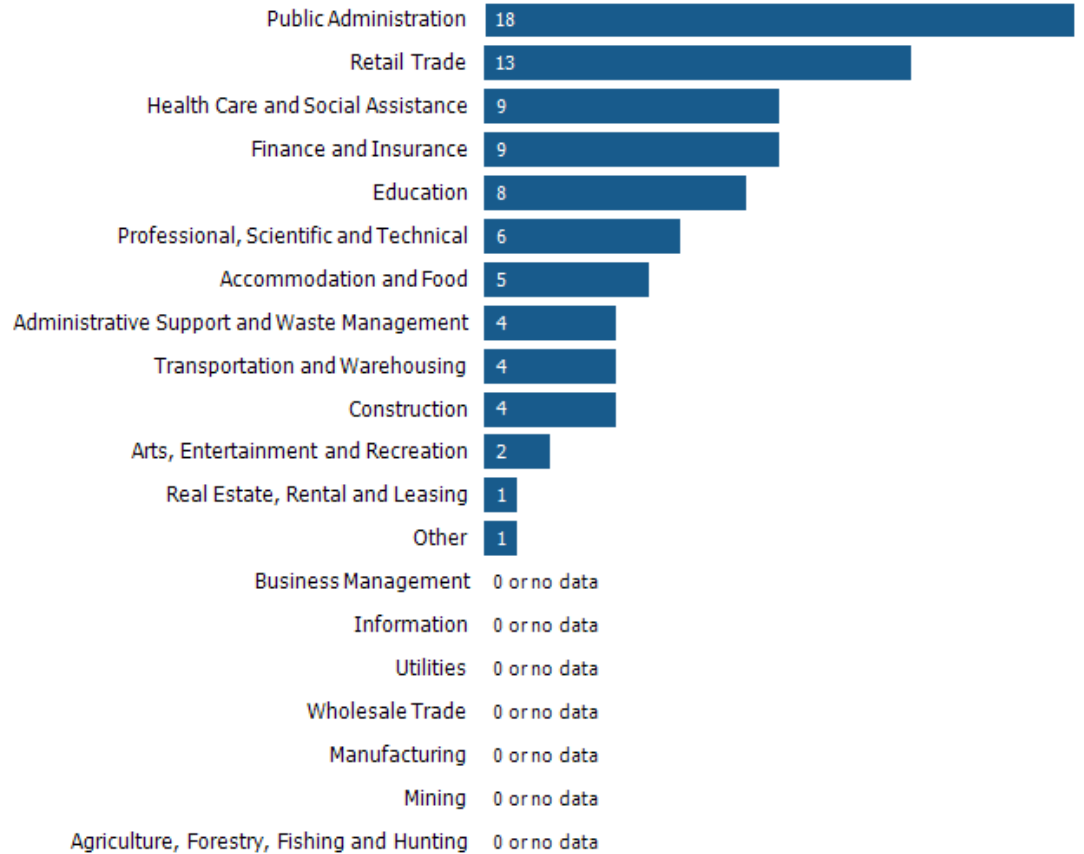


Employment Count by Industry

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



Charleston Ridge Condominiums 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



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



Charleston Ridge Condominiums in Tallahassee, FL: Commute Comparison

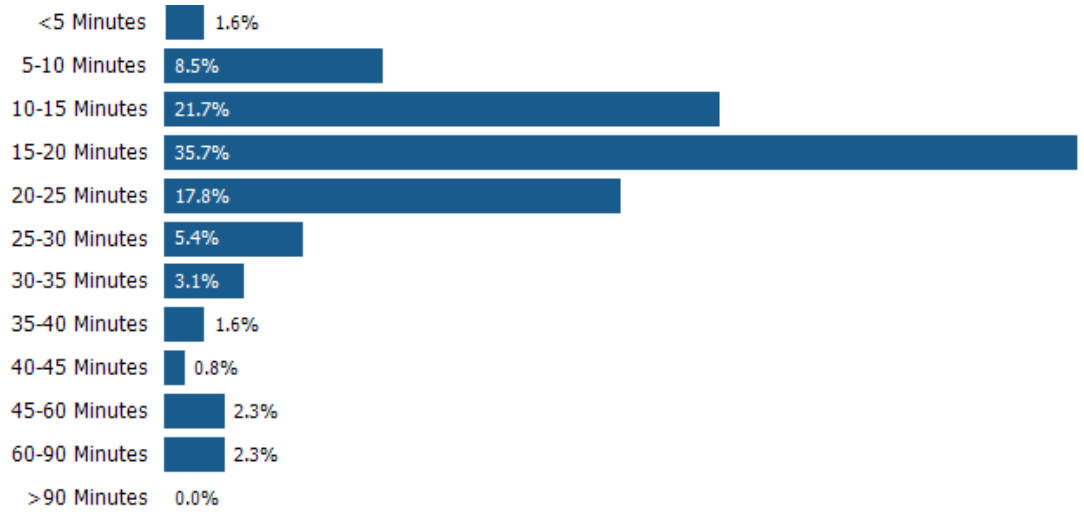
Average Commute Time

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

■ Charleston Ridge Condominiums



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

■ Charleston Ridge Condominiums



Charleston Ridge Condominiums 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



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>

