COMMERCIAL TRADE AREA REPORT

Tallahassee, FL 32301

KETCHAM REALTY GROUP INC.
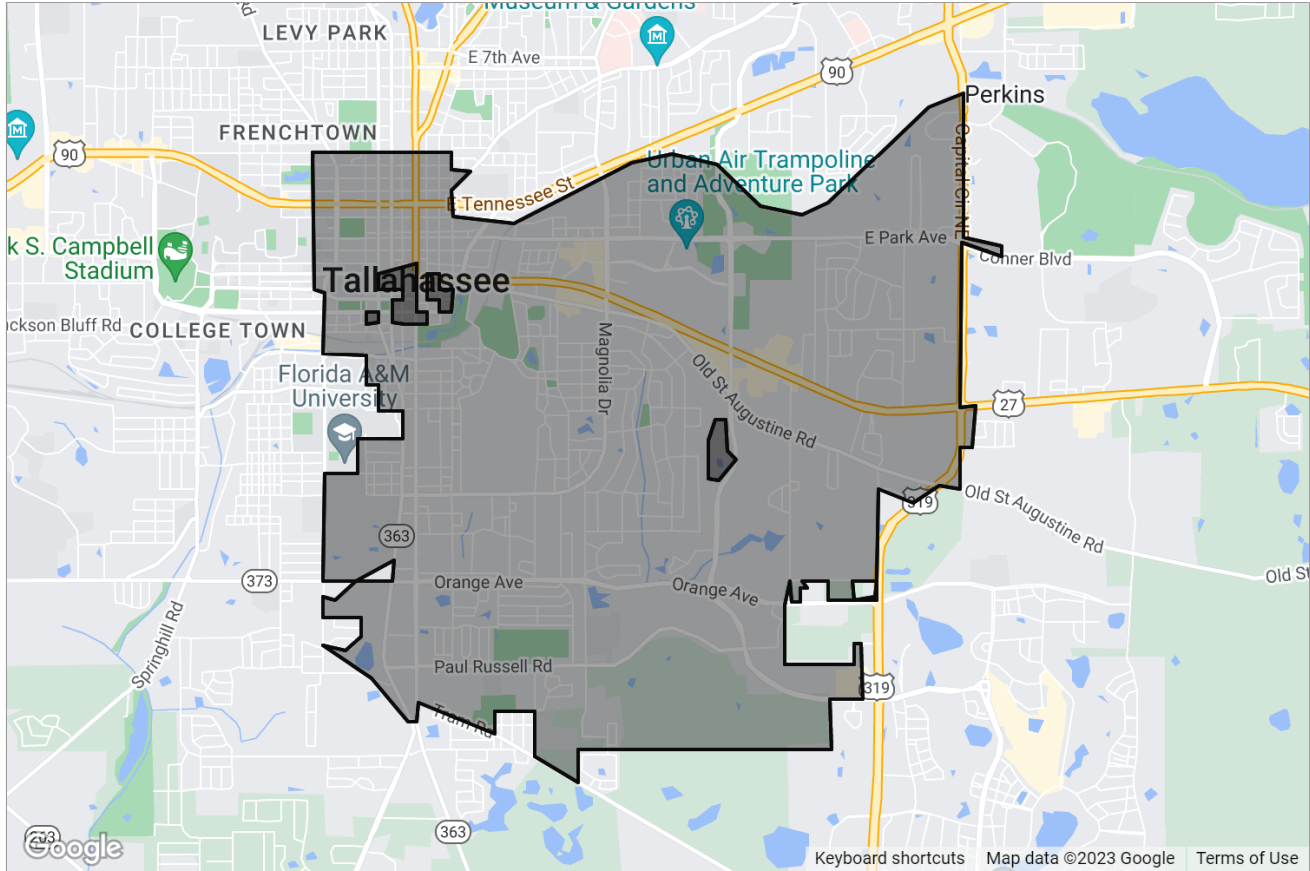
Presented by

Abbe Flynn | Realtor

Florida Real Estate License: 3273532

Work: (850) 203-0209 | Mobile: (850) 203-0209

Main: abbe@LivingInTallahassee.com
Agent: https://livingintallahassee.com/

Ketcham Realty Group
1203 Thomasville Road
Tallahassee, FL 32303

3/8/2023

Criteria Used for Analysis

2021 Income (Esri): **Median Household Income** **$47,532**	2021 Age: 5 Year Increments (Esri): **Median Age** **30.5**	2021 Key Demographic Indicators (Esri): **Total Population** **30,896**	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**	**Emerald City**	**City Commons**	**Family Foundations**	**Old and Newcomers**
% of Households	5,192 (38.9%)	2,247 (16.8%)	1,070 (8.0%)	925 (6.9%)	903 (6.8%)
% of Tallahassee	13,293 (16.7%)	5,019 (6.3%)	2,485 (3.1%)	2,069 (2.6%)	3,664 (4.6%)
Lifestyle Group	Midtown Singles	Middle Ground	Midtown Singles	Hometown	Middle Ground
Urbanization Group	Metro Cities	Metro Cities	Metro Cities	Urban Periphery	Metro Cities
Residence Type	Multi-Unit Rentals	Single Family; Multi-Units	Multi-Unit Rentals; Single Family	Single Family	Single Family; Multi-Units
Household Type	Singles	Singles	Single Parents	Singles	Singles
Average Household Size	2.04	2.05	2.66	2.69	2.1
Median Age	30.4	38.3	29.2	40.4	40.1
Diversity Index	78.8	53.1	50.9	43.9	55
Median Household Income	$49,500	$73,000	$22,600	$47,600	$51,200
Median Net Worth	$13,900	$98,300	$10,500	$92,900	$60,200
Median Home Value	$236,500	$344,400	$99,100	$145,200	$208,100
Homeownership	15.2 %	50.6 %	24.9 %	67.9 %	48.2 %
Employment	Services or Professional	Professional or Mgmnt/Bus/Financial	Services or Professional	Services or Professional	Professional or Services
Education	Bachelor's Degree	Bachelor's Degree	High School Diploma	High School Diploma	Some College No Degree
Preferred Activities	Like to read magazines about news, fashion and music . Go dancing; play basketball and pool; buy organic food.	Place importance on learning new things to keep life fresh and variable. . Buy natural, green, and environmentally friendly products..	Shop primarily at warehouse clubs . Buy baby/children's products.	A strong focus is on religion and character . Go online for games, entertainment.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.
Financial	Careful shoppers are aware of prices, little brand loyalty	Contribute to NPR, PBS	Nearly 1/4 receive Social Security and public assistance	Many have no financial investments or retirement savings	Price aware and coupon clippers, but open to impulse buys
Media	Most of their information comes from the Internet and TV	Read books, magazines and use the web for news	Magazines are popular sources of news/trends	Subscribe to premium cable TV	Features the Internet, listening to country music and read the paper
Vehicle	Take public transportation	Take public transportation	Take public transportation	Drive 1-2 vehicles	View car as transportation only

About this segment
Young and Restless

This is the
#1
dominant segment
for this area

In this area
38.9%
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.

About this segment
Emerald City

This is the	In this area	In the United States
#2	**16.8%**	**1.4%**
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

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

Our Neighborhood

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940. Just over half of all homes are renter occupied. Single-person and nonfamily types make up over half of all households. Median home value and average rent are slightly above the US levels; around half of owned homes are worth $150,000– $300,000.

Socioeconomic Traits

- Consumers research products carefully before making purchases. They buy natural, green, and environmentally friendly products. Very conscious of nutrition, they regularly buy and eat organic foods. Cell phones and text messaging are a huge part of everyday life. They place importance on learning new things to keep life fresh and variable. They are interested in the fine arts and especially enjoy listening to music.

Market Profile

- Liberal segment that contributes to NPR and PBS. Shop at Trader Joe's and Whole Foods. Budget time, utilize home cleaning services so there's time for yoga. Use the web for professional networking, blogging, making travel plans, shopping, and sports news. Read magazines and books on a tablet, sometimes while exercising at home. Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

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.

About this segment
City Commons

This is the	In this area	In the United States
#3	**8.0%**	**0.9%**
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

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

Our Neighborhood

- Single parents, primarily female, and singles head these young households. Average household size is slightly higher than the US at 2.67. City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings. Neighborhoods are older, built before 1960. Typical of the city, many households own either one vehicle or none, and use public transportation or taxis

Socioeconomic Traits

- Although some have college degrees, nearly a quarter have not graduated from high school. Labor force participation is low at 53%. Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security and public assistance. Consumers endeavor to keep up with the latest fashion trends. Many families prefer the convenience of fast-food restaurants to cooking at home.

Market Profile

- Baby and children's products, like food and clothing, are the primary purchases. Shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington. While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid. Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels. Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines. Enjoy listening to urban radio.

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.

About this segment
Family Foundations

This is the	In this area	In the United States
#4	**6.9%**	**1.0%**
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

Family and faith are the cornerstones of life in the Family Foundations communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

Our Neighborhood

- Family Foundations residents are a mix of married couples, single parents, grandparents, and children, young and adult. Average household size is slightly higher at 2.71. Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West. More than two-thirds are homeowners living in single family houses built before 1970. Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

Socioeconomic Traits

- More than half have either attended college or obtained a degree; one-third have only finished high school. Labor force participation rate is slightly lower at 58% as workers begin to retire. Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts. A strong focus is on religion and character. Style and appearance are important.

Market Profile

- Baby and children's products are the primary purchases made by Family Foundations residents. Shop at discount stores, such as Marshalls, Kmart, dollar stores, and take advantage of savings at Sam's Club. Many have no financial investments or retirement savings. Magazines, particularly focusing on health and children, are popular. Enjoy listening to urban format radio. Favorite entertainment sources include television: subscribe to premium cable channels and own 3–4 TVs. Connected, using the Internet primarily for entertainment, chat rooms, and online gaming.

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.

3/8/2023

About this segment

Old and Newcomers

This is the	In this area	In the United States
#5	**6.8%**	**2.3%**
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

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers. Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12. 55% renter occupied; average rent is lower than the US. 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980. Average vacancy rate at 11%.

Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers. 32% of households are currently receiving income from Social Security. 31% have a college degree, 33% have some college education, 9% are still enrolled in college. Consumers are price aware and coupon clippers, but open to impulse buys. They are attentive to environmental concerns. They are comfortable with the latest technology.

Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle. They prefer cell phones to landlines. Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. Vehicles are basically just a means of transportation. Food features convenience, frozen and fast food. They do banking as likely in person as online.

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.

Tallahassee, FL 32301: 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)

	32301	30,896
		32,386
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)

32301	2,793.0
	2,927.7
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)

32301	5.80%
	4.82%
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

- ■ 32301

32301	44,084
Leon County	311,335
Florida	21,555,263

3/8/2023

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

- 32301

32301	3,985.1
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)

32301	2.08
	2.09
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)

32301	15,363
	16,028
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)

32301	54.7%	45.3%
	54.6%	45.4%
Leon County	52.0%	48.0%
	52.0%	48.0%
Florida	51.1%	48.9%
	51.1%	48.9%

Tallahassee, FL 32301: 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)

32301
30.5
30.9

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
10.2%
9.9%

Tweens
2.5%
2.4%

Teens
9.6%
9.8%

20s
26.6%
26.4%

30s
18.0%
16.9%

40s
10.0%
11.1%

50s
8.9%
8.7%

60s
7.5%
7.3%

70s
4.4%
5.0%

Over 80
2.3%
2.6%

Tallahassee, FL 32301: 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

	Married	Unmarried
32301	27.6%	72.4%
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

32301	27.6%
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

32301	58.9%
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

32301	2.6%
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

32301	10.8%
Leon County	10.4%
Florida	13.2%

Tallahassee, FL 32301: 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
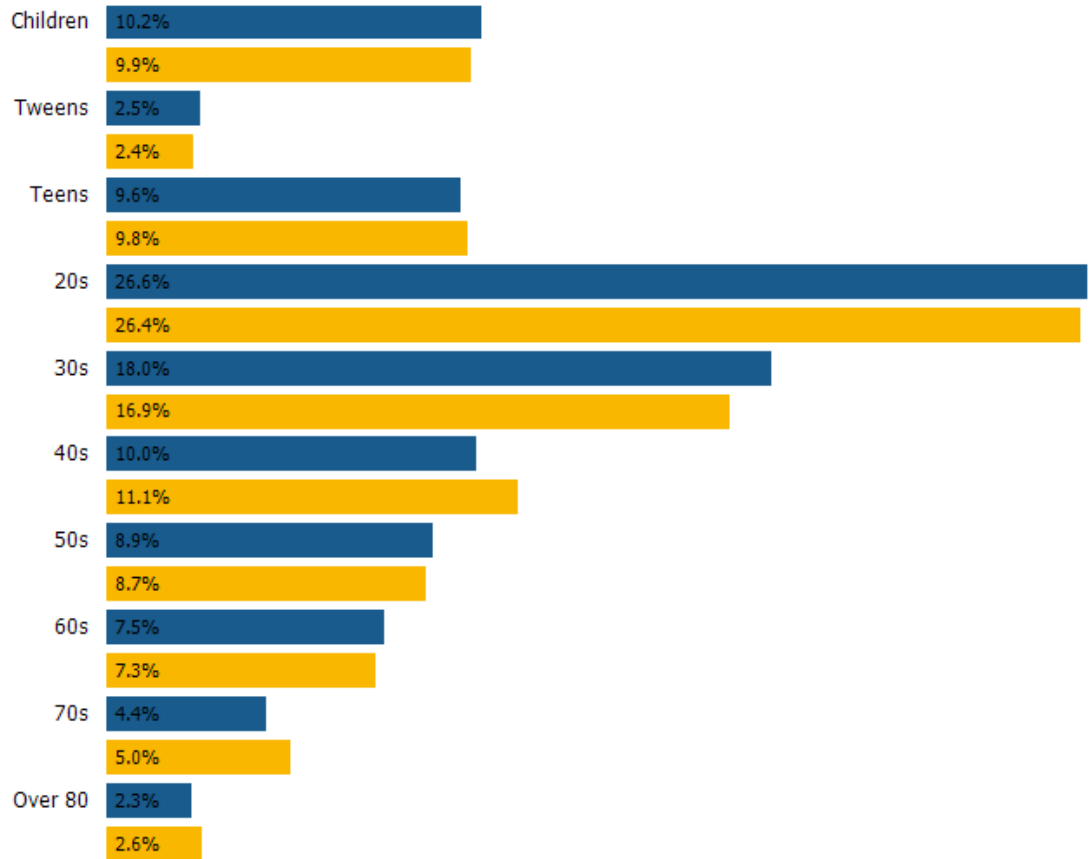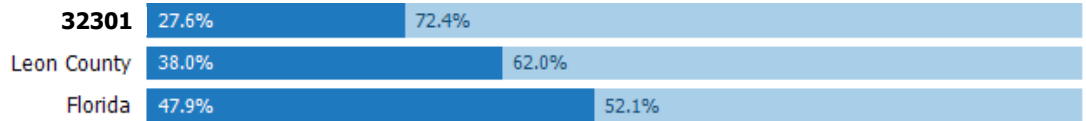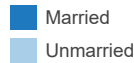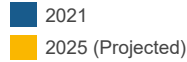
■ 2021
■ 2025 (Projected)

32301
- $58,622
- $67,626

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)

32301
- $47,532
- $52,316

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)

32301
- $26,330
- $30,348

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

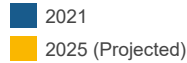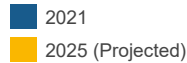**32301** $48,969
Leon County $62,529
Florida $67,260

3/8/2023

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
Public Administration	2,937
Education	2,232
Health Care and Social Assistance	1,824
Professional, Scientific and Technical	1,674
Retail Trade	1,665
Accommodation and Food	1,212
Finance and Insurance	753
Other	706
Construction	667
Transportation and Warehousing	658
Administrative Support and Waste Management	556
Arts, Entertainment and Recreation	267
Manufacturing	259
Information	187
Real Estate, Rental and Leasing	185
Wholesale Trade	119
Utilities	22
Agriculture, Forestry, Fishing and Hunting	19
Business Management	16
Mining	0 or no data

3/8/2023

Tallahassee, FL 32301: 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
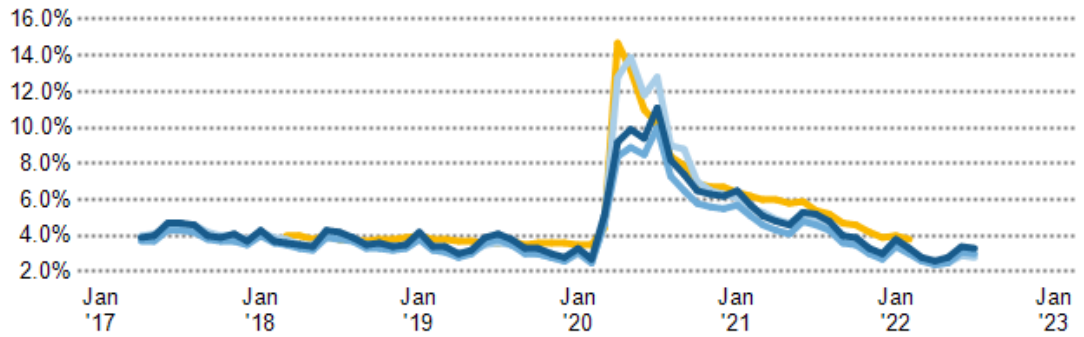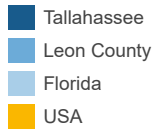
Update Frequency: Annually

32301	2.4%
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

32301	4.7%
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

32301	3.9%
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

32301	15.3%
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

32301	20.7%
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

Geography	Percentage
32301	8.9%
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

Geography	Percentage
32301	24.8%
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
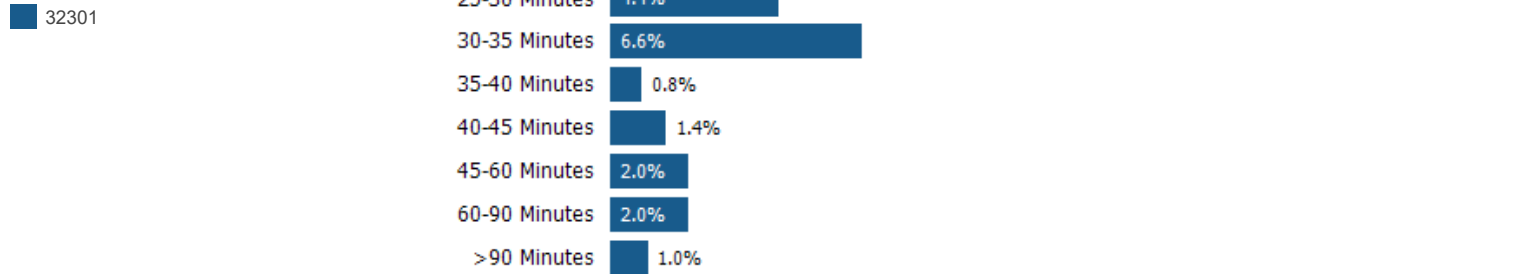
Update Frequency: Annually

Geography	Percentage
32301	19.2%
Leon County	21.4%
Florida	11.7%

3/8/2023

Tallahassee, FL 32301: 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

■ 32301

Time	Percentage
<5 Minutes	3.9%
5-10 Minutes	16.6%
10-15 Minutes	23.8%
15-20 Minutes	23.3%
20-25 Minutes	14.2%
25-30 Minutes	4.4%
30-35 Minutes	6.6%
35-40 Minutes	0.8%
40-45 Minutes	1.4%
45-60 Minutes	2.0%
60-90 Minutes	2.0%
>90 Minutes	1.0%

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

■ 32301

Type	Percentage
Drive Alone	78.0%
Carpool	12.3%
Work at Home	5.0%
Walk	4.0%
Bus	3.7%
Public Transit	3.7%
Other	1.0%
Bicycle	0.7%
Motorcycle	0.3%

3/8/2023

Tallahassee, FL 32301: 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
32301	$201,900
Leon County	$285,180
Florida	$408,430

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
32301	+13.6%
Leon County	+11.1%
Florida	+16.7%

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

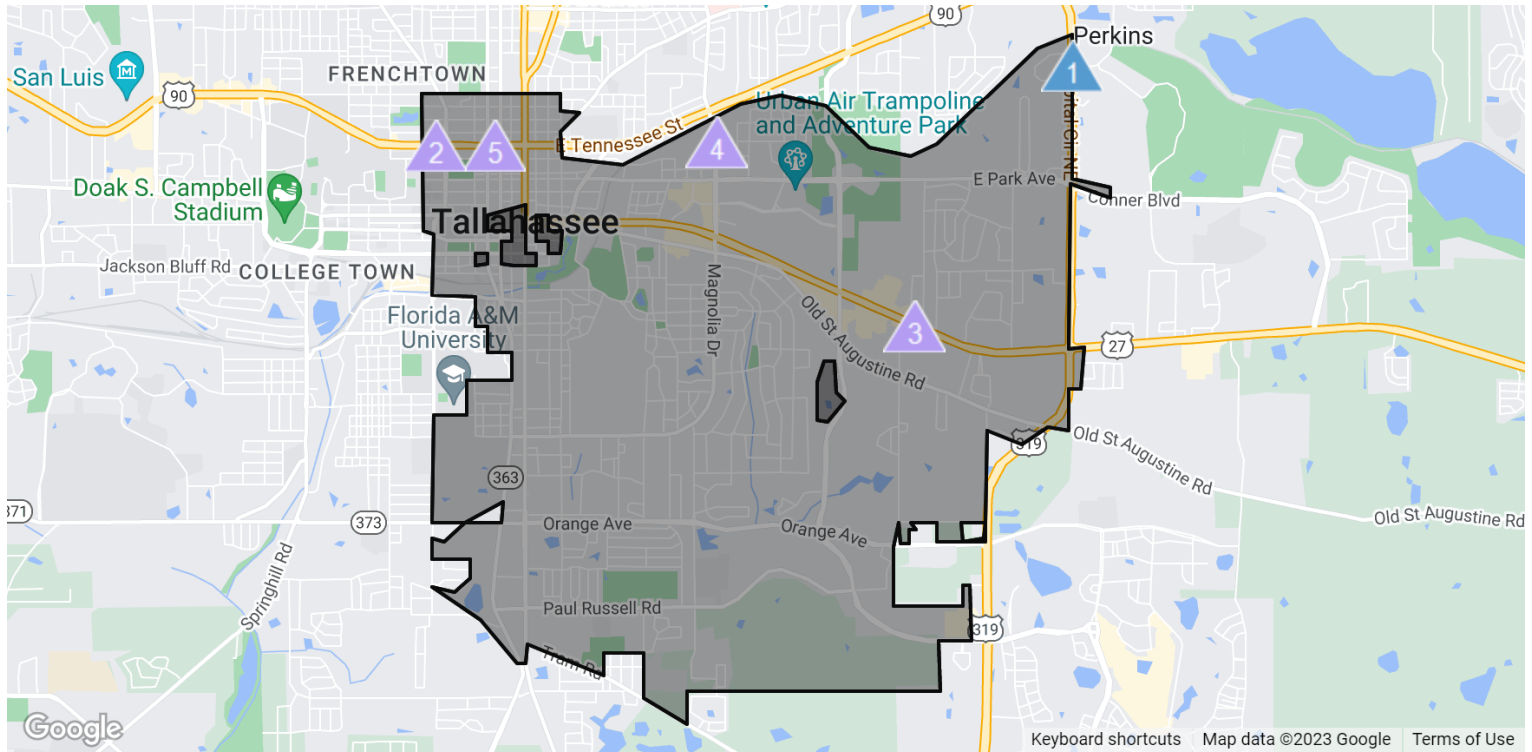| Area	Value
32301	$195,000
Leon County	$325,000
Florida	$449,000

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

Area	Change
32301	+1.3%
Leon County	+8.7%
Florida	+12.5%

3/8/2023

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	▲ 4	▲ 5
50,299	**41,392**	**40,836**	**38,861**	**38,759**
2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts	2022 Est. daily traffic counts
Street: **NE Capital Cir**	Street: **W Tennessee St**	Street: **Apalachee Pky**	Street: **N Magnolia Dr**	Street: **W Tennessee St**
Cross: **United States Hwy 319**	Cross: **N Macomb St**	Cross: **Albritton Dr**	Cross: **E Call St**	Cross: **N Duval St**
Cross Dir: **N**	Cross Dir: **E**	Cross Dir: **NW**	Cross Dir: **S**	Cross Dir: **E**
Dist: **0.02 miles**	Dist: **0.06 miles**	Dist: **0.03 miles**	Dist: **0.08 miles**	Dist: **0.04 miles**

Historical counts

Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type
2011	**49,963**	ADT		**2011**	**39,753**	ADT		**2011**	**41,643**	ADT		**2011**	**38,910**	ADT		**2011**	**38,500**	AADT
1998	**24,529**	ADT		**2005**	**43,000**	AADT		**2005**	**38,800**	AADT		**2005**	**40,000**	AADT		**1998**	**41,041**	ADT
1995	**28,847**	ADT		**1998**	**40,480**	ADT		**1998**	**42,078**	ADT		**1998**	**49,006**	ADT		**1996**	**41,252**	ADT
				1997	**40,000**	AADT		**1996**	**41,128**	ADT		**1996**	**47,422**	ADT				
				1996	**41,497**	ADT												

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

3/8/2023

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.

RPR®
REALTORS
PROPERTY
RESOURCE

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

NATIONAL ASSOCIATION OF REALTORS®

RPR®