COMMERCIAL TRADE AREA REPORT

Tallahassee, FL 32303

KETCHAM REALTY GROUP INC.
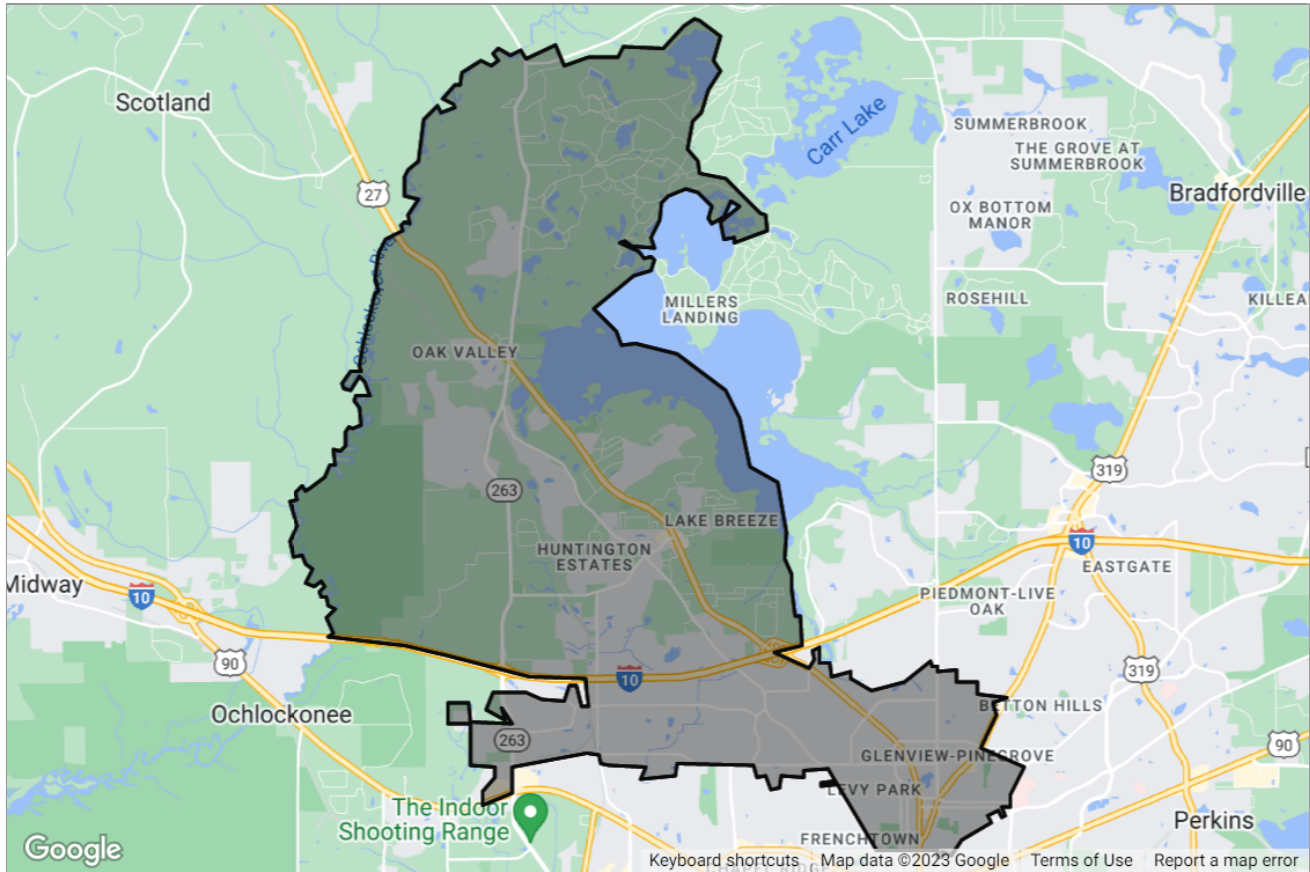
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Tallahassee, FL 32303

5/29/2023

Criteria Used for Analysis

2022 Income (Esri): **Median Household Income** **$58,138**	2022 Age: 5 Year Increments (Esri): **Median Age** **31.9**	2022 Key Demographic Indicators (Esri): **Total Population** **48,053**	2022 Tapestry Market Segmentation (Households): **1st Dominant Segment** **College Towns**

Consumer Segmentation

Life Mode **What are the people like that live in this area?**	Scholars and Patriots Highly mobile, recently moved to attend school or serve in military	Urbanization **Where do people like this usually live?**	Metro Cities Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments

	College Towns	Bright Young Professionals	Home Improvement	Young and Restless	Old and Newcomers
% of Households	5,647 (26.5%)	3,300 (15.5%)	3,149 (14.8%)	2,453 (11.5%)	2,156 (10.1%)
% of Tallahassee	10,564 (12.6%)	4,512 (5.4%)	749 (0.9%)	14,677 (17.5%)	3,990 (4.8%)
Lifestyle Group	Scholars and Patriots	Middle Ground	Family Landscapes	Midtown Singles	Middle Ground
Urbanization Group	Metro Cities	Urban Periphery	Suburban Periphery	Metro Cities	Metro Cities
Residence Type	Multi-Unit Rentals; Single Family	Single Family; Multi-Units	Single Family	Multi-Unit Rentals	Single Family; Multi-Units
Household Type	Singles	Married Couples	Married Couples	Singles	Singles
Average Household Size	2.08	2.39	2.81	2.03	2.11
Median Age	24.7	33.9	38.4	30.6	40.2
Diversity Index	64.2	74.9	75.9	81.1	61.5
Median Household Income	$43,200	$67,400	$85,800	$53,800	$55,600
Median Net Worth	$13,200	$72,800	$243,800	$15,100	$62,400
Median Home Value	$252,800	$261,900	$269,300	$241,000	$226,200
Homeownership	27.9 %	46.4 %	80.1 %	16.2 %	48.8 %
Employment	Professional or Services	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Services or Professional	Professional or Services
Education	Bachelor's Degree	Some College No Degree	Some College No Degree	Bachelor's Degree	Some College No Degree
Preferred Activities	Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee.	Go to bars/clubs; attend concerts . Eat at fast food, family restaurants.	Spend heavily on eating out . Shop warehouse/club, home improvement stores.	Like to read magazines about news, fashion and music . Go dancing; play basketball and pool; buy organic food.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.
Financial	Limited incomes result in thrifty purchases	Own retirement savings and student loans	Paying off student loans and home mortgages	Careful shoppers are aware of prices, little brand loyalty	Price aware and coupon clippers, but open to impulse buys
Media	Use the Internet for social media, blogging, watch movies and TV.	Get most of their information from the Internet	Enjoy working on home improvement projects	Most of their information comes from the Internet and TV	Features the Internet, listening to country music and read the paper
Vehicle	Prefer vehicle with good gas mileage	Own newer cars	Own minivan, SUV	Take public transportation	View car as transportation only

About this segment
College Towns

This is the
#1
dominant segment for this area

In this area
26.5%
of households fall into this segment

In the United States
0.9%
of households fall into this segment

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

Who We Are

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

Our Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time. This segment is a mix of densely developed student housing and dorms with local residences. Off-campus, low rent apartments comprise half of the housing stock. Over three-quarters of the households are renter occupied, with one in ten remaining vacant. One-third of homes are single family; mostly occupied by local residents who own their homes. This market is bike and pedestrian friendly.

Socioeconomic Traits

- Limited incomes result in thrifty purchases. Dress to impress with the latest fashions of the season. Strong preference for environmentally friendly products and vehicles that get good gas mileage. Heavily influenced by celebrity endorsements and trends in magazines. Most feel anything that can be done online is easier than in person.

Market Profile

- Own laptops/notebooks and video game systems. Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNews, ESPN2, and Comedy Central. Use the Internet for social media connections, blogging, paying bills, and searching for jobs. Have cell phones only (no landlines) and enjoy customizing them. Popular activities: backpacking, Pilates, and Frisbee. Go out to the movies and out for drinks.

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 2022. Update Frequency: Annually.

About this segment
Bright Young Professionals

This is the	In this area	In the United States
#2	**15.5%**	**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

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

Our Neighborhood

- Approximately 57% of the households rent; 43% own their homes. Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households. Multiunit buildings or row housing make up 56% of the housing stock (row housing, buildings with 5 –19 units); 43% built 1980–99. Average rent mirrors the US. Lower vacancy rate is at 8.2%.

Socioeconomic Traits

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher. Labor force participation rate of 72% is higher than the US rate. These consumers are up on the latest technology. They get most of their information from the Internet. Concern about the environment impacts their purchasing decisions.

Market Profile

- Own retirement savings and student loans. Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs. Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games. Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information. Find leisure going to bars/clubs, attending concerts, going to the beach. Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga. Eat out often at fast-food and family restaurants.

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5/29/2023

About this segment
Home Improvement

This is the	In this area	In the United States
#3	**14.8%**	**1.7%**
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

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.

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5/29/2023

About this segment
Young and Restless

This is the	In this area	In the United States
#4	**11.5%**	**1.8%**
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

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and 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 one in five residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the internet extensively. Young and Restless consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% 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 householders, 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.

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About this segment
Old and Newcomers

This is the	In this area	In the United States
#5	**10.1%**	**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

This 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 charity causes and are environmentally conscious. 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 2022. Update Frequency: Annually.

Tallahassee, FL 32303: 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, 2022

Update Frequency: Annually

- 2022
- 2027 (Projected)

Geography	2022	2027 (Projected)
32303	48,053	48,135
Leon County	294,869	296,941
Florida	22,114,754	22,794,570

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, 2022

Update Frequency: Annually

- 2022
- 2027 (Projected)

Geography	2022	2027 (Projected)
32303	1,243.6	1,245.7
Leon County	420.1	423.0
Florida	388.8	400.8
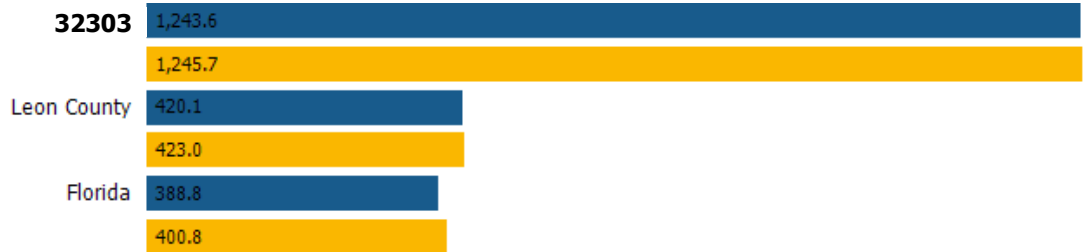
Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2022, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

- 2022
- 2027 (Projected)

Geography	2022	2027 (Projected)
32303	2.93%	0.17%
Leon County	7.04%	0.70%
Florida	17.62%	3.07%

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, 2022

Update Frequency: Annually

- 32303

Geography	32303
32303	41,612
Leon County	312,812
Florida	21,937,756

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, 2022

Update Frequency: Annually

	Value
32303	1,076.9
Leon County	445.6
Florida	385.7

Legend:
- ■ 32303

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, 2022

Update Frequency: Annually

	2022	2027 (Projected)
32303	2.24	2.24
Leon County	2.29	2.28
Florida	2.47	2.47

Legend:
- ■ 2022
- ■ 2027 (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, 2022

Update Frequency: Annually

	2022	2027 (Projected)
32303	31,245	31,194
Leon County	190,613	191,576
Florida	17,020,234	17,533,350

Legend:
- ■ 2022
- ■ 2027 (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, 2022

Update Frequency: Annually

	Women	Men
32303 (2022)	51.7%	48.3%
32303 (2027)	51.8%	48.2%
Leon County (2022)	51.4%	48.6%
Leon County (2027)	51.4%	48.6%
Florida (2022)	51.1%	48.9%
Florida (2027)	51.1%	48.9%

Legend:
- ■ Women 2022
- ■ Men 2022
- ■ Women 2027 (Projected)
- ■ Men 2027 (Projected)

Tallahassee, FL 32303: 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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

32303 31.9
32.4

Leon County 32.1
33.1

Florida 42.8
43.2

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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

Children 10.7%
10.7%

Tweens 2.9%
2.9%

Teens 7.9%
7.8%

20s 25.1%
25.0%

30s 16.1%
14.6%

40s 9.9%
11.2%

50s 9.2%
8.6%

60s 9.3%
8.8%

70s 6.1%
6.9%

Over 80 2.8%
3.4%

Tallahassee, FL 32303: 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, 2022

Update Frequency: Annually

- ■ Married
- ■ Unmarried

	Married	Unmarried
32303	37.1%	62.9%
Leon County	38.9%	61.1%
Florida	48.9%	51.1%

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, 2022

Update Frequency: Annually

	Married
32303	37.1%
Leon County	38.9%
Florida	48.9%

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, 2022

Update Frequency: Annually

	Never Married
32303	47.3%
Leon County	47.3%
Florida	31.8%

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, 2022

Update Frequency: Annually

	Widowed
32303	3.9%
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, 2022

Update Frequency: Annually

	Divorced
32303	11.8%
Leon County	9.9%
Florida	12.5%

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Tallahassee, FL 32303: 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, 2022

Update Frequency: Annually
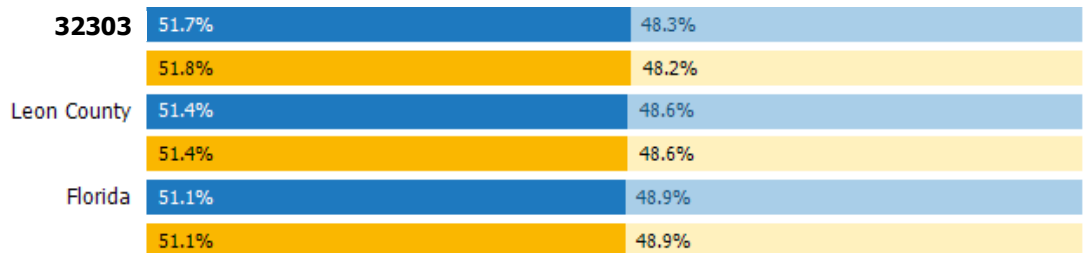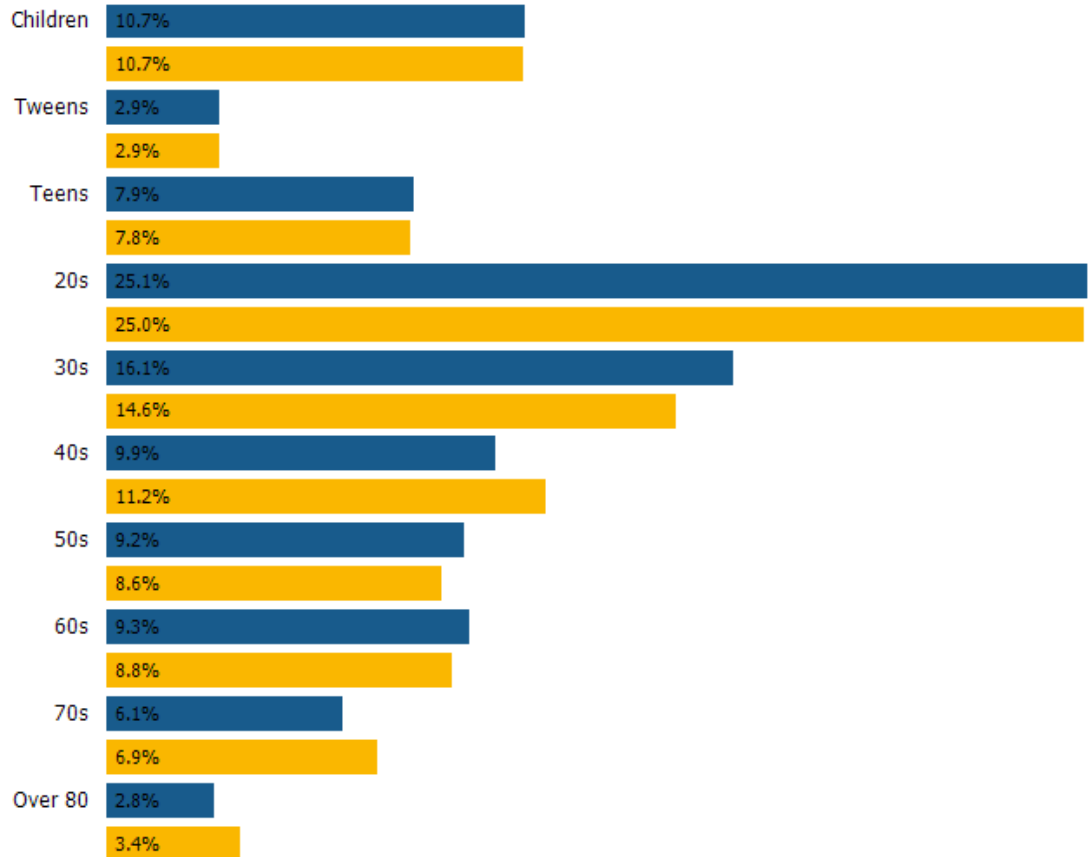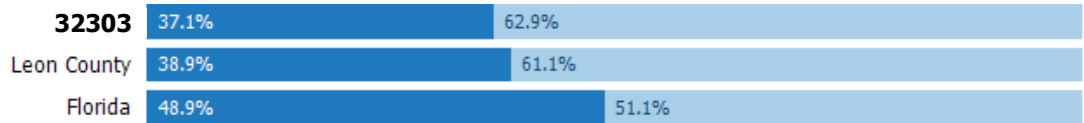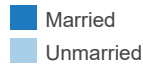
■ 2022
■ 2027 (Projected)

32303
- $79,671
- $97,398

Leon County
- $90,116
- $108,126

Florida
- $96,086
- $113,397

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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

32303
- $58,138
- $69,378

Leon County
- $60,901
- $74,588

Florida
- $65,438
- $78,674

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, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)

32303
- $35,287
- $43,172

Leon County
- $37,596
- $45,151

Florida
- $38,149
- $45,035

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, 2022

Update Frequency: Annually

32303 $63,948
Leon County $70,820
Florida $75,085

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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, 2022

Update Frequency: Annually

Industry	Count
Public Administration	4,514
Education	4,326
Retail Trade	3,694
Health Care and Social Assistance	3,615
Accommodation and Food	2,966
Professional, Scientific and Technical	2,802
Other	1,350
Construction	1,308
Transportation and Warehousing	1,164
Administrative Support and Waste Management	972
Finance and Insurance	796
Real Estate, Rental and Leasing	596
Arts, Entertainment and Recreation	557
Wholesale Trade	395
Information	387
Manufacturing	365
Utilities	84
Agriculture, Forestry, Fishing and Hunting	40
Mining	11
Business Management	0 or no data

Tallahassee, FL 32303: 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, 2022
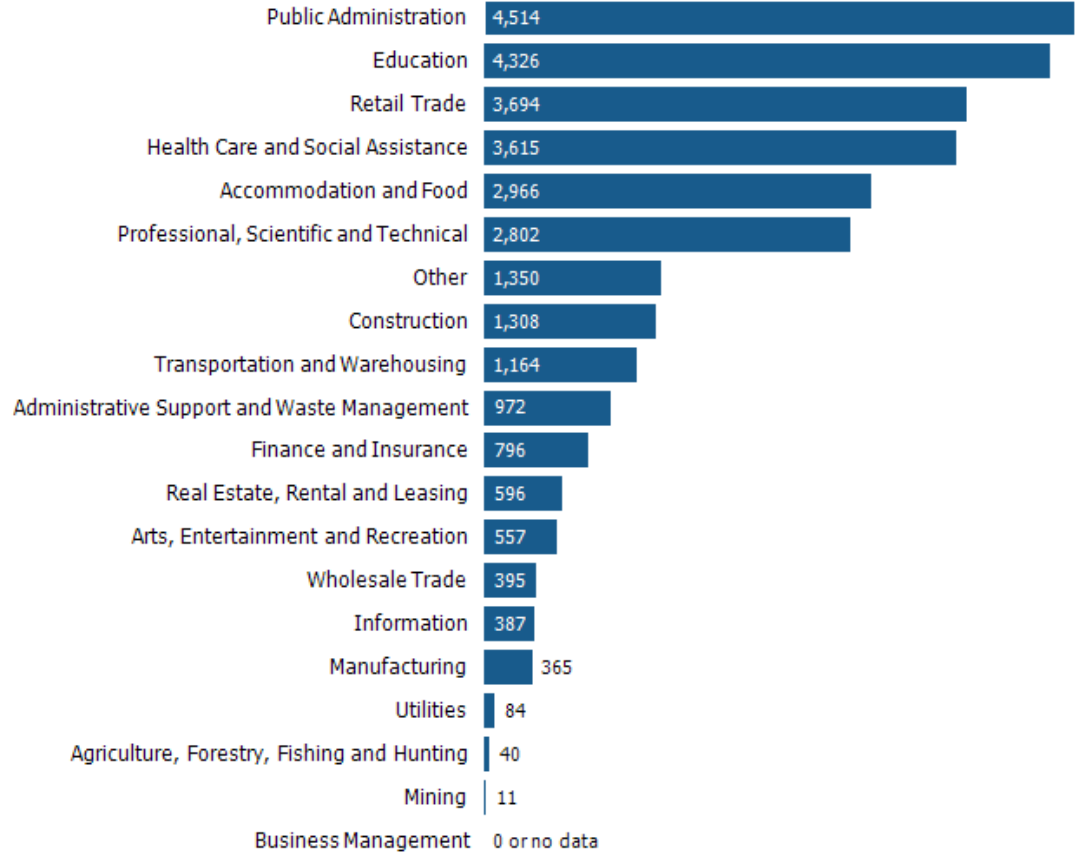
Update Frequency: Annually

- 32303: 1.1%
- Leon County: 1.7%
- Florida: 4.0%

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, 2022

Update Frequency: Annually

- 32303: 4.0%
- Leon County: 4.0%
- Florida: 6.4%

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, 2022

Update Frequency: Annually

- 32303: 3.7%
- 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, 2022

Update Frequency: Annually

- 32303: 15.2%
- Leon County: 14.5%
- Florida: 24.1%

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, 2022

Update Frequency: Annually

32303	19.8%
Leon County	16.4%
Florida	17.7%

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, 2022

Update Frequency: Annually

32303	12.2%
Leon County	10.1%
Florida	10.9%

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, 2022

Update Frequency: Annually

32303	27.1%
Leon County	27.5%
Florida	20.5%

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, 2022
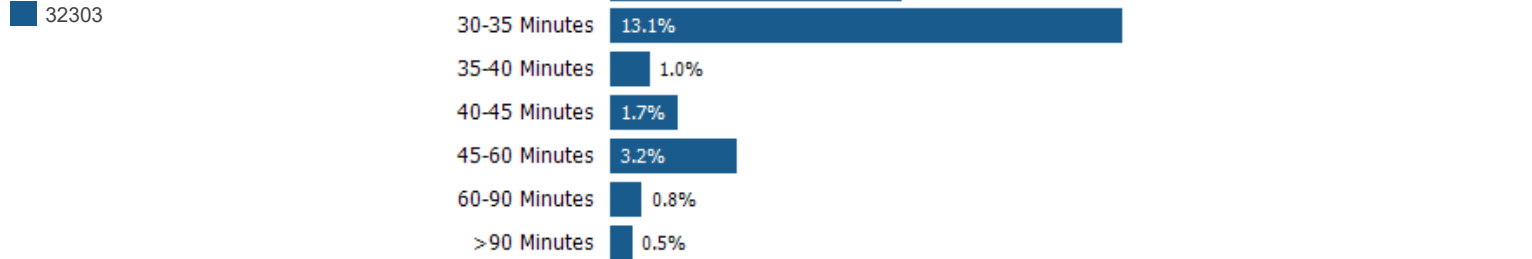
Update Frequency: Annually

32303	17.0%
Leon County	21.9%
Florida	12.1%

Tallahassee, FL 32303: 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, 2022

Update Frequency: Annually

■ 32303

Commute Time	Percentage
<5 Minutes	1.3%
5-10 Minutes	10.5%
10-15 Minutes	16.2%
15-20 Minutes	23.3%
20-25 Minutes	20.8%
25-30 Minutes	7.5%
30-35 Minutes	13.1%
35-40 Minutes	1.0%
40-45 Minutes	1.7%
45-60 Minutes	3.2%
60-90 Minutes	0.8%
>90 Minutes	0.5%

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, 2022

Update Frequency: Annually

■ 32303

Transportation	Percentage
Drive Alone	88.7%
Carpool	6.6%
Work at Home	5.9%
Bus	1.7%
Public Transit	1.7%
Walk	1.5%
Other	0.5%
Motorcycle	0.5%
Bicycle	0.4%

Tallahassee, FL 32303: 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
32303	$229,850
Leon County	$290,030
Florida	$408,900

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
32303	+9.6%
Leon County	+9.2%
Florida	+10.9%

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

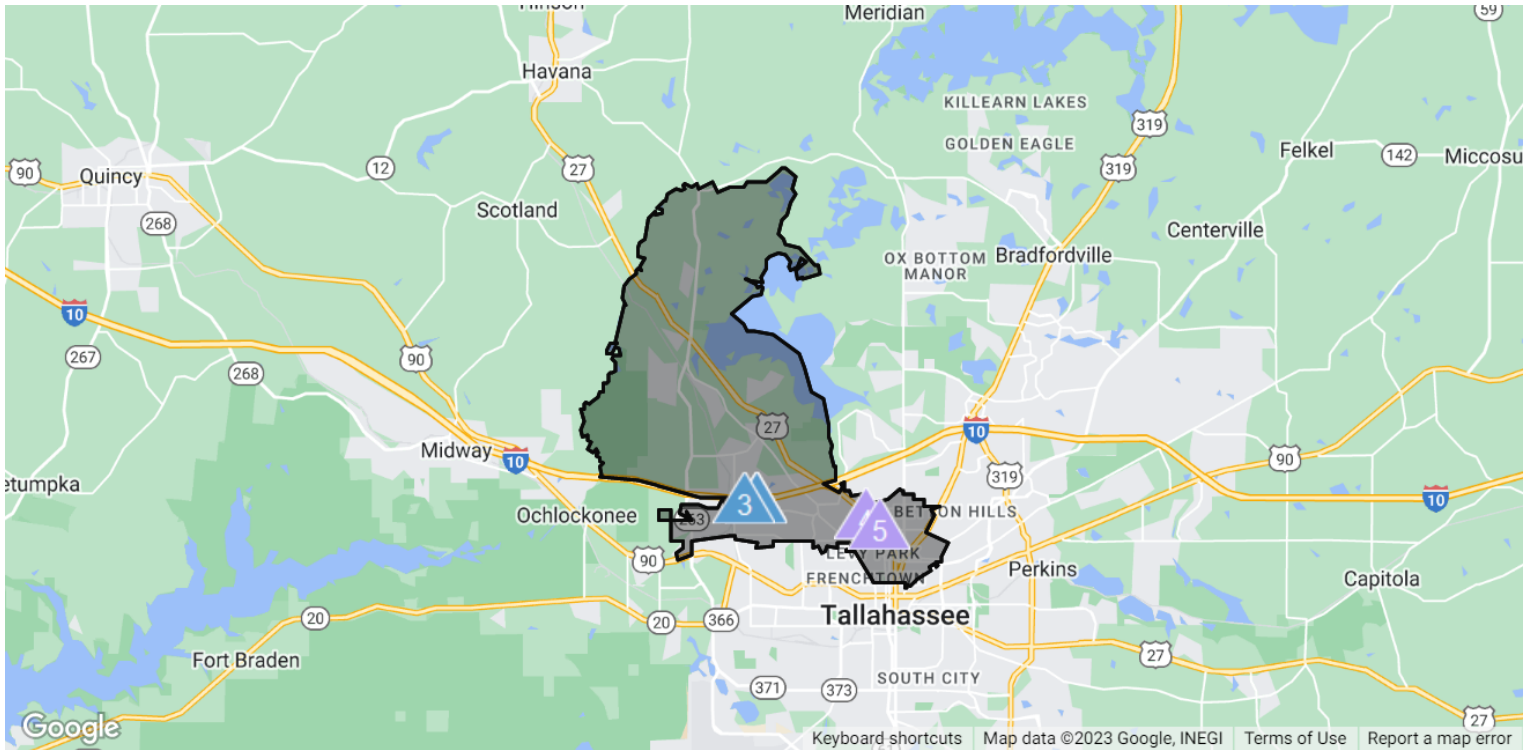| Area	Value
32303	$252,500
Leon County	$325,000
Florida	$450,000

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
32303	-1.0%
Leon County	+8.7%
Florida	+7.1%

Traffic Counts

Daily Traffic Counts:
▲ 6,001 – 15,000   ▲ 15,001 – 30,000   ▲ 30,001 – 50,000   ▲ 50,001 – 100,000   ▲ Over 100,000 / day
▲ Up 6,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
59,000	**53,360**	**51,838**	**44,460**	**43,660**
2021 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: **I 10**	Street: **–**	Street: **I-10**	Street: **N Monroe St**	Street: **N Monroe St**
Cross: **Via Milano Ave**	Cross: **–**	Cross: **N Mission Rd**	Cross: **Monticello Dr**	Cross: **W Dellview Dr**
Cross Dir: **SW**	Cross Dir: **–**	Cross Dir: **W**	Cross Dir: **SE**	Cross Dir: **NW**
Dist: **0.11 miles**	Dist: **–**	Dist: **0.24 miles**	Dist: **0.1 miles**	Dist: **–**

Historical counts			Historical counts			Historical counts			Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2020 ▲	46,500	AADT				2011 ▲	48,500	AADT	2005 ▲	44,000	AADT	2011 ▲	41,546	ADT
2019 ▲	53,000	AADT				2005 ▲	51,500	AADT	1997 ▲	46,000	AADT	2005 ▲	46,000	AADT
2018 ▲	49,000	AADT										1997 ▲	50,000	AADT

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

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5/29/2023