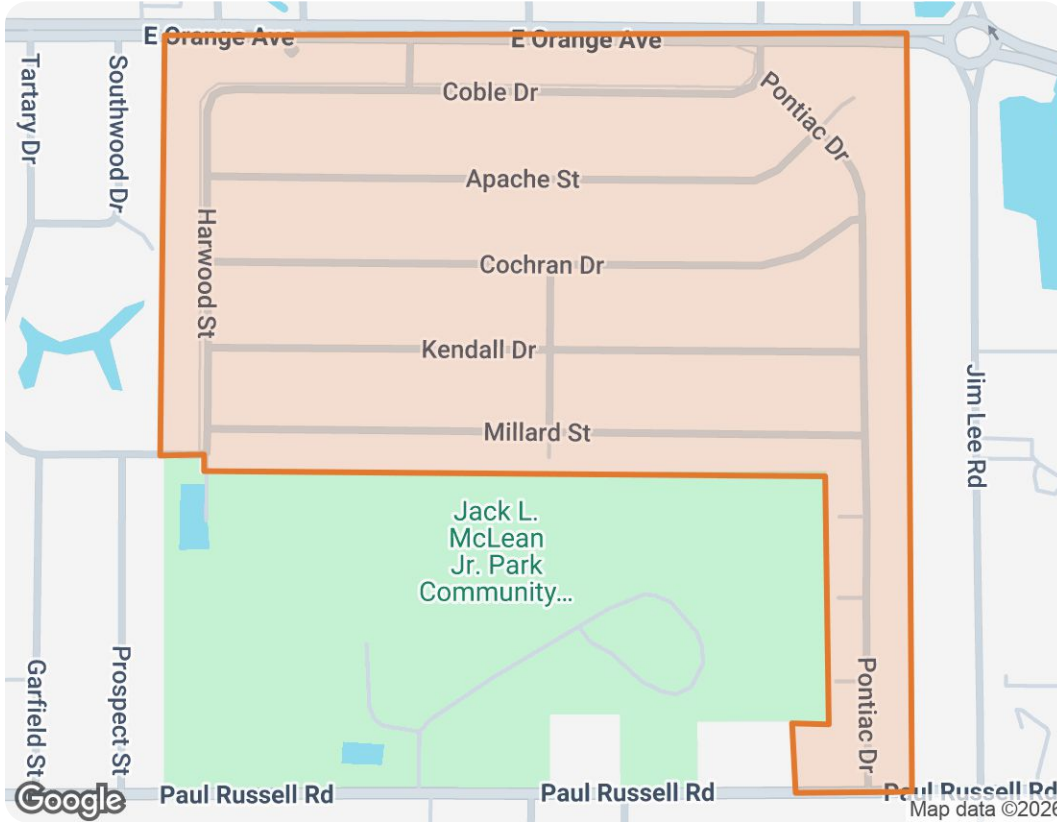


Apalachee Ridge Estates in Tallahassee, FL



Abbe Justus

Broker Associate

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Ketcham Realty Group

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Apalachee Ridge Estates in Tallahassee, FL

Trade Area Summary

Attribute Summary for Apalachee Ridge Estates in Tallahassee, FL

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$55,002	30.1	565	Single Thrifties
Source: 2025/2029 Income (Esri)	Source: 2025/2029 Age: 5 Year Increments (Esri)	Source: 2025 Age: 1 Year Increments (Esri)	Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Single Thrifties
% of Households	207 (100.0%)
Life Stage Group	Contemporary Households
Life Mode Group	Metro Vibes
Urbanicity Group(s)	Urban Core Suburb
Residence Type	Multi-Units, Single Family
Household Type	Singles Living Alone, Married Couples w/No Kids
Average Household Size	2.09
Median Age	37
Diversity Index	69.1
Median Household Income	\$47,084
Median Net Worth	\$24,708
Homeownership	36%
Rent Burdened Households	39%
Labor Force Participation Rate	63%
Unemployment Rate	6%
% with Bachelor's Degree or Higher	24%
Lifestyle Patterns	Residents shop for deals nearby, prioritizing generic brands over brand-name foods if they are less expensive. Online shopping is less common. Large out-of-pocket vehicle purchases are rare; most vehicles are purchased used with a loan.



Apalachee Ridge Estates in Tallahassee, FL

Consumer Segment Details

About this segment

Single Thrifties

Ranked
1st
dominant segment
for this area

In this area
100.0%
of households fall
into this segment

In the United States
1.3%
of households fall
into this segment

Who Are They?

Residents in this segment mostly live in or near large and midsized metropolitan areas in the Midwest and South. They are predominantly in their 20s and 30s, with households comprising singles, couples without children, and nonfamily members. These neighborhoods experience moderate growth and high mobility. A notable portion are recent immigrants. One in three individuals have completed high school, and another third are pursuing higher education, often supported by part-time jobs. Most live alone, renting property in duplexes and small apartment complexes built before 1990. They pay below the national average for rent. Employment is prevalent in retail, health, food service, and manufacturing industries. Commutes are short and workers often drive alone, but many also carpool, bike, or walk to work.

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb
- **Median home value:** \$174,373
- **Homeownership rate:** 35.7%
- **Rent burdened households (American Community Survey 2019-2023):** 39.1%
- **Labor force participation rate:** 62.8%
- **Unemployment rate:** 5.9%

Key Statistics

- **Median age:** 37.0
- **Median household size:** 2.09
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** \$47,084
- **Median net worth:** \$24,708
- **Percentage of individuals with completion of a bachelor's degree or higher:** 24.2%

Lifestyle Patterns

- Residents shop for deals nearby, prioritizing generic brands over brand-name foods if they are less expensive. Online shopping is less common.
- Large out-of-pocket vehicle purchases are rare; most vehicles are purchased used with a loan.
- Residents are likely to own a smartphone and purchase TVs and gaming systems. They follow professional sports on radio and television, and social media use is prevalent.
- Residents tend to cook meals at home as well as frequent fast food restaurants.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



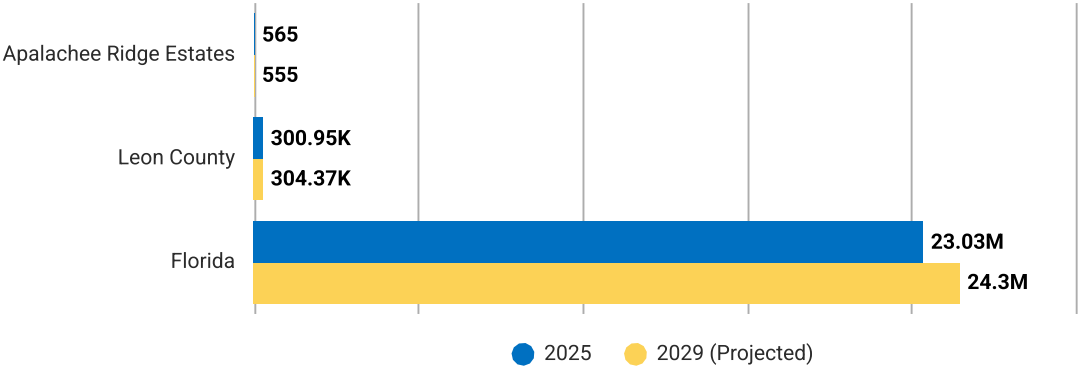
Apalachee Ridge Estates in Tallahassee, FL

Population

Source: U.S. Census American Community Survey via Esri, 2025
Update Frequency: Annually

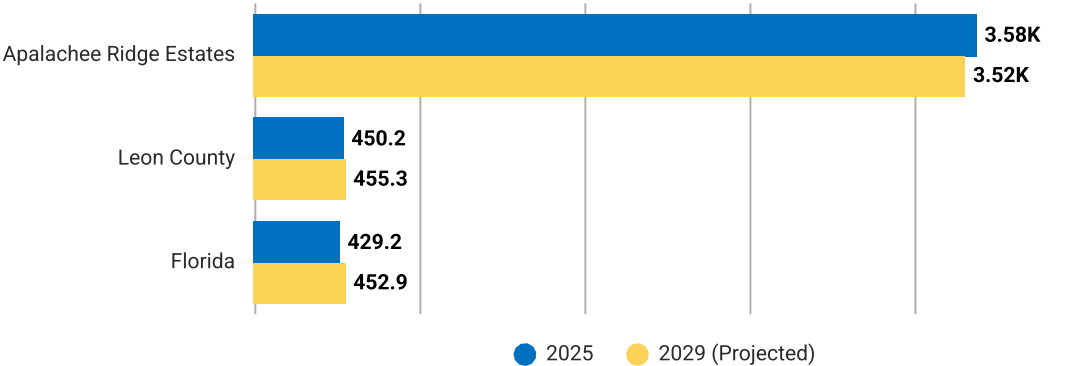
Total Population

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



Population Density

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



Total Daytime Population

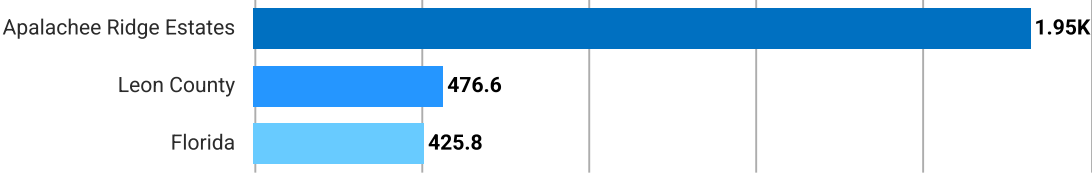
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Apalachee Ridge Estates in Tallahassee, FL

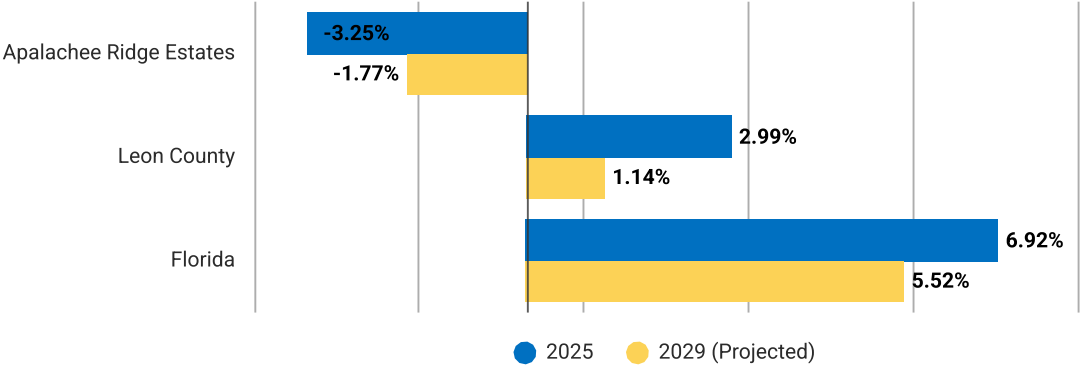
Daytime Population Density

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.



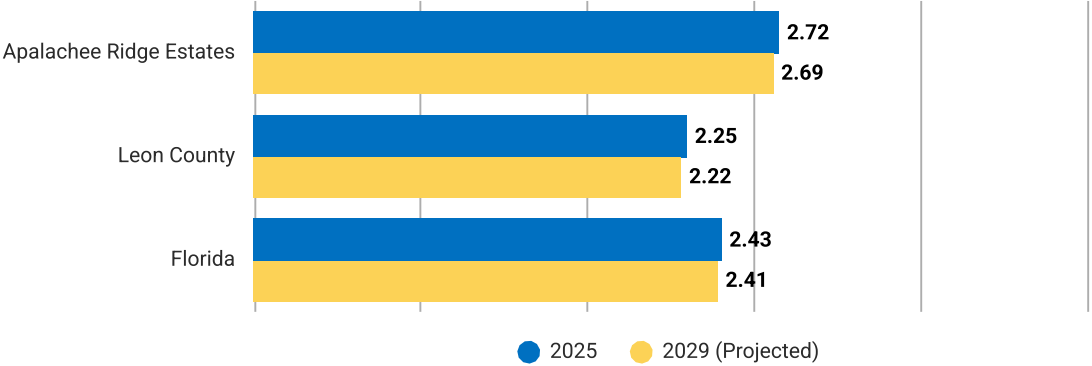
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



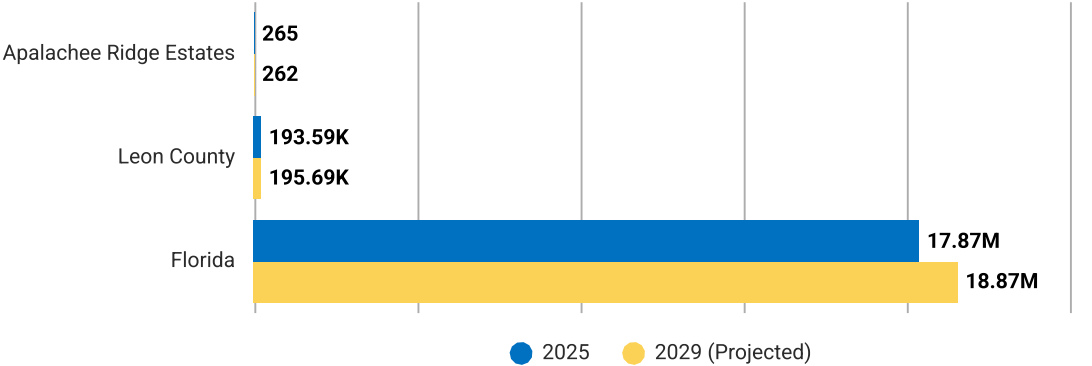
Average Household Size

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



Population Living in Family Households

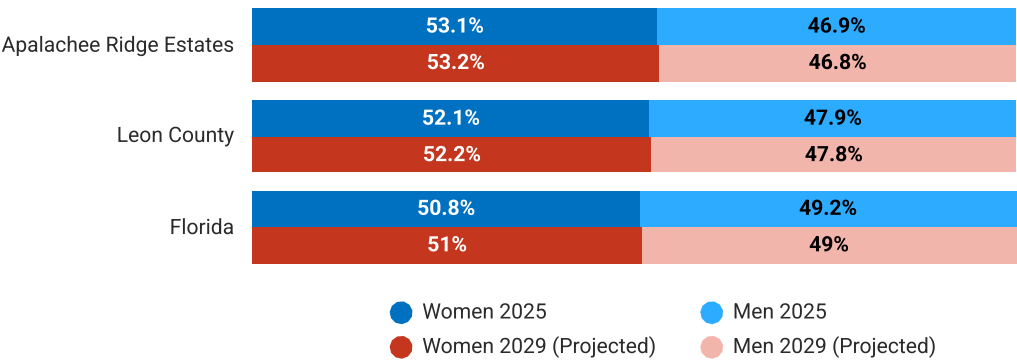
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Apalachee Ridge Estates in Tallahassee, FL

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



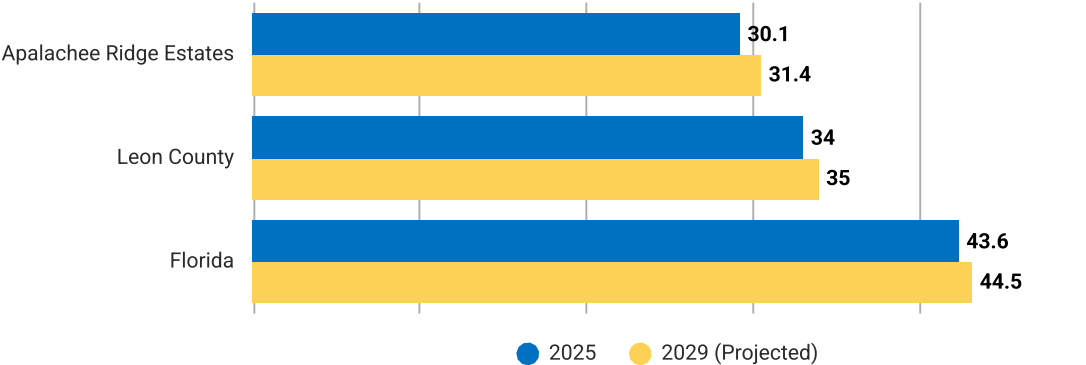
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Median Age

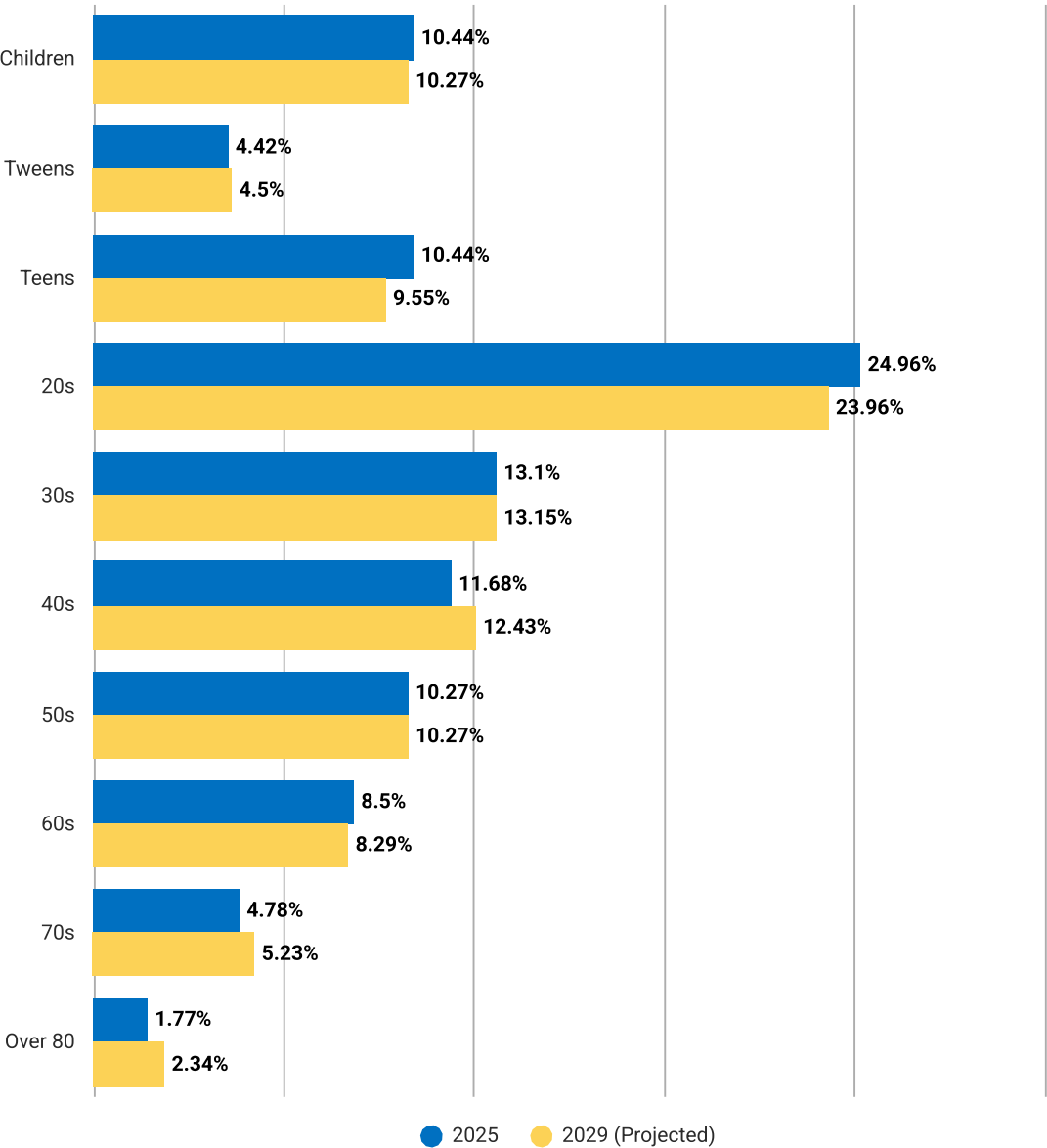
This chart shows the median age in an area, compared with other geographies.



Apalachee Ridge Estates in Tallahassee, FL

Population by Age

This chart breaks down the population of an area by age group.



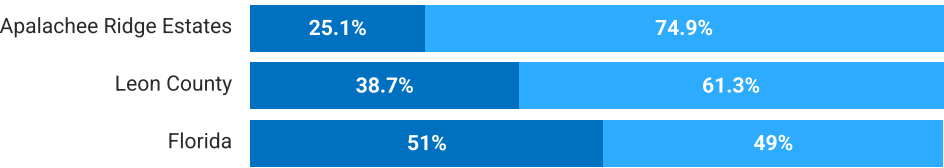
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

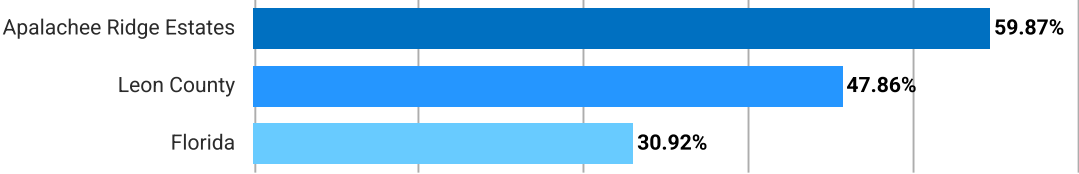
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Apalachee Ridge Estates in Tallahassee, FL

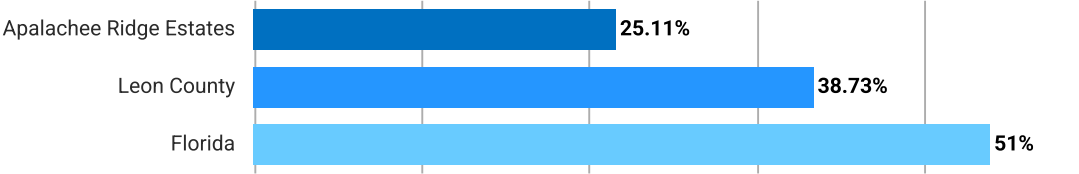
Never Married

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



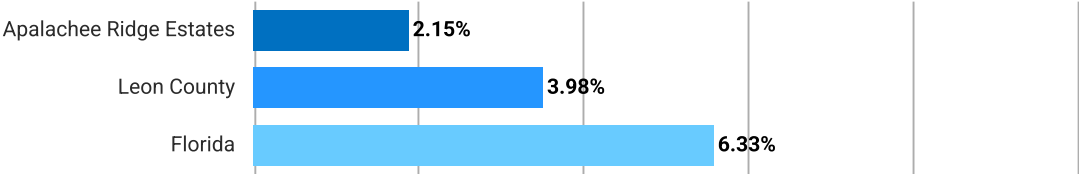
Married

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



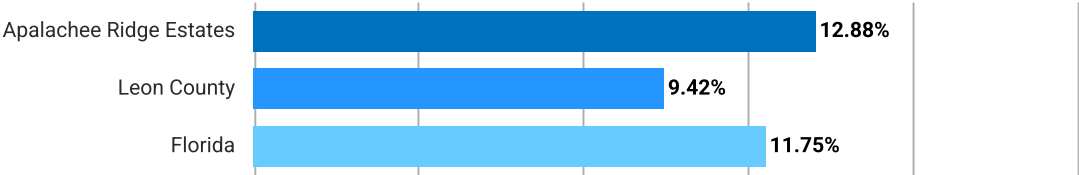
Widowed

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



Divorced

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



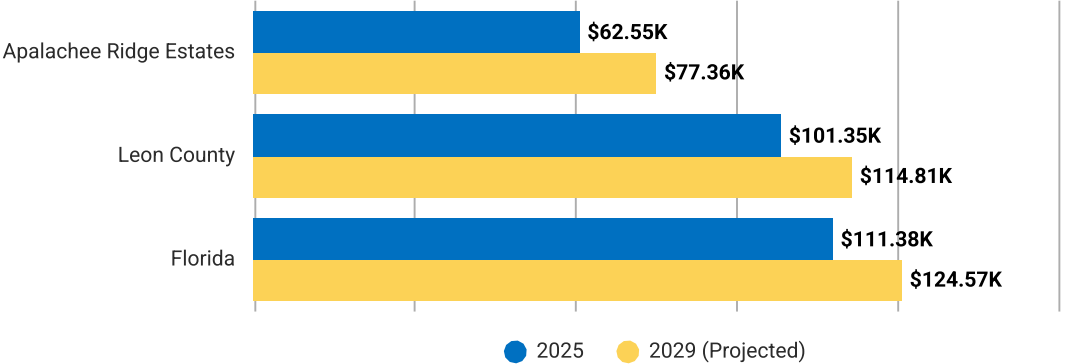
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Average Household Income

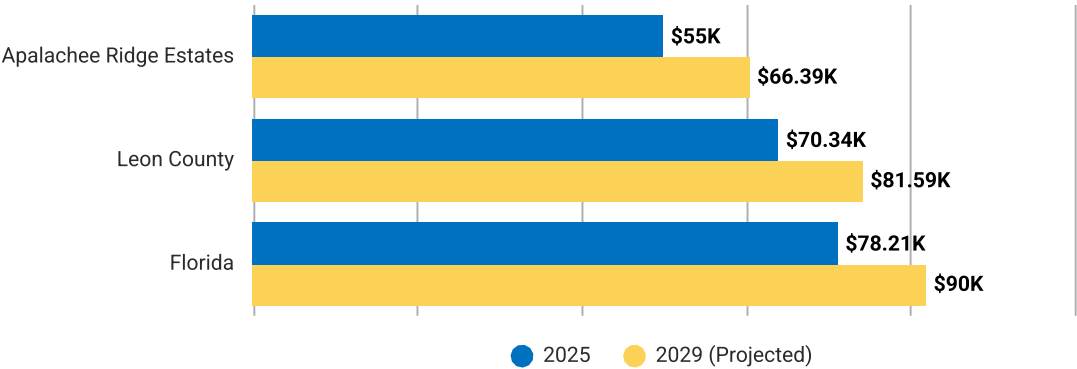
This chart shows the average household income in an area, compared with other geographies.



Apalachee Ridge Estates in Tallahassee, FL

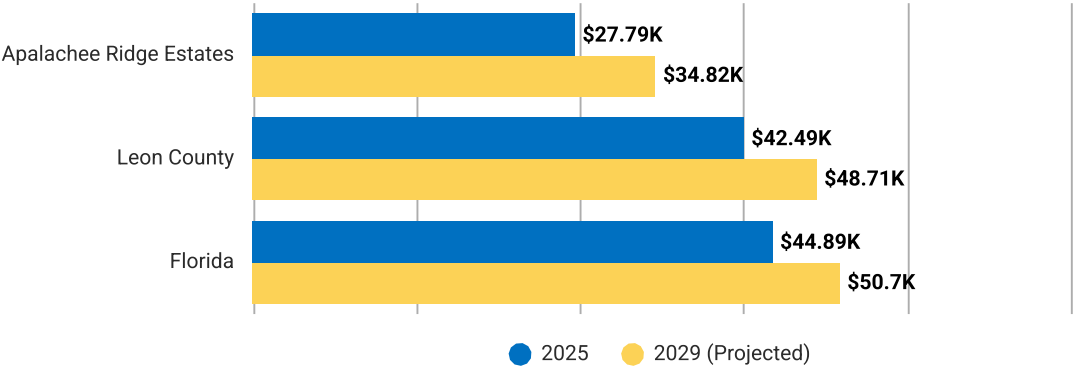
Median Household Income

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



Per Capita Income

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



Average Disposable Income

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



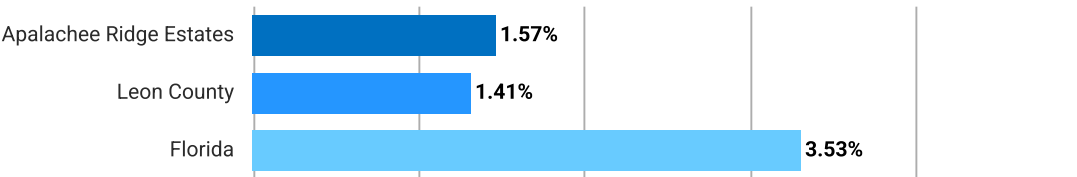
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Less than 9th Grade

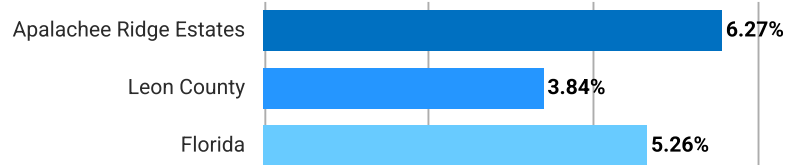
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



Apalachee Ridge Estates in Tallahassee, FL

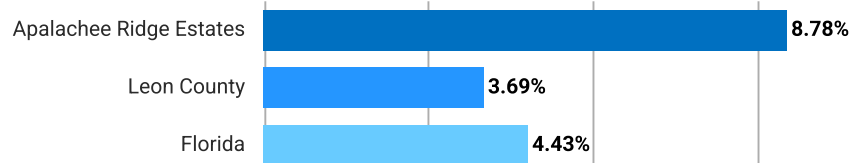
Some High School

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.



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.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



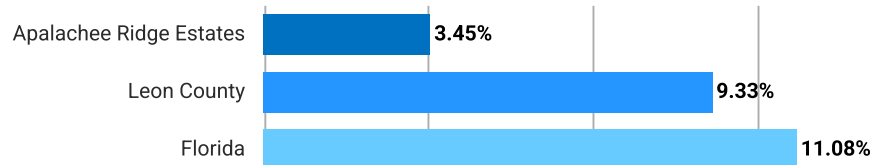
Some College

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.



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Bachelor's Degree

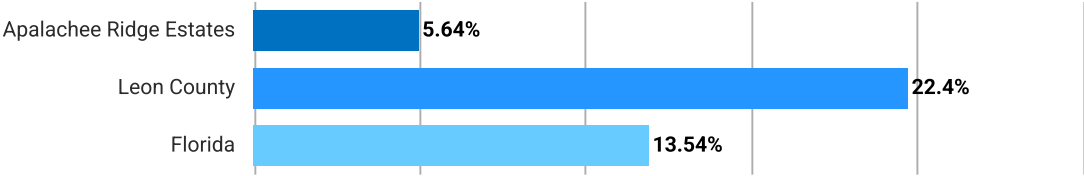
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Apalachee Ridge Estates in Tallahassee, FL

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.



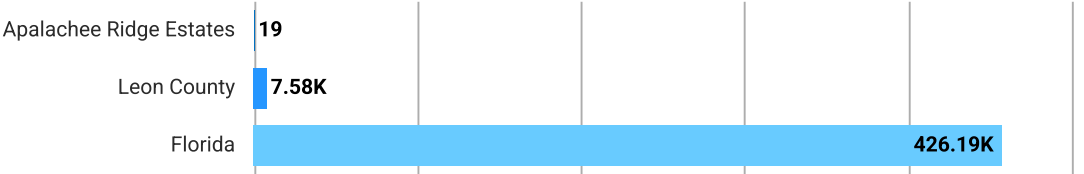
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

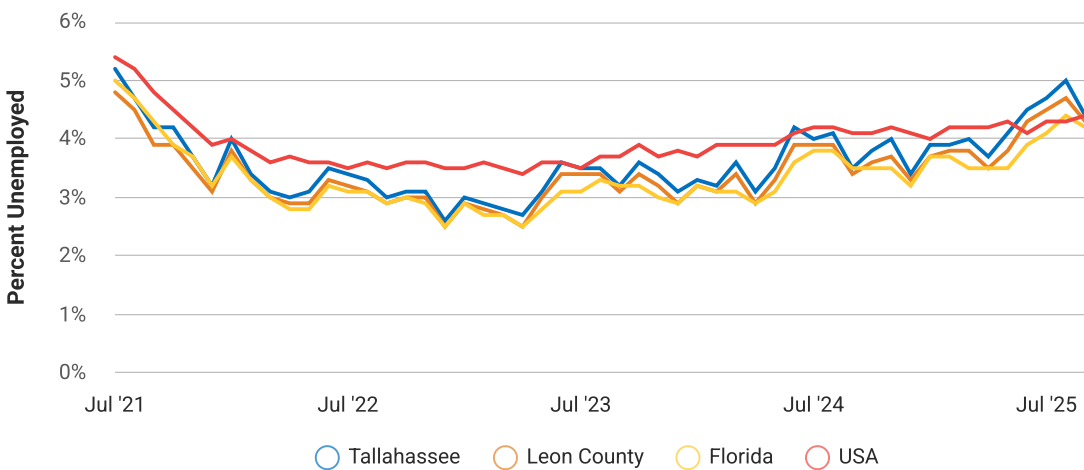


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



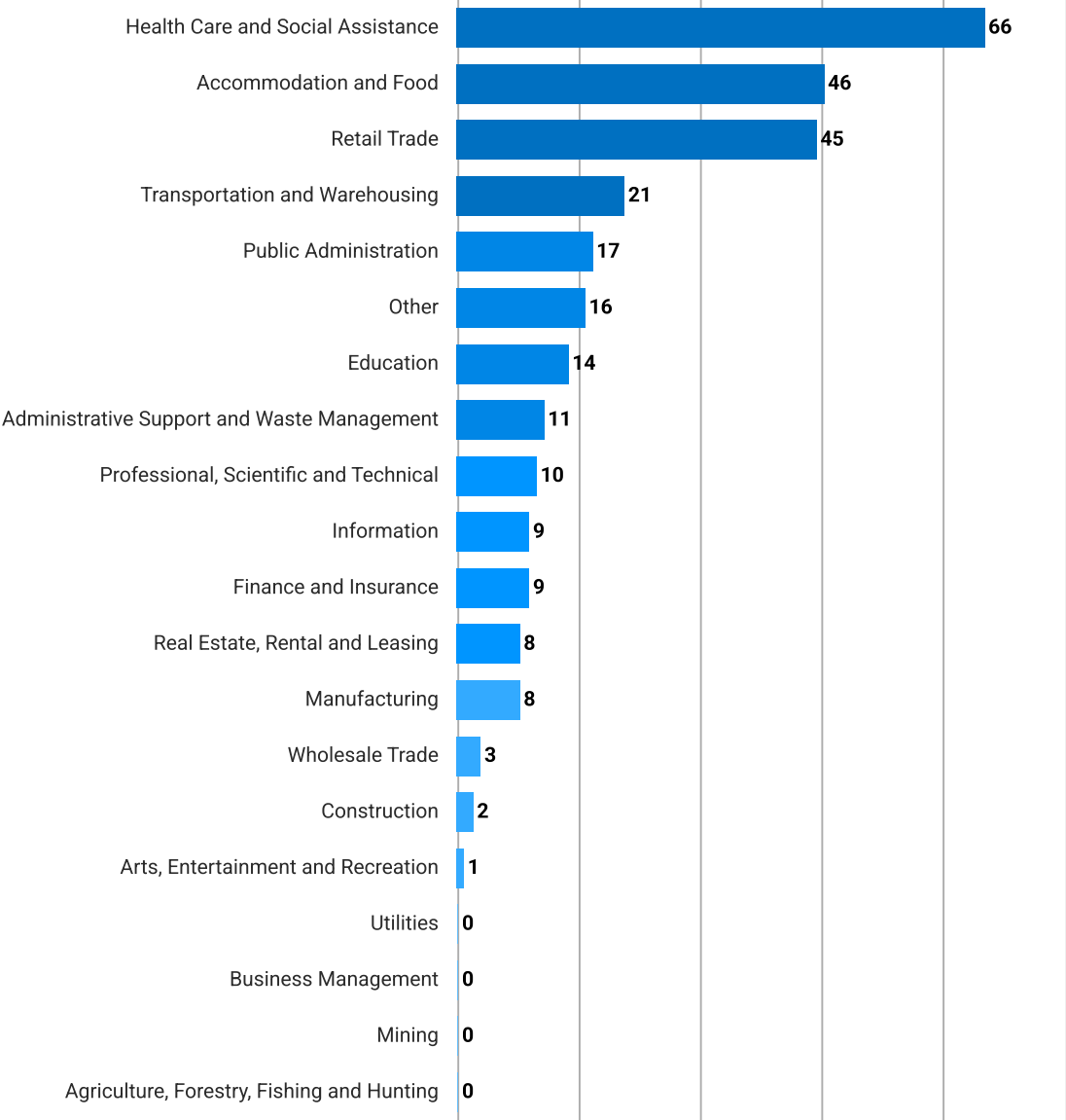
Apalachee Ridge Estates in Tallahassee, FL

Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



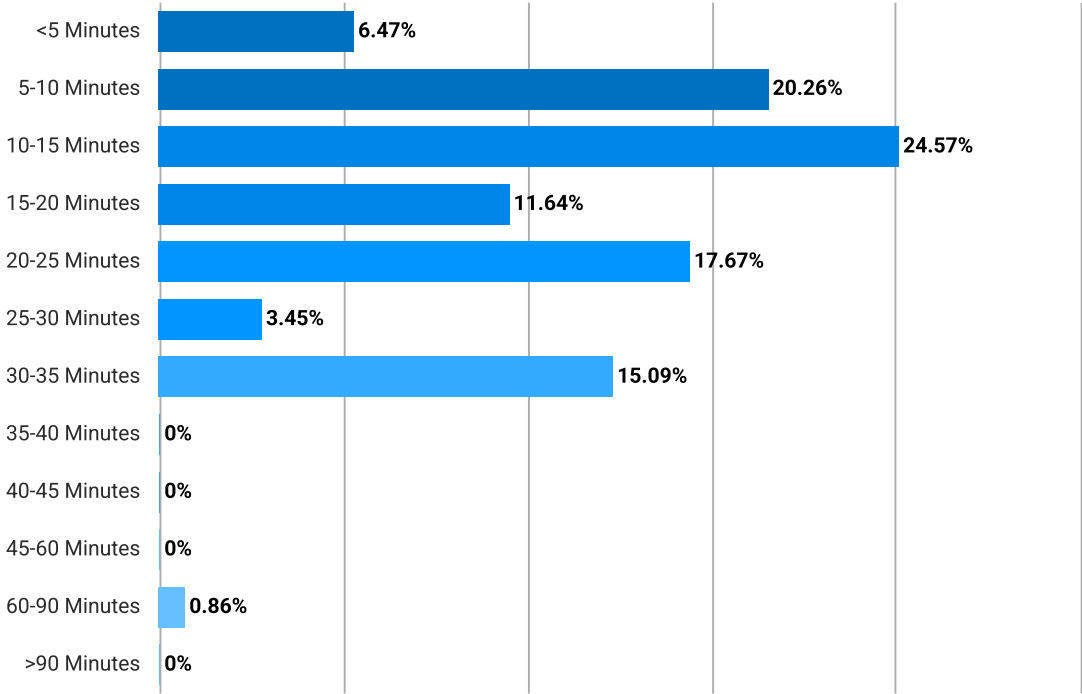
Commute to Work

Average Commute Time

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

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

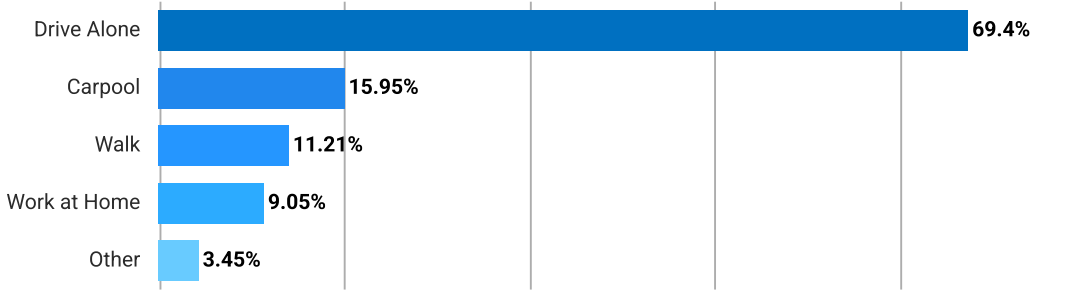


How People Get to Work

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.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

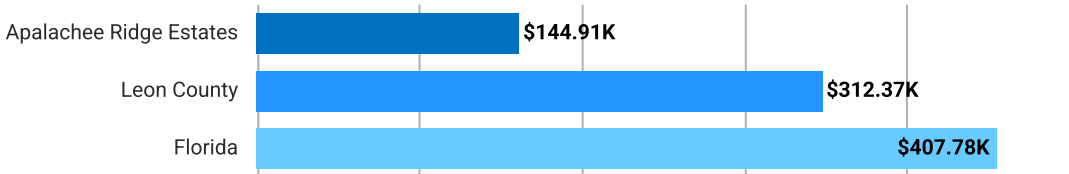


Home Values

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.

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



Apalachee Ridge Estates in Tallahassee, FL

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.

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

Update Frequency: Monthly

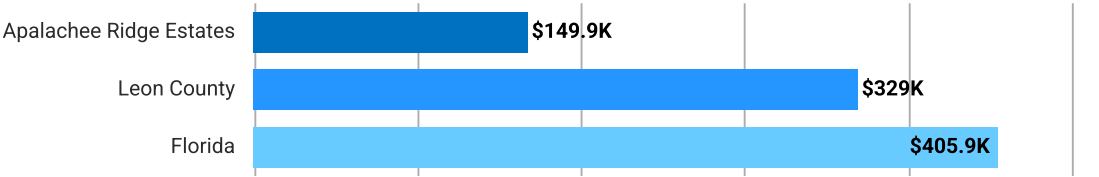


Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

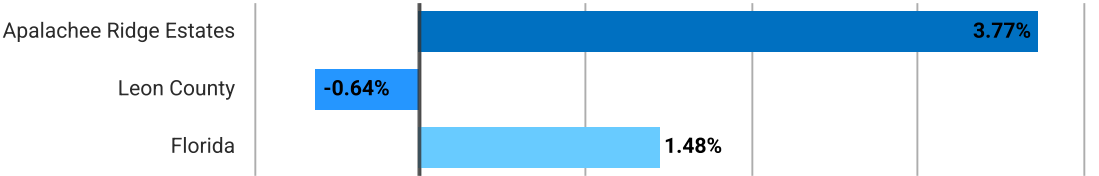


12 mo. Change in Median Listing Price

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.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- Up to 6,000 / day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- Over 100,000 / day

Apalachee Ridge Estates in Tallahassee, FL

Traffic Counts by Highest Traffic Count

1 20,823

East Orange Avenue

2025 Est. daily traffic counts

Cross: Pontiac Dr

Cross Dir: W

Distance: 0.02 miles

Historical counts

Year	▲ Count	Type
2022	▲ 22,000	AADT
2021	▲ 20,500	AADT
2020	▲ 18,500	AADT
2019	▲ 21,500	AADT
2018	▲ 21,500	AADT

2 19,625

E Orange Ave

2025 Est. daily traffic counts

Cross: Coble Dr

Cross Dir: W

Distance: 0.03 miles

Historical counts

Year	▲ Count	Type
2012	▲ 18,199	ADT
2011	▲ 20,500	AADT
1998	▲ 12,514	ADT
1996	▲ 12,695	ADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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