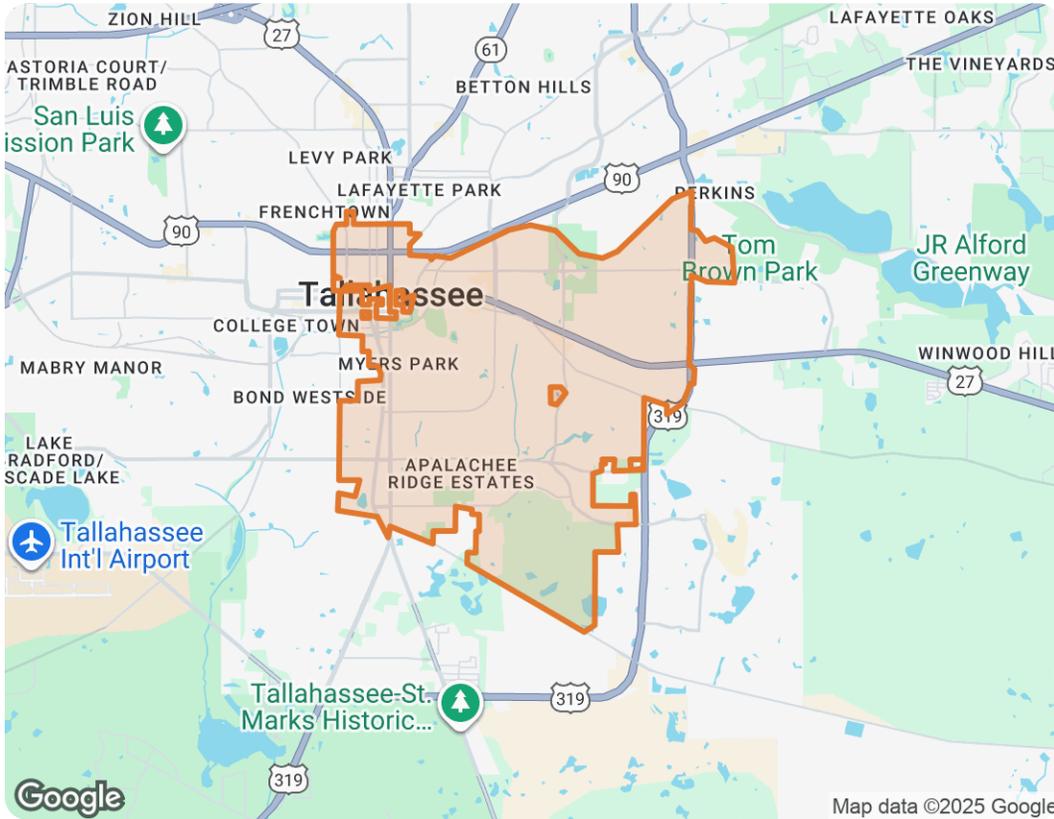


# Tallahassee, FL 32301



## Mehdi Moeini

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# Trade Area Summary

## Attribute Summary for Tallahassee, FL 32301

Median Household Income

**\$51,678**

Source: 2024/2029 Income (Esri)

Median Age

**32.3**

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

**31,213**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Young and Restless**

Source: 2024 Tapestry Market Segmentation (Households)

## Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



**Midtown Singles**

Millennials on the move—single, 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	Metro Renters	Family Foundations	City Commons
% of Households	5,559 (37.9%)	2,362 (16.1%)	1,201 (8.2%)	1,115 (7.6%)	1,031 (7.0%)
Lifestyle Group	Midtown Singles	Middle Ground	Uptown Individuals	Hometown	Midtown Singles
Urbanization Group	Metro Cities	Metro Cities	Principal Urban Centers	Urban Periphery	Metro Cities
Residence Type	Multi-Unit Rentals	Single Family; Multi-Units	Multi-Unit Rentals	Single Family	Multi-Unit Rentals; Single Family
Household Type	Singles	Singles	Singles	Singles	Single Parents
Average Household Size	2.01	2.04	1.69	2.59	2.46
Median Age	32.2	37.7	32.9	40.3	31.5
Diversity Index	81.5	59	69.5	54.5	59.4
Median Household Income	\$57,000	\$88,700	\$97,800	\$55,800	\$29,500
Median Net Worth	\$19,200	\$179,100	\$63,000	\$130,600	\$12,100
Median Home Value	\$309,500	\$456,900	\$580,600	\$198,400	\$133,300
Homeownership	16.3	51.2	20	64.6	25
Employment	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Services or Professional
Education	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma	High School Diploma
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..	Socializing and social status very important.. Participate in yoga, Pilates, and skiing.	A strong focus is on religion and character. Go online for games, entertainment.	Shop primarily at warehouse clubs. Buy baby/children's products.
Financial	Careful shoppers are aware of prices, little brand loyalty	Contribute to NPR, PBS	Spend a large portion of wages on rent, clothes and technology	Many have no financial investments or retirement savings	Nearly 1/4 receive Social Security and public assistance
Media	Most of their information comes from the Internet and TV	Read books, magazines and use the web for news	Active on Facebook, Twitter, YouTube, LinkedIn	Subscribe to premium cable TV	Magazines are popular sources of news/trends

## Consumer Segmentation

Top Tapestry Segments	Young and Restless	Emerald City	Metro Renters	Family Foundations	City Commons
Vehicle	Take public transportation	Take public transportation	Public transportation, taxis, walking and biking	Drive 1-2 vehicles	Take public transportation

## Consumer Segment Details

About this segment

### Young and Restless

Ranked

**1st**

dominant segment for this area

In this area

**37.9%**

of households fall into this segment

In the United States

**1.8%**

of households fall into this segment

### Who Are They?

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.

### 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%).

### 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.

### 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.

## Consumer Segment Details

About this segment

### Emerald City

Ranked

**2nd**

dominant segment  
for this area

In this area

**16.1%**

of households fall  
into this segment

In the United States

**1.4%**

of households fall  
into this segment

### Who Are They?

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.

### 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.

## Consumer Segment Details

About this segment

### Metro Renters

Ranked

**3rd**

dominant segment  
for this area

In this area

**8.2%**

of households fall  
into this segment

In the United States

**1.8%**

of households fall  
into this segment

### Who Are They?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

### Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

### Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

## Consumer Segment Details

About this segment

### Family Foundations

Ranked

**4th**

dominant segment  
for this area

In this area

**7.6%**

of households fall  
into this segment

In the United States

**1.0%**

of households fall  
into this segment

### Who Are They?

Family and faith are the cornerstones of life in these 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.

### 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.

## Consumer Segment Details

About this segment

### City Commons

Ranked

**5th**

dominant segment  
for this area

In this area

**7.0%**

of households fall  
into this segment

In the United States

**0.9%**

of households fall  
into this segment

### Who Are They?

This segment is one of Tapestry's Segmentation's youngest markets. It is primarily composed 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.

### 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.

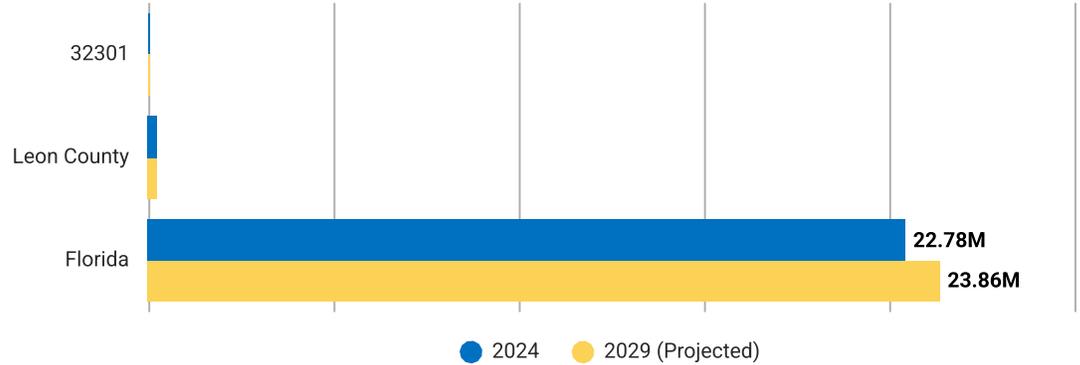
# Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

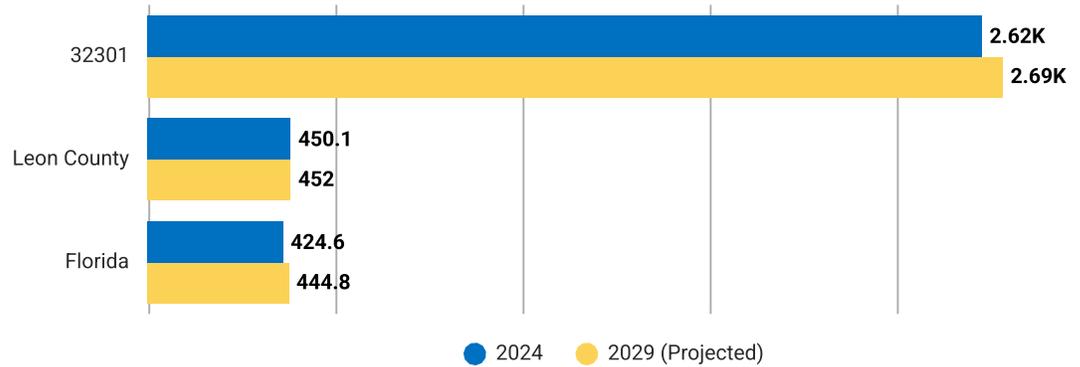
## Total Population

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.



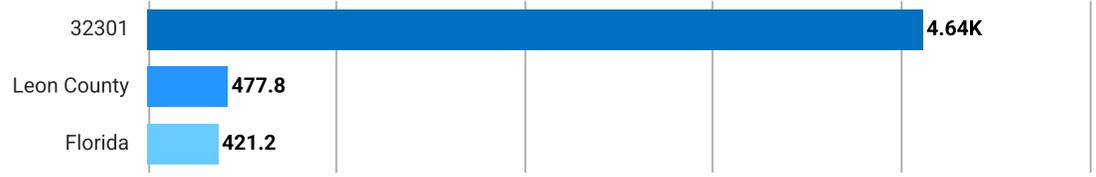
## Total Daytime Population

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.



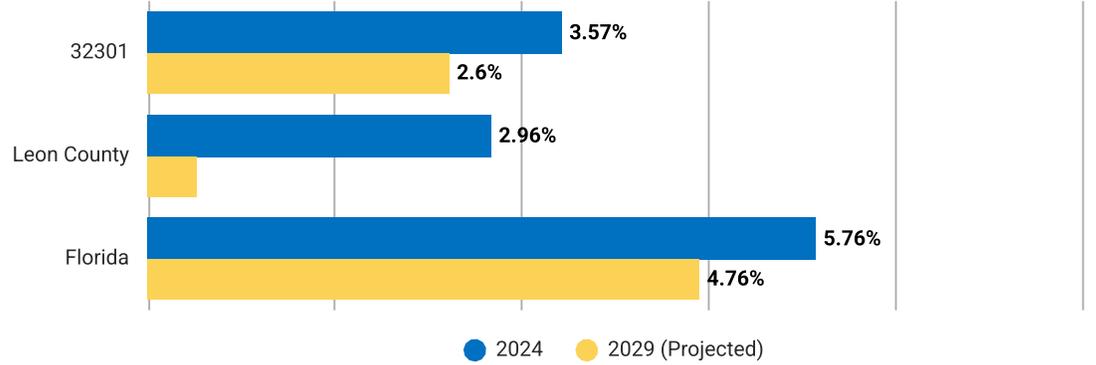
## Daytime Population Density

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.



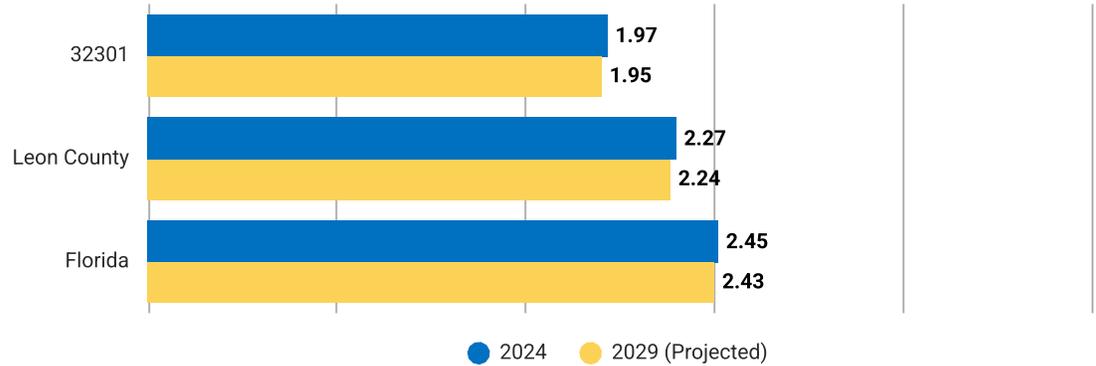
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



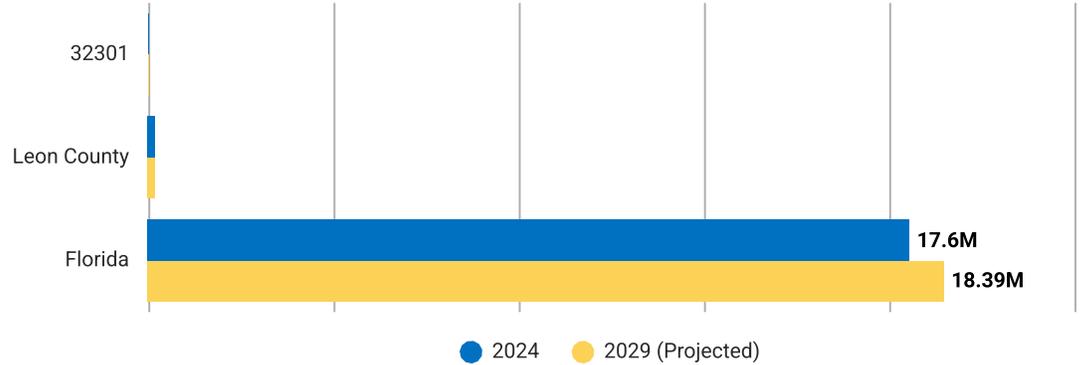
## Average Household Size

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



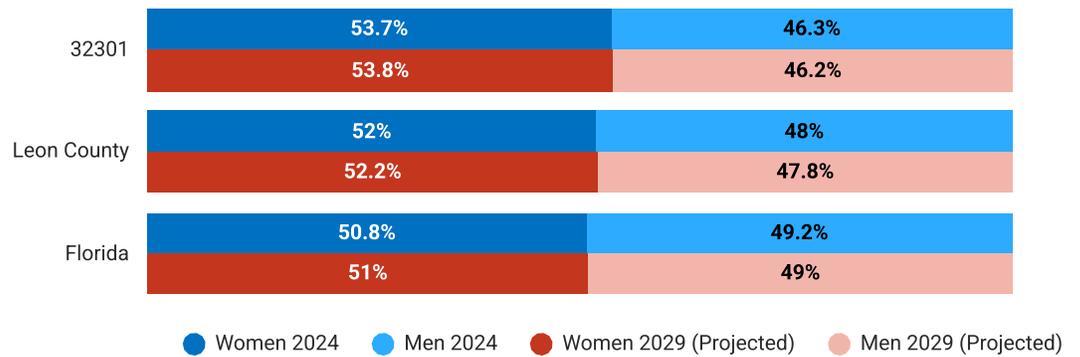
## Population Living in Family Households

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.



## Female / Male Ratio

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



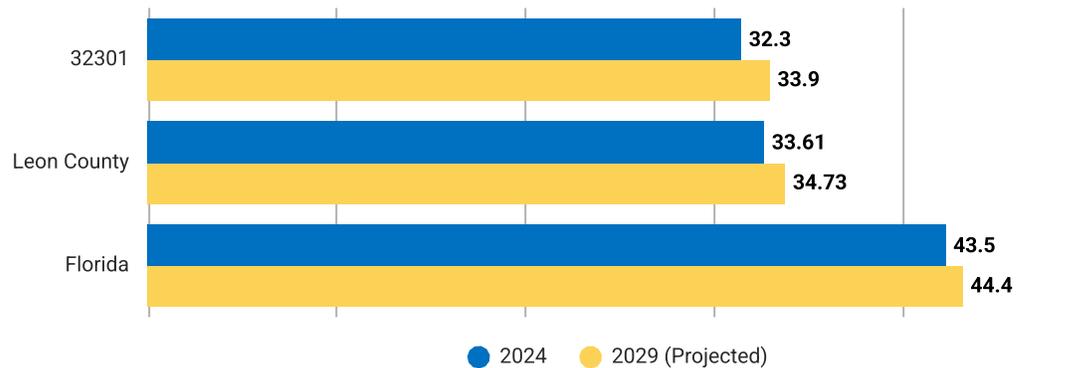
## Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

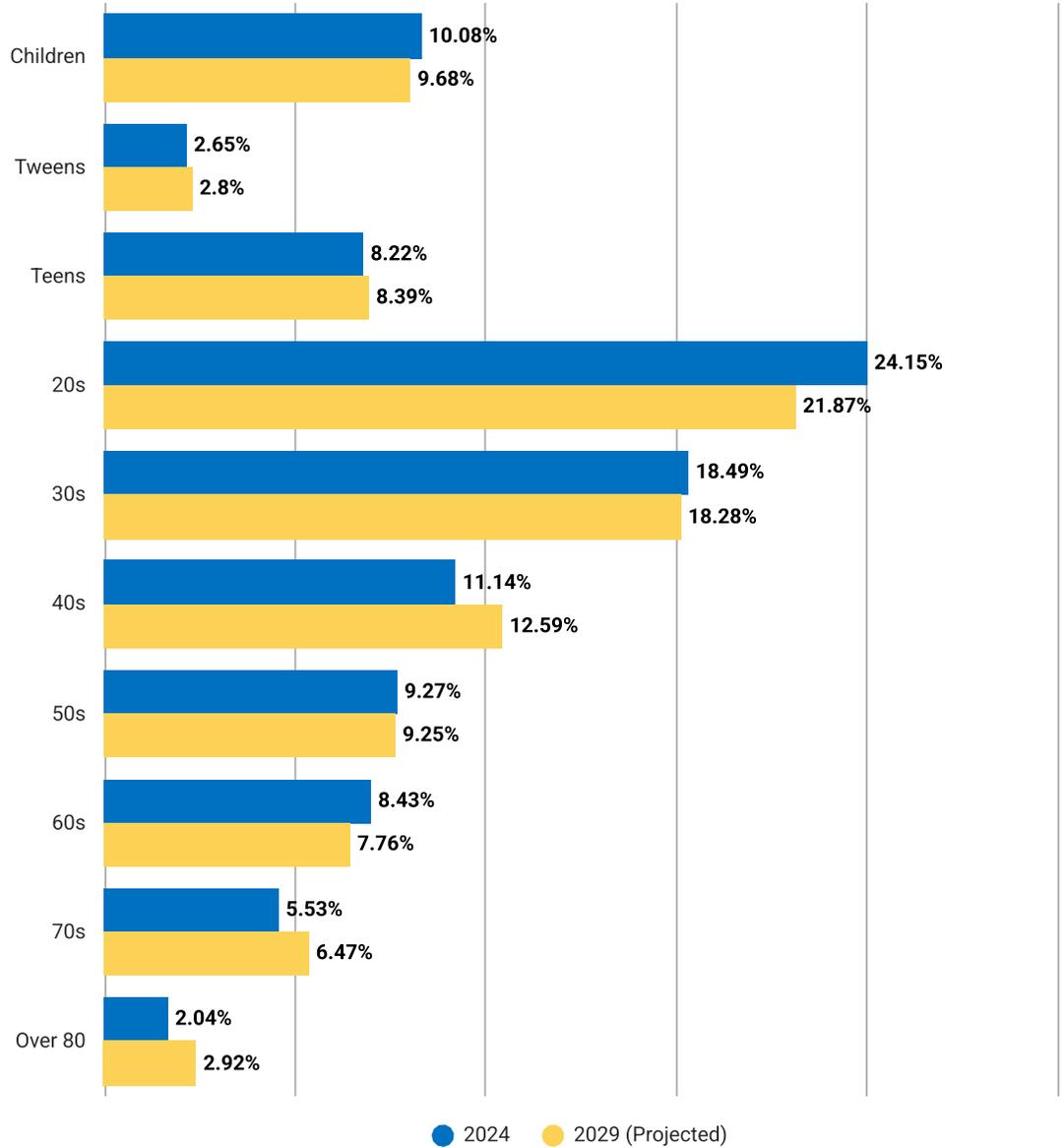
## Median Age

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



## Population by Age

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



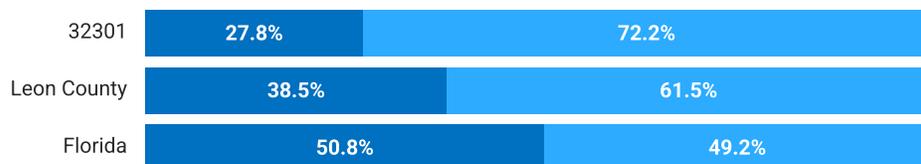
## Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

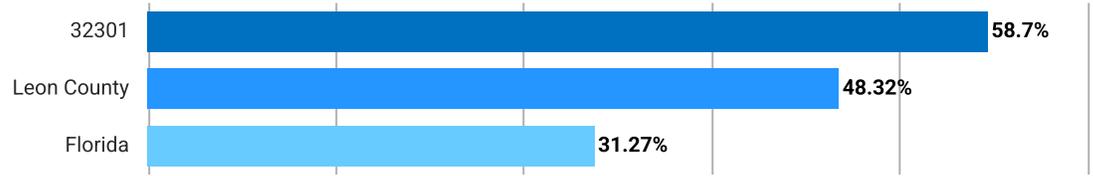
## Married / Unmarried Adults Ratio

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



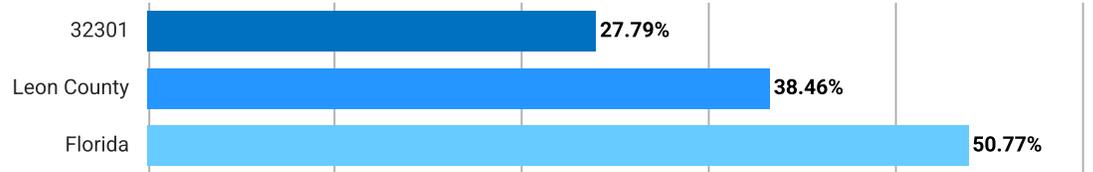
## Never Married

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



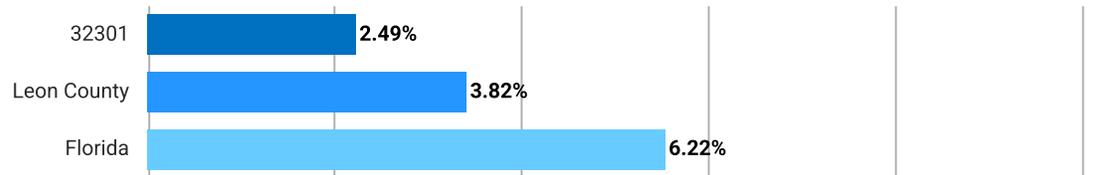
## Married

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.



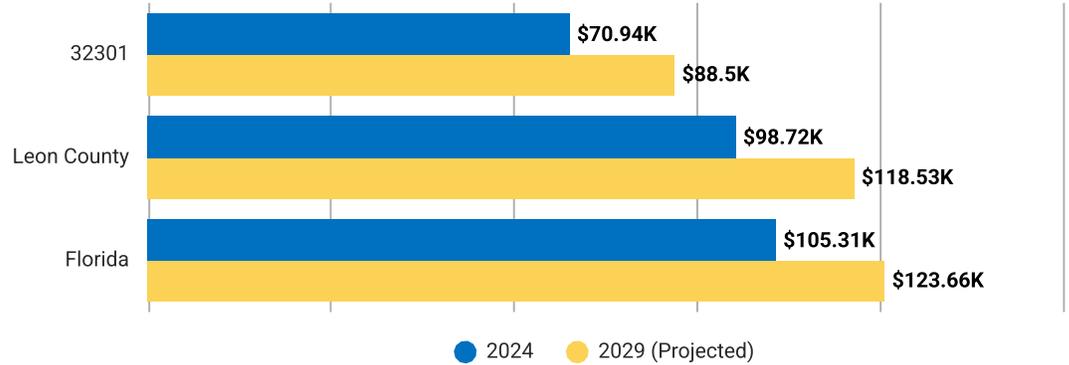
# Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

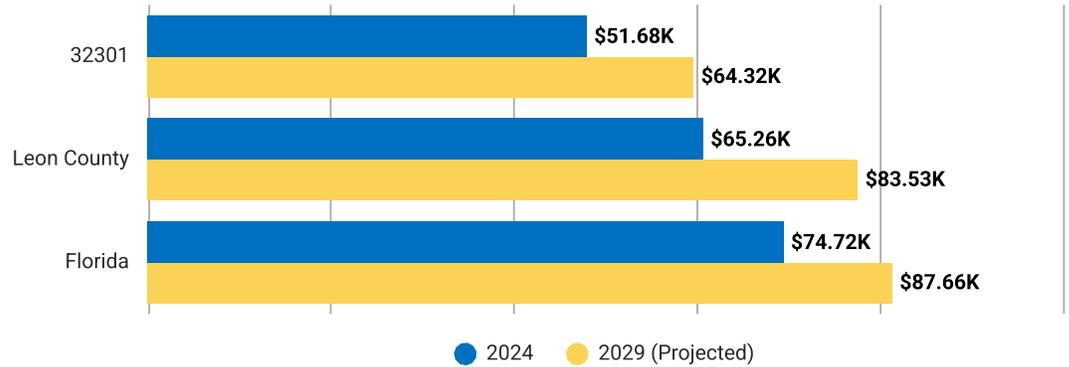
## Average Household Income

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



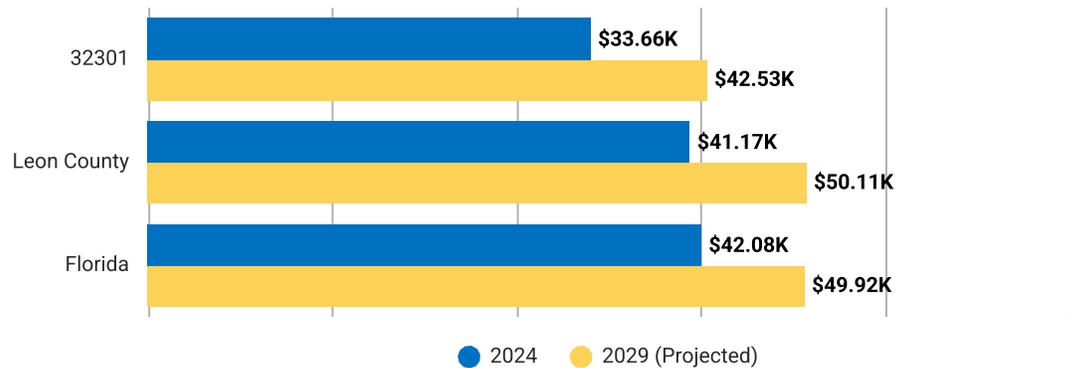
## Median Household Income

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.



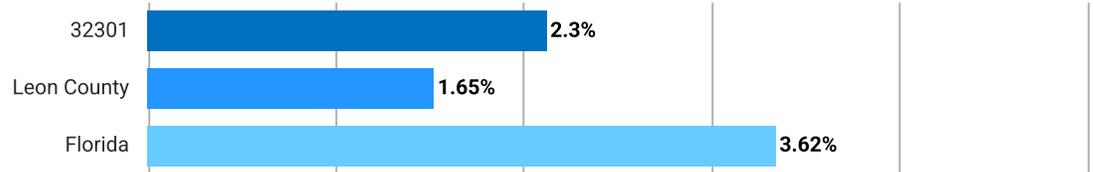
## Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

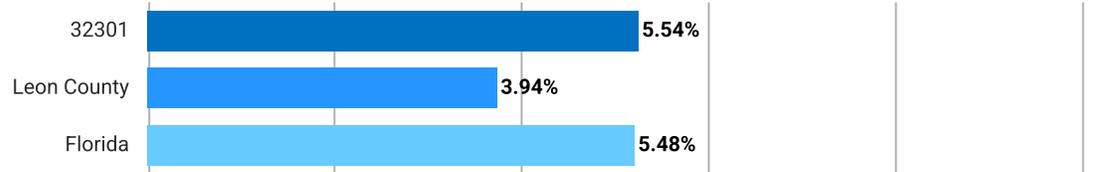
### Less than 9th Grade

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



### 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.



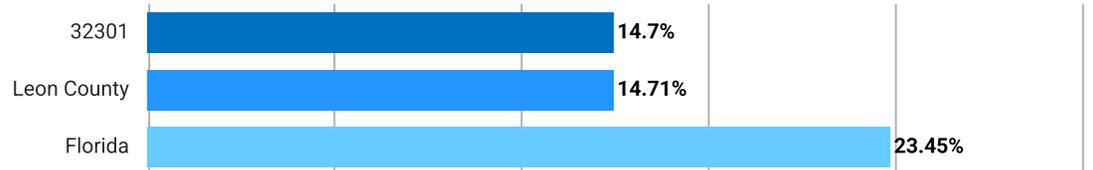
### High School GED

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.



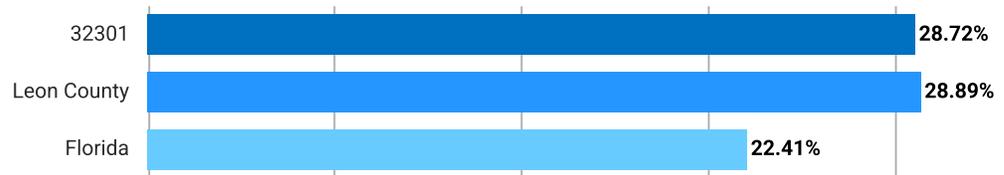
## Associate Degree

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.



## 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, 2024

Update Frequency: Annually

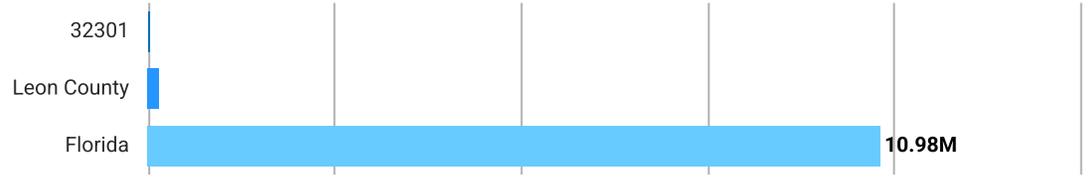


## Employment Number

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

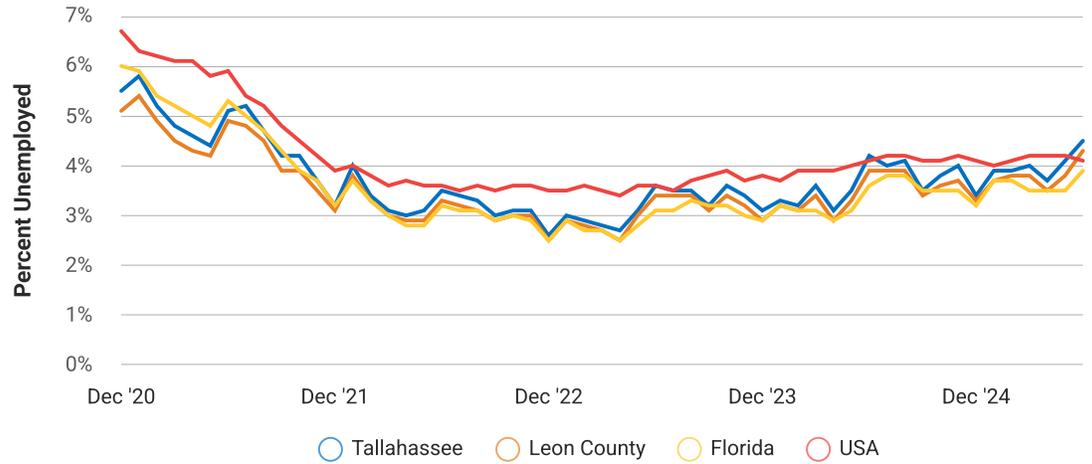


## Unemployment Rate

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

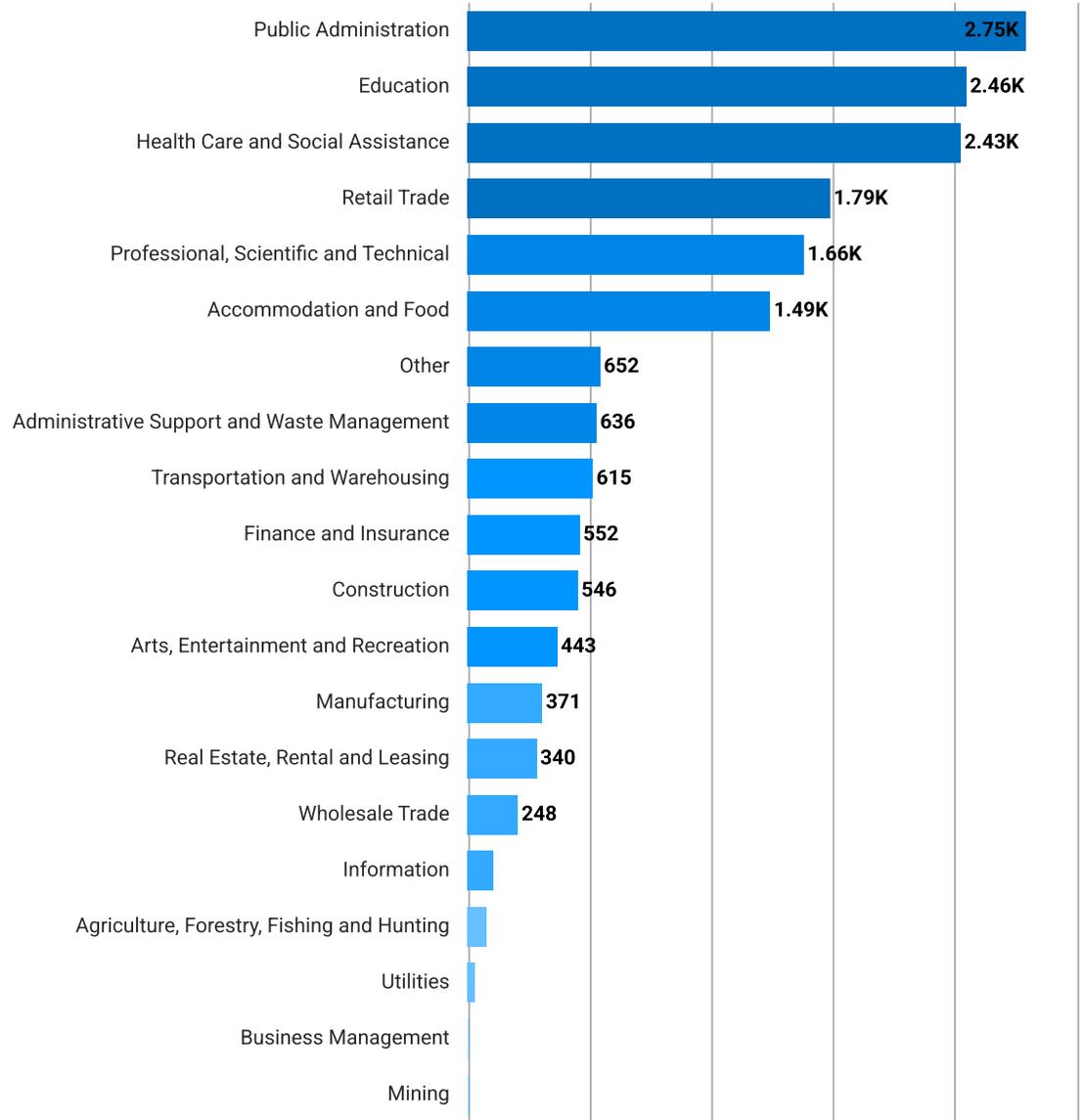


## Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



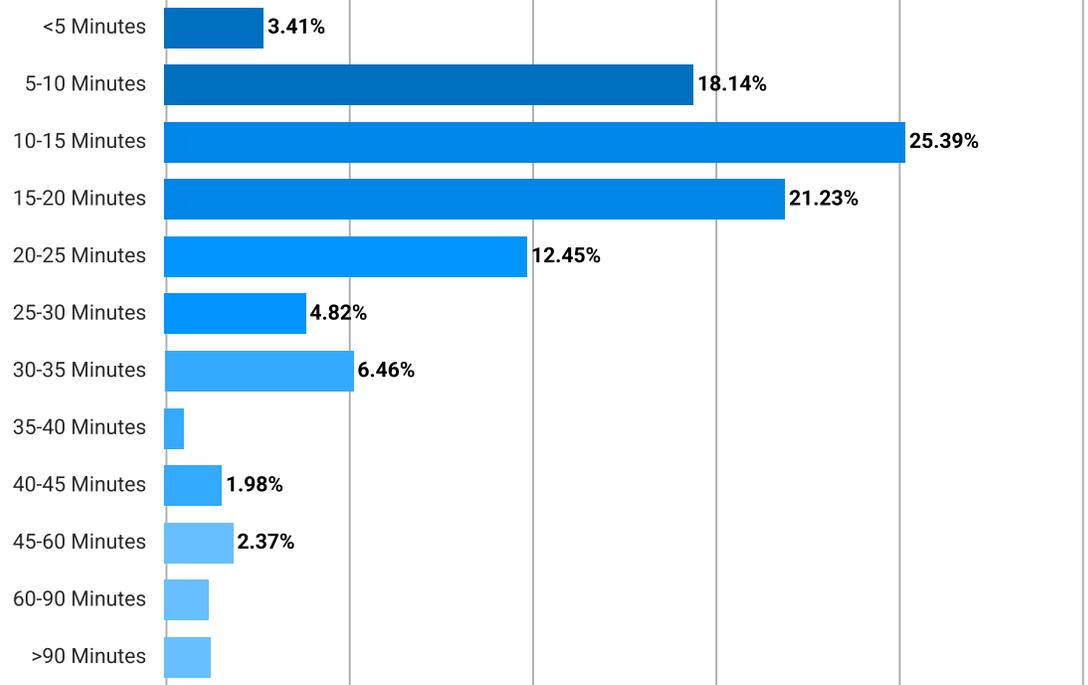
# Commute to Work

## 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, 2024

Update Frequency: Annually

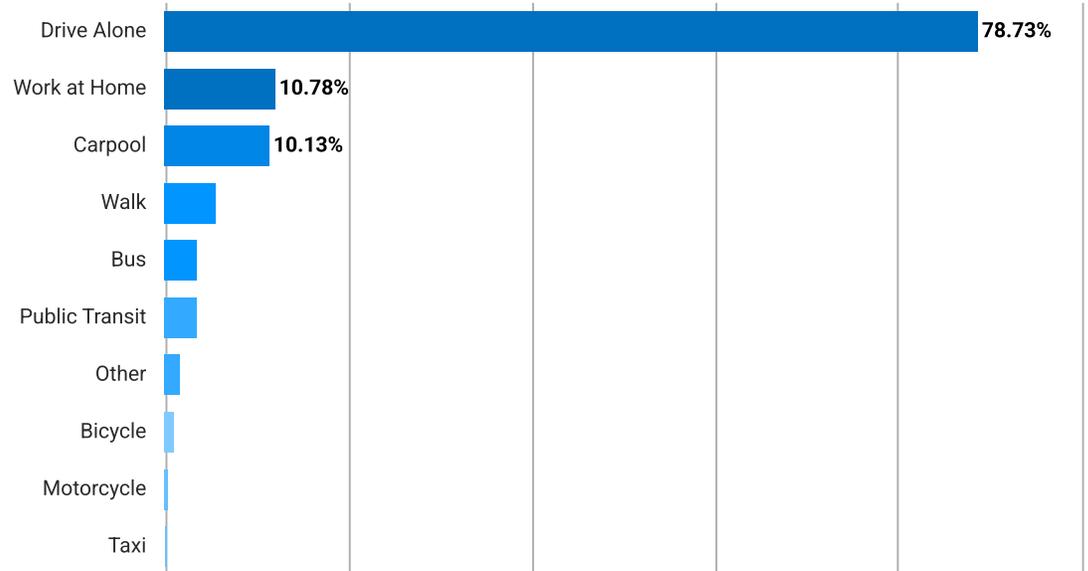


## How People Get to Work

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, 2024

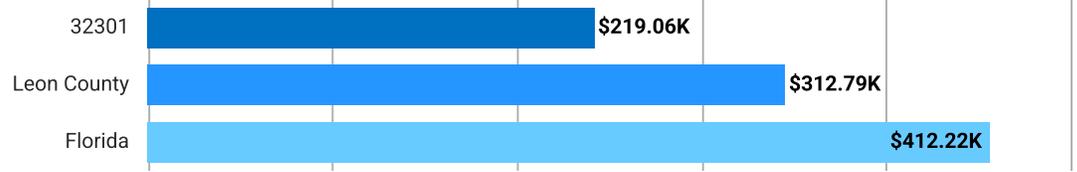
Update Frequency: Annually



# 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

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.



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.

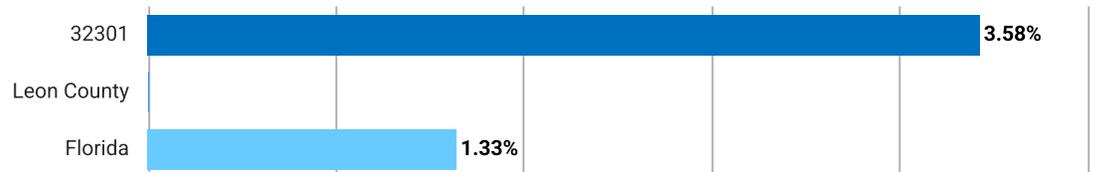


Source: Listing data

Update Frequency: Monthly

## 12 mo. Change in Median Listing Price

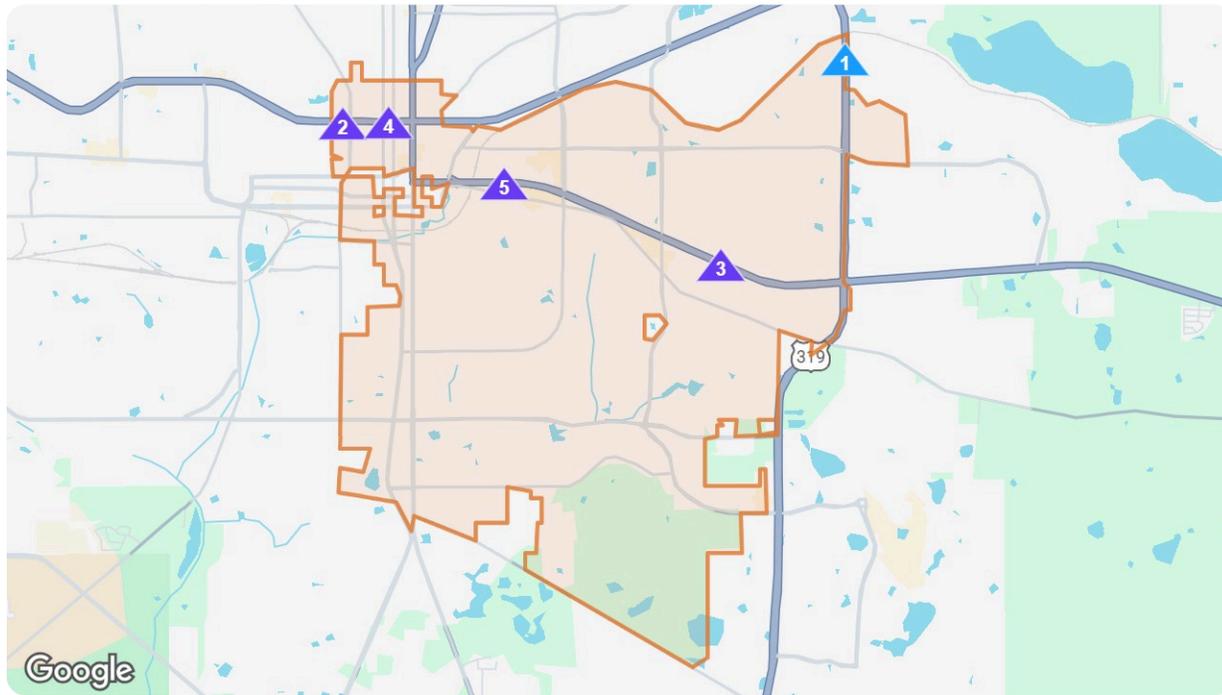
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



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

## Traffic Counts by Highest Traffic Count

▲ **50,587**

NE Capital Cir

2024 Est. daily traffic counts

Cross: United States Hwy 319

Cross Dir: N

Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2011	<span style="color: purple;">▲</span>	49,963	ADT
1998	<span style="color: red;">▲</span>	24,529	ADT
1995	<span style="color: red;">▲</span>	28,847	ADT

▲ **41,707**

W Tennessee St

2024 Est. daily traffic counts

Cross: N Macomb St

Cross Dir: E

Distance: 0.06 miles

Historical counts

Year	▲	Count	Type
2011	<span style="color: purple;">▲</span>	39,753	ADT
2005	<span style="color: purple;">▲</span>	43,000	AADT
1998	<span style="color: purple;">▲</span>	40,480	ADT
1997	<span style="color: purple;">▲</span>	40,000	AADT
1996	<span style="color: purple;">▲</span>	41,497	ADT

▲ **41,071**

Apalachee Pky

2024 Est. daily traffic counts

Cross: Albritton Dr

Cross Dir: NW

Distance: 0.03 miles

Historical counts

Year	▲	Count	Type
2011	<span style="color: purple;">▲</span>	41,643	ADT
2005	<span style="color: purple;">▲</span>	38,800	AADT
1998	<span style="color: purple;">▲</span>	42,078	ADT
1996	<span style="color: purple;">▲</span>	41,128	ADT

▲ **38,981**

W Tennessee St

2024 Est. daily traffic counts

Cross: N Duval St

Cross Dir: E

Distance: 0.04 miles

Historical counts

Year	▲	Count	Type
2011	<span style="color: purple;">▲</span>	38,500	AADT
1998	<span style="color: purple;">▲</span>	41,041	ADT
1996	<span style="color: purple;">▲</span>	41,252	ADT

▲ **38,919**

Apalachee Pky

2024 Est. daily traffic counts

Cross: Broward St

Cross Dir: W

Distance: 0.09 miles

Historical counts

Year	▲	Count	Type
2011	<span style="color: purple;">▲</span>	38,439	ADT
1998	<span style="color: purple;">▲</span>	37,915	ADT
1996	<span style="color: purple;">▲</span>	40,050	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

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