



Property Overview

Jan 1 - Dec 31, 2024

Property:



Midtown Parking & Mobility Study Area

1309 Thomasville Rd, Tallahassee, FL 32303

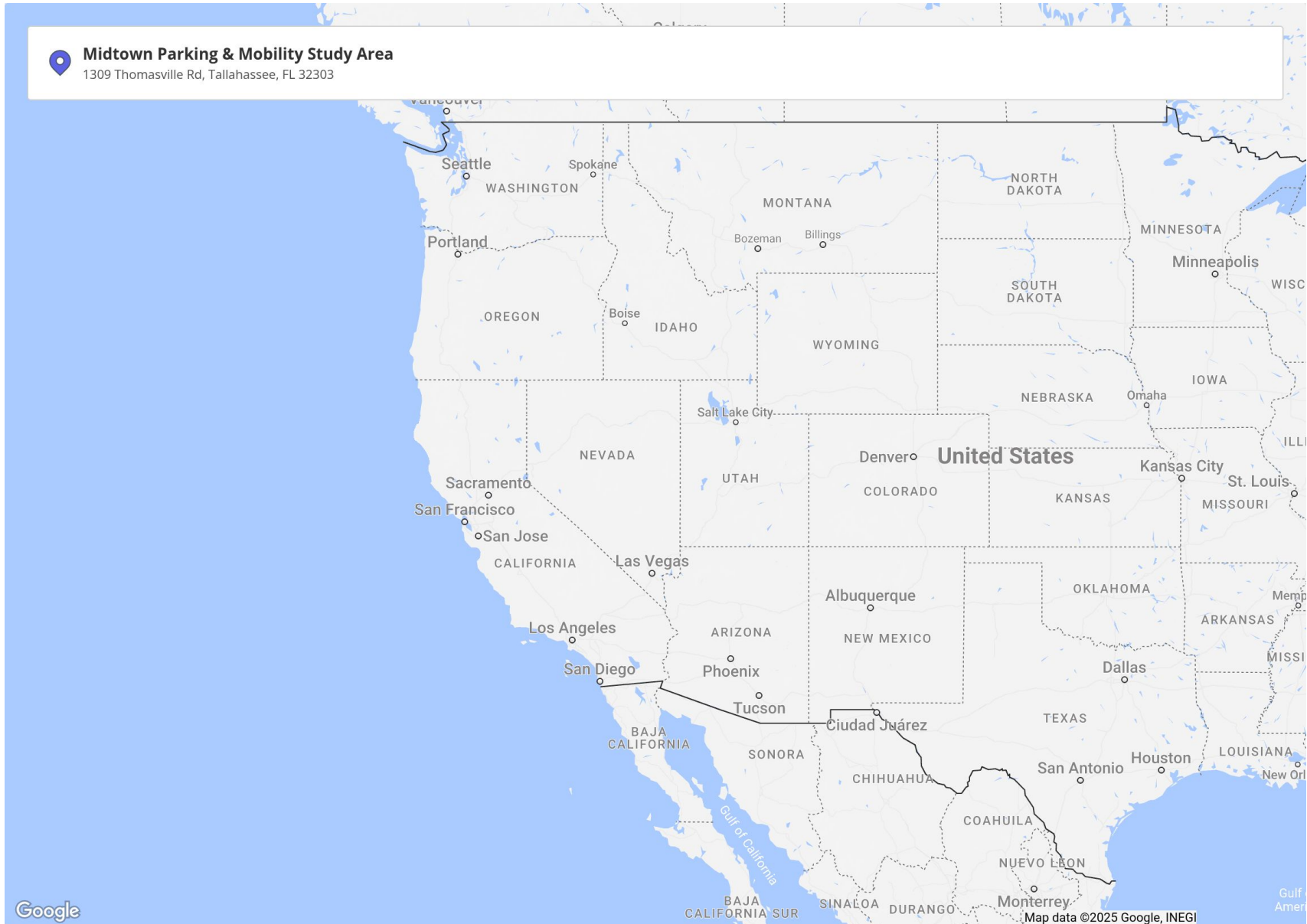


Scan to view on placer.ai platform



Property Overview

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Metrics

Midtown Parking & Mobility Stud...

1309 Thomasville Rd, Tallahassee, FL 32303

Visits	9.4M	Panel Visits	504.7K
Visitors	1.1M	Visits YoY	-4.3%
Visit Frequency	8.31	Visits Yo2Y	-0.7%
Avg. Dwell Time	101 min	Visits Yo3Y	+3.3%

Jan 1st, 2024 - Dec 31st, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



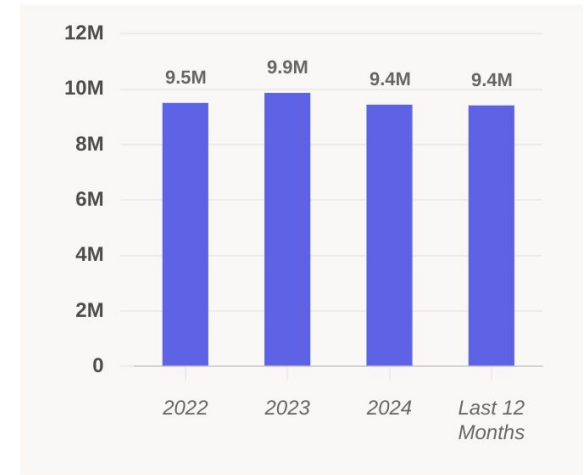
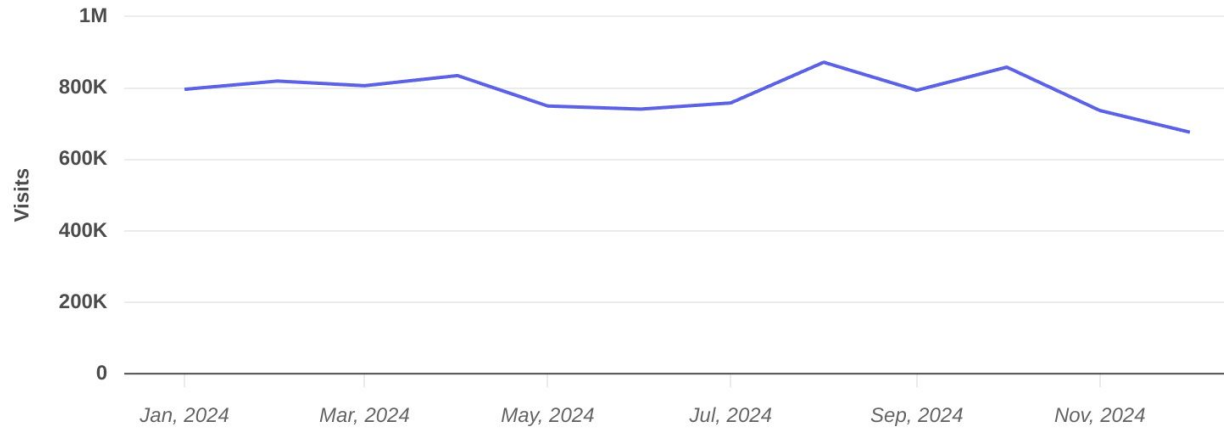


Property Overview

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Visits Trend

● **Midtown Parking & Mobility St...**
Thomasville Rd, Tallahassee, FL



Monthly | Visits | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Jan 1 - Dec 31, 2024

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Midtown Parking & M... Thomasville Rd, Tallahassee...	\$55.4K	48.2%	28.0	White (52.2%)	2.43
Florida	\$68.1K	32.3%	42.0	White (52%)	2.59

Jan 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2022
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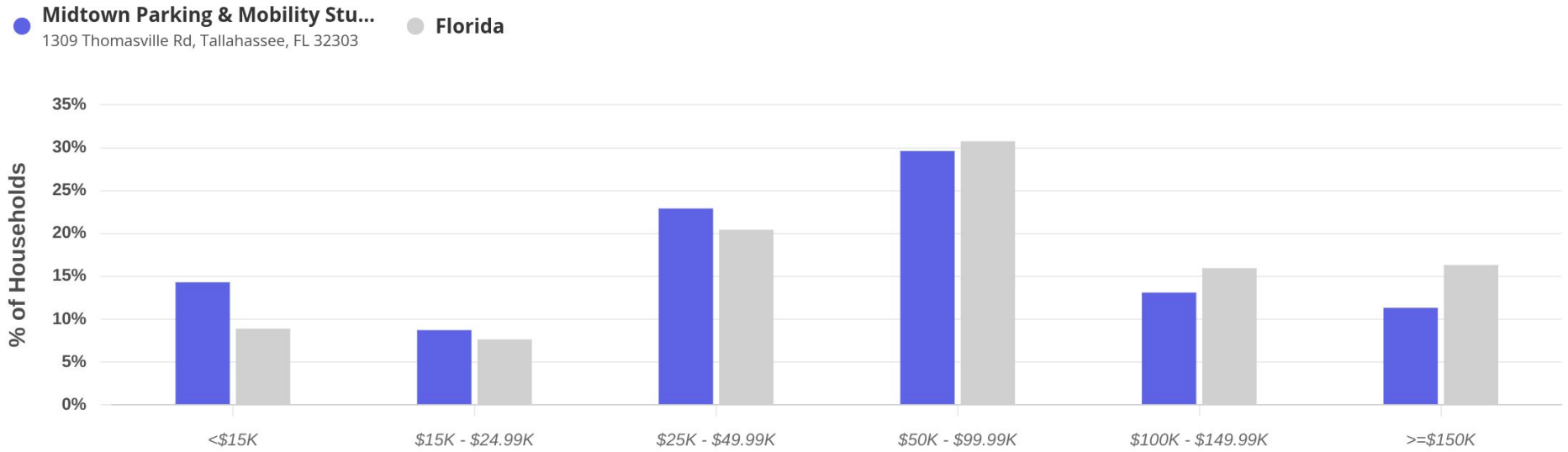




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Household Income



Jan 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2022
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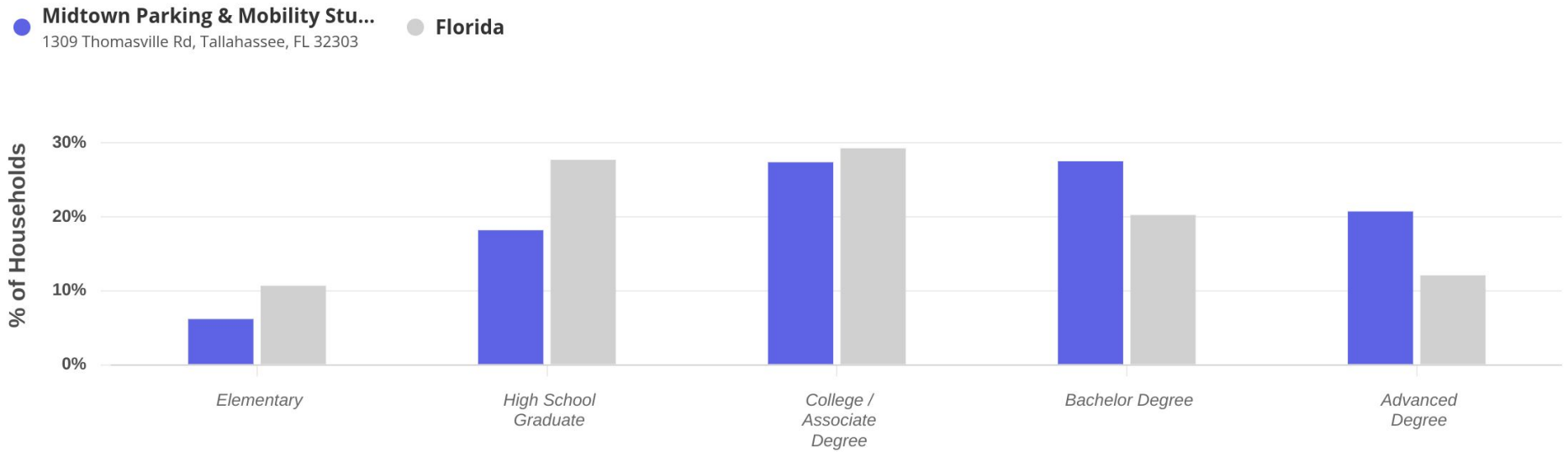




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Education



Jan 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2022
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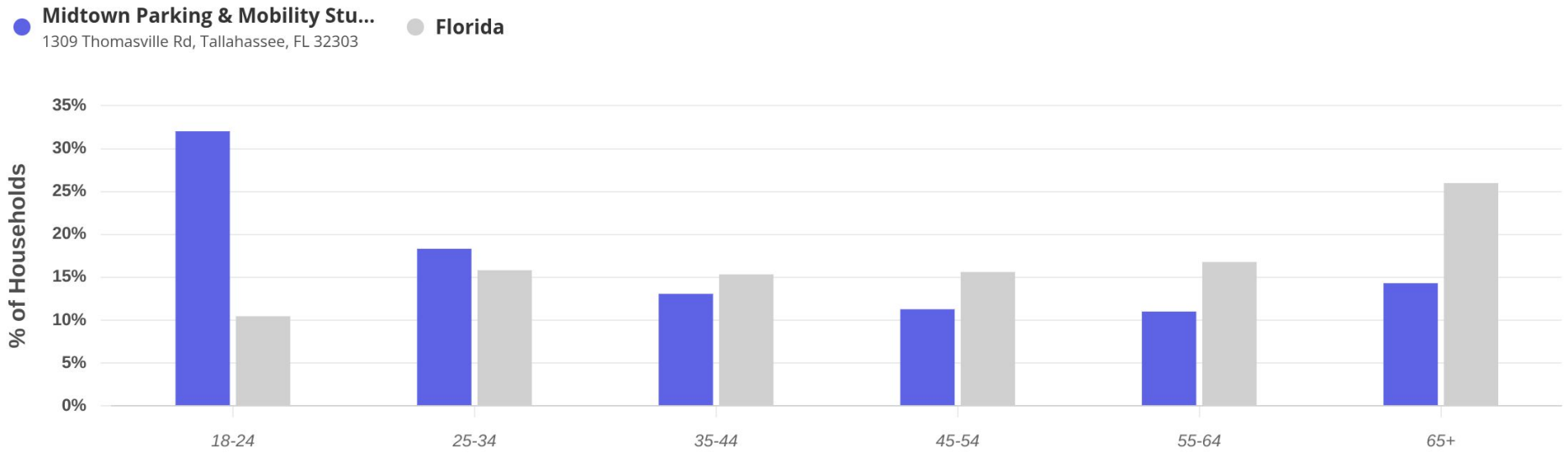




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Age



Jan 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2022
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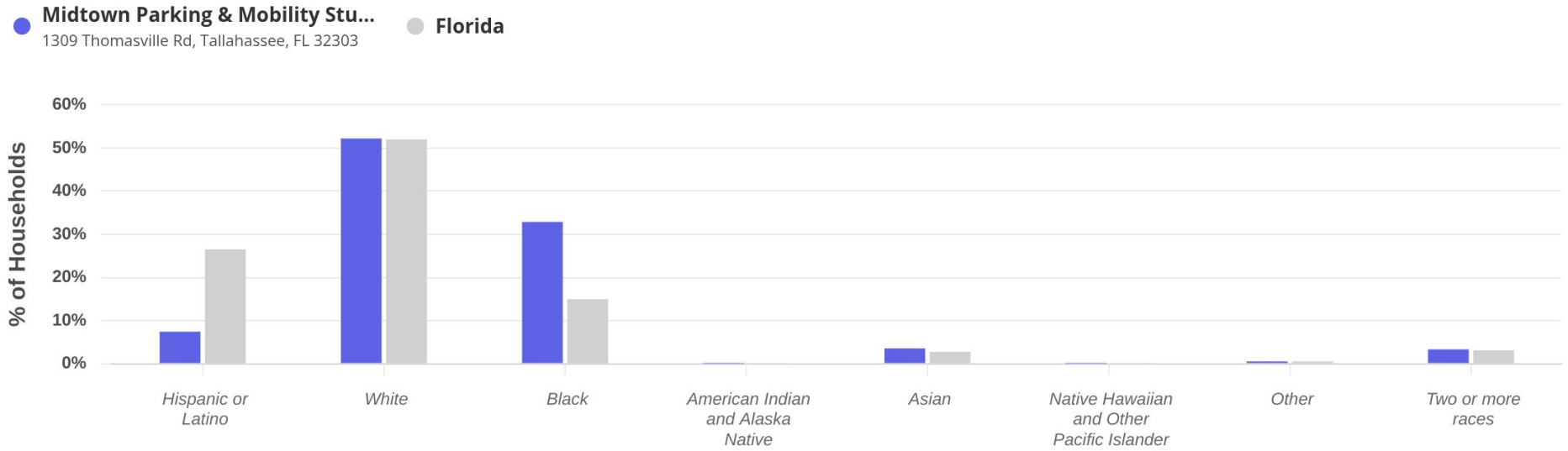




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Ethnicity



Jan 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2022
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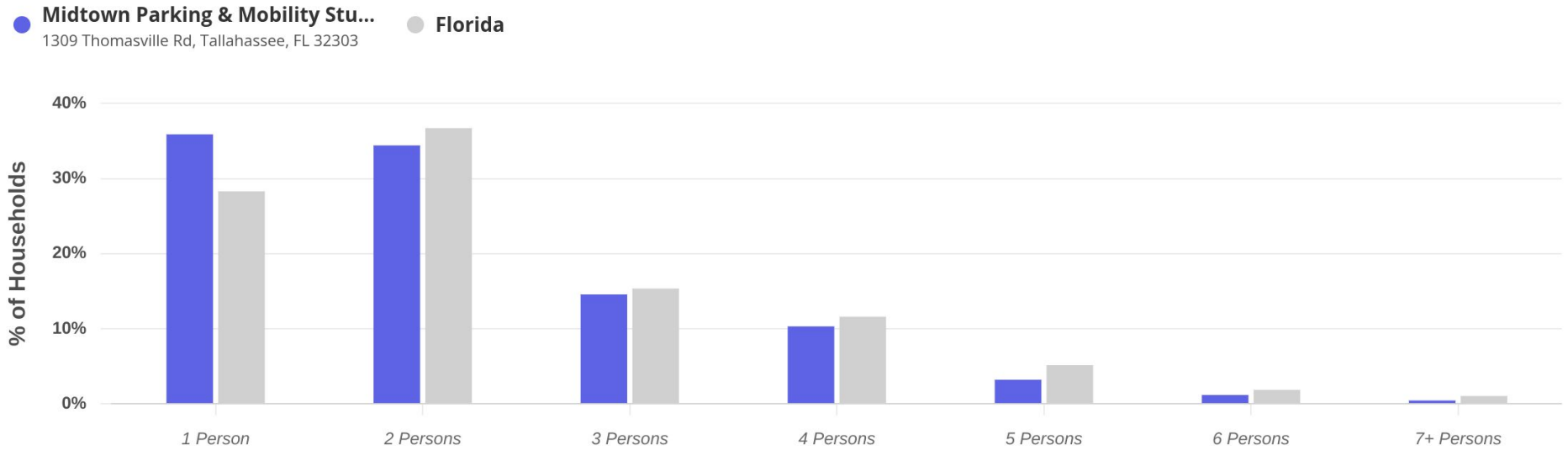




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Household Size



Jan 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2022
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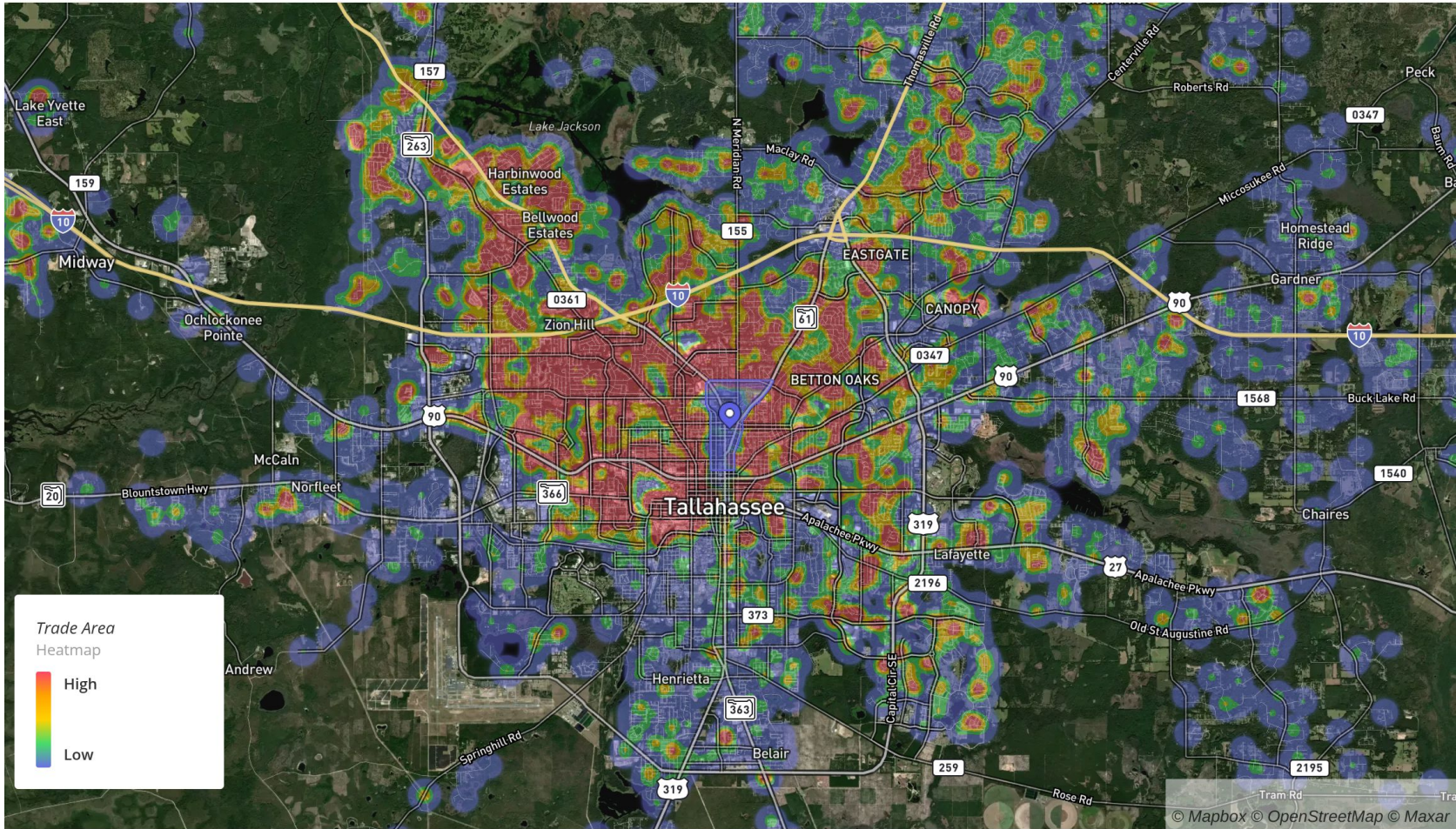




Property Overview

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Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2024 - Dec 31st, 2024

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Ranking Overview

Midtown Parking & Mobility St...
1309 Thomasville Rd, Tallahassee, FL 32303

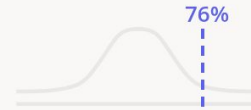
Nationwide

70* / 258
ⓘ



Florida

4* / 13
ⓘ



15mi

1* / 0
ⓘ



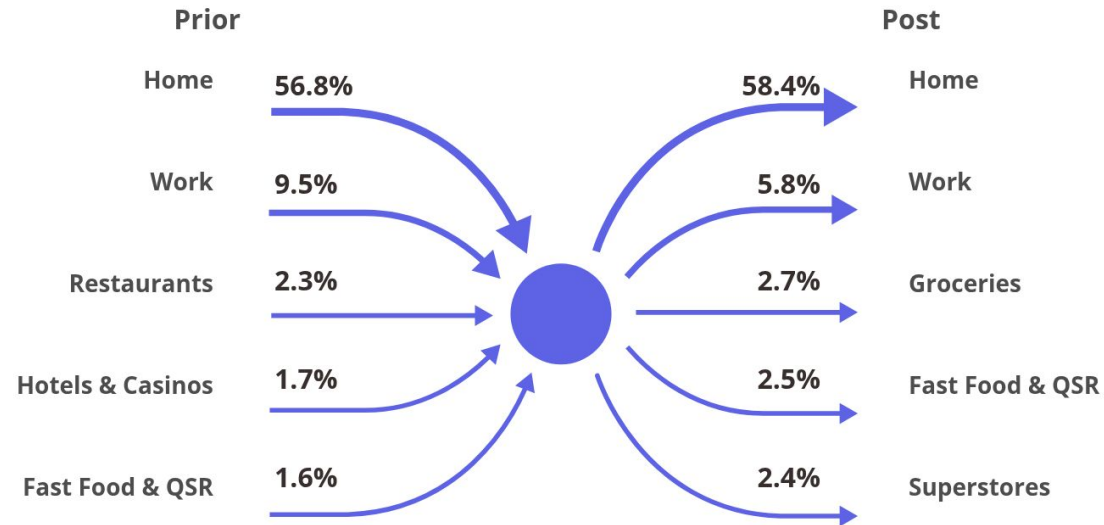
Category: Neighborhood | Visits | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

- **Midtown Parking & Mobility Study Area**
1309 Thomasville Rd, Tallahassee, FL 32303



Show by: | Jan 1st, 2024 - Dec 31st, 2024
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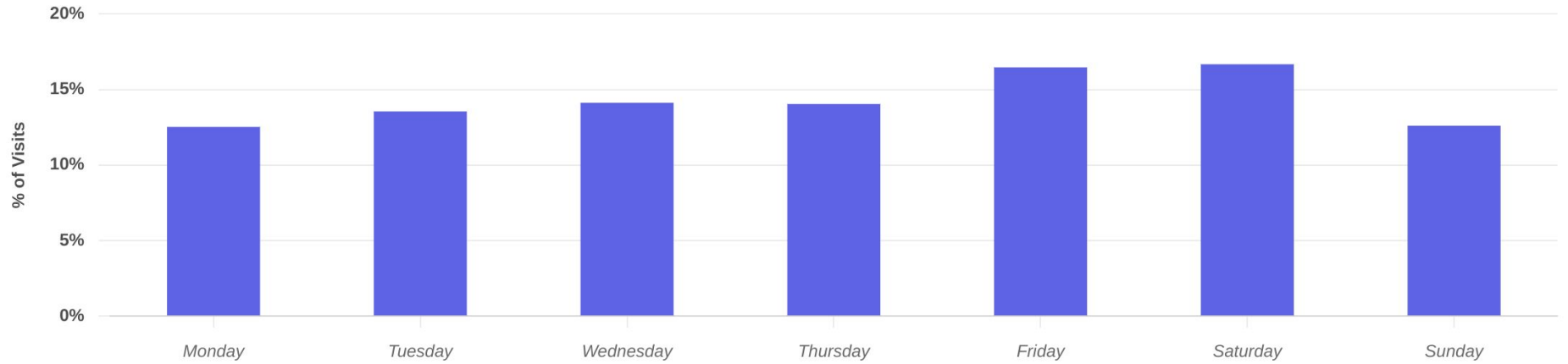


Property Overview

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Daily Visits

● **Midtown Parking & Mobility St...**
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% of Visits | Jan 1st, 2024 - Dec 31st, 2024
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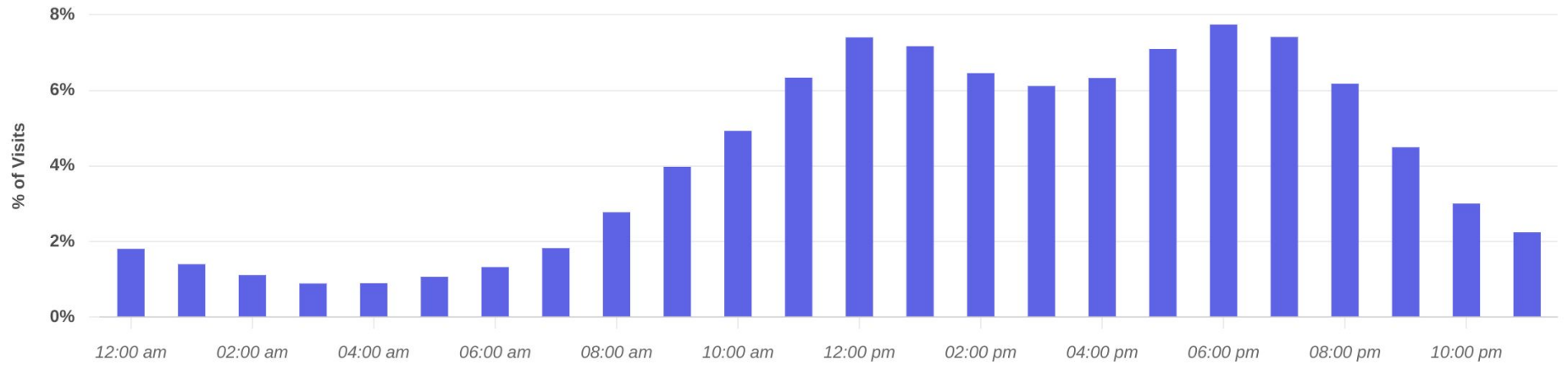


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Hourly Visits

● **Midtown Parking & Mobility St...**
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% of Visits | Jan 1st, 2024 - Dec 31st, 2024
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Favorite Places

Midtown Parking & Mobility Study Area / Thomasville Rd, Tallahassee, FL

Rank	Name	Distance	Visitors
1	Fallschase Village Center / 4067 Lagniappe Way, Tallahassee, FL 32317	3.9 mi	439.1K (38.7%)
2	Florida State University / 222 S Copeland St, Tallahassee, FL 32306	1.6 mi	419.5K (36.9%)
3	The Centre of Tallahassee / 2415 N Monroe St, Tallahassee, FL 32303	1.2 mi	386.9K (34.1%)
4	Parkway Village and Center / 1241 Apalachee Pkwy, Tallahassee, FL 32301	1.8 mi	341.4K (30.1%)
5	Carriage Gate / 3425 Thomasville Rd, Tallahassee, FL 32309	3.5 mi	318.6K (28.1%)
6	Target / 2120 Apalachee Pkwy, Tallahassee, FL 32301	2.8 mi	309.8K (27.3%)
7	Varsity Plaza / 1861 W Tennessee St, Tallahassee, FL 32304	2.2 mi	289.8K (25.5%)
8	Westend Square / 2020 W Pensacola St, Tallahassee, FL 32304	2.7 mi	266.4K (23.5%)
9	Lake Ella Plaza / 1700 West Tharpe Street, Tallahassee, FL 32303	0.4 mi	262.7K (23.1%)
10	Hartsfield-Jackson Atlanta International Airport / 6000 N Terminal Pkwy, Atlanta, GA 30320	220 mi	257.8K (22.7%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2024 - Dec 31st, 2024
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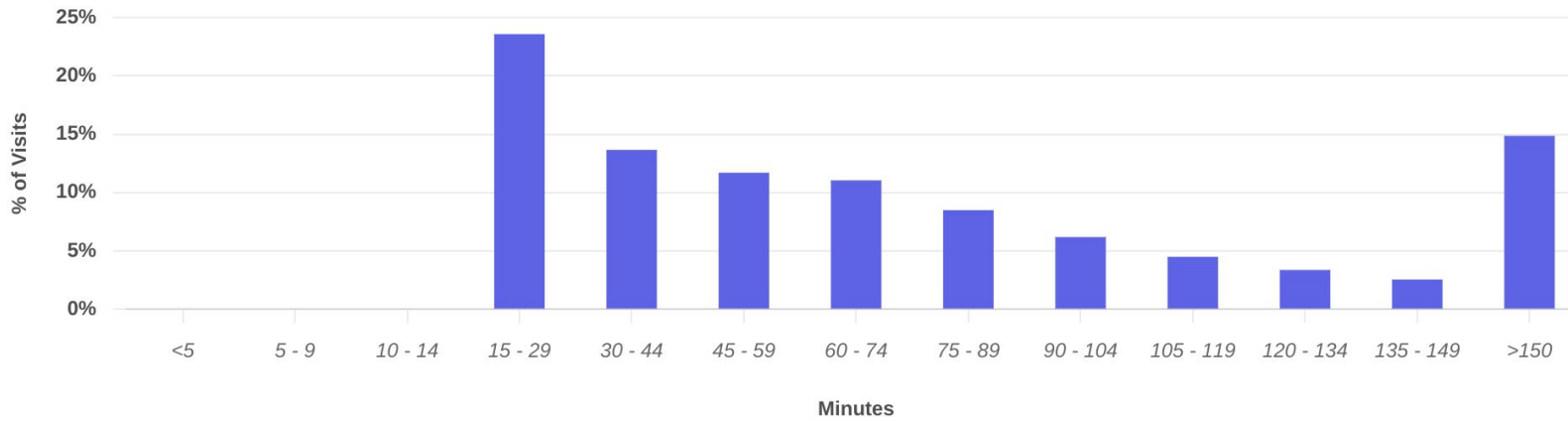


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Visit Duration

● **Midtown Parking & Mobility Stud...**
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Average Stay	101 min
Median Stay	61 min

% of Visits | Jan 1st, 2024 - Dec 31st, 2024
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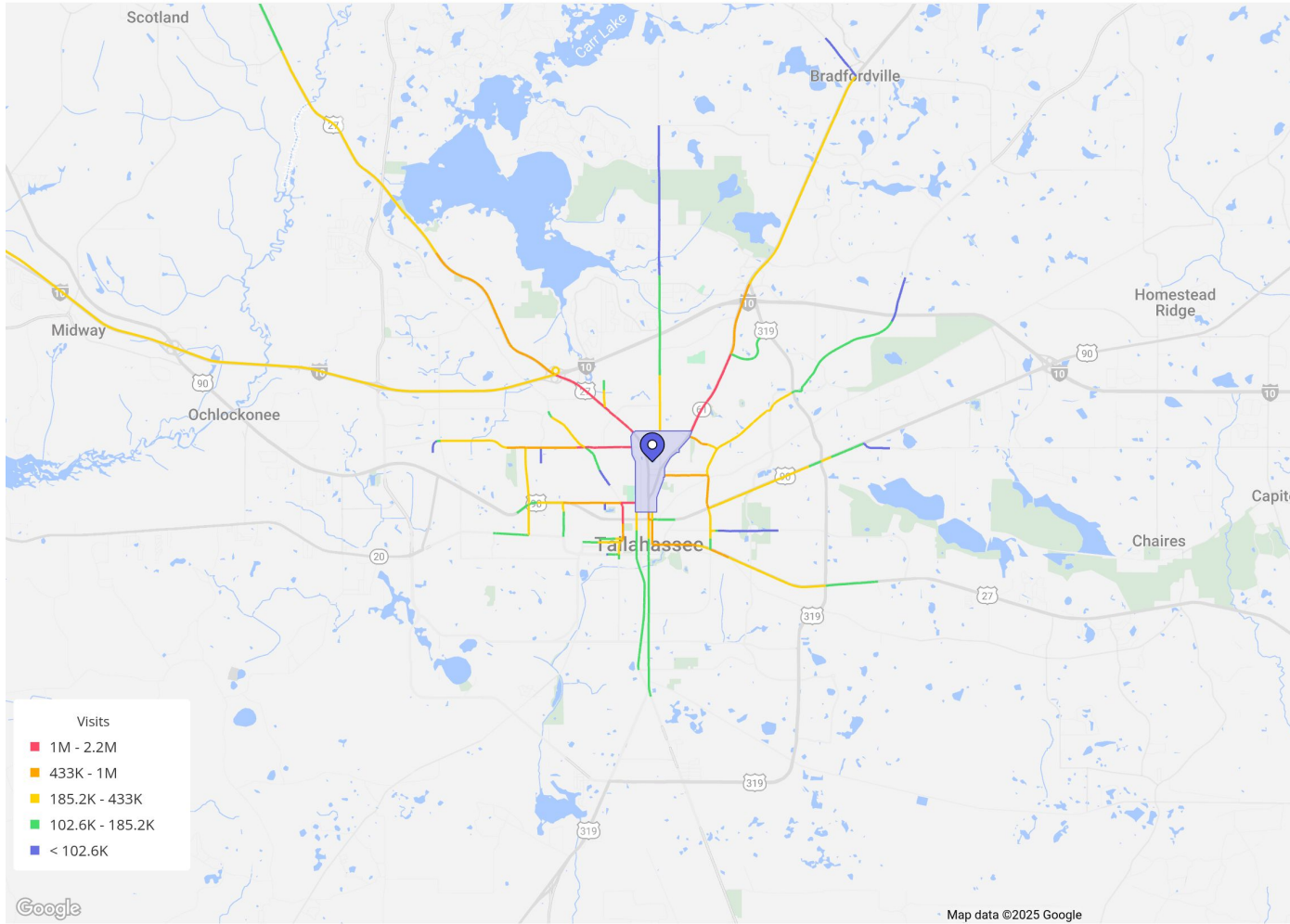




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Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: From Property | Jan 1st, 2024 - Dec 31st, 2024
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