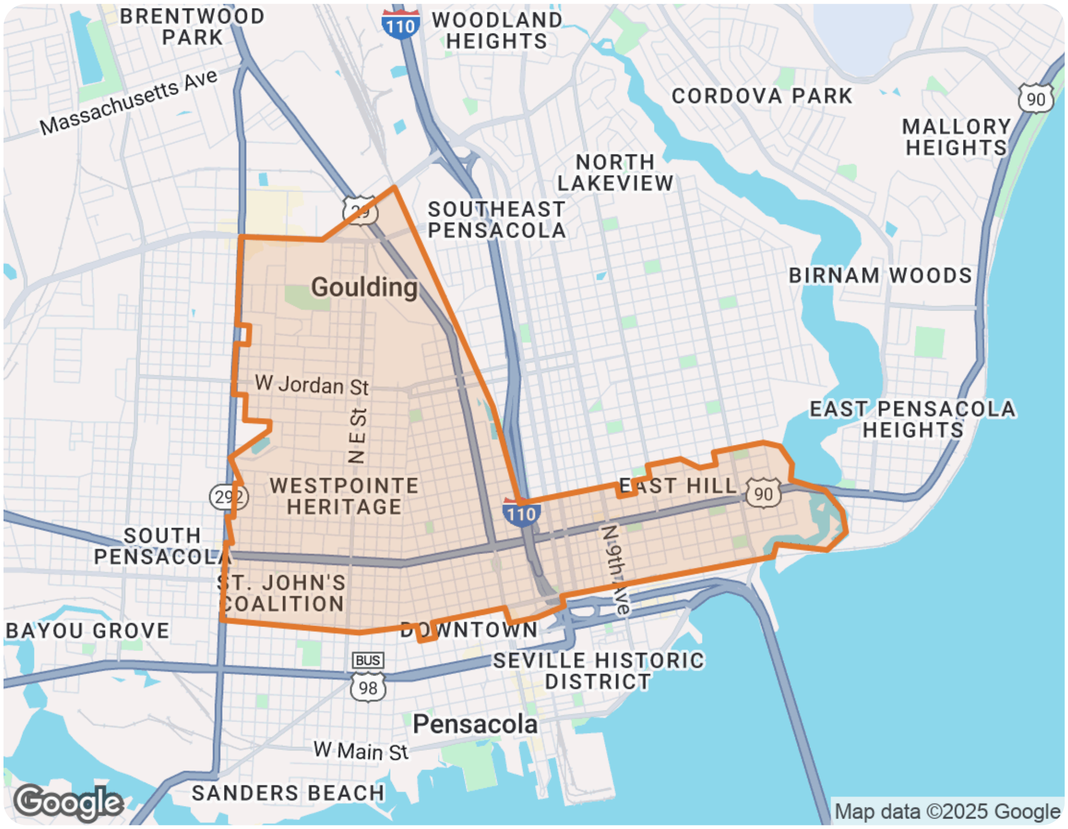
Pensacola, FL 32501



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Pensacola, FL 32502

Trade Area Summary

Attribute Summary for Pensacola, FL 32501

Median Household Income

$33,606

Source: 2024/2029 Income (Esri)

Median Age

41.3

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

Total Population

10,959

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

Modest Income Homes

Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

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

Hometown

Growing up and staying close to home; single householders

URBANIZATION - Where do people like this usually live?

Urban Periphery

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Modest Income Homes	Social Security Set	Old and Newcomers	Set to Impress	City Commons
% of Households	1,358 (29.0%)	781 (16.7%)	713 (15.2%)	610 (13.0%)	502 (10.7%)
Lifestyle Group	Hometown	Senior Styles	Middle Ground	Midtown Singles	Midtown Singles
Urbanization Group	Urban Periphery	Metro Cities	Metro Cities	Metro Cities	Metro Cities
Residence Type	Single Family	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	2.42	1.78	2.1	2.06	2.46
Median Age	37.9	42.6	39.7	35	31.5
Diversity Index	47.5	80.1	62.9	72.9	59.4
Median Household Income	$34,200	$28,800	$60,300	$49,300	$29,500
Median Net Worth	$18,700	$12,200	$93,900	$21,100	$12,100
Median Home Value	$96,200	$261,600	$282,500	$244,500	$133,300
Homeownership	45.5	15.7	48.6	30.1	25
Employment	Services or Professional	Professional or Services	Professional or Services	Services or Professional	Services or Professional
Education	High School Diploma	High School Diploma	Some College No Degree	High School Diploma	High School Diploma
Preferred Activities	Enjoy playing and watching basketball. Shop at warehouse clubs and low-cost retailers.	Prefer to cook, eat at home. Activities are limited, but bingo is a favorite.	Strong sense of community volunteer for charities. Food features convenience, frozen and fast food.	Maintain close relationships with family. Enjoy going to rock concerts, night clubs, and the zoo.	Shop primarily at warehouse clubs. Buy baby/children's products.
Financial	Live for today, saving only for specific purposes	Fixed incomes so remain price sensitive	Price aware and coupon clippers, but open to impulse buys	Prefer name brands, buy generic when it's a better deal	Nearly 1/4 receive Social Security and public assistance
Media	Favor TV as their media of choice	TV is an important part of their lives.	Features the Internet, listening to country music and read the paper	Use the Internet for social media, video games and watching TV	Magazines are popular sources of news/trends
Vehicle	Carpool,walk, bike or public transportation	Take public transportation	View car as transportation only	Own used, imported vehicles	Take public transportation

Consumer Segment Details

About this segment

Modest Income Homes

Ranked	In this area	In the United States
1st dominant segment for this area	**29.0%** of households fall into this segment	**1.2%** of households fall into this segment

Who Are They?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. Rents are relatively low (Index 70), public transportation is available, and Medicaid assists families in need.

Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have one car (or no vehicle); nearly a third rely on carpooling, walking, biking or public transportation.

Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is 50%.
- Income is less than half of the US median income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.

Market Profile

- Consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, pay bills in person.
- This market supports multigenerational families; are often primary caregivers for elderly family members.
- Listen to gospel and R&B music.
- Enjoy playing and watching basketball.

Pensacola, FL 32501

Consumer Segment Details

About this segment

Social Security Set

Ranked
2nd
dominant segment for this area

In this area
16.7%
of households fall into this segment

In the United States
0.8%
of households fall into this segment

Who Are They?

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.
- Wages and salary income are still earned by almost half of all households.
- With fixed incomes, consumers remain price sensitive.
- A trusted source of information, TV is an important part of their lives.
- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.
- Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

Neighborhood

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old.
- Multiunit rental properties with affordable rents are predominant; primarily built prior to 1979.
- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

Market Profile

- With limited resources, spending on entertainment is restricted. Residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship.
- Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.
- They steer away from cell phones, computers, and digital cameras.
- Many residents are dependent on Medicare and Medicaid for health care expenses.
- They don't eat out often, but KFC and McDonald's are their restaurants of choice.

Consumer Segment Details

About this segment

Old and Newcomers

Ranked	In this area	In the United States
3rd	15.2%	2.3%
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

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.

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.

Pensacola, FL 32501

Consumer Segment Details

About this segment

Set to Impress

Ranked	In this area	In the United States
4th	**13.0%**	**1.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Socioeconomic Traits

- Residents are educated and mobile. Many are enrolled in college.
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.

Neighborhood

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- Mostly found in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

Market Profile

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the Internet for social media, downloading video games, and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

Pensacola, FL 32501

Consumer Segment Details

About this segment

City Commons

Ranked	In this area	In the United States
5th	10.7%	0.9%
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

This segment is one of Tapestrys 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.

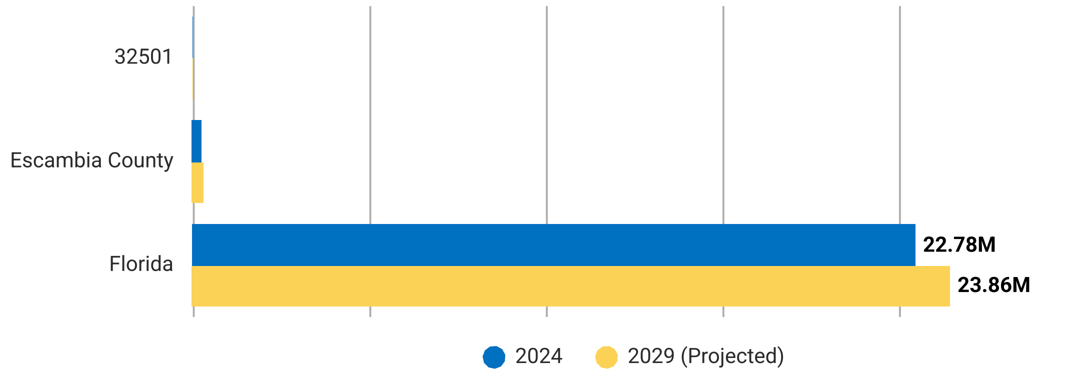
Population

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

Update Frequency: Annually

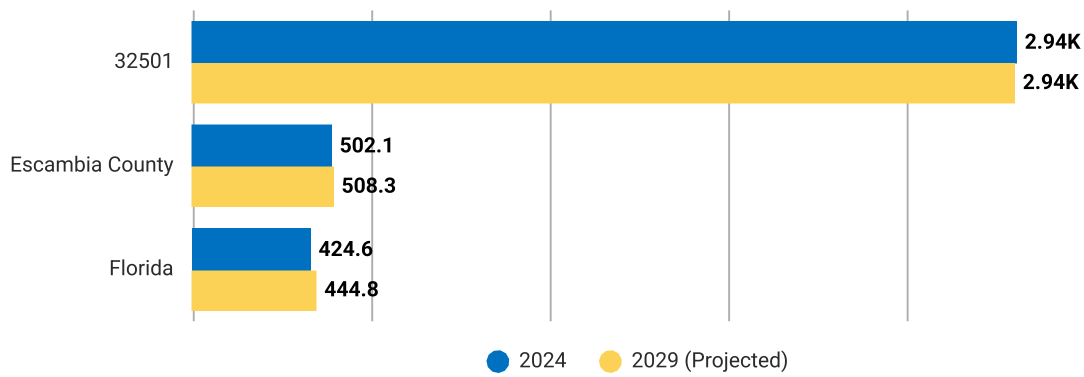
Total Population

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



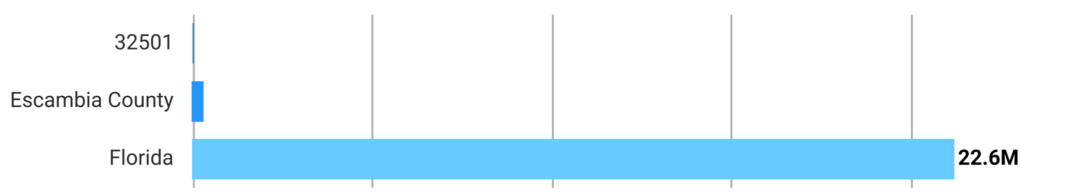
Population Density

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.



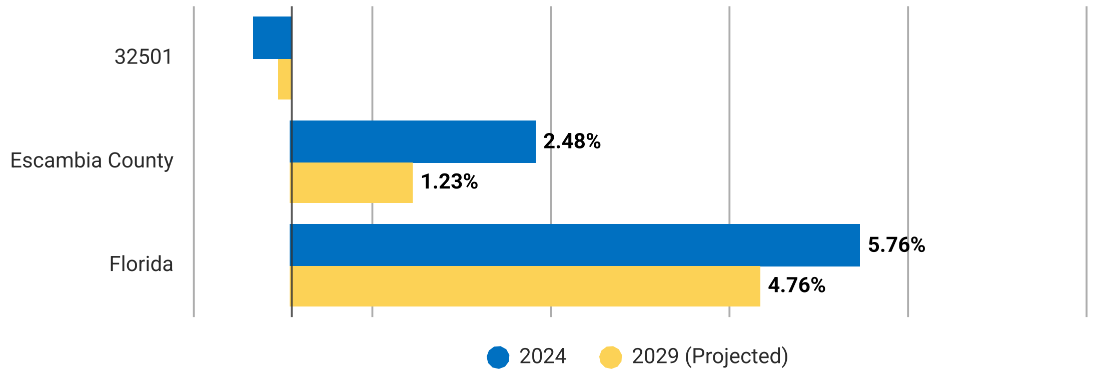
Pensacola, FL 32501

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.

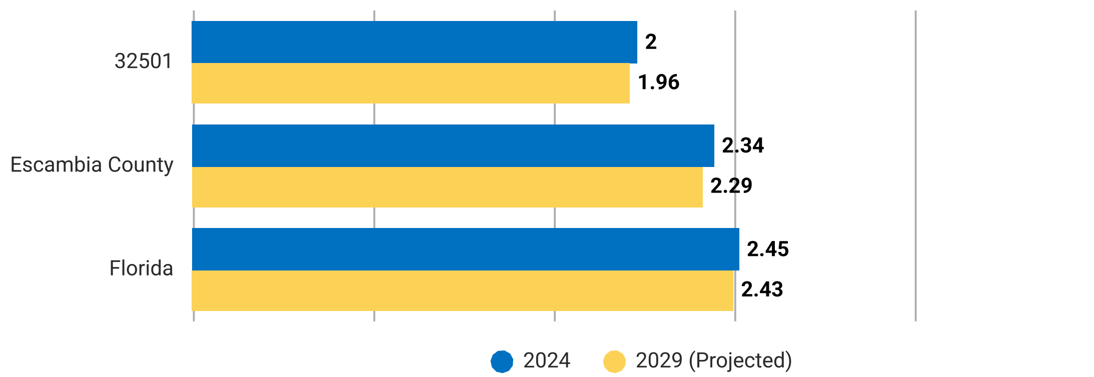
Population Change Since 2020

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



Average Household Size

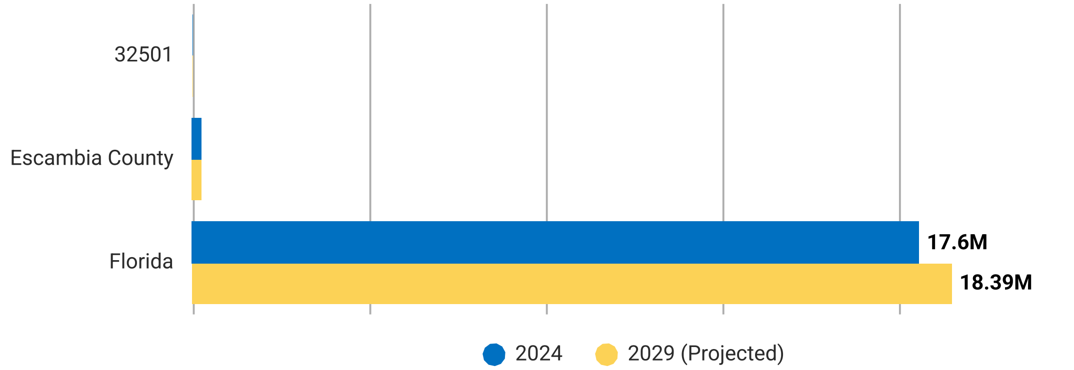
This chart shows the average household size in an area, compared with other geographies.



Pensacola, FL 32501

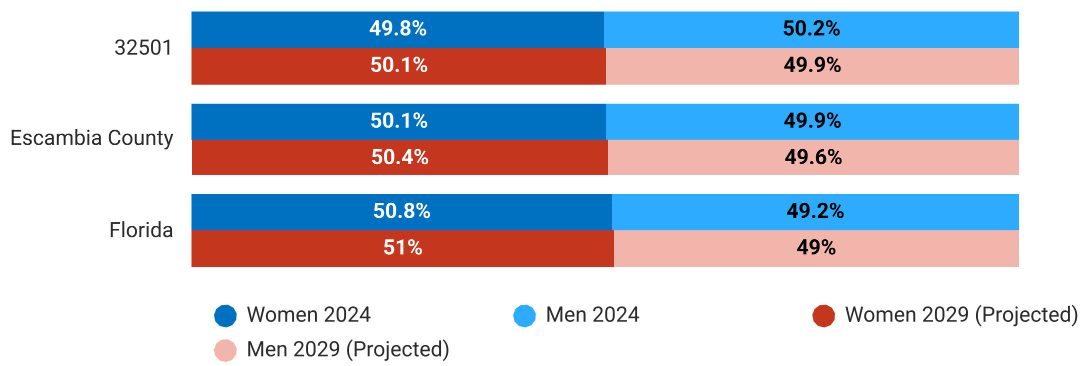
Population Living in Family Households

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.



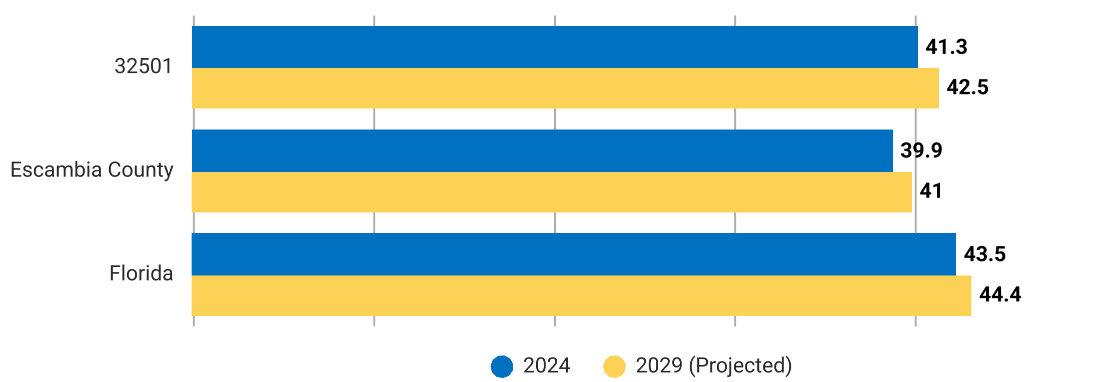
Age

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

Update Frequency: Annually

Median Age

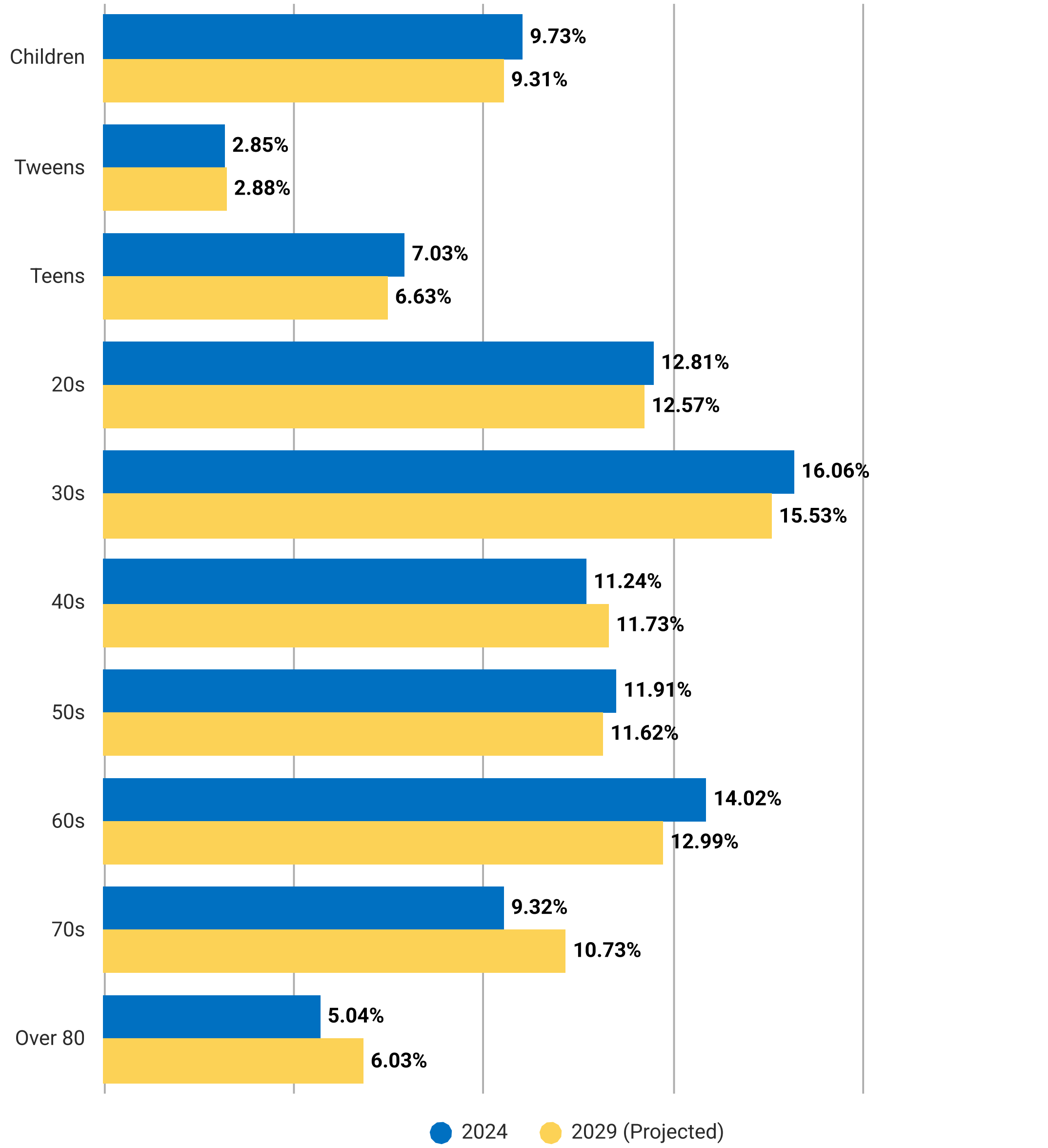
This chart shows the median age in an area, compared with other geographies.



Pensacola, FL 32501

Population by Age

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



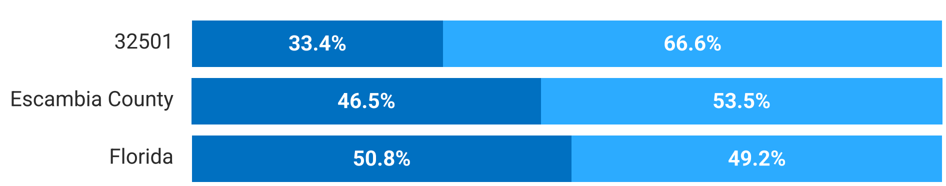
Married

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.



Pensacola, FL 32501

Never Married

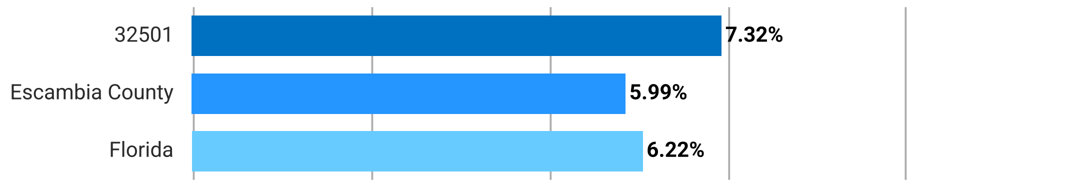
This chart shows the number of people in an area who have never been married, compared with other geographies.

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.

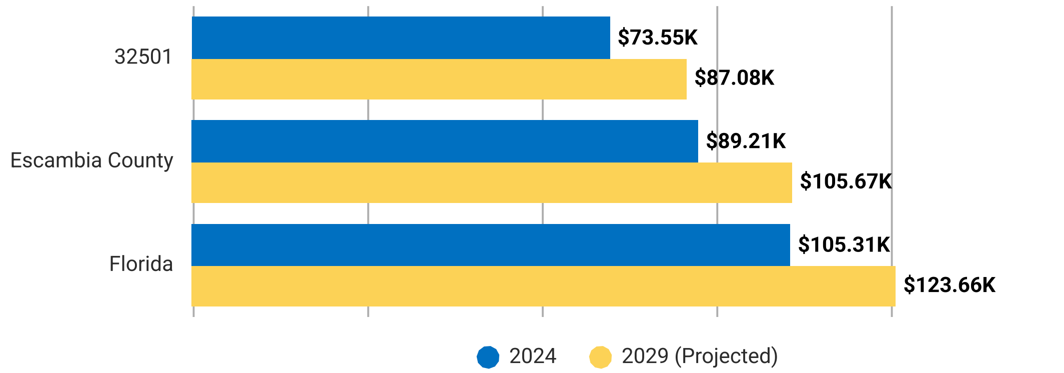
Income

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

Update Frequency: Annually

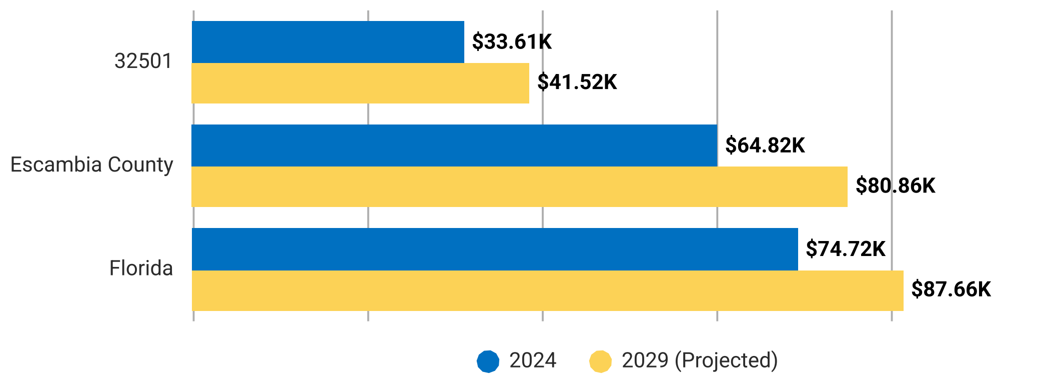
Average Household Income

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



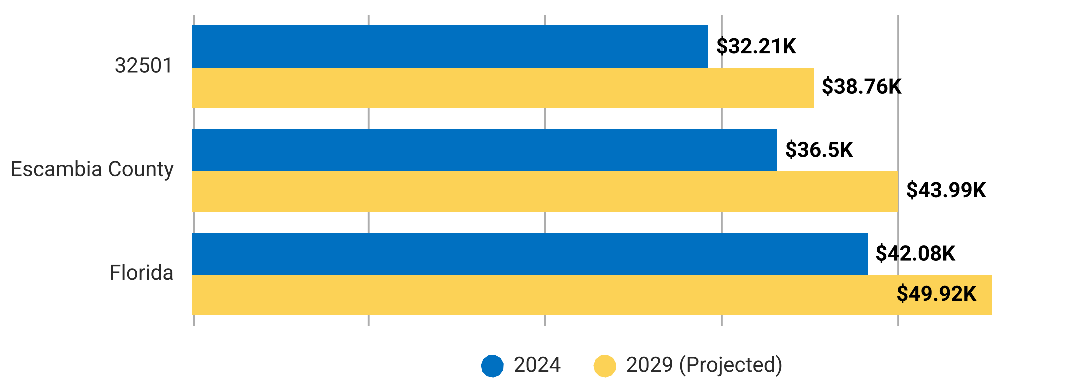
Median Household Income

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.



Pensacola, FL 32501

Average Disposable Income

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

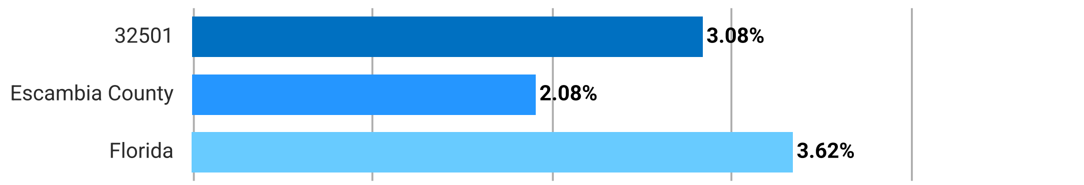
Education

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

Update Frequency: Annually

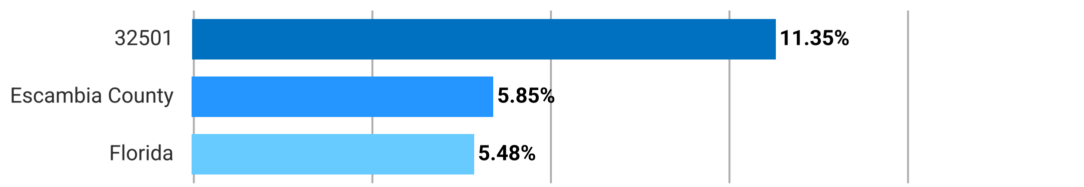
Less than 9th Grade

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



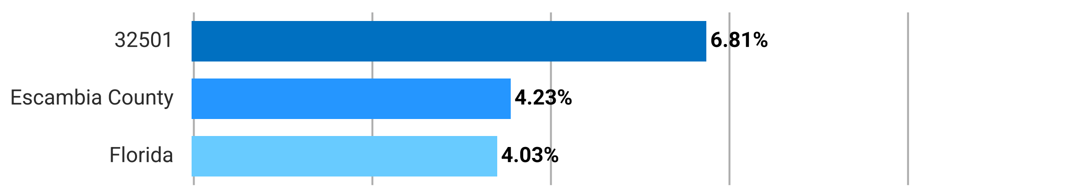
Some High School

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.

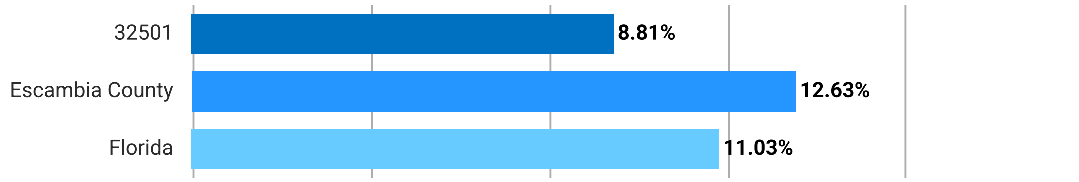
Pensacola, FL 32501

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.

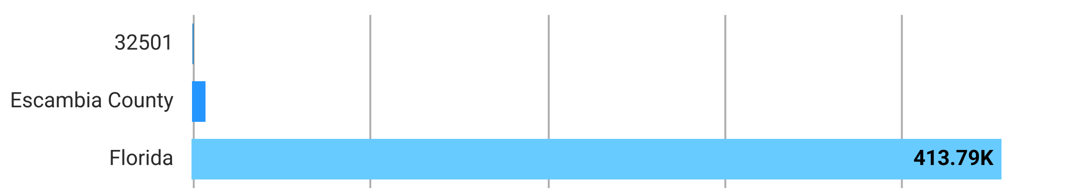
Economy

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



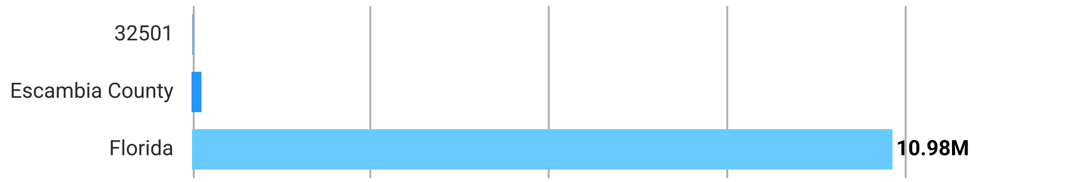
Pensacola, FL 32501

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

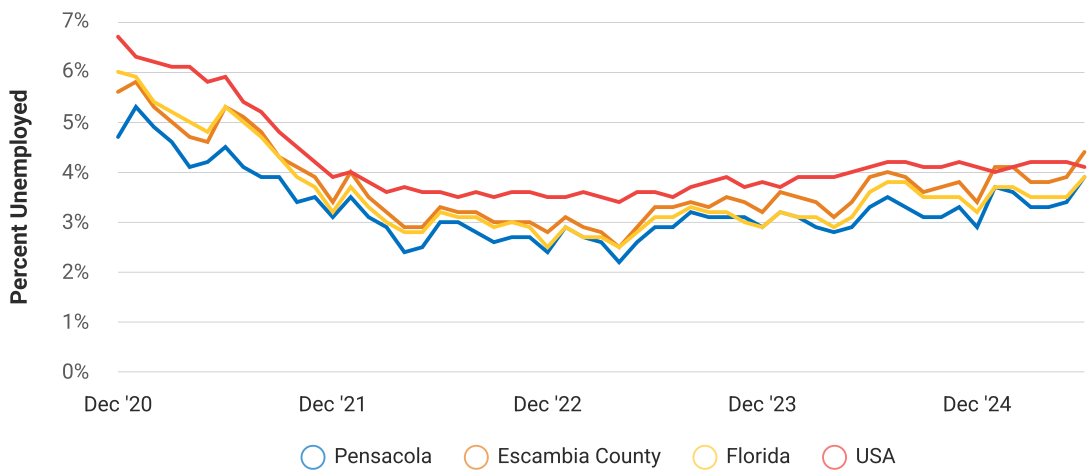


Unemployment Rate

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



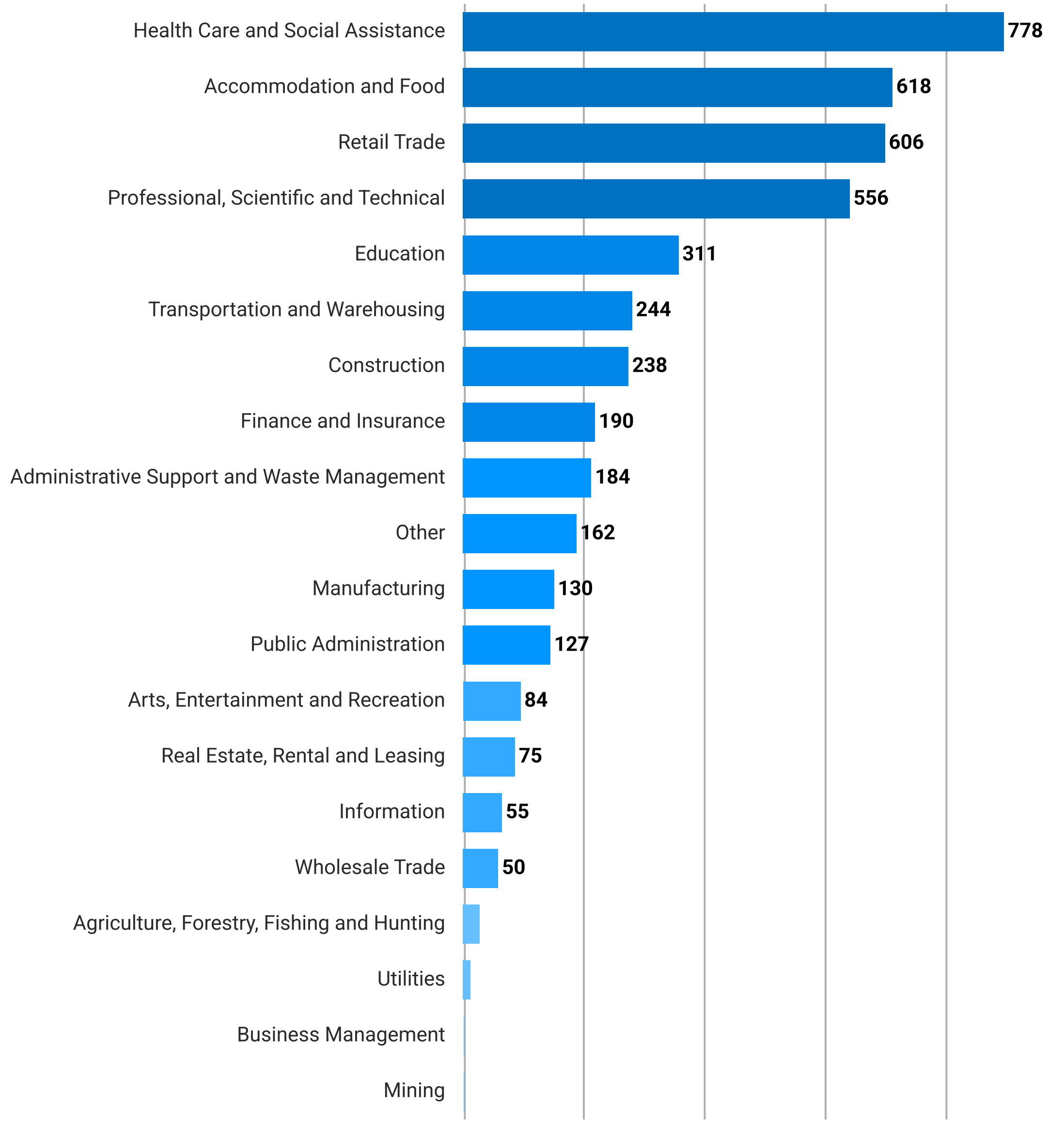
Pensacola, FL 32501

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



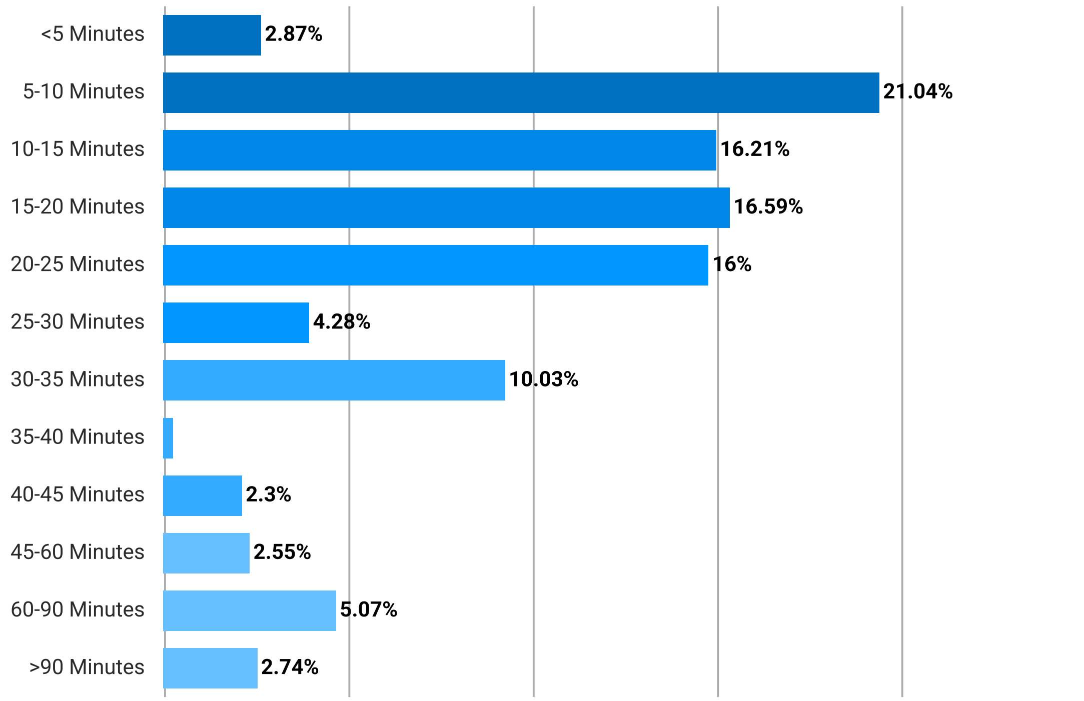
Commute to Work

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

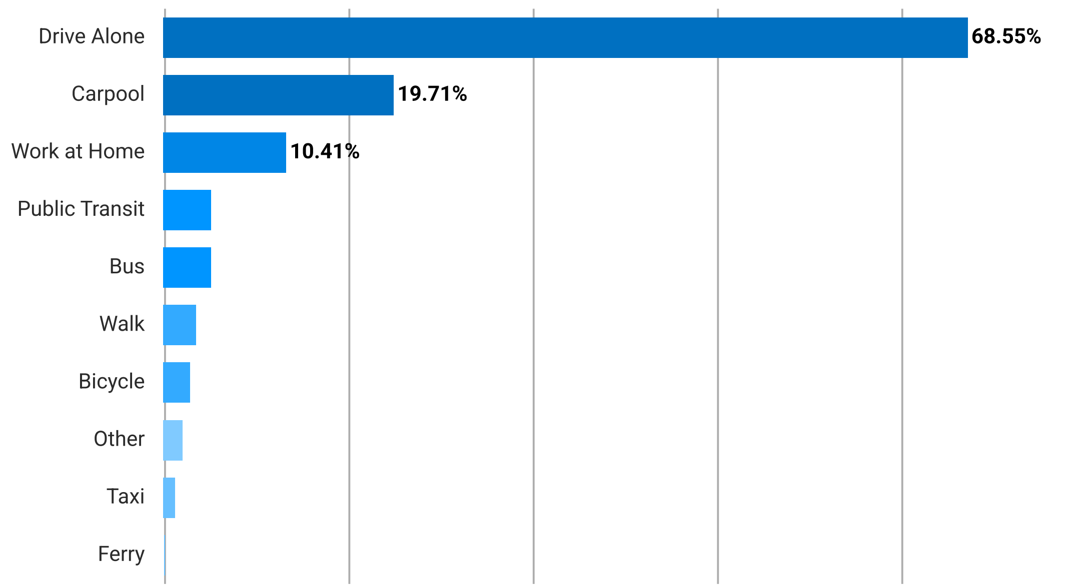


How People Get to Work

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

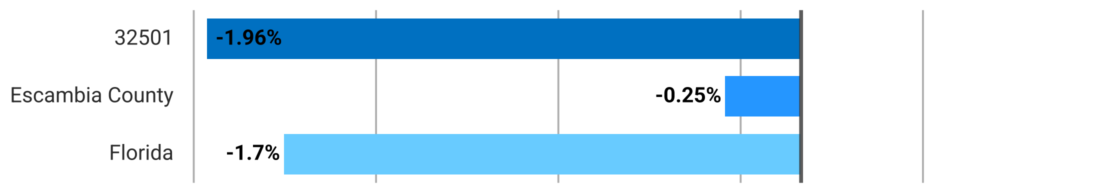
Update Frequency: Monthly

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

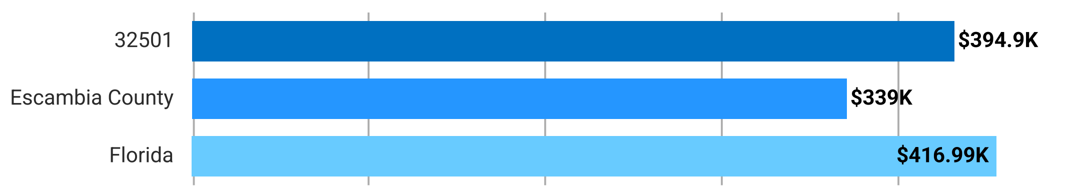


Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

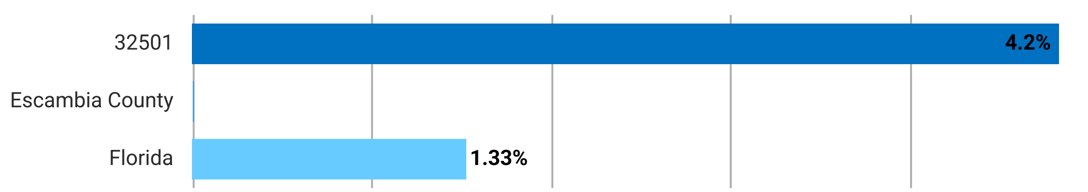


12 mo. Change in Median Listing Price

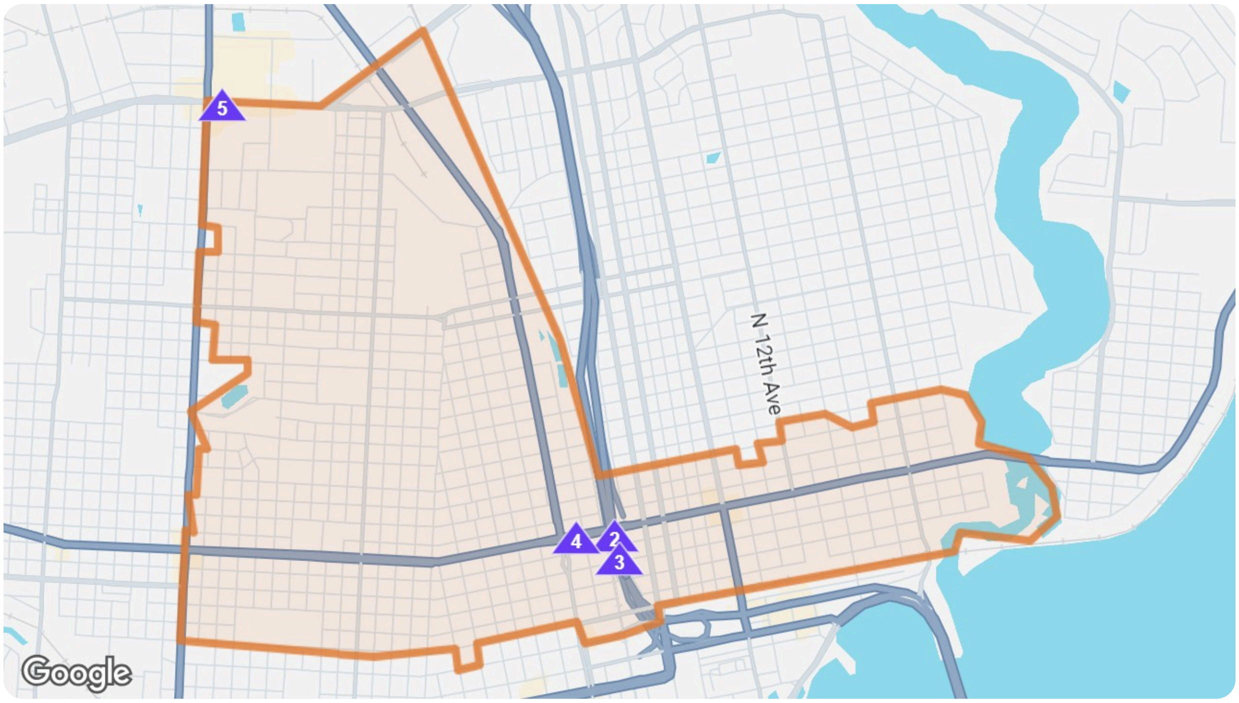
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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

1 — 53,604
2024 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	Count	Type
2019	63,000	AADT
2018	59,500	AADT

2 — 44,041
E Cervantes St
2024 Est. daily traffic counts

Cross: I- 110
Cross Dir: N
Distance: –

3 — 43,000
2022 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	Count	Type
2021	43,000	AADT
2020	44,000	AADT
2018	42,500	AADT
2005	44,000	AADT

4 — 35,500
East Cervantes Street
2020 Est. daily traffic counts

Cross: N Guillemard St
Cross Dir: E
Distance: 0.03 miles

Historical counts

Year	Count	Type
2009	25,500	AADT
2005	34,500	AADT
1998	30,500	AADT
1997	31,000	AADT

5 — 34,322
E Fairfield Dr
2024 Est. daily traffic counts

Cross: N Pace Blvd
Cross Dir: W
Distance: –

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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