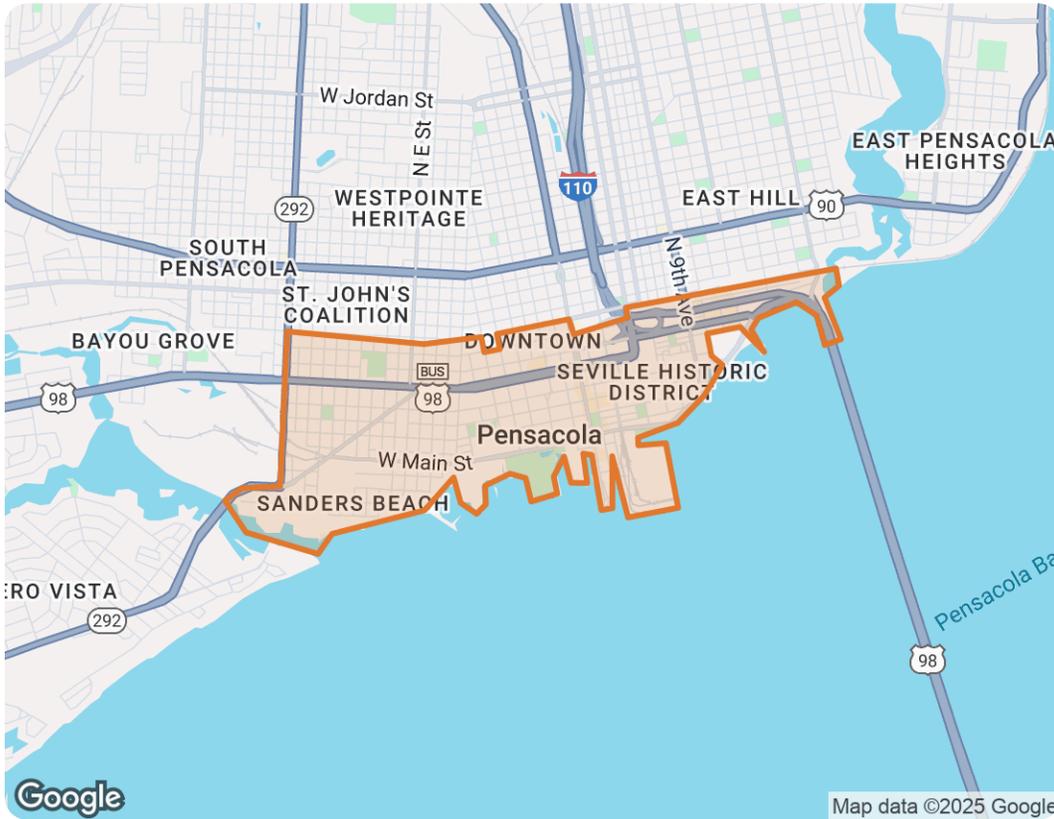


# Pensacola, FL 32502



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# Trade Area Summary

## Attribute Summary for Pensacola, FL 32502

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$63,361	46.5	4,273	Small Town Simplicity
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

## Consumer Segmentation

<p style="font-size: 12pt; font-weight: bold;">LIFE MODE - What are the people like that live in this area?</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <div> <p style="font-size: 18pt; font-weight: bold; margin: 0;">Hometown</p> <p style="font-size: 10pt; margin: 5px 0 0 0;">Growing up and staying close to home; single householders</p> </div> </div>	<p style="font-size: 12pt; font-weight: bold;">URBANIZATION - Where do people like this usually live?</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <div> <p style="font-size: 18pt; font-weight: bold; margin: 0;">Semirural</p> <p style="font-size: 10pt; margin: 5px 0 0 0;">The most affordable housing—in smaller towns and communities located throughout the country</p> </div> </div>
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Top Tapestry Segments	Small Town Sincerity	Traditional Living	Old and Newcomers
% of Households	1,198 (55.8%)	522 (24.3%)	427 (19.9%)
Lifestyle Group	Hometown	Hometown	Middle Ground
Urbanization Group	Semirural	Metro Cities	Metro Cities
Residence Type	Single Family	Single Family	Single Family; Multi-Units
Household Type	Singles	Married Couples	Singles
Average Household Size	2.24	2.43	2.1
Median Age	41	36.7	39.7
Diversity Index	59.4	66.4	62.9
Median Household Income	\$44,000	\$53,000	\$60,300
Median Net Worth	\$54,700	\$92,400	\$93,900
Median Home Value	\$148,300	\$130,100	\$282,500
Homeownership	52.5	59.3	48.6
Employment	Services or Professional	Services or Professional	Professional or Services
Education	High School Diploma	High School Diploma	Some College No Degree
Preferred Activities	Community-oriented residents. Enjoy outdoor activities like hunting and fishing.	Enjoy outdoor activities and taking trips to the zoo. Fast-food devotees.	Strong sense of community volunteer for charities. Food features convenience, frozen and fast food.
Financial	Price-conscious consumers that shop accordingly	Carry credit card balances, have personal loans	Price aware and coupon clippers, but open to impulse buys
Media	Rely on television or newspapers to stay informed	TV is seen as the most trusted media	Features the Internet, listening to country music and read the paper
Vehicle	Own, maintain domestic trucks, ATVs	Own 1-2 vehicles	View car as transportation only

## Consumer Segment Details

About this segment

### Small Town Sincerity

Ranked

**1st**

dominant segment  
for this area

In this area

**55.8%**

of households fall  
into this segment

In the United States

**1.8%**

of households fall  
into this segment

### Who Are They?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

### Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied. Median home value of \$92,300 is about half the US median.
- Average rent is \$639.
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

### Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

### Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking, frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

## Consumer Segment Details

About this segment

### Traditional Living

Ranked

**2nd**

dominant segment  
for this area

In this area

**24.3%**

of households fall  
into this segment

In the United States

**1.9%**

of households fall  
into this segment

### Who Are They?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

### Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very Short.
- Households have one or two vehicles.

### Socioeconomic Traits

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

### Market Profile

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

## Consumer Segment Details

About this segment

### Old and Newcomers

Ranked

**3rd**

dominant segment  
for this area

In this area

**19.9%**

of households fall  
into this segment

In the United States

**2.3%**

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.

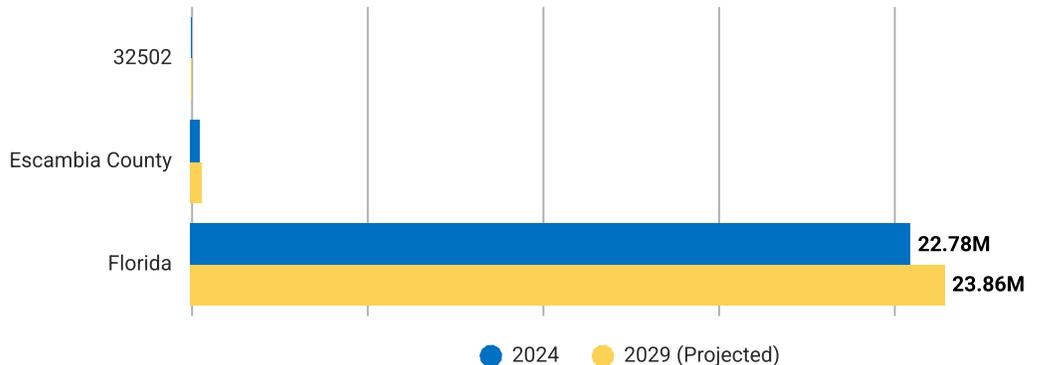
## Population

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

Update Frequency: Annually

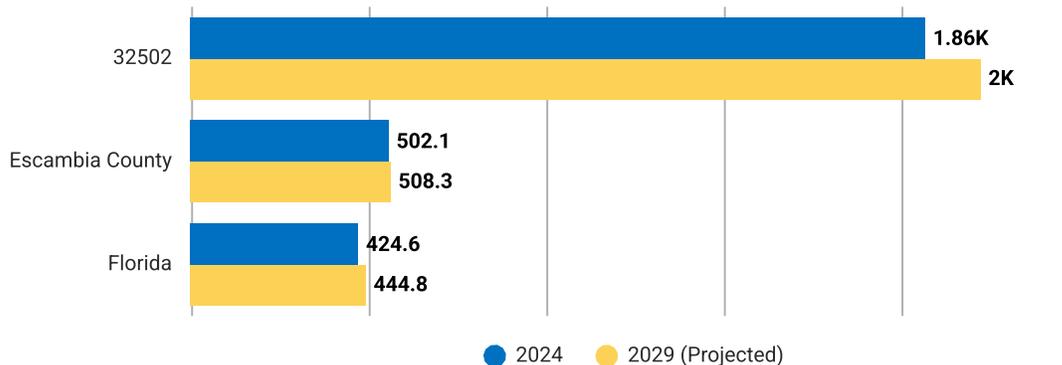
### Total Population

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.



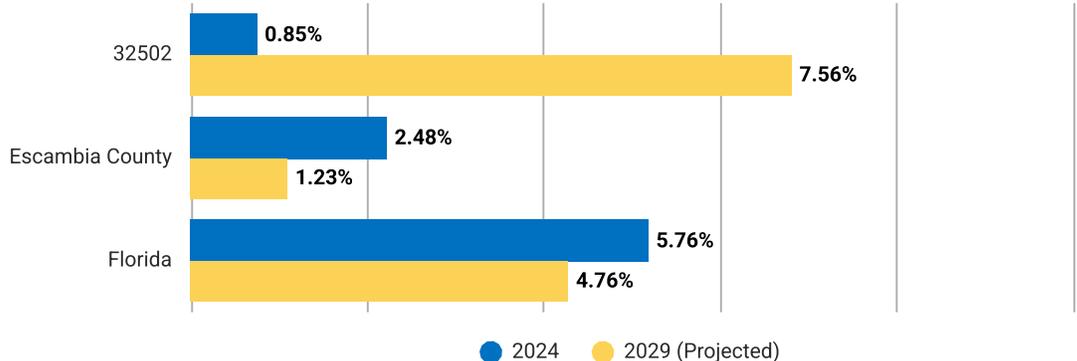
## Daytime Population Density

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.



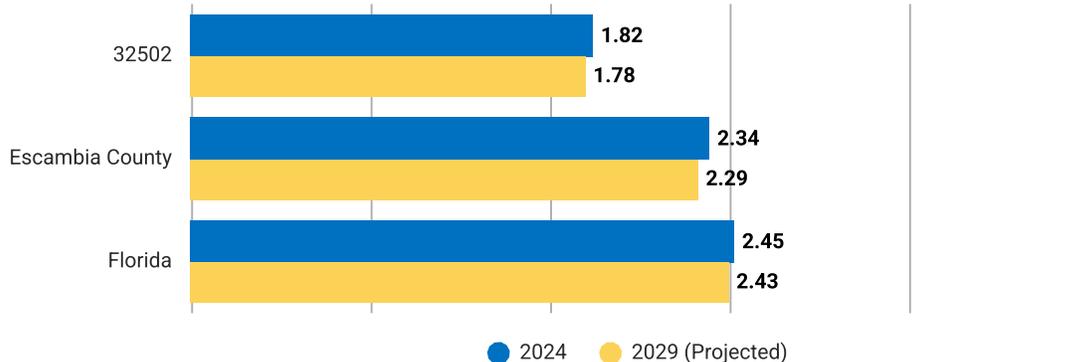
## Population Change Since 2020

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



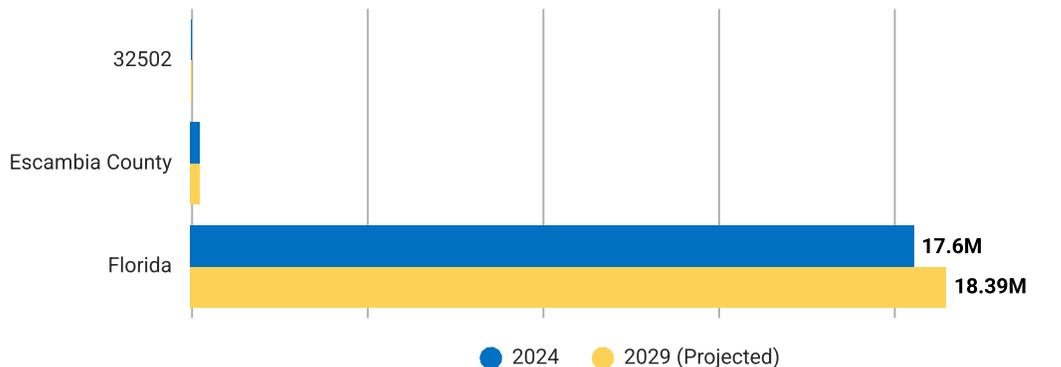
## Average Household Size

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



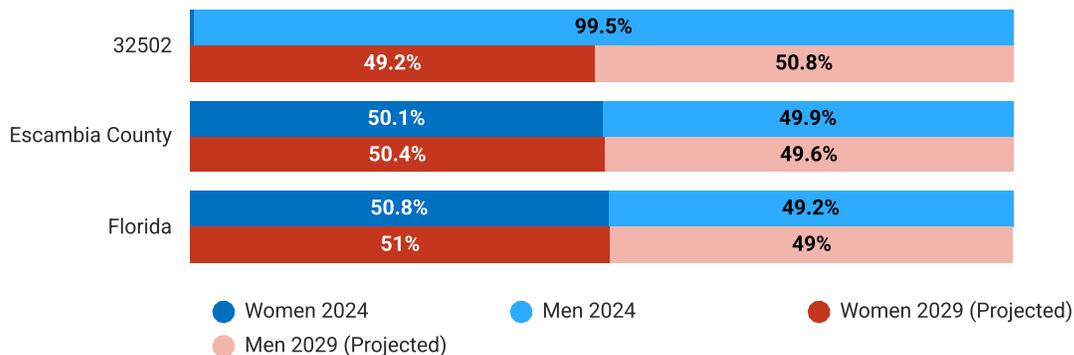
## Population Living in Family Households

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.



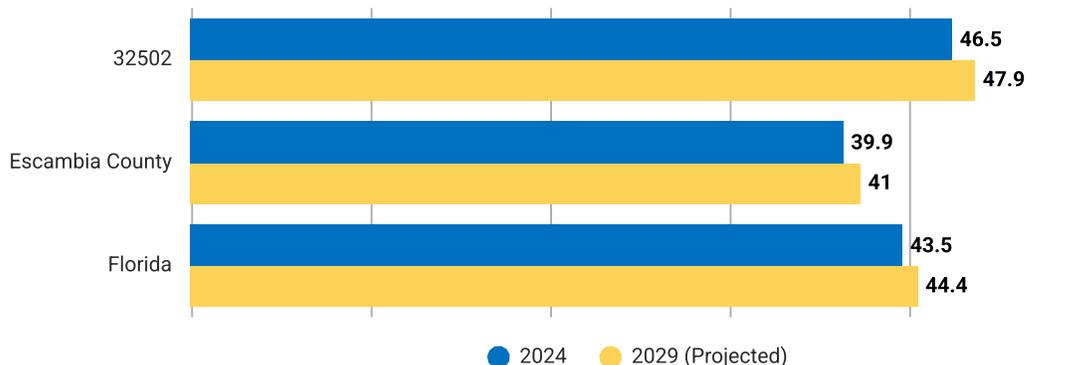
## Age

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

Update Frequency: Annually

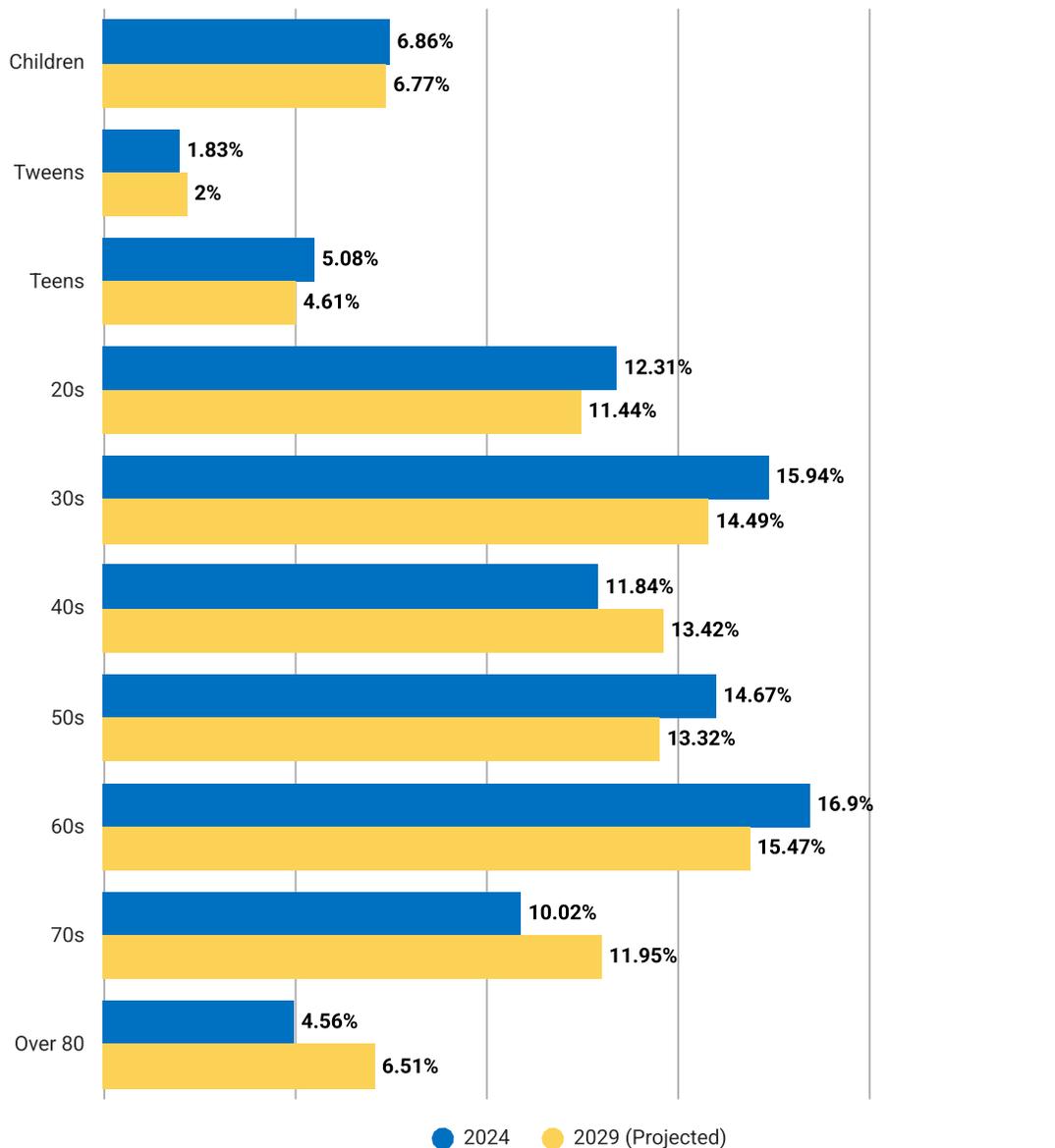
## Median Age

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.



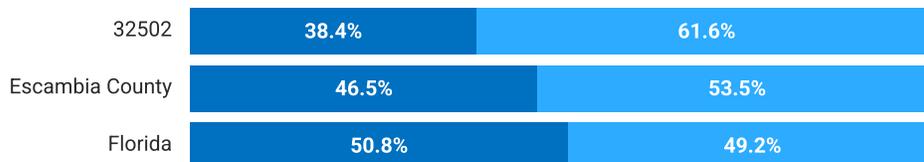
## Married

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.



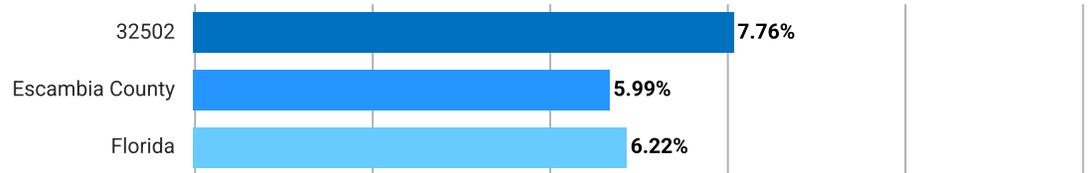
## Married

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.



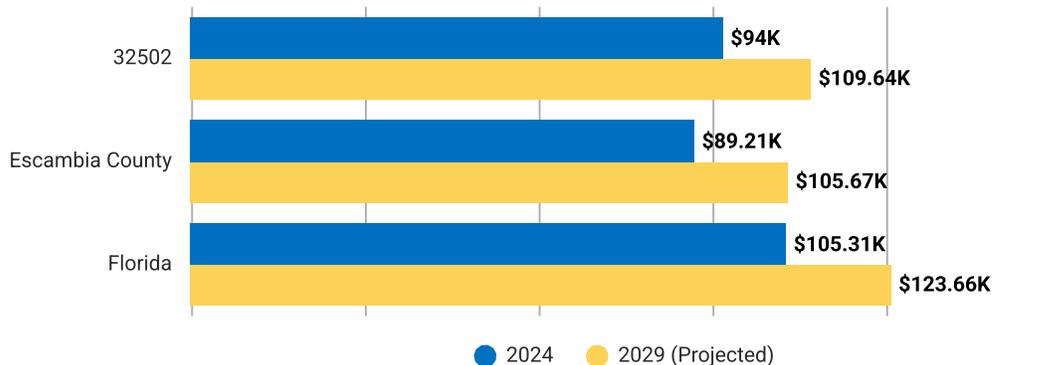
## Income

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

Update Frequency: Annually

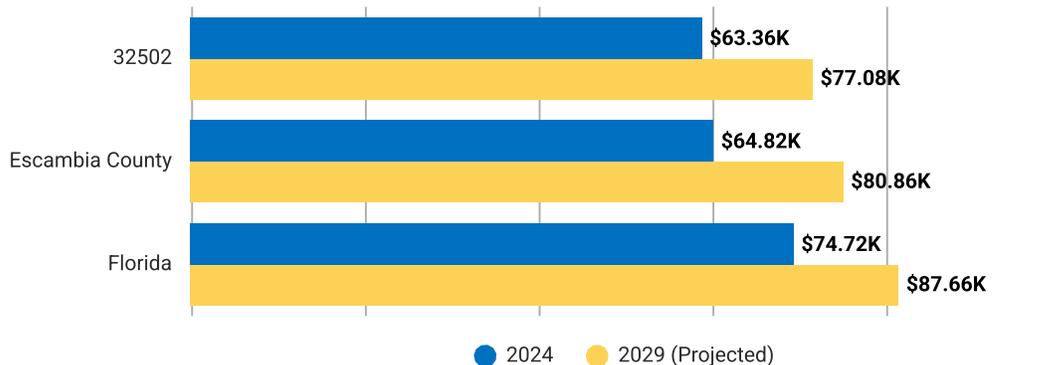
### Average Household Income

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



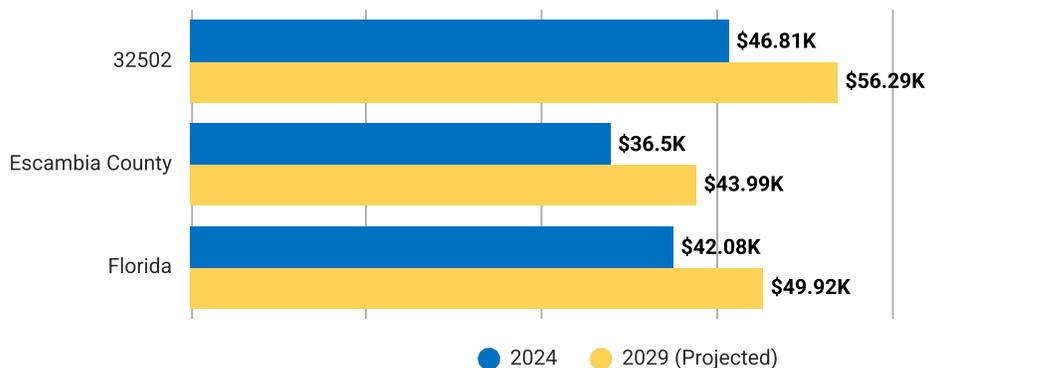
### Median Household Income

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.



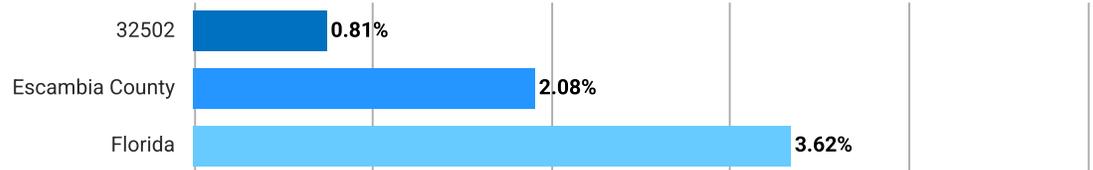
## Education

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

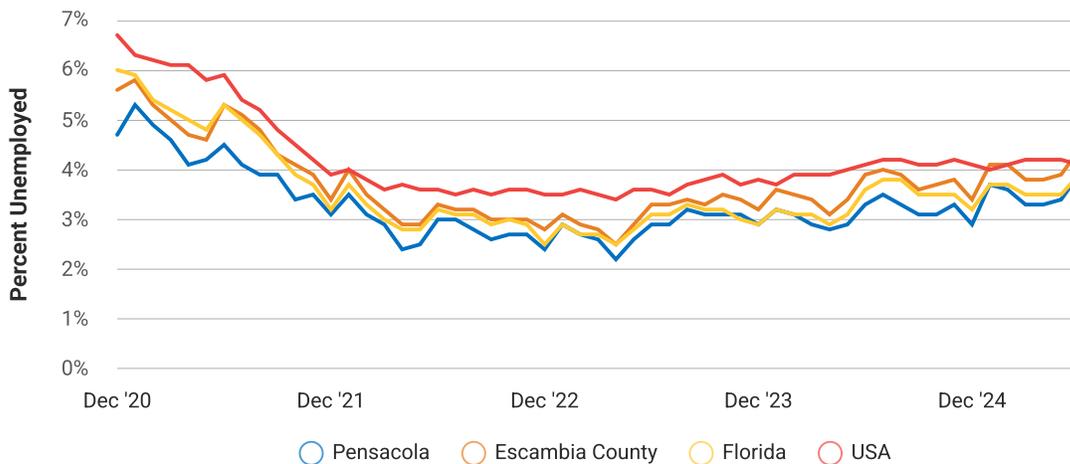


## Unemployment Rate

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

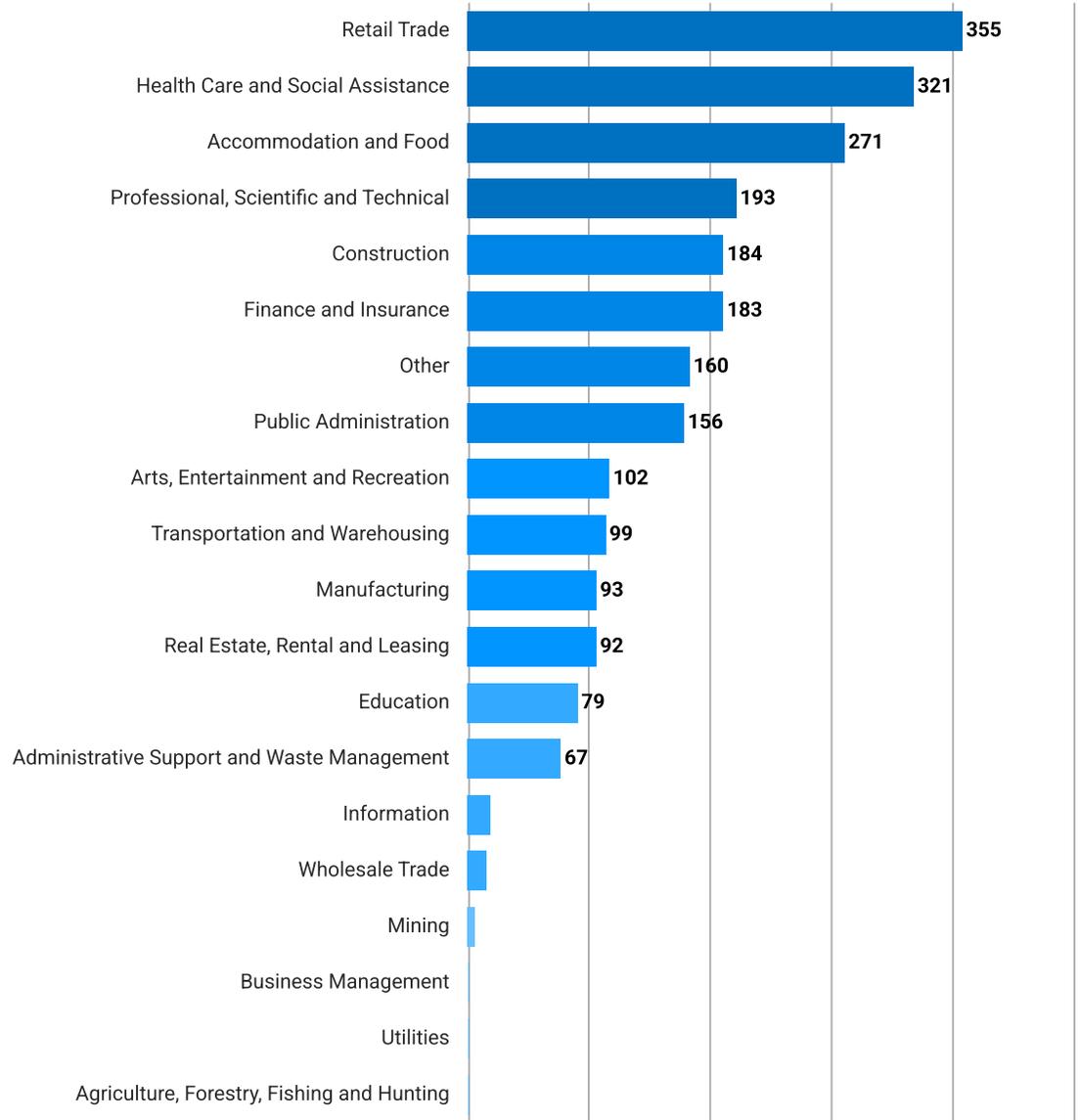


## Employment Count by Industry

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



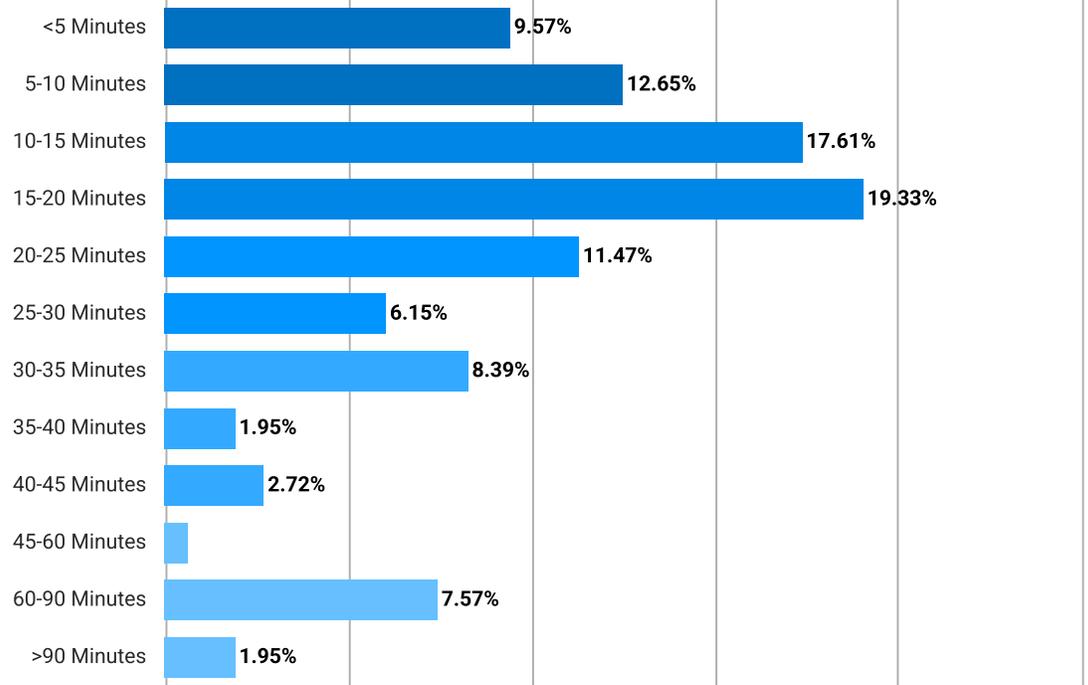
## Commute to Work

### 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

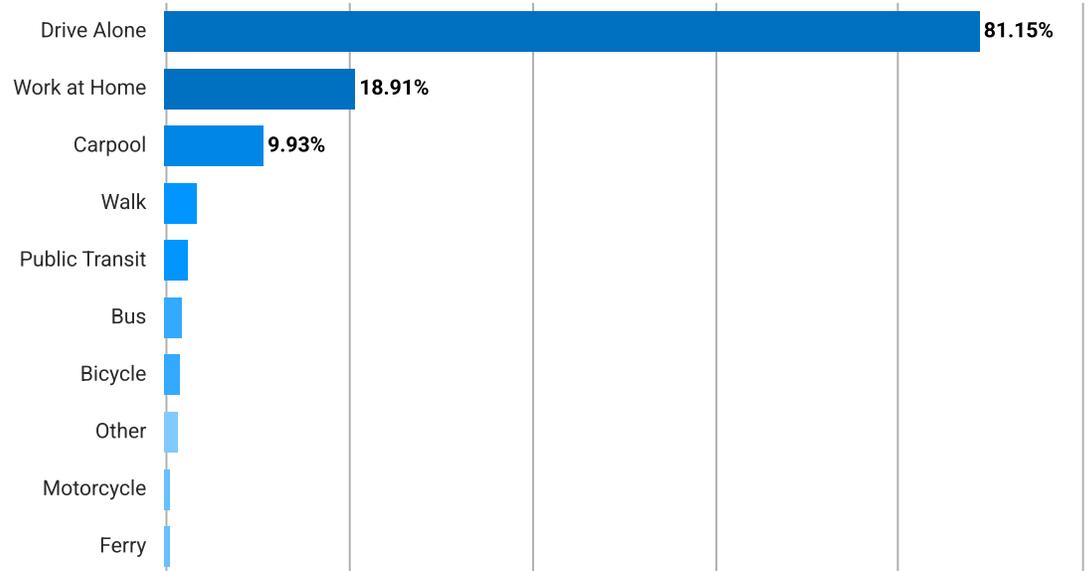


### How People Get to Work

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.

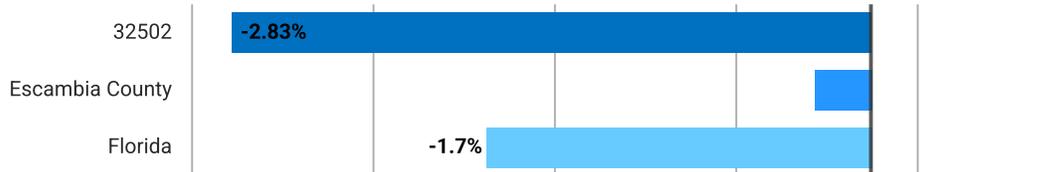


Source: Valuation calculations based on public records and MLS sources where licensed

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

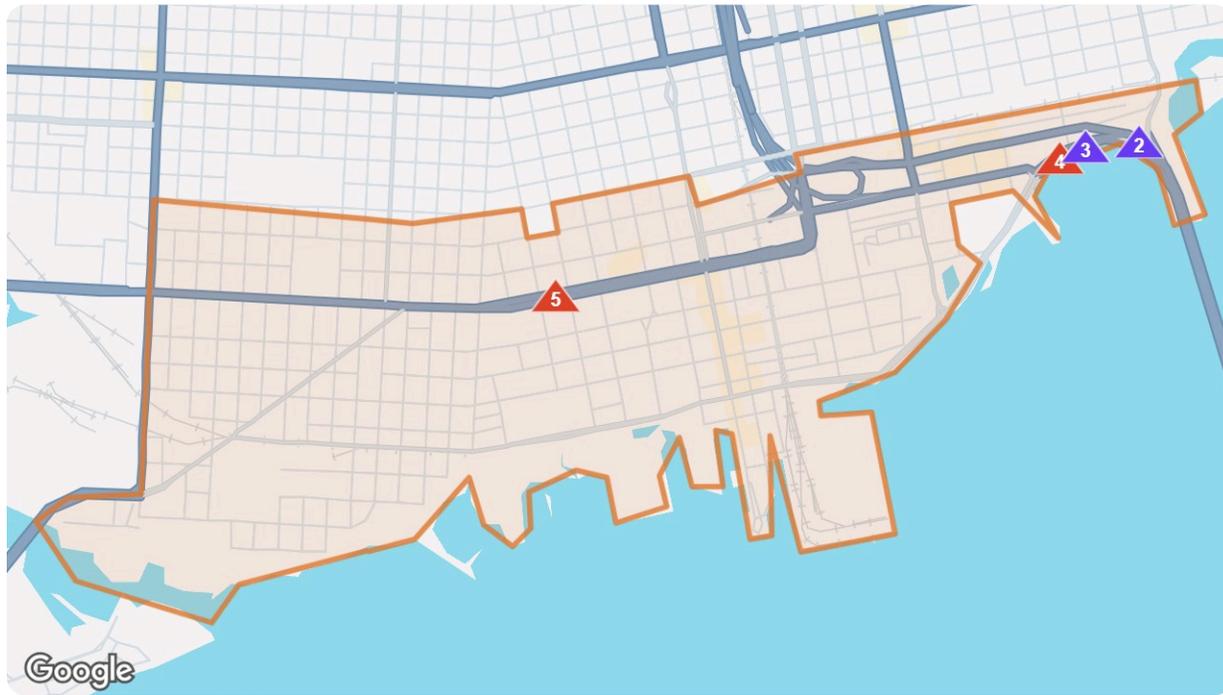
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



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

**▲ 1 33,546**

**Bayfront Parkway**

2024 Est. daily traffic counts

Cross: Bay Front Pkwy  
 Cross Dir: SW  
 Distance: 0.05 miles

**Historical counts**

Year	▲ Count	Type
2020	▲ 32,600	AADT
2019	▲ 33,900	AADT
2018	▲ 33,900	AADT

**▲ 2 32,017**

**E Gregory St**

2024 Est. daily traffic counts

Cross: N 17th Ave  
 Cross Dir: SE  
 Distance: -

**▲ 3 30,400**

**Pensacola Bay Bridge**

2022 Est. daily traffic counts

Cross: N 17th Ave  
 Cross Dir: SE  
 Distance: 0.01 miles

**Historical counts**

Year	▲ Count	Type
2021	▲ 34,000	AADT
1997	▲ 13,300	AADT

**▲ 4 27,100**

**Bayfront Pkwy**

2024 Est. daily traffic counts

Cross: 30  
 Cross Dir: NE  
 Distance: 0.03 miles

**Historical counts**

Year	▲ Count	Type
2009	▲ 25,600	AADT
2005	▲ 28,000	AADT
1998	▲ 13,300	AADT

**▲ 5 25,968**

**W Garden St**

2024 Est. daily traffic counts

Cross: N de Villiers St  
 Cross Dir: E  
 Distance: 0.04 miles

**Historical counts**

Year	▲ Count	Type
2005	▲ 25,500	AADT
1998	▲ 24,000	AADT
1997	▲ 24,000	AADT

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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- 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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