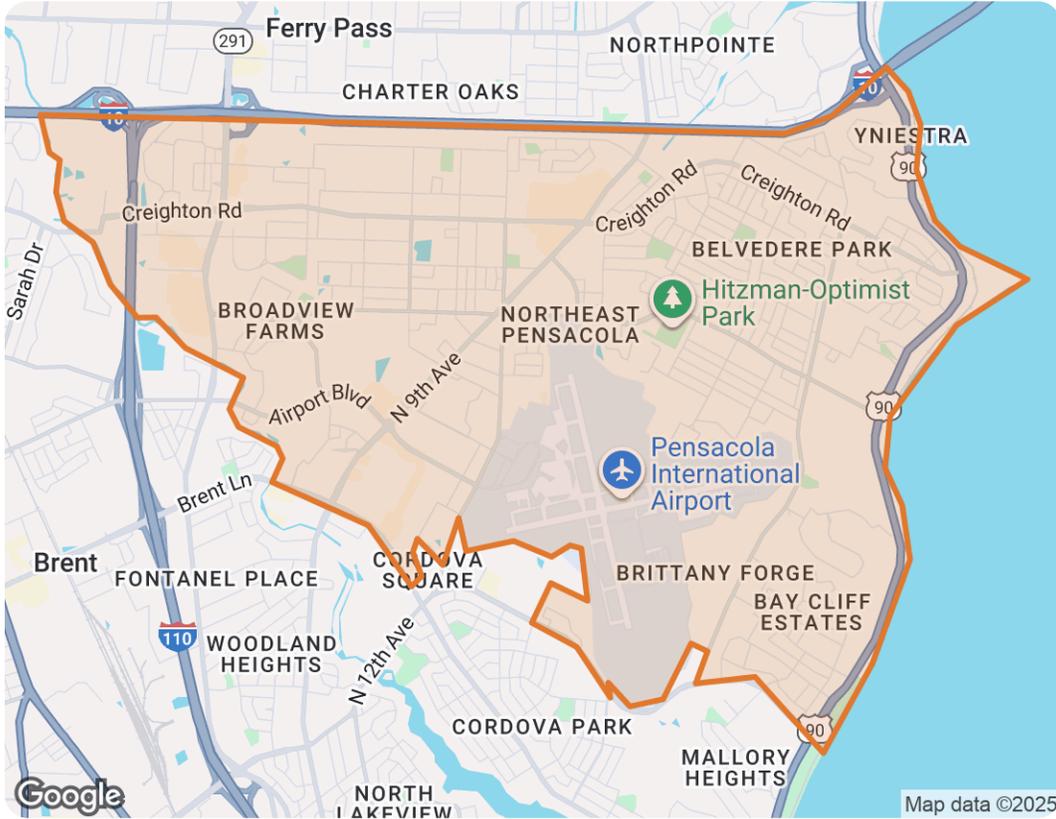# Pensacola, FL 32504

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12/15/2025

Pensacola, FL 32504

Trade Area Summary

Attribute Summary for Pensacola, FL 32504

Median Household Income	Median Age	Total Population	1st Dominant Segment
$75,104	**43.4**	**21,741**	**Old and Newcomers**
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

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

Middle Ground

Lifestyles of thirtysomethings

URBANIZATION - Where do people like this usually live?

Metro Cities

Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Old and Newcomers	In Style	Midlife Constants	Comfortable Empty Nesters	Set to Impress
% of Households	3,554 (35.5%)	1,806 (18.0%)	1,360 (13.6%)	1,058 (10.6%)	982 (9.8%)
Lifestyle Group	Middle Ground	GenXurban	GenXurban	GenXurban	Midtown Singles
Urbanization Group	Metro Cities	Metro Cities	Suburban Periphery	Suburban Periphery	Metro Cities
Residence Type	Single Family; Multi-Units	Single Family	Single Family	Single Family	Multi-Unit Rentals; Single Family
Household Type	Singles	Married Couples w/No Kids	Married Couples w/No Kids	Married Couples	Singles
Average Household Size	2.1	2.32	2.3	2.48	2.06
Median Age	39.7	41.7	45.8	46.4	35
Diversity Index	62.9	51.5	48.7	47	72.9
Median Household Income	$60,300	$97,100	$71,500	$97,600	$49,300
Median Net Worth	$93,900	$354,300	$262,000	$509,700	$21,100
Median Home Value	$282,500	$390,100	$248,300	$323,300	$244,500
Homeownership	48.6	69.8	75	87.4	30.1
Employment	Professional or Services	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Services or Professional
Education	Some College No Degree	Bachelor's Degree	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Strong sense of community volunteer for charities. Food features convenience, frozen and fast food.	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Sociable, church-going residents. Enjoy movies at home, reading, fishing and golf.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Maintain close relationships with family. Enjoy going to rock concerts, night clubs, and the zoo.
Financial	Price aware and coupon clippers, but open to impulse buys	Variety of investments often managed by a financial planner	42% recieve Social Security, 27% also receive retirement income	Portfolio includes stocks, CODs, mutual funds and real estate	Prefer name brands, buy generic when it's a better deal
Media	Features the Internet, listening to country music and read the paper	Connected and knowledgeable via smartphones	After TV, Radio and newspapers are medias of choice	Listen to sports radio; watch sports on TV	Use the Internet for social media, video games and watching TV

Pensacola, FL 32504

Consumer Segmentation

Top Tapestry Segments	Old and Newcomers	In Style	Midlife Constants	Comfortable Empty Nesters	Set to Impress
Vehicle	View car as transportation only	Partial to late model SUVs and compact SUVs	Own domestic SUVs, trucks	Own 1-2 vehicles	Own used, imported vehicles

Consumer Segment Details

About this segment

Old and Newcomers

Ranked	In this area	In the United States
1st	**35.5%**	**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.

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Consumer Segment Details

About this segment

In Style

Ranked	In this area	In the United States
2nd	**18.0%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education.
- Higher labor force participation rate is at 67% with proportionately more 2-worker households.
- Median household income of $73,000 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.35.
- Home ownership average at 68%; nearly half, 47%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5 –19 units) apartment buildings.
- Median home value at $243,900.
- Vacant housing units at 8.6%.

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

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Consumer Segment Details

About this segment

Midlife Constants

Ranked	In this area	In the United States
3rd	**13.6%**	**2.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Socioeconomic Traits

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market.
- Almost 42% of households are receiving Social Security; 27% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of $154,100.

Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

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Consumer Segment Details

About this segment

Comfortable Empty Nesters

Ranked
4th
dominant segment
for this area

In this area
10.6%
of households fall
into this segment

In the United States
2.4%
of households fall
into this segment

Who Are They?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

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Consumer Segment Details

About this segment

Set to Impress

Ranked	In this area	In the United States
5th	**9.8%**	**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.
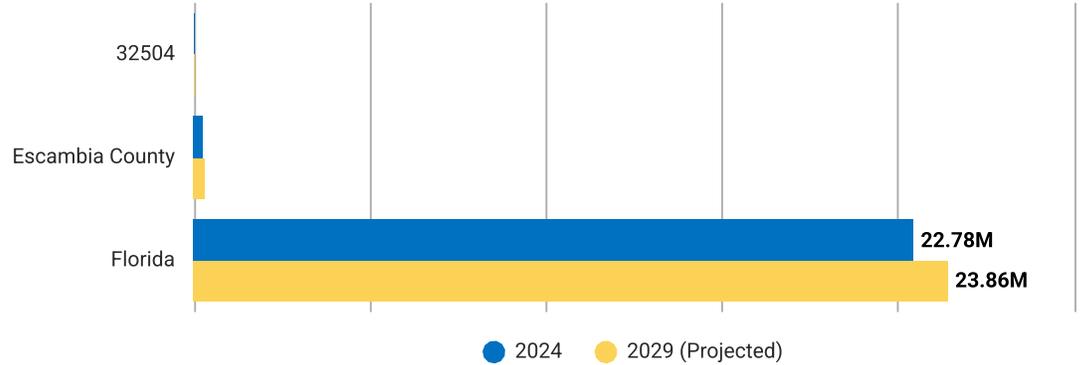- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

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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.

- 32504
- Escambia County
- Florida: **22.78M** (2024), **23.86M** (2029 Projected)

● 2024 ● 2029 (Projected)

Population Density

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

- 32504: **2.07K** (2024), **2.06K** (2029 Projected)
- Escambia County: **502.1** (2024), **508.3** (2029 Projected)
- Florida: **424.6** (2024), **444.8** (2029 Projected)

● 2024 ● 2029 (Projected)
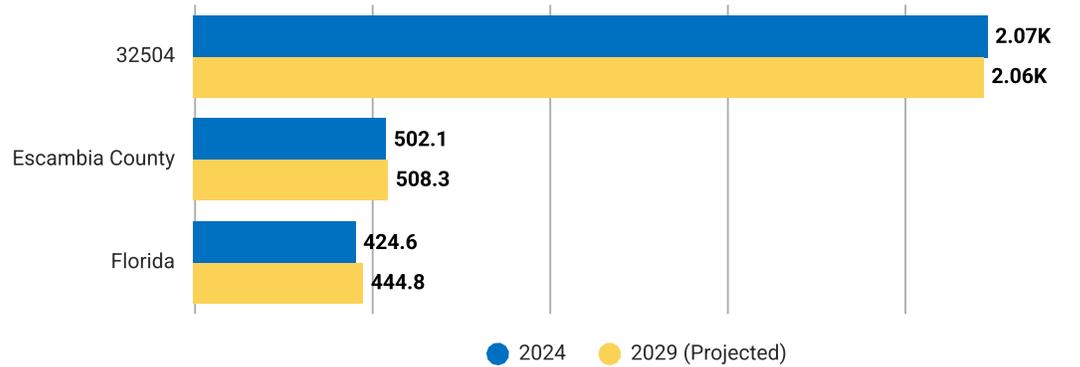
Total Daytime Population

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.

- 32504
- Escambia County
- Florida: **22.6M**
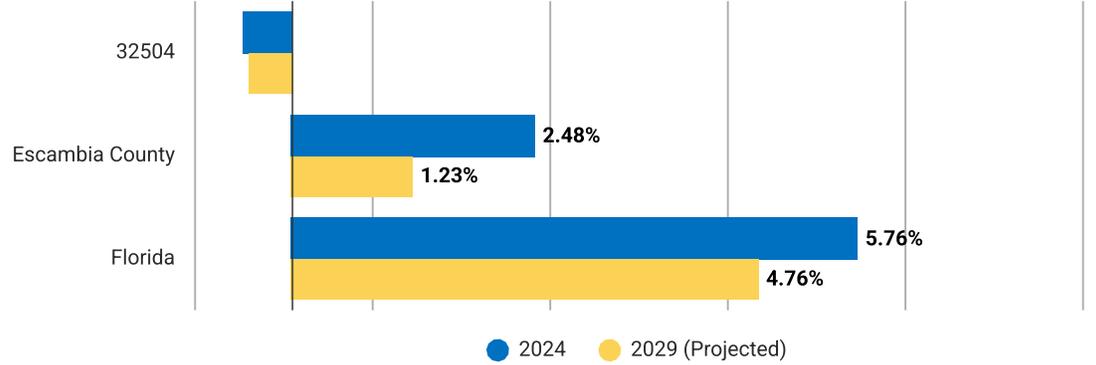
Pensacola, FL 32504
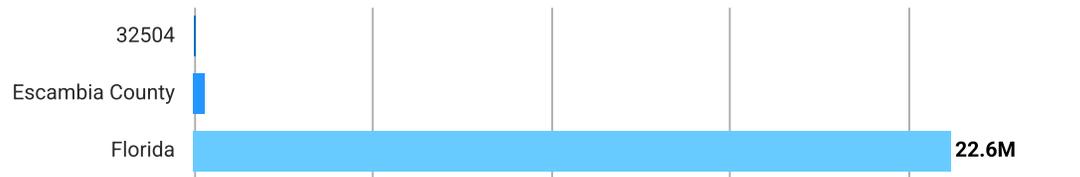
Daytime Population Density

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.

Area	Value
32504	3.02K
Escambia County	532.7
Florida	421.2

Population Change Since 2020

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

Area	2024	2029 (Projected)
32504		
Escambia County	2.48%	1.23%
Florida	5.76%	4.76%

● 2024   ● 2029 (Projected)

Average Household Size

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

Area	2024	2029 (Projected)
32504	2.13	2.09
Escambia County	2.34	2.29
Florida	2.45	2.43

● 2024   ● 2029 (Projected)

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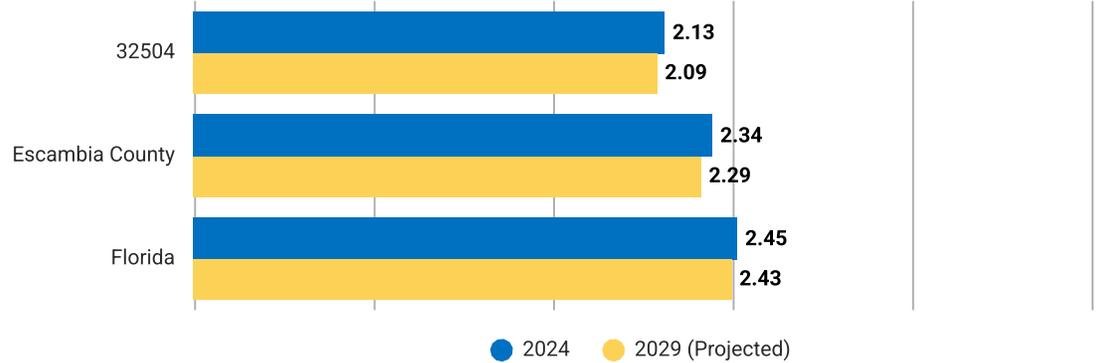
Population Living in Family Households

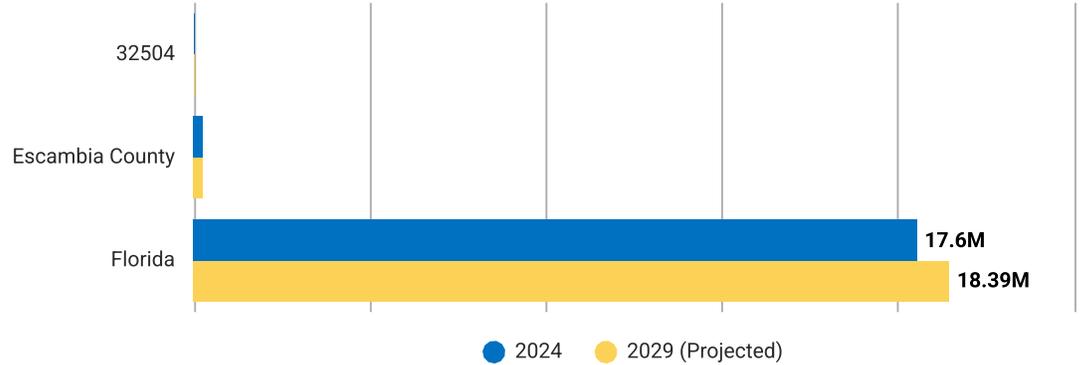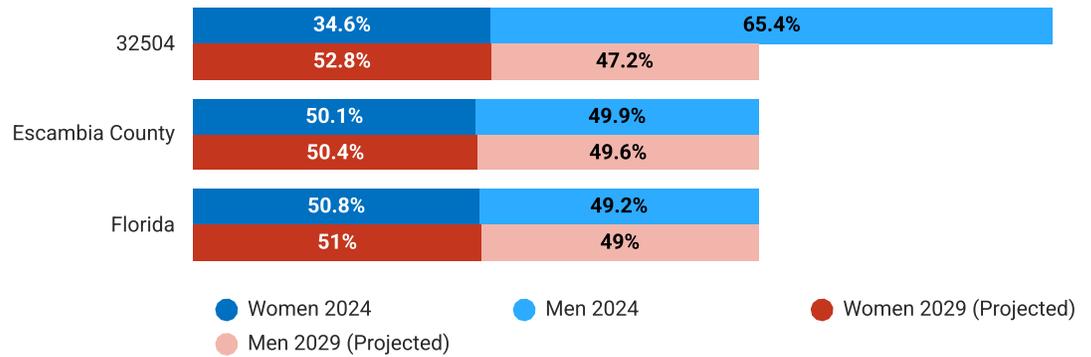This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

32504

Escambia County

Florida — 17.6M / 18.39M

● 2024   ● 2029 (Projected)

Female / Male Ratio

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

32504
- 34.6% | 65.4%
- 52.8% | 47.2%

Escambia County
- 50.1% | 49.9%
- 50.4% | 49.6%

Florida
- 50.8% | 49.2%
- 51% | 49%

● Women 2024   ● Men 2024   ● Women 2029 (Projected)
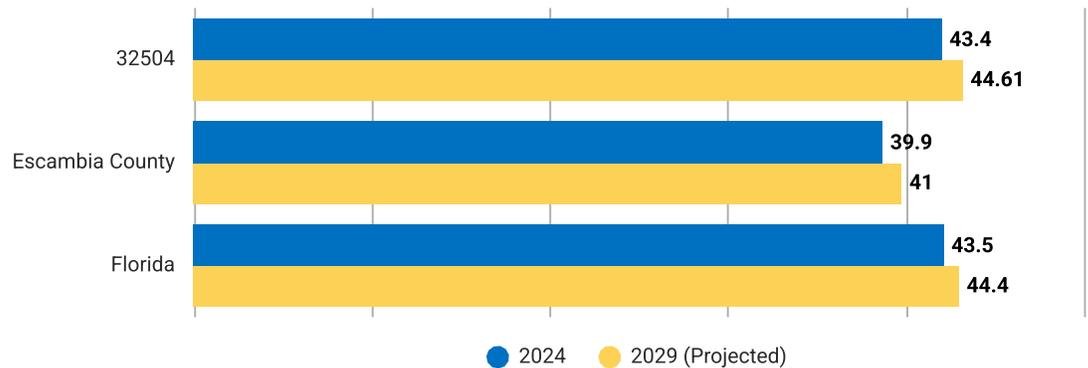● Men 2029 (Projected)

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.

32504 — 43.4 / 44.61

Escambia County — 39.9 / 41

Florida — 43.5 / 44.4

● 2024   ● 2029 (Projected)

Pensacola, FL 32504

Population by Age

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

Age Group	2024	2029 (Projected)
Children	9.77%	9.27%
Tweens	2.9%	2.92%
Teens	6.73%	6.6%
20s	12.82%	12.23%
30s	13.67%	13.15%
40s	11.39%	12.37%
50s	10.98%	10.59%
60s	13.81%	12.29%
70s	10.91%	11.95%
Over 80	7%	8.62%

● 2024   ● 2029 (Projected)
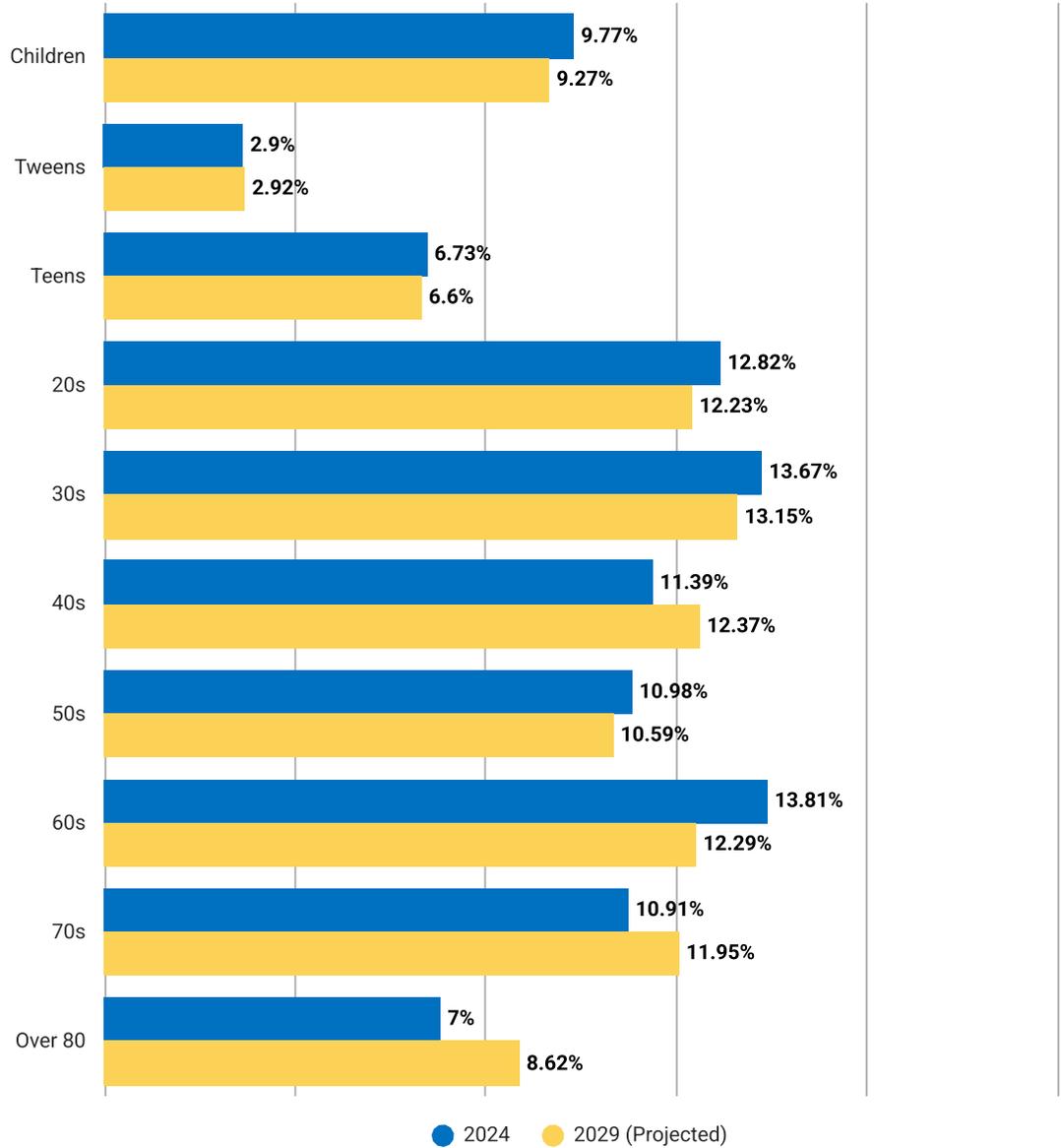
Married

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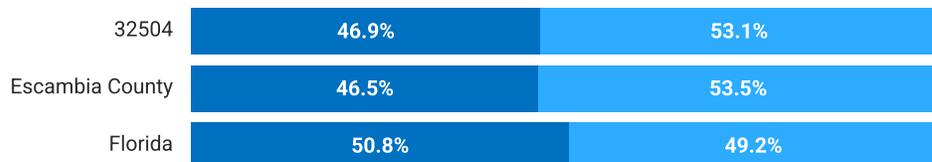
Update Frequency: Annually

Married / Unmarried Adults Ratio

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

Geography	Married	Unmarried
32504	46.9%	53.1%
Escambia County	46.5%	53.5%
Florida	50.8%	49.2%

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Never Married

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

32504	**32.87%**
Escambia County	**34.95%**
Florida	**31.27%**

Married

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

32504	**46.88%**
Escambia County	**46.46%**
Florida	**50.77%**
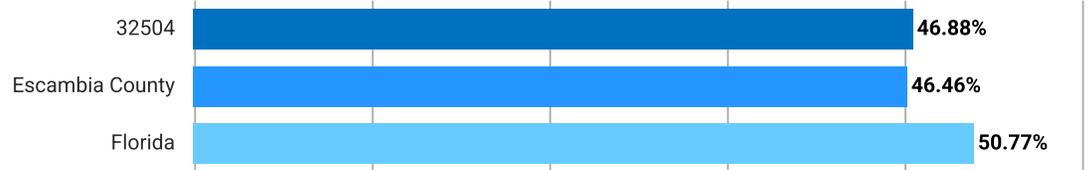
Widowed

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

32504	**6.41%**
Escambia County	**5.99%**
Florida	**6.22%**
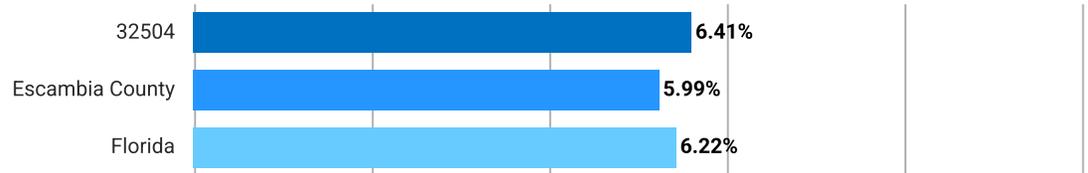
Divorced

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

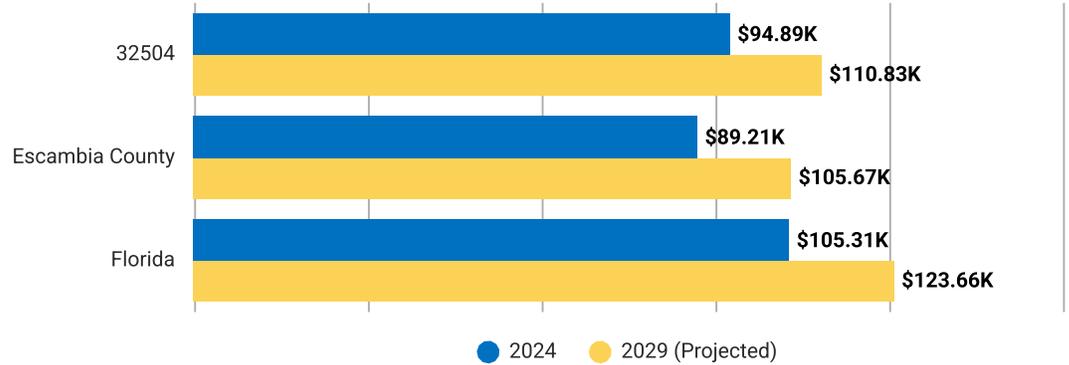|	
32504	**13.84%**
Escambia County	**12.6%**
Florida	**11.74%**

Pensacola, FL 32504
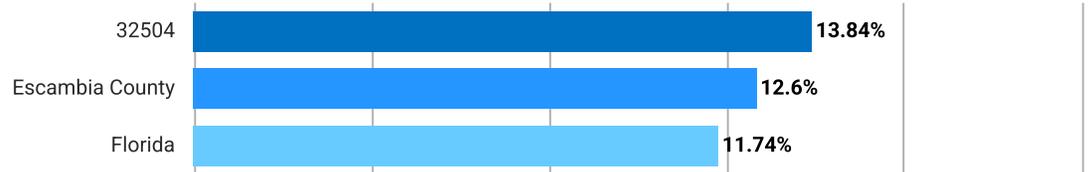
Income

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.

32504
- $94.89K (2024)
- $110.83K (2029 Projected)

Escambia County
- $89.21K (2024)
- $105.67K (2029 Projected)

Florida
- $105.31K (2024)
- $123.66K (2029 Projected)

● 2024   ● 2029 (Projected)

Median Household Income

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

32504
- $75.1K (2024)
- $86.4K (2029 Projected)

Escambia County
- $64.82K (2024)
- $80.86K (2029 Projected)

Florida
- $74.72K (2024)
- $87.66K (2029 Projected)

● 2024   ● 2029 (Projected)
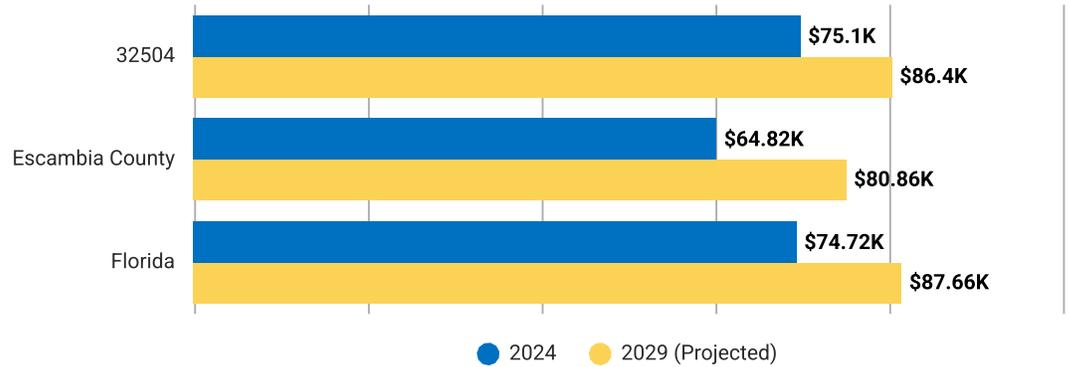
Per Capita Income

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

32504
- $42.99K (2024)
- $51.11K (2029 Projected)

Escambia County
- $36.5K (2024)
- $43.99K (2029 Projected)

Florida
- $42.08K (2024)
- $49.92K (2029 Projected)

● 2024   ● 2029 (Projected)

Pensacola, FL 32504
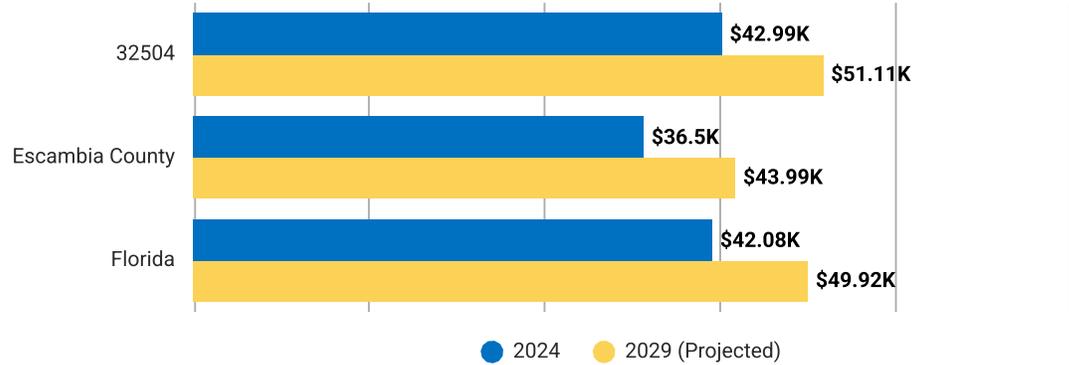
Average Disposable Income

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

| Geography	Value
32504	$75.68K
Escambia County	$71.46K
Florida	$81.14K

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.

Geography	Value
32504	1.21%
Escambia County	2.08%
Florida	3.62%
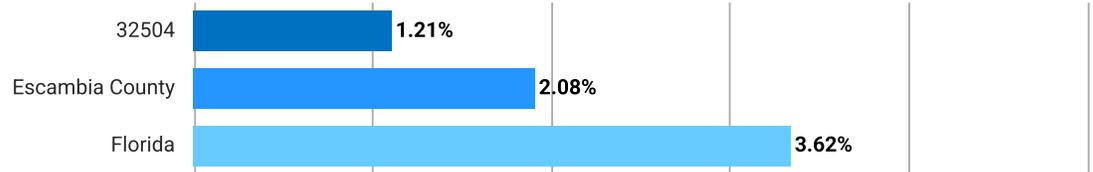
Some High School

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.

Geography	Value
32504	5.1%
Escambia County	5.85%
Florida	5.48%
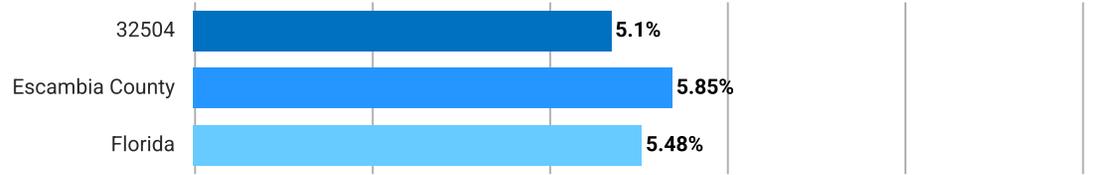
High School GED

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.

Geography	Value
32504	2.49%
Escambia County	4.23%
Florida	4.03%

High School Graduate

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

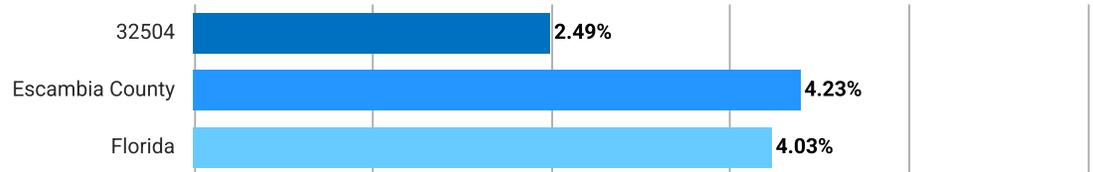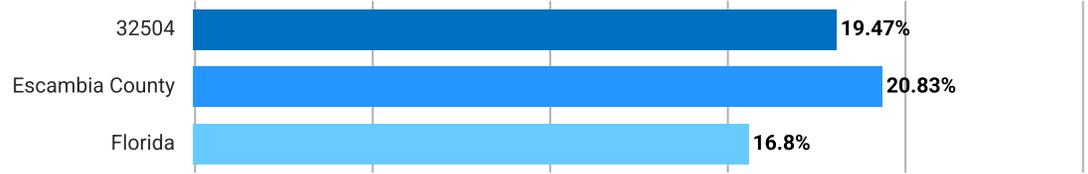| Geography	Value
32504	17.32%
Escambia County	23.2%
Florida	23.45%

Pensacola, FL 32504

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.

32504	19.47%
Escambia County	20.83%
Florida	16.8%

Associate Degree

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

32504	13.94%
Escambia County	12.63%
Florida	11.03%

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.

32504	22.96%
Escambia County	19.7%
Florida	22.41%

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.

32504	17.52%
Escambia County	11.48%
Florida	13.16%

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

32504	
Escambia County	
Florida	413.79K

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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

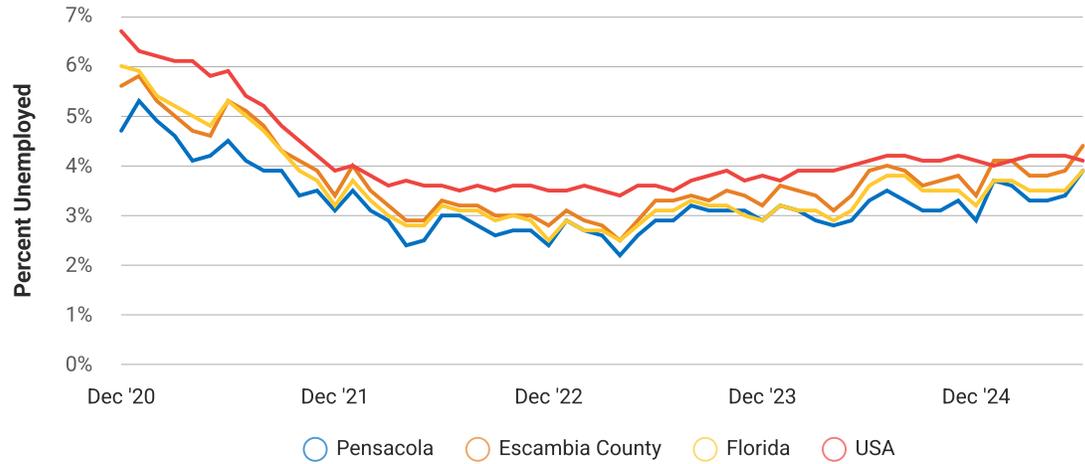|	
32504	
Escambia County	
Florida	**10.98M**

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

Legend: Pensacola · Escambia County · Florida · USA

Pensacola, FL 32504

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

Industry	Count
Health Care and Social Assistance	1.74K
Retail Trade	1.25K
Accommodation and Food	1.2K
Education	1.13K
Finance and Insurance	951
Professional, Scientific and Technical	809
Construction	702
Other	641
Transportation and Warehousing	534
Manufacturing	451
Public Administration	428
Administrative Support and Waste Management	290
Real Estate, Rental and Leasing	273
Wholesale Trade	210
Arts, Entertainment and Recreation	161
Information	137
Utilities	
Mining	
Business Management	
Agriculture, Forestry, Fishing and Hunting	

12/15/2025

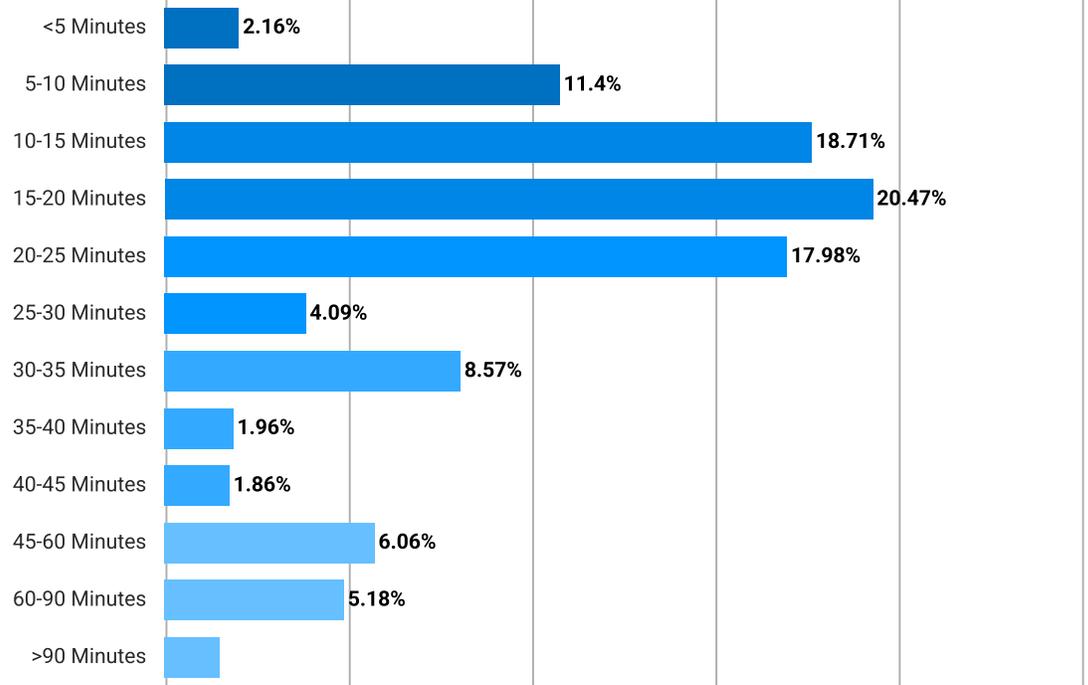# Pensacola, FL 32504

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

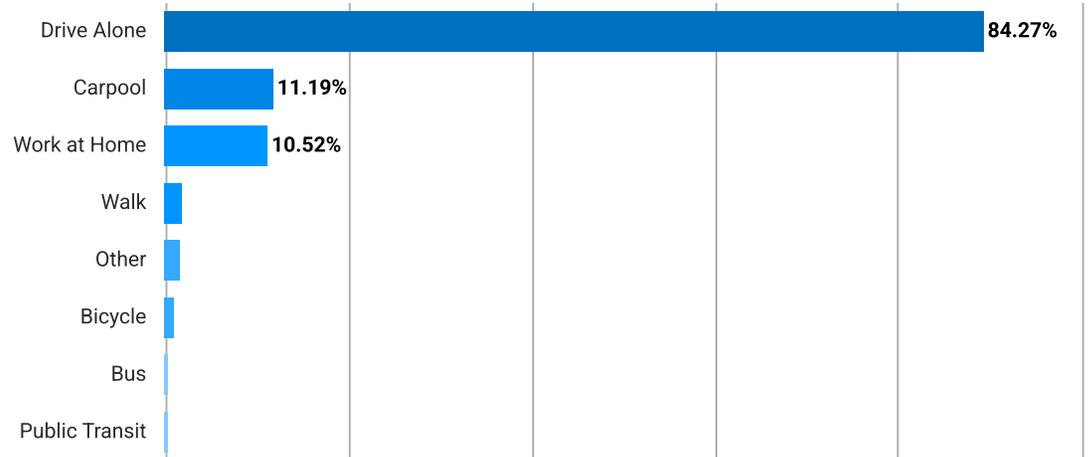| Commute Time	Percentage
<5 Minutes	2.16%
5-10 Minutes	11.4%
10-15 Minutes	18.71%
15-20 Minutes	20.47%
20-25 Minutes	17.98%
25-30 Minutes	4.09%
30-35 Minutes	8.57%
35-40 Minutes	1.96%
40-45 Minutes	1.86%
45-60 Minutes	6.06%
60-90 Minutes	5.18%
>90 Minutes	

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

Transportation	Percentage
Drive Alone	84.27%
Carpool	11.19%
Work at Home	10.52%
Walk	
Other	
Bicycle	
Bus	
Public Transit	

Pensacola, FL 32504

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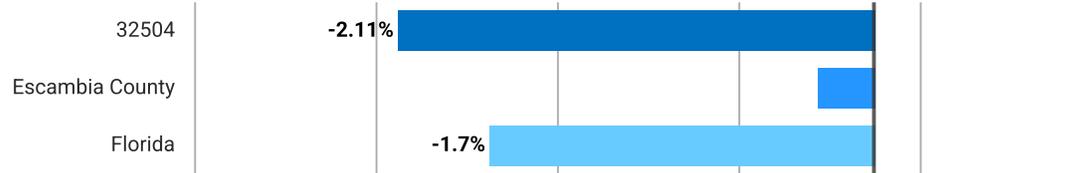
Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

32504	$299.55K
Escambia County	$303.39K
Florida	$412.22K

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

32504	-2.11%
Escambia County	
Florida	-1.7%

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

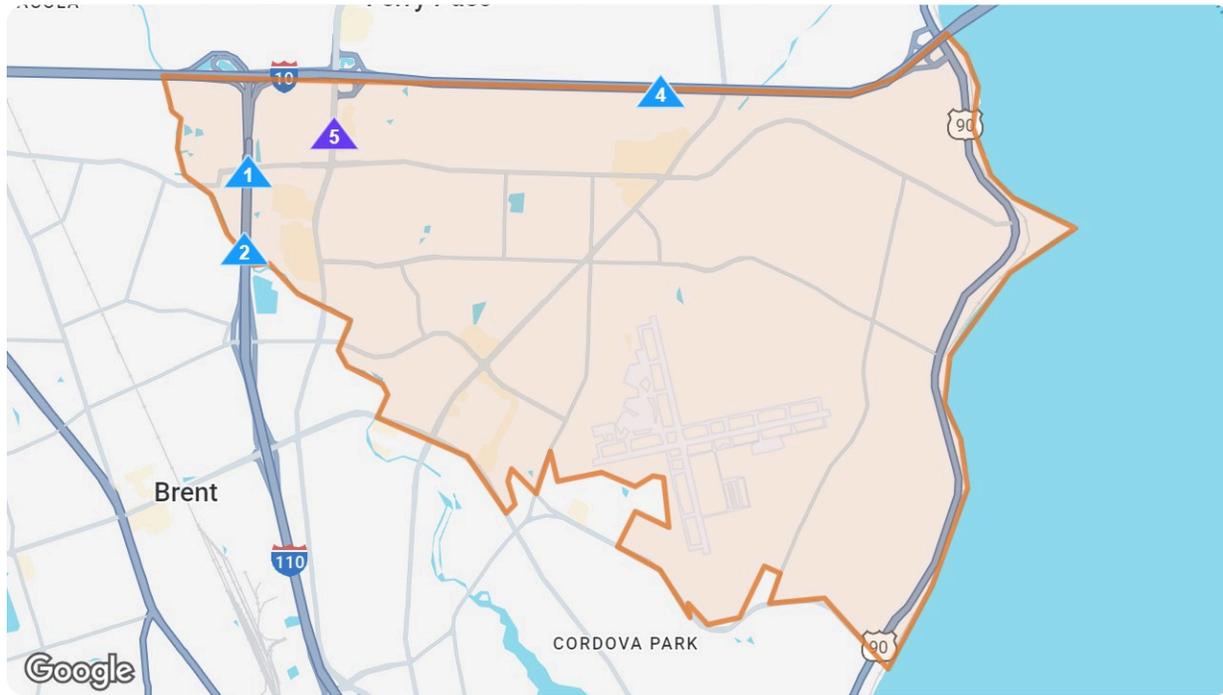|	
32504	$259K
Escambia County	$339K
Florida	$416.99K

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

32504	-2.25%
Escambia County	
Florida	1.33%

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Pensacola, FL 32504

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 — 86,740

2024 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	86,500	AADT
2021	▲	83,500	AADT
2020	▲	85,500	AADT
2019	▲	89,500	AADT
2018	▲	80,500	AADT

▲ 2 — 65,244

I- 110

2024 Est. daily traffic counts

Cross: E Burgess Rd
Cross Dir: N
Distance: 0.34 miles

Historical counts

Year	▲	Count	Type
2005	▲	59,500	AADT
1998	▲	51,412	AADT

▲ 3 — 62,500

I 10

2021 Est. daily traffic counts

Cross: N Davis Hwy
Cross Dir: W
Distance: 0.3 miles

Historical counts

Year	▲	Count	Type
2009	▲	36,500	AADT
2005	▲	41,000	AADT
1997	▲	38,500	AADT

▲ 4 — 58,864

2024 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2019	▲	57,500	AADT
1997	▲	24,927	AADT

▲ 5 — 41,000

North Davis Highway

2022 Est. daily traffic counts

Cross: Bloodworth Ln
Cross Dir: N
Distance: 0.12 miles

Historical counts

Year	▲	Count	Type
2020	▲	37,000	AADT
2018	▲	40,000	AADT
1997	▲	6,300	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

Pensacola, FL 32504

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.

- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.

- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

For more information about RPR, please visit RPR's public website: **https://blog.narrpr.com**