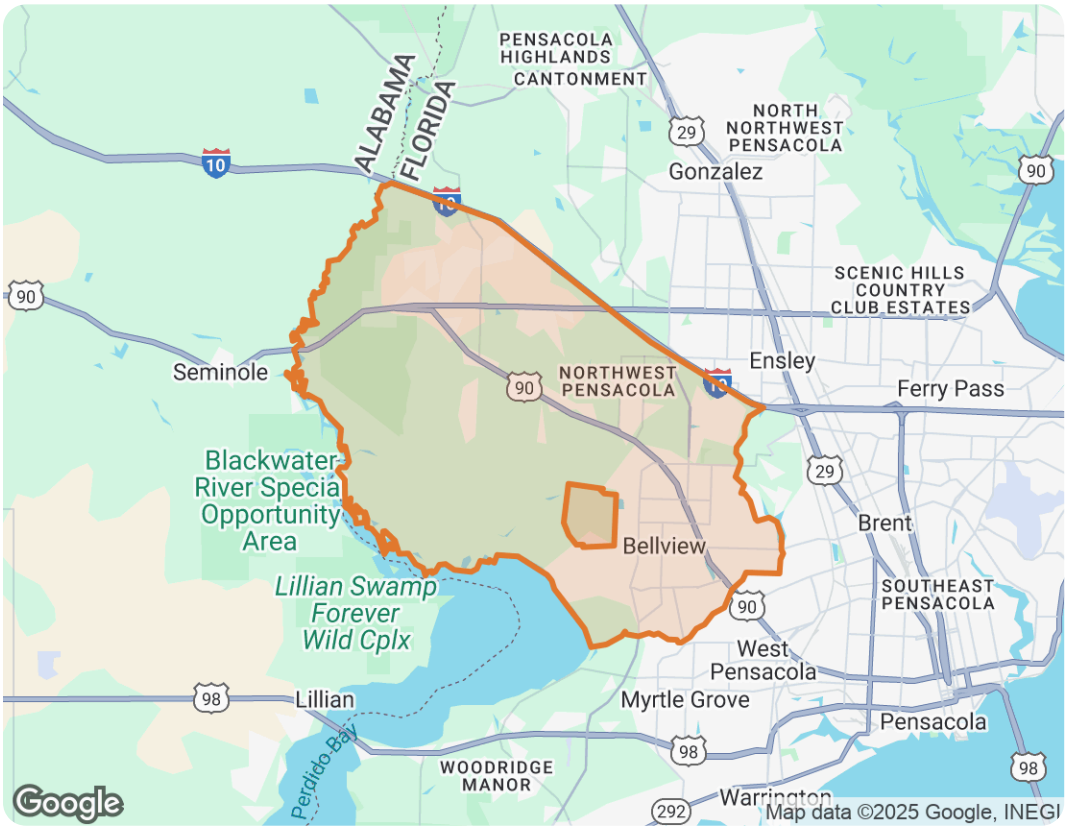
Pensacola, FL 32526



Mehdi Moeini

Broker

Alabama Real Estate License #000156985-0

Florida Real Estate License #BK3464565

Mobile (850) 380-0877

(850) 764-6800

Mehdi@BayCityRealty.com

www.BayCityRealty.com

Bay City Realty

226 South Palafox Place, Suite 10E

Pensacola, FL 32502

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Pensacola, FL 32526

Trade Area Summary

Attribute Summary for Pensacola, FL 32526

Median Household Income	Median Age	Total Population	1st Dominant Segment
$73,572	**42.0**	**47,665**	**Green Acres**
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?

Cozy Country Living

Empty nesters in bucolic settings

URBANIZATION - Where do people like this usually live?

Rural

Country living featuring single-family homes with acreage, farms, and rural resort areas

Top Tapestry Segments	Green Acres	Manufacturing Traditions	Comfortable Empty Nesters	Midlife Constants	Middleburg
% of Households	4,595 (24.5%)	4,325 (23.0%)	2,203 (11.7%)	2,181 (11.6%)	1,951 (10.4%)
Lifestyle Group	Cozy Country Living	GenXurban	GenXurban	GenXurban	Family Landscapes
Urbanization Group	Rural	Urban Periphery	Suburban Periphery	Suburban Periphery	Semirural
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples w/No Kids	Married Couples
Average Household Size	2.64	2.42	2.48	2.3	2.69
Median Age	43.8	39.1	46.4	45.8	37.6
Diversity Index	38.5	60.9	47	48.7	60.4
Median Household Income	$103,400	$68,900	$97,600	$71,500	$83,700
Median Net Worth	$537,400	$199,800	$509,700	$262,000	$277,100
Median Home Value	$374,800	$201,400	$323,300	$248,300	$306,900
Homeownership	88	72.1	87.4	75	76.1
Employment	Professional or Mgmnt/Bus/Financial	Professional or Services	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial
Education	High School Diploma	High School Diploma	Bachelor's Degree	High School Diploma	High School Diploma
Preferred Activities	Pursue physical fitness vigorously,. Active in communities and social organizations.	Value time spent at home. Watching television and gaming are common pastimes.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Sociable, church-going residents. Enjoy movies at home, reading, fishing and golf.	Spending priorities also focus on family. Enjoy hunting, fishing, bowling and baseball.
Financial	Comfortable with debt, and investments.	Budget aware shoppers	Portfolio includes stocks, CODs, mutual funds and real estate	42% recieve Social Security, 27% also receive retirement income	Carry some debt; invest for future
Media	Provided by satellite service, radio and television	Read newspapers, especially Sunday editions	Listen to sports radio; watch sports on TV	After TV, Radio and newspapers are medias of choice	TV and magazines provide entertainment and information

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Pensacola, FL 32526

Consumer Segmentation

Top Tapestry Segments	Green Acres	Manufacturing Traditions	Comfortable Empty Nesters	Midlife Constants	Middleburg
Vehicle	Late model trucks SUVs, ATVs and motorcycles	Own 2-3 vehicles	Own 1-2 vehicles	Own domestic SUVs, trucks	Like to drive trucks, SUVs, or motorcycles

Consumer Segment Details

About this segment

Green Acres

Ranked
1st
dominant segment for this area

In this area
24.5%
of households fall into this segment

In the United States
3.3%
of households fall into this segment

Who Are They?

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of $235,500.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8%.
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

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Pensacola, FL 32526

Consumer Segment Details

About this segment

Manufacturing Traditions

Ranked	In this area	In the United States
2nd	**23.0%**	**2.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

The backbone of older industrial cities in states surrounding the Great Lakes, Manufacturing Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Manufacturing Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Manufacturing Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

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Pensacola, FL 32526

Consumer Segment Details

About this segment

Comfortable Empty Nesters

Ranked	In this area	In the United States
3rd	**11.7%**	**2.4%**
dominant segment for this area	of households fall into this segment	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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Pensacola, FL 32526

Consumer Segment Details

About this segment

Midlife Constants

Ranked	In this area	In the United States
4th	**11.6%**	**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.

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.

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).

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

Middleburg

Ranked	In this area	In the United States
5th	**10.4%**	**3.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

Neighborhood

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of $175,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here, faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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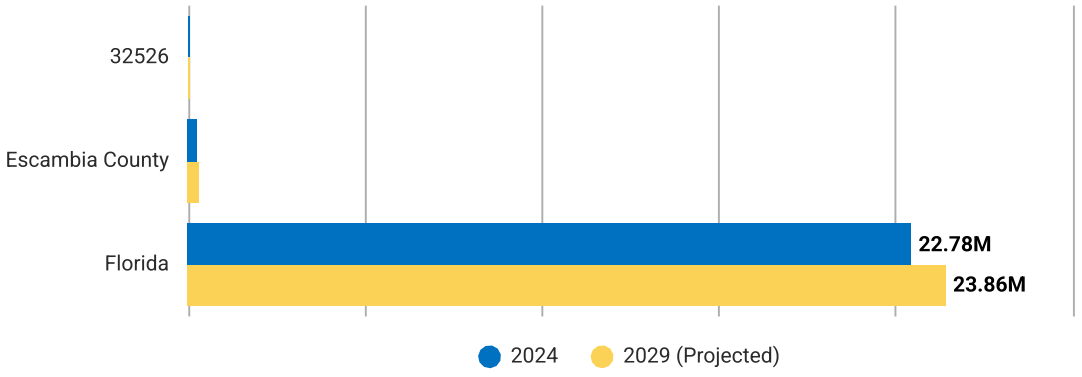
Population

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

Update Frequency: Annually

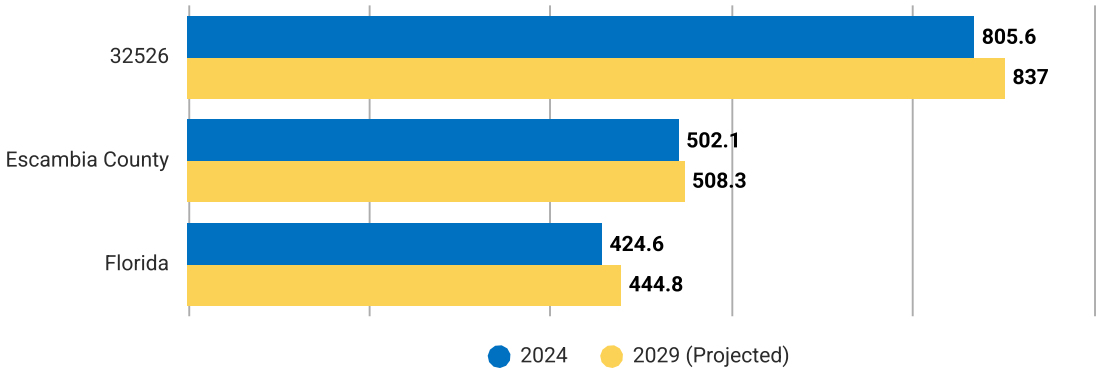
Total Population

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



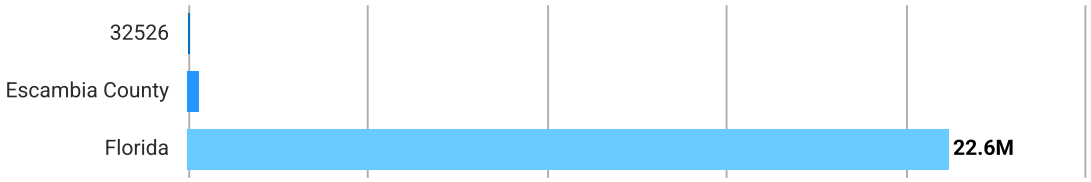
Population Density

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.



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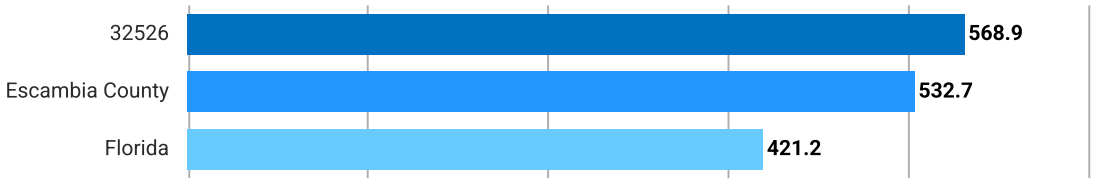
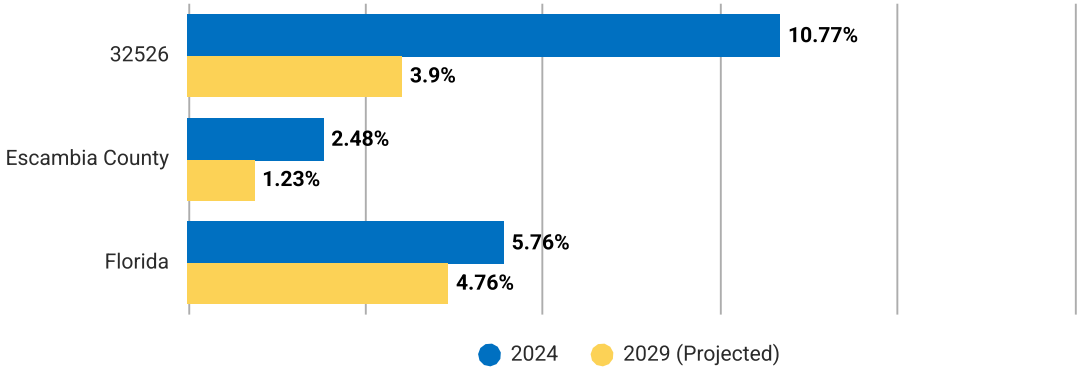
Daytime Population Density

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.



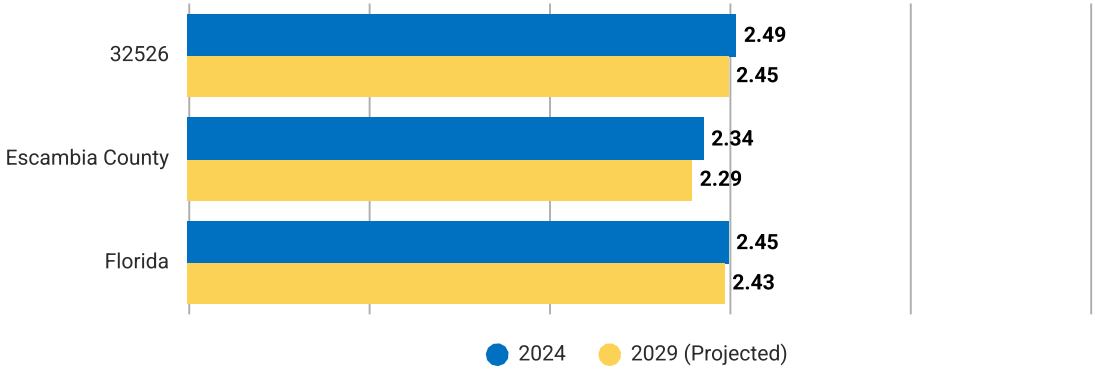
Population Change Since 2020

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.



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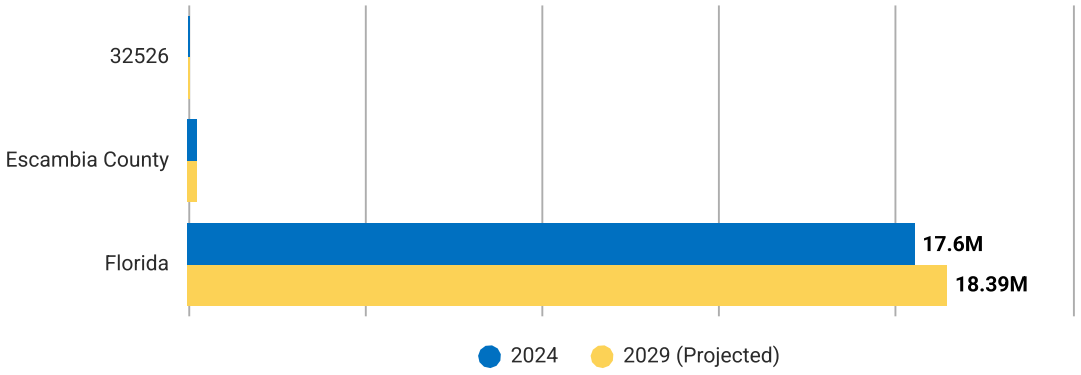
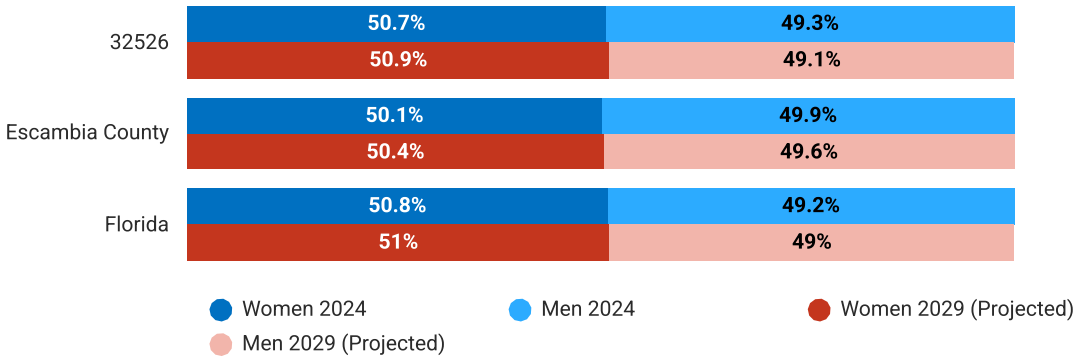
Population Living in Family Households

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.



Female / Male Ratio

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



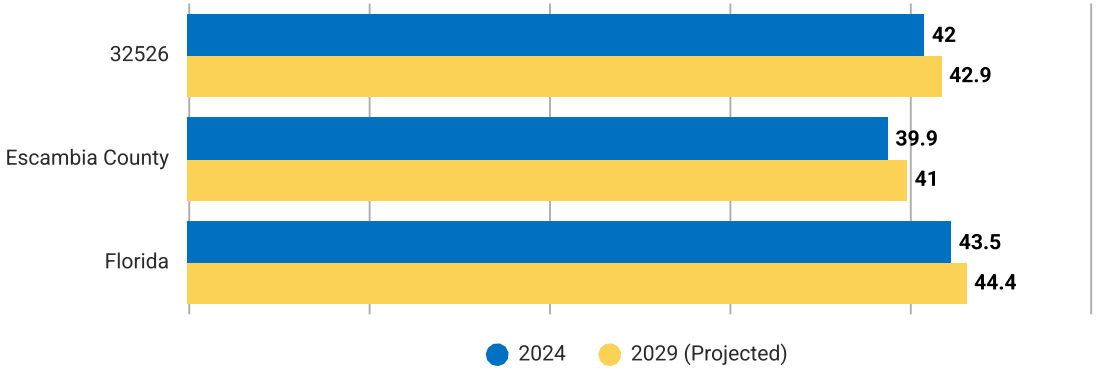
Age

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.



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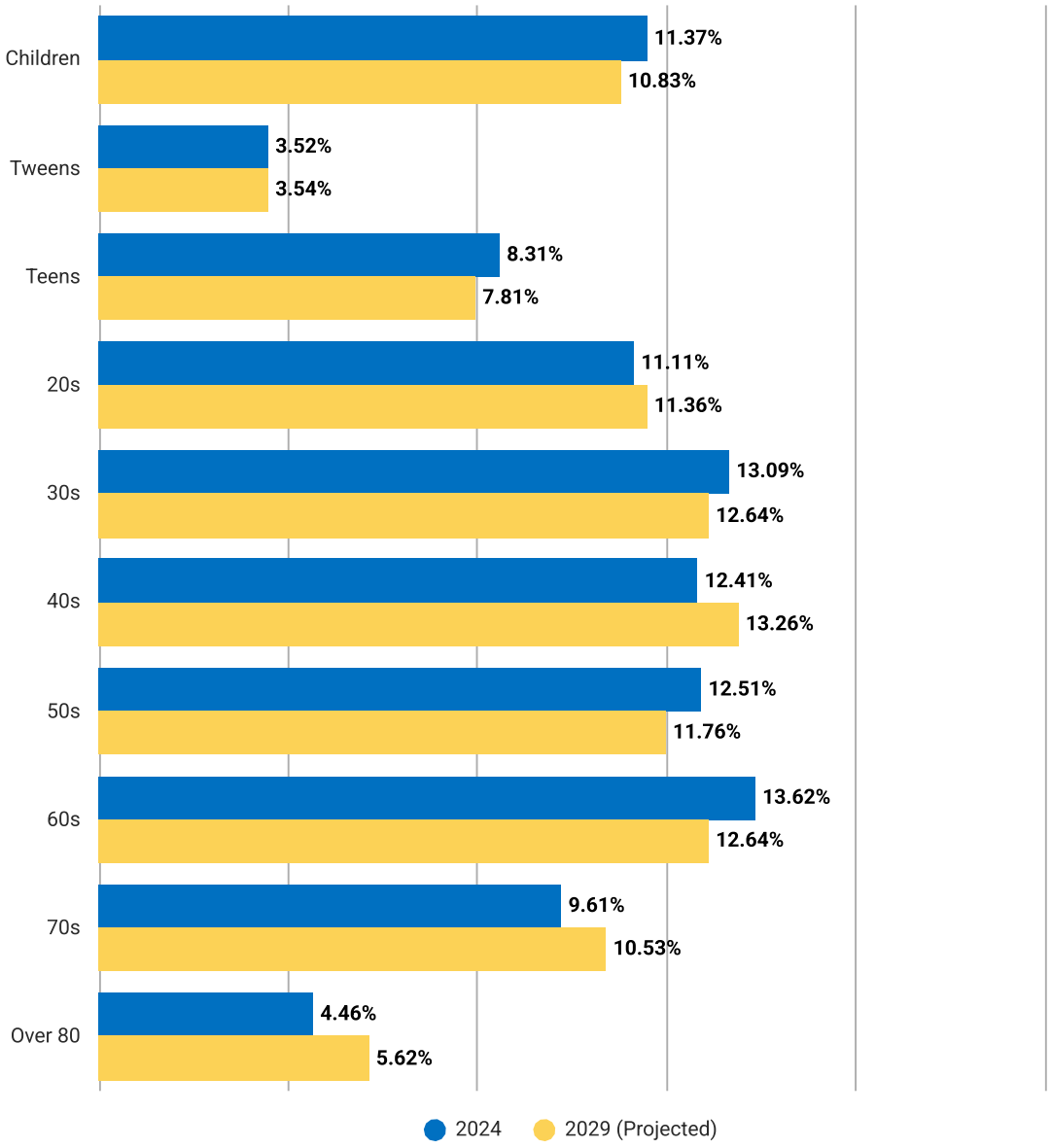
Population by Age

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



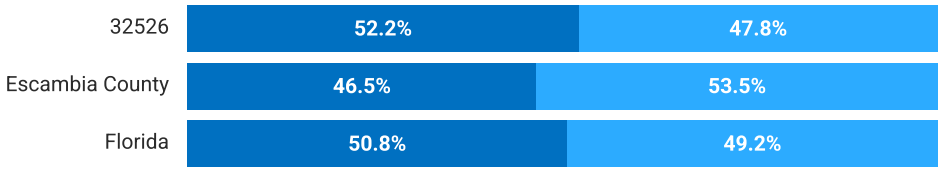
Married

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.



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Pensacola, FL 32526

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.

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Pensacola, FL 32526

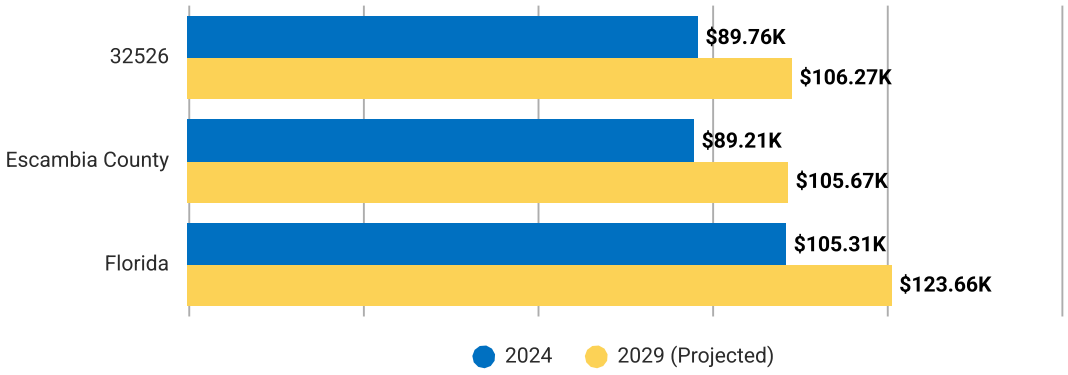
Income

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

Update Frequency: Annually

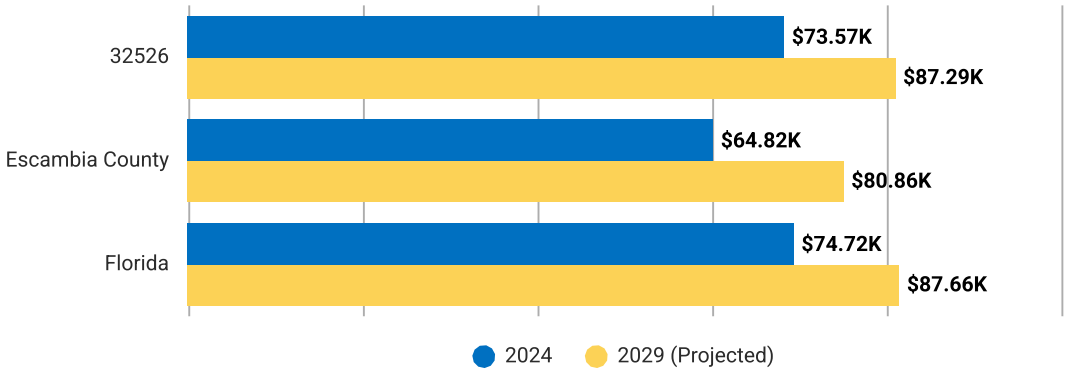
Average Household Income

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



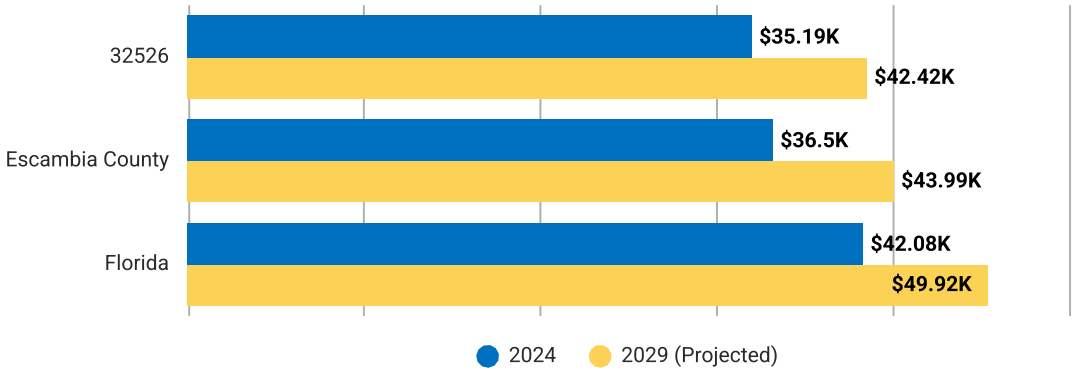
Median Household Income

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.



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Pensacola, FL 32526

Average Disposable Income

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

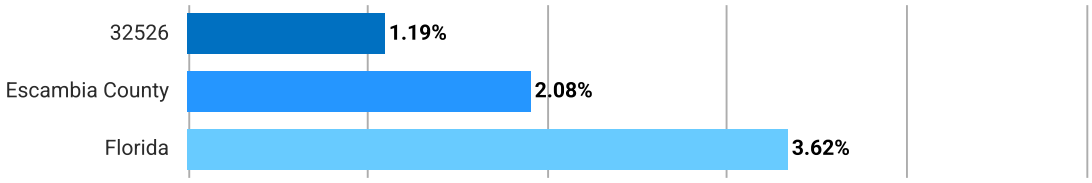
Education

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

Update Frequency: Annually

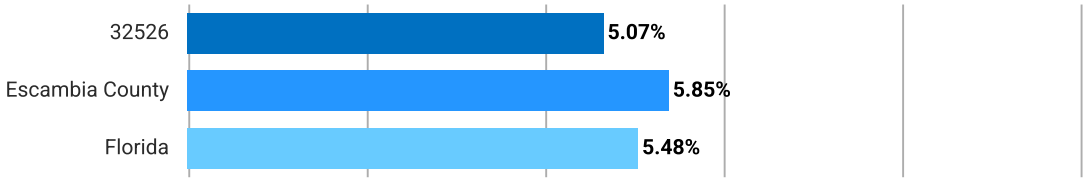
Less than 9th Grade

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.

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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

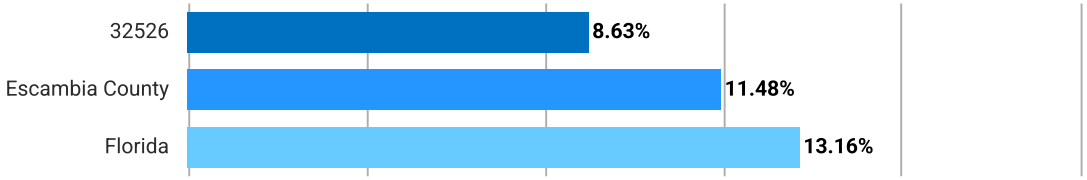
This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

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.



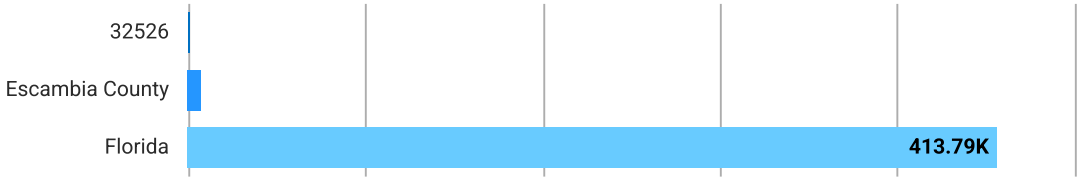
Economy

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



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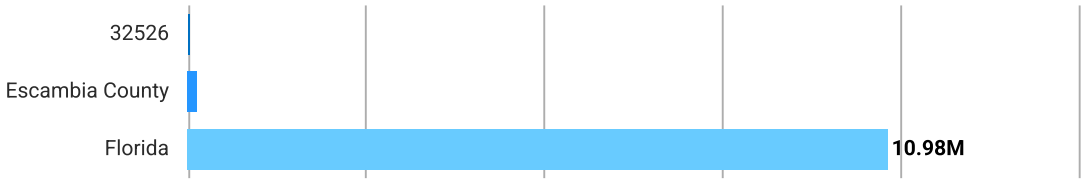
Pensacola, FL 32526

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

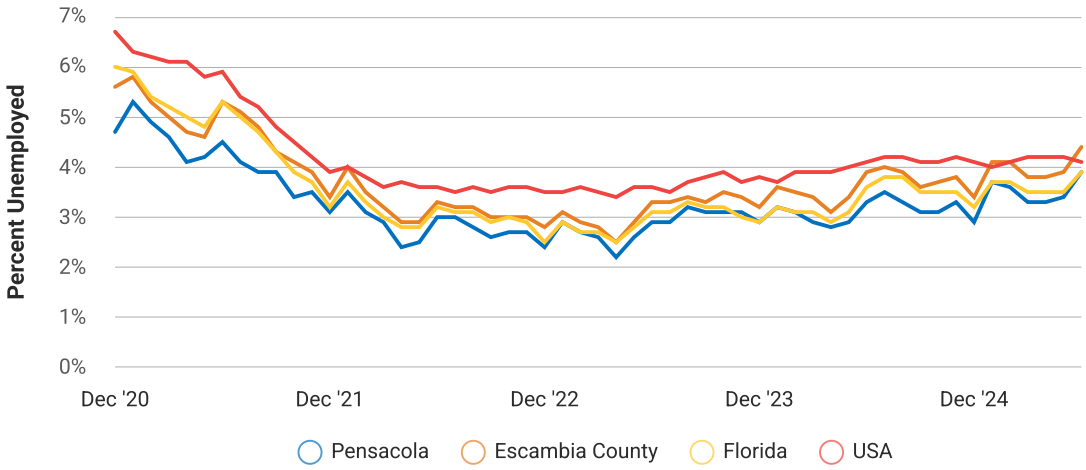


Unemployment Rate

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



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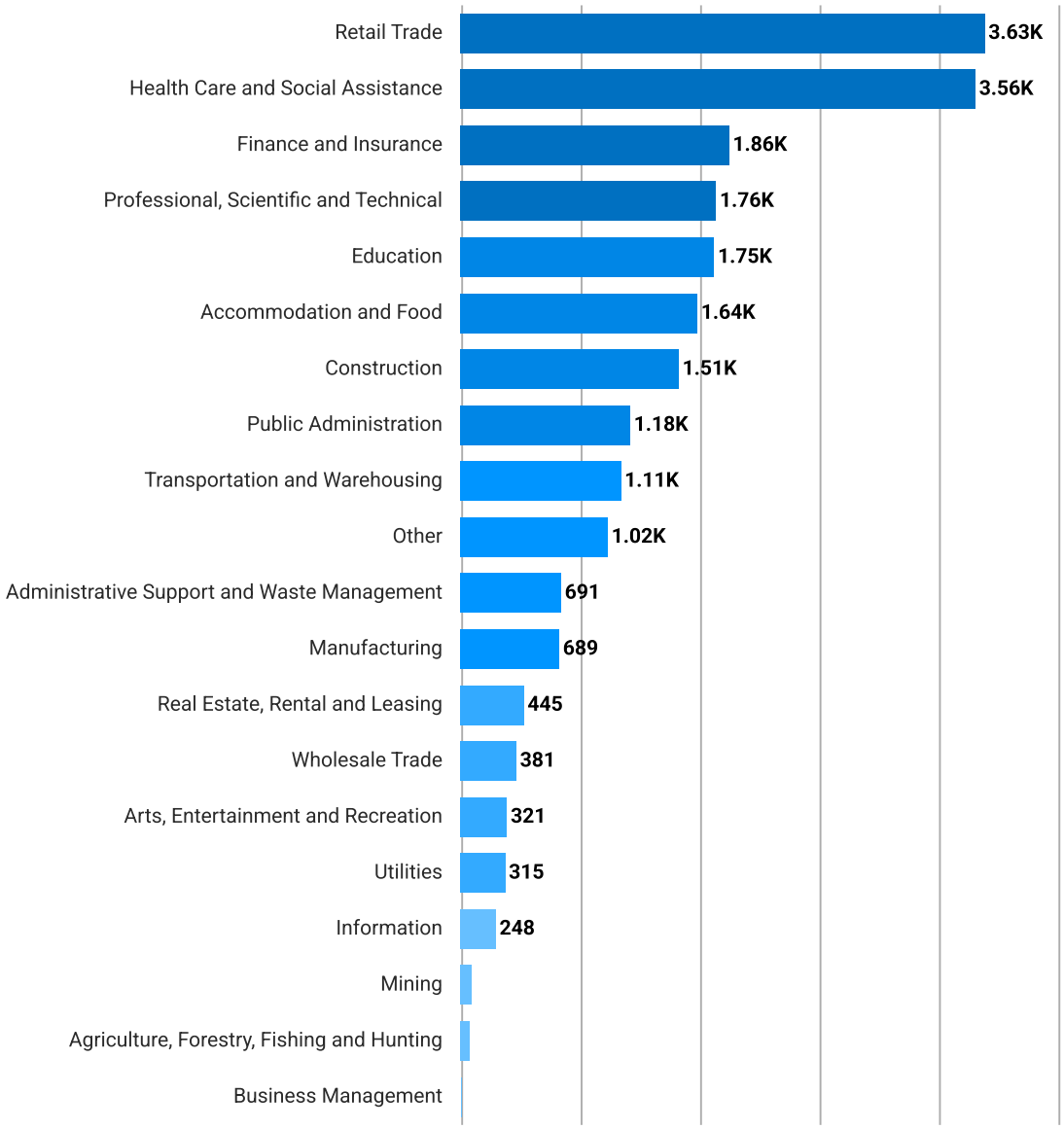
Employment Count by Industry

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



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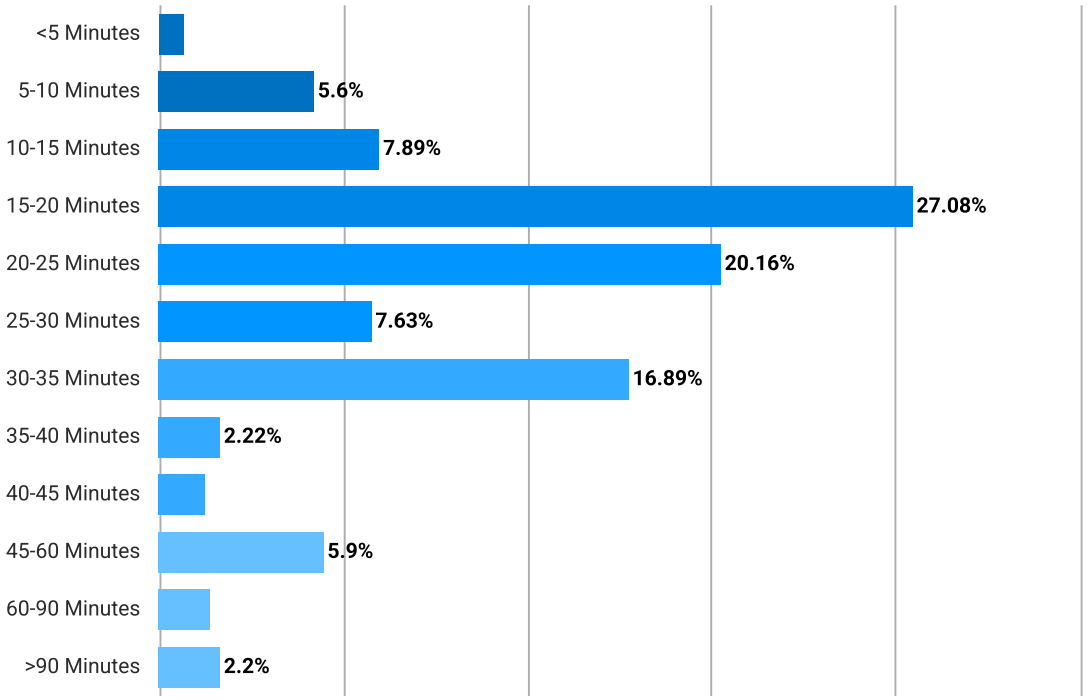
Commute to Work

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

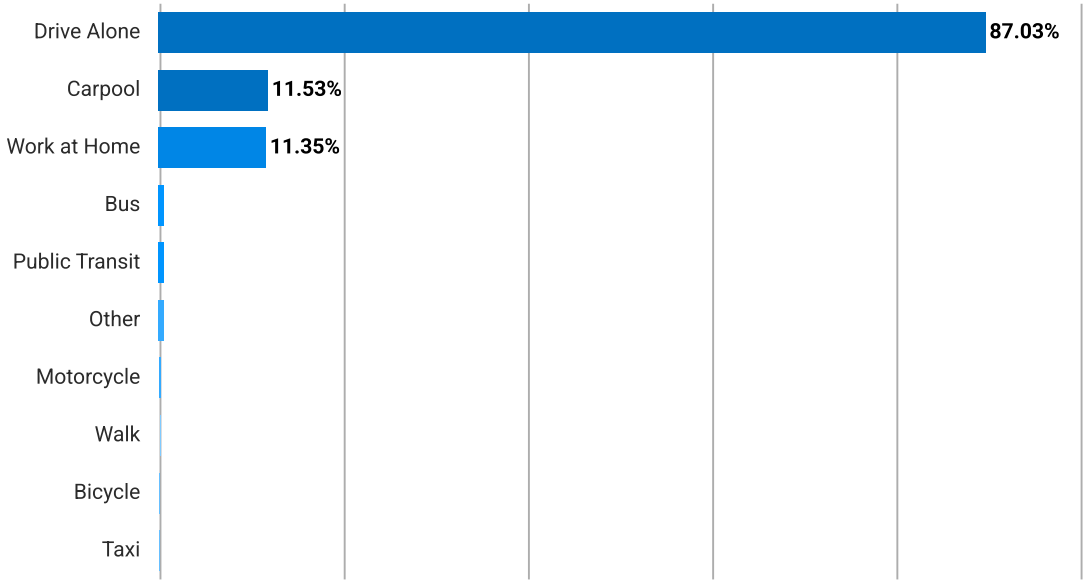


How People Get to Work

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



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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

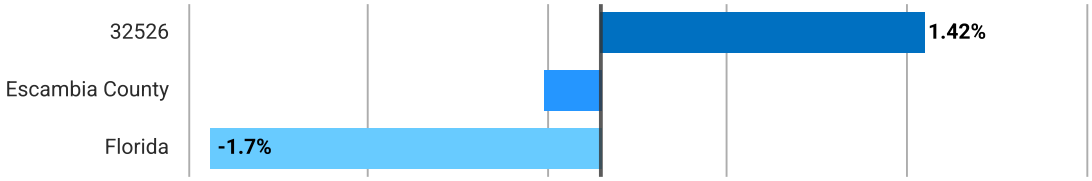
Update Frequency: Monthly

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

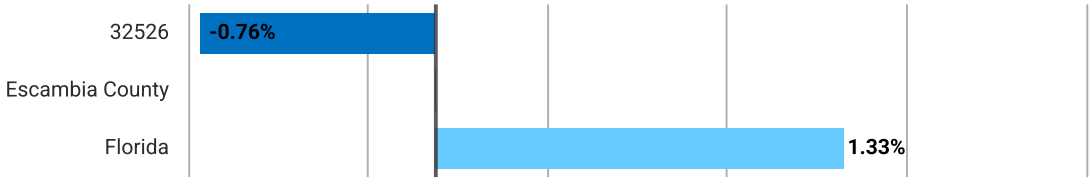
Update Frequency: Monthly

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



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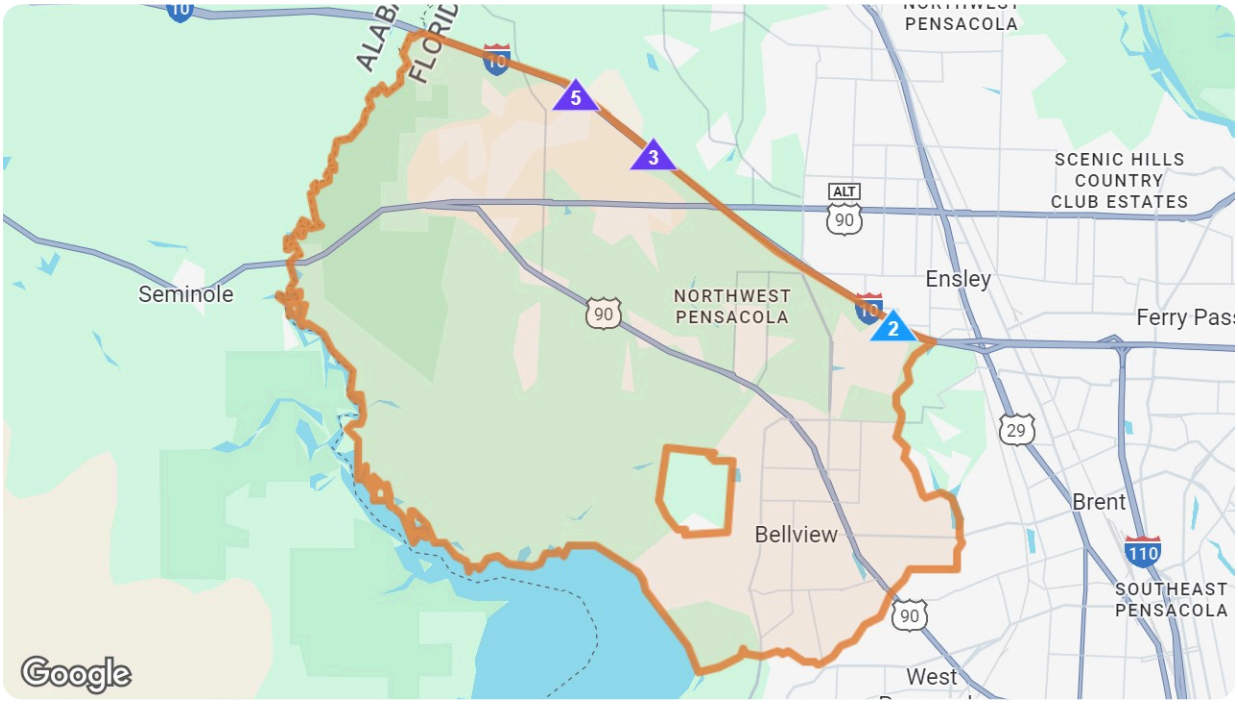
Traffic Counts



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 62,451

2022 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	Count	Type
2021	47,000	AADT
2019	62,253	AADT
2018	60,403	AADT
1998	49,500	AADT

2 58,716

I 10

2024 Est. daily traffic counts

Cross: Pensacola Blvd
Cross Dir: E
Distance: 1 miles

3 37,383

I- 10

2024 Est. daily traffic counts

Cross: W Nine Mile Rd
Cross Dir: SE
Distance: 1 miles

Historical counts

Year	Count	Type
2009	33,730	AADT
2005	34,122	AADT
1998	28,000	AADT
1997	27,000	AADT

4 36,000

2022 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	Count	Type
2020	30,000	AADT
2018	32,000	AADT

5 34,012

I 4

2024 Est. daily traffic counts

Cross: Beulah Rd
Cross Dir: SW
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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- 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**

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