NABOR
NAVARRE AREA BOARD OF REALTORS®

LOCAL ECONOMIC AREA REPORT

Santa Rosa County Saved Area
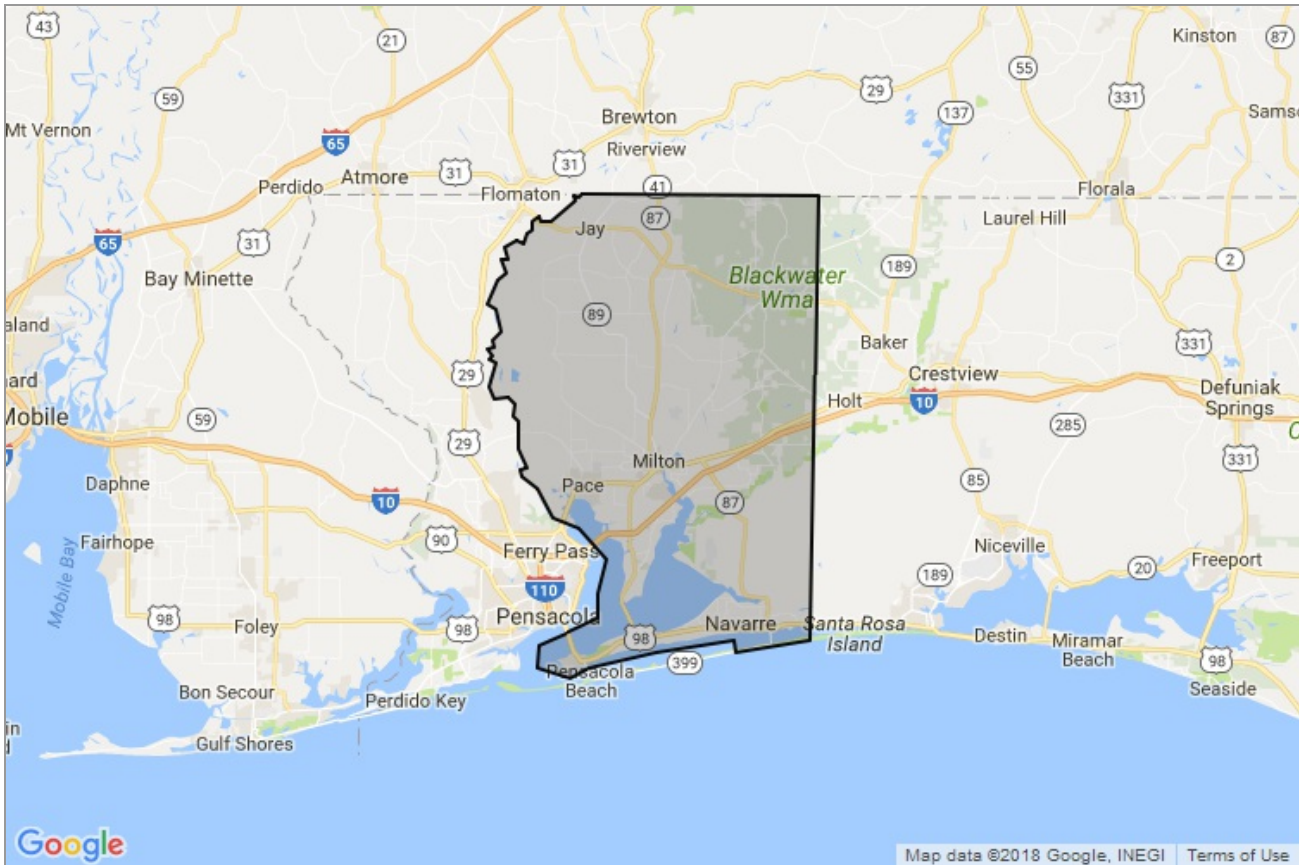
Presented by

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5/9/2018

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$56,755	**40.1**	**162,042**	**Middleburg**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Family Landscapes
Successful younger families in newer housing

Urbanization

Where do people like this usually live?

Semirural
Small town living, families with affordable homes

Top Tapestry Segments

	Middleburg	Green Acres	Comfortable Empty Nesters	Southern Satellites	The Great Outdoors
% of Households	19,291 (32.3%)	8,612 (14.4%)	6,758 (11.3%)	5,037 (8.4%)	3,100 (5.2%)
% of Florida	244,992 (3.0%)	116,768 (1.4%)	192,556 (2.4%)	187,737 (2.3%)	160,819 (2.0%)
Lifestyle Group	Family Landscapes	Cozy Country Living	GenXurban	Rustic Outposts	Cozy Country Living
Urbanization Group	Semirural	Rural	Suburban Periphery	Rural	Rural
Residence Type	Single Family	Single Family	Single Family	Single Family or Mobile Homes	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.73	2.69	2.5	2.65	2.43
Median Age	35.3	43	46.8	39.7	46.3
Diversity Index	46.3	24	30.6	38.6	33.7
Median Household Income	$55,000	$72,000	$68,000	$44,000	$53,000
Median Net Worth	$89,000	$226,000	$258,000	$70,000	$124,000
Median Home Value	$158,000	$197,000	$187,000	$119,000	$189,000
Homeownership	74.3 %	86.7 %	87.5 %	78.6 %	78.1 %
Employment	Professional or Services	Professional or Management	Professional or Management	Services, Professional or Administration	Professional or Services
Education	College Degree	College Degree	College Degree	High School Graduate	College Degree
Preferred Activities	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Are member of veterans' club, fraternal order. Do home improvement projects.	Play golf; ski; work out regularly. Prefer to eat at home.	Go hunting, fishing. Own a pet dog.	Might invest in real estate. Own pet dogs or cats.
Financial	Carry some debt; invest for future	Bank, pay bills online	Save/invest prudently	Shop at Walmart	Belong to AARP, veterans' clubs
Media	Watch country, Christian TV channels	Watch TV by satellite	Listen to sports radio; watch sports on TV	Listen to country music; watch CMT	Watch CMT, History Channel, Fox News
Vehicle	Own trucks, SUVs	Own truck/SUV	Own 1-2 vehicles	Own, maintain truck	Own 4-wheel drive trucks

About this segment
Middleburg

This is the	In this area	In the United States
#1	**32.3%**	**2.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, 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 U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural 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 $158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- 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 trucks, SUVs, and occasionally, convertibles 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, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.

About this segment
Green Acres

This is the	In this area	In the United States
#2	**14.4%**	**3.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in
- the past 10 years.
- Single-family, owner-occupied housing, with a median value of $197,000.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% 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 fraternal orders to veterans' clubs.

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About this segment
Comfortable Empty Nesters

This is the	In this area	In the United States
#3	**11.3%**	**2.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

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.

Our Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly lower at 2.50.
- 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: 34% college graduates; nearly 66% with some college education.
- Low unemployment at 7%; 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.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.

About this segment
Southern Satellites

This is the	In this area	In the United States
#4	**8.4%**	**3.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck, likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.

About this segment
The Great Outdoors

This is the
#5
dominant segment
for this area

In this area
5.2%
of households fall
into this segment

In the United States
1.5%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Neighborhoods in The Great Outdoors segment are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the U.S. level.

Our Neighborhood

- More than 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.

Socioeconomic Traits

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping and entertainment.
- Most households have pets–dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing and boating.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.

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Santa Rosa County Saved Area: Population Comparison

Total Population

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

- 2017
- 2022 (Projected)

Geography	Value
Santa Rosa County	162,042
	177,938
Florida	20,619,313
	22,062,364
USA	326,069,470
	339,797,861

Population Density

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

- 2017
- 2022 (Projected)

Geography	Value
Santa Rosa County	141.1
	154.9
Florida	351.6
	376.2
USA	89.8
	93.5

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2017, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

- 2017
- 2022 (Projected)

Geography	Value
Santa Rosa County	7.05%
	7.36%
Florida	9.67%
	7.00%
USA	6.07%
	4.21%
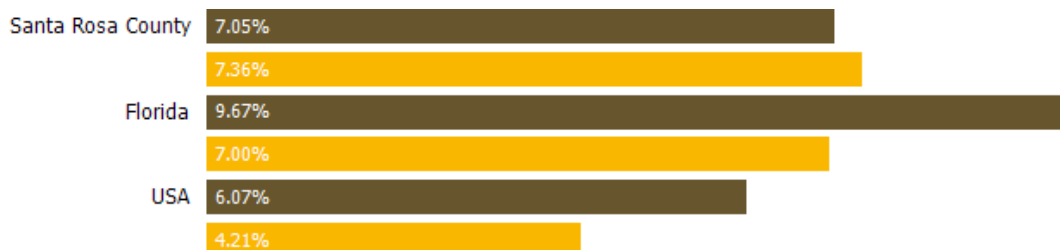
Total Daytime Population

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

- Santa Rosa County

Geography	Value
Santa Rosa County	136,863
Florida	20,431,226

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ Santa Rosa County

Santa Rosa County	119.20
Florida	348.40

Average Household Size

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Santa Rosa County	2.57
	2.59
Florida	2.50
	2.51
USA	2.59
	2.60

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Santa Rosa County	131,398
	144,383
Florida	15,887,820
	16,984,873
USA	255,660,714
	266,015,131

Female / Male Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ Women 2017
□ Men 2017
■ Women 2022 (Projected)
□ Men 2022 (Projected)

	Women	Men
Santa Rosa County	49.1%	50.9%
	49.2%	50.8%
Florida	51.1%	48.9%
	51.1%	48.9%
USA	50.7%	49.3%
	50.7%	49.3%

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Santa Rosa County Saved Area: Age Comparison

Median Age

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

	2017	2022 (Projected)
Santa Rosa County	40.1	40.7
Florida	42.2	42.7
USA	38.2	38.9

Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

	2017	2022 (Projected)
Children	11.7%	11.3%
Tweens	3.8%	3.9%
Teens	8.7%	8.7%
20s	12.5%	11.2%
30s	13.1%	14.0%
40s	13.6%	12.8%
50s	15.3%	14.0%
60s	11.5%	12.6%
70s	6.8%	8.0%
Over 80	2.9%	3.5%

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Santa Rosa County Saved Area: Marital Status Comparison

Married / Unmarried Adults Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ Married
□ Unmarried

	Married	Unmarried
Santa Rosa County	55.7%	44.3%
Florida	47.8%	52.2%
USA	49.4%	50.6%

Married

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	55.7%
Florida	47.8%
USA	49.4%

Never Married

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	26.2%
Florida	32.1%
USA	33.8%

Widowed

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	5.6%
Florida	7.0%
USA	5.8%

Divorced

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	12.6%
Florida	13.2%
USA	11.0%

Santa Rosa County Saved Area: Economic Comparison

Average Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually
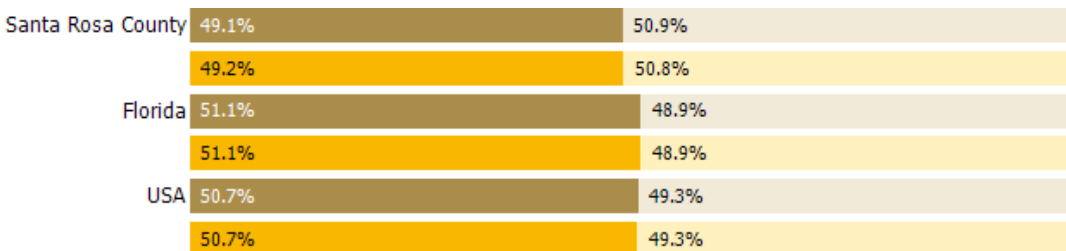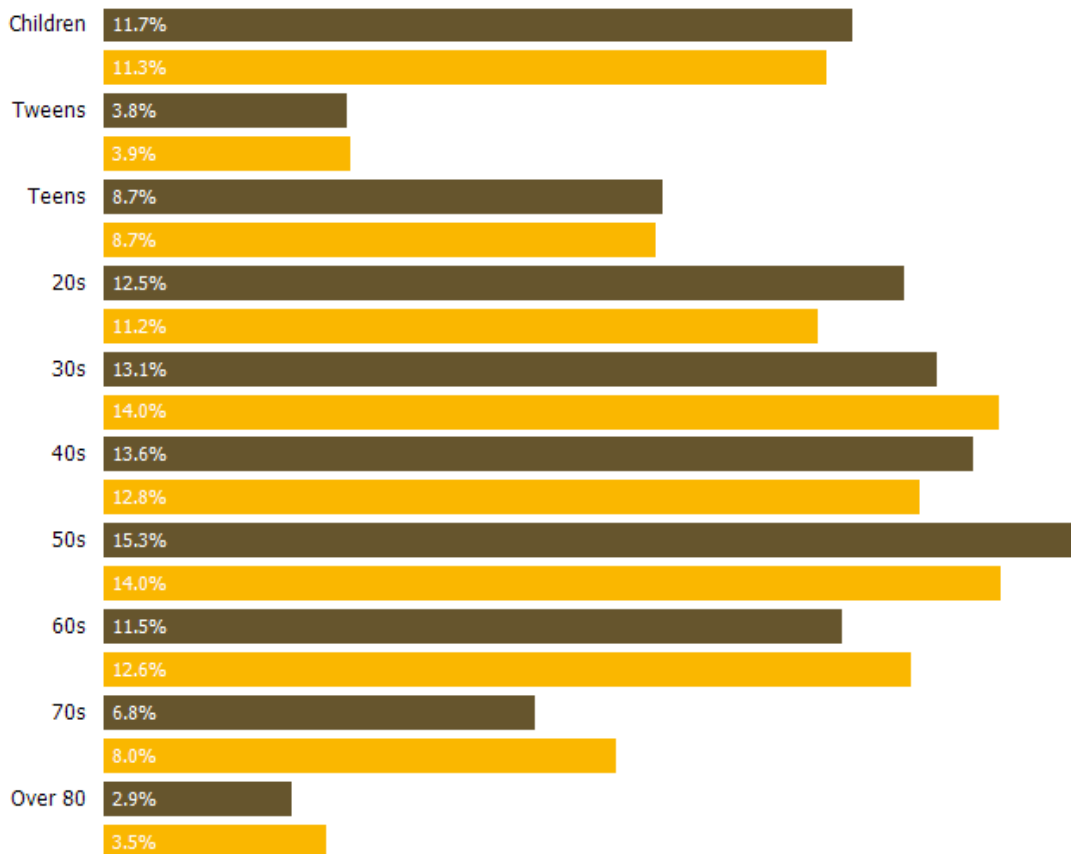
■ 2017
■ 2022 (Projected)

Santa Rosa County
- $74,580 (2017)
- $82,946 (2022)

Florida
- $72,632 (2017)
- $82,926 (2022)

USA
- $80,628 (2017)
- $91,538 (2022)

Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Santa Rosa County
- $56,755 (2017)
- $64,889 (2022)

Florida
- $50,606 (2017)
- $56,217 (2022)

USA
- $56,082 (2017)
- $62,266 (2022)

Per Capita Income

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ 2017
■ 2022 (Projected)

Santa Rosa County
- $28,901 (2017)
- $31,989 (2022)

Florida
- $28,921 (2017)
- $32,815 (2022)

USA
- $30,801 (2017)
- $34,809 (2022)

Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County $59,617
Florida $57,384
USA $60,725

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Santa Rosa County
- Florida
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2017

Update Frequency: Annually

Industry	Count
Health Care and Social Assistance	9,864
Retail Trade	9,454
Public Administration	5,834
Accommodation and Food	5,682
Construction	5,601
Education	5,407
Professional, Scientific and Technical	4,762
Manufacturing	3,770
Other	3,516
Administrative Support and Waste Management	3,326
Transportation and Warehousing	2,740
Finance and Insurance	2,338
Real Estate, Rental and Leasing	1,691
Wholesale Trade	1,479
Information	1,103
Utilities	934
Arts, Entertainment and Recreation	853
Agriculture, Forestry, Fishing and Hunting	775
Mining	225
Business Management	0 or no data

Santa Rosa County Saved Area: Education Comparison

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	2.1%
Florida	5.1%
USA	5.4%

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

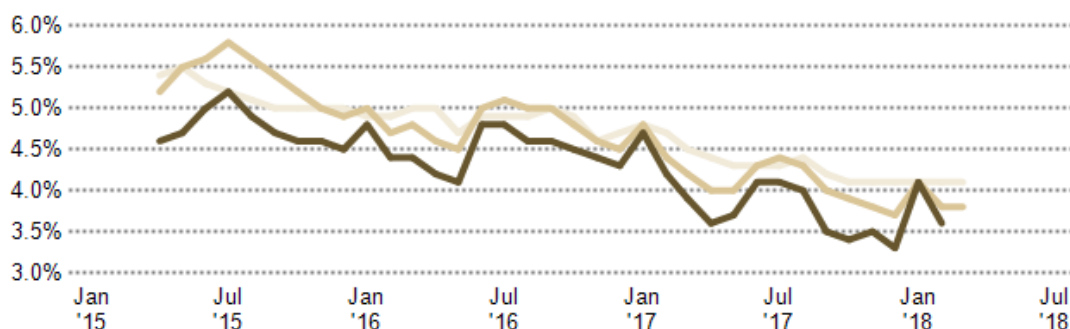|	
Santa Rosa County	23.4%
Florida	20.2%
USA	20.6%

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	5.0%
Florida	4.2%
USA	4.0%

High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	22.9%
Florida	24.8%
USA	23.4%

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	23.4%
Florida	20.2%
USA	20.6%

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Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	12.5%
Florida	9.7%
USA	8.3%

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	18.1%
Florida	18.7%
USA	19.3%

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

Santa Rosa County	9.1%
Florida	10.5%
USA	11.8%

5/9/2018

Santa Rosa County Saved Area: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ Santa Rosa County

<5 Minutes	2.6%
5-10 Minutes	7.3%
10-15 Minutes	12.6%
15-20 Minutes	13.7%
20-25 Minutes	14.2%
25-30 Minutes	6.7%
30-35 Minutes	17.5%
35-40 Minutes	3.9%
40-45 Minutes	4.2%
45-60 Minutes	10.1%
60-90 Minutes	5.2%
>90 Minutes	2.1%

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.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

■ Santa Rosa County

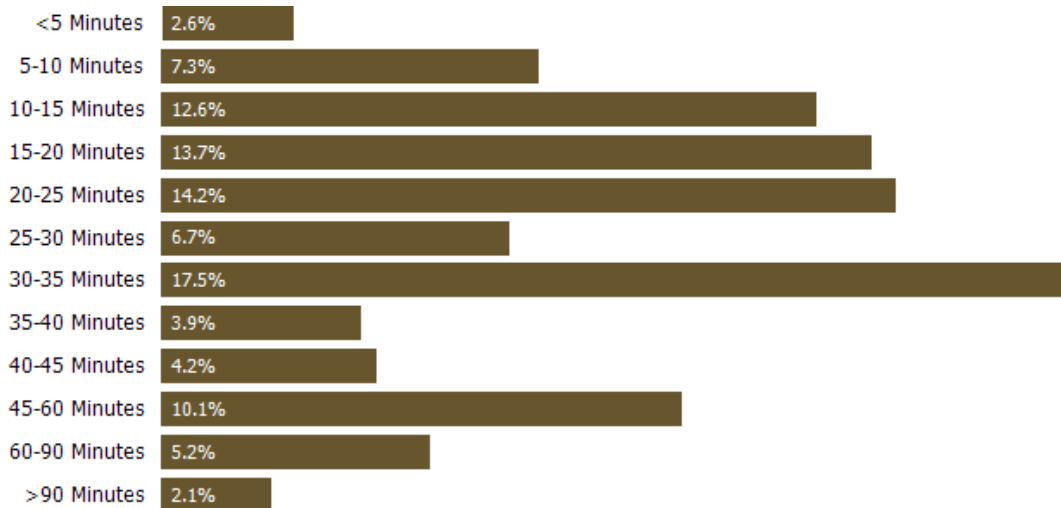|	
Drive Alone	88.2%
Carpool	9.8%
Work at Home	4.9%
Other	0.7%
Walk	0.5%
Motorcycle	0.4%
Bicycle	0.2%
Public Transit	0.2%
Bus	0.1%
Subway/El	0.0%

Santa Rosa County Saved Area: Home Value Comparison

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.

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

Update Frequency: Monthly

Santa Rosa County	$207,320
Florida	$242,460
USA	$229,050

12-Month 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.

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

Update Frequency: Monthly

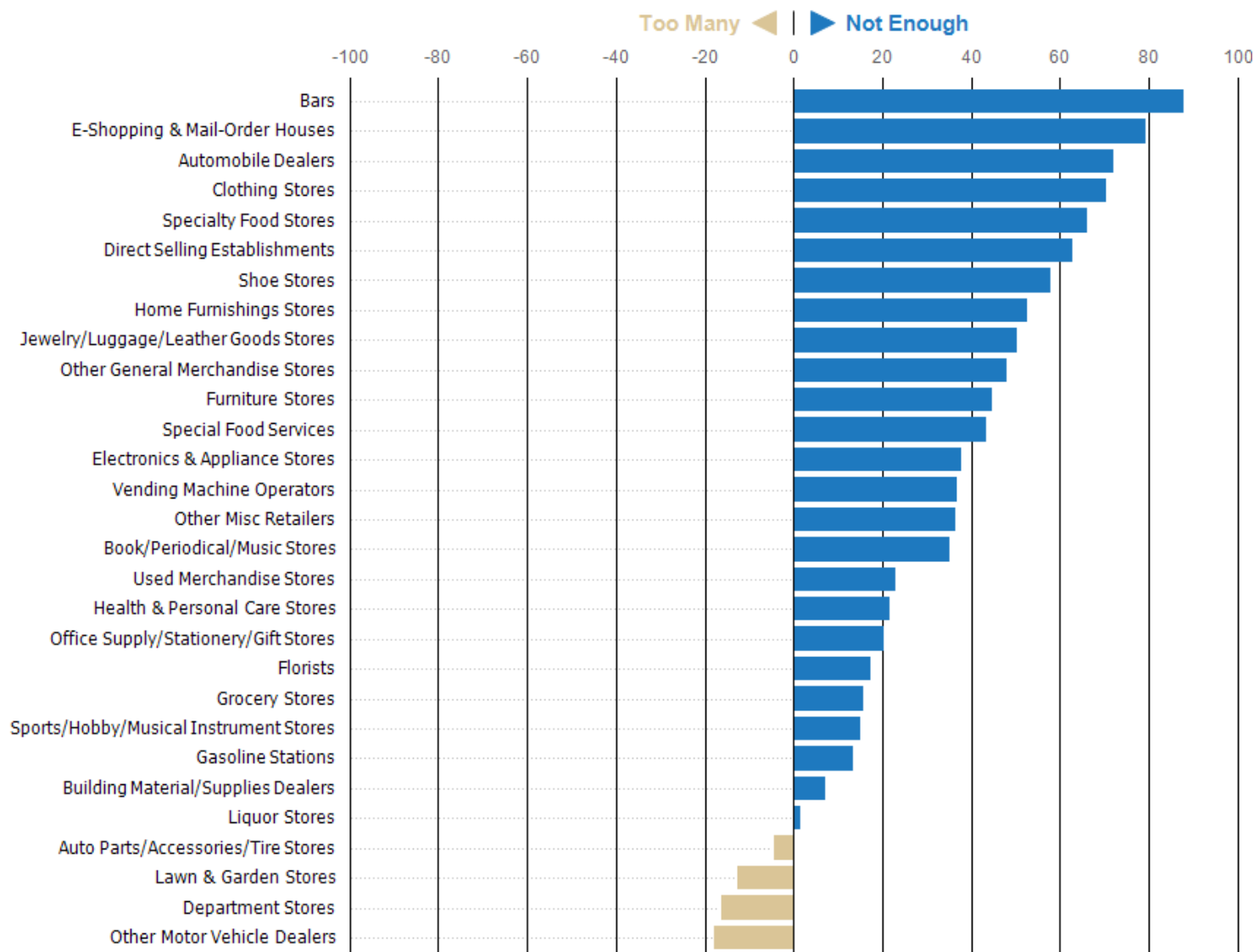|	
Santa Rosa County	+5.4%
Florida	+4.8%
USA	-0.9%

Best Retail Businesses: Santa Rosa County Saved Area

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2017

Update Frequency: Annually

Too Many ◄ | ► Not Enough

	-100	-80	-60	-40	-20	0	20	40	60	80	100
Bars											
E-Shopping & Mail-Order Houses											
Automobile Dealers											
Clothing Stores											
Specialty Food Stores											
Direct Selling Establishments											
Shoe Stores											
Home Furnishings Stores											
Jewelry/Luggage/Leather Goods Stores											
Other General Merchandise Stores											
Furniture Stores											
Special Food Services											
Electronics & Appliance Stores											
Vending Machine Operators											
Other Misc Retailers											
Book/Periodical/Music Stores											
Used Merchandise Stores											
Health & Personal Care Stores											
Office Supply/Stationery/Gift Stores											
Florists											
Grocery Stores											
Sports/Hobby/Musical Instrument Stores											
Gasoline Stations											
Building Material/Supplies Dealers											
Liquor Stores											
Auto Parts/Accessories/Tire Stores											
Lawn & Garden Stores											
Department Stores											
Other Motor Vehicle Dealers											

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from GreatSchools.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

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