LOCAL ECONOMIC AREA REPORT

Navarre, FL 32566

Presented by

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6/21/2016

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$66,519	**37.1**	**36,689**	**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	Soccer Moms	Silver and Gold
% of Households	9,534 (70.8%)	2,148 (16.0%)	1,656 (12.3%)	366 (2.7%)
% of Santa Rosa County	18,883 (31.6%)	8,612 (14.4%)	1,656 (2.8%)	366 (0.6%)
Lifestyle Group	Family Landscapes	Cozy Country Living	Family Landscapes	Senior Styles
Urbanization Group	Semirural	Rural	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family or Seasonal
Household Type	Married Couples	Married Couples	Married Couples	Married Couples Without Kids
Average Household Size	2.73	2.69	2.96	2.02
Median Age	35.3	43	36.6	61.8
Diversity Index	46.3	24	48.3	22.4
Median Household Income	$55,000	$72,000	$84,000	$63,000
Median Net Worth	$89,000	$226,000	$252,000	$294,000
Median Home Value	$158,000	$197,000	$226,000	$289,000
Homeownership	74.3 %	86.7 %	85.5 %	83.8 %
Employment	Professional or Services	Professional or Management	Professional or Management	Retired, Professional or Services
Education	College Degree	College Degree	College Degree	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.	Go jogging, biking, target shooting. Visit theme parks, zoos.	Play golf; go boating. Exercise regularly.
Financial	Carry some debt; invest for future	Bank, pay bills online	Carry high level of debt	Draw retirement income
Media	Watch country, Christian TV channels	Watch TV by satellite	Shop, bank online	Read newspapers, magazines, books
Vehicle	Own trucks, SUVs	Own truck/SUV	Own 2+ vehicles (minivans, SUVs)	Prefer luxury cars, SUVs, convertibles

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About this segment
Middleburg

This is the	In this area	In the United States
#1	**70.8%**	**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 2015. Update Frequency: Annually.

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About this segment
Green Acres

This is the	In this area	In the United States
#2	**16.0%**	**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
Soccer Moms

This is the
#3
dominant segment
for this area

In this area
12.3%
of households fall
into this segment

In the United States
2.8%
of households fall
into this segment

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

Who We Are

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is $226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Socioeconomic Traits

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets–anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans

Market Profile

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

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About this segment
Silver and Gold

This is the	In this area	In the United States
#4	**2.7%**	**0.8%**
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

Silver and Gold is almost the oldest senior market (second to The Elders). The difference of 10 years in median age between the markets reveals a socioeconomic difference: The younger market is the most affluent senior market and is still growing. The affluence of Silver and Gold has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina and resources to enjoy the good life.

Our Neighborhood

- Residents of Silver and Gold prefer a more bucolic setting, but close to metropolitan cities.
- Predominantly single-family, owner-occupied homes that have a median value of $289,000.
- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 35%.
- Mostly older married couples with no children, average household size is 2.02.

Socioeconomic Traits

- Well-educated seniors, 44% have college degree(s).
- Primarily retired, but many still active in the labor force, participation rate of 41%.
- Low unemployment at 7.2%; with self-employment highest among all segments.
- More than half of the households with income from wages/salaries, Social Security or investments, many drawing retirement income.
- Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.

Market Profile

- Partial to luxury cars or SUVs; highest demand market for convertibles.
- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
- Avid readers of newspapers, magazines (sports and travel) and books (audio, e-readers or tablets).
- Generous supporters of charitable organizations.

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 2015. Update Frequency: Annually.

Navarre, FL 32566: 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, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)

Geography	2015	2020 (Projected)
32566	36,689	40,233
Santa Rosa County	162,042	172,928
Florida	19,547,813	20,595,460

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, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)

Geography	2015	2020 (Projected)
32566	416.8	448.6
Santa Rosa County	141.1	168.4
Florida	344.7	381.1

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2015, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)

Geography	2015	2020 (Projected)
32566	8.96%	9.66%
Santa Rosa County	7.05%	6.72%
Florida	4.27%	5.36%
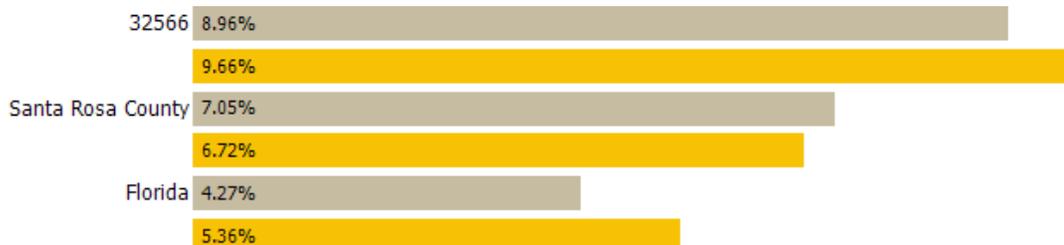
Average Household Size

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

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)

Geography	2015	2020 (Projected)
32566	2.67	2.67
Santa Rosa County	2.57	2.57
Florida	2.49	2.49

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, 2015

Update Frequency: Annually

32566	31,304
	33,707
Santa Rosa County	131,398
	137,798
Florida	15,079,852
	15,683,086

- 2015
- 2020 (Projected)

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, 2015

Update Frequency: Annually

	Women	Men
32566	50.4%	49.6%
	50.6%	49.4%
Santa Rosa County	49.0%	51.0%
	49.1%	50.9%
Florida	51.1%	48.9%
	51.1%	48.9%
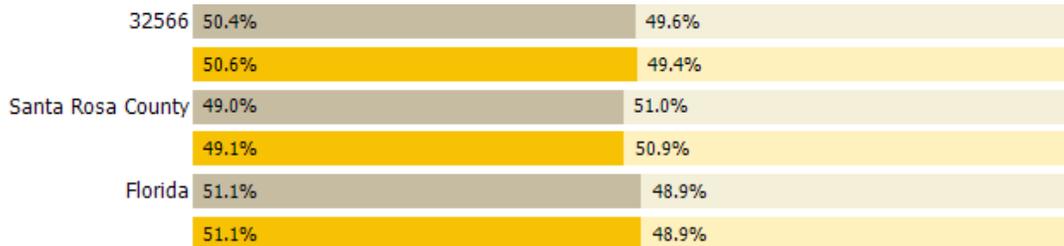
- Women 2015
- Men 2015
- Women 2020 (Projected)
- Men 2020 (Projected)

Navarre, FL 32566: 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, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)

32566	37.1
	37.7
Santa Rosa County	40.0
	40.4
Florida	41.8
	42.3

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, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)

Age Group	2015	2020 (Projected)
Children	13.6%	13.4%
Tweens	4.1%	4.4%
Teens	8.9%	8.6%
20s	12.6%	11.1%
30s	14.5%	15.9%
40s	14.3%	13.1%
50s	15.4%	14.4%
60s	9.4%	10.4%
70s	5.2%	6.0%
Over 80	1.8%	2.4%
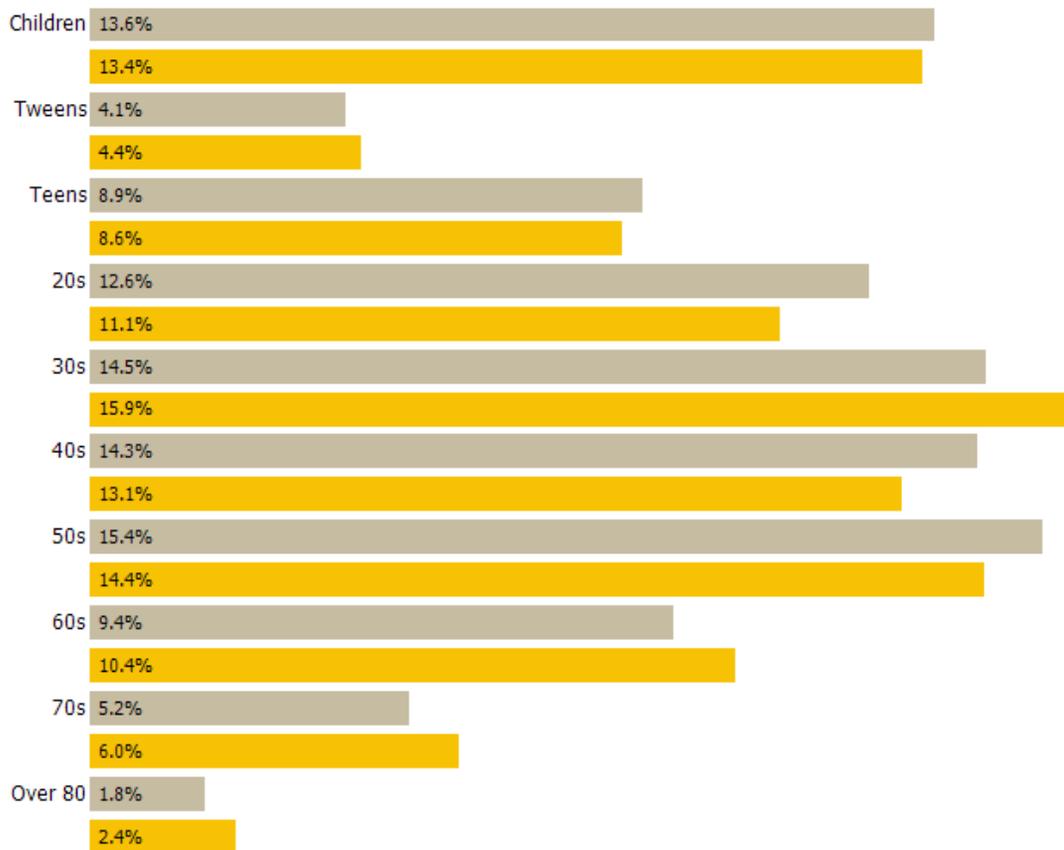
Navarre, FL 32566: Marital Status Comparison

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, 2015

Update Frequency: Annually

	Married	Unmarried
32566	61.0%	39.0%
Santa Rosa County	56.9%	43.1%
Florida	48.1%	51.9%

■ Married
■ Unmarried

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, 2015

Update Frequency: Annually

32566	61.0%
Santa Rosa County	56.9%
Florida	48.1%

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, 2015

Update Frequency: Annually

32566	23.7%
Santa Rosa County	25.3%
Florida	31.7%

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, 2015

Update Frequency: Annually

32566	4.4%
Santa Rosa County	5.5%
Florida	7.1%

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, 2015

Update Frequency: Annually

32566	11.0%
Santa Rosa County	12.3%
Florida	13.1%

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Navarre, FL 32566: 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, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

Geography	2015	2020 (Projected)
32566	$75,165	$82,727
Santa Rosa County	$70,682	$78,747
Florida	$65,254	$74,287

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, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

Geography	2015	2020 (Projected)
32566	$66,519	$75,226
Santa Rosa County	$58,583	$66,471
Florida	$47,207	$54,438

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, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

Geography	2015	2020 (Projected)
32566	$30,204	$31,111
Santa Rosa County	$28,077	$29,752
Florida	$26,392	$29,431

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, 2015

Update Frequency: Annually

Geography	Value
32566	$65,973
Santa Rosa County	$60,803
Florida	$54,285

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
- United States
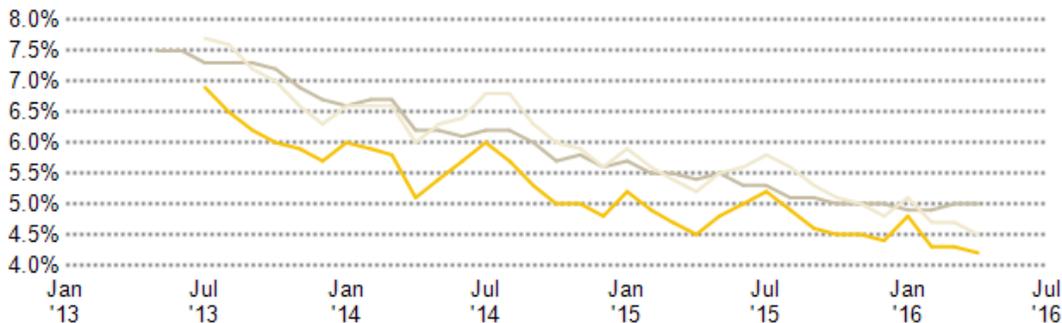
Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2015

Update Frequency: Annually

Industry	Count
Retail Trade	2,117
Health Care and Social Assistance	1,850
Public Administration	1,703
Accommodation and Food	1,481
Professional, Scientific and Technical	1,477
Construction	875
Education	867
Other	755
Manufacturing	715
Finance and Insurance	618
Administrative Support and Waste Management	613
Transportation and Warehousing	576
Real Estate, Rental and Leasing	471
Wholesale Trade	360
Information	357
Arts, Entertainment and Recreation	168
Utilities	91
Agriculture, Forestry, Fishing and Hunting	59
Mining	49
Business Management	0 or no data

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Navarre, FL 32566: 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, 2015

Update Frequency: Annually

32566	2.1%
Santa Rosa County	2.5%
Florida	5.2%

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, 2015

Update Frequency: Annually

32566	26.5%
Santa Rosa County	23.9%
Florida	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, 2015

Update Frequency: Annually

32566	3.4%
Santa Rosa County	4.9%
Florida	4.2%

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, 2015

Update Frequency: Annually

32566	17.7%
Santa Rosa County	21.8%
Florida	24.9%

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, 2015

Update Frequency: Annually

32566	26.5%
Santa Rosa County	23.9%
Florida	20.6%

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, 2015

Update Frequency: Annually

32566	14.3%
Santa Rosa County	12.4%
Florida	9.7%

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, 2015

Update Frequency: Annually

32566	21.7%
Santa Rosa County	18.3%
Florida	17.9%

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, 2015

Update Frequency: Annually

32566	9.8%
Santa Rosa County	8.9%
Florida	9.8%

Navarre, FL 32566: 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

Area	Median Estimated Home Value
32566	$197,880
Santa Rosa County	$158,920
Florida	$178,530

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

Area	12-Month Change
32566	+8.7%
Santa Rosa County	+16.2%
Florida	+9.5%

Best Retail Businesses

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 orange 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, 2015

Update Frequency: Annually
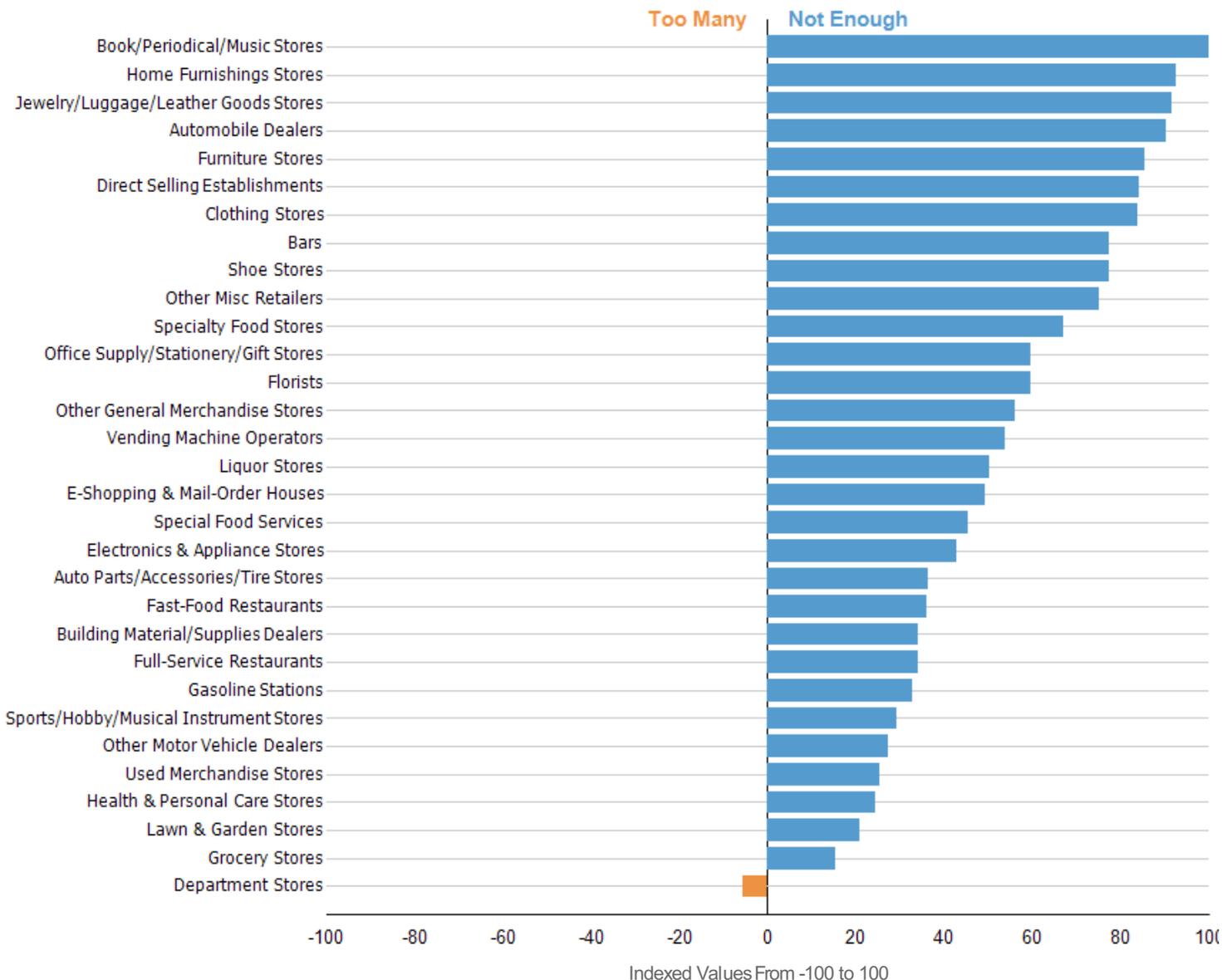
About Our Data

RPR compiles the data in this report from a variety of sources:

• Census data from the U.S. Census American Community Survey, provided by data partner 3DL

• Demographic data known as Tapestry Segmentation, provided by data partner Esri. Tapestry classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

• Valuation calculations are based on public records and MLS sources where licensed

• Retail Marketplace data shown in the Best Businesses analysis is provided by data partner Esri. This analysis compares supply and demand for specific retail products. The results are presented as the gap between the two in a location.

Most data types in this report are refreshed on an annual basis. The U.S. Census source dates are shown with each chart. The Esri Tapestry Segment data is 2015. The home valuation information is refreshed monthly.

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