


Trade Area Summary

Attribute Summary for Florence, Alabama

|                                 |   |  |  |
|---------------------------------|---|--|--|
| Median Household Income         | Median Age                                      | Total Population                           | 1st Dominant Segment                                   |
| \$49,644                        | 36.2  | 41,438                                     | Midlife Constants                                      |
| 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?

 **GenXurban**

Gen X in middle age; families with fewer kids and a mortgage

URBANIZATION - Where do people like this usually live?

 **Suburban Periphery**

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

| Top Tapestry Segments   | Midlife Constants  | Old and Newcomers   | Hometown Heritage   | College Towns   | Salt of the Earth   |
|-------------------------|--|---|---|---|---|
| % of Households         | 3,653 (20.7%)  | 2,525 (14.3%)   | 1,936 (11.0%)   | 1,711 (9.7%)  | 1,488 (8.4%)  |
| Lifestyle Group         | GenXurban  | Middle Ground   | Middle Ground   | Scholars and Patriots   | Cozy Country Living   |
| Urbanization Group      | Suburban Periphery   | Metro Cities  | Metro Cities  | Metro Cities  | Rural   |
| Residence Type          | Single Family  | Single Family; Multi-Units  | Single Family   | Multi-Unit Rentals; Single Family   | Single Family   |
| Household Type          | Married Couples w/No Kids  | Singles   | Singles   | Singles   | Married Couples   |
| Average Household Size  | 2.3  | 2.1   | 2.53  | 2.06  | 2.52  |
| Median Age              | 45.8   | 39.7  | 34.2  | 26  | 44.3  |
| Diversity Index         | 48.7   | 62.9  | 80.7  | 65.4  | 29  |
| Median Household Income | \$71,500   | \$60,300  | \$40,000  | \$49,000  | \$78,200  |
| Median Net Worth        | \$262,000  | \$93,900  | \$20,500  | \$14,500  | \$317,400   |
| Median Home Value       | \$248,300  | \$282,500   | \$100,200   | \$309,500   | \$252,700   |
| Homeownership           | 75   | 48.6  | 41.5  | 26.2  | 85.5  |
| Employment              | Professional or Mgmnt/Bus/Financial  | Professional or Services  | Services or Transport/Material Moving   | Professional or Services  | Professional or Mgmnt/Bus/Financial   |
| Education               | High School Diploma  | Some College No Degree  | High School Diploma   | Bachelor's Degree   | High School Diploma   |
| Preferred Activities    | Sociable, church-going residents. Enjoy movies at home, reading, fishing and golf. | Strong sense of community volunteer for charities. Food features convenience, frozen and fast food. | Favorite sports are NASCAR, wrestling and basketball. Shop via sales rep, QVC or HSN. | Go out to the movies and out for drinks. Popular activities: backpacking, Pilates, and Frisbee. | Spending time with family is their top priority. Outdoor sports and activities. |
| Financial               | 42% recieve Social Security, 27% also receive retirement income                    | Price aware and coupon clippers, but open to impulse buys   | Save money for a specific purpose   | Limited incomes result in thrifty purchases   | Prefer to conduct business in person  |
| Media                   | After TV, Radio and newspapers are medias of choice                                | Features the Internet, listening to country music and read the paper                                | Read parenting and health magazines   | Use the Internet for social media, blogging, watch movies and TV.                               | Satellite dishes and high speed internet through DSL                            |

Consumer Segmentation

| Top Tapestry Segments | Midlife Constants         | Old and Newcomers               | Hometown Heritage | College Towns                        | Salt of the Earth |
|-----------------------|---------------------------|---------------------------------|-------------------|--------------------------------------|-------------------|
| Vehicle               | Own domestic SUVs, trucks | View car as transportation only | Own 1-2 vehicles  | Prefer vehicle with good gas mileage | Own truck, ATV    |

Consumer Segment Details

About this segment

Midlife Constants

Ranked

1st

dominant segment for this area

In this area

20.7%

of households fall into this segment

In the United States

2.4%

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.

Consumer Segment Details

About this segment

Old and Newcomers

Ranked

2nd

dominant segment  
for this area

In this area

14.3%

of households fall  
into this segment

In the United States

2.3%

of households fall  
into this segment

Who Are They?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US.
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree, 33% have some college education, 9% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

Consumer Segment Details

About this segment

Hometown Heritage

Ranked

3rd

dominant segment  
for this area

In this area

11.0%

of households fall  
into this segment

In the United States

1.2%

of households fall  
into this segment

Who Are They?

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

Neighborhood

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents, and multigenerational households.
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings.
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s or earlier.
- Higher percentage of vacant housing units at 18%.
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle.

Socioeconomic Traits

- Education completed: 38% with a high school diploma only; 28% with some college or an associate's degree.
- Higher rates of employment in Manufacturing.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% and public assistance for 7%.
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

Market Profile

- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on VH1 and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

Consumer Segment Details

About this segment

College Towns

Ranked

4th

dominant segment  
for this area

In this area

9.7%

of households fall  
into this segment

In the United States

0.9%

of households fall  
into this segment

Who Are They?

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

Socioeconomic Traits

- Limited incomes result in thrifty purchases.
- Dress to impress with the latest fashions of the season.
- Strong preference for environmentally friendly products and vehicles that get good gas mileage.
- Heavily influenced by celebrity endorsements and trends in magazines.
- Most feel anything that can be done online is easier than in person.

Market Profile

- Own laptops/notebooks and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

## Consumer Segment Details

About this segment

### Salt of the Earth

Ranked

5th

dominant segment  
for this area

In this area

8.4%

of households fall  
into this segment

In the United States

2.8%

of households fall  
into this segment

### Who Are They?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

### Neighborhood

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana. Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries. Homeownership rates are very high. Single-family homes are affordable, valued at 25% less than the national market. Nearly two in three households are composed of married couples; less than half have children at home.

### Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

### Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

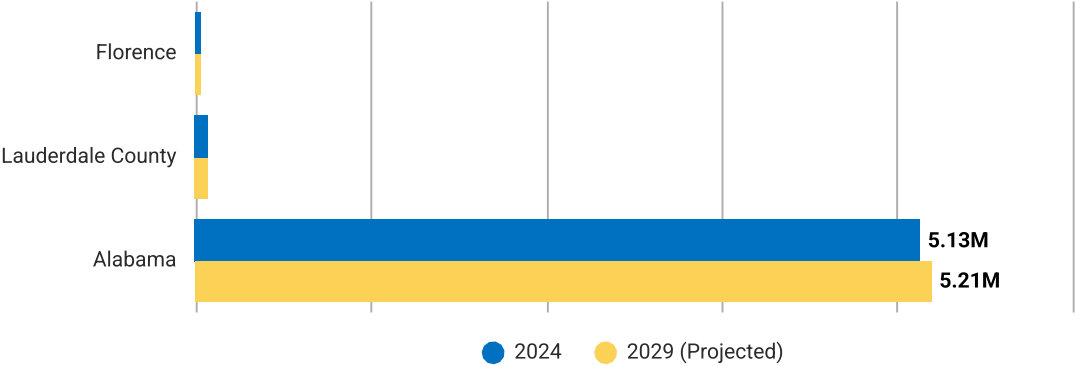
# Population

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

Update Frequency: Annually

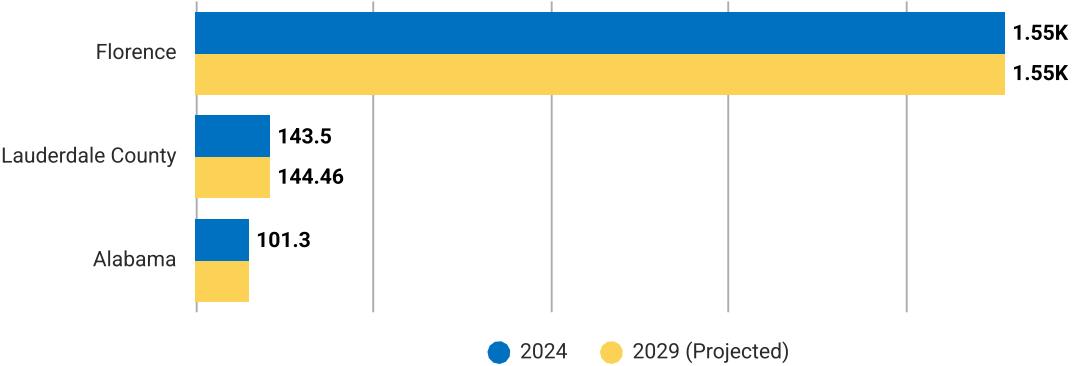
## Total Population

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



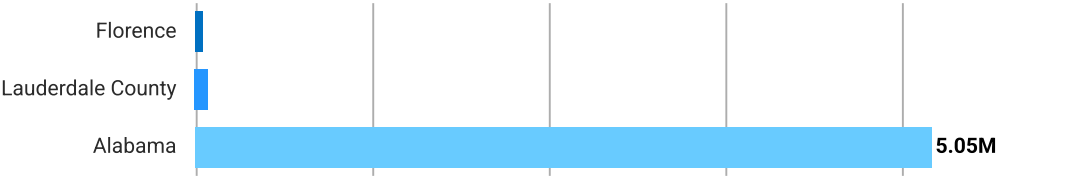
## Population Density

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



## Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



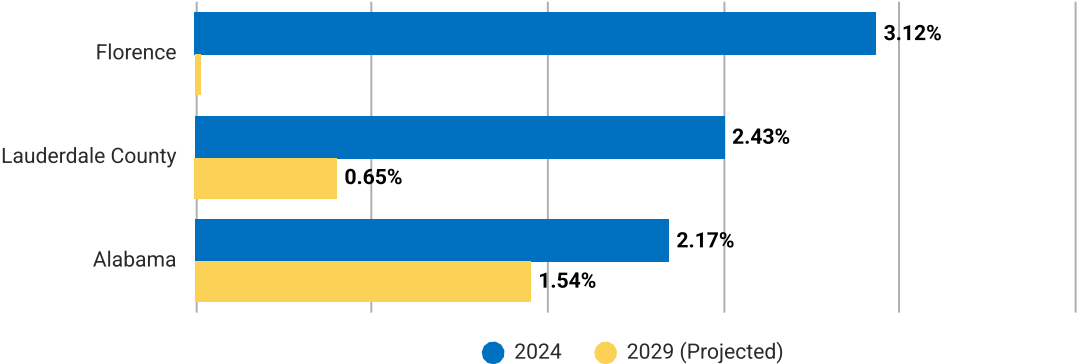
## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



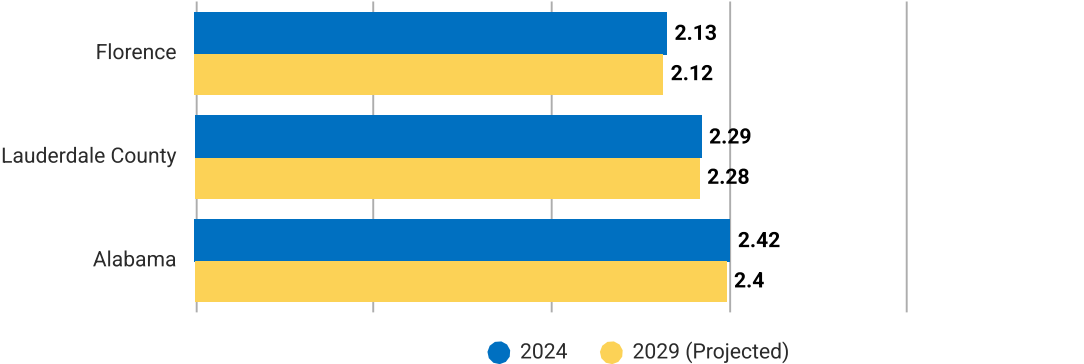
## Population Change Since 2020

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



## Average Household Size

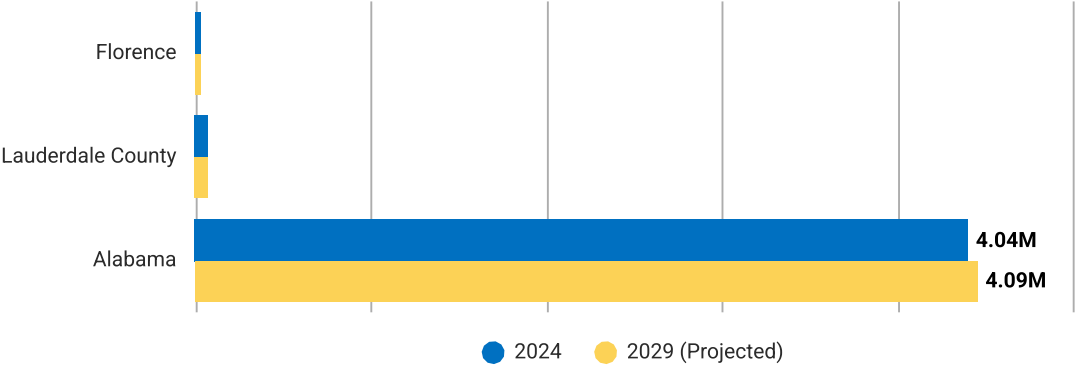
This chart shows the average household size in an area, compared with other geographies.





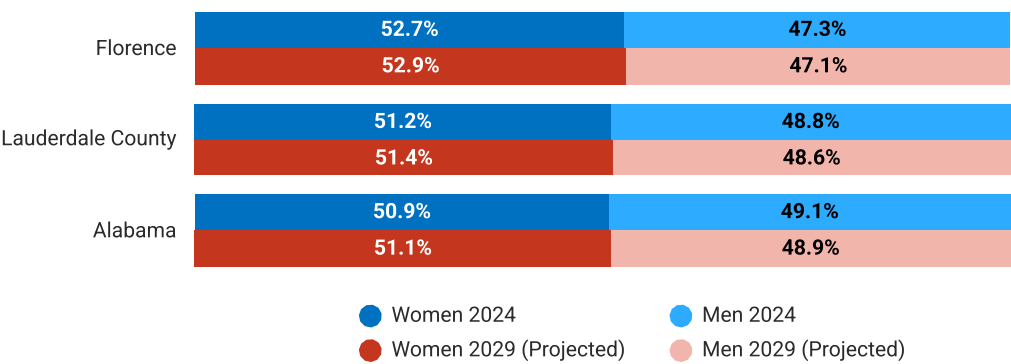
Population Living in Family Households

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



Female / Male Ratio

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



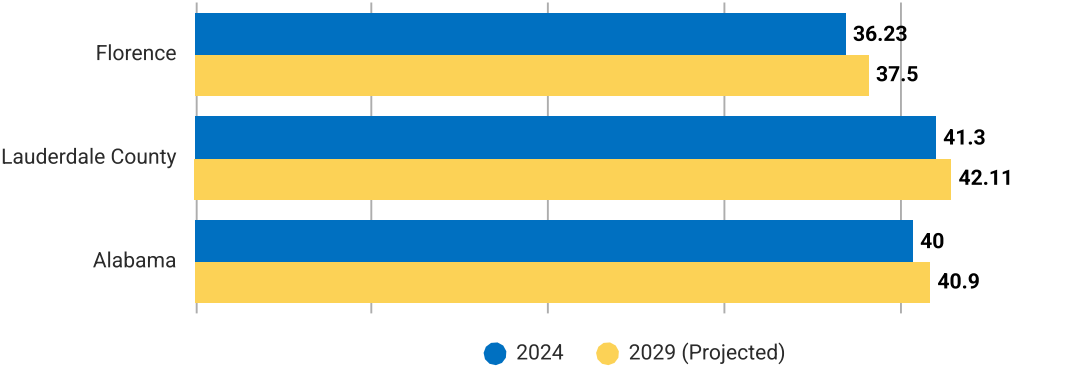
Age

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

Update Frequency: Annually

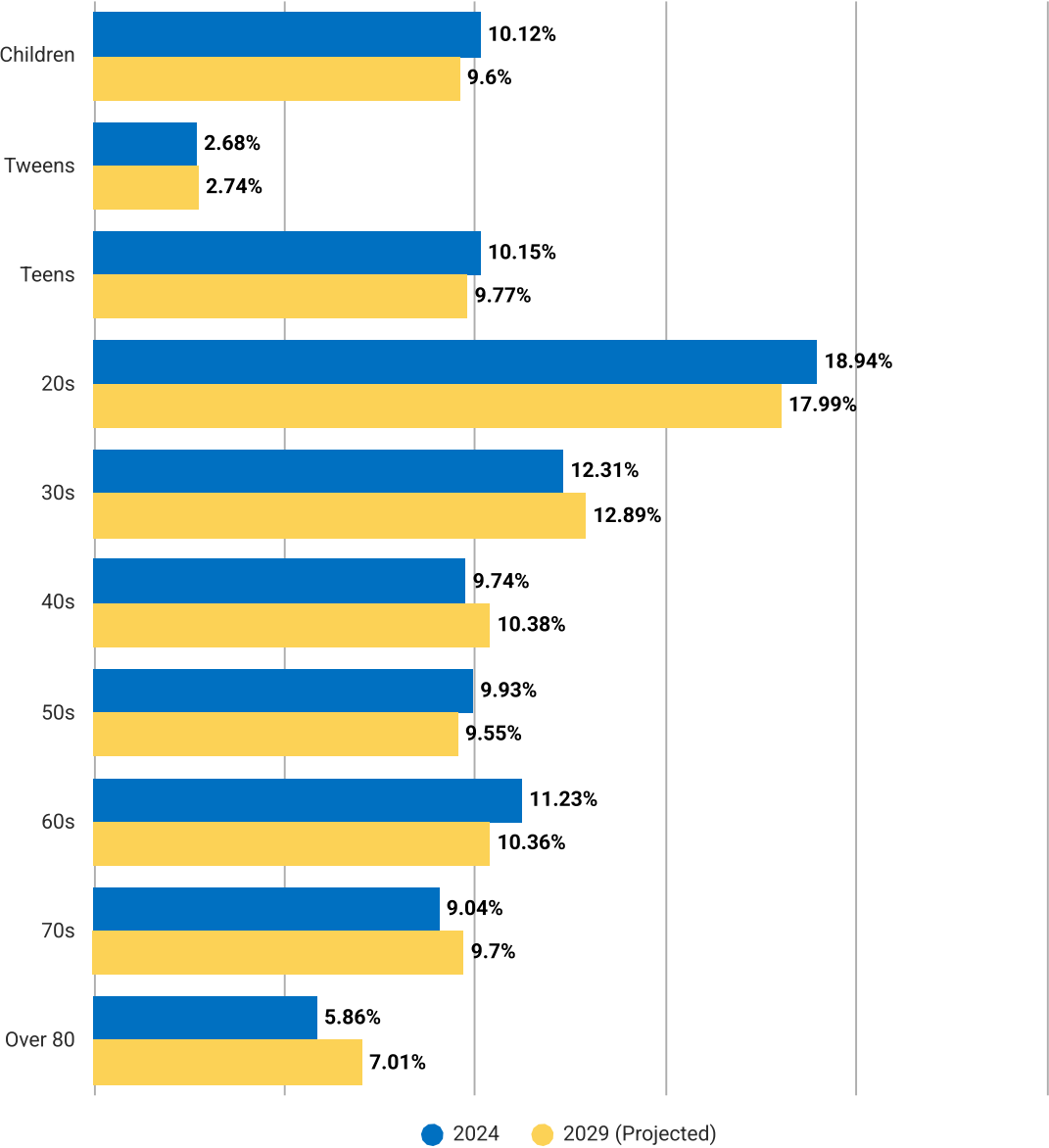
Median Age

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



## Population by Age

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



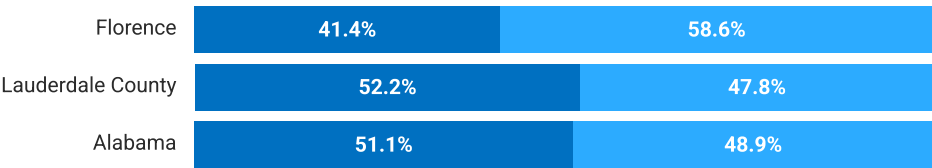
## Married

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

Update Frequency: Annually

## Married / Unmarried Adults Ratio

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



## Never Married

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



## Married

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



## Widowed

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



## Divorced

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



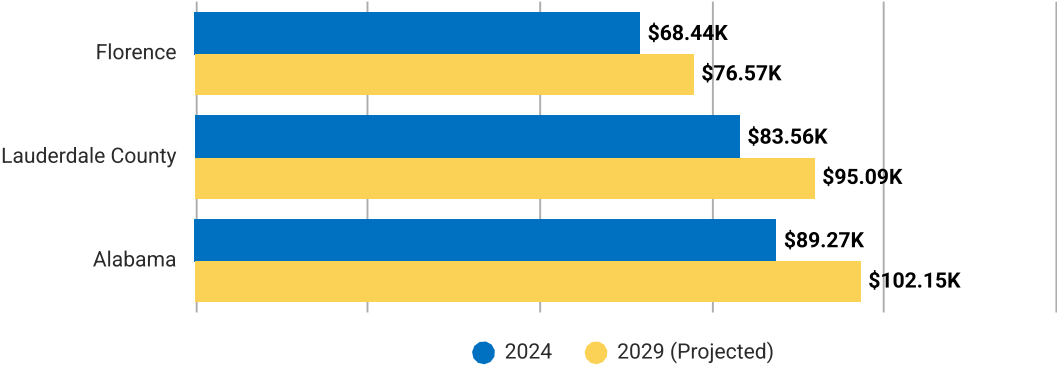
# Income

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

Update Frequency: Annually

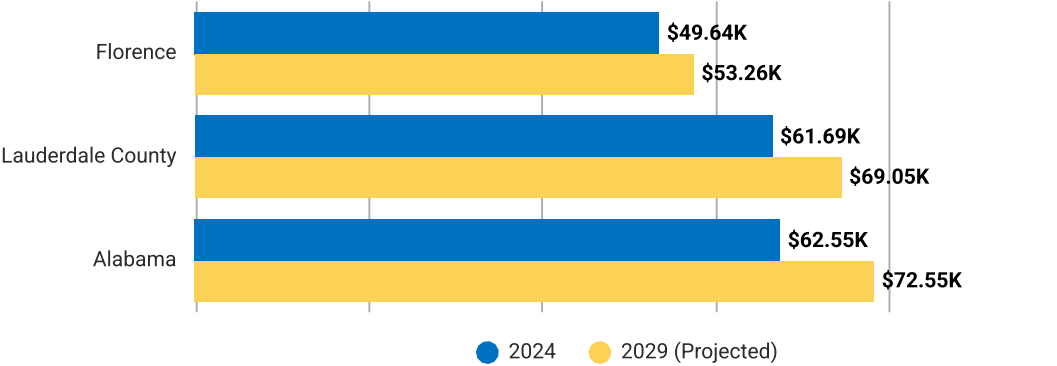
## Average Household Income

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



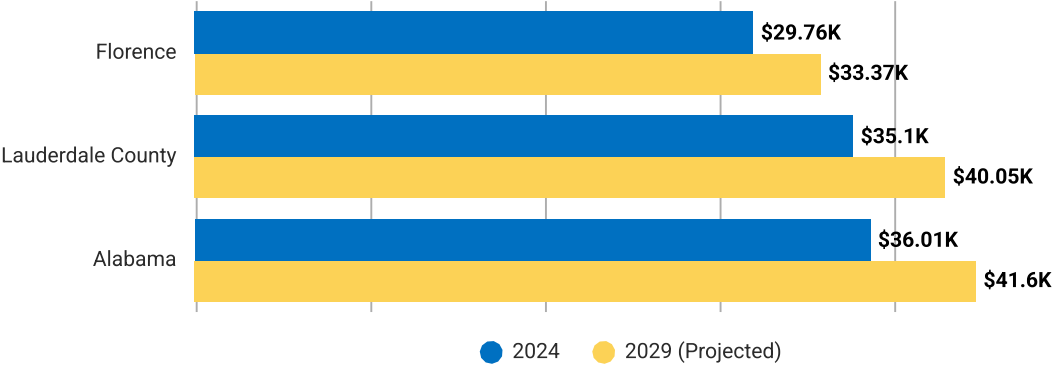
## Median Household Income

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



## Per Capita Income

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



## Average Disposable Income

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



## Education

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

Update Frequency: Annually

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



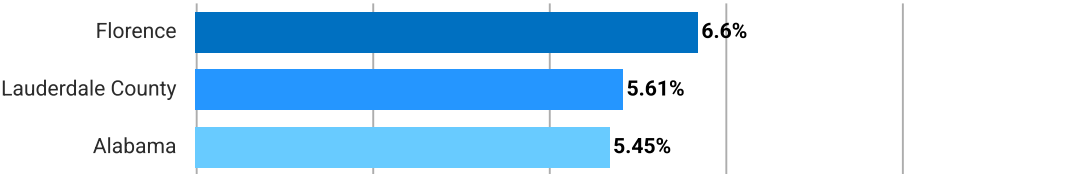
### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



### High School GED

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



### High School Graduate

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



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



Associate Degree

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



Bachelor's Degree

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



Grad/Professional Degree

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



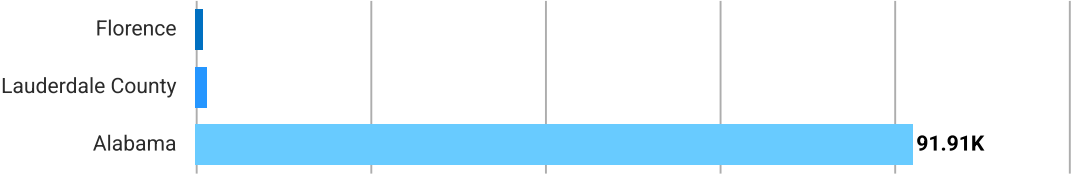
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

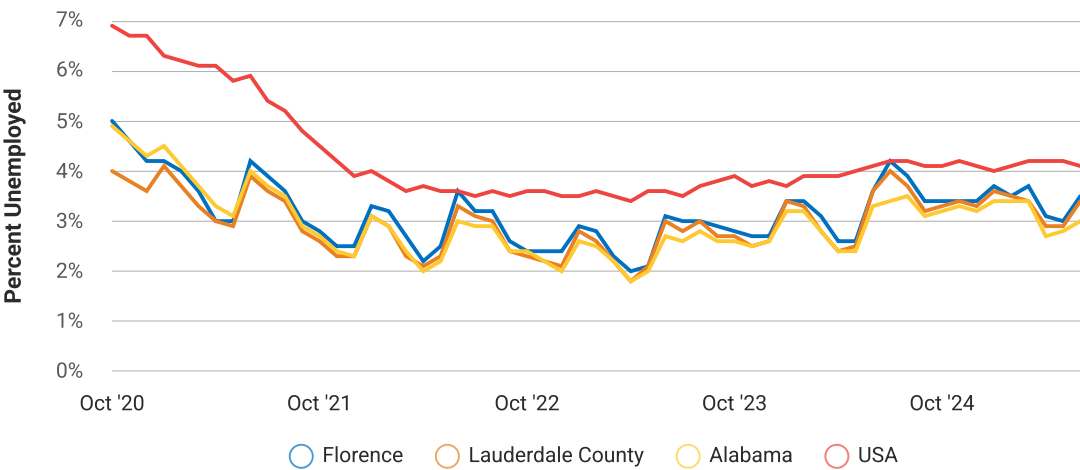


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

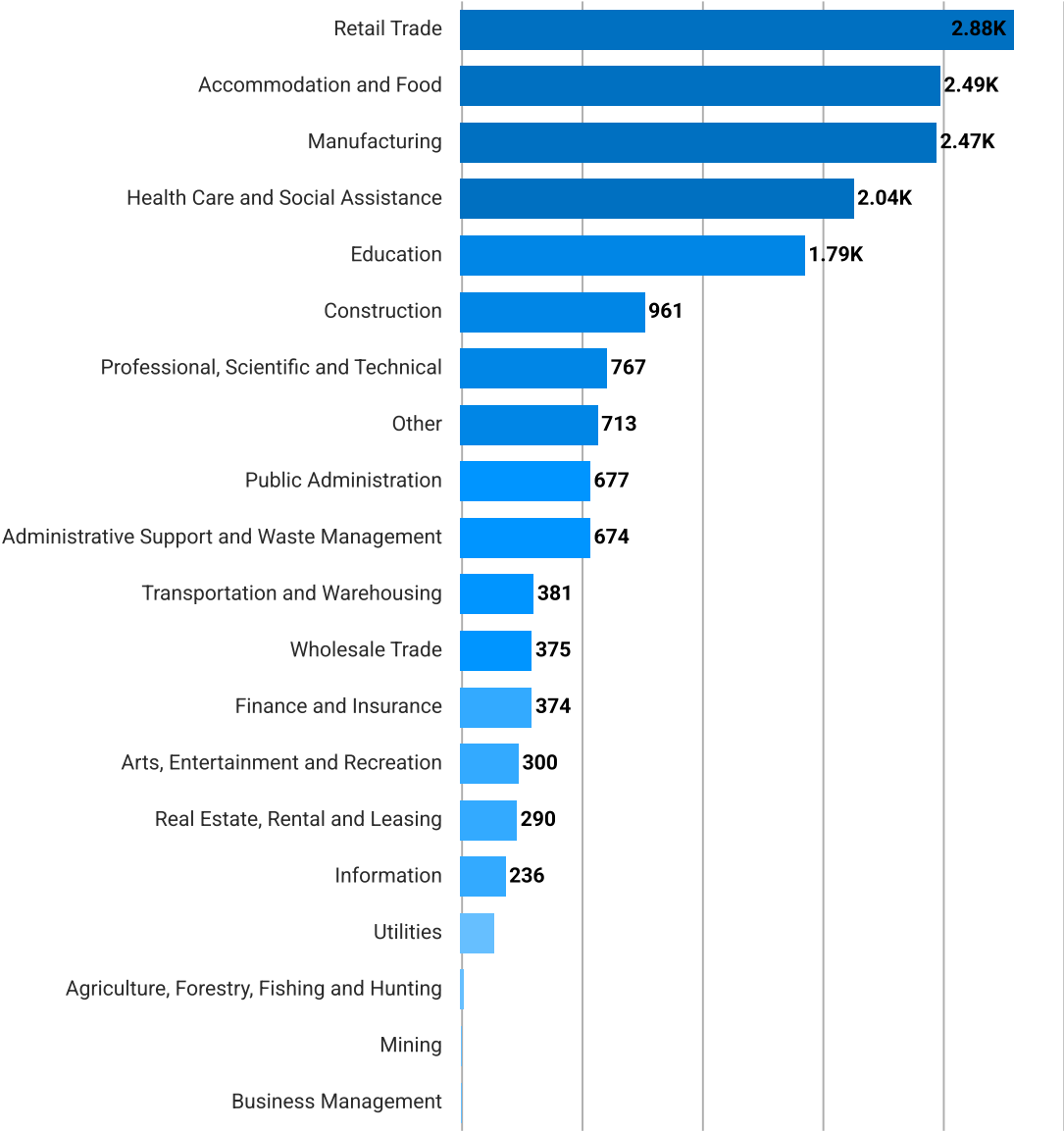


Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually





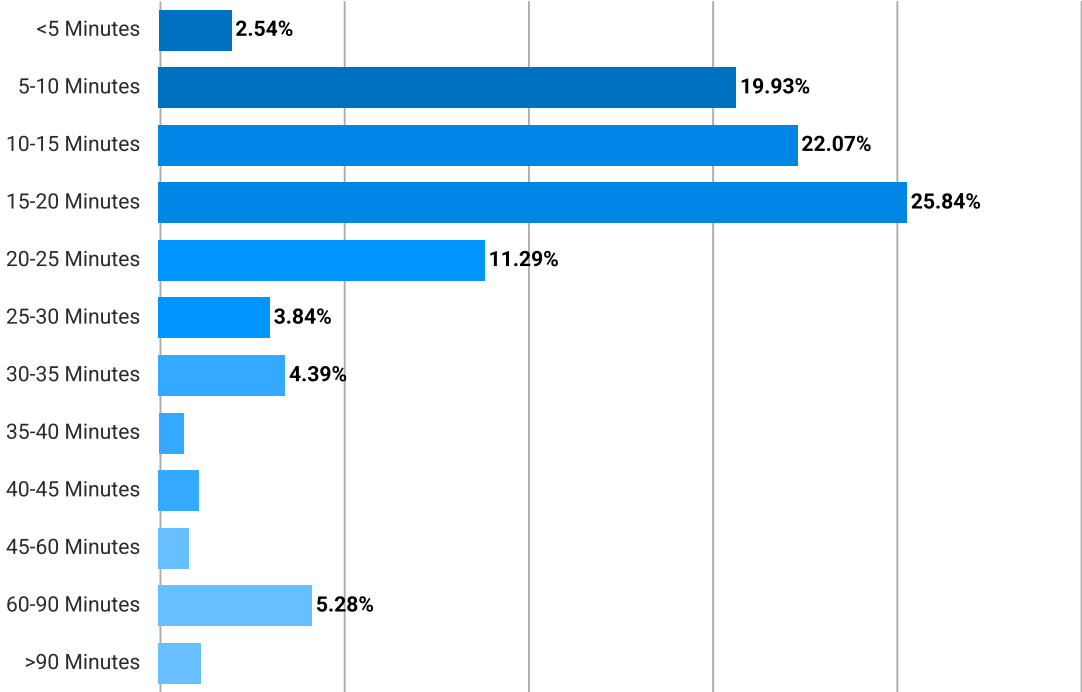
# Commute to Work

## Average Commute Time

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

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

Update Frequency: Annually

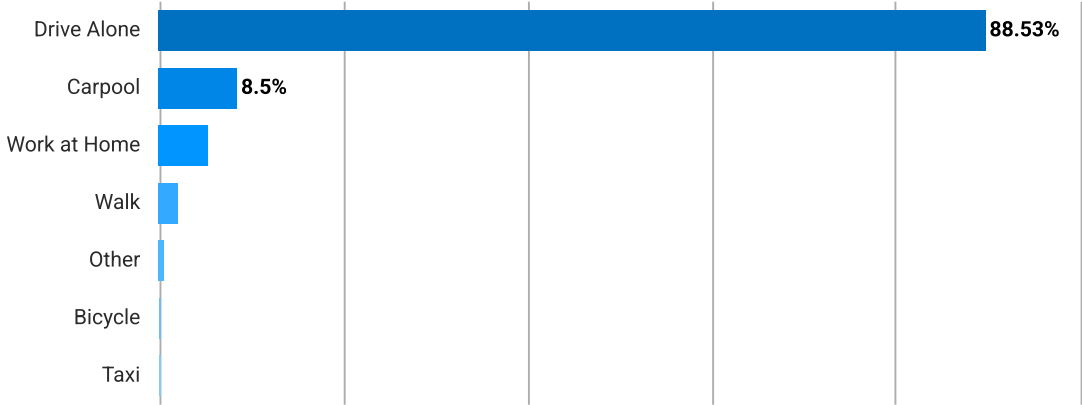


## How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

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

Update Frequency: Annually



# Home Values

## Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

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

Update Frequency: Monthly



## 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

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

Update Frequency: Monthly



## Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly



## 12 mo. Change in Median Listing Price

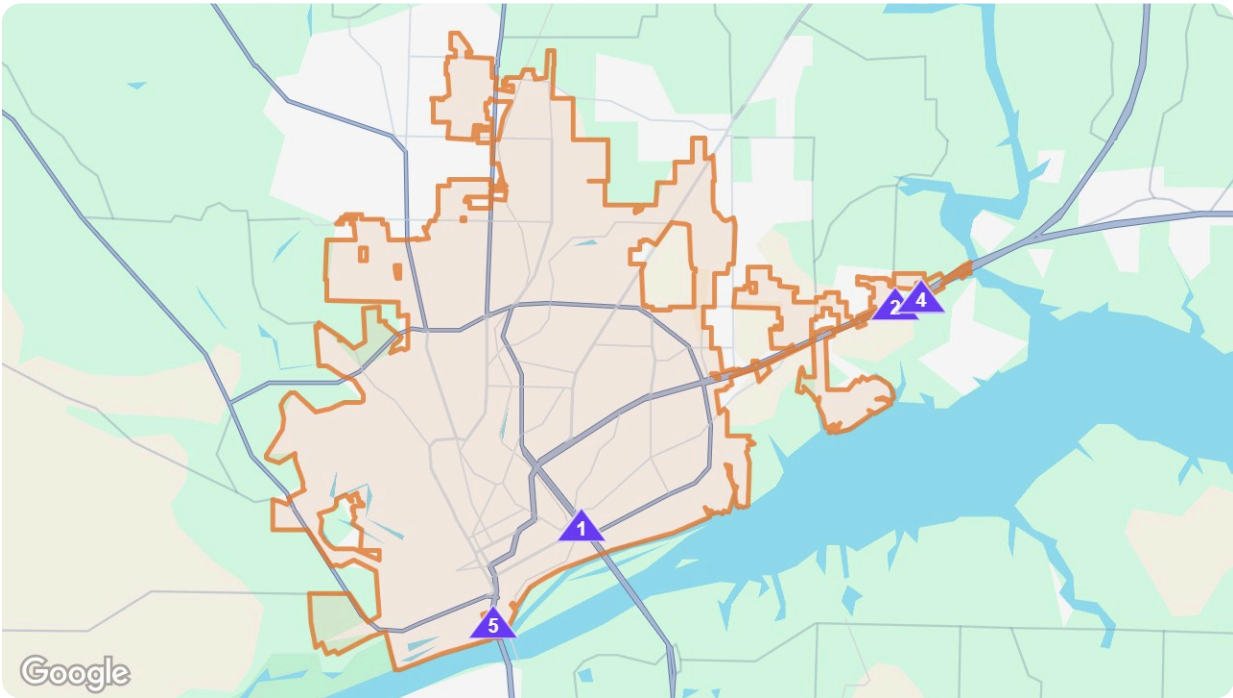
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts

- Up to 6,000 / day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- Over 100,000 / day

Traffic Counts by Highest Traffic Count

|  |  |  |  |  |
|--|--|--|--|--|
| <b>1 37,151</b><br>2024 Est. daily traffic counts<br>Cross: –<br>Cross Dir: –<br>Distance: – | <b>2 34,560</b><br>Florence Boulevard<br>2024 Est. daily traffic counts<br>Cross: –<br>Cross Dir: –<br>Distance: – | <b>3 34,478</b><br>Florence Boulevard<br>2024 Est. daily traffic counts<br>Cross: Florence Blvd<br>Cross Dir: SW<br>Distance: 0.02 miles | <b>4 34,365</b><br>Florence Boulevard<br>2024 Est. daily traffic counts<br>Cross: –<br>Cross Dir: –<br>Distance: – | <b>5 31,554</b><br>US Hwy 43<br>2019 Est. daily traffic counts<br>Cross: Mitchell Blvd<br>Cross Dir: S<br>Distance: 0.01 miles |
| <b>Historical counts</b><br>Year ▲ Count Type<br>2014 ▲ 33,780 AADT                          | <b>Historical counts</b><br>Year ▲ Count Type<br>2014 ▲ 33,780 AADT  | <b>Historical counts</b><br>Year ▲ Count Type<br>2021 ▲ 34,215 AADT<br>2019 ▲ 34,100 AADT<br>2018 ▲ 34,052 AADT                          | <b>Historical counts</b><br>Year ▲ Count Type<br>2014 ▲ 33,590 AADT  | <b>Historical counts</b><br>Year ▲ Count Type<br>2018 ▲ 31,510 AADT<br>2014 ▲ 27,320 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