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U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION

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Analysis of the

PENSACOLA, FLORIDA HOUSING MARKET

as of February 1, 1972

A Report by the
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
WASHINGTON, D.C. 20411

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Housing Market Analysis
Pensacola, Florida, as of February 1, 1972

Foreword

This analysis has been prepared for the assistance and guidance of the Department of Housing and Urban Development in its operations. The factual information, findings, and conclusions may be useful also to builders, mortgagees, and others concerned with local housing problems and trends. The analysis does not purport to make determinations with respect to the acceptability of any particular mortgage insurance proposals that may be under consideration in the subject locality.

The factual framework for this analysis was developed by the Economic and Market Analysis Division as thoroughly as possible on the basis of information available on the "as of" date from both local and national sources. Of course, estimates and judgments made on the basis of information available on the "as of" date may be modified considerably by subsequent market developments.

The prospective demand or occupancy potentials expressed in the analysis are based upon an evaluation of the factors available on the "as of" date. They cannot be construed as forecasts of building activity; rather, they express the prospective housing production which would maintain a reasonable balance in demand-supply relationships under conditions analyzed for the "as of" date.

Department of Housing and Urban Development
Federal Housing Administration
Economic and Market Analysis Division
Washington, D. C.

HOUSING MARKET ANALYSIS - PENSACOLA, FLORIDA
AS OF FEBRUARY 1, 1972

The Pensacola Housing Market Area (HMA) is defined as Escambia and Santa Rosa Counties, Florida. This definition is used also for the Pensacola Standard Metropolitan Statistical Area as defined by the Office of Management and Budget. Located along the western edge of the Florida Panhandle, 60 miles east of Mobile, Alabama, the Pensacola area has an estimated current population of 247,275 including an estimated 60,050 persons in the city of Pensacola.

The basic support of the local economy in the Pensacola HMA continues to be military and military-connected employment at the Pensacola Naval Complex. Growth in trade and services has further stimulated employment and population growth since 1962. An out-migration of civilian population which was substantial in the first part of the sixties, has decreased steadily in more recent years. Despite reductions in military strength since 1969, in-migration resulting from the entrance of the oil industry into the HMA has given additional impetus to civilian population growth. With increased building activity in both assisted and unassisted housing units, vacancies rose slightly in February 1972 as some oversupply in the sales market existed. The rental market is currently characterized by an excess of vacant units especially in the older segments of the rental inventory.

Anticipated Housing Demand

On the basis of economic and demographic prospects as of February 1, 1972, and anticipated inventory losses resulting from demolition and other causes, it is judged that a total of 2,050 new, nonsubsidized housing units would be an appropriate annual level of new construction in the Pensacola HMA during the two-year forecast period. In addition, 300 mobile homes a year probably will be added to the inventory. The most desirable demand-supply balance would be achieved if an average of 1,500 single-family houses and 550 multifamily units annually were supplied. These demand estimates call for new housing production at a level somewhat below that of the past few years, in spite of relatively favorable economic expectations. Recent production has been somewhat in excess of the needs of the area and some portion of the housing demand can be met either from the existing stock of adequate vacancies or housing now under construction.

Some additional part of the net demand for rental housing might be met by the 400 units of multifamily housing for which permits had been issued but which had not been started as of the date of this report.

The anticipated growth in the number of mobile homes approximates recent experience. Many of these are contingent upon the continued influx of oil company workers and their families moving into the northern part of the HMA. Any subsequent agreement by the various oil firms on the sharing of oil processing facilities could affect the net addition expected in mobile home households.

Occupancy Potential for Subsidized Housing

Federal assistance in financing costs for new housing for low- or moderate-income families may be provided through a number of different programs administered by HUD: monthly rent supplements in rental projects financed under Section 221(d)(3); partial payment of interest on home mortgages insured under Section 235; partial interest payment on project mortgages insured under Section 236; and federal assistance to local housing authorities for low-rent public housing.

The estimated occupancy potentials for subsidized housing are designed to determine, for each program, (1) the number of families and individuals who can be served under the program and (2) the proportion of these households that can reasonably be expected to seek new subsidized housing during the forecast period. Household eligibility for the Section 235 and Section 236 programs is determined primarily by evidence that household or family income is below established limits but sufficient to pay the minimum achievable rent or monthly payment for the specified program. Insofar as the income requirement is concerned, all families and individuals with income below the income limits are assumed to be eligible for public housing and rent supplement; there may be other requirements for eligibility, particularly the requirement that current living quarters be substandard for families to be eligible for rent supplements. Some families may be alternatively eligible for assistance under more than one of these programs or under other assistance programs using federal, state, or local support. The total occupancy potential for federally-assisted housing approximates the sum of the potentials for public housing and Section 236 housing. For the Pensacola HMA, the total occupancy potential is estimated to be 850 units annually (see table II). Future approvals under each program should take into account any intervening approvals under other programs which serve the same families and individuals.

The annual occupancy potentials^{1/} for subsidized housing discussed below are based on 1972 incomes, the occupancy of substandard housing, estimates of the elderly population, income limits in effect on February 1, 1972 and on available market experience.^{2/}

Section 235 and Section 236. Subsidized housing for households with low-to moderate-incomes may be provided under either Section 235 or Section 236. Moderately-priced, subsidized sales housing for eligible families can be made available through Section 235. Subsidized rental housing for the same families may be alternatively provided under Section 236; the Section 236 program contains additional provisions for subsidized rental units for elderly couples and individuals. In the Pensacola HMA, it is estimated (based on regular income limits) that, for the period February 1972-February 1974, there is an occupancy potential for an annual total of 410 subsidized family units utilizing either Section 235 or Section 236, or a combination of the two programs. In addition, there is an annual potential for about 85 units of Section 236 rental housing for elderly couples and individuals. Twelve percent of the families eligible for either Section 235 or Section 236 housing are eligible for public low-rent housing, but over 50 percent of the elderly households and individuals eligible for Section 236 housing also qualify for public housing or rent-supplement accommodations. Nearly 35 percent of the families eligible under the Section 235 program are five- or more-person households.

Subsidized housing under Section 235 has become an increasingly active program in the Pensacola HMA. As of February 1, 1972, there were 1,105 new units and 98 existing units insured under Section 235 in the area. In addition, approximately 225 units are currently under construction in the HMA for which Section 235 financing is anticipated. Under Section 236 160 units (32 units rent-supplement) for families have been completed and a firm commitment issued for an additional 200 units for families. Market absorption has been favorable in both the single-family and multifamily units to date.

^{1/} The occupancy potentials referred to in this analysis have been calculated to reflect the strength of the market in view of existing vacancy. The successful attainment of the calculated potentials for subsidized housing may well depend upon construction in suitable accessible locations, as well as a distribution of rents and sales prices over the complete range attainable for housing under the specified programs.

^{2/} Families with incomes inadequate to purchase or rent nonsubsidized housing generally are eligible for one form or another of subsidized housing.

The completion of an estimated 225 units of Section 235 and 200 units (40 units anticipated to be rent-supplement) of Section 236 with a firm commitment would satisfy nearly all of the first year's occupancy potential for 495 units in the HMA. Future approvals should consider the unmet demand among elderly households and individuals for Section 236.

Rental Housing Under the Public Housing and Rent-Supplement Programs.

These two programs serve households in essentially the same low-income group. The principal differences between the programs arise from the manner in which net income is computed and from other eligibility requirements. In the Pensacola HMA, the annual occupancy potential for public low-rent housing is estimated to be 355 units for families and 95 units for the elderly, a total of 450 units. Nearly 15 percent of the families eligible for public housing are eligible for Section 236 housing, while about 47 percent of the elderly households and individuals eligible for public housing also qualify under Section 236. Under the somewhat more restrictive rent-supplement program, the potential for families would be about 55 percent of the figure shown above; the market among the elderly would remain unchanged, however.

As of February 1, 1972, there were 1,389 units^{1/} of public low-rent housing and 632 units of rent-supplement housing for families in the Pensacola area. Vacancies were reported to be running three to four percent in the Pensacola project--down from the 30 to 40 percent during the summer months--while no vacancies were reported in the Milton project. It appears that the quality of the Pensacola public housing inventory is such that it can maintain occupancy only in periods when the climate is most inclement. The local housing authorities reported a waiting list of approximately 150 applicants, of whom 25 are elderly. The 632 units of rent-supplement housing completed in 1970 and 1971 reported vacancies of less than one percent at present. There are no units under either program under construction in the HMA at the present time; however, the Pensacola Housing Authority has applied for 300 units (120 units of leased and 180 units of Turnkey) of family housing and the Milton Housing Authority, for 150 units of leased housing. In addition, 40 units under rent-supplement have received a firm commitment with construction anticipated shortly. The units currently in application or for which a firm commitment has been issued would satisfy the first year's demand over the two-year forecast period.

Sales Market

The market for new sales housing in the Pensacola HMA has expanded in the past year. Under the impact of new homes insured under Section 235, the supply of new homes in the price range below \$20,000 has increased noticeably.

^{1/} The Pensacola Housing Authority (Escambia County) controls 1,299 units of which 102 units have been built since 1960 to meet the replacement needs of the remaining existing structures built prior to 1945. The Milton Housing Authority (Santa Rosa County) controls 90 units of which 50 units are leased housing.

There has been a general expansion of new construction as financing conditions have eased, including the increased stimulus of Section 235 financing. Although the rate of absorption has not declined, as a result of the increased number of units under construction, vacancies rose slightly to 1.9 percent in February 1972.

Most new homes continue to be built on a speculative basis in tract developments in the west and northwest suburban areas of Pensacola. Building is taking place in all price ranges but with some concentration in the \$17,500 to \$20,000 price class. With production oriented to less expensive units, an undersupply for units priced above \$30,000 was reported. Local realty sources indicated a seller's market exists for units above that range. The weakest market is for existing units priced between \$14,000 and \$18,000. Federal assistance under Section 235 has given new homes a competitive advantage over the existing units; with declines in military strength levels, an abundant supply of moderate priced homes exists.

A HUD unsold inventory survey conducted in the HMA in January 1972, which covered 630 houses completed in 1971, found that 609 of these houses had been built on a speculative basis with 57 units unsold. Only four of the speculatively-built homes remained unsold longer than three months after completion. Two hundred and seventeen houses were under construction in January 1972; 128 of these were unsold. Approximately 62 percent of the houses under construction in January 1972 were priced to sell below \$20,000.

Rental Market

As a result of reductions in the number of military and military-connected civilian households and continued new multifamily construction, vacancies in the less competitive multifamily and converted single-family renter units have risen. The current rental vacancy rate in the Pensacola HMA is estimated at 12.9 percent, an increase from the April 1970 Census figure of 12.1 percent. Many of the older projects are less desirable and lack the amenities provided in the newer multifamily units. Location and functional obsolescence have been additional factors in rising vacancies among the converted residences. These units are not competitive with the newer, nonsubsidized apartment units in the area, the market for which was strong in February 1972.

Absorption of new units has been good and occupancy levels have remained high. Housing office authorities at the Pensacola Naval Complex have indicated a shortage exists among the suitable rental accommodations available within the financial capacity of military families. The bulk of the newer rental units in the HMA rent for \$130 to \$145 a month for one-bedroom units and \$150 to \$170 a month for two-bedroom units. Rents do not include electricity. Furnished apartments are available for an additional charge of \$20 to \$35 per month. Converted single-family homes (exclusive of utilities) rent for \$120 to \$150 a month for two-bedroom houses and \$150 to \$180 for three-bedroom houses.

Economic, Demographic, and Housing Factors

The anticipated demand for housing in the Pensacola HMA during the February 1972-February 1974 forecast period is based on the following findings and assumptions regarding employment, income, demographic, and housing market factors discussed below.

The primary economic influence in the Pensacola HMA continues to be the Pensacola Naval Complex. Its basic objective is aviation training for prospective Navy pilots. Extensive research, medical, and communications training centers are also located at the Naval Complex. In 1971, assigned military strength at the complex was 13,640, about the same as in 1967. Reductions in training activities have been the primary factor in a reduced military strength level since 1969. The trends of military and civil service employment at the Naval Complex are shown in table III. The most significant economic development has occurred in the past year. The decision to begin tapping the oil reserves in the area has led to the discovery of a larger oil field than first anticipated. The recent entrance of the oil industry and subsequent development over the next two or three years should provide the major momentum to the local economy.

Nonagricultural wage and salary employment averaged 69,400 jobs in 1971, an increase of 1,700 over the previous year. These figures, however, exclude those workers brought by oil companies into the HMA. Initially, many of these workers commuted from nearby oil fields in Alabama. But further expansion into Escambia and Santa Rosa Counties has led to the relocation of workers into the local area in recent months. Since 1962, nonagricultural wage and salary employment has increased every year. After a decline of 200 jobs between 1960 and 1962, nonagricultural wage and salary employment rose by an average of 1,625 jobs annually over the 1962-1966 period. During the 1966-1971 period, nonfarm wage and salary employment increased by an average of 2,160 jobs annually as all categories (particularly government) in the nonmanufacturing sector and in the "other" manufacturing group contributed to nonagricultural growth. The largest employment gain occurred between 1967 and 1968, when nonagricultural wage and salary employment grew by 3,500 jobs, including gains of 3,200 in nonmanufacturing and 300 in manufacturing.

Nonmanufacturing employment has increased each year since 1962. Between 1962 and 1965, nonmanufacturing employment gains averaged 1,500 jobs annually. Employment growth then accelerated to 2,125 jobs annually over the 1965 to 1971 period. Increases in government employment, primarily at the Naval Complex, between 1965 and 1968 were the major stimulants to the local economy. Other nonmanufacturing industries that had principal gains over the 1965 to 1971 period were the service and trade sectors with 520 and 480 jobs annually, respectively. Nonmanufacturing employment accounted for about 80 percent of total nonagricultural wage and salary employment in 1971. Employment in government represented 27 percent of all wage and salary employment in the HMA.

In manufacturing, increases in employment averaged 150 annually from 1960 through 1964. However, losses in the chemical and paper industries through automation of production lines resulted in manufacturing employment losses averaging 300 jobs annually between 1964 and 1967 and 150 jobs annually from 1969 to 1971. Following the entrance of Westinghouse Electric Company in 1967 to produce nuclear components, and of several small new industries, gains of 400 jobs annually were realized between 1967 and 1969; between 1969 and 1971 further increases were recorded in these "other" manufacturing industries.

Over the next two years, nonagricultural wage and salary employment is expected to increase by about 2,100 jobs a year. Operations at the Pensacola Naval Complex are not expected to contribute significantly to future employment growth in the area. While strength levels have been reduced during the last 18 months, increases in assigned military personnel are expected to offset declines in civilian civil service strength with a resultant stabilization in combined personnel levels over the forecast period. Nonmanufacturing industries are anticipated to increase by 1,900 jobs annually. Employment growth in trade and services, while slowed in recent years, should increase modestly with increased demands from the in-migration of oil company families. Expansion of state government operations will continue with enrollment increases at the University of West Florida. Local government employment will increase upon the completion of new office space. Construction employment in the Pensacola area will provide additional stimulus to economic growth. Further development of oil-sulphur separation facilities and oil explorations will continue over the next two years resulting in a growth of 500 jobs. Manufacturing employment is expected to increase by about 200 a year. Most of this increase is expected in small firms in the "other" manufacturing category locating in the area. The chemical industry will continue to experience employment losses through the automation of the industry's principal employer in the area.

Income. As of February 1972, the median annual income of all families in the Pensacola HMA, after deduction of federal income tax, was \$8,900; the median after-tax income of renter households of two or more persons was \$6,525. In 1959, the medians were \$4,800 for all families and \$3,550 for renter households. Detailed distributions of all families and of renter households by 1959 and 1971 income classes are presented in table V.

Demographic Factors. The population of the Pensacola HMA was 247,275 persons as of February 1, 1972, including 28,925 military personnel and their dependents, 19,875 military-connected workers and their dependents, and about 198,475 nonmilitary-connected civilians (see table VI). Total population increased by about 2,295 persons annually since the April 1970 Census while the average annual gain between 1960 and 1970 was about

3,970 persons. The much smaller increase since 1970 was a reflection of declines in military and military-connected civilians at the Pensacola Naval Complex since 1969. However, population growth in the nonmilitary-connected civilian population averaged 4,425 persons annually since 1970 compared with 2,410 persons annually between 1960 and 1970. The expanding civilian economy and the recent success of oil exploration in northern Escambia and Santa Rosa Counties has contributed significantly to the increased population growth.

Over the next two years, the population of the HMA is expected to increase by an average of 3,810 persons annually. Continued gains in the civilian population will be balanced by a slight loss in the military sector. Continuation of the in-migration trend in civilian nonmilitary population is expected during the forecast period as various oil producing firms further develop the oil fields in the area.

There were about 74,300 households in the HMA in February 1972, consisting of 62,350 civilian and 11,950 military and military-connected civilian households (see table VI). The number of military and military-connected civilian households declined by 700 since April 1970, while the number of civilian households increased by about 3,775, resulting in a net increase of about 3,075 households, an annual rate of 1,675. This compares with an annual growth rate of about 1,630 a year from April 1960 to April 1970, most of which occurred in the second half of the decade paralleling population growth patterns. The recent decline in military and military-connected civilian households has been attributed to a realigning of Naval training operations and to a lesser extent, the wind-down of the Vietnam conflict. It is expected that with some further adjustments forthcoming, military households should increase while military-connected civilian households continue to decrease slightly. Offsetting gains and losses are anticipated to stabilize the current number of military and military-connected households over the next two years. Nonmilitary-connected civilian households are expected to increase by about 1,750 a year over the next two years.

Housing Factors. As of February 1, 1972, there were approximately 81,000 housing units in the Pensacola HMA, including 74,300 occupied units and 6,700 vacant units. Among the occupied units, there were 52,600 owner-occupied and 21,700 renter-occupied housing units (see table VIII). The net increase in the housing inventory since April 1970 resulted from the construction of about 4,350 units, the loss of 1,425 units through demolition and other causes, and the net increase of about 770 mobile homes (primarily the result of oil company families moving into the HMA). Between April 1960 and April 1970, the housing inventory increased by about 16,375 units, the result of the completion of approximately 18,525 units, the addition of 1,925 trailers, the conversion-in of 2,000 units, and the loss of 6,275 units through demolition and other causes. There were about 725 single-family houses and 875 multifamily housing units (excluding on-base

construction for the military) under construction in February 1972. In addition, an estimated 400 units of multifamily housing have been permitted for which construction has not started. Among the single-family units under construction in the HMA, there was an estimated 225 units to be insured under Section 235.

There are currently 1,087 units of on-base military housing for families at the Pensacola Naval Complex and Whiting Field of which 278 are considered to be inadequate. An additional 140 units of domestic housing are leased by the military. Currently, 200 units of multifamily housing are under construction on the base for military families.

Private nonsubsidized residential construction activity^{1/} totaled 3,192 units in 1971, consisting of 1,953 single-family houses and 1,239 units in multifamily structures. This was the largest volume of unsubsidized units initiated over the last twelve years. Noticeable increases occurred in both single-family and multifamily construction activity.

Single-family construction volume, which dropped from 1,777 in 1960 to 1,440 in 1962, gradually increased to 1,670 units in 1965. Rising home mortgage costs, coupled with rapidly increasing construction costs had a dampening effect on home construction throughout the 1966-1970 period. New nonsubsidized units averaged 1,475 annually over the five year span. Lower interest rates and the increased availability of mortgage funds resulted in a peak number of nonsubsidized units (1,953) in 1971. Multifamily construction, virtually nonexistent in the early sixties, rose from 151 units in 1963 to 560 units in 1965 responding to the demand for rental units by both the military and civilian population sectors. Tight credit conditions forced multifamily construction to 286 units in 1968. However, the scarcity of newer rental units and the continuing demand for them by a growing civilian population resulted in increasing numbers since 1969. In the past year, 1,239 nonsubsidized multifamily units were authorized in the HMA.

Vacancy. As shown in table VIII, there were an estimated 4,250 housing units in the Pensacola HMA vacant and available for sale or rent in February 1972, an over-all vacancy rate of 5.4 percent. About 1,025 were for sale and 3,225 were for rent, indicating homeowner and renter

^{1/} Building permit authorizations cover the city of Pensacola and the towns of Gulf Breeze and Milton. The remainder of Escambia County was estimated on the basis of septic permits by the Escambia County Health Department. Construction activity for nonpermit-issuing areas of Santa Rosa County was estimated from septic tank installations.

vacancy rates of 1.9 and 12.9 percent, respectively. Excluding available vacant units lacking plumbing facilities and of marginal quality, the available vacancy rate is only 3.0 percent; excluding those vacant units, the homeowner vacancy rate would drop to 1.6 percent and the renter vacancy rate would drop to 6.1 percent. Currently, vacancy rates are above those recorded by the April 1970 Census and reflect the out-migration of military and military-connected civilian households during the past 18 months and the increased construction activity.

Table I

Estimated Annual Demand for New Nonsubsidized Housing
Pensacola, Florida, Housing Market Area
February 1972 to February 1974

A. Single-family:

<u>Price class</u>	<u>Number of units</u>	<u>Percent</u>
Under \$17,500	225	15
\$17,500 - 19,999	285	19
20,000 - 22,499	180	12
22,500 - 24,999	165	11
25,000 - 29,999	300	20
30,000 - 34,999	195	13
35,000 and over	150	10
Total	1,500	100

B. Multifamily:

<u>Gross monthly rent</u>	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three or more bedrooms</u>
Under \$120	5	-	-	-
\$120 - 139	10	-	-	-
140 - 159	-	125	-	-
160 - 179	-	45	145	-
180 - 199	-	15	60	20
200 - 219	-	15	50	30
220 and over	-	-	20	10
Total	15	200	275	60

a/ Gross rent is shelter rent plus the cost of utilities.

Source: Estimated by Housing Market Analyst.

Table II

Estimated Annual Occupancy Potential for Subsidized Housing
Pensacola, Florida, Housing Market Area
February 1972 to February 1974

	<u>Section 236a/ exclusively</u>	<u>Families eligible for both programs</u>	<u>Public housing exclusively</u>	<u>Total for both programs</u>
A. <u>Families</u>				
1 bedroom	50	20	40	110
2 bedrooms	140	30	115	285
3 bedrooms	110	0	90	200
4+ bedrooms	60	0	60	120
Total	<u>360</u>	<u>50b/</u>	<u>305b/</u>	<u>715</u>
B. <u>Elderly</u>				
1 bedroom	20	30	30	80
Efficiency	<u>20</u>	<u>15</u>	<u>20</u>	<u>55</u>
Total	<u>40</u>	<u>45c/</u>	<u>50c/</u>	<u>135</u>

a/ Estimates are based upon regular income limits.

b/ Approximately 58 percent of these families also are eligible under the rent supplement program.

c/ All of the elderly couples and individuals also are eligible for rent supplement payments.

Table III

Military and Civilian Strength at the Pensacola Naval Complexa/
Pensacola, Florida, Housing Market Area
1962-1971

<u>Yearb/</u>	<u>Military strength</u>	<u>Civilian civil service</u>	<u>Totals</u>
1962	15,137	6,209	21,346
1963	14,105	6,156	20,261
1964	14,371	5,986	20,357
1965	14,416	6,149	20,565
1966	15,216	6,797	22,013
1967	13,629	7,632	21,261
1968	13,936	8,608	22,544
1969	15,113	8,135	23,248
1970	13,727	7,270	20,997
1971c/	13,640	7,767	21,407

a/ Includes Whiting Naval Air Station.

b/ Except as indicated, figures are as of December of each year.

c/ As of November 1971.

Source: U.S. Department of Defense.

Table IV

Labor Force Trends
Pensacola, Florida, Housing Market Area
1960-1971
(Annual averages, 000's)

	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>
Total civilian labor force	<u>69.5</u>	<u>70.7</u>	<u>69.2</u>	<u>70.2</u>	<u>72.0</u>	<u>73.3</u>	<u>74.1</u>	<u>75.2</u>	<u>78.8</u>	<u>81.6</u>	<u>82.9</u>	<u>85.1</u>
Unemployment Percent	2.6 3.7%	3.2 4.5%	3.2 4.6%	2.6 3.7%	2.3 3.2%	2.2 3.0%	2.0 2.7%	2.0 2.7%	2.0 2.5%	2.1 2.6%	2.3 2.8%	2.3 2.7%
Total employment	66.9	67.5	66.0	67.6	69.7	71.1	72.1	73.2	76.8	79.5	80.6	82.8
Nonag. wage & salary	52.3	52.1	52.1	53.5	55.4	57.0	58.6	60.5	64.0	66.6	67.7	69.4
Manufacturing	<u>14.0</u>	<u>14.1</u>	<u>14.2</u>	<u>14.3</u>	<u>14.6</u>	<u>14.6</u>	<u>14.1</u>	<u>13.7</u>	<u>14.0</u>	<u>14.5</u>	<u>14.3</u>	<u>14.2</u>
Food & kindred prod.	<u>1.0</u>	<u>1.0</u>	<u>.9</u>	<u>.9</u>	<u>.9</u>	<u>.9</u>	<u>.8</u>	<u>.8</u>	<u>.8</u>	<u>.8</u>	<u>.8</u>	<u>.7</u>
Lumber & wood prod.	<u>.9</u>	<u>.8</u>	<u>.9</u>	<u>.9</u>	<u>.9</u>	<u>1.0</u>	<u>1.0</u>	<u>.9</u>	<u>.9</u>	<u>.9</u>	<u>.8</u>	<u>1.0</u>
Chemicals & allied prod.	8.2	8.5	8.7	8.8	9.0	8.9	8.4	7.9	7.8	8.0	7.7	7.4
Paper & allied prod.a/	NA	NA	NA	2.7	2.7	2.7	2.6	2.3	2.3	2.3	2.3	2.2
Other manufacturinga/	3.9	3.8	3.7	1.0	1.1	1.1	1.3	1.8	2.2	2.5	2.7	2.9
Nonmanufacturing	<u>38.3</u>	<u>38.0</u>	<u>37.9</u>	<u>39.2</u>	<u>40.8</u>	<u>42.4</u>	<u>44.5</u>	<u>46.8</u>	<u>50.0</u>	<u>52.1</u>	<u>53.4</u>	<u>55.2</u>
Contract construction	<u>4.7</u>	<u>4.2</u>	<u>3.7</u>	<u>4.3</u>	<u>4.9</u>	<u>4.9</u>	<u>4.7</u>	<u>4.6</u>	<u>4.9</u>	<u>5.2</u>	<u>5.4</u>	<u>6.0</u>
Trans., comm., & pub. uti.	<u>3.2</u>	<u>3.2</u>	<u>3.2</u>	<u>3.1</u>	<u>3.1</u>	<u>3.1</u>	<u>3.1</u>	<u>3.2</u>	<u>3.4</u>	<u>3.4</u>	<u>3.5</u>	<u>3.6</u>
Trade	<u>10.9</u>	<u>10.6</u>	<u>10.6</u>	<u>11.0</u>	<u>11.4</u>	<u>12.1</u>	<u>12.5</u>	<u>12.7</u>	<u>13.6</u>	<u>14.1</u>	<u>14.3</u>	<u>15.0</u>
Wholesale	<u>1.9</u>	<u>2.0</u>	<u>2.0</u>	<u>2.0</u>	<u>2.1</u>	<u>2.1</u>	<u>2.1</u>	<u>2.3</u>	<u>2.3</u>	<u>2.5</u>	<u>2.5</u>	<u>2.6</u>
Retail	9.0	8.6	8.6	9.0	9.3	10.0	10.4	10.4	11.3	11.6	11.8	12.4
Fin., ins., & real estate	2.0	2.1	2.1	2.1	2.2	2.2	2.4	2.4	2.4	2.5	2.7	2.9
Services & misc.	5.0	5.0	5.2	5.4	5.7	6.2	6.8	7.3	8.0	8.7	9.2	9.3
Government	<u>12.5</u>	<u>12.9</u>	<u>13.1</u>	<u>13.3</u>	<u>13.5</u>	<u>13.9</u>	<u>15.0</u>	<u>16.6</u>	<u>17.7</u>	<u>18.2</u>	<u>18.3</u>	<u>18.4</u>
Federal	<u>7.7</u>	<u>7.7</u>	<u>7.7</u>	<u>7.5</u>	<u>7.3</u>	<u>7.4</u>	<u>8.1</u>	<u>9.3</u>	<u>10.1</u>	<u>10.2</u>	<u>10.0</u>	<u>10.1</u>
State and local	4.8	5.2	5.4	5.8	6.2	6.5	6.9	7.3	7.6	8.0	8.3	8.3
Other nonagricultural	11.4	12.2	11.0	10.8	11.1	10.9	10.2	9.3	9.5	9.5	9.6	10.0
Agricultural	3.2	3.2	2.9	3.3	3.2	3.2	3.3	3.4	3.3	3.4	3.3	3.4

a/ Prior to 1963, employment in the paper and allied products industry was included in "other manufacturing."

b/ Includes self-employed, unpaid family workers, and domestic workers.

Source: Florida State Employment Service.

Table V

Percentage Distribution of All Families and Renter Households
by Estimated Annual Income After Deduction of Federal Income Tax
Pensacola, Florida, Housing Market Area, 1959 and 1972

<u>Annual income</u>	<u>1959</u>		<u>1972</u>	
	<u>All families</u>	<u>Renter households^{a/}</u>	<u>All families</u>	<u>Renter households^{a/}</u>
Under \$2,000	13	19	5	7
\$ 2,000 - 2,999	12	20	4	7
3,000 - 3,999	13	19	6	8
4,000 - 4,999	15	16	6	11
5,000 - 5,999	15	9	7	12
6,000 - 6,999	9	6	7	9
7,000 - 7,999	8	4	8	8
8,000 - 8,999	5	3	8	8
9,000 - 9,999	4	2	7	6
10,000 - 12,499	3	1	16	11
12,500 - 14,999	1)	10	6
15,000 and over	2)1	16	7
Total	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Median	\$4,800	\$3,550	\$8,900	\$6,525

^{a/} Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table VI

Trend of Population and Household Growth
Pensacola, Florida, Housing Market Area
April 1960 to February 1974

<u>Geographic components</u>	<u>April 1960</u>	<u>April 1970</u>	<u>February 1972</u>	<u>February 1974</u>	<u>Average annual change^{a/}</u>		
					<u>1960- 1970</u>	<u>1970- 1972</u>	<u>1972- 1974</u>
HMA total population	203,376	243,075	247,275	254,900	3,970	2,295	3,810
Escambia County	173,829	205,334	208,325	213,900	3,150	1,635	2,785
Pensacola	56,752	59,507	60,050	61,000	275	295	475
Remainder	117,077	145,827	148,275	152,900	2,875	1,340	2,310
Santa Rosa County	29,547	37,741	38,950	41,000	820	660	1,025
HMA total households	54,942	71,233	74,300	77,800	1,630	1,675	1,750
Escambia County	47,344	60,387	62,900	65,600	1,300	1,375	1,350
Pensacola	16,921	19,308	19,800	20,400	240	270	300
Remainder	30,423	41,079	43,100	42,500	1,060	1,105	1,050
Santa Rosa County	7,598	10,846	11,400	12,200	330	300	400
<u>Demographic components</u>							
HMA total population	203,376	243,075	247,275	254,900	3,970	2,295	3,810
Civilian	166,276	190,375	198,475	206,550	2,410	4,425	4,035
Military-connected civilian ^{b/}	17,100	20,900	19,875	19,250	380	- 560	- 315
Military ^{c/}	20,000	31,800	28,925	29,100	1,180	-1,570	+ 90
HMA total households	54,942	71,233	74,300	77,800	1,630	1,675	1,750
Civilian	46,442	58,583	62,350	65,850	1,215	2,060	1,750
Military-connected civilian ^{b/}	4,650	6,350	6,150	6,050	170	- 110	- 50
Military ^{c/}	3,850	6,300	5,800	5,900	245	- 275	+ 50

^{a/} Rounded.

^{b/} Civil service employees at the Pensacola Naval Complex and their dependents.

^{c/} Military personnel at the Pensacola Naval Complex and their dependents.

Sources: 1960 Censuses of Population and Housing; U.S. Department of the Navy, and estimates by Housing Market Analyst.

Table VII

Trend of Residential Building Activity
Pensacola, Florida, Housing Market Area
1960-1971

	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>
<u>Privately financed units</u>												
HMA total	<u>1,777</u>	<u>1,482</u>	<u>1,442</u>	<u>1,698</u>	<u>1,768</u>	<u>2,230</u>	<u>1,898</u>	<u>1,772</u>	<u>1,821</u>	<u>2,172</u>	<u>2,345</u>	<u>3,192</u>
Single-family	<u>1,777</u>	<u>1,482</u>	<u>1,440</u>	<u>1,547</u>	<u>1,555</u>	<u>1,670</u>	<u>1,364</u>	<u>1,480</u>	<u>1,535</u>	<u>1,583</u>	<u>1,444</u>	<u>1,953</u>
Multifamily	-	-	2	151	213	560	534	292	286	589	901	1,239
Escambia County	<u>1,452</u>	<u>1,207</u>	<u>1,167</u>	<u>1,373</u>	<u>1,468</u>	<u>1,830</u>	<u>1,456</u>	<u>1,382</u>	<u>1,369</u>	<u>1,774</u>	<u>2,060</u>	<u>2,830</u>
Single-family	<u>1,452</u>	<u>1,207</u>	<u>1,165</u>	<u>1,222</u>	<u>1,255</u>	<u>1,367</u>	<u>1,064</u>	<u>1,130</u>	<u>1,175</u>	<u>1,241</u>	<u>1,194</u>	<u>1,638</u>
Multifamily	-	-	2	151	213	463	392	252 ^{c/}	194	533	866	1,192 ^{d/}
Santa Rosa County ^{a/}	<u>325</u>	<u>275</u>	<u>275</u>	<u>325</u>	<u>300</u>	<u>400</u>	<u>442</u>	<u>390</u>	<u>452</u>	<u>398</u>	<u>285</u>	<u>362</u>
Single-family	<u>325</u>	<u>275</u>	<u>275</u>	<u>325</u>	<u>300</u>	<u>303</u>	<u>300</u>	<u>350</u>	<u>360</u>	<u>342</u>	<u>250</u>	<u>315</u>
Multifamily	-	-	-	-	-	97	142	40	92	56	35	47
<u>Subsidized units</u>												
HMA total	-	-	-	<u>40</u>	-	-	-	-	-	<u>670</u>	<u>570</u>	<u>675</u>
Escambia County	-	-	-	-	-	-	-	-	-	<u>620</u>	<u>564</u>	<u>649</u>
Low-rent public housing	-	-	-	-	-	-	-	-	-	-	-	-
Other subsidized ^{b/}	-	-	-	-	-	-	-	-	-	620	564	649
Santa Rosa County	-	-	-	<u>40</u>	-	-	-	-	-	<u>50</u>	<u>6</u>	<u>26</u>
Low-rent public housing	-	-	-	<u>40</u>	-	-	-	-	-	<u>50</u>	-	-
Other subsidized ^{b/}	-	-	-	-	-	-	-	-	-	-	6	26

^{a/} Includes building permits issued by the towns of Milton and Gulf Breeze, and estimates of units started in the remainder of Santa Rosa County based on septic tank inspections.

^{b/} Includes Section 221(d)(3), Section 235 and Section 236.

^{c/} Excludes 250 units of military housing on military reservation.

^{d/} Excludes 200 units of military housing on military reservation.

Table VIII

Tenure and Occupancy in the Housing Inventory
Pensacola, Florida, Housing Market Area
April 1960 to February 1972

<u>Tenure and occupancy</u>	<u>April 1960</u>	<u>April 1970</u>	<u>February 1972</u>
Total housing supply	<u>60,929</u>	<u>77,292</u>	<u>81,000</u>
Occupied housing units	<u>54,942</u>	<u>71,233</u>	<u>74,300</u>
Owner-occupied	<u>38,693</u>	<u>50,457</u>	<u>52,600</u>
Percent of all occupied	70.4%	70.8%	70.8%
Renter-occupied	<u>16,249</u>	<u>20,776</u>	<u>21,700</u>
Percent of all occupied	29.6%	29.2%	29.2%
Vacant housing units	<u>5,987</u>	<u>6,059</u>	<u>6,700</u>
Available vacant	<u>3,276</u>	<u>3,786</u>	<u>4,250</u>
For sale	<u>1,003</u>	<u>922</u>	<u>1,025</u>
Homeowner vacancy rate	2.5%	1.8%	1.9%
For rent	<u>2,273</u>	<u>2,864</u>	<u>3,225</u>
Renter vacancy rate	12.3%	12.1%	12.9%
Other vacant ^{a/}	<u>2,711</u>	<u>2,273</u>	<u>2,450</u>

^{a/} Includes seasonal units, vacant dilapidated units, units rented or sold awaiting occupancy, and units held off the market for absentee owners or other reasons.

Sources: 1960 and 1970 Censuses of Housing; 1972 estimated by Housing Market Analyst.

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