






Market Profile

Prepared by Mark Robbins

1133 Airport Blvd., Pensacol...
 1133 Airport Blvd, Pensacola, FL 32504
 Ring: 1, 3, 5 Miles

Latitude: 30.480035
 Longitude: -87.217942

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	6,522	63,168	148,203
2000 Group Quarters	319	5,776	8,530
2010 Total Population	6,229	64,156	152,167
2015 Total Population	6,111	64,088	152,927
2010 - 2015 Annual Rate	-0.38%	-0.02%	0.1%
 2000 Households	3,083	24,478	59,238
2000 Average Household Size	2.01	2.34	2.36
2010 Households	2,969	25,206	61,604
2010 Average Household Size	1.99	2.32	2.33
2015 Households	2,915	25,253	62,123
2015 Average Household Size	1.99	2.31	2.32
2010 - 2015 Annual Rate	-0.37%	0.04%	0.17%
2000 Families	1,546	15,436	36,850
2000 Average Family Size	2.72	2.92	2.96
2010 Families	1,445	15,474	37,247
2010 Average Family Size	2.75	2.94	2.99
2015 Families	1,394	15,271	36,981
2015 Average Family Size	2.77	2.96	3.01
2010 - 2015 Annual Rate	-0.72%	-0.26%	-0.14%
 2000 Housing Units	3,403	26,494	65,096
Owner Occupied Housing Units	35.4%	57.3%	57.0%
Renter Occupied Housing Units	55.1%	34.8%	33.9%
Vacant Housing Units	9.5%	7.8%	9.1%
2010 Housing Units	3,557	28,664	71,304
Owner Occupied Housing Units	33.5%	53.9%	53.3%
Renter Occupied Housing Units	50.0%	34.0%	33.1%
Vacant Housing Units	16.5%	12.1%	13.6%
2015 Housing Units	3,623	29,390	73,667
Owner Occupied Housing Units	33.5%	52.5%	51.8%
Renter Occupied Housing Units	47.0%	33.4%	32.5%
Vacant Housing Units	19.5%	14.1%	15.7%
Median Household Income			
2000	\$29,042	\$34,460	\$33,020
2010	\$32,911	\$42,519	\$41,597
2015	\$37,411	\$50,589	\$50,118
Median Home Value			
2000	\$75,200	\$81,565	\$79,536
2010	\$101,705	\$111,141	\$108,141
2015	\$118,471	\$126,832	\$123,551
Per Capita Income			
2000	\$17,150	\$17,695	\$18,360
2010	\$19,643	\$22,015	\$22,117
2015	\$21,750	\$24,194	\$24,422
Median Age			
2000	33.8	35.0	36.4
2010	33.5	36.1	38.1
2015	34.6	36.6	38.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income			
Household Income Base	3,059	24,259	59,407
< \$15,000	21.4%	19.8%	20.8%
\$15,000 - \$24,999	21.7%	15.9%	16.3%
\$25,000 - \$34,999	16.1%	15.0%	15.5%
\$35,000 - \$49,999	18.8%	18.5%	18.1%
\$50,000 - \$74,999	13.3%	16.7%	15.9%
\$75,000 - \$99,999	5.8%	7.4%	6.6%
\$100,000 - \$149,999	1.9%	4.6%	4.2%
\$150,000 - \$199,999	0.3%	1.0%	1.1%
\$200,000+	0.8%	1.2%	1.4%
Average Household Income	\$36,161	\$44,920	\$44,565
2010 Households by Income			
Household Income Base	2,970	25,206	61,602
< \$15,000	20.2%	16.2%	16.5%
\$15,000 - \$24,999	16.9%	11.5%	12.3%
\$25,000 - \$34,999	16.0%	13.5%	13.5%
\$35,000 - \$49,999	18.3%	16.1%	15.9%
\$50,000 - \$74,999	17.1%	23.3%	23.5%
\$75,000 - \$99,999	6.9%	9.1%	8.4%
\$100,000 - \$149,999	3.5%	7.7%	6.8%
\$150,000 - \$199,999	0.2%	1.2%	1.3%
\$200,000+	0.9%	1.4%	1.7%
Average Household Income	\$40,890	\$52,512	\$52,331
2015 Households by Income			
Household Income Base	2,916	25,254	62,124
< \$15,000	18.1%	14.2%	14.5%
\$15,000 - \$24,999	14.7%	9.6%	10.3%
\$25,000 - \$34,999	13.8%	11.1%	11.1%
\$35,000 - \$49,999	16.4%	14.0%	13.9%
\$50,000 - \$74,999	23.6%	29.4%	29.6%
\$75,000 - \$99,999	7.2%	8.9%	8.3%
\$100,000 - \$149,999	4.7%	9.7%	8.7%
\$150,000 - \$199,999	0.3%	1.6%	1.7%
\$200,000+	1.1%	1.6%	2.0%
Average Household Income	\$45,073	\$57,366	\$57,522
2000 Owner Occupied HUs by Value			
Total	1,178	15,315	37,135
<\$50,000	14.9%	16.9%	21.9%
\$50,000 - 99,999	58.7%	50.2%	46.6%
\$100,000 - 149,999	16.1%	21.0%	18.6%
\$150,000 - 199,999	4.3%	5.8%	6.7%
\$200,000 - \$299,999	4.8%	3.4%	3.6%
\$300,000 - 499,999	1.0%	1.7%	1.8%
\$500,000 - 999,999	0.0%	0.9%	0.6%
\$1,000,000+	0.0%	0.2%	0.2%
Average Home Value	\$90,230	\$101,434	\$98,737
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,885	9,222	22,060
With Cash Rent	96.1%	94.7%	94.8%
No Cash Rent	3.9%	5.3%	5.2%
Median Rent	\$459	\$448	\$445
Average Rent	\$486	\$446	\$458


Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age			
 Total	6,523	63,167	148,205
Age 0 - 4	5.6%	5.8%	6.0%
Age 5 - 9	4.8%	5.9%	6.4%
Age 10 - 14	5.0%	6.2%	6.5%
Age 15 - 19	7.8%	9.2%	8.0%
Age 20 - 24	12.3%	10.1%	8.3%
Age 25 - 34	16.1%	12.7%	12.9%
Age 35 - 44	13.9%	13.8%	14.5%
Age 45 - 54	11.7%	12.2%	12.9%
Age 55 - 64	7.4%	8.9%	9.2%
Age 65 - 74	7.1%	8.1%	7.9%
Age 75 - 84	5.3%	5.4%	5.5%
Age 85+	2.9%	1.7%	1.9%
Age 18+	81.2%	78.2%	77.1%
2010 Population by Age			
Total	6,230	64,156	152,166
Age 0 - 4	6.0%	6.0%	6.1%
Age 5 - 9	4.8%	5.5%	5.8%
Age 10 - 14	4.2%	5.1%	5.5%
Age 15 - 19	5.6%	8.3%	7.3%
Age 20 - 24	10.2%	9.8%	7.8%
Age 25 - 34	22.0%	14.1%	13.7%
Age 35 - 44	11.4%	11.5%	12.0%
Age 45 - 54	11.8%	12.8%	13.6%
Age 55 - 64	10.0%	11.2%	11.9%
Age 65 - 74	5.8%	7.6%	7.9%
Age 75 - 84	5.0%	5.7%	5.7%
Age 85+	3.1%	2.5%	2.6%
Age 18+	82.7%	80.2%	79.0%
2015 Population by Age			
Total	6,111	64,089	152,927
Age 0 - 4	6.0%	6.0%	6.0%
Age 5 - 9	5.1%	5.5%	5.8%
Age 10 - 14	4.3%	5.3%	5.7%
Age 15 - 19	5.3%	7.7%	6.7%
Age 20 - 24	8.6%	9.3%	7.6%
Age 25 - 34	21.5%	14.1%	13.4%
Age 35 - 44	13.7%	12.0%	12.4%
Age 45 - 54	10.2%	11.2%	12.0%
Age 55 - 64	10.5%	11.8%	12.6%
Age 65 - 74	7.3%	9.0%	9.5%
Age 75 - 84	4.6%	5.5%	5.5%
Age 85+	2.9%	2.5%	2.7%
Age 18+	82.4%	80.3%	79.2%
2000 Population by Sex			
Males	47.9%	47.1%	47.1%
Females	52.1%	52.9%	52.9%
2010 Population by Sex			
Males	49.2%	47.3%	47.3%
Females	50.8%	52.7%	52.7%
2015 Population by Sex			
Males	49.7%	47.5%	47.4%
Females	50.3%	52.5%	52.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Race/Ethnicity			
 Total	6,523	63,168	148,203
White Alone	67.9%	67.1%	65.6%
Black Alone	25.0%	27.7%	29.1%
American Indian Alone	0.6%	0.6%	0.7%
Asian or Pacific Islander Alone	3.1%	2.1%	2.1%
Some Other Race Alone	0.8%	0.6%	0.6%
Two or More Races	2.7%	2.0%	1.9%
Hispanic Origin	3.5%	2.3%	2.2%
Diversity Index	51.1	49.7	50.7
2010 Population by Race/Ethnicity			
Total	6,230	64,156	152,167
White Alone	62.8%	63.2%	61.9%
Black Alone	28.5%	30.3%	31.6%
American Indian Alone	0.6%	0.6%	0.7%
Asian or Pacific Islander Alone	3.5%	2.4%	2.4%
Some Other Race Alone	1.1%	0.8%	0.8%
Two or More Races	3.6%	2.7%	2.6%
Hispanic Origin	5.0%	3.3%	3.2%
Diversity Index	56.9	54.0	54.6
2015 Population by Race/Ethnicity			
Total	6,111	64,088	152,927
White Alone	61.6%	62.4%	61.1%
Black Alone	29.0%	30.6%	32.0%
American Indian Alone	0.6%	0.6%	0.7%
Asian or Pacific Islander Alone	3.6%	2.5%	2.5%
Some Other Race Alone	1.2%	0.9%	0.9%
Two or More Races	3.9%	3.0%	2.9%
Hispanic Origin	5.7%	3.8%	3.7%
Diversity Index	58.5	55.2	55.8
2000 Population 3+ by School Enrollment			
 Total	6,278	61,027	142,932
Enrolled in Nursery/Preschool	1.7%	1.6%	1.6%
Enrolled in Kindergarten	0.6%	1.3%	1.5%
Enrolled in Grade 1-8	8.6%	10.5%	10.9%
Enrolled in Grade 9-12	6.5%	6.0%	5.7%
Enrolled in College	12.4%	10.9%	8.0%
Enrolled in Grad/Prof School	1.4%	1.1%	1.0%
Not Enrolled in School	68.6%	68.6%	71.3%
2010 Population 25+ by Educational Attainment			
Total	4,310	41,964	102,596
Less than 9th Grade	4.2%	3.9%	4.2%
9th - 12th Grade, No Diploma	7.8%	9.5%	10.6%
High School Graduate	26.1%	27.3%	28.1%
Some College, No Degree	22.5%	21.3%	21.7%
Associate Degree	12.2%	9.4%	9.3%
Bachelor's Degree	18.1%	18.0%	16.5%
Graduate/Professional Degree	9.2%	10.6%	9.7%




Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Population 15+ by Marital Status			
 Total	5,294	53,531	125,601
Never Married	38.6%	37.2%	34.7%
Married	40.1%	42.8%	43.3%
Widowed	6.1%	7.0%	7.8%
Divorced	15.2%	13.1%	14.1%
2000 Population 16+ by Employment Status			
 Total	5,388	50,999	118,384
In Labor Force	63.1%	58.3%	59.1%
Civilian Employed	57.2%	52.0%	53.1%
Civilian Unemployed	3.0%	5.1%	4.6%
In Armed Forces	3.0%	1.1%	1.4%
Not in Labor Force	36.9%	41.7%	40.9%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	89.2%	86.6%	86.8%
Civilian Unemployed	10.8%	13.4%	13.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.5%	89.4%	89.6%
Civilian Unemployed	8.5%	10.6%	10.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,869	27,388	63,692
Own Children < 6 Only	5.8%	6.5%	6.1%
Employed/in Armed Forces	3.2%	3.7%	3.4%
Unemployed	0.6%	0.4%	0.4%
Not in Labor Force	2.0%	2.3%	2.3%
Own Children < 6 and 6-17 Only	4.0%	4.6%	4.7%
Employed/in Armed Forces	2.0%	2.6%	2.7%
Unemployed	0.0%	0.3%	0.3%
Not in Labor Force	2.0%	1.7%	1.6%
Own Children 6-17 Only	10.3%	13.7%	14.6%
Employed/in Armed Forces	8.0%	9.4%	10.1%
Unemployed	0.0%	0.5%	0.5%
Not in Labor Force	2.3%	3.8%	4.0%
No Own Children < 18	79.9%	75.2%	74.7%
Employed/in Armed Forces	39.9%	34.4%	33.1%
Unemployed	2.3%	3.3%	3.0%
Not in Labor Force	37.7%	37.6%	38.6%
2010 Employed Population 16+ by Industry			
 Total	2,744	25,457	60,658
Agriculture/Mining	0.3%	0.4%	0.6%
Construction	7.4%	6.9%	7.8%
Manufacturing	2.5%	3.0%	3.4%
Wholesale Trade	1.2%	2.2%	2.4%
Retail Trade	13.0%	15.4%	13.5%
Transportation/Utilities	3.9%	3.6%	4.1%
Information	2.3%	2.2%	2.1%
Finance/Insurance/Real Estate	5.5%	5.7%	5.9%
Services	56.2%	54.1%	53.5%
Public Administration	7.7%	6.5%	6.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Employed Population 16+ by Occupation			
Total	2,745	25,459	60,659
White Collar	62.5%	62.9%	59.9%
Management/Business/Financial	11.3%	10.9%	10.7%
Professional	25.0%	24.4%	23.4%
Sales	13.6%	15.2%	13.7%
Administrative Support	12.6%	12.3%	12.1%
Services	21.7%	21.5%	21.8%
Blue Collar	15.8%	15.6%	18.3%
Farming/Forestry/Fishing	0.3%	0.3%	0.4%
Construction/Extraction	5.8%	5.0%	6.0%
Installation/Maintenance/Repair	3.8%	3.9%	3.8%
Production	2.3%	2.1%	2.7%
Transportation/Material Moving	3.6%	4.3%	5.4%
2000 Workers 16+ by Means of Transportation to Work			
 Total	3,154	26,489	63,196
Drove Alone - Car, Truck, or Van	76.1%	76.3%	78.1%
Carpooled - Car, Truck, or Van	11.2%	12.2%	12.6%
Public Transportation	3.3%	1.7%	1.9%
Walked	5.0%	5.8%	3.2%
Other Means	2.7%	1.8%	1.8%
Worked at Home	1.7%	2.2%	2.3%
2000 Workers 16+ by Travel Time to Work			
Total	3,155	26,489	63,197
Did Not Work at Home	98.3%	97.8%	97.7%
Less than 5 minutes	3.7%	3.9%	3.2%
5 to 9 minutes	15.8%	15.6%	12.4%
10 to 19 minutes	41.7%	41.4%	39.9%
20 to 24 minutes	14.0%	14.7%	16.9%
25 to 34 minutes	14.7%	13.2%	15.0%
35 to 44 minutes	2.9%	2.6%	2.8%
45 to 59 minutes	1.9%	2.5%	2.8%
60 to 89 minutes	1.8%	1.9%	2.7%
90 or more minutes	1.8%	1.9%	2.1%
Worked at Home	1.7%	2.2%	2.3%
Average Travel Time to Work (in min)	20.0	19.8	21.4
2000 Households by Vehicles Available			
Total	3,067	24,545	59,213
None	15.9%	10.0%	10.2%
1	43.2%	40.5%	42.1%
2	31.6%	38.1%	36.5%
3	6.9%	8.6%	8.6%
4	1.6%	2.0%	2.0%
5+	0.8%	0.7%	0.6%
Average Number of Vehicles Available	1.4	1.5	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Type			
 Total	3,083	24,477	59,237
Family Households	50.1%	63.1%	62.2%
Married-couple Family	33.1%	42.5%	41.6%
With Related Children	12.5%	16.7%	16.6%
Other Family (No Spouse)	17.1%	20.5%	20.6%
With Related Children	11.0%	13.4%	13.6%
Nonfamily Households	49.9%	36.9%	37.8%
Householder Living Alone	39.9%	29.8%	30.5%
Householder Not Living Alone	10.0%	7.1%	7.2%
Households with Related Children	23.5%	30.1%	30.3%
Households with Persons 65+	23.3%	27.1%	26.6%
2000 Households by Size			
Total	3,083	24,478	59,238
1 Person Household	39.9%	29.8%	30.5%
2 Person Household	33.9%	35.8%	34.7%
3 Person Household	12.8%	16.1%	16.0%
4 Person Household	8.2%	10.8%	10.9%
5 Person Household	3.5%	4.8%	4.9%
6 Person Household	0.9%	1.5%	1.7%
7+ Person Household	0.7%	1.1%	1.2%
2000 Households by Year Householder Moved In			
Total	3,066	24,544	59,212
Moved in 1999 to March 2000	32.6%	23.2%	24.1%
Moved in 1995 to 1998	32.5%	27.9%	28.0%
Moved in 1990 to 1994	11.5%	13.1%	13.6%
Moved in 1980 to 1989	8.9%	13.3%	13.7%
Moved in 1970 to 1979	6.8%	11.7%	10.4%
Moved in 1969 or Earlier	7.7%	10.8%	10.2%
Median Year Householder Moved In	1997	1995	1995
2000 Housing Units by Units in Structure			
 Total	3,387	26,586	65,137
1, Detached	37.6%	64.6%	65.9%
1, Attached	5.9%	3.6%	3.0%
2	6.1%	3.9%	4.3%
3 or 4	10.0%	5.9%	5.2%
5 to 9	9.2%	5.4%	4.8%
10 to 19	6.6%	4.5%	3.6%
20+	17.7%	6.0%	6.1%
Mobile Home	6.7%	6.1%	7.1%
Other	0.0%	0.0%	0.1%
2000 Housing Units by Year Structure Built			
Total	3,385	26,526	65,090
1999 to March 2000	0.1%	1.0%	1.9%
1995 to 1998	3.1%	5.5%	6.1%
1990 to 1994	3.5%	4.9%	6.2%
1980 to 1989	27.8%	20.0%	20.2%
1970 to 1979	32.6%	28.2%	22.9%
1969 or Earlier	33.0%	40.3%	42.7%
Median Year Structure Built	1975	1973	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments			
1.	Old and Newcomers	Old and Newcomers	Midlife Junction
2.	Great Expectations	Midlife Junction	Old and Newcomers
3.	Midlife Junction	Prosperous Empty Nests	Prosperous Empty Nests



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$3,050,703	\$32,324,391	\$78,273,774
Average Spent	\$1,027.52	\$1,282.41	\$1,270.60
Spending Potential Index	43	54	53
Computers & Accessories: Total \$	\$404,526	\$4,206,493	\$10,147,525
Average Spent	\$136.25	\$166.88	\$164.72
Spending Potential Index	62	76	75
Education: Total \$	\$2,220,409	\$23,974,703	\$57,801,387
Average Spent	\$747.86	\$951.15	\$938.27
Spending Potential Index	61	78	77
Entertainment/Recreation: Total \$	\$5,622,394	\$61,946,459	\$151,215,187
Average Spent	\$1,893.70	\$2,457.61	\$2,454.63
Spending Potential Index	59	76	76
Food at Home: Total \$	\$8,132,509	\$87,653,139	\$213,652,815
Average Spent	\$2,739.14	\$3,477.47	\$3,468.16
Spending Potential Index	61	78	78
Food Away from Home: Total \$	\$5,859,456	\$62,702,666	\$152,336,185
Average Spent	\$1,973.55	\$2,487.61	\$2,472.83
Spending Potential Index	61	77	77
Health Care: Total \$	\$6,411,160	\$74,070,033	\$182,947,128
Average Spent	\$2,159.37	\$2,938.59	\$2,969.73
Spending Potential Index	58	79	80
HH Furnishings & Equipment: Total \$	\$3,080,495	\$33,837,255	\$82,406,631
Average Spent	\$1,037.55	\$1,342.43	\$1,337.68
Spending Potential Index	50	65	65
Investments: Total \$	\$2,668,874	\$30,601,936	\$74,498,215
Average Spent	\$898.91	\$1,214.07	\$1,209.31
Spending Potential Index	52	70	70
Retail Goods: Total \$	\$41,169,391	\$456,902,269	\$1,117,281,738
Average Spent	\$13,866.42	\$18,126.73	\$18,136.51
Spending Potential Index	56	73	73
Shelter: Total \$	\$28,535,688	\$297,602,955	\$718,274,495
Average Spent	\$9,611.21	\$11,806.83	\$11,659.54
Spending Potential Index	61	75	74
TV/Video/Audio: Total \$	\$2,249,078	\$24,373,718	\$59,409,007
Average Spent	\$757.52	\$966.98	\$964.37
Spending Potential Index	61	78	78
Travel: Total \$	\$3,169,622	\$34,488,840	\$83,597,595
Average Spent	\$1,067.57	\$1,368.28	\$1,357.02
Spending Potential Index	56	72	72
Vehicle Maintenance & Repairs: Total \$	\$1,667,451	\$18,225,169	\$44,424,375
Average Spent	\$561.62	\$723.05	\$721.13
Spending Potential Index	60	77	77

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.