



# Market Profile

908 E 23rd St, Panama City, Florida, 32405  
Rings: 5, 7, 10 mile radii

Prepared by Esri  
Latitude: 30.18898  
Longitude: -85.64630

	5 miles	7 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	79,577	103,604	124,223
2010 Total Population	85,510	111,795	137,259
2020 Total Population	83,760	110,321	138,920
2020 Group Quarters	1,595	2,566	3,487
2025 Total Population	85,979	113,042	142,899
2020-2025 Annual Rate	0.52%	0.49%	0.57%
2020 Total Daytime Population	89,421	112,598	139,542
Workers	44,384	53,542	67,389
Residents	45,037	59,056	72,153
<b>Household Summary</b>			
2000 Households	32,382	41,332	49,789
2000 Average Household Size	2.41	2.45	2.43
2010 Households	35,143	45,038	55,456
2010 Average Household Size	2.39	2.43	2.41
2020 Households	34,082	44,005	55,709
2020 Average Household Size	2.41	2.45	2.43
2025 Households	34,903	45,000	57,219
2025 Average Household Size	2.42	2.46	2.44
2020-2025 Annual Rate	0.48%	0.45%	0.54%
2010 Families	22,592	29,498	36,048
2010 Average Family Size	2.93	2.95	2.93
2020 Families	21,851	28,713	35,926
2020 Average Family Size	2.95	2.98	2.95
2025 Families	22,334	29,295	36,793
2025 Average Family Size	2.96	2.99	2.96
2020-2025 Annual Rate	0.44%	0.40%	0.48%
<b>Housing Unit Summary</b>			
2000 Housing Units	35,934	46,319	60,670
Owner Occupied Housing Units	58.8%	58.1%	54.2%
Renter Occupied Housing Units	31.3%	31.2%	27.8%
Vacant Housing Units	9.9%	10.8%	17.9%
2010 Housing Units	40,585	53,641	72,930
Owner Occupied Housing Units	53.0%	51.9%	46.9%
Renter Occupied Housing Units	33.6%	32.1%	29.1%
Vacant Housing Units	13.4%	16.0%	24.0%
2020 Housing Units	39,733	52,907	73,929
Owner Occupied Housing Units	56.9%	55.5%	49.7%
Renter Occupied Housing Units	28.9%	27.7%	25.6%
Vacant Housing Units	14.2%	16.8%	24.6%
2025 Housing Units	40,777	54,254	76,004
Owner Occupied Housing Units	57.0%	55.6%	49.8%
Renter Occupied Housing Units	28.6%	27.4%	25.5%
Vacant Housing Units	14.4%	17.1%	24.7%
<b>Median Household Income</b>			
2020	\$50,353	\$51,806	\$52,832
2025	\$52,480	\$54,205	\$55,503
<b>Median Home Value</b>			
2020	\$196,794	\$202,786	\$209,557
2025	\$226,586	\$231,859	\$238,538
<b>Per Capita Income</b>			
2020	\$27,022	\$27,504	\$28,137
2025	\$29,391	\$29,981	\$30,740
<b>Median Age</b>			
2010	39.3	38.7	39.0
2020	40.7	39.9	40.2
2025	41.3	40.7	41.0

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	34,082	44,005	55,709
<\$15,000	11.9%	10.8%	10.3%
\$15,000 - \$24,999	10.6%	9.9%	9.5%
\$25,000 - \$34,999	7.8%	7.9%	7.5%
\$35,000 - \$49,999	19.2%	19.3%	19.4%
\$50,000 - \$74,999	19.3%	19.8%	20.0%
\$75,000 - \$99,999	12.1%	12.4%	12.8%
\$100,000 - \$149,999	12.9%	13.4%	13.8%
\$150,000 - \$199,999	3.6%	3.7%	3.7%
\$200,000+	2.6%	2.8%	2.9%
Average Household Income	\$66,740	\$68,724	\$69,862
<b>2025 Households by Income</b>			
Household Income Base	34,903	45,000	57,219
<\$15,000	11.0%	9.9%	9.4%
\$15,000 - \$24,999	9.9%	9.2%	8.8%
\$25,000 - \$34,999	7.5%	7.5%	7.0%
\$35,000 - \$49,999	18.8%	18.8%	18.7%
\$50,000 - \$74,999	19.3%	19.8%	20.0%
\$75,000 - \$99,999	12.5%	12.8%	13.3%
\$100,000 - \$149,999	13.9%	14.5%	15.0%
\$150,000 - \$199,999	4.1%	4.3%	4.3%
\$200,000+	3.0%	3.3%	3.4%
Average Household Income	\$72,785	\$75,074	\$76,447
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	22,618	29,360	36,751
<\$50,000	6.1%	5.7%	5.2%
\$50,000 - \$99,999	11.3%	10.4%	9.5%
\$100,000 - \$149,999	13.1%	12.9%	12.3%
\$150,000 - \$199,999	20.9%	20.2%	19.8%
\$200,000 - \$249,999	15.3%	16.3%	16.6%
\$250,000 - \$299,999	10.7%	11.1%	11.8%
\$300,000 - \$399,999	12.5%	12.9%	13.7%
\$400,000 - \$499,999	3.4%	4.0%	4.3%
\$500,000 - \$749,999	3.2%	3.5%	3.8%
\$750,000 - \$999,999	1.9%	1.7%	1.8%
\$1,000,000 - \$1,499,999	0.9%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.6%	0.6%	0.5%
Average Home Value	\$248,825	\$251,881	\$255,942
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	23,237	30,158	37,842
<\$50,000	4.4%	4.0%	3.6%
\$50,000 - \$99,999	8.0%	7.2%	6.4%
\$100,000 - \$149,999	10.1%	9.7%	9.0%
\$150,000 - \$199,999	18.8%	18.1%	17.6%
\$200,000 - \$249,999	16.3%	17.2%	17.3%
\$250,000 - \$299,999	13.2%	13.5%	14.3%
\$300,000 - \$399,999	16.4%	16.9%	17.7%
\$400,000 - \$499,999	4.3%	4.9%	5.4%
\$500,000 - \$749,999	4.1%	4.5%	4.9%
\$750,000 - \$999,999	2.4%	2.2%	2.2%
\$1,000,000 - \$1,499,999	1.1%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.8%	0.7%	0.6%
Average Home Value	\$282,343	\$284,178	\$288,151

**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.

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<b>2010 Population by Age</b>			
Total	85,509	111,793	137,260
0 - 4	6.6%	6.7%	6.5%
5 - 9	6.2%	6.2%	6.0%
10 - 14	6.2%	6.1%	5.9%
15 - 24	13.2%	13.6%	13.6%
25 - 34	12.7%	13.0%	13.2%
35 - 44	12.4%	12.4%	12.7%
45 - 54	15.1%	15.1%	15.4%
55 - 64	12.3%	12.1%	12.2%
65 - 74	8.0%	8.0%	7.9%
75 - 84	5.3%	5.1%	4.9%
85 +	2.1%	1.9%	1.8%
18 +	77.0%	77.1%	77.8%
<b>2020 Population by Age</b>			
Total	83,760	110,321	138,919
0 - 4	5.9%	6.1%	5.8%
5 - 9	6.0%	6.1%	5.8%
10 - 14	6.1%	6.1%	5.9%
15 - 24	11.0%	11.2%	11.1%
25 - 34	13.8%	14.1%	14.6%
35 - 44	12.3%	12.3%	12.3%
45 - 54	12.0%	11.8%	12.1%
55 - 64	13.9%	13.7%	14.0%
65 - 74	10.7%	10.5%	10.6%
75 - 84	5.9%	5.7%	5.5%
85 +	2.6%	2.4%	2.3%
18 +	78.8%	78.5%	79.4%
<b>2025 Population by Age</b>			
Total	85,978	113,041	142,900
0 - 4	5.9%	6.1%	5.8%
5 - 9	5.9%	6.0%	5.7%
10 - 14	6.1%	6.1%	5.8%
15 - 24	11.0%	11.3%	11.2%
25 - 34	12.7%	12.7%	13.1%
35 - 44	13.3%	13.5%	13.5%
45 - 54	11.3%	11.2%	11.3%
55 - 64	12.6%	12.4%	12.9%
65 - 74	11.7%	11.5%	11.7%
75 - 84	7.0%	6.8%	6.7%
85 +	2.6%	2.5%	2.4%
18 +	78.6%	78.4%	79.4%
<b>2010 Population by Sex</b>			
Males	40,816	54,330	67,568
Females	44,694	57,465	69,691
<b>2020 Population by Sex</b>			
Males	40,126	53,853	68,582
Females	43,634	56,468	70,339
<b>2025 Population by Sex</b>			
Males	41,263	55,292	70,620
Females	44,716	57,749	72,278

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 27, 2021



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<b>2010 Population by Race/Ethnicity</b>			
Total	85,510	111,794	137,260
White Alone	76.5%	77.6%	79.9%
Black Alone	16.3%	14.9%	12.8%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.2%	2.3%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	1.2%	1.2%
Two or More Races	3.0%	3.2%	3.2%
Hispanic Origin	4.8%	5.0%	4.9%
Diversity Index	44.3	43.4	40.6
<b>2020 Population by Race/Ethnicity</b>			
Total	83,760	110,322	138,921
White Alone	73.2%	74.3%	77.0%
Black Alone	18.0%	16.5%	14.0%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	2.5%	2.6%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	1.8%	1.7%
Two or More Races	3.7%	4.0%	4.0%
Hispanic Origin	7.1%	7.5%	7.5%
Diversity Index	50.7	50.0	47.2
<b>2025 Population by Race/Ethnicity</b>			
Total	85,979	113,041	142,900
White Alone	71.6%	72.8%	75.5%
Black Alone	18.6%	17.0%	14.4%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	2.6%	2.7%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	2.2%	2.1%	2.1%
Two or More Races	4.2%	4.5%	4.6%
Hispanic Origin	8.8%	9.2%	9.2%
Diversity Index	54.0	53.4	50.8
<b>2010 Population by Relationship and Household Type</b>			
Total	85,510	111,795	137,259
In Households	98.3%	97.8%	97.5%
In Family Households	80.1%	80.5%	79.6%
Householder	26.3%	26.4%	26.3%
Spouse	17.8%	18.4%	18.6%
Child	29.6%	29.4%	28.5%
Other relative	3.6%	3.4%	3.4%
Nonrelative	2.8%	2.7%	2.7%
In Nonfamily Households	18.1%	17.3%	17.9%
In Group Quarters	1.7%	2.2%	2.5%
Institutionalized Population	1.3%	1.5%	1.9%
Noninstitutionalized Population	0.4%	0.8%	0.7%

**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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	59,518	77,801	99,187
Less than 9th Grade	2.7%	2.6%	2.5%
9th - 12th Grade, No Diploma	6.5%	6.2%	6.4%
High School Graduate	25.5%	25.0%	24.7%
GED/Alternative Credential	6.5%	6.1%	6.1%
Some College, No Degree	24.2%	25.0%	25.1%
Associate Degree	9.3%	9.8%	10.1%
Bachelor's Degree	15.3%	15.3%	15.8%
Graduate/Professional Degree	10.0%	9.9%	9.3%
<b>2020 Population 15+ by Marital Status</b>			
Total	68,732	90,207	114,677
Never Married	30.7%	30.1%	30.2%
Married	45.5%	47.7%	48.6%
Widowed	8.4%	7.8%	7.3%
Divorced	15.4%	14.4%	13.9%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	41,596	53,524	69,696
Population 16+ Employed	92.1%	92.1%	92.1%
Population 16+ Unemployment rate	7.9%	7.9%	7.9%
Population 16-24 Employed	12.6%	12.1%	12.1%
Population 16-24 Unemployment rate	12.7%	12.8%	12.8%
Population 25-54 Employed	61.9%	62.5%	62.5%
Population 25-54 Unemployment rate	7.1%	7.2%	7.1%
Population 55-64 Employed	18.7%	18.8%	18.7%
Population 55-64 Unemployment rate	7.7%	7.6%	7.7%
Population 65+ Employed	6.8%	6.6%	6.8%
Population 65+ Unemployment rate	6.6%	6.5%	6.4%
<b>2020 Employed Population 16+ by Industry</b>			
Total	38,297	49,287	64,192
Agriculture/Mining	0.9%	0.9%	0.9%
Construction	6.1%	6.4%	7.2%
Manufacturing	6.8%	7.1%	6.7%
Wholesale Trade	1.4%	1.4%	1.4%
Retail Trade	12.2%	12.3%	12.6%
Transportation/Utilities	5.4%	5.4%	5.2%
Information	1.4%	1.3%	1.2%
Finance/Insurance/Real Estate	5.6%	5.6%	5.5%
Services	53.2%	51.9%	51.8%
Public Administration	7.0%	7.8%	7.6%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	38,295	49,286	64,189
White Collar	57.2%	56.7%	55.8%
Management/Business/Financial	10.9%	11.0%	11.2%
Professional	22.7%	22.0%	20.8%
Sales	11.2%	10.9%	11.2%
Administrative Support	12.4%	12.9%	12.6%
Services	22.1%	21.7%	22.7%
Blue Collar	20.7%	21.5%	21.5%
Farming/Forestry/Fishing	0.4%	0.4%	0.4%
Construction/Extraction	4.8%	4.9%	5.4%
Installation/Maintenance/Repair	4.0%	4.3%	4.3%
Production	4.6%	5.0%	4.9%
Transportation/Material Moving	6.9%	6.8%	6.5%

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<b>2010 Households by Type</b>			
Total	35,143	45,038	55,456
Households with 1 Person	29.0%	27.9%	27.8%
Households with 2+ People	71.0%	72.1%	72.2%
Family Households	64.3%	65.5%	65.0%
Husband-wife Families	43.5%	45.7%	45.9%
With Related Children	17.2%	18.3%	18.1%
Other Family (No Spouse Present)	20.8%	19.8%	19.1%
Other Family with Male Householder	5.2%	5.3%	5.3%
With Related Children	3.0%	3.1%	3.1%
Other Family with Female Householder	15.6%	14.5%	13.7%
With Related Children	10.4%	9.7%	9.1%
Nonfamily Households	6.7%	6.6%	7.2%
All Households with Children	31.2%	31.7%	30.9%
Multigenerational Households	3.9%	3.9%	3.7%
Unmarried Partner Households	7.3%	7.2%	7.4%
Male-female	6.5%	6.4%	6.6%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	35,142	45,038	55,456
1 Person Household	29.0%	27.9%	27.8%
2 Person Household	34.3%	34.9%	35.6%
3 Person Household	16.8%	16.9%	16.8%
4 Person Household	11.6%	12.0%	11.9%
5 Person Household	5.5%	5.6%	5.3%
6 Person Household	1.8%	1.8%	1.7%
7 + Person Household	1.0%	1.0%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	35,143	45,038	55,456
Owner Occupied	61.2%	61.8%	61.7%
Owned with a Mortgage/Loan	38.8%	39.4%	39.6%
Owned Free and Clear	22.4%	22.4%	22.1%
Renter Occupied	38.8%	38.2%	38.3%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	147	147	145
Percent of Income for Mortgage	16.3%	16.4%	16.6%
Wealth Index	70	72	72
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	40,585	53,641	72,930
Housing Units Inside Urbanized Area	99.5%	97.9%	94.8%
Housing Units Inside Urbanized Cluster	0.0%	0.1%	1.4%
Rural Housing Units	0.5%	2.0%	3.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	85,510	111,795	137,259
Population Inside Urbanized Area	99.6%	97.4%	93.1%
Population Inside Urbanized Cluster	0.0%	0.1%	2.3%
Rural Population	0.4%	2.5%	4.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Old and Newcomers (8F)
3.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Bright Young Professionals (8C)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$54,828,184	\$72,588,289	\$93,641,362
Average Spent	\$1,608.71	\$1,649.55	\$1,680.90
Spending Potential Index	75	77	78
Education: Total \$	\$42,697,075	\$56,481,497	\$72,551,199
Average Spent	\$1,252.77	\$1,283.52	\$1,302.32
Spending Potential Index	70	72	73
Entertainment/Recreation: Total \$	\$83,406,517	\$111,224,999	\$142,911,656
Average Spent	\$2,447.23	\$2,527.55	\$2,565.32
Spending Potential Index	75	78	79
Food at Home: Total \$	\$137,852,432	\$183,430,093	\$236,119,804
Average Spent	\$4,044.73	\$4,168.39	\$4,238.45
Spending Potential Index	76	78	79
Food Away from Home: Total \$	\$96,155,929	\$127,757,095	\$164,990,057
Average Spent	\$2,821.31	\$2,903.24	\$2,961.64
Spending Potential Index	75	77	79
Health Care: Total \$	\$151,892,923	\$202,386,471	\$259,400,505
Average Spent	\$4,456.69	\$4,599.17	\$4,656.35
Spending Potential Index	78	80	81
HH Furnishings & Equipment: Total \$	\$56,520,924	\$75,049,566	\$96,572,665
Average Spent	\$1,658.38	\$1,705.48	\$1,733.52
Spending Potential Index	76	78	79
Personal Care Products & Services: Total \$	\$23,853,856	\$31,535,551	\$40,624,057
Average Spent	\$699.90	\$716.64	\$729.22
Spending Potential Index	76	78	79
Shelter: Total \$	\$481,072,822	\$637,512,046	\$821,609,553
Average Spent	\$14,115.16	\$14,487.26	\$14,748.24
Spending Potential Index	73	75	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$62,051,888	\$83,261,914	\$107,265,532
Average Spent	\$1,820.66	\$1,892.10	\$1,925.46
Spending Potential Index	78	81	82
Travel: Total \$	\$59,827,282	\$79,818,997	\$102,558,668
Average Spent	\$1,755.39	\$1,813.86	\$1,840.97
Spending Potential Index	73	75	76
Vehicle Maintenance & Repairs: Total \$	\$31,034,861	\$41,237,558	\$53,201,079
Average Spent	\$910.59	\$937.11	\$954.98
Spending Potential Index	79	81	82

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.