Market Profile

1500 E Nine Mile Rd, Pensacola, Florida, 32514

Drive time: 5, 10, 15 minute radii

Population Summary	5 minutes	10 minutes	15 minutes
2010 Total Population	11,360	49,122	118,075
2020 Total Population	12,604	53,669	127,641
2020 Group Quarters	758	2,217	8,520
2025 Total Population	12,486	53,212	129,558
2025 Group Quarters	749	2,185	8,405
2030 Total Population	13,149	53,936	131,650
2025-2030 Annual Rate	1.04%	0.27%	0.32%
2025 Total Daytime Population	14,685	55,496	148,653
Workers	8,812	30,142	84,561
Residents	5,873	25,354	64,092

Household Summary	5 minutes	10 minutes	15 minutes
2010 Total Households	5,239	20,489	46,929
2010 Average Household Size	2.00	2.28	2.35
2020 Total Households	5,884	22,914	51,384
2020 Average Household Size	2.01	2.25	2.32
2025 Total Households	5,941	23,351	53,749
2025 Average Household Size	1.98	2.19	2.25
2030 Total Households	6,355	24,093	55,536
2030 Average Household Size	1.95	2.15	2.22
2025-2030 Annual Rate	1.36%	0.63%	0.66%
2025 Families	2,924	12,843	31,673
2025 Average Family Size	2.65	2.78	2.85
2030 Families	3,108	13,197	32,664
2030 Average Family Size	2.62	2.73	2.80
2025-2030 Growth Rate	1.2%	0.6%	0.6%

Median Household Income	5 minutes	10 minutes	15 minutes
2025	$78,092	$72,779	$75,378
2030	$85,860	$81,477	$84,685

Per Capita Income	5 minutes	10 minutes	15 minutes
2025	$48,197	$41,544	$40,680
2030	$54,192	$47,180	$46,250

2025 Households by Income			
Household Income Base	5,941	23,351	53,749
<$10,000	5.2%	4.7%	4.2%
$10,000-14,999	3.3%	3.3%	3.1%
$15,000-19,999	2.7%	2.6%	3.0%
$20,000-24,999	3.4%	3.4%	3.2%
$25,000-29,999	3.9%	3.6%	3.9%
$30,000-34,999	2.3%	2.6%	2.6%
$35,000-39,999	2.8%	3.7%	3.9%
$40,000-44,999	2.3%	3.7%	3.7%
$45,000-49,999	2.9%	4.0%	3.7%
$50,000-59,999	4.5%	7.5%	6.9%
$60,000-74,999	14.1%	12.3%	11.6%
$75000-99999	15.6%	14.0%	14.2%
$100,000-124,999	12.2%	10.9%	12.1%
$125,000-149,999	8.8%	9.4%	8.4%
$150000-199999	4.7%	6.1%	7.1%
$200,000-249,999	5.5%	4.0%	3.8%
$250,000-299,999	2.2%	1.6%	1.6%
$300,000-399,999	1.3%	1.0%	1.3%
$400,000-499,999	0.6%	0.5%	0.5%
$500,000+	1.5%	1.1%	1.3%
Average Household Income	$102,112	$93,762	$97,372

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	90	97	93
Percent of Income for Mortgage	25.9%	23.9%	24.7%
Wealth Index	77	73	81

Median Home Value			
2025	$322,857	$278,203	$296,924
2030	$414,297	$367,906	$385,639

2025 Home Value	5 minutes	10 minutes	15 minutes
Total Owner Occupied Housing Units	2,599	13,053	33,232
<$50,000	1.2%	4.8%	4.2%
$50,000 - $99,999	1.2%	5.0%	4.2%
$100,000 - $149,999	1.9%	6.1%	4.8%
$150,000 - $199,999	8.5%	10.5%	9.6%
$200,000 - $249,999	10.8%	14.2%	12.9%
$250,000 - $299,999	20.6%	16.8%	15.3%
$300,000 - $399,999	25.6%	19.4%	23.8%
$400,000 - $499,999	15.2%	8.5%	11.4%
$500,000 - $749,999	7.9%	10.2%	9.4%
$750,000 - $999,999	6.8%	4.0%	3.4%
$1,000,000 - $1,499,999	0.2%	0.3%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.1%	0.3%	0.2%
Average Home Value	$371,818	$324,449	$337,852

Housing Unit Summary			
2010 Total Housing Units	5,735	23,226	52,814
Owner Occupied Housing Units	42.5%	56.5%	63.1%
Renter Occupied Housing Units	57.5%	43.5%	36.9%
Vacant Housing Units	8.7%	11.8%	11.1%
2020 Housing Units	6,249	25,136	56,685
Owner Occupied Housing Units	40.9%	53.0%	59.8%
Renter Occupied Housing Units	59.1%	47.0%	40.2%
Vacant Housing Units	8.1%	8.7%	9.2%
2025 Housing Units	6,253	25,349	58,821
Owner Occupied Housing Units	43.8%	55.9%	61.8%
Renter Occupied Housing Units	56.3%	44.1%	38.2%
Vacant Housing Units	5.0%	7.9%	8.6%
2030 Total Housing Units	6,655	26,138	60,562
Owner Occupied Housing Units	44.6%	58.5%	64.3%
Renter Occupied Housing Units	55.4%	41.5%	35.7%
Vacant Housing Units	4.5%	7.8%	8.3%

2025 Population by Sex	5 minutes	10 minutes	15 minutes
Males	5,929	25,455	62,638
Females	6,557	27,757	66,920

Median Age			
2010	34.6	36.3	37.5
2020	39.7	39.2	38.7
2025	40.1	39.7	39.3
2030	41.0	41.1	40.6

2025 Population by Age			
Total	12,487	53,213	129,556
0 - 4	4.3%	4.9%	5.0%
5 - 9	4.0%	5.0%	5.1%
10 - 14	3.7%	4.9%	5.2%
15 - 24	14.7%	12.7%	14.4%
25 - 34	17.8%	16.3%	14.7%
35 - 44	10.5%	12.3%	12.4%
45 - 54	9.8%	10.3%	10.6%
55 - 64	10.5%	11.3%	11.5%
65 - 74	11.9%	11.4%	11.3%
75 - 84	8.9%	7.7%	7.1%
85 +	4.1%	3.2%	2.7%
18 +	85.5%	82.2%	81.5%

2025 Population 15+ by Marital Status			
Total	10,987	45,326	109,774
Never Married	37.9%	34.6%	35.8%
Married	41.7%	45.4%	45.7%
Widowed	7.6%	6.8%	5.9%
Divorced	12.9%	13.3%	12.6%

2025 Pop 25+ by Educational Attainment	5 minutes	10 minutes	15 minutes
Total	9,148	38,556	91,066
Less than 9th Grade	2.5%	2.7%	2.3%
9th - 12th Grade, No Diploma	4.4%	4.7%	5.2%
High School Graduate	16.5%	22.9%	22.9%
GED/Alternative Credential	4.4%	3.8%	3.8%
Some College, No Degree	20.2%	19.2%	20.2%
Associate Degree	10.8%	13.0%	12.8%
Bachelor's Degree	21.6%	20.4%	19.9%
Graduate/Professional Degree	19.6%	13.3%	13.0%

2020 Population by Race/Ethnicity	5 minutes	10 minutes	15 minutes
Total	12,604	53,669	127,641
White Alone	68.0%	65.9%	65.0%
Black Alone	16.5%	18.8%	20.8%
American Indian Alone	0.5%	0.6%	0.7%
Asian Alone	4.2%	3.1%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.8%	2.5%
Two or More Races	2.6%	2.8%	2.5%
Hispanic Origin	6.9%	7.5%	6.5%
Diversity Index	56.6	58.8	58.4

2025 Population by Race/Ethnicity	5 minutes	10 minutes	15 minutes
Total	12,485	53,212	129,559
White Alone	66.8%	64.6%	64.1%
Black Alone	16.4%	18.8%	20.5%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	4.5%	3.4%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	3.1%	2.7%
Two or More Races	8.8%	9.4%	8.5%
Hispanic Origin	7.6%	8.4%	7.2%
Diversity Index	58.4	60.8	60.0

2025 Employed Pop 16+ by Occupation	5 minutes	10 minutes	15 minutes
Total	6,830	28,938	67,551
White Collar	68.1%	61.6%	62.3%
Management/Business/Financial	20.2%	16.0%	15.8%
Professional	25.7%	22.8%	23.7%
Sales	6.8%	8.1%	8.7%
Administrative Support	15.4%	14.7%	14.1%
Services	13.9%	18.8%	18.6%

2025 Employed Pop 16+ by Occupation			
Total	6,830	28,938	67,551
Blue Collar	17.9%	19.6%	19.1%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.9%	4.6%	4.9%
Installation/Maintenance/Repair	4.2%	3.6%	2.9%
Production	4.4%	4.0%	3.6%
Transportation/Material Moving	6.3%	7.3%	7.5%
White Collar	68.1%	61.6%	62.3%
Management/Business/Financial	20.2%	16.0%	15.8%
Professional	25.7%	22.8%	23.7%
Sales	6.8%	8.1%	8.7%
Administrative Support	15.4%	14.7%	14.1%
Services	13.9%	18.8%	18.6%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,830	28,938	67,551
Population 16+ Employed	94.9%	96.0%	95.8%
Population 16+ Unemployment rate	5.1%	4.0%	4.2%
Population 16-24 Employed	15.8%	13.7%	15.7%
Population 16-24 Unemployment rate	6.2%	5.4%	5.2%
Population 25-54 Employed	55.0%	59.0%	57.3%
Population 25-54 Unemployment rate	5.4%	4.2%	4.5%
Population 55-64 Employed	15%	14%	15%
Population 55-64 Unemployment rate	2.4%	1.7%	2.1%
Population 65+ Employed	9%	9%	8%
Population 65+ Unemployment rate	5.7%	4.2%	4.1%

2025 Employed Population 16+ by Industry	5 minutes	10 minutes	15 minutes
Total	6,481	27,783	64,687
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.1%	6.7%	7.0%
Manufacturing	8.0%	6.4%	5.3%
Wholesale Trade	1.1%	1.4%	1.6%
Retail Trade	10.6%	11.7%	11.4%
Transportation/Utilities	4.5%	4.3%	4.6%
Information	2%	1%	1%
Finance/Insurance/Real Estate	13.1%	11.6%	11.6%
Services	49.7%	52.1%	52.4%
Public Administration	5.5%	4.5%	4.5%

2025 Consumer Spending			
Apparel & Services: Total $	$13,304,076	$47,446,141	$112,399,587
Average Spent	$2,239.37	$2,031.87	$2,091.19
Spending Potential Index	91	83	85
Education: Total $	$9,758,907	$34,122,858	$81,397,592
Average Spent	$1,642.64	$1,461.30	$1,514.40
Spending Potential Index	92	82	85
Entertainment/Recreation: Total $	$21,608,091	$79,014,676	$188,750,099
Average Spent	$3,637.11	$3,383.78	$3,511.70
Spending Potential Index	89	82	85
Food at Home: Total $	$39,902,190	$146,547,383	$347,343,328
Average Spent	$6,716.41	$6,275.85	$6,462.32
Spending Potential Index	90	84	87
Food Away from Home: Total $	$21,954,280	$78,196,123	$185,023,460
Average Spent	$3,695.38	$3,348.73	$3,442.36
Spending Potential Index	90	81	83
Health Care: Total $	$40,492,210	$152,780,613	$366,155,712
Average Spent	$6,815.72	$6,542.79	$6,812.33
Spending Potential Index	88	85	88
HH Furnishings & Equipment: Total $	$15,396,312	$55,845,808	$133,562,460
Average Spent	$2,591.54	$2,391.58	$2,484.93
Spending Potential Index	89	82	85
Personal Care Products & Services: Total $	$5,666,207	$20,220,683	$48,021,435
Average Spent	$953.75	$865.95	$893.44
Spending Potential Index	91	83	85

© 2026 Esri

2025 Consumer Spending	5 minutes	10 minutes	15 minutes
Shelter: Total $	$140,154,086	$498,181,061	$1,183,694,309
Average Spent	$23,590.99	$21,334.46	$22,022.63
Spending Potential Index	89	80	83
Support Payments/Gifts in Kind: Total $	$17,088,929	$62,368,885	$150,545,982
Average Spent	$2,876.44	$2,670.93	$2,800.91
Spending Potential Index	87	81	85
Travel: Total $	$18,194,153	$65,153,684	$157,520,244
Average Spent	$3,062.47	$2,790.19	$2,930.66
Spending Potential Index	85	77	81
Vehicle Maintenance & Repairs: Total $	$7,368,271	$26,912,382	$63,591,329
Average Spent	$1,240.24	$1,152.52	$1,183.12
Spending Potential Index	92	85	88

Top Tapestry Segment

5 minutes	10 minutes	15 minutes
Emerging Hub (D1):	**Emerging Hub (D1)**:	**Loyal Locals (K3)**:
This segment is characterized by young, high-earning, mobile urban professionals.	This segment is characterized by young, high-earning, mobile urban professionals.	This segment is characterized by senior Midwestern and Southern suburbanites in stable growth areas.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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.