

Retail Demand by Industry

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 5 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	90	\$27,501.78	\$163,388,080
44-45	Retail Trade	90	\$23,322.41	\$138,558,409
722	Food Services & Drinking Places	89	\$4,179.38	\$24,829,672

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	88	\$2,844.83	\$16,901,110
4411	Automobile Dealers	88	\$2,448.23	\$14,544,918
4412	Other Motor Vehicle Dealers	82	\$180.57	\$1,072,748
4413	Auto Parts, Accessories & Tire Stores	91	\$216.03	\$1,283,443
442	Furniture and Home Furnishings Stores	89	\$882.73	\$5,244,306
4421	Furniture Stores	91	\$586.63	\$3,485,197
4422	Home Furnishings Stores	85	\$296.10	\$1,759,109
443, 4431	Electronics and Appliance Stores	95	\$272.02	\$1,616,077
444	Bldg Material & Garden Equipment & Supplies Dealers	83	\$1,155.63	\$6,865,624
4441	Building Material and Supplies Dealers	83	\$1,040.29	\$6,180,352
4442	Lawn and Garden Equipment and Supplies Stores	85	\$115.35	\$685,271
445	Food and Beverage Stores	91	\$5,168.81	\$30,707,876
4451	Grocery Stores	91	\$4,847.50	\$28,798,974
4452	Specialty Food Stores	90	\$161.22	\$957,813
4453	Beer, Wine, and Liquor Stores	88	\$160.09	\$951,090
446, 4461	Health and Personal Care Stores	92	\$763.34	\$4,535,032
447, 4471	Gasoline Stations	92	\$3,516.19	\$20,889,683
448	Clothing and Clothing Accessories Stores	92	\$1,168.51	\$6,942,119
4481	Clothing Stores	92	\$922.82	\$5,482,476
4482	Shoe Stores	92	\$227.36	\$1,350,770
4483	Jewelry, Luggage, and Leather Goods Stores	90	\$18.33	\$108,873
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	91	\$423.36	\$2,515,175
4511	Sporting Goods, Hobby, and Musical Inst Stores	90	\$332.81	\$1,977,203
4512	Book Stores and News Dealers	95	\$90.55	\$537,972
452	General Merchandise Stores	92	\$4,052.32	\$24,074,851
4522	Department Stores	92	\$366.27	\$2,175,995
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	92	\$3,686.06	\$21,898,857



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	89	\$559.80	\$3,325,762
4531	Florists	84	\$24.40	\$144,984
4532	Office Supplies, Stationery, and Gift Stores	91	\$91.08	\$541,125
4533	Used Merchandise Stores	86	\$75.32	\$447,495
4539	Other Miscellaneous Store Retailers	90	\$368.99	\$2,192,157
454	Nonstore Retailers	90	\$2,514.86	\$14,940,794
4541	Electronic Shopping and Mail-Order Houses	91	\$2,174.62	\$12,919,425
4542	Vending Machine Operators	93	\$43.05	\$255,763
4543	Direct Selling Establishments	83	\$297.19	\$1,765,606
722	Food Services & Drinking Places	89	\$4,179.38	\$24,829,672
7223	Special Food Services	89	\$15.18	\$90,164
7224	Drinking Places (Alcoholic Beverages)	89	\$108.83	\$646,551
7225	Restaurants and Other Eating Places	89	\$4,055.37	\$24,092,956

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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Retail Demand by Industry

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 10 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	84	\$25,550.60	\$596,632,014
44-45	Retail Trade	84	\$21,765.06	\$508,235,809
722	Food Services & Drinking Places	81	\$3,785.54	\$88,396,205

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	83	\$2,673.80	\$62,435,892
4411	Automobile Dealers	82	\$2,284.29	\$53,340,524
4412	Other Motor Vehicle Dealers	85	\$186.08	\$4,345,223
4413	Auto Parts, Accessories & Tire Stores	86	\$203.42	\$4,750,146
442	Furniture and Home Furnishings Stores	82	\$814.30	\$19,014,605
4421	Furniture Stores	83	\$536.89	\$12,537,013
4422	Home Furnishings Stores	79	\$277.40	\$6,477,592
443, 4431	Electronics and Appliance Stores	86	\$244.09	\$5,699,711
444	Bldg Material & Garden Equipment & Supplies Dealers	81	\$1,132.34	\$26,441,367
4441	Building Material and Supplies Dealers	81	\$1,020.33	\$23,825,656
4442	Lawn and Garden Equipment and Supplies Stores	83	\$112.02	\$2,615,711
445	Food and Beverage Stores	84	\$4,802.72	\$112,148,408
4451	Grocery Stores	85	\$4,506.01	\$105,219,756
4452	Specialty Food Stores	83	\$149.47	\$3,490,217
4453	Beer, Wine, and Liquor Stores	81	\$147.25	\$3,438,435
446, 4461	Health and Personal Care Stores	88	\$728.67	\$17,015,127
447, 4471	Gasoline Stations	86	\$3,296.59	\$76,978,745
448	Clothing and Clothing Accessories Stores	83	\$1,056.87	\$24,679,083
4481	Clothing Stores	84	\$836.14	\$19,524,790
4482	Shoe Stores	83	\$204.14	\$4,766,801
4483	Jewelry, Luggage, and Leather Goods Stores	81	\$16.59	\$387,491
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	83	\$385.35	\$8,998,378
4511	Sporting Goods, Hobby, and Musical Inst Stores	83	\$304.82	\$7,117,869
4512	Book Stores and News Dealers	85	\$80.53	\$1,880,509
452	General Merchandise Stores	85	\$3,757.51	\$87,741,642
4522	Department Stores	83	\$331.38	\$7,738,013
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	85	\$3,426.13	\$80,003,629



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	84	\$530.48	\$12,387,292
4531	Florists	82	\$23.80	\$555,774
4532	Office Supplies, Stationery, and Gift Stores	83	\$83.48	\$1,949,278
4533	Used Merchandise Stores	81	\$71.17	\$1,661,806
4539	Other Miscellaneous Store Retailers	86	\$352.04	\$8,220,434
454	Nonstore Retailers	84	\$2,342.32	\$54,695,560
4541	Electronic Shopping and Mail-Order Houses	85	\$2,015.08	\$47,054,185
4542	Vending Machine Operators	87	\$40.09	\$936,081
4543	Direct Selling Establishments	80	\$287.15	\$6,705,294
722	Food Services & Drinking Places	81	\$3,785.54	\$88,396,205
7223	Special Food Services	81	\$13.74	\$320,931
7224	Drinking Places (Alcoholic Beverages)	80	\$97.66	\$2,280,480
7225	Restaurants and Other Eating Places	81	\$3,674.14	\$85,794,795

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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Drive time: 15 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	86	\$26,322.61	\$1,414,814,230
44-45	Retail Trade	87	\$22,421.06	\$1,205,109,720
722	Food Services & Drinking Places	83	\$3,901.55	\$209,704,509

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	86	\$2,784.90	\$149,685,341
4411	Automobile Dealers	86	\$2,378.30	\$127,831,159
4412	Other Motor Vehicle Dealers	90	\$198.39	\$10,663,169
4413	Auto Parts, Accessories & Tire Stores	88	\$208.21	\$11,191,014
442	Furniture and Home Furnishings Stores	86	\$848.90	\$45,627,689
4421	Furniture Stores	86	\$555.58	\$29,862,086
4422	Home Furnishings Stores	84	\$293.32	\$15,765,603
443, 4431	Electronics and Appliance Stores	87	\$249.16	\$13,392,111
444	Bldg Material & Garden Equipment & Supplies Dealers	86	\$1,196.39	\$64,304,880
4441	Building Material and Supplies Dealers	86	\$1,078.47	\$57,966,439
4442	Lawn and Garden Equipment and Supplies Stores	87	\$117.93	\$6,338,441
445	Food and Beverage Stores	87	\$4,932.37	\$265,109,821
4451	Grocery Stores	87	\$4,625.68	\$248,625,450
4452	Specialty Food Stores	86	\$153.67	\$8,259,531
4453	Beer, Wine, and Liquor Stores	85	\$153.02	\$8,224,839
446, 4461	Health and Personal Care Stores	90	\$749.73	\$40,297,068
447, 4471	Gasoline Stations	88	\$3,355.52	\$180,356,025
448	Clothing and Clothing Accessories Stores	86	\$1,084.38	\$58,284,465
4481	Clothing Stores	86	\$858.75	\$46,157,154
4482	Shoe Stores	84	\$208.40	\$11,201,377
4483	Jewelry, Luggage, and Leather Goods Stores	84	\$17.23	\$925,934
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	85	\$395.56	\$21,261,050
4511	Sporting Goods, Hobby, and Musical Inst Stores	85	\$313.50	\$16,850,214
4512	Book Stores and News Dealers	86	\$82.06	\$4,410,836
452	General Merchandise Stores	87	\$3,855.05	\$207,205,241
4522	Department Stores	86	\$339.72	\$18,259,835
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	87	\$3,515.33	\$188,945,407



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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	87	\$549.09	\$29,512,901
4531	Florists	87	\$25.17	\$1,352,891
4532	Office Supplies, Stationery, and Gift Stores	86	\$86.03	\$4,624,148
4533	Used Merchandise Stores	85	\$74.78	\$4,019,599
4539	Other Miscellaneous Store Retailers	88	\$363.10	\$19,516,263
454	Nonstore Retailers	87	\$2,420.01	\$130,073,128
4541	Electronic Shopping and Mail-Order Houses	87	\$2,074.93	\$111,525,363
4542	Vending Machine Operators	88	\$40.88	\$2,197,001
4543	Direct Selling Establishments	85	\$304.21	\$16,350,764
722	Food Services & Drinking Places	83	\$3,901.55	\$209,704,509
7223	Special Food Services	83	\$14.18	\$762,047
7224	Drinking Places (Alcoholic Beverages)	83	\$101.26	\$5,442,625
7225	Restaurants and Other Eating Places	83	\$3,786.11	\$203,499,837

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



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