

Retail Market Potential

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 5 minute radius

Demographic Summary	2025	2030
Population	12,486	13,149
Population 18+	10,681	11,272
Households	5,941	6,355
Median Household Income	\$78,092	\$85,860

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	6,848	64.1%	101
Bought Women's Clothing Last 12 Mo	5,381	50.4%	96
Bought Shoes Last 12 Mo	8,073	75.6%	100
Bought Fine Jewelry Last 12 Mo	2,322	21.7%	99
Bought Watch Last 12 Mo	1,351	12.7%	99
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	5,349	90.0%	101
HH Bought or Leased New Vehicle Last 12 Mo	442	7.4%	88
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	9,638	90.2%	101
Bought or Changed Motor Oil Last 12 Mo	5,846	54.7%	101
Had Vehicle Tune-Up Last 12 Mo	2,542	23.8%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	4,104	38.4%	101
Drank Beer or Ale Last 6 Mo	4,128	38.6%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	865	8.1%	95
Own Digital SLR Camera or Camcorder	994	9.3%	96
Printed Digital Photos Last 12 Mo	2,761	25.9%	104
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	3,718	34.8%	101
Have a Smartphone	10,136	94.9%	101
Have Android Phone (Any Brand) Smartphone	4,053	38.0%	101
Have Apple iPhone Smartphone	6,255	58.6%	100
HH Owns 1 Cell Phone	2,225	37.5%	125
HH Owns 2 Cell Phones	2,257	38.0%	98
HH Owns 3+ Cell Phones	1,323	22.3%	77
HH Has Cell Phone Only (No Landline Telephone)	4,807	80.9%	107
Computers (Households)			
HH Owns Computer	4,999	84.1%	102
HH Owns Desktop Computer	2,139	36.0%	97
HH Owns Laptop or Notebook	4,206	70.8%	103
HH Owns Apple or Mac Brand Computer	1,473	24.8%	99
HH Owns PC or Non-Apple Brand Computer	4,156	70.0%	101
HH Purchased Most Recent Home Computer at Store	2,104	35.4%	101
HH Purchased Most Recent Home Computer Online	1,700	28.6%	106
HH Spent \$1-499 on Most Recent Home Computer	818	13.8%	106
HH Spent \$500-999 on Most Recent Home Computer	1,098	18.5%	104
HH Spent \$1K-1499 on Most Recent Home Computer	681	11.5%	103
HH Spent \$1500-1999 on Most Recent Home Computer	247	4.2%	102
HH Spent \$2000+ on Most Recent Home Computer	398	6.7%	106

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	7,344	68.8%	104
Bought Brewed Coffee at Convenience Store Last 30 Days	1,339	12.5%	100
Bought Cigarettes at Convenience Store Last 30 Days	697	6.5%	114
Bought Gas at Convenience Store Last 30 Days	4,654	43.6%	106
Spent \$1-19 at Convenience Store Last 30 Days	662	6.2%	98
Spent \$20-39 at Convenience Store Last 30 Days	892	8.3%	103
Spent \$40-50 at Convenience Store Last 30 Days	738	6.9%	109
Spent \$51-99 at Convenience Store Last 30 Days	675	6.3%	119
Spent \$100+ at Convenience Store Last 30 Days	2,687	25.2%	102
Entertainment (Adults)			
Attended Movie Last 6 Mo	5,809	54.4%	102
Went to Live Theater Last 12 Mo	1,344	12.6%	108
Went to Bar or Night Club Last 12 Mo	2,340	21.9%	113
Dined Out Last 12 Mo	6,009	56.3%	100
Gambled at Casino Last 12 Mo	1,367	12.8%	100
Visited Theme Park Last 12 Mo	1,898	17.8%	94
Viewed Movie (Video-on-Demand) Last 30 Days	679	6.4%	77
Viewed TV Show (Video-on-Demand) Last 30 Days	457	4.3%	78
Used Internet to Download Movie Last 30 Days	788	7.4%	109
Downloaded Individual Song Last 6 Mo	1,947	18.2%	100
Used Internet to Watch Movie Last 30 Days	4,168	39.0%	111
Used Internet to Watch TV Program Last 30 Days	2,781	26.0%	115
Played (Console) Video or Electronic Game Last 12 Mo	1,822	17.1%	133
Played (Portable) Video or Electronic Game Last 12 Mo	941	8.8%	121

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	3,635	34.0%	96
Used ATM or Cash Machine Last 12 Mo	6,456	60.4%	100
Own Any Stock	1,381	12.9%	94
Own U.S. Savings Bonds	870	8.2%	109
Own Shares in Mutual Fund (Stocks)	1,250	11.7%	97
Own Shares in Mutual Fund (Bonds)	808	7.6%	99
Have Interest Checking Account	3,941	36.9%	98
Have Non-Interest Checking Account	3,952	37.0%	102
Have Savings Account	7,798	73.0%	102
Have 401(k) Retirement Savings Plan	2,654	24.9%	103
Own or Used Any Credit or Debit Card Last 12 Mo	9,952	93.2%	101
Avg \$1-110 Monthly Credit Card Expenditures	2,197	20.6%	105
Avg \$111-225 Monthly Credit Card Expenditures	1,277	12.0%	97
Avg \$226-450 Monthly Credit Card Expenditures	891	8.3%	99
Avg \$451-700 Monthly Credit Card Expenditures	1,038	9.7%	111
Avg \$701-1000 Monthly Credit Card Expenditures	879	8.2%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	1,182	11.1%	96
Avg \$2001+ Monthly Credit Card Expenditures	1,180	11.1%	82
Did Online Banking Last 12 Mo	6,066	56.8%	102
Did Mobile Device Banking Last 12 Mo	5,459	51.1%	105
Grocery (Adults)			
HH Used Bread Last 6 Mo	5,533	93.1%	99
HH Used Chicken (Fresh or Frozen) Last 6 Mo	4,489	75.6%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	1,125	18.9%	95
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	3,310	55.7%	97
HH Used Fresh Fruit or Vegetables Last 6 Mo	5,370	90.4%	100
HH Used Fresh Milk Last 6 Mo	4,774	80.4%	98
HH Used Organic Food Last 6 Mo	1,494	25.1%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	4,865	45.5%	99
Exercise at Club 2+ Times Per Week	1,495	14.0%	105
Visited Doctor Last 12 Mo	8,533	79.9%	100
Used Vitamins or Dietary Supplements Last 6 Mo	6,739	63.1%	97
Home (Households)			
HH Did Home Improvement Last 12 Mo	1,892	31.9%	94
HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo	1,909	32.1%	94
HH Purchased Low Ticket HH Furnishing Last 12 Mo	1,366	23.0%	110
HH Purchased Big Ticket HH Furnishing Last 12 Mo	1,575	26.5%	111
HH Bought Small Kitchen Appliance Last 12 Mo	1,379	23.2%	101
HH Purchased Large Appliance/12 Mo	1,070	18.0%	100
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,355	50.1%	99
Personally Carry Any Medical or Hospital or Accident Insurance	9,166	85.8%	101
Homeowner Carries Insurance on Home/Personal Property	6,023	56.4%	96
Renter Carries Insurance on Home/Personal Property	1,858	17.4%	130
HH Has 1 Vehicle Covered with Auto Insurance	2,144	36.1%	112
HH Has 2 Vehicles Covered with Auto Insurance	1,888	31.8%	103
HH Has 3+ Vehicles Covered with Auto Insurance	1,248	21.0%	83

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	2,993	50.4%	98
HH Owns 1+ Cats	1,492	25.1%	105
HH Owns 1+ Dogs	2,033	34.2%	90
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	1,774	16.6%	104
Buying American Is Important: 4-Agr Cmpl	2,802	26.2%	96
Buy Based on Quality Not Price: 4-Agr Cmpl	1,512	14.2%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,237	11.6%	94
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	929	8.7%	87
Will Pay More for Environ Safe Products: 4-Agr Cmpl	1,243	11.6%	107
Buy Based on Price Not Brands: 4-Agr Cmpl	2,971	27.8%	102
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	404	3.8%	96
Reading (Adults)			
Bought Digital Book Last 12 Mo	1,942	18.2%	103
Bought Hardcover Book Last 12 Mo	2,829	26.5%	102
Bought Paperback Book Last 12 Mo	3,733	35.0%	104
Read Daily Newspaper (Paper Version)	679	6.4%	91
Read Digital Newspaper Last 30 Days	6,118	57.3%	105
Read Magazine (Paper or Electronic Version) Last 6 Mo	9,401	88.0%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	7,863	73.6%	101
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	2,510	23.5%	96
Went to Fast Food or Drive-In Restaurant Last 6 Mo	9,780	91.6%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	4,228	39.6%	100
Ordered Eat-In Fast Food Last 6 Mo	3,409	31.9%	96
Ordered Home Delivery Fast Food Last 6 Mo	1,461	13.7%	111
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	5,461	51.1%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	2,524	23.6%	103
Television & Electronics (Adults/Households)			
Own Tablet	5,666	53.0%	94
Own E-Reader	1,757	16.4%	100
Own E-Reader or Tablet: Apple iPad	3,636	34.0%	94
HH Owns Internet Connectable TV	2,511	42.3%	102
Own Portable MP3 Player	895	8.4%	109
HH Owns 1 TV	1,368	23.0%	117
HH Owns 2 TVs	1,787	30.1%	108
HH Owns 3 TVs	1,179	19.9%	90
HH Owns 4+ TVs	1,089	18.3%	84
HH Subscribes to Cable TV	1,478	24.9%	88
HH Subscribes to Fiber Optic TV	154	2.6%	80
HH Owns Portable GPS Device	985	16.6%	100
HH Purchased Video Game System Last 12 Mo	327	5.5%	78
HH Owns Internet Video Device for TV	3,115	52.4%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	6,780	63.5%	103
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,983	18.6%	102
Spent \$1-999 on Domestic Vacations Last 12 Mo	1,309	12.3%	111
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	759	7.1%	103
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	484	4.5%	95
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	590	5.5%	98
Spent \$3K+ on Domestic Vacations Last 12 Mo	1,194	11.2%	94
Used Internet Travel Site for Domestic Trip Last 12 Mo	637	6.0%	93
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	3,021	28.3%	93
Took 3+ Foreign Trips by Plane Last 3 Yrs	525	4.9%	89
Spent \$1-999 on Foreign Vacations Last 12 Mo	432	4.0%	95
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	446	4.2%	97
Spent \$3K+ on Foreign Vacations Last 12 Mo	948	8.9%	92
Used General Travel Site: Foreign Trip Last 3 Yrs	466	4.4%	81
Spent Night at Hotel or Motel Last 12 Mo	5,921	55.4%	102
Took Cruise of More Than One Day Last 3 Yrs	912	8.5%	97
Member of Frequent Flyer Program	2,809	26.3%	96
Member of Hotel Rewards Program	2,987	28.0%	95

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Retail Market Potential

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 10 minute radius

Demographic Summary	2025	2030
Population	53,212	53,936
Population 18+	43,727	44,640
Households	23,351	24,093
Median Household Income	\$72,779	\$81,477

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	27,567	63.0%	99
Bought Women's Clothing Last 12 Mo	22,590	51.7%	99
Bought Shoes Last 12 Mo	32,889	75.2%	99
Bought Fine Jewelry Last 12 Mo	9,350	21.4%	97
Bought Watch Last 12 Mo	5,581	12.8%	99
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	20,990	89.9%	100
HH Bought or Leased New Vehicle Last 12 Mo	1,719	7.4%	87
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	39,612	90.6%	102
Bought or Changed Motor Oil Last 12 Mo	24,555	56.2%	104
Had Vehicle Tune-Up Last 12 Mo	9,909	22.7%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	17,699	40.5%	106
Drank Beer or Ale Last 6 Mo	15,958	36.5%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	3,536	8.1%	95
Own Digital SLR Camera or Camcorder	3,771	8.6%	89
Printed Digital Photos Last 12 Mo	10,966	25.1%	101
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	15,412	35.3%	102
Have a Smartphone	41,327	94.5%	100
Have Android Phone (Any Brand) Smartphone	18,299	41.9%	112
Have Apple iPhone Smartphone	23,792	54.4%	93
HH Owns 1 Cell Phone	8,342	35.7%	119
HH Owns 2 Cell Phones	8,842	37.9%	98
HH Owns 3+ Cell Phones	5,612	24.0%	83
HH Has Cell Phone Only (No Landline Telephone)	18,581	79.6%	106
Computers (Households)			
HH Owns Computer	18,858	80.8%	97
HH Owns Desktop Computer	8,228	35.2%	95
HH Owns Laptop or Notebook	15,677	67.1%	98
HH Owns Apple or Mac Brand Computer	5,006	21.4%	86
HH Owns PC or Non-Apple Brand Computer	16,052	68.7%	99
HH Purchased Most Recent Home Computer at Store	8,084	34.6%	99
HH Purchased Most Recent Home Computer Online	6,068	26.0%	96
HH Spent \$1-499 on Most Recent Home Computer	3,309	14.2%	109
HH Spent \$500-999 on Most Recent Home Computer	4,131	17.7%	100
HH Spent \$1K-1499 on Most Recent Home Computer	2,436	10.4%	94
HH Spent \$1500-1999 on Most Recent Home Computer	841	3.6%	88
HH Spent \$2000+ on Most Recent Home Computer	1,309	5.6%	89

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	30,427	69.6%	106
Bought Brewed Coffee at Convenience Store Last 30 Days	5,632	12.9%	103
Bought Cigarettes at Convenience Store Last 30 Days	3,221	7.4%	129
Bought Gas at Convenience Store Last 30 Days	19,830	45.4%	111
Spent \$1-19 at Convenience Store Last 30 Days	2,629	6.0%	95
Spent \$20-39 at Convenience Store Last 30 Days	3,733	8.5%	106
Spent \$40-50 at Convenience Store Last 30 Days	2,925	6.7%	106
Spent \$51-99 at Convenience Store Last 30 Days	2,606	6.0%	112
Spent \$100+ at Convenience Store Last 30 Days	11,866	27.1%	110
Entertainment (Adults)			
Attended Movie Last 6 Mo	22,768	52.1%	98
Went to Live Theater Last 12 Mo	4,896	11.2%	96
Went to Bar or Night Club Last 12 Mo	8,746	20.0%	103
Dined Out Last 12 Mo	24,058	55.0%	98
Gambled at Casino Last 12 Mo	5,422	12.4%	97
Visited Theme Park Last 12 Mo	7,231	16.5%	88
Viewed Movie (Video-on-Demand) Last 30 Days	2,812	6.4%	78
Viewed TV Show (Video-on-Demand) Last 30 Days	1,928	4.4%	80
Used Internet to Download Movie Last 30 Days	3,049	7.0%	103
Downloaded Individual Song Last 6 Mo	7,817	17.9%	98
Used Internet to Watch Movie Last 30 Days	15,871	36.3%	103
Used Internet to Watch TV Program Last 30 Days	10,474	23.9%	106
Played (Console) Video or Electronic Game Last 12 Mo	6,545	15.0%	117
Played (Portable) Video or Electronic Game Last 12 Mo	3,492	8.0%	110

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	14,626	33.5%	95
Used ATM or Cash Machine Last 12 Mo	26,461	60.5%	100
Own Any Stock	4,992	11.4%	83
Own U.S. Savings Bonds	3,149	7.2%	96
Own Shares in Mutual Fund (Stocks)	4,490	10.3%	85
Own Shares in Mutual Fund (Bonds)	3,024	6.9%	90
Have Interest Checking Account	15,686	35.9%	95
Have Non-Interest Checking Account	16,435	37.6%	104
Have Savings Account	31,120	71.2%	99
Have 401(k) Retirement Savings Plan	10,341	23.6%	98
Own or Used Any Credit or Debit Card Last 12 Mo	40,358	92.3%	100
Avg \$1-110 Monthly Credit Card Expenditures	8,967	20.5%	105
Avg \$111-225 Monthly Credit Card Expenditures	5,230	12.0%	97
Avg \$226-450 Monthly Credit Card Expenditures	3,757	8.6%	102
Avg \$451-700 Monthly Credit Card Expenditures	3,889	8.9%	102
Avg \$701-1000 Monthly Credit Card Expenditures	3,277	7.5%	96
Avg \$1001-2000 Monthly Credit Card Expenditures	4,405	10.1%	87
Avg \$2001+ Monthly Credit Card Expenditures	4,394	10.1%	75
Did Online Banking Last 12 Mo	23,979	54.8%	99
Did Mobile Device Banking Last 12 Mo	21,519	49.2%	101
Grocery (Adults)			
HH Used Bread Last 6 Mo	21,966	94.1%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	17,576	75.3%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	4,510	19.3%	96
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	12,894	55.2%	97
HH Used Fresh Fruit or Vegetables Last 6 Mo	20,902	89.5%	99
HH Used Fresh Milk Last 6 Mo	19,049	81.6%	100
HH Used Organic Food Last 6 Mo	5,330	22.8%	92

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	19,202	43.9%	96
Exercise at Club 2+ Times Per Week	5,604	12.8%	96
Visited Doctor Last 12 Mo	34,678	79.3%	99
Used Vitamins or Dietary Supplements Last 6 Mo	27,511	62.9%	96
Home (Households)			
HH Did Home Improvement Last 12 Mo	7,480	32.0%	94
HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo	7,277	31.2%	91
HH Purchased Low Ticket HH Furnishing Last 12 Mo	5,258	22.5%	107
HH Purchased Big Ticket HH Furnishing Last 12 Mo	5,906	25.3%	106
HH Bought Small Kitchen Appliance Last 12 Mo	5,424	23.2%	102
HH Purchased Large Appliance/12 Mo	4,297	18.4%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	22,135	50.6%	100
Personally Carry Any Medical or Hospital or Accident Insurance	37,307	85.3%	101
Homeowner Carries Insurance on Home/Personal Property	24,844	56.8%	97
Renter Carries Insurance on Home/Personal Property	6,689	15.3%	115
HH Has 1 Vehicle Covered with Auto Insurance	8,270	35.4%	110
HH Has 2 Vehicles Covered with Auto Insurance	7,200	30.8%	100
HH Has 3+ Vehicles Covered with Auto Insurance	5,248	22.5%	89

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	12,090	51.8%	101
HH Owns 1+ Cats	6,145	26.3%	110
HH Owns 1+ Dogs	8,503	36.4%	95
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	6,833	15.6%	98
Buying American Is Important: 4-Agr Cmpl	12,387	28.3%	103
Buy Based on Quality Not Price: 4-Agr Cmpl	6,118	14.0%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	5,090	11.6%	95
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	4,211	9.6%	97
Will Pay More for Environ Safe Products: 4-Agr Cmpl	4,852	11.1%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	12,760	29.2%	107
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,714	3.9%	100
Reading (Adults)			
Bought Digital Book Last 12 Mo	7,535	17.2%	97
Bought Hardcover Book Last 12 Mo	11,417	26.1%	101
Bought Paperback Book Last 12 Mo	14,711	33.6%	100
Read Daily Newspaper (Paper Version)	3,017	6.9%	99
Read Digital Newspaper Last 30 Days	23,598	54.0%	99
Read Magazine (Paper or Electronic Version) Last 6 Mo	37,883	86.6%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	32,020	73.2%	101
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	10,590	24.2%	99
Went to Fast Food or Drive-In Restaurant Last 6 Mo	40,154	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	18,034	41.2%	104
Ordered Eat-In Fast Food Last 6 Mo	13,906	31.8%	96
Ordered Home Delivery Fast Food Last 6 Mo	5,672	13.0%	105
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	22,821	52.2%	107
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	9,892	22.6%	99
Television & Electronics (Adults/Households)			
Own Tablet	23,272	53.2%	95
Own E-Reader	6,788	15.5%	95
Own E-Reader or Tablet: Apple iPad	13,973	32.0%	88
HH Owns Internet Connectable TV	9,834	42.1%	102
Own Portable MP3 Player	3,523	8.1%	105
HH Owns 1 TV	4,962	21.3%	108
HH Owns 2 TVs	6,679	28.6%	103
HH Owns 3 TVs	5,007	21.4%	97
HH Owns 4+ TVs	4,698	20.1%	92
HH Subscribes to Cable TV	6,126	26.2%	93
HH Subscribes to Fiber Optic TV	536	2.3%	71
HH Owns Portable GPS Device	3,959	16.9%	102
HH Purchased Video Game System Last 12 Mo	1,313	5.6%	80
HH Owns Internet Video Device for TV	12,248	52.5%	100

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	26,360	60.3%	97
Took 3+ Domestic Non-Business Trips Last 12 Mo	7,723	17.7%	97
Spent \$1-999 on Domestic Vacations Last 12 Mo	5,205	11.9%	108
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	2,979	6.8%	98
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	1,882	4.3%	90
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	2,329	5.3%	95
Spent \$3K+ on Domestic Vacations Last 12 Mo	4,507	10.3%	87
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,397	5.5%	85
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	10,984	25.1%	82
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,756	4.0%	72
Spent \$1-999 on Foreign Vacations Last 12 Mo	1,585	3.6%	85
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	1,601	3.7%	85
Spent \$3K+ on Foreign Vacations Last 12 Mo	3,395	7.8%	80
Used General Travel Site: Foreign Trip Last 3 Yrs	1,660	3.8%	71
Spent Night at Hotel or Motel Last 12 Mo	23,127	52.9%	97
Took Cruise of More Than One Day Last 3 Yrs	3,403	7.8%	88
Member of Frequent Flyer Program	9,673	22.1%	80
Member of Hotel Rewards Program	11,566	26.4%	90

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Retail Market Potential

1500 E Nine Mile Rd, Pensacola, Florida, 32514



Drive time: 15 minute radius

Demographic Summary	2025	2030
Population	129,558	131,650
Population 18+	105,596	108,139
Households	53,749	55,536
Median Household Income	\$75,378	\$84,685

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	66,239	62.7%	99
Bought Women's Clothing Last 12 Mo	54,737	51.8%	99
Bought Shoes Last 12 Mo	79,265	75.1%	99
Bought Fine Jewelry Last 12 Mo	22,770	21.6%	98
Bought Watch Last 12 Mo	13,517	12.8%	100
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	48,518	90.3%	101
HH Bought or Leased New Vehicle Last 12 Mo	4,116	7.7%	90
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	95,568	90.5%	101
Bought or Changed Motor Oil Last 12 Mo	59,029	55.9%	103
Had Vehicle Tune-Up Last 12 Mo	23,822	22.6%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	41,986	39.8%	104
Drank Beer or Ale Last 6 Mo	38,380	36.4%	98

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	8,643	8.2%	96
Own Digital SLR Camera or Camcorder	9,360	8.9%	91
Printed Digital Photos Last 12 Mo	26,456	25.1%	100
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	36,813	34.9%	101
Have a Smartphone	99,693	94.4%	100
Have Android Phone (Any Brand) Smartphone	43,380	41.1%	109
Have Apple iPhone Smartphone	58,306	55.2%	94
HH Owns 1 Cell Phone	18,334	34.1%	114
HH Owns 2 Cell Phones	20,630	38.4%	99
HH Owns 3+ Cell Phones	13,528	25.2%	87
HH Has Cell Phone Only (No Landline Telephone)	41,946	78.0%	104
Computers (Households)			
HH Owns Computer	43,703	81.3%	98
HH Owns Desktop Computer	19,236	35.8%	96
HH Owns Laptop or Notebook	36,335	67.6%	98
HH Owns Apple or Mac Brand Computer	11,657	21.7%	87
HH Owns PC or Non-Apple Brand Computer	37,285	69.4%	100
HH Purchased Most Recent Home Computer at Store	18,730	34.9%	99
HH Purchased Most Recent Home Computer Online	13,984	26.0%	96
HH Spent \$1-499 on Most Recent Home Computer	7,602	14.1%	109
HH Spent \$500-999 on Most Recent Home Computer	9,591	17.8%	101
HH Spent \$1K-1499 on Most Recent Home Computer	5,692	10.6%	95
HH Spent \$1500-1999 on Most Recent Home Computer	1,982	3.7%	90
HH Spent \$2000+ on Most Recent Home Computer	3,007	5.6%	89

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	72,696	68.8%	104
Bought Brewed Coffee at Convenience Store Last 30 Days	13,431	12.7%	101
Bought Cigarettes at Convenience Store Last 30 Days	7,290	6.9%	121
Bought Gas at Convenience Store Last 30 Days	47,286	44.8%	109
Spent \$1-19 at Convenience Store Last 30 Days	6,413	6.1%	96
Spent \$20-39 at Convenience Store Last 30 Days	8,870	8.4%	104
Spent \$40-50 at Convenience Store Last 30 Days	7,208	6.8%	108
Spent \$51-99 at Convenience Store Last 30 Days	6,142	5.8%	109
Spent \$100+ at Convenience Store Last 30 Days	28,134	26.6%	108
Entertainment (Adults)			
Attended Movie Last 6 Mo	54,836	51.9%	98
Went to Live Theater Last 12 Mo	11,948	11.3%	97
Went to Bar or Night Club Last 12 Mo	21,096	20.0%	103
Dined Out Last 12 Mo	58,708	55.6%	99
Gambled at Casino Last 12 Mo	13,412	12.7%	99
Visited Theme Park Last 12 Mo	17,860	16.9%	90
Viewed Movie (Video-on-Demand) Last 30 Days	7,330	6.9%	85
Viewed TV Show (Video-on-Demand) Last 30 Days	5,025	4.8%	87
Used Internet to Download Movie Last 30 Days	7,262	6.9%	102
Downloaded Individual Song Last 6 Mo	18,853	17.9%	98
Used Internet to Watch Movie Last 30 Days	37,472	35.5%	101
Used Internet to Watch TV Program Last 30 Days	24,598	23.3%	103
Played (Console) Video or Electronic Game Last 12 Mo	15,064	14.3%	111
Played (Portable) Video or Electronic Game Last 12 Mo	8,121	7.7%	106

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	36,253	34.3%	97
Used ATM or Cash Machine Last 12 Mo	64,108	60.7%	100
Own Any Stock	12,585	11.9%	87
Own U.S. Savings Bonds	7,854	7.4%	99
Own Shares in Mutual Fund (Stocks)	11,255	10.7%	89
Own Shares in Mutual Fund (Bonds)	7,590	7.2%	94
Have Interest Checking Account	38,738	36.7%	98
Have Non-Interest Checking Account	39,248	37.2%	102
Have Savings Account	75,529	71.5%	100
Have 401(k) Retirement Savings Plan	25,042	23.7%	98
Own or Used Any Credit or Debit Card Last 12 Mo	97,356	92.2%	100
Avg \$1-110 Monthly Credit Card Expenditures	21,302	20.2%	103
Avg \$111-225 Monthly Credit Card Expenditures	13,017	12.3%	100
Avg \$226-450 Monthly Credit Card Expenditures	9,149	8.7%	103
Avg \$451-700 Monthly Credit Card Expenditures	9,318	8.8%	101
Avg \$701-1000 Monthly Credit Card Expenditures	8,020	7.6%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	10,828	10.3%	89
Avg \$2001+ Monthly Credit Card Expenditures	11,217	10.6%	79
Did Online Banking Last 12 Mo	57,763	54.7%	98
Did Mobile Device Banking Last 12 Mo	51,461	48.7%	100
Grocery (Adults)			
HH Used Bread Last 6 Mo	50,691	94.3%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	40,811	75.9%	99
HH Used Turkey (Fresh or Frozen) Last 6 Mo	10,695	19.9%	99
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	30,063	55.9%	98
HH Used Fresh Fruit or Vegetables Last 6 Mo	48,297	89.9%	99
HH Used Fresh Milk Last 6 Mo	44,048	82.0%	100
HH Used Organic Food Last 6 Mo	12,118	22.6%	91

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	46,829	44.4%	97
Exercise at Club 2+ Times Per Week	13,477	12.8%	96
Visited Doctor Last 12 Mo	84,614	80.1%	100
Used Vitamins or Dietary Supplements Last 6 Mo	66,947	63.4%	97
Home (Households)			
HH Did Home Improvement Last 12 Mo	17,816	33.1%	98
HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo	17,466	32.5%	95
HH Purchased Low Ticket HH Furnishing Last 12 Mo	11,850	22.1%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	13,230	24.6%	103
HH Bought Small Kitchen Appliance Last 12 Mo	12,327	22.9%	100
HH Purchased Large Appliance/12 Mo	9,946	18.5%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	54,558	51.7%	102
Personally Carry Any Medical or Hospital or Accident Insurance	90,304	85.5%	101
Homeowner Carries Insurance on Home/Personal Property	61,953	58.7%	100
Renter Carries Insurance on Home/Personal Property	15,065	14.3%	107
HH Has 1 Vehicle Covered with Auto Insurance	18,526	34.5%	107
HH Has 2 Vehicles Covered with Auto Insurance	16,663	31.0%	101
HH Has 3+ Vehicles Covered with Auto Insurance	12,677	23.6%	93

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	27,997	52.1%	101
HH Owns 1+ Cats	13,799	25.7%	107
HH Owns 1+ Dogs	20,148	37.5%	98
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	16,250	15.4%	96
Buying American Is Important: 4-Agr Cmpl	29,965	28.4%	104
Buy Based on Quality Not Price: 4-Agr Cmpl	14,706	13.9%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	12,656	12.0%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	10,234	9.7%	97
Will Pay More for Environ Safe Products: 4-Agr Cmpl	11,643	11.0%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	30,506	28.9%	106
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	4,154	3.9%	100
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Bought Digital Book Last 12 Mo	18,373	17.4%	98
Bought Hardcover Book Last 12 Mo	27,370	25.9%	100
Bought Paperback Book Last 12 Mo	35,226	33.4%	99
Read Daily Newspaper (Paper Version)	7,598	7.2%	103
Read Digital Newspaper Last 30 Days	57,052	54.0%	99
Read Magazine (Paper or Electronic Version) Last 6 Mo	91,476	86.6%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	77,830	73.7%	101
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	26,016	24.6%	101
Went to Fast Food or Drive-In Restaurant Last 6 Mo	96,929	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	43,632	41.3%	104
Ordered Eat-In Fast Food Last 6 Mo	33,849	32.1%	96
Ordered Home Delivery Fast Food Last 6 Mo	13,364	12.7%	103
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	54,719	51.8%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	24,275	23.0%	100
Television & Electronics (Adults/Households)			
Own Tablet	57,500	54.5%	97
Own E-Reader	16,508	15.6%	95
Own E-Reader or Tablet: Apple iPad	34,779	32.9%	91
HH Owns Internet Connectable TV	22,708	42.3%	102
Own Portable MP3 Player	8,540	8.1%	105
HH Owns 1 TV	10,617	19.8%	100
HH Owns 2 TVs	15,141	28.2%	101
HH Owns 3 TVs	11,842	22.0%	100
HH Owns 4+ TVs	11,616	21.6%	99
HH Subscribes to Cable TV	15,007	27.9%	99
HH Subscribes to Fiber Optic TV	1,365	2.5%	78
HH Owns Portable GPS Device	9,335	17.4%	105
HH Purchased Video Game System Last 12 Mo	3,044	5.7%	80
HH Owns Internet Video Device for TV	28,334	52.7%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	64,322	60.9%	98
Took 3+ Domestic Non-Business Trips Last 12 Mo	18,929	17.9%	98
Spent \$1-999 on Domestic Vacations Last 12 Mo	12,487	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	7,176	6.8%	98
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	4,688	4.4%	93
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	5,808	5.5%	98
Spent \$3K+ on Domestic Vacations Last 12 Mo	11,362	10.8%	90
Used Internet Travel Site for Domestic Trip Last 12 Mo	6,034	5.7%	89
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	27,176	25.7%	84
Took 3+ Foreign Trips by Plane Last 3 Yrs	4,373	4.1%	75
Spent \$1-999 on Foreign Vacations Last 12 Mo	3,935	3.7%	88
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	3,891	3.7%	86
Spent \$3K+ on Foreign Vacations Last 12 Mo	8,413	8.0%	82
Used General Travel Site: Foreign Trip Last 3 Yrs	4,110	3.9%	73
Spent Night at Hotel or Motel Last 12 Mo	56,691	53.7%	98
Took Cruise of More Than One Day Last 3 Yrs	8,673	8.2%	93
Member of Frequent Flyer Program	24,476	23.2%	84
Member of Hotel Rewards Program	29,005	27.5%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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