



# Market Profile

Westside Village  
 9028 Westside Dr, Pensacola, Florida, 32514  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 30.53184  
 Longitude: -87.23245

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,087	39,343	94,412
2010 Total Population	6,074	43,772	97,765
2016 Total Population	6,674	46,619	103,534
2016 Group Quarters	480	2,778	7,081
2020 Total Population	7,146	49,111	108,505
2016-2021 Annual Rate	1.38%	1.05%	0.94%
<b>Household Summary</b>			
2000 Households	2,488	16,262	37,236
2000 Average Household Size	1.92	2.31	2.36
2010 Households	3,029	18,148	39,590
2010 Average Household Size	1.86	2.28	2.32
2016 Households	3,317	18,998	41,153
2016 Average Household Size	1.87	2.31	2.34
2021 Households	3,561	19,964	42,995
2021 Average Household Size	1.87	2.32	2.36
2016-2021 Annual Rate	1.43%	1.00%	0.88%
2010 Families	1,436	10,476	24,134
2010 Average Family Size	2.51	2.88	2.89
2016 Families	1,531	10,814	24,784
2016 Average Family Size	2.55	2.93	2.94
2021 Families	1,622	11,277	25,724
2021 Average Family Size	2.56	2.96	2.96
2016-2021 Annual Rate	1.16%	0.84%	0.75%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,817	17,708	40,393
Owner Occupied Housing Units	41.5%	56.0%	59.4%
Renter Occupied Housing Units	46.8%	35.8%	32.8%
Vacant Housing Units	11.7%	8.2%	7.8%
2010 Housing Units	3,448	20,374	44,300
Owner Occupied Housing Units	33.1%	50.1%	55.9%
Renter Occupied Housing Units	54.7%	38.9%	33.5%
Vacant Housing Units	12.2%	10.9%	10.6%
2016 Housing Units	3,725	21,443	46,364
Owner Occupied Housing Units	29.0%	45.0%	50.8%
Renter Occupied Housing Units	60.1%	43.6%	38.0%
Vacant Housing Units	11.0%	11.4%	11.2%
2021 Housing Units	3,997	22,530	48,452
Owner Occupied Housing Units	28.2%	44.6%	50.2%
Renter Occupied Housing Units	60.8%	44.0%	38.5%
Vacant Housing Units	10.9%	11.4%	11.3%
<b>Median Household Income</b>			
2016	\$40,886	\$40,773	\$43,447
2021	\$44,948	\$46,041	\$50,365
<b>Median Home Value</b>			
2016	\$179,310	\$136,705	\$141,496
2021	\$210,616	\$160,510	\$168,674
<b>Per Capita Income</b>			
2016	\$26,455	\$23,912	\$25,269
2021	\$28,205	\$25,974	\$27,384
<b>Median Age</b>			
2010	34.2	35.4	36.9
2016	34.9	36.2	37.4
2021	36.6	37.4	38.4

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Households by Income</b>			
Household Income Base	3,317	18,998	41,153
<\$15,000	19.7%	15.6%	15.0%
\$15,000 - \$24,999	13.7%	15.3%	14.0%
\$25,000 - \$34,999	9.3%	11.9%	11.2%
\$35,000 - \$49,999	15.5%	15.4%	15.2%
\$50,000 - \$74,999	17.1%	18.1%	19.4%
\$75,000 - \$99,999	12.4%	11.8%	11.7%
\$100,000 - \$149,999	8.8%	7.7%	8.6%
\$150,000 - \$199,999	2.5%	2.7%	3.1%
\$200,000+	1.1%	1.4%	1.8%
Average Household Income	\$54,026	\$55,317	\$58,308
<b>2021 Households by Income</b>			
Household Income Base	3,561	19,964	42,995
<\$15,000	20.1%	15.7%	15.0%
\$15,000 - \$24,999	15.4%	17.4%	15.8%
\$25,000 - \$34,999	5.5%	7.4%	7.2%
\$35,000 - \$49,999	12.5%	12.0%	11.5%
\$50,000 - \$74,999	18.2%	19.1%	20.2%
\$75,000 - \$99,999	14.6%	14.2%	14.1%
\$100,000 - \$149,999	9.8%	9.2%	10.4%
\$150,000 - \$199,999	2.8%	3.4%	3.8%
\$200,000+	1.2%	1.6%	2.0%
Average Household Income	\$57,998	\$60,676	\$64,095
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	1,079	9,643	23,550
<\$50,000	5.2%	10.9%	9.6%
\$50,000 - \$99,999	12.1%	18.8%	19.3%
\$100,000 - \$149,999	21.6%	27.7%	25.4%
\$150,000 - \$199,999	18.8%	20.1%	19.6%
\$200,000 - \$249,999	10.2%	6.1%	8.0%
\$250,000 - \$299,999	12.9%	4.4%	4.7%
\$300,000 - \$399,999	15.4%	4.9%	5.7%
\$400,000 - \$499,999	1.2%	1.7%	2.6%
\$500,000 - \$749,999	2.5%	2.7%	2.8%
\$750,000 - \$999,999	0.0%	1.9%	1.4%
\$1,000,000 +	0.0%	0.8%	0.9%
Average Home Value	\$203,780	\$181,371	\$186,486
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,129	10,042	24,339
<\$50,000	3.0%	7.1%	6.0%
\$50,000 - \$99,999	8.0%	13.2%	12.9%
\$100,000 - \$149,999	18.6%	24.9%	22.9%
\$150,000 - \$199,999	17.7%	22.8%	22.0%
\$200,000 - \$249,999	12.9%	9.3%	11.3%
\$250,000 - \$299,999	19.2%	7.3%	7.8%
\$300,000 - \$399,999	15.9%	5.8%	6.9%
\$400,000 - \$499,999	2.0%	2.4%	3.5%
\$500,000 - \$749,999	2.7%	3.7%	3.8%
\$750,000 - \$999,999	0.0%	2.4%	1.8%
\$1,000,000 +	0.0%	1.1%	1.2%
Average Home Value	\$224,314	\$212,310	\$219,256

**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	6,073	43,768	97,767
0 - 4	4.9%	6.1%	5.8%
5 - 9	4.4%	5.4%	5.3%
10 - 14	2.9%	4.9%	5.1%
15 - 24	23.9%	19.0%	18.7%
25 - 34	14.7%	14.2%	13.2%
35 - 44	8.4%	10.2%	10.6%
45 - 54	10.1%	12.7%	13.5%
55 - 64	11.1%	11.7%	12.1%
65 - 74	8.3%	7.7%	8.2%
75 - 84	6.5%	5.4%	5.3%
85 +	4.7%	2.7%	2.4%
18 +	85.7%	80.6%	80.4%
<b>2016 Population by Age</b>			
Total	6,673	46,620	103,534
0 - 4	4.5%	5.7%	5.4%
5 - 9	4.3%	5.5%	5.3%
10 - 14	2.9%	4.9%	5.0%
15 - 24	23.0%	16.9%	17.2%
25 - 34	15.3%	15.6%	14.5%
35 - 44	7.9%	10.4%	10.5%
45 - 54	8.9%	10.8%	11.4%
55 - 64	11.4%	11.9%	12.6%
65 - 74	10.1%	9.3%	9.6%
75 - 84	6.6%	5.8%	5.7%
85 +	5.0%	3.1%	2.7%
18 +	86.5%	81.3%	81.5%
<b>2021 Population by Age</b>			
Total	7,149	49,110	108,503
0 - 4	4.5%	5.6%	5.3%
5 - 9	4.1%	5.3%	5.2%
10 - 14	3.0%	5.2%	5.2%
15 - 24	21.4%	15.9%	16.1%
25 - 34	15.7%	15.0%	13.9%
35 - 44	8.1%	11.6%	11.6%
45 - 54	8.1%	9.7%	10.2%
55 - 64	11.3%	11.6%	12.4%
65 - 74	11.3%	10.4%	10.7%
75 - 84	7.4%	6.4%	6.4%
85 +	5.2%	3.3%	2.9%
18 +	86.6%	81.1%	81.4%
<b>2010 Population by Sex</b>			
Males	2,850	20,700	46,349
Females	3,224	23,072	51,416
<b>2016 Population by Sex</b>			
Males	3,141	22,087	49,115
Females	3,533	24,532	54,419
<b>2021 Population by Sex</b>			
Males	3,371	23,296	51,517
Females	3,775	25,814	56,987

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,073	43,773	97,764
White Alone	75.7%	71.8%	71.8%
Black Alone	15.8%	19.8%	20.2%
American Indian Alone	0.6%	0.9%	0.8%
Asian Alone	3.3%	2.5%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.5%	1.8%	1.3%
Two or More Races	3.2%	3.1%	3.0%
Hispanic Origin	5.2%	5.6%	4.7%
Diversity Index	46.0	50.3	49.3
<b>2016 Population by Race/Ethnicity</b>			
Total	6,675	46,620	103,534
White Alone	74.3%	70.8%	71.1%
Black Alone	15.8%	19.5%	19.7%
American Indian Alone	0.6%	0.8%	0.8%
Asian Alone	3.8%	3.0%	3.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	2.2%	1.6%
Two or More Races	3.7%	3.6%	3.5%
Hispanic Origin	6.6%	7.0%	6.0%
Diversity Index	49.3	53.0	51.6
<b>2021 Population by Race/Ethnicity</b>			
Total	7,145	49,111	108,506
White Alone	73.0%	69.7%	70.1%
Black Alone	15.8%	19.3%	19.5%
American Indian Alone	0.5%	0.8%	0.8%
Asian Alone	4.3%	3.3%	3.6%
Pacific Islander Alone	0.0%	0.1%	0.2%
Some Other Race Alone	2.2%	2.6%	1.9%
Two or More Races	4.2%	4.1%	3.9%
Hispanic Origin	8.1%	8.6%	7.3%
Diversity Index	52.4	55.8	54.1
<b>2010 Population by Relationship and Household Type</b>			
Total	6,074	43,772	97,765
In Households	92.8%	94.5%	93.8%
In Family Households	61.2%	71.6%	73.6%
Householder	22.2%	24.0%	24.6%
Spouse	15.6%	16.0%	16.8%
Child	18.6%	25.7%	26.5%
Other relative	3.0%	3.4%	3.4%
Nonrelative	1.7%	2.5%	2.3%
In Nonfamily Households	31.6%	23.0%	20.2%
In Group Quarters	7.2%	5.5%	6.2%
Institutionalized Population	0.9%	1.3%	0.9%
Noninstitutionalized Population	6.3%	4.1%	5.3%

**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>2016 Population 25+ by Educational Attainment</b>			
Total	4,355	31,215	69,502
Less than 9th Grade	1.3%	2.7%	2.8%
9th - 12th Grade, No Diploma	3.4%	5.5%	5.3%
High School Graduate	18.3%	22.8%	23.0%
GED/Alternative Credential	3.7%	4.3%	3.9%
Some College, No Degree	17.4%	22.6%	23.2%
Associate Degree	17.9%	14.8%	14.0%
Bachelor's Degree	22.0%	18.3%	18.3%
Graduate/Professional Degree	16.0%	9.0%	9.4%
<b>2016 Population 15+ by Marital Status</b>			
Total	5,892	39,092	87,260
Never Married	50.5%	38.8%	36.7%
Married	30.9%	38.6%	40.9%
Widowed	6.9%	8.3%	7.7%
Divorced	11.6%	14.3%	14.6%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.2%	93.2%	93.9%
Civilian Unemployed	5.8%	6.8%	6.1%
<b>2016 Employed Population 16+ by Industry</b>			
Total	2,845	20,473	46,594
Agriculture/Mining	1.2%	1.1%	0.8%
Construction	5.1%	4.1%	4.2%
Manufacturing	3.2%	4.9%	4.5%
Wholesale Trade	0.2%	1.1%	1.6%
Retail Trade	16.0%	15.5%	14.5%
Transportation/Utilities	1.7%	4.5%	5.0%
Information	0.0%	1.4%	1.7%
Finance/Insurance/Real Estate	7.4%	6.8%	7.9%
Services	59.1%	55.4%	55.2%
Public Administration	6.2%	5.2%	4.6%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	2,846	20,474	46,590
White Collar	61.3%	61.1%	61.0%
Management/Business/Financial	17.0%	12.5%	12.3%
Professional	21.8%	20.5%	21.3%
Sales	9.0%	12.3%	12.3%
Administrative Support	13.4%	15.9%	15.1%
Services	26.1%	24.0%	22.2%
Blue Collar	12.6%	14.8%	16.8%
Farming/Forestry/Fishing	0.5%	0.4%	0.4%
Construction/Extraction	2.4%	2.5%	3.5%
Installation/Maintenance/Repair	0.9%	3.4%	3.6%
Production	3.5%	2.6%	2.8%
Transportation/Material Moving	5.4%	5.9%	6.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,074	43,772	97,765
Population Inside Urbanized Area	100.0%	100.0%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.7%

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<b>2010 Households by Type</b>			
Total	3,030	18,149	39,591
Households with 1 Person	40.3%	32.3%	30.6%
Households with 2+ People	59.7%	67.7%	69.4%
Family Households	47.4%	57.7%	61.0%
Husband-wife Families	33.5%	38.4%	41.5%
With Related Children	9.0%	13.8%	15.0%
Other Family (No Spouse Present)	13.9%	19.3%	19.4%
Other Family with Male Householder	3.4%	4.5%	4.5%
With Related Children	1.8%	2.5%	2.4%
Other Family with Female Householder	10.5%	14.9%	14.9%
With Related Children	6.5%	9.6%	9.4%
Nonfamily Households	12.3%	10.0%	8.5%
All Households with Children	17.7%	26.4%	27.3%
Multigenerational Households	2.2%	3.6%	3.8%
Unmarried Partner Households	6.8%	7.3%	6.6%
Male-female	6.1%	6.5%	5.8%
Same-sex	0.6%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	3,029	18,149	39,590
1 Person Household	40.3%	32.3%	30.6%
2 Person Household	36.3%	35.4%	35.8%
3 Person Household	13.3%	16.0%	16.1%
4 Person Household	6.2%	9.5%	10.3%
5 Person Household	2.2%	4.3%	4.6%
6 Person Household	1.0%	1.7%	1.7%
7 + Person Household	0.5%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,029	18,148	39,590
Owner Occupied	37.7%	56.3%	62.5%
Owned with a Mortgage/Loan	24.1%	38.4%	42.0%
Owned Free and Clear	13.7%	17.9%	20.5%
Renter Occupied	62.3%	43.7%	37.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,448	20,374	44,300
Housing Units Inside Urbanized Area	100.0%	100.0%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.6%

**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>			
<b>1.</b>	College Towns (14B)	Old and Newcomers (8F)	Old and Newcomers (8F)
<b>2.</b>	Old and Newcomers (8F)	Middleburg (4C)	Midlife Constants (5E)
<b>3.</b>	In Style (5B)	Small Town Simplicity	Small Town Simplicity
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,966,900	\$27,990,014	\$62,995,385
Average Spent	\$1,497.41	\$1,473.31	\$1,530.76
Spending Potential Index	74	73	76
Education: Total \$	\$3,845,120	\$19,436,565	\$43,473,201
Average Spent	\$1,159.22	\$1,023.08	\$1,056.38
Spending Potential Index	82	72	75
Entertainment/Recreation: Total \$	\$6,807,868	\$40,100,669	\$91,603,008
Average Spent	\$2,052.42	\$2,110.78	\$2,225.91
Spending Potential Index	70	72	76
Food at Home: Total \$	\$12,294,160	\$71,249,201	\$161,209,348
Average Spent	\$3,706.41	\$3,750.35	\$3,917.32
Spending Potential Index	74	75	79
Food Away from Home: Total \$	\$7,669,633	\$43,558,015	\$98,050,741
Average Spent	\$2,312.22	\$2,292.77	\$2,382.59
Spending Potential Index	75	74	77
Health Care: Total \$	\$11,881,616	\$72,979,279	\$169,165,733
Average Spent	\$3,582.04	\$3,841.42	\$4,110.65
Spending Potential Index	68	73	78
HH Furnishings & Equipment: Total \$	\$4,152,416	\$24,286,801	\$55,418,631
Average Spent	\$1,251.86	\$1,278.39	\$1,346.65
Spending Potential Index	71	72	76
Personal Care Products & Services: Total \$	\$1,709,869	\$10,085,889	\$22,972,155
Average Spent	\$515.49	\$530.89	\$558.21
Spending Potential Index	70	72	76
Shelter: Total \$	\$38,191,975	\$217,029,201	\$488,998,248
Average Spent	\$11,514.01	\$11,423.79	\$11,882.44
Spending Potential Index	74	73	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,249,383	\$31,972,041	\$74,093,590
Average Spent	\$1,582.57	\$1,682.92	\$1,800.44
Spending Potential Index	68	73	78
Travel: Total \$	\$4,027,011	\$24,142,938	\$55,873,531
Average Spent	\$1,214.05	\$1,270.81	\$1,357.70
Spending Potential Index	65	68	73
Vehicle Maintenance & Repairs: Total \$	\$2,456,644	\$14,450,397	\$33,001,320
Average Spent	\$740.62	\$760.63	\$801.92
Spending Potential Index	72	73	77

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.