



Market Profile

Pine Forest Corners
 6716 Pine Forest Rd, Pensacola, Florida, 32526
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 30.47706
 Longitude: -87.30784

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,418	38,069	103,523
2010 Total Population	5,690	42,246	107,612
2015 Total Population	5,651	42,495	110,384
2015 Group Quarters	4	900	6,374
2020 Total Population	5,718	43,287	113,453
2015-2020 Annual Rate	0.24%	0.37%	0.55%
Household Summary			
2000 Households	1,719	14,151	38,109
2000 Average Household Size	2.57	2.64	2.56
2010 Households	2,296	16,086	40,441
2010 Average Household Size	2.48	2.58	2.52
2015 Households	2,306	16,245	41,568
2015 Average Household Size	2.45	2.56	2.50
2020 Households	2,350	16,607	42,883
2020 Average Household Size	2.43	2.55	2.50
2015-2020 Annual Rate	0.38%	0.44%	0.62%
2010 Families	1,624	11,231	26,684
2010 Average Family Size	2.92	3.05	3.05
2015 Families	1,617	11,256	27,220
2015 Average Family Size	2.90	3.04	3.04
2020 Families	1,641	11,455	27,943
2020 Average Family Size	2.88	3.04	3.04
2015-2020 Annual Rate	0.30%	0.35%	0.53%
Housing Unit Summary			
2000 Housing Units	1,848	15,135	41,517
Owner Occupied Housing Units	75.6%	72.1%	62.6%
Renter Occupied Housing Units	17.4%	21.4%	29.2%
Vacant Housing Units	7.0%	6.5%	8.2%
2010 Housing Units	2,478	17,613	45,745
Owner Occupied Housing Units	70.2%	66.2%	57.8%
Renter Occupied Housing Units	22.4%	25.1%	30.6%
Vacant Housing Units	7.3%	8.7%	11.6%
2015 Housing Units	2,534	17,946	47,361
Owner Occupied Housing Units	65.1%	61.8%	53.4%
Renter Occupied Housing Units	25.8%	28.7%	34.4%
Vacant Housing Units	9.0%	9.5%	12.2%
2020 Housing Units	2,598	18,375	48,764
Owner Occupied Housing Units	64.9%	61.4%	53.0%
Renter Occupied Housing Units	25.5%	29.0%	35.0%
Vacant Housing Units	9.5%	9.6%	12.1%
Median Household Income			
2015	\$51,098	\$44,101	\$38,191
2020	\$57,716	\$51,413	\$44,189
Median Home Value			
2015	\$132,698	\$126,928	\$118,047
2020	\$161,977	\$156,638	\$152,922
Per Capita Income			
2015	\$24,881	\$21,474	\$19,291
2020	\$28,267	\$24,429	\$21,861
Median Age			
2010	37.3	39.0	36.5
2015	37.7	39.5	36.8
2020	37.8	39.5	37.5

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	2,306	16,245	41,568
<\$15,000	10.6%	13.6%	18.3%
\$15,000 - \$24,999	8.6%	11.2%	14.2%
\$25,000 - \$34,999	8.3%	12.1%	12.6%
\$35,000 - \$49,999	21.0%	19.0%	17.4%
\$50,000 - \$74,999	20.8%	20.3%	17.8%
\$75,000 - \$99,999	14.7%	12.1%	10.8%
\$100,000 - \$149,999	10.4%	8.5%	6.5%
\$150,000 - \$199,999	3.8%	2.1%	1.6%
\$200,000+	1.7%	1.1%	0.8%
Average Household Income	\$63,828	\$55,305	\$49,009
2020 Households by Income			
Household Income Base	2,350	16,607	42,883
<\$15,000	9.3%	12.5%	17.5%
\$15,000 - \$24,999	5.9%	8.1%	10.7%
\$25,000 - \$34,999	6.2%	9.7%	10.4%
\$35,000 - \$49,999	19.2%	17.7%	16.5%
\$50,000 - \$74,999	22.8%	23.0%	20.4%
\$75,000 - \$99,999	17.6%	15.5%	14.1%
\$100,000 - \$149,999	11.9%	9.4%	7.1%
\$150,000 - \$199,999	4.9%	2.7%	2.2%
\$200,000+	2.1%	1.4%	1.0%
Average Household Income	\$72,139	\$62,742	\$55,611
2015 Owner Occupied Housing Units by Value			
Total	1,650	11,090	25,288
<\$50,000	3.9%	5.3%	7.0%
\$50,000 - \$99,999	19.0%	26.6%	32.3%
\$100,000 - \$149,999	41.3%	33.6%	29.6%
\$150,000 - \$199,999	24.3%	19.3%	16.6%
\$200,000 - \$249,999	6.7%	6.6%	6.4%
\$250,000 - \$299,999	2.0%	3.0%	2.9%
\$300,000 - \$399,999	1.8%	2.8%	2.5%
\$400,000 - \$499,999	0.4%	1.0%	0.8%
\$500,000 - \$749,999	0.2%	0.5%	0.5%
\$750,000 - \$999,999	0.0%	0.4%	0.3%
\$1,000,000 +	0.4%	0.8%	1.1%
Average Home Value	\$143,803	\$151,776	\$146,028
2020 Owner Occupied Housing Units by Value			
Total	1,687	11,281	25,832
<\$50,000	2.1%	3.0%	4.5%
\$50,000 - \$99,999	10.3%	16.9%	22.2%
\$100,000 - \$149,999	29.5%	26.7%	22.0%
\$150,000 - \$199,999	34.0%	25.5%	22.5%
\$200,000 - \$249,999	13.8%	11.1%	11.3%
\$250,000 - \$299,999	4.2%	4.8%	5.1%
\$300,000 - \$399,999	3.9%	4.9%	4.8%
\$400,000 - \$499,999	0.9%	3.4%	3.5%
\$500,000 - \$749,999	0.7%	2.0%	2.1%
\$750,000 - \$999,999	0.2%	0.6%	0.7%
\$1,000,000 +	0.4%	1.0%	1.2%
Average Home Value	\$176,334	\$192,493	\$191,385

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,690	42,248	107,610
0 - 4	7.1%	6.8%	7.1%
5 - 9	6.6%	6.3%	6.2%
10 - 14	6.3%	6.2%	5.9%
15 - 24	12.9%	13.1%	16.4%
25 - 34	14.2%	12.9%	12.9%
35 - 44	12.8%	12.2%	11.4%
45 - 54	15.3%	14.9%	14.4%
55 - 64	12.1%	12.9%	11.8%
65 - 74	7.8%	8.6%	7.8%
75 - 84	3.8%	4.6%	4.6%
85 +	0.9%	1.5%	1.5%
18 +	75.7%	76.7%	77.0%
2015 Population by Age			
Total	5,650	42,493	110,383
0 - 4	6.6%	6.4%	6.6%
5 - 9	7.0%	6.6%	6.5%
10 - 14	6.4%	6.1%	5.8%
15 - 24	11.4%	11.6%	14.8%
25 - 34	15.2%	14.1%	14.2%
35 - 44	12.4%	11.6%	11.1%
45 - 54	13.4%	13.2%	12.7%
55 - 64	13.2%	13.6%	12.6%
65 - 74	8.9%	9.9%	9.0%
75 - 84	4.4%	5.2%	4.9%
85 +	1.2%	1.7%	1.8%
18 +	76.8%	77.7%	77.8%
2020 Population by Age			
Total	5,716	43,288	113,455
0 - 4	6.5%	6.2%	6.5%
5 - 9	6.7%	6.3%	6.2%
10 - 14	7.2%	6.7%	6.4%
15 - 24	10.3%	10.5%	13.8%
25 - 34	14.7%	13.8%	13.8%
35 - 44	14.4%	12.9%	12.1%
45 - 54	11.4%	11.5%	11.1%
55 - 64	13.0%	13.4%	12.8%
65 - 74	9.7%	10.8%	10.0%
75 - 84	4.9%	6.0%	5.4%
85 +	1.3%	1.9%	1.9%
18 +	76.1%	77.3%	77.5%
2010 Population by Sex			
Males	2,708	20,408	52,165
Females	2,982	21,838	55,447
2015 Population by Sex			
Males	2,692	20,537	53,619
Females	2,959	21,958	56,765
2020 Population by Sex			
Males	2,735	20,936	55,157
Females	2,982	22,351	58,296

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,689	42,245	107,612
White Alone	71.9%	63.0%	61.3%
Black Alone	18.1%	27.3%	29.3%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	4.0%	4.0%	3.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.1%	1.0%	1.4%
Two or More Races	3.9%	3.7%	3.5%
Hispanic Origin	3.9%	4.3%	4.7%
Diversity Index	49.0	56.5	57.9
2015 Population by Race/Ethnicity			
Total	5,651	42,496	110,383
White Alone	71.2%	62.6%	60.9%
Black Alone	17.8%	26.8%	28.7%
American Indian Alone	1.0%	0.8%	0.9%
Asian Alone	4.4%	4.3%	3.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.3%	1.2%	1.6%
Two or More Races	4.3%	4.1%	3.8%
Hispanic Origin	4.6%	5.1%	5.7%
Diversity Index	50.6	57.9	59.3
2020 Population by Race/Ethnicity			
Total	5,718	43,287	113,454
White Alone	70.1%	61.8%	60.2%
Black Alone	17.7%	26.4%	28.4%
American Indian Alone	1.0%	0.8%	0.9%
Asian Alone	4.8%	4.7%	4.1%
Pacific Islander Alone	0.1%	0.3%	0.3%
Some Other Race Alone	1.5%	1.3%	1.9%
Two or More Races	4.9%	4.6%	4.3%
Hispanic Origin	5.5%	6.2%	6.8%
Diversity Index	52.9	59.8	61.2
2010 Population by Relationship and Household Type			
Total	5,690	42,246	107,612
In Households	99.9%	98.2%	94.5%
In Family Households	85.6%	83.8%	78.4%
Householder	27.4%	26.8%	24.9%
Spouse	19.1%	17.8%	15.3%
Child	33.0%	32.3%	31.1%
Other relative	3.8%	4.3%	4.3%
Nonrelative	2.3%	2.7%	2.8%
In Nonfamily Households	14.4%	14.3%	16.2%
In Group Quarters	0.1%	1.8%	5.5%
Institutionalized Population	0.0%	1.7%	2.0%
Noninstitutionalized Population	0.1%	0.1%	3.5%

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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2015 Population 25+ by Educational Attainment			
Total	3,880	29,491	73,136
Less than 9th Grade	1.5%	3.1%	4.1%
9th - 12th Grade, No Diploma	6.9%	7.3%	9.0%
High School Graduate	24.8%	25.2%	26.6%
GED/Alternative Credential	6.4%	5.0%	5.3%
Some College, No Degree	25.5%	26.6%	25.2%
Associate Degree	16.0%	12.8%	12.3%
Bachelor's Degree	13.5%	13.7%	12.1%
Graduate/Professional Degree	5.5%	6.3%	5.4%
2015 Population 15+ by Marital Status			
Total	4,522	34,412	89,460
Never Married	35.7%	29.4%	36.8%
Married	50.5%	49.6%	41.1%
Widowed	5.6%	8.0%	7.8%
Divorced	8.2%	13.0%	14.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.8%	92.9%	90.1%
Civilian Unemployed	8.2%	7.1%	9.9%
2015 Employed Population 16+ by Industry			
Total	2,536	17,423	43,541
Agriculture/Mining	1.0%	0.7%	0.8%
Construction	4.2%	6.4%	6.6%
Manufacturing	4.1%	4.6%	4.1%
Wholesale Trade	2.4%	2.5%	2.7%
Retail Trade	17.9%	17.9%	16.4%
Transportation/Utilities	3.6%	5.6%	5.7%
Information	2.4%	1.0%	1.1%
Finance/Insurance/Real Estate	9.0%	6.6%	6.4%
Services	46.4%	48.6%	51.5%
Public Administration	9.1%	6.0%	4.7%
2015 Employed Population 16+ by Occupation			
Total	2,537	17,424	43,542
White Collar	62.3%	57.8%	55.0%
Management/Business/Financial	8.5%	9.9%	8.7%
Professional	15.9%	16.8%	16.5%
Sales	12.9%	12.8%	12.3%
Administrative Support	25.0%	18.3%	17.5%
Services	16.0%	19.8%	23.9%
Blue Collar	21.7%	22.4%	21.1%
Farming/Forestry/Fishing	1.1%	0.4%	0.3%
Construction/Extraction	3.7%	4.7%	4.8%
Installation/Maintenance/Repair	7.4%	5.7%	5.6%
Production	4.4%	4.1%	4.0%
Transportation/Material Moving	5.1%	7.5%	6.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,296	16,085	40,442
Households with 1 Person	23.6%	24.6%	27.4%
Households with 2+ People	76.4%	75.4%	72.6%
Family Households	70.7%	69.8%	66.0%
Husband-wife Families	49.4%	46.5%	40.7%
With Related Children	20.4%	17.8%	15.6%
Other Family (No Spouse Present)	21.3%	23.4%	25.3%
Other Family with Male Householder	5.3%	5.4%	5.6%
With Related Children	2.9%	2.9%	3.0%
Other Family with Female Householder	16.0%	18.0%	19.7%
With Related Children	10.8%	11.6%	13.0%
Nonfamily Households	5.7%	5.6%	6.6%
All Households with Children	34.8%	32.9%	32.2%
Multigenerational Households	5.6%	5.7%	5.5%
Unmarried Partner Households	6.3%	6.3%	7.0%
Male-female	5.7%	5.6%	6.3%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	2,296	16,084	40,442
1 Person Household	23.6%	24.6%	27.4%
2 Person Household	33.9%	34.7%	33.6%
3 Person Household	19.3%	17.9%	17.3%
4 Person Household	13.8%	12.6%	11.7%
5 Person Household	5.4%	6.2%	5.9%
6 Person Household	2.7%	2.5%	2.5%
7 + Person Household	1.4%	1.6%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	2,296	16,086	40,441
Owner Occupied	75.8%	72.5%	65.3%
Owned with a Mortgage/Loan	56.6%	49.9%	42.3%
Owned Free and Clear	19.2%	22.6%	23.0%
Renter Occupied	24.2%	27.5%	34.7%

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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Top 3 Tapestry Segments			
	1. Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Small Town Simplicity
	2. Middleburg (4C)	Midlife Constants (5E)	Rustbelt Traditions (5D)
	3. Comfortable Empty Nesters	Middleburg (4C)	Midlife Constants (5E)
2015 Consumer Spending			
Apparel & Services: Total \$	\$4,480,742	\$27,228,140	\$62,555,152
Average Spent	\$1,943.08	\$1,676.09	\$1,504.89
Spending Potential Index	84	72	65
Computers & Accessories: Total \$	\$503,388	\$3,045,349	\$6,935,301
Average Spent	\$218.29	\$187.46	\$166.84
Spending Potential Index	84	72	64
Education: Total \$	\$2,832,161	\$16,966,162	\$38,531,995
Average Spent	\$1,228.17	\$1,044.39	\$926.96
Spending Potential Index	81	69	61
Entertainment/Recreation: Total \$	\$6,537,474	\$40,149,057	\$90,695,901
Average Spent	\$2,834.98	\$2,471.47	\$2,181.87
Spending Potential Index	86	75	66
Food at Home: Total \$	\$10,171,230	\$63,695,529	\$147,011,892
Average Spent	\$4,410.77	\$3,920.93	\$3,536.66
Spending Potential Index	84	75	68
Food Away from Home: Total \$	\$6,426,356	\$38,890,182	\$88,561,302
Average Spent	\$2,786.80	\$2,393.98	\$2,130.52
Spending Potential Index	85	73	65
Health Care: Total \$	\$9,733,458	\$60,730,279	\$136,386,468
Average Spent	\$4,220.93	\$3,738.40	\$3,281.04
Spending Potential Index	89	79	69
HH Furnishings & Equipment: Total \$	\$3,692,392	\$22,349,339	\$50,506,108
Average Spent	\$1,601.21	\$1,375.77	\$1,215.02
Spending Potential Index	87	75	66
Investments: Total \$	\$3,746,811	\$26,125,351	\$58,184,967
Average Spent	\$1,624.81	\$1,608.21	\$1,399.75
Spending Potential Index	59	58	51
Retail Goods: Total \$	\$50,586,321	\$313,357,549	\$713,162,983
Average Spent	\$21,936.83	\$19,289.48	\$17,156.54
Spending Potential Index	86	76	67
Shelter: Total \$	\$31,531,914	\$191,336,350	\$437,411,080
Average Spent	\$13,673.86	\$11,778.17	\$10,522.78
Spending Potential Index	83	72	64
TV/Video/Audio: Total \$	\$2,605,353	\$16,271,110	\$37,659,188
Average Spent	\$1,129.81	\$1,001.61	\$905.97
Spending Potential Index	86	77	69
Travel: Total \$	\$3,840,419	\$22,813,466	\$50,202,167
Average Spent	\$1,665.40	\$1,404.34	\$1,207.71
Spending Potential Index	85	72	62
Vehicle Maintenance & Repairs: Total \$	\$2,212,863	\$13,549,249	\$30,693,619
Average Spent	\$959.61	\$834.06	\$738.40
Spending Potential Index	86	75	66

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.