



Community Profile

Rings: 1, 3, 5 mile radii

427 E 23rd St, Panama City, FL 32405, USA

Latitude: 30.1913
Longitude: -85.65243

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,652	43,709	77,018
2010 Total Population	3,978	48,937	83,083
2018 Total Population	4,056	51,735	87,451
2018 Group Quarters	163	1,227	1,601
2023 Total Population	4,232	54,496	91,787
2018-2023 Annual Rate	0.85%	1.05%	0.97%
2018 Total Daytime Population	11,431	66,073	97,843
Workers	9,252	37,993	50,341
Residents	2,179	28,080	47,502
Household Summary			
2000 Households	1,550	17,877	31,295
2000 Average Household Size	2.27	2.37	2.41
2010 Households	1,736	20,135	34,103
2010 Average Household Size	2.20	2.37	2.39
2018 Households	1,754	21,127	35,622
2018 Average Household Size	2.22	2.39	2.41
2023 Households	1,831	22,225	37,328
2023 Average Household Size	2.22	2.40	2.42
2018-2023 Annual Rate	0.86%	1.02%	0.94%
2010 Families	990	12,555	21,924
2010 Average Family Size	2.88	2.96	2.93
2018 Families	997	13,088	22,772
2018 Average Family Size	2.88	2.97	2.94
2023 Families	1,041	13,731	23,806
2023 Average Family Size	2.87	2.97	2.94
2018-2023 Annual Rate	0.87%	0.96%	0.89%
Housing Unit Summary			
2000 Housing Units	1,743	19,680	34,726
Owner Occupied Housing Units	38.6%	56.6%	58.9%
Renter Occupied Housing Units	50.3%	34.3%	31.3%
Vacant Housing Units	11.1%	9.2%	9.9%
2010 Housing Units	1,994	23,157	39,396
Owner Occupied Housing Units	34.7%	49.7%	53.1%
Renter Occupied Housing Units	52.4%	37.2%	33.5%
Vacant Housing Units	12.9%	13.1%	13.4%
2018 Housing Units	2,042	24,494	41,411
Owner Occupied Housing Units	34.4%	48.5%	52.1%
Renter Occupied Housing Units	51.5%	37.7%	33.9%
Vacant Housing Units	14.1%	13.7%	14.0%
2023 Housing Units	2,141	25,784	43,380
Owner Occupied Housing Units	36.4%	50.6%	54.0%
Renter Occupied Housing Units	49.1%	35.6%	32.1%
Vacant Housing Units	14.5%	13.8%	14.0%
Median Household Income			
2018	\$43,732	\$45,084	\$48,540
2023	\$49,885	\$51,829	\$54,536
Median Home Value			
2018	\$259,531	\$190,120	\$191,152
2023	\$272,043	\$219,288	\$221,779
Per Capita Income			
2018	\$28,218	\$26,465	\$27,729
2023	\$33,167	\$30,828	\$32,271
Median Age			
2010	39.7	38.6	39.3
2018	40.0	39.6	40.3
2023	41.0	40.0	40.8

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	1,754	21,127	35,622
<\$15,000	12.8%	13.9%	12.5%
\$15,000 - \$24,999	13.6%	12.8%	11.9%
\$25,000 - \$34,999	10.0%	11.7%	11.5%
\$35,000 - \$49,999	20.4%	15.7%	15.2%
\$50,000 - \$74,999	14.3%	18.6%	19.3%
\$75,000 - \$99,999	9.9%	11.3%	12.0%
\$100,000 - \$149,999	13.3%	9.7%	10.4%
\$150,000 - \$199,999	4.0%	3.7%	4.0%
\$200,000+	1.7%	2.6%	3.2%
Average Household Income	\$61,964	\$62,757	\$66,751
2023 Households by Income			
Household Income Base	1,831	22,225	37,328
<\$15,000	9.8%	11.3%	10.1%
\$15,000 - \$24,999	11.2%	10.6%	9.7%
\$25,000 - \$34,999	8.9%	10.5%	10.3%
\$35,000 - \$49,999	20.2%	15.4%	14.8%
\$50,000 - \$74,999	14.9%	19.3%	19.9%
\$75,000 - \$99,999	11.3%	12.7%	13.4%
\$100,000 - \$149,999	16.4%	12.2%	12.9%
\$150,000 - \$199,999	5.0%	4.5%	4.9%
\$200,000+	2.3%	3.4%	4.0%
Average Household Income	\$73,395	\$73,657	\$78,190
2018 Owner Occupied Housing Units by Value			
Total	703	11,884	21,565
<\$50,000	5.4%	8.1%	6.9%
\$50,000 - \$99,999	3.7%	12.2%	11.2%
\$100,000 - \$149,999	3.6%	14.2%	14.9%
\$150,000 - \$199,999	12.5%	19.3%	20.7%
\$200,000 - \$249,999	20.5%	14.6%	14.0%
\$250,000 - \$299,999	22.8%	12.6%	11.3%
\$300,000 - \$399,999	26.0%	12.4%	11.5%
\$400,000 - \$499,999	5.1%	3.7%	4.0%
\$500,000 - \$749,999	0.4%	2.3%	3.5%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$255,974	\$211,859	\$230,982
2023 Owner Occupied Housing Units by Value			
Total	780	13,037	23,421
<\$50,000	2.7%	5.5%	4.5%
\$50,000 - \$99,999	3.1%	8.4%	7.4%
\$100,000 - \$149,999	2.6%	11.7%	11.8%
\$150,000 - \$199,999	9.9%	18.4%	19.7%
\$200,000 - \$249,999	21.3%	15.7%	15.1%
\$250,000 - \$299,999	23.8%	14.9%	13.5%
\$300,000 - \$399,999	29.7%	16.6%	15.4%
\$400,000 - \$499,999	6.4%	5.0%	5.4%
\$500,000 - \$749,999	0.5%	3.0%	4.7%
\$750,000 - \$999,999	0.0%	0.6%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$273,077	\$239,787	\$265,260

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,982	48,936	83,080
0 - 4	6.0%	6.8%	6.6%
5 - 9	5.4%	6.3%	6.2%
10 - 14	5.5%	6.2%	6.2%
15 - 24	15.4%	13.3%	13.1%
25 - 34	12.9%	13.0%	12.7%
35 - 44	10.6%	12.4%	12.4%
45 - 54	13.2%	14.6%	15.1%
55 - 64	11.8%	11.8%	12.3%
65 - 74	8.7%	7.7%	7.9%
75 - 84	6.5%	5.6%	5.4%
85 +	3.8%	2.3%	2.1%
18 +	79.2%	76.7%	77.0%
2018 Population by Age			
Total	4,056	51,734	87,453
0 - 4	5.7%	6.2%	6.0%
5 - 9	5.4%	6.3%	6.1%
10 - 14	5.1%	6.1%	6.0%
15 - 24	11.2%	11.4%	11.5%
25 - 34	16.5%	14.1%	13.7%
35 - 44	10.9%	12.1%	12.0%
45 - 54	10.8%	12.3%	12.5%
55 - 64	12.8%	13.3%	13.7%
65 - 74	10.3%	9.9%	10.3%
75 - 84	7.3%	5.6%	5.6%
85 +	3.9%	2.7%	2.5%
18 +	80.9%	78.0%	78.4%
2023 Population by Age			
Total	4,233	54,496	91,785
0 - 4	5.8%	6.2%	6.0%
5 - 9	5.5%	6.2%	6.0%
10 - 14	5.2%	6.2%	6.1%
15 - 24	10.6%	11.1%	11.0%
25 - 34	14.2%	13.4%	13.1%
35 - 44	13.4%	13.1%	12.9%
45 - 54	10.0%	11.3%	11.5%
55 - 64	12.0%	12.5%	13.0%
65 - 74	11.5%	10.9%	11.4%
75 - 84	8.1%	6.3%	6.4%
85 +	3.9%	2.6%	2.5%
18 +	80.7%	77.9%	78.3%
2010 Population by Sex			
Males	1,848	22,982	39,618
Females	2,130	25,955	43,465
2018 Population by Sex			
Males	1,919	24,397	41,790
Females	2,137	27,338	45,661
2023 Population by Sex			
Males	2,018	25,841	44,018
Females	2,214	28,654	47,769

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	3,978	48,936	83,083
White Alone	76.2%	73.8%	76.6%
Black Alone	17.0%	19.0%	16.3%
American Indian Alone	0.3%	0.6%	0.6%
Asian Alone	2.0%	2.2%	2.2%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	1.3%	1.3%	1.2%
Two or More Races	3.0%	3.1%	3.0%
Hispanic Origin	5.5%	5.1%	4.8%
Diversity Index	45.2	47.5	44.2
2018 Population by Race/Ethnicity			
Total	4,055	51,736	87,451
White Alone	74.7%	71.6%	74.4%
Black Alone	16.9%	19.6%	17.0%
American Indian Alone	0.3%	0.7%	0.7%
Asian Alone	2.3%	2.5%	2.5%
Pacific Islander Alone	0.4%	0.1%	0.1%
Some Other Race Alone	1.7%	1.8%	1.7%
Two or More Races	3.7%	3.7%	3.6%
Hispanic Origin	7.8%	7.3%	6.8%
Diversity Index	49.7	52.2	49.2
2023 Population by Race/Ethnicity			
Total	4,232	54,496	91,787
White Alone	73.5%	70.1%	72.8%
Black Alone	16.9%	19.8%	17.4%
American Indian Alone	0.3%	0.7%	0.7%
Asian Alone	2.5%	2.7%	2.7%
Pacific Islander Alone	0.4%	0.1%	0.2%
Some Other Race Alone	2.1%	2.3%	2.1%
Two or More Races	4.3%	4.2%	4.1%
Hispanic Origin	10.0%	9.3%	8.8%
Diversity Index	53.3	55.8	52.9
2010 Population by Relationship and Household Type			
Total	3,978	48,937	83,083
In Households	96.1%	97.6%	98.2%
In Family Households	73.5%	78.6%	80.1%
Householder	25.3%	25.6%	26.3%
Spouse	17.2%	16.7%	17.8%
Child	26.0%	29.9%	29.7%
Other relative	3.2%	3.7%	3.6%
Nonrelative	1.9%	2.7%	2.8%
In Nonfamily Households	22.5%	19.0%	18.1%
In Group Quarters	3.9%	2.4%	1.8%
Institutionalized Population	3.8%	1.7%	1.3%
Noninstitutionalized Population	0.1%	0.7%	0.4%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	2,943	36,182	61,529
Less than 9th Grade	2.9%	3.3%	3.7%
9th - 12th Grade, No Diploma	7.1%	7.5%	7.9%
High School Graduate	20.9%	24.7%	23.7%
GED/Alternative Credential	5.1%	5.8%	6.1%
Some College, No Degree	23.1%	24.2%	24.1%
Associate Degree	14.5%	10.5%	9.9%
Bachelor's Degree	19.6%	15.7%	15.9%
Graduate/Professional Degree	6.9%	8.1%	8.7%
2018 Population 15+ by Marital Status			
Total	3,396	42,092	71,552
Never Married	24.7%	31.0%	29.9%
Married	48.5%	44.8%	47.3%
Widowed	8.4%	7.7%	7.2%
Divorced	18.4%	16.4%	15.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	95.9%	96.1%
Civilian Unemployed (Unemployment Rate)	4.2%	4.1%	3.9%
2018 Employed Population 16+ by Industry			
Total	1,788	23,666	39,972
Agriculture/Mining	1.1%	0.5%	0.5%
Construction	9.1%	6.7%	5.9%
Manufacturing	1.3%	4.9%	5.7%
Wholesale Trade	5.3%	2.2%	2.1%
Retail Trade	15.3%	12.2%	12.1%
Transportation/Utilities	12.1%	5.4%	5.3%
Information	2.7%	1.6%	1.4%
Finance/Insurance/Real Estate	3.9%	5.1%	5.7%
Services	40.8%	53.5%	53.7%
Public Administration	8.5%	7.8%	7.6%
2018 Employed Population 16+ by Occupation			
Total	1,785	23,666	39,974
White Collar	50.2%	56.8%	56.5%
Management/Business/Financial	8.1%	10.8%	10.5%
Professional	20.7%	23.5%	22.3%
Sales	7.8%	10.1%	11.2%
Administrative Support	13.5%	12.3%	12.5%
Services	19.8%	21.6%	22.6%
Blue Collar	29.8%	21.6%	21.0%
Farming/Forestry/Fishing	1.0%	0.4%	0.5%
Construction/Extraction	8.1%	5.4%	4.7%
Installation/Maintenance/Repair	3.6%	4.5%	4.3%
Production	0.2%	3.8%	4.9%
Transportation/Material Moving	16.9%	7.5%	6.6%
2010 Population By Urban/ Rural Status			
Total Population	3,978	48,937	83,083
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,736	20,136	34,103
Households with 1 Person	36.5%	31.0%	29.0%
Households with 2+ People	63.5%	69.0%	71.0%
Family Households	57.0%	62.4%	64.3%
Husband-wife Families	39.0%	40.5%	43.5%
With Related Children	12.6%	16.3%	17.3%
Other Family (No Spouse Present)	18.0%	21.8%	20.8%
Other Family with Male Householder	3.8%	5.1%	5.1%
With Related Children	2.5%	2.9%	2.9%
Other Family with Female Householder	14.3%	16.8%	15.6%
With Related Children	9.6%	11.4%	10.4%
Nonfamily Households	6.5%	6.6%	6.7%
All Households with Children	24.9%	31.3%	31.2%
Multigenerational Households	2.5%	4.0%	3.9%
Unmarried Partner Households	5.5%	7.2%	7.3%
Male-female	4.8%	6.4%	6.5%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	1,736	20,136	34,102
1 Person Household	36.5%	31.0%	29.0%
2 Person Household	34.4%	32.9%	34.3%
3 Person Household	14.5%	16.7%	16.8%
4 Person Household	8.6%	11.1%	11.6%
5 Person Household	3.7%	5.4%	5.5%
6 Person Household	1.6%	1.8%	1.8%
7 + Person Household	0.7%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,736	20,135	34,103
Owner Occupied	39.9%	57.2%	61.3%
Owned with a Mortgage/Loan	22.8%	36.3%	38.8%
Owned Free and Clear	17.1%	21.0%	22.5%
Renter Occupied	60.1%	42.8%	38.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,994	23,157	39,396
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Middleburg (4C)	Middleburg (4C)
2.	City Commons (11E)	In Style (5B)	Rustbelt Traditions (5D)
3.	Heartland Communities	Rustbelt Traditions (5D)	Comfortable Empty Nesters
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,873,137	\$34,801,625	\$62,064,021
Average Spent	\$1,638.05	\$1,647.26	\$1,742.29
Spending Potential Index	75	76	80
Education: Total \$	\$1,860,091	\$22,240,886	\$39,834,519
Average Spent	\$1,060.49	\$1,052.72	\$1,118.26
Spending Potential Index	73	73	77
Entertainment/Recreation: Total \$	\$4,257,529	\$51,788,175	\$92,877,403
Average Spent	\$2,427.33	\$2,451.28	\$2,607.30
Spending Potential Index	75	76	81
Food at Home: Total \$	\$6,857,407	\$82,143,421	\$146,662,376
Average Spent	\$3,909.58	\$3,888.08	\$4,117.19
Spending Potential Index	78	77	82
Food Away from Home: Total \$	\$4,679,239	\$56,619,676	\$101,027,272
Average Spent	\$2,667.75	\$2,679.97	\$2,836.09
Spending Potential Index	76	76	81
Health Care: Total \$	\$7,646,860	\$93,725,861	\$168,510,179
Average Spent	\$4,359.67	\$4,436.31	\$4,730.51
Spending Potential Index	76	77	83
HH Furnishings & Equipment: Total \$	\$2,735,929	\$33,546,048	\$60,135,693
Average Spent	\$1,559.82	\$1,587.83	\$1,688.16
Spending Potential Index	75	76	81
Personal Care Products & Services: Total \$	\$1,091,758	\$13,300,855	\$23,824,680
Average Spent	\$622.44	\$629.57	\$668.82
Spending Potential Index	75	76	81
Shelter: Total \$	\$22,347,086	\$266,920,783	\$476,964,758
Average Spent	\$12,740.64	\$12,634.11	\$13,389.61
Spending Potential Index	76	75	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,213,396	\$39,194,442	\$70,652,165
Average Spent	\$1,832.04	\$1,855.18	\$1,983.39
Spending Potential Index	74	75	80
Travel: Total \$	\$2,664,546	\$32,907,364	\$59,473,401
Average Spent	\$1,519.13	\$1,557.60	\$1,669.57
Spending Potential Index	71	72	78
Vehicle Maintenance & Repairs: Total \$	\$1,439,981	\$17,500,871	\$31,357,872
Average Spent	\$820.97	\$828.37	\$880.30
Spending Potential Index	76	77	82

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.