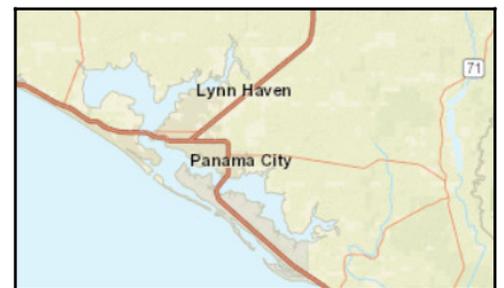
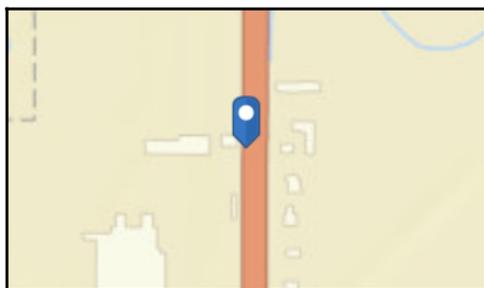
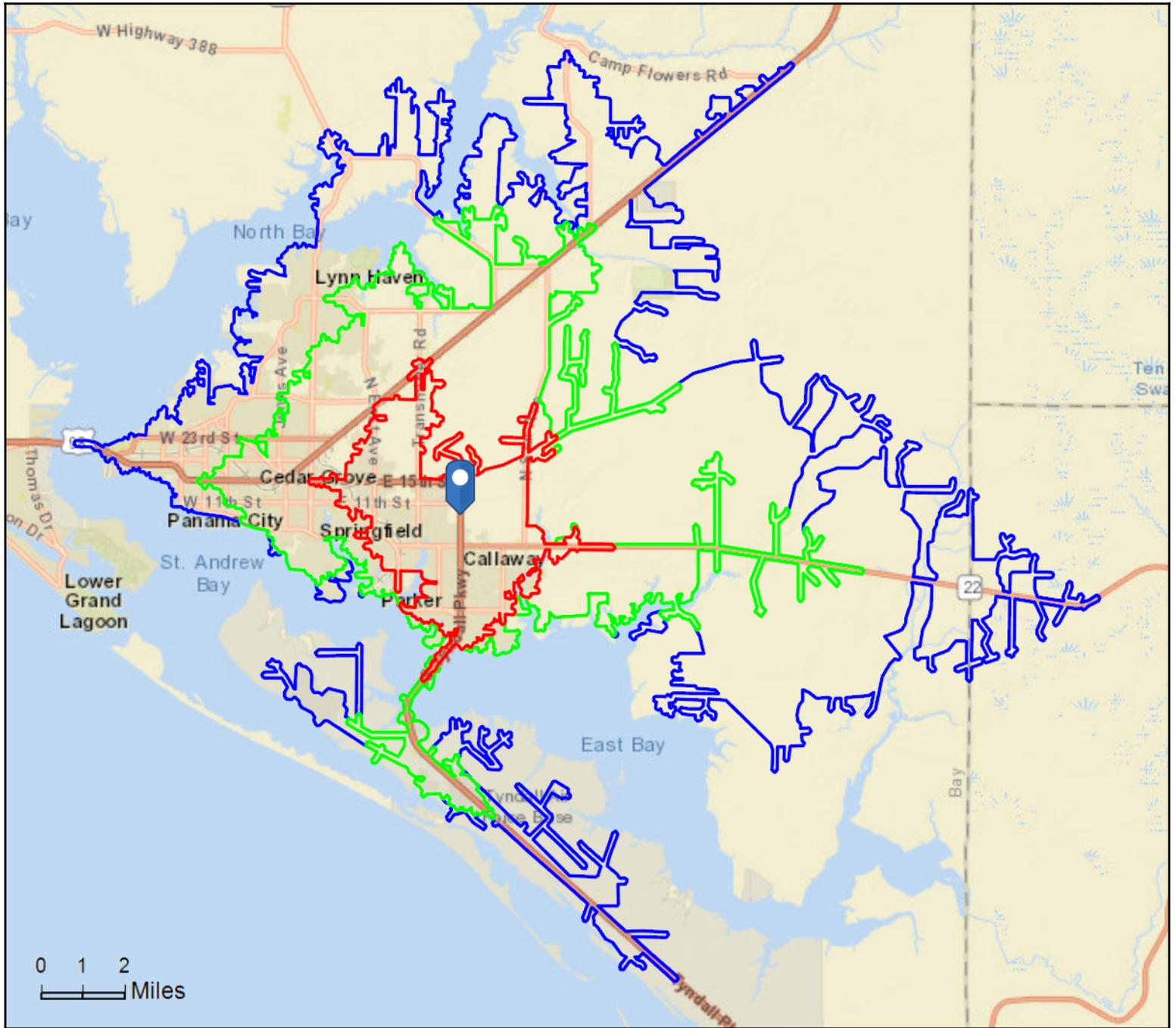


Callaway Commons 2  
835 N Tyndall Pkwy, Panama City, Florida, 32404  
Drive Time: 7, 13, 19 minute radii

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Longitude: -85.59124





# Community Profile

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	7 minutes	13 minutes	19 minutes
<b>Population Summary</b>			
2000 Total Population	31,677	61,730	102,096
2010 Total Population	31,796	66,524	110,483
2019 Total Population	31,380	66,180	109,903
2019 Group Quarters	248	1,752	3,124
2024 Total Population	32,178	68,847	114,571
2019-2024 Annual Rate	0.50%	0.79%	0.84%
2019 Total Daytime Population	24,710	74,989	113,392
Workers	7,547	39,716	56,178
Residents	17,163	35,273	57,214
<b>Household Summary</b>			
2000 Households	12,567	24,641	40,402
2000 Average Household Size	2.50	2.44	2.46
2010 Households	12,645	26,532	44,107
2010 Average Household Size	2.49	2.44	2.43
2019 Households	12,374	26,122	43,506
2019 Average Household Size	2.52	2.47	2.45
2024 Households	12,648	27,098	45,275
2024 Average Household Size	2.52	2.48	2.46
2019-2024 Annual Rate	0.44%	0.74%	0.80%
2010 Families	8,442	17,209	29,116
2010 Average Family Size	2.97	2.97	2.94
2019 Families	8,189	16,865	28,603
2019 Average Family Size	3.01	3.01	2.97
2024 Families	8,363	17,435	29,665
2024 Average Family Size	3.02	3.02	2.98
2019-2024 Annual Rate	0.42%	0.67%	0.73%
<b>Housing Unit Summary</b>			
2000 Housing Units	14,198	27,621	44,704
Owner Occupied Housing Units	56.2%	56.4%	59.3%
Renter Occupied Housing Units	32.3%	32.8%	31.1%
Vacant Housing Units	11.5%	10.8%	9.6%
2010 Housing Units	14,978	30,998	51,026
Owner Occupied Housing Units	51.6%	51.5%	53.7%
Renter Occupied Housing Units	32.8%	34.1%	32.7%
Vacant Housing Units	15.6%	14.4%	13.6%
2019 Housing Units	14,644	30,475	50,385
Owner Occupied Housing Units	48.9%	49.5%	51.5%
Renter Occupied Housing Units	35.6%	36.2%	34.8%
Vacant Housing Units	15.5%	14.3%	13.7%
2024 Housing Units	14,970	31,613	52,430
Owner Occupied Housing Units	50.1%	50.2%	52.2%
Renter Occupied Housing Units	34.4%	35.5%	34.2%
Vacant Housing Units	15.5%	14.3%	13.6%
<b>Median Household Income</b>			
2019	\$44,855	\$48,420	\$51,750
2024	\$51,053	\$53,579	\$56,819
<b>Median Home Value</b>			
2019	\$150,296	\$175,603	\$185,156
2024	\$176,463	\$201,654	\$220,459
<b>Per Capita Income</b>			
2019	\$21,239	\$24,806	\$26,744
2024	\$24,150	\$28,321	\$30,293
<b>Median Age</b>			
2010	36.1	37.9	38.2
2019	37.4	39.1	39.4
2024	38.3	39.8	40.0

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	12,374	26,122	43,506
<\$15,000	13.3%	13.3%	11.9%
\$15,000 - \$24,999	12.0%	10.8%	9.8%
\$25,000 - \$34,999	13.8%	12.6%	12.1%
\$35,000 - \$49,999	15.2%	14.4%	14.1%
\$50,000 - \$74,999	22.6%	20.2%	19.6%
\$75,000 - \$99,999	11.8%	12.3%	13.1%
\$100,000 - \$149,999	8.6%	10.4%	11.8%
\$150,000 - \$199,999	2.2%	3.8%	4.9%
\$200,000+	0.6%	2.1%	2.6%
Average Household Income	\$54,890	\$62,664	\$67,713
<b>2024 Households by Income</b>			
Household Income Base	12,648	27,098	45,275
<\$15,000	11.1%	11.2%	10.1%
\$15,000 - \$24,999	10.1%	9.2%	8.4%
\$25,000 - \$34,999	12.4%	11.4%	10.9%
\$35,000 - \$49,999	14.7%	13.9%	13.5%
\$50,000 - \$74,999	23.8%	20.6%	19.7%
\$75,000 - \$99,999	13.2%	13.4%	14.1%
\$100,000 - \$149,999	10.6%	12.4%	13.7%
\$150,000 - \$199,999	3.2%	5.3%	6.6%
\$200,000+	0.8%	2.5%	3.0%
Average Household Income	\$62,674	\$71,720	\$76,852
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	7,164	15,098	25,956
<\$50,000	10.7%	7.8%	6.1%
\$50,000 - \$99,999	15.4%	12.0%	10.3%
\$100,000 - \$149,999	23.7%	18.0%	16.4%
\$150,000 - \$199,999	24.7%	23.9%	24.5%
\$200,000 - \$249,999	9.7%	11.4%	10.9%
\$250,000 - \$299,999	5.2%	8.1%	9.5%
\$300,000 - \$399,999	6.5%	11.5%	12.7%
\$400,000 - \$499,999	1.8%	3.4%	4.1%
\$500,000 - \$749,999	0.6%	2.4%	3.1%
\$750,000 - \$999,999	0.0%	0.4%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.2%
\$2,000,000 +	1.0%	0.7%	0.4%
Average Home Value	\$189,658	\$220,721	\$236,560
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	7,493	15,881	27,366
<\$50,000	7.7%	5.2%	3.7%
\$50,000 - \$99,999	10.7%	8.0%	6.5%
\$100,000 - \$149,999	18.1%	13.2%	11.5%
\$150,000 - \$199,999	25.5%	23.2%	23.1%
\$200,000 - \$249,999	12.5%	13.7%	12.7%
\$250,000 - \$299,999	8.0%	10.7%	12.5%
\$300,000 - \$399,999	10.9%	16.0%	17.3%
\$400,000 - \$499,999	3.4%	4.7%	5.5%
\$500,000 - \$749,999	1.0%	3.1%	3.9%
\$750,000 - \$999,999	0.1%	0.6%	1.7%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.5%	0.3%	0.2%
\$2,000,000 +	1.6%	1.0%	0.6%
Average Home Value	\$232,576	\$258,771	\$274,744

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Callaway Commons 2  
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Prepared by Esri  
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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Age</b>			
Total	31,795	66,525	110,483
0 - 4	7.4%	6.9%	6.7%
5 - 9	6.6%	6.4%	6.3%
10 - 14	6.5%	6.2%	6.1%
15 - 24	14.2%	13.6%	13.7%
25 - 34	14.0%	13.5%	13.2%
35 - 44	12.4%	12.5%	12.4%
45 - 54	15.0%	15.0%	15.1%
55 - 64	10.9%	11.6%	11.9%
65 - 74	7.6%	7.8%	7.8%
75 - 84	4.3%	4.9%	4.9%
85 +	1.1%	1.8%	1.9%
18 +	75.3%	76.6%	76.9%
<b>2019 Population by Age</b>			
Total	31,382	66,178	109,903
0 - 4	6.8%	6.3%	6.1%
5 - 9	6.6%	6.3%	6.1%
10 - 14	6.6%	6.3%	6.1%
15 - 24	11.7%	11.1%	11.4%
25 - 34	15.0%	14.5%	14.4%
35 - 44	12.8%	12.6%	12.4%
45 - 54	11.9%	12.0%	12.0%
55 - 64	13.0%	13.3%	13.6%
65 - 74	9.2%	9.9%	10.2%
75 - 84	5.0%	5.5%	5.5%
85 +	1.5%	2.2%	2.2%
18 +	76.4%	77.8%	78.4%
<b>2024 Population by Age</b>			
Total	32,177	68,848	114,574
0 - 4	6.7%	6.3%	6.2%
5 - 9	6.6%	6.3%	6.1%
10 - 14	6.8%	6.4%	6.1%
15 - 24	11.7%	11.2%	11.4%
25 - 34	13.4%	12.9%	13.1%
35 - 44	13.9%	13.9%	13.5%
45 - 54	11.3%	11.3%	11.2%
55 - 64	12.0%	12.2%	12.5%
65 - 74	10.2%	10.9%	11.1%
75 - 84	5.7%	6.4%	6.4%
85 +	1.7%	2.2%	2.3%
18 +	76.1%	77.4%	78.1%
<b>2010 Population by Sex</b>			
Males	15,513	32,201	53,925
Females	16,283	34,323	56,558
<b>2019 Population by Sex</b>			
Males	15,331	32,187	53,787
Females	16,049	33,993	56,116
<b>2024 Population by Sex</b>			
Males	15,761	33,555	56,095
Females	16,417	35,292	58,477

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	31,796	66,524	110,483
White Alone	69.3%	72.0%	77.2%
Black Alone	21.1%	19.8%	15.3%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	3.3%	2.7%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.3%	1.2%
Two or More Races	4.0%	3.5%	3.3%
Hispanic Origin	5.3%	5.0%	5.0%
Diversity Index	52.7	49.5	43.8
<b>2019 Population by Race/Ethnicity</b>			
Total	31,379	66,181	109,903
White Alone	65.0%	68.6%	74.4%
Black Alone	23.4%	21.5%	16.6%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	3.6%	3.0%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	1.8%	1.7%
Two or More Races	4.8%	4.2%	3.9%
Hispanic Origin	8.0%	7.4%	7.4%
Diversity Index	59.1	55.3	49.8
<b>2024 Population by Race/Ethnicity</b>			
Total	32,178	68,846	114,571
White Alone	63.6%	67.3%	72.9%
Black Alone	23.6%	21.7%	16.9%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	3.8%	3.1%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.2%	2.1%
Two or More Races	5.4%	4.8%	4.5%
Hispanic Origin	9.9%	9.3%	9.3%
Diversity Index	62.1	58.4	53.3
<b>2010 Population by Relationship and Household Type</b>			
Total	31,796	66,524	110,483
In Households	99.2%	97.5%	97.2%
In Family Households	82.6%	80.0%	80.3%
Householder	26.2%	25.9%	26.3%
Spouse	16.4%	17.1%	18.2%
Child	32.1%	30.2%	29.7%
Other relative	4.2%	3.7%	3.4%
Nonrelative	3.7%	3.1%	2.8%
In Nonfamily Households	16.6%	17.4%	16.9%
In Group Quarters	0.8%	2.5%	2.8%
Institutionalized Population	0.7%	2.0%	2.1%
Noninstitutionalized Population	0.1%	0.5%	0.7%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	21,445	46,399	77,246
Less than 9th Grade	3.8%	3.2%	3.0%
9th - 12th Grade, No Diploma	10.1%	8.4%	7.3%
High School Graduate	30.7%	26.4%	25.4%
GED/Alternative Credential	7.3%	6.4%	6.1%
Some College, No Degree	26.5%	26.1%	24.9%
Associate Degree	9.5%	10.0%	10.3%
Bachelor's Degree	7.6%	12.3%	14.2%
Graduate/Professional Degree	4.6%	7.4%	8.9%
<b>2019 Population 15+ by Marital Status</b>			
Total	25,106	53,728	89,786
Never Married	32.5%	31.0%	29.4%
Married	44.6%	46.2%	49.5%
Widowed	7.4%	7.8%	7.0%
Divorced	15.5%	15.1%	14.1%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.5%	94.9%	95.0%
Civilian Unemployed (Unemployment Rate)	5.5%	5.1%	5.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	14,087	30,273	51,182
Agriculture/Mining	0.9%	1.0%	1.1%
Construction	6.9%	6.5%	6.9%
Manufacturing	9.0%	8.1%	6.8%
Wholesale Trade	0.8%	1.3%	1.5%
Retail Trade	13.4%	12.8%	13.3%
Transportation/Utilities	5.4%	5.1%	5.1%
Information	1.2%	1.4%	1.3%
Finance/Insurance/Real Estate	4.6%	4.7%	5.2%
Services	51.2%	52.2%	51.4%
Public Administration	6.7%	7.0%	7.4%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	14,086	30,278	51,183
White Collar	46.6%	51.7%	55.3%
Management/Business/Financial	7.6%	9.4%	10.4%
Professional	15.8%	19.7%	21.1%
Sales	9.9%	10.2%	11.5%
Administrative Support	13.3%	12.4%	12.4%
Services	28.8%	24.7%	22.5%
Blue Collar	24.6%	23.6%	22.2%
Farming/Forestry/Fishing	0.6%	0.5%	0.5%
Construction/Extraction	5.8%	5.2%	5.2%
Installation/Maintenance/Repair	4.5%	5.0%	5.0%
Production	6.8%	6.1%	5.3%
Transportation/Material Moving	6.8%	6.8%	6.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	31,796	66,524	110,483
Population Inside Urbanized Area	99.3%	98.1%	92.5%
Population Inside Urbanized Cluster	0.0%	0.0%	2.6%
Rural Population	0.7%	1.9%	4.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	12,646	26,531	44,107
Households with 1 Person	26.3%	28.5%	27.5%
Households with 2+ People	73.7%	71.5%	72.5%
Family Households	66.8%	64.9%	66.0%
Husband-wife Families	41.8%	42.8%	45.8%
With Related Children	17.2%	17.2%	18.5%
Other Family (No Spouse Present)	24.9%	22.1%	20.2%
Other Family with Male Householder	6.6%	5.7%	5.3%
With Related Children	4.1%	3.5%	3.1%
Other Family with Female Householder	18.3%	16.4%	14.9%
With Related Children	12.6%	11.2%	10.0%
Nonfamily Households	6.9%	6.6%	6.5%
All Households with Children	34.7%	32.5%	32.3%
Multigenerational Households	5.2%	4.4%	4.0%
Unmarried Partner Households	8.8%	7.7%	7.3%
Male-female	8.0%	6.9%	6.6%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	12,645	26,533	44,107
1 Person Household	26.4%	28.5%	27.5%
2 Person Household	33.1%	33.6%	34.7%
3 Person Household	18.2%	17.3%	17.2%
4 Person Household	12.2%	11.7%	12.1%
5 Person Household	6.5%	5.8%	5.7%
6 Person Household	2.3%	2.0%	1.9%
7 + Person Household	1.4%	1.1%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	12,645	26,532	44,107
Owner Occupied	61.1%	60.2%	62.1%
Owned with a Mortgage/Loan	38.4%	38.2%	39.8%
Owned Free and Clear	22.7%	22.0%	22.3%
Renter Occupied	38.9%	39.8%	37.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	14,978	30,998	51,026
Housing Units Inside Urbanized Area	99.0%	98.2%	93.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	2.2%
Rural Housing Units	1.0%	1.8%	4.5%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Down the Road (10D)	Middleburg (4C)	Middleburg (4C)
2.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Midlife Constants (5E)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Rustbelt Traditions (5D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,957,387	\$40,508,428	\$72,629,783
Average Spent	\$1,370.40	\$1,550.74	\$1,669.42
Spending Potential Index	64	72	78
Education: Total \$	\$11,362,341	\$27,784,451	\$50,662,302
Average Spent	\$918.24	\$1,063.64	\$1,164.49
Spending Potential Index	58	67	73
Entertainment/Recreation: Total \$	\$25,942,282	\$62,310,533	\$111,732,610
Average Spent	\$2,096.52	\$2,385.37	\$2,568.21
Spending Potential Index	64	73	79
Food at Home: Total \$	\$42,008,011	\$100,334,306	\$179,128,539
Average Spent	\$3,394.86	\$3,840.99	\$4,117.33
Spending Potential Index	66	74	80
Food Away from Home: Total \$	\$29,146,877	\$69,780,449	\$125,381,679
Average Spent	\$2,355.49	\$2,671.33	\$2,881.94
Spending Potential Index	64	73	78
Health Care: Total \$	\$48,960,222	\$117,572,366	\$209,430,837
Average Spent	\$3,956.70	\$4,500.89	\$4,813.84
Spending Potential Index	67	76	81
HH Furnishings & Equipment: Total \$	\$17,059,577	\$40,828,531	\$73,224,683
Average Spent	\$1,378.66	\$1,562.99	\$1,683.09
Spending Potential Index	65	73	79
Personal Care Products & Services: Total \$	\$7,137,572	\$17,099,937	\$30,675,004
Average Spent	\$576.82	\$654.62	\$705.08
Spending Potential Index	65	74	80
Shelter: Total \$	\$141,893,003	\$342,445,179	\$615,568,691
Average Spent	\$11,467.03	\$13,109.45	\$14,149.05
Spending Potential Index	62	71	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,818,204	\$47,899,750	\$86,040,481
Average Spent	\$1,601.60	\$1,833.69	\$1,977.67
Spending Potential Index	65	74	80
Travel: Total \$	\$16,876,107	\$40,813,627	\$74,031,638
Average Spent	\$1,363.84	\$1,562.42	\$1,701.64
Spending Potential Index	61	70	76
Vehicle Maintenance & Repairs: Total \$	\$9,370,581	\$22,499,346	\$40,321,143
Average Spent	\$757.28	\$861.32	\$926.79
Spending Potential Index	66	75	81

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.