



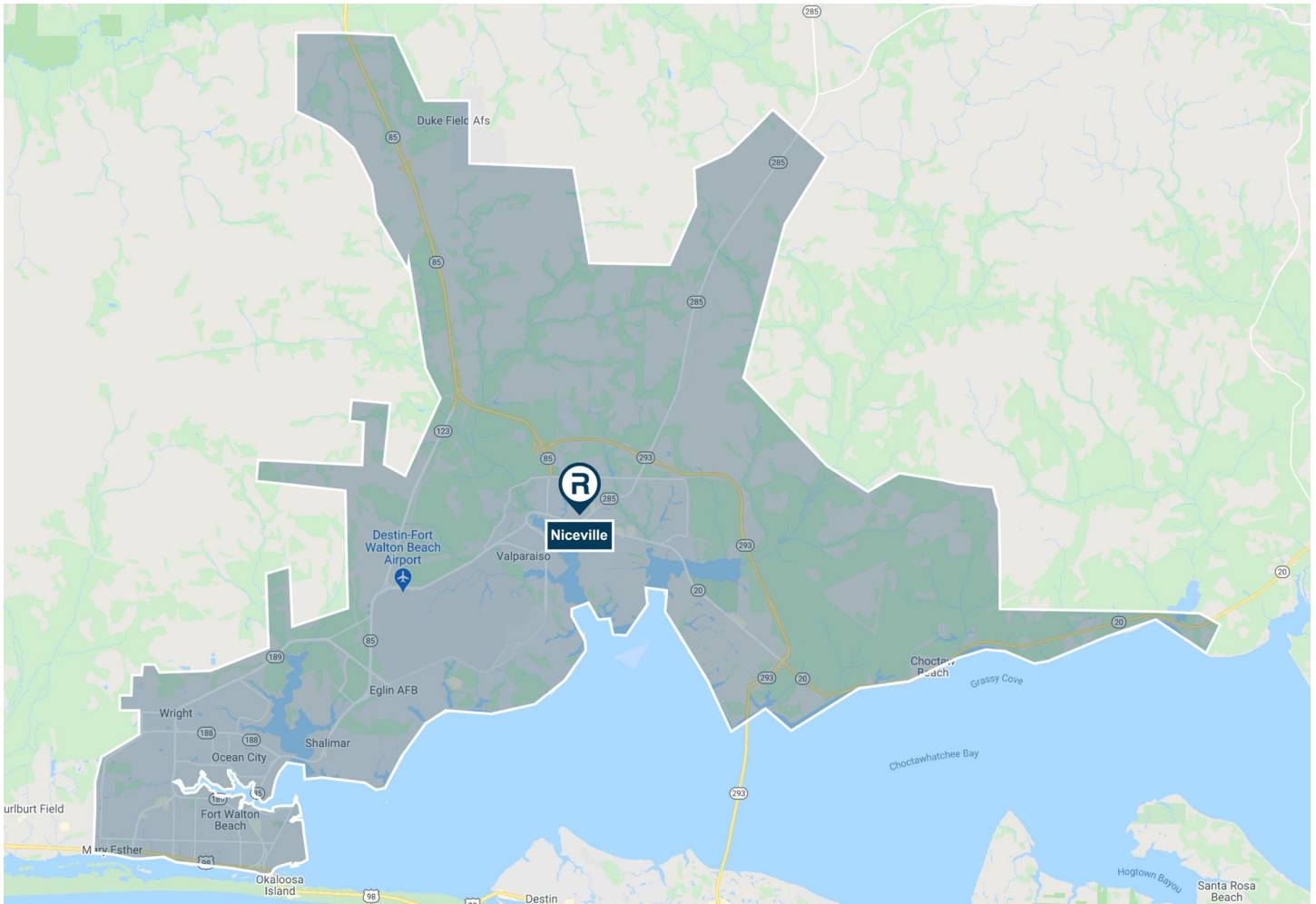
The**Retail**Coach.®

# Retail Trade Area Demographic Profile

NICEVILLE, FLORIDA

Prepared for Ruckel Properties, Inc.  
March 2021

# Retail Trade Area



Prepared for:



**Ruckel Properties, Inc.**  
REAL ESTATE & DEVELOPMENT

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# Retail Trade Area • Demographic Profile

Niceville, Florida

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	119,462	
2021 Estimate	113,459	
2010 Census	101,685	
2000 Census	107,888	
Growth 2021 - 2026		5.29%
Growth 2010 - 2021		11.58%
Growth 2000 - 2010		-5.75%
<b>2021 Est. Population by Single-Classification Race</b>	<b>113,459</b>	
White Alone	87,664	77.27%
Black or African American Alone	10,415	9.18%
Amer. Indian and Alaska Native Alone	785	0.69%
Asian Alone	4,212	3.71%
Native Hawaiian and Other Pacific Island Alone	237	0.21%
Some Other Race Alone	4,048	3.57%
Two or More Races	6,098	5.38%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>113,459</b>	
Not Hispanic or Latino	99,411	87.62%
Hispanic or Latino	14,049	12.38%
Mexican	5,746	40.90%
Puerto Rican	2,701	19.23%
Cuban	619	4.41%
All Other Hispanic or Latino	4,983	35.47%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>14,049</b>	
White Alone	7,999	56.94%
Black or African American Alone	491	3.50%
American Indian and Alaska Native Alone	169	1.20%
Asian Alone	156	1.11%
Native Hawaiian and Other Pacific Islander Alone	25	0.18%
Some Other Race Alone	3,873	27.57%
Two or More Races	1,336	9.51%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>4,212</b>	
Chinese, except Taiwanese	388	9.21%
Filipino	1,603	38.06%
Japanese	368	8.74%
Asian Indian	314	7.46%
Korean	524	12.44%
Vietnamese	180	4.27%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	66	1.57%
Thai	486	11.54%
All Other Asian Races Including 2+ Category	284	6.74%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>113,459</b>	
Arab	221	0.20%
Czech	170	0.15%
Danish	364	0.32%
Dutch	1,100	0.97%
English	7,960	7.02%
French (except Basque)	2,840	2.50%
French Canadian	666	0.59%
German	11,814	10.41%
Greek	311	0.27%
Hungarian	446	0.39%
Irish	9,971	8.79%
Italian	3,739	3.30%
Lithuanian	106	0.09%
United States or American	15,001	13.22%
Norwegian	869	0.77%
Polish	1,707	1.51%
Portuguese	241	0.21%
Russian	386	0.34%
Scottish	2,111	1.86%
Scotch-Irish	1,419	1.25%
Slovak	78	0.07%
Subsaharan African	290	0.26%
Swedish	772	0.68%
Swiss	166	0.15%
Ukrainian	155	0.14%
Welsh	763	0.67%
West Indian (except Hisp. groups)	360	0.32%
Other ancestries	33,722	29.72%
Ancestry Unclassified	15,710	13.85%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	92,649	87.07%
Speak Asian/Pacific Island Language at Home	2,860	2.69%
Speak IndoEuropean Language at Home	2,160	2.03%
Speak Spanish at Home	8,524	8.01%
Speak Other Language at Home	211	0.20%

# Retail Trade Area • Demographic Profile

Niceville, Florida

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>113,459</b>	
Age 0 - 4	7,055	6.22%
Age 5 - 9	6,904	6.09%
Age 10 - 14	6,578	5.80%
Age 15 - 17	3,722	3.28%
Age 18 - 20	4,021	3.54%
Age 21 - 24	5,649	4.98%
Age 25 - 34	17,354	15.30%
Age 35 - 44	14,244	12.55%
Age 45 - 54	11,703	10.32%
Age 55 - 64	15,096	13.31%
Age 65 - 74	12,353	10.89%
Age 75 - 84	6,354	5.60%
Age 85 and over	2,426	2.14%
Age 16 and over	91,697	80.82%
Age 18 and over	89,200	78.62%
Age 21 and over	85,179	75.08%
Age 65 and over	21,133	18.63%
2021 Est. Median Age		38.59
2021 Est. Average Age		40.40
<b>2021 Est. Population by Sex</b>	<b>113,459</b>	
Male	57,121	50.35%
Female	56,339	49.66%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>57,121</b>	
Age 0 - 4	3,605	6.31%
Age 5 - 9	3,508	6.14%
Age 10 - 14	3,318	5.81%
Age 15 - 17	1,923	3.37%
Age 18 - 20	2,301	4.03%
Age 21 - 24	3,231	5.66%
Age 25 - 34	9,362	16.39%
Age 35 - 44	7,378	12.92%
Age 45 - 54	5,728	10.03%
Age 55 - 64	7,321	12.82%
Age 65 - 74	5,820	10.19%
Age 75 - 84	2,706	4.74%
Age 85 and over	919	1.61%
2021 Est. Median Age, Male		36.61
2021 Est. Average Age, Male		39.20
<b>2021 Est. Female Population by Age</b>	<b>56,339</b>	
Age 0 - 4	3,451	6.13%
Age 5 - 9	3,396	6.03%
Age 10 - 14	3,260	5.79%
Age 15 - 17	1,799	3.19%
Age 18 - 20	1,721	3.06%
Age 21 - 24	2,418	4.29%
Age 25 - 34	7,992	14.19%
Age 35 - 44	6,866	12.19%
Age 45 - 54	5,975	10.61%
Age 55 - 64	7,776	13.80%
Age 65 - 74	6,532	11.59%
Age 75 - 84	3,647	6.47%
Age 85 and over	1,508	2.68%
2021 Est. Median Age, Female		40.85
2021 Est. Average Age, Female		41.62

# Retail Trade Area • Demographic Profile

Niceville, Florida

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	26,466	28.48%
Males, Never Married	16,260	17.50%
Females, Never Married	10,206	10.98%
Married, Spouse present	43,131	46.42%
Married, Spouse absent	4,689	5.05%
Widowed	5,731	6.17%
Males Widowed	1,241	1.34%
Females Widowed	4,490	4.83%
Divorced	12,905	13.89%
Males Divorced	5,303	5.71%
Females Divorced	7,602	8.18%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,331	2.9%
Some High School, no diploma	4,231	5.3%
High School Graduate (or GED)	18,307	23.0%
Some College, no degree	19,244	24.2%
Associate Degree	8,377	10.5%
Bachelor's Degree	14,965	18.8%
Master's Degree	9,496	11.9%
Professional School Degree	1,773	2.2%
Doctorate Degree	806	1.0%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,737	22.26%
High School Graduate	1,885	24.15%
Some College or Associate's Degree	2,638	33.80%
Bachelor's Degree or Higher	1,545	19.80%
<b>Households</b>		
2026 Projection	51,201	
2021 Estimate	48,269	
2010 Census	42,198	
2000 Census	42,398	
Growth 2021 - 2026		6.07%
Growth 2010 - 2021		14.39%
Growth 2000 - 2010		-0.47%
<b>2021 Est. Households by Household Type</b>	<b>48,269</b>	
Family Households	31,321	64.89%
Nonfamily Households	16,948	35.11%
2021 Est. Group Quarters Population	2,121	
2021 Households by Ethnicity, Hispanic/Latino	4,445	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>48,269</b>	
Income < \$15,000	4,574	9.48%
Income \$15,000 - \$24,999	3,883	8.05%
Income \$25,000 - \$34,999	4,983	10.32%
Income \$35,000 - \$49,999	5,700	11.81%
Income \$50,000 - \$74,999	8,400	17.40%
Income \$75,000 - \$99,999	6,012	12.46%
Income \$100,000 - \$124,999	4,460	9.24%
Income \$125,000 - \$149,999	3,411	7.07%
Income \$150,000 - \$199,999	3,525	7.30%
Income \$200,000 - \$249,999	1,542	3.20%
Income \$250,000 - \$499,999	1,363	2.82%
Income \$500,000+	416	0.86%
2021 Est. Average Household Income		\$86,897
2021 Est. Median Household Income		\$64,144
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$68,460
Black or African American Alone		\$39,574
American Indian and Alaska Native Alone		\$54,752
Asian Alone		\$61,097
Native Hawaiian and Other Pacific Islander Alone		\$71,939
Some Other Race Alone		\$43,458
Two or More Races		\$57,965
Hispanic or Latino		\$51,415
Not Hispanic or Latino		\$65,902
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>31,321</b>	
Married-Couple Family, own children	8,150	26.02%
Married-Couple Family, no own children	15,255	48.71%
Male Householder, own children	1,088	3.47%
Male Householder, no own children	1,050	3.35%
Female Householder, own children	3,337	10.65%
Female Householder, no own children	2,440	7.79%
<b>2021 Est. Households by Household Size</b>	<b>48,269</b>	
1-person	14,311	29.65%
2-person	17,675	36.62%
3-person	7,912	16.39%
4-person	5,139	10.65%
5-person	2,150	4.45%
6-person	750	1.55%
7-or-more-person	332	0.69%
2021 Est. Average Household Size		2.32

# Retail Trade Area • Demographic Profile

Niceville, Florida

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>48,269</b>	
Households with 1 or More People under Age 18:	14,134	29.28%
Married-Couple Family	8,783	62.14%
Other Family, Male Householder	1,263	8.94%
Other Family, Female Householder	3,897	27.57%
Nonfamily, Male Householder	140	0.99%
Nonfamily, Female Householder	51	0.36%
<b>Households with No People under Age 18:</b>	<b>34,135</b>	<b>70.72%</b>
Married-Couple Family	14,616	42.82%
Other Family, Male Householder	883	2.59%
Other Family, Female Householder	1,882	5.51%
Nonfamily, Male Householder	8,196	24.01%
Nonfamily, Female Householder	8,557	25.07%
<b>2021 Est. Households by Number of Vehicles</b>	<b>48,269</b>	
No Vehicles	2,261	4.68%
1 Vehicle	17,391	36.03%
2 Vehicles	18,303	37.92%
3 Vehicles	7,309	15.14%
4 Vehicles	2,314	4.79%
5 or more Vehicles	690	1.43%
2021 Est. Average Number of Vehicles		1.85
<b>Family Households</b>		
2026 Projection	33,178	
2021 Estimate	31,321	
2010 Census	27,531	
2000 Census	29,374	
Growth 2021 - 2026		5.93%
Growth 2010 - 2021		13.77%
Growth 2000 - 2010		-6.27%
<b>2021 Est. Families by Poverty Status</b>	<b>31,321</b>	
2021 Families at or Above Poverty	28,542	91.13%
2021 Families at or Above Poverty with Children	10,811	34.52%
2021 Families Below Poverty	2,779	8.87%
2021 Families Below Poverty with Children	2,212	7.06%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>91,698</b>	
Civilian Labor Force, Employed	51,141	55.77%
Civilian Labor Force, Unemployed	2,492	2.72%
Armed Forces	5,832	6.36%
Not in Labor Force	32,233	35.15%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>51,227</b>	
For-Profit Private Workers	32,411	63.27%
Non-Profit Private Workers	2,346	4.58%
Local Government Workers	6,326	12.35%
State Government Workers	1,443	2.82%
Federal Government Workers	3,154	6.16%
Self-Employed Workers	5,350	10.44%
Unpaid Family Workers	197	0.39%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>51,227</b>	
Architect/Engineer	1,753	3.42%
Arts/Entertainment/Sports	642	1.25%
Building Grounds Maintenance	2,937	5.73%
Business/Financial Operations	2,178	4.25%
Community/Social Services	672	1.31%
Computer/Mathematical	1,590	3.10%
Construction/Extraction	2,933	5.73%
Education/Training/Library	3,128	6.11%
Farming/Fishing/Forestry	128	0.25%
Food Prep/Serving	5,295	10.34%
Health Practitioner/Technician	3,633	7.09%
Healthcare Support	921	1.80%
Maintenance Repair	1,525	2.98%
Legal	343	0.67%
Life/Physical/Social Science	263	0.51%
Management	5,661	11.05%
Office/Admin. Support	5,078	9.91%
Production	1,209	2.36%
Protective Services	1,274	2.49%
Sales/Related	5,372	10.49%
Personal Care/Service	1,696	3.31%
Transportation/Moving	2,996	5.85%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>51,227</b>	
White Collar	30,312	59.17%
Blue Collar	8,664	16.91%
Service and Farm	12,251	23.92%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>56,201</b>	
Drove Alone	46,437	82.63%
Car Pooled	5,192	9.24%
Public Transportation	297	0.53%
Walked	1,136	2.02%
Bicycle	388	0.69%
Other Means	710	1.26%
Worked at Home	2,041	3.63%

# Retail Trade Area • Demographic Profile

Niceville, Florida

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	20,562	
15 - 29 Minutes	19,516	
30 - 44 Minutes	8,636	
45 - 59 Minutes	3,211	
60 or more Minutes	2,522	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	48,269	
Owner Occupied	29,705	61.54%
Renter Occupied	18,564	38.46%
2021 Owner Occ. HUs: Avg. Length of Residence		15.38
2021 Renter Occ. HUs: Avg. Length of Residence		5.75
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>48,269</b>	
Value Less than \$20,000	508	1.71%
Value \$20,000 - \$39,999	326	1.10%
Value \$40,000 - \$59,999	317	1.07%
Value \$60,000 - \$79,999	402	1.35%
Value \$80,000 - \$99,999	716	2.41%
Value \$100,000 - \$149,999	2,925	9.85%
Value \$150,000 - \$199,999	4,484	15.10%
Value \$200,000 - \$299,999	7,327	24.67%
Value \$300,000 - \$399,999	5,244	17.65%
Value \$400,000 - \$499,999	3,178	10.70%
Value \$500,000 - \$749,999	2,609	8.78%
Value \$750,000 - \$999,999	942	3.17%
Value \$1,000,000 or \$1,499,999	504	1.70%
Value \$1,500,000 or \$1,999,999	111	0.37%
Value \$2,000,000+	110	0.37%
2021 Est. Median All Owner-Occupied Housing Value		\$267,434
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	34,883	64.89%
1 Unit Attached	3,848	7.16%
2 Units	1,308	2.43%
3 or 4 Units	2,732	5.08%
5 to 19 Units	4,626	8.61%
20 to 49 Units	1,549	2.88%
50 or More Units	1,972	3.67%
Mobile Home or Trailer	2,664	4.96%
Boat, RV, Van, etc.	179	0.33%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,361	11.83%
Housing Units Built 2010 to 2014	1,103	2.05%
Housing Units Built 2000 to 2009	5,456	10.15%
Housing Units Built 1990 to 1999	7,604	14.14%
Housing Units Built 1980 to 1989	11,788	21.93%
Housing Units Built 1970 to 1979	9,260	17.22%
Housing Units Built 1960 to 1969	6,841	12.73%
Housing Units Built 1950 to 1959	4,334	8.06%
Housing Units Built 1940 to 1949	656	1.22%
Housing Unit Built 1939 or Earlier	360	0.67%
2021 Est. Median Year Structure Built		1985

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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