



The**Retail**Coach®

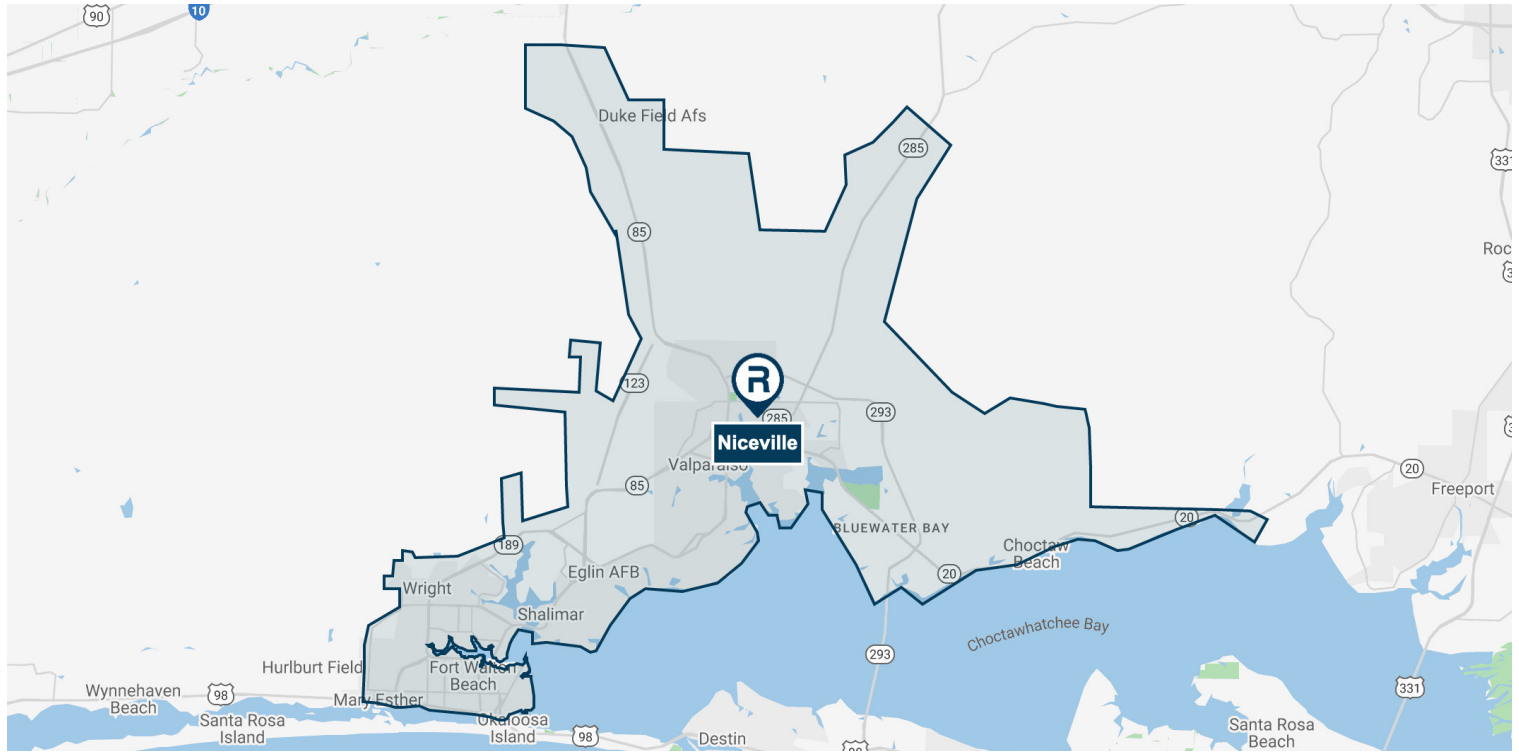
Retail Trade Area Demographic Profile

NICEVILLE, FLORIDA

Prepared for Ruckel Properties, Inc.
January 2023

Retail Trade Area • Demographic Snapshot

Niceville, Florida



Population

2020	113,643
2023	116,540
2028	119,736

Income

Average HH	\$100,158
Median HH	\$72,924
Per Capita	\$41,836

Educational Attainment (%)

Graduate or Professional Degree	13.09%
Bachelors Degree	20.49%
Associate Degree	9.90%
Some College	24.23%
High School Graduate (GED)	25.88%
Some High School, No Degree	4.23%
Less than 9th Grade	2.17%

Race Distribution (%)

White	67.54%
Black/African American	7.65%
American Indian/Alaskan	0.57%
Asian	4.12%
Native Hawaiian/Islander	0.20%
Other Race	4.96%
Two or More Races	14.96%
Hispanic	13.52%

Age

0 - 9 Years	12.18%
10 - 17 Years	9.42%
18 - 24 Years	8.16%
25 - 34 Years	14.78%
35 - 44 Years	13.25%
45 - 54 Years	10.30%
55 - 64 Years	12.73%
65 and Older	19.18%
Median Age	38.92
Average Age	40.55



Ruckel Properties, Inc.
REAL ESTATE & DEVELOPMENT

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Retail Trade Area • Demographic Profile

Niceville, Florida

DESCRIPTION	DATA	%
Population		
2028 Projection	119,736	
2023 Estimate	116,540	
2020 Census	113,643	
2010 Census	101,079	
Growth 2023 - 2028		2.74%
Growth 2020 - 2023		2.55%
Growth 2010 - 2020		12.43%
2023 Est. Population by Single-Classification Race	116,540	
White Alone	78,713	67.54%
Black or African American Alone	8,912	7.65%
Amer. Indian and Alaska Native Alone	664	0.57%
Asian Alone	4,797	4.12%
Native Hawaiian and Other Pacific Island Alone	237	0.20%
Some Other Race Alone	5,786	4.97%
Two or More Races	17,431	14.96%
2023 Est. Population by Hispanic or Latino Origin	116,540	
Not Hispanic or Latino	100,781	86.48%
Hispanic or Latino	15,760	13.52%
Mexican	5,159	32.74%
Puerto Rican	2,786	17.68%
Cuban	674	4.28%
All Other Hispanic or Latino	7,140	45.31%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	15,760	
White Alone	3,536	22.44%
Black or African American Alone	471	2.99%
American Indian and Alaska Native Alone	350	2.22%
Asian Alone	145	0.92%
Native Hawaiian and Other Pacific Islander Alone	29	0.19%
Some Other Race Alone	5,227	33.16%
Two or More Races	6,003	38.09%
2023 Est. Pop by Race, Asian Alone, by Category	4,797	
Chinese, except Taiwanese	279	5.81%
Filipino	1,587	33.08%
Japanese	279	5.81%
Asian Indian	493	10.28%
Korean	383	7.99%
Vietnamese	568	11.85%
Cambodian	0	0.00%
Hmong	72	1.51%
Laotian	40	0.83%
Thai	940	19.60%
All Other Asian Races Including 2+ Category	158	3.29%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	116,540	
Arab	711	0.61%
Czech	354	0.30%
Danish	226	0.19%
Dutch	1,344	1.15%
English	9,160	7.86%
French (except Basque)	2,835	2.43%
French Canadian	692	0.59%
German	12,307	10.56%
Greek	334	0.29%
Hungarian	575	0.49%
Irish	10,042	8.62%
Italian	4,254	3.65%
Lithuanian	214	0.18%
United States or American	5,615	4.82%
Norwegian	771	0.66%
Polish	1,915	1.64%
Portuguese	259	0.22%
Russian	1,102	0.95%
Scottish	2,570	2.21%
Scotch-Irish	1,739	1.49%
Slovak	104	0.09%
Subsaharan African	446	0.38%
Swedish	980	0.84%
Swiss	141	0.12%
Ukrainian	115	0.10%
Welsh	871	0.75%
West Indian (except Hisp. groups)	378	0.32%
Other ancestries	34,989	30.02%
Ancestry Unclassified	21,498	18.45%
2023 Est. Pop Age 5+ by Language Spoken At Home	109,377	
Speak Only English at Home	94,348	86.26%
Speak Asian/Pacific Island Language at Home	3,816	3.49%
Speak IndoEuropean Language at Home	2,428	2.22%
Speak Spanish at Home	8,605	7.87%
Speak Other Language at Home	182	0.17%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	116,540	
Age 0 - 4	7,164	6.15%
Age 5 - 9	7,033	6.04%
Age 10 - 14	6,933	5.95%
Age 15 - 17	4,046	3.47%
Age 18 - 20	3,989	3.42%
Age 21 - 24	5,524	4.74%
Age 25 - 34	17,223	14.78%
Age 35 - 44	15,439	13.25%
Age 45 - 54	11,998	10.30%
Age 55 - 64	14,838	12.73%
Age 65 - 74	13,294	11.41%
Age 75 - 84	6,574	5.64%
Age 85 and over	2,486	2.13%
Age 16 and over	94,077	80.73%
Age 18 and over	91,364	78.40%
Age 21 and over	87,375	74.97%
Age 65 and over	22,352	19.18%
2023 Est. Median Age		38.93
2023 Est. Average Age		40.55
2023 Est. Population by Sex	116,540	
Male	58,542	50.23%
Female	57,998	49.77%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	58,542	
Age 0 - 4	3,654	6.24%
Age 5 - 9	3,625	6.19%
Age 10 - 14	3,501	5.98%
Age 15 - 17	2,072	3.54%
Age 18 - 20	2,172	3.71%
Age 21 - 24	3,039	5.19%
Age 25 - 34	9,319	15.92%
Age 35 - 44	7,948	13.58%
Age 45 - 54	5,925	10.12%
Age 55 - 64	7,204	12.31%
Age 65 - 74	6,286	10.74%
Age 75 - 84	2,848	4.87%
Age 85 and over	950	1.62%
2023 Est. Median Age, Male		37.20
2023 Est. Average Age, Male		39.42
2023 Est. Female Population by Age	57,998	
Age 0 - 4	3,510	6.05%
Age 5 - 9	3,409	5.88%
Age 10 - 14	3,432	5.92%
Age 15 - 17	1,974	3.40%
Age 18 - 20	1,817	3.13%
Age 21 - 24	2,485	4.29%
Age 25 - 34	7,905	13.63%
Age 35 - 44	7,491	12.92%
Age 45 - 54	6,072	10.47%
Age 55 - 64	7,634	13.16%
Age 65 - 74	7,007	12.08%
Age 75 - 84	3,726	6.43%
Age 85 and over	1,535	2.65%
2023 Est. Median Age, Female		40.80
2023 Est. Average Age, Female		41.71

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	27,734	29.07%
Males, Never Married	16,121	16.90%
Females, Never Married	11,613	12.17%
Married, Spouse present	44,392	46.53%
Married, Spouse absent	5,115	5.36%
Widowed	6,294	6.60%
Males Widowed	1,289	1.35%
Females Widowed	5,005	5.25%
Divorced	11,878	12.45%
Males Divorced	5,707	5.98%
Females Divorced	6,171	6.47%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,778	2.2%
Some High School, no diploma	3,461	4.2%
High School Graduate (or GED)	21,184	25.9%
Some College, no degree	19,836	24.2%
Associate Degree	8,104	9.9%
Bachelor's Degree	16,775	20.5%
Master's Degree	8,393	10.3%
Professional School Degree	1,441	1.8%
Doctorate Degree	879	1.1%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,327	21.03%
High School Graduate	3,014	27.23%
Some College or Associate's Degree	3,658	33.05%
Bachelor's Degree or Higher	2,069	18.70%
Households		
2028 Projection	49,874	
2023 Estimate	48,027	
2020 Census	46,711	
2010 Census	41,990	
Growth 2023 - 2028		3.85%
Growth 2020 - 2023		2.82%
Growth 2010 - 2020		11.24%
2023 Est. Households by Household Type	48,027	
Family Households	31,543	65.68%
Nonfamily Households	16,484	34.32%
2023 Est. Group Quarters Population	1,561	
2023 Households by Ethnicity, Hispanic/Latino	4,563	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	48,027	
Income < \$15,000	3,014	6.28%
Income \$15,000 - \$24,999	3,130	6.52%
Income \$25,000 - \$34,999	4,302	8.96%
Income \$35,000 - \$49,999	5,380	11.20%
Income \$50,000 - \$74,999	8,851	18.43%
Income \$75,000 - \$99,999	6,450	13.43%
Income \$100,000 - \$124,999	5,072	10.56%
Income \$125,000 - \$149,999	3,561	7.41%
Income \$150,000 - \$199,999	3,751	7.81%
Income \$200,000 - \$249,999	1,808	3.77%
Income \$250,000 - \$499,999	1,808	3.77%
Income \$500,000+	898	1.87%
2023 Est. Average Household Income		\$100,158
2023 Est. Median Household Income		\$72,924
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$77,379
Black or African American Alone		\$54,989
American Indian and Alaska Native Alone		\$52,797
Asian Alone		\$73,804
Native Hawaiian and Other Pacific Islander Alone		\$74,285
Some Other Race Alone		\$48,388
Two or More Races		\$73,563
Hispanic or Latino		\$60,056
Not Hispanic or Latino		\$75,046
2023 Est. Family HH Type by Presence of Own Child.	31,543	
Married-Couple Family, own children	8,267	26.21%
Married-Couple Family, no own children	15,369	48.72%
Male Householder, own children	1,092	3.46%
Male Householder, no own children	1,053	3.34%
Female Householder, own children	3,339	10.59%
Female Householder, no own children	2,423	7.68%
2023 Est. Households by Household Size	48,027	
1-person	13,638	28.40%
2-person	17,681	36.82%
3-person	7,923	16.50%
4-person	5,221	10.87%
5-person	2,472	5.15%
6-person	673	1.40%
7-or-more-person	418	0.87%
2023 Est. Average Household Size		2.41

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	48,027	
Households with 1 or More People under Age 18:	14,251	29.67%
Married-Couple Family	29,998	62.46%
Other Family, Male Householder	4,252	8.85%
Other Family, Female Householder	13,126	27.33%
Nonfamily, Male Householder	472	0.98%
Nonfamily, Female Householder	179	0.37%
Households with No People under Age 18:	33,777	70.33%
Married-Couple Family	20,954	43.63%
Other Family, Male Householder	1,246	2.60%
Other Family, Female Householder	2,660	5.54%
Nonfamily, Male Householder	11,449	23.84%
Nonfamily, Female Householder	11,719	24.40%
2023 Est. Households by Number of Vehicles	48,027	
No Vehicles	2,077	4.33%
1 Vehicle	16,747	34.87%
2 Vehicles	19,513	40.63%
3 Vehicles	6,800	14.16%
4 Vehicles	2,361	4.92%
5 or more Vehicles	529	1.10%
2023 Est. Average Number of Vehicles		1.85
Family Households		
2028 Projection	32,416	
2023 Estimate	31,543	
2010 Census	27,370	
Growth 2023 - 2028		2.77%
Growth 2010 - 2023		12.80%
2023 Est. Families by Poverty Status	31,543	
2023 Families at or Above Poverty	29,226	92.65%
2023 Families at or Above Poverty with Children	11,880	37.66%
2023 Families Below Poverty	2,317	7.35%
2023 Families Below Poverty with Children	1,978	6.27%
2023 Est. Pop 16+ by Employment Status	94,077	
Civilian Labor Force, Employed	52,620	55.93%
Civilian Labor Force, Unemployed	2,059	2.19%
Armed Forces	6,591	7.01%
Not in Labor Force	32,807	34.87%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	59,211	
For-Profit Private Workers	38,291	64.67%
Non-Profit Private Workers	3,231	5.46%
Local Government Workers	6,157	10.40%
State Government Workers	1,454	2.46%
Federal Government Workers	3,242	5.48%
Self-Employed Workers	6,721	11.35%
Unpaid Family Workers	114	0.19%
2023 Est. Civ. Employed Pop 16+ by Occupation	59,211	
Architect/Engineer	2,132	3.60%
Arts/Entertainment/Sports	754	1.27%
Building Grounds Maintenance	3,884	6.56%
Business/Financial Operations	2,423	4.09%
Community/Social Services	727	1.23%
Computer/Mathematical	2,271	3.84%
Construction/Extraction	3,022	5.10%
Education/Training/Library	3,630	6.13%
Farming/Fishing/Forestry	102	0.17%
Food Prep/Serving	5,039	8.51%
Health Practitioner/Technician	3,724	6.29%
Healthcare Support	701	1.18%
Maintenance Repair	1,817	3.07%
Legal	406	0.69%
Life/Physical/Social Science	200	0.34%
Management	6,631	11.20%
Office/Admin. Support	6,360	10.74%
Production	1,709	2.89%
Protective Services	1,390	2.35%
Sales/Related	6,371	10.76%
Personal Care/Service	1,955	3.30%
Transportation/Moving	3,965	6.70%
2023 Est. Pop 16+ by Occupation Classification	59,211	
White Collar	35,627	60.17%
Blue Collar	10,513	17.76%
Service and Farm	13,071	22.08%
2023 Est. Workers Age 16+ by Transp. to Work	59,211	
Drove Alone	46,870	79.16%
Car Pooled	6,702	11.32%
Public Transportation	203	0.34%
Walked	1,132	1.91%
Bicycle	570	0.96%
Other Means	1,006	1.70%
Worked at Home	2,730	4.61%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	19,166	33.93%
15 - 29 Minutes	22,477	39.80%
30 - 44 Minutes	9,367	16.58%
45 - 59 Minutes	2,487	4.40%
60 or more Minutes	2,983	5.28%
2023 Est. Avg Travel Time to Work in Minutes		24
2023 Est. Occupied Housing Units by Tenure	48,027	
Owner Occupied	29,512	61.45%
Renter Occupied	18,515	38.55%
2023 Owner Occ. HUs: Avg. Length of Residence		15.22†
2023 Renter Occ. HUs: Avg. Length of Residence		5.85†
2023 Est. Owner-Occupied Housing Units by Value	48,027	
Value Less than \$20,000	391	0.81%
Value \$20,000 - \$39,999	426	0.89%
Value \$40,000 - \$59,999	195	0.41%
Value \$60,000 - \$79,999	248	0.52%
Value \$80,000 - \$99,999	529	1.10%
Value \$100,000 - \$149,999	2,670	5.56%
Value \$150,000 - \$199,999	4,083	8.50%
Value \$200,000 - \$299,999	10,907	22.71%
Value \$300,000 - \$399,999	11,361	23.66%
Value \$400,000 - \$499,999	5,246	10.92%
Value \$500,000 - \$749,999	8,034	16.73%
Value \$750,000 - \$999,999	2,208	4.60%
Value \$1,000,000 or \$1,499,999	1,166	2.43%
Value \$1,500,000 or \$1,999,999	274	0.57%
Value \$2,000,000+	292	0.61%
2023 Est. Median All Owner-Occupied Housing Value		\$337,759
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	31,260	65.09%
1 Unit Attached	3,673	7.65%
2 Units	880	1.83%
3 or 4 Units	2,586	5.38%
5 to 19 Units	4,174	8.69%
20 to 49 Units	1,406	2.93%
50 or More Units	2,074	4.32%
Mobile Home or Trailer	1,839	3.83%
Boat, RV, Van, etc.	134	0.28%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,921	6.08%
Housing Units Built 2010 to 2014	1,008	2.10%
Housing Units Built 2000 to 2009	5,033	10.48%
Housing Units Built 1990 to 1999	7,607	15.84%
Housing Units Built 1980 to 1989	11,366	23.67%
Housing Units Built 1970 to 1979	9,074	18.89%
Housing Units Built 1960 to 1969	6,271	13.06%
Housing Units Built 1950 to 1959	3,770	7.85%
Housing Units Built 1940 to 1949	659	1.37%
Housing Unit Built 1939 or Earlier	317	0.66%
2023 Est. Median Year Structure Built		1983

† Years

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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