



Demographic and Income Profile

Niceville Retail Trade Area 2016
Area: 165.62 square miles

Prepared by Esri

Summary	Census 2010	2015	2020
Population	82,579	85,143	90,989
Households	33,866	35,232	37,836
Families	22,578	23,273	24,845
Average Household Size	2.38	2.36	2.36
Owner Occupied Housing Units	21,030	20,440	21,639
Renter Occupied Housing Units	12,836	14,792	16,197
Median Age	39.0	39.5	39.9
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	1.34%	1.05%	0.75%
Households	1.44%	1.05%	0.77%
Families	1.32%	0.95%	0.69%
Owner HHs	1.15%	0.91%	0.70%
Median Household Income	2.58%	2.89%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	3,656	10.4%	3,503	9.3%
\$15,000 - \$24,999	3,362	9.5%	2,613	6.9%
\$25,000 - \$34,999	3,405	9.7%	2,937	7.8%
\$35,000 - \$49,999	5,517	15.7%	5,346	14.1%
\$50,000 - \$74,999	6,597	18.7%	7,776	20.6%
\$75,000 - \$99,999	4,390	12.5%	5,792	15.3%
\$100,000 - \$149,999	5,050	14.3%	5,814	15.4%
\$150,000 - \$199,999	1,998	5.7%	2,624	6.9%
\$200,000+	1,257	3.6%	1,432	3.8%
Median Household Income	\$54,602		\$62,022	
Average Household Income	\$73,441		\$81,624	
Per Capita Income	\$30,637		\$34,167	

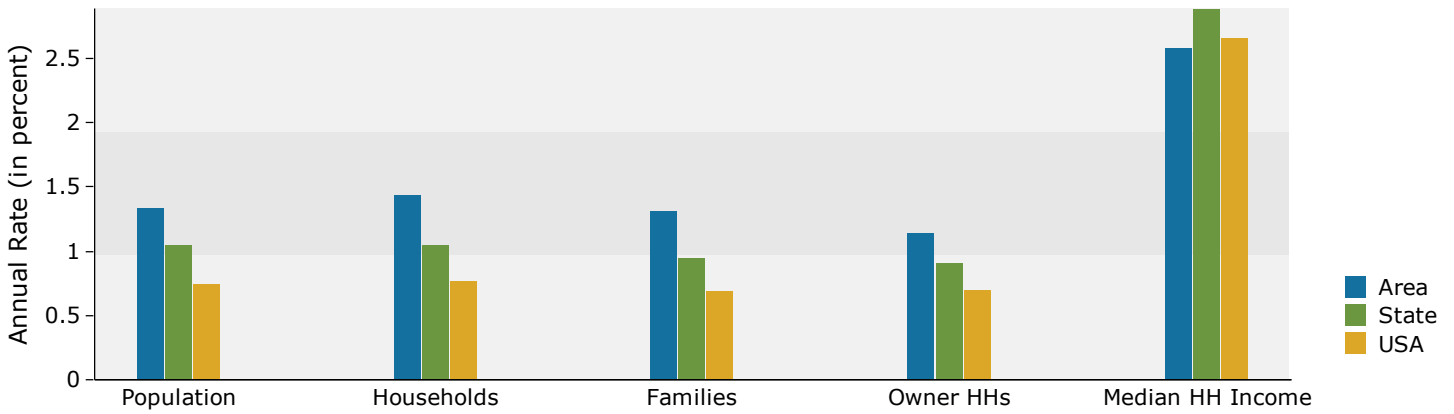
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,177	6.3%	4,963	5.8%	5,247	5.8%
5 - 9	4,682	5.7%	4,994	5.9%	5,043	5.5%
10 - 14	4,719	5.7%	4,765	5.6%	5,370	5.9%
15 - 19	5,671	6.9%	4,969	5.8%	5,227	5.7%
20 - 24	6,701	8.1%	6,582	7.7%	6,123	6.7%
25 - 34	10,870	13.2%	12,192	14.3%	12,797	14.1%
35 - 44	9,160	11.1%	9,014	10.6%	10,716	11.8%
45 - 54	13,116	15.9%	11,670	13.7%	10,327	11.3%
55 - 64	9,992	12.1%	11,422	13.4%	12,678	13.9%
65 - 74	6,821	8.3%	8,180	9.6%	9,895	10.9%
75 - 84	4,303	5.2%	4,765	5.6%	5,534	6.1%
85+	1,369	1.7%	1,625	1.9%	2,030	2.2%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	67,028	81.2%	67,247	79.0%	69,960	76.9%
Black Alone	6,793	8.2%	7,388	8.7%	8,162	9.0%
American Indian Alone	444	0.5%	509	0.6%	577	0.6%
Asian Alone	2,687	3.3%	2,923	3.4%	3,271	3.6%
Pacific Islander Alone	165	0.2%	173	0.2%	190	0.2%
Some Other Race Alone	1,896	2.3%	2,643	3.1%	3,648	4.0%
Two or More Races	3,566	4.3%	4,260	5.0%	5,180	5.7%
Hispanic Origin (Any Race)	6,322	7.7%	9,087	10.7%	12,816	14.1%

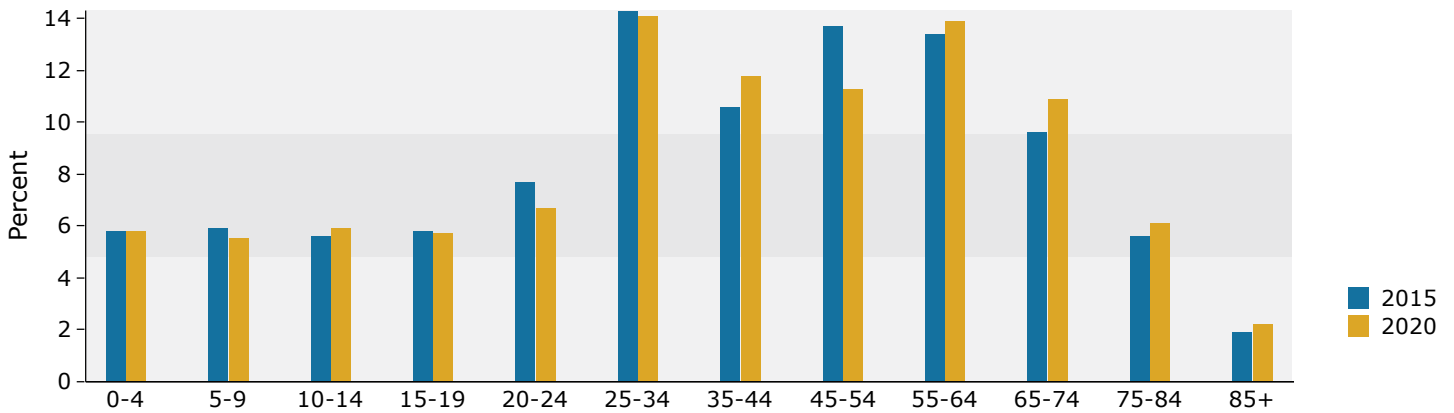
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

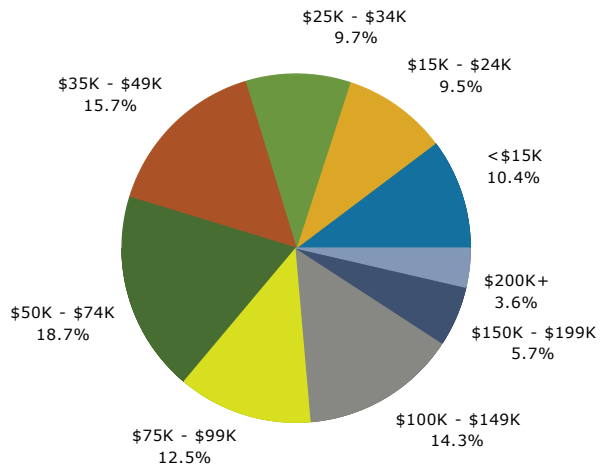
Trends 2015-2020



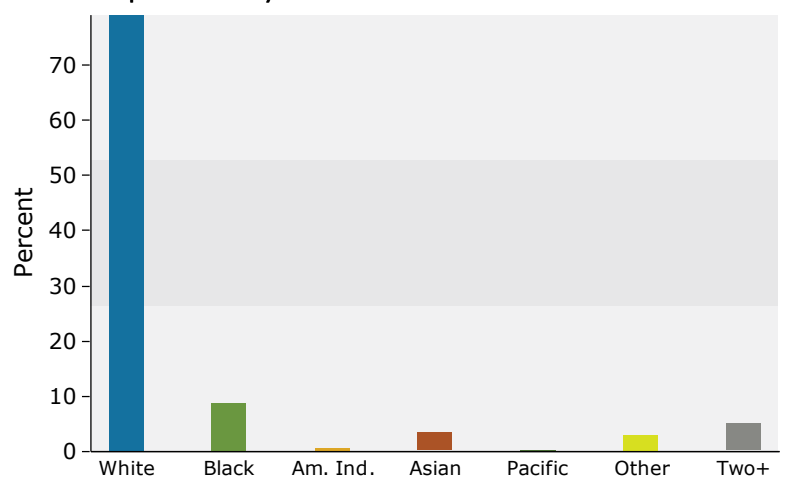
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 10.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.