



Market Profile

Okaloosa County, FL
 Okaloosa County, FL (12091)
 Geography: County

Prepared by Esri

	Okaloosa County,...
Population Summary	
2000 Total Population	170,498
2010 Total Population	180,822
2015 Total Population	189,816
2015 Group Quarters	4,892
2020 Total Population	205,290
2015-2020 Annual Rate	1.58%
Household Summary	
2000 Households	66,269
2000 Average Household Size	2.49
2010 Households	72,379
2010 Average Household Size	2.43
2015 Households	76,632
2015 Average Household Size	2.41
2020 Households	83,289
2020 Average Household Size	2.41
2015-2020 Annual Rate	1.68%
2010 Families	48,457
2010 Average Family Size	2.92
2015 Families	50,897
2015 Average Family Size	2.91
2020 Families	55,036
2020 Average Family Size	2.91
2015-2020 Annual Rate	1.58%
Housing Unit Summary	
2000 Housing Units	78,593
Owner Occupied Housing Units	56.0%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	15.7%
2010 Housing Units	92,407
Owner Occupied Housing Units	51.0%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	21.7%
2015 Housing Units	98,223
Owner Occupied Housing Units	47.7%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	22.0%
2020 Housing Units	105,285
Owner Occupied Housing Units	48.0%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	20.9%
Median Household Income	
2015	\$52,561
2020	\$59,074
Median Home Value	
2015	\$213,561
2020	\$245,229
Per Capita Income	
2015	\$28,432
2020	\$31,926
Median Age	
2010	38.2
2015	38.9
2020	39.2

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

January 14, 2016



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2015 Households by Income	
Household Income Base	76,632
<\$15,000	10.9%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	4.3%
\$200,000+	3.4%
Average Household Income	\$69,728
2020 Households by Income	
Household Income Base	83,289
<\$15,000	9.8%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	5.4%
\$200,000+	3.7%
Average Household Income	\$78,034
2015 Owner Occupied Housing Units by Value	
Total	46,804
<\$50,000	1.8%
\$50,000 - \$99,999	8.2%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	20.2%
\$200,000 - \$249,999	17.6%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	11.6%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	2.0%
\$1,000,000 +	2.0%
Average Home Value	\$269,166
2020 Owner Occupied Housing Units by Value	
Total	50,533
<\$50,000	0.8%
\$50,000 - \$99,999	3.4%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	22.0%
\$250,000 - \$299,999	14.9%
\$300,000 - \$399,999	13.1%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	6.7%
\$750,000 - \$999,999	3.6%
\$1,000,000 +	2.9%
Average Home Value	\$320,406

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.

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		Okaloosa County,...
2010 Population by Age		
Total		180,822
0 - 4		6.4%
5 - 9		6.0%
10 - 14		5.9%
15 - 24		14.2%
25 - 34		13.8%
35 - 44		12.0%
45 - 54		15.9%
55 - 64		11.8%
65 - 74		7.8%
75 - 84		4.7%
85 +		1.4%
18 +		77.7%
2015 Population by Age		
Total		189,816
0 - 4		6.0%
5 - 9		6.1%
10 - 14		5.8%
15 - 24		12.8%
25 - 34		14.8%
35 - 44		11.6%
45 - 54		13.9%
55 - 64		13.3%
65 - 74		9.0%
75 - 84		5.1%
85 +		1.7%
18 +		78.7%
2020 Population by Age		
Total		205,290
0 - 4		5.9%
5 - 9		5.8%
10 - 14		6.1%
15 - 24		11.9%
25 - 34		14.4%
35 - 44		12.7%
45 - 54		11.6%
55 - 64		13.8%
65 - 74		10.2%
75 - 84		5.6%
85 +		2.0%
18 +		78.7%
2010 Population by Sex		
Males		90,843
Females		89,979
2015 Population by Sex		
Males		95,242
Females		94,574
2020 Population by Sex		
Males		102,642
Females		102,648

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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		Okaloosa County,...
2010 Population by Race/Ethnicity		
Total		180,822
White Alone		81.1%
Black Alone		9.3%
American Indian Alone		0.6%
Asian Alone		2.9%
Pacific Islander Alone		0.2%
Some Other Race Alone		2.0%
Two or More Races		3.9%
Hispanic Origin		6.8%
Diversity Index		41.8
2015 Population by Race/Ethnicity		
Total		189,816
White Alone		78.9%
Black Alone		9.9%
American Indian Alone		0.7%
Asian Alone		3.1%
Pacific Islander Alone		0.2%
Some Other Race Alone		2.7%
Two or More Races		4.6%
Hispanic Origin		9.5%
Diversity Index		47.6
2020 Population by Race/Ethnicity		
Total		205,290
White Alone		76.9%
Black Alone		10.3%
American Indian Alone		0.7%
Asian Alone		3.2%
Pacific Islander Alone		0.2%
Some Other Race Alone		3.4%
Two or More Races		5.2%
Hispanic Origin		12.6%
Diversity Index		53.0
2010 Population by Relationship and Household Type		
Total		180,822
In Households		97.3%
In Family Households		80.5%
Householder		26.8%
Spouse		20.3%
Child		28.2%
Other relative		2.9%
Nonrelative		2.3%
In Nonfamily Households		16.8%
In Group Quarters		2.7%
Institutionalized Population		1.5%
Noninstitutionalized Population		1.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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		Okaloosa County,...
2015 Population 25+ by Educational Attainment		
Total		131,488
Less than 9th Grade		2.8%
9th - 12th Grade, No Diploma		5.7%
High School Graduate		21.7%
GED/Alternative Credential		4.7%
Some College, No Degree		25.2%
Associate Degree		11.2%
Bachelor's Degree		17.3%
Graduate/Professional Degree		11.3%
2015 Population 15+ by Marital Status		
Total		155,778
Never Married		28.0%
Married		53.3%
Widowed		5.5%
Divorced		13.2%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		93.2%
Civilian Unemployed		6.8%
2015 Employed Population 16+ by Industry		
Total		89,632
Agriculture/Mining		0.5%
Construction		7.1%
Manufacturing		4.6%
Wholesale Trade		1.4%
Retail Trade		12.9%
Transportation/Utilities		3.6%
Information		1.2%
Finance/Insurance/Real Estate		6.6%
Services		51.4%
Public Administration		10.5%
2015 Employed Population 16+ by Occupation		
Total		89,632
White Collar		59.2%
Management/Business/Financial		13.7%
Professional		20.9%
Sales		11.6%
Administrative Support		13.0%
Services		22.9%
Blue Collar		17.9%
Farming/Forestry/Fishing		0.4%
Construction/Extraction		4.7%
Installation/Maintenance/Repair		4.5%
Production		3.6%
Transportation/Material Moving		4.7%

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2010 Households by Type		
Total		72,379
Households with 1 Person		26.1%
Households with 2+ People		73.9%
Family Households		66.9%
Husband-wife Families		50.6%
With Related Children		19.9%
Other Family (No Spouse Present)		16.3%
Other Family with Male Householder		4.5%
With Related Children		2.7%
Other Family with Female Householder		11.8%
With Related Children		8.0%
Nonfamily Households		6.9%
All Households with Children		31.2%
Multigenerational Households		3.2%
Unmarried Partner Households		6.3%
Male-female		5.7%
Same-sex		0.6%
2010 Households by Size		
Total		72,379
1 Person Household		26.1%
2 Person Household		36.8%
3 Person Household		17.0%
4 Person Household		12.3%
5 Person Household		5.1%
6 Person Household		1.7%
7 + Person Household		0.9%
2010 Households by Tenure and Mortgage Status		
Total		72,379
Owner Occupied		65.1%
Owned with a Mortgage/Loan		44.8%
Owned Free and Clear		20.3%
Renter Occupied		34.9%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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		Okaloosa County,...
Top 3 Tapestry Segments		
	1.	Bright Young Professionals
	2.	Exurbanites (1E)
	3.	Old and Newcomers (8F)
2015 Consumer Spending		
Apparel & Services: Total \$		\$165,137,925
Average Spent		\$2,154.95
Spending Potential Index		93
Computers & Accessories: Total \$		\$18,740,856
Average Spent		\$244.56
Spending Potential Index		94
Education: Total \$		\$106,495,441
Average Spent		\$1,389.70
Spending Potential Index		91
Entertainment/Recreation: Total \$		\$236,666,370
Average Spent		\$3,088.35
Spending Potential Index		93
Food at Home: Total \$		\$372,164,921
Average Spent		\$4,856.52
Spending Potential Index		93
Food Away from Home: Total \$		\$235,560,899
Average Spent		\$3,073.92
Spending Potential Index		94
Health Care: Total \$		\$341,513,896
Average Spent		\$4,456.54
Spending Potential Index		94
HH Furnishings & Equipment: Total \$		\$132,938,973
Average Spent		\$1,734.77
Spending Potential Index		94
Investments: Total \$		\$186,852,666
Average Spent		\$2,438.31
Spending Potential Index		89
Retail Goods: Total \$		\$1,828,529,189
Average Spent		\$23,861.17
Spending Potential Index		94
Shelter: Total \$		\$1,171,493,846
Average Spent		\$15,287.27
Spending Potential Index		93
TV/Video/Audio: Total \$		\$94,180,440
Average Spent		\$1,229.00
Spending Potential Index		94
Travel: Total \$		\$139,534,298
Average Spent		\$1,820.84
Spending Potential Index		93
Vehicle Maintenance & Repairs: Total \$		\$80,311,835
Average Spent		\$1,048.02
Spending Potential Index		94

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.