



# Retail Market Potential

Niceville Retail Trade Area 2016  
Area: 165.62 square miles

Prepared by Esri

Demographic Summary		2015	2020
Population		85,143	90,989
Population 18+		67,598	72,298
Households		35,232	37,836
Median Household Income		\$54,602	\$62,022

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	33,806	50.0%	104
Bought any women's clothing in last 12 months	31,001	45.9%	102
Bought clothing for child <13 years in last 6 months	17,995	26.6%	95
Bought any shoes in last 12 months	37,504	55.5%	101
Bought costume jewelry in last 12 months	14,533	21.5%	108
Bought any fine jewelry in last 12 months	12,629	18.7%	96
Bought a watch in last 12 months	8,321	12.3%	107
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	31,432	89.2%	105
HH bought/leased new vehicle last 12 mo	3,185	9.0%	105
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	60,255	89.1%	105
Bought/changed motor oil in last 12 months	34,308	50.8%	102
Had tune-up in last 12 months	21,281	31.5%	104
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	43,206	63.9%	98
Drank regular cola in last 6 months	30,108	44.5%	97
Drank beer/ale in last 6 months	30,788	45.5%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	24,186	35.8%	111
Own digital single-lens reflex (SLR) camera	6,726	9.9%	116
Bought any camera in last 12 months	4,878	7.2%	100
Bought memory card for camera in last 12 months	4,495	6.6%	116
Printed digital photos in last 12 months	2,250	3.3%	99
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	25,123	37.2%	102
Have a smartphone	34,512	51.1%	105
Have an iPhone	13,955	20.6%	111
Number of cell phones in household: 1	11,566	32.8%	102
Number of cell phones in household: 2	13,767	39.1%	106
Number of cell phones in household: 3+	8,059	22.9%	91
HH has cell phone only (no landline telephone)	13,267	37.7%	99
<b>Computers (Households)</b>			
HH owns a computer	28,497	80.9%	106
HH owns desktop computer	18,004	51.1%	105
HH owns laptop/notebook	19,262	54.7%	107
Spent <\$500 on most recent home computer	5,228	14.8%	105
Spent \$500-\$999 on most recent home computer	7,964	22.6%	112
Spent \$1,000-\$1,499 on most recent home computer	3,747	10.6%	106
Spent \$1,500-\$1,999 on most recent home computer	1,744	5.0%	107
Spent \$2,000+ on most recent home computer	1,452	4.1%	107

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	42,351	62.7%	103
Bought brewed coffee at convenience store in last 30 days	11,161	16.5%	108
Bought cigarettes at convenience store in last 30 days	8,942	13.2%	101
Bought gas at convenience store in last 30 days	23,532	34.8%	105
Spent at convenience store in last 30 days: <\$20	6,262	9.3%	113
Spent at convenience store in last 30 days: \$20-\$39	5,976	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	5,305	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	2,944	4.4%	96
Spent at convenience store in last 30 days: \$100+	16,151	23.9%	104
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	42,410	62.7%	104
Went to live theater in last 12 months	9,616	14.2%	113
Went to a bar/night club in last 12 months	12,170	18.0%	105
Dined out in last 12 months	34,035	50.3%	112
Gambled at a casino in last 12 months	10,050	14.9%	101
Visited a theme park in last 12 months	11,936	17.7%	98
Viewed movie (video-on-demand) in last 30 days	11,920	17.6%	113
Viewed TV show (video-on-demand) in last 30 days	8,777	13.0%	106
Watched any pay-per-view TV in last 12 months	9,440	14.0%	107
Downloaded a movie over the Internet in last 30 days	4,234	6.3%	95
Downloaded any individual song in last 6 months	14,414	21.3%	104
Watched a movie online in the last 30 days	8,812	13.0%	96
Watched a TV program online in last 30 days	9,380	13.9%	103
Played a video/electronic game (console) in last 12 months	7,318	10.8%	95
Played a video/electronic game (portable) in last 12 months	3,230	4.8%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	23,560	34.9%	110
Used ATM/cash machine in last 12 months	34,840	51.5%	106
Own any stock	6,394	9.5%	121
Own U.S. savings bond	4,540	6.7%	117
Own shares in mutual fund (stock)	6,438	9.5%	127
Own shares in mutual fund (bonds)	4,480	6.6%	135
Have interest checking account	21,359	31.6%	109
Have non-interest checking account	20,732	30.7%	109
Have savings account	39,160	57.9%	108
Have 401K retirement savings plan	11,235	16.6%	113
Own/used any credit/debit card in last 12 months	53,590	79.3%	107
Avg monthly credit card expenditures: <\$111	8,256	12.2%	103
Avg monthly credit card expenditures: \$111-\$225	4,188	6.2%	96
Avg monthly credit card expenditures: \$226-\$450	4,590	6.8%	107
Avg monthly credit card expenditures: \$451-\$700	4,335	6.4%	118
Avg monthly credit card expenditures: \$701-\$1,000	2,998	4.4%	102
Avg monthly credit card expenditures: \$1,001+	7,257	10.7%	117
Did banking online in last 12 months	26,654	39.4%	112
Did banking on mobile device in last 12 months	7,165	10.6%	102
Paid bills online in last 12 months	30,814	45.6%	109

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	49,630	73.4%	103
Used bread in last 6 months	64,817	95.9%	101
Used chicken (fresh or frozen) in last 6 mos	48,341	71.5%	100
Used turkey (fresh or frozen) in last 6 mos	12,770	18.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	37,772	55.9%	100
Used fresh fruit/vegetables in last 6 months	58,994	87.3%	101
Used fresh milk in last 6 months	61,486	91.0%	101
Used organic food in last 6 months	13,604	20.1%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	21,005	31.1%	109
Exercise at club 2+ times per week	9,618	14.2%	110
Visited a doctor in last 12 months	52,928	78.3%	104
Used vitamin/dietary supplement in last 6 months	38,454	56.9%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	10,159	28.8%	105
Used housekeeper/maid/professional HH cleaning service in last 12	5,389	15.3%	117
Purchased low ticket HH furnishings in last 12 months	5,812	16.5%	106
Purchased big ticket HH furnishings in last 12 months	7,879	22.4%	106
Purchased bedding/bath goods in last 12 months	19,356	54.9%	103
Purchased cooking/serving product in last 12 months	8,930	25.3%	104
Bought any small kitchen appliance in last 12 months	8,368	23.8%	107
Bought any large kitchen appliance in last 12 months	4,529	12.9%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	31,557	46.7%	107
Carry medical/hospital/accident insurance	46,344	68.6%	106
Carry homeowner insurance	35,276	52.2%	109
Carry renter's insurance	5,838	8.6%	117
Have auto insurance: 1 vehicle in household covered	11,285	32.0%	102
Have auto insurance: 2 vehicles in household covered	10,577	30.0%	107
Have auto insurance: 3+ vehicles in household covered	8,030	22.8%	104
<b>Pets (Households)</b>			
Household owns any pet	18,967	53.8%	101
Household owns any cat	8,527	24.2%	106
Household owns any dog	13,713	38.9%	98
<b>Psychographics (Adults)</b>			
Buying American is important to me	30,481	45.1%	105
Usually buy items on credit rather than wait	7,432	11.0%	97
Usually buy based on quality - not price	11,440	16.9%	94
Price is usually more important than brand name	18,614	27.5%	100
Usually use coupons for brands I buy often	13,279	19.6%	104
Am interested in how to help the environment	10,718	15.9%	95
Usually pay more for environ safe product	7,995	11.8%	94
Usually value green products over convenience	5,633	8.3%	82
Likely to buy a brand that supports a charity	22,806	33.7%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	8,445	12.5%	112
Bought hardcover book in last 12 months	16,719	24.7%	110
Bought paperback book in last 12 month	24,577	36.4%	107
Read any daily newspaper (paper version)	20,804	30.8%	109
Read any digital newspaper in last 30 days	22,314	33.0%	106
Read any magazine (paper/electronic version) in last 6 months	62,643	92.7%	102

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	53,551	79.2%	105
Went to family restaurant/steak house: 4+ times a month	21,454	31.7%	110
Went to fast food/drive-in restaurant in last 6 months	62,386	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	28,154	41.6%	103
Fast food/drive-in last 6 months: eat in	25,747	38.1%	105
Fast food/drive-in last 6 months: home delivery	5,878	8.7%	111
Fast food/drive-in last 6 months: take-out/drive-thru	33,721	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	14,103	20.9%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	16,335	24.2%	114
Own any portable MP3 player	23,171	34.3%	102
HH owns 1 TV	6,799	19.3%	96
HH owns 2 TVs	9,286	26.4%	100
HH owns 3 TVs	7,793	22.1%	103
HH owns 4+ TVs	7,180	20.4%	103
HH subscribes to cable TV	20,050	56.9%	112
HH subscribes to fiber optic	2,333	6.6%	99
HH has satellite dish	7,464	21.2%	83
HH owns DVD/Blu-ray player	22,662	64.3%	104
HH owns camcorder	5,484	15.6%	100
HH owns portable GPS navigation device	10,537	29.9%	108
HH purchased video game system in last 12 mos	2,785	7.9%	86
HH owns Internet video device for TV	1,664	4.7%	108
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	37,061	54.8%	109
Took 3+ domestic non-business trips in last 12 months	9,786	14.5%	116
Spent on domestic vacations in last 12 months: <\$1,000	7,965	11.8%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,223	6.2%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,551	3.8%	107
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,778	4.1%	107
Spent on domestic vacations in last 12 months: \$3,000+	4,339	6.4%	118
Domestic travel in the 12 months: used general travel website	5,209	7.7%	110
Foreign travel in last 3 years	17,948	26.6%	112
Took 3+ foreign trips by plane in last 3 years	3,350	5.0%	113
Spent on foreign vacations in last 12 months: <\$1,000	3,025	4.5%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,213	3.3%	108
Spent on foreign vacations in last 12 months: \$3,000+	3,965	5.9%	119
Foreign travel in last 3 years: used general travel website	4,081	6.0%	110
Nights spent in hotel/motel in last 12 months: any	30,751	45.5%	110
Took cruise of more than one day in last 3 years	7,299	10.8%	123
Member of any frequent flyer program	13,084	19.4%	116
Member of any hotel rewards program	10,752	15.9%	113

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