

# BLUEWATER BAY

4506-4546 HWY 20 E & 1501 MERCHANTS WAY, NICEVILLE, FL 32578

## EXECUTIVE SUMMARY



### PROPERTY SUMMARY

**Available SF:** 1,785 - 11,250 SF

**Lease Rate:** \$15.00 - 18.00 SF/yr (NNN)

**Shopping Center Size:** 105,599 SF

**Cross Streets:** Hwy 20/Bluewater Blvd

**Traffic Count:** 37,000 VPD

### PROPERTY OVERVIEW

Prime retail and office space available in the heart of Niceville. The Bluewater Bay Winn Dixie anchored shopping center consists of over 105,599 SF of retail, restaurant and office space and is ideally located in the highly desirable Niceville trade area. Excellent co-tenant mix with great visibility from the highly trafficked Hwy 20, which is the main arterial in Niceville. Prime shopping location in Niceville with ample parking and great pylon signage available. There is 2,400-4,800 SF of retail space and 4,000-11,250 SF of office space available. Owner would consider subdividing the 11,250 SF office space.

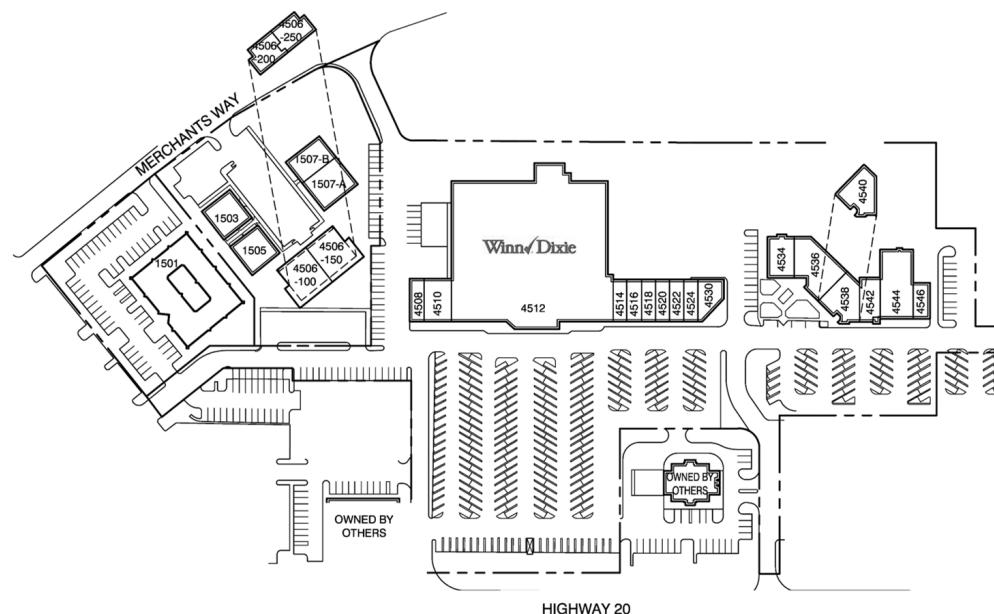
### PROPERTY HIGHLIGHTS

- Excellent location in the booming city of Niceville
- Ideal retail/office location with great visibility and signage on Hwy 20
- Excellent co-tenant mix with Winn Dixie, several dining options, office, and retail
- High traffic counts in front of the center with over 37,000 VPD
- Average household income within a 5 mile radius is over \$88,000
- Highly sought after area to reside with affluent demographics and strong economic growth

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## AVAILABLE SPACES



SPACE	SPACE USE	LEASE RATE	LEASE TYPE	SIZE (SF)	TERM	COMMENTS
4506 Hwy 20, Suite 200	Office Building	\$15.00 SF/YR	NNN	1,785 SF	Negotiable	
4506 Hwy 20, Suite 4510	Neighborhood Center	\$18.00 SF/YR	NNN	2,400 SF	Negotiable	
4506 Hwy 20, Suite 4544	Neighborhood Center	\$18.00 SF/YR	NNN	4,800 SF	Negotiable	
4506 Hwy 20, Suite 1507 A-B	Office Building	\$15.00 SF/YR	NNN	4,000 SF	Negotiable	
1501 Merchants Way	Office Building	\$15.00 SF/YR	NNN	5,000 - 11,250 SF	Negotiable	



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## ADDITIONAL PHOTOS

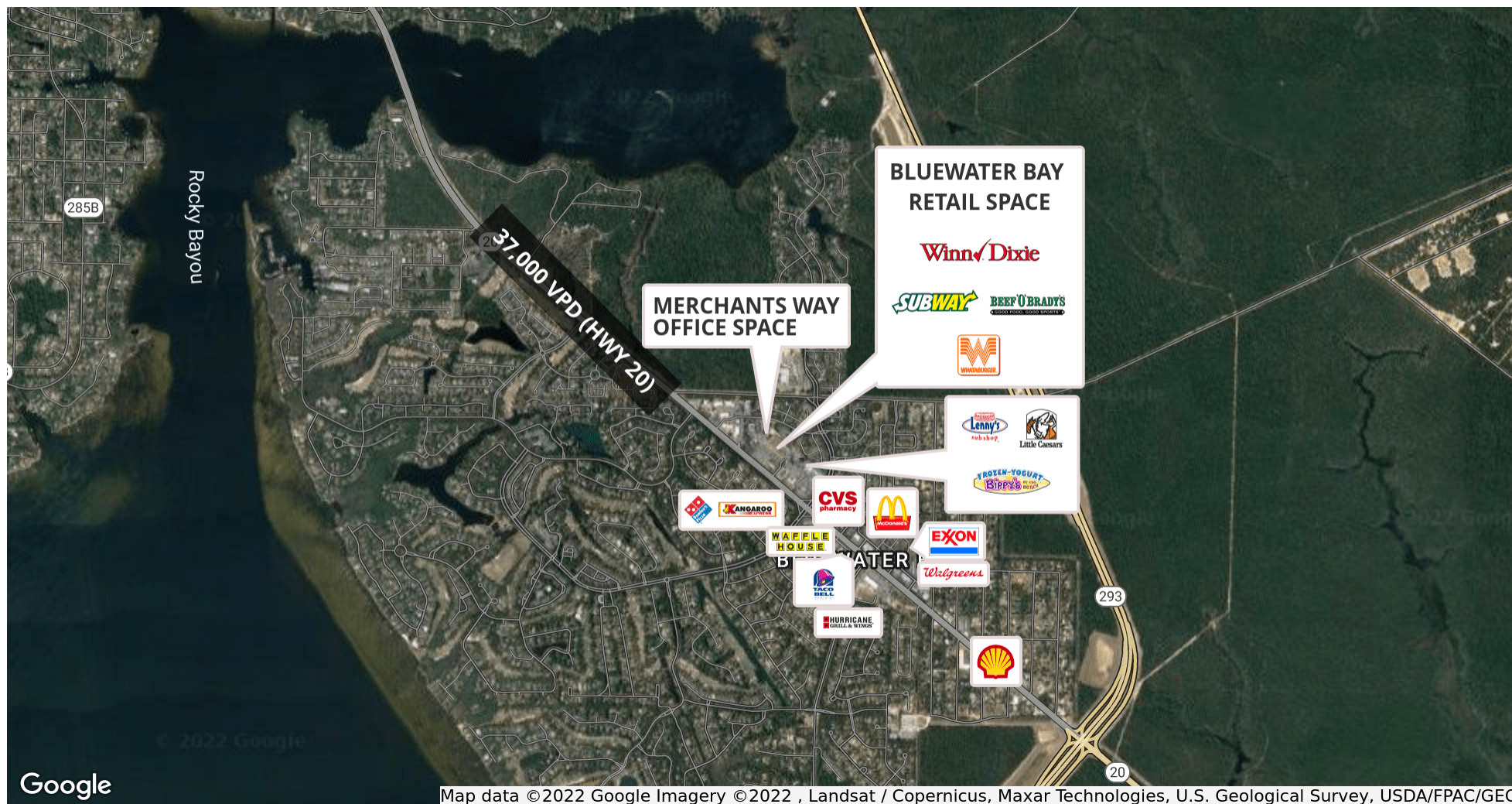




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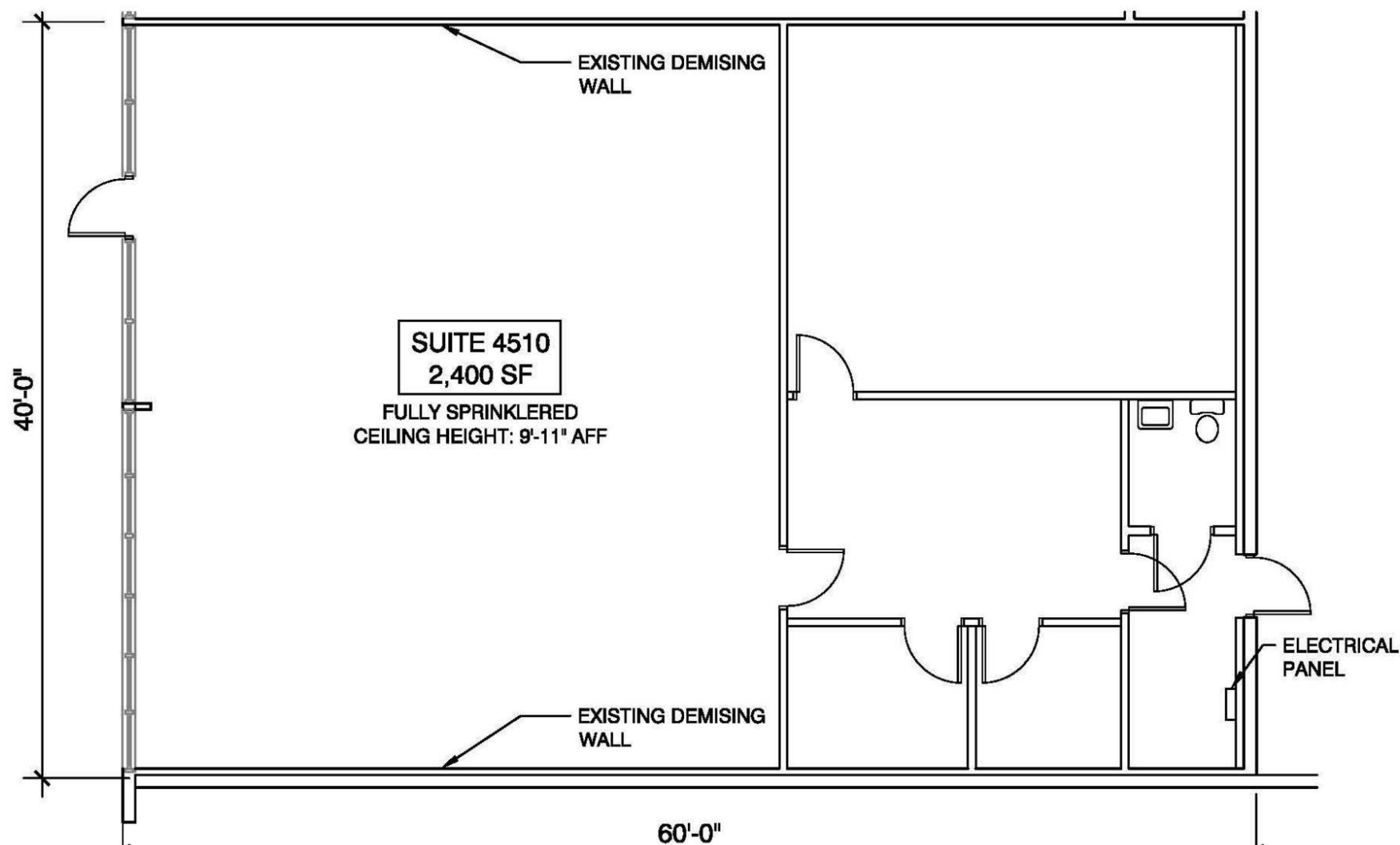
## AERIAL MAP



# BLUEWATER BAY

4506-4546 HWY 20 E & 1501-1507 MERCHANTS WAY, NICEVILLE, FL 32578

## SUITE 4510 FLOOR PLAN (2,400 SF)

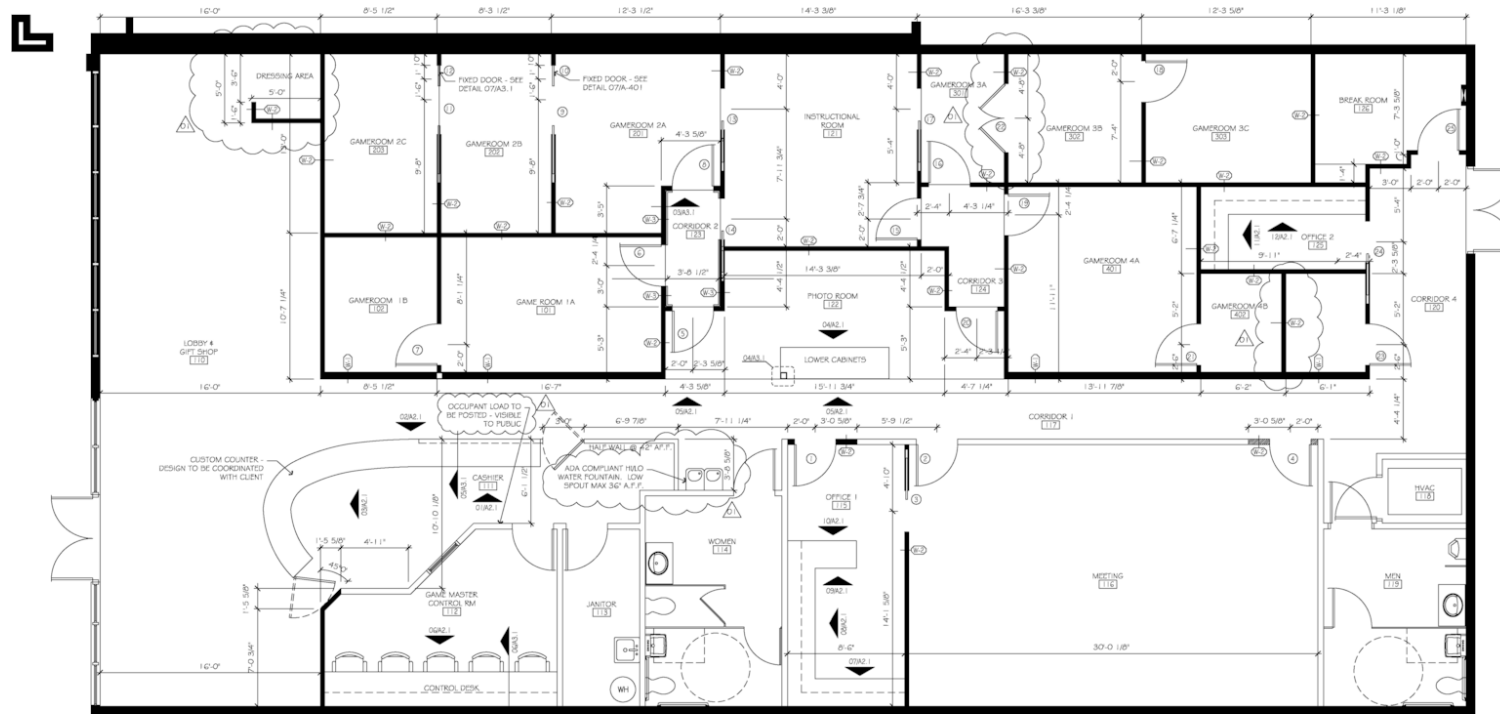


2,400 SF of prime retail space available adjacent to Winn Dixie. Available and move-in ready now.

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## SUITE 4544 FLOOR PLAN (4,800 SF)

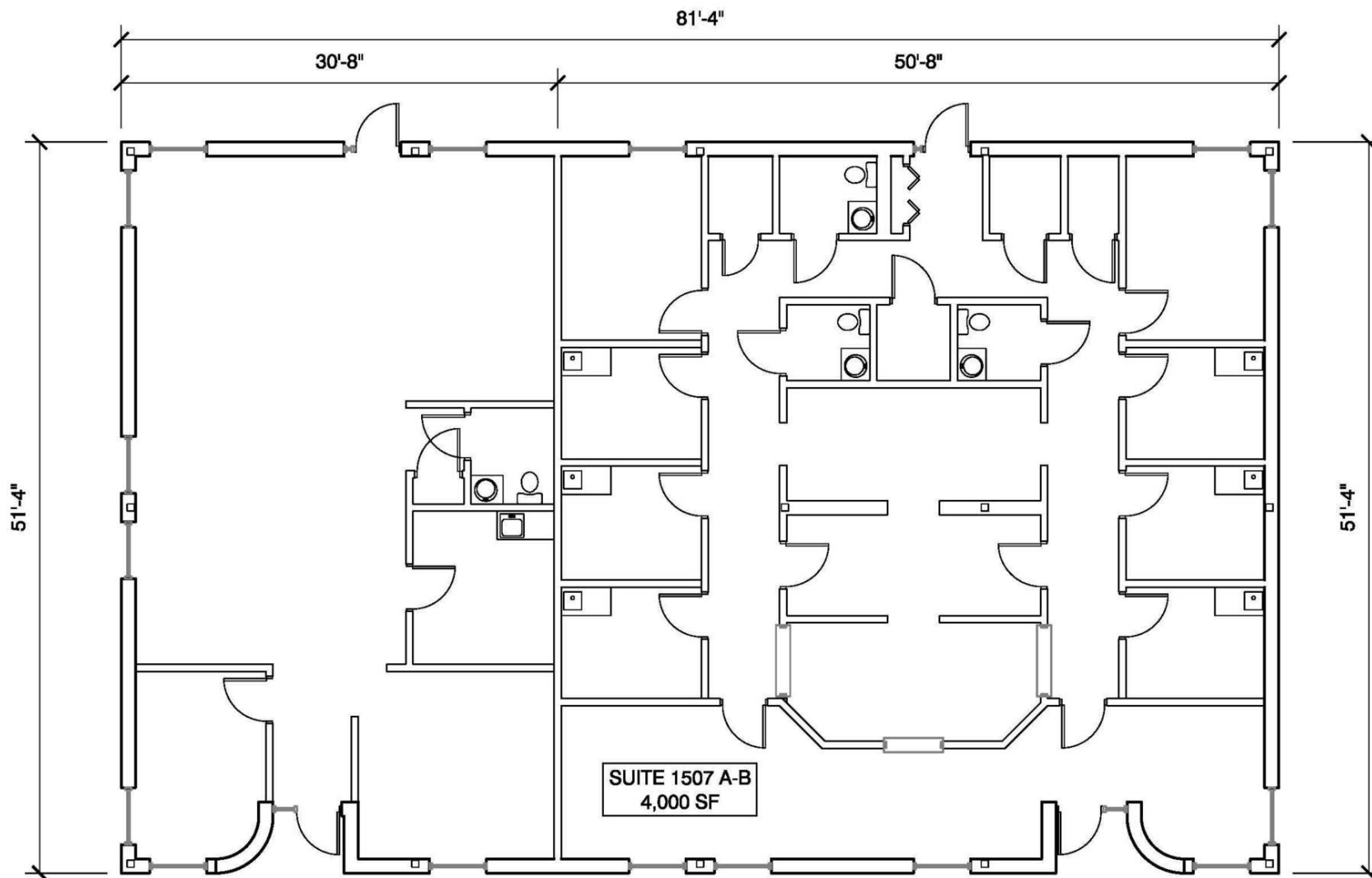


<b>MISSION ESCAPE ADVENTURE ROOM</b> <b>SUITE 4544 HWY 20 EAST</b> <b>NICEVILLE, FL</b>	
<b>ENLARGED UNIT A</b> <b>FLOOR PLAN</b>	<b>ECM</b> a complete engineering & architectural firm 4544 HWY 20 EAST, SUITE 4544 NICEVILLE, FL 32578 PHONE: (904) 240-0527 FAX: (904) 240-0528 JOHN H. BELL, P.E. JOHN H. BELL, P.E.
4539 Gulf Breeze Drive Destin, Florida 32541 Tel: 850.837.4868 Fax: 850.834.2000	architect of record Anthony Valles FL: AA20031037 FL Exp: 6/6/2014 FL COA No: 29625
REVISIONS 04/20/17	04/20/17
DRAWN BY: RA CHECKED BY: J.H.B. FOR NO: 17-04-121-365 DATE: 04-26-17	

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4506-4546 HWY 20 E, NICEVILLE, FL 32578

## SUITE 1507 A-B FLOOR PLAN (4,000 SF)



4,000 SF of office coming available 10/1.

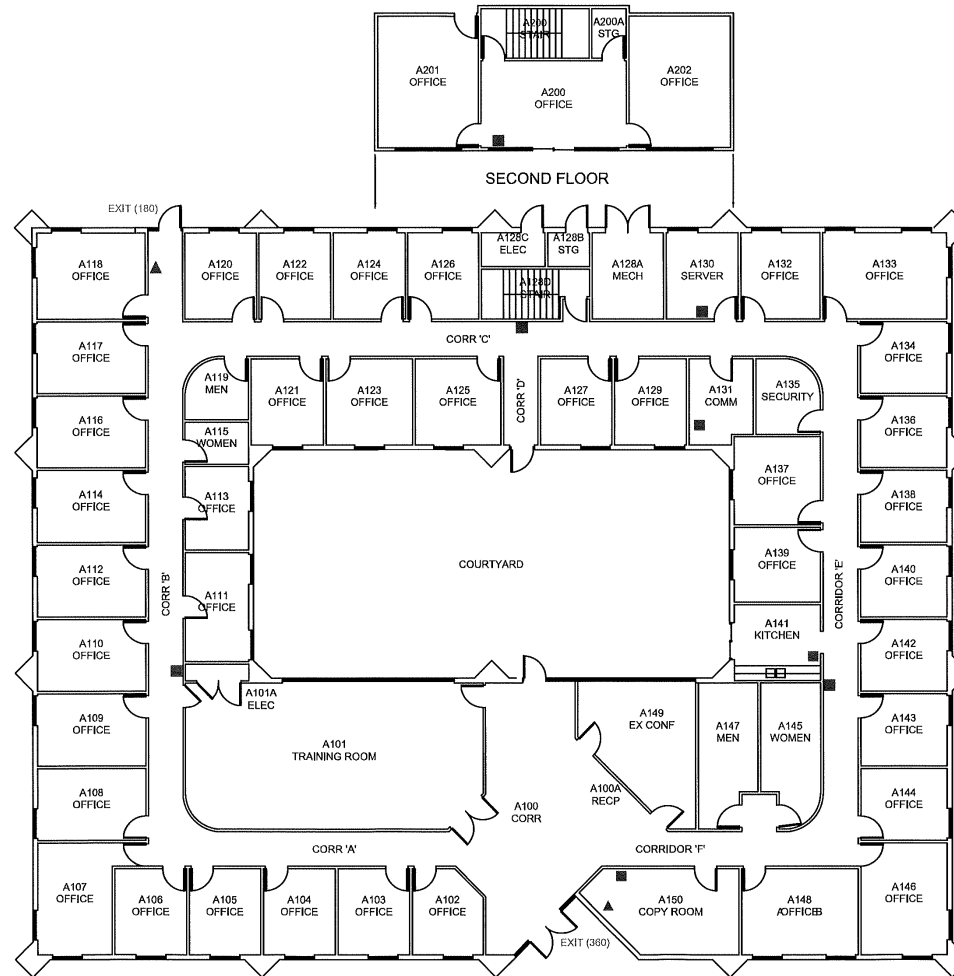


# BLUEWATER BAY

1501 MERCHANTS WAY , NICEVILLE, FL 32578



## 1501 MERCHANTS WAY FLOOR PLAN (5,000 SF- 11,250 SF)



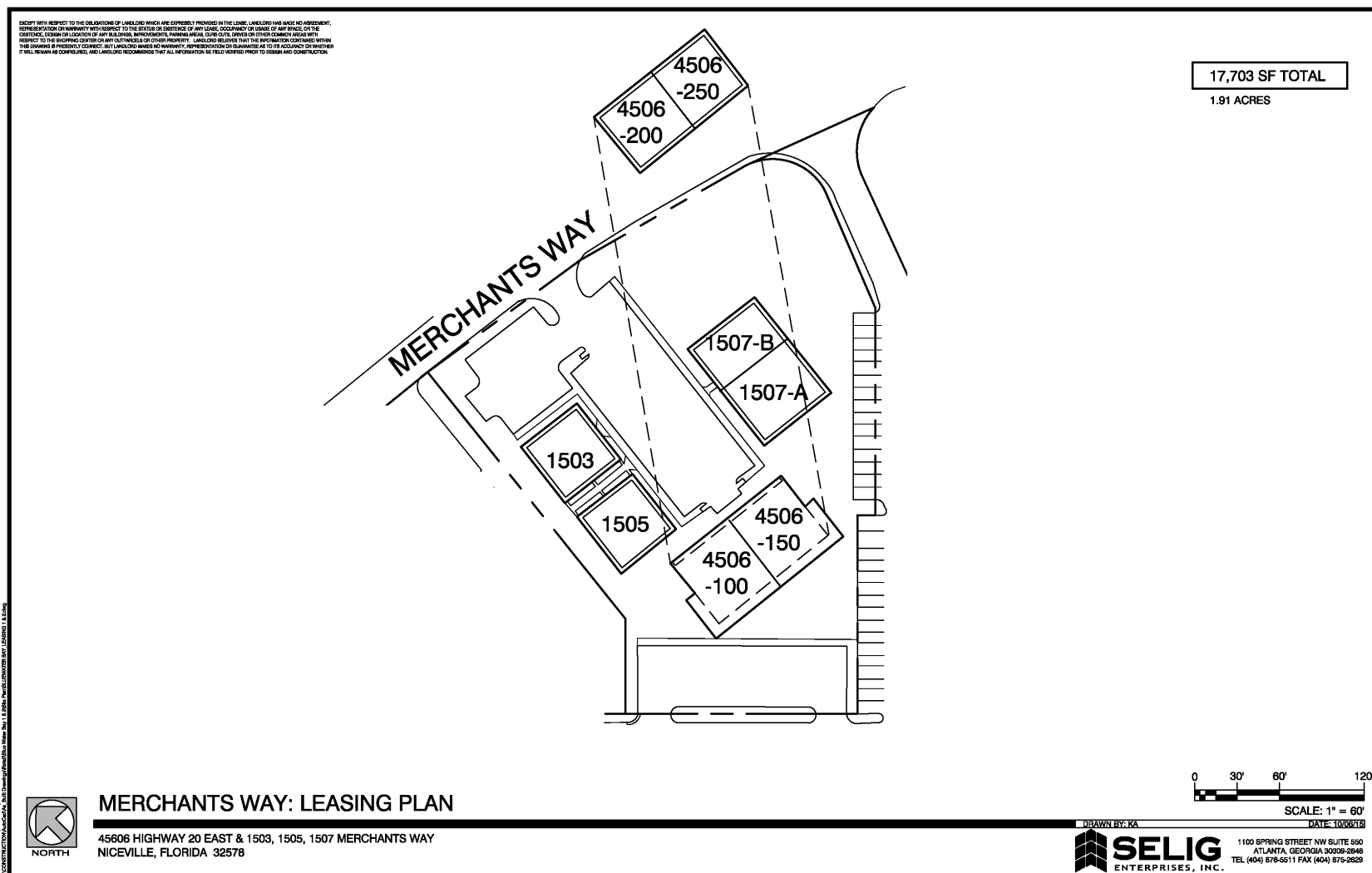
Office Space - The first-class office space includes 45 windowed offices, a large training room, multiple conference rooms, a kitchen, a large exterior courtyard, a beautiful reception area, and plentiful parking. Up to 11,250 SF Available.



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4506-4546 HWY 20 E & 1501 MERCHANTS WAY, NICEVILLE, FL 32578

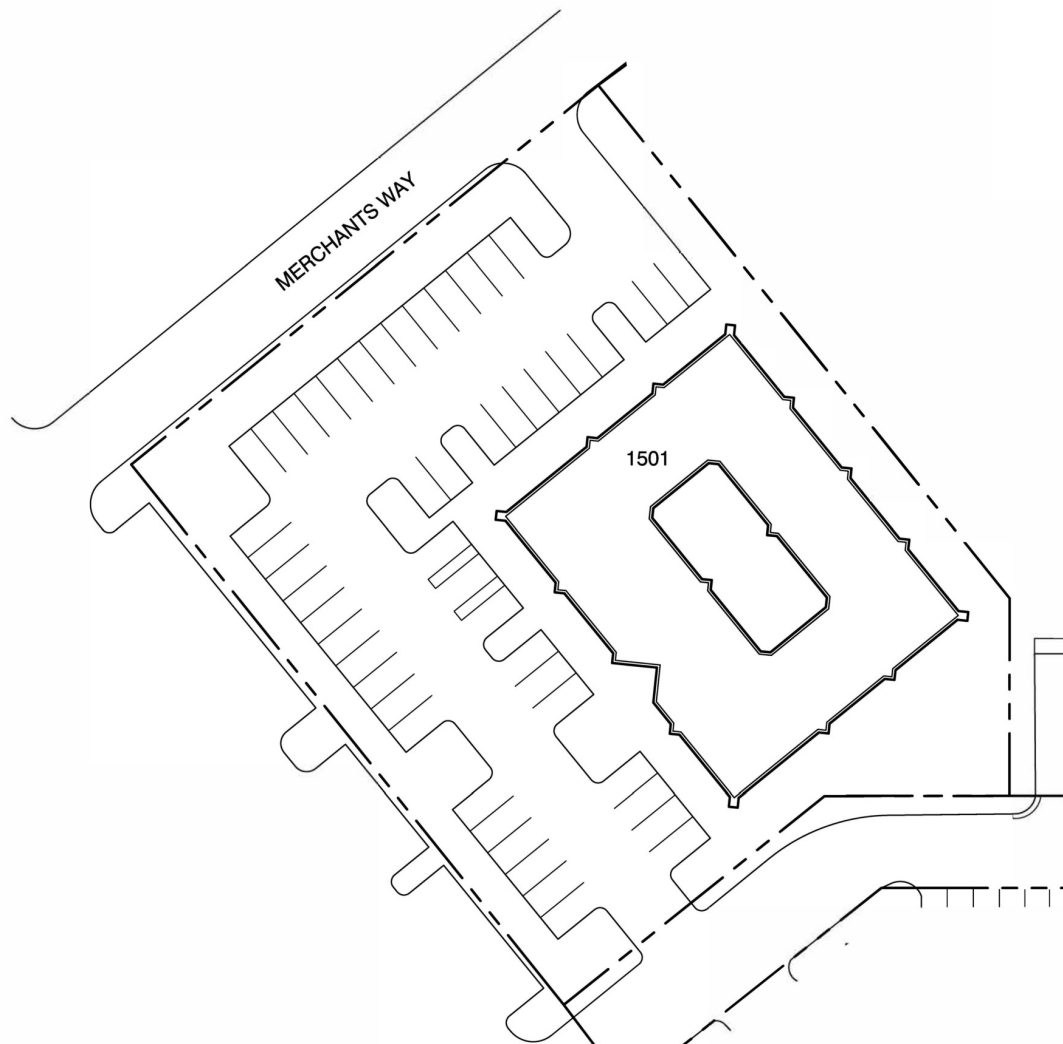
## MERCHANTS WAY SITE PLAN



# BLUEWATER BAY

4506-4546 HWY 20 E & 1501 MERCHANTS WAY , NICEVILLE, FL 32578

## SITE PLAN 1501 MERCHANTS WAY (5,000 SF- 11,250 SF)

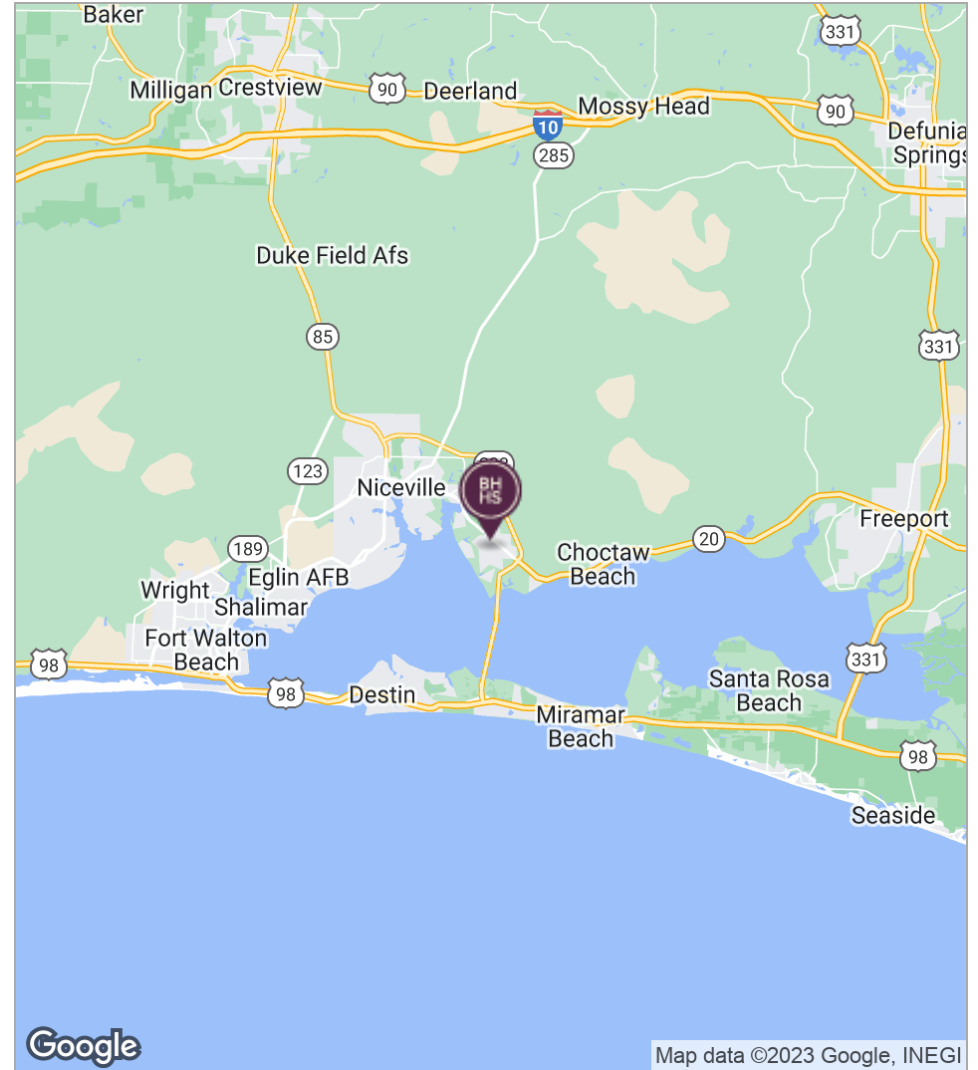
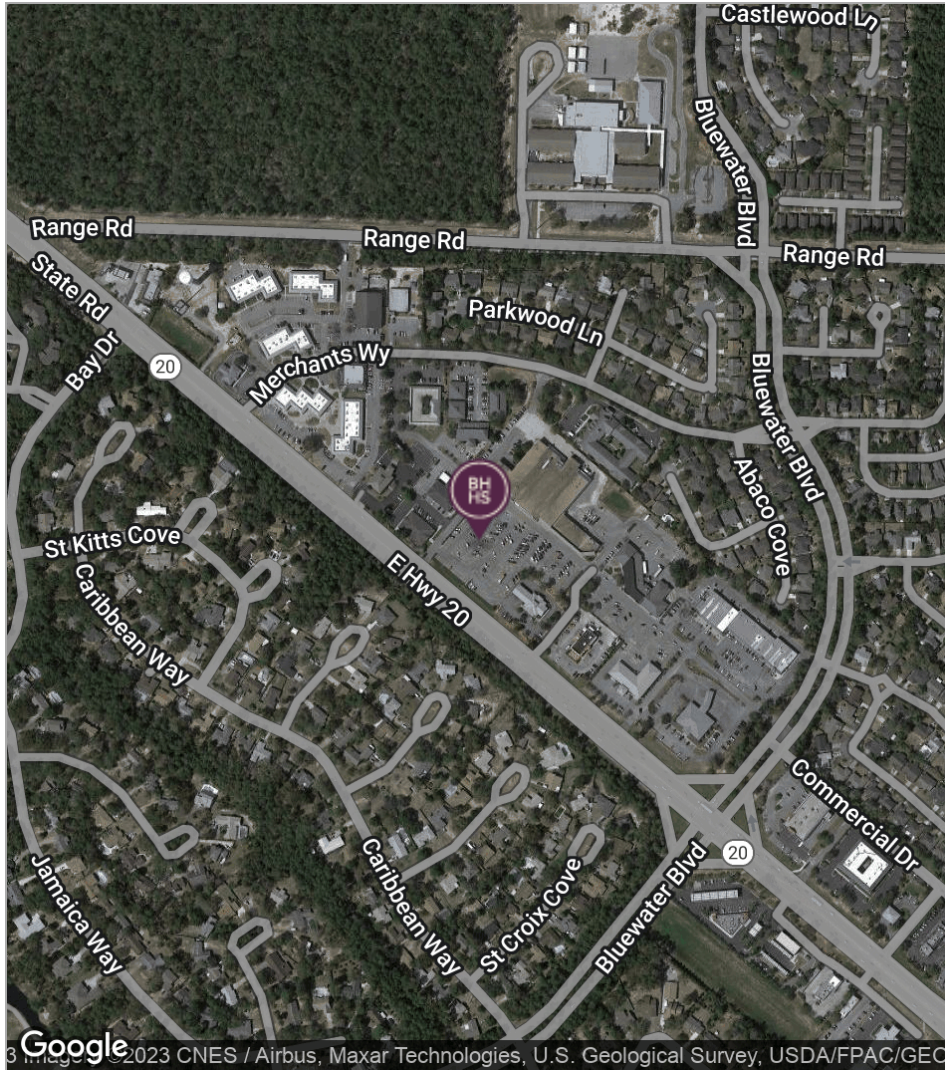


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## LOCATION MAPS

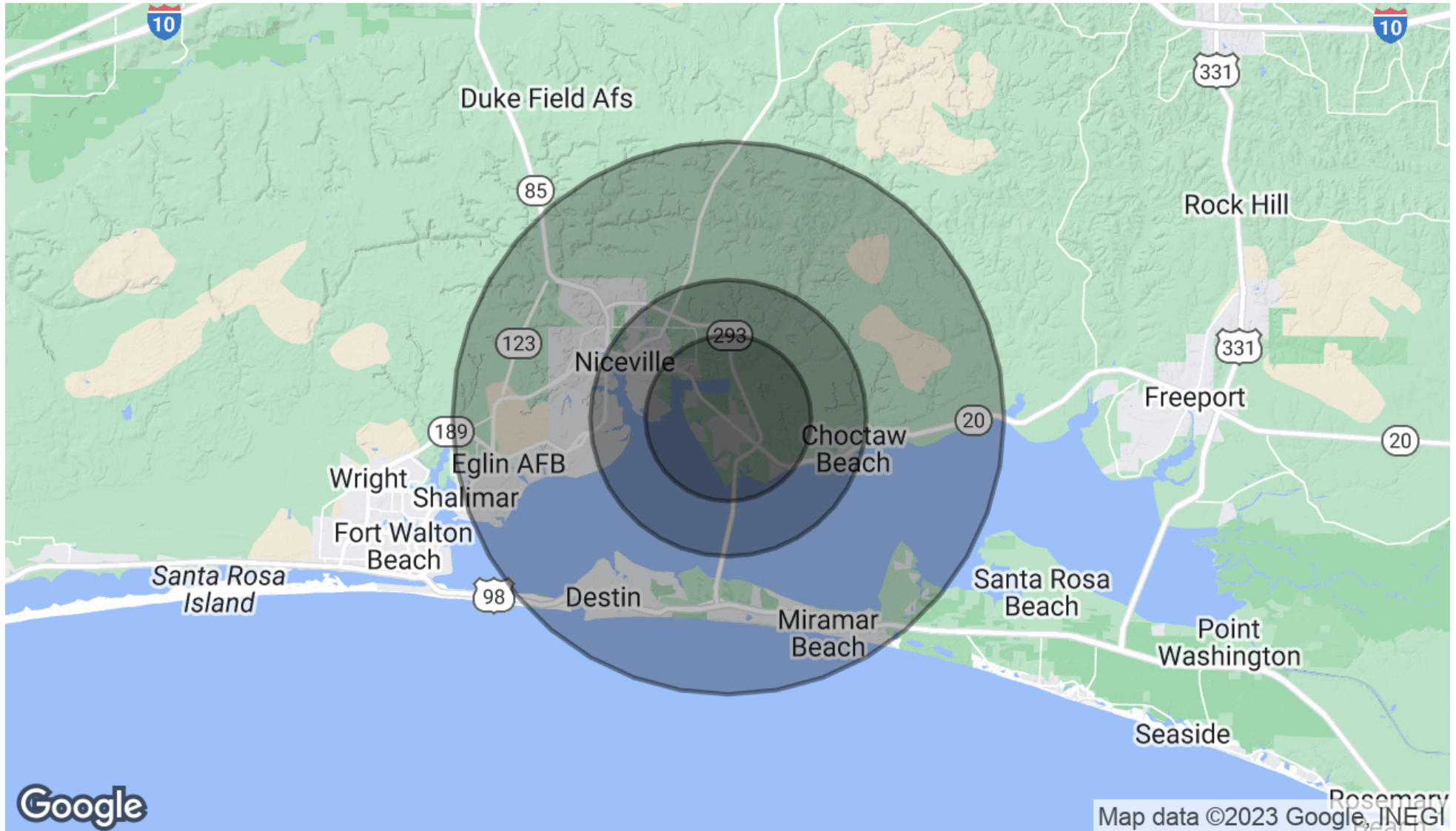




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## DEMOGRAPHICS MAP & REPORT





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## DEMOGRAPHICS MAP & REPORT

POPULATION	3 MILES	5 MILES	10 MILES
Total Population	18,109	29,681	64,163
Average age	43.4	42.9	39.0
Average age (Male)	42.2	41.1	37.1
Average age (Female)	44.4	44.6	41.8
HOUSEHOLDS & INCOME	3 MILES	5 MILES	10 MILES
Total households	6,979	11,641	25,130
# of persons per HH	2.6	2.5	2.6
Average HH income	\$93,814	\$86,777	\$84,881
Average house value	\$330,222	\$310,618	\$336,688

\* Demographic data derived from 2020 ACS - US Census



## Demographic and Income Profile

544 SR-20, Niceville, Florida, 32578  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

Summary	Census 2010	2019	2024				
Population	4,732	5,027	5,264				
Households	2,162	2,299	2,398				
Families	1,350	1,423	1,479				
Average Household Size	2.19	2.19	2.20				
Owner Occupied Housing Units	1,413	1,388	1,479				
Renter Occupied Housing Units	749	911	919				
Median Age	44.8	46.5	47.3				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.93%	1.37%	0.77%				
Households	0.85%	1.31%	0.75%				
Families	0.77%	1.26%	0.68%				
Owner HHs	1.28%	1.60%	0.92%				
Median Household Income	3.38%	2.37%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	128	5.6%	106	4.4%		
	\$15,000 - \$24,999	257	11.2%	213	8.9%		
	\$25,000 - \$34,999	250	10.9%	222	9.3%		
	\$35,000 - \$49,999	304	13.2%	297	12.4%		
	\$50,000 - \$74,999	365	15.9%	378	15.8%		
	\$75,000 - \$99,999	439	19.1%	494	20.6%		
	\$100,000 - \$149,999	306	13.3%	367	15.3%		
	\$150,000 - \$199,999	117	5.1%	163	6.8%		
	\$200,000+	133	5.8%	158	6.6%		
	Median Household Income	\$62,191		\$73,451			
Average Household Income	\$83,147		\$94,375				
Per Capita Income	\$36,746		\$41,571				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	209	4.4%	203	4.0%	214	4.1%
	5 - 9	240	5.1%	223	4.4%	230	4.4%
	10 - 14	237	5.0%	224	4.5%	228	4.3%
	15 - 19	318	6.7%	248	4.9%	245	4.7%
	20 - 24	327	6.9%	256	5.1%	242	4.6%
	25 - 34	583	12.3%	702	14.0%	628	11.9%
	35 - 44	462	9.8%	575	11.4%	711	13.5%
	45 - 54	794	16.8%	589	11.7%	575	10.9%
	55 - 64	690	14.6%	797	15.9%	751	14.3%
	65 - 74	463	9.8%	680	13.5%	788	15.0%
	75 - 84	312	6.6%	385	7.7%	494	9.4%
	85+	100	2.1%	142	2.8%	160	3.0%
	Race and Ethnicity	Census 2010		2019		2024	
Number		Percent	Number	Percent	Number	Percent	
White Alone		4,127	87.2%	4,273	85.0%	4,406	83.7%
Black Alone		223	4.7%	268	5.3%	294	5.6%
American Indian Alone		29	0.6%	31	0.6%	34	0.6%
Asian Alone		149	3.1%	170	3.4%	186	3.5%
Pacific Islander Alone		2	0.0%	3	0.1%	4	0.1%
Some Other Race Alone		31	0.7%	49	1.0%	65	1.2%
Two or More Races		171	3.6%	232	4.6%	276	5.2%
Hispanic Origin (Any Race)		228	4.8%	375	7.5%	495	9.4%

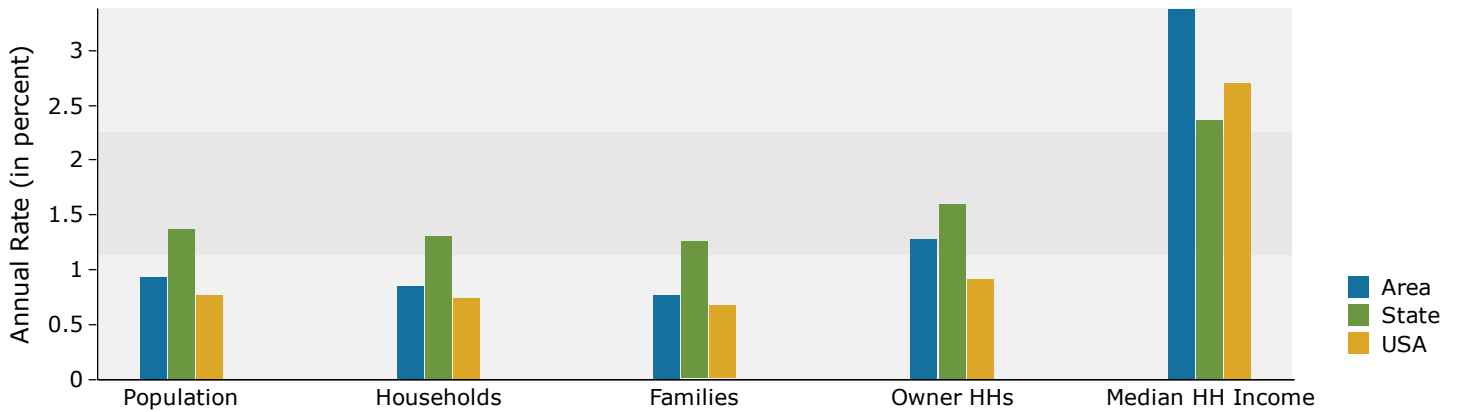
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

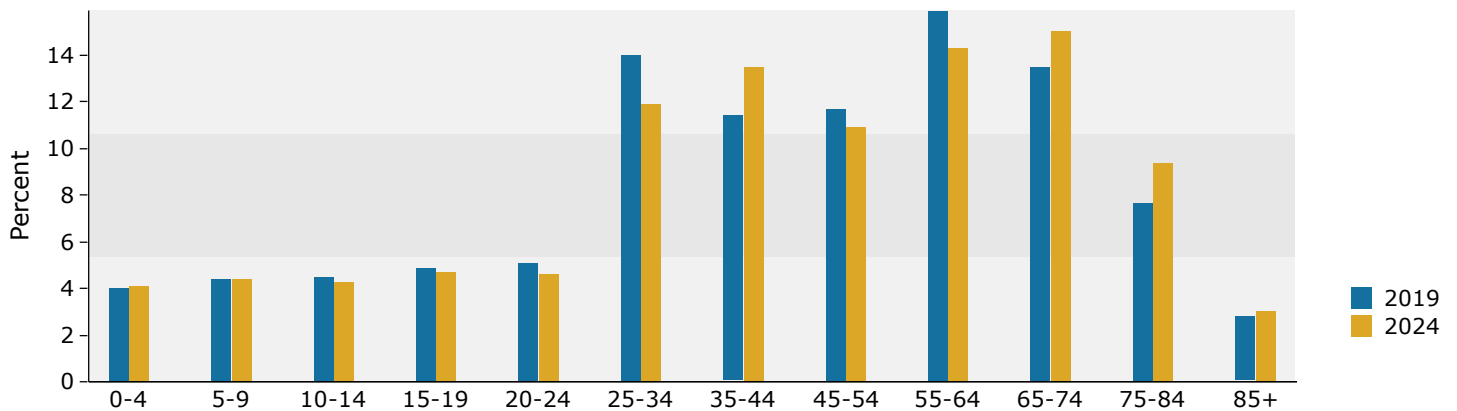
December 31, 2019



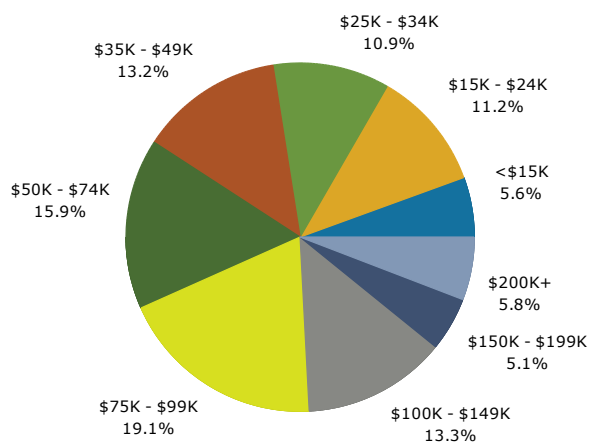
## Trends 2019-2024



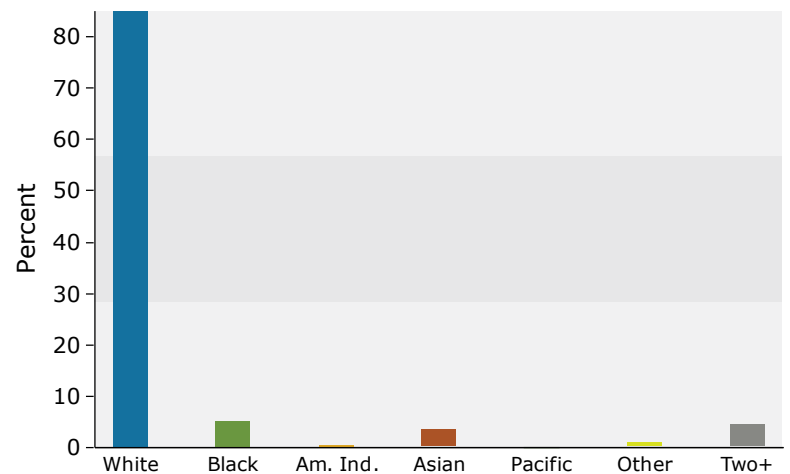
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 7.5%



## Demographic and Income Profile

544 SR-20, Niceville, Florida, 32578  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

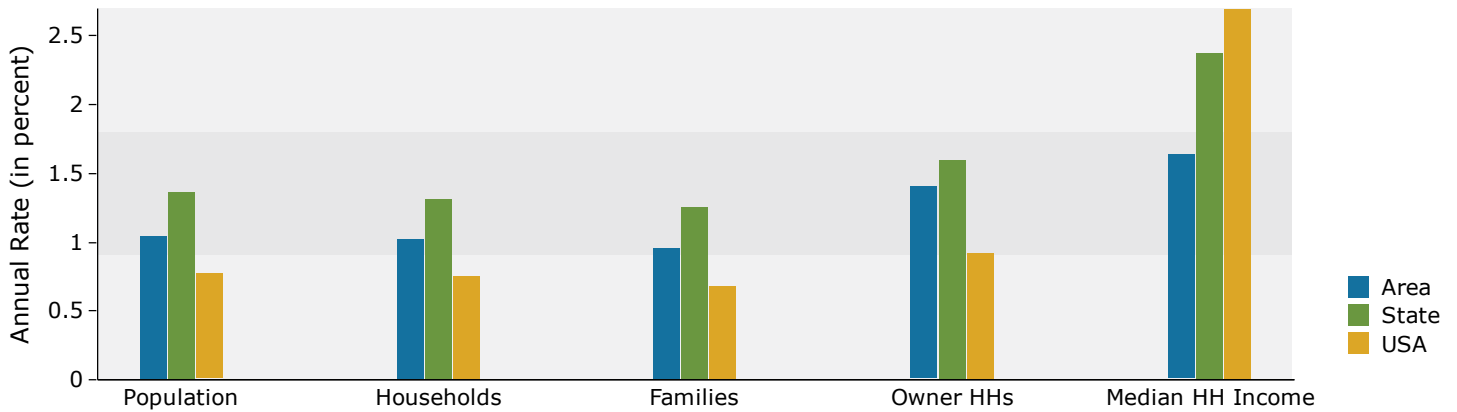
Summary	Census 2010	2019	2024				
Population	22,664	24,391	25,690				
Households	8,909	9,580	10,077				
Families	6,116	6,528	6,849				
Average Household Size	2.41	2.43	2.44				
Owner Occupied Housing Units	6,173	6,238	6,689				
Renter Occupied Housing Units	2,736	3,342	3,388				
Median Age	40.4	42.3	43.6				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	1.04%	1.37%	0.77%				
Households	1.02%	1.31%	0.75%				
Families	0.96%	1.26%	0.68%				
Owner HHs	1.41%	1.60%	0.92%				
Median Household Income	1.64%	2.37%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	542	5.7%	468	4.6%		
	\$15,000 - \$24,999	776	8.1%	667	6.6%		
	\$25,000 - \$34,999	950	9.9%	851	8.4%		
	\$35,000 - \$49,999	1,147	12.0%	1,127	11.2%		
	\$50,000 - \$74,999	1,303	13.6%	1,336	13.3%		
	\$75,000 - \$99,999	1,502	15.7%	1,632	16.2%		
	\$100,000 - \$149,999	1,956	20.4%	2,230	22.1%		
	\$150,000 - \$199,999	634	6.6%	852	8.5%		
\$200,000+	770	8.0%	913	9.1%			
Median Household Income	\$75,876		\$82,298				
Average Household Income	\$95,954		\$107,536				
Per Capita Income	\$38,446		\$42,946				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	1,095	4.8%	1,065	4.4%	1,117	4.3%
	5 - 9	1,191	5.3%	1,175	4.8%	1,203	4.7%
	10 - 14	1,283	5.7%	1,294	5.3%	1,302	5.1%
	15 - 19	1,808	8.0%	1,545	6.3%	1,576	6.1%
	20 - 24	2,162	9.5%	1,936	7.9%	1,885	7.3%
	25 - 34	2,633	11.6%	3,154	12.9%	2,951	11.5%
	35 - 44	2,358	10.4%	2,684	11.0%	3,269	12.7%
	45 - 54	3,776	16.7%	3,018	12.4%	2,820	11.0%
	55 - 64	2,920	12.9%	3,626	14.9%	3,618	14.1%
	65 - 74	1,948	8.6%	2,852	11.7%	3,339	13.0%
	75 - 84	1,176	5.2%	1,542	6.3%	1,988	7.7%
85+	315	1.4%	501	2.1%	621	2.4%	
Race and Ethnicity	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	19,744	87.1%	20,701	84.9%	21,452	83.5%
	Black Alone	946	4.2%	1,131	4.6%	1,250	4.9%
	American Indian Alone	121	0.5%	141	0.6%	153	0.6%
	Asian Alone	715	3.2%	826	3.4%	907	3.5%
	Pacific Islander Alone	29	0.1%	30	0.1%	33	0.1%
	Some Other Race Alone	204	0.9%	325	1.3%	421	1.6%
	Two or More Races	905	4.0%	1,237	5.1%	1,474	5.7%
	Hispanic Origin (Any Race)	1,168	5.2%	1,936	7.9%	2,545	9.9%

**Data Note:** Income is expressed in current dollars.

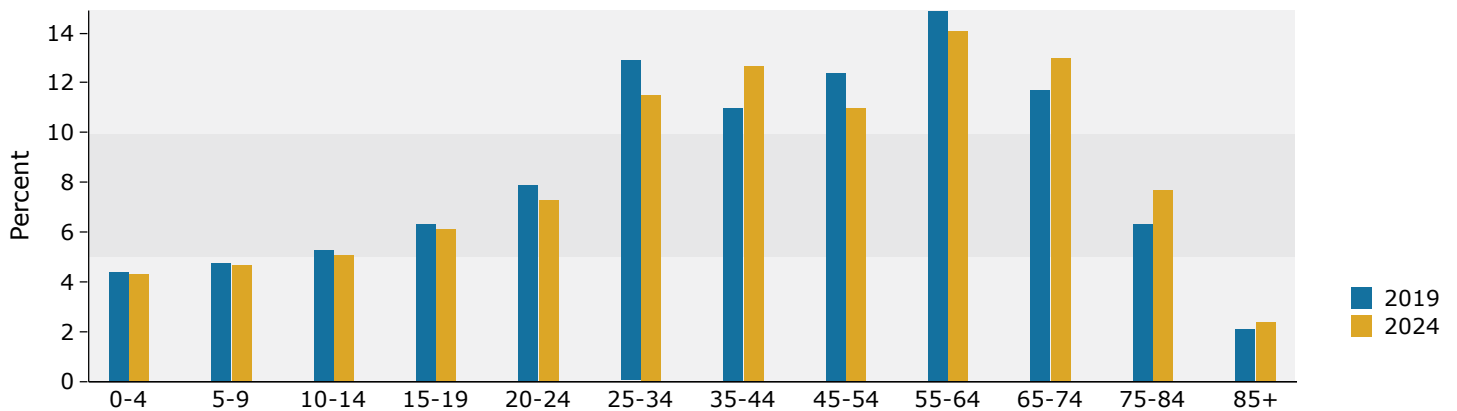
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

December 31, 2019

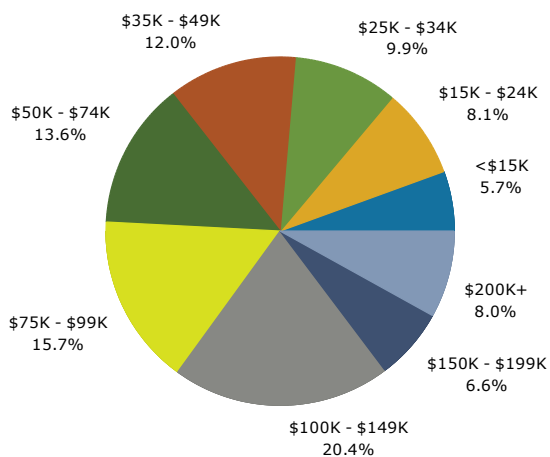
## Trends 2019-2024



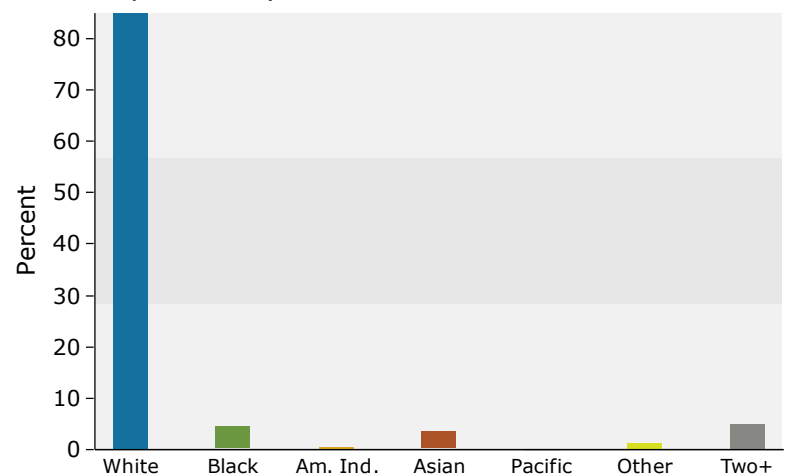
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 7.9%





## Demographic and Income Profile

544 SR-20, Niceville, Florida, 32578  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

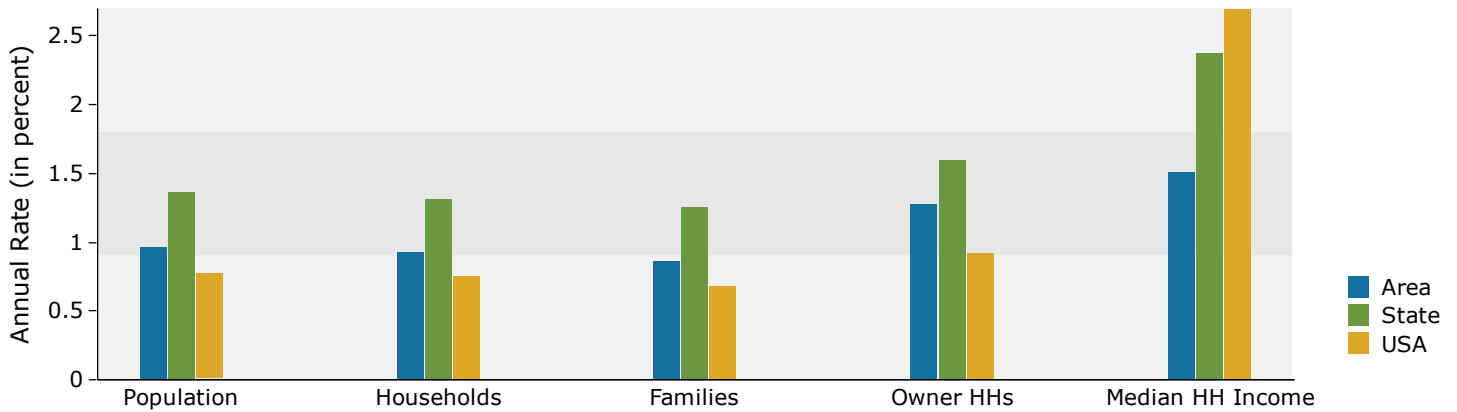
Summary	Census 2010	2019	2024				
Population	31,289	33,436	35,092				
Households	12,393	13,209	13,838				
Families	8,819	9,319	9,731				
Average Household Size	2.42	2.44	2.45				
Owner Occupied Housing Units	8,851	8,915	9,499				
Renter Occupied Housing Units	3,542	4,294	4,339				
Median Age	41.6	43.5	44.5				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.97%	1.37%	0.77%				
Households	0.93%	1.31%	0.75%				
Families	0.87%	1.26%	0.68%				
Owner HHs	1.28%	1.60%	0.92%				
Median Household Income	1.51%	2.37%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	648	4.9%	564	4.1%		
	\$15,000 - \$24,999	919	7.0%	795	5.7%		
	\$25,000 - \$34,999	1,137	8.6%	1,023	7.4%		
	\$35,000 - \$49,999	1,367	10.3%	1,344	9.7%		
	\$50,000 - \$74,999	1,834	13.9%	1,870	13.5%		
	\$75,000 - \$99,999	2,056	15.6%	2,198	15.9%		
	\$100,000 - \$149,999	2,881	21.8%	3,189	23.0%		
	\$150,000 - \$199,999	1,046	7.9%	1,354	9.8%		
\$200,000+	1,320	10.0%	1,501	10.8%			
Median Household Income	\$81,862		\$88,214				
Average Household Income	\$105,746		\$116,594				
Per Capita Income	\$42,224		\$46,425				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	1,572	5.0%	1,506	4.5%	1,576	4.5%
	5 - 9	1,715	5.5%	1,660	5.0%	1,697	4.8%
	10 - 14	1,857	5.9%	1,866	5.6%	1,848	5.3%
	15 - 19	2,411	7.7%	2,073	6.2%	2,094	6.0%
	20 - 24	2,560	8.2%	2,359	7.1%	2,280	6.5%
	25 - 34	3,449	11.0%	4,053	12.1%	3,838	10.9%
	35 - 44	3,332	10.6%	3,704	11.1%	4,423	12.6%
	45 - 54	5,309	17.0%	4,158	12.4%	3,916	11.2%
	55 - 64	4,137	13.2%	5,111	15.3%	5,048	14.4%
	65 - 74	2,810	9.0%	3,982	11.9%	4,615	13.2%
	75 - 84	1,680	5.4%	2,224	6.7%	2,828	8.1%
	85+	457	1.5%	742	2.2%	930	2.7%
Race and Ethnicity	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	27,570	88.1%	28,755	86.0%	29,724	84.7%
	Black Alone	1,162	3.7%	1,383	4.1%	1,525	4.3%
	American Indian Alone	153	0.5%	180	0.5%	195	0.6%
	Asian Alone	916	2.9%	1,052	3.1%	1,155	3.3%
	Pacific Islander Alone	36	0.1%	37	0.1%	40	0.1%
	Some Other Race Alone	278	0.9%	433	1.3%	554	1.6%
	Two or More Races	1,175	3.8%	1,597	4.8%	1,900	5.4%
	Hispanic Origin (Any Race)	1,525	4.9%	2,510	7.5%	3,288	9.4%

**Data Note:** Income is expressed in current dollars.

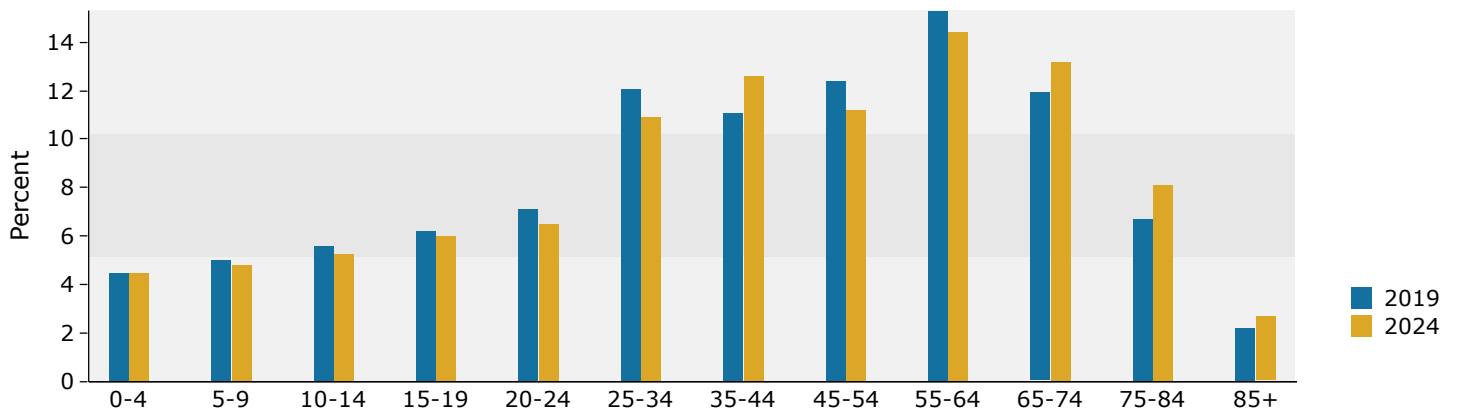
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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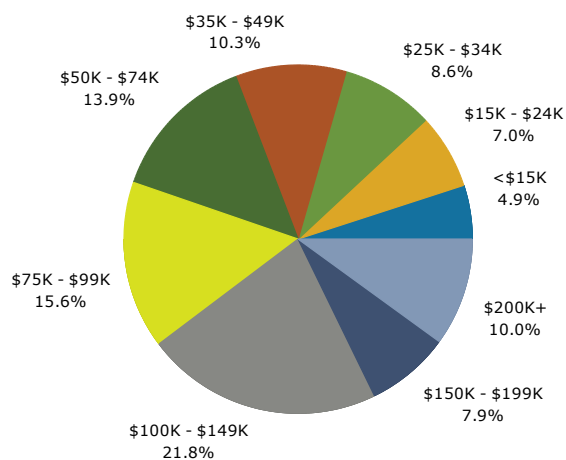
## Trends 2019-2024



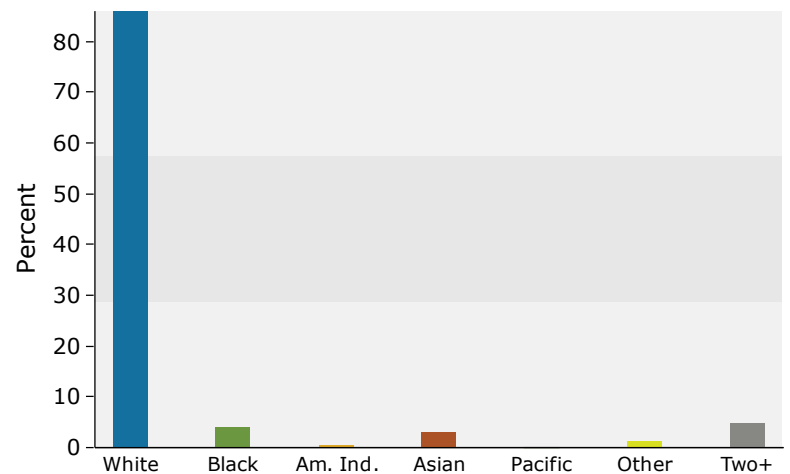
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 7.5%



## Business Summary

544 SR-20, Niceville, Florida, 32578  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				401		1,036		1,344				
Total Employees:				3,468		9,595		12,472				
Total Residential Population:				5,027		24,391		33,436				
Employee/Residential Population Ratio (per 100 Residents)				69		39		37				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	2.5%	54	1.6%	26	2.5%	137	1.4%	30	2.2%	155	1.2%
Construction	33	8.2%	212	6.1%	92	8.9%	498	5.2%	105	7.8%	566	4.5%
Manufacturing	10	2.5%	82	2.4%	21	2.0%	315	3.3%	27	2.0%	393	3.2%
Transportation	10	2.5%	43	1.2%	36	3.5%	212	2.2%	46	3.4%	278	2.2%
Communication	1	0.2%	3	0.1%	5	0.5%	14	0.1%	5	0.4%	15	0.1%
Utility	3	0.7%	30	0.9%	5	0.5%	41	0.4%	6	0.4%	51	0.4%
Wholesale Trade	7	1.7%	31	0.9%	17	1.6%	74	0.8%	22	1.6%	96	0.8%
Retail Trade Summary	95	23.7%	883	25.5%	228	22.0%	2,435	25.4%	289	21.5%	3,497	28.0%
Home Improvement	7	1.7%	61	1.8%	22	2.1%	181	1.9%	23	1.7%	192	1.5%
General Merchandise Stores	3	0.7%	91	2.6%	6	0.6%	372	3.9%	6	0.4%	372	3.0%
Food Stores	10	2.5%	56	1.6%	27	2.6%	175	1.8%	37	2.8%	551	4.4%
Auto Dealers, Gas Stations, Auto Aftermarket	15	3.7%	74	2.1%	27	2.6%	108	1.1%	29	2.2%	116	0.9%
Apparel & Accessory Stores	2	0.5%	6	0.2%	9	0.9%	31	0.3%	13	1.0%	46	0.4%
Furniture & Home Furnishings	6	1.5%	28	0.8%	18	1.7%	84	0.9%	19	1.4%	89	0.7%
Eating & Drinking Places	33	8.2%	451	13.0%	74	7.1%	1,070	11.2%	104	7.7%	1,461	11.7%
Miscellaneous Retail	18	4.5%	116	3.3%	45	4.3%	414	4.3%	58	4.3%	671	5.4%
Finance, Insurance, Real Estate Summary	43	10.7%	233	6.7%	108	10.4%	677	7.1%	141	10.5%	1,021	8.2%
Banks, Savings & Lending Institutions	9	2.2%	68	2.0%	25	2.4%	232	2.4%	30	2.2%	270	2.2%
Securities Brokers	3	0.7%	7	0.2%	9	0.9%	16	0.2%	12	0.9%	21	0.2%
Insurance Carriers & Agents	11	2.7%	46	1.3%	23	2.2%	88	0.9%	26	1.9%	97	0.8%
Real Estate, Holding, Other Investment Offices	20	5.0%	112	3.2%	52	5.0%	341	3.6%	73	5.4%	633	5.1%
Services Summary	143	35.7%	1,613	46.5%	385	37.2%	4,622	48.2%	522	38.8%	5,784	46.4%
Hotels & Lodging	4	1.0%	69	2.0%	10	1.0%	120	1.3%	14	1.0%	169	1.4%
Automotive Services	12	3.0%	40	1.2%	32	3.1%	122	1.3%	38	2.8%	164	1.3%
Motion Pictures & Amusements	15	3.7%	116	3.3%	36	3.5%	279	2.9%	49	3.6%	347	2.8%
Health Services	15	3.7%	236	6.8%	46	4.4%	911	9.5%	85	6.3%	1,200	9.6%
Legal Services	7	1.7%	28	0.8%	9	0.9%	31	0.3%	9	0.7%	31	0.2%
Education Institutions & Libraries	11	2.7%	566	16.3%	34	3.3%	1,673	17.4%	39	2.9%	1,902	15.3%
Other Services	79	19.7%	558	16.1%	218	21.0%	1,487	15.5%	289	21.5%	1,972	15.8%
Government	17	4.2%	270	7.8%	34	3.3%	531	5.5%	35	2.6%	570	4.6%
Unclassified Establishments	29	7.2%	13	0.4%	80	7.7%	39	0.4%	115	8.6%	46	0.4%
Totals	401	100.0%	3,468	100.0%	1,036	100.0%	9,595	100.0%	1,344	100.0%	12,472	100.0%

**Source:** Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 31, 2019





## Business Summary

544 SR-20, Niceville, Florida, 32578  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	1	0.1%	2	0.0%	2	0.1%	4	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	3	0.7%	30	0.9%	5	0.5%	41	0.4%	6	0.4%	51	0.4%
Construction	35	8.7%	236	6.8%	97	9.4%	537	5.6%	111	8.3%	608	4.9%
Manufacturing	10	2.5%	77	2.2%	26	2.5%	332	3.5%	32	2.4%	410	3.3%
Wholesale Trade	7	1.7%	31	0.9%	17	1.6%	74	0.8%	21	1.6%	93	0.7%
Retail Trade	60	15.0%	420	12.1%	145	14.0%	1,298	13.5%	176	13.1%	1,953	15.7%
Motor Vehicle & Parts Dealers	11	2.7%	61	1.8%	23	2.2%	95	1.0%	24	1.8%	98	0.8%
Furniture & Home Furnishings Stores	3	0.7%	10	0.3%	9	0.9%	31	0.3%	10	0.7%	36	0.3%
Electronics & Appliance Stores	2	0.5%	8	0.2%	4	0.4%	17	0.2%	4	0.3%	17	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	7	1.7%	61	1.8%	22	2.1%	181	1.9%	23	1.7%	192	1.5%
Food & Beverage Stores	9	2.2%	50	1.4%	20	1.9%	135	1.4%	29	2.2%	501	4.0%
Health & Personal Care Stores	3	0.7%	16	0.5%	10	1.0%	58	0.6%	17	1.3%	290	2.3%
Gasoline Stations	4	1.0%	12	0.3%	4	0.4%	13	0.1%	5	0.4%	18	0.1%
Clothing & Clothing Accessories Stores	3	0.7%	7	0.2%	11	1.1%	35	0.4%	15	1.1%	50	0.4%
Sport Goods, Hobby, Book, & Music Stores	7	1.7%	24	0.7%	12	1.2%	46	0.5%	12	0.9%	46	0.4%
General Merchandise Stores	3	0.7%	91	2.6%	6	0.6%	372	3.9%	6	0.4%	372	3.0%
Miscellaneous Store Retailers	7	1.7%	37	1.1%	18	1.7%	110	1.1%	21	1.6%	116	0.9%
Nonstore Retailers	2	0.5%	44	1.3%	7	0.7%	206	2.1%	9	0.7%	218	1.7%
Transportation & Warehousing	4	1.0%	29	0.8%	17	1.6%	163	1.7%	21	1.6%	213	1.7%
Information	7	1.7%	37	1.1%	16	1.5%	88	0.9%	18	1.3%	93	0.7%
Finance & Insurance	24	6.0%	122	3.5%	57	5.5%	337	3.5%	69	5.1%	390	3.1%
Central Bank/Credit Intermediation & Related Activities	10	2.5%	70	2.0%	26	2.5%	234	2.4%	31	2.3%	272	2.2%
Securities, Commodity Contracts & Other Financial	3	0.7%	7	0.2%	9	0.9%	16	0.2%	12	0.9%	21	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	11	2.7%	46	1.3%	23	2.2%	88	0.9%	26	1.9%	97	0.8%
Real Estate, Rental & Leasing	21	5.2%	108	3.1%	67	6.5%	369	3.8%	93	6.9%	678	5.4%
Professional, Scientific & Tech Services	27	6.7%	184	5.3%	73	7.0%	573	6.0%	103	7.7%	824	6.6%
Legal Services	9	2.2%	32	0.9%	13	1.3%	41	0.4%	16	1.2%	58	0.5%
Management of Companies & Enterprises	1	0.2%	4	0.1%	3	0.3%	12	0.1%	5	0.4%	16	0.1%
Administrative & Support & Waste Management & Remediation	13	3.2%	70	2.0%	34	3.3%	162	1.7%	46	3.4%	197	1.6%
Educational Services	15	3.7%	571	16.5%	40	3.9%	1,678	17.5%	47	3.5%	1,913	15.3%
Health Care & Social Assistance	22	5.5%	318	9.2%	64	6.2%	1,145	11.9%	109	8.1%	1,553	12.5%
Arts, Entertainment & Recreation	11	2.7%	104	3.0%	26	2.5%	260	2.7%	36	2.7%	333	2.7%
Accommodation & Food Services	38	9.5%	523	15.1%	86	8.3%	1,214	12.7%	122	9.1%	1,669	13.4%
Accommodation	4	1.0%	69	2.0%	10	1.0%	120	1.3%	14	1.0%	169	1.4%
Food Services & Drinking Places	34	8.5%	454	13.1%	76	7.3%	1,093	11.4%	107	8.0%	1,500	12.0%
Other Services (except Public Administration)	58	14.5%	320	9.2%	148	14.3%	741	7.7%	177	13.2%	857	6.9%
Automotive Repair & Maintenance	9	2.2%	32	0.9%	21	2.0%	82	0.9%	23	1.7%	87	0.7%
Public Administration	17	4.2%	270	7.8%	34	3.3%	531	5.5%	35	2.6%	570	4.6%
Unclassified Establishments	29	7.2%	13	0.4%	80	7.7%	39	0.4%	115	8.6%	46	0.4%
Total	401	100.0%	3,468	100.0%	1,036	100.0%	9,595	100.0%	1,344	100.0%	12,472	100.0%

**Source:** Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 31, 2019



## Community Profile

544 SR-20, Niceville, Florida, 32578  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,844	22,647	31,520
2010 Total Population	4,732	22,664	31,289
2019 Total Population	5,027	24,391	33,436
2019 Group Quarters	0	1,140	1,157
2024 Total Population	5,264	25,690	35,092
2019-2024 Annual Rate	0.93%	1.04%	0.97%
2019 Total Daytime Population	6,160	22,560	29,929
Workers	3,936	12,325	15,313
Residents	2,224	10,235	14,616
<b>Household Summary</b>			
2000 Households	2,079	8,309	11,542
2000 Average Household Size	2.31	2.49	2.55
2010 Households	2,162	8,909	12,393
2010 Average Household Size	2.19	2.41	2.42
2019 Households	2,299	9,580	13,209
2019 Average Household Size	2.19	2.43	2.44
2024 Households	2,398	10,077	13,838
2024 Average Household Size	2.20	2.44	2.45
2019-2024 Annual Rate	0.85%	1.02%	0.93%
2010 Families	1,350	6,116	8,819
2010 Average Family Size	2.71	2.86	2.85
2019 Families	1,423	6,528	9,319
2019 Average Family Size	2.71	2.89	2.88
2024 Families	1,479	6,849	9,731
2024 Average Family Size	2.73	2.91	2.90
2019-2024 Annual Rate	0.77%	0.96%	0.87%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,241	8,820	12,265
Owner Occupied Housing Units	63.0%	67.8%	67.2%
Renter Occupied Housing Units	29.8%	26.4%	26.9%
Vacant Housing Units	7.2%	5.8%	5.9%
2010 Housing Units	2,380	9,789	13,627
Owner Occupied Housing Units	59.4%	63.1%	65.0%
Renter Occupied Housing Units	31.5%	27.9%	26.0%
Vacant Housing Units	9.2%	9.0%	9.1%
2019 Housing Units	2,534	10,525	14,527
Owner Occupied Housing Units	54.8%	59.3%	61.4%
Renter Occupied Housing Units	36.0%	31.8%	29.6%
Vacant Housing Units	9.3%	9.0%	9.1%
2024 Housing Units	2,633	11,011	15,139
Owner Occupied Housing Units	56.2%	60.7%	62.7%
Renter Occupied Housing Units	34.9%	30.8%	28.7%
Vacant Housing Units	8.9%	8.5%	8.6%
<b>Median Household Income</b>			
2019	\$62,191	\$75,876	\$81,862
2024	\$73,451	\$82,298	\$88,214
<b>Median Home Value</b>			
2019	\$224,203	\$280,414	\$305,317
2024	\$249,589	\$313,086	\$329,279
<b>Per Capita Income</b>			
2019	\$36,746	\$38,446	\$42,224
2024	\$41,571	\$42,946	\$46,425
<b>Median Age</b>			
2010	44.8	40.4	41.6
2019	46.5	42.3	43.5
2024	47.3	43.6	44.5

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 31, 2019



## Community Profile

544 SR-20, Niceville, Florida, 32578  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

	1 mile	3 miles	5 miles
<b>2019 Households by Income</b>			
Household Income Base	2,299	9,580	13,209
<\$15,000	5.6%	5.7%	4.9%
\$15,000 - \$24,999	11.2%	8.1%	7.0%
\$25,000 - \$34,999	10.9%	9.9%	8.6%
\$35,000 - \$49,999	13.2%	12.0%	10.3%
\$50,000 - \$74,999	15.9%	13.6%	13.9%
\$75,000 - \$99,999	19.1%	15.7%	15.6%
\$100,000 - \$149,999	13.3%	20.4%	21.8%
\$150,000 - \$199,999	5.1%	6.6%	7.9%
\$200,000+	5.8%	8.0%	10.0%
Average Household Income	\$83,147	\$95,954	\$105,746
<b>2024 Households by Income</b>			
Household Income Base	2,398	10,077	13,838
<\$15,000	4.4%	4.6%	4.1%
\$15,000 - \$24,999	8.9%	6.6%	5.7%
\$25,000 - \$34,999	9.3%	8.4%	7.4%
\$35,000 - \$49,999	12.4%	11.2%	9.7%
\$50,000 - \$74,999	15.8%	13.3%	13.5%
\$75,000 - \$99,999	20.6%	16.2%	15.9%
\$100,000 - \$149,999	15.3%	22.1%	23.0%
\$150,000 - \$199,999	6.8%	8.5%	9.8%
\$200,000+	6.6%	9.1%	10.8%
Average Household Income	\$94,375	\$107,536	\$116,594
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,388	6,238	8,914
<\$50,000	2.6%	1.6%	1.3%
\$50,000 - \$99,999	5.6%	2.5%	1.8%
\$100,000 - \$149,999	12.0%	8.5%	6.6%
\$150,000 - \$199,999	21.0%	15.1%	11.6%
\$200,000 - \$249,999	18.1%	15.6%	14.6%
\$250,000 - \$299,999	10.4%	11.0%	12.8%
\$300,000 - \$399,999	13.5%	19.2%	24.6%
\$400,000 - \$499,999	7.7%	12.4%	14.2%
\$500,000 - \$749,999	4.8%	8.8%	8.2%
\$750,000 - \$999,999	4.3%	4.9%	3.8%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$275,018	\$330,714	\$339,801
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,479	6,689	9,497
<\$50,000	1.2%	0.7%	0.5%
\$50,000 - \$99,999	2.9%	1.3%	0.9%
\$100,000 - \$149,999	7.5%	4.9%	3.7%
\$150,000 - \$199,999	18.0%	11.9%	9.1%
\$200,000 - \$249,999	20.6%	15.6%	14.2%
\$250,000 - \$299,999	13.3%	12.9%	13.8%
\$300,000 - \$399,999	16.1%	21.4%	26.5%
\$400,000 - \$499,999	9.7%	14.7%	16.5%
\$500,000 - \$749,999	5.9%	11.0%	10.0%
\$750,000 - \$999,999	4.9%	5.4%	4.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$305,815	\$360,460	\$365,276

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 31, 2019



## Community Profile

544 SR-20, Niceville, Florida, 32578  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	4,728	22,665	31,287
0 - 4	4.4%	4.8%	5.0%
5 - 9	5.1%	5.3%	5.5%
10 - 14	5.0%	5.7%	5.9%
15 - 24	13.6%	17.5%	15.9%
25 - 34	12.3%	11.6%	11.0%
35 - 44	9.8%	10.4%	10.6%
45 - 54	16.8%	16.7%	17.0%
55 - 64	14.6%	12.9%	13.2%
65 - 74	9.8%	8.6%	9.0%
75 - 84	6.6%	5.2%	5.4%
85 +	2.1%	1.4%	1.5%
18 +	81.6%	80.2%	79.3%
<b>2019 Population by Age</b>			
Total	5,024	24,392	33,438
0 - 4	4.0%	4.4%	4.5%
5 - 9	4.4%	4.8%	5.0%
10 - 14	4.5%	5.3%	5.6%
15 - 24	10.0%	14.3%	13.3%
25 - 34	14.0%	12.9%	12.1%
35 - 44	11.4%	11.0%	11.1%
45 - 54	11.7%	12.4%	12.4%
55 - 64	15.9%	14.9%	15.3%
65 - 74	13.5%	11.7%	11.9%
75 - 84	7.7%	6.3%	6.7%
85 +	2.8%	2.1%	2.2%
18 +	84.3%	82.4%	81.7%
<b>2024 Population by Age</b>			
Total	5,266	25,689	35,093
0 - 4	4.1%	4.3%	4.5%
5 - 9	4.4%	4.7%	4.8%
10 - 14	4.3%	5.1%	5.3%
15 - 24	9.2%	13.5%	12.5%
25 - 34	11.9%	11.5%	10.9%
35 - 44	13.5%	12.7%	12.6%
45 - 54	10.9%	11.0%	11.2%
55 - 64	14.3%	14.1%	14.4%
65 - 74	15.0%	13.0%	13.2%
75 - 84	9.4%	7.7%	8.1%
85 +	3.0%	2.4%	2.7%
18 +	84.5%	82.9%	82.3%
<b>2010 Population by Sex</b>			
Males	2,303	11,720	15,917
Females	2,429	10,944	15,372
<b>2019 Population by Sex</b>			
Males	2,458	12,584	16,938
Females	2,569	11,807	16,498
<b>2024 Population by Sex</b>			
Males	2,573	13,231	17,737
Females	2,691	12,459	17,355

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 31, 2019





## Community Profile

544 SR-20, Niceville, Florida, 32578  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	4,732	22,664	31,290
White Alone	87.2%	87.1%	88.1%
Black Alone	4.7%	4.2%	3.7%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	3.1%	3.2%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	0.9%	0.9%
Two or More Races	3.6%	4.0%	3.8%
Hispanic Origin	4.8%	5.2%	4.9%
Diversity Index	30.6	31.3	29.4
<b>2019 Population by Race/Ethnicity</b>			
Total	5,026	24,391	33,437
White Alone	85.0%	84.9%	86.0%
Black Alone	5.3%	4.6%	4.1%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	3.4%	3.4%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.3%	1.3%
Two or More Races	4.6%	5.1%	4.8%
Hispanic Origin	7.5%	7.9%	7.5%
Diversity Index	37.4	38.2	36.1
<b>2024 Population by Race/Ethnicity</b>			
Total	5,265	25,690	35,093
White Alone	83.7%	83.5%	84.7%
Black Alone	5.6%	4.9%	4.3%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	3.5%	3.5%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	1.6%	1.6%
Two or More Races	5.2%	5.7%	5.4%
Hispanic Origin	9.4%	9.9%	9.4%
Diversity Index	41.5	42.4	40.2
<b>2010 Population by Relationship and Household Type</b>			
Total	4,732	22,664	31,289
In Households	100.0%	94.6%	96.0%
In Family Households	79.3%	79.2%	82.1%
Householder	28.1%	27.1%	28.2%
Spouse	21.3%	21.3%	23.0%
Child	25.3%	26.4%	27.1%
Other relative	2.6%	2.4%	2.2%
Nonrelative	1.9%	2.0%	1.7%
In Nonfamily Households	20.7%	15.3%	13.9%
In Group Quarters	0.0%	5.4%	4.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	5.4%	4.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 31, 2019



## Community Profile

544 SR-20, Niceville, Florida, 32578  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.52005  
Longitude: -86.48380

	1 mile	3 miles	5 miles
<b>2019 Population 25+ by Educational Attainment</b>			
Total	3,873	17,378	23,973
Less than 9th Grade	1.1%	1.1%	0.9%
9th - 12th Grade, No Diploma	3.0%	3.4%	3.0%
High School Graduate	16.9%	17.7%	16.2%
GED/Alternative Credential	3.9%	4.1%	3.5%
Some College, No Degree	30.6%	24.8%	22.7%
Associate Degree	11.5%	11.0%	10.7%
Bachelor's Degree	20.5%	22.0%	23.9%
Graduate/Professional Degree	12.5%	15.9%	19.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	4,377	20,857	28,405
Never Married	27.9%	26.4%	23.6%
Married	51.0%	56.2%	60.6%
Widowed	6.8%	6.0%	5.8%
Divorced	14.3%	11.4%	10.0%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.9%	97.2%	97.3%
Civilian Unemployed (Unemployment Rate)	3.1%	2.8%	2.7%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,678	12,635	16,894
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	10.4%	10.4%	9.3%
Manufacturing	3.5%	3.6%	4.2%
Wholesale Trade	0.7%	1.7%	1.8%
Retail Trade	14.9%	12.3%	12.1%
Transportation/Utilities	3.9%	2.8%	3.7%
Information	0.2%	0.6%	0.6%
Finance/Insurance/Real Estate	8.9%	7.6%	7.4%
Services	46.9%	50.4%	49.5%
Public Administration	10.6%	10.2%	11.2%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,678	12,635	16,895
White Collar	62.3%	64.0%	66.7%
Management/Business/Financial	16.0%	16.2%	17.6%
Professional	18.2%	22.2%	24.6%
Sales	15.6%	13.5%	13.3%
Administrative Support	12.5%	12.2%	11.2%
Services	22.0%	21.5%	19.8%
Blue Collar	15.7%	14.5%	13.4%
Farming/Forestry/Fishing	0.0%	0.6%	0.5%
Construction/Extraction	3.5%	4.3%	3.9%
Installation/Maintenance/Repair	3.3%	3.4%	2.8%
Production	2.9%	2.1%	1.9%
Transportation/Material Moving	6.0%	4.0%	4.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,732	22,664	31,289
Population Inside Urbanized Area	100.0%	99.4%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	0.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	2,162	8,909	12,394
Households with 1 Person	30.4%	25.3%	23.7%
Households with 2+ People	69.6%	74.7%	76.3%
Family Households	62.4%	68.6%	71.2%
Husband-wife Families	47.4%	54.1%	58.1%
With Related Children	15.1%	19.5%	21.5%
Other Family (No Spouse Present)	15.0%	14.6%	13.1%
Other Family with Male Householder	4.3%	4.3%	3.7%
With Related Children	2.5%	2.6%	2.3%
Other Family with Female Householder	10.7%	10.3%	9.3%
With Related Children	6.6%	6.8%	6.1%
Nonfamily Households	7.1%	6.1%	5.2%
All Households with Children	24.7%	29.3%	30.3%
Multigenerational Households	2.8%	2.9%	2.6%
Unmarried Partner Households	5.0%	5.2%	4.5%
Male-female	4.6%	4.8%	4.0%
Same-sex	0.4%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	2,161	8,908	12,392
1 Person Household	30.4%	25.3%	23.7%
2 Person Household	39.5%	38.8%	39.8%
3 Person Household	15.7%	16.9%	16.8%
4 Person Household	9.5%	12.4%	13.0%
5 Person Household	3.1%	4.5%	4.7%
6 Person Household	1.2%	1.5%	1.4%
7 + Person Household	0.6%	0.7%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,162	8,909	12,393
Owner Occupied	65.4%	69.3%	71.4%
Owned with a Mortgage/Loan	39.7%	45.3%	48.5%
Owned Free and Clear	25.6%	24.0%	22.9%
Renter Occupied	34.6%	30.7%	28.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,380	9,789	13,627
Housing Units Inside Urbanized Area	100.0%	99.5%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	0.5%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 31, 2019



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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Exurbanites (1E)
2.	Old and Newcomers (8F)	Old and Newcomers (8F)	Midlife Constants (5E)
3.	Exurbanites (1E)	Exurbanites (1E)	Old and Newcomers (8F)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,569,459	\$21,863,031	\$32,934,932
Average Spent	\$1,987.59	\$2,282.15	\$2,493.37
Spending Potential Index	93	107	116
Education: Total \$	\$3,364,536	\$16,706,058	\$25,862,521
Average Spent	\$1,463.48	\$1,743.85	\$1,957.95
Spending Potential Index	92	109	123
Entertainment/Recreation: Total \$	\$7,263,707	\$34,469,832	\$52,092,849
Average Spent	\$3,159.51	\$3,598.10	\$3,943.74
Spending Potential Index	97	110	121
Food at Home: Total \$	\$11,381,005	\$53,397,908	\$79,767,231
Average Spent	\$4,950.42	\$5,573.89	\$6,038.85
Spending Potential Index	96	108	117
Food Away from Home: Total \$	\$7,917,030	\$37,919,516	\$57,119,658
Average Spent	\$3,443.68	\$3,958.20	\$4,324.30
Spending Potential Index	94	108	118
Health Care: Total \$	\$13,792,416	\$64,273,990	\$96,299,539
Average Spent	\$5,999.31	\$6,709.18	\$7,290.45
Spending Potential Index	101	113	123
HH Furnishings & Equipment: Total \$	\$4,690,998	\$22,617,306	\$34,271,050
Average Spent	\$2,040.45	\$2,360.89	\$2,594.52
Spending Potential Index	96	111	122
Personal Care Products & Services: Total \$	\$1,964,819	\$9,450,113	\$14,279,548
Average Spent	\$854.64	\$986.44	\$1,081.05
Spending Potential Index	96	111	122
Shelter: Total \$	\$39,893,668	\$191,543,252	\$290,429,110
Average Spent	\$17,352.62	\$19,994.08	\$21,987.21
Spending Potential Index	94	108	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,760,171	\$27,204,973	\$41,314,681
Average Spent	\$2,505.51	\$2,839.77	\$3,127.77
Spending Potential Index	101	115	126
Travel: Total \$	\$4,905,641	\$24,067,991	\$37,148,324
Average Spent	\$2,133.82	\$2,512.32	\$2,812.35
Spending Potential Index	95	112	125
Vehicle Maintenance & Repairs: Total \$	\$2,610,484	\$12,329,172	\$18,560,452
Average Spent	\$1,135.49	\$1,286.97	\$1,405.14
Spending Potential Index	99	112	123

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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