



Executive Summary

Prepared By: M. Kevin Bethea

Site Type: Radius	796 N Beal Pkwy Fort Walton Beach, FL 32547 Radius: 1.0 mile	796 N Beal Pkwy Fort Walton Beach, FL 32547 Radius: 3.0 mile	796 N Beal Pkwy Fort Walton Beach, FL 32547 Radius: 5.0 mile
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2008 Population

Total Population	12,388	51,131	73,143
Male Population	49.3%	49.3%	49.4%
Female Population	50.7%	50.7%	50.6%
Median Age	35.0	37.9	38.2

2008 Income

Median HH Income	\$47,703	\$50,698	\$51,555
Per Capita Income	\$24,877	\$26,675	\$27,309
Average HH Income	\$56,667	\$62,103	\$63,614

2008 Households

Total Households	5,422	21,772	31,068
Average Household Size	2.24	2.31	2.32
1990-2000 Annual Rate	1.3%	0.98%	0.99%

2008 Housing

Owner Occupied Housing Units	48.3%	56.4%	53.0%
Renter Occupied Housing Units	39.3%	34.0%	33.4%
Vacant Housing Units	12.4%	9.6%	13.6%

Population

1990 Population	10,405	46,152	66,820
2000 Population	11,215	47,715	68,113
2008 Population	12,388	51,131	73,143
2013 Population	13,229	54,576	78,281
1990-2000 Annual Rate	0.75%	0.33%	0.19%
2000-2008 Annual Rate	1.21%	0.84%	0.87%
2008-2013 Annual Rate	1.32%	1.31%	1.37%

In the identified market area, the current year population is 73,143. In 2000, the Census count in the market area was 68,113. The rate of change since 2000 was 0.87 percent annually. The five-year projection for the population in the market area is 78,281, representing a change of 1.37 percent annually from 2008 to 2013. Currently, the population is 49.4 percent male and 50.6 percent female.

Households

1990 Households	4,252	18,133	25,763
2000 Households	4,836	19,992	28,436
2008 Households	5,422	21,772	31,068
2013 Households	5,830	23,380	33,458
1990-2000 Annual Rate	1.3%	0.98%	0.99%
2000-2008 Annual Rate	1.4%	1.04%	1.08%
2008-2013 Annual Rate	1.46%	1.44%	1.49%

The household count in this market area has changed from 28,436 in 2000 to 31,068 in the current year, a change of 1.08 percent annually. The five-year projection of households is 33,458, a change of 1.49 percent annually from the current year total. Average household size is currently 2.32, compared to 2.35 in the year 2000. The number of families in the current year is 19,302 in the market area.

Housing

Currently, 53.0 percent of the 35,957 housing units in the market area are owner occupied; 33.4 percent, renter occupied; and 13.6 percent are vacant. In 2000, there were 32,293 housing units— 53.0 percent owner occupied, 35.0 percent renter occupied and 12.0 percent vacant. The rate of change in housing units since 2000 is 1.31 percent. Median home value in the market area is \$180,338, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by -0.11 percent annually to \$179,335. From 2000 to the current year, median home value changed by 8.23 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$25,029	\$27,970	\$28,260
2000 Median HH Income	\$37,076	\$39,462	\$40,310
2008 Median HH Income	\$47,703	\$50,698	\$51,555
2013 Median HH Income	\$58,313	\$61,183	\$62,013
1990-2000 Annual Rate	4.01%	3.5%	3.62%
2000-2008 Annual Rate	3.1%	3.08%	3.03%
2008-2013 Annual Rate	4.1%	3.83%	3.76%
Per Capita Income			
1990 Per Capita Income	\$12,871	\$13,730	\$13,981
2000 Per Capita Income	\$19,308	\$20,678	\$21,152
2008 Per Capita Income	\$24,877	\$26,675	\$27,309
2013 Per Capita Income	\$28,986	\$31,554	\$32,352
1990-2000 Annual Rate	4.14%	4.18%	4.23%
2000-2008 Annual Rate	3.12%	3.13%	3.15%
2008-2013 Annual Rate	3.1%	3.42%	3.45%
Average Household Income			
1990 Average Household Income	\$31,199	\$34,043	\$34,670
2000 Average Household Income	\$44,487	\$48,734	\$49,903
2008 Average HH Income	\$56,667	\$62,103	\$63,614
2013 Average HH Income	\$65,704	\$73,077	\$74,964
1990-2000 Annual Rate	3.61%	3.65%	3.71%
2000-2008 Annual Rate	2.98%	2.98%	2.99%
2008-2013 Annual Rate	3%	3.31%	3.34%

Households by Income

Current median household income is \$51,555 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$62,013 in five years. In 2000, median household income was \$40,310, compared to \$28,260 in 1990.

Current average household income is \$63,614 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$74,964 in five years. In 2000, average household income was \$49,903, compared to \$34,670 in 1990.

Current per capita income is \$27,309 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$32,352 in five years. In 2000, the per capita income was \$21,152, compared to \$13,981 in 1990.

Population by Employment

Total Businesses	1,025	4,004	5,327
Total Employees	5,985	28,794	37,520

Currently, 95.5 percent of the civilian labor force in the identified market area is employed and 4.5 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 96.1 percent of the civilian labor force, and unemployment will be 3.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 68.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 8.4 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 58.1 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 21.8 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 20.1 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 83.6 percent of the market area population drove alone to work, and 1.9 percent worked at home. The average travel time to work in 2000 was 19.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.5 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 29.2 percent were high school graduates only (29.6 percent in the U.S.)
- 10.3 percent had completed an Associate degree (7.2 percent in the U.S.)
- 16.7 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 10.4 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.