



The**Retail**Coach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

NICEVILLE, FLORIDA

PREPARED FOR RUCKEL PROPERTIES, INC.
JANUARY 2026

DEMOGRAPHIC SNAPSHOT



Age

0-9 Years	11.70%
10 - 17 Years	9.56%
18 - 24 Years	8.71%
25 - 34 Years	14.16%
35 - 44 Years	13.71%
45 - 54 Years	11.19%
55 - 64 Years	11.73%
65 and Older	19.23%
Median Age	39.16
Average Age	40.61

Educational Attainment (%)

Graduate or Professional Degree	15.59%
Bachelors Degree	21.57%
Associate Degree	11.94%
Some College	21.79%
High School Graduate (GED)	22.41%
Some High School, No Degree	4.02%
Less than 9th Grade	2.68%

Race Distribution

White	68.52%
Black/African American	8.62%
American Indian/Alaskan	0.63%
Asian	4.15%
Native Hawaiian/Islander	0.23%
Other Race	5.15%
Two or More Races	12.70%
Hispanic	13.77%
Non-Hispanic	86.23%

Income

Average HH	\$123,259
Median HH	\$89,909
Per Capita	\$51,592

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	121,017	
2026 Estimate	118,003	
2020 Census	113,658	
2010 Census	101,094	
Growth 2026 - 2031		2.55%
Growth 2020 - 2026		3.82%
Growth 2010 - 2020		12.43%
2026 Est. Population by Single-Classification Race	118,003	
White Alone	80,860	68.52%
Black or African American Alone	10,172	8.62%
Amer. Indian and Alaska Native Alone	743	0.63%
Asian Alone	4,902	4.15%
Native Hawaiian and Other Pacific Island Alone	266	0.23%
Some Other Race Alone	6,072	5.15%
Two or More Races	14,985	12.70%
2026 Est. Population by Hispanic or Latino Origin	118,003	
Not Hispanic or Latino	101,749	86.23%
Hispanic or Latino	16,254	13.77%
Mexican	4,684	28.82%
Puerto Rican	2,505	15.41%
Cuban	672	4.14%
All Other Hispanic or Latino	8,393	51.64%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	16,254	
White Alone	3,604	22.17%
Black or African American Alone	478	2.94%
American Indian and Alaska Native Alone	361	2.22%
Asian Alone	145	0.89%
Native Hawaiian and Other Pacific Islander Alone	34	0.21%
Some Other Race Alone	5,435	33.44%
Two or More Races	6,195	38.11%
2026 Est. Pop by Race, Asian Alone, by Category	4,902	
Chinese, except Taiwanese	114	2.33%
Filipino	1,576	32.16%
Japanese	225	4.59%
Asian Indian	859	17.52%
Korean	430	8.77%
Vietnamese	745	15.20%
Cambodian	0	0.00%
Hmong	28	0.58%
Laotian	2	0.04%
Thai	732	14.93%
All Other Asian Races Including 2+ Category	190	3.87%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	118,003	
Arab	52	0.04%
Czech	371	0.31%
Danish	310	0.26%
Dutch	1,211	1.03%
English	12,173	10.32%
French (except Basque)	2,161	1.83%
French Canadian	653	0.55%
German	12,341	10.46%
Greek	453	0.38%
Hungarian	417	0.35%
Irish	9,552	8.10%
Italian	4,399	3.73%
Lithuanian	122	0.10%
United States or American	5,213	4.42%
Norwegian	912	0.77%
Polish	1,803	1.53%
Portuguese	477	0.40%
Russian	1,007	0.85%
Scottish	2,698	2.29%
Scotch-Irish	1,534	1.30%
Slovak	130	0.11%
Subsaharan African	795	0.67%
Swedish	926	0.79%
Swiss	146	0.12%
Ukrainian	231	0.20%
Welsh	660	0.56%
West Indian (except Hisp. groups)	869	0.74%
Other ancestries	33,161	28.10%
Ancestry Unclassified	23,229	19.69%
2026 Est. Pop Age 5+ by Language Spoken At Home	111,188	
Speak Only English at Home	95,811	86.17%
Speak Asian/Pacific Island Language at Home	2,634	2.37%
Speak IndoEuropean Language at Home	2,322	2.09%
Speak Spanish at Home	10,057	9.05%
Speak Other Language at Home	366	0.33%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	118,003	
Age 0 - 4	6,817	5.78%
Age 5 - 9	6,994	5.93%
Age 10 - 14	7,145	6.06%
Age 15 - 17	4,140	3.51%
Age 18 - 20	4,501	3.81%
Age 21 - 24	5,781	4.90%
Age 25 - 34	16,706	14.16%
Age 35 - 44	16,178	13.71%
Age 45 - 54	13,209	11.19%
Age 55 - 64	13,841	11.73%
Age 65 - 74	12,810	10.86%
Age 75 - 84	7,278	6.17%
Age 85 and over	2,606	2.21%
Age 16 and over	95,682	81.08%
Age 18 and over	92,908	78.73%
Age 21 and over	88,409	74.92%
Age 65 and over	22,694	19.23%
2026 Est. Median Age		39.16
2026 Est. Average Age		40.61
2026 Est. Population by Sex	118,003	
Male	59,619	50.52%
Female	58,384	49.48%
2026 Est. Male Population by Age	59,619	
Age 0 - 4	3,470	5.82%
Age 5 - 9	3,550	5.96%
Age 10 - 14	3,607	6.05%
Age 15 - 17	2,099	3.52%
Age 18 - 20	2,431	4.08%
Age 21 - 24	3,206	5.38%
Age 25 - 34	9,043	15.17%
Age 35 - 44	8,417	14.12%
Age 45 - 54	6,661	11.17%
Age 55 - 64	6,788	11.39%
Age 65 - 74	6,143	10.30%
Age 75 - 84	3,222	5.41%
Age 85 and over	980	1.64%
2026 Est. Median Age, Male		37.73
2026 Est. Average Age, Male		39.67

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	58,384	
Age 0 - 4	3,347	5.73%
Age 5 - 9	3,445	5.90%
Age 10 - 14	3,536	6.06%
Age 15 - 17	2,041	3.50%
Age 18 - 20	2,068	3.54%
Age 21 - 24	2,575	4.41%
Age 25 - 34	7,662	13.12%
Age 35 - 44	7,762	13.29%
Age 45 - 54	6,548	11.22%
Age 55 - 64	7,052	12.08%
Age 65 - 74	6,667	11.42%
Age 75 - 84	4,057	6.95%
Age 85 and over	1,626	2.79%
2026 Est. Median Age, Female		40.72
2026 Est. Average Age, Female		41.53
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,818	27.63%
Males, Never Married	16,241	16.74%
Females, Never Married	10,575	10.90%
Married, Spouse present	49,776	51.29%
Married, Spouse absent	4,116	4.24%
Widowed	5,063	5.22%
Males Widowed	1,227	1.26%
Females Widowed	3,836	3.95%
Divorced	11,279	11.62%
Males Divorced	4,960	5.11%
Females Divorced	6,318	6.51%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,215	2.68%
Some High School, no diploma	3,321	4.02%
High School Graduate (or GED)	18,521	22.42%
Some College, no degree	18,007	21.79%
Associate Degree	9,862	11.94%
Bachelor's Degree	17,821	21.57%
Master's Degree	10,269	12.43%
Professional School Degree	1,563	1.89%
Doctorate Degree	1,049	1.27%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,804	24.63%
High School Graduate	2,513	22.08%
Some College or Associate's Degree	3,102	27.25%
Bachelor's Degree or Higher	2,963	26.03%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	49,769	
2026 Estimate	48,787	
2020 Census	46,714	
2010 Census	41,983	
Growth 2026 - 2031		2.01%
Growth 2020 - 2026		4.44%
Growth 2010 - 2020		11.27%
2026 Est. Households by Household Type	48,787	
Family Households	31,360	64.28%
Nonfamily Households	17,427	35.72%
2026 Est. Group Quarters Population	1,446	
2026 Households by Ethnicity, Hispanic/Latino	4,870	
2026 Est. Households by Household Income	48,787	
Income < \$15,000	2,827	5.80%
Income \$15,000 - \$24,999	1,832	3.76%
Income \$25,000 - \$34,999	2,543	5.21%
Income \$35,000 - \$49,999	4,781	9.80%
Income \$50,000 - \$74,999	8,034	16.47%
Income \$75,000 - \$99,999	7,063	14.48%
Income \$100,000 - \$124,999	5,450	11.17%
Income \$125,000 - \$149,999	3,847	7.89%
Income \$150,000 - \$199,999	5,123	10.50%
Income \$200,000 - \$249,999	2,819	5.78%
Income \$250,000 - \$499,999	2,876	5.90%
Income \$500,000+	1,590	3.26%
2026 Est. Average Household Income		\$123,259
2026 Est. Median Household Income		\$89,909
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$98,162
Black or African American Alone		\$59,849
American Indian and Alaska Native Alone		\$63,062
Asian Alone		\$74,678
Native Hawaiian and Other Pacific Islander Alone		\$109,153
Some Other Race Alone		\$76,511
Two or More Races		\$80,476
Hispanic or Latino		\$74,781
Not Hispanic or Latino		\$92,076

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	31,360	
Family Households with Children	8,353	26.64%
Family Households without Children	23,007	73.36%
Married-Couple Families	15,849	50.54%
Married-Couple Family, own children	5,673	18.09%
Married-Couple Family, no own children	10,176	32.45%
Cohabiting-Couple Families	1,991	6.35%
Cohabiting-Couple Family, own children	664	2.12%
Cohabiting-Couple Family, no own children	1,327	4.23%
Male Householder Families	5,820	18.56%
Male Householder, own children	469	1.50%
Male Householder, no own children	706	2.25%
Male Householder, only Nonrelatives	626	2.00%
Male Householder, Living Alone	4,020	12.82%
Female Householder Families	7,700	24.55%
Female Householder, own children	1,547	4.93%
Female Householder, no own children	1,263	4.03%
Female Householder, only Nonrelatives	285	0.91%
Female Householder, Living Alone	4,605	14.68%
2026 Est. Households by Household Size	48,787	
1-person	13,711	28.10%
2-person	17,431	35.73%
3-person	7,500	15.37%
4-person	5,960	12.22%
5-person	2,570	5.27%
6-person	1,042	2.14%
7-or-more-person	577	1.18%
2026 Est. Average Household Size		2.42
2026 Est. Households by Number of Vehicles	48,787	
No Vehicles	2,937	6.02%
1 Vehicle	15,230	31.22%
2 Vehicles	20,450	41.92%
3 Vehicles	7,526	15.43%
4 Vehicles	2,047	4.20%
5 or more Vehicles	599	1.23%
2026 Est. Average Number of Vehicles		1.86

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	32,003	
2026 Estimate	31,360	
2020 Estimate	30,028	
2010 Census	27,368	
Growth 2026 - 2031		2.05%
Growth 2020 - 2026		4.44%
Growth 2010 - 2020		9.72%
2026 Est. Families by Poverty Status	31,360	
2026 Families at or Above Poverty	28,764	91.72%
2026 Families at or Above Poverty with Children	11,629	37.08%
2026 Families Below Poverty	2,597	8.28%
2026 Families Below Poverty with Children	2,087	6.66%
2026 Est. Pop 16+ by Employment Status	95,682	
Civilian Labor Force, Employed	51,622	53.95%
Civilian Labor Force, Unemployed	1,993	2.08%
Armed Forces	8,976	9.38%
Not in Labor Force	33,091	34.59%
2026 Est. Civ. Employed Pop 16+ by Class of Worker	60,598	
For-Profit Private Workers	40,074	66.13%
Non-Profit Private Workers	3,384	5.59%
Local Government Workers	5,734	9.46%
State Government Workers	1,070	1.77%
Federal Government Workers	3,615	5.97%
Self-Employed Workers	6,493	10.72%
Unpaid Family Workers	227	0.38%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation	60,598	
Architect/Engineer	3,045	5.03%
Arts/Entertainment/Sports	1,158	1.91%
Building Grounds Maintenance	3,122	5.15%
Business/Financial Operations	2,552	4.21%
Community/Social Services	744	1.23%
Computer/Mathematical	3,371	5.56%
Construction/Extraction	3,302	5.45%
Education/Training/Library	2,928	4.83%
Farming/Fishing/Forestry	70	0.12%
Food Prep/Serving	5,038	8.31%
Health Practitioner/Technician	4,796	7.91%
Healthcare Support	1,636	2.70%
Maintenance Repair	1,690	2.79%
Legal	671	1.11%
Life/Physical/Social Science	587	0.97%
Management	6,389	10.54%
Office/Admin. Support	5,208	8.59%
Production	1,546	2.55%
Protective Services	1,586	2.62%
Sales/Related	5,902	9.74%
Personal Care/Service	1,936	3.19%
Transportation/Moving	3,320	5.48%
2026 Est. Pop 16+ by Occupation Classification	60,598	
White Collar	37,353	61.64%
Blue Collar	9,859	16.27%
Service and Farm	13,386	22.09%
2026 Est. Workers Age 16+ by Transp. to Work	60,598	
Drove Alone	46,483	76.71%
Car Pooled	6,391	10.55%
Public Transportation	191	0.32%
Walked	1,208	1.99%
Bicycle	492	0.81%
Other Means	1,061	1.75%
Worked at Home	4,772	7.88%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,713	29.94%
15 - 29 Minutes	23,205	41.57%
30 - 44 Minutes	9,037	16.19%
45 - 59 Minutes	2,814	5.04%
60 or more Minutes	4,059	7.27%
2026 Est. Avg Travel Time to Work in Minutes		26.00

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	48,787	
Owner Occupied	29,866	61.22%
Renter Occupied	18,921	38.78%
2026 Owner Occ. HUs: Avg. Length of Residence		16.88†
2026 Renter Occ. HUs: Avg. Length of Residence		6.32†
2026 Est. Owner-Occupied Housing Units by Value	29,866	
Value Less than \$20,000	490	1.64%
Value \$20,000 - \$39,999	384	1.29%
Value \$40,000 - \$59,999	103	0.35%
Value \$60,000 - \$79,999	84	0.28%
Value \$80,000 - \$99,999	230	0.77%
Value \$100,000 - \$149,999	661	2.21%
Value \$150,000 - \$199,999	1,137	3.81%
Value \$200,000 - \$299,999	4,869	16.30%
Value \$300,000 - \$399,999	7,046	23.59%
Value \$400,000 - \$499,999	5,317	17.80%
Value \$500,000 - \$749,999	5,547	18.57%
Value \$750,000 - \$999,999	2,291	7.67%
Value \$1,000,000 or \$1,499,999	910	3.05%
Value \$1,500,000 or \$1,999,999	496	1.66%
Value \$2,000,000+	300	1.01%
2026 Est. Median All Owner-Occupied Housing Value		\$398,932
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	32,314	66.23%
1 Unit Attached	4,089	8.38%
2 Units	1,073	2.20%
3 or 4 Units	1,879	3.85%
5 to 19 Units	3,958	8.11%
20 to 49 Units	1,582	3.24%
50 or More Units	1,988	4.08%
Mobile Home or Trailer	1,859	3.81%
Boat, RV, Van, etc.	48	0.10%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,743	3.57%
Housing Units Built 2010 to 2019	4,888	10.02%
Housing Units Built 2000 to 2009	5,180	10.62%
Housing Units Built 1990 to 1999	7,487	15.35%
Housing Units Built 1980 to 1989	9,864	20.22%
Housing Units Built 1970 to 1979	9,424	19.32%
Housing Units Built 1960 to 1969	6,312	12.94%
Housing Units Built 1950 to 1959	3,002	6.15%
Housing Units Built 1940 to 1949	529	1.09%
Housing Unit Built 1939 or Earlier	358	0.73%
2026 Est. Median Year Structure Built		1985

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.