



Market Profile

Rolling Oaks Commons
 14990 E Orange Lake Blvd, Bay Lake, Florida, 32830
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 28.34762
 Longitude: -81.61225

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	355	1,707	9,786
2010 Total Population	1,152	4,962	24,713
2017 Total Population	2,195	7,666	31,171
2017 Group Quarters	0	0	0
2022 Total Population	2,735	9,484	36,214
2017-2022 Annual Rate	4.50%	4.35%	3.04%
2017 Total Daytime Population	6,016	19,495	67,607
Workers	4,995	15,879	51,295
Residents	1,021	3,616	16,312
Household Summary			
2000 Households	121	641	4,191
2000 Average Household Size	2.93	2.66	2.33
2010 Households	419	1,917	9,800
2010 Average Household Size	2.75	2.59	2.52
2017 Households	773	2,882	12,073
2017 Average Household Size	2.84	2.66	2.58
2022 Households	958	3,534	13,891
2022 Average Household Size	2.85	2.68	2.61
2017-2022 Annual Rate	4.38%	4.16%	2.85%
2010 Families	289	1,315	6,709
2010 Average Family Size	3.18	2.99	2.95
2017 Families	527	1,960	8,163
2017 Average Family Size	3.29	3.08	3.04
2022 Families	651	2,396	9,357
2022 Average Family Size	3.30	3.11	3.07
2017-2022 Annual Rate	4.32%	4.10%	2.77%
Housing Unit Summary			
2000 Housing Units	201	2,321	7,412
Owner Occupied Housing Units	49.8%	23.3%	46.7%
Renter Occupied Housing Units	10.4%	4.4%	9.8%
Vacant Housing Units	39.8%	72.3%	43.5%
2010 Housing Units	968	12,435	28,890
Owner Occupied Housing Units	25.9%	8.9%	20.0%
Renter Occupied Housing Units	17.4%	6.6%	13.9%
Vacant Housing Units	56.7%	84.6%	66.1%
2017 Housing Units	1,779	11,594	30,940
Owner Occupied Housing Units	22.8%	12.7%	20.7%
Renter Occupied Housing Units	20.6%	12.2%	18.3%
Vacant Housing Units	56.5%	75.1%	61.0%
2022 Housing Units	2,160	14,076	35,795
Owner Occupied Housing Units	22.6%	12.5%	20.5%
Renter Occupied Housing Units	21.8%	12.6%	18.3%
Vacant Housing Units	55.6%	74.9%	61.2%
Median Household Income			
2017	\$55,982	\$52,987	\$52,822
2022	\$63,782	\$60,052	\$58,652
Median Home Value			
2017	\$245,956	\$232,432	\$184,989
2022	\$344,554	\$331,464	\$269,725
Per Capita Income			
2017	\$25,958	\$25,362	\$27,626
2022	\$29,647	\$28,938	\$31,158
Median Age			
2010	35.3	36.4	38.4
2017	35.7	36.6	39.6
2022	35.9	36.9	40.0

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	773	2,882	12,073
<\$15,000	10.3%	10.1%	7.1%
\$15,000 - \$24,999	8.4%	10.1%	12.0%
\$25,000 - \$34,999	11.3%	11.4%	11.2%
\$35,000 - \$49,999	13.7%	15.2%	16.2%
\$50,000 - \$74,999	19.3%	19.0%	21.0%
\$75,000 - \$99,999	15.5%	14.9%	14.1%
\$100,000 - \$149,999	14.5%	13.4%	12.2%
\$150,000 - \$199,999	3.6%	3.2%	2.4%
\$200,000+	3.2%	2.8%	3.8%
Average Household Income	\$71,956	\$68,657	\$71,579
2022 Households by Income			
Household Income Base	958	3,534	13,891
<\$15,000	9.9%	9.8%	7.0%
\$15,000 - \$24,999	7.5%	9.0%	10.9%
\$25,000 - \$34,999	9.4%	9.5%	9.5%
\$35,000 - \$49,999	11.5%	12.7%	13.6%
\$50,000 - \$74,999	18.4%	18.3%	20.3%
\$75,000 - \$99,999	18.3%	17.7%	16.8%
\$100,000 - \$149,999	16.8%	15.8%	14.7%
\$150,000 - \$199,999	4.3%	3.8%	2.8%
\$200,000+	4.2%	3.6%	4.4%
Average Household Income	\$82,671	\$79,016	\$81,509
2017 Owner Occupied Housing Units by Value			
Total	406	1,473	6,400
<\$50,000	3.0%	3.3%	6.7%
\$50,000 - \$99,999	8.6%	11.6%	17.1%
\$100,000 - \$149,999	9.1%	11.4%	16.3%
\$150,000 - \$199,999	13.8%	13.9%	14.2%
\$200,000 - \$249,999	16.7%	15.1%	11.3%
\$250,000 - \$299,999	16.5%	15.7%	10.4%
\$300,000 - \$399,999	14.8%	12.6%	8.9%
\$400,000 - \$499,999	6.2%	5.4%	4.1%
\$500,000 - \$749,999	7.4%	7.1%	6.8%
\$750,000 - \$999,999	2.7%	2.9%	2.3%
\$1,000,000 +	1.0%	1.0%	1.9%
Average Home Value	\$288,148	\$276,221	\$249,879
2022 Owner Occupied Housing Units by Value			
Total	489	1,760	7,351
<\$50,000	0.6%	1.0%	3.0%
\$50,000 - \$99,999	2.0%	4.3%	8.8%
\$100,000 - \$149,999	3.3%	4.9%	10.5%
\$150,000 - \$199,999	6.5%	7.0%	10.6%
\$200,000 - \$249,999	12.1%	11.1%	11.9%
\$250,000 - \$299,999	16.2%	15.9%	13.3%
\$300,000 - \$399,999	20.7%	18.2%	14.6%
\$400,000 - \$499,999	11.9%	11.0%	7.4%
\$500,000 - \$749,999	17.8%	17.1%	12.3%
\$750,000 - \$999,999	6.5%	7.1%	4.6%
\$1,000,000 +	2.2%	2.2%	3.0%
Average Home Value	\$411,885	\$401,052	\$341,146

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	1,151	4,962	24,711
0 - 4	6.4%	6.0%	6.1%
5 - 9	6.4%	6.1%	6.2%
10 - 14	6.7%	6.5%	6.3%
15 - 24	12.7%	12.9%	11.7%
25 - 34	17.2%	16.3%	14.7%
35 - 44	16.3%	15.5%	14.4%
45 - 54	14.8%	14.4%	13.0%
55 - 64	10.9%	11.4%	12.0%
65 - 74	5.6%	6.9%	10.0%
75 - 84	2.5%	3.4%	4.7%
85 +	0.4%	0.7%	0.9%
18 +	76.8%	77.7%	77.8%
2017 Population by Age			
Total	2,195	7,667	31,171
0 - 4	6.2%	5.9%	5.8%
5 - 9	6.5%	6.3%	5.9%
10 - 14	6.8%	6.5%	6.0%
15 - 24	12.8%	12.6%	11.2%
25 - 34	16.6%	16.2%	14.4%
35 - 44	15.7%	15.2%	13.9%
45 - 54	13.8%	13.5%	13.0%
55 - 64	11.9%	12.1%	12.0%
65 - 74	6.5%	7.4%	10.4%
75 - 84	2.6%	3.5%	5.8%
85 +	0.6%	0.9%	1.4%
18 +	76.9%	77.7%	79.0%
2022 Population by Age			
Total	2,736	9,483	36,215
0 - 4	6.2%	5.9%	5.8%
5 - 9	6.1%	5.9%	5.8%
10 - 14	6.5%	6.4%	6.0%
15 - 24	12.5%	12.2%	10.7%
25 - 34	17.1%	16.5%	14.4%
35 - 44	15.8%	15.5%	14.3%
45 - 54	13.0%	12.8%	12.5%
55 - 64	11.8%	12.0%	12.1%
65 - 74	7.0%	7.7%	10.3%
75 - 84	3.1%	4.0%	6.6%
85 +	0.7%	1.0%	1.7%
18 +	77.5%	78.2%	79.1%
2010 Population by Sex			
Males	569	2,449	12,006
Females	583	2,513	12,707
2017 Population by Sex			
Males	1,085	3,789	15,067
Females	1,109	3,877	16,104
2022 Population by Sex			
Males	1,354	4,695	17,498
Females	1,381	4,790	18,716

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	1,152	4,962	24,712
White Alone	78.6%	79.0%	79.6%
Black Alone	6.2%	6.0%	6.7%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	4.5%	3.7%	2.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	7.1%	7.7%	7.4%
Two or More Races	3.2%	3.1%	3.0%
Hispanic Origin	26.0%	26.7%	26.4%
Diversity Index	61.6	61.7	60.9
2017 Population by Race/Ethnicity			
Total	2,195	7,665	31,172
White Alone	73.7%	74.1%	76.1%
Black Alone	7.3%	7.2%	7.3%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	4.7%	4.2%	3.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	9.8%	10.2%	9.3%
Two or More Races	4.0%	3.9%	3.7%
Hispanic Origin	35.0%	35.4%	33.3%
Diversity Index	70.0	69.8	67.5
2022 Population by Race/Ethnicity			
Total	2,735	9,485	36,214
White Alone	70.7%	70.9%	73.5%
Black Alone	8.1%	8.0%	7.8%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	5.1%	4.5%	3.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	11.2%	11.7%	10.7%
Two or More Races	4.4%	4.3%	4.1%
Hispanic Origin	41.3%	42.0%	39.2%
Diversity Index	73.8	73.8	71.4
2010 Population by Relationship and Household Type			
Total	1,152	4,962	24,713
In Households	100.0%	100.0%	100.0%
In Family Households	82.8%	82.5%	83.0%
Householder	26.0%	26.2%	27.0%
Spouse	19.6%	19.8%	20.8%
Child	29.3%	28.4%	27.7%
Other relative	4.9%	5.0%	4.7%
Nonrelative	3.0%	3.1%	2.8%
In Nonfamily Households	17.2%	17.5%	17.0%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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.

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2017 Population 25+ by Educational Attainment			
Total	1,487	5,269	22,151
Less than 9th Grade	3.5%	3.8%	4.0%
9th - 12th Grade, No Diploma	3.6%	3.7%	4.4%
High School Graduate	22.1%	23.6%	24.1%
GED/Alternative Credential	4.7%	4.8%	3.5%
Some College, No Degree	22.7%	23.4%	23.7%
Associate Degree	11.4%	10.9%	9.4%
Bachelor's Degree	25.6%	23.5%	21.8%
Graduate/Professional Degree	6.5%	6.4%	9.1%
2017 Population 15+ by Marital Status			
Total	1,768	6,231	25,653
Never Married	36.0%	35.3%	31.9%
Married	53.2%	53.3%	52.6%
Widowed	1.4%	1.8%	4.4%
Divorced	9.4%	9.6%	11.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	96.4%	94.9%
Civilian Unemployed (Unemployment Rate)	3.6%	3.6%	5.1%
2017 Employed Population 16+ by Industry			
Total	1,204	4,119	15,121
Agriculture/Mining	0.1%	0.1%	0.9%
Construction	2.0%	1.7%	2.3%
Manufacturing	3.6%	3.7%	2.6%
Wholesale Trade	2.3%	2.2%	1.6%
Retail Trade	8.6%	9.0%	10.0%
Transportation/Utilities	1.5%	1.4%	2.1%
Information	1.8%	1.6%	1.2%
Finance/Insurance/Real Estate	5.1%	5.0%	5.2%
Services	73.8%	73.9%	72.3%
Public Administration	1.3%	1.4%	1.7%
2017 Employed Population 16+ by Occupation			
Total	1,205	4,120	15,120
White Collar	60.6%	60.0%	58.0%
Management/Business/Financial	17.9%	17.0%	16.3%
Professional	16.6%	16.4%	16.1%
Sales	10.5%	10.1%	12.1%
Administrative Support	15.7%	16.4%	13.5%
Services	29.4%	29.7%	29.7%
Blue Collar	10.0%	10.4%	12.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.7%	0.6%	1.2%
Installation/Maintenance/Repair	2.1%	2.2%	2.0%
Production	4.2%	4.4%	3.7%
Transportation/Material Moving	3.2%	3.3%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	1,152	4,962	24,713
Population Inside Urbanized Area	35.9%	23.6%	20.5%
Population Inside Urbanized Cluster	36.0%	43.9%	65.4%
Rural Population	28.1%	32.5%	14.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	418	1,917	9,800
Households with 1 Person	20.1%	20.8%	22.5%
Households with 2+ People	79.9%	79.2%	77.5%
Family Households	69.1%	68.6%	68.5%
Husband-wife Families	52.6%	52.2%	52.6%
With Related Children	23.4%	21.1%	19.6%
Other Family (No Spouse Present)	16.7%	16.4%	15.8%
Other Family with Male Householder	4.5%	4.5%	4.6%
With Related Children	2.4%	2.5%	2.8%
Other Family with Female Householder	12.2%	11.9%	11.2%
With Related Children	7.9%	7.9%	7.6%
Nonfamily Households	10.8%	10.6%	9.0%
All Households with Children	34.1%	31.9%	30.4%
Multigenerational Households	4.3%	4.4%	4.4%
Unmarried Partner Households	8.6%	8.7%	8.0%
Male-female	7.2%	7.3%	6.7%
Same-sex	1.4%	1.4%	1.3%
2010 Households by Size			
Total	418	1,917	9,800
1 Person Household	20.1%	20.8%	22.5%
2 Person Household	35.9%	37.4%	39.7%
3 Person Household	19.1%	17.8%	15.5%
4 Person Household	14.4%	13.7%	12.4%
5 Person Household	6.9%	6.7%	6.1%
6 Person Household	2.4%	2.3%	2.4%
7 + Person Household	1.2%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	419	1,917	9,800
Owner Occupied	59.9%	57.4%	59.1%
Owned with a Mortgage/Loan	47.5%	41.9%	39.7%
Owned Free and Clear	12.4%	15.5%	19.3%
Renter Occupied	40.1%	42.6%	40.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	968	12,435	28,890
Housing Units Inside Urbanized Area	23.8%	5.9%	15.9%
Housing Units Inside Urbanized Cluster	25.0%	26.5%	48.5%
Rural Housing Units	51.1%	67.6%	35.6%

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.

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Top 3 Tapestry Segments			
	1. Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
	2. Enterprising Professionals	Enterprising Professionals	Senior Escapes (9D)
	3. Top Tier (1A)	The Elders (9C)	Urban Chic (2A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,561,226	\$5,502,577	\$23,386,988
Average Spent	\$2,019.70	\$1,909.29	\$1,937.13
Spending Potential Index	94	88	90
Education: Total \$	\$1,013,901	\$3,528,904	\$14,391,654
Average Spent	\$1,311.64	\$1,224.46	\$1,192.05
Spending Potential Index	90	84	82
Entertainment/Recreation: Total \$	\$2,129,561	\$7,598,688	\$33,594,117
Average Spent	\$2,754.93	\$2,636.60	\$2,782.58
Spending Potential Index	88	85	89
Food at Home: Total \$	\$3,497,850	\$12,490,768	\$54,070,980
Average Spent	\$4,525.03	\$4,334.06	\$4,478.67
Spending Potential Index	90	86	89
Food Away from Home: Total \$	\$2,433,548	\$8,628,301	\$36,638,811
Average Spent	\$3,148.19	\$2,993.86	\$3,034.77
Spending Potential Index	94	90	91
Health Care: Total \$	\$3,564,132	\$12,976,897	\$60,226,072
Average Spent	\$4,610.78	\$4,502.74	\$4,988.49
Spending Potential Index	82	80	89
HH Furnishings & Equipment: Total \$	\$1,353,249	\$4,831,752	\$21,261,964
Average Spent	\$1,750.65	\$1,676.53	\$1,761.12
Spending Potential Index	90	86	91
Personal Care Products & Services: Total \$	\$562,161	\$2,006,705	\$8,780,736
Average Spent	\$727.25	\$696.29	\$727.30
Spending Potential Index	91	87	91
Shelter: Total \$	\$11,615,849	\$41,264,454	\$176,175,472
Average Spent	\$15,026.97	\$14,317.99	\$14,592.52
Spending Potential Index	93	88	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,543,470	\$5,612,622	\$25,900,949
Average Spent	\$1,996.73	\$1,947.47	\$2,145.36
Spending Potential Index	85	83	92
Travel: Total \$	\$1,411,861	\$5,018,226	\$22,430,137
Average Spent	\$1,826.47	\$1,741.23	\$1,857.88
Spending Potential Index	88	84	90
Vehicle Maintenance & Repairs: Total \$	\$726,978	\$2,607,212	\$11,561,834
Average Spent	\$940.46	\$904.65	\$957.66
Spending Potential Index	88	84	89

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.