



# Market Profile

Solivita Marketplace  
 395 Cypress Pkwy, Kissimmee, Florida, 34759  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 28.14263  
 Longitude: -81.47055

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,439	15,027	20,030
2010 Total Population	5,485	38,676	55,007
2017 Total Population	6,173	45,943	66,451
2017 Group Quarters	3	13	32
2022 Total Population	7,112	51,652	75,137
2017-2022 Annual Rate	2.87%	2.37%	2.49%
2017 Total Daytime Population	5,140	34,039	48,453
Workers	1,012	4,185	6,195
Residents	4,128	29,854	42,258
<b>Household Summary</b>			
2000 Households	747	4,846	6,474
2000 Average Household Size	3.27	3.10	3.09
2010 Households	1,831	12,843	17,657
2010 Average Household Size	2.99	3.01	3.11
2017 Households	2,010	15,141	21,030
2017 Average Household Size	3.07	3.03	3.16
2022 Households	2,301	16,922	23,612
2022 Average Household Size	3.09	3.05	3.18
2017-2022 Annual Rate	2.74%	2.25%	2.34%
2010 Families	1,453	10,475	14,485
2010 Average Family Size	3.31	3.29	3.39
2017 Families	1,595	12,300	17,181
2017 Average Family Size	3.39	3.32	3.44
2022 Families	1,824	13,730	19,265
2022 Average Family Size	3.41	3.34	3.47
2017-2022 Annual Rate	2.72%	2.22%	2.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	848	5,410	7,297
Owner Occupied Housing Units	63.8%	70.8%	71.3%
Renter Occupied Housing Units	24.3%	18.8%	17.4%
Vacant Housing Units	11.9%	10.4%	11.3%
2010 Housing Units	2,189	15,578	21,863
Owner Occupied Housing Units	65.8%	63.7%	62.0%
Renter Occupied Housing Units	17.9%	18.7%	18.8%
Vacant Housing Units	16.4%	17.6%	19.2%
2017 Housing Units	2,351	17,736	25,311
Owner Occupied Housing Units	63.0%	62.2%	60.1%
Renter Occupied Housing Units	22.5%	23.2%	23.0%
Vacant Housing Units	14.5%	14.6%	16.9%
2022 Housing Units	2,589	19,273	27,824
Owner Occupied Housing Units	64.9%	63.1%	60.5%
Renter Occupied Housing Units	23.9%	24.7%	24.4%
Vacant Housing Units	11.1%	12.2%	15.1%
<b>Median Household Income</b>			
2017	\$48,454	\$46,897	\$48,245
2022	\$51,596	\$50,712	\$51,765
<b>Median Home Value</b>			
2017	\$201,440	\$162,338	\$162,431
2022	\$275,665	\$229,531	\$229,321
<b>Per Capita Income</b>			
2017	\$23,812	\$19,625	\$19,418
2022	\$26,112	\$21,773	\$21,714
<b>Median Age</b>			
2010	47.1	37.4	36.1
2017	48.9	39.0	37.5
2022	48.3	38.8	37.2

**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.



# Market Profile

Solivita Marketplace  
 395 Cypress Pkwy, Kissimmee, Florida, 34759  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 28.14263  
 Longitude: -81.47055

	1 mile	3 miles	5 miles
<b>2017 Households by Income</b>			
Household Income Base	2,010	15,141	21,030
<\$15,000	13.0%	10.5%	9.9%
\$15,000 - \$24,999	11.0%	10.9%	10.8%
\$25,000 - \$34,999	10.6%	13.1%	12.7%
\$35,000 - \$49,999	16.5%	18.3%	18.2%
\$50,000 - \$74,999	23.0%	24.1%	24.3%
\$75,000 - \$99,999	12.7%	11.5%	11.9%
\$100,000 - \$149,999	9.1%	8.3%	8.5%
\$150,000 - \$199,999	0.6%	1.0%	1.5%
\$200,000+	3.3%	2.3%	2.2%
Average Household Income	\$63,660	\$60,320	\$61,287
<b>2022 Households by Income</b>			
Household Income Base	2,301	16,922	23,612
<\$15,000	13.3%	10.8%	10.0%
\$15,000 - \$24,999	10.3%	10.2%	10.0%
\$25,000 - \$34,999	9.4%	11.5%	11.0%
\$35,000 - \$49,999	14.9%	16.5%	16.3%
\$50,000 - \$74,999	22.0%	23.5%	23.5%
\$75,000 - \$99,999	15.1%	13.8%	14.2%
\$100,000 - \$149,999	10.6%	9.9%	10.3%
\$150,000 - \$199,999	0.7%	1.2%	1.9%
\$200,000+	3.7%	2.7%	2.7%
Average Household Income	\$70,455	\$67,376	\$69,037
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	1,480	11,035	15,201
<\$50,000	1.8%	2.9%	3.7%
\$50,000 - \$99,999	13.4%	22.6%	22.2%
\$100,000 - \$149,999	10.1%	20.0%	19.7%
\$150,000 - \$199,999	24.4%	18.2%	17.8%
\$200,000 - \$249,999	16.4%	12.4%	13.2%
\$250,000 - \$299,999	12.2%	8.8%	8.8%
\$300,000 - \$399,999	15.1%	10.0%	9.5%
\$400,000 - \$499,999	4.5%	2.8%	2.7%
\$500,000 - \$749,999	1.6%	1.4%	1.3%
\$750,000 - \$999,999	0.7%	0.3%	0.3%
\$1,000,000 +	0.1%	0.6%	0.7%
Average Home Value	\$225,709	\$192,842	\$192,509
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,681	12,167	16,821
<\$50,000	0.6%	1.2%	1.8%
\$50,000 - \$99,999	5.1%	11.0%	10.9%
\$100,000 - \$149,999	5.6%	16.9%	15.6%
\$150,000 - \$199,999	15.8%	13.4%	13.4%
\$200,000 - \$249,999	14.9%	12.7%	14.1%
\$250,000 - \$299,999	15.6%	12.0%	12.1%
\$300,000 - \$399,999	25.3%	17.6%	17.2%
\$400,000 - \$499,999	10.0%	6.8%	6.7%
\$500,000 - \$749,999	4.3%	5.6%	5.2%
\$750,000 - \$999,999	2.7%	1.5%	1.3%
\$1,000,000 +	0.1%	1.4%	1.7%
Average Home Value	\$300,357	\$271,830	\$272,014

**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.



# Market Profile

Solivita Marketplace  
 395 Cypress Pkwy, Kissimmee, Florida, 34759  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 28.14263  
 Longitude: -81.47055

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	5,484	38,674	55,006
0 - 4	4.9%	6.3%	6.6%
5 - 9	5.3%	7.3%	7.7%
10 - 14	6.2%	8.3%	8.7%
15 - 24	12.2%	14.1%	14.2%
25 - 34	8.6%	10.8%	11.4%
35 - 44	10.6%	13.5%	14.0%
45 - 54	10.7%	11.8%	12.1%
55 - 64	16.8%	12.5%	11.7%
65 - 74	17.4%	10.8%	9.4%
75 - 84	6.1%	3.8%	3.4%
85 +	1.2%	0.9%	0.8%
18 +	79.2%	72.7%	71.6%
<b>2017 Population by Age</b>			
Total	6,174	45,943	66,451
0 - 4	4.7%	6.1%	6.4%
5 - 9	4.9%	6.3%	6.5%
10 - 14	5.6%	6.9%	7.1%
15 - 24	11.6%	13.6%	14.0%
25 - 34	9.7%	12.5%	13.0%
35 - 44	9.6%	11.4%	11.9%
45 - 54	9.9%	11.2%	11.7%
55 - 64	14.9%	12.7%	12.2%
65 - 74	20.2%	13.5%	11.8%
75 - 84	7.3%	4.8%	4.3%
85 +	1.5%	1.0%	1.0%
18 +	81.0%	76.5%	75.6%
<b>2022 Population by Age</b>			
Total	7,113	51,651	75,137
0 - 4	5.0%	6.2%	6.4%
5 - 9	5.0%	6.3%	6.6%
10 - 14	5.4%	6.6%	6.9%
15 - 24	10.6%	12.2%	12.5%
25 - 34	11.2%	14.2%	14.9%
35 - 44	9.7%	11.4%	11.9%
45 - 54	9.5%	10.4%	10.8%
55 - 64	11.2%	11.0%	11.0%
65 - 74	19.8%	13.7%	12.0%
75 - 84	10.8%	6.8%	5.9%
85 +	1.8%	1.2%	1.1%
18 +	81.2%	76.9%	76.0%
<b>2010 Population by Sex</b>			
Males	2,617	18,580	26,495
Females	2,868	20,096	28,512
<b>2017 Population by Sex</b>			
Males	2,963	22,097	32,039
Females	3,210	23,845	34,413
<b>2022 Population by Sex</b>			
Males	3,424	24,891	36,295
Females	3,688	26,760	38,842

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



# Market Profile

Solivita Marketplace  
 395 Cypress Pkwy, Kissimmee, Florida, 34759  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 28.14263  
 Longitude: -81.47055

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	5,485	38,676	55,007
White Alone	61.5%	57.7%	57.9%
Black Alone	21.5%	23.2%	22.8%
American Indian Alone	0.4%	0.7%	0.7%
Asian Alone	2.4%	2.0%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	10.1%	11.4%	11.5%
Two or More Races	4.0%	4.7%	4.8%
Hispanic Origin	42.3%	50.7%	50.6%
Diversity Index	78.3	80.6	80.6
<b>2017 Population by Race/Ethnicity</b>			
Total	6,173	45,941	66,453
White Alone	58.6%	56.2%	56.3%
Black Alone	22.4%	23.2%	22.6%
American Indian Alone	0.4%	0.7%	0.7%
Asian Alone	2.3%	2.0%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	11.7%	12.7%	12.9%
Two or More Races	4.4%	4.9%	5.1%
Hispanic Origin	49.5%	56.7%	56.9%
Diversity Index	80.3	81.1	81.2
<b>2022 Population by Race/Ethnicity</b>			
Total	7,113	51,652	75,137
White Alone	57.4%	55.7%	55.8%
Black Alone	22.7%	23.1%	22.4%
American Indian Alone	0.4%	0.7%	0.7%
Asian Alone	2.3%	2.0%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	12.4%	13.3%	13.5%
Two or More Races	4.5%	5.0%	5.2%
Hispanic Origin	54.2%	60.9%	61.3%
Diversity Index	80.8	80.9	81.0
<b>2010 Population by Relationship and Household Type</b>			
Total	5,485	38,676	55,007
In Households	99.9%	100.0%	99.9%
In Family Households	90.4%	92.3%	92.6%
Householder	29.5%	26.7%	26.3%
Spouse	22.9%	19.4%	19.0%
Child	29.7%	36.4%	37.3%
Other relative	5.5%	6.5%	6.6%
Nonrelative	2.7%	3.3%	3.3%
In Nonfamily Households	9.5%	7.7%	7.4%
In Group Quarters	0.1%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.1%	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.

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



# Market Profile

Solivita Marketplace  
 395 Cypress Pkwy, Kissimmee, Florida, 34759  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 28.14263  
 Longitude: -81.47055

	1 mile	3 miles	5 miles
<b>2017 Population 25+ by Educational Attainment</b>			
Total	4,513	30,871	43,850
Less than 9th Grade	5.4%	6.1%	6.2%
9th - 12th Grade, No Diploma	7.5%	7.6%	7.5%
High School Graduate	24.0%	26.3%	27.3%
GED/Alternative Credential	5.7%	6.1%	5.7%
Some College, No Degree	22.3%	21.1%	21.5%
Associate Degree	8.2%	8.9%	9.5%
Bachelor's Degree	17.2%	16.4%	15.9%
Graduate/Professional Degree	9.7%	7.4%	6.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	5,230	37,121	53,154
Never Married	30.7%	33.8%	34.7%
Married	56.6%	53.2%	51.6%
Widowed	4.4%	3.6%	3.7%
Divorced	8.3%	9.4%	10.1%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.7%	90.6%	91.3%
Civilian Unemployed (Unemployment Rate)	10.3%	9.4%	8.7%
<b>2017 Employed Population 16+ by Industry</b>			
Total	2,095	16,437	24,699
Agriculture/Mining	0.0%	0.7%	0.7%
Construction	4.4%	5.2%	5.2%
Manufacturing	3.6%	2.5%	2.3%
Wholesale Trade	3.2%	2.5%	2.2%
Retail Trade	14.0%	17.7%	17.5%
Transportation/Utilities	4.0%	4.6%	4.9%
Information	0.3%	0.5%	0.7%
Finance/Insurance/Real Estate	2.6%	2.6%	2.8%
Services	64.1%	61.5%	61.5%
Public Administration	3.8%	2.3%	2.1%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	2,097	16,437	24,698
White Collar	48.3%	48.5%	49.9%
Management/Business/Financial	6.8%	6.4%	7.0%
Professional	13.3%	13.0%	14.1%
Sales	9.7%	14.8%	14.9%
Administrative Support	18.4%	14.3%	13.9%
Services	30.0%	28.3%	28.6%
Blue Collar	21.8%	23.2%	21.5%
Farming/Forestry/Fishing	0.0%	0.7%	0.6%
Construction/Extraction	3.1%	4.2%	4.2%
Installation/Maintenance/Repair	2.2%	2.9%	3.1%
Production	3.5%	3.5%	3.3%
Transportation/Material Moving	13.0%	11.9%	10.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,485	38,676	55,007
Population Inside Urbanized Area	0.0%	2.3%	11.3%
Population Inside Urbanized Cluster	94.2%	90.4%	79.0%
Rural Population	5.8%	7.3%	9.6%

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



# Market Profile

Solivita Marketplace  
 395 Cypress Pkwy, Kissimmee, Florida, 34759  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 28.14263  
 Longitude: -81.47055

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,831	12,844	17,657
Households with 1 Person	17.1%	14.6%	14.0%
Households with 2+ People	82.9%	85.4%	86.0%
Family Households	79.4%	81.6%	82.0%
Husband-wife Families	61.0%	59.1%	59.3%
With Related Children	18.2%	25.5%	27.7%
Other Family (No Spouse Present)	18.4%	22.4%	22.7%
Other Family with Male Householder	4.5%	5.7%	6.0%
With Related Children	2.5%	3.7%	3.9%
Other Family with Female Householder	14.0%	16.7%	16.8%
With Related Children	9.2%	11.7%	11.9%
Nonfamily Households	3.5%	3.8%	3.9%
All Households with Children	30.4%	41.4%	44.0%
Multigenerational Households	7.5%	9.1%	9.3%
Unmarried Partner Households	5.7%	7.4%	7.6%
Male-female	5.2%	6.7%	7.0%
Same-sex	0.5%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	1,833	12,843	17,658
1 Person Household	17.1%	14.6%	14.0%
2 Person Household	42.9%	34.2%	32.3%
3 Person Household	14.3%	16.7%	17.2%
4 Person Household	11.9%	16.0%	16.9%
5 Person Household	7.6%	10.1%	10.7%
6 Person Household	3.6%	4.8%	5.1%
7 + Person Household	2.5%	3.6%	3.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,831	12,843	17,657
Owner Occupied	78.6%	77.3%	76.7%
Owned with a Mortgage/Loan	55.7%	61.2%	61.8%
Owned Free and Clear	23.0%	16.2%	15.0%
Renter Occupied	21.4%	22.7%	23.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,189	15,578	21,863
Housing Units Inside Urbanized Area	0.0%	2.8%	11.9%
Housing Units Inside Urbanized Cluster	93.3%	89.3%	77.6%
Rural Housing Units	6.7%	7.9%	10.5%

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



# Market Profile

Solivita Marketplace  
 395 Cypress Pkwy, Kissimmee, Florida, 34759  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 28.14263  
 Longitude: -81.47055

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	American Dreamers (7C)	American Dreamers (7C)	American Dreamers (7C)
<b>2.</b>	Silver & Gold (9A)	Silver & Gold (9A)	Silver & Gold (9A)
<b>3.</b>	Top Tier (1A)	Up and Coming Families	Middleburg (4C)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,375,675	\$24,596,125	\$34,916,181
Average Spent	\$1,679.44	\$1,624.47	\$1,660.30
Spending Potential Index	78	75	77
Education: Total \$	\$1,981,702	\$14,355,879	\$20,395,348
Average Spent	\$985.92	\$948.15	\$969.82
Spending Potential Index	68	65	67
Entertainment/Recreation: Total \$	\$4,985,529	\$35,442,961	\$49,975,619
Average Spent	\$2,480.36	\$2,340.86	\$2,376.40
Spending Potential Index	80	75	76
Food at Home: Total \$	\$7,864,686	\$56,727,564	\$80,311,436
Average Spent	\$3,912.78	\$3,746.62	\$3,818.90
Spending Potential Index	78	74	76
Food Away from Home: Total \$	\$5,310,367	\$38,401,715	\$54,437,622
Average Spent	\$2,641.97	\$2,536.27	\$2,588.57
Spending Potential Index	79	76	78
Health Care: Total \$	\$9,318,882	\$64,640,091	\$90,529,567
Average Spent	\$4,636.26	\$4,269.21	\$4,304.78
Spending Potential Index	83	76	77
HH Furnishings & Equipment: Total \$	\$3,187,034	\$22,680,522	\$31,991,141
Average Spent	\$1,585.59	\$1,497.95	\$1,521.21
Spending Potential Index	82	77	78
Personal Care Products & Services: Total \$	\$1,289,894	\$9,148,428	\$12,883,575
Average Spent	\$641.74	\$604.22	\$612.63
Spending Potential Index	81	76	77
Shelter: Total \$	\$25,618,853	\$185,032,331	\$261,249,345
Average Spent	\$12,745.70	\$12,220.61	\$12,422.70
Spending Potential Index	78	75	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,073,002	\$27,973,833	\$38,988,719
Average Spent	\$2,026.37	\$1,847.56	\$1,853.96
Spending Potential Index	87	79	79
Travel: Total \$	\$3,370,427	\$23,663,042	\$33,173,580
Average Spent	\$1,676.83	\$1,562.85	\$1,577.44
Spending Potential Index	81	75	76
Vehicle Maintenance & Repairs: Total \$	\$1,733,350	\$12,331,242	\$17,383,197
Average Spent	\$862.36	\$814.43	\$826.59
Spending Potential Index	80	76	77

**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.