Village Shops at Bellalago 1 & 2
3845 Pleasant Hill Rd, Kissimmee, Florida, 34746
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	848	11,009	24,154
2010 Total Population	2,673	24,728	59,655
2017 Total Population	4,513	32,695	74,295
2017 Group Quarters	6	30	87
2022 Total Population	5,581	38,270	85,716
2017-2022 Annual Rate	4.34%	3.20%	2.90%
2017 Total Daytime Population	3,501	23,558	52,762
Workers	865	3,990	7,124
Residents	2,636	19,568	45,638
Household Summary			
2000 Households	283	3,572	7,864
2000 Average Household Size	3.00	3.08	3.07
2010 Households	773	7,492	18,457
2010 Average Household Size	3.45	3.30	3.23
2017 Households	1,275	9,695	22,620
2017 Average Household Size	3.53	3.37	3.28
2022 Households	1,560	11,264	25,866
2022 Average Household Size	3.57	3.39	3.31
2017-2022 Annual Rate	4.12%	3.05%	2.72%
2010 Families	658	6,283	15,272
2010 Average Family Size	3.69	3.54	3.50
2017 Families	1,086	8,102	18,623
2017 Average Family Size	3.76	3.62	3.56
2022 Families	1,329	9,400	21,263
2022 Average Family Size	3.80	3.65	3.59
2017-2022 Annual Rate	4.12%	3.02%	2.69%
Housing Unit Summary			
2000 Housing Units	391	4,124	8,929
Owner Occupied Housing Units	65.0%	68.9%	72.1%
Renter Occupied Housing Units	7.4%	17.7%	15.9%
Vacant Housing Units	27.6%	13.4%	11.9%
2010 Housing Units	1,176	9,299	22,695
Owner Occupied Housing Units	49.6%	60.2%	62.5%
Renter Occupied Housing Units	16.2%	20.4%	18.9%
Vacant Housing Units	34.3%	19.4%	18.7%
2017 Housing Units	1,741	11,955	27,577
Owner Occupied Housing Units	51.2%	56.7%	59.3%
Renter Occupied Housing Units	22.1%	24.4%	22.7%
Vacant Housing Units	26.8%	18.9%	18.0%
2022 Housing Units	2,113	13,818	31,155
Owner Occupied Housing Units	52.2%	56.3%	59.2%
Renter Occupied Housing Units	21.7%	25.2%	23.8%
Vacant Housing Units	26.2%	18.5%	17.0%
Median Household Income			
2017	$66,067	$51,010	$50,361
2022	$76,054	$54,816	$53,435
Median Home Value			
2017	$213,605	$169,874	$166,375
2022	$286,528	$234,967	$229,151
Per Capita Income			
2017	$24,298	$18,995	$19,401
2022	$27,952	$21,640	$21,825
Median Age			
2010	35.4	34.4	35.7
2017	34.8	34.9	36.6
2022	33.4	34.3	36.3

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.

August 01, 2017

Market Profile

Village Shops at Bellalago 1 & 2
3845 Pleasant Hill Rd, Kissimmee, Florida, 34746
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.18105
Longitude: -81.44015

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	1,275	9,695	22,620
<$15,000	5.6%	9.2%	9.1%
$15,000 - $24,999	7.0%	11.2%	10.8%
$25,000 - $34,999	9.1%	12.1%	12.3%
$35,000 - $49,999	10.7%	16.0%	17.2%
$50,000 - $74,999	23.9%	23.6%	24.7%
$75,000 - $99,999	18.0%	13.3%	12.7%
$100,000 - $149,999	15.5%	9.9%	9.2%
$150,000 - $199,999	6.5%	2.6%	1.8%
$200,000+	3.7%	2.1%	2.2%
Average Household Income	$82,219	$63,659	$62,542
2022 Households by Income			
Household Income Base	1,560	11,264	25,866
<$15,000	5.1%	9.2%	9.2%
$15,000 - $24,999	6.0%	10.3%	10.0%
$25,000 - $34,999	7.4%	10.3%	10.6%
$35,000 - $49,999	8.7%	14.1%	15.4%
$50,000 - $74,999	21.5%	22.4%	23.7%
$75,000 - $99,999	19.6%	15.4%	14.9%
$100,000 - $149,999	18.3%	11.9%	11.1%
$150,000 - $199,999	8.3%	3.5%	2.4%
$200,000+	4.9%	2.9%	2.8%
Average Household Income	$95,719	$73,094	$70,981
2017 Owner Occupied Housing Units by Value			
Total	891	6,773	16,366
<$50,000	11.2%	5.4%	5.4%
$50,000 - $99,999	7.7%	18.4%	20.2%
$100,000 - $149,999	12.7%	18.7%	18.7%
$150,000 - $199,999	13.8%	18.8%	17.4%
$200,000 - $249,999	16.5%	14.3%	13.6%
$250,000 - $299,999	13.1%	10.0%	9.6%
$300,000 - $399,999	14.9%	9.2%	9.6%
$400,000 - $499,999	5.6%	2.6%	2.7%
$500,000 - $749,999	2.4%	1.1%	1.4%
$750,000 - $999,999	0.3%	0.6%	0.3%
$1,000,000 +	1.6%	0.8%	1.0%
Average Home Value	$236,938	$197,804	$197,519
2022 Owner Occupied Housing Units by Value			
Total	1,102	7,776	18,443
<$50,000	3.6%	2.7%	3.3%
$50,000 - $99,999	2.8%	9.0%	10.7%
$100,000 - $149,999	5.2%	12.5%	14.4%
$150,000 - $199,999	9.1%	15.0%	13.4%
$200,000 - $249,999	17.3%	15.5%	14.0%
$250,000 - $299,999	16.3%	14.0%	12.9%
$300,000 - $399,999	21.7%	17.1%	16.8%
$400,000 - $499,999	12.0%	6.6%	6.3%
$500,000 - $749,999	6.6%	3.7%	4.7%
$750,000 - $999,999	0.7%	2.1%	1.4%
$1,000,000 +	4.5%	1.9%	2.1%
Average Home Value	$343,869	$276,980	$272,380

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.

August 01, 2017

Market Profile

Village Shops at Bellalago 1 & 2   Prepared by Esri
3845 Pleasant Hill Rd, Kissimmee, Florida, 34746   Latitude: 28.18105
Rings: 1, 3, 5 mile radii   Longitude: -81.44015

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,670	24,728	59,650
0 - 4	6.5%	6.6%	6.5%
5 - 9	8.6%	7.8%	7.6%
10 - 14	9.3%	9.2%	8.9%
15 - 24	13.6%	15.9%	14.8%
25 - 34	11.4%	11.3%	11.3%
35 - 44	16.1%	15.0%	14.6%
45 - 54	14.5%	13.9%	13.2%
55 - 64	10.6%	10.1%	11.2%
65 - 74	6.4%	6.6%	8.1%
75 - 84	2.5%	2.8%	3.1%
85 +	0.6%	0.8%	0.8%
18 +	70.2%	70.3%	71.2%
2017 Population by Age			
Total	4,512	32,692	74,297
0 - 4	6.9%	6.6%	6.3%
5 - 9	6.9%	6.6%	6.5%
10 - 14	7.5%	7.3%	7.2%
15 - 24	14.3%	15.4%	14.4%
25 - 34	14.7%	14.2%	13.6%
35 - 44	13.5%	12.5%	12.2%
45 - 54	13.8%	13.4%	12.7%
55 - 64	11.2%	11.4%	12.1%
65 - 74	7.5%	8.2%	10.2%
75 - 84	2.9%	3.5%	3.9%
85 +	0.8%	0.9%	0.9%
18 +	74.1%	74.8%	75.4%
2022 Population by Age			
Total	5,580	38,270	85,715
0 - 4	7.2%	6.8%	6.4%
5 - 9	7.2%	6.8%	6.6%
10 - 14	7.1%	7.1%	7.0%
15 - 24	12.6%	13.4%	12.6%
25 - 34	18.9%	17.1%	15.7%
35 - 44	13.5%	12.6%	12.3%
45 - 54	11.7%	11.9%	11.4%
55 - 64	10.4%	11.1%	11.4%
65 - 74	7.2%	8.1%	10.4%
75 - 84	3.4%	4.1%	5.2%
85 +	0.7%	0.9%	1.0%
18 +	74.2%	75.0%	75.8%
2010 Population by Sex			
Males	1,305	11,998	28,939
Females	1,368	12,730	30,716
2017 Population by Sex			
Males	2,187	15,864	36,065
Females	2,326	16,831	38,230
2022 Population by Sex			
Males	2,687	18,600	41,680
Females	2,893	19,669	44,036

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Market Profile

Village Shops at Bellalago 1 & 2
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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.18105
Longitude: -81.44015

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,672	24,728	59,656
White Alone	61.2%	56.6%	59.0%
Black Alone	15.2%	22.4%	20.8%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	4.7%	2.8%	2.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	13.2%	12.2%	11.7%
Two or More Races	4.9%	5.1%	4.8%
Hispanic Origin	45.9%	51.0%	50.0%
Diversity Index	79.9	81.4	80.4
2017 Population by Race/Ethnicity			
Total	4,513	32,695	74,296
White Alone	56.5%	54.7%	57.0%
Black Alone	16.6%	22.3%	20.9%
American Indian Alone	1.0%	0.7%	0.7%
Asian Alone	4.5%	2.8%	2.7%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	16.0%	13.9%	13.3%
Two or More Races	5.4%	5.4%	5.2%
Hispanic Origin	55.0%	58.3%	57.2%
Diversity Index	82.4	82.0	81.2
2022 Population by Race/Ethnicity			
Total	5,582	38,268	85,715
White Alone	54.6%	53.8%	56.1%
Black Alone	17.4%	22.5%	21.1%
American Indian Alone	1.0%	0.7%	0.7%
Asian Alone	4.3%	2.7%	2.7%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	17.1%	14.6%	14.0%
Two or More Races	5.6%	5.5%	5.3%
Hispanic Origin	60.6%	63.0%	62.0%
Diversity Index	82.8	81.8	81.0
2010 Population by Relationship and Household Type			
Total	2,673	24,728	59,655
In Households	99.8%	99.9%	99.9%
In Family Households	93.6%	93.5%	92.8%
Householder	26.1%	25.4%	26.0%
Spouse	20.3%	18.0%	18.9%
Child	37.9%	39.8%	37.9%
Other relative	6.4%	6.9%	6.7%
Nonrelative	2.8%	3.4%	3.3%
In Nonfamily Households	6.2%	6.4%	7.1%
In Group Quarters	0.2%	0.1%	0.1%
Institutionalized Population	0.0%	0.1%	0.1%
Noninstitutionalized Population	0.2%	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.

August 01, 2017

Market Profile

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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	2,909	20,951	48,731
Less than 9th Grade	3.5%	6.4%	5.9%
9th - 12th Grade, No Diploma	3.5%	6.4%	6.8%
High School Graduate	27.4%	29.1%	28.7%
GED/Alternative Credential	2.6%	7.6%	6.0%
Some College, No Degree	29.1%	24.0%	23.3%
Associate Degree	12.1%	10.4%	9.9%
Bachelor's Degree	16.5%	13.0%	14.6%
Graduate/Professional Degree	5.3%	3.2%	4.7%
2017 Population 15+ by Marital Status			
Total	3,552	25,993	59,401
Never Married	36.1%	36.5%	33.7%
Married	50.5%	47.0%	51.0%
Widowed	3.2%	4.4%	4.0%
Divorced	10.2%	12.1%	11.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.6%	92.7%	92.3%
Civilian Unemployed (Unemployment Rate)	6.4%	7.3%	7.7%
2017 Employed Population 16+ by Industry			
Total	1,912	13,399	29,237
Agriculture/Mining	0.5%	0.4%	0.6%
Construction	6.1%	5.3%	5.9%
Manufacturing	1.9%	3.1%	2.5%
Wholesale Trade	0.7%	1.1%	1.7%
Retail Trade	18.3%	16.5%	16.7%
Transportation/Utilities	7.5%	6.4%	5.4%
Information	2.2%	1.2%	0.9%
Finance/Insurance/Real Estate	4.9%	4.2%	3.6%
Services	54.0%	58.8%	60.4%
Public Administration	3.9%	2.9%	2.2%
2017 Employed Population 16+ by Occupation			
Total	1,912	13,401	29,238
White Collar	61.2%	50.9%	51.6%
Management/Business/Financial	6.9%	9.0%	8.5%
Professional	15.6%	13.5%	14.0%
Sales	25.5%	14.8%	15.2%
Administrative Support	13.2%	13.5%	13.9%
Services	19.5%	26.2%	27.0%
Blue Collar	19.3%	22.9%	21.4%
Farming/Forestry/Fishing	0.2%	0.2%	0.5%
Construction/Extraction	5.9%	4.5%	4.7%
Installation/Maintenance/Repair	5.4%	4.2%	4.1%
Production	1.8%	3.3%	3.3%
Transportation/Material Moving	6.0%	10.7%	8.8%
2010 Population By Urban/ Rural Status			
Total Population	2,673	24,728	59,655
Population Inside Urbanized Area	79.6%	36.6%	34.8%
Population Inside Urbanized Cluster	0.0%	57.4%	58.0%
Rural Population	20.4%	6.0%	7.2%

August 01, 2017

Market Profile

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3845 Pleasant Hill Rd, Kissimmee, Florida, 34746
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	773	7,492	18,457
Households with 1 Person	10.9%	12.4%	13.3%
Households with 2+ People	89.1%	87.6%	86.7%
Family Households	85.1%	83.9%	82.7%
Husband-wife Families	66.1%	59.3%	60.0%
With Related Children	35.7%	32.2%	30.0%
Other Family (No Spouse Present)	19.0%	24.5%	22.7%
Other Family with Male Householder	5.3%	6.4%	6.1%
With Related Children	3.2%	4.1%	4.0%
Other Family with Female Householder	13.7%	18.1%	16.6%
With Related Children	10.5%	13.0%	11.8%
Nonfamily Households	4.0%	3.7%	4.0%
All Households with Children	49.8%	49.8%	46.4%
Multigenerational Households	8.3%	10.8%	9.8%
Unmarried Partner Households	6.6%	7.8%	7.6%
Male-female	5.8%	7.0%	6.9%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	773	7,492	18,458
1 Person Household	10.9%	12.4%	13.3%
2 Person Household	29.5%	26.5%	29.8%
3 Person Household	18.8%	19.3%	18.4%
4 Person Household	20.4%	19.5%	18.0%
5 Person Household	11.6%	12.3%	11.2%
6 Person Household	4.9%	5.8%	5.4%
7 + Person Household	3.9%	4.1%	3.9%
2010 Households by Tenure and Mortgage Status			
Total	773	7,492	18,457
Owner Occupied	75.4%	74.7%	76.8%
Owned with a Mortgage/Loan	61.3%	62.8%	62.6%
Owned Free and Clear	14.0%	11.9%	14.2%
Renter Occupied	24.6%	25.3%	23.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,176	9,299	22,695
Housing Units Inside Urbanized Area	78.7%	38.2%	35.2%
Housing Units Inside Urbanized Cluster	0.0%	54.7%	56.9%
Rural Housing Units	21.3%	7.1%	7.9%

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.

August 01, 2017

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.18105
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		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
	1.	Middleburg (4C)	American Dreamers (7C)	American Dreamers (7C)
	2.	Up and Coming Families	Middleburg (4C)	Middleburg (4C)
	3.	Top Tier (1A)	Up and Coming Families	Silver & Gold (9A)
2017 Consumer Spending				
Apparel & Services: Total $		$2,882,782	$16,981,840	$38,583,638
Average Spent		$2,261.01	$1,751.61	$1,705.73
Spending Potential Index		105	81	79
Education: Total $		$1,697,218	$9,949,585	$22,609,960
Average Spent		$1,331.15	$1,026.26	$999.56
Spending Potential Index		91	71	69
Entertainment/Recreation: Total $		$4,061,947	$23,880,402	$54,808,581
Average Spent		$3,185.84	$2,463.17	$2,423.01
Spending Potential Index		102	79	78
Food at Home: Total $		$6,472,001	$38,733,264	$88,472,226
Average Spent		$5,076.08	$3,995.18	$3,911.24
Spending Potential Index		101	79	78
Food Away from Home: Total $		$4,496,574	$26,390,363	$60,093,452
Average Spent		$3,526.72	$2,722.06	$2,656.65
Spending Potential Index		106	82	80
Health Care: Total $		$7,172,617	$42,450,907	$98,532,522
Average Spent		$5,625.58	$4,378.64	$4,355.99
Spending Potential Index		101	78	78
HH Furnishings & Equipment: Total $		$2,612,035	$15,305,145	$35,099,599
Average Spent		$2,048.65	$1,578.66	$1,551.71
Spending Potential Index		105	81	80
Personal Care Products & Services: Total $		$1,041,857	$6,134,318	$14,102,172
Average Spent		$817.14	$632.73	$623.44
Spending Potential Index		103	79	78
Shelter: Total $		$20,739,805	$124,959,720	$286,156,718
Average Spent		$16,266.51	$12,889.09	$12,650.61
Spending Potential Index		100	79	78
Support Payments/Cash Contributions/Gifts in Kind: Total $		$3,048,842	$18,032,965	$42,124,023
Average Spent		$2,391.25	$1,860.03	$1,862.25
Spending Potential Index		102	79	80
Travel: Total $		$2,665,498	$15,605,155	$36,075,190
Average Spent		$2,090.59	$1,609.61	$1,594.84
Spending Potential Index		101	78	77
Vehicle Maintenance & Repairs: Total $		$1,391,122	$8,290,980	$19,050,106
Average Spent		$1,091.08	$855.18	$842.18
Spending Potential Index		102	80	79

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.

August 01, 2017