

EXPANDED PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups



www.southeastcenters.com

Lat/Lon: 28.1458/-81.449

RF5

Poinciana Towne Center

Kissimmee, FL 34759

	1 mi radius	3 mi radius	5 mi radius	10 mi radius
Population				
Estimated Population (2020)	6,551	45,906	75,601	167,073
Projected Population (2025)	7,382	51,945	85,614	188,902
Census Population (2010)	4,669	34,130	54,043	114,151
Census Population (2000)	2,237	13,559	20,643	53,284
Projected Annual Growth (2020 to 2025)	832 2.5%	6,040 2.6%	10,013 2.6%	21,829 2.6%
Historical Annual Growth (2010 to 2020)	1,882 4.0%	11,776 3.5%	21,557 4.0%	52,922 4.6%
Historical Annual Growth (2000 to 2010)	2,432 10.9%	20,570 15.2%	33,401 16.2%	60,867 11.4%
Estimated Population Density (2020)	2,086 psm	1,624 psm	963 psm	532 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi	314.0 sq mi
Households				
Estimated Households (2020)	2,136	14,697	24,766	55,560
Projected Households (2025)	2,379	16,315	27,438	61,335
Census Households (2010)	1,532	10,908	17,392	37,222
Census Households (2000)	714	4,360	6,684	18,474
Estimated Households with Children (2020)	934 43.7%	6,212 42.3%	9,982 40.3%	22,247 40.0%
Estimated Average Household Size (2020)	3.07	3.12	3.05	3.00
Average Household Income				
Estimated Average Household Income (2020)	\$56,632	\$56,221	\$56,760	\$58,201
Projected Average Household Income (2025)	\$59,687	\$59,456	\$60,224	\$62,018
Estimated Average Family Income (2020)	\$59,996	\$59,730	\$60,895	\$64,766
Median Household Income				
Estimated Median Household Income (2020)	\$58,756	\$58,613	\$60,007	\$61,247
Projected Median Household Income (2025)	\$68,524	\$68,296	\$70,053	\$71,377
Estimated Median Family Income (2020)	\$62,580	\$62,854	\$64,998	\$69,255
Per Capita Income				
Estimated Per Capita Income (2020)	\$18,470	\$18,002	\$18,600	\$19,372
Projected Per Capita Income (2025)	\$19,238	\$18,677	\$19,305	\$20,152
Estimated Per Capita Income 5 Year Growth	\$768 4.2%	\$675 3.7%	\$706 3.8%	\$780 4.0%
Estimated Average Household Net Worth (2020)	\$300,861	\$323,658	\$351,939	\$409,968
Daytime Demos (2020)				
Total Businesses	319	695	862	2,235
Total Employees	2,009	4,464	5,671	16,017
Company Headquarter Businesses	-	-	1 0.1%	3 0.1%
Company Headquarter Employees	12 0.6%	93 2.1%	120 2.1%	134 0.8%
Employee Population per Business	6.3	6.4	6.6	7.2
Residential Population per Business	20.5	66.1	87.7	74.7

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Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
White (2020)	3,518	53.7%	25,835	56.3%	43,953	58.1%	104,474	62.5%
Black or African American (2020)	1,564	23.9%	10,172	22.2%	16,054	21.2%	28,398	17.0%
American Indian or Alaska Native (2020)	33	0.5%	334	0.7%	535	0.7%	991	0.6%
Asian (2020)	110	1.7%	1,001	2.2%	1,747	2.3%	4,286	2.6%
Hawaiian or Pacific Islander (2020)	16	0.2%	92	0.2%	136	0.2%	223	0.1%
Other Race (2020)	973	14.8%	6,086	13.3%	9,336	12.3%	20,831	12.5%
Two or More Races (2020)	337	5.1%	2,386	5.2%	3,840	5.1%	7,871	4.7%
Not Hispanic or Latino Population (2020)	2,453	37.4%	18,472	40.2%	31,998	42.3%	78,755	47.1%
Hispanic or Latino Population (2020)	4,098	62.6%	27,434	59.8%	43,603	57.7%	88,318	52.9%
Not Hispanic or Latino Population (2025)	2,789	37.8%	21,033	40.5%	36,365	42.5%	88,854	47.0%
Hispanic or Latino Population (2025)	4,594	62.2%	30,913	59.5%	49,249	57.5%	100,048	53.0%
Not Hispanic or Latino Population (2010)	2,278	48.8%	16,477	48.3%	26,661	49.3%	62,304	54.6%
Hispanic or Latino Population (2010)	2,392	51.2%	17,653	51.7%	27,383	50.7%	51,847	45.4%
Not Hispanic or Latino Population (2000)	1,375	61.5%	8,507	62.7%	13,303	64.4%	38,434	72.1%
Hispanic or Latino Population (2000)	862	38.5%	5,052	37.3%	7,340	35.6%	14,851	27.9%
Projected Hispanic Annual Growth (2020 to 2025)	495	2.4%	3,479	2.5%	5,646	2.6%	11,730	2.7%
Historic Hispanic Annual Growth (2000 to 2020)	3,236	18.8%	22,381	22.1%	36,263	24.7%	73,467	24.7%

Age Distribution (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Age Under 5	376	5.7%	2,607	5.7%	4,169	5.5%	9,724	5.8%
Age 5 to 9 Years	436	6.7%	3,124	6.8%	4,960	6.6%	11,072	6.6%
Age 10 to 14 Years	486	7.4%	3,470	7.6%	5,603	7.4%	12,316	7.4%
Age 15 to 19 Years	491	7.5%	3,379	7.4%	5,433	7.2%	11,759	7.0%
Age 20 to 24 Years	397	6.1%	2,632	5.7%	4,192	5.5%	9,689	5.8%
Age 25 to 29 Years	375	5.7%	2,576	5.6%	4,167	5.5%	10,223	6.1%
Age 30 to 34 Years	391	6.0%	2,887	6.3%	4,653	6.2%	11,180	6.7%
Age 35 to 39 Years	445	6.8%	3,237	7.1%	5,225	6.9%	11,794	7.1%
Age 40 to 44 Years	467	7.1%	3,288	7.2%	5,304	7.0%	11,722	7.0%
Age 45 to 49 Years	413	6.3%	2,932	6.4%	4,755	6.3%	10,851	6.5%
Age 50 to 54 Years	383	5.8%	2,668	5.8%	4,382	5.8%	10,080	6.0%
Age 55 to 59 Years	372	5.7%	2,685	5.8%	4,492	5.9%	9,830	5.9%
Age 60 to 64 Years	383	5.9%	2,719	5.9%	4,762	6.3%	9,551	5.7%
Age 65 to 74 Years	719	11.0%	4,909	10.7%	8,641	11.4%	16,553	9.9%
Age 75 to 84 Years	324	4.9%	2,129	4.6%	3,719	4.9%	8,021	4.8%
Age 85 Years or Over	91	1.4%	663	1.4%	1,145	1.5%	2,707	1.6%
Median Age	38.6		38.3		39.4		38.0	

Gender Age Distribution (2020)

Female Population	3,358	51.3%	23,558	51.3%	38,874	51.4%	84,934	50.8%
Age 0 to 19 Years	860	25.6%	6,062	25.7%	9,776	25.1%	21,639	25.5%
Age 20 to 64 Years	1,895	56.4%	13,379	56.8%	21,895	56.3%	48,604	57.2%
Age 65 Years or Over	603	17.9%	4,117	17.5%	7,204	18.5%	14,691	17.3%
Female Median Age	39.9		39.5		40.5		39.1	
Male Population	3,193	48.7%	22,348	48.7%	36,726	48.6%	82,140	49.2%
Age 0 to 19 Years	929	29.1%	6,518	29.2%	10,390	28.3%	23,231	28.3%
Age 20 to 64 Years	1,733	54.3%	12,245	54.8%	20,036	54.6%	46,318	56.4%
Age 65 Years or Over	531	16.6%	3,584	16.0%	6,300	17.2%	12,591	15.3%
Male Median Age	37.0		36.9		38.2		36.8	

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Household Income Distribution (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
HH Income \$200,000 or More	23	1.1%	277	1.9%	594	2.4%	1,947	3.5%
HH Income \$150,000 to \$199,999	54	2.5%	364	2.5%	742	3.0%	2,037	3.7%
HH Income \$100,000 to \$149,999	302	14.1%	2,064	14.0%	3,440	13.9%	8,444	15.2%
HH Income \$75,000 to \$99,999	363	17.0%	2,215	15.1%	3,740	15.1%	8,158	14.7%
HH Income \$50,000 to \$74,999	513	24.0%	3,597	24.5%	6,238	25.2%	13,009	23.4%
HH Income \$35,000 to \$49,999	326	15.3%	2,257	15.4%	3,697	14.9%	7,998	14.4%
HH Income \$25,000 to \$34,999	174	8.1%	1,276	8.7%	2,070	8.4%	4,737	8.5%
HH Income \$15,000 to \$24,999	154	7.2%	994	6.8%	1,646	6.6%	3,993	7.2%
HH Income Under \$15,000	227	10.6%	1,652	11.2%	2,598	10.5%	5,236	9.4%
HH Income \$35,000 or More	1,581	74.0%	10,775	73.3%	18,452	74.5%	41,594	74.9%
HH Income \$75,000 or More	742	34.7%	4,921	33.5%	8,517	34.4%	20,587	37.1%

Housing (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Total Housing Units	2,516		17,304		29,194		67,325	
Housing Units Occupied	2,136	84.9%	14,697	84.9%	24,766	84.8%	55,560	82.5%
Housing Units Owner-Occupied	1,605	75.1%	11,437	77.8%	19,694	79.5%	43,913	79.0%
Housing Units, Renter-Occupied	531	24.9%	3,260	22.2%	5,072	20.5%	11,646	21.0%
Housing Units, Vacant	380	17.8%	2,607	17.7%	4,428	17.9%	11,766	21.2%

Marital Status (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Never Married	2,041	38.9%	13,756	37.5%	22,154	36.4%	50,223	37.5%
Currently Married	2,031	38.7%	14,775	40.3%	24,884	40.9%	52,892	39.5%
Separated	335	6.4%	2,454	6.7%	3,996	6.6%	8,396	6.3%
Widowed	256	4.9%	1,551	4.2%	2,734	4.5%	6,508	4.9%
Divorced	590	11.2%	4,168	11.4%	7,101	11.7%	15,943	11.9%

Household Type (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population Family	6,005	91.7%	42,091	91.7%	68,959	91.2%	150,015	89.8%
Population Non-Family	543	8.3%	3,800	8.3%	6,606	8.7%	16,630	10.0%
Population Group Quarters	3	-	15	-	35	-	428	0.3%
Family Households	1,713	80.2%	11,817	80.4%	19,721	79.6%	43,020	77.4%
Non-Family Households	423	19.8%	2,880	19.6%	5,045	20.4%	12,539	22.6%
Married Couple with Children	560	27.6%	3,824	25.9%	6,250	25.1%	14,266	27.0%
Average Family Household Size	3.5		3.6		3.5		3.5	

Household Size (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
1 Person Households	340	15.9%	2,243	15.3%	3,960	16.0%	9,637	17.3%
2 Person Households	666	31.2%	4,409	30.0%	7,911	31.9%	17,225	31.0%
3 Person Households	370	17.3%	2,584	17.6%	4,205	17.0%	9,750	17.5%
4 Person Households	357	16.7%	2,590	17.6%	4,133	16.7%	9,292	16.7%
5 Person Households	223	10.4%	1,589	10.8%	2,509	10.1%	5,402	9.7%
6 or More Person Households	181	8.5%	1,282	8.7%	2,048	8.3%	4,254	7.7%

Household Vehicles (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Households with 0 Vehicles Available	149	7.0%	747	5.1%	979	4.0%	2,153	3.9%
Households with 1 Vehicles Available	690	32.3%	5,117	34.8%	8,972	36.2%	18,709	33.7%
Households with 2 or More Vehicles Available	1,297	60.7%	8,833	60.1%	14,815	59.8%	34,697	62.5%
Total Vehicles Available	3,752		26,288		44,640		104,236	
Average Vehicles Per Household	1.8		1.8		1.8		1.9	

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Labor Force (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Estimated Labor Population Age 16 Years or Over	5,152		36,020		59,774		131,580	
Estimated Civilian Employed	2,347	45.6%	16,424	45.6%	27,331	45.7%	66,916	50.9%
Estimated Civilian Unemployed	400	7.8%	2,629	7.3%	4,249	7.1%	9,092	6.9%
Estimated in Armed Forces	-	-	-	-	20	-	128	-
Estimated Not in Labor Force	2,405	46.7%	16,967	47.1%	28,174	47.1%	55,445	42.1%
Unemployment Rate	7.8%		7.3%		7.1%		6.9%	

Occupation (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Occupation: Population Age 16 Years or Over	2,347		16,424		27,331		66,916	
Management, Business, Financial Operations	232	9.9%	1,577	9.6%	2,791	10.2%	7,259	10.8%
Professional, Related	378	16.1%	2,890	17.6%	4,843	17.7%	12,120	18.1%
Service	544	23.2%	3,480	21.2%	5,960	21.8%	14,604	21.8%
Sales, Office	508	21.6%	3,980	24.2%	6,571	24.0%	15,623	23.3%
Farming, Fishing, Forestry	-	-	33	0.2%	52	0.2%	117	0.2%
Construct, Extraction, Maintenance	183	7.8%	1,607	9.8%	2,729	10.0%	7,280	10.9%
Production, Transport Material Moving	501	21.4%	2,857	17.4%	4,384	16.0%	9,912	14.8%
White Collar Workers	1,119	47.7%	8,447	51.4%	14,205	52.0%	35,003	52.3%
Blue Collar Workers	1,228	52.3%	7,977	48.6%	13,125	48.0%	31,913	47.7%

Consumer Expenditure (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Total Household Expenditure	\$101.61 M		\$695.48 M		\$1.18 B		\$2.69 B	
Total Non-Retail Expenditure	\$53.19 M	52.3%	\$364.1 M	52.4%	\$617.9 M	52.4%	\$1.41 B	52.4%
Total Retail Expenditure	\$48.42 M	47.7%	\$331.37 M	47.6%	\$561.93 M	47.6%	\$1.28 B	47.6%
Apparel	\$3.54 M	3.5%	\$24.28 M	3.5%	\$41.16 M	3.5%	\$94.12 M	3.5%
Contributions	\$3.1 M	3.1%	\$21.35 M	3.1%	\$36.54 M	3.1%	\$84.22 M	3.1%
Education	\$2.68 M	2.6%	\$18.6 M	2.7%	\$31.76 M	2.7%	\$74.05 M	2.8%
Entertainment	\$5.64 M	5.6%	\$38.68 M	5.6%	\$65.79 M	5.6%	\$150.61 M	5.6%
Food and Beverages	\$15.24 M	15.0%	\$104.23 M	15.0%	\$176.44 M	15.0%	\$401.08 M	14.9%
Furnishings and Equipment	\$3.52 M	3.5%	\$24.09 M	3.5%	\$40.97 M	3.5%	\$93.72 M	3.5%
Gifts	\$2.3 M	2.3%	\$15.77 M	2.3%	\$26.94 M	2.3%	\$62.33 M	2.3%
Health Care	\$8.86 M	8.7%	\$60.48 M	8.7%	\$102.64 M	8.7%	\$232.51 M	8.6%
Household Operations	\$3.91 M	3.9%	\$26.86 M	3.9%	\$45.71 M	3.9%	\$104.5 M	3.9%
Miscellaneous Expenses	\$1.9 M	1.9%	\$13.02 M	1.9%	\$22.13 M	1.9%	\$50.53 M	1.9%
Personal Care	\$1.36 M	1.3%	\$9.32 M	1.3%	\$15.81 M	1.3%	\$36.06 M	1.3%
Personal Insurance	\$680.92 K	0.7%	\$4.68 M	0.7%	\$7.99 M	0.7%	\$18.41 M	0.7%
Reading	\$217.92 K	0.2%	\$1.49 M	0.2%	\$2.54 M	0.2%	\$5.8 M	0.2%
Shelter	\$21.28 M	20.9%	\$145.43 M	20.9%	\$246.36 M	20.9%	\$562.27 M	20.9%
Tobacco	\$679.72 K	0.7%	\$4.62 M	0.7%	\$7.75 M	0.7%	\$17.33 M	0.6%
Transportation	\$18.8 M	18.5%	\$128.68 M	18.5%	\$218.2 M	18.5%	\$496.92 M	18.5%
Utilities	\$7.89 M	7.8%	\$53.89 M	7.7%	\$91.07 M	7.7%	\$205.63 M	7.6%

Educational Attainment (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Adult Population Age 25 Years or Over	4,364		30,694		51,244		112,514	
Elementary (Grade Level 0 to 8)	269	6.2%	2,202	7.2%	3,341	6.5%	6,823	6.1%
Some High School (Grade Level 9 to 11)	536	12.3%	3,225	10.5%	4,827	9.4%	9,263	8.2%
High School Graduate	1,293	29.6%	9,279	30.2%	15,833	30.9%	36,399	32.4%
Some College	851	19.5%	6,232	20.3%	10,413	20.3%	24,792	22.0%
Associate Degree Only	394	9.0%	2,806	9.1%	4,564	8.9%	10,946	9.7%
Bachelor Degree Only	683	15.6%	4,474	14.6%	7,853	15.3%	15,972	14.2%
Graduate Degree	339	7.8%	2,476	8.1%	4,412	8.6%	8,319	7.4%

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Units In Structure (2020)

	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
1 Detached Unit	1,788	116.8%	12,835	117.7%	21,681	124.7%	44,668	120.0%
1 Attached Unit	71	4.6%	350	3.2%	647	3.7%	2,065	5.5%
2 to 4 Units	122	7.9%	513	4.7%	662	3.8%	1,960	5.3%
5 to 9 Units	20	1.3%	132	1.2%	211	1.2%	687	1.8%
10 to 19 Units	44	2.9%	181	1.7%	251	1.4%	669	1.8%
20 to 49 Units	6	0.4%	38	0.4%	61	0.3%	241	0.6%
50 or More Units	13	0.9%	77	0.7%	150	0.9%	363	1.0%
Mobile Home or Trailer	70	4.5%	558	5.1%	1,080	6.2%	4,640	12.5%
Other Structure	2	0.1%	13	0.1%	24	0.1%	265	0.7%

Homes Built By Year (2020)

Homes Built 2010 or later	245	16.0%	1,533	14.0%	2,793	16.1%	7,168	19.3%
Homes Built 2000 to 2009	1,096	71.6%	7,676	70.4%	12,963	74.5%	24,776	66.6%
Homes Built 1990 to 1999	438	28.6%	2,962	27.2%	4,744	27.3%	10,193	27.4%
Homes Built 1980 to 1989	236	15.4%	1,676	15.4%	2,708	15.6%	7,233	19.4%
Homes Built 1970 to 1979	58	3.8%	378	3.5%	741	4.3%	2,933	7.9%
Homes Built 1960 to 1969	22	1.4%	153	1.4%	262	1.5%	1,035	2.8%
Homes Built 1950 to 1959	9	0.6%	91	0.8%	170	1.0%	903	2.4%
Homes Built Before 1949	32	2.1%	228	2.1%	386	2.2%	1,319	3.5%

Home Values (2020)

Home Values \$1,000,000 or More	12	0.7%	71	0.6%	107	0.5%	307	0.7%
Home Values \$500,000 to \$999,999	15	1.0%	117	1.0%	190	1.0%	765	1.7%
Home Values \$400,000 to \$499,999	42	2.6%	286	2.5%	567	2.9%	1,167	2.7%
Home Values \$300,000 to \$399,999	106	6.6%	720	6.3%	1,410	7.2%	3,882	8.8%
Home Values \$200,000 to \$299,999	610	38.0%	4,325	37.8%	7,658	38.9%	16,542	37.7%
Home Values \$150,000 to \$199,999	430	26.8%	3,221	28.2%	5,375	27.3%	10,251	23.3%
Home Values \$100,000 to \$149,999	232	14.5%	1,741	15.2%	2,913	14.8%	6,225	14.2%
Home Values \$70,000 to \$99,999	94	5.9%	479	4.2%	641	3.3%	1,561	3.6%
Home Values \$50,000 to \$69,999	22	1.4%	164	1.4%	287	1.5%	923	2.1%
Home Values \$25,000 to \$49,999	14	0.9%	112	1.0%	218	1.1%	1,167	2.7%
Home Values Under \$25,000	27	1.7%	201	1.8%	328	1.7%	1,125	2.6%
Owner-Occupied Median Home Value	\$145,872		\$141,032		\$139,834		\$127,871	
Renter-Occupied Median Rent	\$947		\$963		\$975		\$969	

Transportation To Work (2020)

Drive to Work Alone	2,195	79.0%	15,474	79.9%	25,624	80.4%	57,162	81.4%
Drive to Work in Carpool	375	13.5%	2,514	13.0%	3,907	12.3%	8,042	11.5%
Travel to Work by Public Transportation	95	3.4%	374	1.9%	420	1.3%	832	1.2%
Drive to Work on Motorcycle	7	0.3%	31	0.2%	50	0.2%	106	0.2%
Walk or Bicycle to Work	4	0.1%	61	0.3%	140	0.4%	363	0.5%
Other Means	12	0.4%	140	0.7%	297	0.9%	576	0.8%
Work at Home	90	3.2%	770	4.0%	1,428	4.5%	3,124	4.5%

Travel Time (2020)

Travel to Work in 14 Minutes or Less	226	8.1%	1,262	6.5%	1,925	6.0%	5,807	8.3%
Travel to Work in 15 to 29 Minutes	220	7.9%	1,895	9.8%	3,156	9.9%	10,444	14.9%
Travel to Work in 30 to 59 Minutes	1,137	40.9%	8,603	44.4%	14,794	46.4%	34,659	49.4%
Travel to Work in 60 Minutes or More	697	25.1%	3,982	20.6%	6,225	19.5%	13,019	18.5%
Average Minutes Travel to Work	45.8		43.5		43.0		40.0	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.