

Demographic Summary Report

Kissimmee West

Radius	3 Mile	5 Mile	10 Mile
Population			
2014 Projection	41,829	131,420	375,404
2009 Estimate	34,771	112,506	320,417
2000 Census	22,979	77,969	218,034
Growth 2009 - 2014	20.30%	16.80%	17.20%
Growth 2000 - 2009	51.30%	44.30%	47.00%
2009 Population by Hispanic Origin	16,131	44,146	132,755
2009 Population By Race	34,771	112,506	320,417
White	22,435 64.52%	75,667 67.26%	213,561 66.65%
Black or African American	2,421 6.96%	9,444 8.39%	30,298 9.46%
American Indian and Alaska Native	168 0.48%	473 0.42%	1,232 0.38%
Asian	2,576 7.41%	7,465 6.64%	18,182 5.67%
Native Hawaiian and Pacific Islander	34 0.10%	107 0.10%	426 0.13%
Other Race	5,180 14.90%	14,220 12.64%	41,615 12.99%
Two or More Races	1,957 5.63%	5,130 4.56%	15,103 4.71%
Households			
2014 Projection	15,643	49,342	133,002
2009 Estimate	13,047	42,248	113,435
2000 Census	8,462	29,192	76,726
Growth 2009 - 2014	19.90%	16.80%	17.20%
Growth 2000 - 2009	54.20%	44.70%	47.80%
Owner Occupied	5,841 44.77%	20,669 48.92%	73,409 64.71%
Renter Occupied	7,205 55.22%	21,579 51.08%	40,026 35.29%
2009 Households by HH Income	13,047	42,248	113,437
Income Less Than \$15,000	955 7.32%	3,589 8.50%	8,666 7.64%
Income: \$15,000 - \$24,999	1,474 11.30%	4,188 9.91%	10,557 9.31%
Income: \$25,000 - \$34,999	1,974 15.13%	5,223 12.36%	12,430 10.96%
Income: \$35,000 - \$49,999	2,830 21.69%	7,474 17.69%	19,092 16.83%
Income: \$50,000 - \$74,999	3,240 24.83%	10,435 24.70%	28,792 25.38%
Income: \$75,000 - \$99,999	1,188 9.11%	4,813 11.39%	13,781 12.15%
Income: \$100,000 - \$149,999	914 7.01%	3,948 9.34%	11,779 10.38%
Income: \$150,000 - \$249,999	347 2.66%	1,832 4.34%	6,113 5.39%
Income: \$250,000 - \$499,999	102 0.78%	590 1.40%	1,793 1.58%
Income: \$500,000 or more	23 0.18%	156 0.37%	434 0.38%
2009 Avg Household Income	\$57,544	\$66,643	\$71,020
2009 Med Household Income	\$45,412	\$51,250	\$54,667
2009 Per Capita Income	\$22,209	\$25,175	\$25,233

Demographic Detail Report

Kissimmee West

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	41,829		131,420		375,404	
2009 Estimate	34,771		112,506		320,417	
2000 Census	22,979		77,969		218,034	
Growth 2009 - 2014	20.30%		16.80%		17.20%	
Growth 2000 - 2009	51.30%		44.30%		47.00%	
2009 Population by Age	34,771		112,506		320,417	
Age 0 - 4	2,729	7.85%	8,354	7.43%	22,403	6.99%
Age 5 - 9	2,155	6.20%	7,146	6.35%	21,341	6.66%
Age 10 - 14	1,845	5.31%	6,486	5.77%	20,931	6.53%
Age 15 - 17	1,179	3.39%	4,038	3.59%	13,259	4.14%
Age 18 - 20	1,670	4.80%	4,732	4.21%	13,256	4.14%
Age 21 - 24	3,408	9.80%	8,642	7.68%	19,217	6.00%
Age 25 - 34	7,655	22.02%	21,647	19.24%	50,810	15.86%
Age 35 - 44	4,773	13.73%	15,915	14.15%	44,763	13.97%
Age 45 - 49	2,223	6.39%	8,031	7.14%	24,494	7.64%
Age 50 - 54	1,862	5.36%	7,069	6.28%	22,292	6.96%
Age 55 - 59	1,525	4.39%	5,843	5.19%	19,139	5.97%
Age 60 - 64	1,270	3.65%	4,608	4.10%	15,124	4.72%
Age 65 - 74	1,463	4.21%	5,476	4.87%	18,671	5.83%
Age 75 - 84	758	2.18%	3,275	2.91%	10,920	3.41%
Age 85 and over	254	0.73%	1,246	1.11%	3,798	1.19%
Age 16 and over	27,657	79.54%	89,169	79.26%	251,304	78.43%
Age 18 and over	26,863	77.26%	86,483	76.87%	242,485	75.68%
Age 21 and over	25,193	72.45%	81,751	72.66%	229,228	71.54%
Age 65 and over	2,475	7.12%	9,996	8.88%	33,389	10.42%
Median Age	29.80		32.40		34.80	
Average Age	33.00		34.80		36.10	

Demographic Detail Report

Kissimmee West

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	34,771	112,506	320,417
White	22,435 64.52%	75,667 67.26%	213,561 66.65%
Black or African American	2,421 6.96%	9,444 8.39%	30,298 9.46%
American Indian and Alaska Native	168 0.48%	473 0.42%	1,232 0.38%
Asian	2,576 7.41%	7,465 6.64%	18,182 5.67%
Native Hawaiian and Pacific Islander	34 0.10%	107 0.10%	426 0.13%
Other Race	5,180 14.90%	14,220 12.64%	41,615 12.99%
Two or More Races	1,957 5.63%	5,130 4.56%	15,103 4.71%
2009 Population by Hispanic Origin	34,772	112,506	320,416
Not Hispanic or Latino	18,641 53.61%	68,360 60.76%	187,662 58.57%
Hispanic or Latino:	16,131 46.39%	44,146 39.24%	132,755 41.43%
Mexican	1,626 4.68%	4,350 3.87%	9,847 3.07%
Puerto Rican	8,157 23.46%	23,172 20.60%	75,027 23.42%
Cuban	724 2.08%	2,204 1.96%	6,933 2.16%
Other Hispanic or Latino	5,624 16.17%	14,420 12.82%	40,947 12.78%
2009 Age 5+ Language at Home	32,043	104,152	298,015
Speak Only English	17,142 53.50%	65,440 62.83%	183,948 61.72%
Speak Asian or Pacific Island	1,017 3.17%	2,642 2.54%	7,479 2.51%
Speak IndoEuropean	2,798 8.73%	7,793 7.48%	18,643 6.26%
Speak Spanish	10,346 32.29%	26,794 25.73%	85,185 28.58%
Speak Other Language	740 2.31%	1,483 1.42%	2,760 0.93%
2009 Median Age, Male	29.60	31.90	33.90
2009 Average Age, Male	32.40	34.00	35.30
Median Age, Female	29.90	33.00	35.80
Average Age, Female	33.60	35.60	36.90
2009 Population by Employment Status (Age 16+)	27,657	89,169	251,303
In Armed Forces	29 0.10%	45 0.05%	176 0.07%
Civilian, Employed	15,842 57.28%	49,643 55.67%	138,437 55.09%
Civilian, Unemployed	2,116 7.65%	6,469 7.25%	17,898 7.12%
Not In Labor Force	9,670 34.96%	33,012 37.02%	94,792 37.72%
2009 Population by Occupation Classification (Age 16+)	15,842	49,643	138,437
Blue Collar	2,516 15.88%	7,790 15.69%	22,815 16.48%
White Collar	8,721 55.05%	28,444 57.30%	81,548 58.91%
Service	4,605 29.07%	13,409 27.01%	34,074 24.61%

Demographic Detail Report

Kissimmee West

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	28,042	90,520	255,743
Total, Never Married	10,455 37.28%	31,155 34.42%	77,152 30.17%
Married	13,618 48.56%	44,561 49.23%	139,991 54.74%
Widowed	772 2.75%	4,007 4.43%	11,698 4.57%
Divorced	3,197 11.40%	10,797 11.93%	26,902 10.52%
Males Divorced	842	3,090	7,202
Females Divorced	1,146	3,920	9,514
Males, Never Married	3,217	10,234	24,495
Females Never Married	2,499	8,112	20,207
2009 Population by Education	21,785	73,110	210,012
Less Than 9Th Grade	963 4.42%	3,109 4.25%	9,897 4.71%
Some High School, No Diploma	1,782 8.18%	6,153 8.42%	19,266 9.17%
High School Graduate (Includes Equivalency)	6,384 29.30%	20,828 28.49%	62,376 29.70%
Some College, No Degree	4,232 19.43%	13,827 18.91%	42,200 20.09%
Associate Degree	2,118 9.72%	6,474 8.86%	19,340 9.21%
Bachelor Degree	4,576 21.01%	15,719 21.50%	39,462 18.79%
Advanced Degrees	1,730 7.94%	7,000 9.57%	17,471 8.32%
2009 Population by Occupation (Age 16+)	20,448	63,050	172,512
Management, Business, & Financial	4,346 21.25%	14,388 22.82%	41,081 23.81%
Professional & Related Occupations	366 1.79%	1,258 2.00%	3,882 2.25%
Services	11,374 55.62%	34,056 54.01%	89,114 51.66%
Sales & Office	2,296 11.23%	7,086 11.24%	20,274 11.75%
Farming, Fishing, and Forestry	17 0.08%	73 0.12%	246 0.14%
Construction and Extraction, Maint	823 4.02%	2,619 4.15%	7,403 4.29%
Production & Transportation	1,226 6.00%	3,570 5.66%	10,512 6.09%
2009 Workers by Travel Time to Work (Age 16+)	15,871	49,687	138,613
Less Than 15 Minutes	3,620 22.81%	10,749 21.63%	26,244 18.93%
15 to 29 Minutes	6,926 43.64%	22,178 44.64%	60,427 43.59%
30 to 44 Minutes	3,478 21.91%	10,857 21.85%	33,850 24.42%
45 to 59 Minutes	1,003 6.32%	2,964 5.97%	9,465 6.83%
60+ Minutes	844 5.32%	2,939 5.92%	8,627 6.22%

Demographic Detail Report

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2009 Estimate	13,047	42,248	113,435
2000 Census	8,462	29,192	76,726
Growth 2009 - 2014	19.90%	16.80%	17.20%
Growth 2000 - 2009	54.20%	44.70%	47.80%
2000 Households by HH Size	8,462	29,193	76,725
1-Person Households	1,884 22.26%	6,596 22.59%	14,207 18.52%
2-Person Households	2,902 34.29%	9,792 33.54%	25,155 32.79%
3-Person Households	1,573 18.59%	5,319 18.22%	14,342 18.69%
4-Person Households	1,223 14.45%	4,400 15.07%	13,090 17.06%
5-Person Households	544 6.43%	1,911 6.55%	6,197 8.08%
6-Person Households	225 2.66%	754 2.58%	2,347 3.06%
7 or more Person Households	111 1.31%	421 1.44%	1,387 1.81%
2009 Average Household Size	2.66	2.64	2.80
2009 Households by HH Income	13,047	42,248	113,437
Income Less than \$15,000	955 7.32%	3,589 8.50%	8,666 7.64%
Income: \$15,000 - \$24,999	1,474 11.30%	4,188 9.91%	10,557 9.31%
Income: \$25,000 - \$34,999	1,974 15.13%	5,223 12.36%	12,430 10.96%
Income: \$35,000 - \$49,999	2,830 21.69%	7,474 17.69%	19,092 16.83%
Income: \$50,000 - \$74,999	3,240 24.83%	10,435 24.70%	28,792 25.38%
Income: \$75,000 - \$99,999	1,188 9.11%	4,813 11.39%	13,781 12.15%
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2009 Avg Household Income	\$57,544	\$66,643	\$71,020
2009 Med Household Income	\$45,412	\$51,250	\$54,667
2009 Per Capita Income	\$22,209	\$25,175	\$25,233
2009 Occupied Housing	13,046	42,248	113,435
Owner Occupied	5,841 44.77%	20,669 48.92%	73,409 64.71%
Renter Occupied	7,205 55.23%	21,579 51.08%	40,026 35.29%

Demographic Detail Report

Kissimmee West

Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	5,842		20,670		73,410	
Value Less than \$20,000	238	4.07%	728	3.52%	1,265	1.72%
Value \$20,000 - \$39,999	366	6.26%	952	4.61%	1,865	2.54%
Value \$40,000 - \$59,999	326	5.58%	846	4.09%	1,709	2.33%
Value \$60,000 - \$79,999	238	4.07%	733	3.55%	2,223	3.03%
Value \$80,000 - \$99,999	311	5.32%	874	4.23%	3,092	4.21%
Value \$100,000 - \$149,999	795	13.61%	3,121	15.10%	14,920	20.32%
Value \$150,000 - \$199,999	1,194	20.44%	4,261	20.61%	18,290	24.91%
Value \$200,000 - \$299,999	1,632	27.94%	5,691	27.53%	18,464	25.15%
Value \$300,000 - \$399,999	406	6.95%	1,531	7.41%	5,078	6.92%
Value \$400,000 - \$499,999	182	3.12%	693	3.35%	2,616	3.56%
Value \$500,000 - \$749,999	121	2.07%	744	3.60%	2,295	3.13%
Value \$750,000 - \$999,999	12	0.21%	308	1.49%	937	1.28%
Value \$1,000,000 or more	21	0.36%	188	0.91%	656	0.89%
2009 Med Housing Val-Owner Occupied	\$176,943		\$186,342		\$182,153	
2000 Housing Units by Units in Structure	10,926		34,872		90,122	
1 Unit Attached	426	3.90%	1,074	3.08%	4,502	5.00%
1 Unit Detached	3,732	34.16%	15,501	44.45%	57,210	63.48%
2 Units	171	1.57%	735	2.11%	1,080	1.20%
3 - 19 Units	3,961	36.25%	10,417	29.87%	14,315	15.88%
20 - 49 Units	772	7.07%	1,893	5.43%	2,655	2.95%
50 or more Units	478	4.37%	1,674	4.80%	2,454	2.72%
Mobile Home or Trailer	1,300	11.90%	3,398	9.74%	7,390	8.20%
Boat, RV, Van, Etc.	86	0.79%	180	0.52%	516	0.57%
2009 Housing Units by Yr Built	18,167		53,621		139,216	
Built 1999 to Present	8,490	46.73%	21,745	40.55%	55,163	39.62%
Built 1995 to 1998	2,274	12.52%	7,663	14.29%	18,628	13.38%
Built 1990 to 1994	2,784	15.32%	7,324	13.66%	18,767	13.48%
Built 1980 to 1989	3,533	19.45%	9,086	16.94%	28,425	20.42%
Built 1970 to 1979	775	4.27%	4,245	7.92%	10,485	7.53%
Built 1960 to 1969	117	0.64%	1,686	3.14%	4,088	2.94%
Built 1950 to 1959	78	0.43%	962	1.79%	2,231	1.60%
Built 1940 to 1949	64	0.35%	365	0.68%	681	0.49%
Built 1939 or Earlier	52	0.29%	545	1.02%	748	0.54%
2009 Median Year Built	1998		1996		1996	

Kissimmee West

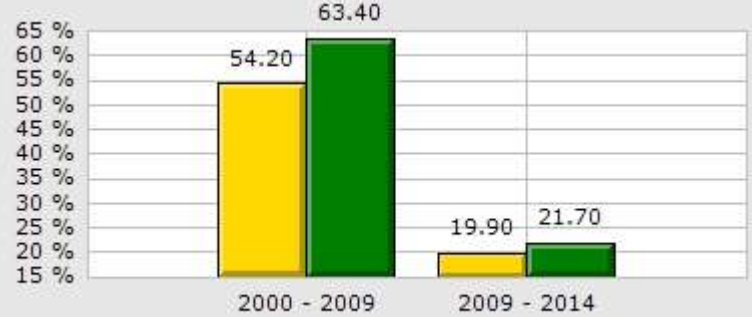
Type: **Shopping Center/Community Center**
 County: **Osceola**

3 Mile
County

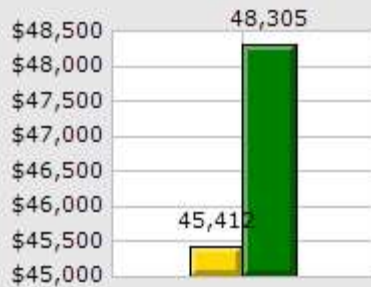
Population Growth



Household Growth



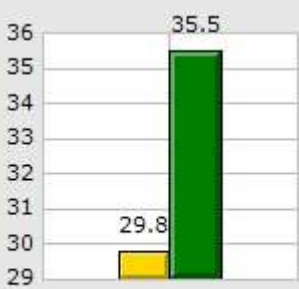
2009 Med Household Inc



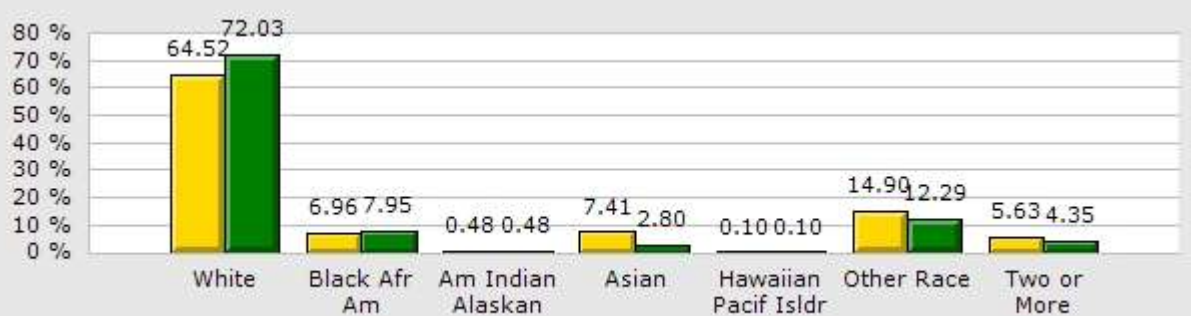
2009 Households by Household Income



2009 Median Age



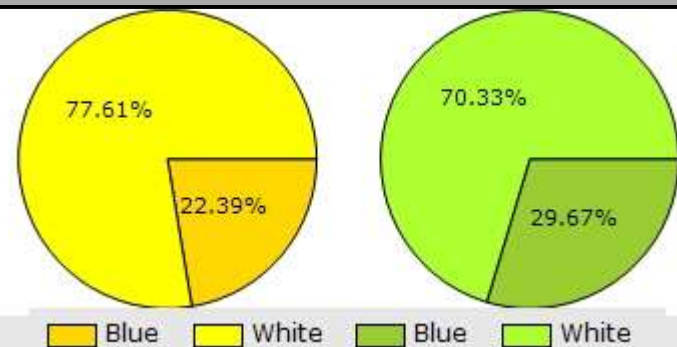
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Kissimmee West

Type: **Shopping Center/Community Center**
 County: **Osceola**

	3 Mile		County	
Population				
Growth 2000 - 2009	51.30%		63.00%	
Growth 2009 - 2014	20.30%		21.80%	
2009 Blue Collar	2,516	22.39%	23,592	29.67%
2009 White Collar	8,721	77.61%	55,936	70.33%
2009 Population By Race				
	34,771		281,215	
White	22,435	64.52%	202,557	72.03%
Black Afr Am	2,421	6.96%	22,352	7.95%
Am Indian Alaskan	168	0.48%	1,358	0.48%
Asian	2,576	7.41%	7,880	2.80%
Hawaiian Pacif Islldr	34	0.10%	273	0.10%
Other Race	5,180	14.90%	34,566	12.29%
Two or More	1,957	5.63%	12,229	4.35%
Households				
Growth 2000 - 2009	54.20%		63.40%	
Growth 2009 - 2014	19.90%		21.70%	
Renter Occupied	7,205	55.23%	32,450	32.57%
Owner Occupied	5,841	44.77%	67,192	67.43%
2009 Households by HH Income				
	13,047		99,642	
Income < \$35,000	4,403	33.75%	33,224	33.34%
Income \$35,000 - \$74,999	6,070	46.52%	46,475	46.64%
Income \$75,000 - \$149,999	2,102	16.11%	16,466	16.53%
Income \$150,000 - \$249,999	347	2.66%	2,490	2.50%
Income \$250,000+	125	0.96%	987	0.99%
2009 Median Household Income	\$45,412		\$48,305	
2009 Median Age	29.80		35.50	



Consumer Spending Report

Kissimmee West

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$419,284	\$1,554,417	\$4,412,901
Total Apparel	\$15,240	\$55,770	\$153,933
Women's Apparel	5,849	21,766	61,291
Men's Apparel	3,628	13,349	37,084
Girl's Apparel	1,339	4,935	13,961
Boy's Apparel	1,109	4,011	11,179
Infant Apparel	1,231	4,309	11,309
Footwear (excl. Infants)	2,445	8,844	24,244
Other Apparel Prod/Services	2,085	7,399	19,110
Total Entertainment	\$35,143	\$134,243	\$388,423
Sports and Recreation	1,575	6,038	17,447
TV, Radio and Sound Equipment	13,638	49,769	138,227
Reading Materials	1,578	6,095	17,711
Travel	17,851	70,425	209,534
Photographic Equipment	501	1,917	5,503
Total Food At Home	\$34,125	\$125,508	\$352,006
Cereal Products	2,179	7,939	21,954
Bread & Bakery Products	4,375	16,212	45,926
Seafood	1,741	6,467	18,225
Meat/Poultry/Fish/Eggs	11,834	43,161	120,438
Dairy Products	5,500	20,278	57,040
Fruits and Vegetables	8,495	31,451	88,422
Total Food Away From Home	\$35,663	\$130,192	\$361,602
Breakfast and Brunch	3,457	12,530	34,137
Dinner	16,352	59,941	167,229
Lunch	12,149	44,005	122,140
Snacks and Non Alcoholic Bev	2,865	10,305	27,741
Catered Affairs	840	3,411	10,356

Consumer Spending Report

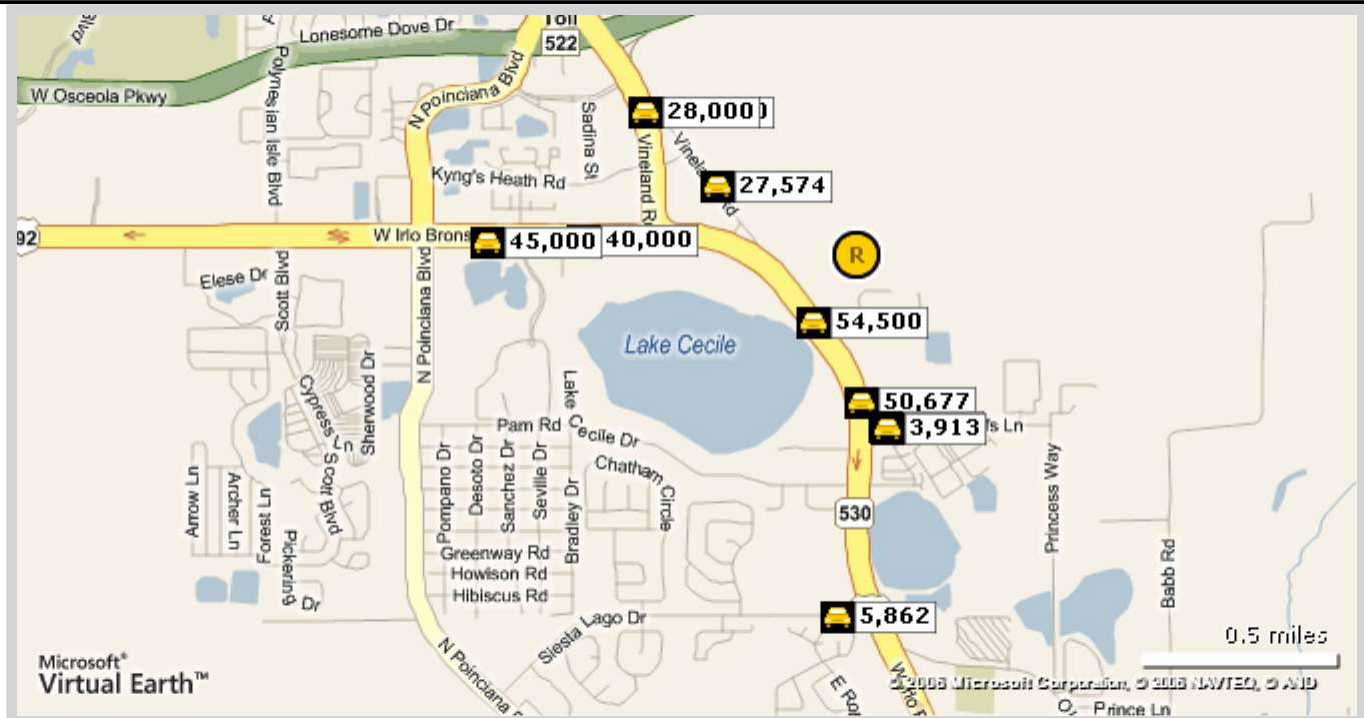
Kissimmee West			
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$6,943	\$25,065	\$67,190
Alcoholic Bev. at Home	3,832	14,047	38,629
Alcoholic Bev. away from Home	3,111	11,019	28,561
Total Furniture/Appliances	\$38,356	\$146,459	\$425,827
Bedroom Furniture	2,507	9,241	25,829
Living Room Furniture	3,442	13,031	37,590
Other Living & Family Room Furniture	879	3,427	10,183
Other Furniture	324	1,290	3,923
Major Appliances	2,843	11,150	33,955
Small Appliances	8,069	30,778	88,645
Misc Household Equipment	20,291	77,542	225,703
Total Transportation/Maint.	\$211,364	\$777,023	\$2,201,558
New Autos/Trucks/Vans	26,639	101,711	300,961
Used Vehicles	26,246	92,896	251,647
Purchase of RVs or Boats	2,256	9,364	30,248
Gasoline	30,228	109,346	306,380
Diesel Fuel	457	1,777	5,411
Automotive Maintenance/Repair	10,105	37,586	106,938
Transportation	115,432	424,344	1,199,974
Total Health Care	\$15,780	\$60,210	\$179,419
Medical Services	9,140	35,154	104,648
Prescription Drugs	5,160	19,402	58,036
Medical Supplies	1,481	5,654	16,735
Total Education/Day Care	\$30,366	\$114,057	\$321,367
Education	13,294	49,943	140,192
Room and Board	1,094	4,441	14,239
Tuition/School Supplies	11,905	44,716	125,190
Day Care, Nursery & Preschool	4,073	14,957	41,747

Kissimmee West

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	2,038	17,382	9
Total Retail	654	7,420	11
Home Improvement Stores	20	233	12
General Merchandise Stores	37	1,352	37
Food Stores	51	453	9
Auto Dealers and Gas Stations	20	168	8
Apparel and Accessory Stores	89	593	7
Furniture and Home Furnishings	39	85	2
Eating and Drinking Places	169	3,694	22
Miscellaneous Retail Stores	229	842	4
Finance-Insurance-Real Estate	244	801	3
Banks, Saving and Lending Inst.	42	95	2
Security Brokers and Investments	10	10	1
Insurance Carriers and Agencies	28	40	1
Real Estate-Trust-Holding Co.	164	656	4
Services	754	7,732	10
Hotels and Lodging	142	5,201	37
Motion Picture and Amusement	66	781	12
Health Services	29	191	7
Legal Services	15	15	1
Educational Services	13	313	24
Auto Services	38	78	2
Other Services	451	1,153	3
Agriculture/Mining	31	62	2
Construction	179	586	3
Manufacturing	22	99	5
Transportation, Comm./Pub Util.	103	203	2
Wholesale Trade	40	224	6
Government	11	255	23
Daytime Population	17,382		
Daytime Population/Business	9		
Residential Population	34,771		
Residential Population/Business	17		

Traffic Count Report

Kissimmee West



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 W Irlo Bronson Memorial Hwy	Seven Dwarfs Ln	0.30 SE	2005	54,500	AADT	.21
2 W Irlo Bronson Memorial Hwy	Seven Dwarfs Ln	0.08 S	2003	50,677	ADT	.38
3 Vineland Rd	Sunward Dr	0.05 S	2004	27,574	ADT	.40
4 Seven Dwarfs Ln	Alligator Ln	0.02 E	2007	1,744	ADT	.45
5 Seven Dwarfs Ln	Alligator Ln	0.04 SW	2004	3,913	ADT	.46
6 Vineland Rd	Sunward Dr	0.29 SE	2005	27,500	AADT	.63
7 Vineland Rd	Calypso Cay Way	0.08 NW	2007	28,000	AADT	.66
8 W Irlo Bronson Memorial Hwy	Avenue of the Stars	0.06 W	2003	40,000	ADT	.71
9 Siesta Lago Dr	Roble Dr	0.02 W	2006	5,862	ADT	.95
10 W Irlo Bronson Memorial Hwy	N Poinciana Blvd	0.13 W	2005	45,000	AADT	.96