

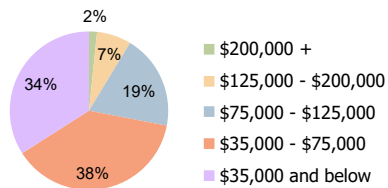
Ventura Downs Kissimmee, FL	1 Mile Radius	3 Mile Radius	5 Mile Radius
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Current Year Demographics

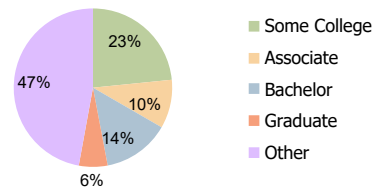
Current Population	13,606	98,982	210,899
Total Daytime Pop	11,598	68,409	171,578
Workplace Pop	1,489	12,503	54,509
Average Household Income	\$60,286	\$61,725	\$63,269
Average Disposable Income	\$53,491	\$53,535	\$54,322
Total Households	4,117	31,364	69,847
Median Home Value	\$308,046	\$307,108	\$323,536
College (4+)	18.8%	19.5%	22.4%
Total Consumer Spending/Capita (Weekly)	\$323	\$325	\$328
Population per Household	2.13	2.01	2.47
% of Households with Children	39.2%	36.9%	36.7%

2024 Demographic Projections

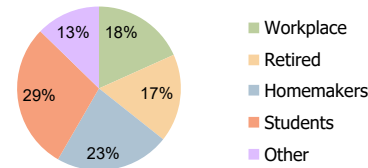
Projected Population	15,160	112,588	238,541
Projected 5 Year Annual Growth Rate (Pop)	2.2%	2.6%	2.5%



Household Income (3 Mile Radius)



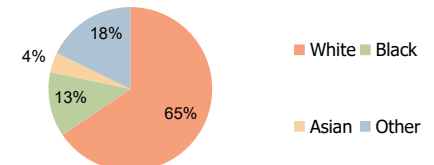
Education (3 Mile Radius)



Daytime Population (3 Mile Radius)

Hispanic Ethnicity

65% Hispanic | 35% Non Hispanic



Race (3 Mile Radius)



Demographic Summary Report

2000, 2010 Census, 2019 Estimates & 2024 Projections
 Calculated using TAS Retrieval

Ventura Downs Kissimmee, FL		1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	Current Estimated Population	13,606	98,982	210,899
	2010 Census Population	11,287	78,012	166,223
	2000 Census Population	8,382	53,027	116,331
	Historical Annual Growth 2000 to 2010	3.0%	3.9%	3.6%
	Estimated Annual Growth 2010 to 2019	2.0%	2.5%	2.5%
	Projected Annual Growth 2019 to 2024	2.2%	2.6%	2.5%
Ethnic	Hispanic or Latino Population	67%	65%	58%
	Non Hispanic or Latino Population	33%	35%	42%
Race	White	64.9%	65.5%	66.1%
	Black or African American	13.5%	12.8%	12.1%
	Asian & Pacific Islander	4.0%	4.0%	5.1%
	Other Races	17.6%	17.7%	16.7%

