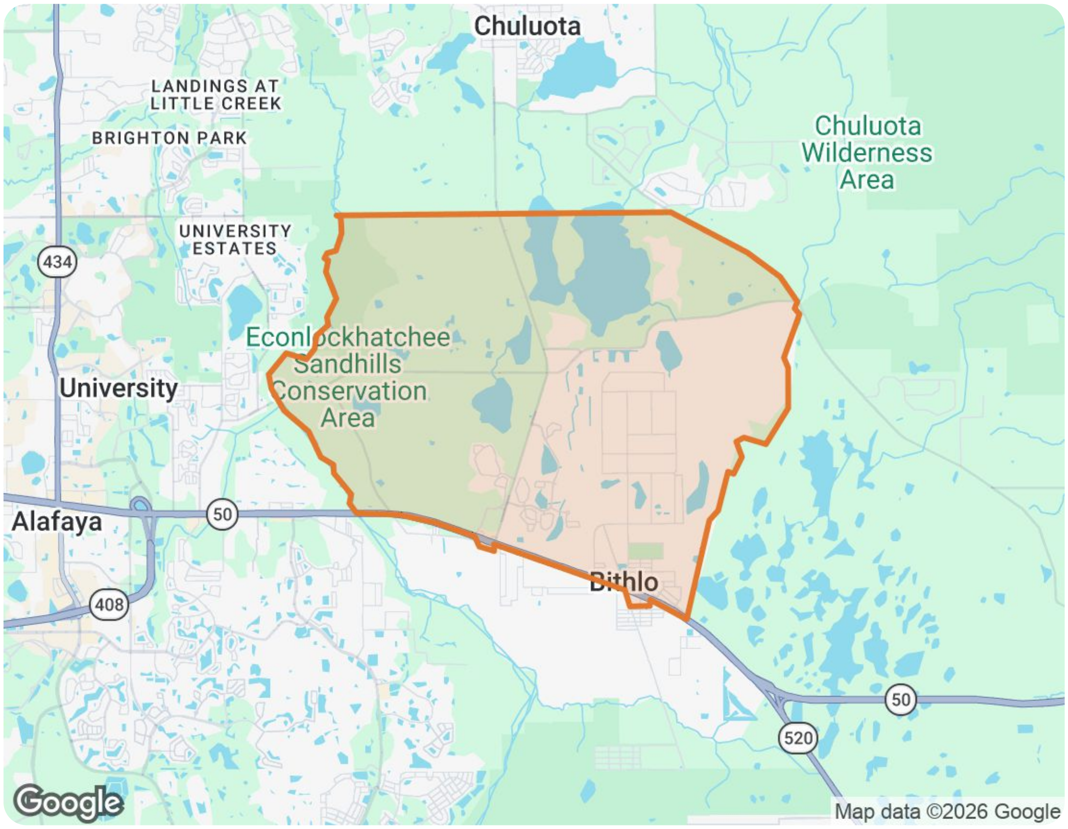
Orlando, FL 32820



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Southwest

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Trade Area Summary

Attribute Summary for Orlando, FL 32820

Median Household Income	Median Age	Total Population	1st Dominant Segment
$114,680	**40.2**	**10,522**	**Boomburbs**
Source: 2025/2029 Income (Esri)	**Source:** 2025/2029 Age: 5 Year Increments (Esri)	**Source:** 2025 Age: 1 Year Increments (Esri)	**Source:** 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Boomburbs	Dreambelt	Flourishing Families	Savvy Suburbanites
% of Households	1,330 (38.6%)	1,044 (30.3%)	656 (19.0%)	420 (12.2%)
Life Stage Group	Family Portraits	Mature and Retired Living	Family Portraits	Mature and Retired Living
Life Mode Group	Family Prosperity	Suburban Shine	Family Prosperity	Premier Estates
Urbanicity Group(s)	Suburb	Suburb	Suburb	Suburb
Residence Type	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.12	2.62	2.8	2.72
Median Age	34.5	41.5	39	44
Diversity Index	74.6	69	58.6	46.9
Median Household Income	$131,202	$94,802	$111,751	$139,696
Median Net Worth	$539,415	$339,974	$499,190	$915,346
Homeownership	83%	76%	85%	91%
Rent Burdened Households	33%	40%	31%	28%
Labor Force Participation Rate	72%	65%	69%	68%
Unemployment Rate	3%	4%	3%	3%
% with Bachelor's Degree or Higher	49%	34%	40%	53%
Lifestyle Patterns	Residents tend to shop at club stores and make purchases using online platforms. Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.	Residents typically shop at warehouse clubs, and they tend to exhibit brand loyalty. They often spend money on their pets and tools for gardening. Residents take active roles in planing their financial future.	For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items. Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.	Residents frequently use credit cards, and they seldom have outstanding monthly balances. They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.

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Consumer Segment Details

About this segment

Boomburbs

Ranked	In this area	In the United States
1st	**38.6%**	**2.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key Statistics

- **Median age:** 34.5
- **Median household size:** 3.12
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $131,202
- **Median net worth:** $539,415
- **Percentage of individuals with completion of a bachelor's degree or higher:** 49.2%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $462,376
- **Homeownership rate:** 82.9%
- **Rent burdened households (American Community Survey 2019-2023):** 33.2%
- **Labor force participation rate:** 71.8%
- **Unemployment rate:** 3.0%

Lifestyle Patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Consumer Segment Details

About this segment

Dreambelt

Ranked
2nd
dominant segment for this area

In this area
30.3%
of households fall into this segment

In the United States
3.0%
of households fall into this segment

Who Are They?

These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. This segment has a high concentration of employment in public administration, construction, health care, and retail trade sectors. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. A significant portion of the population commutes alone by car. Rental rates and home prices are substantial, with more than half of the properties for purchase valued between $300,000 and $500,000.

Key Statistics

- **Median age:** 41.5
- **Median household size:** 2.62
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $94,802
- **Median net worth:** $339,974
- **Percentage of individuals with completion of a bachelor's degree or higher:** 33.9%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $451,221
- **Homeownership rate:** 75.8%
- **Rent burdened households (American Community Survey 2019-2023):** 39.6%
- **Labor force participation rate:** 64.9%
- **Unemployment rate:** 4.4%

Lifestyle Patterns

- Residents typically shop at warehouse clubs, and they tend to exhibit brand loyalty.
- They often spend money on their pets and tools for gardening. Residents take active roles in planing their financial future.
- Residents tend to listen to the radio, use streaming services, and watch cable TV shows.
- Recycling is a routine practice. Regular exercise and medical checkups are integral to their routine.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Consumer Segment Details

About this segment

Flourishing Families

Ranked	In this area	In the United States
3rd	**19.0%**	**3.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key Statistics

- **Median age:** 39.0
- **Median household size:** 2.80
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $111,751
- **Median net worth:** $499,190
- **Percentage of individuals with completion of a bachelor's degree or higher:** 40.2%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $379,560
- **Homeownership rate:** 85.2%
- **Rent burdened households (American Community Survey 2019-2023):** 31.1%
- **Labor force participation rate:** 69.4%
- **Unemployment rate:** 3.1%

Lifestyle Patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Consumer Segment Details

About this segment

Savvy Suburbanites

Ranked	In this area	In the United States
4th dominant segment for this area	**12.2%** of households fall into this segment	**4.5%** of households fall into this segment

Who Are They?

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key Statistics

- **Median age:** 44.0
- **Median household size:** 2.72
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** $139,696
- **Median net worth:** $915,346
- **Percentage of individuals with completion of a bachelor's degree or higher:** 53.3%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** $471,521
- **Homeownership rate:** 90.9%
- **Rent burdened households (American Community Survey 2019-2023):** 27.6%
- **Labor force participation rate:** 68.0%
- **Unemployment rate:** 2.9%

Lifestyle Patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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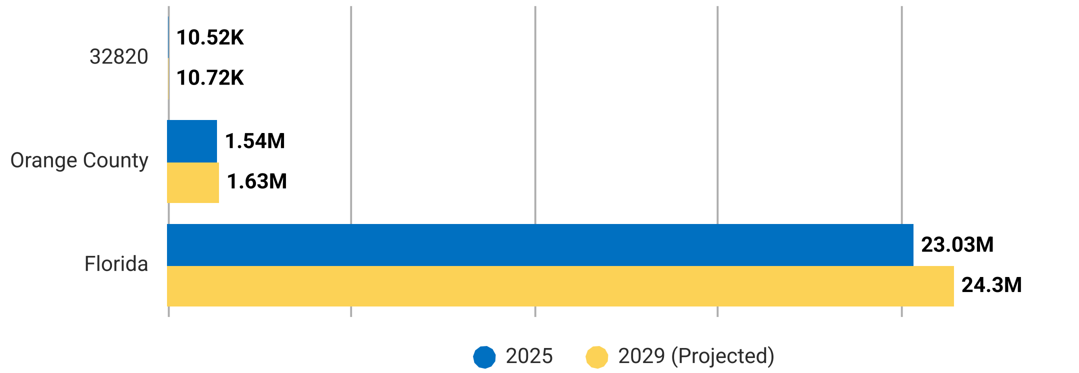
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

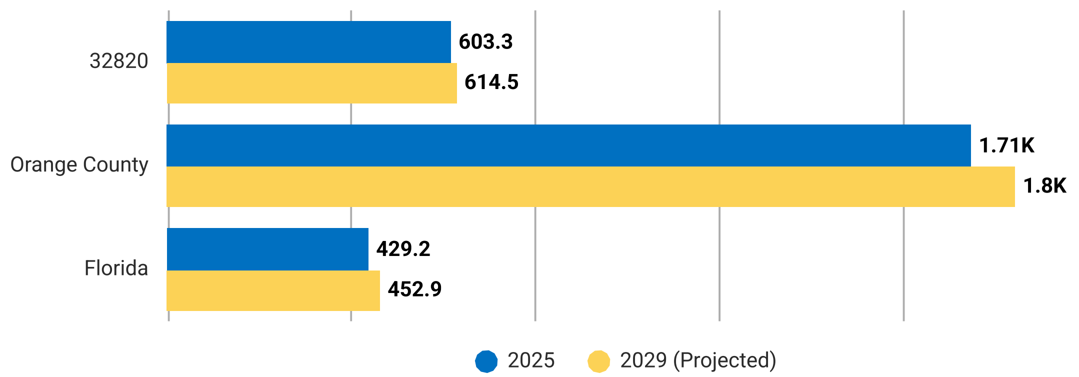
Total Population

This chart shows the total population in an area, compared with other geographies.



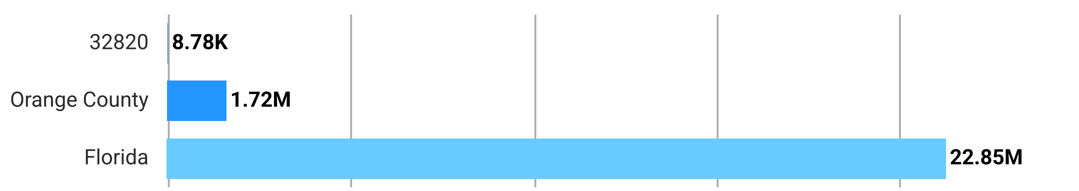
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



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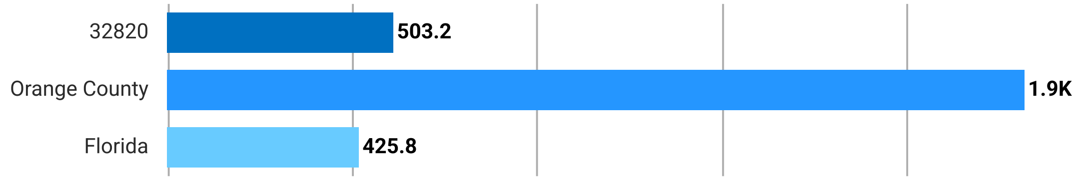
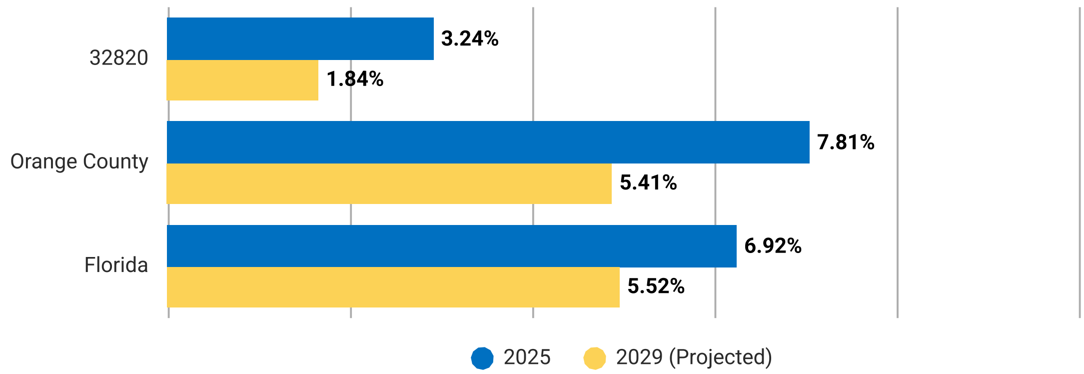
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



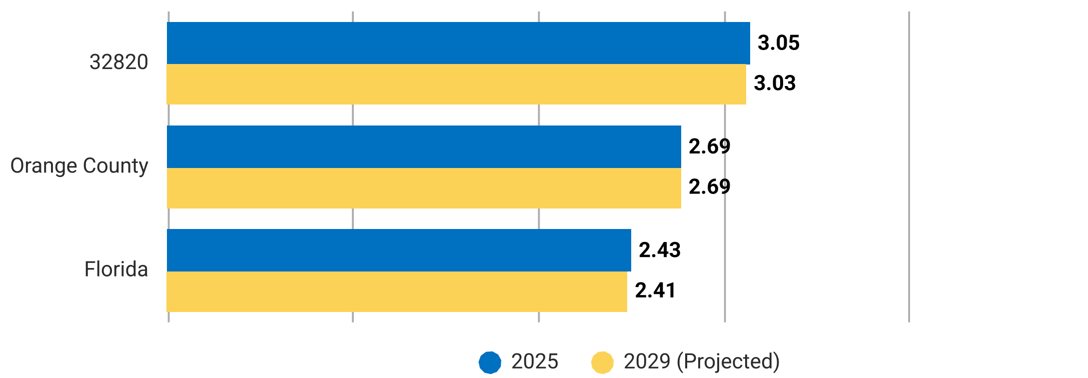
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



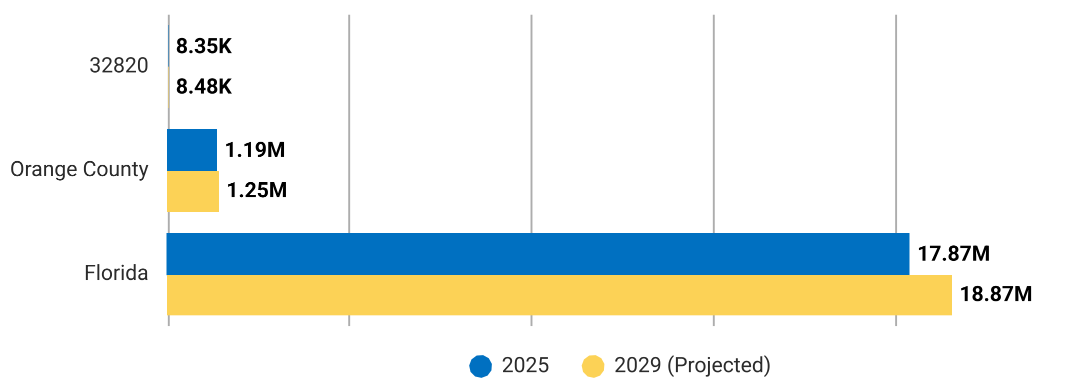
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



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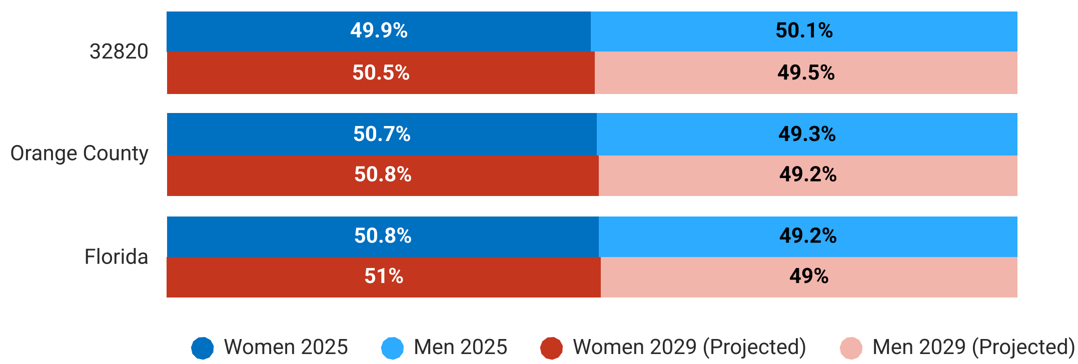
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



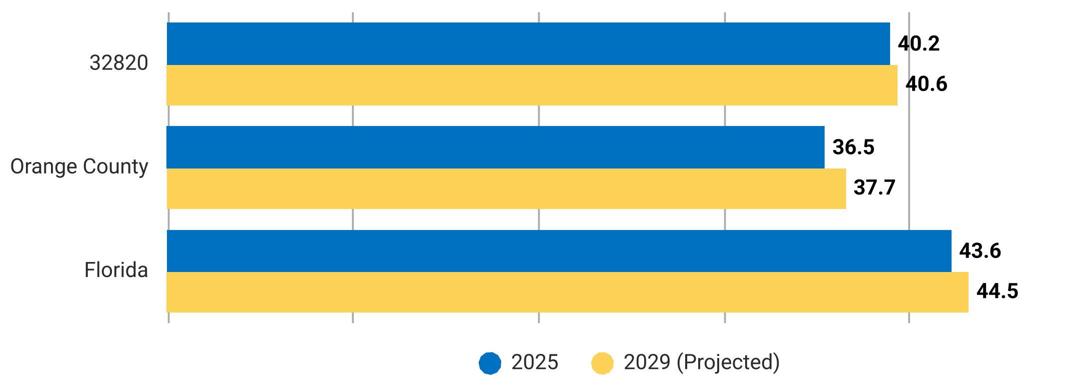
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Median Age

This chart shows the median age in an area, compared with other geographies.



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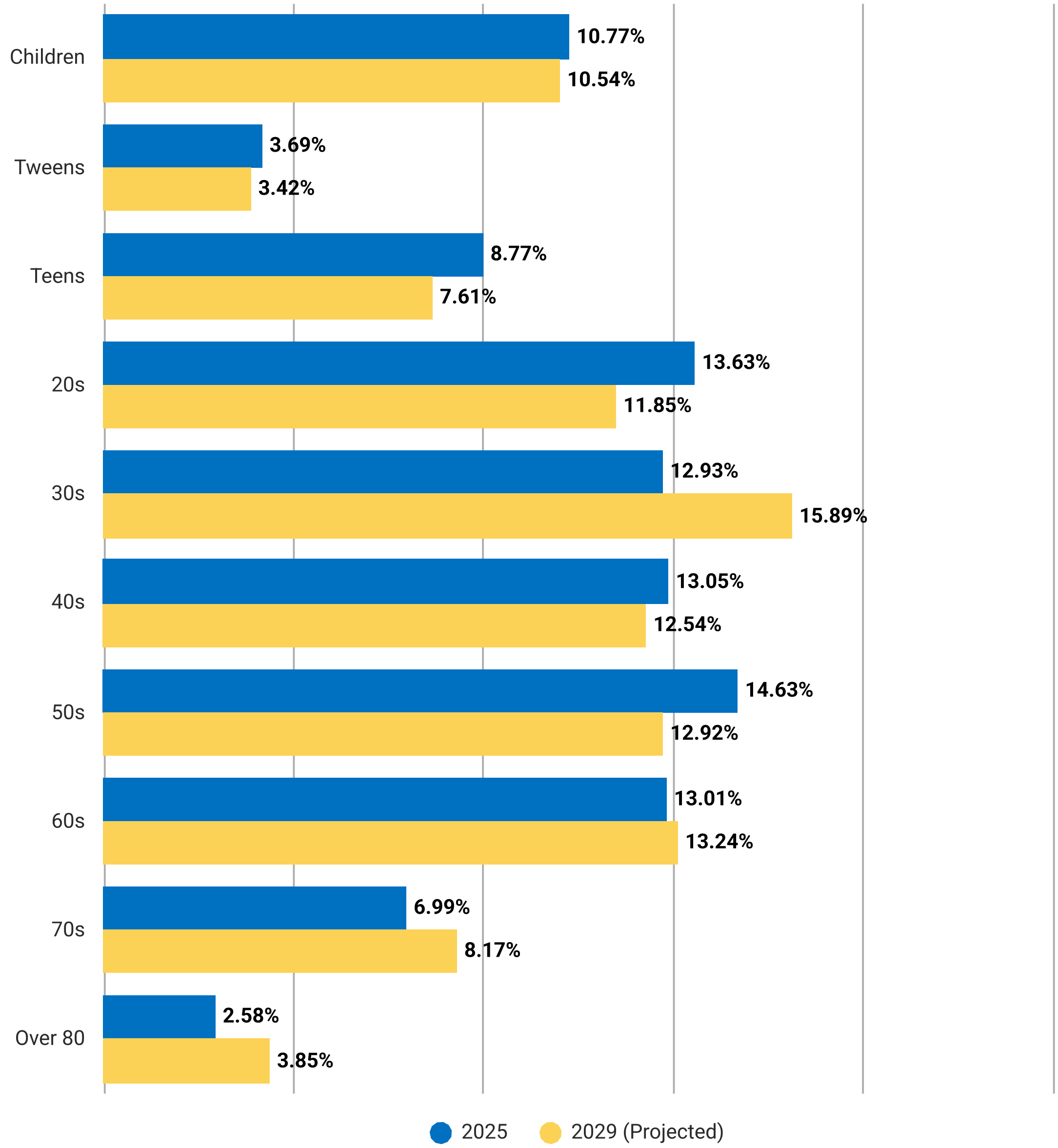
Population by Age

This chart breaks down the population of an area by age group.



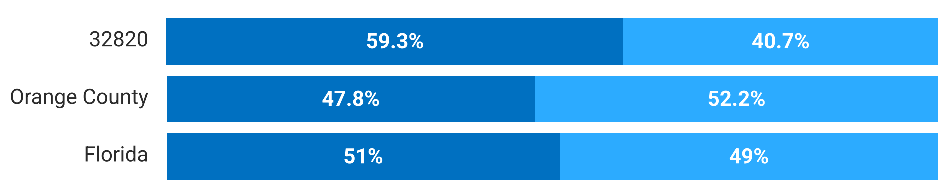
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



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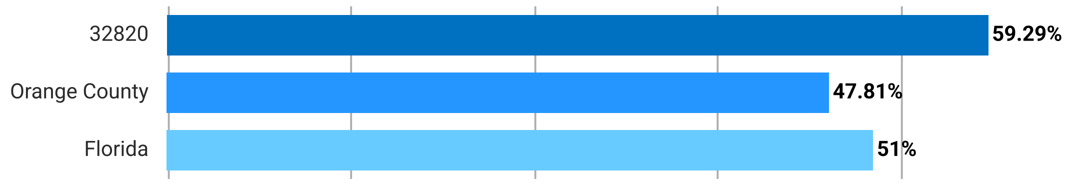
Orlando, FL 32820

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

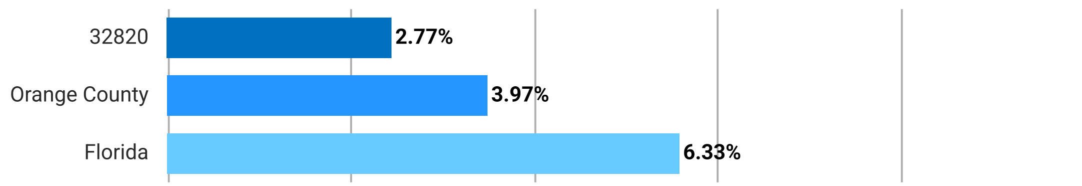
Married

This chart shows the number of people in an area who are married, compared with other geographies.



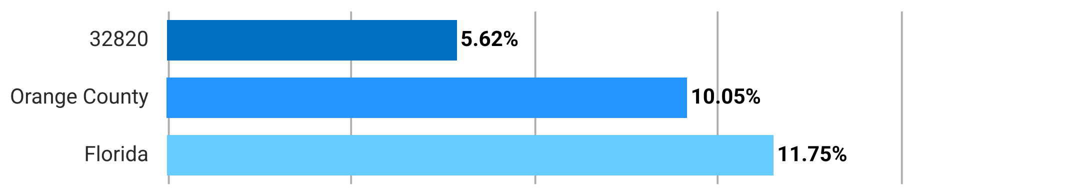
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



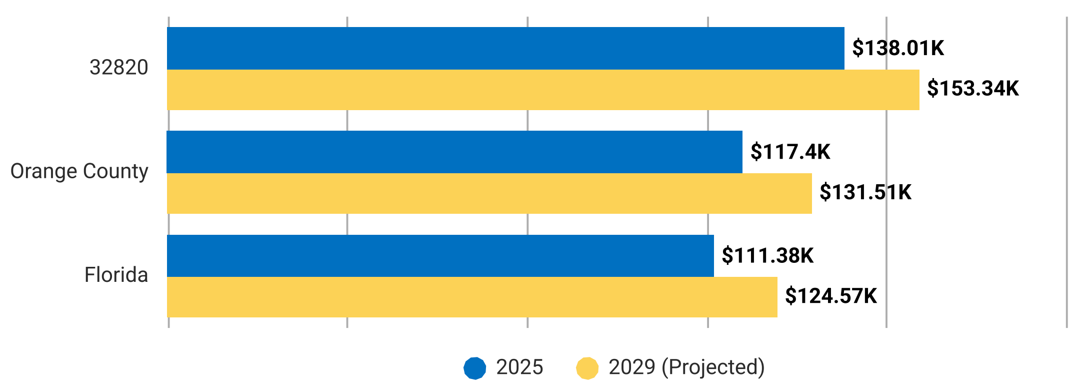
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Average Household Income

This chart shows the average household income in an area, compared with other geographies.



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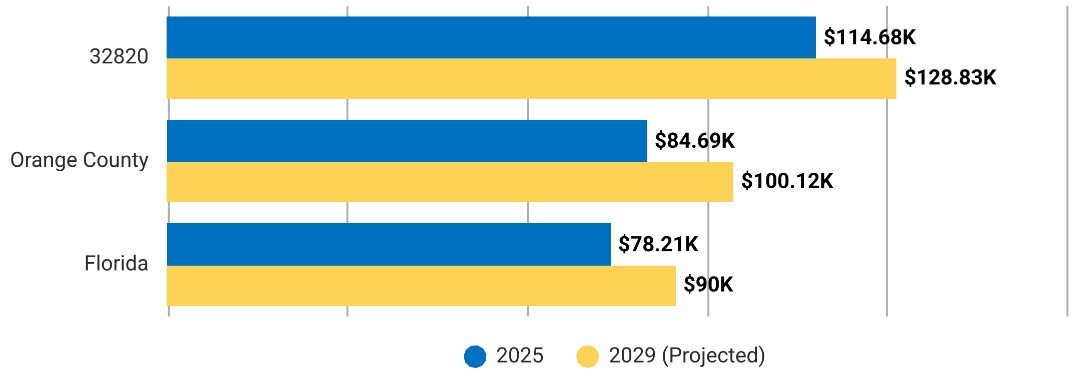
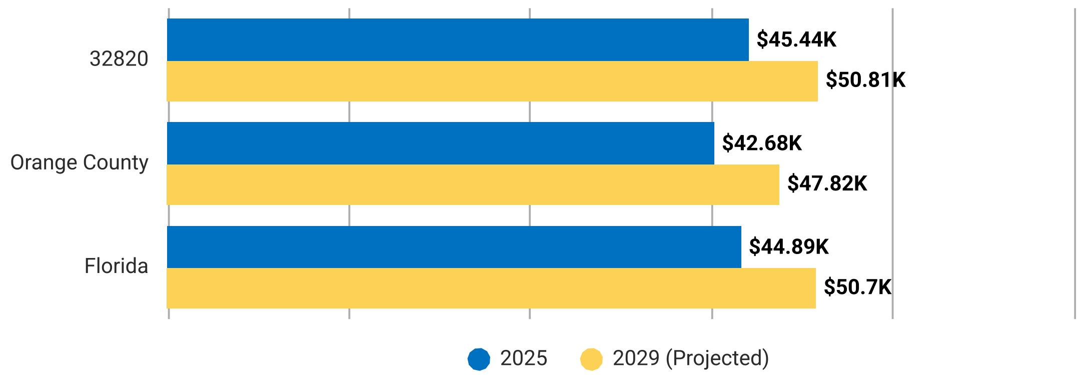
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



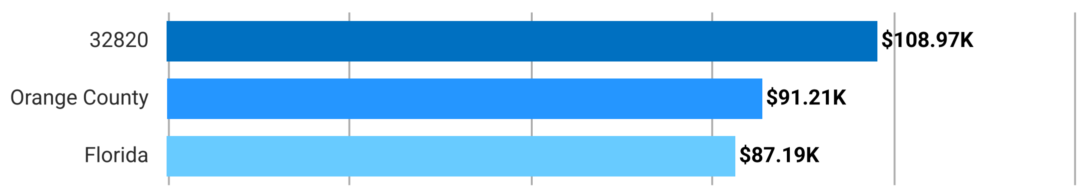
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



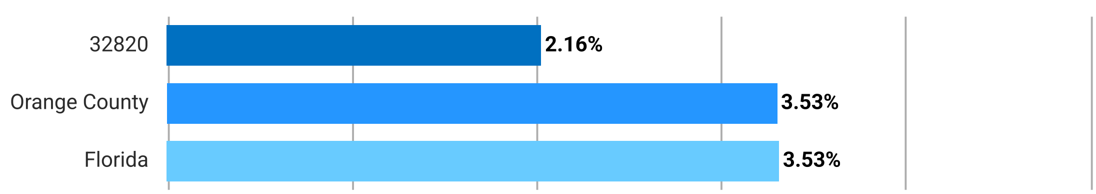
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



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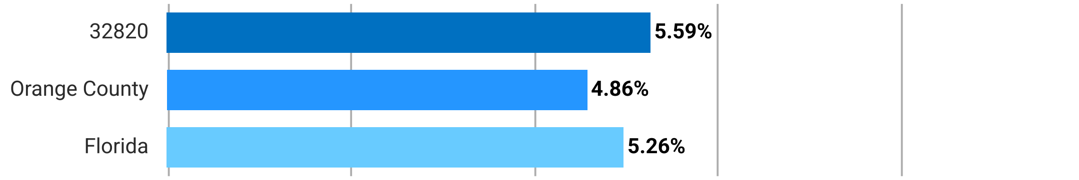
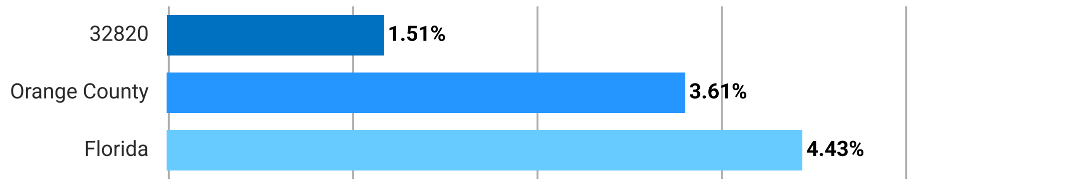
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

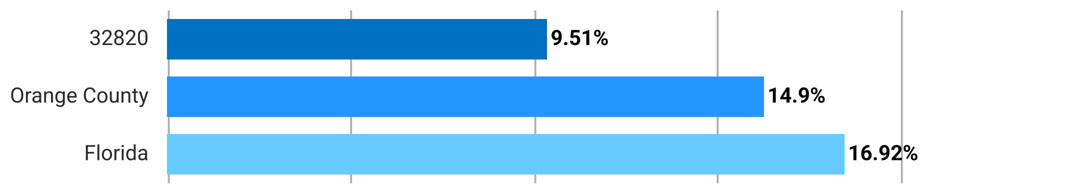


High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

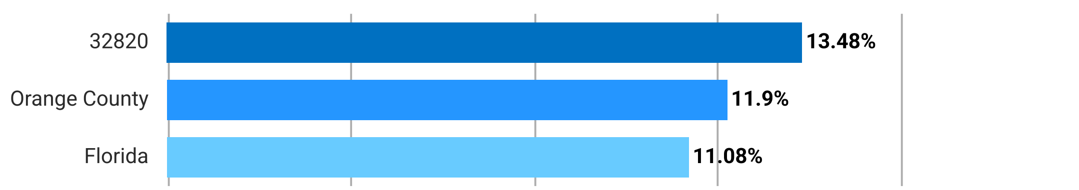
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



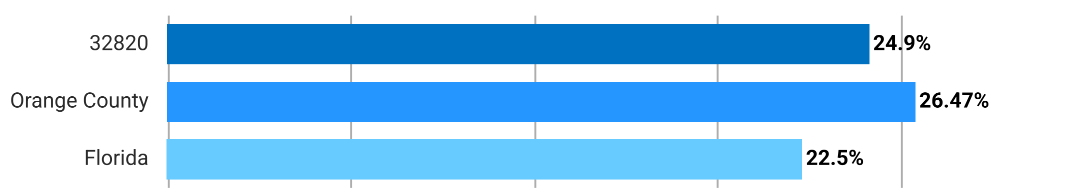
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



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Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

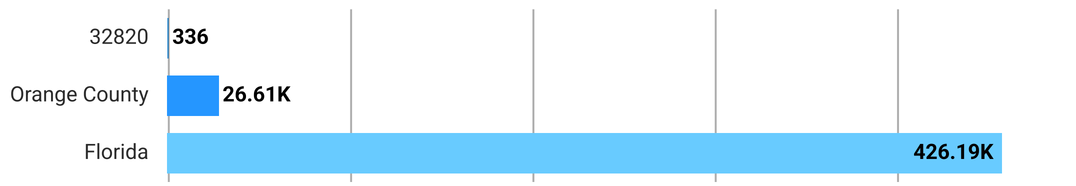
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

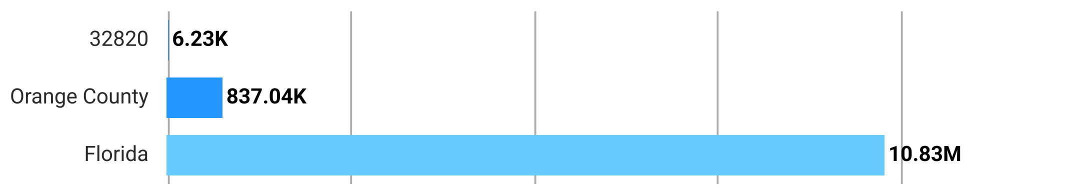


Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

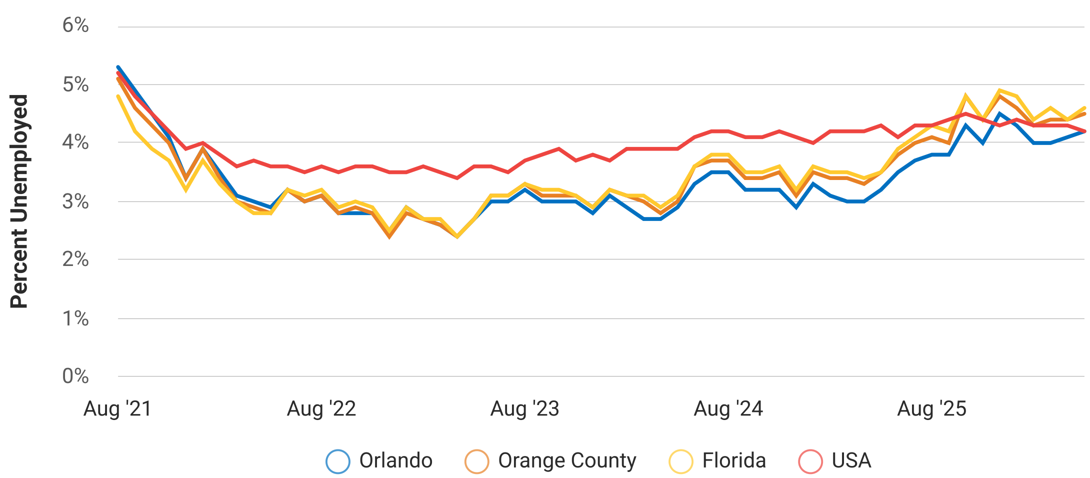


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



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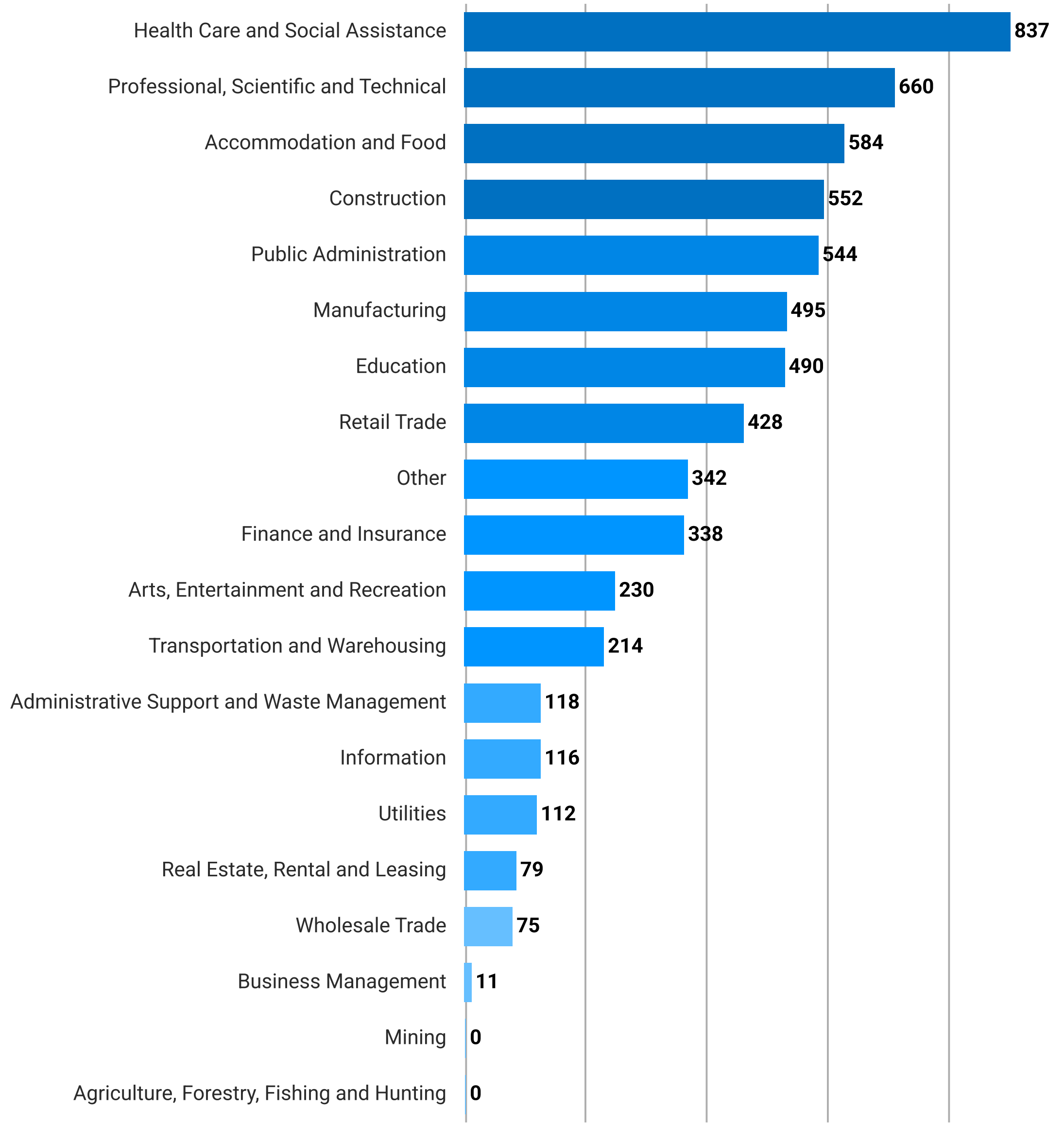
Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



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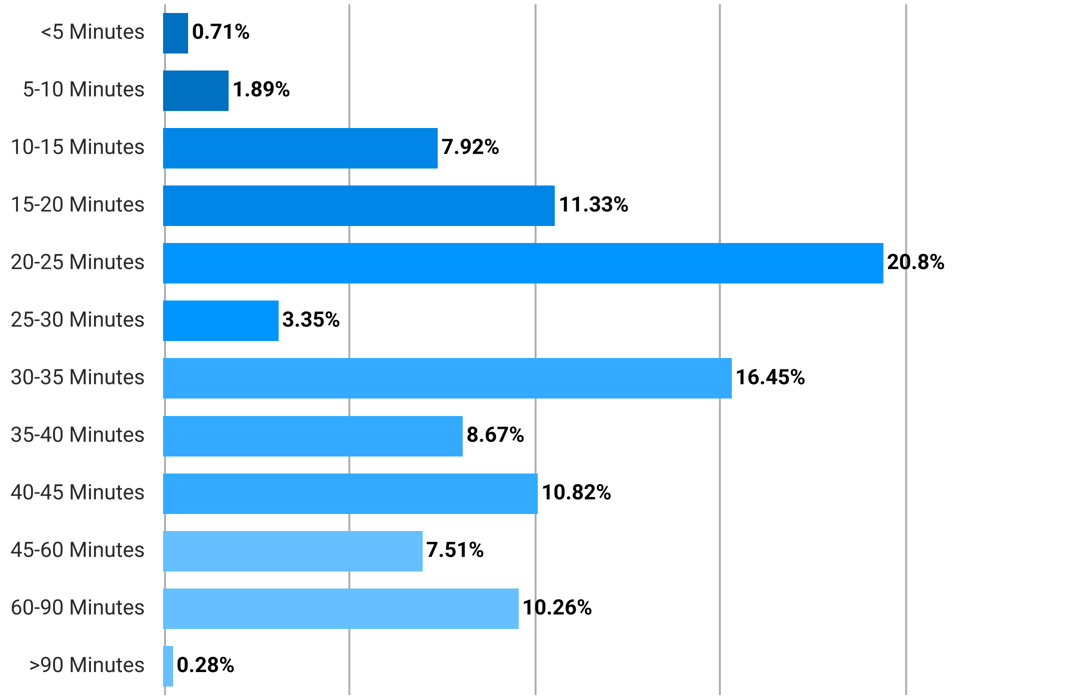
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

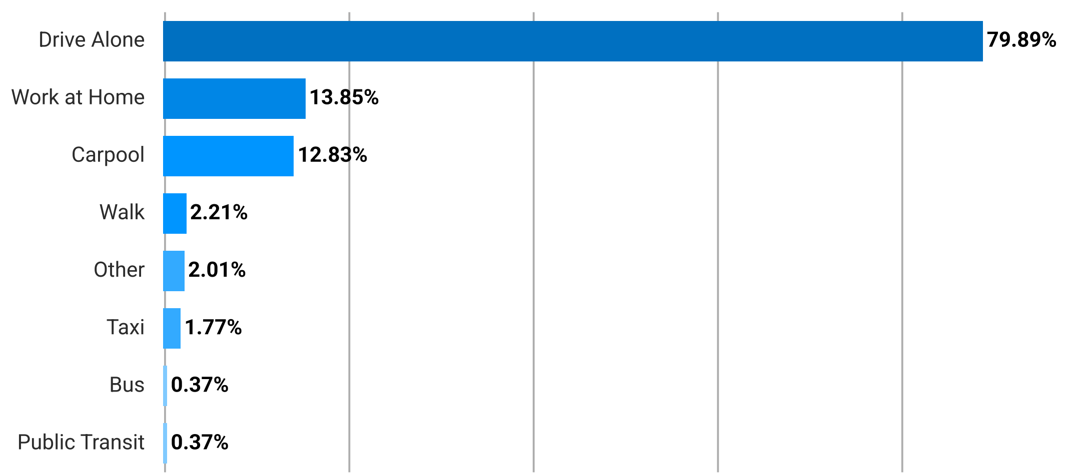


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually



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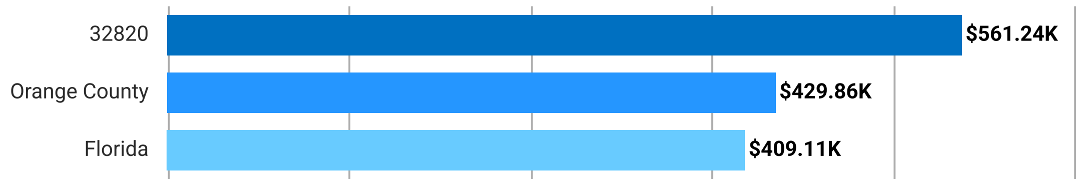
Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

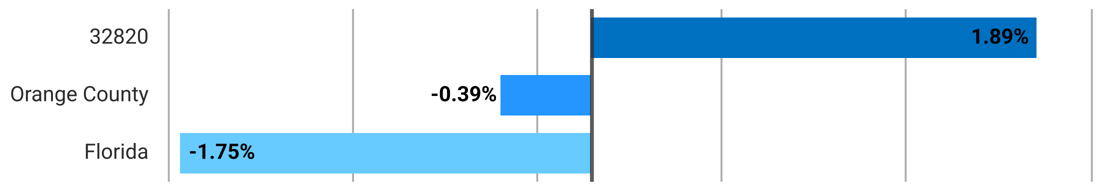


12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

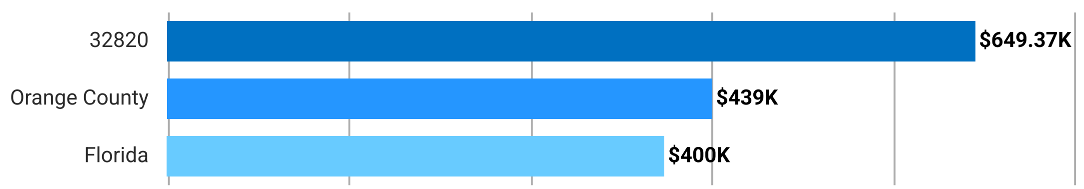


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

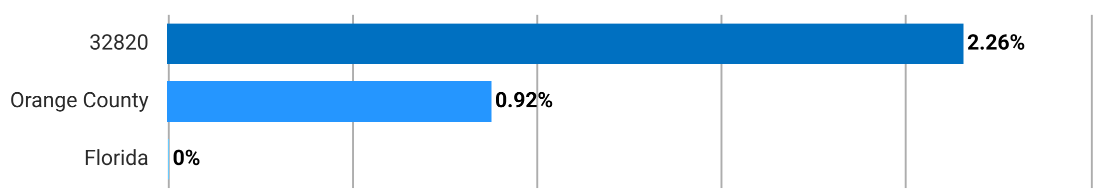


12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



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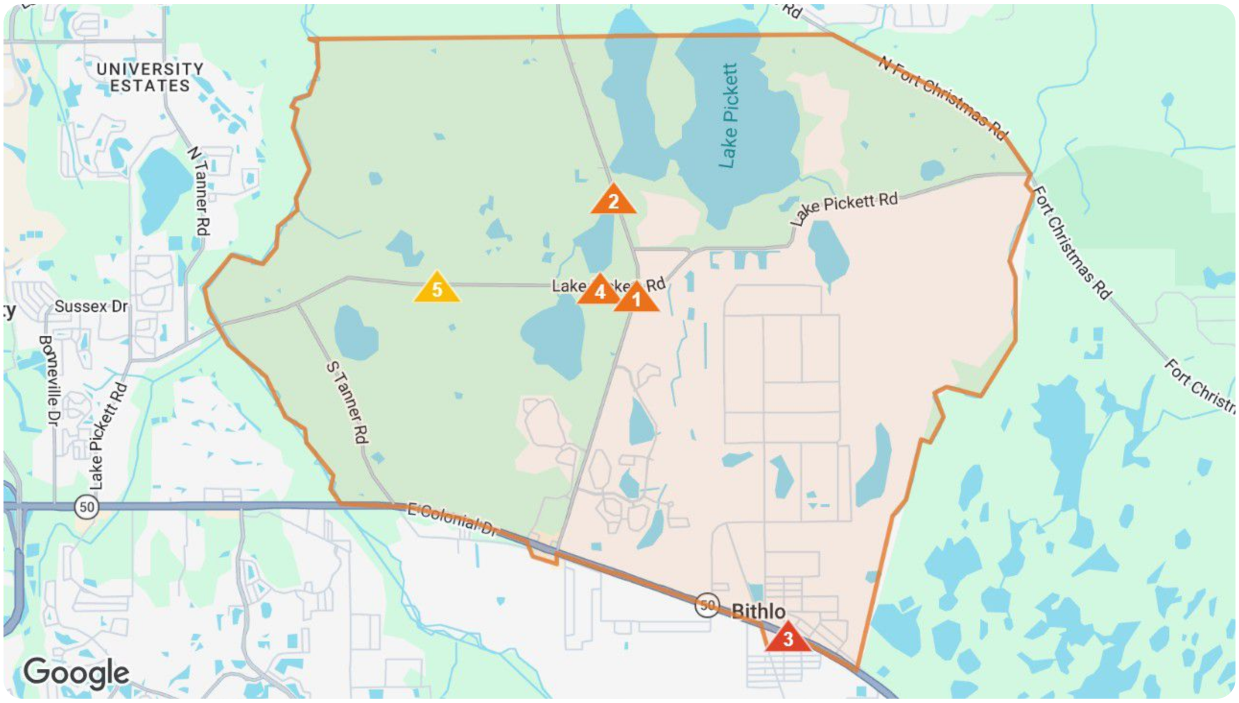
Weichert REALTORS Hallmark Properties

Traffic Counts



Daily Traffic Counts

- Up to 6,000 / day
- 6,001 - 15,000
- 15,001 - 30,000
- 30,001 - 50,000
- 50,001 - 100,000
- Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 — 27,980

E Colonial Dr

2025 Est. daily traffic counts

Cross: Arlington St
Cross Dir: SE
Distance: 0.03 miles

Historical counts

Year	Count	Type
2019	29,167	AADT
2018	28,877	AADT
2012	25,087	AADT
2010	25,655	AADT
2007	27,180	AADT

2 — 27,862

East Colonial Drive

2025 Est. daily traffic counts

Cross: Berkeley St
Cross Dir: –
Distance: –

Historical counts

Year	Count	Type
2022	28,751	AADT
2021	28,007	AADT
2020	25,345	AADT

3 — 26,724

E Colonial Dr

2025 Est. daily traffic counts

Cross: 9th St
Cross Dir: NW
Distance: 0.03 miles

Historical counts

Year	Count	Type
2003	26,195	ADT
2000	26,000	AADT
1998	26,000	AADT

4 — 14,464

Chuluota Road

2025 Est. daily traffic counts

Cross: Lake Pickett Rd
Cross Dir: N
Distance: 0.23 miles

Historical counts

Year	Count	Type
2022	14,200	AADT
2021	14,500	AADT
2020	14,800	AADT
2019	17,100	AADT
2018	16,900	AADT

5 — 9,953

Chuluota Rd

2025 Est. daily traffic counts

Cross: Lake Pickett Ct
Cross Dir: S
Distance: –

Historical counts

Year	Count	Type
2009	9,505	AADT
2007	9,278	AADT
2003	9,435	AADT
2001	8,579	AADT
2000	8,544	AADT

AADT - Annual Average Daily Traffic **ADT** - Average Daily Traffic **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

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Orlando, FL 32820

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- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

For more information about RPR, please visit RPR's public website: **https://blog.narrpr.com**

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