iTouch Digital Media

LOCATION AUDIENCE REPORT

# Caribbean Supercenter

5111 W Colonial Dr, Orlando, FL 32808
Caribbean & international supermarket

Live since October 2026

West Orlando / Pine Hills

Mon–Sat 8:30 AM–8:30 PM · Sun 8:30 AM–7:00 PM

MAIN OFFER

## Screen Vision Checkout and Screen Vision+

**128,700**

plays of your ad every month across 12 screens, for a 15- or 30-second spot

| | | |
|---|---|---|
| **$0.012**<br>cost per play for a 15-second ad, less than 2 cents | **4,230**<br>plays a day | **65,000**<br>shoppers per month |
| **10,720**<br>plays a month on each screen | **12**<br>screens: 6 at checkout, 6 in high-traffic areas | **Thu–Sun**<br>busiest days: Thursday to Sunday |

PRIME PACKAGE · FLORIDA LAUNCH RATE

**15-second ad**
**$1,500**
a month · less than 2 cents per play

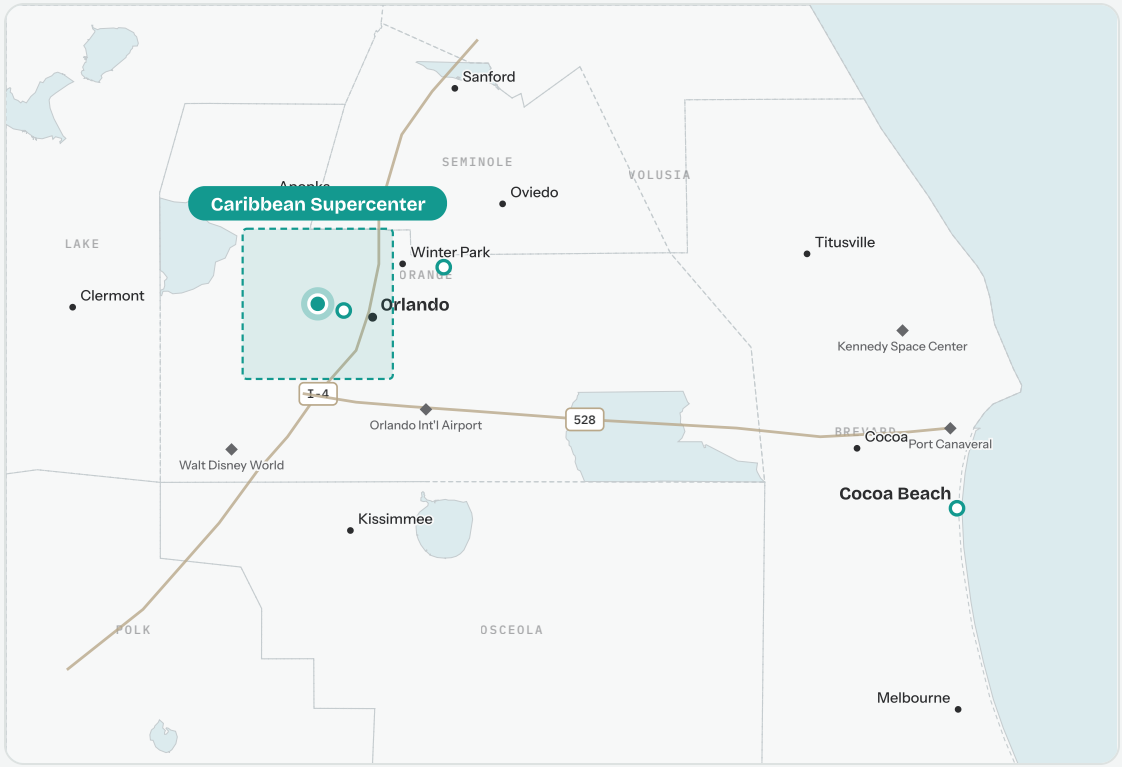
**30-second ad**
**$2,200**
a month · less than 2 cents per play

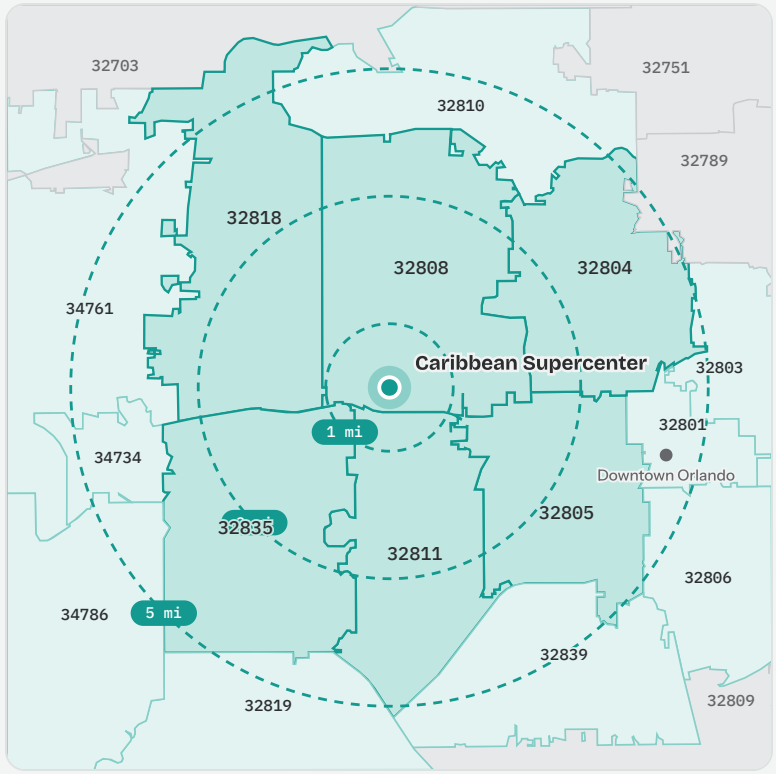
12 screens: 6 at the checkout lanes and 6 in the store's busiest high-traffic areas. Your ad reaches shoppers while they walk the aisles and pass the checkout area deciding what to buy, then again while they wait in line to pay.

Checkout lines here are long, especially Thursday to Sunday, so shoppers spend real time in front of the screens. Your brand influences them while they shop and while they wait.

No hardware cost. Content scheduling and support included.

# Where Caribbean Supercenter is, and who lives nearby




ZIPs within 3 mi  ZIPs within 5 mi  1, 3, 5 mi rings

**4 mi**
to Downtown Orlando

**12 mi**
to Orlando International Airport

**14 mi**
to Walt Disney World

| RING | PEOPLE | HOUSEHOLDS | HOMES | YEARLY INCOME | TYPICAL HOUSEHOLD INCOME | FOREIGN-BORN |
|---|---|---|---|---|---|---|
| 1 mile | 9,200 | 3,100 | 3,400 | $0.2B | $54,000 | 29% |
| 3 miles | 132,700 | 44,300 | 49,300 | $3.6B | $58,000 | 32% |
| 5 miles | 325,700 | 117,900 | 132,600 | $11.3B | $67,000 | 29% |

Straight-line distances and rings; highways simplified. The square on the left map is the area of the close-up map. A specialty store like this one also draws shoppers from well beyond 5 miles.

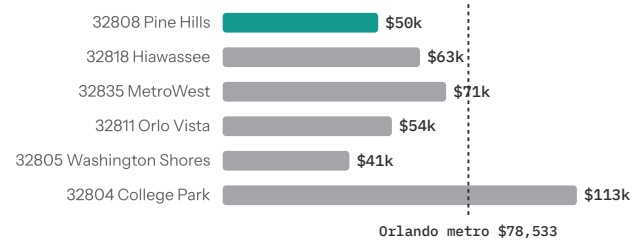
# ZIP codes inside the 5-mile ring

| ZIP CODE | RESIDENTS INSIDE 5 MI | PEOPLE | HOUSEHOLDS | MEDIAN HH INCOME | MEDIAN AGE | FOREIGN-BORN |
|---|---|---|---|---|---|---|
| **32808** Pine Hills | 100% | 60,203 | 19,684 | $49,700 | 33.0 | 25.8% |
| **32818** Hiawassee / North Pine Hills | 98% | 59,114 | 17,408 | $63,061 | 36.1 | 38.4% |
| **32835** MetroWest | 100% | 49,205 | 17,995 | $71,418 | 36.6 | 38.2% |
| **32811** Orlo Vista / Kirkman | 100% | 41,475 | 14,803 | $54,082 | 31.9 | 33.2% |
| **32804** College Park | 100% | 21,720 | 9,525 | $113,231 | 37.9 | 10.8% |
| **32805** Washington Shores | 100% | 19,294 | 7,459 | $40,515 | 44.5 | 16.5% |
| **32810** Lockhart / Rosemont | 51% | 36,927 | 13,057 | $60,799 | 34.5 | 18.9% |
| **32801** Downtown Orlando | 82% | 17,046 | 10,785 | $80,871 | 35.7 | 16.7% |
| **32839** Oak Ridge / Millenia | 26% | 53,242 | 20,653 | $47,313 | 32.9 | 34.8% |
| **34761** Ocoee | 29% | 47,327 | 15,283 | $96,415 | 35.9 | 24.0% |
| **34734** Gotha | 100% | 3,940 | 1,177 | $78,309 | 35.8 | 22.0% |

ZIPs with less than a quarter of their residents inside 5 miles (32803, 32806, 32819, 34786) are counted in the ring totals but not listed.

INCOME

## Median household income, ZIPs within 3 miles




The store's own ZIP is highlighted. Price-conscious shoppers respond to in-store offers and "available here" messages.

THE SHOPPER

## The Pine Hills community around the store

**75.1%**
Black residents

**12.2%**
Hispanic or Latino

**24.6%**
Haitian ancestry

**9.8%**
Jamaican ancestry

**33 years**
median age in the store's ZIP (32808), against 38.5 for the Orlando metro

**3.0 people**
per household within 3 miles, against 2.5 for Florida

**32%**
of people within 3 miles were born outside the U.S., against 21% for the Orlando metro

ADD-ON OPTIONS

# More ways to reach shoppers in this store

Available on request alongside Screen Vision Checkout and Screen Vision+.

### iCart

Ads on shopping carts that travel with the shopper through every aisle.

### iShelf

Digital shelf-edge displays at the moment a shopper picks a product.

### Screen Vision Aisle

Screens in the aisles, placed right beside the product category.

### Poster Vision

Digital poster displays that replace printed signs around the store.

### Sound Bang

Audio spots played over the store's in-store sound system.

### Screen Vision Beyond

Screens in unique spots around the store, such as the entrance.

NOW BOOKING

## Florida launch rates are open.

Put your brand on 12 screens at Caribbean Supercenter. Preferred pricing for 3, 6 and 12 month campaigns.

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SOURCES AND METHOD

U.S. Census American Community Survey 2024 5-year estimates by ZIP code. Ring totals use each ZIP's share of residents inside the ring, located with 2020 Census block-group population centers. Plays are based on the iTouch ad rotation running through the store's opening hours. Store hours, screens and prices from iTouch Digital Media and the store.

- U.S. Census Bureau, American Community Survey 2024 5-year estimates (via Census Reporter)
- U.S. Census Bureau QuickFacts: Pine Hills CDP
- City-Data: Pine Hills, FL ancestry
- ZIP boundaries: U.S. Census ZCTA shapes (OpenDataDE)