



# Market Profile

Davie Shopping Center  
 4599 S University Dr, Davie, Florida, 33328  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 26.06463  
 Longitude: -80.25220

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	8,622	84,959	289,529
2010 Total Population	10,774	91,826	305,777
2017 Total Population	12,048	103,033	329,843
2017 Group Quarters	546	1,338	2,385
2022 Total Population	12,805	110,154	347,648
2017-2022 Annual Rate	1.23%	1.35%	1.06%
2017 Total Daytime Population	11,615	98,376	295,974
Workers	5,648	46,838	133,797
Residents	5,967	51,538	162,177
<b>Household Summary</b>			
2000 Households	3,189	33,151	110,804
2000 Average Household Size	2.70	2.56	2.60
2010 Households	3,750	34,686	114,894
2010 Average Household Size	2.73	2.61	2.64
2017 Households	4,212	38,455	122,647
2017 Average Household Size	2.73	2.64	2.67
2022 Households	4,479	40,909	128,708
2022 Average Household Size	2.74	2.66	2.68
2017-2022 Annual Rate	1.24%	1.24%	0.97%
2010 Families	2,439	23,465	78,845
2010 Average Family Size	3.26	3.13	3.14
2017 Families	2,705	25,840	83,556
2017 Average Family Size	3.28	3.17	3.18
2022 Families	2,862	27,402	87,362
2022 Average Family Size	3.29	3.19	3.20
2017-2022 Annual Rate	1.13%	1.18%	0.89%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,322	35,909	118,402
Owner Occupied Housing Units	70.8%	70.1%	70.2%
Renter Occupied Housing Units	25.2%	22.3%	23.4%
Vacant Housing Units	4.0%	7.7%	6.4%
2010 Housing Units	3,952	37,911	126,001
Owner Occupied Housing Units	69.8%	66.2%	65.4%
Renter Occupied Housing Units	25.1%	25.3%	25.8%
Vacant Housing Units	5.1%	8.5%	8.8%
2017 Housing Units	4,402	41,327	133,108
Owner Occupied Housing Units	64.9%	62.4%	61.7%
Renter Occupied Housing Units	30.7%	30.6%	30.4%
Vacant Housing Units	4.3%	6.9%	7.9%
2022 Housing Units	4,683	43,593	139,041
Owner Occupied Housing Units	64.2%	62.0%	61.6%
Renter Occupied Housing Units	31.5%	31.8%	31.0%
Vacant Housing Units	4.4%	6.2%	7.4%
<b>Median Household Income</b>			
2017	\$62,676	\$56,708	\$58,732
2022	\$71,910	\$63,495	\$65,657
<b>Median Home Value</b>			
2017	\$270,161	\$245,196	\$243,401
2022	\$342,517	\$316,899	\$305,517
<b>Per Capita Income</b>			
2017	\$32,903	\$30,857	\$30,821
2022	\$37,173	\$34,497	\$34,420
<b>Median Age</b>			
2010	35.0	37.9	38.7
2017	35.9	38.5	39.6
2022	36.7	39.1	40.1

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	4,212	38,455	122,647
<\$15,000	9.5%	10.9%	9.4%
\$15,000 - \$24,999	11.1%	10.5%	9.5%
\$25,000 - \$34,999	7.8%	9.0%	9.3%
\$35,000 - \$49,999	10.4%	13.5%	13.4%
\$50,000 - \$74,999	18.6%	17.7%	18.9%
\$75,000 - \$99,999	13.9%	11.9%	13.2%
\$100,000 - \$149,999	14.6%	14.3%	14.3%
\$150,000 - \$199,999	8.9%	6.4%	6.0%
\$200,000+	5.2%	5.9%	5.9%
Average Household Income	\$84,161	\$80,964	\$82,297
<b>2022 Households by Income</b>			
Household Income Base	4,479	40,909	128,708
<\$15,000	8.9%	10.5%	9.0%
\$15,000 - \$24,999	9.7%	9.4%	8.5%
\$25,000 - \$34,999	6.5%	7.6%	7.9%
\$35,000 - \$49,999	8.7%	11.6%	11.5%
\$50,000 - \$74,999	17.8%	17.3%	18.4%
\$75,000 - \$99,999	15.8%	13.9%	15.4%
\$100,000 - \$149,999	16.4%	15.8%	15.9%
\$150,000 - \$199,999	10.0%	7.1%	6.6%
\$200,000+	6.2%	6.8%	6.7%
Average Household Income	\$95,772	\$91,214	\$92,415
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	2,859	25,797	82,158
<\$50,000	3.2%	5.8%	5.1%
\$50,000 - \$99,999	6.4%	9.9%	9.5%
\$100,000 - \$149,999	8.2%	10.4%	10.5%
\$150,000 - \$199,999	13.4%	12.6%	13.5%
\$200,000 - \$249,999	14.0%	12.6%	13.0%
\$250,000 - \$299,999	11.9%	10.3%	11.9%
\$300,000 - \$399,999	23.4%	17.0%	17.0%
\$400,000 - \$499,999	9.2%	10.3%	8.4%
\$500,000 - \$749,999	6.9%	7.6%	6.9%
\$750,000 - \$999,999	2.0%	1.8%	2.1%
\$1,000,000 +	1.6%	1.7%	1.9%
Average Home Value	\$306,082	\$291,860	\$290,214
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,006	27,037	85,585
<\$50,000	1.0%	4.0%	3.1%
\$50,000 - \$99,999	2.6%	5.7%	5.1%
\$100,000 - \$149,999	4.6%	6.2%	6.2%
\$150,000 - \$199,999	6.9%	8.8%	9.4%
\$200,000 - \$249,999	10.3%	10.8%	11.7%
\$250,000 - \$299,999	11.9%	11.0%	13.3%
\$300,000 - \$399,999	30.0%	21.0%	22.4%
\$400,000 - \$499,999	13.3%	14.3%	12.3%
\$500,000 - \$749,999	13.2%	12.7%	10.8%
\$750,000 - \$999,999	3.6%	2.9%	3.0%
\$1,000,000 +	2.6%	2.7%	2.7%
Average Home Value	\$387,454	\$359,056	\$353,150

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	10,773	91,828	305,778
0 - 4	5.7%	5.8%	5.9%
5 - 9	5.6%	5.8%	5.9%
10 - 14	6.0%	6.6%	6.6%
15 - 24	17.5%	14.6%	13.5%
25 - 34	15.2%	13.5%	13.1%
35 - 44	14.1%	13.6%	14.1%
45 - 54	15.5%	16.0%	16.1%
55 - 64	11.2%	11.8%	12.2%
65 - 74	5.1%	6.7%	6.8%
75 - 84	3.0%	4.2%	4.2%
85 +	1.0%	1.5%	1.7%
18 +	78.9%	77.7%	77.3%
<b>2017 Population by Age</b>			
Total	12,047	103,034	329,843
0 - 4	5.3%	5.4%	5.4%
5 - 9	5.5%	5.7%	5.7%
10 - 14	5.6%	5.8%	5.9%
15 - 24	15.6%	13.5%	12.4%
25 - 34	16.8%	15.1%	14.5%
35 - 44	13.2%	12.5%	12.7%
45 - 54	13.2%	13.5%	13.9%
55 - 64	12.6%	13.3%	13.7%
65 - 74	7.7%	9.0%	9.2%
75 - 84	3.3%	4.3%	4.4%
85 +	1.3%	1.9%	2.0%
18 +	80.4%	79.6%	79.4%
<b>2022 Population by Age</b>			
Total	12,803	110,154	347,647
0 - 4	5.4%	5.5%	5.5%
5 - 9	5.2%	5.4%	5.4%
10 - 14	5.5%	5.8%	5.9%
15 - 24	14.7%	12.4%	11.4%
25 - 34	16.7%	15.1%	14.5%
35 - 44	14.1%	13.5%	13.6%
45 - 54	11.8%	11.9%	12.4%
55 - 64	12.3%	13.1%	13.4%
65 - 74	9.0%	10.1%	10.4%
75 - 84	4.1%	5.2%	5.4%
85 +	1.3%	2.0%	2.1%
18 +	80.9%	80.0%	79.8%
<b>2010 Population by Sex</b>			
Males	5,141	44,219	147,162
Females	5,633	47,607	158,615
<b>2017 Population by Sex</b>			
Males	5,777	49,834	159,014
Females	6,271	53,199	170,829
<b>2022 Population by Sex</b>			
Males	6,149	53,282	167,795
Females	6,655	56,872	179,853

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<b>2010 Population by Race/Ethnicity</b>			
Total	10,774	91,826	305,776
White Alone	80.8%	78.1%	72.8%
Black Alone	7.1%	9.4%	15.4%
American Indian Alone	0.4%	0.7%	0.5%
Asian Alone	5.8%	4.6%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	4.1%	4.3%
Two or More Races	3.0%	3.0%	3.1%
Hispanic Origin	24.0%	29.6%	31.2%
Diversity Index	58.0	63.7	68.3
<b>2017 Population by Race/Ethnicity</b>			
Total	12,049	103,032	329,842
White Alone	76.7%	73.9%	69.1%
Black Alone	8.7%	11.3%	17.2%
American Indian Alone	0.4%	0.7%	0.5%
Asian Alone	6.7%	5.4%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	5.0%	5.0%
Two or More Races	3.7%	3.6%	3.6%
Hispanic Origin	30.6%	36.3%	37.0%
Diversity Index	65.4	69.8	72.8
<b>2022 Population by Race/Ethnicity</b>			
Total	12,805	110,153	347,649
White Alone	74.0%	71.4%	66.8%
Black Alone	9.8%	12.5%	18.5%
American Indian Alone	0.5%	0.8%	0.5%
Asian Alone	7.5%	5.9%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	5.5%	5.4%
Two or More Races	4.0%	3.9%	3.9%
Hispanic Origin	35.7%	41.3%	41.4%
Diversity Index	69.6	72.8	75.1
<b>2010 Population by Relationship and Household Type</b>			
Total	10,774	91,827	305,777
In Households	95.0%	98.5%	99.2%
In Family Households	76.1%	82.5%	83.9%
Householder	24.0%	25.6%	25.8%
Spouse	16.7%	17.8%	17.8%
Child	28.3%	31.0%	31.5%
Other relative	4.8%	5.5%	5.9%
Nonrelative	2.3%	2.6%	2.9%
In Nonfamily Households	18.8%	16.0%	15.3%
In Group Quarters	5.0%	1.5%	0.8%
Institutionalized Population	0.1%	0.1%	0.2%
Noninstitutionalized Population	5.0%	1.4%	0.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	8,192	71,736	232,635
Less than 9th Grade	4.4%	4.4%	4.5%
9th - 12th Grade, No Diploma	3.1%	4.7%	5.1%
High School Graduate	18.6%	24.1%	22.9%
GED/Alternative Credential	2.6%	4.0%	3.7%
Some College, No Degree	22.9%	20.2%	20.0%
Associate Degree	10.4%	9.2%	10.3%
Bachelor's Degree	25.8%	21.6%	21.0%
Graduate/Professional Degree	12.2%	11.8%	12.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	10,075	85,626	273,615
Never Married	37.1%	35.4%	34.9%
Married	46.2%	45.4%	46.4%
Widowed	3.8%	5.4%	5.5%
Divorced	12.9%	13.8%	13.3%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.7%	93.8%	93.8%
Civilian Unemployed (Unemployment Rate)	5.3%	6.2%	6.2%
<b>2017 Employed Population 16+ by Industry</b>			
Total	6,187	52,468	170,993
Agriculture/Mining	0.4%	0.2%	0.3%
Construction	7.0%	5.7%	6.8%
Manufacturing	2.6%	3.9%	4.6%
Wholesale Trade	3.3%	4.3%	3.6%
Retail Trade	12.3%	12.4%	12.5%
Transportation/Utilities	4.3%	5.0%	5.2%
Information	1.5%	1.7%	1.9%
Finance/Insurance/Real Estate	7.6%	8.0%	8.7%
Services	55.3%	54.3%	52.1%
Public Administration	5.8%	4.6%	4.2%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	6,187	52,468	170,993
White Collar	66.3%	67.4%	65.8%
Management/Business/Financial	17.9%	17.0%	16.6%
Professional	19.3%	20.1%	20.7%
Sales	14.2%	13.9%	13.1%
Administrative Support	15.0%	16.5%	15.5%
Services	20.5%	19.1%	18.5%
Blue Collar	13.2%	13.5%	15.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.8%	3.3%	4.4%
Installation/Maintenance/Repair	2.7%	3.6%	3.6%
Production	2.3%	2.7%	2.8%
Transportation/Material Moving	3.3%	3.8%	4.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,774	91,826	305,777
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	3,750	34,687	114,894
Households with 1 Person	25.6%	24.3%	24.0%
Households with 2+ People	74.4%	75.7%	76.0%
Family Households	65.0%	67.6%	68.6%
Husband-wife Families	45.5%	47.0%	47.5%
With Related Children	22.1%	22.2%	22.2%
Other Family (No Spouse Present)	19.5%	20.6%	21.2%
Other Family with Male Householder	5.5%	5.6%	5.7%
With Related Children	2.9%	2.8%	2.9%
Other Family with Female Householder	14.0%	15.0%	15.5%
With Related Children	8.8%	8.9%	9.3%
Nonfamily Households	9.4%	8.0%	7.4%
All Households with Children	34.5%	34.5%	34.9%
Multigenerational Households	4.2%	5.1%	5.6%
Unmarried Partner Households	7.8%	7.1%	7.2%
Male-female	6.9%	6.3%	6.3%
Same-sex	0.9%	0.8%	0.9%
<b>2010 Households by Size</b>			
Total	3,749	34,686	114,895
1 Person Household	25.6%	24.3%	24.0%
2 Person Household	31.7%	31.8%	31.5%
3 Person Household	18.4%	18.7%	18.5%
4 Person Household	15.6%	15.4%	15.1%
5 Person Household	6.1%	6.4%	6.7%
6 Person Household	1.7%	2.2%	2.5%
7 + Person Household	0.9%	1.2%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,750	34,686	114,894
Owner Occupied	73.6%	72.3%	71.7%
Owned with a Mortgage/Loan	57.1%	53.5%	54.1%
Owned Free and Clear	16.5%	18.8%	17.6%
Renter Occupied	26.4%	27.7%	28.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,952	37,911	126,001
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b> Bright Young Professionals	American Dreamers (7C)	American Dreamers (7C)	
<b>2.</b> Home Improvement (4B)	Savvy Suburbanites (1D)	Bright Young Professionals	
<b>3.</b> Emerald City (8B)	Bright Young Professionals	Savvy Suburbanites (1D)	
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,804,069	\$85,075,007	\$274,527,055
Average Spent	\$2,327.65	\$2,212.33	\$2,238.35
Spending Potential Index	108	102	104
Education: Total \$	\$6,567,020	\$57,450,430	\$184,837,961
Average Spent	\$1,559.12	\$1,493.97	\$1,507.07
Spending Potential Index	107	103	104
Entertainment/Recreation: Total \$	\$13,591,516	\$119,287,995	\$386,812,086
Average Spent	\$3,226.86	\$3,102.02	\$3,153.87
Spending Potential Index	103	99	101
Food at Home: Total \$	\$22,265,286	\$194,176,138	\$625,401,068
Average Spent	\$5,286.16	\$5,049.44	\$5,099.20
Spending Potential Index	105	100	101
Food Away from Home: Total \$	\$15,239,007	\$131,608,542	\$422,667,036
Average Spent	\$3,618.00	\$3,422.40	\$3,446.21
Spending Potential Index	109	103	103
Health Care: Total \$	\$23,243,321	\$208,008,330	\$678,520,732
Average Spent	\$5,518.36	\$5,409.14	\$5,532.31
Spending Potential Index	99	97	99
HH Furnishings & Equipment: Total \$	\$8,610,537	\$75,275,146	\$243,483,997
Average Spent	\$2,044.29	\$1,957.49	\$1,985.24
Spending Potential Index	105	101	102
Personal Care Products & Services: Total \$	\$3,550,223	\$31,143,981	\$100,620,215
Average Spent	\$842.88	\$809.88	\$820.41
Spending Potential Index	106	102	103
Shelter: Total \$	\$73,582,464	\$645,520,061	\$2,080,871,648
Average Spent	\$17,469.72	\$16,786.38	\$16,966.35
Spending Potential Index	108	103	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,992,220	\$89,575,740	\$291,219,010
Average Spent	\$2,372.32	\$2,329.37	\$2,374.45
Spending Potential Index	101	99	101
Travel: Total \$	\$8,994,725	\$79,916,809	\$260,851,293
Average Spent	\$2,135.50	\$2,078.19	\$2,126.85
Spending Potential Index	103	100	103
Vehicle Maintenance & Repairs: Total \$	\$4,682,113	\$41,091,683	\$132,951,428
Average Spent	\$1,111.61	\$1,068.57	\$1,084.02
Spending Potential Index	104	100	101

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.