



Market Profile

Sawgrass Square
 12500 W Sunrise Blvd, Sunrise, Florida, 33323
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.14588
 Longitude: -80.31582

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,065	86,954	205,977
2010 Total Population	7,358	85,778	214,258
2017 Total Population	7,995	92,543	229,967
2017 Group Quarters	7	255	988
2022 Total Population	9,843	102,188	246,970
2017-2022 Annual Rate	4.25%	2.00%	1.44%
2017 Total Daytime Population	13,821	79,551	213,763
Workers	10,313	36,455	102,729
Residents	3,508	43,096	111,034
Household Summary			
2000 Households	2,453	33,272	83,774
2000 Average Household Size	2.88	2.60	2.44
2010 Households	2,578	32,977	85,761
2010 Average Household Size	2.85	2.59	2.49
2017 Households	2,819	35,205	90,845
2017 Average Household Size	2.83	2.62	2.52
2022 Households	3,636	38,466	96,751
2022 Average Household Size	2.71	2.65	2.54
2017-2022 Annual Rate	5.22%	1.79%	1.27%
2010 Families	2,012	22,939	56,793
2010 Average Family Size	3.19	3.09	3.04
2017 Families	2,189	24,331	59,822
2017 Average Family Size	3.17	3.12	3.09
2022 Families	2,796	26,595	63,669
2022 Average Family Size	3.03	3.15	3.11
2017-2022 Annual Rate	5.02%	1.80%	1.25%
Housing Unit Summary			
2000 Housing Units	2,695	35,429	90,588
Owner Occupied Housing Units	64.9%	73.1%	70.8%
Renter Occupied Housing Units	26.0%	20.8%	21.6%
Vacant Housing Units	9.0%	6.1%	7.5%
2010 Housing Units	3,100	36,985	97,767
Owner Occupied Housing Units	54.2%	68.2%	64.9%
Renter Occupied Housing Units	29.0%	20.9%	22.8%
Vacant Housing Units	16.8%	10.8%	12.3%
2017 Housing Units	3,305	39,131	102,641
Owner Occupied Housing Units	54.0%	65.4%	61.8%
Renter Occupied Housing Units	31.3%	24.6%	26.7%
Vacant Housing Units	14.7%	10.0%	11.5%
2022 Housing Units	4,975	43,624	109,641
Owner Occupied Housing Units	48.4%	64.0%	61.5%
Renter Occupied Housing Units	24.7%	24.2%	26.7%
Vacant Housing Units	26.9%	11.8%	11.8%
Median Household Income			
2017	\$82,067	\$67,498	\$59,433
2022	\$82,094	\$75,267	\$66,867
Median Home Value			
2017	\$344,331	\$237,801	\$216,499
2022	\$371,586	\$289,764	\$273,645
Per Capita Income			
2017	\$37,082	\$34,272	\$32,626
2022	\$39,111	\$37,641	\$36,314
Median Age			
2010	36.4	39.3	40.1
2017	38.2	41.0	41.9
2022	39.6	41.8	42.6

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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2017 Households by Income			
Household Income Base	2,819	35,205	90,845
<\$15,000	4.2%	7.7%	8.8%
\$15,000 - \$24,999	5.6%	8.2%	9.7%
\$25,000 - \$34,999	5.8%	8.1%	9.2%
\$35,000 - \$49,999	8.9%	12.1%	13.8%
\$50,000 - \$74,999	19.8%	17.9%	18.0%
\$75,000 - \$99,999	16.1%	14.6%	13.6%
\$100,000 - \$149,999	20.5%	17.6%	15.1%
\$150,000 - \$199,999	8.3%	7.1%	6.1%
\$200,000+	10.7%	6.6%	5.6%
Average Household Income	\$108,513	\$89,498	\$82,403
2022 Households by Income			
Household Income Base	3,636	38,466	96,751
<\$15,000	5.5%	7.7%	8.6%
\$15,000 - \$24,999	5.9%	7.5%	8.7%
\$25,000 - \$34,999	5.4%	7.0%	7.8%
\$35,000 - \$49,999	8.6%	10.4%	11.8%
\$50,000 - \$74,999	18.8%	17.1%	17.4%
\$75,000 - \$99,999	16.5%	16.2%	15.6%
\$100,000 - \$149,999	19.9%	18.9%	16.8%
\$150,000 - \$199,999	8.3%	7.6%	6.7%
\$200,000+	11.1%	7.5%	6.4%
Average Household Income	\$114,200	\$99,400	\$92,559
2017 Owner Occupied Housing Units by Value			
Total	1,786	25,576	63,474
<\$50,000	1.6%	13.0%	9.8%
\$50,000 - \$99,999	0.4%	9.5%	12.0%
\$100,000 - \$149,999	2.4%	7.3%	10.4%
\$150,000 - \$199,999	11.1%	11.2%	13.5%
\$200,000 - \$249,999	13.7%	12.0%	12.9%
\$250,000 - \$299,999	7.3%	12.5%	11.0%
\$300,000 - \$399,999	30.1%	16.6%	13.5%
\$400,000 - \$499,999	11.0%	7.5%	6.6%
\$500,000 - \$749,999	12.2%	6.2%	6.0%
\$750,000 - \$999,999	3.9%	2.6%	2.4%
\$1,000,000 +	6.2%	1.6%	1.9%
Average Home Value	\$416,485	\$274,454	\$266,496
2022 Owner Occupied Housing Units by Value			
Total	2,408	27,904	67,449
<\$50,000	0.3%	10.5%	7.2%
\$50,000 - \$99,999	0.1%	7.4%	7.8%
\$100,000 - \$149,999	1.0%	4.6%	6.8%
\$150,000 - \$199,999	4.5%	7.0%	9.9%
\$200,000 - \$249,999	11.0%	9.9%	12.3%
\$250,000 - \$299,999	7.4%	13.3%	12.9%
\$300,000 - \$399,999	35.9%	22.1%	19.1%
\$400,000 - \$499,999	16.4%	10.8%	10.1%
\$500,000 - \$749,999	15.1%	9.1%	8.6%
\$750,000 - \$999,999	3.5%	3.2%	3.1%
\$1,000,000 +	4.9%	2.0%	2.3%
Average Home Value	\$439,352	\$321,370	\$318,389

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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2010 Population by Age			
Total	7,357	85,775	214,259
0 - 4	6.1%	5.8%	5.6%
5 - 9	6.6%	6.0%	5.8%
10 - 14	7.5%	6.5%	6.4%
15 - 24	13.2%	12.0%	11.9%
25 - 34	14.4%	13.3%	13.1%
35 - 44	17.1%	15.0%	14.4%
45 - 54	17.5%	16.0%	15.6%
55 - 64	10.6%	12.3%	12.2%
65 - 74	4.4%	6.5%	7.2%
75 - 84	2.0%	4.2%	5.0%
85 +	0.6%	2.3%	2.8%
18 +	75.3%	77.5%	78.2%
2017 Population by Age			
Total	7,996	92,544	229,965
0 - 4	5.6%	5.2%	5.1%
5 - 9	6.3%	5.7%	5.4%
10 - 14	6.7%	5.9%	5.7%
15 - 24	11.9%	11.2%	11.1%
25 - 34	14.5%	13.8%	13.6%
35 - 44	15.8%	13.6%	13.0%
45 - 54	15.8%	14.2%	13.9%
55 - 64	13.4%	13.8%	13.8%
65 - 74	6.8%	9.5%	9.9%
75 - 84	2.5%	4.6%	5.3%
85 +	0.7%	2.5%	3.1%
18 +	77.5%	79.7%	80.4%
2022 Population by Age			
Total	9,843	102,188	246,969
0 - 4	5.6%	5.2%	5.0%
5 - 9	6.0%	5.4%	5.1%
10 - 14	6.8%	5.9%	5.7%
15 - 24	10.9%	10.5%	10.3%
25 - 34	13.4%	13.6%	13.6%
35 - 44	16.2%	13.9%	13.3%
45 - 54	14.8%	13.0%	12.6%
55 - 64	13.6%	13.5%	13.5%
65 - 74	8.6%	10.9%	11.3%
75 - 84	3.4%	5.8%	6.4%
85 +	0.9%	2.4%	3.1%
18 +	77.8%	80.2%	80.9%
2010 Population by Sex			
Males	3,627	40,672	100,458
Females	3,731	45,106	113,800
2017 Population by Sex			
Males	3,920	43,936	108,149
Females	4,075	48,606	121,818
2022 Population by Sex			
Males	4,818	48,652	116,541
Females	5,026	53,536	130,428

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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2010 Population by Race/Ethnicity			
Total	7,360	85,778	214,258
White Alone	71.1%	74.5%	70.0%
Black Alone	15.5%	14.6%	19.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.8%	4.0%	4.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.8%	3.6%	3.4%
Two or More Races	3.6%	3.0%	3.0%
Hispanic Origin	29.9%	26.7%	26.7%
Diversity Index	69.0	64.8	67.8
2017 Population by Race/Ethnicity			
Total	7,994	92,542	229,967
White Alone	66.3%	70.1%	65.9%
Black Alone	18.0%	17.1%	21.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.9%	4.7%	4.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.3%	4.3%	4.0%
Two or More Races	4.2%	3.5%	3.5%
Hispanic Origin	35.2%	32.7%	32.2%
Diversity Index	74.1	70.8	72.8
2022 Population by Race/Ethnicity			
Total	9,843	102,189	246,970
White Alone	62.0%	66.6%	63.0%
Black Alone	20.3%	19.0%	23.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	8.7%	5.6%	5.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.6%	4.7%	4.4%
Two or More Races	4.3%	3.8%	3.7%
Hispanic Origin	38.5%	37.2%	36.3%
Diversity Index	77.2	74.3	75.6
2010 Population by Relationship and Household Type			
Total	7,358	85,778	214,258
In Households	100.0%	99.7%	99.5%
In Family Households	89.5%	84.8%	82.9%
Householder	27.2%	26.8%	26.4%
Spouse	21.0%	19.5%	18.7%
Child	33.2%	31.1%	30.1%
Other relative	5.9%	5.1%	5.3%
Nonrelative	2.2%	2.3%	2.3%
In Nonfamily Households	10.5%	14.9%	16.7%
In Group Quarters	0.0%	0.3%	0.5%
Institutionalized Population	0.0%	0.2%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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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2017 Population 25+ by Educational Attainment			
Total	5,560	66,574	166,992
Less than 9th Grade	1.1%	4.0%	3.4%
9th - 12th Grade, No Diploma	2.1%	4.2%	4.0%
High School Graduate	18.9%	20.7%	21.7%
GED/Alternative Credential	1.5%	3.5%	3.2%
Some College, No Degree	18.1%	19.3%	19.8%
Associate Degree	15.2%	11.4%	11.1%
Bachelor's Degree	28.5%	23.5%	24.0%
Graduate/Professional Degree	14.6%	13.3%	12.8%
2017 Population 15+ by Marital Status			
Total	6,511	76,959	192,595
Never Married	28.0%	30.0%	30.1%
Married	57.8%	50.5%	48.6%
Widowed	2.7%	6.4%	7.1%
Divorced	11.5%	13.1%	14.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	95.2%	94.8%
Civilian Unemployed (Unemployment Rate)	4.2%	4.8%	5.2%
2017 Employed Population 16+ by Industry			
Total	4,569	50,391	121,219
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	8.0%	5.5%	5.6%
Manufacturing	8.1%	6.0%	5.3%
Wholesale Trade	4.4%	4.1%	3.7%
Retail Trade	14.2%	13.2%	12.6%
Transportation/Utilities	3.0%	4.6%	4.9%
Information	2.8%	2.3%	2.3%
Finance/Insurance/Real Estate	8.7%	10.9%	9.8%
Services	45.2%	48.8%	51.6%
Public Administration	5.6%	4.3%	4.0%
2017 Employed Population 16+ by Occupation			
Total	4,571	50,392	121,219
White Collar	73.1%	71.4%	69.4%
Management/Business/Financial	20.7%	19.3%	18.1%
Professional	22.7%	21.9%	21.9%
Sales	12.5%	13.4%	12.8%
Administrative Support	17.1%	16.8%	16.6%
Services	12.5%	15.6%	17.3%
Blue Collar	14.4%	13.0%	13.3%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	5.6%	3.7%	3.5%
Installation/Maintenance/Repair	4.5%	3.5%	3.3%
Production	2.4%	2.2%	2.5%
Transportation/Material Moving	1.8%	3.6%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	7,358	85,778	214,258
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%

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2010 Households by Type			
Total	2,578	32,976	85,761
Households with 1 Person	15.3%	23.9%	27.2%
Households with 2+ People	84.7%	76.1%	72.8%
Family Households	78.0%	69.6%	66.2%
Husband-wife Families	60.4%	50.6%	47.0%
With Related Children	30.7%	23.1%	21.1%
Other Family (No Spouse Present)	17.7%	19.0%	19.3%
Other Family with Male Householder	5.3%	5.0%	4.8%
With Related Children	2.8%	2.6%	2.4%
Other Family with Female Householder	12.5%	14.0%	14.5%
With Related Children	7.5%	8.3%	8.4%
Nonfamily Households	6.6%	6.5%	6.6%
All Households with Children	41.3%	34.3%	32.3%
Multigenerational Households	5.4%	4.8%	4.5%
Unmarried Partner Households	6.3%	6.8%	6.4%
Male-female	5.7%	6.0%	5.6%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	2,578	32,978	85,761
1 Person Household	15.3%	23.9%	27.2%
2 Person Household	30.7%	32.6%	32.5%
3 Person Household	23.0%	18.8%	17.5%
4 Person Household	19.4%	15.4%	14.2%
5 Person Household	7.6%	6.3%	5.7%
6 Person Household	3.0%	2.0%	2.0%
7 + Person Household	1.0%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,578	32,977	85,761
Owner Occupied	65.2%	76.5%	74.0%
Owned with a Mortgage/Loan	55.2%	57.0%	55.1%
Owned Free and Clear	10.0%	19.5%	18.8%
Renter Occupied	34.8%	23.5%	26.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,100	36,985	97,767
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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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Home Improvement (4B)	Home Improvement (4B)
2.	Bright Young Professionals	Savvy Suburbanites (1D)	Bright Young Professionals
3.	Savvy Suburbanites (1D)	Bright Young Professionals	Retirement Communities
2017 Consumer Spending			
Apparel & Services: Total \$	\$8,298,516	\$84,626,151	\$201,133,016
Average Spent	\$2,943.78	\$2,403.81	\$2,214.02
Spending Potential Index	136	111	103
Education: Total \$	\$5,688,170	\$55,931,327	\$134,150,418
Average Spent	\$2,017.80	\$1,588.73	\$1,476.70
Spending Potential Index	139	109	101
Entertainment/Recreation: Total \$	\$11,675,248	\$121,143,830	\$287,703,197
Average Spent	\$4,141.63	\$3,441.10	\$3,166.97
Spending Potential Index	133	110	102
Food at Home: Total \$	\$18,238,894	\$191,847,411	\$461,288,279
Average Spent	\$6,469.99	\$5,449.44	\$5,077.75
Spending Potential Index	128	108	101
Food Away from Home: Total \$	\$12,724,916	\$131,126,953	\$312,242,842
Average Spent	\$4,513.98	\$3,724.67	\$3,437.09
Spending Potential Index	135	112	103
Health Care: Total \$	\$20,279,228	\$216,297,234	\$514,535,335
Average Spent	\$7,193.77	\$6,143.94	\$5,663.88
Spending Potential Index	129	110	101
HH Furnishings & Equipment: Total \$	\$7,431,015	\$76,714,211	\$181,428,631
Average Spent	\$2,636.05	\$2,179.07	\$1,997.12
Spending Potential Index	136	112	103
Personal Care Products & Services: Total \$	\$3,032,445	\$31,568,383	\$75,062,428
Average Spent	\$1,075.72	\$896.70	\$826.27
Spending Potential Index	135	113	104
Shelter: Total \$	\$60,465,102	\$636,126,838	\$1,530,222,712
Average Spent	\$21,449.13	\$18,069.22	\$16,844.33
Spending Potential Index	132	111	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,798,794	\$93,565,633	\$221,657,553
Average Spent	\$3,121.25	\$2,657.74	\$2,439.95
Spending Potential Index	133	113	104
Travel: Total \$	\$8,080,186	\$82,784,625	\$194,756,373
Average Spent	\$2,866.33	\$2,351.50	\$2,143.83
Spending Potential Index	138	113	103
Vehicle Maintenance & Repairs: Total \$	\$3,952,363	\$41,425,523	\$98,687,656
Average Spent	\$1,402.04	\$1,176.69	\$1,086.33
Spending Potential Index	131	110	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.