



Market Profile

Southland Shopping Center
 903 W State Road 84, Fort Lauderdale, Florida, 33315
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09245
 Longitude: -80.15415

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,812	91,748	257,970
2010 Total Population	9,478	94,049	256,119
2017 Total Population	10,234	102,099	276,711
2017 Group Quarters	77	2,623	4,402
2022 Total Population	10,829	108,309	292,707
2017-2022 Annual Rate	1.14%	1.19%	1.13%
2017 Total Daytime Population	13,518	175,739	349,546
Workers	9,515	125,640	207,404
Residents	4,003	50,099	142,142
Household Summary			
2000 Households	4,516	37,746	105,189
2000 Average Household Size	2.16	2.33	2.39
2010 Households	4,330	39,881	106,760
2010 Average Household Size	2.17	2.29	2.36
2017 Households	4,635	43,125	114,764
2017 Average Household Size	2.19	2.31	2.37
2022 Households	4,884	45,696	121,158
2022 Average Household Size	2.20	2.31	2.38
2017-2022 Annual Rate	1.05%	1.16%	1.09%
2010 Families	2,125	20,295	57,028
2010 Average Family Size	2.83	3.06	3.12
2017 Families	2,252	21,560	60,385
2017 Average Family Size	2.86	3.09	3.15
2022 Families	2,362	22,651	63,273
2022 Average Family Size	2.88	3.10	3.16
2017-2022 Annual Rate	0.96%	0.99%	0.94%
Housing Unit Summary			
2000 Housing Units	4,955	42,749	119,762
Owner Occupied Housing Units	50.4%	46.8%	50.8%
Renter Occupied Housing Units	40.8%	41.5%	37.0%
Vacant Housing Units	8.8%	11.7%	12.2%
2010 Housing Units	5,031	47,604	127,082
Owner Occupied Housing Units	42.0%	41.2%	45.3%
Renter Occupied Housing Units	44.1%	42.6%	38.7%
Vacant Housing Units	13.9%	16.2%	16.0%
2017 Housing Units	5,353	50,702	135,253
Owner Occupied Housing Units	37.5%	37.0%	40.8%
Renter Occupied Housing Units	49.0%	48.1%	44.0%
Vacant Housing Units	13.4%	14.9%	15.1%
2022 Housing Units	5,642	53,267	142,021
Owner Occupied Housing Units	37.5%	36.8%	40.6%
Renter Occupied Housing Units	49.1%	48.9%	44.7%
Vacant Housing Units	13.4%	14.2%	14.7%
Median Household Income			
2017	\$52,973	\$51,452	\$48,950
2022	\$60,133	\$58,148	\$55,019
Median Home Value			
2017	\$263,660	\$262,808	\$247,407
2022	\$354,227	\$337,299	\$318,125
Per Capita Income			
2017	\$34,103	\$34,246	\$31,602
2022	\$39,803	\$39,266	\$35,966
Median Age			
2010	39.6	38.5	39.8
2017	41.6	39.7	40.8
2022	42.1	40.1	41.1

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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2017 Households by Income			
Household Income Base	4,635	43,125	114,764
<\$15,000	9.8%	14.1%	14.3%
\$15,000 - \$24,999	11.8%	11.1%	11.6%
\$25,000 - \$34,999	10.9%	10.4%	10.8%
\$35,000 - \$49,999	13.9%	12.9%	14.0%
\$50,000 - \$74,999	20.4%	18.1%	17.3%
\$75,000 - \$99,999	11.3%	10.4%	10.5%
\$100,000 - \$149,999	12.5%	11.6%	11.0%
\$150,000 - \$199,999	4.7%	5.0%	4.6%
\$200,000+	4.6%	6.4%	5.8%
Average Household Income	\$74,164	\$78,735	\$74,885
2022 Households by Income			
Household Income Base	4,884	45,696	121,158
<\$15,000	8.7%	13.1%	13.5%
\$15,000 - \$24,999	10.2%	9.8%	10.4%
\$25,000 - \$34,999	9.1%	8.8%	9.3%
\$35,000 - \$49,999	11.8%	10.9%	12.1%
\$50,000 - \$74,999	20.1%	17.6%	17.1%
\$75,000 - \$99,999	13.5%	12.3%	12.6%
\$100,000 - \$149,999	15.1%	14.0%	13.0%
\$150,000 - \$199,999	5.7%	5.9%	5.2%
\$200,000+	5.8%	7.5%	6.7%
Average Household Income	\$87,054	\$90,838	\$85,657
2017 Owner Occupied Housing Units by Value			
Total	2,010	18,739	55,195
<\$50,000	2.3%	3.4%	5.3%
\$50,000 - \$99,999	7.0%	9.2%	9.5%
\$100,000 - \$149,999	11.4%	10.8%	11.4%
\$150,000 - \$199,999	15.3%	13.3%	13.3%
\$200,000 - \$249,999	11.3%	10.6%	11.1%
\$250,000 - \$299,999	9.7%	10.6%	10.5%
\$300,000 - \$399,999	18.0%	15.0%	15.1%
\$400,000 - \$499,999	10.5%	7.1%	7.4%
\$500,000 - \$749,999	11.8%	9.6%	8.5%
\$750,000 - \$999,999	1.2%	3.6%	2.9%
\$1,000,000 +	1.4%	6.8%	5.0%
Average Home Value	\$311,878	\$358,928	\$327,095
2022 Owner Occupied Housing Units by Value			
Total	2,114	19,618	57,674
<\$50,000	0.8%	1.3%	3.0%
\$50,000 - \$99,999	2.9%	4.4%	5.0%
\$100,000 - \$149,999	5.2%	6.6%	6.9%
\$150,000 - \$199,999	8.7%	9.1%	9.0%
\$200,000 - \$249,999	8.8%	9.9%	10.5%
\$250,000 - \$299,999	11.1%	11.7%	11.9%
\$300,000 - \$399,999	22.9%	19.0%	19.8%
\$400,000 - \$499,999	15.3%	9.8%	10.7%
\$500,000 - \$749,999	19.8%	14.8%	12.8%
\$750,000 - \$999,999	2.1%	5.3%	4.1%
\$1,000,000 +	2.2%	8.2%	6.2%
Average Home Value	\$393,738	\$434,185	\$396,244

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	9,476	94,050	256,117
0 - 4	5.4%	6.1%	6.0%
5 - 9	4.3%	5.0%	5.3%
10 - 14	4.0%	4.9%	5.3%
15 - 24	11.0%	12.3%	12.3%
25 - 34	17.6%	16.6%	14.4%
35 - 44	16.6%	14.6%	14.2%
45 - 54	17.8%	16.0%	16.3%
55 - 64	12.9%	12.9%	12.9%
65 - 74	6.2%	6.8%	7.4%
75 - 84	2.9%	3.4%	4.1%
85 +	1.2%	1.3%	1.6%
18 +	83.7%	80.8%	79.9%
2017 Population by Age			
Total	10,235	102,098	276,708
0 - 4	4.7%	5.5%	5.5%
5 - 9	4.6%	5.4%	5.4%
10 - 14	4.2%	4.9%	5.2%
15 - 24	10.5%	11.0%	11.4%
25 - 34	16.0%	16.5%	14.8%
35 - 44	15.0%	13.6%	12.9%
45 - 54	15.9%	14.0%	14.3%
55 - 64	15.1%	14.2%	14.2%
65 - 74	9.1%	9.5%	9.8%
75 - 84	3.6%	3.9%	4.5%
85 +	1.3%	1.5%	1.9%
18 +	84.2%	81.4%	80.8%
2022 Population by Age			
Total	10,829	108,309	292,708
0 - 4	4.7%	5.6%	5.6%
5 - 9	4.3%	5.1%	5.3%
10 - 14	4.2%	5.1%	5.3%
15 - 24	10.3%	10.6%	10.9%
25 - 34	16.1%	16.1%	14.8%
35 - 44	14.6%	14.0%	13.1%
45 - 54	14.1%	12.6%	12.6%
55 - 64	15.0%	13.5%	13.9%
65 - 74	10.6%	10.8%	10.9%
75 - 84	4.8%	5.1%	5.6%
85 +	1.3%	1.6%	2.0%
18 +	84.4%	81.4%	80.9%
2010 Population by Sex			
Males	5,136	49,389	132,476
Females	4,342	44,660	123,643
2017 Population by Sex			
Males	5,495	53,075	142,056
Females	4,740	49,024	134,655
2022 Population by Sex			
Males	5,773	55,846	149,088
Females	5,056	52,463	143,619

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	9,479	94,050	256,119
White Alone	80.5%	59.8%	57.2%
Black Alone	7.8%	32.7%	35.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.5%	1.6%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.6%	3.2%	3.0%
Two or More Races	3.2%	2.4%	2.4%
Hispanic Origin	26.2%	17.6%	17.5%
Diversity Index	59.8	67.0	67.8
2017 Population by Race/Ethnicity			
Total	10,235	102,099	276,712
White Alone	76.3%	56.6%	54.2%
Black Alone	9.3%	34.4%	37.0%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	3.0%	1.9%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.9%	3.8%	3.6%
Two or More Races	4.0%	2.9%	2.9%
Hispanic Origin	32.3%	21.4%	21.3%
Diversity Index	66.8	70.9	71.4
2022 Population by Race/Ethnicity			
Total	10,828	108,311	292,706
White Alone	73.2%	54.4%	52.1%
Black Alone	10.6%	35.8%	38.2%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	3.3%	2.1%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	4.2%	4.0%
Two or More Races	4.5%	3.1%	3.0%
Hispanic Origin	37.4%	24.5%	24.3%
Diversity Index	70.9	73.3	73.6
2010 Population by Relationship and Household Type			
Total	9,478	94,049	256,119
In Households	99.2%	97.2%	98.3%
In Family Households	66.8%	69.2%	72.5%
Householder	22.5%	21.6%	22.3%
Spouse	15.0%	13.0%	13.5%
Child	21.1%	25.8%	27.8%
Other relative	4.9%	5.5%	5.9%
Nonrelative	3.4%	3.3%	3.1%
In Nonfamily Households	32.4%	28.0%	25.7%
In Group Quarters	0.8%	2.8%	1.7%
Institutionalized Population	0.3%	1.8%	0.8%
Noninstitutionalized Population	0.5%	1.0%	0.9%

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	7,780	74,688	200,429
Less than 9th Grade	6.8%	6.7%	6.3%
9th - 12th Grade, No Diploma	6.4%	8.3%	7.8%
High School Graduate	19.2%	21.4%	24.3%
GED/Alternative Credential	4.5%	4.1%	3.8%
Some College, No Degree	20.8%	18.1%	18.4%
Associate Degree	8.2%	8.6%	8.6%
Bachelor's Degree	25.1%	21.1%	19.5%
Graduate/Professional Degree	9.0%	11.7%	11.2%
2017 Population 15+ by Marital Status			
Total	8,859	85,946	231,873
Never Married	35.3%	45.1%	42.6%
Married	43.0%	36.3%	37.9%
Widowed	5.0%	4.6%	5.4%
Divorced	16.6%	14.1%	14.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	92.4%	92.0%
Civilian Unemployed (Unemployment Rate)	5.2%	7.6%	8.0%
2017 Employed Population 16+ by Industry			
Total	6,356	52,226	136,497
Agriculture/Mining	0.8%	0.3%	0.4%
Construction	6.3%	7.4%	7.4%
Manufacturing	5.5%	4.4%	4.1%
Wholesale Trade	5.2%	3.8%	3.2%
Retail Trade	11.6%	10.4%	11.4%
Transportation/Utilities	6.8%	5.0%	5.8%
Information	0.8%	1.6%	1.6%
Finance/Insurance/Real Estate	6.1%	8.4%	8.0%
Services	52.7%	55.0%	54.2%
Public Administration	4.2%	3.6%	3.9%
2017 Employed Population 16+ by Occupation			
Total	6,357	52,227	136,496
White Collar	57.6%	58.6%	57.9%
Management/Business/Financial	11.2%	16.9%	15.3%
Professional	18.5%	18.4%	18.3%
Sales	15.8%	11.7%	11.3%
Administrative Support	12.1%	11.7%	13.1%
Services	21.7%	22.2%	22.9%
Blue Collar	20.7%	19.2%	19.2%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	4.8%	5.8%	5.8%
Installation/Maintenance/Repair	4.8%	3.1%	3.5%
Production	3.3%	2.9%	2.9%
Transportation/Material Moving	7.6%	7.2%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	9,478	94,049	256,119
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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2010 Households by Type			
Total	4,330	39,881	106,760
Households with 1 Person	35.8%	35.8%	34.3%
Households with 2+ People	64.2%	64.2%	65.7%
Family Households	49.1%	50.9%	53.4%
Husband-wife Families	32.7%	30.6%	32.3%
With Related Children	12.6%	11.8%	13.0%
Other Family (No Spouse Present)	16.4%	20.3%	21.1%
Other Family with Male Householder	5.7%	5.8%	5.8%
With Related Children	2.7%	2.8%	2.8%
Other Family with Female Householder	10.7%	14.5%	15.3%
With Related Children	6.8%	9.6%	9.8%
Nonfamily Households	15.2%	13.3%	12.3%
All Households with Children	22.5%	24.7%	26.0%
Multigenerational Households	2.7%	4.1%	4.8%
Unmarried Partner Households	11.0%	10.4%	10.0%
Male-female	9.2%	8.3%	7.2%
Same-sex	1.8%	2.1%	2.7%
2010 Households by Size			
Total	4,330	39,881	106,762
1 Person Household	35.8%	35.8%	34.3%
2 Person Household	35.4%	32.7%	32.3%
3 Person Household	14.5%	13.8%	14.2%
4 Person Household	9.0%	9.4%	10.0%
5 Person Household	3.2%	4.5%	5.0%
6 Person Household	1.3%	2.1%	2.3%
7 + Person Household	0.7%	1.7%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	4,330	39,881	106,760
Owner Occupied	48.8%	49.1%	53.9%
Owned with a Mortgage/Loan	35.0%	34.9%	37.5%
Owned Free and Clear	13.7%	14.3%	16.4%
Renter Occupied	51.2%	50.9%	46.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,031	47,604	127,082
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.	Emerald City (8B)	Emerald City (8B)	Emerald City (8B)
2.	In Style (5B)	City Commons (11E)	City Commons (11E)
3.	Young and Restless (11B)	Trendsetters (3C)	Set to Impress (11D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$9,468,871	\$92,981,071	\$234,315,648
Average Spent	\$2,042.91	\$2,156.08	\$2,041.72
Spending Potential Index	95	100	95
Education: Total \$	\$6,526,365	\$64,278,247	\$161,416,924
Average Spent	\$1,408.06	\$1,490.51	\$1,406.51
Spending Potential Index	97	102	97
Entertainment/Recreation: Total \$	\$13,214,889	\$129,961,579	\$330,009,560
Average Spent	\$2,851.11	\$3,013.60	\$2,875.55
Spending Potential Index	91	97	92
Food at Home: Total \$	\$21,852,001	\$215,375,276	\$546,767,554
Average Spent	\$4,714.56	\$4,994.21	\$4,764.28
Spending Potential Index	94	99	95
Food Away from Home: Total \$	\$14,784,632	\$144,183,877	\$364,094,567
Average Spent	\$3,189.78	\$3,343.39	\$3,172.55
Spending Potential Index	96	100	95
Health Care: Total \$	\$22,554,257	\$224,343,385	\$575,440,114
Average Spent	\$4,866.07	\$5,202.17	\$5,014.12
Spending Potential Index	87	93	90
HH Furnishings & Equipment: Total \$	\$8,304,721	\$81,126,419	\$206,127,260
Average Spent	\$1,791.74	\$1,881.19	\$1,796.10
Spending Potential Index	92	97	92
Personal Care Products & Services: Total \$	\$3,449,042	\$33,796,325	\$85,760,090
Average Spent	\$744.13	\$783.68	\$747.27
Spending Potential Index	93	98	94
Shelter: Total \$	\$72,630,567	\$717,503,270	\$1,808,992,018
Average Spent	\$15,670.03	\$16,637.76	\$15,762.71
Spending Potential Index	97	102	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,600,916	\$95,038,336	\$243,968,403
Average Spent	\$2,071.40	\$2,203.79	\$2,125.83
Spending Potential Index	88	94	91
Travel: Total \$	\$8,645,211	\$85,123,990	\$215,458,215
Average Spent	\$1,865.20	\$1,973.89	\$1,877.40
Spending Potential Index	90	95	91
Vehicle Maintenance & Repairs: Total \$	\$4,551,349	\$44,528,226	\$113,672,031
Average Spent	\$981.95	\$1,032.54	\$990.49
Spending Potential Index	92	96	92

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.