

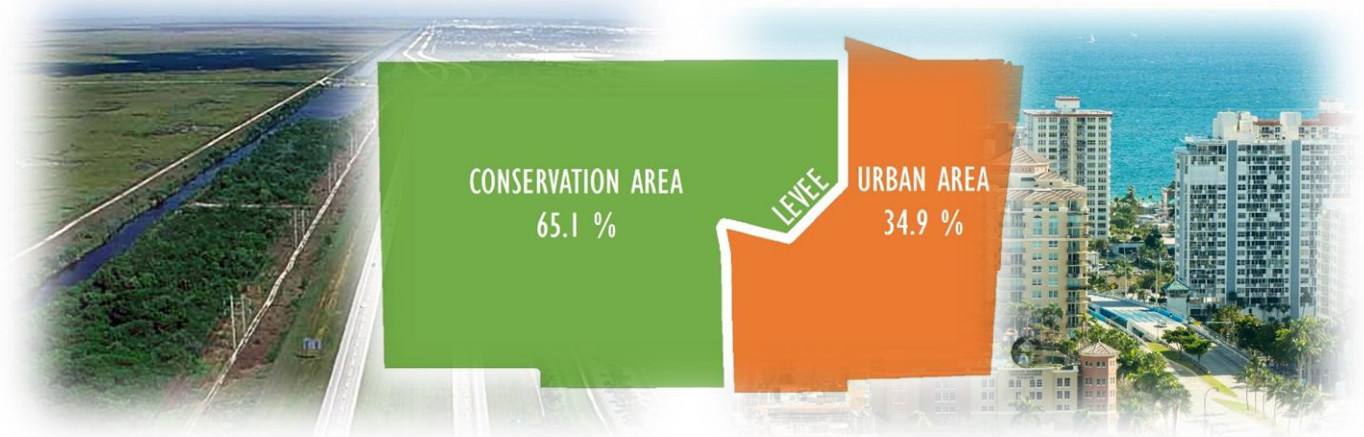
BROWARD COUNTY AT A GLANCE

Broward County is home to more than 1.9 million residents and welcomed upwards of 14 million visitors in 2018. Once known as a destination for “Baby Boomers”, Broward County now hosts a population that also includes many young adults, families, and retirees.

GEOGRAPHY

Broward County is Florida’s 7th largest county with a total area of 1,224.7 square miles, nearly the size of the state of Rhode Island. At its widest points, the county spans approximately 50.3 miles east to west and approximately 27.4 miles from north to south, averaging 5 to 25 feet in elevation. Broward has 24 miles of white sandy beaches along the Atlantic coast and is traversed by 266 linear miles of canals, of which 126 miles are navigable.

Together, 31 municipalities and the Broward Municipal Services District (BMSD) occupy 427.8 square miles of developable area (35% of the county) east of the levee (shown in the map below). The BMSD contains unincorporated neighborhoods and county facilities, including the Fort Lauderdale-Hollywood International Airport. The remaining 65% of the county is located west of the levee (796.9 square miles) and consists of the Everglades Wildlife Management Area and Miccosukee Reservation lands.



POPULATION

According to the University of Florida’s Bureau of Economic and Business Research (BEBR), the State’s official source of county demographic information, Broward County’s 2018¹ population is estimated at 1.9 million residents, second in the state to Miami-Dade County at 2.8 million. Fort Lauderdale, Broward’s largest city, has a population over 180,000. Seven of Broward’s municipalities have populations over 100,000, including Fort Lauderdale, Pembroke Pines, Hollywood, Miramar, Coral Springs, Pompano Beach, and Davie, which together make up more than half of the County’s population. The Broward Municipal Services District has an estimated population of 15,120 residents. In 2017 Broward County hosted an estimated 12.8 million business and leisure travelers², which grew to over 14 million in 2018³.

¹BEBR – Florida Estimates of Population - April 1, 2018 Estimate; released October 24, 2018; Separate from American Community Survey estimates

²Greater Fort Lauderdale Convention and Visitors Bureau – 2017 Greater Fort Lauderdale Visitor Profile – Travel Market Insights and DK Shifflet

³ Greater Fort Lauderdale Convention and Visitors Bureau – Press Releases – 2019 Marketing Plan, 10-5-2018

CLIMATE

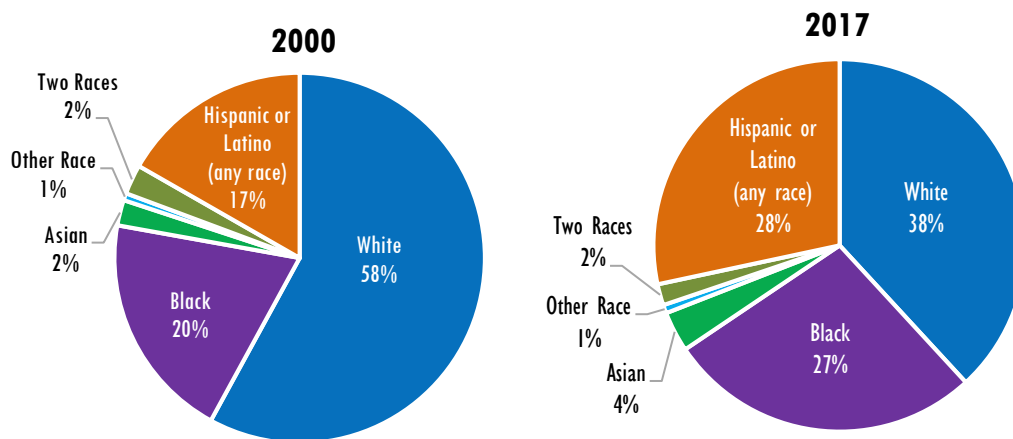
Summers are hot and humid, while winters are warm and dry. The average annual temperature in Broward County from 2000 to 2018⁴ was 77° F with a mean winter temperature of 69° F and a mean summer temperature of 83° F. The County averages 64.1 inches of rainfall each year. Broward rests entirely within Zone 10b on the USDA Plant Hardiness Zone Map⁵, with an average annual extreme low temperature of 35° to 40° that can support most tropical plants.

INCORPORATION

Broward County was incorporated in 1915 and was formed from parts of Miami-Dade County to the south and Palm Beach County to the north. The original dividing line between the two counties was located between Commercial Boulevard and Oakland Park Boulevard along Floranada Road in Fort Lauderdale. In 2009, the BMSD increased by 1,949 acres due to a boundary change with Palm Beach County. This northwestern addition is referred to as “the Wedge”.

RACE AND ETHNICITY

Broward County hosts a diverse population of many racial and ethnic backgrounds. Race traditionally refers to the physical and biological characteristics of a person (ex. hair and skin color) while ethnicity refers to sociological and cultural factors such as nationality, ancestry, and language spoken. The U.S. Census Bureau defines race as a person’s self-identification with one or more social groups (white, black, etc.), with ethnicity used to distinguish those of Hispanic or Latino origin. Since 2000, the Hispanic, Black, and Asian population groups experienced rapid growth coupled with a decline in white population (see Appendix Table 1).



HISPANIC/LATINO POPULATION

The Hispanic/Latino population is the most rapidly growing demographic in Broward County, nearly doubling in size since 2000 to almost 536,000 residents. As shown in the table below, the increasing Hispanic/Latino population has origins from throughout Latin America. At 36%, the population of South American origin represents the largest segment of the Hispanic/Latino population in Broward County. South Americans residing locally come primarily from three countries: Columbia (84,408), Venezuela (35,378), and Peru (29,233) (see Appendix Table 6).

⁴ The Southeast Regional Climate Center, National Oceanic and Atmospheric Administration (NOAA) 2000-2018 Monthly Mean Average Temperature for Fort Lauderdale Beach, FL

⁵ United States Department of Agriculture (USDA) Research Service – Plant Hardiness Zone Map – 2012 release

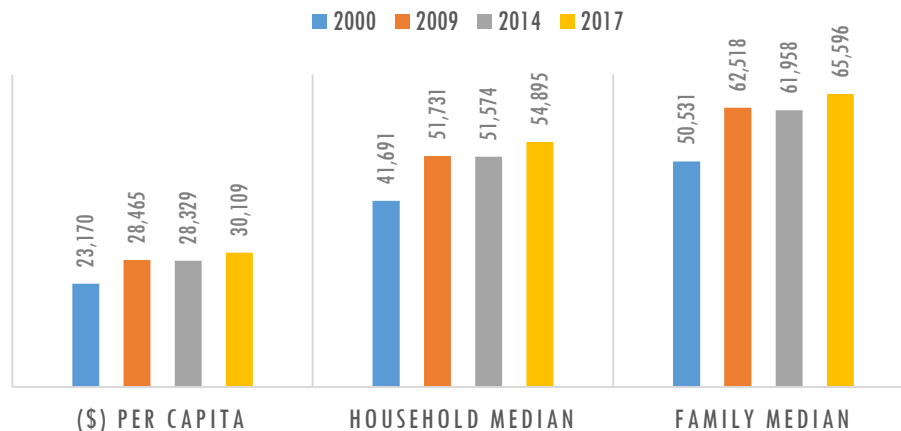
| Hispanic/Latino Origin | 2017 | |
|--------------------------|---------|-------|
| Hispanic/Latino Total: | 535,987 | |
| South American* | 189,440 | 35.3% |
| Cuban | 103,718 | 19.4% |
| Puerto Rican | 87,800 | 16.4% |
| Central American* | 62,520 | 11.7% |
| Mexican | 33,633 | 6.3% |
| Dominican Republic | 36,436 | 6.8% |
| Other Hispanic or Latino | 22,440 | 4.2% |

*For a breakdown of all countries of origin refer to Table 6 in the Technical Appendix.

INCOME

Income is on the rise in Broward County, having recovered from a period of stagnation following the Great Recession that began in late 2007 and ended in 2012. Since 2000, income per capita has grown by 30% while household and family incomes have grown by 32% and 30% respectively (see Appendix Table 2). Between 2009 and 2015, income indicators stagnated with declines of less than 1%. Beginning 2015, income levels have experienced rapid increases.

INCOME: SELECTED YEARS 2000-2017



HOUSING

Broward’s housing market is expanding and becoming more expensive. Between 2000 and 2017, Broward County added an estimated 77,339⁶ housing units for a total of 818,382⁷. Additionally, Broward added more than 10,000⁸ hotel rooms between 2001 and 2018 for a total of over 34,000 rooms in 2018⁹. In 2017 the median value of owner-occupied housing units was \$223,400¹⁰. Prices are on the rise however, as the price for single family homes and townhouses/condos rose by 6% and 1.3%¹¹ respectively during 2018. The median sale price for single family homes was \$335,000 and the median sale price for townhouses and condos was \$157,000.

⁶ Census Bureau – 2000 Decennial Census Counts – Table H001

⁷ Census Bureau – 2013-2017 American Community Survey 5-Year Estimates – Table DP04

⁸ HVS Market Pulse: Fort Lauderdale, FL. November 20, 2018. Data from STR Analytics and Marketplace Insights, 11-20-2018

⁹ Greater Fort Lauderdale Convention and Visitors Bureau – Press Releases – 2019 Marketing Plan, 10-5-2018

¹⁰ Census Bureau – 2013-2017 American Community Survey 5-Year Estimates – Table B25077

¹¹ Greater Fort Lauderdale Realtors® (GFLR), Local Market Update, October 2018

FAMILIES AND HOUSEHOLDS

Broward is attracting more families. In 2000, there were 654,445 total households including 411,403 family households (63% of total) in Broward County. Total households have since increased by over 21,000 to 675,82 and family households have increased by nearly the same (see Appendix Table 3). The share of housing units occupied by families is increasing, from 63% in 2000 to 64% in 2017. The national average is 66%¹².

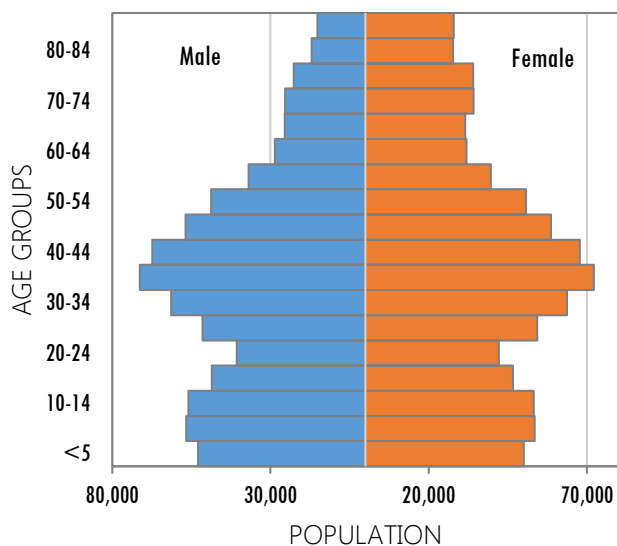
AGE GROUPS

The resident population is getting older. The age distribution of Broward County’s residents is shown in the age pyramids below, which depicts the population in five-year age groups. One significant cohort represented in the pyramids is the “Baby Boom” generation, born between 1946 and 1964, who represent 22% of the total population (see Appendix Table 4). The Baby Boomers generation cohort combined with the next younger cohort are expected to double the number of retirement-age residents by 2045 (See 2017 Population Forecast and Allocation Model Report available on our [Demographics](#) webpage). This large age demographic is easily recognizable in the swelling “wave” in the year 2000 population pyramid that has shifted upwards in the 2017 pyramid, as residents have aged.

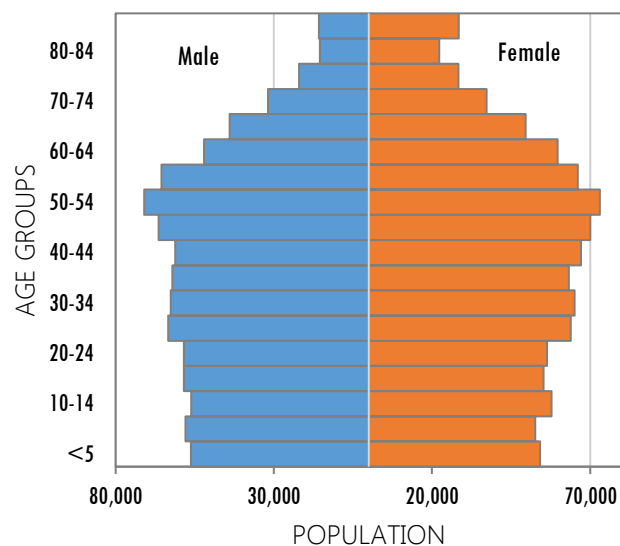
In 2017, the cohort that follows the Baby Boomers, “Generation X” (born between 1965 and 1980, currently 37-52 yrs.), became the largest and fastest growing age cohort in the labor force at 22.5%, surpassing Baby Boomers (see Appendix Table 4). “Millennials”, born between 1981 and 1996, are not far behind at 21% of total population. Since 2000, Broward has grown its labor force from 60.3% to 62.9% of total population, however this is expected to decrease as Baby Boomers retire. Between 2000 and 2017, the school-aged population (5 to 17 years) has remained relatively constant representing approximately 16% of the county population. Overall, the population is balanced across the generations.

Gender differences are most noticeable in the population over 75. According to 2017 estimates, women represent 60% and men represent 40% of the population over 75. The differences in total population by gender are less apparent in younger populations. The expansion of colleges locally may account for the relative increase of 15-29 year-olds.

BROWARD COUNTY POPULATION IN 2000



BROWARD COUNTY POPULATION IN 2017



¹² Census Bureau – 2013-2017 American Community Survey 5-Year Estimates – Table B11001

TECHNICAL APPENDIX

Table 1: Race and Ethnicity

| | 2000 ¹ | | 2010 ² | | 2017 ³ | |
|-------------------------------|-------------------|-----|-------------------|-----|-------------------|-----|
| Total Persons | 1,623,018 | | 1,748,066 | | 1,890,416 | |
| Non-Hispanic: | 1,351,495 | 83% | 1,309,819 | 75% | 1,354,429 | 72% |
| White | 940,692 | 58% | 760,817 | 44% | 721,241 | 38% |
| Black or African American | 322,516 | 20% | 449,677 | 26% | 518,277 | 27% |
| Asian | 36,148 | 2% | 55,692 | 3% | 66,304 | 4% |
| Other Race | 10,120 | 1% | 13,308 | 1% | 13,752 | 1% |
| Two or more Races | 42,019 | 3% | 30,325 | 2% | 34,855 | 2% |
| Hispanic or Latino (any race) | 271,523 | 17% | 438,247 | 25% | 535,987 | 28% |

¹Census Bureau — 2000 Decennial Census Counts — Table P007

²Census Bureau — 2010 Decennial Census Counts — Table P5

³Census Bureau — 2013-2017 American Community Survey 5-Year Estimates — Table B03002

Table 2: Income

| | 2000 In 1999 dollars ¹ | 2009 In 2009 inflation-adjusted dollars ² | 2014 In 2014 inflation-adjusted dollars ² | 2017 In 2017 inflation-adjusted dollars ² | Percent Change 2000 to 2017 | Percent Change 2009-2017 |
|------------------|---|--|--|--|-----------------------------------|--------------------------------|
| Per Capita | 23,170 | 28,465 | 28,329 | 30,109 | 29.9% | 5.8% |
| Median Household | 41,691 | 51,731 | 51,574 | 54,895 | 31.7% | 6.1% |
| Median Family | 50,531 | 62,518 | 61,958 | 65,596 | 29.8% | 4.9% |

¹Census Bureau — 2000 Decennial Census Counts — Tables P082, P053, P077

²Census Bureau — 2005-2009, 2010-2014, 2013-2017 American Community Survey 5-Year Estimates — Tables B19301, B19013, B19113

Table 3: Households and Families

| | 2000 ¹ | | 2010 ² | | 2014 ³ | | 2017 ³ | |
|-------------------|-------------------|-------|-------------------|-------|-------------------|-------|-------------------|-------|
| Households | 654,445 | | 686,047 | | 667,578 | | 675,828 | |
| Family households | 411,403 | 62.9% | 434,488 | 63.3% | 422,787 | 63.3% | 433,887 | 64.2% |

¹Census Bureau — 2000 Decennial Census Counts — Table P018

²Census Bureau — 2010 Decennial Census Counts — Table P18

³Census Bureau — 2010-2014, 2013-2017 American Community Survey 5-Year Estimates — Table B11001

Table 4: Age Cohorts

| Age Cohort | 2000 Age Range | Total ¹ | % | 2017 Age Range | Total ² | % | Growth 2000 to 2017 | Percent Change 2000 to 2017 |
|-----------------|-------------------|--------------------|-------|-------------------|--------------------|-------|------------------------|--------------------------------|
| Baby Boom | 36-54 | 464,938 | 28.6% | 53-71 | 422,211 | 22.3% | -42,727 | -9.2% |
| Generation X | 20-35 | 342,393 | 21.1% | 37-52 | 426,288 | 22.5% | 83,895 | 24.5% |
| Millennial | 4-19 | 335,043 | 20.6% | 21-36 | 396,816 | 21.0% | 61,773 | 18.4% |
| Post-Millennial | 0-3 | 82,433 | 5.1% | 0-20 | 471,398 | 24.9% | 388,965 | 471.9% |

Table 4: Age Cohorts (continued)

| Age Cohort | 2000 Age Range | Total ¹ | % | 2017 Age Range | Total ² | % | Growth 2000 to 2017 | Percent Change 2000 to 2017 |
|-----------------|----------------|--------------------|-------|----------------|--------------------|-------|---------------------|-----------------------------|
| Retirement Age | 65+ | 261,109 | 16.1% | 65+ | 294,961 | 15.6% | 33,852 | 13.0% |
| Labor Force Age | 18-64 | 978,980 | 60.3% | 18-64 | 1,188,815 | 62.9% | 209,835 | 21.4% |
| Peak Earners | 40-54 | 350,156 | 21.6% | 40-54 | 408,664 | 21.6% | 58,508 | 16.7% |
| School Age | 5-17 | 279,888 | 17.2% | 5-17 | 296,263 | 15.7% | 16,375 | 5.9% |

¹Census Bureau — 2000 Decennial Census Counts — Table P012

²Census Bureau — 2013-2017 American Community Survey 5-Year Estimates — Table B01001

Table 5: Sex by Age

| Age | 2017 Male | Female | Total |
|---------------|----------------|----------------|------------------|
| <5 | 56,214 | 54,163 | 110,377 |
| 5-9 | 57,916 | 52,585 | 110,501 |
| 10-14 | 56,133 | 57,810 | 113,943 |
| 15-19 | 58,402 | 55,214 | 113,616 |
| 20-24 | 58,428 | 56,378 | 114,806 |
| 25-29 | 63,345 | 63,859 | 127,204 |
| 30-34 | 62,553 | 65,060 | 127,613 |
| 35-39 | 62,107 | 63,279 | 125,386 |
| 40-44 | 61,171 | 67,038 | 128,209 |
| 45-49 | 66,415 | 70,021 | 136,436 |
| 50-54 | 71,004 | 73,015 | 144,019 |
| 55-59 | 65,460 | 66,114 | 131,574 |
| 60-64 | 52,063 | 59,708 | 111,771 |
| 65-69 | 44,012 | 49,597 | 93,609 |
| 70-74 | 31,830 | 37,293 | 69,123 |
| 75-79 | 21,997 | 28,365 | 50,362 |
| 80-84 | 15,448 | 22,247 | 37,695 |
| 85+ | 15,767 | 28,405 | 44,172 |
| Total: | 920,265 | 970,151 | 1,890,416 |

Census Bureau — 2013-2017 American Community Survey 5-Year Estimates — Table B01001

Table 6: Hispanic/Latino Ancestry

| Location | 2017 |
|--------------------------------|------------------|
| Total Population: | 1,890,416 |
| Not Hispanic or Latino | 1,354,429 |
| Hispanic or Latino: | 535,987 |
| Mexican | 33,633 |
| Puerto Rican | 87,800 |
| Cuban | 103,718 |
| Dominican (Dominican Republic) | 36,436 |
| Central American: | 62,520 |
| Costa Rican | 4,008 |
| Guatemalan | 10,160 |
| Honduran | 18,214 |
| Nicaraguan | 13,406 |
| Panamanian | 4,367 |
| Salvadoran | 11,908 |
| Other Central American | 457 |
| South American: | 189,440 |
| Argentinean | 13,654 |
| Bolivian | 2,575 |
| Chilean | 4,305 |
| Colombian | 84,408 |
| Ecuadorian | 15,342 |
| Paraguayan | 145 |
| Peruvian | 29,233 |
| Uruguayan | 2,920 |
| Venezuelan | 35,378 |
| Other South American | 1,480 |
| Other Hispanic or Latino: | 22,440 |
| Spaniard | 7,617 |
| Spanish | 992 |
| Spanish American | 82 |
| All other Hispanic or Latino | 13,749 |

Census Bureau — 2013-2017 American Community Survey 5-Year Estimates — Table B03001