



Community Profile

44768-Southern Palm Crossing
 11081 Southern Blvd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.68111
 Longitude: -80.22048

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,141	44,431	87,796
2010 Total Population	5,298	67,514	132,650
2019 Total Population	5,581	76,046	148,247
2019 Group Quarters	39	1,362	1,436
2024 Total Population	5,964	81,792	158,759
2019-2024 Annual Rate	1.34%	1.47%	1.38%
2019 Total Daytime Population	6,603	71,886	132,303
Workers	4,125	34,106	57,435
Residents	2,478	37,780	74,868
Household Summary			
2000 Households	1,036	15,522	31,366
2000 Average Household Size	3.03	2.80	2.77
2010 Households	1,715	23,841	47,474
2010 Average Household Size	3.07	2.78	2.77
2019 Households	1,778	26,388	52,171
2019 Average Household Size	3.12	2.83	2.81
2024 Households	1,886	28,165	55,497
2024 Average Household Size	3.14	2.86	2.83
2019-2024 Annual Rate	1.19%	1.31%	1.24%
2010 Families	1,379	18,097	35,988
2010 Average Family Size	3.38	3.17	3.16
2019 Families	1,426	19,962	39,313
2019 Average Family Size	3.43	3.23	3.22
2024 Families	1,513	21,296	41,755
2024 Average Family Size	3.46	3.26	3.24
2019-2024 Annual Rate	1.19%	1.30%	1.21%
Housing Unit Summary			
2000 Housing Units	1,072	17,314	35,368
Owner Occupied Housing Units	85.2%	74.7%	73.0%
Renter Occupied Housing Units	11.5%	14.9%	15.7%
Vacant Housing Units	3.4%	10.4%	11.3%
2010 Housing Units	1,889	27,352	54,434
Owner Occupied Housing Units	74.6%	67.9%	68.5%
Renter Occupied Housing Units	16.1%	19.3%	18.7%
Vacant Housing Units	9.2%	12.8%	12.8%
2019 Housing Units	1,919	29,343	58,056
Owner Occupied Housing Units	72.0%	66.6%	67.5%
Renter Occupied Housing Units	20.7%	23.3%	22.4%
Vacant Housing Units	7.3%	10.1%	10.1%
2024 Housing Units	2,017	31,023	61,225
Owner Occupied Housing Units	71.5%	67.6%	68.7%
Renter Occupied Housing Units	22.0%	23.1%	21.9%
Vacant Housing Units	6.5%	9.2%	9.4%
Median Household Income			
2019	\$70,760	\$79,949	\$79,516
2024	\$84,346	\$89,790	\$88,490
Median Home Value			
2019	\$260,827	\$309,122	\$323,275
2024	\$272,029	\$324,438	\$337,974
Per Capita Income			
2019	\$28,567	\$35,823	\$36,753
2024	\$33,931	\$40,856	\$41,602
Median Age			
2010	35.3	38.7	39.8
2019	36.3	40.1	41.3
2024	36.4	39.3	40.8

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	1,778	26,388	52,170
<\$15,000	6.9%	4.9%	5.7%
\$15,000 - \$24,999	8.4%	6.3%	6.1%
\$25,000 - \$34,999	3.4%	6.3%	6.5%
\$35,000 - \$49,999	11.4%	10.4%	10.7%
\$50,000 - \$74,999	22.6%	17.9%	17.4%
\$75,000 - \$99,999	15.2%	16.3%	15.4%
\$100,000 - \$149,999	17.8%	19.1%	19.0%
\$150,000 - \$199,999	8.7%	9.5%	9.1%
\$200,000+	5.7%	9.3%	10.1%
Average Household Income	\$89,954	\$103,720	\$104,875
2024 Households by Income			
Household Income Base	1,886	28,165	55,496
<\$15,000	5.6%	4.0%	4.8%
\$15,000 - \$24,999	6.5%	4.9%	5.0%
\$25,000 - \$34,999	2.8%	5.2%	5.4%
\$35,000 - \$49,999	9.4%	9.1%	9.5%
\$50,000 - \$74,999	18.9%	16.1%	16.0%
\$75,000 - \$99,999	15.4%	16.2%	15.3%
\$100,000 - \$149,999	21.2%	20.8%	20.3%
\$150,000 - \$199,999	12.4%	12.4%	11.7%
\$200,000+	7.9%	11.3%	12.0%
Average Household Income	\$107,726	\$119,235	\$119,479
2019 Owner Occupied Housing Units by Value			
Total	1,381	19,547	39,160
<\$50,000	0.5%	0.8%	1.4%
\$50,000 - \$99,999	1.0%	1.5%	2.3%
\$100,000 - \$149,999	3.8%	3.2%	2.5%
\$150,000 - \$199,999	18.6%	8.0%	6.1%
\$200,000 - \$249,999	19.6%	13.6%	12.4%
\$250,000 - \$299,999	29.8%	19.9%	18.4%
\$300,000 - \$399,999	17.2%	32.1%	29.3%
\$400,000 - \$499,999	4.0%	10.6%	12.7%
\$500,000 - \$749,999	4.6%	6.8%	10.5%
\$750,000 - \$999,999	0.2%	1.6%	2.6%
\$1,000,000 - \$1,499,999	0.2%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	0.4%	0.7%	0.8%
Average Home Value	\$284,257	\$352,424	\$374,258
2024 Owner Occupied Housing Units by Value			
Total	1,443	20,985	42,087
<\$50,000	0.3%	0.5%	0.9%
\$50,000 - \$99,999	0.6%	1.0%	2.0%
\$100,000 - \$149,999	2.2%	2.0%	1.7%
\$150,000 - \$199,999	13.2%	5.5%	4.1%
\$200,000 - \$249,999	18.8%	11.9%	10.7%
\$250,000 - \$299,999	33.8%	20.5%	18.6%
\$300,000 - \$399,999	20.2%	35.2%	31.6%
\$400,000 - \$499,999	4.4%	12.0%	14.0%
\$500,000 - \$749,999	5.5%	7.9%	11.9%
\$750,000 - \$999,999	0.3%	1.6%	2.6%
\$1,000,000 - \$1,499,999	0.3%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	0.3%	0.7%	0.8%
Average Home Value	\$300,693	\$369,123	\$390,001

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,296	67,515	132,650
0 - 4	7.0%	5.8%	5.6%
5 - 9	7.4%	6.8%	6.8%
10 - 14	8.5%	7.9%	8.0%
15 - 24	14.1%	13.5%	13.2%
25 - 34	12.6%	11.0%	10.2%
35 - 44	16.5%	14.9%	14.6%
45 - 54	16.2%	16.0%	16.6%
55 - 64	10.0%	11.8%	12.0%
65 - 74	4.5%	7.0%	7.2%
75 - 84	2.3%	4.0%	4.3%
85 +	1.2%	1.5%	1.7%
18 +	71.7%	74.7%	74.7%
2019 Population by Age			
Total	5,580	76,048	148,248
0 - 4	6.2%	5.3%	5.2%
5 - 9	6.5%	5.7%	5.8%
10 - 14	6.7%	6.3%	6.6%
15 - 24	12.3%	12.5%	12.4%
25 - 34	16.7%	14.2%	12.7%
35 - 44	12.7%	11.8%	11.9%
45 - 54	14.2%	13.7%	14.2%
55 - 64	13.2%	14.1%	14.2%
65 - 74	7.4%	10.0%	10.0%
75 - 84	2.9%	4.5%	5.0%
85 +	1.2%	1.8%	2.1%
18 +	76.9%	78.9%	78.5%
2024 Population by Age			
Total	5,964	81,794	158,759
0 - 4	6.5%	5.6%	5.4%
5 - 9	6.3%	5.7%	5.8%
10 - 14	6.6%	6.0%	6.2%
15 - 24	11.5%	11.0%	11.0%
25 - 34	17.1%	15.6%	13.8%
35 - 44	14.0%	13.1%	13.0%
45 - 54	12.2%	11.6%	12.2%
55 - 64	12.5%	13.0%	13.2%
65 - 74	8.6%	11.1%	11.1%
75 - 84	3.6%	5.5%	6.1%
85 +	1.2%	1.8%	2.2%
18 +	76.9%	79.2%	78.9%
2010 Population by Sex			
Males	2,592	32,520	63,982
Females	2,706	34,994	68,668
2019 Population by Sex			
Males	2,710	36,608	71,425
Females	2,871	39,438	76,822
2024 Population by Sex			
Males	2,893	39,441	76,464
Females	3,071	42,351	82,295

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,300	67,513	132,650
White Alone	64.7%	71.9%	74.1%
Black Alone	24.0%	17.7%	16.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.5%	3.8%	3.7%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	4.3%	3.5%	3.3%
Two or More Races	3.3%	2.8%	2.7%
Hispanic Origin	24.3%	20.7%	19.9%
Diversity Index	69.8	63.1	60.8
2019 Population by Race/Ethnicity			
Total	5,581	76,045	148,246
White Alone	58.2%	65.7%	68.2%
Black Alone	28.5%	21.7%	19.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.8%	4.4%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.3%	4.4%	4.2%
Two or More Races	3.9%	3.5%	3.3%
Hispanic Origin	30.0%	26.2%	25.5%
Diversity Index	75.5	70.5	68.7
2024 Population by Race/Ethnicity			
Total	5,963	81,793	158,759
White Alone	54.9%	62.3%	65.0%
Black Alone	30.9%	24.0%	21.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.1%	4.8%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.9%	4.9%	4.7%
Two or More Races	4.0%	3.7%	3.6%
Hispanic Origin	33.2%	29.7%	29.1%
Diversity Index	77.9	73.9	72.3
2010 Population by Relationship and Household Type			
Total	5,298	67,514	132,650
In Households	99.3%	98.1%	99.0%
In Family Households	90.7%	87.2%	88.0%
Householder	26.0%	26.7%	27.0%
Spouse	18.3%	20.0%	20.8%
Child	37.4%	33.4%	33.3%
Other relative	6.2%	4.8%	4.7%
Nonrelative	2.8%	2.3%	2.3%
In Nonfamily Households	8.6%	10.9%	11.0%
In Group Quarters	0.7%	1.9%	1.0%
Institutionalized Population	0.7%	1.9%	1.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	3,811	53,381	103,872
Less than 9th Grade	3.4%	2.7%	2.9%
9th - 12th Grade, No Diploma	6.3%	4.3%	4.3%
High School Graduate	25.6%	21.2%	20.3%
GED/Alternative Credential	4.0%	2.9%	3.1%
Some College, No Degree	22.4%	19.6%	18.7%
Associate Degree	11.8%	11.4%	11.7%
Bachelor's Degree	19.3%	24.5%	24.3%
Graduate/Professional Degree	7.2%	13.4%	14.8%
2019 Population 15+ by Marital Status			
Total	4,501	62,885	122,209
Never Married	35.5%	29.8%	29.3%
Married	49.2%	52.4%	53.9%
Widowed	4.0%	5.6%	5.8%
Divorced	11.3%	12.1%	11.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.6%	96.3%	96.3%
Civilian Unemployed (Unemployment Rate)	2.4%	3.7%	3.7%
2019 Employed Population 16+ by Industry			
Total	3,176	38,290	74,048
Agriculture/Mining	0.3%	1.3%	1.2%
Construction	6.4%	6.5%	6.5%
Manufacturing	2.0%	3.6%	4.0%
Wholesale Trade	2.2%	2.9%	2.7%
Retail Trade	17.2%	12.2%	12.9%
Transportation/Utilities	3.8%	4.5%	4.7%
Information	3.1%	1.9%	1.5%
Finance/Insurance/Real Estate	5.4%	8.4%	8.5%
Services	53.4%	53.5%	53.0%
Public Administration	6.3%	5.1%	5.0%
2019 Employed Population 16+ by Occupation			
Total	3,174	38,290	74,050
White Collar	60.7%	66.3%	67.4%
Management/Business/Financial	11.6%	15.7%	15.6%
Professional	16.2%	23.8%	24.7%
Sales	16.8%	12.9%	13.5%
Administrative Support	16.0%	13.8%	13.7%
Services	23.0%	20.0%	19.1%
Blue Collar	16.2%	13.7%	13.4%
Farming/Forestry/Fishing	0.1%	0.8%	0.6%
Construction/Extraction	4.7%	3.6%	3.5%
Installation/Maintenance/Repair	3.7%	3.7%	3.2%
Production	4.0%	2.2%	2.2%
Transportation/Material Moving	3.8%	3.5%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	5,298	67,514	132,650
Population Inside Urbanized Area	100.0%	99.0%	97.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.0%	2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,715	23,840	47,474
Households with 1 Person	14.1%	18.5%	18.8%
Households with 2+ People	85.9%	81.5%	81.2%
Family Households	80.4%	75.9%	75.8%
Husband-wife Families	56.7%	56.7%	58.3%
With Related Children	32.3%	27.0%	27.5%
Other Family (No Spouse Present)	23.7%	19.2%	17.5%
Other Family with Male Householder	6.1%	4.6%	4.5%
With Related Children	3.5%	2.8%	2.7%
Other Family with Female Householder	17.6%	14.5%	13.0%
With Related Children	11.6%	9.7%	8.6%
Nonfamily Households	5.5%	5.5%	5.4%
All Households with Children	48.0%	40.0%	39.3%
Multigenerational Households	7.8%	5.7%	5.2%
Unmarried Partner Households	7.3%	6.4%	6.1%
Male-female	6.5%	5.7%	5.4%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	1,714	23,840	47,473
1 Person Household	14.1%	18.5%	18.8%
2 Person Household	27.7%	32.8%	33.0%
3 Person Household	22.6%	19.2%	18.7%
4 Person Household	20.0%	17.3%	17.4%
5 Person Household	9.5%	7.8%	7.8%
6 Person Household	3.7%	2.9%	2.9%
7 + Person Household	2.5%	1.5%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	1,715	23,841	47,474
Owner Occupied	82.2%	77.9%	78.6%
Owned with a Mortgage/Loan	72.8%	62.5%	61.6%
Owned Free and Clear	9.5%	15.3%	17.0%
Renter Occupied	17.8%	22.1%	21.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,889	27,352	54,434
Housing Units Inside Urbanized Area	100.0%	98.9%	97.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.1%	2.1%

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.	Up and Coming Families (7A)	Home Improvement (4B)	Home Improvement (4B)
2.	Home Improvement (4B)	Up and Coming Families (7A)	Savvy Suburbanites (1D)
3.	Savvy Suburbanites (1D)	Silver & Gold (9A)	Soccer Moms (4A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$3,974,589	\$66,673,227	\$132,513,410
Average Spent	\$2,235.43	\$2,526.65	\$2,539.98
Spending Potential Index	104	118	119
Education: Total \$	\$2,658,284	\$47,471,821	\$97,914,849
Average Spent	\$1,495.10	\$1,798.99	\$1,876.81
Spending Potential Index	94	113	118
Entertainment/Recreation: Total \$	\$5,968,878	\$101,484,743	\$202,190,113
Average Spent	\$3,357.07	\$3,845.87	\$3,875.53
Spending Potential Index	103	118	119
Food at Home: Total \$	\$9,338,580	\$157,851,195	\$313,261,837
Average Spent	\$5,252.29	\$5,981.93	\$6,004.52
Spending Potential Index	102	116	116
Food Away from Home: Total \$	\$6,862,149	\$114,918,064	\$228,247,351
Average Spent	\$3,859.48	\$4,354.94	\$4,374.99
Spending Potential Index	105	119	119
Health Care: Total \$	\$10,794,211	\$184,531,007	\$366,114,356
Average Spent	\$6,070.98	\$6,992.99	\$7,017.58
Spending Potential Index	102	118	118
HH Furnishings & Equipment: Total \$	\$4,126,675	\$68,601,128	\$135,900,487
Average Spent	\$2,320.96	\$2,599.71	\$2,604.90
Spending Potential Index	109	122	122
Personal Care Products & Services: Total \$	\$1,706,371	\$28,696,895	\$56,943,379
Average Spent	\$959.71	\$1,087.50	\$1,091.48
Spending Potential Index	108	123	123
Shelter: Total \$	\$33,136,863	\$574,041,578	\$1,147,787,984
Average Spent	\$18,637.16	\$21,753.89	\$22,000.50
Spending Potential Index	101	118	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,633,085	\$79,009,825	\$157,831,438
Average Spent	\$2,605.78	\$2,994.16	\$3,025.27
Spending Potential Index	105	121	122
Travel: Total \$	\$4,200,180	\$72,833,750	\$145,688,404
Average Spent	\$2,362.31	\$2,760.11	\$2,792.52
Spending Potential Index	105	123	124
Vehicle Maintenance & Repairs: Total \$	\$2,100,423	\$35,354,883	\$70,713,423
Average Spent	\$1,181.34	\$1,339.81	\$1,355.42
Spending Potential Index	103	117	118

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.