2018

Greater Downtown Miami Demographics

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MIAMI DDA
DOWNTOWN DEVELOPMENT AUTHORITY

2018 Demographics Report by:

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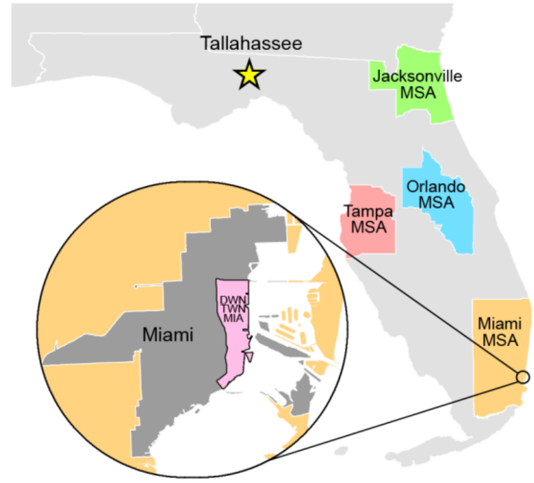
Executive Summary

Florida is the third most populous state with over 19.9 million people. Within Florida, the Miami-Fort Lauderdale-West Palm Beach, MSA (metropolitan statistical area – or metro area) accounts for 30 percent of the entire state's population with 6.1 million people in 2017. At the heart of the Miami metro area is Greater Downtown Miami. Hundreds of thousands come to Greater Downtown daily to work, live, and play. With thousands of new residential units in the development pipeline and the high concentration of employers, Greater Downtown has attracted many young professionals and families over the years. Downtown Miami's recent trend of growth is anticipated to continue into the future as an emerging major world city. This report will explore the unique demographics of Downtown Miami including household and population growth over the past 5 years and future projections. Here is a brief summary of some of our key findings from this update:



•Population

Since 2010, the population has of Downtown Miami has increased more than 38%.

- Population Estimate 2018: 92,235
- % Increase from 2010 Census: 38.1%
- Density: approximately 24,200 persons per square mile
- Population Projection 2021: 109,617 persons
- Daytime Population: 250,757

The majority of the population within Downtown Miami are highly educated, young working professionals.

- Population age 25-44 estimate 2018: 41,198
- Population % Age 25-44: 45%
- Population % Age 25+ with College Education: 60%

•Households

Households within Downtown Miami increased 42% since 2010.

- Household Estimate 2018: 47,958
- % Increase from 2010 Census: 42%
- % Family Households: 42%
- % of Households with Children: 17%

•Income

Income in Greater Downtown Miami significantly exceeds that of the City of Miami.

- 2018 Greater Downtown Per Capita Income Estimate: $52,200
- 2018 Greater Downtown Median HH Income Estimate: $76,610

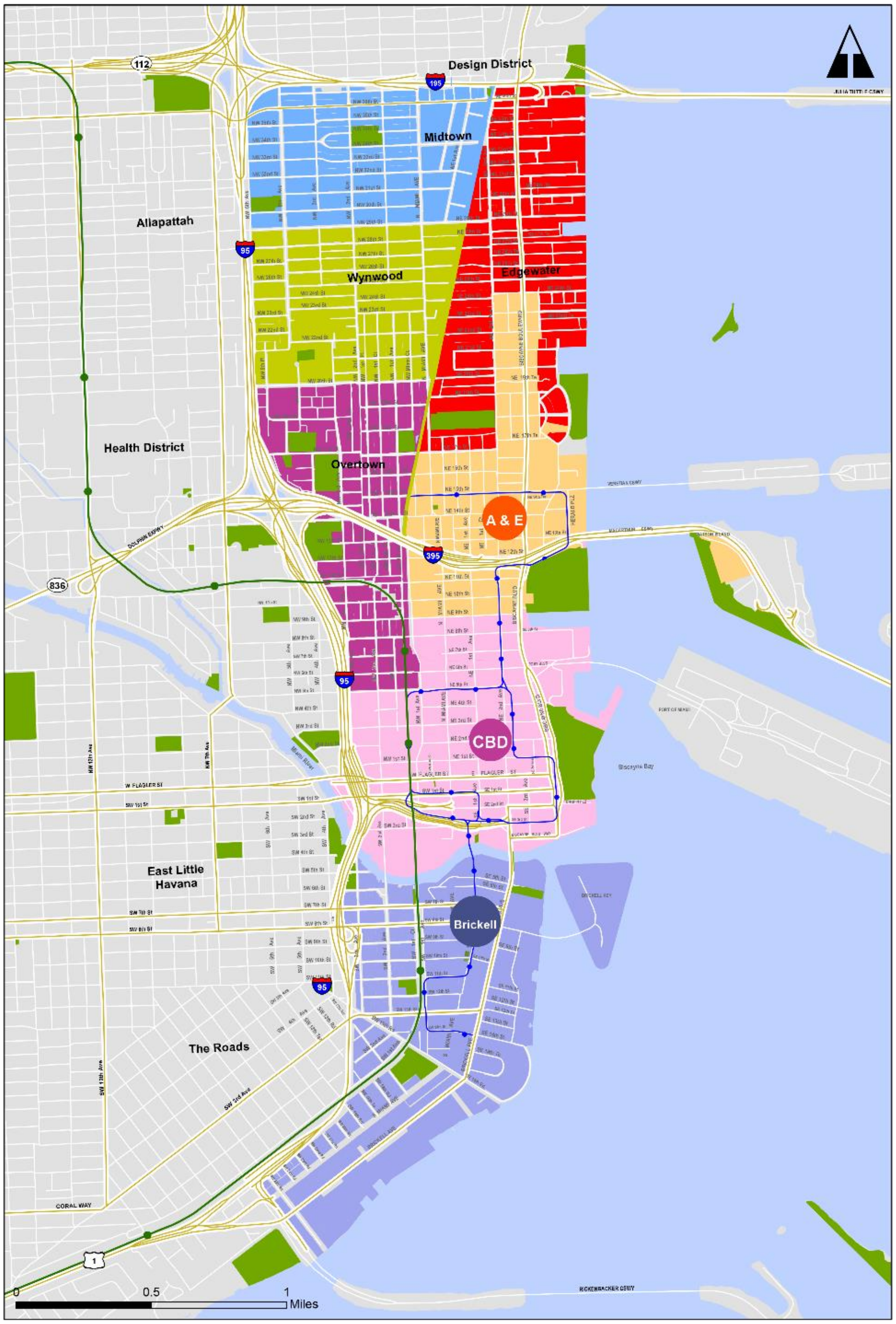
•Migration

Miami-Dade County attracts people from all over to live, work, and play.

- Annual domestic in-migrants from across the country as of 2015: 53,727
- Annual foreign immigration into Miami-Dade County as of 2015: 41,450

Greater Downtown Miami

Greater Downtown Miami consists of 3.8-square miles of prime waterfront real estate in tropical Miami. It is bounded by Interstate 95 to the west, Biscayne Bay to the east, the Julia Tuttle Causeway (I-195) to the north, and the Rickenbacker Causeway to the south. Miami Downtown Development Authority (DDA) represents the urban core of Greater Downtown, which consists of three neighborhoods: the Brickell Financial District, the Central Business District (CBD), and the Arts & Entertainment District. Greater Downtown consists of the urban core in addition to Edgewater, Midtown, Wynwood, and historic Overtown.



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Downtown Miami
Residential Neighborhoods

Population

Greater Downtown's population is 92,235 people in 2018.

Population Growth

Population continues to grow steadily in Greater Downtown Miami. We estimate the population has increased by nearly 3,700 people since our 2016 estimate, or a 4% growth in two years. This equates to over 1,500 people moving to Downtown a year.

Greater Downtown has grown by over 38% since 2010. Most of this growth can be attributed to recent development, which has added thousands of housing units to the market. As more residential units are delivered, Downtown increases its capacity for population growth. Because of this, we estimate Greater Downtown Miami will reach a population of over 109,000 people by 2021. This equates to a 19% change in population, or a 3.5% compounded annual rate of growth (CAGR).

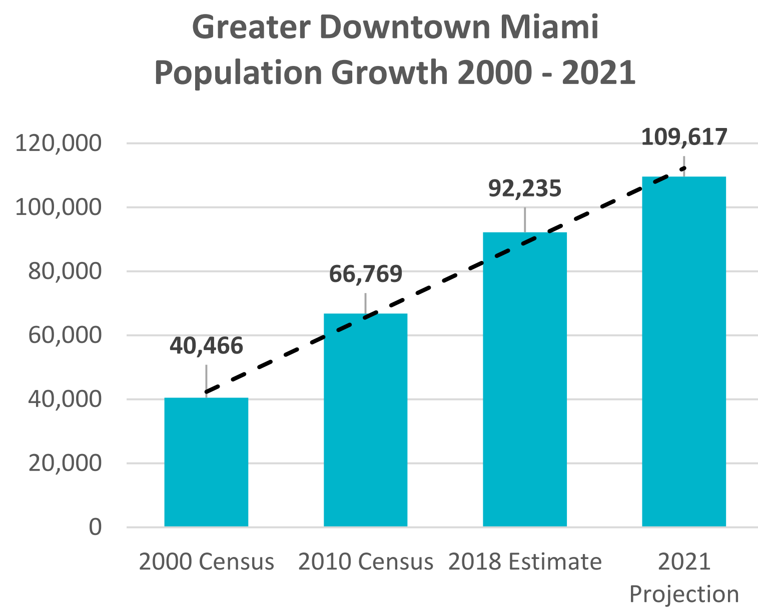


Figure 1: Greater Downtown Population Growth

Table 1: Population Trends in Greater Downtown Miami

Greater Downtown Population Trends				
Area	**2000 Census**	**2010 Census**	**2018 Estimate**	**2021 Projection**
Arts & Entertainment	4,432	9,079	13,072	15,775
Brickell	12,904	26,472	41,337	51,921
CBD	4,901	11,108	13,856*	15,060
Edgewater	5,841	6,097	6,930	7,580
Midtown	4,175	5,647	8,464	10,003
Overtown	7,000	6,736	7,000*	7,721
Wynwood	1,303	1,630	1,576	1,557
Greater Downtown	**40,556**	**66,769**	**92,235**	**109,617**

Source: ESRI BAO; Synergos PopStats; Miami DDA
*Numbers were corrected from 2016 report given new information

Table 2: Greater Downtown Miami Population Growth Rates

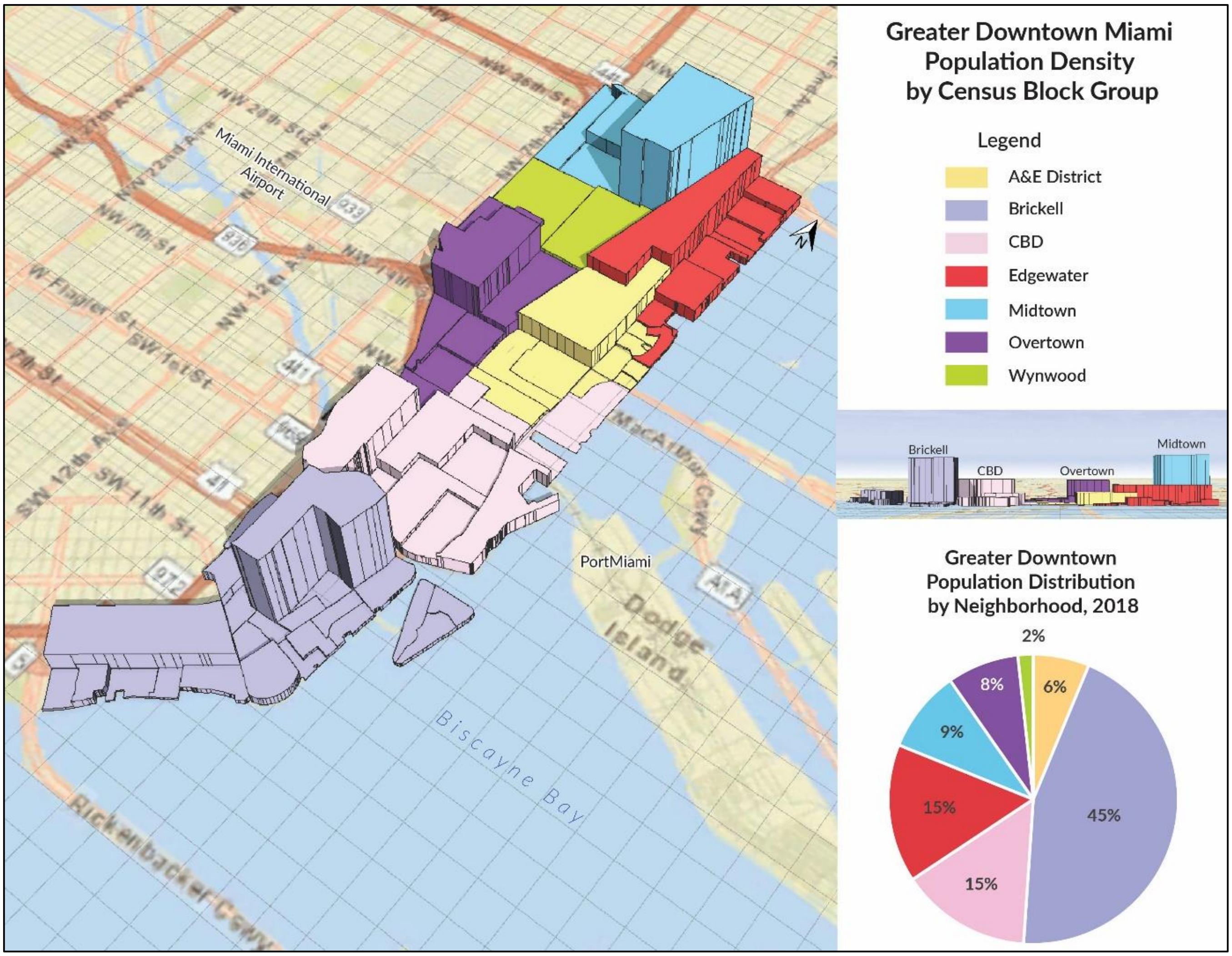
Greater Downtown Population Growth						
Area	**2000-2010**		**2010-2018**		**2018-2021**	
	% Change	**CAGR**	**% Change**	**CAGR**	**% Change**	**CAGR**
Arts & Entertainment	104.9%	7.4%	44.0%	4.7%	20.7%	3.8%
Brickell	105.1%	7.4%	56.2%	5.7%	25.6%	4.7%
CBD	126.6%	8.5%	24.7%	2.8%	8.7%	2.8%
Edgewater	4.4%	0.4%	13.7%	1.6%	9.4%	1.8%
Midtown	35.3%	3.1%	49.9%	5.2%	18.2%	3.4%
Overtown	-3.8%	-0.4%	3.9%	0.5%	10.3%	3.3i%
Wynwood	25.1%	2.3%	-3.3%	-0.4%	-1.2%	-0.2%
Greater Downtown	**64.6%**	**5.1%**	**38.1%**	**4.1%**	**18.8%**	**3.5%**

Source: ESRI BAO; Synergos PopStats; Miami DDA

Population Distribution

Over 65% of all Greater Downtown residents live within the urban core with 45% living in Brickell, 15% in the CBD, and 6% in the A&E District. Outside of the urban core and within Greater Downtown, Edgewater is the most populated neighborhood with 15% of the population. Wynwood has the smallest portion of residential population with only 2% of all Greater Downtown residents. Map 1 shows residential density by Census Block Group and is color-coded by neighborhood for Greater Downtown Miami. The "tallest" block groups can be found in Midtown, Brickell, and the CBD. In Midtown, the densest block group has a density of 900 people per square mile. Brickell's densest block group has a density of 850 people per square mile. The CBD's densest block group has a density of 450 people per square mile.

Map 1: Population Distribution



Age Composition

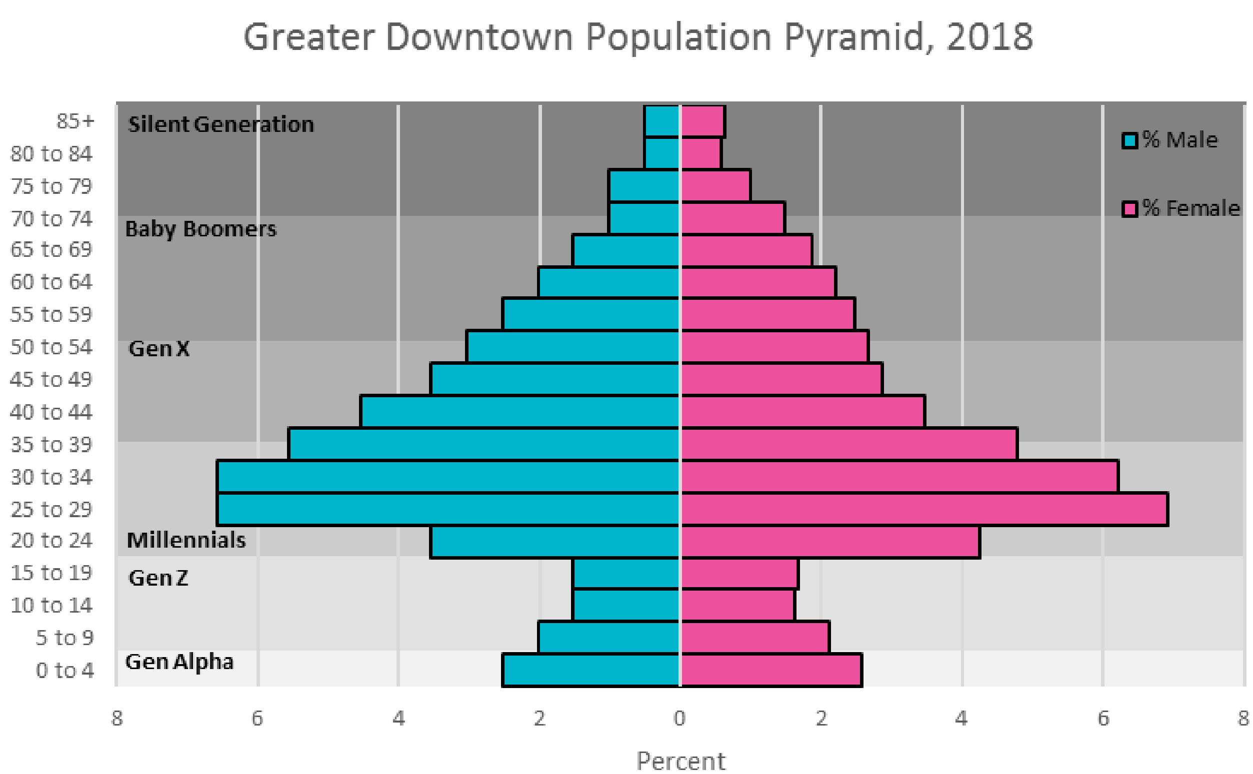
Greater Downtown's population has become slightly younger from 2010 with a noticeable increase in the Millennial and Gen Z cohorts. Figures 2 and 3 show Greater Downtown's population by age, sex, and generational cohort. Tables 5 and 6 show percentages for each age cohort by sex.

We used a variety of sources, including NPR[1] and works by Strauss & Howe[2] to determine the demarcating year ranges for each generation. We have used the following birth years to define the following generations: Greatest Generation (AKA GI): 1901-1925; Silent Generation: 1926-1945; Baby Boomers: 1946-1964; Gen X: 1965-1980; Millennials: 1981-1998; Gen Z: 1999-2013; and Gen Alpha: 2014 to present day.

This new piece is important for understanding how Greater Downtown's population and needs are changing. For example, it is widely believed that Millennials are still in high school when the youngest Millennials are actually 20 years old today. As Millennials have aged, their cohort has become a much larger share of the Greater Downtown Population. In fact, there has been a 104% increase in Millennials since 2010.

The increase in Millennials is attributed to the fact that Greater Downtown's population has remained constant in terms of age. Since 2010, the 25 to 29 and 30 to 34 years old cohorts have always been the largest. As Millennials continue to age, their share of the population will continue to increase. This is a result of the recent trend in Millennial migration to urban cores[3].

Figure 2: Greater Downtown Population Pyramid, 2018



Source: ESRI BAO; Synergos PopStats; Miami DDA

[1]Neil Howe, *Forbes*, "Are You Born To Be Better Off Than Your Parents? (Part 1 of "Generations in Pursuit of the American Dream")," Jul 16, 2014, https://www.forbes.com/sites/neilhowe/2014/07/16/part-1-generations-in-pursuit-of-the-american-dream/#3ada28b65db0 (accessed February 2018)
[2]Samantha Raphelson, *NPR*, "From GIs To Gen Z (Or Is It iGen?): How Generations Get Nicknames," Jan 12, 2017, https://www.npr.org/2014/10/06/349316543/don-t-label-me-origins-of-generational-names-and-why-we-use-them (accessed February 2018)
[3]Pete Saunders, *Forbes*, "Where Educated Millennials Are Moving," Jan 12, 2017, https://www.forbes.com/sites/petesaunders1/2017/01/12/where-educated-millennials-are-moving/#96cb760d3ccc (accessed February 2018)

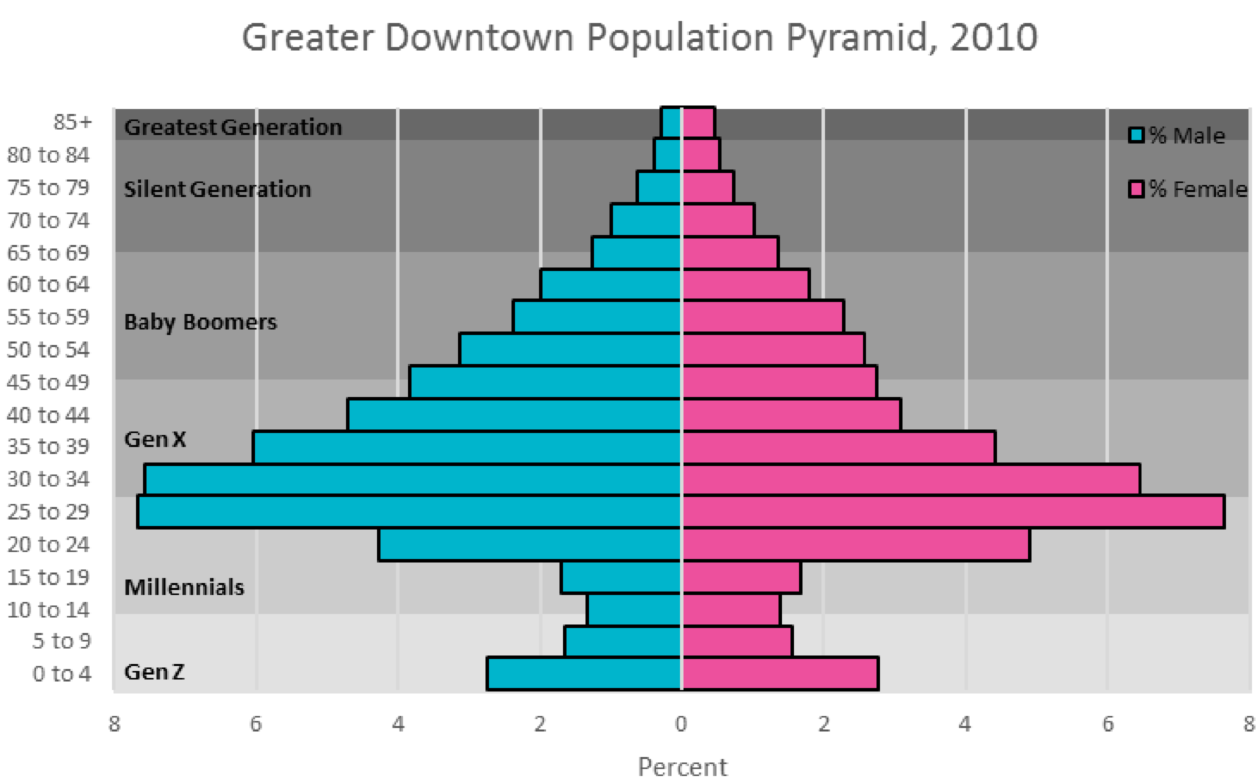
According to a 2017 report by *Time*, the Miami metro area was ranked 10th out of the top 25 major metros Millennials are moving to[4]. This report indicated Miami is receiving more Millennials than Seattle, Houston, New York City, and Washington, DC.

Some research shows Millennials moving to the suburbs[5]. Our data shows the continued growth of Millennials in the Miami urban core. We will continue to track generational cohort changes in Greater Downtown Miami to see if Millennial migration to Miami's urban core is a temporary or permanent trend.

Gen Z's population has increased by 69% since 2010. The Gen Z cohort consists of people between the ages of 5 and 19 years old today. Despite this large increase, we project their share to slightly shrink over the next few years as they leave Miami-Dade County for higher education. This phenomena will be explored more in the Migration section for more details on trends and push and pull factors for migration.

The most notable differences between generations in 2010 and 2018 is the loss of the Greatest Generation and the introduction of Gen Alpha[6]. While there are still GI/Greatest Generation individuals still alive, their share of the Greater Downtown Miami population is negligible in 2018. Most of Downtown's seniors are members of the Silent Generation instead. With the phasing out of the Greatest Generation, room was made for Gen Alpha. While the oldest of Gen Alpha are only 4 years old today, they are known to be the children of Millennials. We will continue to track Gen Alpha to see if they are born at rates similar to their parents' generation (Millennials).

Figure 3: Greater Downtown Population Pyramid, 2010



Source: ESRI BAO; Synergos PopStats; Miami DDA

[4] David Johnson, *Time*, "The 25 Cities Where Millennials Are Moving" Jun 13, 2017, http://time.com/4797956/cities-millennials-moving/(accessed February 2018)

[5] Grace Guarnieri, *Newsweek,* "Why are people leaving cities? U.S. mayors blame housing costs," Jan 24, 2018 http://www.newsweek.com/people-moving-out-cities-housing-costs-789891 (accessed February 2018)

[6] Alex Williams, The New York Times, "Meet Alpha: The Next 'Next Generation'," Sep 15, 2015, https://www.nytimes.com/2015/09/19/fashion/meet-alpha-the-next-next-generation.html(accessed February 2018)

Downtown Miami has a good mix of age groups. The majority of Greater Downtown's population is working-age. We define this as people between the ages of 25 and 64. Infants, classified as children ages 4 and under, account for the smallest portion of the population. School-aged children are up 2 percentage points from 2010 and account for 11% of the 2018 population. We classify school-aged children as children ages 5 to 19. The college-aged group consists of young adults aged 20 to 24 years old. Seniors are classified as people aged 65 and up. The working-age group shrunk by 2% from 2010 and seniors grew by 2%. These groups are different from generational cohorts as these classifications are fixed, whereas generations adhere to specific birth year ranges and age in time.

Greater Downtown Population Groups, 2018

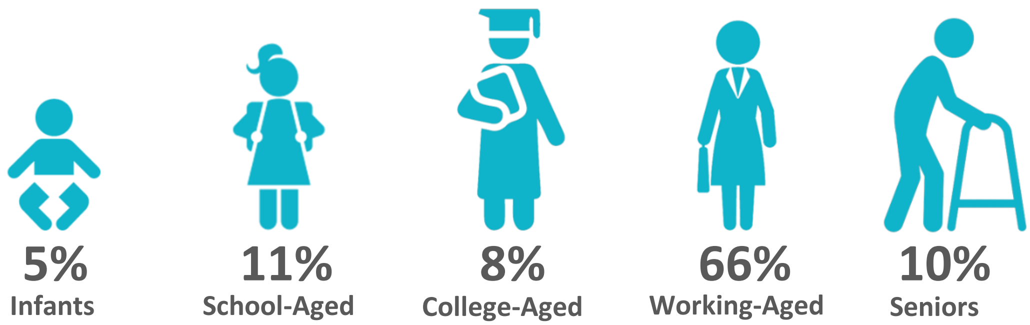


Table 3: Greater Downtown Population by Age & Sex,

Greater Downtown Population Profile, 2018						
Age	**Males**	**% Male**	**Females**	**% Female**	**Total**	**% Total**
85 +	469	0.5%	579	0.6%	1,048	1.1%
80-84	471	0.5%	545	0.6%	1,016	1.1%
75-79	936	1.0%	908	1.0%	1,844	2.0%
70-74	947	1.0%	1,361	1.5%	2,308	2.5%
65-69	1,435	1.6%	1,721	1.9%	3,156	3.4%
60-64	1,867	2.0%	2,044	2.2%	3,911	4.2%
55-59	2,350	2.5%	2,273	2.5%	4,623	5.0%
50-54	2,853	3.1%	2,460	2.7%	5,313	5.7%
45-49	3,279	3.6%	2,643	2.9%	5,922	6.4%
40-44	4,230	4.6%	3,189	3.5%	7,419	8.0%
35-39	5,241	5.7%	4,420	4.8%	9,661	10.4%
30-34	6,117	6.6%	5,741	6.2%	11,858	12.8%
25-29	6,119	6.6%	6,380	6.9%	12,499	13.5%
20-24	3,283	3.6%	3,919	4.2%	7,202	7.8%
15-19	1,423	1.5%	1,549	1.7%	2,972	3.2%
10-14	1,415	1.5%	1,504	1.6%	2,919	3.1%
05-09	1,903	2.1%	1,959	2.1%	3,862	4.1%
00-04	2,334	2.5%	2,369	2.6%	4,703	5.1%
Total	**46,671**	**50.6%**	**45,564**	**49.4%**	**92,235**	**100%**

Source: ESRI BAO; Synergos PopStats; Miami DDA

One of the most notable differences between Greater Downtown's population in 2010 versus 2018 is the narrowing of the split between male and female individuals. In 2010, males outnumbered females by nearly 3%. In 2018, the split between male and female is nearly even with 49.4% female and 50.6% male. Data regarding other gender identities or sexual identities were not collected. This group includes, but is not limited to, non-binary, intersex, and transgender individuals.

Greater Downtown Male-Female Split, 2018

Greater Downtown Male-Female Split, 2010

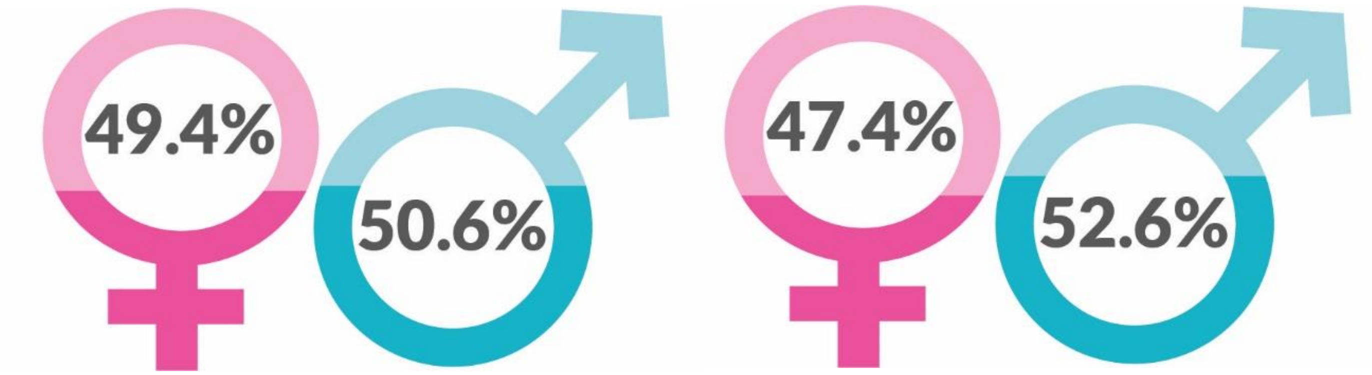


Table 4: Greater Downtown Population by Age & Sex,

Greater Downtown Population Profile, 2010						
Age	**Males**	**% Male**	**Females**	**% Female**	**Total**	**% Total**
85 +	194	0.3%	309	0.5%	503	0.8%
80-84	255	0.4%	358	0.5%	613	0.9%
75-79	415	0.6%	474	0.7%	889	1.4%
70-74	647	1.0%	668	1.0%	1,315	2.0%
65-69	832	1.3%	893	1.4%	1,725	2.6%
60-64	1,310	2.0%	1,186	1.8%	2,496	3.8%
55-59	1,560	2.4%	1,504	2.3%	3,064	4.7%
50-54	2,062	3.1%	1,685	2.6%	3,747	5.7%
45-49	2,517	3.8%	1,797	2.7%	4,314	6.6%
40-44	3,095	4.7%	2,020	3.1%	5,115	7.8%
35-39	3,974	6.0%	2,897	4.4%	6,871	10.5%
30-34	4,976	7.6%	4,246	6.5%	9,222	14.0%
25-29	5,041	7.7%	5,023	7.6%	10,064	15.3%
20-24	2,812	4.3%	3,216	4.9%	6,028	9.2%
15-19	1,110	1.7%	1,101	1.7%	2,211	3.4%
10-14	885	1.3%	916	1.4%	1,801	2.7%
05-09	1,079	1.6%	1,018	1.5%	2,097	3.2%
00-04	1,808	2.8%	1,813	2.8%	3,621	5.5%
Total	**34,572**	**52.6%**	**31,124**	**47.4%**	**65,696**	**100%**

Source: ESRI BAO; Synergos PopStats; Miami DDA

Households

Just like population, the number of households in Greater Downtown Miami continues to grow. We estimate Greater Downtown has nearly 48,000 households in 2018.

Household Growth

Greater Downtown has observed a 41.5% increase in households since 2010 and a 4% increase since 2016. From 2010 to 2018, households have grown at a 4.4% CAGR, as seen in Table 6. Like population, this continuous growth in households is also explained by the last and current development cycles adding thousands of housing units to the market. As the current cycle continues to deliver units, we anticipate households to increase simultaneously. Within Greater Downtown, Midtown and Brickell are the fastest growing neighborhoods. Midtown and Brickell grew at 6% CAGR from 2010 to 2018. This equates to roughly 850 households in Brickell and 130 households in Midtown annually. The CBD has been growing at a steady rate of 3%, and the A&E District has also been growing at a higher rate of 4.7%. We project Greater Downtown will reach over 57,000 households by 2021, which is a 20% increase at a growth rate of 4.7%.

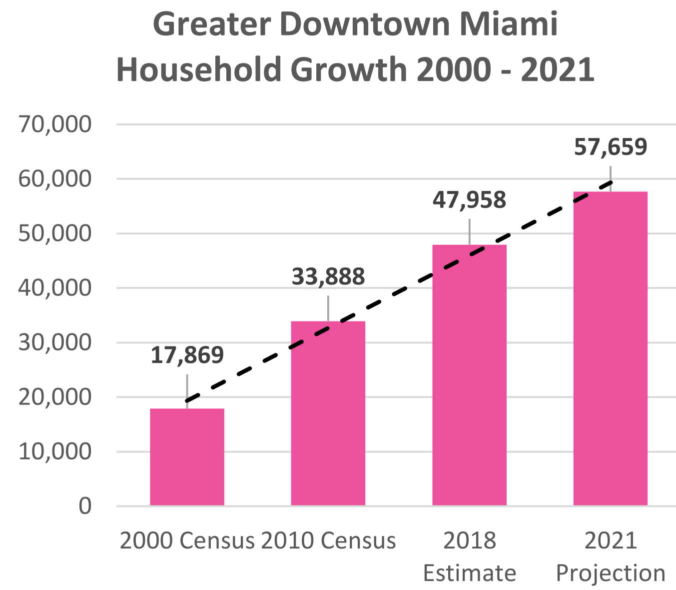


Figure 4: Greater Downtown Household Growth

Table 5: Household Trends in Greater Downtown Miami

Greater Downtown Household Trends				
Area	**2000 Census**	**2010 Census**	**2018 Estimate**	**2021 Projection**
Arts & Entertainment	2,151	5,248	7,604	9,204
Brickell	7,107	14,945	23,200	29,115
CBD	1,712	5,393	7,063	7,858
Edgewater	2,688	3,090	3,541	3,888
Midtown	1,358	2,274	3,563	4,284
Overtown	2,474	2,460	2,528	2,858
Wynwood	379	478	459	452
Greater Downtown	**17,869**	**33,888**	**47,958**	**57,659**

Source: ESRI BAO; Synergos PopStats; Miami DDA

Table 6: Greater Downtown Miami Household Growth Rates

Greater Downtown Household Growth						
Area	**2000-2010**		**2010-2018**		**2018-2021**	
	% Change	**CAGR**	**% Change**	**CAGR**	**% Change**	**CAGR**
Arts & Entertainment	144.0%	9.3%	44.9%	4.7%	21.0%	3.9%
Brickell	110.3%	7.7%	55.2%	5.7%	25.5%	4.6%
CBD	215.0%	12.2%	31.0%	3.4%	11.3%	3.6%
Edgewater	15.0%	1.4%	14.6%	1.7%	9.8%	1.9%
Midtown	67.5%	5.3%	56.7%	5.8%	20.2%	3.8%
Overtown	-0.6%	-0.1%	2.8%	0.3%	13.1%	4.2%
Wynwood	26.1%	2.3%	-4.0%	-0.5%	-1.5%	-0.3%
Greater Downtown	**89.6%**	**6.6%**	**41.5%**	**4.4%**	**20.2%**	**3.8%**

Source: ESRI BAO; Synergos PopStats; Miami DDA

Household Trends

In 2018, one person households account for a majority of all households in Greater Downtown with a 47% share. Families without children are the next largest household type with 26%. These characteristics have changed noticeably from 2014. Non-family households dropped 17% from 2014 to 2018. Family households without children has grown by 6% simultaneously. Family households consist of people related by birth, adoption, or marriage, which includes same-sex marriage. Households classified as "families without children" refers to married couples without children. One person households refers to single-person households. Non-family households refers to roommates or cohabitating non-married couples.

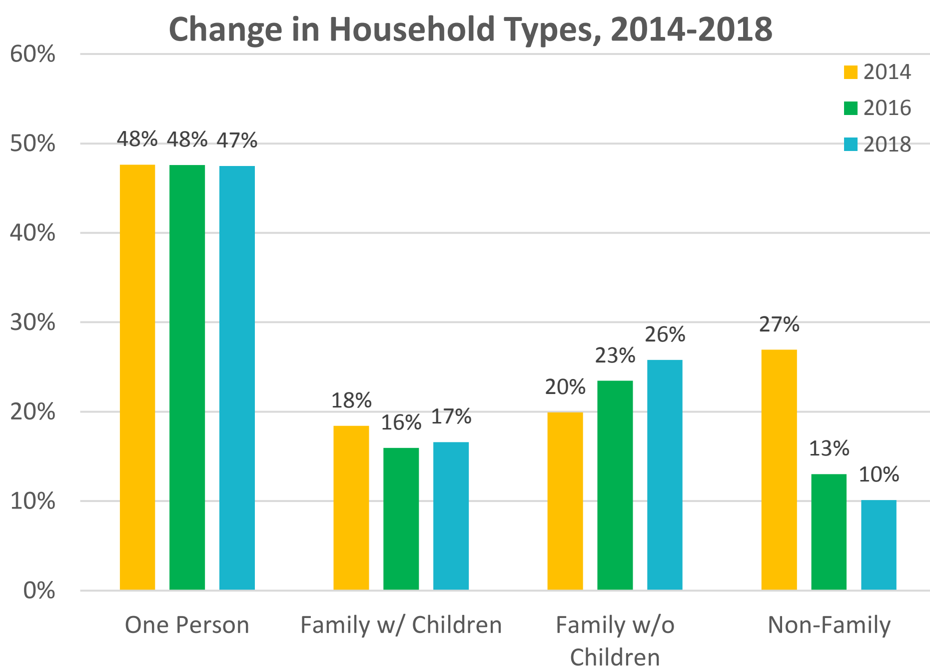
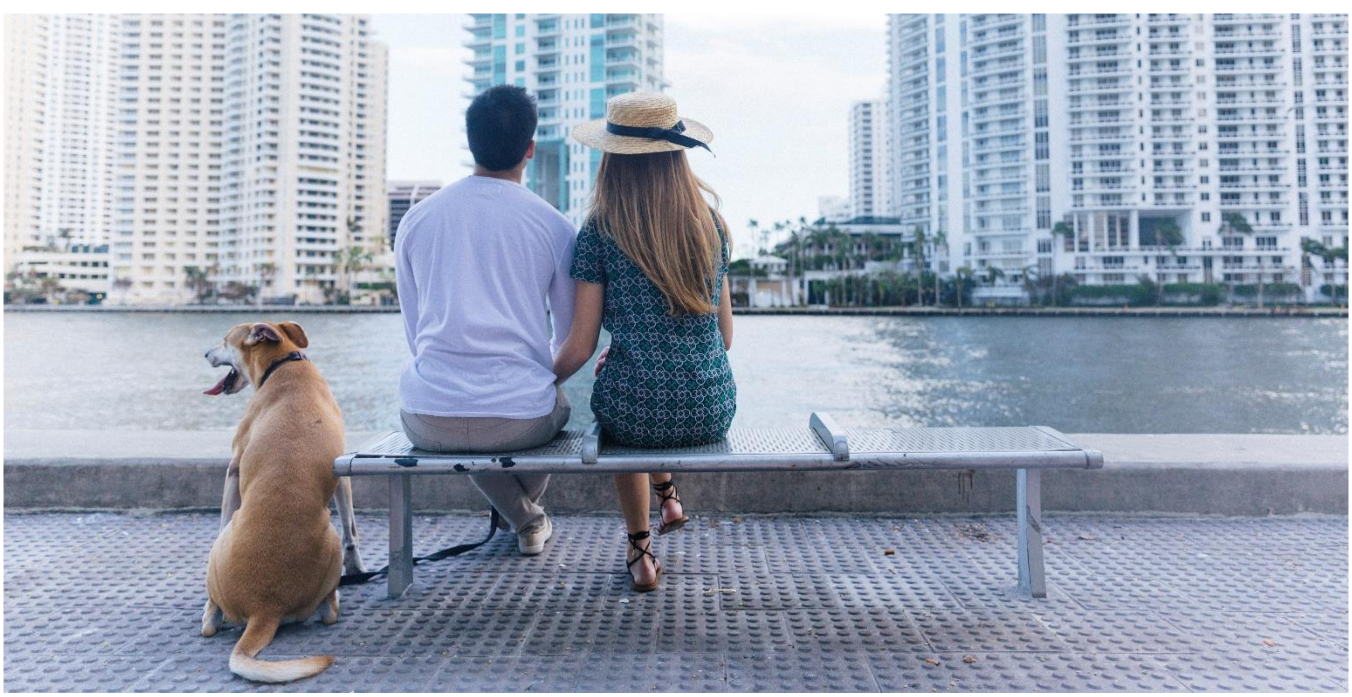


Figure 5: Greater Downtown Household Types



Local Context

Downtown Miami is the City of Miami's urban core and Miami-Dade County's largest employment center. Over 20% of the City of Miami's population resides in Greater Downtown. Just like the entire state, Miami-Dade County and its municipalities continue to grow at a steady rate. Despite this across-the-board growth, no place in the County has experienced as much growth as Greater Downtown Miami.

Population and Households

Table 7: Local Population Growth

Local Population Trends				
			2010-2018	
Population	**2010**	**2018**	**% Change**	**CAGR**
Greater Downtown	66,769	92,235	38%	4%
City of Miami	399,457	449,517	13%	2%
Miami-Dade County	2,496,435	2,702,302	8%	1%
Metro Miami (MSA)	5,564,635	6,027,585	8%	1%

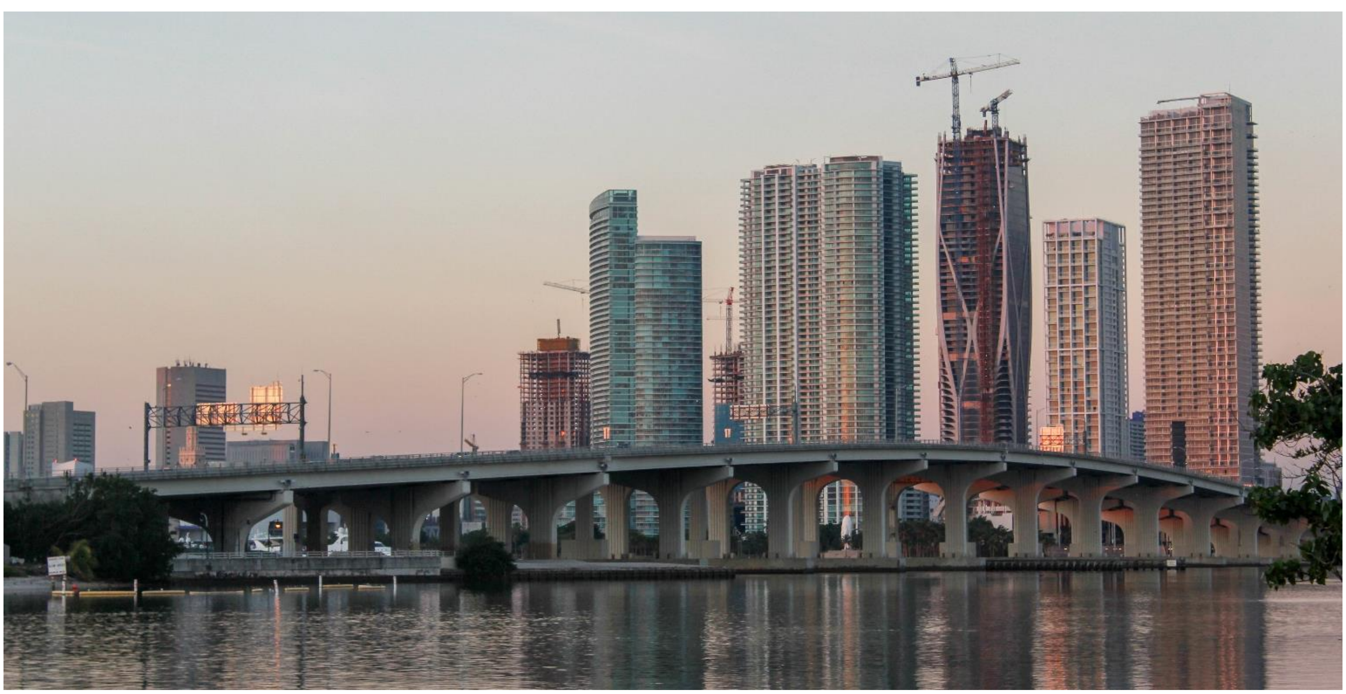
Source: ESRI BAO; Synergos PopStats; Miami DDA

Similar to population, the number of households also continues to grow at the local level. Households in Greater Downtown Miami have grown at a faster rate than the City of Miami and Miami-Dade County as a whole.

Table 8: Local Household Trends

Local Household Trends				
			2010-2018	
Households	**2010**	**2018**	**% Change**	**CAGR**
Greater Downtown	33,888	47,958	42%	4%
City of Miami	158,317	181,124	14%	2%
Miami-Dade County	867,352	933,595	8%	1%
Metro Miami (MSA)	2,097,626	2,252,818	7%	1%

Source: ESRI BAO; Synergos PopStats; Miami DDA



Employment and Labor

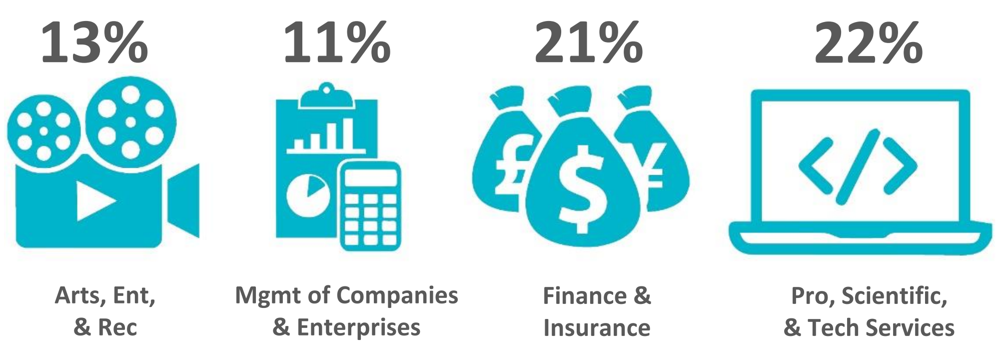
Downtown Miami is the County's largest employment center with 16% of all Miami-Dade County jobs. The three largest employment industries in Greater Downtown are educational services, public administration, and professional, scientific, and technical services. Downtown Miami is home to over 60 international banks, eight domestic banks, and numerous other large financial institutions, which accounts for 21% of the entire County's finance and insurance industry. Greater Downtown is also home to several large law firms including Akerman LLP, Greenburg Traurig, Hogan Lovells, and Lydecker Diaz. Over a dozen Fortune 500 firm's have local offices in Downtown Miami including but not limited to JP Morgan Chase, Wells Fargo, Bank of America Corp., Citigroup, Jones Lang LaSalle, and CBRE Group. Other large firms with a presence in Downtown Miami include Boston Consulting Group, Ernst & Young, Kroll, Y&R, and Aon. These organizations account for nearly 22% of all professional, scientific, and technical services jobs in Miami-Dade County.

Table 9: Employment by Industry

Greater Downtown Employment by Industry, 2015	
NAICS - 2 Digit	**DWNTWN**
Utilities	0.1%
Construction	0.8%
Manufacturing	0.5%
Wholesale Trade	1.5%
Retail Trade	3.4%
Transportation & Warehousing	0.8%
Information	1.2%
Finance and Insurance	6.3%
Real Estate & Rental & Leasing	1.2%
Pro, Scientific, and Tech Services	9.1%
Mgmt of Companies and Enterprises	0.7%
Admin & Support, Waste Mgmt & Rem	3.7%
Educational Services	32.5%
Health Care & Social Assistance	7.1%
Arts, Entertainment, & Recreation	1.2%
Accommodation & Food Services	7.7%
Other Services	1.9%
Public Administration	20.4%
Unclassified	0.01%
Total - All Jobs	100.0%

Source: US Census Bureau OnTheMap; Miami DDA

Greater Downtown Miami's Top Employment Industries as Shares of Miami-Dade County's Employment by Industry



Overall, employment grew by 17% from 2010 to 2015 in Downtown Miami according to the newest Census data. Health care & social services grew by nearly 300 percent during that time period, which can be explained by the opening of Baptist Health Medical Plaza in Brickell. This is important to note when observing the loss of construction and real estate jobs. We expect to see construction and real estate jobs to grow as newer data is reported.

Table 10: Local Employment Growth

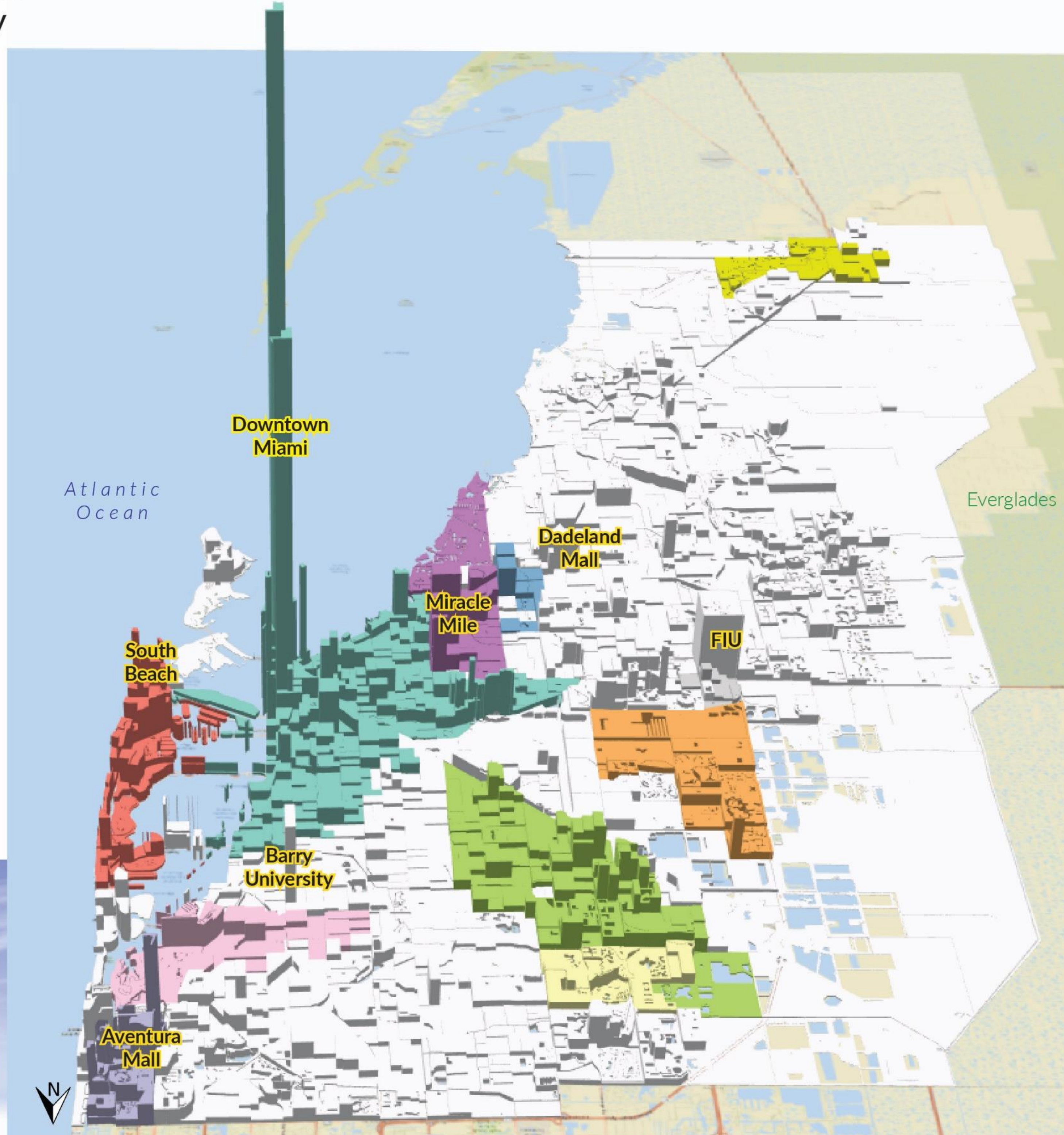
Local Employment Trends						
NAICS 2 - Digit	Employment		% Change (2010-2015)		CAGR (2010-2015)	
	DWNTWN	County	DWNTWN	County	DWNTWN	County
Utilities	141	2,699	18.5%	-13.9%	3.5%	-3.0%
Construction	1,322	40,414	-4.3%	30.2%	-0.9%	5.4%
Manufacturing	922	38,136	44.5%	8.1%	7.6%	1.6%
Wholesale Trade	2,640	70,383	-11.0%	8.4%	-2.3%	1.6%
Retail Trade	5,885	148,756	39.3%	23.6%	6.9%	4.3%
Transportation & Warehousing	1,460	65,929	15.1%	23.8%	2.9%	4.4%
Information	2,073	18,985	38.7%	19.4%	6.8%	3.6%
Finance and Insurance	10,970	52,321	24.2%	24.1%	4.4%	4.4%
Real Estate & Rental & Leasing	2,076	24,826	-5.2%	24.9%	-1.1%	4.6%
Pro, Scientific, and Tech Services	16,033	73,794	28.4%	19.5%	5.1%	3.6%
Mgmt of Companies & Enterprises	1,141	10,123	72.4%	4.7%	11.5%	0.9%
Admin & Support, Waste Mgmt & Rem	6,565	77,208	57.6%	25.6%	9.5%	4.7%
Educational Services	57,027	85,367	2.9%	7.4%	0.6%	1.4%
Health Care & Social Assistance	12,435	151,886	296.7%	16.5%	31.7%	3.1%
Arts, Entertainment, & Recreation	2,068	15,841	8.2%	20.8%	1.6%	3.9%
Accommodation & Food Services	13,505	122,099	57.2%	30.3%	9.5%	5.4%
Other Services	3,341	40,480	17.7%	14.8%	3.3%	2.8%
Public Administration	35,851	49,676	-4.1%	-13.3%	-0.8%	-2.8%
Unclassified	23	7,215	109.1%	-28.5%	15.9%	-6.5%
Total - All Jobs	**175,478**	**1,096,138**	**17.2%**	**16.9%**	**3.2%**	**3.2%**

Source: US Census Bureau OnTheMap; Miami DDA

Daytime Population

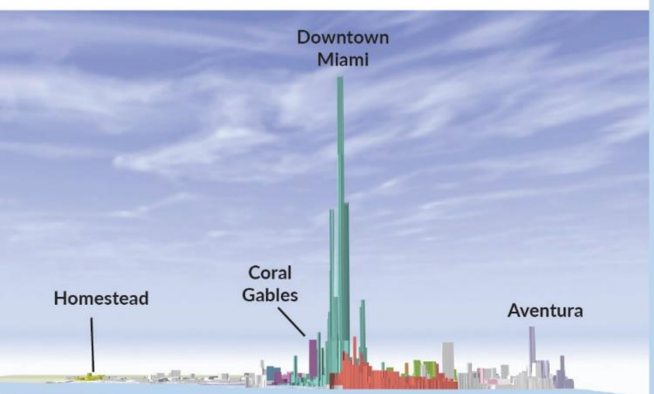
The daytime population of Greater Downtown Miami is 250,757 people. Daytime population combines residents, workers, and tourists that visit a destination on an average weekday. Downtown Miami has the densest daytime population of any geography in Miami-Dade County. With over a quarter of a million people coming to roughly four square-miles of land daily, Downtown Miami's daytime population has a density of just under 65,800 people per square mile. Greater Downtown Miami is home to numerous employers, retailers, museums, and residential buildings making it the most densely populated daytime location in the entire County. The next densest geography is Aventura with a citywide daytime population of 44,599 people spanning across 2.65 square miles of land resulting in a density of 16,829 people per square mile. Alternatively, University Park, where Florida International University is located, has a daytime population of 79,759 people across 4 square miles of land with a density of 19,989 people per square mile. These densities can be seen in Map 2 on the next page.

Daytime Population Density by Census Block Group of Miami-Dade County



Comparison of Other Cities' Top Census Block Groups Ranked by Daytime Population Density

Location	Daytime Population	People Per Sq Mi
Downtown Miami	47,749	33,581
Aventura	3,563	6,232
Mid Beach	1,966	5,122
Miracle Mile	28,456	6,002
Miami Shores	13,798	4,731



Metropolitan Context

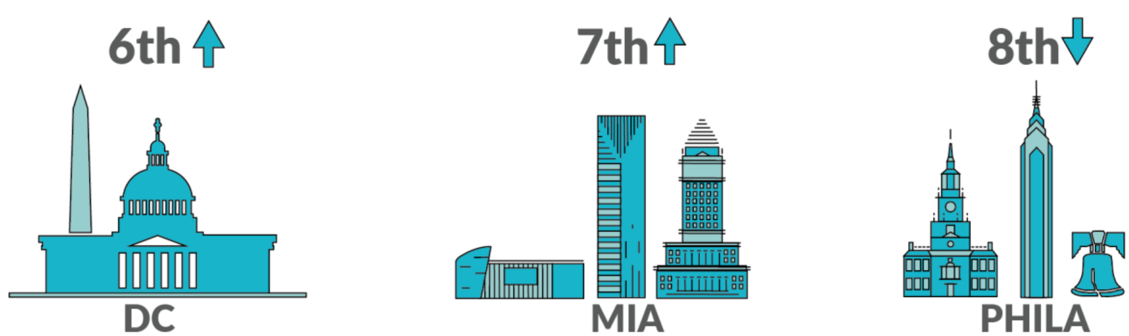
The US is broken down into 5 regions: Northeast, South, Midwest, Southwest, and West. Each region consists of several states. For example, the West region includes New Mexico and Hawaii and the Northeast region consists of Pennsylvania and Maine. Within each state, and often times between several states, are multiple Metropolitan Statistical Areas (MSAs, or metropolitan areas, or metro areas, or metros). Miami is the second largest metro in the South behind Washington, DC. Within Florida, there are 4 major metro areas: Miami, Tampa, Orlando, and Jacksonville. Metropolitan Miami (Miami-Fort Lauderdale, West Palm Beach, FL MSA) is the largest metro area in Florida with over 6.2 million people. Metropolitan Miami is so large it accounts for 30% of the entire state's population. Not only is it the largest in Florida, but it ranks 7th in the nation beating out the Atlanta, Boston, and San Francisco MSAs. Table 11 shows the top MSAs with annual population estimates from 2010 to 2017. The Miami metro is growing at a steady rate of 1.4% annually. In 2017, Miami overtook Philadelphia to become the 7th largest metro area in the nation.

Table 11: Top Metropolitan Areas

Change in Top 15 Metropolitan Areas Across the US from 2010-2017								
	2010		2015		2017		2010-2017	
Metro Area	Population	Rank	Population	Rank	Population	Rank	% Change	CAGR
New York-Newark-Jersey City, NY-NJ-PA MSA	19,602,914	1	20,215,694	1	20,320,876	1	3.7%	0.5%
Los Angeles-Long Beach-Anaheim, CA MSA	12,841,606	2	13,283,824	2	13,353,907	2	4.0%	0.6%
Chicago-Naperville-Elgin, IL-IN-WI MSA	9,471,312	3	9,557,503	3	9,533,040	3	0.7%	0.1%
Dallas-Fort Worth-Arlington, TX MSA	6,451,833	4	7,101,031	4	7,399,662	4	14.7%	2.0%
Houston-The woodlands, Sugar Land, TX MSA	5,947,419	6	6,664,187	5	6,892,427	5	15.9%	2.1%
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	5,665,818	7	6,091,560	6	6,216,589	6	9.7%	1.3%
Miami-Fort Lauderdale-West Palm Beach, FL MSA	5,583,888	8	6,026,044	8	6,158,824	7	10.3%	1.4%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA	5,971,189	5	6,066,589	7	6,096,120	8	2.1%	0.3%
Atlanta-Sandy Springs-Roswell, GA MSA	5,303,327	9	5,702,331	9	5,884,736	9	11.0%	1.5%
Boston-Cambridge-Newton, MA-NH MSA	4,565,220	10	4,775,755	10	4,836,531	10	5.9%	0.8%
Phoenix-Mesa-Scottsdale, AZ MSA	4,204,148	14	4,558,145	12	4,737,270	11	12.7%	1.7%
San Francisco-Oakland-Haywward, CA MSA	4,344,810	11	4,657,985	11	4,727,357	12	8.8%	1.2%
Riverside-San Bernardino-Ontario, CA MSA	4,243,235	13	4,472,874	13	4,580,670	13	8.0%	1.1%
Detroit-Warren-Dearborn, MI MSA	4,291,287	12	4,302,282	14	4,313,002	14	0.5%	0.1%
Seattle-Tacoma-Bellevue, WA MSA	3,448,049	15	3,728,606	15	3,867,047	15	12.2%	1.7%

Source: US Census Bureau; Miami DDA

Change in Metro Area Ranks by Population, 2010 - 2017



Metropolitan Miami is not only growing, but is also becoming more connected. The only privately-owned, operated, and maintained passenger rail system in the US – Brightline – is located in South Florida. Brightline is a high-speed passenger rail system connecting Miami to Fort Lauderdale and West Palm Beach in Phase 1 and South Florida to Orlando in Phase 2. With significantly reduced travel times and affordable fares, Brightline will make the Miami metro area more connected and accessible, which will only increase capacity for future growth.

The region has 3 burgeoning downtowns: Downtown Miami, Downtown Fort Lauderdale, and Downtown West Palm Beach. Each downtown contributes economic output and population growth to the region and the connection of these three downtowns via Brightline will be a catalyst for increased growth at both the local and metro levels. With the growing housing stock and connectivity, the capacity to live and work across the downtowns will increase.

As the center of the 7th largest metropolitan area in the nation, it is important to understand the regional context of Downtown Miami in comparison to other downtowns of the MSA. This section explores the demographics of the Fort Lauderdale Downtown Development Authority (FTL DDA) and West Palm Beach Downtown Development Authority (WPB DDA) and how they compare to Greater Downtown Miami (DWNTWN).

Population and Households

In terms of population, Greater Downtown Miami is over 10 times the size of both Downtown Fort Lauderdale and Downtown West Palm Beach. While Downtown Miami is significantly larger, all 3 of the downtowns are growing at the same rate of 4% CAGR. Table 12 shows all 3 downtowns have also grown by over 25% since 2010.

Table 12: Regional Population Growth

Regional Population Trends				
			2010-2018	
Population	**2010**	**2018**	**% Change**	**CAGR**
DWNTWN	66,769	92,235	38%	4%
FTL DDA	6,074	7,799	28%	4%
WPB DDA	4,382	5,603	28%	4%
Metro Miami (MSA)	5,564,635	6,027,585	8%	1%

Source: ESRI BAO; Synergos PopStats; Miami DDA

Downtown Fort Lauderdale and Downtown Miami are both younger relative to Downtown West Palm Beach and the MSA. With recent development and job growth, Downtown Miami continues to attract young professionals.

Table 13: Regional Aging Trends

Regional Aging Trends		
Median Age	**2010**	**2018**
DWNTWN	34.0	35.1
FTL DDA	34.1	35.7
WPB DDA	41.9	41.4
Metro Miami (MSA)	39.8	41.0

Source: ESRI BAO; Synergos PopStats; Miami DDA

Similar to population, Greater Downtown Miami also dwarfs Downtown Fort Lauderdale and Downtown West Palm Beach in terms of households. What these two figures show is that Downtown Fort Lauderdale and Downtown West Palm Beach are currently larger employment centers than they are residential neighborhoods. Not only does Downtown Miami have a high concentration of residents, but it also has a high concentration of employers, too.

Table 14: Regional Household Growth

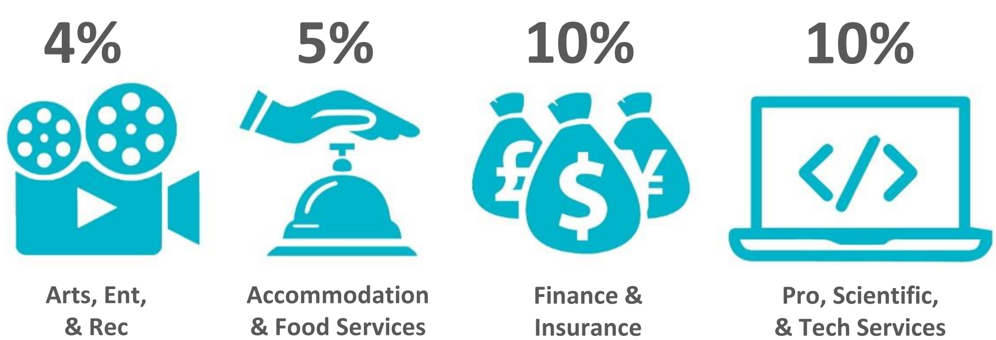
Regional Household Trends				
			2010-2018	
Households	**2010**	**2018**	**% Change**	**CAGR**
DWNTWN	33,888	47,958	42%	4%
FTL DDA	2,992	3,948	32%	4%
WPB DDA	2,582	3,278	27%	3%
Metro Miami (MSA)	2,097,626	2,252,818	7%	1%

Source: ESRI BAO; Synergos PopStats; Miami DDA

Employment and Labor

Downtown Miami is a major component of the metropolitan area's economy in terms of labor and employment. Roughly 10% of all finance and insurance jobs in the MSA can be found in Downtown Miami. Over 9% of all professional, scientific, and technical services jobs in the MSA are also in Downtown Miami. Greater Downtown's density and amenities lend itself to agglomerating economies, which explains its sizable shares of specific employment industries such as finance and insurance or public administration. In a regional economy with a labor force of over 2.4 million, it is no small feat that Downtown Miami's roughly four-square miles of land accounts for 7% of all metro area jobs. It is Downtown Miami's density and agglomerating economies that makes it the epicenter of South Florida.

Greater Downtown Miami's Top Employment Industries as Shares of Miami MSA's Employment by Industry



When comparing Downtown Miami to the entire metropolitan area, it becomes clear the nature of Downtown Miami's evolving economy. Greater Downtown added more finance and professional services jobs than the rest of the metro area. It also saw an almost 300% increase in health care jobs and a 57% increase in accommodations and food services jobs. Metropolitan Miami as a whole saw the largest employment increases in construction; administration and support; and accommodation and food services. For the whole metro area, construction grew by 34%. Metro Miami's employment in administration and support grew by 30%. Accommodation and food services grew by 29% across the entire metropolitan area. Both Greater Downtown Miami and the MSA are growing at steady rates of just over 3% annually.

Table 15: Regional Employment Growth

Regional Employment Trends						
Employment Industry	**Employment**		**% Change (2010-2015)**		**CAGR (2010-2015)**	
NAICS - 2 Digit	**DWNTWN**	**Metro Miami (MSA)**	**DWNTWN**	**Metro Miami (MSA)**	**DWNTWN**	**Metro Miami (MSA)**
Utilities	141	5,785	18.5%	-3.8%	3.5%	-0.8%
Construction	1,322	110,866	-4.3%	33.7%	-0.9%	6.0%
Manufacturing	922	82,413	44.5%	9.6%	7.6%	1.9%
Wholesale Trade	2,640	140,232	-11.0%	11.6%	-2.3%	2.2%
Retail Trade	5,885	337,231	39.3%	23.3%	6.9%	4.3%
Transportation & Warehousing	1,460	98,672	15.1%	23.5%	2.9%	4.3%
Information	2,073	49,150	38.7%	24.1%	6.8%	4.4%
Finance and Insurance	10,970	110,969	24.2%	15.5%	4.4%	2.9%
Real Estate & Rental & Leasing	2,076	61,130	-5.2%	18.8%	-1.1%	3.5%
Pro, Scientific, and Tech Services	16,033	168,503	28.4%	14.3%	5.1%	2.7%
Mgmt of Companies & Enterprises	1,141	31,148	72.4%	25.4%	11.5%	4.6%
Admin & Support, Waste Mgmt & Rem	6,565	206,483	57.6%	30.0%	9.5%	5.4%
Educational Services	57,027	180,155	2.9%	2.9%	0.6%	0.6%
Health Care & Social Assistance	12,435	339,967	296.7%	14.2%	31.7%	2.7%
Arts, Entertainment, & Recreation	2,068	49,374	8.2%	19.5%	1.6%	3.6%
Accommodation & Food Services	13,505	274,192	57.2%	28.6%	9.5%	5.2%
Other Services	3,341	95,504	17.7%	14.8%	3.3%	2.8%
Public Administration	35,851	113,943	-4.1%	-11.3%	-0.8%	-2.4%
Unclassified	23	15,663	109.1%	-15.3%	15.9%	-3.3%
Total - All Jobs	**175,478**	**2,471,380**	**17.2%**	**16.6%**	**3.2%**	**3.1%**

Source: US Census Bureau OnTheMap; Miami DDA

Daytime Population

Downtown Miami’s daytime population remains the largest and densest even when comparing it to municipalities across the metropolitan area. Downtown Miami’s daytime population more than triples that of Downtown Fort Lauderdale. Downtown Miami also has a daytime population almost 10 times the size of Downtown West Palm Beach. Downtown Miami and Downtown Fort Lauderdale have very similar densities as seen in Table 16.

Table 16: Regional Daytime Population

Regional Daytime Population			
Daytime Population	**Total**	**Area (Sq Mi)**	**Density**
DWNTWN	250,757	3.88	64,628
FTL DDA	79,962	1.23	65,010
WPB DDA	25,187	0.88	28,687

Source: ESRI BAO; Synergos PopStats; Miami DDA

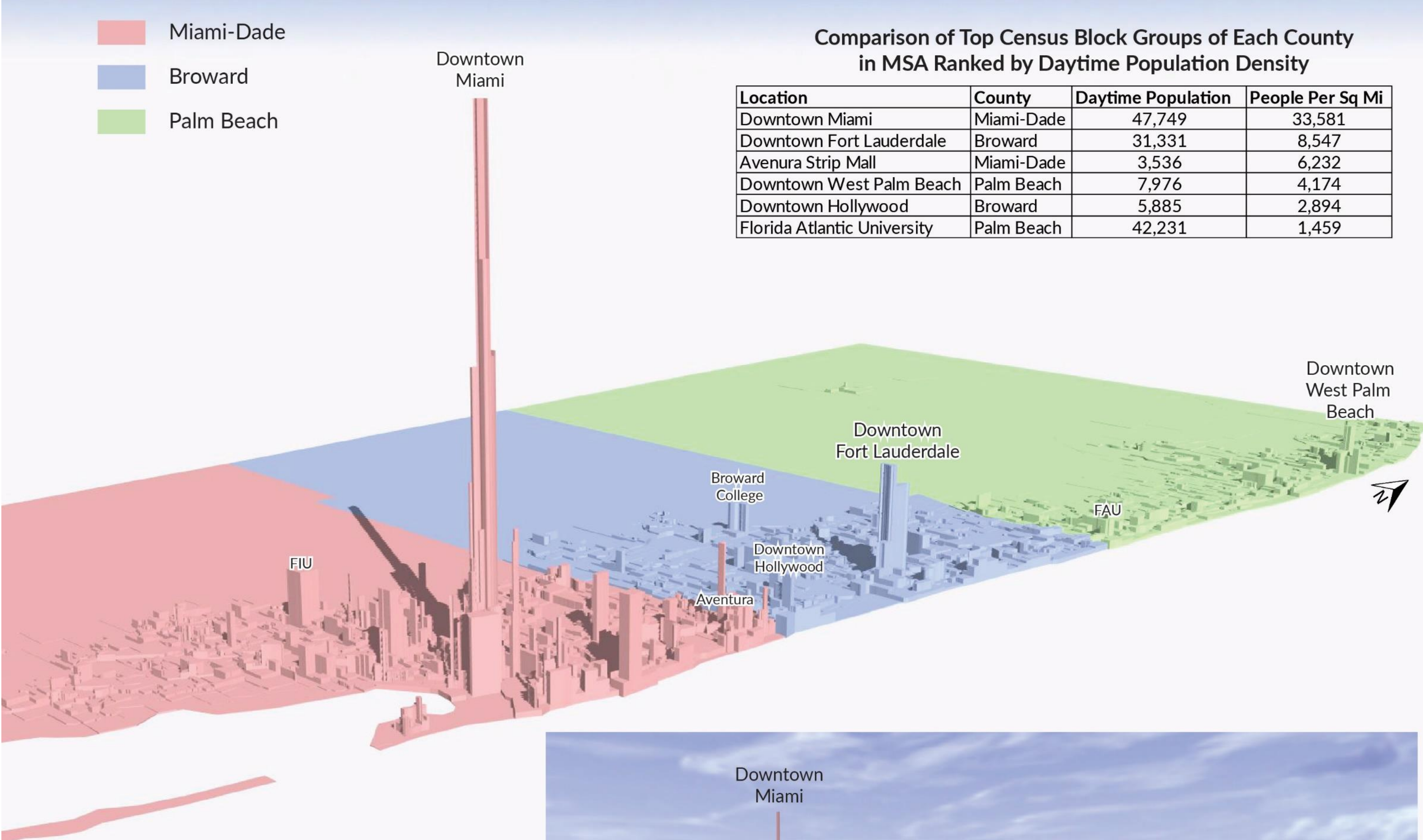
Approximately 70% of Greater Downtown’s daytime population comes from employment. The other 30% consists of residents, students, and tourists. Greater Downtown Miami is home to the City of Miami and Miami-Dade County government headquarters, Miami-Dade College, Bayside Marketplace, Brickell City Centre, and the AmericanAirlines Arena. These locations attract many people on a daily basis for work, education, and leisure.

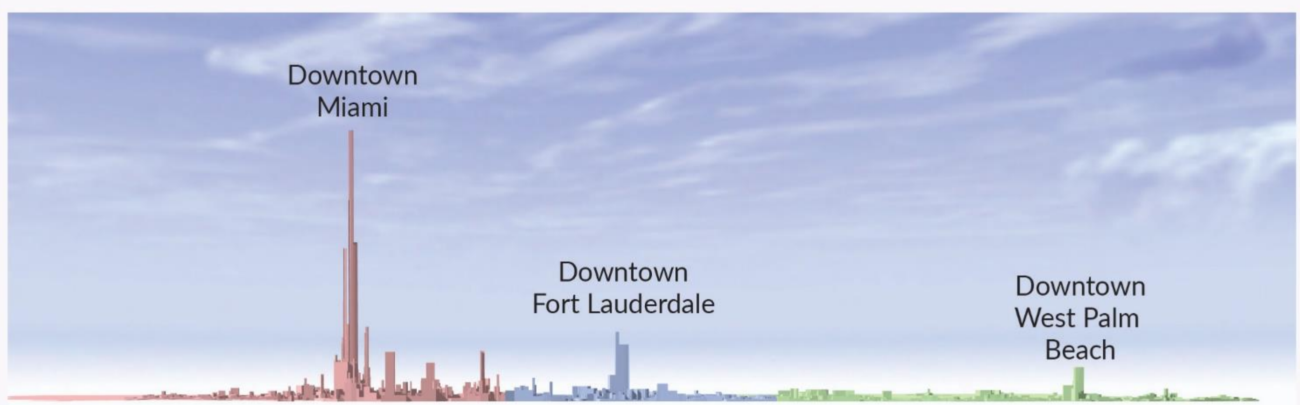
Map 3 on the next page shows daytime population density by Census Block Group for the MSA. Outside of the three downtowns, some of the densest locations are educational institutions: Florida International University (FIU), Broward College, and Florida Atlantic University (FAU). Map 3 shows that Miami-Dade County has the most neighborhoods with high densities. Despite this concentration of density, no location in the County or MSA compares to the density of Downtown Miami.

Daytime Population Density by Census Block Group for the Miami-Fort Lauderdale-West Palm Beach, MSA

Comparison of Top Census Block Groups of Each County in MSA Ranked by Daytime Population Density

Location	County	Daytime Population	People Per Sq Mi
Downtown Miami	Miami-Dade	47,749	33,581
Downtown Fort Lauderdale	Broward	31,331	8,547
Avenura Strip Mall	Miami-Dade	3,536	6,232
Downtown West Palm Beach	Palm Beach	7,976	4,174
Downtown Hollywood	Broward	5,885	2,894
Florida Atlantic University	Palm Beach	42,231	1,459





Cost of Living

Despite being the 7th largest metropolitan area in the nation, Miami ranks 26th in cost of living overall[7]. The Miami metro area is 6.8% more expensive than the national average for living costs making it a more affordable metro area than San Francisco, New York, Los Angeles, and Washington, DC. In contrast, New York and San Francisco's overall cost of living is 21.9% higher than the national average. The overall cost of living consists of cost of goods, rents, and other services.

Miami ranks 36th in cost of living with relation to goods. In terms of rents, Miami is the 24th most expensive metropolitan area. Despite our higher rents, Miami's rents are still more affordable than San Francisco, Washington, DC, Los Angeles, Boston, and Seattle. San Francisco's rents are 86% higher than the national average. Washington, DC's rents are 69.1% higher than the national average. Rents does not include mortgages or other costs associated with homeownership.

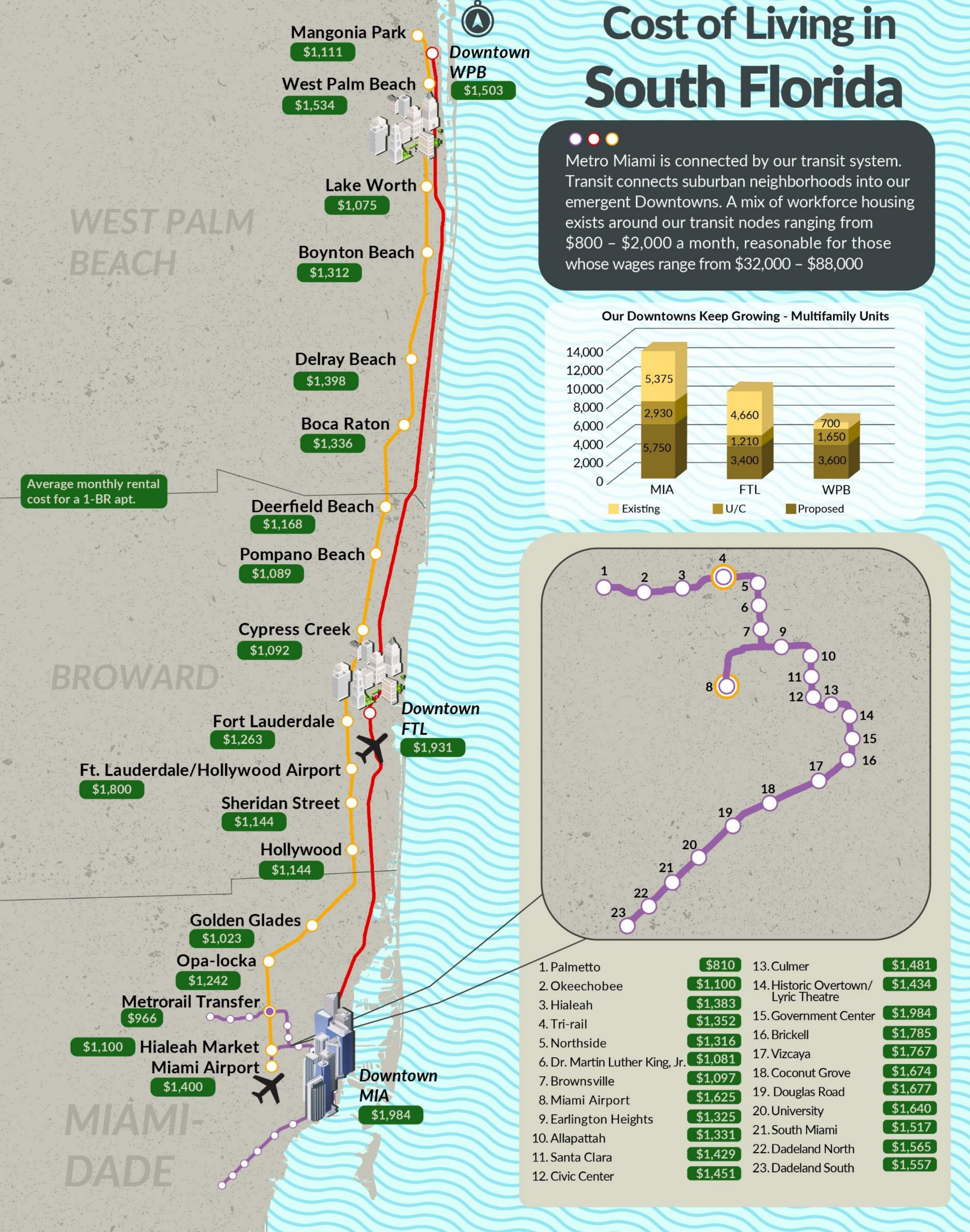
For the cost of other services, Miami ranks 79th with the average cost of other services averaging -0.01% below the national average. Other services include haircuts, dining at restaurants, automotive or home maintenance, and other similar services not self-performed.

Miami Metro (MSA) Cost of Living by Category

Metropolitan Miami's rents are 29% higher than the national average. While this figure seems high, Miami's metro area still has rents more affordable than San Francisco, New York, Los Angeles, and Washington, DC. Rents in Metropolitan Miami vary by neighborhood. There is a mix of rents along multiple transit routes offering households at various income levels reasonably priced housing. Map 4 on the next page shows average rents across the Miami MSA along existing rail corridors. While Downtown Miami has the highest rents, Downtown Fort Lauderdale is only $53 cheaper on average. Behind Downtown Ft. Lauderdale is the Ft. Lauderdale-Hollywood Airport (FLL) area with an average rent of $1,800 making it the third most expensive transit stop in the MSA. The fourth and fifth most expensive areas are West Palm Beach and Downtown West Palm Beach with average rents of $1,543 and $1,503 respectively. The cost of living relative to rents is truly spread out across the MSA with the top five most expensive areas spread across all three counties. In addition to this existing housing supply, more residential units are under construction or proposed in each downtown of the MSA. The Miami metro area's affordability and additional housing stock in the pipeline increase its capacity to grow. With Brightline's service to the metro area, not only will urban cores be better connected, but overall accessibility throughout the region will improve as the more affordable neighborhoods between the downtowns will also be serviced.

[7] Bureau of Economic Analysis, Real Personal Income for States and Metropolitan Areas, Table 6: Regional Price Parities by Metropolitan Area, 2015 (downloaded February 2018)

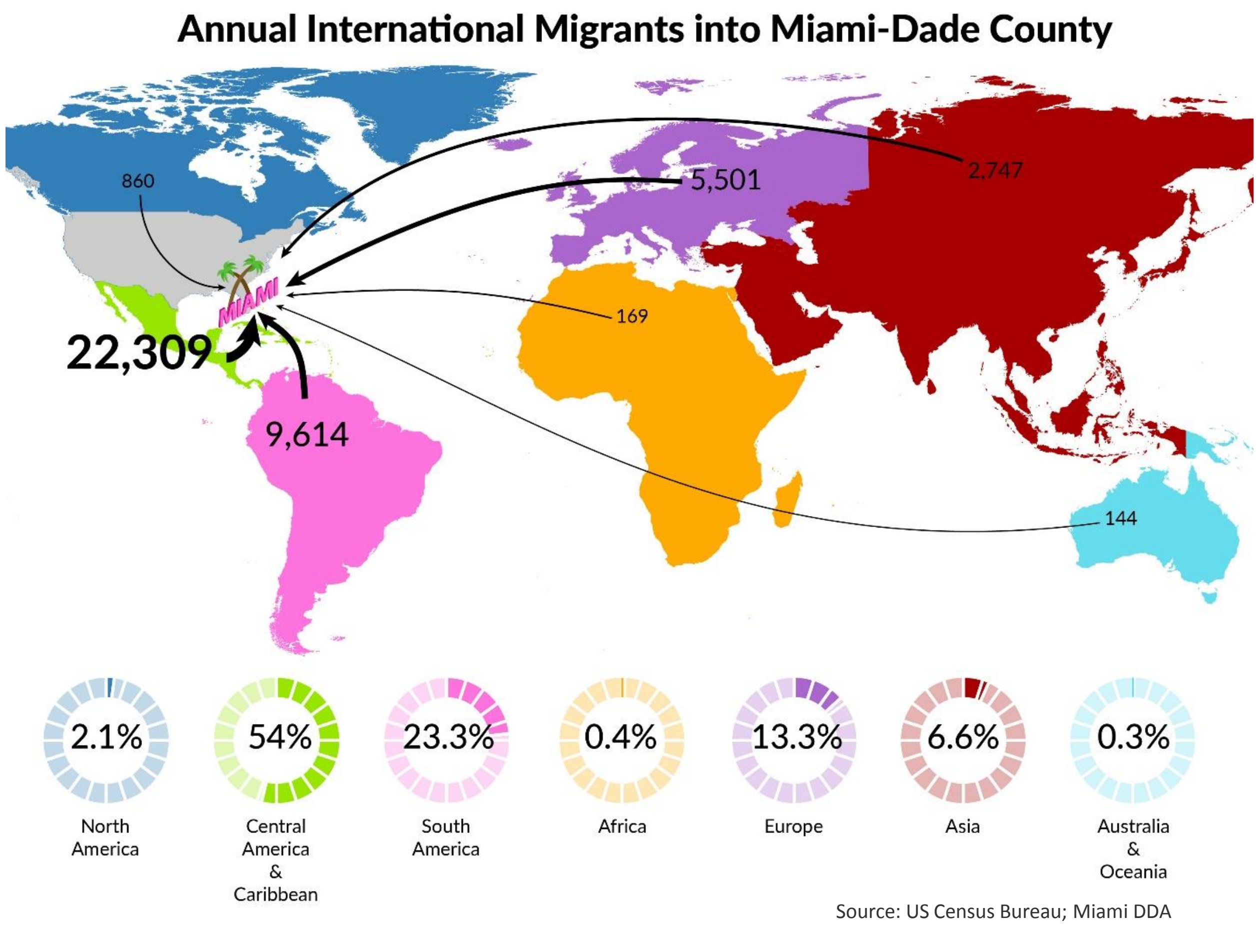
Map 4: Cost of Living across the Miami MSA



Migration

Miami-Dade County sees an increase in migration every year. In 2015, Miami-Dade County had over 95,000 people migrate in and over 92,000 migrate out for a net migration of 2,944 people. A majority – 54% – of all international migrants came from Central America and Caribbean countries. Included in this category is Puerto Rico, which accounts for 3.4%. Over 13% of international migrants in 2015 came from Europe and over 6% came from Asia. Miami has many pull factors contributing to this increase in international migration. Miami-Dade County's diverse economy, favorable tax environment, and mild winters are a few of the many reasons people continually choose to relocate here.

Map 5: Annual International Migration



Puerto Rican migrants are included in the Central America and Caribbean counts. From 2010 to 2015, migration from Puerto Rico to Miami-Dade County has been gradually falling. We do not yet know how many Puerto Ricans have migrated to Miami-Dade County in the aftermath of Hurricane Maria. This data will not become available for some time.

Out-migration is a factor of every city as people constantly move and relocate. Migration is natural for the economy to see people move in-and-out. The majority of residents leaving Miami-Dade County migrate to Broward County. Table 17 shows the top 15 sources of out-migration for Miami-Dade County residents. Many of the counties below have one thing in common: major universities. We believe Miami-Dade County residents who leave for Orange, Hillsborough, Collier, Alachua, and Leon County are choosing these places for major universities, such as Florida State University, University of Florida, and University of Central Florida.

Table 17: Top Sources of Out-Migration, 2015

Top Counties of Out-Migration from Miami-Dade County		
State	**County**	**# of Annual Out-Migrants**
Florida	Broward County	24,353
Florida	Palm Beach County	4,372
Florida	Orange County	4,013
Florida	Hillsborough County	1,987
Florida	Collier County	1,766
California	Los Angeles County	1,683
Texas	Harris County	1,624
Florida	Alachua County	1,427
Florida	Lee County	1,257
Florida	Leon County	1,102
Florida	Duval County	1,031
New York	New York County	934
Florida	Volusia County	863
Illinois	Cook County	768
Florida	St. Lucie County	736

Source: US Census Bureau; Miami DDA

Table 18 shows the top 15 sources of in-migration for Miami-Dade County residents. Miami-Dade County's main source of domestic in-migration is Broward County. Outside of the metropolitan area, residents are leaving the New York metro area as seen by the number of in-migrants coming from New York County, Kings County, Bronx County, and Passaic County. Miami's weather and business-friendly environment are major pull factors for migration from the northeast region.

Table 18: Top Sources of In-Migration, 2015

Top Counties of In-Migration to Miami-Dade County		
State	**County**	**# of Annual In-Migrants**
Florida	Broward County	10,249
Florida	Palm Beach County	1,972
Florida	Orange County	1,801
New York	New York County	1,360
Florida	Hillsborough County	1,319
New York	Kings County	1,234
Florida	Leon County	921
Florida	Monroe County	895
Florida	Lee County	756
Massachusetts	Suffolk County	684
Illinois	Cook County	667
California	Los Angeles County	660
Florida	Marion County	650
New York	Bronx County	642
New Jersey	Passaic County	628

Source: US Census Bureau; Miami DDA

Income

Greater Downtown households earn more than the average households of the City of Miami and Miami-Dade County. Average households in Greater Downtown earn $31,258 more than City of Miami households and $18,023 more than Miami-Dade County households.

Table 19: Income Levels

Greater Downtown Income, 2018			
Area	**Per Capita Income**	**Median Household Income**	**Average Household Income**
DDA	$63,548	$87,194	$110,658
Arts & Ent	$64,970	$95,048	$103,005
Brickell	$68,043	$89,265	$120,523
CBD	$49,191	$78,931	$97,103
Greater Downtown	$52,200	$76,610	$93,827
City of Miami	$28,401	$32,937	$62,569
Miami-Dade County	$28,694	$48,499	$75,804

Source: ESRI BAO; Synergos PopStats; Miami DDA

In comparison to the City and County, Greater Downtown has seen the largest increase in median household income with a 55% increase from 2010 to 2018.

Table 20: Changes in Income

Greater Downtown Nominal Income Changes						
Income Changes	**Greater Downtown**		**City of Miami**		**Miami-Dade County**	
	2010	**2018**	**2010**	**2018**	**2010**	**2018**
Per Capita Income	$39,135	$52,200	$20,886	$28,401	$23,304	$28,694
Median Household Income	$49,333	$76,610	$29,762	$32,937	$43,464	$48,499
Average Household Income	$77,644	$93,827	$51,107	$62,569	$65,799	$75,804

Source: ESRI BAO; Synergos PopStats; Miami DDA

Table 21: Income Growth

Greater Downtown Income Growth, 2010-2018						
Income Changes	**Greater Downtown**		**City of Miami**		**Miami-Dade County**	
	% Change	**CAGR**	**% Change**	**CAGR**	**% Change**	**CAGR**
Per Capita Income	33%	4%	36%	4%	23%	3%
Median Household Income	55%	6%	11%	1%	12%	1%
Average Household Income	21%	2%	22%	3%	15%	2%

Source: ESRI BAO; Synergos PopStats; Miami DDA

Educational Attainment

Greater Downtown Miami residents are more educated than the rest of the City, County, and MSA. Approximately 54% of Downtown residents have either a bachelor's degree or higher. For the entire metro area, only 32% has a bachelor's degree or higher. In the City of Miami, 28% have a bachelor's degree or higher. For Miami-Dade County, 29% have a bachelor's degree or higher.

Figure 6: Regional Educational Attainment Levels

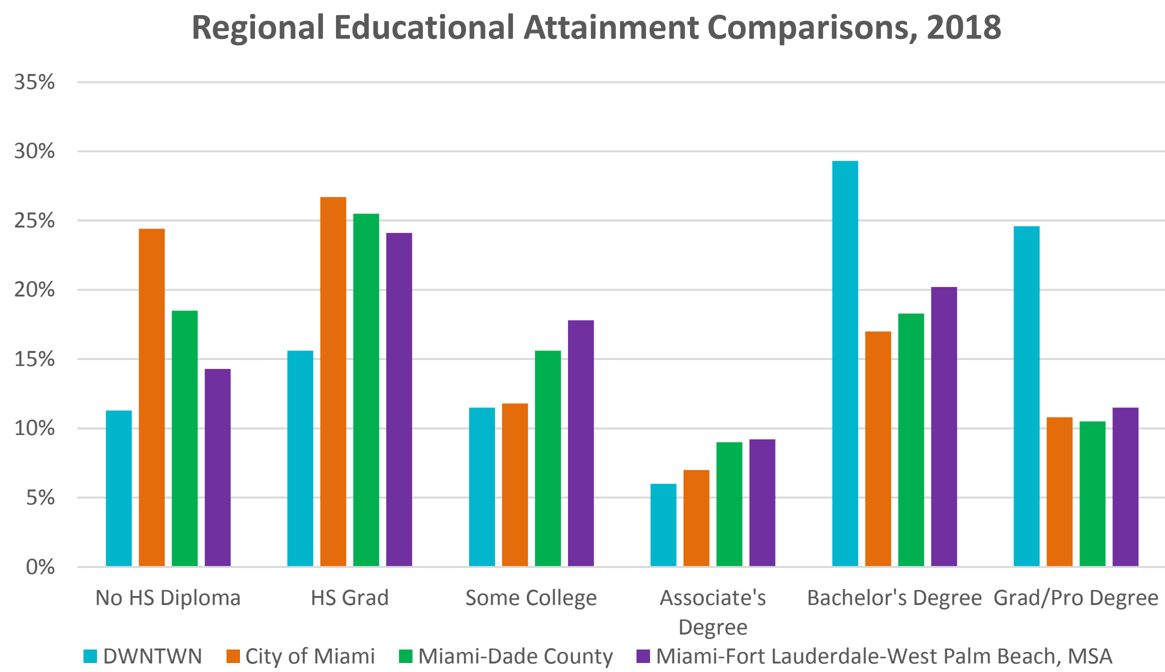


Table 22: Regional Educational Attainment

Educational Attainment, 2018				
Attainment Level	**DWNTWN**	**City**	**County**	**Metro Miami (MSA)**
Less than 9th Grade	6%	15%	10%	8%
9th - 12th Grade, No Diploma	5%	9%	8%	7%
High School Graduate	16%	27%	26%	24%
GED/Alternative Credential	2%	2%	3%	3%
Some College, No Degree	12%	12%	16%	18%
Associate's Degree	6%	7%	9%	9%
Bachelor's Degree	29%	17%	18%	20%
Graduate/Professional Degree	25%	11%	11%	12%

Source: ESRI BAO; Synergos PopStats; Miami DDA

Table 23: Educational Attainment in the Urban Core

Downtown Educational Attainment, 2018						
Attainment Level	**Arts & Ent**		**Brickell**		**CBD**	
	#	**%**	**#**	**%**	**#**	**%**
Less than 9th Grade	89	2%	953	3%	896	8%
9th - 12th Grade, No Diploma	178	4%	789	2%	542	5%
High School Graduate	413	10%	4,436	14%	1,603	14%
GED/Alternative Credential	32	1%	329	1%	424	4%
Some College, No Degree	538	13%	2,629	8%	1,804	15%
Associate's Degree	251	6%	1,775	5%	837	7%
Bachelor's Degree	1,501	37%	11,830	36%	3,065	26%
Graduate/Professional Degree	1,052	26%	10,089	31%	2,605	22%

Source: ESRI BAO; Synergos PopStats; Miami DDA

Pet Ownership

Downtown Miami's urban dwellers love their pets just as much as any family in the suburbs. As of 2018, the DDA estimates just under 40% of households owns at least one pet. That accounts for an eight percent growth in households with pets from 2016 alone. Dogs account for 60% of all pet-owning households in Downtown Miami, 73% in the City of Miami, and 77% in Miami-Dade County.

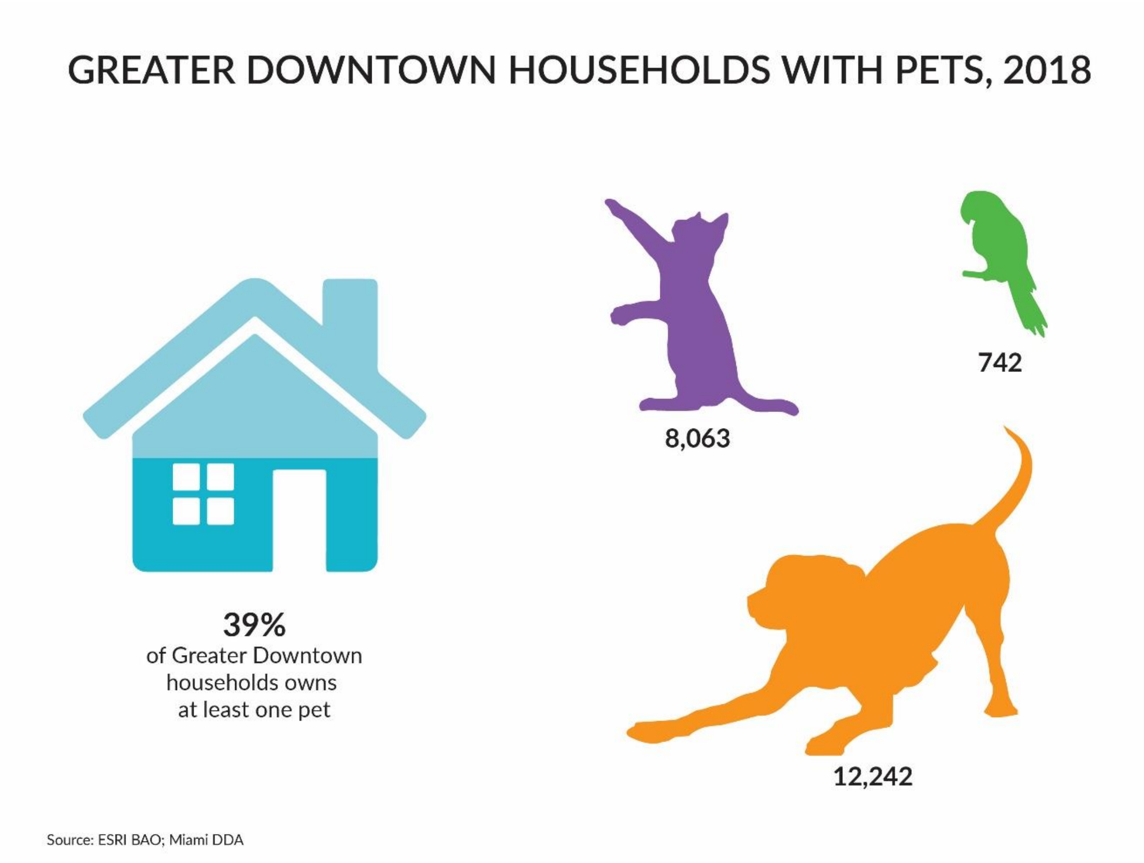


Table 24: Greater Downtown Pet Ownership Growth

Greater Downtown Pet Ownership Trends			
HH Type	2016	2018	Change
HH owns any pet	17,930	19,285	8%
HH owns any bird	704	742	5%
HH owns any cat	7,863	8,063	3%
HH owns any dog	11,058	12,242	11%

Source: ESRI BAO; Miami DDA

Table 25: Local Pet Ownership

Local Pet Ownership						
	Miami-Dade County		City of Miami		Greater Downtown	
Pet Ownership	#	% of total	#	% of total	#	% of total
HH owns any pet	442,109	47%	71,959	40%	19,285	39%
HH owns any bird	23,751	3%	4,044	2%	742	1%
HH owns any cat	150,610	16%	25,298	14%	8,063	16%
HH owns any dog	341,726	37%	52,491	29%	12,242	25%

Source: ESRI BAO; Miami DDA

Exercise

With 23 parks and favorable weather all year long, Downtown Miami residents have a great foundation for staying in shape. As of 2018, we estimate that just under 70% of all Greater Downtown Miami residents aged 18 and older exercises at least two hours a week. That number is up eight percent from 2016. While Downtown Miami has a plethora of parks and linear greenspaces, the majority of downtowners exercise at home.

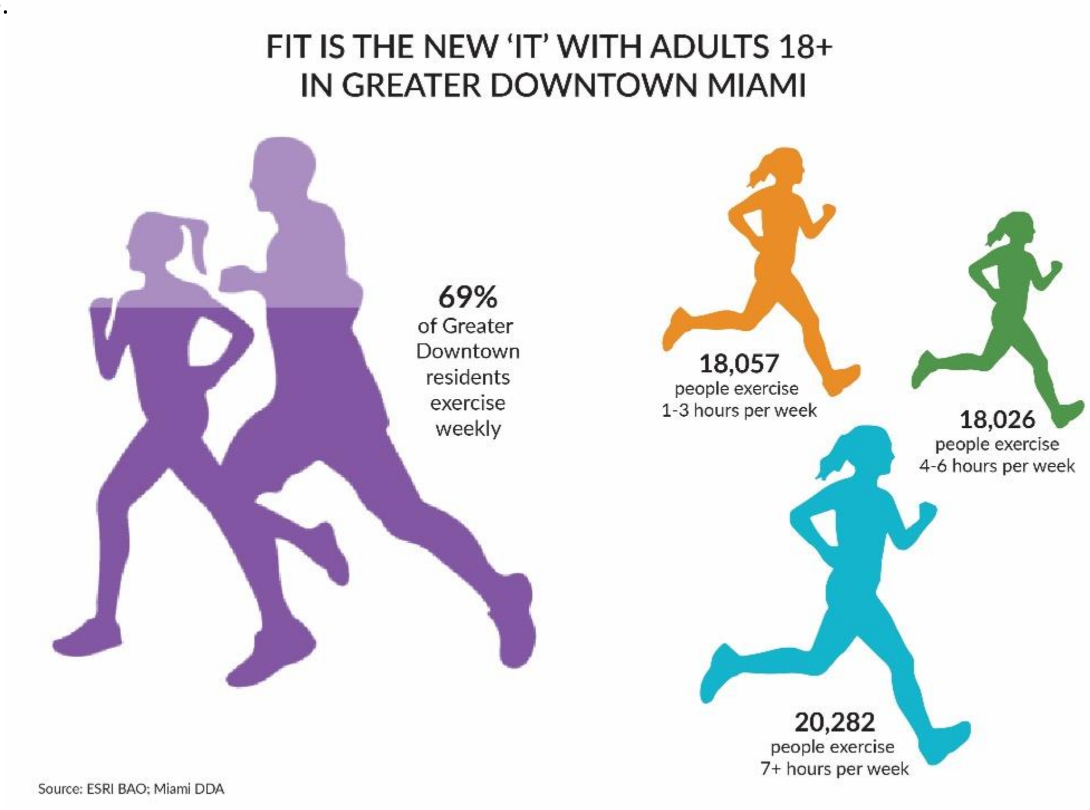


Table 26: Change in Greater Downtown Exercise Habits

Greater Downtown Exercise Changes			
Time	**2016**	**2018**	**Change**
1-3 hours	16,117	18,057	4%
4-6 hours	16,571	18,026	9%
7+ hours	19,543	20,282	12%
Total	52,231	56,365	8%

Source: ESRI BAO; Miami DDA

Table 27: Local Exercise Trends

Local Exercising Trends						
	Greater Downtown		City of Miami		Miami-Dade County	
Time	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**
1-3 hours	18,057	22%	81,133	22%	487,573	23%
4-6 hours	18,026	22%	65,074	18%	414,285	19%
7+ hours	20,282	25%	73,575	20%	453,754	21%
Total	56,365	69%	219,782	60%	1,355,612	63%

Source: ESRI BAO; Miami DDA

Table 28: Local Exercise by Place of Workout

	Greater Downtown		City of Miami		Miami-Dade County	
Location	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**
At home	24,590	30%	90,859	25%	579,133	27%
At fitness club	15,164	19%	39,359	11%	270,595	13%
At other facility	8,930	11%	26,255	7%	157,955	7%

Source: ESRI BAO; Miami DDA

APPENDIX

Appendix

Metropolitan Areas

Market Size	Miami #	Miami % of total	New York #	New York % of total	Houston #	Houston % of total	Seattle #	Seattle % of total
Area (sq mi)	6,137		13,318		10,062		8,186	
Households	2,252,818		7,428,362		2,383,382		1,489,355	
Population	6,027,585		20,487,271		6,896,170		3,808,715	
per sq mi	982.17		1538.31		685.37		465.27	
per households	2.68		2.76		2.89		2.56	
Male	2,922,013	48%	9,892,458	48%	3,427,659	50%	1,896,545	50%
Female	3,105,572	52%	10,594,813	52%	3,468,511	50%	1,912,170	50%
Median Age	41.0		38.6		34.3		37.9	
Annual Growth Rate	1.14%		0.65%		2.12%		1.33%	
Diversity Index	73.7		77.0		80.4		60.4	
Hispanic	2,718,441	45%	5,080,843	25%	2,565,375	37%	388,489	10%
White (non-Hispanic)	1,845,222	31%	9,375,031	46%	2,484,143	36%	2,421,319	64%
Black (non-Hispanic)	1,206,334	20%	3,195,648	16%	1,158,487	17%	223,946	6%
Asian (non-Hispanic)	146,973	2%	2,308,254	11%	544,847	8%	512,405	13%
Two or More Races (non-Hispanic)	83,527	1%	385,766	2%	111,252	2%	186,960	5%
Population Age 25+	4,303,448		14,205,874		4,431,163		2,639,076	
High School Education Attainment (Age 25+)	1,161,931	27%	3,608,292	25%	1,036,892	23%	538,372	20%
Higher Education Attainment (Age 25+)	1,760,110	41%	6,449,467	45%	1,714,860	39%	1,327,455	50%

Market Strength	Miami	New York	Houston	Seattle
Median Household Income	$51,780	$69,834	$63,212	$75,432
Average Household Income	$77,461	$104,217	$92,677	$101,545
Aggregate Household Income	$175.5 Billion	$774.2 Billion	$220.9 Billion	$151.2 Billion

Market Stability	Miami #	Miami % of total	New York #	New York % of total	Houston #	Houston % of total	Seattle #	Seattle % of total
Owner Occupied (All Units)	1,328,321	54%	3,704,631	46%	1,437,878	55%	895,526	57%
Renter Occupied (All Units)	877,332	36%	3,728,950	46%	944,668	36%	594,376	38%
Vacant (All Units)	345,018	14%	680,939	8%	227,033	9%	95,100	6%
Median Home Value (All Units)	$242,806		$435,438		$180,120		$375,986	

Appendix

Florida Cities

	Miami		Jacksonville		Orlando		Tampa	
Market Size	#	% of total	#	% of total	#	% of total	#	% of total
Area (sq mi)	36		747		102		112	
Households	181,124		345,890		119,938		149,611	
Population	449,517		886,969		283,852		370,224	
per sq mi	12486.58		1187.37		2782.86		3305.57	
per households	2.48		2.56		2.37		2.47	
Male	224,173	50%	430,507	49%	139,604	49%	181,522	49%
Female	225,343	50%	456,459	51%	144,249	51%	188,701	51%
Median Age	39.4		36.7		34.4		35.6	
Annual Growth Rate	1.38%		1.11%		2.01%		1.45%	
Diversity Index	66.1		64.8		77		72.5	
Hispanic	329,946	73%	86,923	10%	84,588	30%	95,518	26%
White (non-Hispanic)	49,986	11%	459,449	52%	105,888	37%	158,501	43%
Black (non-Hispanic)	67,797	15%	267,686	30%	73,507	26%	90,373	24%
Asian (non-Hispanic)	4,719	1%	43,760	5%	11,173	4%	15,577	4%
Two or More Races (non-Hispanic)	3,413	1%	23,530	3%	6,194	2%	8,376	2%
Population Age 25+	330,742		600,623		193,735		246,697	
High School Education Attainment (Age 25+)	95,584	29%	171,778	29%	48,627	25%	63,401	26%
Higher Education Attainment (Age 25+)	115,098	35%	229,438	38%	89,312	46%	110,027	45%

Market Strength	Miami	Jacksonville	Orlando	Tampa
Median Household Income	$34,975	$50,562	$45,214	$47,219
Average Household Income	$59,552	$68,815	$67,935	$75,904
Aggregate Household Income	$10.8 Billion	$23.8 Billion	$8.1 Billion	$11.4 Billion

	Miami		Jacksonville		Orlando		Tampa	
Market Stability	#	% of total	#	% of total	#	% of total	#	% of total
Owner Occupied (All Units)	51,150	28%	196,271	51%	44,010	32%	69,099	41%
Renter Occupied (All Units)	116,100	63%	149,724	39%	75,980	55%	80,530	47%
Vacant (All Units)	24,287	13%	41,892	11%	18,407	13%	20,986	12%
Median Home Value (All Units)	$263,222		$171,638		$207,683		$199,244	

Appendix

Greater Downtown & Surrounding Areas

	Greater Downtown		One-Mile Radius		Three-Mile Radius		Five-Mile Radius	
Market Size	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**
Area (sq mi)	3.8		3.1		31.4		110	
Households	47,958		34,075		105,577		208,204	
Population	92,235		66,163		243,669		495,543	
per sq mi	24,272		21,343		7,760		4,505	
per households	1.92		1.94		2.31		2.38	
Male	49,215	53%	34,769	53%	124,204	51%	249,253	50%
Female	46,147	50%	31,394	47%	119,464	49%	246,291	50%
Median Age	37.0		35.5		38.0		38.9	
Annual Growth Rate	2.66%		2.63%		1.67%		1.36%	
Diversity Index	70.9		66.6		60.8		68.7	
Hispanic	54,511	59%	43,535	66%	184,944	76%	333,997	67%
White (non-Hispanic)	21,338	23%	13,545	20%	32,358	13%	70,895	14%
Black (non-Hispanic)	12,355	13%	6,553	10%	20,443	8%	79,141	16%
Asian (non-Hispanic)	2,325	3%	1,560	2%	3,365	1%	6,002	1%
Two or More Races (non-Hispanic)	1,287	1%	676	1%	1,865	1%	4,021	1%
Population Age 25+	72,886		50,874		207,396		365,797	
High School Education Attainment (Age 25+)	12,682	17%	13,685	27%	55,790	27%	100,960	28%
Higher Education Attainment (Age 25+)	43,659	60%	27,981	55%	80,884	39%	138,637	38%

Market Strength	Greater Downtown	One-Mile Radius	Three-Mile Radius	Five-Mile Radius
Median Household Income	$56,437	$51,632	$36,923	$36,762
Average Household Income	$85,215	$79,244	$63,872	$63,279
Aggregate Household Income	$4.2 Billion	$2.7 Billion	$6.8 Billion	$13.1 Billion

	Greater Downtown		One-Mile Radius		Three-Mile Radius	
Market Stability	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**
Owner Occupied (All Units)	10,247	16%	5,516	13%	22,831	18%
Renter Occupied (All Units)	39,531	63%	28,573	66%	82,714	66%
Vacant (All Units)	13,409	21%	9,007	21%	19,213	15%
Median Home Value (All Units)	$316,614		$312,911		$283,948	

Appendix

Downtown Miami

	DDA		Brickell		CBD		A&E	
Market Size	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**
Area (sq mi)	1.9		0.4		0.8		0.7	
Households	37,670		23,200		6,866		7,604	
Population	67,879		41,337		13,470		13,072	
per sq mi	35,726		103,343		16,838		18,674	
per households	1.80		1.78		1.96		1.72	
Male	35,976	53%	20,554	50%	7,784	58%	6,903	53%
Female	31,224	46%	20,705	50%	5,686	42%	6,169	47%
Median Age	34.3		35.7		35.5		35.2	
Annual Growth Rate	2.99%		2.75%		2.71%		2.62%	
Diversity Index	66.7		59.2		72.7		69.7	
Hispanic	40,524	60%	24,844	60%	7,260	54%	5,882	45%
White (non-Hispanic)	19,777	29%	13,114	32%	3,280	24%	3,656	28%
Black (non-Hispanic)	5,133	8%	1,538	4%	1,604	12%	1,734	13%
Asian (non-Hispanic)	2,333	3%	1,431	3%	424	3%	495	4%
Two or More Races (non-Hispanic)	971	1%	487	1%	248	2%	213	2%
Population Age 25+	53,624		32,904		1,118		10,452	
High School Education Attainment (Age 25+)	7,454	14%	4,771	15%	192	17%	1,150	11%
Higher Education Attainment (Age 25+)	37,162	69%	23,724	72%	617	55%	7,243	69%

Market Strength	**DDA**	**Brickell**	**CBD**	**A&E**
Median Household Income	$87,194	$73,766	$48,165	$66,458
Average Household Income	$110,658	$105,474	$72,853	$96,215
Aggregate Household Income	$4.2 Billion	$2.5 Billion	$555 Million	$308 Million

	DDA		Brickell		CBD	
Market Stability	**#**	**% of total**	**#**	**% of total**	**#**	**% of total**
Owner Occupied (All Units)	5,033	14%	6,072	20%	1,034	10%
Renter Occupied (All Units)	21,287	61%	17,218	57%	6,580	66%
Vacant (All Units)	8,634	25%	6,917	23%	2,316	23%
Median Home Value (All Units)	$354,256		$361,830		$314,904	

Sources

Sources

Data Sources	
Sources	**Topic**
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Synergos PopStats; Miami DDA	Population Distribution
Syngergos PopStats; Esri BAO; Miami DDA	Age Composition
Synergos PopStats; Esri BAO; Miami DDA	Household Growth
Synergos PopStats; Esri BAO; Miami DDA	Household Trends
US Census Bureau OnTheMap; Miami DDA	Employment & Labor
Synergos WorkStats; Miami DDA	Daytime Population
Bureau of Economic Analysis; Miami DDA	Cost of Living
US Census Bureau PUMS; Miami DDA	Migration
Synergos PopStats; Esri BAO; Miami DDA	Income
Esri BAO; Miami DDA	Educational Attainment
Esri BAO; Miami DDA	Pet Ownership
Esri BAO; Miami DDA	Exercise

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Sources

Generational Demarcations						
Generation	**Years**	**Source**	**Years**	**Source**	**Years**	**Source**
GI/Greatest Generation	1883-1900	Strauss-Howe	1901-1924	NPR	1901-1925	DDA
Silent Generation	1925-1945	Strauss-Howe	1925-1942	NPR	1926-1945	DDA
Baby Boomers	1943-1960	Strauss-Howe	1943-1964	NPR	1946-1964	DDA
Gen X	1961-1981	Strauss-Howe	1965-1979	NPR	1965-1980	DDA
Millennials	1982-2004	Strauss-Howe	1980-2000	NPR	1981-1998	DDA
Gen Z	2005-	Strauss-Howe	2001-2013	NPR	1999-2013	DDA
Gen Alpha	N/A	Strauss-Howe	N/A	NPR	2014-	DDA

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