

DISCOVER

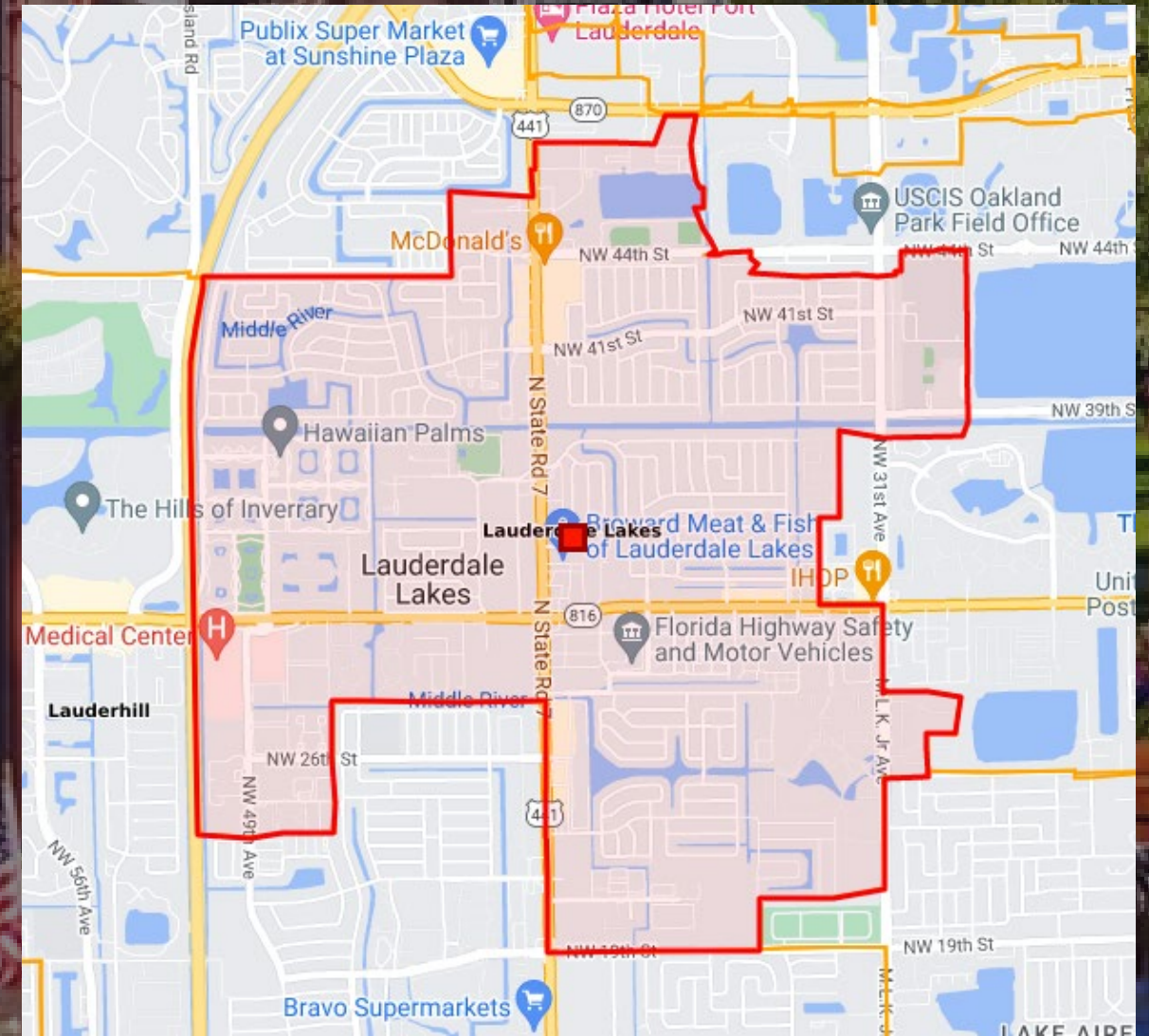
How you see it

Lauderdale Lakes, FL

Population 35,947



State of Florida
Population 21.8 million



DISCOVER

How retailers see it

Residential Population Density

• 1 dot = 100

Daytime Employee Population Density

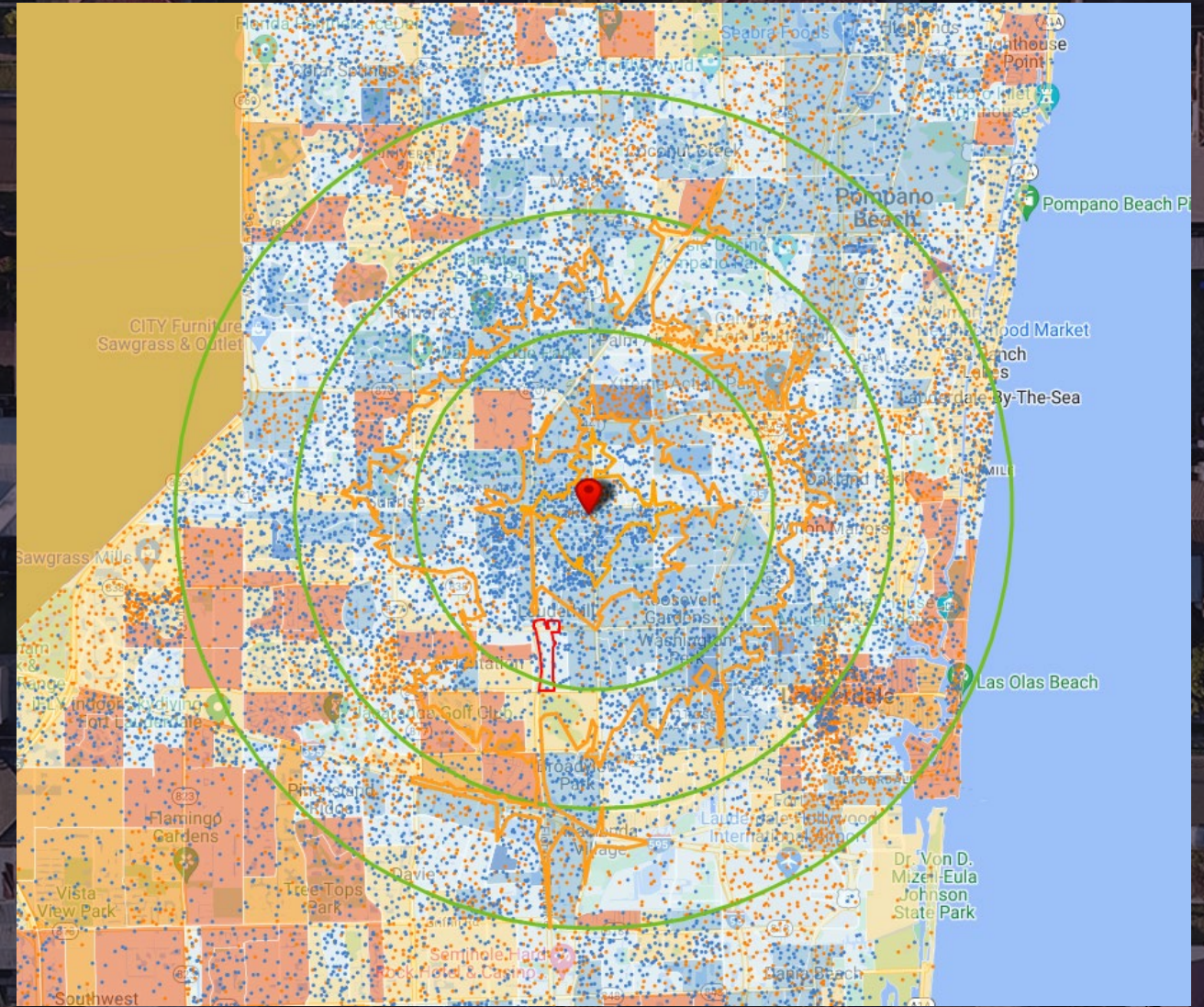
• 1 dot = 100

Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



DISCOVER

Your Demographic Playbook

Category	3-Mile Radius	5-Mile Radius	7-Mile Radius	3-Minute Drive Time	5-Minute Drive Time	10-Minute Drive Time
Current Year Estimated Population	187,532	495,730	828,482	24,729	66,104	244,401
Number of Households	70,302	193,951	343,413	8,640	24,783	91,973
Projected Annual Growth (5 YR)	1.46%	0.86%	1.36%	3.09%	1.92%	1.23%
Median HH Income 2020	\$44,182	\$51,034	\$57,368	\$40,034	\$40,506	\$45,792
Current Year Average Age	39.6	40.4	41.9	38.2	39.3	39.8
Average Home Value	\$332,977	\$424,462	\$549,504	\$266,321	\$276,133	\$355,381
Current Year % Bachelor's Degree	11%	16%	19%	8%	10%	13%
Daytime Population	162,167	501,262	894,392	23,599	54,648	234,451
Labor Force	147,751	394,338	668,383	19,215	51,816	193,279