



Community Profile

Waterway Shoppes of Weston
 2210 Weston Rd, Fort Lauderdale, Florida, 33326
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09246
 Longitude: -80.37107

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,698	61,032	119,876
2010 Total Population	5,453	71,395	145,688
2019 Total Population	5,589	74,655	153,756
2019 Group Quarters	2	23	148
2024 Total Population	5,703	76,856	159,292
2019-2024 Annual Rate	0.40%	0.58%	0.71%
2019 Total Daytime Population	14,025	63,513	136,096
Workers	11,462	26,608	60,736
Residents	2,563	36,905	75,360
Household Summary			
2000 Households	1,716	20,305	39,954
2000 Average Household Size	2.74	3.00	3.00
2010 Households	2,005	23,572	47,401
2010 Average Household Size	2.72	3.03	3.05
2019 Households	2,034	24,353	49,540
2019 Average Household Size	2.75	3.06	3.10
2024 Households	2,061	24,893	50,931
2024 Average Household Size	2.77	3.09	3.12
2019-2024 Annual Rate	0.26%	0.44%	0.56%
2010 Families	1,551	19,497	39,158
2010 Average Family Size	3.09	3.32	3.35
2019 Families	1,563	20,029	40,655
2019 Average Family Size	3.13	3.37	3.41
2024 Families	1,583	20,457	41,751
2024 Average Family Size	3.15	3.40	3.43
2019-2024 Annual Rate	0.25%	0.42%	0.53%
Housing Unit Summary			
2000 Housing Units	1,856	22,351	43,527
Owner Occupied Housing Units	72.4%	76.3%	78.5%
Renter Occupied Housing Units	20.1%	14.6%	13.3%
Vacant Housing Units	7.5%	9.2%	8.2%
2010 Housing Units	2,476	26,755	52,417
Owner Occupied Housing Units	48.9%	69.6%	72.9%
Renter Occupied Housing Units	32.1%	18.5%	17.5%
Vacant Housing Units	19.0%	11.9%	9.6%
2019 Housing Units	2,507	27,239	53,969
Owner Occupied Housing Units	46.0%	67.2%	70.7%
Renter Occupied Housing Units	35.1%	22.2%	21.0%
Vacant Housing Units	18.9%	10.6%	8.2%
2024 Housing Units	2,527	27,693	55,219
Owner Occupied Housing Units	46.8%	68.5%	72.0%
Renter Occupied Housing Units	34.8%	21.3%	20.2%
Vacant Housing Units	18.4%	10.1%	7.8%
Median Household Income			
2019	\$101,560	\$103,927	\$102,117
2024	\$111,774	\$112,966	\$111,173
Median Home Value			
2019	\$374,897	\$431,177	\$410,451
2024	\$380,413	\$440,943	\$421,307
Per Capita Income			
2019	\$47,923	\$45,948	\$43,673
2024	\$52,493	\$50,043	\$48,011
Median Age			
2010	38.9	38.7	38.1
2019	40.1	40.5	39.7
2024	40.6	40.8	40.2

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.



Community Profile

Waterway Shoppes of Weston
 2210 Weston Rd, Fort Lauderdale, Florida, 33326
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09246
 Longitude: -80.37107

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	2,034	24,353	49,540
<\$15,000	2.7%	4.9%	4.7%
\$15,000 - \$24,999	1.8%	3.6%	3.7%
\$25,000 - \$34,999	3.3%	4.2%	4.6%
\$35,000 - \$49,999	9.7%	8.3%	8.1%
\$50,000 - \$74,999	12.2%	13.3%	13.5%
\$75,000 - \$99,999	19.4%	13.6%	14.1%
\$100,000 - \$149,999	19.6%	19.0%	19.9%
\$150,000 - \$199,999	17.5%	13.3%	12.9%
\$200,000+	13.9%	19.9%	18.5%
Average Household Income	\$131,923	\$140,373	\$135,290
2024 Households by Income			
Household Income Base	2,061	24,893	50,931
<\$15,000	2.2%	4.3%	4.0%
\$15,000 - \$24,999	1.6%	3.0%	3.1%
\$25,000 - \$34,999	2.7%	3.5%	3.8%
\$35,000 - \$49,999	8.5%	7.4%	7.2%
\$50,000 - \$74,999	10.8%	12.2%	12.4%
\$75,000 - \$99,999	17.8%	13.0%	13.4%
\$100,000 - \$149,999	19.7%	19.2%	19.9%
\$150,000 - \$199,999	21.2%	15.9%	15.6%
\$200,000+	15.4%	21.5%	20.5%
Average Household Income	\$145,526	\$153,948	\$149,814
2019 Owner Occupied Housing Units by Value			
Total	1,152	18,310	38,183
<\$50,000	0.3%	0.8%	3.2%
\$50,000 - \$99,999	0.0%	0.5%	1.6%
\$100,000 - \$149,999	0.4%	1.1%	1.3%
\$150,000 - \$199,999	4.2%	4.6%	4.0%
\$200,000 - \$249,999	6.5%	5.8%	6.0%
\$250,000 - \$299,999	7.2%	7.7%	8.8%
\$300,000 - \$399,999	42.0%	23.7%	23.2%
\$400,000 - \$499,999	20.7%	18.7%	18.2%
\$500,000 - \$749,999	9.5%	25.1%	22.2%
\$750,000 - \$999,999	2.1%	6.6%	6.3%
\$1,000,000 - \$1,499,999	2.3%	3.4%	3.5%
\$1,500,000 - \$1,999,999	2.3%	1.0%	0.9%
\$2,000,000 +	2.6%	1.0%	0.8%
Average Home Value	\$487,533	\$509,227	\$483,172
2024 Owner Occupied Housing Units by Value			
Total	1,182	18,983	39,763
<\$50,000	0.1%	0.5%	2.7%
\$50,000 - \$99,999	0.0%	0.5%	1.2%
\$100,000 - \$149,999	0.3%	0.6%	0.8%
\$150,000 - \$199,999	2.7%	3.7%	3.3%
\$200,000 - \$249,999	5.1%	5.0%	5.1%
\$250,000 - \$299,999	7.3%	7.6%	8.6%
\$300,000 - \$399,999	43.0%	24.4%	24.2%
\$400,000 - \$499,999	22.4%	18.8%	18.7%
\$500,000 - \$749,999	10.0%	22.6%	21.6%
\$750,000 - \$999,999	1.7%	10.0%	8.1%
\$1,000,000 - \$1,499,999	2.5%	4.0%	3.7%
\$1,500,000 - \$1,999,999	2.4%	1.3%	1.0%
\$2,000,000 +	2.5%	1.0%	0.8%
Average Home Value	\$495,724	\$533,904	\$501,016

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.



Community Profile

Waterway Shoppes of Weston
 2210 Weston Rd, Fort Lauderdale, Florida, 33326
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09246
 Longitude: -80.37107

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,453	71,397	145,688
0 - 4	5.0%	5.1%	5.4%
5 - 9	6.2%	7.5%	7.4%
10 - 14	8.8%	9.5%	9.3%
15 - 24	14.1%	14.2%	14.3%
25 - 34	10.1%	8.4%	9.1%
35 - 44	16.3%	16.6%	16.6%
45 - 54	17.8%	19.3%	19.1%
55 - 64	12.0%	10.8%	10.6%
65 - 74	6.0%	5.0%	4.9%
75 - 84	3.0%	2.7%	2.5%
85 +	0.8%	0.9%	0.8%
18 +	73.8%	71.7%	71.8%
2019 Population by Age			
Total	5,590	74,656	153,756
0 - 4	4.6%	4.7%	5.0%
5 - 9	5.5%	6.1%	6.2%
10 - 14	8.0%	7.8%	7.8%
15 - 24	12.8%	13.1%	13.1%
25 - 34	11.1%	11.6%	11.9%
35 - 44	15.3%	13.2%	13.4%
45 - 54	15.1%	16.9%	16.7%
55 - 64	13.9%	14.5%	14.2%
65 - 74	8.9%	7.8%	7.6%
75 - 84	3.7%	3.2%	3.1%
85 +	1.0%	1.1%	1.0%
18 +	76.5%	76.5%	76.2%
2024 Population by Age			
Total	5,703	76,856	159,292
0 - 4	4.6%	4.7%	5.0%
5 - 9	5.3%	5.9%	5.9%
10 - 14	7.7%	7.2%	7.1%
15 - 24	12.1%	11.8%	11.8%
25 - 34	11.1%	12.1%	12.6%
35 - 44	16.3%	14.4%	14.6%
45 - 54	13.9%	15.1%	14.8%
55 - 64	13.0%	14.0%	13.9%
65 - 74	10.0%	9.4%	9.2%
75 - 84	4.8%	4.1%	4.0%
85 +	1.1%	1.2%	1.1%
18 +	77.1%	77.6%	77.4%
2010 Population by Sex			
Males	2,663	34,665	70,648
Females	2,790	36,730	75,040
2019 Population by Sex			
Males	2,733	36,301	74,884
Females	2,856	38,353	78,872
2024 Population by Sex			
Males	2,793	37,437	77,569
Females	2,910	39,418	81,723

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



Community Profile

Waterway Shoppes of Weston
 2210 Weston Rd, Fort Lauderdale, Florida, 33326
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09246
 Longitude: -80.37107

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,453	71,397	145,687
White Alone	83.9%	85.2%	82.3%
Black Alone	5.6%	4.9%	6.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	4.3%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	2.7%	3.0%
Two or More Races	3.8%	2.7%	2.8%
Hispanic Origin	37.8%	40.2%	38.3%
Diversity Index	62.5	62.1	63.9
2019 Population by Race/Ethnicity			
Total	5,590	74,655	153,756
White Alone	80.5%	82.2%	78.6%
Black Alone	6.9%	6.0%	8.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.9%	5.0%	5.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.7%	3.3%	3.7%
Two or More Races	4.7%	3.3%	3.4%
Hispanic Origin	48.2%	50.6%	48.0%
Diversity Index	67.3	65.9	68.5
2024 Population by Race/Ethnicity			
Total	5,703	76,856	159,292
White Alone	79.0%	80.8%	76.9%
Black Alone	7.5%	6.6%	9.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	4.2%	5.3%	5.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.0%	3.6%	4.1%
Two or More Races	4.9%	3.4%	3.6%
Hispanic Origin	54.1%	56.4%	53.4%
Diversity Index	68.2	66.5	69.7
2010 Population by Relationship and Household Type			
Total	5,453	71,395	145,688
In Households	100.0%	99.9%	99.4%
In Family Households	89.7%	92.5%	91.9%
Householder	28.3%	27.4%	26.9%
Spouse	21.6%	21.9%	21.3%
Child	34.5%	37.5%	37.3%
Other relative	3.4%	3.9%	4.5%
Nonrelative	1.9%	1.8%	2.0%
In Nonfamily Households	10.2%	7.4%	7.5%
In Group Quarters	0.0%	0.1%	0.6%
Institutionalized Population	0.0%	0.1%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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.



Community Profile

Waterway Shoppes of Weston
 2210 Weston Rd, Fort Lauderdale, Florida, 33326
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09246
 Longitude: -80.37107

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	3,859	50,999	104,395
Less than 9th Grade	1.1%	1.9%	2.0%
9th - 12th Grade, No Diploma	1.0%	2.0%	2.9%
High School Graduate	11.6%	12.6%	14.9%
GED/Alternative Credential	1.8%	1.9%	2.2%
Some College, No Degree	17.4%	16.0%	15.9%
Associate Degree	10.5%	10.0%	10.5%
Bachelor's Degree	33.9%	32.5%	31.1%
Graduate/Professional Degree	22.7%	22.9%	20.5%
2019 Population 15+ by Marital Status			
Total	4,576	60,769	124,594
Never Married	22.7%	27.9%	29.5%
Married	63.6%	58.9%	57.1%
Widowed	5.2%	3.9%	4.0%
Divorced	8.5%	9.2%	9.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	95.7%	95.9%
Civilian Unemployed (Unemployment Rate)	5.4%	4.3%	4.1%
2019 Employed Population 16+ by Industry			
Total	3,075	38,362	79,683
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	4.2%	5.3%	5.9%
Manufacturing	7.1%	6.4%	5.4%
Wholesale Trade	6.0%	6.9%	6.1%
Retail Trade	9.5%	10.1%	11.1%
Transportation/Utilities	3.3%	5.6%	5.9%
Information	3.5%	2.5%	2.4%
Finance/Insurance/Real Estate	8.3%	10.0%	9.9%
Services	56.7%	49.3%	49.1%
Public Administration	1.4%	3.9%	3.9%
2019 Employed Population 16+ by Occupation			
Total	3,075	38,361	79,683
White Collar	82.9%	75.5%	74.3%
Management/Business/Financial	29.5%	24.2%	22.8%
Professional	23.8%	23.4%	23.7%
Sales	13.1%	15.5%	14.4%
Administrative Support	16.6%	12.5%	13.3%
Services	10.7%	12.9%	13.6%
Blue Collar	6.3%	11.6%	12.1%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	0.2%	2.2%	2.7%
Installation/Maintenance/Repair	1.2%	2.6%	2.9%
Production	0.4%	1.9%	1.7%
Transportation/Material Moving	4.7%	4.6%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	5,453	71,395	145,688
Population Inside Urbanized Area	100.0%	99.9%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.1%

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



Community Profile

Waterway Shoppes of Weston
 2210 Weston Rd, Fort Lauderdale, Florida, 33326
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09246
 Longitude: -80.37107

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,005	23,572	47,401
Households with 1 Person	18.1%	13.4%	13.1%
Households with 2+ People	81.9%	86.6%	86.9%
Family Households	77.4%	82.7%	82.6%
Husband-wife Families	59.3%	66.2%	65.4%
With Related Children	30.6%	37.6%	37.5%
Other Family (No Spouse Present)	18.1%	16.5%	17.2%
Other Family with Male Householder	4.5%	4.1%	4.5%
With Related Children	2.5%	2.5%	2.6%
Other Family with Female Householder	13.6%	12.3%	12.7%
With Related Children	9.2%	8.0%	8.2%
Nonfamily Households	4.6%	3.9%	4.3%
All Households with Children	42.5%	48.4%	48.7%
Multigenerational Households	3.6%	4.7%	5.5%
Unmarried Partner Households	4.9%	4.6%	5.1%
Male-female	4.1%	4.0%	4.5%
Same-sex	0.8%	0.6%	0.7%
2010 Households by Size			
Total	2,006	23,571	47,400
1 Person Household	18.0%	13.4%	13.1%
2 Person Household	32.3%	27.8%	27.5%
3 Person Household	20.7%	21.1%	21.1%
4 Person Household	19.5%	24.3%	24.0%
5 Person Household	6.6%	9.7%	10.0%
6 Person Household	2.1%	2.8%	3.1%
7 + Person Household	0.7%	0.9%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	2,005	23,572	47,401
Owner Occupied	60.3%	79.0%	80.7%
Owned with a Mortgage/Loan	48.0%	65.5%	66.1%
Owned Free and Clear	12.3%	13.5%	14.6%
Renter Occupied	39.7%	21.0%	19.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,476	26,755	52,417
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

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.

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



Community Profile

Waterway Shoppes of Weston
 2210 Weston Rd, Fort Lauderdale, Florida, 33326
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.09246
 Longitude: -80.37107

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Professional Pride (1B)	Professional Pride (1B)
2.	Enterprising Professionals (2D)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Soccer Moms (4A)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,424,147	\$81,665,925	\$161,434,182
Average Spent	\$3,158.38	\$3,353.42	\$3,258.66
Spending Potential Index	147	157	152
Education: Total \$	\$5,227,265	\$67,227,041	\$128,817,530
Average Spent	\$2,569.94	\$2,760.52	\$2,600.27
Spending Potential Index	161	173	163
Entertainment/Recreation: Total \$	\$9,756,004	\$125,173,877	\$246,013,478
Average Spent	\$4,796.46	\$5,139.98	\$4,965.96
Spending Potential Index	147	157	152
Food at Home: Total \$	\$14,844,784	\$188,874,242	\$373,370,939
Average Spent	\$7,298.32	\$7,755.69	\$7,536.76
Spending Potential Index	141	150	146
Food Away from Home: Total \$	\$11,033,703	\$139,423,652	\$276,385,568
Average Spent	\$5,424.63	\$5,725.11	\$5,579.04
Spending Potential Index	148	156	152
Health Care: Total \$	\$17,003,411	\$220,237,286	\$434,394,048
Average Spent	\$8,359.59	\$9,043.54	\$8,768.55
Spending Potential Index	141	152	148
HH Furnishings & Equipment: Total \$	\$6,439,496	\$82,843,267	\$164,127,578
Average Spent	\$3,165.93	\$3,401.77	\$3,313.03
Spending Potential Index	148	160	155
Personal Care Products & Services: Total \$	\$2,702,236	\$34,635,812	\$68,823,308
Average Spent	\$1,328.53	\$1,422.24	\$1,389.25
Spending Potential Index	150	160	157
Shelter: Total \$	\$56,496,733	\$708,075,832	\$1,381,737,925
Average Spent	\$27,776.17	\$29,075.51	\$27,891.36
Spending Potential Index	150	157	151
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,301,749	\$96,022,134	\$188,313,574
Average Spent	\$3,589.85	\$3,942.93	\$3,801.24
Spending Potential Index	145	159	153
Travel: Total \$	\$7,223,550	\$91,903,106	\$179,287,551
Average Spent	\$3,551.40	\$3,773.79	\$3,619.05
Spending Potential Index	158	168	161
Vehicle Maintenance & Repairs: Total \$	\$3,272,598	\$42,063,492	\$83,523,641
Average Spent	\$1,608.95	\$1,727.24	\$1,685.98
Spending Potential Index	141	151	147

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.