MARKET SNAPSHOT
Miami-Ft. Lauderdale DMA

| Population	2017 Ranking	2017 Population
Total	16	4,749,824
Hispanic	4	2,528,138
White Non-Hispanic	53	1,070,048
Black Non-Hispanic	10	978,615
Asian Non-Hispanic	27	117,375

The Miami-Ft. Lauderdale Designated Market Area encompasses the counties of Broward, Miami-Dade and Monroe (including the Florida Keys).

The DMA is home to more than 4.7 million people, and its multicultural population currently makes up over three-quarters of its total population. This report highlights the multicultural market.

claritas

The White Non-Hispanic segment currently makes up less than one-quarter of the DMA's total population as its size decreased 27% between 2000 and 2017; White is the dominant race in the beach communities in and around Fort Lauderdale (Hallandale, Hollywood, Deerfield, Pompano etc.) and throughout most of the Keys. During the same period, the DMA's Hispanic and Asian Non-Hispanic populations experienced significant growth, approximately 60% and 75% respectively. Hispanic is the dominant race in ZIP codes in the southern & western areas of the DMA from Sunshine Park through Florida City.

Percent Change - 2000 vs. 2017
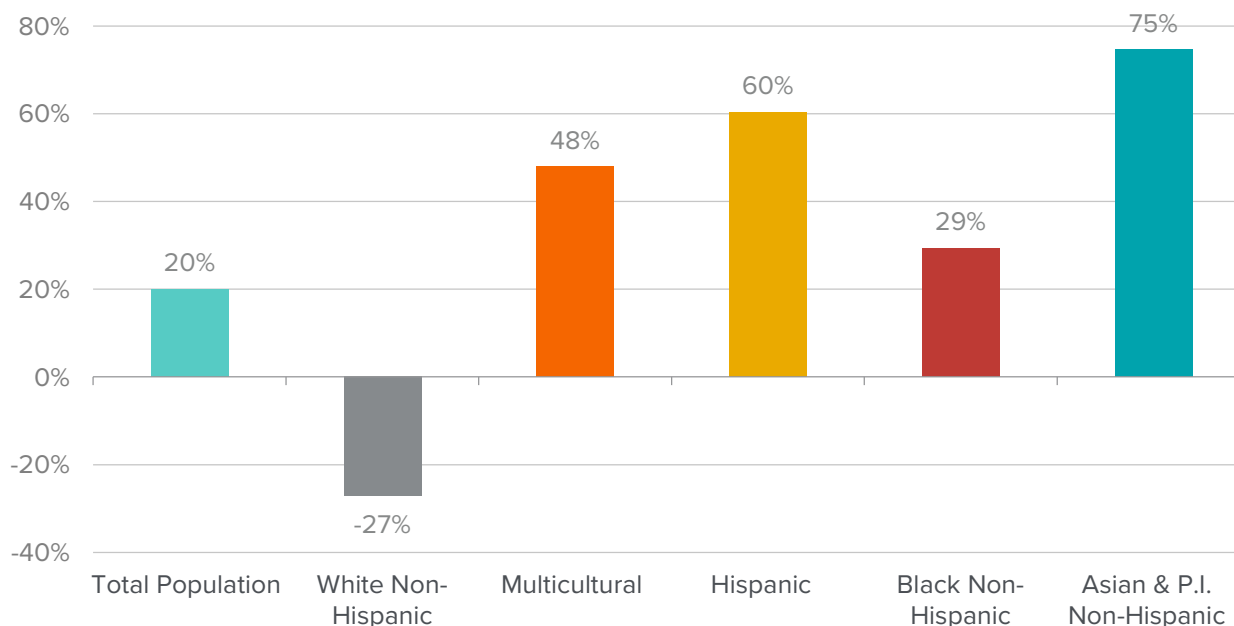
Facts About Miami-Ft. Lauderdale Population

In the Miami-Ft. Lauderdale DMA:

- 22% of the population falls between the ages of 18-34.

- The average age of the population is 40.

- The estimated average household income in 2018 is $78,552.

- Nonfamily households make up nearly 34% of the population.

- Slightly more than 37% of the population is comprised of a married couple with no children.

- 60% of the population own and live in their own housing.

Source:Claritas Pop-Facts2018

For more multicultural consumer insights, visit https://www.claritas.com/resource-center
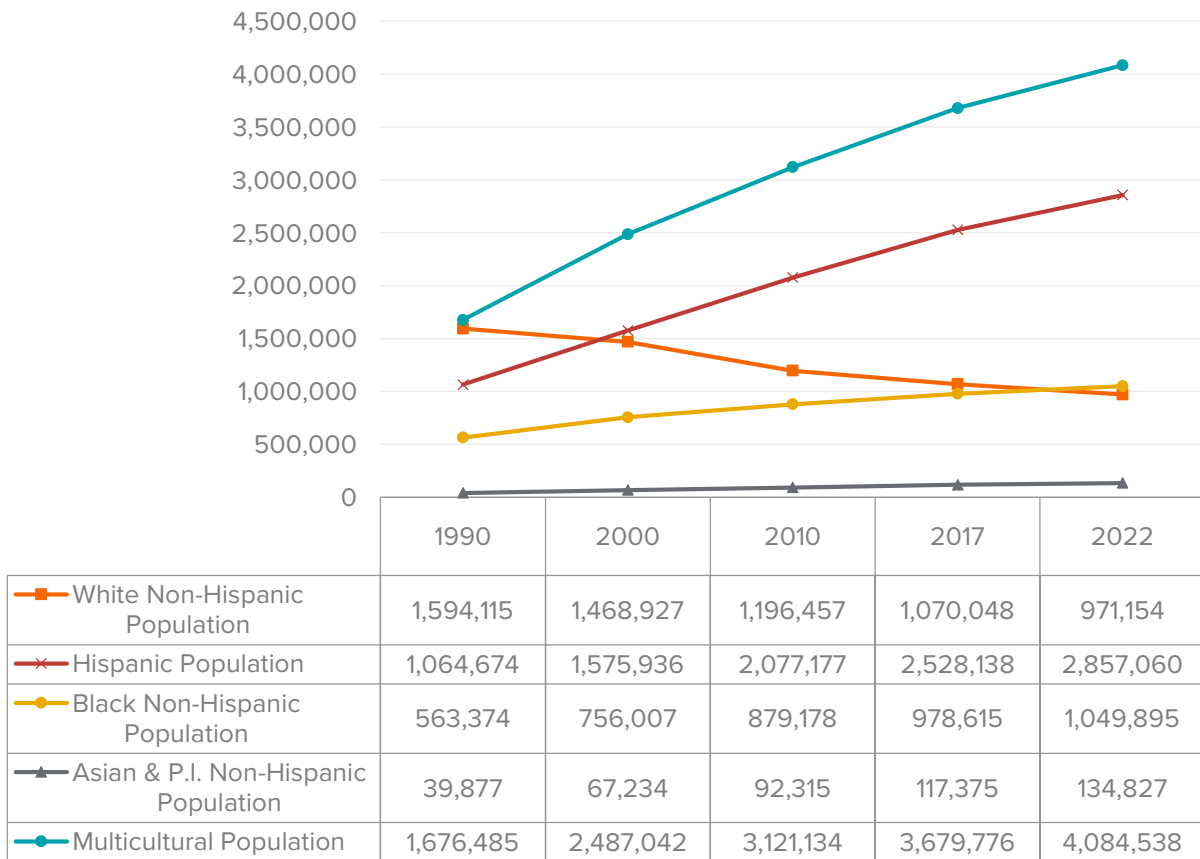
claritas

All of the population growth since 2000 in the DMA has come from multicultural segments. Hispanics are the largest population segment, representing more than 53% of the total population in the DMA. Virtually all of the growth now and into the foreseeable future will emanate from groups other than Non-Hispanic White.

After experiencing nearly 29% growth between 2000 and 2017, the Black Non-Hispanic population makes up approximately 20% of the DMA's total population and is projected to surpass the DMA's White non-Hispanic population over the next 5 years; Black is the dominant race in ZIP codes within North Lauderdale, North Miami, Miami Shores and Miramar.
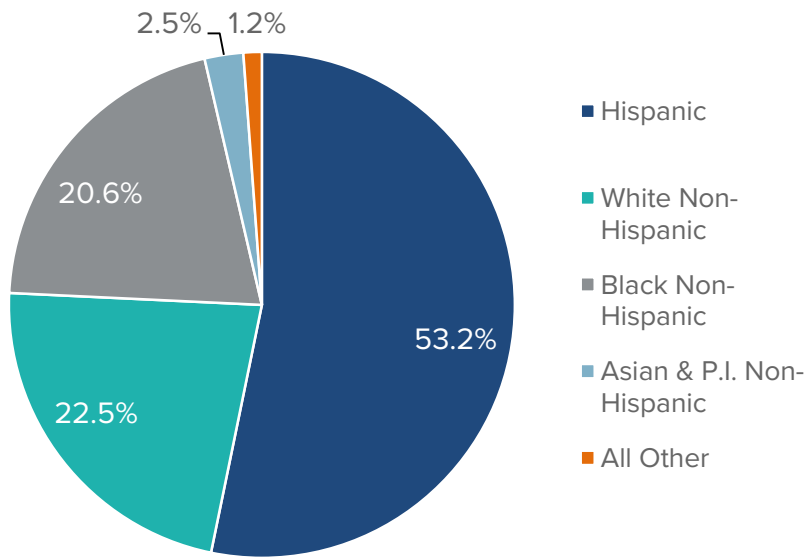
Although the city of Miami is known as the "Capital of Latin America", the Miami neighborhood of Little Haiti also hosts a large community of African-American and Caribbean immigrants, especially Haitian, Dominican, and Jamaican.

The Miami metro area appeals to a booming international business community through its key business sectors in commerce, finance, Spanish-language media, trade and tourism. The DMA's major employers include Baptist Health South Florida, University of Miami, and American Airlines. In fact, Miami is home to more than 120K small-to-mid sized Hispanic-owned businesses, more than any other market in the U.S.
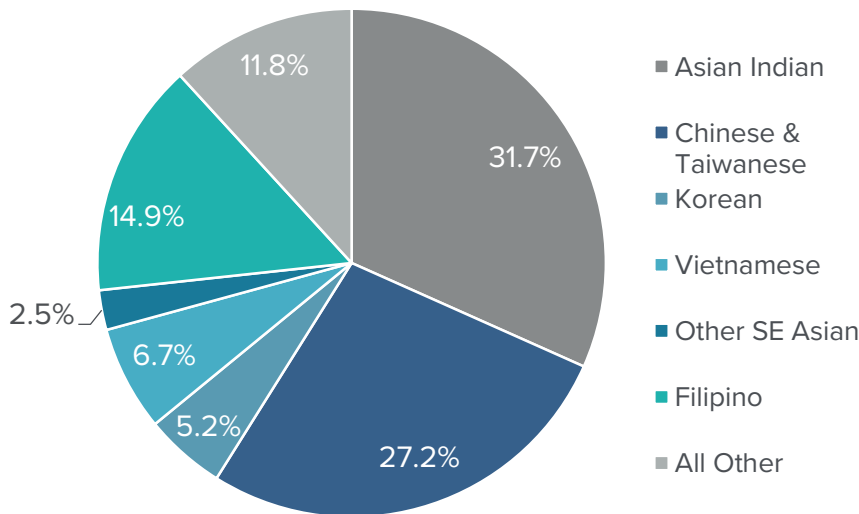
Miami-Ft. Lauderdale DMA Population by Race/Ethnicity

	1990	2000	2010	2017	2022
White Non-Hispanic Population	1,594,115	1,468,927	1,196,457	1,070,048	971,154
Hispanic Population	1,064,674	1,575,936	2,077,177	2,528,138	2,857,060
Black Non-Hispanic Population	563,374	756,007	879,178	978,615	1,049,895
Asian & P.I. Non-Hispanic Population	39,877	67,234	92,315	117,375	134,827
Multicultural Population	1,676,485	2,487,042	3,121,134	3,679,776	4,084,538

For more multicultural consumer insights, visit https://www.claritas.com/resource-center

claritas

2017 Population By Race/Ethnicity Percent

Pie chart 1:
- Hispanic: 53.2%
- White Non-Hispanic: 22.5%
- Black Non-Hispanic: 20.6%
- Asian & P.I. Non-Hispanic: 2.5%
- All Other: 1.2%

The DMA's multicultural population currently makes up over three-quarters of its total population.

2017 Asian Population By Country of Origin (Percent)

Pie chart 2:
- Asian Indian: 31.7%
- Chinese & Taiwanese: 27.2%
- Korean: 5.2%
- Vietnamese: 6.7%
- Other SE Asian: 2.5%
- Filipino: 14.9%
- All Other: 11.8%

Over 30% of the DMA's Asian population identifies as Asian Indian, followed by 27.2% identifying as Chinese & Taiwanese.
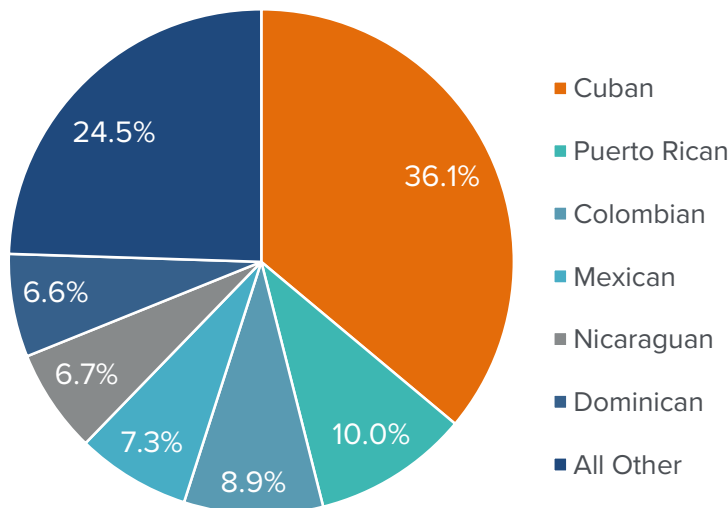
2017 Hispanic Population By Country of Origin (Percent)

Pie chart 3:
- Cuban: 36.1%
- Puerto Rican: 10.0%
- Colombian: 8.9%
- Mexican: 7.3%
- Nicaraguan: 6.7%
- Dominican: 6.6%
- All Other: 24.5%

Although Cuban is the largest Hispanic origin group, it is still less than half (36.1%) of all Hispanics. Puerto Ricans also factor prominently in the market, as do other Central and South American groups.

For more multicultural consumer insights, visit https://www.claritas.com/resource-center

claritas

By 2024, Hispanics will reach more than **72 Million** persons in the U.S.

HISPANICITY™ Segments

HA1: Americanizado (National Avg. 17.1%)

English Dominant (nearly no Spanish)

Born in US; 3rd+ generation

Few Hispanic cultural practices

HA2: Nueva Latina (National Avg. 29%)

English Preferred (some Spanish)

Born in U.S.; 2nd generation

Some Hispanic cultural practices; often "retro-acculturate"

HA3: AmBi-Cultural (National Avg. 26.6%)

Bi-Lingual (equal or nearly)

Immigrant as child or young adult

Many Hispanic cultural practices

HA4: Hispano (National Avg. 15.5%)

Spanish Preferred (some English)

Immigrant as adult, in U.S. 10+ years

Pre-dominant Hispanic cultural practices

HA5: Latinoamerica (National Avg. 12.8%)

Spanish Dominant (nearly no English)

Recent Immigrant as adult (less than 10 years ago)

Primarily Hispanic cultural practices

Identify with home country more so than U.S.

2017 HISPANICITY Segments Percent

HA1, 7.4%
HA2, 23.0%
HA3, 22.9%
HA4, 18.4%
HA5, 28.2%
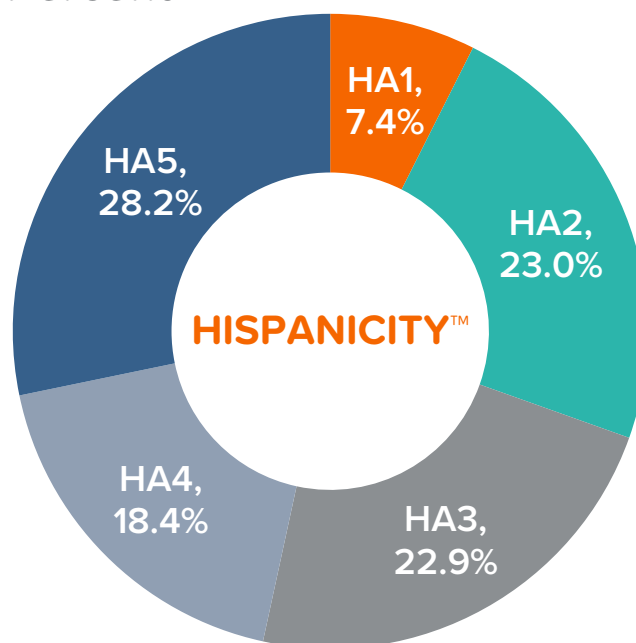
HISPANICITY™

More than 46% of the DMA's Hispanic population classifies as less acculturated/unacculturated. These individuals, known as HA4s and HA5s, prefer to speak Spanish and are immigrants who maintain many Hispanic cultural practices. Miami has the highest percentage of unacculturated Hispanics of all markets in the U.S.
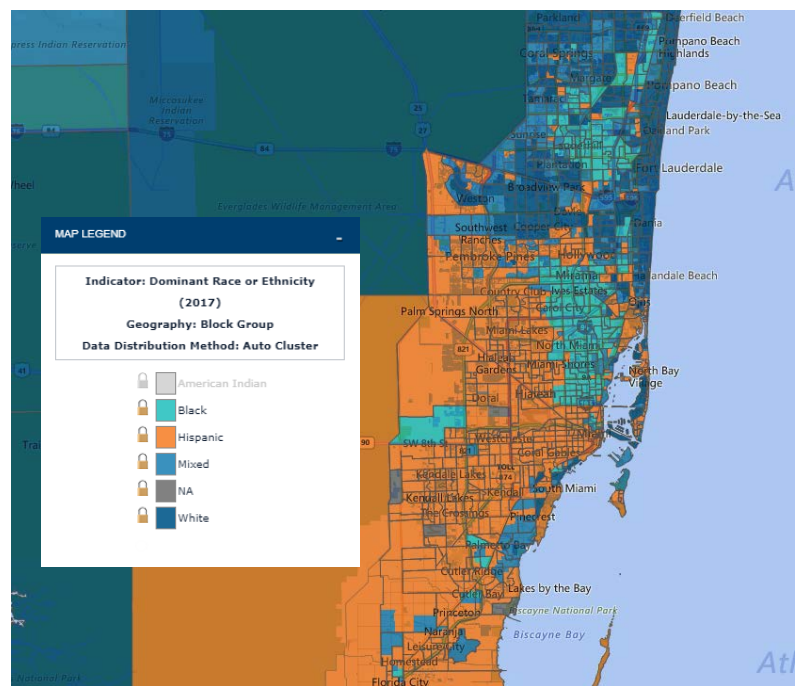
For more multicultural consumer insights, visit https://www.claritas.com/resource-center
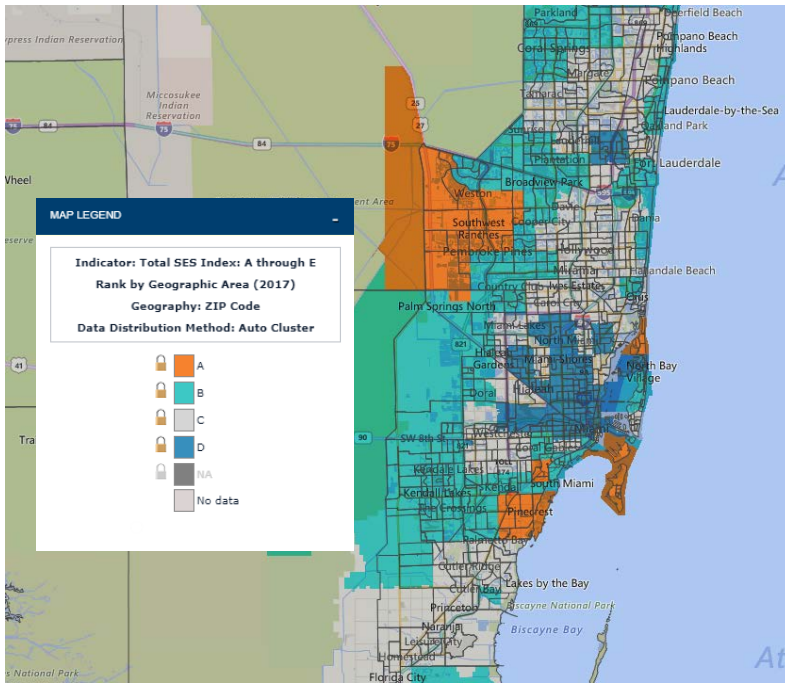
This map illustrates the Socio-Economic Status of all households in the Miami-Ft. Lauderdale DMA by ZIP Code. Those households ranked "A" and falling within the orange areas of the map typically have annual incomes over $85,000, a 4 year college or graduate degree, own housing, and are employed in professional occupations. The gray areas indicate a concentration of households ranked "C", typically having annual incomes between $30,000 and $75,000, high school graduates to some college, and employed as skilled labor or service workers.
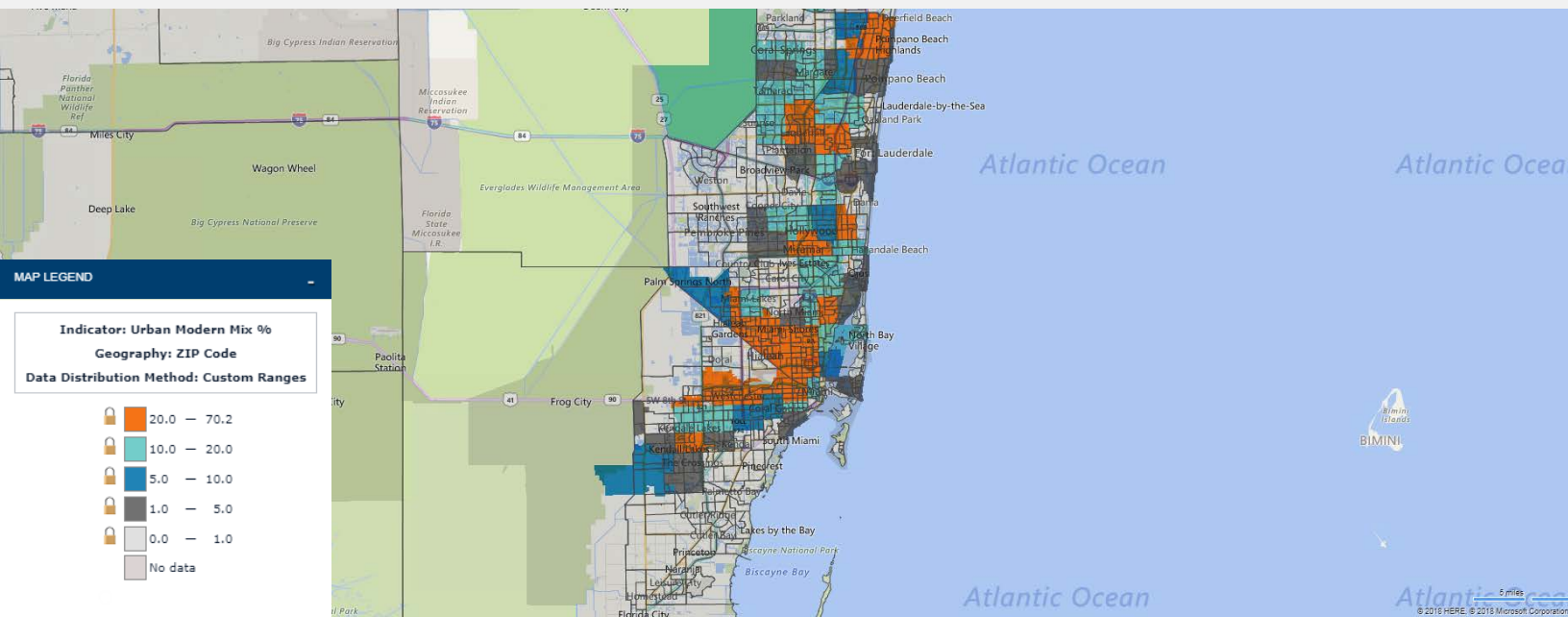
Region Matters:

Hispanics are dominant in Miami's western & southern areas and Black is the dominant race in North Miami, Miami Shores and Miramar.

The variation in dominant race or ethnicity is illustrated by Block Group for the Miami-Ft. Lauderdale DMA. As illustrated on the map, Hispanics are dominant in Block Groups along most of the DMA's western and southern sections and Black is the dominant race in Block Groups within North Lauderdale, North Miami, Miami Shores and Miramar. White is the dominant race in the beach communities in and around Fort Lauderdale (Hallandale, Hollywood, Deerfield, Pompano etc.) and throughout most of the Florida Keys.

For more multicultural consumer insights, visit https://www.claritas.com/resource-center

MAP LEGEND

Indicator: Urban Modern Mix %
Geography: ZIP Code
Data Distribution Method: Custom Ranges

- 20.0 — 70.2
- 10.0 — 20.0
- 5.0 — 10.0
- 1.0 — 5.0
- 0.0 — 1.0
- No data

Claritas PRIZM Premier Segmentation

PRIZM® Premier segmentation helps you find more of your best customers by lifestyles, shopping behaviors and media use with smart insights on what they choose and why they buy. Miami-Ft. Lauderdale households are made up of many segments, but here is a look at two of the highest indexing PRIZM Premier segments for the Miami-Ft. Lauderdale DMA.

PRIZM Segment 45 – Urban Modern Mix

Midscale Middle Age Mostly w/o Kids

In Urban Modern Mix, middle class singles and couples reside in ethnically diverse neighborhoods in or near the city center. Despite only average overall technology use, they are frequent online shoppers for everything from jeans to groceries.

Urban Modern Mix Households are likely to:
- Own a Kia
- Shops at Burlington
- Follow pro boxing
- Visit casinos
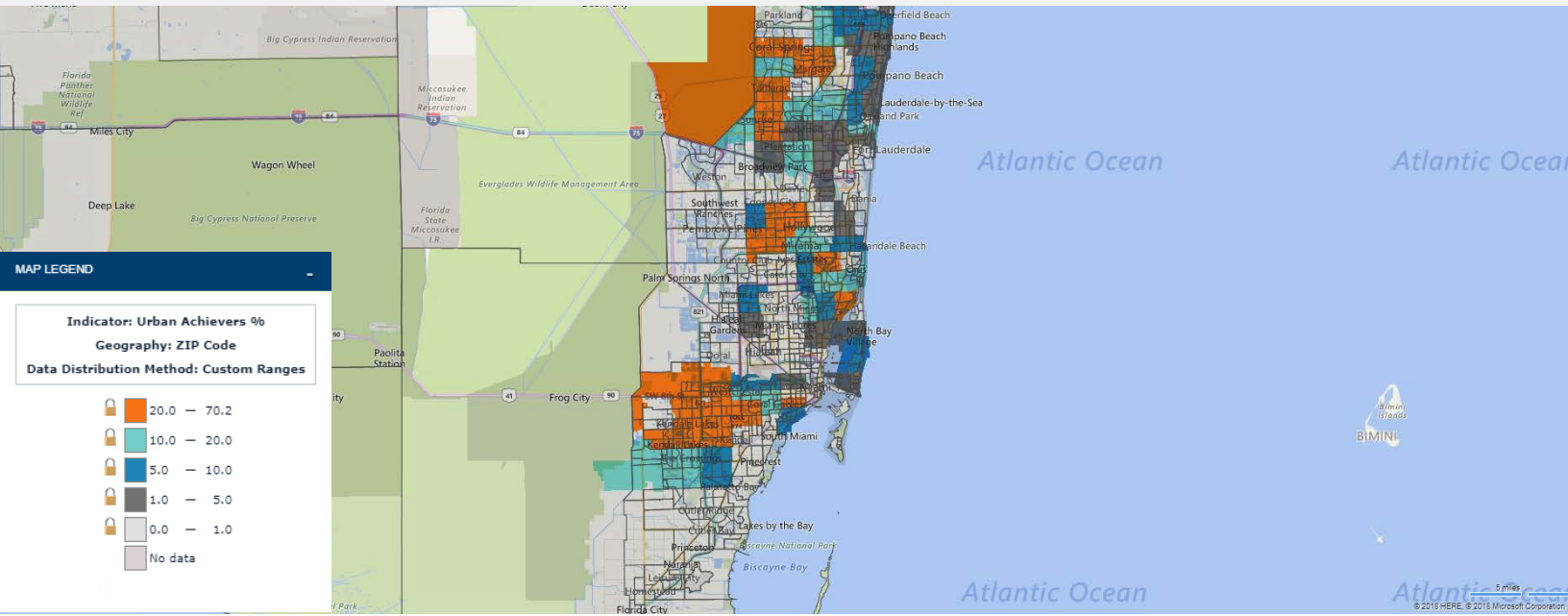- Watch TV One
- Listen to Urban Adult Contemporary

Demographics Traits:
- Urbanicity: Urban
- Income: Midscale
- Income Producing Assets: Low
- Age Ranges: <55
- Presence of Kids: Mostly w/o Kids
- Homeownership: Mix
- Employment Levels: Mix
- Education Levels: Some College
- Technology Use: Average

Source: Claritas PRIZM Premier 2018   To learn about segments in your market, visit www.mybestsegments.com.

For more multicultural consumer insights, visit https://www.claritas.com/resource-center

PRIZM Segment 35 – Urban Achievers

Midscale Middle Age Mostly w/o Kids

Urban Achievers are midscale, middle aged, ethnically diverse homeowners in urban neighborhoods with established careers and college degrees. They are active participants in their communities and strong supporters of their local professional sports teams.

Urban Achievers are likely to:

> Own a Lexus

> Eats at Quiznos

> Shops at IKEA

> Follows pro boxing

> Visits Las Vegas

> Watches Telemundo

> Listens to Soft Adult Contemporary

Demographics Traits:

> Urbanicity: Urban

> Income: Midscale

> Income Producing Assets: Below Avg.

> Age Ranges: <55

> Presence of Kids: Mostly w/o Kids

> Homeownership: Mix

> Employment Levels: Mix

> Education Levels: Some College

> Technology Use: Average

Source: Claritas PRIZM Premier 2018

To learn about segments in your market, visit www.mybestsegments.com.

For more multicultural consumer insights, visit https://www.claritas.com/resource-center

About Claritas

Claritas helps companies **identify** customers. Not just any customers – their best customers. We help engage and **deliver** those customers when and where they want to be engaged. And finally, we help clients **optimize** those engagements with remarkable transparency and precision in near-real-time.

Our tools and data define who your best customers are, how they behave, and how to connect with them. With powerful original research, trusted data partnerships, and an expert analytics team, we provide the why behind the buy that is the key to selling smarter and winning bigger.

Targeting the New American Mainstream

To capture multicultural growth opportunities, you must first understand them: their likes, dislikes, preferences, behaviors, etc. These insights let you create personas, tailor messages and promotions specific to their wants and needs. Marketers leverage Claritas' deep understanding of multicultural segments, using tools, such as Geoscape CultureCodes across local, national and digital markets for smarter targeting, smarter planning and smarter buying to help drive bigger profits.

Multicultural Insights to Shape a Smarter Plan

Data from Geoscape American Marketscape Datastream (AMDS) can be applied to a wide variety of situations and challenges using computerized applications, such as the online Geoscape Intelligence System (GIS). Some of the applications are listed below.

- Strategic Planning
- Market Potential Assessment
- Product Development & Positioning
- Database mining & modeling
- Retail Site Selection & Distribution
- Marketing Communications & Media Planning
- Promotions & Direct Response
- Market Research: Surveys, Focus Groups, etc.
- Industry specific intelligence applications
- Sales potential and forecasting
- Consumer segmentation and targeting
- Customer relationship management
- Investment Valuation
- Public & Social Services
- Budget Allocation
- Staffing
- In-store experience management
- Retail shelf-space planning

To learn more about how to find and win your next multicultural consumer, visit www.claritas.com/geoscape or call 800.234.5973.