

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 26.0184/-80.1694

3047 Johnson St Hollywood, FL 33021	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	18,282		169,777		393,578	
Projected Population (2028)	20,590		183,555		418,810	
Census Population (2020)	18,121		168,303		392,220	
Census Population (2010)	16,693		156,120		356,630	
Projected Annual Growth (2023 to 2028)	2,308	2.5%	13,778	1.6%	25,233	1.3%
Historical Annual Growth (2020 to 2023)	161	0.3%	1,474	0.3%	1,358	0.1%
Historical Annual Growth (2010 to 2020)	1,427	2.8%	12,183	2.6%	35,590	3.3%
Estimated Population Density (2023)	5,822	psm	6,006	psm	5,012	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	7,762		70,176		157,365	
Projected Households (2028)	8,789		76,255		167,305	
Census Households (2020)	7,647		69,119		155,797	
Census Households (2010)	7,236		65,985		144,894	
Estimated Households with Children (2023)	2,135	27.5%	19,078	27.2%	46,053	29.3%
Estimated Average Household Size (2023)	2.33		2.39		2.48	
Average Household Income						
Estimated Average Household Income (2023)	\$83,830		\$87,544		\$94,825	
Projected Average Household Income (2028)	\$74,302		\$82,000		\$91,729	
Estimated Average Family Income (2023)	\$100,588		\$107,486		\$113,912	
Median Household Income						
Estimated Median Household Income (2023)	\$59,436		\$62,581		\$67,349	
Projected Median Household Income (2028)	\$56,629		\$59,579		\$63,493	
Estimated Median Family Income (2023)	\$72,040		\$82,291		\$85,465	
Per Capita Income						
Estimated Per Capita Income (2023)	\$35,655		\$36,291		\$37,973	
Projected Per Capita Income (2028)	\$31,772		\$34,163		\$36,700	
Estimated Per Capita Income 5 Year Growth	-\$3,882	-10.9%	-\$2,128	-5.9%	-\$1,274	-3.4%
Estimated Average Household Net Worth (2023)	\$328,628		\$420,332		\$448,759	
Daytime Demos (2023)						
Total Businesses	2,023		18,473		39,506	
Total Employees	14,038		101,852		218,566	
Company Headquarter Businesses	41	2.0%	418	2.3%	852	2.2%
Company Headquarter Employees	1,171	8.3%	7,448	7.3%	18,813	8.6%
Employee Population per Business	6.9		5.5		5.5	
Residential Population per Business	9.0		9.2		10.0	

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Race & Ethnicity

White (2023)	8,613	47.1%	74,507	43.9%	157,834	40.1%
Black or African American (2023)	3,684	20.1%	44,649	26.3%	111,148	28.2%
American Indian or Alaska Native (2023)	63	0.3%	941	0.6%	1,985	0.5%
Asian (2023)	429	2.3%	3,887	2.3%	10,404	2.6%
Hawaiian or Pacific Islander (2023)	9	-	94	-	183	-
Other Race (2023)	1,591	8.7%	15,249	9.0%	35,973	9.1%
Two or More Races (2023)	3,894	21.3%	30,450	17.9%	76,051	19.3%
Not Hispanic or Latino Population (2023)	11,069	60.5%	109,229	64.3%	244,695	62.2%
Hispanic or Latino Population (2023)	7,213	39.5%	60,548	35.7%	148,883	37.8%
Not Hispanic or Latino Population (2028)	12,510	60.8%	118,364	64.5%	260,784	62.3%
Hispanic or Latino Population (2028)	8,080	39.2%	65,191	35.5%	158,027	37.7%
Not Hispanic or Latino Population (2020)	10,716	59.1%	107,118	63.6%	243,916	62.2%
Hispanic or Latino Population (2020)	7,405	40.9%	61,185	36.4%	148,304	37.8%
Not Hispanic or Latino Population (2010)	11,415	68.4%	111,854	71.6%	245,829	68.9%
Hispanic or Latino Population (2010)	5,279	31.6%	44,266	28.4%	110,801	31.1%
Projected Hispanic Annual Growth (2023 to 2028)	868	2.4%	4,643	1.5%	9,143	1.2%
Historic Hispanic Annual Growth (2010 to 2023)	1,934	2.8%	16,282	2.8%	38,082	2.6%

Age Distribution (2023)

Age Under 5	998	5.5%	9,803	5.8%	22,764	5.8%
Age 5 to 9 Years	913	5.0%	9,253	5.4%	22,310	5.7%
Age 10 to 14 Years	1,005	5.5%	9,156	5.4%	22,708	5.8%
Age 15 to 19 Years	915	5.0%	8,790	5.2%	21,350	5.4%
Age 20 to 24 Years	915	5.0%	8,939	5.3%	20,799	5.3%
Age 25 to 29 Years	1,116	6.1%	10,470	6.2%	23,965	6.1%
Age 30 to 34 Years	1,330	7.3%	11,839	7.0%	27,577	7.0%
Age 35 to 39 Years	1,289	7.1%	11,698	6.9%	27,262	6.9%
Age 40 to 44 Years	1,253	6.9%	11,166	6.6%	26,031	6.6%
Age 45 to 49 Years	1,266	6.9%	10,772	6.3%	25,121	6.4%
Age 50 to 54 Years	1,333	7.3%	12,230	7.2%	27,372	7.0%
Age 55 to 59 Years	1,380	7.5%	12,844	7.6%	28,881	7.3%
Age 60 to 64 Years	1,218	6.7%	11,709	6.9%	26,219	6.7%
Age 65 to 74 Years	1,759	9.6%	17,966	10.6%	40,872	10.4%
Age 75 to 84 Years	1,052	5.8%	9,466	5.6%	21,932	5.6%
Age 85 Years or Over	539	2.9%	3,676	2.2%	8,415	2.1%
Median Age	41.9		41.6		41.2	

Gender Age Distribution (2023)

Female Population	9,261	50.7%	85,576	50.4%	201,491	51.2%
Age 0 to 19 Years	1,886	20.4%	17,903	20.9%	43,634	21.7%
Age 20 to 64 Years	5,504	59.4%	50,918	59.5%	118,393	58.8%
Age 65 Years or Over	1,870	20.2%	16,754	19.6%	39,464	19.6%
Female Median Age	42.7		42.4		42.2	
Male Population	9,021	49.3%	84,202	49.6%	192,087	48.8%
Age 0 to 19 Years	1,945	21.6%	19,098	22.7%	45,498	23.7%
Age 20 to 64 Years	5,596	62.0%	50,750	60.3%	114,834	59.8%
Age 65 Years or Over	1,480	16.4%	14,354	17.0%	31,755	16.5%
Male Median Age	41.1		40.7		40.1	

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Household Income Distribution (2023)

HH Income \$200,000 or More	408	5.3%	6,151	8.8%	14,918	9.5%
HH Income \$150,000 to \$199,999	435	5.6%	3,547	5.1%	9,397	6.0%
HH Income \$100,000 to \$149,999	1,173	15.1%	8,900	12.7%	22,007	14.0%
HH Income \$75,000 to \$99,999	913	11.8%	7,570	10.8%	18,365	11.7%
HH Income \$50,000 to \$74,999	1,334	17.2%	12,360	17.6%	26,807	17.0%
HH Income \$35,000 to \$49,999	1,094	14.1%	9,325	13.3%	19,799	12.6%
HH Income \$25,000 to \$34,999	759	9.8%	7,308	10.4%	15,258	9.7%
HH Income \$15,000 to \$24,999	789	10.2%	6,539	9.3%	12,958	8.2%
HH Income Under \$15,000	858	11.0%	8,476	12.1%	17,856	11.3%
HH Income \$35,000 or More	5,356	69.0%	47,853	68.2%	111,293	70.7%
HH Income \$75,000 or More	2,928	37.7%	26,168	37.3%	64,686	41.1%

Housing (2023)

Total Housing Units	8,801		83,688		191,642	
Housing Units Occupied	7,762	88.2%	70,176	83.9%	157,365	82.1%
Housing Units Owner-Occupied	3,880	50.0%	36,228	51.6%	90,214	57.3%
Housing Units, Renter-Occupied	3,881	50.0%	33,948	48.4%	67,151	42.7%
Housing Units, Vacant	1,039	13.4%	13,512	19.3%	34,277	21.8%

Marital Status (2023)

Never Married	5,172	33.7%	49,879	35.2%	110,605	33.9%
Currently Married	5,505	35.8%	54,102	38.2%	129,817	39.8%
Separated	988	6.4%	8,847	6.2%	21,258	6.5%
Widowed	1,298	8.4%	8,506	6.0%	18,836	5.8%
Divorced	2,403	15.6%	20,233	14.3%	45,280	13.9%

Household Type (2023)

Population Family	13,895	76.0%	129,796	76.5%	313,853	79.7%
Population Non-Family	4,218	23.1%	37,935	22.3%	76,900	19.5%
Population Group Quarters	169	0.9%	2,046	1.2%	2,825	0.7%
Family Households	4,498	58.0%	41,053	58.5%	97,419	61.9%
Non-Family Households	3,263	42.0%	29,123	41.5%	59,946	38.1%
Married Couple with Children	1,169	21.2%	10,045	18.6%	25,069	19.3%
Average Family Household Size	3.1		3.2		3.2	

Household Size (2023)

1 Person Households	2,463	31.7%	22,510	32.1%	47,273	30.0%
2 Person Households	2,508	32.3%	23,039	32.8%	50,876	32.3%
3 Person Households	1,331	17.2%	11,372	16.2%	25,929	16.5%
4 Person Households	878	11.3%	7,717	11.0%	18,628	11.8%
5 Person Households	371	4.8%	3,513	5.0%	9,030	5.7%
6 or More Person Households	210	2.7%	2,025	2.9%	5,629	3.6%

Household Vehicles (2023)

Households with 0 Vehicles Available	738	9.5%	6,329	9.0%	12,372	7.9%
Households with 1 Vehicles Available	3,403	43.8%	31,495	44.9%	69,490	44.2%
Households with 2 or More Vehicles Available	3,621	46.7%	32,352	46.1%	75,503	48.0%
Total Vehicles Available	12,052		107,190		250,397	
Average Vehicles Per Household	1.6		1.5		1.6	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	15,186		139,748		321,189	
Estimated Civilian Employed	10,009	65.9%	93,037	66.6%	210,761	65.6%
Estimated Civilian Unemployed	376	2.5%	3,049	2.2%	5,958	1.9%
Estimated in Armed Forces	-	-	65	-	166	-
Estimated Not in Labor Force	4,801	31.6%	43,597	31.2%	104,304	32.5%
Unemployment Rate	2.5%		2.2%		1.9%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	10,009		93,029		210,750	
Management, Business, Financial Operations	1,695	16.9%	15,730	16.9%	37,341	17.7%
Professional, Related	2,024	20.2%	18,556	19.9%	42,652	20.2%
Service	1,652	16.5%	17,910	19.3%	40,073	19.0%
Sales, Office	2,589	25.9%	21,003	22.6%	47,764	22.7%
Farming, Fishing, Forestry	3	-	187	0.2%	386	0.2%
Construct, Extraction, Maintenance	990	9.9%	9,113	9.8%	19,045	9.0%
Production, Transport Material Moving	1,055	10.5%	10,530	11.3%	23,489	11.1%
White Collar Workers	6,309	63.0%	55,288	59.4%	127,758	60.6%
Blue Collar Workers	3,700	37.0%	37,740	40.6%	82,993	39.4%

Consumer Expenditure (2023)

Total Household Expenditure	\$482.68 M		\$4.46 B		\$10.6 B	
Total Non-Retail Expenditure	\$255.26 M	52.9%	\$2.36 B	53.0%	\$5.62 B	53.0%
Total Retail Expenditure	\$227.42 M	47.1%	\$2.09 B	47.0%	\$4.98 B	47.0%
Apparel	\$16.93 M	3.5%	\$157.1 M	3.5%	\$374.91 M	3.5%
Contributions	\$15.42 M	3.2%	\$146.25 M	3.3%	\$350.92 M	3.3%
Education	\$14.09 M	2.9%	\$135.75 M	3.0%	\$328.01 M	3.1%
Entertainment	\$26.93 M	5.6%	\$250.11 M	5.6%	\$598.43 M	5.6%
Food and Beverages	\$71.54 M	14.8%	\$656.63 M	14.7%	\$1.56 B	14.7%
Furnishings and Equipment	\$16.75 M	3.5%	\$155.2 M	3.5%	\$371.26 M	3.5%
Gifts	\$11.6 M	2.4%	\$111.35 M	2.5%	\$267.02 M	2.5%
Health Care	\$41.15 M	8.5%	\$376.25 M	8.4%	\$890.98 M	8.4%
Household Operations	\$18.84 M	3.9%	\$175.39 M	3.9%	\$418.6 M	3.9%
Miscellaneous Expenses	\$9.14 M	1.9%	\$84.42 M	1.9%	\$200.93 M	1.9%
Personal Care	\$6.49 M	1.3%	\$59.76 M	1.3%	\$142.2 M	1.3%
Personal Insurance	\$3.29 M	0.7%	\$30.97 M	0.7%	\$74.78 M	0.7%
Reading	\$1.05 M	0.2%	\$9.75 M	0.2%	\$23.2 M	0.2%
Shelter	\$102.5 M	21.2%	\$945.98 M	21.2%	\$2.24 B	21.1%
Tobacco	\$3.1 M	0.6%	\$27.7 M	0.6%	\$64.07 M	0.6%
Transportation	\$87.55 M	18.1%	\$803.74 M	18.0%	\$1.91 B	18.1%
Utilities	\$36.31 M	7.5%	\$330.68 M	7.4%	\$779.42 M	7.4%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	13,536		123,837		283,647	
Elementary (Grade Level 0 to 8)	731	5.4%	6,484	5.2%	14,291	5.0%
Some High School (Grade Level 9 to 11)	935	6.9%	8,237	6.7%	17,555	6.2%
High School Graduate	3,500	25.9%	35,083	28.3%	78,738	27.8%
Some College	2,546	18.8%	22,870	18.5%	52,354	18.5%
Associate Degree Only	1,277	9.4%	12,739	10.3%	30,517	10.8%
Bachelor Degree Only	2,909	21.5%	22,211	17.9%	53,488	18.9%
Graduate Degree	1,638	12.1%	16,212	13.1%	36,703	12.9%

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Units In Structure (2023)

1 Detached Unit	3,769	52.1%	28,437	43.1%	63,134	43.6%
1 Attached Unit	214	3.0%	4,434	6.7%	9,836	6.8%
2 to 4 Units	521	7.2%	7,158	10.8%	11,784	8.1%
5 to 9 Units	433	6.0%	4,062	6.2%	8,826	6.1%
10 to 19 Units	888	12.3%	6,157	9.3%	11,273	7.8%
20 to 49 Units	1,111	15.3%	8,425	12.8%	17,598	12.1%
50 or More Units	726	10.0%	8,820	13.4%	31,165	21.5%
Mobile Home or Trailer	87	1.2%	2,653	4.0%	3,638	2.5%
Other Structure	12	0.2%	29	-	111	-

Homes Built By Year (2023)

Homes Built 2010 or later	396	5.5%	3,675	5.6%	9,996	6.9%
Homes Built 2000 to 2009	345	4.8%	5,231	7.9%	13,953	9.6%
Homes Built 1990 to 1999	296	4.1%	5,132	7.8%	12,451	8.6%
Homes Built 1980 to 1989	640	8.9%	9,128	13.8%	21,485	14.8%
Homes Built 1970 to 1979	1,292	17.9%	15,075	22.8%	36,078	24.9%
Homes Built 1960 to 1969	2,238	30.9%	15,101	22.9%	33,525	23.1%
Homes Built 1950 to 1959	2,146	29.7%	13,270	20.1%	24,390	16.8%
Homes Built Before 1949	407	5.6%	3,564	5.4%	5,489	3.8%

Home Values (2023)

Home Values \$1,000,000 or More	47	1.2%	1,047	2.9%	4,027	4.5%
Home Values \$500,000 to \$999,999	547	14.1%	6,068	16.8%	15,278	16.9%
Home Values \$400,000 to \$499,999	660	17.0%	4,713	13.0%	10,518	11.7%
Home Values \$300,000 to \$399,999	1,089	28.1%	7,455	20.6%	19,800	21.9%
Home Values \$200,000 to \$299,999	731	18.8%	7,102	19.6%	19,797	21.9%
Home Values \$150,000 to \$199,999	242	6.2%	3,048	8.4%	7,482	8.3%
Home Values \$100,000 to \$149,999	233	6.0%	2,944	8.1%	5,657	6.3%
Home Values \$70,000 to \$99,999	137	3.5%	1,515	4.2%	3,212	3.6%
Home Values \$50,000 to \$69,999	74	1.9%	486	1.3%	1,014	1.1%
Home Values \$25,000 to \$49,999	56	1.4%	657	1.8%	1,384	1.5%
Home Values Under \$25,000	65	1.7%	1,193	3.3%	2,044	2.3%
Owner-Occupied Median Home Value	\$330,946		\$322,002		\$342,274	
Renter-Occupied Median Rent	\$1,290		\$1,291		\$1,366	

Transportation To Work (2023)

Drive to Work Alone	6,604	66.0%	62,379	67.1%	147,185	69.8%
Drive to Work in Carpool	1,091	10.9%	8,086	8.7%	17,963	8.5%
Travel to Work by Public Transportation	304	3.0%	3,091	3.3%	5,724	2.7%
Drive to Work on Motorcycle	85	0.9%	327	0.4%	455	0.2%
Walk or Bicycle to Work	250	2.5%	2,265	2.4%	3,959	1.9%
Other Means	88	0.9%	2,017	2.2%	3,509	1.7%
Work at Home	1,587	15.9%	14,864	16.0%	31,955	15.2%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	1,697	16.9%	14,273	15.3%	28,848	13.7%
Travel to Work in 15 to 29 Minutes	2,807	28.0%	28,819	31.0%	65,799	31.2%
Travel to Work in 30 to 59 Minutes	2,803	28.0%	26,936	29.0%	67,063	31.8%
Travel to Work in 60 Minutes or More	1,116	11.1%	8,137	8.7%	17,084	8.1%
Average Minutes Travel to Work	26.2		25.9		26.8	