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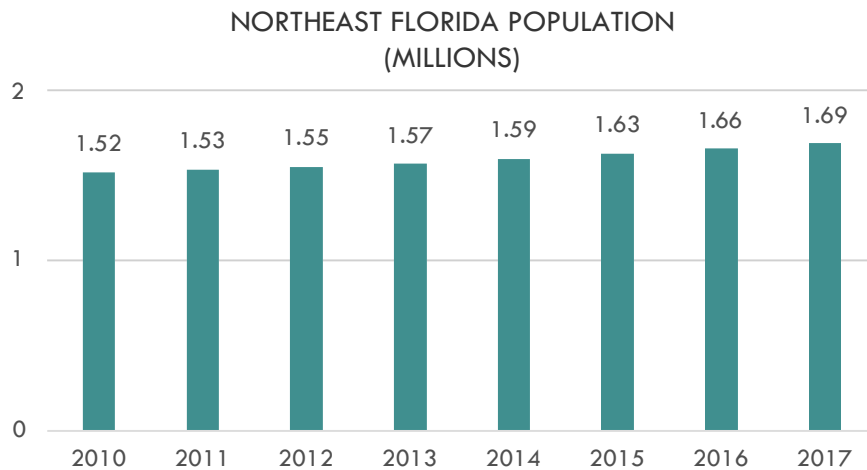
**Demographic  
Characteristics**

# Population Growth

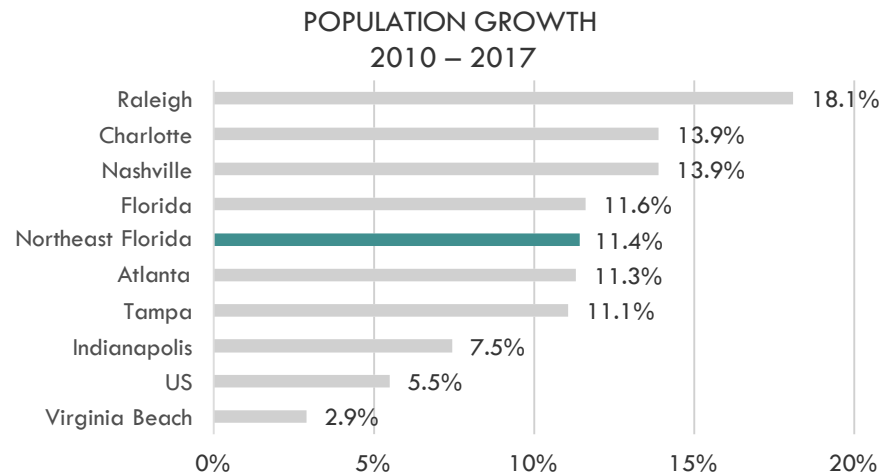
Northeast Florida is home to nearly 1.7 million residents. Since 2010, the metropolitan area's population has grown by more than 173,000 individuals, an increase of 11.4%. During this period, the population of Northeast Florida increased at a faster pace than the national average and several regions, including Atlanta, Tampa, Indianapolis, and Virginia Beach.

## WHY IS THIS IMPORTANT?

Population growth is one of the base indicators of overall economic prosperity in a community. A growing population shows that a community has assets and job opportunities that retain residents and attract new talent. A growing population also reassures businesses that they will have a pipeline of workers and new customers available in the future.



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



SOURCE: AVALANCHE CONSULTING / SMART GROWTH AMERICA



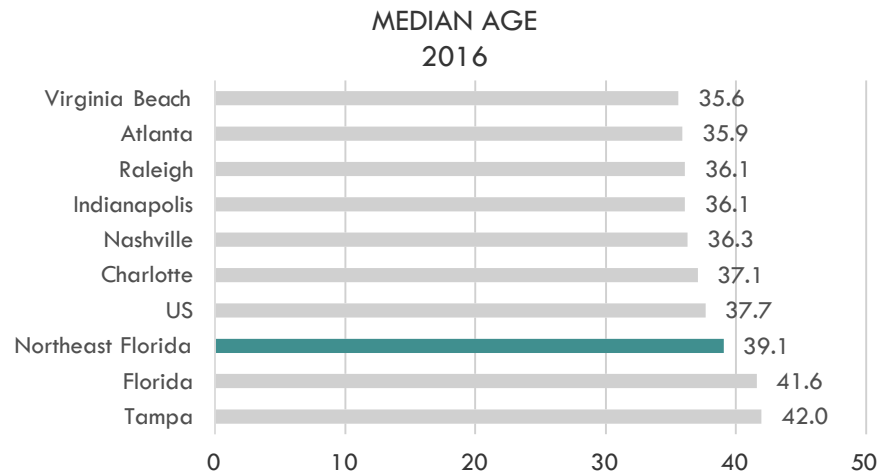
# Age Composition

At approximately 39 years, Northeast Florida's median age is slightly older than the national figure but younger relative to the statewide median.

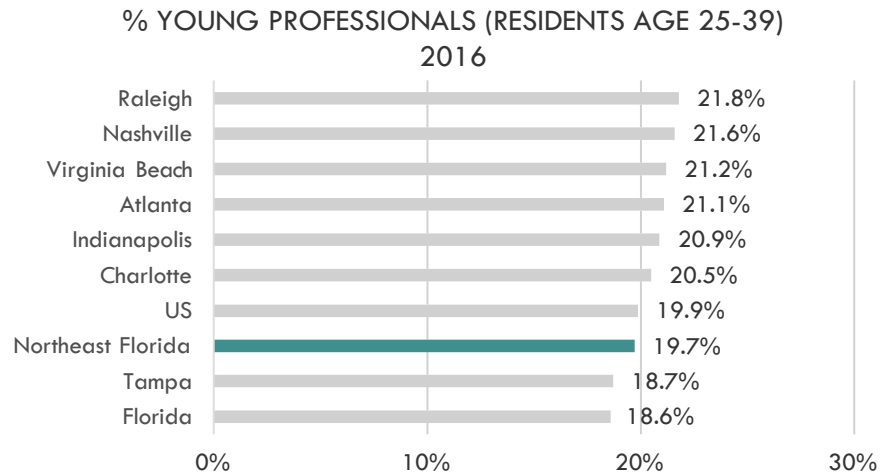
Young professionals (people who are 25-39 years old) represent 20% of Northeast Florida's population, and this percent is growing.

## WHY IS THIS IMPORTANT?

Young professionals (residents aged 25 to 39 years old) are a critical workforce for companies seeking to hire people with the latest skills and knowledge. Recruiting and retaining residents in this age cohort helps a region ensure a growing labor force for companies.



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

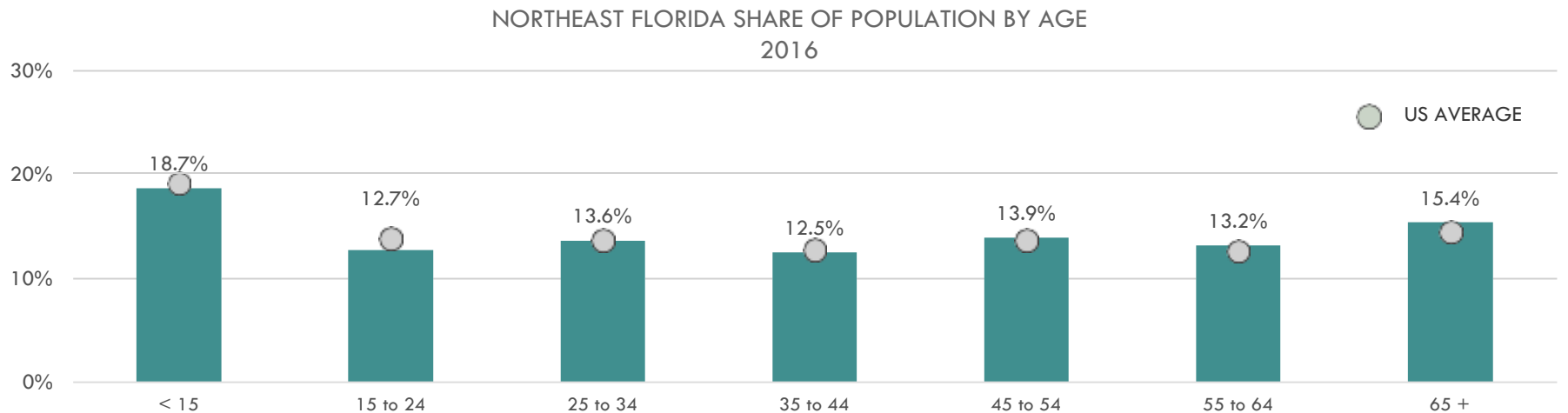


# Age Distribution

The composition of Northeast Florida's population by age is on par with the US average. With just one exception, the share of Northeast Florida residents in any specific age cohort is within a percentage point of the US average.

## WHY IS THIS IMPORTANT?

The age distribution of a population can help community leaders better understand where to prioritize investments. Age distribution data may highlight strengths in workforce availability, such as the important young professional workforce. Data may also identify populations with distinct needs – such as children and the elderly.



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



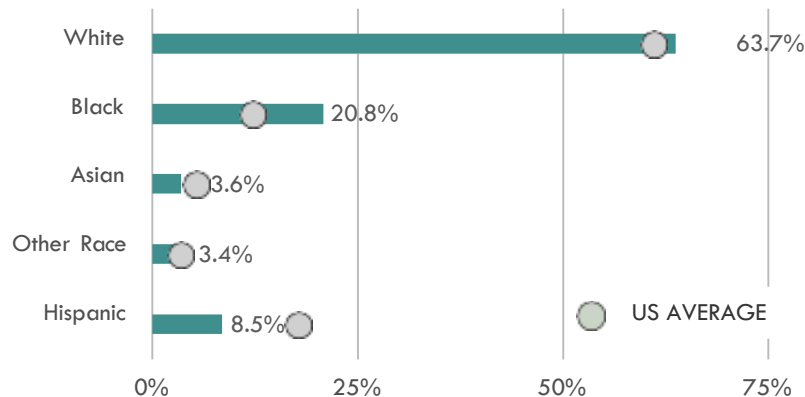
# Diversity

The racial and ethnic composition of Northeast Florida differs slightly from the national average. White, non-Hispanic individuals represent approximately 64% of Northeast Florida's population, slightly higher than the US as a whole. Black/African-American individuals comprise approximately 21% of Northeast Florida's population. (compared to 12% at the national level). Fewer than 9% of Northeast Florida's residents are Hispanic, less than half the US average. During the past five years, Hispanics were among the fastest growing racial/ethnic groups in Northeast Florida. Since 2011, the region's Hispanic population has increased nearly 31%. In contrast, between 2011 and 2016 Northeast Florida's White and Black/African-American populations increased 4% and 6% respectively.

## WHY IS THIS IMPORTANT?

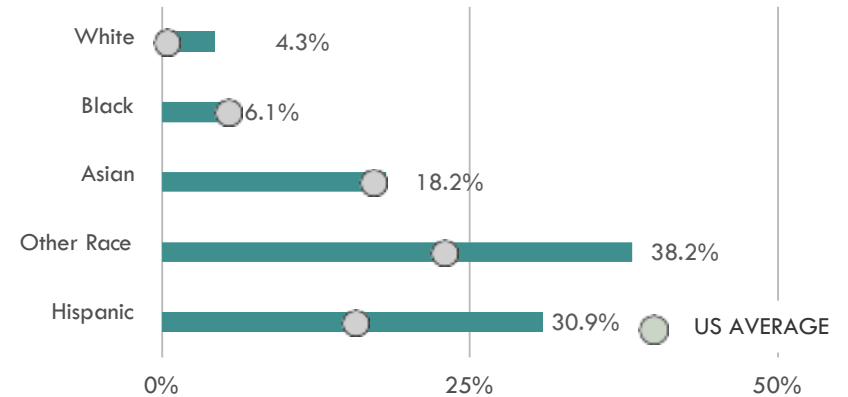
The racial and ethnic diversity of a community is affected by local geography, history, industry trends, and culture. Research shows that a diverse population and inclusive policies are correlated with a stronger economy.

NORTHEAST FLORIDA RACIAL & ETHNIC DIVERSITY  
2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

NORTHEAST FLORIDA GROWTH BY RACE & ETHNICITY  
2011 – 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

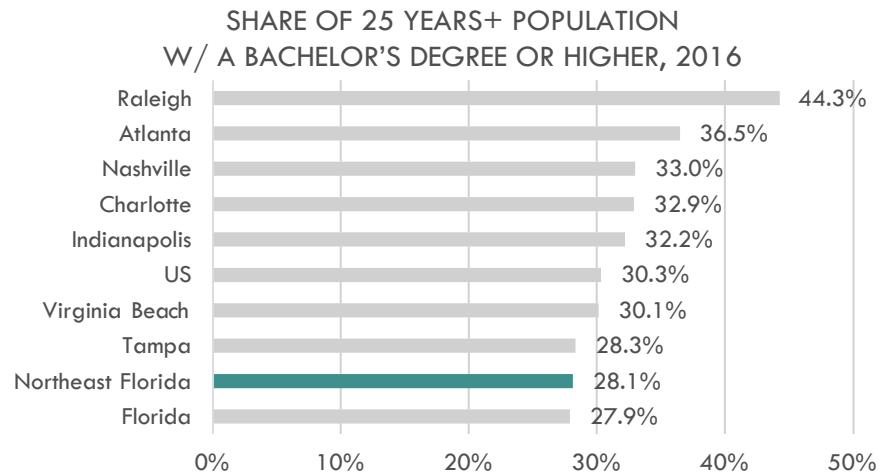


# Educational Attainment

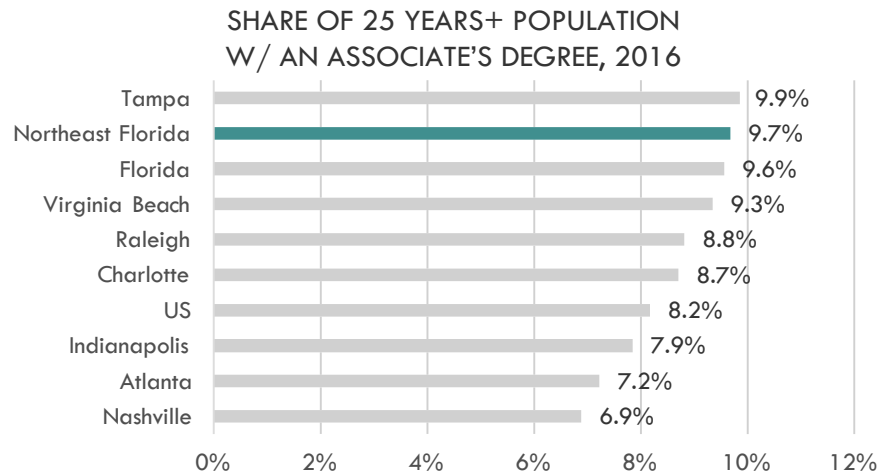
More than 28% of Northeast Florida residents age 25 and older possess a Bachelor's degree or higher level of educational attainment, only slightly less than the national average. At the Associate's degree level, educational attainment rates in Northeast Florida exceed all benchmark communities except Tampa, as well as the national and statewide averages. Currently, nearly 10% of Northeast Florida residents age 25 and older possess an Associate's degree.

## WHY IS THIS IMPORTANT?

The modern economy is increasingly knowledge-intensive. New jobs often require education beyond a high school diploma. Due to this growing reliance on skilled workers, many businesses choose to be located in regions with a higher portion of residents holding Associate's and Bachelor's degrees.



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



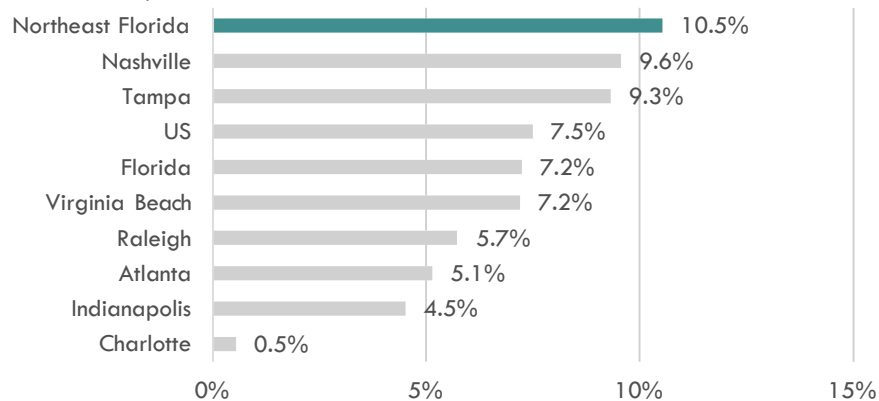
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



# Educational Attainment, continued

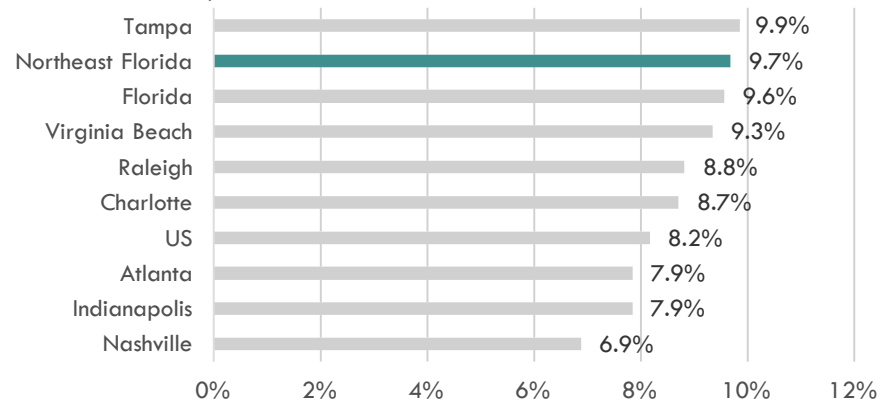
During the past five years, educational attainment levels in Northeast Florida have steadily risen. Between 2011 and 2012, the concentration of Northeast Florida residents with a Bachelor's degree or higher level of education rose by more than 10%, outpacing the gains of all benchmark regions, Florida, and the US averages. Similarly, the percentage of Northeast Florida residents with an Associate's degree increased by nearly 10% between 2011 and 2016, a higher rate of increase than the US and Florida averages. Among benchmark regions, only Tampa posted a greater increase in educational attainment at the Associate's degree level.

RATE OF CHANGE IN SHARE OF 25 YEARS+ POPULATION  
W/ A BACHELOR'S DEGREE OR HIGHER, 2011 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

RATE OF CHANGE IN SHARE OF 25 YEARS+ POPULATION  
W/ AN ASSOCIATE'S DEGREE, 2011 - 2016



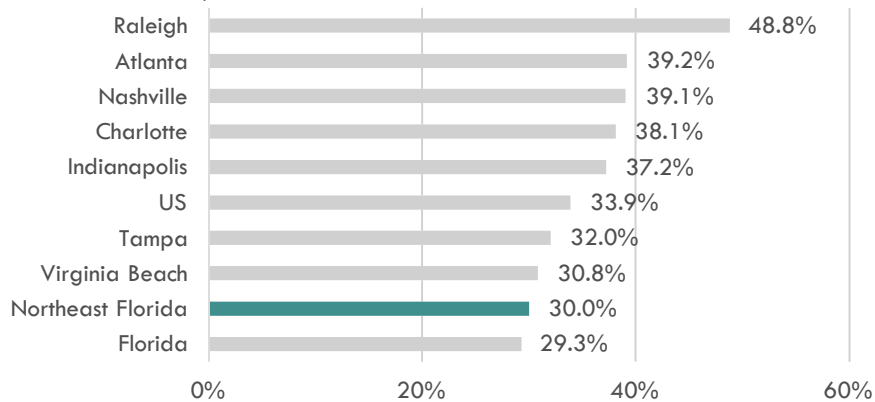
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



# Educational Attainment, continued

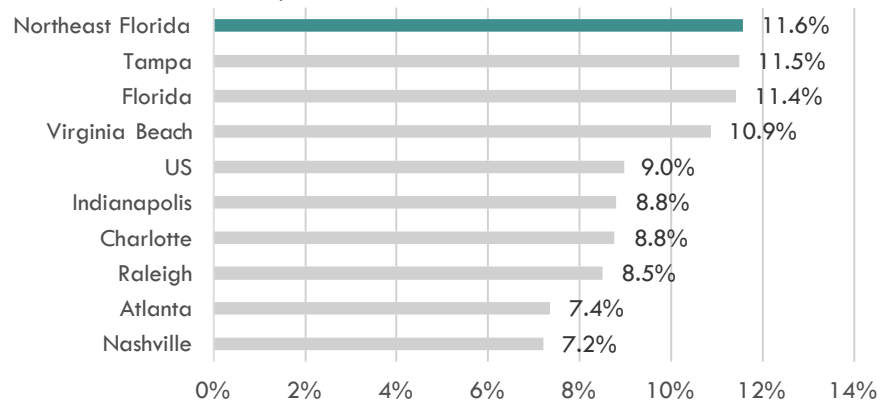
In Northeast Florida, 30% of residents between the ages of 25 and 44 possess a Bachelor's degree or higher level of educational attainment. This is lower than benchmark regions, but the statistic is improving each year. In Raleigh, for example, nearly half of all individuals between the ages of 25 and 44 hold a Bachelor's degree or higher level of educational attainment. Northeast Florida compares more favorably at the Associate's degree level. Among the region's population age 25 to 44, 12% possess an Associate's degree. The percentage of Northeast Florida residents between the ages of 25 and 44 with an Associate's degree exceeds the averages of all benchmark regions as well as the US and Florida.

SHARE OF POPULATION AGE 25 TO 44  
W/ BACHELOR'S DEGREE OR HIGHER, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

SHARE OF POPULATION AGE 25 TO 44  
W/ ASSOCIATE'S DEGREE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



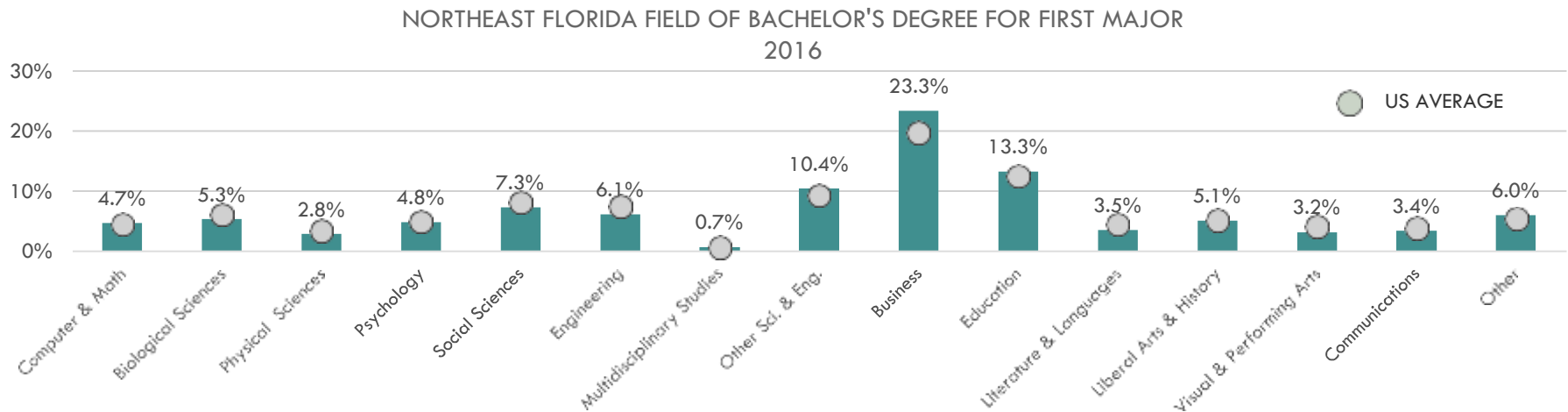


# Degree Composition

With a few minor exceptions, the degree composition by program for Northeast Florida residents largely mirrors the US average. Northeast Florida has a higher percentage of college graduates with a Business degree (23% versus 20% nationally), as well as a greater share of residents with Bachelor's degrees in Other Science & Engineering related fields (10% versus 9%). Conversely, Northeast Florida has a smaller share of residents with a Bachelor's degree in Engineering than the national average (6% versus 8%).

## WHY IS THIS IMPORTANT?

New jobs often require education beyond a high school diploma – ranging from a certificate to a master's degree. Due to this growing reliance on skilled workers, many businesses expand to new locations based on the presence of a well-educated population.



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



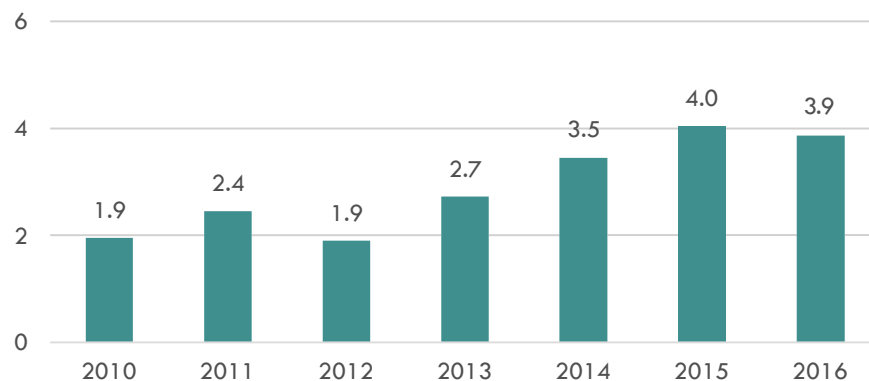
# Talent Attraction

Talent migration into Northeast Florida has steadily risen in recent years. During the recession and subsequent economic recovery, migration into most metropolitan areas was limited. Even during the depths of the economic downturn, Northeast Florida was still attracting college educated individuals on a net basis. During this period, many other regions suffered an exodus of their college educated populations. On a per capita basis, talent migration into Northeast Florida exceeds levels observed in communities such as Atlanta, Indianapolis, Tampa, and Virginia Beach.

## WHY IS THIS IMPORTANT?

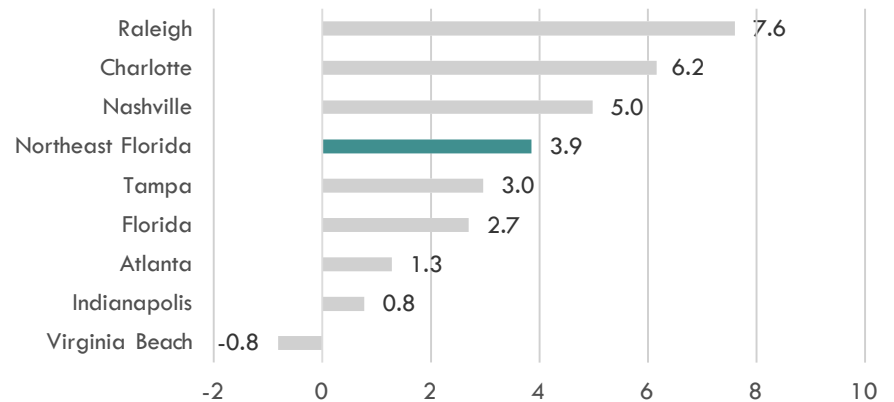
Communities with high levels of talent attraction are significantly better positioned to capture high skill, high wage jobs compared to communities with more limited talent production and attraction.

NET INFLUX OF COLLEGE EDUCATED DOMESTIC MIGRANTS INTO NORTHEAST FLORIDA (PER 1000 RESIDENTS)



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

NET INFLUX OF COLLEGE EDUCATED DOMESTIC MIGRANTS INTO REGION (PER 1,000 RESIDENTS), 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



# Key Takeaways

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## 01

*Northeast Florida region continues to post strong growth numbers.*

*Northeast Florida's population has risen by more than 143,000 since 2010, a 9% increase. During this same period, the total US population grew by less than 5%. The population growth rate of Northeast Florida rivals the statewide figure, which is a relatively recent dynamic.*

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## 02

*Northeast Florida continues to attract educated talent.*

*During the past 30 years, Americans have been moving less and less. In 2017, the percent of Americans who moved hit the lowest level since the US Census Bureau began tracking migration in 1948. Despite the collapse of domestic geographic mobility, Northeast Florida continues to attract new talent to the region. On a net basis, Northeast Florida is currently attracting more college educated individuals than competitor regions such as Atlanta and Tampa.*

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## 03

*Northeast Florida is increasingly racially and ethnically diverse.*

*In 2011, the largest racial and ethnic groups in Northeast Florida included Non-Hispanic White and Black/African-American individuals. Together, these two groups represent approximately 86% of the region's population. During the past years, however, 46% of population growth in Northeast Florida has been fueled by other racial and ethnic groups, especially Hispanic and Asian residents.*