



Demographics and Equity

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DEMOGRAPHICS AND EQUITY TRENDS AND CONDITIONS

This section is aligned with the Elevate Northeast Florida and the 2019 Comprehensive Economic Development Strategy.

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 benchmark regions, including Atlanta, Tampa, Indianapolis, and Virginia Beach.

Figure 1: Northeast Florida Population

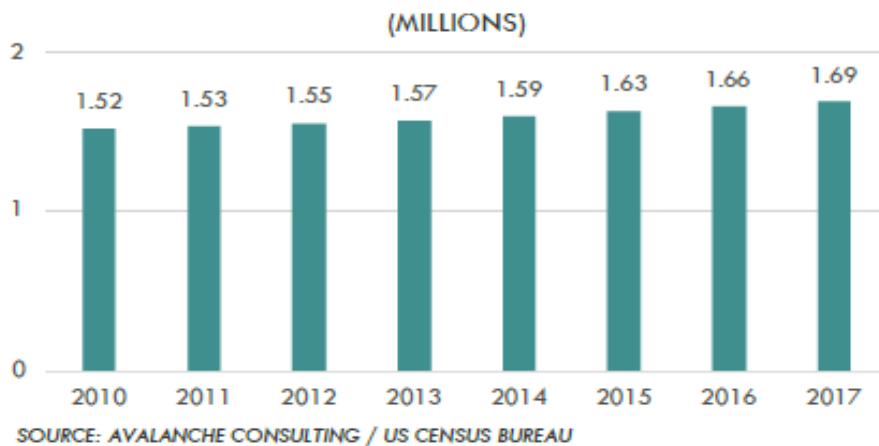
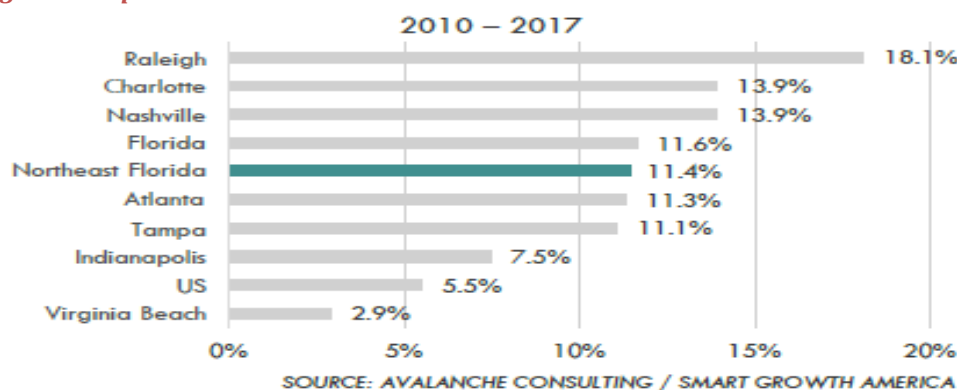


Figure 2: Population Growth



Population Age

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 percentage is growing.

Figure 3: % Young Professionals (Resident Age 25-39)

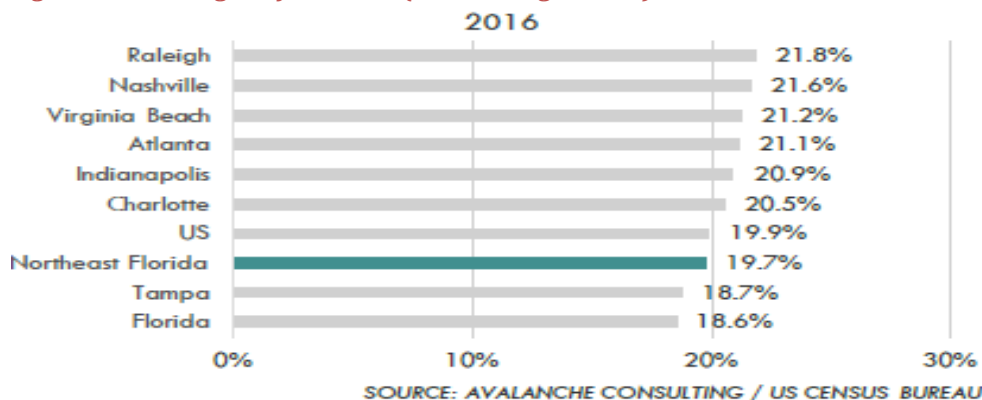
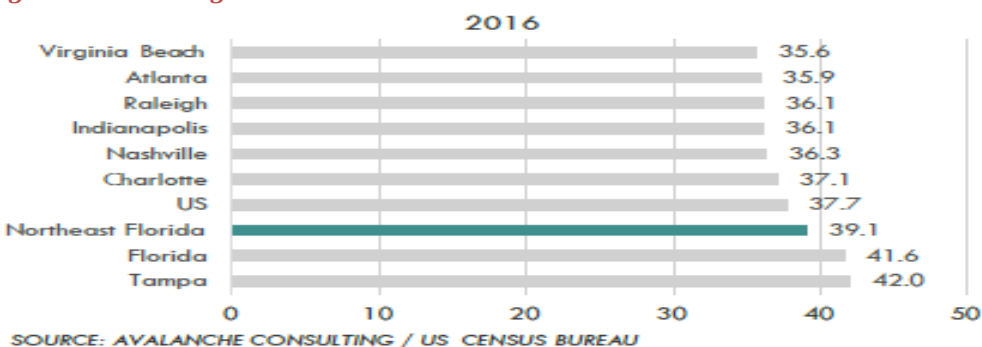
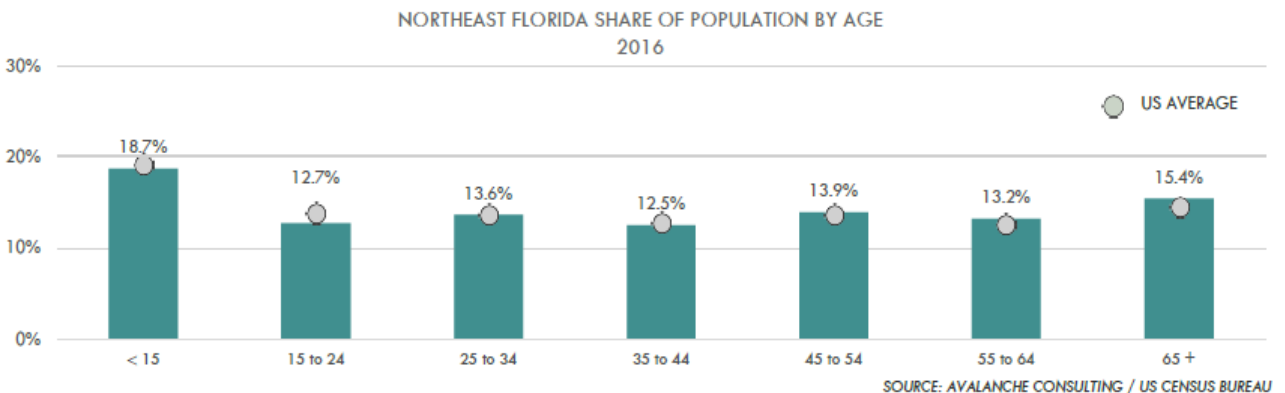


Figure 4: Median Age



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.

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

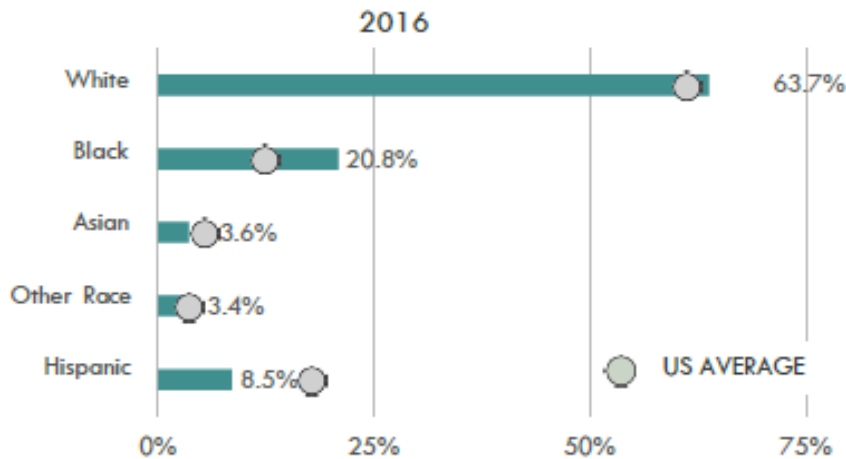
Figure 5: Northeast Florida Share of Population by Age

Racial Composition

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.

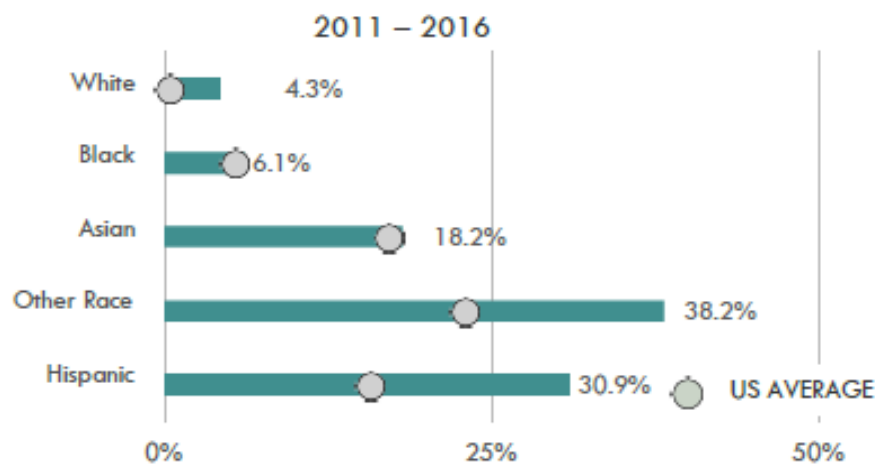
The racial and ethnic diversity of a community is affected by local geography, history, industry trends, and culture. Research shows that a diverse population and inclusive policies are correlated with a stronger economy.

Figure 6: Northeast Florida Racial & Ethnic Diversity



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

Figure 7: Northeast Florida Growth by Race & Ethnicity



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

Median income for Black/African-American households in the five-county Jacksonville metro is approximately 60% of median household income for White, Non-Hispanic households in the region. Median income for Hispanic households in Jacksonville is more than 81% of median household income for White, Non-Hispanic households in the region. While these disparities are less pronounced in the Jacksonville area compared to other regions, they remain significant. Median income for White, Non-Hispanic households in Jacksonville is \$24,000 higher than Black/African-American households and \$11,000 higher than Hispanic households. (Note, wage disparity data is only available for the five-

county MSA – labeled “Jacksonville” in the charts below – not the seven-county Northeast Florida study area.)

Income gaps among demographic groups in a community are indicators of economic mobility. Regions that have economic mobility also tend to have greater long-term resiliency.

Figure 8: Ratio of Hispanic Household Income to White, Non-Hispanic, Median Household Income

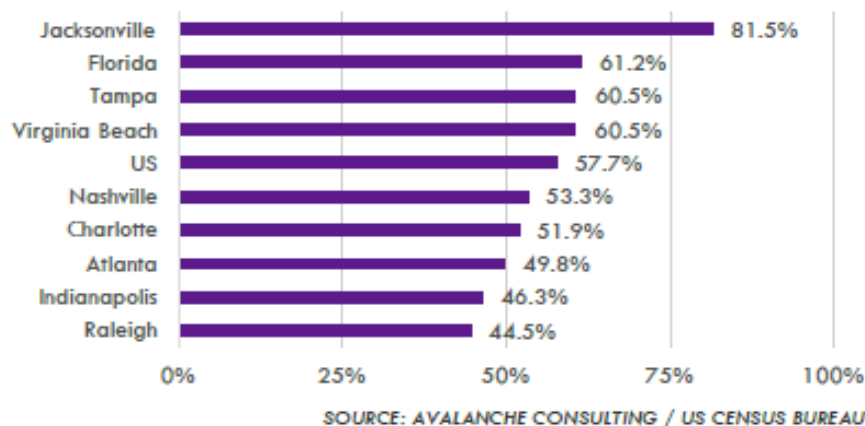
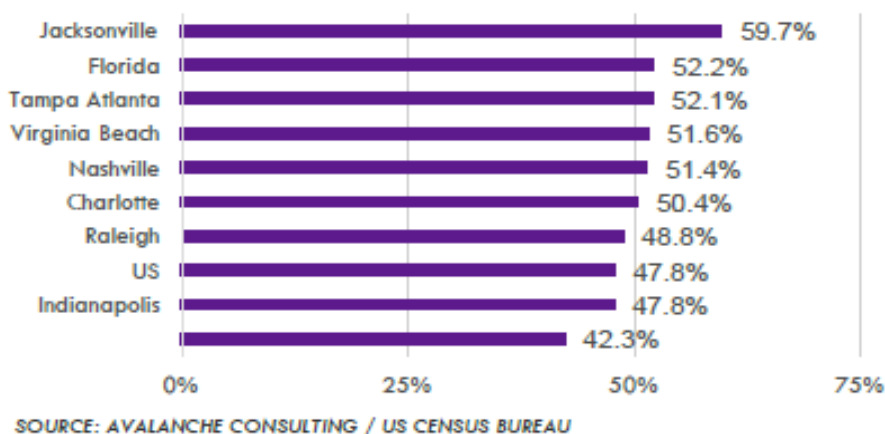


Figure 9: Ratio of Black/African-American Household Income to White, Non-Hispanic, Median Household Income



Poverty

Poverty in Northeast Florida has declined during the past two years. In 2016, Northeast Florida’s overall poverty rate dipped below 15% for the first time since 2012. That said, poverty levels vary among Northeast Florida’s counties. Putnam (27.0%), Baker (18.5%),

and Duval (16.6%) Counties exceed the national and state averages, while St. Johns (9.0%), Clay (10.2%), Nassau (12.7%), and Flagler (12.7%) are much lower.

Poverty levels indicate whether residents have incomes and access to jobs that allow them to prosper and support their families. High poverty levels often reflect limited job opportunities or low educational attainment in a community and put heavy demands on social services.

Figure 10: Poverty Rate

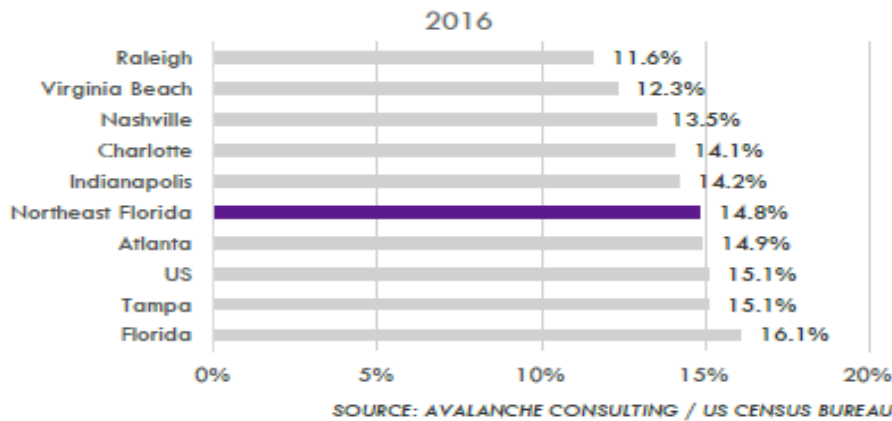
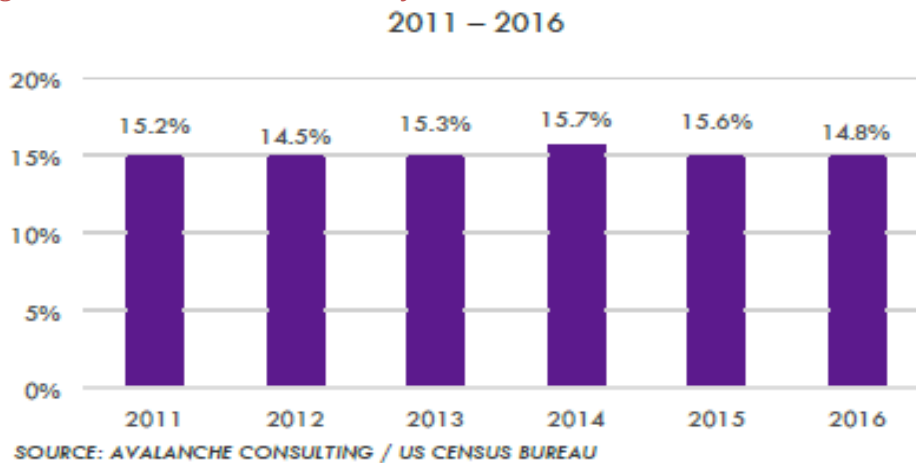


Figure 11: Northeast Florida Poverty Rate



GOALS, OBJECTIVES AND POLICIES

Goal: Progress toward achieving our goals should have a positive impact on the ability of all of Counties in the Region to prosper and all of the residents in the Region to achieve their personal goals. We will look for residents of modest means to spend less of their incomes on housing and transportation, and for mobility for all to access jobs and those things that impact quality of life.

Pillar: All Six

OBJECTIVE: A REGION WHERE ALL PEOPLE CAN THRIVE

Policies

Policy 1: The Region promotes the use of partnerships and non-traditional methods to engage all residents.

Policy 2: The Region will support its local governments and share best practices as they develop ways to gather public input from citizens in all parts of the Region.

Policy 3: The Region will measure its success by evaluating not simply overall measures but will measure the success of all income, age, and racial groups.

Policy 4: Non-compact development patterns and limited mobility options are a barrier to success for all, and have a greater impact on low-income residents, seniors and those with disabilities or health challenges. The Region supports more compact development connected by transportation corridors.

Pillar: Quality of Life and Quality Places, SCP: 187.201(19)(a)F.S.