

Site Type: Radius	3056 Palm Ave Fort Myers, FL 33901 Radius: 1.0 mile	3056 Palm Ave Fort Myers, FL 33901 Radius: 3.0 mile	3056 Palm Ave Fort Myers, FL 33901 Radius: 5.0 mile
2007 Population			
Total Population	9,921	53,031	136,882
Male Population	49.5%	49.1%	49.1%
Female Population	50.5%	50.9%	50.9%
Median Age	29.4	34.5	40.9
2007 Income			
Median HH Income	\$30,157	\$33,874	\$41,615
Per Capita Income	\$15,356	\$21,202	\$24,705
Average HH Income	\$38,600	\$49,267	\$57,497
2007 Households			
Total Households	3,675	21,724	58,061
Average Household Size	2.57	2.33	2.30
1990-2000 Annual Rate	1.72%	0.68%	0.94%
2007 Housing			
Owner Occupied Housing Units	26.4%	36.0%	51.6%
Renter Occupied Housing Units	64.3%	50.8%	34.1%
Vacant Housing Units	9.4%	13.2%	14.3%
Population			
1990 Population	7,391	42,648	104,305
2000 Population	8,758	45,630	113,068
2007 Population	9,921	53,031	136,882
2012 Population	11,919	64,093	168,668
1990-2000 Annual Rate	1.71%	0.68%	0.81%
2000-2007 Annual Rate	1.73%	2.09%	2.67%
2007-2012 Annual Rate	3.74%	3.86%	4.26%

In the identified market area, the current year population is 136,882. In 2000, the Census count in the market area was 113,068. The rate of change since 2000 was 2.67 percent annually. The five-year projection for the population in the market area is 168,668, representing a change of 4.26 percent annually from 2007 to 2012. Currently, the population is 49.1 percent male and 50.9 percent female.

Households			
1990 Households	2,633	16,924	42,322
2000 Households	3,123	18,117	46,474
2007 Households	3,675	21,724	58,061
2012 Households	4,504	26,699	72,511
1990-2000 Annual Rate	1.72%	0.68%	0.94%
2000-2007 Annual Rate	2.27%	2.54%	3.12%
2007-2012 Annual Rate	4.15%	4.21%	4.55%

The household count in this market area has changed from 46,474 in 2000 to 58,061 in the current year, a change of 3.12 percent annually. The five-year projection of households is 72,511, a change of 4.55 percent annually from the current year total. Average household size is currently 2.30, compared to 2.37 in the year 2000. The number of families in the current year is 34,183 in the market area.

Housing

Currently, 51.6 percent of the 67,720 housing units in the market area are owner occupied; 34.1 percent, renter occupied; and 14.3 percent are vacant. In 2000, there were 53,676 housing units— 50.6 percent owner occupied, 36.0 percent renter occupied and 13.4 percent vacant. The rate of change in housing units since 2000 is 3.26 percent. Median home value in the market area is \$223,301, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 3.57 percent annually to \$266,058. From 2000 to the current year, median home value changed by 14.57 percent annually.

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Median Household Income			
1990 Median HH Income	\$20,456	\$22,339	\$25,882
2000 Median HH Income	\$25,517	\$28,421	\$34,062
2007 Median HH Income	\$30,157	\$33,874	\$41,615
2012 Median HH Income	\$34,032	\$38,315	\$47,752
1990-2000 Annual Rate	2.24%	2.44%	2.78%
2000-2007 Annual Rate	2.33%	2.45%	2.8%
2007-2012 Annual Rate	2.45%	2.49%	2.79%
Per Capita Income			
1990 Per Capita Income	\$8,950	\$12,129	\$13,836
2000 Per Capita Income	\$12,303	\$17,520	\$19,870
2007 Per Capita Income	\$15,356	\$21,202	\$24,705
2012 Per Capita Income	\$17,553	\$24,817	\$29,282
1990-2000 Annual Rate	3.23%	3.75%	3.69%
2000-2007 Annual Rate	3.1%	2.67%	3.05%
2007-2012 Annual Rate	2.71%	3.2%	3.46%
Average Household Income			
1990 Average Household Income	\$23,158	\$29,387	\$33,573
2000 Average Household Income	\$32,168	\$41,505	\$47,213
2007 Average HH Income	\$38,600	\$49,267	\$57,497
2012 Average HH Income	\$43,761	\$56,983	\$67,483
1990-2000 Annual Rate	3.34%	3.51%	3.47%
2000-2007 Annual Rate	2.55%	2.39%	2.76%
2007-2012 Annual Rate	2.54%	2.95%	3.25%

Households by Income

Current median household income is \$41,615 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$47,752 in five years. In 2000, median household income was \$34,062, compared to \$25,882 in 1990.

Current average household income is \$57,497 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$67,483 in five years. In 2000, average household income was \$47,213, compared to \$33,573 in 1990.

Current per capita income is \$24,705 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$29,282 in five years. In 2000, the per capita income was \$19,870, compared to \$13,836 in 1990.

Population by Employment

Total Businesses	1,043	6,508	12,187
Total Employees	9,092	39,266	74,859

Currently, 94.6 percent of the civilian labor force in the identified market area is employed and 5.4 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 95.5 percent of the civilian labor force, and unemployment will be 4.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 58.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 53.9 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 21.3 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 24.9 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 75.1 percent of the market area population drove alone to work, and 2.4 percent worked at home. The average travel time to work in 2000 was 23.0 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 23.8 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 30.1 percent were high school graduates only (28.6 percent in the U.S.)
- 5.9 percent had completed an Associate degree (6.3 percent in the U.S.)
- 12.6 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 6.9 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)