



Site Type: Radius	12001 S Cleveland Ave Fort Myers, FL 33907 Radius: 1.0 mile	12001 S Cleveland Ave Fort Myers, FL 33907 Radius: 3.0 mile	12001 S Cleveland Ave Fort Myers, FL 33907 Radius: 5.0 mile
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2008 Population

Total Population	14,414	62,567	137,901
Male Population	49.9%	47.7%	47.9%
Female Population	50.1%	52.3%	52.1%
Median Age	38.2	46.3	49.1

2008 Income

Median HH Income	\$39,659	\$47,193	\$49,996
Per Capita Income	\$23,521	\$30,803	\$33,073
Average HH Income	\$50,295	\$64,102	\$70,197

2008 Households

Total Households	6,470	29,625	64,465
Average Household Size	2.17	2.07	2.10
1990-2000 Annual Rate	1.11%	1.36%	2.06%

2008 Housing

Owner Occupied Housing Units	40.1%	51.8%	53.7%
Renter Occupied Housing Units	45.5%	31.0%	27.4%
Vacant Housing Units	14.4%	17.2%	18.9%

Population

1990 Population	12,385	46,080	88,090
2000 Population	13,514	51,331	104,672
2008 Population	14,414	62,567	137,901
2013 Population	16,197	74,480	171,205
1990-2000 Annual Rate	0.88%	1.09%	1.74%
2000-2008 Annual Rate	0.78%	2.43%	3.4%
2008-2013 Annual Rate	2.36%	3.55%	4.42%

In the identified market area, the current year population is 137,901. In 2000, the Census count in the market area was 104,672. The rate of change since 2000 was 3.4 percent annually. The five-year projection for the population in the market area is 171,205, representing a change of 4.42 percent annually from 2008 to 2013. Currently, the population is 47.9 percent male and 52.1 percent female.

Households

1990 Households	5,231	20,596	38,819
2000 Households	5,843	23,566	47,593
2008 Households	6,470	29,625	64,465
2013 Households	7,369	35,562	80,997
1990-2000 Annual Rate	1.11%	1.36%	2.06%
2000-2008 Annual Rate	1.24%	2.81%	3.75%
2008-2013 Annual Rate	2.64%	3.72%	4.67%

The household count in this market area has changed from 47,593 in 2000 to 64,465 in the current year, a change of 3.75 percent annually. The five-year projection of households is 80,997, a change of 4.67 percent annually from the current year total. Average household size is currently 2.10, compared to 2.15 in the year 2000. The number of families in the current year is 37,428 in the market area.

Housing

Currently, 53.7 percent of the 79,468 housing units in the market area are owner occupied; 27.4 percent, renter occupied; and 18.9 percent are vacant. In 2000, there were 56,818 housing units— 54.9 percent owner occupied, 28.7 percent renter occupied and 16.4 percent vacant. The rate of change in housing units since 2000 is 4.15 percent. Median home value in the market area is \$232,476, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.24 percent annually to \$235,304. From 2000 to the current year, median home value changed by 9.88 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$28,500	\$31,751	\$30,668
2000 Median HH Income	\$34,130	\$37,911	\$40,091
2008 Median HH Income	\$39,659	\$47,193	\$49,996
2013 Median HH Income	\$47,971	\$58,521	\$61,221
1990-2000 Annual Rate	1.82%	1.79%	2.72%
2000-2008 Annual Rate	1.84%	2.69%	2.71%
2008-2013 Annual Rate	3.88%	4.4%	4.13%
Per Capita Income			
1990 Per Capita Income	\$14,546	\$18,672	\$18,294
2000 Per Capita Income	\$20,151	\$24,657	\$26,191
2008 Per Capita Income	\$23,521	\$30,803	\$33,073
2013 Per Capita Income	\$27,269	\$36,829	\$40,115
1990-2000 Annual Rate	3.31%	2.82%	3.65%
2000-2008 Annual Rate	1.89%	2.73%	2.87%
2008-2013 Annual Rate	3%	3.64%	3.94%
Average Household Income			
1990 Average Household Income	\$33,499	\$41,090	\$41,255
2000 Average Household Income	\$42,290	\$52,012	\$56,713
2008 Average HH Income	\$50,295	\$64,102	\$70,197
2013 Average HH Income	\$57,627	\$76,104	\$84,361
1990-2000 Annual Rate	2.36%	2.39%	3.23%
2000-2008 Annual Rate	2.12%	2.57%	2.62%
2008-2013 Annual Rate	2.76%	3.49%	3.74%

Households by Income

Current median household income is \$49,996 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$61,221 in five years. In 2000, median household income was \$40,091, compared to \$30,668 in 1990.

Current average household income is \$70,197 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$84,361 in five years. In 2000, average household income was \$56,713, compared to \$41,255 in 1990.

Current per capita income is \$33,073 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$40,115 in five years. In 2000, the per capita income was \$26,191, compared to \$18,294 in 1990.

Population by Employment

Total Businesses	1,772	8,020	13,239
Total Employees	10,585	60,894	93,157

Currently, 94.4 percent of the civilian labor force in the identified market area is employed and 5.6 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 95.2 percent of the civilian labor force, and unemployment will be 4.8 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, 54.7 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:

- 62.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 19.8 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 18.2 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 79.2 percent of the market area population drove alone to work, and 3.3 percent worked at home. The average travel time to work in 2000 was 21.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 13.1 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 26.2 percent were high school graduates only (29.6 percent in the U.S.)
- 7.1 percent had completed an Associate degree (7.2 percent in the U.S.)
- 19.2 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 11.3 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)