

| Zip Drive Site Type: Radius | 5660 Zip Dr Fort Myers, FL 33905 Radius: 1.0 mile | 5660 Zip Dr Fort Myers, FL 33905 Radius: 3.0 mile | 5660 Zip Dr Fort Myers, FL 33905 Radius: 5.0 mile |
|--------------------------------|---|---|---|
| 2007 Population | | | |
| Total Population | 6,871 | 35,643 | 78,919 |
| Male Population | 51.1% | 50.3% | 49.8% |
| Female Population | 48.9% | 49.7% | 50.2% |
| Median Age | 31.4 | 32.5 | 37.8 |
| 2007 Income | | | |
| Median HH Income | \$31,861 | \$31,637 | \$34,710 |
| Per Capita Income | \$13,557 | \$15,302 | \$18,693 |
| Average HH Income | \$41,903 | \$41,946 | \$45,927 |
| 2007 Households | | | |
| Total Households | 2,311 | 12,597 | 31,244 |
| Average Household Size | 2.96 | 2.78 | 2.45 |
| 1990-2000 Annual Rate | -1.43% | 0.38% | 0.68% |
| 2007 Housing | | | |
| Owner Occupied Housing Units | 52.9% | 50.0% | 52.1% |
| Renter Occupied Housing Units | 28.0% | 33.5% | 31.6% |
| Vacant Housing Units | 19.1% | 16.4% | 16.3% |
| Population | | | |
| 1990 Population | 6,332 | 28,937 | 62,984 |
| 2000 Population | 5,653 | 30,509 | 66,584 |
| 2007 Population | 6,871 | 35,643 | 78,919 |
| 2012 Population | 8,548 | 43,561 | 96,565 |
| 1990-2000 Annual Rate | -1.13% | 0.53% | 0.56% |
| 2000-2007 Annual Rate | 2.73% | 2.17% | 2.37% |
| 2007-2012 Annual Rate | 4.46% | 4.09% | 4.12% |

In the identified market area, the current year population is 78,919. In 2000, the Census count in the market area was 66,584. The rate of change since 2000 was 2.37 percent annually. The five-year projection for the population in the market area is 96,565, representing a change of 4.12 percent annually from 2007 to 2012. Currently, the population is 49.8 percent male and 50.2 percent female.

| Households | | | |
|-----------------------|--------|--------|--------|
| 1990 Households | 2,173 | 10,133 | 23,994 |
| 2000 Households | 1,881 | 10,525 | 25,684 |
| 2007 Households | 2,311 | 12,597 | 31,244 |
| 2012 Households | 2,886 | 15,557 | 38,691 |
| 1990-2000 Annual Rate | -1.43% | 0.38% | 0.68% |
| 2000-2007 Annual Rate | 2.88% | 2.51% | 2.74% |
| 2007-2012 Annual Rate | 4.54% | 4.31% | 4.37% |

The household count in this market area has changed from 25,684 in 2000 to 31,244 in the current year, a change of 2.74 percent annually. The five-year projection of households is 38,691, a change of 4.37 percent annually from the current year total. Average household size is currently 2.45, compared to 2.50 in the year 2000. The number of families in the current year is 18,724 in the market area.

Housing

Currently, 52.1 percent of the 37,334 housing units in the market area are owner occupied; 31.6 percent, renter occupied; and 16.3 percent are vacant. In 2000, there were 30,392 housing units— 50.8 percent owner occupied, 33.7 percent renter occupied and 15.5 percent vacant. The rate of change in housing units since 2000 is 2.88 percent. Median home value in the market area is \$159,383, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 4.3 percent annually to \$196,697. From 2000 to the current year, median home value changed by 14.39 percent annually.

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|---------------------------------|---|---|---|
| Median Household Income | | | |
| 1990 Median HH Income | \$16,927 | \$19,914 | \$21,346 |
| 2000 Median HH Income | \$27,164 | \$26,956 | \$28,745 |
| 2007 Median HH Income | \$31,861 | \$31,637 | \$34,710 |
| 2012 Median HH Income | \$36,131 | \$35,721 | \$39,583 |
| 1990-2000 Annual Rate | 4.84% | 3.07% | 3.02% |
| 2000-2007 Annual Rate | 2.22% | 2.23% | 2.64% |
| 2007-2012 Annual Rate | 2.55% | 2.46% | 2.66% |
| Per Capita Income | | | |
| 1990 Per Capita Income | \$7,881 | \$8,644 | \$10,361 |
| 2000 Per Capita Income | \$11,070 | \$12,527 | \$15,081 |
| 2007 Per Capita Income | \$13,557 | \$15,302 | \$18,693 |
| 2012 Per Capita Income | \$15,455 | \$17,604 | \$21,827 |
| 1990-2000 Annual Rate | 3.46% | 3.78% | 3.82% |
| 2000-2007 Annual Rate | 2.83% | 2.8% | 3.01% |
| 2007-2012 Annual Rate | 2.66% | 2.84% | 3.15% |
| Average Household Income | | | |
| 1990 Average Household Income | \$22,872 | \$24,721 | \$26,361 |
| 2000 Average Household Income | \$35,525 | \$35,451 | \$38,022 |
| 2007 Average HH Income | \$41,903 | \$41,946 | \$45,927 |
| 2012 Average HH Income | \$47,706 | \$47,910 | \$53,262 |
| 1990-2000 Annual Rate | 4.5% | 3.67% | 3.73% |
| 2000-2007 Annual Rate | 2.3% | 2.35% | 2.64% |
| 2007-2012 Annual Rate | 2.63% | 2.69% | 3.01% |

Households by Income

Current median household income is \$34,710 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$39,583 in five years. In 2000, median household income was \$28,745, compared to \$21,346 in 1990.

Current average household income is \$45,927 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$53,262 in five years. In 2000, average household income was \$38,022, compared to \$26,361 in 1990.

Current per capita income is \$18,693 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$21,827 in five years. In 2000, the per capita income was \$15,081, compared to \$10,361 in 1990.

Population by Employment

| | | | |
|------------------|-------|--------|--------|
| Total Businesses | 311 | 1,543 | 5,707 |
| Total Employees | 3,680 | 11,812 | 37,247 |

Currently, 92.8 percent of the civilian labor force in the identified market area is employed and 7.2 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 94.0 percent of the civilian labor force, and unemployment will be 6.0 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, 56.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

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

- 44.7 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 23.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 31.4 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 70.6 percent of the market area population drove alone to work, and 2.2 percent worked at home. The average travel time to work in 2000 was 26.1 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:

- 33.9 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 34.1 percent were high school graduates only (28.6 percent in the U.S.)
- 4.2 percent had completed an Associate degree (6.3 percent in the U.S.)
- 7.1 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 3.9 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)