



Market Profile

4055 Hancock Bridge Pkwy, North Fort Myers, Florida, 33903
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.65411
 Longitude: -81.91101

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,097	39,213	120,101
2010 Total Population	7,715	43,369	134,145
2020 Total Population	9,154	50,382	156,064
2020 Group Quarters	108	731	2,175
2025 Total Population	9,929	55,145	168,348
2020-2025 Annual Rate	1.64%	1.82%	1.53%
2020 Total Daytime Population	8,038	55,025	157,238
Workers	2,509	25,531	65,439
Residents	5,529	29,494	91,799
Household Summary			
2000 Households	2,880	16,368	49,234
2000 Average Household Size	2.43	2.34	2.39
2010 Households	3,266	18,530	55,610
2010 Average Household Size	2.33	2.30	2.37
2020 Households	3,879	21,493	64,304
2020 Average Household Size	2.33	2.31	2.39
2025 Households	4,205	23,739	69,411
2025 Average Household Size	2.34	2.29	2.39
2020-2025 Annual Rate	1.63%	2.01%	1.54%
2010 Families	2,199	11,541	35,054
2010 Average Family Size	2.76	2.83	2.90
2020 Families	2,579	13,233	39,935
2020 Average Family Size	2.78	2.86	2.94
2025 Families	2,785	14,399	42,821
2025 Average Family Size	2.78	2.86	2.95
2020-2025 Annual Rate	1.55%	1.70%	1.41%
Housing Unit Summary			
2000 Housing Units	3,167	18,490	56,456
Owner Occupied Housing Units	74.1%	63.6%	60.1%
Renter Occupied Housing Units	16.8%	24.9%	27.2%
Vacant Housing Units	9.1%	11.5%	12.8%
2010 Housing Units	3,961	23,497	71,907
Owner Occupied Housing Units	61.2%	52.2%	50.3%
Renter Occupied Housing Units	21.2%	26.6%	27.0%
Vacant Housing Units	17.5%	21.1%	22.7%
2020 Housing Units	4,582	26,878	82,192
Owner Occupied Housing Units	65.2%	54.2%	51.4%
Renter Occupied Housing Units	19.4%	25.8%	26.9%
Vacant Housing Units	15.3%	20.0%	21.8%
2025 Housing Units	4,983	29,591	88,723
Owner Occupied Housing Units	65.7%	53.6%	51.2%
Renter Occupied Housing Units	18.7%	26.6%	27.0%
Vacant Housing Units	15.6%	19.8%	21.8%
Median Household Income			
2020	\$56,153	\$47,963	\$46,173
2025	\$60,476	\$51,855	\$49,952
Median Home Value			
2020	\$280,701	\$216,950	\$200,281
2025	\$317,470	\$259,411	\$234,224
Per Capita Income			
2020	\$31,722	\$28,038	\$26,170
2025	\$35,236	\$31,370	\$28,771
Median Age			
2010	48.1	45.7	43.6
2020	52.2	48.4	45.9
2025	53.6	49.4	46.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	3,879	21,493	64,304
<\$15,000	8.9%	13.4%	14.0%
\$15,000 - \$24,999	10.9%	13.0%	12.7%
\$25,000 - \$34,999	8.9%	10.3%	11.1%
\$35,000 - \$49,999	14.7%	14.8%	15.2%
\$50,000 - \$74,999	20.0%	18.3%	18.8%
\$75,000 - \$99,999	12.7%	10.6%	10.9%
\$100,000 - \$149,999	14.4%	12.6%	11.3%
\$150,000 - \$199,999	5.5%	4.1%	3.1%
\$200,000+	4.2%	2.9%	2.8%
Average Household Income	\$75,595	\$65,748	\$63,406
2025 Households by Income			
Household Income Base	4,205	23,739	69,411
<\$15,000	7.6%	11.9%	12.8%
\$15,000 - \$24,999	9.8%	12.1%	11.9%
\$25,000 - \$34,999	8.1%	9.7%	10.5%
\$35,000 - \$49,999	14.1%	14.2%	14.8%
\$50,000 - \$74,999	20.1%	18.7%	19.1%
\$75,000 - \$99,999	13.1%	11.1%	11.5%
\$100,000 - \$149,999	16.0%	14.1%	12.6%
\$150,000 - \$199,999	6.4%	4.8%	3.6%
\$200,000+	4.9%	3.4%	3.2%
Average Household Income	\$84,017	\$72,933	\$69,680
2020 Owner Occupied Housing Units by Value			
Total	2,989	14,558	42,218
<\$50,000	0.9%	6.4%	10.1%
\$50,000 - \$99,999	3.9%	7.7%	11.8%
\$100,000 - \$149,999	6.8%	11.7%	10.4%
\$150,000 - \$199,999	15.3%	18.6%	17.6%
\$200,000 - \$249,999	14.5%	16.3%	17.1%
\$250,000 - \$299,999	14.1%	10.5%	10.5%
\$300,000 - \$399,999	26.9%	16.9%	12.4%
\$400,000 - \$499,999	9.0%	5.1%	3.9%
\$500,000 - \$749,999	6.2%	5.1%	4.1%
\$750,000 - \$999,999	0.2%	0.7%	0.9%
\$1,000,000 - \$1,499,999	0.6%	0.2%	0.5%
\$1,500,000 - \$1,999,999	1.0%	0.2%	0.3%
\$2,000,000 +	0.8%	0.4%	0.3%
Average Home Value	\$326,538	\$255,473	\$236,181
2025 Owner Occupied Housing Units by Value			
Total	3,273	15,855	45,423
<\$50,000	0.2%	4.7%	7.5%
\$50,000 - \$99,999	1.2%	4.6%	8.3%
\$100,000 - \$149,999	3.3%	7.1%	7.7%
\$150,000 - \$199,999	10.3%	14.1%	14.0%
\$200,000 - \$249,999	14.0%	17.1%	18.4%
\$250,000 - \$299,999	15.3%	13.2%	13.2%
\$300,000 - \$399,999	33.0%	22.6%	16.8%
\$400,000 - \$499,999	11.9%	7.5%	5.5%
\$500,000 - \$749,999	8.1%	7.2%	6.0%
\$750,000 - \$999,999	0.2%	1.1%	1.2%
\$1,000,000 - \$1,499,999	0.7%	0.3%	0.6%
\$1,500,000 - \$1,999,999	1.1%	0.2%	0.4%
\$2,000,000 +	0.9%	0.5%	0.4%
Average Home Value	\$365,246	\$297,496	\$275,267

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	7,716	43,367	134,144
0 - 4	4.3%	4.7%	5.6%
5 - 9	5.3%	5.4%	5.7%
10 - 14	5.9%	5.5%	5.9%
15 - 24	10.3%	11.1%	11.7%
25 - 34	9.0%	10.1%	10.7%
35 - 44	10.8%	12.1%	12.1%
45 - 54	15.6%	15.5%	14.4%
55 - 64	16.3%	14.8%	13.4%
65 - 74	11.2%	10.7%	10.5%
75 - 84	8.4%	7.1%	6.9%
85 +	2.9%	3.0%	3.0%
18 +	81.0%	80.8%	79.1%
2020 Population by Age			
Total	9,153	50,383	156,063
0 - 4	3.8%	4.4%	5.1%
5 - 9	4.5%	4.7%	5.3%
10 - 14	4.6%	4.8%	5.3%
15 - 24	9.2%	9.8%	10.4%
25 - 34	9.8%	11.8%	12.0%
35 - 44	9.8%	10.6%	10.8%
45 - 54	12.1%	12.3%	12.2%
55 - 64	16.9%	15.7%	14.3%
65 - 74	16.2%	14.2%	13.1%
75 - 84	9.3%	8.2%	7.8%
85 +	3.8%	3.5%	3.6%
18 +	84.2%	83.2%	81.2%
2025 Population by Age			
Total	9,929	55,144	168,350
0 - 4	3.7%	4.4%	5.2%
5 - 9	4.4%	4.7%	5.2%
10 - 14	4.5%	4.8%	5.3%
15 - 24	8.2%	9.1%	9.9%
25 - 34	9.4%	10.9%	11.6%
35 - 44	10.6%	11.6%	11.4%
45 - 54	10.7%	10.9%	10.9%
55 - 64	15.4%	14.3%	13.5%
65 - 74	17.5%	15.3%	13.9%
75 - 84	11.7%	10.2%	9.3%
85 +	3.8%	3.8%	3.7%
18 +	84.5%	83.3%	81.2%
2010 Population by Sex			
Males	3,789	21,472	65,538
Females	3,926	21,897	68,607
2020 Population by Sex			
Males	4,506	24,833	75,986
Females	4,647	25,549	80,078
2025 Population by Sex			
Males	4,896	27,109	81,864
Females	5,033	28,035	86,484

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	7,715	43,370	134,145
White Alone	89.2%	85.5%	77.1%
Black Alone	3.5%	5.7%	14.0%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.6%	1.6%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	4.4%	4.7%
Two or More Races	2.0%	2.2%	2.4%
Hispanic Origin	12.5%	17.8%	17.5%
Diversity Index	37.7	48.0	56.3
2020 Population by Race/Ethnicity			
Total	9,154	50,381	156,063
White Alone	86.7%	82.3%	74.0%
Black Alone	3.9%	6.4%	14.8%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	2.0%	1.9%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	5.8%	6.1%
Two or More Races	2.5%	2.8%	3.0%
Hispanic Origin	16.3%	23.4%	22.9%
Diversity Index	45.2	56.2	63.2
2025 Population by Race/Ethnicity			
Total	9,929	55,144	168,348
White Alone	84.7%	80.2%	71.9%
Black Alone	4.3%	7.0%	15.3%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	2.3%	2.2%	1.8%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.0%	6.9%	7.1%
Two or More Races	2.9%	3.2%	3.3%
Hispanic Origin	18.9%	26.6%	26.0%
Diversity Index	50.0	60.5	66.7
2010 Population by Relationship and Household Type			
Total	7,715	43,369	134,145
In Households	98.6%	98.3%	98.4%
In Family Households	81.4%	78.3%	78.9%
Householder	28.2%	26.6%	26.1%
Spouse	21.0%	19.2%	18.0%
Child	25.9%	25.6%	27.1%
Other relative	3.6%	4.1%	4.5%
Nonrelative	2.6%	2.9%	3.1%
In Nonfamily Households	17.2%	20.0%	19.5%
In Group Quarters	1.4%	1.7%	1.6%
Institutionalized Population	1.4%	1.7%	1.1%
Noninstitutionalized Population	0.0%	0.1%	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	7,132	38,452	115,235
Less than 9th Grade	4.3%	4.3%	5.2%
9th - 12th Grade, No Diploma	5.3%	7.2%	8.0%
High School Graduate	29.9%	31.0%	30.9%
GED/Alternative Credential	4.7%	4.7%	4.8%
Some College, No Degree	18.4%	20.2%	19.4%
Associate Degree	11.6%	11.2%	9.9%
Bachelor's Degree	15.1%	13.8%	14.1%
Graduate/Professional Degree	10.7%	7.7%	7.7%
2020 Population 15+ by Marital Status			
Total	7,978	43,401	131,518
Never Married	20.7%	26.4%	29.5%
Married	53.7%	48.4%	45.1%
Widowed	9.2%	8.0%	8.5%
Divorced	16.4%	17.2%	16.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,005	22,841	71,118
Population 16+ Employed	91.6%	90.5%	90.5%
Population 16+ Unemployment rate	8.4%	9.5%	9.5%
Population 16-24 Employed	8.9%	9.7%	10.6%
Population 16-24 Unemployment rate	9.7%	13.6%	16.2%
Population 25-54 Employed	57.7%	62.1%	62.4%
Population 25-54 Unemployment rate	8.4%	9.1%	8.7%
Population 55-64 Employed	24.6%	20.5%	18.8%
Population 55-64 Unemployment rate	8.5%	8.9%	8.2%
Population 65+ Employed	8.8%	7.8%	8.2%
Population 65+ Unemployment rate	7.4%	9.1%	9.4%
2020 Employed Population 16+ by Industry			
Total	3,667	20,666	64,327
Agriculture/Mining	0.4%	0.3%	0.5%
Construction	7.6%	11.4%	10.8%
Manufacturing	3.0%	3.1%	3.8%
Wholesale Trade	2.3%	1.7%	1.6%
Retail Trade	12.0%	13.8%	13.3%
Transportation/Utilities	5.3%	5.8%	4.9%
Information	2.6%	1.7%	1.5%
Finance/Insurance/Real Estate	4.6%	4.8%	5.8%
Services	55.8%	52.9%	53.4%
Public Administration	6.2%	4.6%	4.4%
2020 Employed Population 16+ by Occupation			
Total	3,667	20,666	64,326
White Collar	65.2%	57.1%	56.5%
Management/Business/Financial	12.0%	9.3%	10.3%
Professional	20.8%	18.1%	18.2%
Sales	15.7%	13.9%	13.5%
Administrative Support	16.7%	15.8%	14.5%
Services	17.7%	21.3%	22.7%
Blue Collar	17.1%	21.5%	20.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.4%
Construction/Extraction	6.2%	8.4%	8.2%
Installation/Maintenance/Repair	3.5%	4.2%	3.8%
Production	1.5%	2.3%	2.3%
Transportation/Material Moving	5.8%	6.6%	6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 26, 2021



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2010 Households by Type			
Total	3,265	18,530	55,610
Households with 1 Person	25.5%	30.1%	29.0%
Households with 2+ People	74.5%	69.9%	71.0%
Family Households	67.4%	62.3%	63.0%
Husband-wife Families	50.3%	44.9%	43.5%
With Related Children	15.3%	14.6%	14.7%
Other Family (No Spouse Present)	17.1%	17.4%	19.5%
Other Family with Male Householder	5.3%	5.2%	5.6%
With Related Children	3.4%	3.0%	3.2%
Other Family with Female Householder	11.8%	12.2%	13.9%
With Related Children	7.0%	7.9%	9.3%
Nonfamily Households	7.2%	7.6%	8.0%
All Households with Children	26.0%	25.9%	27.8%
Multigenerational Households	4.0%	3.8%	4.1%
Unmarried Partner Households	7.4%	8.1%	8.6%
Male-female	7.0%	7.4%	7.8%
Same-sex	0.5%	0.8%	0.8%
2010 Households by Size			
Total	3,267	18,530	55,611
1 Person Household	25.5%	30.1%	29.0%
2 Person Household	42.6%	38.3%	37.5%
3 Person Household	14.3%	14.3%	14.6%
4 Person Household	10.2%	10.1%	10.4%
5 Person Household	4.7%	4.5%	5.0%
6 Person Household	1.8%	1.8%	2.2%
7 + Person Household	0.9%	0.9%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	3,266	18,530	55,610
Owner Occupied	74.2%	66.3%	65.1%
Owned with a Mortgage/Loan	48.4%	42.6%	40.5%
Owned Free and Clear	25.9%	23.7%	24.5%
Renter Occupied	25.8%	33.7%	34.9%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	112	122	127
Percent of Income for Mortgage	20.9%	18.9%	18.1%
Wealth Index	95	71	68
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,961	23,497	71,907
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	7,715	43,369	134,145
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Senior Escapes (9D)	Midlife Constants (5E)	Senior Escapes (9D)
2.	Midlife Constants (5E)	Heartland Communities (6F)	Rustbelt Traditions (5D)
3.	Heartland Communities (6F)	The Great Outdoors (6C)	The Elders (9C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$6,849,596	\$33,265,739	\$97,432,674
Average Spent	\$1,765.81	\$1,547.75	\$1,515.19
Spending Potential Index	82	72	71
Education: Total \$	\$4,973,648	\$25,051,143	\$72,536,101
Average Spent	\$1,282.20	\$1,165.55	\$1,128.02
Spending Potential Index	72	65	63
Entertainment/Recreation: Total \$	\$11,169,033	\$52,779,238	\$150,005,356
Average Spent	\$2,879.36	\$2,455.65	\$2,332.75
Spending Potential Index	89	76	72
Food at Home: Total \$	\$18,287,063	\$87,315,829	\$251,065,438
Average Spent	\$4,714.38	\$4,062.52	\$3,904.35
Spending Potential Index	88	76	73
Food Away from Home: Total \$	\$12,229,938	\$59,243,643	\$172,830,015
Average Spent	\$3,152.86	\$2,756.42	\$2,687.70
Spending Potential Index	84	73	71
Health Care: Total \$	\$20,979,843	\$98,091,243	\$278,774,035
Average Spent	\$5,408.57	\$4,563.87	\$4,335.25
Spending Potential Index	94	79	75
HH Furnishings & Equipment: Total \$	\$7,257,222	\$34,741,775	\$100,786,746
Average Spent	\$1,870.90	\$1,616.42	\$1,567.35
Spending Potential Index	86	74	72
Personal Care Products & Services: Total \$	\$3,077,380	\$14,804,510	\$43,240,871
Average Spent	\$793.34	\$688.81	\$672.44
Spending Potential Index	86	75	73
Shelter: Total \$	\$60,895,941	\$299,794,521	\$871,127,962
Average Spent	\$15,698.88	\$13,948.47	\$13,547.03
Spending Potential Index	81	72	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,726,026	\$40,573,956	\$116,351,084
Average Spent	\$2,249.56	\$1,887.78	\$1,809.39
Spending Potential Index	96	81	77
Travel: Total \$	\$7,953,037	\$38,037,826	\$109,315,747
Average Spent	\$2,050.28	\$1,769.78	\$1,699.98
Spending Potential Index	85	73	71
Vehicle Maintenance & Repairs: Total \$	\$4,078,253	\$19,378,442	\$55,576,071
Average Spent	\$1,051.37	\$901.62	\$864.27
Spending Potential Index	91	78	75

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.