

**3 Acres – US 41 Corridor**

1381 Betmar Blvd

1, 3, 5 mile radii : 1381 BETMAR BLVD, NORTH FORT MYERS, FL 33903

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## Demographic Snapshot Report

	1 Miles:	3 Miles:	5 Miles:
<b>2002 Population:</b>			
Total Population	4,990	39,616	111,348
Male Population	2,452	19,074	54,242
Percent Male	49.1%	48.1%	48.7%
Female Population	2,538	20,543	57,106
Percent Female	50.9%	51.9%	51.3%
Median Age	46	50	41
Employees	3,822	19,860	56,487
<b>Income:</b>			
Median HH Income	\$28,542	\$30,061	\$30,454
Per Capita Income	\$21,838	\$20,820	\$18,262
Average HH Income	\$45,624	\$44,252	\$44,239
<b>Households:</b>			
Total Households	2,353	18,767	45,973
Average Household Size	2.08	2.09	2.39
<b>Race:</b>			
White	94.4%	93.2%	77.2%
Black	1.9%	3.8%	17.6%
American Indian, Eskimo, Aleut	0.5%	0.5%	0.4%
Asian or Pacific Islander	1.4%	0.8%	0.9%
Other	1.7%	1.8%	3.9%
<b>Ethnicity:</b>			
Hispanic	5.8%	6.7%	11.0%
Non-Hispanic	94.3%	93.4%	89.0%

## **Addendum**

### **Data Methodology**

The demographic data used in STDBonline are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from AGS's household level data file, current year estimates from the Census Bureau and Postal Service, and economic forecasts from private sources. In addition:

- \* These are the only US Estimates and Projections based on the most extensive household database available, summarized at the block group level. This is the demographic equivalent to an ongoing national census.
- \* This unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections introduce unacceptable levels of uncertainty.
- \* Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.
- \* AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.
- \* AGS list resources, GDT cartographic expertise, and Compusearch's years of demographic modeling experience represent a unique combination of leadership in the fields required for accurate estimates and projections.

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