

**Central Metropolitan Commercial Center**

14030 Metropolis Ave

1, 3, 5 mile radii : 14030 METROPOLIS AVE, FORT MYERS, FL 33912

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October 30, 2003

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## Demographic Snapshot Report

	1 Miles:	3 Miles:	5 Miles:
<b>2002 Population:</b>			
Total Population	1,249	39,892	90,946
Male Population	581	19,103	43,895
Percent Male	46.5%	47.9%	48.3%
Female Population	668	20,789	47,050
Percent Female	53.5%	52.1%	51.7%
Median Age	44	48	45
Employees	5,210	34,243	76,082
<b>Income:</b>			
Median HH Income	\$59,144	\$38,202	\$38,597
Per Capita Income	\$32,136	\$26,700	\$27,604
Average HH Income	\$73,619	\$56,011	\$60,336
<b>Households:</b>			
Total Households	539	18,851	41,610
Average Household Size	2.28	2.07	2.14
<b>Race:</b>			
White	96.4%	93.3%	91.8%
Black	1.4%	3.2%	4.6%
American Indian, Eskimo, Aleut	0.1%	0.2%	0.2%
Asian or Pacific Islander	1.9%	1.2%	1.3%
Other	0.3%	2.1%	2.2%
<b>Ethnicity:</b>			
Hispanic	5.3%	8.4%	8.2%
Non-Hispanic	94.7%	91.6%	91.8%

## **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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Current year data is for the year 2002. Current year and projected data provided by Experian/Applied Geographic Solutions. Copyright 2002 All Rights Reserved.