

**23200 SF Industrial Building**

5642 Enterprise Parkway

1, 3, 5 mile radii : 5642 ENTERPRISE PKWY, FORT MYERS, FL 33905

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## Demographic Snapshot Report

	1 Miles:	3 Miles:	5 Miles:
<b>2002 Population:</b>			
Total Population	4,488	27,489	63,829
Male Population	2,316	13,907	32,064
Percent Male	51.6%	50.6%	50.2%
Female Population	2,172	13,582	31,765
Percent Female	48.4%	49.4%	49.8%
Median Age	35	32	36
Employees	2,969	11,689	36,540
<b>Income:</b>			
Median HH Income	\$28,656	\$25,154	\$27,681
Per Capita Income	\$12,163	\$12,143	\$14,961
Average HH Income	\$35,715	\$35,209	\$39,072
<b>Households:</b>			
Total Households	1,645	9,076	24,449
Average Household Size	2.81	2.89	2.53
<b>Race:</b>			
White	62.0%	52.4%	62.4%
Black	23.7%	34.9%	29.7%
American Indian, Eskimo, Aleut	0.9%	0.6%	0.5%
Asian or Pacific Islander	0.3%	0.7%	0.7%
Other	13.1%	11.5%	6.7%
<b>Ethnicity:</b>			
Hispanic	33.7%	26.8%	16.7%
Non-Hispanic	66.3%	73.2%	83.3%

## **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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