

Billy Creek Commerce Center

5660 Zip Drive

1, 3, 5 mile radii : 5660 ZIP DRIVE, FT MYERS, FL 33905

Prepared By:

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Demographic Snapshot Report

	1 Miles:	3 Miles:	5 Miles:
2002 Population:			
Total Population	4,200	30,310	65,941
Male Population	2,178	15,348	33,038
Percent Male	51.9%	50.6%	50.1%
Female Population	2,022	14,962	32,903
Percent Female	48.1%	49.4%	49.9%
Median Age	32	31	36
Employees	3,051	12,962	42,733
Income:			
Median HH Income	\$25,832	\$25,148	\$27,161
Per Capita Income	\$10,565	\$12,169	\$15,032
Average HH Income	\$33,648	\$35,022	\$38,744
Households:			
Total Households	1,408	10,378	25,475
Average Household Size	3.08	2.83	2.50
Race:			
White	54.0%	50.6%	62.2%
Black	31.1%	37.3%	30.0%
American Indian, Eskimo, Aleut	1.1%	0.6%	0.5%
Asian or Pacific Islander	0.2%	0.7%	0.7%
Other	13.6%	10.8%	6.6%
Ethnicity:			
Hispanic	37.4%	25.3%	16.6%
Non-Hispanic	62.6%	74.7%	83.4%

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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