

World Plaza II

12701 World Plaza Lane

1, 3, 5 mile radii : 12701 WORLD PLAZA LN, FORT MYERS, FL 33907

Prepared By:

Thomas Woodyard

RE/MAX Realty Group

October 24, 2003

The information contained herein is from sources believed reliable, but neither the CCIM Institute nor its members, including the author of this report, have confirmed this information. Any warranty or representation of accuracy is expressly disclaimed. The Recipient of this report is cautioned that it is the Recipient's responsibility to confirm the accuracy and completeness of the information provided, including such independent investigation of this information as may appear necessary to determine its suitability for Recipient's needs.

Demographic Snapshot Report

	1 Miles:	3 Miles:	5 Miles:
2002 Population:			
Total Population	14,288	55,074	107,989
Male Population	6,902	26,204	51,994
Percent Male	48.3%	47.6%	48.1%
Female Population	7,385	28,870	55,995
Percent Female	51.7%	52.4%	51.9%
Median Age	41	46	47
Employees	10,546	54,705	93,420
Income:			
Median HH Income	\$32,947	\$36,061	\$37,398
Per Capita Income	\$21,201	\$25,998	\$27,483
Average HH Income	\$45,101	\$54,879	\$59,810
Households:			
Total Households	6,668	26,143	49,531
Average Household Size	2.07	2.07	2.13
Race:			
White	88.6%	92.5%	89.0%
Black	5.8%	3.9%	7.3%
American Indian, Eskimo, Aleut	0.3%	0.2%	0.2%
Asian or Pacific Islander	1.1%	1.2%	1.3%
Other	4.3%	2.3%	2.3%
Ethnicity:			
Hispanic	15.3%	8.8%	8.4%
Non-Hispanic	84.8%	91.2%	91.6%

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.

The information contained herein is from sources believed reliable, but neither the CCIM Institute nor its members, including the author of this report, have confirmed this information. Any warranty or representation of accuracy is expressly disclaimed. The Recipient of this report is cautioned that it is the Recipient's responsibility to confirm the accuracy and completeness of the information provided, including such independent investigation of this information as may appear necessary to determine its suitability for Recipient's needs.

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