

Northside Plaza

710 Pondella Road

1, 3, 5 mile radii : 710 PONDELLA RD, N FORT MYERS, FL 33903

Prepared By:

Thomas Woodyard

RE/MAX Realty Group

October 20, 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.

Executive Demographic Report

Population

The current year population in this selected geography is 109,896. The 2000 Census revealed a population of 108,463, and in 1990 it was 99,366 representing a 9.16% change. It is estimated that the population in this area will be 113,966 in 2007, representing a change of 3.70% from 2002. The current population is 48.62% male and 51.38% female. In 2002, the median age of the population in this area was 42, compared to the US median age which was 36. The population density in your area is 1,399 people per square mile.

Households

There are currently 45,917 households in this selected geography. The Census revealed household counts of 44,996 in 2000, up from 40,376 in 1990, representing a change of 13.72%. It is estimated that the number of households in this area will be 48,401 in 2007, representing a change of 5.41% from the current year. For the current year, the average household size in this area is 2.39 persons.

In 2002, the median number of years in residence in this geography's population is 3.48. The average household size in this geography was 2.36 people and the average family size was 2.82 people. The average number of vehicles per household in this geography was 1.5.

Income

In 2002, the median household income in this selected geography was \$31,595, compared to the US median which was \$40,497. The Census revealed median household incomes of \$33,533 in 2000 and \$26,496 in 1990 representing a change of 19.25%. It is estimated that the median household income in this area will be \$36,792 in 2007, which would represent a change of 16.45% from the current year.

In 2002, the per capita income in this area was \$19,014, compared to the US per capita, which was \$22,272. The 2002 average household income for this area was \$45,513, compared to the US average which was \$59,189.

Race Ethnicity

In 2002, the racial makeup of this selected area was as follows: 81.29% White; 14.07% Black; 0.41% Native American; 0.94% Asian/Pacific Islander; and 3.28% Other. Compare these to the US racial makeup which was: 76.44% White, 12.73% Black, 0.92% Native American, 4.04% Asian/Pacific Islander and 5.88% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 9.60% of the current year population in this selected area. Compare this to the US makeup of 13.16%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 64.6% American Indian, Eskimo, Aleut Population; 54.2% Asian, Pacific Islander; 7.9% Black; 96.7% Hispanic Ethnicity; 127.7% Other; White 4.1%.

Housing

The median housing value in this area was \$71,050 in 1990, compare this to the US median of \$93,807 for the same year. The 2000 Census median housing value was \$73,885, which is a 4.0% change from 1990. In 1990, there were 27,495 owner occupied housing units in this area vs. 44,996 in 2000. Also in 1990, there were 12,881 renter occupied housing units in this area vs. 13,155 in 2000. The average rent in 1990 was \$409 vs. \$498 in 2000.

Employment

In 2002, there were 88,250 people over the age of 16 in your population. Of these 50.42% were employed, 3.65% were unemployed, 45.91% were not in the labor force and 0.02% were in the armed forces. In 1990, unemployment in this area was 2.87% and in 2000 it was 2.61%.

In 2002, there were 58,254 employees in this selected area (daytime population) and there were 6,265 establishments.

For this area in 1990, 53.47% of employees were employed in white-collar occupations and 46.52% were employed in blue-collar occupations. In 2000, white collar workers made up 53.59% of the population, and those employed in blue collar occupations made up 46.41%. In 1990, the average time traveled to work was 11 minutes and in 2000 it was 21 minutes.

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.