



Growth Engine of Southwest Florida

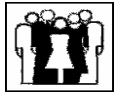
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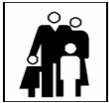
Cape Coral, FL 33904

Area: 1

## Market Profile



2000 Total Population	116,876
2000 Group Quarters	717
2007 Total Population	177,691
2012 Total Population	237,391
2007 - 2012 Annual Rate	5.96%



2000 Households	47,890
2000 Average Household Size	2.43
2007 Households	72,479
2007 Average Household Size	2.44
2012 Households	96,829
2012 Average Household Size	2.44
2007 - 2012 Annual Rate	5.96%
2000 Families	35,130
2000 Average Family Size	2.78
2007 Families	52,250
2007 Average Family Size	2.81
2012 Families	68,858
2012 Average Family Size	2.83
2007 - 2012 Annual Rate	5.68%



<b>2000 Housing Units</b>	54,889
Owner Occupied Housing Units	70.9%
Renter Occupied Housing Units	16.2%
Vacant Housing Units	12.9%
<b>2007 Housing Units</b>	82,587
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	15.9%
Vacant Housing Units	12.2%
<b>2012 Housing Units</b>	109,687
Owner Occupied Housing Units	71.9%
Renter Occupied Housing Units	16.4%
Vacant Housing Units	11.7%

### Median Household Income

2000	\$42,647
2007	\$53,078
2012	\$62,430

### Median Home Value

2000	\$99,890
2007	\$269,418
2012	\$316,549

### Per Capita Income

2000	\$21,609
2007	\$26,899
2012	\$31,988

### Median Age

2000	44.0
2007	44.6
2012	45.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



# Market Profile

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Longitude: -81.9742

Cape Coral, FL 33904  
Area: 1



### 2000 Households by Income

Household Income Base	47,984
< \$15,000	10.6%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	20.4%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	1.5%
\$200,000 +	1.6%
Average Household Income	\$52,202

### 2007 Households by Income

Household Income Base	72,480
< \$15,000	7.5%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	25.2%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	2.6%
\$200,000 +	2.6%
Average Household Income	\$65,727

### 2012 Households by Income

Household Income Base	96,827
< \$15,000	6.3%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	23.0%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	3.4%
\$200,000 +	4.0%
Average Household Income	\$78,212

### 2000 Owner Occupied HUs by Value

Total	39,007
< \$50,000	7.6%
\$50,000 - \$99,999	42.5%
\$100,000 - \$149,999	28.5%
\$150,000 - \$199,999	11.7%
\$200,000 - \$299,999	6.5%
\$300,000 - \$499,999	2.4%
\$500,000 - \$999,999	0.5%
\$1,000,000+	0.2%
Average Home Value	\$122,680

### 2000 Specified Renter Occupied HUs by Contract Rent

Total	8,902
With Cash Rent	96.4%
No Cash Rent	3.6%
Median Rent	\$577
Average Rent	\$613

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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## Market Profile



### 2000 Population by Age

Total	116,875
0 - 4	5.1%
5 - 9	6.0%
10 - 14	6.4%
15 - 19	5.4%
20 - 24	3.6%
25 - 34	10.3%
35 - 44	14.5%
45 - 54	13.4%
55 - 64	12.0%
65 - 74	12.6%
75 - 84	8.5%
85+	2.1%
18+	78.9%

### 2007 Population by Age

Total	177,692
0 - 4	5.7%
5 - 9	5.2%
10 - 14	6.0%
15 - 19	6.0%
20 - 24	5.3%
25 - 34	9.2%
35 - 44	13.2%
45 - 54	14.5%
55 - 64	13.4%
65 - 74	10.4%
75 - 84	8.3%
85+	2.7%
18+	79.3%

### 2012 Population by Age

Total	237,391
0 - 4	5.8%
5 - 9	5.4%
10 - 14	5.6%
15 - 19	5.6%
20 - 24	5.1%
25 - 34	10.3%
35 - 44	11.4%
45 - 54	15.0%
55 - 64	14.3%
65 - 74	10.8%
75 - 84	7.5%
85+	3.1%
18+	79.8%

### 2000 Population by Sex

Males	48.3%
Females	51.7%

### 2007 Population by Sex

Males	48.4%
Females	51.6%

### 2012 Population by Sex

Males	48.3%
Females	51.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

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Area: 1



### 2000 Population by Race/Ethnicity

Total	116,877
White Alone	93.3%
Black Alone	2.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	2.1%
Two or More Races	1.5%
Hispanic Origin	7.7%
Diversity Index	25.3

### 2007 Population by Race/Ethnicity

Total	177,690
White Alone	89.8%
Black Alone	3.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	3.4%
Two or More Races	2.0%
Hispanic Origin	12.2%
Diversity Index	36.6

### 2012 Population by Race/Ethnicity

Total	237,392
White Alone	88.1%
Black Alone	3.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	4.1%
Two or More Races	2.3%
Hispanic Origin	14.3%
Diversity Index	41.3



### 2000 Population 3+ by School Enrollment

Total	113,520
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	10.4%
Enrolled in Grade 9-12	4.6%
Enrolled in College	2.8%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	79.1%

### 2000 Population 25+ by Educational Attainment

Total	86,050
Less than 9th Grade	3.3%
9th - 12th Grade, No Diploma	11.0%
High School Graduate	35.8%
Some College, No Degree	24.9%
Associate Degree	7.0%
Bachelor's Degree	12.0%
Master's/Prof/Doctorate Degree	6.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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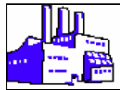
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## Market Profile



### 2000 Population 15+ by Sex and Marital Status

Total	96,561
Females	52.0%
Never Married	7.0%
Married, not Separated	32.1%
Married, Separated	0.8%
Widowed	6.0%
Divorced	6.1%
Males	48.0%
Never Married	9.0%
Married, not Separated	31.9%
Married, Separated	0.6%
Widowed	1.7%
Divorced	4.8%



### 2000 Population 16+ by Employment Status

Total	95,055
In Labor Force	57.1%
Civilian Employed	54.9%
Civilian Unemployed	2.1%
In Armed Forces	0.1%
Not in Labor Force	42.9%

### 2007 Civilian Population 16+ in Labor Force

Civilian Employed	95.7%
Civilian Unemployed	4.3%

### 2012 Civilian Population 16+ in Labor Force

Civilian Employed	96.4%
Civilian Unemployed	3.6%

### 2000 Females 16+ by Employment Status and Age of Children

Total	49,501
Own Children < 6 Only	5.6%
Employed/in Armed Forces	3.6%
Unemployed	0.2%
Not in Labor Force	1.7%
Own Children <6 and 6-17	4.7%
Employed/in Armed Forces	3.3%
Unemployed	0.1%
Not in Labor Force	1.3%
Own Children 6-17 Only	15.2%
Employed/in Armed Forces	11.9%
Unemployed	0.3%
Not in Labor Force	2.9%
No Own Children <18	74.6%
Employed/in Armed Forces	31.7%
Unemployed	1.5%
Not in Labor Force	41.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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Area: 1

## Market Profile



### 2007 Employed Population 16+ by Industry

Total	79,849
Agriculture/Mining	0.5%
Construction	14.9%
Manufacturing	3.7%
Wholesale Trade	2.4%
Retail Trade	15.4%
Transportation/Utilities	3.6%
Information	2.0%
Finance/Insurance/Real Estate	8.1%
Services	45.1%
Public Administration	4.3%

### 2007 Employed Population 16+ by Occupation

Total	79,849
White Collar	58.3%
Management/Business/Financial	11.5%
Professional	17.2%
Sales	15.7%
Administrative Support	13.9%
Services	18.6%
Blue Collar	23.2%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	10.0%
Installation/Maintenance/Repair	5.1%
Production	3.1%
Transportation/Material Moving	4.6%



### 2000 Workers 16+ by Means of Transportation to Work

Total	51,362
Drove Alone - Car, Truck, or Van	83.2%
Carpooled - Car, Truck, or Van	11.1%
Public Transportation	0.5%
Walked	0.7%
Other Means	1.5%
Worked at Home	3.0%

### 2000 Workers 16+ by Travel Time to Work

Total	51,364
Did not Work at Home	97.0%
Less than 5 minutes	2.1%
5 to 9 minutes	8.9%
10 to 19 minutes	30.1%
20 to 24 minutes	17.9%
25 to 34 minutes	21.7%
35 to 44 minutes	4.7%
45 to 59 minutes	5.7%
60 to 89 minutes	3.8%
90 or more minutes	2.3%
Worked at Home	3.0%
Average Travel Time to Work (in min)	25.2

### 2000 Households by Vehicles Available

Total	47,916
None	3.4%
1	41.9%
2	43.2%
3	8.9%
4	2.2%
5+	0.5%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



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Area: 1



### 2000 Households by Type

Total	47,889
Family Households	73.4%
Married-couple Family	61.4%
With Related Children	20.7%
Other Family (No Spouse)	12.0%
With Related Children	7.7%
Nonfamily Households	26.6%
Householder Living Alone	20.8%
Householder Not Living Alone	5.8%
Households with Related Children	28.5%
Households with Persons 65+	37.5%

### 2000 Households by Size

Total	47,890
1 Person Household	20.8%
2 Person Household	45.0%
3 Person Household	15.3%
4 Person Household	11.9%
5 Person Household	4.8%
6 Person Household	1.5%
7+ Person Household	0.6%

### 2000 Households by Year Householder Moved In

Total	47,916
Moved in 1999 to March 2000	20.3%
Moved in 1995 to 1998	33.1%
Moved in 1990 to 1994	18.6%
Moved in 1980 to 1989	22.2%
Moved in 1970 to 1979	4.9%
Moved in 1969 or Earlier	0.9%
Median Year Householder Moved In	1995



### 2000 Housing Units by Units in Structure

Total	54,988
1, Detached	70.5%
1, Attached	2.2%
2	4.4%
3 or 4	3.1%
5 to 9	5.0%
10 to 19	4.6%
20+	2.8%
Mobile Home	7.3%
Other	0.1%

### 2000 Housing Units by Year Structure Built

Total	54,911
1999 to March 2000	3.9%
1995 to 1998	11.7%
1990 to 1994	13.6%
1980 to 1989	41.0%
1970 to 1979	19.9%
1969 or Earlier	9.9%
Median Year Structure Built	1985

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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### Top 3 Tapestry Segments

1. Main Street, USA
2. Silver and Gold
3. Up and Coming Families



**2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.**

Apparel & Services: Total \$	\$156,752,287
Average Spent	\$2,162.73
Spending Potential Index	79
Computers & Accessories: Total \$	\$15,908,474
Average Spent	\$219.49
Spending Potential Index	88
Education: Total \$	\$80,674,555
Average Spent	\$1,113.07
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$225,980,923
Average Spent	\$3,117.88
Spending Potential Index	91
Food at Home: Total \$	\$322,452,484
Average Spent	\$4,448.91
Spending Potential Index	88
Food Away from Home: Total \$	\$215,014,141
Average Spent	\$2,966.57
Spending Potential Index	88
Health Care: Total \$	\$275,277,071
Average Spent	\$3,798.03
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$143,844,799
Average Spent	\$1,984.64
Spending Potential Index	88
Investments: Total \$	\$111,890,940
Average Spent	\$1,543.77
Spending Potential Index	104
Retail Goods: Total \$	\$1,699,148,181
Average Spent	\$23,443.32
Spending Potential Index	88
Shelter: Total \$	\$969,381,206
Average Spent	\$13,374.65
Spending Potential Index	89
TV/Video/Sound Equipment: Total \$	\$74,723,252
Average Spent	\$1,030.96
Spending Potential Index	89
Travel: Total \$	\$126,026,736
Average Spent	\$1,738.80
Spending Potential Index	94
Vehicle Maintenance & Repairs: Total \$	\$70,210,937
Average Spent	\$968.71
Spending Potential Index	91

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100. **Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.