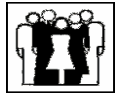
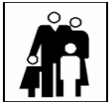


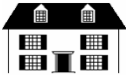
Santa Barbara Blvd AT
Pine Island Rd
Cape Coral, FL 33904



| | |
|-------------------------|---------|
| 2000 Total Population | 115,874 |
| 2000 Group Quarters | 717 |
| 2007 Total Population | 176,352 |
| 2012 Total Population | 235,750 |
| 2007 - 2012 Annual Rate | 5.98% |



| | |
|-----------------------------|--------|
| 2000 Households | 47,370 |
| 2000 Average Household Size | 2.43 |
| 2007 Households | 71,810 |
| 2007 Average Household Size | 2.45 |
| 2012 Households | 96,017 |
| 2012 Average Household Size | 2.45 |
| 2007 - 2012 Annual Rate | 5.98% |
| 2000 Families | 34,645 |
| 2000 Average Family Size | 2.79 |
| 2007 Families | 51,671 |
| 2007 Average Family Size | 2.82 |
| 2012 Families | 68,168 |
| 2012 Average Family Size | 2.83 |
| 2007 - 2012 Annual Rate | 5.70% |



| | |
|-------------------------------|---------|
| 2000 Housing Units | 54,199 |
| Owner Occupied Housing Units | 70.6% |
| Renter Occupied Housing Units | 16.7% |
| Vacant Housing Units | 12.7% |
| 2007 Housing Units | 81,714 |
| Owner Occupied Housing Units | 71.6% |
| Renter Occupied Housing Units | 16.3% |
| Vacant Housing Units | 12.1% |
| 2012 Housing Units | 108,671 |
| Owner Occupied Housing Units | 71.7% |
| Renter Occupied Housing Units | 16.7% |
| Vacant Housing Units | 11.6% |

Median Household Income

| | |
|------|----------|
| 2000 | \$42,361 |
| 2007 | \$52,796 |
| 2012 | \$62,155 |

Median Home Value

| | |
|------|-----------|
| 2000 | \$99,878 |
| 2007 | \$269,146 |
| 2012 | \$315,995 |

Per Capita Income

| | |
|------|----------|
| 2000 | \$21,229 |
| 2007 | \$26,431 |
| 2012 | \$31,426 |

Median Age

| | |
|------|------|
| 2000 | 43.5 |
| 2007 | 44.2 |
| 2012 | 45.2 |

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.



2000 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 47,469 |
| < \$15,000 | 10.9% |
| \$15,000 - \$24,999 | 12.8% |
| \$25,000 - \$34,999 | 15.4% |
| \$35,000 - \$49,999 | 20.5% |
| \$50,000 - \$74,999 | 23.4% |
| \$75,000 - \$99,999 | 9.0% |
| \$100,000 - \$149,999 | 5.3% |
| \$150,000 - \$199,999 | 1.4% |
| \$200,000 + | 1.4% |
| Average Household Income | \$51,393 |

2007 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 71,810 |
| < \$15,000 | 7.7% |
| \$15,000 - \$24,999 | 8.7% |
| \$25,000 - \$34,999 | 12.0% |
| \$35,000 - \$49,999 | 18.1% |
| \$50,000 - \$74,999 | 25.1% |
| \$75,000 - \$99,999 | 14.1% |
| \$100,000 - \$149,999 | 9.4% |
| \$150,000 - \$199,999 | 2.5% |
| \$200,000 + | 2.3% |
| Average Household Income | \$64,799 |

2012 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 96,014 |
| < \$15,000 | 6.4% |
| \$15,000 - \$24,999 | 6.6% |
| \$25,000 - \$34,999 | 9.4% |
| \$35,000 - \$49,999 | 16.0% |
| \$50,000 - \$74,999 | 23.0% |
| \$75,000 - \$99,999 | 16.6% |
| \$100,000 - \$149,999 | 15.0% |
| \$150,000 - \$199,999 | 3.4% |
| \$200,000 + | 3.7% |
| Average Household Income | \$77,078 |

2000 Owner Occupied HUs by Value

| | |
|-----------------------|-----------|
| Total | 38,344 |
| < \$50,000 | 7.3% |
| \$50,000 - \$99,999 | 42.8% |
| \$100,000 - \$149,999 | 28.7% |
| \$150,000 - \$199,999 | 11.8% |
| \$200,000 - \$299,999 | 6.5% |
| \$300,000 - \$499,999 | 2.3% |
| \$500,000 - \$999,999 | 0.5% |
| \$1,000,000+ | 0.2% |
| Average Home Value | \$121,798 |

2000 Specified Renter Occupied HUs by Contract Rent

| | |
|----------------|-------|
| Total | 9,047 |
| With Cash Rent | 96.3% |
| No Cash Rent | 3.7% |
| Median Rent | \$576 |
| Average Rent | \$610 |

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.

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



Market Profile

Santa Barbara Blvd AT
 Pine Island Rd
 Cape Coral, FL 33904
 Area: 1



2000 Population by Age

| | |
|---------|---------|
| Total | 115,875 |
| 0 - 4 | 5.2% |
| 5 - 9 | 6.1% |
| 10 - 14 | 6.5% |
| 15 - 19 | 5.5% |
| 20 - 24 | 3.7% |
| 25 - 34 | 10.5% |
| 35 - 44 | 14.8% |
| 45 - 54 | 13.4% |
| 55 - 64 | 11.8% |
| 65 - 74 | 12.1% |
| 75 - 84 | 8.3% |
| 85+ | 2.1% |
| 18+ | 78.6% |

2007 Population by Age

| | |
|---------|---------|
| Total | 176,354 |
| 0 - 4 | 5.7% |
| 5 - 9 | 5.3% |
| 10 - 14 | 6.1% |
| 15 - 19 | 6.0% |
| 20 - 24 | 5.4% |
| 25 - 34 | 9.3% |
| 35 - 44 | 13.3% |
| 45 - 54 | 14.6% |
| 55 - 64 | 13.4% |
| 65 - 74 | 10.2% |
| 75 - 84 | 8.0% |
| 85+ | 2.7% |
| 18+ | 79.1% |

2012 Population by Age

| | |
|---------|---------|
| Total | 235,750 |
| 0 - 4 | 5.9% |
| 5 - 9 | 5.4% |
| 10 - 14 | 5.6% |
| 15 - 19 | 5.6% |
| 20 - 24 | 5.2% |
| 25 - 34 | 10.5% |
| 35 - 44 | 11.5% |
| 45 - 54 | 15.1% |
| 55 - 64 | 14.3% |
| 65 - 74 | 10.6% |
| 75 - 84 | 7.3% |
| 85+ | 3.0% |
| 18+ | 79.6% |

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 | 48.4% |
| Females | 51.6% |

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



2000 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 115,874 |
| White Alone | 93.2% |
| Black Alone | 2.0% |
| American Indian Alone | 0.3% |
| Asian or Pacific Islander Alone | 1.0% |
| Some Other Race Alone | 2.1% |
| Two or More Races | 1.5% |
| Hispanic Origin | 7.8% |
| Diversity Index | 25.6 |

2007 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 176,353 |
| White Alone | 89.6% |
| Black Alone | 3.3% |
| American Indian Alone | 0.3% |
| Asian or Pacific Islander Alone | 1.2% |
| Some Other Race Alone | 3.5% |
| Two or More Races | 2.0% |
| Hispanic Origin | 12.3% |
| Diversity Index | 36.9 |

2012 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 235,752 |
| White Alone | 88.0% |
| 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 | 14.5% |
| Diversity Index | 41.6 |



2000 Population 3+ by School Enrollment

| | |
|-------------------------------|---------|
| Total | 112,376 |
| Enrolled in Nursery/Preschool | 1.5% |
| Enrolled in Kindergarten | 1.2% |
| Enrolled in Grade 1-8 | 10.5% |
| Enrolled in Grade 9-12 | 4.6% |
| Enrolled in College | 2.8% |
| Enrolled in Grad/Prof School | 0.5% |
| Not Enrolled in School | 78.8% |

2000 Population 25+ by Educational Attainment

| | |
|--------------------------------|--------|
| Total | 84,826 |
| Less than 9th Grade | 3.3% |
| 9th - 12th Grade, No Diploma | 11.2% |
| High School Graduate | 36.0% |
| Some College, No Degree | 24.9% |
| Associate Degree | 6.9% |
| Bachelor's Degree | 11.7% |
| 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.

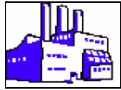
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

Santa Barbara Blvd AT
Pine Island Rd
Cape Coral, FL 33904



2000 Population 15+ by Sex and Marital Status

| | |
|------------------------|--------|
| Total | 95,362 |
| Females | 52.1% |
| Never Married | 7.1% |
| Married, not Separated | 31.8% |
| Married, Separated | 0.8% |
| Widowed | 6.1% |
| Divorced | 6.2% |
| Males | 47.9% |
| Never Married | 9.2% |
| Married, not Separated | 31.6% |
| Married, Separated | 0.6% |
| Widowed | 1.7% |
| Divorced | 4.8% |



2000 Population 16+ by Employment Status

| | |
|---------------------|--------|
| Total | 93,847 |
| In Labor Force | 57.6% |
| Civilian Employed | 55.4% |
| Civilian Unemployed | 2.1% |
| In Armed Forces | 0.1% |
| Not in Labor Force | 42.4% |

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 | 48,947 |
| Own Children < 6 Only | 5.7% |
| Employed/in Armed Forces | 3.7% |
| Unemployed | 0.2% |
| Not in Labor Force | 1.8% |
| Own Children <6 and 6-17 | 4.8% |
| Employed/in Armed Forces | 3.4% |
| Unemployed | 0.1% |
| Not in Labor Force | 1.3% |
| Own Children 6-17 Only | 15.3% |
| Employed/in Armed Forces | 12.1% |
| Unemployed | 0.3% |
| Not in Labor Force | 3.0% |
| No Own Children <18 | 74.2% |
| Employed/in Armed Forces | 32.0% |
| Unemployed | 1.6% |
| Not in Labor Force | 40.6% |

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



Market Profile

Santa Barbara Blvd AT
Pine Island Rd
Cape Coral, FL 33904

Latitude: 26.65205
Longitude: -81.9742



2007 Employed Population 16+ by Industry

| | |
|-------------------------------|--------|
| Total | 79,649 |
| 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 | 4.4% |

2007 Employed Population 16+ by Occupation

| | |
|---------------------------------|--------|
| Total | 79,649 |
| White Collar | 58.1% |
| Management/Business/Financial | 11.4% |
| Professional | 17.2% |
| Sales | 15.6% |
| Administrative Support | 13.8% |
| Services | 18.6% |
| Blue Collar | 23.3% |
| 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 | 51,214 |
| Drove Alone - Car, Truck, or Van | 83.0% |
| Carpooled - Car, Truck, or Van | 11.2% |
| Public Transportation | 0.5% |
| Walked | 0.8% |
| Other Means | 1.5% |
| Worked at Home | 3.0% |

2000 Workers 16+ by Travel Time to Work

| | |
|--------------------------------------|--------|
| Total | 51,211 |
| 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 | 17.7% |
| 25 to 34 minutes | 21.8% |
| 35 to 44 minutes | 4.8% |
| 45 to 59 minutes | 5.7% |
| 60 to 89 minutes | 3.7% |
| 90 or more minutes | 2.2% |
| Worked at Home | 3.0% |
| Average Travel Time to Work (in min) | 25.2 |

2000 Households by Vehicles Available

| | |
|--------------------------------------|--------|
| Total | 47,392 |
| None | 3.6% |
| 1 | 41.6% |
| 2 | 43.3% |
| 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.



2000 Households by Type

| | |
|----------------------------------|--------|
| Total | 47,369 |
| Family Households | 73.1% |
| Married-couple Family | 60.9% |
| With Related Children | 21.1% |
| Other Family (No Spouse) | 12.2% |
| With Related Children | 7.9% |
| Nonfamily Households | 26.9% |
| Householder Living Alone | 20.9% |
| Householder Not Living Alone | 5.9% |
| Households with Related Children | 29.0% |
| Households with Persons 65+ | 36.8% |

2000 Households by Size

| | |
|---------------------|--------|
| Total | 47,370 |
| 1 Person Household | 20.9% |
| 2 Person Household | 44.4% |
| 3 Person Household | 15.5% |
| 4 Person Household | 12.1% |
| 5 Person Household | 4.9% |
| 6 Person Household | 1.5% |
| 7+ Person Household | 0.6% |

2000 Households by Year Householder Moved In

| | |
|----------------------------------|--------|
| Total | 47,394 |
| Moved in 1999 to March 2000 | 20.5% |
| Moved in 1995 to 1998 | 33.1% |
| Moved in 1990 to 1994 | 18.4% |
| Moved in 1980 to 1989 | 21.9% |
| Moved in 1970 to 1979 | 5.1% |
| Moved in 1969 or Earlier | 1.0% |
| Median Year Householder Moved In | 1995 |



2000 Housing Units by Units in Structure

| | |
|-------------|--------|
| Total | 54,260 |
| 1, Detached | 70.8% |
| 1, Attached | 2.2% |
| 2 | 4.4% |
| 3 or 4 | 3.1% |
| 5 to 9 | 5.1% |
| 10 to 19 | 4.6% |
| 20+ | 2.9% |
| Mobile Home | 6.7% |
| Other | 0.1% |

2000 Housing Units by Year Structure Built

| | |
|-----------------------------|--------|
| Total | 54,209 |
| 1999 to March 2000 | 3.8% |
| 1995 to 1998 | 11.6% |
| 1990 to 1994 | 13.2% |
| 1980 to 1989 | 39.9% |
| 1970 to 1979 | 20.5% |
| 1969 or Earlier | 11.0% |
| Median Year Structure Built | 1985 |

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



Market Profile

Latitude: 26.65205
Longitude: -81.9742

Santa Barbara Blvd AT
Pine Island Rd
Cape Coral, FL 33904
Area: 1

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 \$ | \$153,219,940 |
| Average Spent | \$2,133.69 |
| Spending Potential Index | 78 |
| Computers & Accessories: Total \$ | \$15,557,620 |
| Average Spent | \$216.65 |
| Spending Potential Index | 87 |
| Education: Total \$ | \$78,976,067 |
| Average Spent | \$1,099.79 |
| Spending Potential Index | 86 |
| Entertainment/Recreation: Total \$ | \$220,761,424 |
| Average Spent | \$3,074.24 |
| Spending Potential Index | 90 |
| Food at Home: Total \$ | \$315,203,444 |
| Average Spent | \$4,389.41 |
| Spending Potential Index | 87 |
| Food Away from Home: Total \$ | \$210,219,038 |
| Average Spent | \$2,927.43 |
| Spending Potential Index | 86 |
| Health Care: Total \$ | \$268,361,110 |
| Average Spent | \$3,737.10 |
| Spending Potential Index | 96 |
| HH Furnishings & Equipment: Total \$ | \$140,505,345 |
| Average Spent | \$1,956.63 |
| Spending Potential Index | 87 |
| Investments: Total \$ | \$108,520,787 |
| Average Spent | \$1,511.22 |
| Spending Potential Index | 101 |
| Retail Goods: Total \$ | \$1,661,384,858 |
| Average Spent | \$23,135.84 |
| Spending Potential Index | 87 |
| Shelter: Total \$ | \$945,984,010 |
| Average Spent | \$13,173.43 |
| Spending Potential Index | 88 |
| TV/Video/Sound Equipment: Total \$ | \$73,040,765 |
| Average Spent | \$1,017.14 |
| Spending Potential Index | 87 |
| Travel: Total \$ | \$122,871,596 |
| Average Spent | \$1,711.07 |
| Spending Potential Index | 93 |
| Vehicle Maintenance & Repairs: Total \$ | \$68,593,600 |
| Average Spent | \$955.21 |
| Spending Potential Index | 90 |

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.