



Demographic and Income Profile

Merchants Crossing

15201 N Cleveland Ave
Fort Myers, FL 33903

Site Type: Radius

Latitude: 26.687346
Longitude: -81.901542
Radius: 1.0 miles

Summary	2000	2008	2013
Population	4,215	4,386	5,048
Households	2,119	2,311	2,700
Families	1,198	1,218	1,385
Average Household Size	1.98	1.89	1.86
Owner Occupied HUs	1,669	1,822	2,125
Renter Occupied HUs	450	489	575
Median Age	59.7	61.9	63.5

Trends: 2008-2013 Annual Rate	Area	State	National
Population	2.85%	2.22%	1.23%
Households	3.16%	2.28%	1.26%
Families	2.6%	1.99%	1.05%
Owner HHs	3.12%	2.13%	1.07%
Median Household Income	3.43%	2.83%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	467	21.8%	317	13.7%	317	11.7%
\$15,000 - \$24,999	471	22.0%	504	21.8%	468	17.3%
\$25,000 - \$34,999	408	19.1%	385	16.7%	381	14.1%
\$35,000 - \$49,999	412	19.3%	479	20.7%	481	17.8%
\$50,000 - \$74,999	217	10.1%	378	16.4%	693	25.7%
\$75,000 - \$99,999	96	4.5%	125	5.4%	191	7.1%
\$100,000 - \$149,999	38	1.8%	86	3.7%	111	4.1%
\$150,000 - \$199,000	7	0.3%	8	0.3%	22	0.8%
\$200,000+	24	1.1%	28	1.2%	35	1.3%
Median Household Income	\$27,969		\$33,506		\$39,665	
Average Household Income	\$37,645		\$44,257		\$50,796	
Per Capita Income	\$19,932		\$23,390		\$27,102	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	141	3.3%	147	3.4%	168	3.3%
5 - 9	160	3.8%	131	3.0%	148	2.9%
10 - 14	165	3.9%	138	3.1%	141	2.8%
15 - 19	176	4.2%	157	3.6%	152	3.0%
20 - 24	130	3.1%	168	3.8%	185	3.7%
25 - 34	323	7.7%	305	7.0%	355	7.0%
35 - 44	417	9.9%	331	7.5%	306	6.1%
45 - 54	387	9.2%	450	10.3%	462	9.2%
55 - 64	518	12.3%	548	12.5%	719	14.2%
65 - 74	837	19.8%	818	18.7%	932	18.5%
75 - 84	754	17.9%	811	18.5%	954	18.9%
85+	209	5.0%	382	8.7%	525	10.4%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,078	96.7%	4,166	95.0%	4,750	94.1%
Black Alone	22	0.5%	43	1.0%	65	1.3%
American Indian Alone	20	0.5%	25	0.6%	31	0.6%
Asian Alone	18	0.4%	27	0.6%	35	0.7%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	33	0.8%	61	1.4%	86	1.7%
Two or More Races	43	1.0%	64	1.5%	81	1.6%
Hispanic Origin (Any Race)	197	4.7%	332	7.6%	441	8.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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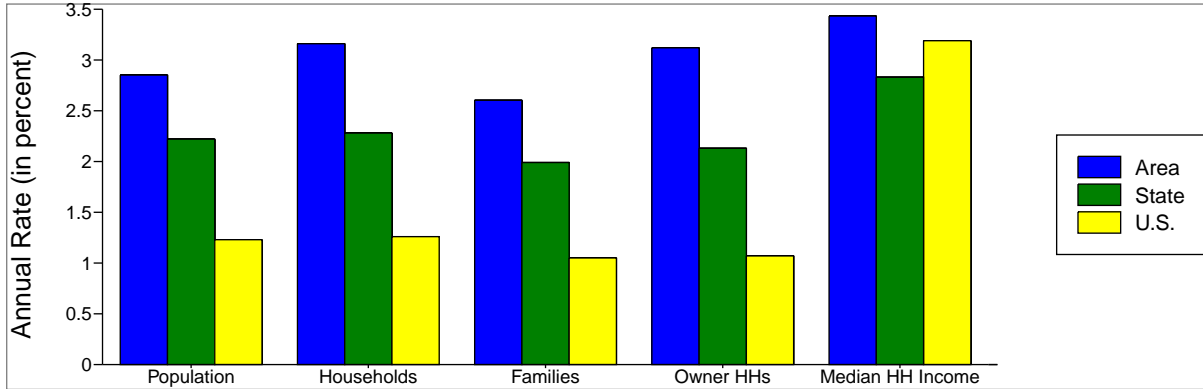
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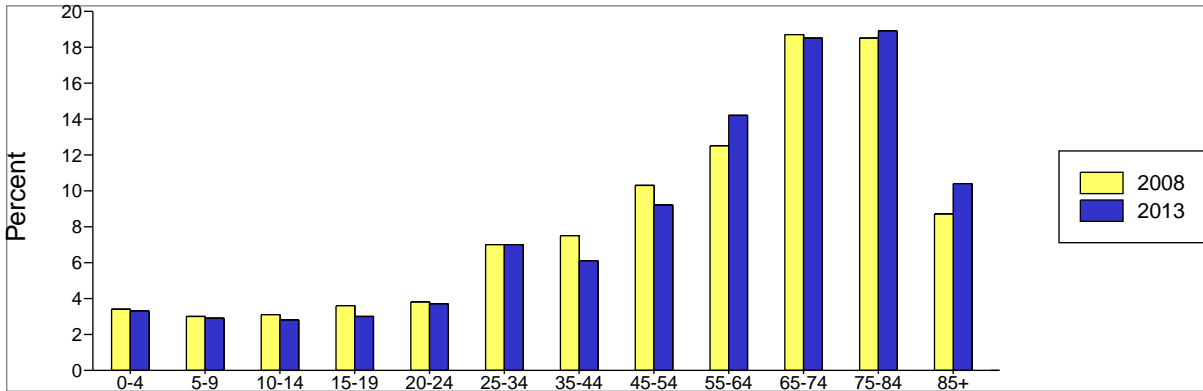
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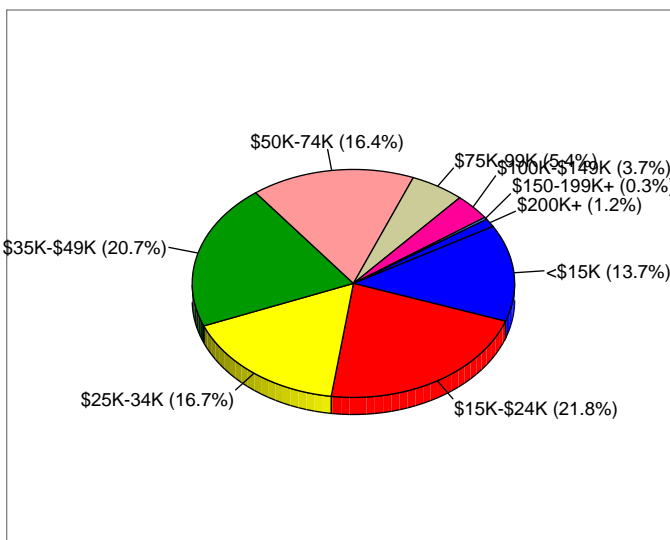
Trends 2008-2013



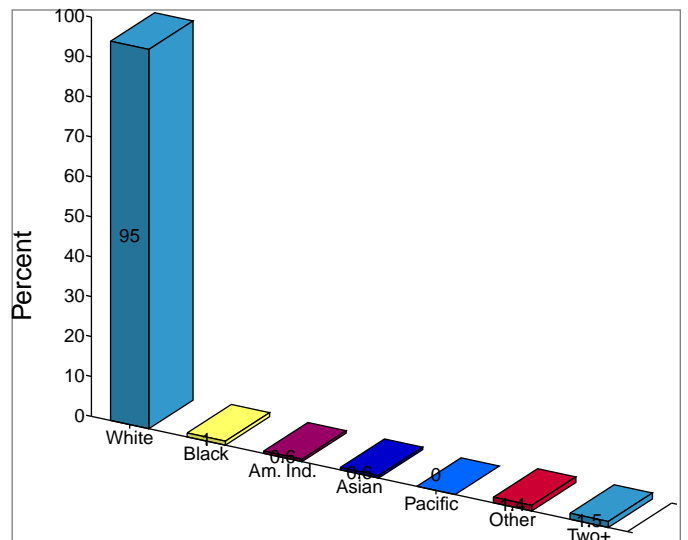
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 7.6%



Demographic and Income Profile

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Site Type: Radius

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Summary	2000	2008	2013
Population	34,955	46,385	59,613
Households	16,404	22,103	28,569
Families	10,206	13,159	16,690
Average Household Size	2.12	2.09	2.08
Owner Occupied HUs	13,207	17,712	22,651
Renter Occupied HUs	3,197	4,391	5,918
Median Age	52.3	54.0	56.2

Trends: 2008-2013 Annual Rate	Area	State	National
Population	5.15%	2.22%	1.23%
Households	5.27%	2.28%	1.26%
Families	4.87%	1.99%	1.05%
Owner HHs	5.04%	2.13%	1.07%
Median Household Income	3.25%	2.83%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	3,085	18.8%	2,920	13.2%	3,194	11.2%
\$15,000 - \$24,999	3,044	18.6%	3,700	16.7%	3,621	12.7%
\$25,000 - \$34,999	2,958	18.1%	3,320	15.0%	3,277	11.5%
\$35,000 - \$49,999	3,393	20.7%	4,209	19.0%	4,848	17.0%
\$50,000 - \$74,999	2,376	14.5%	4,813	21.8%	8,367	29.3%
\$75,000 - \$99,999	770	4.7%	1,690	7.6%	2,980	10.4%
\$100,000 - \$149,999	519	3.2%	984	4.5%	1,490	5.2%
\$150,000 - \$199,000	112	0.7%	243	1.1%	387	1.4%
\$200,000+	117	0.7%	223	1.0%	403	1.4%
Median Household Income	\$31,401		\$38,101		\$44,719	
Average Household Income	\$40,098		\$47,975		\$55,171	
Per Capita Income	\$18,906		\$22,862		\$26,422	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,531	4.4%	2,116	4.6%	2,665	4.5%
5 - 9	1,634	4.7%	1,972	4.3%	2,462	4.1%
10 - 14	1,790	5.1%	2,035	4.4%	2,467	4.1%
15 - 19	1,474	4.2%	2,072	4.5%	2,404	4.0%
20 - 24	1,170	3.3%	1,980	4.3%	2,488	4.2%
25 - 34	3,002	8.6%	3,710	8.0%	4,874	8.2%
35 - 44	4,125	11.8%	4,309	9.3%	4,734	7.9%
45 - 54	3,783	10.8%	5,563	12.0%	6,658	11.2%
55 - 64	4,279	12.2%	6,664	14.4%	9,292	15.6%
65 - 74	6,192	17.7%	7,257	15.6%	10,018	16.8%
75 - 84	4,803	13.7%	6,258	13.5%	7,844	13.2%
85+	1,174	3.4%	2,448	5.3%	3,707	6.2%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	33,208	95.0%	42,600	91.8%	53,748	90.2%
Black Alone	459	1.3%	1,065	2.3%	1,744	2.9%
American Indian Alone	161	0.5%	261	0.6%	354	0.6%
Asian Alone	199	0.6%	385	0.8%	557	0.9%
Pacific Islander Alone	17	0.0%	29	0.1%	47	0.1%
Some Other Race Alone	475	1.4%	1,152	2.5%	1,853	3.1%
Two or More Races	435	1.2%	892	1.9%	1,310	2.2%
Hispanic Origin (Any Race)	1,681	4.8%	3,914	8.4%	6,082	10.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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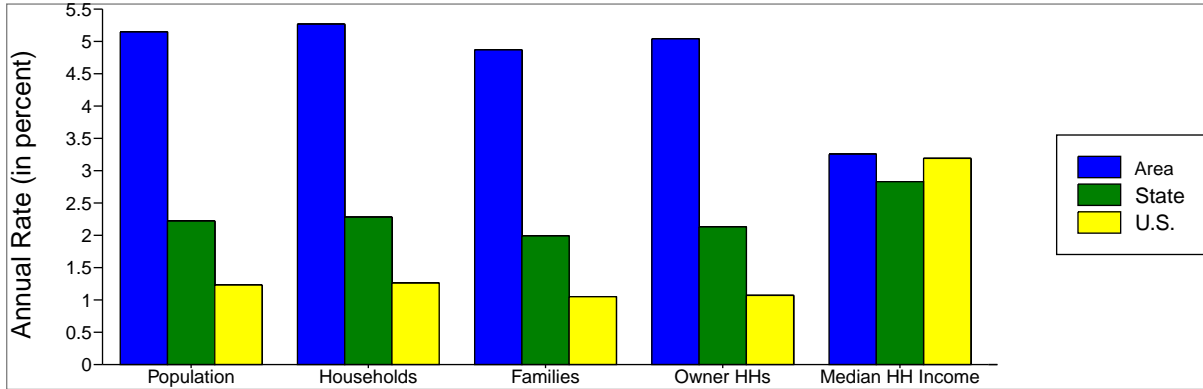
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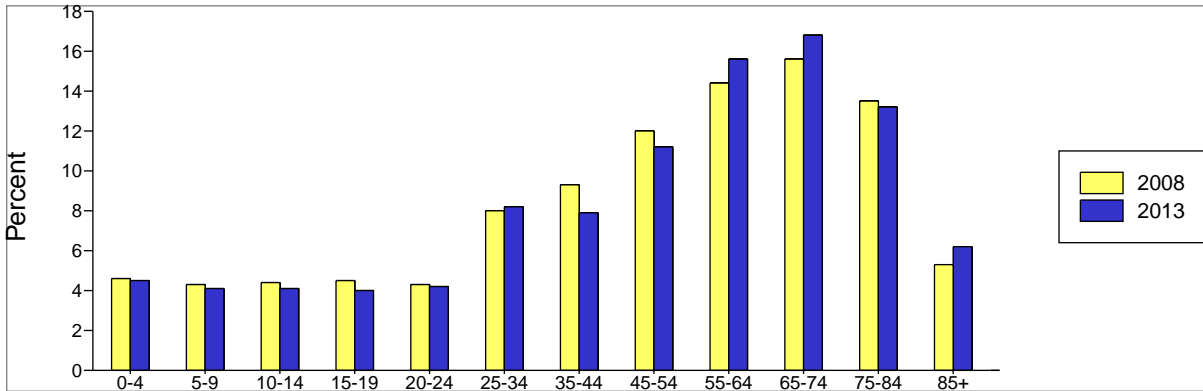
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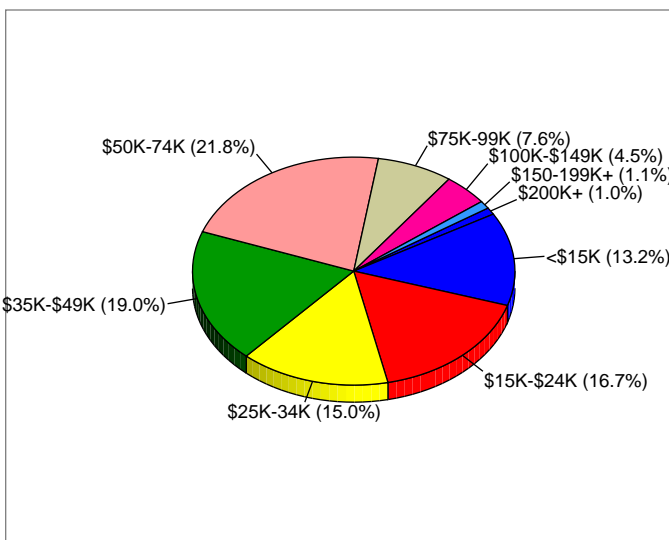
Trends 2008-2013



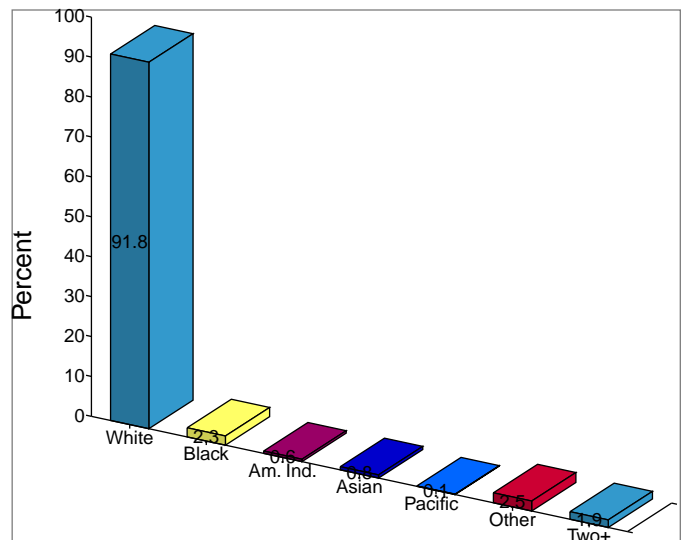
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 8.4%



Demographic and Income Profile

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Summary	2000	2008	2013
Population	90,724	116,357	147,553
Households	38,641	50,586	65,072
Families	25,102	31,501	39,603
Average Household Size	2.32	2.28	2.25
Owner Occupied HUs	28,361	37,287	47,085
Renter Occupied HUs	10,280	13,298	17,987
Median Age	44.0	46.7	48.7

Trends: 2008-2013 Annual Rate	Area	State	National
Population	4.87%	2.22%	1.23%
Households	5.17%	2.28%	1.26%
Families	4.68%	1.99%	1.05%
Owner HHs	4.78%	2.13%	1.07%
Median Household Income	4.87%	2.83%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	7,198	18.6%	6,595	13.0%	7,355	11.3%
\$15,000 - \$24,999	6,527	16.9%	7,445	14.7%	7,296	11.2%
\$25,000 - \$34,999	6,821	17.6%	7,028	13.9%	6,515	10.0%
\$35,000 - \$49,999	7,459	19.3%	9,378	18.5%	10,318	15.9%
\$50,000 - \$74,999	6,143	15.9%	11,055	21.9%	18,382	28.2%
\$75,000 - \$99,999	2,358	6.1%	4,654	9.2%	7,801	12.0%
\$100,000 - \$149,999	1,469	3.8%	3,004	5.9%	4,943	7.6%
\$150,000 - \$199,000	298	0.8%	674	1.3%	1,121	1.7%
\$200,000+	437	1.1%	753	1.5%	1,341	2.1%
Median Household Income	\$32,858		\$40,441		\$51,295	
Average Household Income	\$42,937		\$52,407		\$60,958	
Per Capita Income	\$18,586		\$22,944		\$27,022	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,044	5.6%	6,568	5.6%	8,201	5.6%
5 - 9	5,299	5.8%	5,944	5.1%	7,354	5.0%
10 - 14	5,573	6.1%	6,150	5.3%	7,276	4.9%
15 - 19	4,927	5.4%	6,352	5.5%	7,286	4.9%
20 - 24	4,098	4.5%	6,294	5.4%	7,854	5.3%
25 - 34	9,484	10.5%	11,586	10.0%	15,120	10.2%
35 - 44	12,093	13.3%	12,760	11.0%	14,224	9.6%
45 - 54	10,440	11.5%	14,936	12.8%	18,139	12.3%
55 - 64	9,692	10.7%	14,644	12.6%	20,481	13.9%
65 - 74	12,584	13.9%	13,944	12.0%	18,648	12.6%
75 - 84	9,122	10.1%	12,244	10.5%	15,075	10.2%
85+	2,368	2.6%	4,935	4.2%	7,893	5.3%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	73,629	81.2%	92,569	79.6%	116,615	79.0%
Black Alone	11,499	12.7%	14,474	12.4%	17,841	12.1%
American Indian Alone	360	0.4%	537	0.5%	730	0.5%
Asian Alone	602	0.7%	1,041	0.9%	1,466	1.0%
Pacific Islander Alone	70	0.1%	94	0.1%	138	0.1%
Some Other Race Alone	2,854	3.1%	4,965	4.3%	7,051	4.8%
Two or More Races	1,711	1.9%	2,677	2.3%	3,714	2.5%
Hispanic Origin (Any Race)	8,113	8.9%	14,404	12.4%	20,828	14.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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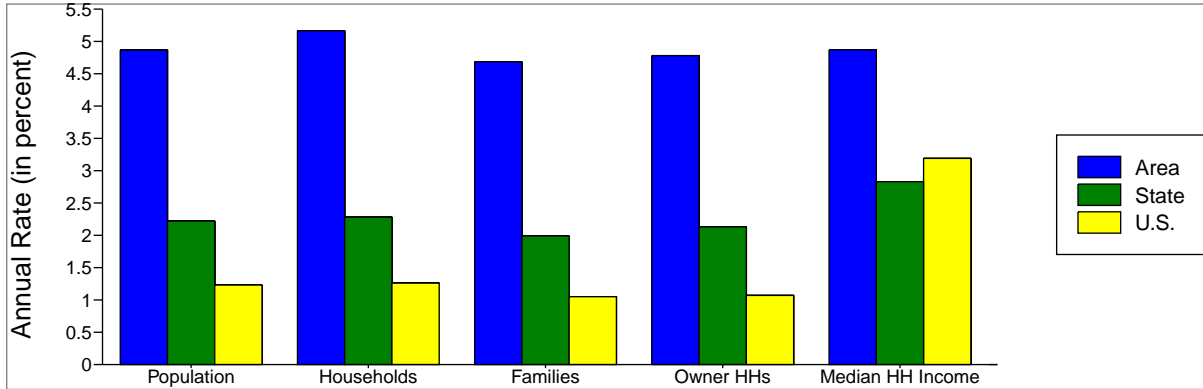
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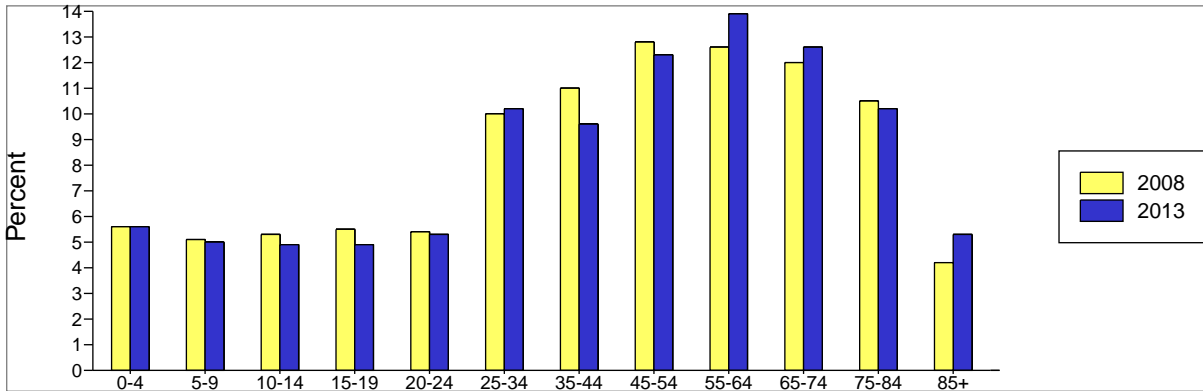
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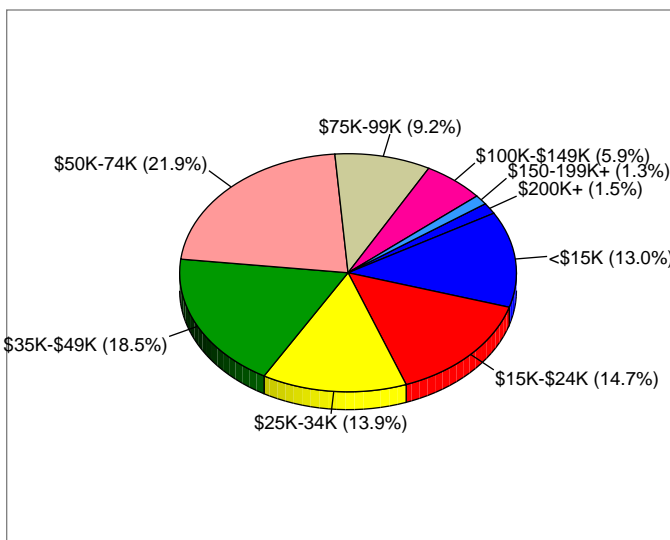
Trends 2008-2013



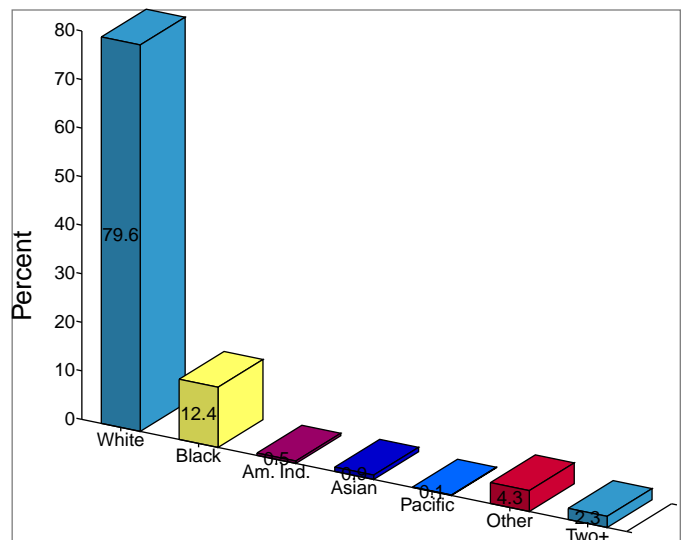
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 12.4%