



Market Profile

Page Field Commons
 4977 S. Cleveland Avenue Fort Myers FL 33907
 Rings: 1, 3, 5 mile radii

Latitude: 26.5877
 Longitude: -81.8718

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,181	53,893	116,996
2010 Total Population	8,057	57,321	127,441
2017 Total Population	9,414	66,506	147,132
2017 Group Quarters	160	1,036	3,748
2022 Total Population	10,617	74,735	163,980
2017-2022 Annual Rate	2.43%	2.36%	2.19%
2017 Total Daytime Population	15,842	94,528	193,574
Workers	11,204	58,069	107,722
Residents	4,638	36,459	85,852
Household Summary			
2000 Households	3,536	23,559	51,692
2000 Average Household Size	2.19	2.23	2.20
2010 Households	3,588	25,578	57,674
2010 Average Household Size	2.20	2.20	2.14
2017 Households	4,155	29,600	66,475
2017 Average Household Size	2.23	2.21	2.16
2022 Households	4,666	33,193	74,073
2022 Average Household Size	2.24	2.22	2.16
2017-2022 Annual Rate	2.35%	2.32%	2.19%
2010 Families	1,697	13,957	32,999
2010 Average Family Size	2.98	2.85	2.73
2017 Families	1,933	15,868	37,544
2017 Average Family Size	3.02	2.88	2.76
2022 Families	2,152	17,666	41,555
2022 Average Family Size	3.05	2.90	2.77
2017-2022 Annual Rate	2.17%	2.17%	2.05%
Housing Unit Summary			
2000 Housing Units	3,968	26,660	60,624
Owner Occupied Housing Units	26.1%	47.6%	54.5%
Renter Occupied Housing Units	63.0%	40.8%	30.8%
Vacant Housing Units	10.9%	11.6%	14.7%
2010 Housing Units	4,242	32,771	76,979
Owner Occupied Housing Units	19.7%	38.6%	45.2%
Renter Occupied Housing Units	64.9%	39.4%	29.7%
Vacant Housing Units	15.4%	21.9%	25.1%
2017 Housing Units	4,893	37,796	88,720
Owner Occupied Housing Units	17.5%	34.9%	41.8%
Renter Occupied Housing Units	67.4%	43.4%	33.1%
Vacant Housing Units	15.1%	21.7%	25.1%
2022 Housing Units	5,498	42,431	99,040
Owner Occupied Housing Units	16.8%	34.1%	41.2%
Renter Occupied Housing Units	68.0%	44.1%	33.6%
Vacant Housing Units	15.1%	21.8%	25.2%
Median Household Income			
2017	\$36,582	\$41,880	\$46,437
2022	\$38,512	\$46,454	\$52,174
Median Home Value			
2017	\$130,255	\$164,403	\$189,509
2022	\$192,308	\$224,018	\$261,646
Per Capita Income			
2017	\$21,963	\$28,338	\$31,662
2022	\$24,620	\$31,833	\$35,712
Median Age			
2010	32.4	39.9	45.5
2017	33.2	40.6	47.2
2022	33.7	40.9	47.8

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	4,155	29,600	66,475
<\$15,000	10.4%	12.1%	11.9%
\$15,000 - \$24,999	20.1%	14.9%	13.3%
\$25,000 - \$34,999	16.1%	13.8%	12.0%
\$35,000 - \$49,999	22.3%	16.8%	15.7%
\$50,000 - \$74,999	14.7%	16.6%	18.0%
\$75,000 - \$99,999	9.2%	10.7%	11.2%
\$100,000 - \$149,999	4.9%	8.8%	9.8%
\$150,000 - \$199,999	1.1%	2.9%	3.8%
\$200,000+	1.3%	3.4%	4.2%
Average Household Income	\$48,890	\$62,589	\$68,830
2022 Households by Income			
Household Income Base	4,666	33,193	74,073
<\$15,000	10.4%	11.9%	11.5%
\$15,000 - \$24,999	18.9%	13.7%	12.1%
\$25,000 - \$34,999	14.4%	12.2%	10.5%
\$35,000 - \$49,999	20.4%	14.8%	13.7%
\$50,000 - \$74,999	15.5%	16.7%	17.8%
\$75,000 - \$99,999	11.7%	13.0%	13.6%
\$100,000 - \$149,999	6.0%	10.4%	11.7%
\$150,000 - \$199,999	1.3%	3.4%	4.5%
\$200,000+	1.5%	3.8%	4.7%
Average Household Income	\$55,089	\$70,724	\$77,970
2017 Owner Occupied Housing Units by Value			
Total	848	13,173	37,112
<\$50,000	9.3%	7.0%	7.8%
\$50,000 - \$99,999	29.5%	21.3%	15.9%
\$100,000 - \$149,999	18.5%	17.7%	15.1%
\$150,000 - \$199,999	10.0%	13.9%	14.1%
\$200,000 - \$249,999	10.5%	11.0%	11.7%
\$250,000 - \$299,999	5.0%	8.7%	9.2%
\$300,000 - \$399,999	8.0%	8.2%	10.8%
\$400,000 - \$499,999	2.7%	4.3%	5.8%
\$500,000 - \$749,999	4.0%	4.6%	6.3%
\$750,000 - \$999,999	1.8%	2.0%	2.0%
\$1,000,000 +	0.7%	1.4%	1.4%
Average Home Value	\$192,011	\$224,140	\$246,552
2022 Owner Occupied Housing Units by Value			
Total	919	14,466	40,744
<\$50,000	6.1%	4.8%	5.4%
\$50,000 - \$99,999	22.6%	15.4%	10.4%
\$100,000 - \$149,999	15.2%	13.3%	10.1%
\$150,000 - \$199,999	7.1%	11.2%	10.3%
\$200,000 - \$249,999	10.7%	10.9%	11.2%
\$250,000 - \$299,999	6.5%	10.5%	11.0%
\$300,000 - \$399,999	12.5%	12.3%	15.5%
\$400,000 - \$499,999	4.9%	7.5%	9.5%
\$500,000 - \$749,999	8.6%	8.8%	10.9%
\$750,000 - \$999,999	4.9%	3.3%	3.5%
\$1,000,000 +	0.8%	1.9%	2.2%
Average Home Value	\$264,080	\$287,516	\$318,325

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	8,059	57,323	127,438
0 - 4	7.5%	6.2%	5.1%
5 - 9	5.9%	5.5%	4.9%
10 - 14	5.0%	5.2%	4.9%
15 - 24	17.7%	12.9%	11.2%
25 - 34	18.4%	14.0%	11.9%
35 - 44	13.5%	12.3%	11.4%
45 - 54	12.6%	13.7%	13.6%
55 - 64	7.7%	11.9%	13.8%
65 - 74	4.5%	8.3%	11.5%
75 - 84	3.8%	6.3%	8.2%
85 +	3.3%	3.6%	3.7%
18 +	78.5%	79.7%	82.1%
2017 Population by Age			
Total	9,415	66,506	147,132
0 - 4	7.2%	5.9%	4.8%
5 - 9	6.0%	5.5%	4.7%
10 - 14	5.2%	5.2%	4.6%
15 - 24	15.2%	12.0%	10.5%
25 - 34	19.4%	14.5%	12.3%
35 - 44	13.2%	11.8%	10.7%
45 - 54	11.2%	11.9%	11.7%
55 - 64	9.2%	12.5%	14.0%
65 - 74	5.7%	10.1%	13.5%
75 - 84	3.9%	6.4%	8.6%
85 +	3.8%	4.1%	4.5%
18 +	78.9%	80.5%	83.2%
2022 Population by Age			
Total	10,617	74,735	163,979
0 - 4	7.4%	6.0%	4.9%
5 - 9	6.0%	5.4%	4.6%
10 - 14	5.3%	5.2%	4.6%
15 - 24	14.3%	11.5%	9.8%
25 - 34	19.4%	14.6%	12.3%
35 - 44	12.8%	11.9%	11.0%
45 - 54	10.5%	10.9%	10.5%
55 - 64	9.7%	12.1%	13.4%
65 - 74	6.4%	10.9%	14.4%
75 - 84	4.4%	7.3%	9.9%
85 +	3.8%	4.2%	4.6%
18 +	78.7%	80.5%	83.3%
2010 Population by Sex			
Males	3,946	27,511	61,588
Females	4,111	29,810	65,853
2017 Population by Sex			
Males	4,597	31,931	70,996
Females	4,817	34,575	76,136
2022 Population by Sex			
Males	5,133	35,741	78,849
Females	5,484	38,994	85,131

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	8,058	57,322	127,440
White Alone	67.5%	73.8%	76.8%
Black Alone	19.1%	15.0%	14.9%
American Indian Alone	0.7%	0.4%	0.3%
Asian Alone	1.8%	1.7%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.3%	6.3%	4.2%
Two or More Races	3.5%	2.7%	2.1%
Hispanic Origin	24.8%	17.7%	13.4%
Diversity Index	69.1	59.8	53.0
2017 Population by Race/Ethnicity			
Total	9,414	66,506	147,133
White Alone	64.6%	70.8%	74.7%
Black Alone	20.3%	16.2%	15.5%
American Indian Alone	0.7%	0.4%	0.3%
Asian Alone	2.1%	2.1%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.1%	7.1%	4.8%
Two or More Races	4.0%	3.2%	2.5%
Hispanic Origin	28.6%	20.6%	15.7%
Diversity Index	72.8	64.4	57.1
2022 Population by Race/Ethnicity			
Total	10,617	74,736	163,981
White Alone	62.0%	68.3%	72.7%
Black Alone	21.5%	17.3%	16.1%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	2.5%	2.4%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.9%	7.9%	5.4%
Two or More Races	4.4%	3.6%	2.9%
Hispanic Origin	31.0%	22.6%	17.4%
Diversity Index	75.4	67.7	60.4
2010 Population by Relationship and Household Type			
Total	8,057	57,321	127,441
In Households	98.0%	98.2%	97.1%
In Family Households	66.5%	72.5%	73.2%
Householder	21.3%	24.4%	25.8%
Spouse	11.7%	15.9%	18.3%
Child	24.5%	24.9%	23.0%
Other relative	5.2%	4.3%	3.7%
Nonrelative	3.8%	3.0%	2.4%
In Nonfamily Households	31.6%	25.7%	23.9%
In Group Quarters	2.0%	1.8%	2.9%
Institutionalized Population	1.9%	1.3%	2.3%
Noninstitutionalized Population	0.1%	0.5%	0.6%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	6,250	47,430	110,919
Less than 9th Grade	7.6%	7.6%	5.6%
9th - 12th Grade, No Diploma	6.1%	6.1%	6.4%
High School Graduate	33.0%	23.7%	26.1%
GED/Alternative Credential	3.3%	3.0%	3.1%
Some College, No Degree	23.7%	20.5%	19.9%
Associate Degree	6.8%	9.8%	9.1%
Bachelor's Degree	12.4%	18.9%	18.7%
Graduate/Professional Degree	7.0%	10.5%	11.0%
2017 Population 15+ by Marital Status			
Total	7,678	55,440	126,328
Never Married	46.1%	36.2%	31.2%
Married	29.8%	40.6%	44.2%
Widowed	9.5%	7.9%	9.4%
Divorced	14.6%	15.3%	15.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	93.8%	93.2%
Civilian Unemployed (Unemployment Rate)	3.9%	6.2%	6.8%
2017 Employed Population 16+ by Industry			
Total	4,876	30,627	60,899
Agriculture/Mining	0.4%	0.8%	0.5%
Construction	6.6%	7.0%	7.5%
Manufacturing	5.4%	3.0%	2.9%
Wholesale Trade	1.0%	2.1%	1.8%
Retail Trade	17.6%	14.2%	14.3%
Transportation/Utilities	2.4%	2.7%	3.7%
Information	1.3%	1.6%	1.9%
Finance/Insurance/Real Estate	7.9%	7.7%	7.7%
Services	56.0%	58.5%	56.5%
Public Administration	1.4%	2.4%	3.3%
2017 Employed Population 16+ by Occupation			
Total	4,877	30,626	60,900
White Collar	48.1%	59.8%	61.1%
Management/Business/Financial	11.8%	12.6%	14.0%
Professional	12.2%	20.3%	20.1%
Sales	12.3%	14.5%	13.9%
Administrative Support	11.8%	12.4%	13.1%
Services	30.7%	25.2%	23.9%
Blue Collar	21.2%	15.0%	15.0%
Farming/Forestry/Fishing	0.1%	0.4%	0.2%
Construction/Extraction	5.8%	5.0%	5.0%
Installation/Maintenance/Repair	2.7%	2.9%	2.7%
Production	5.6%	2.9%	2.4%
Transportation/Material Moving	7.0%	3.8%	4.6%
2010 Population By Urban/ Rural Status			
Total Population	8,057	57,321	127,441
Population Inside Urbanized Area	100.0%	100.0%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,587	25,578	57,675
Households with 1 Person	39.2%	35.3%	34.3%
Households with 2+ People	60.8%	64.7%	65.7%
Family Households	47.3%	54.6%	57.2%
Husband-wife Families	25.8%	35.5%	40.6%
With Related Children	11.6%	12.8%	11.6%
Other Family (No Spouse Present)	21.5%	19.0%	16.6%
Other Family with Male Householder	6.4%	5.3%	4.4%
With Related Children	3.7%	2.9%	2.4%
Other Family with Female Householder	15.1%	13.8%	12.2%
With Related Children	11.3%	9.5%	8.0%
Nonfamily Households	13.5%	10.1%	8.5%
All Households with Children	27.6%	25.7%	22.4%
Multigenerational Households	2.5%	2.4%	2.6%
Unmarried Partner Households	10.8%	9.0%	7.6%
Male-female	9.8%	8.0%	6.8%
Same-sex	1.1%	1.0%	0.8%
2010 Households by Size			
Total	3,587	25,577	57,672
1 Person Household	39.2%	35.3%	34.3%
2 Person Household	31.5%	35.8%	39.5%
3 Person Household	14.0%	13.4%	12.4%
4 Person Household	8.0%	8.9%	8.1%
5 Person Household	4.2%	4.0%	3.5%
6 Person Household	2.0%	1.6%	1.4%
7 + Person Household	1.2%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,588	25,578	57,674
Owner Occupied	23.2%	49.5%	60.3%
Owned with a Mortgage/Loan	16.2%	32.5%	36.7%
Owned Free and Clear	7.1%	16.9%	23.7%
Renter Occupied	76.8%	50.5%	39.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,242	32,771	76,979
Housing Units Inside Urbanized Area	100.0%	100.0%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Metro Fusion (11C)	In Style (5B)
2.	Young and Restless (11B)	Young and Restless (11B)	The Elders (9C)
3.	Retirement Communities	In Style (5B)	Midlife Constants (5E)
2017 Consumer Spending			
Apparel & Services: Total \$	\$5,770,235	\$50,711,795	\$121,519,410
Average Spent	\$1,388.74	\$1,713.24	\$1,828.05
Spending Potential Index	64	79	85
Education: Total \$	\$3,861,000	\$33,741,640	\$79,098,614
Average Spent	\$929.24	\$1,139.92	\$1,189.90
Spending Potential Index	64	78	82
Entertainment/Recreation: Total \$	\$7,814,872	\$71,652,485	\$178,396,655
Average Spent	\$1,880.84	\$2,420.69	\$2,683.67
Spending Potential Index	60	78	86
Food at Home: Total \$	\$13,774,079	\$120,967,684	\$293,167,772
Average Spent	\$3,315.06	\$4,086.75	\$4,410.20
Spending Potential Index	66	81	88
Food Away from Home: Total \$	\$9,145,049	\$79,897,529	\$192,111,087
Average Spent	\$2,200.97	\$2,699.24	\$2,889.97
Spending Potential Index	66	81	87
Health Care: Total \$	\$13,204,638	\$126,649,703	\$328,029,095
Average Spent	\$3,178.01	\$4,278.71	\$4,934.62
Spending Potential Index	57	76	88
HH Furnishings & Equipment: Total \$	\$4,926,374	\$45,079,858	\$111,768,043
Average Spent	\$1,185.65	\$1,522.97	\$1,681.35
Spending Potential Index	61	78	86
Personal Care Products & Services: Total \$	\$2,077,847	\$18,759,531	\$46,249,297
Average Spent	\$500.08	\$633.77	\$695.74
Spending Potential Index	63	80	87
Shelter: Total \$	\$44,408,962	\$389,456,430	\$939,272,147
Average Spent	\$10,688.08	\$13,157.31	\$14,129.71
Spending Potential Index	66	81	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,581,472	\$53,581,745	\$138,870,050
Average Spent	\$1,343.31	\$1,810.19	\$2,089.06
Spending Potential Index	57	77	89
Travel: Total \$	\$4,805,841	\$45,793,959	\$115,946,738
Average Spent	\$1,156.64	\$1,547.09	\$1,744.22
Spending Potential Index	56	75	84
Vehicle Maintenance & Repairs: Total \$	\$2,760,027	\$25,040,448	\$62,191,941
Average Spent	\$664.27	\$845.96	\$935.57
Spending Potential Index	62	79	87

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.