

	Lee County, FL (...)
Population Summary	
2000 Total Population	440,888
2010 Total Population	618,754
2015 Total Population	666,270
2015 Group Quarters	8,488
2020 Total Population	723,237
2015-2020 Annual Rate	1.65%
Household Summary	
2000 Households	188,599
2000 Average Household Size	2.31
2010 Households	259,818
2010 Average Household Size	2.35
2015 Households	278,409
2015 Average Household Size	2.36
2020 Households	301,894
2020 Average Household Size	2.37
2015-2020 Annual Rate	1.63%
2010 Families	171,026
2010 Average Family Size	2.81
2015 Families	181,777
2015 Average Family Size	2.84
2020 Families	196,097
2020 Average Family Size	2.85
2015-2020 Annual Rate	1.53%
Housing Unit Summary	
2000 Housing Units	245,405
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	23.1%
2010 Housing Units	371,099
Owner Occupied Housing Units	49.7%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	30.0%
2015 Housing Units	399,604
Owner Occupied Housing Units	46.9%
Renter Occupied Housing Units	22.8%
Vacant Housing Units	30.3%
2020 Housing Units	430,719
Owner Occupied Housing Units	46.8%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	29.9%
Median Household Income	
2015	\$48,180
2020	\$55,193
Median Home Value	
2015	\$159,416
2020	\$206,661
Per Capita Income	
2015	\$28,447
2020	\$32,225
Median Age	
2010	45.6
2015	47.1
2020	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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Lee County, FL
 Lee County, FL (12071)
 Geography: County

Prepared by Esri

Lee County, FL (...)

2015 Households by Income

Household Income Base	278,409
<\$15,000	11.2%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	3.2%
\$200,000+	3.8%

Average Household Income \$67,684

2020 Households by Income

Household Income Base	301,894
<\$15,000	10.3%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.0%
\$200,000+	4.4%

Average Household Income \$76,829

2015 Owner Occupied Housing Units by Value

Total	187,273
<\$50,000	5.4%
\$50,000 - \$99,999	18.5%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	16.5%
\$200,000 - \$249,999	10.6%
\$250,000 - \$299,999	6.8%
\$300,000 - \$399,999	7.9%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	4.0%
\$750,000 - \$999,999	1.3%
\$1,000,000 +	1.9%

Average Home Value \$221,467

2020 Owner Occupied Housing Units by Value

Total	201,722
<\$50,000	3.4%
\$50,000 - \$99,999	11.5%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	14.9%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	10.3%
\$400,000 - \$499,999	5.9%
\$500,000 - \$749,999	5.9%
\$750,000 - \$999,999	2.5%
\$1,000,000 +	2.6%

Average Home Value \$274,264

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Lee County, FL
Lee County, FL (12071)
Geography: County

Prepared by Esri

		Lee County, FL (...)
2010 Population by Age		
Total		618,754
0 - 4		5.3%
5 - 9		5.4%
10 - 14		5.5%
15 - 24		11.0%
25 - 34		10.6%
35 - 44		11.4%
45 - 54		13.2%
55 - 64		14.1%
65 - 74		13.1%
75 - 84		7.7%
85 +		2.7%
18 +		80.5%
2015 Population by Age		
Total		666,270
0 - 4		5.1%
5 - 9		5.2%
10 - 14		5.2%
15 - 24		10.6%
25 - 34		11.1%
35 - 44		10.5%
45 - 54		12.2%
55 - 64		14.2%
65 - 74		14.9%
75 - 84		8.0%
85 +		3.1%
18 +		81.6%
2020 Population by Age		
Total		723,237
0 - 4		5.0%
5 - 9		5.0%
10 - 14		5.2%
15 - 24		9.7%
25 - 34		11.4%
35 - 44		10.6%
45 - 54		10.7%
55 - 64		14.2%
65 - 74		15.7%
75 - 84		9.1%
85 +		3.2%
18 +		81.8%
2010 Population by Sex		
Males		303,600
Females		315,154
2015 Population by Sex		
Males		326,677
Females		339,593
2020 Population by Sex		
Males		353,887
Females		369,350

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Lee County, FL
 Lee County, FL (12071)
 Geography: County

Prepared by Esri

		Lee County, FL (...)
2010 Population by Race/Ethnicity		
Total		618,754
White Alone		83.0%
Black Alone		8.3%
American Indian Alone		0.4%
Asian Alone		1.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.9%
Two or More Races		2.1%
Hispanic Origin		18.3%
Diversity Index		51.2
2015 Population by Race/Ethnicity		
Total		666,270
White Alone		81.4%
Black Alone		8.8%
American Indian Alone		0.4%
Asian Alone		1.6%
Pacific Islander Alone		0.1%
Some Other Race Alone		5.3%
Two or More Races		2.4%
Hispanic Origin		20.1%
Diversity Index		54.4
2020 Population by Race/Ethnicity		
Total		723,237
White Alone		79.5%
Black Alone		9.4%
American Indian Alone		0.4%
Asian Alone		1.9%
Pacific Islander Alone		0.1%
Some Other Race Alone		6.0%
Two or More Races		2.7%
Hispanic Origin		21.9%
Diversity Index		57.8
2010 Population by Relationship and Household Type		
Total		618,754
In Households		98.6%
In Family Households		80.3%
Householder		27.6%
Spouse		21.4%
Child		24.5%
Other relative		4.0%
Nonrelative		2.7%
In Nonfamily Households		18.3%
In Group Quarters		1.4%
Institutionalized Population		0.7%
Noninstitutionalized Population		0.7%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Lee County, FL
 Lee County, FL (12071)
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Prepared by Esri

		Lee County, FL (...)
2015 Population 25+ by Educational Attainment		
Total		492,977
Less than 9th Grade		4.9%
9th - 12th Grade, No Diploma		7.3%
High School Graduate		27.8%
GED/Alternative Credential		3.9%
Some College, No Degree		21.5%
Associate Degree		8.6%
Bachelor's Degree		16.5%
Graduate/Professional Degree		9.6%
2015 Population 15+ by Marital Status		
Total		563,459
Never Married		26.4%
Married		52.4%
Widowed		8.0%
Divorced		13.3%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed		91.4%
Civilian Unemployed		8.6%
2015 Employed Population 16+ by Industry		
Total		273,386
Agriculture/Mining		1.1%
Construction		9.5%
Manufacturing		3.4%
Wholesale Trade		2.4%
Retail Trade		15.4%
Transportation/Utilities		4.5%
Information		1.9%
Finance/Insurance/Real Estate		7.2%
Services		50.5%
Public Administration		4.0%
2015 Employed Population 16+ by Occupation		
Total		273,386
White Collar		57.4%
Management/Business/Financial		12.1%
Professional		16.5%
Sales		14.6%
Administrative Support		14.2%
Services		23.0%
Blue Collar		19.6%
Farming/Forestry/Fishing		0.6%
Construction/Extraction		6.1%
Installation/Maintenance/Repair		4.8%
Production		2.9%
Transportation/Material Moving		5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

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 Lee County, FL (12071)
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Prepared by Esri

	Lee County, FL (...)
2010 Households by Type	
Total	259,818
Households with 1 Person	26.7%
Households with 2+ People	73.3%
Family Households	65.8%
Husband-wife Families	51.0%
With Related Children	15.3%
Other Family (No Spouse Present)	14.9%
Other Family with Male Householder	4.6%
With Related Children	2.7%
Other Family with Female Householder	10.3%
With Related Children	6.8%
Nonfamily Households	7.5%
All Households with Children	25.2%
Multigenerational Households	3.3%
Unmarried Partner Households	7.7%
Male-female	6.9%
Same-sex	0.8%
2010 Households by Size	
Total	259,818
1 Person Household	26.7%
2 Person Household	42.7%
3 Person Household	12.9%
4 Person Household	9.8%
5 Person Household	4.7%
6 Person Household	1.9%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	259,818
Owner Occupied	71.0%
Owned with a Mortgage/Loan	43.6%
Owned Free and Clear	27.4%
Renter Occupied	29.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Lee County, FL (...)

Top 3 Tapestry Segments	
1.	Silver & Gold (9A)
2.	The Elders (9C)
3.	Senior Escapes (9D)

2015 Consumer Spending	
Apparel & Services: Total \$	\$574,954,065
Average Spent	\$2,065.14
Spending Potential Index	89
Computers & Accessories: Total \$	\$65,235,847
Average Spent	\$234.32
Spending Potential Index	92
Education: Total \$	\$339,249,294
Average Spent	\$1,218.53
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$839,280,006
Average Spent	\$3,014.56
Spending Potential Index	91
Food at Home: Total \$	\$1,323,566,867
Average Spent	\$4,754.04
Spending Potential Index	91
Food Away from Home: Total \$	\$824,543,920
Average Spent	\$2,961.63
Spending Potential Index	90
Health Care: Total \$	\$1,261,672,394
Average Spent	\$4,531.72
Spending Potential Index	96
HH Furnishings & Equipment: Total \$	\$472,933,706
Average Spent	\$1,698.70
Spending Potential Index	92
Investments: Total \$	\$786,823,188
Average Spent	\$2,826.14
Spending Potential Index	103
Retail Goods: Total \$	\$6,547,354,434
Average Spent	\$23,517.04
Spending Potential Index	92
Shelter: Total \$	\$4,087,190,614
Average Spent	\$14,680.53
Spending Potential Index	89
TV/Video/Audio: Total \$	\$334,646,595
Average Spent	\$1,202.00
Spending Potential Index	92
Travel: Total \$	\$495,087,042
Average Spent	\$1,778.27
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$286,854,724
Average Spent	\$1,030.34
Spending Potential Index	92

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 06, 2015