

# Market Profile

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

Prepared by Esri

	Lee County, F...
<b>Population Summary</b>	
2000 Total Population	440,888
2010 Total Population	618,754
2017 Total Population	720,426
2017 Group Quarters	8,488
2022 Total Population	808,124
2017-2022 Annual Rate	2.32%
2017 Total Daytime Population	705,433
Workers	262,132
Residents	443,301
<b>Household Summary</b>	
2000 Households	188,599
2000 Average Household Size	2.31
2010 Households	259,818
2010 Average Household Size	2.35
2017 Households	300,030
2017 Average Household Size	2.37
2022 Households	335,468
2022 Average Household Size	2.38
2017-2022 Annual Rate	2.26%
2010 Families	171,026
2010 Average Family Size	2.81
2017 Families	196,147
2017 Average Family Size	2.84
2022 Families	218,599
2022 Average Family Size	2.85
2017-2022 Annual Rate	2.19%
<b>Housing Unit Summary</b>	
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%
2017 Housing Units	426,053
Owner Occupied Housing Units	47.1%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	29.6%
2022 Housing Units	476,427
Owner Occupied Housing Units	46.8%
Renter Occupied Housing Units	23.6%
Vacant Housing Units	29.6%
<b>Median Household Income</b>	
2017	\$52,312
2022	\$58,351
<b>Median Home Value</b>	
2017	\$192,487
2022	\$270,357
<b>Per Capita Income</b>	
2017	\$32,152
2022	\$36,324
<b>Median Age</b>	
2010	45.6
2017	47.8
2022	48.4

**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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<b>2017 Households by Income</b>	
Household Income Base	300,030
<\$15,000	9.6%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	4.2%
\$200,000+	5.1%
Average Household Income	\$76,238
<b>2022 Households by Income</b>	
Household Income Base	335,468
<\$15,000	9.2%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	5.0%
\$200,000+	5.8%
Average Household Income	\$86,628
<b>2017 Owner Occupied Housing Units by Value</b>	
Total	200,581
<\$50,000	9.2%
\$50,000 - \$99,999	17.6%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	11.9%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	11.2%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	7.0%
\$750,000 - \$999,999	2.7%
\$1,000,000 +	2.8%
Average Home Value	\$266,991
<b>2022 Owner Occupied Housing Units by Value</b>	
Total	222,966
<\$50,000	6.0%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	9.1%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	15.5%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	11.1%
\$750,000 - \$999,999	4.1%
\$1,000,000 +	3.8%
Average Home Value	\$337,615

**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.

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May 09, 2018

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<b>2010 Population by Age</b>		
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%
<b>2017 Population by Age</b>		
Total		720,426
0 - 4		5.0%
5 - 9		5.0%
10 - 14		5.0%
15 - 24		10.2%
25 - 34		11.2%
35 - 44		10.4%
45 - 54		11.7%
55 - 64		14.4%
65 - 74		15.4%
75 - 84		8.3%
85 +		3.3%
18 +		82.1%
<b>2022 Population by Age</b>		
Total		808,124
0 - 4		5.0%
5 - 9		5.0%
10 - 14		5.1%
15 - 24		9.6%
25 - 34		11.3%
35 - 44		10.8%
45 - 54		10.4%
55 - 64		13.7%
65 - 74		16.1%
75 - 84		9.8%
85 +		3.4%
18 +		82.1%
<b>2010 Population by Sex</b>		
Males		303,600
Females		315,154
<b>2017 Population by Sex</b>		
Males		353,469
Females		366,957
<b>2022 Population by Sex</b>		
Males		396,161
Females		411,963

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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	Lee County, F...
<b>2010 Population by Race/Ethnicity</b>	
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
<b>2017 Population by Race/Ethnicity</b>	
Total	720,426
White Alone	81.1%
Black Alone	8.8%
American Indian Alone	0.4%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.6%
Two or More Races	2.5%
Hispanic Origin	20.9%
Diversity Index	55.5
<b>2022 Population by Race/Ethnicity</b>	
Total	808,124
White Alone	79.2%
Black Alone	9.3%
American Indian Alone	0.4%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.2%
Two or More Races	2.8%
Hispanic Origin	23.0%
Diversity Index	58.9
<b>2010 Population by Relationship and Household Type</b>	
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	Lee County, F...
<b>2017 Population 25+ by Educational Attainment</b>	
Total	538,360
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	6.8%
High School Graduate	27.1%
GED/Alternative Credential	4.0%
Some College, No Degree	20.6%
Associate Degree	8.6%
Bachelor's Degree	17.3%
Graduate/Professional Degree	10.5%
<b>2017 Population 15+ by Marital Status</b>	
Total	612,064
Never Married	26.9%
Married	51.5%
Widowed	8.1%
Divorced	13.6%
<b>2017 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	92.6%
Civilian Unemployed (Unemployment Rate)	7.4%
<b>2017 Employed Population 16+ by Industry</b>	
Total	280,209
Agriculture/Mining	1.2%
Construction	9.2%
Manufacturing	3.2%
Wholesale Trade	2.1%
Retail Trade	14.2%
Transportation/Utilities	4.4%
Information	1.4%
Finance/Insurance/Real Estate	7.3%
Services	53.7%
Public Administration	3.4%
<b>2017 Employed Population 16+ by Occupation</b>	
Total	280,209
White Collar	57.7%
Management/Business/Financial	13.0%
Professional	17.3%
Sales	13.7%
Administrative Support	13.8%
Services	23.9%
Blue Collar	18.4%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	6.1%
Installation/Maintenance/Repair	3.8%
Production	2.4%
Transportation/Material Moving	5.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	618,754
Population Inside Urbanized Area	93.9%
Population Inside Urbanized Cluster	0.3%
Rural Population	5.8%

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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<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	259,818
Owner Occupied	71.0%
Owned with a Mortgage/Loan	43.6%
Owned Free and Clear	27.4%
Renter Occupied	29.0%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	371,099
Housing Units Inside Urbanized Area	93.0%
Housing Units Inside Urbanized Cluster	0.6%
Rural Housing Units	6.5%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Silver & Gold (9A)
	<b>2.</b>	The Elders (9C)
	<b>3.</b>	Senior Escapes (9D)
<b>2017 Consumer Spending</b>		
Apparel & Services: Total \$		\$599,481,438
Average Spent		\$1,998.07
Spending Potential Index		93
Education: Total \$		\$363,592,851
Average Spent		\$1,211.85
Spending Potential Index		83
Entertainment/Recreation: Total \$		\$899,853,749
Average Spent		\$2,999.21
Spending Potential Index		96
Food at Home: Total \$		\$1,449,919,217
Average Spent		\$4,832.58
Spending Potential Index		96
Food Away from Home: Total \$		\$949,818,268
Average Spent		\$3,165.74
Spending Potential Index		95
Health Care: Total \$		\$1,695,960,680
Average Spent		\$5,652.64
Spending Potential Index		101
HH Furnishings & Equipment: Total \$		\$566,107,036
Average Spent		\$1,886.83
Spending Potential Index		97
Personal Care Products & Services: Total \$		\$231,089,394
Average Spent		\$770.22
Spending Potential Index		97
Shelter: Total \$		\$4,568,916,154
Average Spent		\$15,228.20
Spending Potential Index		94
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$715,087,076
Average Spent		\$2,383.39
Spending Potential Index		102
Travel: Total \$		\$589,835,969
Average Spent		\$1,965.92
Spending Potential Index		95
Vehicle Maintenance & Repairs: Total \$		\$313,812,185
Average Spent		\$1,045.94
Spending Potential Index		98

**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.