

Market Profile

North Fort Myers
Area: 64.44 square miles

Prepared by Esri

Population Summary	
2000 Total Population	49,254
2010 Total Population	49,344
2017 Total Population	54,212
2017 Group Quarters	186
2022 Total Population	59,116
2017-2022 Annual Rate	1.75%
2017 Total Daytime Population	49,964
Workers	11,942
Residents	38,022
Household Summary	
2000 Households	23,218
2000 Average Household Size	2.11
2010 Households	23,897
2010 Average Household Size	2.06
2017 Households	26,127
2017 Average Household Size	2.07
2022 Households	28,458
2022 Average Household Size	2.07
2017-2022 Annual Rate	1.72%
2010 Families	14,376
2010 Average Family Size	2.53
2017 Families	15,557
2017 Average Family Size	2.55
2022 Families	16,864
2022 Average Family Size	2.56
2017-2022 Annual Rate	1.63%
Housing Unit Summary	
2000 Housing Units	29,234
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	12.6%
Vacant Housing Units	20.6%
2010 Housing Units	32,196
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	25.8%
2017 Housing Units	35,105
Owner Occupied Housing Units	58.0%
Renter Occupied Housing Units	16.4%
Vacant Housing Units	25.6%
2022 Housing Units	38,205
Owner Occupied Housing Units	57.9%
Renter Occupied Housing Units	16.6%
Vacant Housing Units	25.5%
Median Household Income	
2017	\$40,992
2022	\$46,974
Median Home Value	
2017	\$92,151
2022	\$138,289
Per Capita Income	
2017	\$27,502
2022	\$31,893
Median Age	
2010	57.3
2017	60.7
2022	62.5

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	26,127
<\$15,000	13.3%
\$15,000 - \$24,999	15.0%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	2.2%
\$200,000+	2.0%
Average Household Income	\$57,307

2022 Households by Income

Household Income Base	28,458
<\$15,000	12.6%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	2.9%
\$200,000+	2.5%
Average Household Income	\$66,634

2017 Owner Occupied Housing Units by Value

Total	20,367
<\$50,000	28.7%
\$50,000 - \$99,999	25.2%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	10.7%
\$200,000 - \$249,999	7.6%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	5.7%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	1.0%
Average Home Value	\$151,185

2022 Owner Occupied Housing Units by Value

Total	22,120
<\$50,000	22.4%
\$50,000 - \$99,999	20.8%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	9.7%
\$200,000 - \$249,999	9.3%
\$250,000 - \$299,999	7.7%
\$300,000 - \$399,999	9.0%
\$400,000 - \$499,999	4.3%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	2.2%
Average Home Value	\$208,622

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	49,346
0 - 4	3.3%
5 - 9	3.6%
10 - 14	4.0%
15 - 24	7.5%
25 - 34	6.3%
35 - 44	8.5%
45 - 54	13.3%
55 - 64	16.6%
65 - 74	19.0%
75 - 84	13.7%
85 +	4.2%
18 +	86.6%
2017 Population by Age	
Total	54,212
0 - 4	3.0%
5 - 9	3.3%
10 - 14	3.4%
15 - 24	6.9%
25 - 34	6.9%
35 - 44	7.0%
45 - 54	10.7%
55 - 64	16.9%
65 - 74	21.5%
75 - 84	14.5%
85 +	5.9%
18 +	88.3%
2022 Population by Age	
Total	59,117
0 - 4	2.9%
5 - 9	3.1%
10 - 14	3.4%
15 - 24	6.1%
25 - 34	6.8%
35 - 44	7.2%
45 - 54	9.0%
55 - 64	16.2%
65 - 74	22.8%
75 - 84	16.5%
85 +	6.0%
18 +	88.7%
2010 Population by Sex	
Males	24,079
Females	25,265
2017 Population by Sex	
Males	26,469
Females	27,743
2022 Population by Sex	
Males	28,824
Females	30,293

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

2010 Population by Race/Ethnicity

Total	49,344
White Alone	93.7%
Black Alone	1.7%
American Indian Alone	0.4%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.0%
Two or More Races	1.4%
Hispanic Origin	7.5%
Diversity Index	24.4

2017 Population by Race/Ethnicity

Total	54,213
White Alone	92.5%
Black Alone	1.9%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	1.7%
Hispanic Origin	8.9%
Diversity Index	28.2

2022 Population by Race/Ethnicity

Total	59,117
White Alone	91.3%
Black Alone	2.2%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	2.0%
Hispanic Origin	10.3%
Diversity Index	31.9

2010 Population by Relationship and Household Type

Total	49,344
In Households	99.6%
In Family Households	76.2%
Householder	28.9%
Spouse	23.0%
Child	18.8%
Other relative	3.1%
Nonrelative	2.5%
In Nonfamily Households	23.4%
In Group Quarters	0.4%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.0%

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

2017 Population 25+ by Educational Attainment	
Total	45,270
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	8.5%
High School Graduate	33.5%
GED/Alternative Credential	6.2%
Some College, No Degree	22.5%
Associate Degree	6.5%
Bachelor's Degree	11.9%
Graduate/Professional Degree	7.5%
2017 Population 15+ by Marital Status	
Total	48,985
Never Married	20.7%
Married	50.2%
Widowed	12.4%
Divorced	16.6%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	90.6%
Civilian Unemployed (Unemployment Rate)	9.4%
2017 Employed Population 16+ by Industry	
Total	16,507
Agriculture/Mining	0.7%
Construction	10.3%
Manufacturing	3.0%
Wholesale Trade	1.5%
Retail Trade	16.9%
Transportation/Utilities	5.2%
Information	1.4%
Finance/Insurance/Real Estate	5.2%
Services	51.8%
Public Administration	4.0%
2017 Employed Population 16+ by Occupation	
Total	16,506
White Collar	57.3%
Management/Business/Financial	8.8%
Professional	16.9%
Sales	14.1%
Administrative Support	17.5%
Services	21.2%
Blue Collar	21.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	5.6%
Production	3.5%
Transportation/Material Moving	5.2%
2010 Population By Urban/ Rural Status	
Total Population	49,344
Population Inside Urbanized Area	90.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	9.2%

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

2010 Households by Type	
Total	23,897
Households with 1 Person	32.3%
Households with 2+ People	67.7%
Family Households	60.2%
Husband-wife Families	48.0%
With Related Children	8.7%
Other Family (No Spouse Present)	12.1%
Other Family with Male Householder	4.0%
With Related Children	2.2%
Other Family with Female Householder	8.1%
With Related Children	4.4%
Nonfamily Households	7.5%
All Households with Children	15.7%
Multigenerational Households	2.4%
Unmarried Partner Households	7.7%
Male-female	6.7%
Same-sex	1.0%
2010 Households by Size	
Total	23,897
1 Person Household	32.3%
2 Person Household	46.9%
3 Person Household	9.6%
4 Person Household	6.3%
5 Person Household	2.8%
6 Person Household	1.4%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	23,897
Owner Occupied	81.0%
Owned with a Mortgage/Loan	33.3%
Owned Free and Clear	47.8%
Renter Occupied	19.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	32,196
Housing Units Inside Urbanized Area	93.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	6.2%

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.

Top 3 Tapestry Segments

1. The Elders (9C)
2. Senior Escapes (9D)
3. Midlife Constants (5E)

2017 Consumer Spending

Apparel & Services: Total \$	\$37,946,145
Average Spent	\$1,452.37
Spending Potential Index	67
Education: Total \$	\$21,222,404
Average Spent	\$812.28
Spending Potential Index	56
Entertainment/Recreation: Total \$	\$60,060,449
Average Spent	\$2,298.79
Spending Potential Index	74
Food at Home: Total \$	\$96,698,226
Average Spent	\$3,701.08
Spending Potential Index	73
Food Away from Home: Total \$	\$61,360,697
Average Spent	\$2,348.56
Spending Potential Index	70
Health Care: Total \$	\$120,181,609
Average Spent	\$4,599.90
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$37,447,633
Average Spent	\$1,433.29
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$15,449,523
Average Spent	\$591.32
Spending Potential Index	74
Shelter: Total \$	\$296,760,868
Average Spent	\$11,358.40
Spending Potential Index	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$50,146,164
Average Spent	\$1,919.32
Spending Potential Index	82
Travel: Total \$	\$39,000,505
Average Spent	\$1,492.73
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total \$	\$21,161,945
Average Spent	\$809.96
Spending Potential Index	76

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.