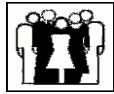




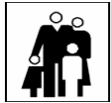
Market Profile

Latitude: 26.4556
Longitude: -81.7778

Cape Coral, FL
Area: 1



| | |
|-------------------------|---------|
| 2000 Total Population | 106,143 |
| 2000 Group Quarters | 634 |
| 2008 Total Population | 174,142 |
| 2013 Total Population | 223,484 |
| 2008 - 2013 Annual Rate | 5.12% |



| | |
|-----------------------------|--------|
| 2000 Households | 42,486 |
| 2000 Average Household Size | 2.48 |
| 2008 Households | 69,395 |
| 2008 Average Household Size | 2.50 |
| 2013 Households | 89,051 |
| 2013 Average Household Size | 2.50 |
| 2008 - 2013 Annual Rate | 5.11% |
| 2000 Families | 31,383 |
| 2000 Average Family Size | 2.84 |
| 2008 Families | 50,513 |
| 2008 Average Family Size | 2.90 |
| 2013 Families | 64,012 |
| 2013 Average Family Size | 2.93 |
| 2008 - 2013 Annual Rate | 4.85% |



| | |
|-------------------------------|---------|
| 2000 Housing Units | 47,751 |
| Owner Occupied Housing Units | 71.2% |
| Renter Occupied Housing Units | 17.7% |
| Vacant Housing Units | 11.1% |
| 2008 Housing Units | 79,264 |
| Owner Occupied Housing Units | 70.5% |
| Renter Occupied Housing Units | 17.1% |
| Vacant Housing Units | 12.5% |
| 2013 Housing Units | 101,515 |
| Owner Occupied Housing Units | 69.9% |
| Renter Occupied Housing Units | 17.9% |
| Vacant Housing Units | 12.3% |

Median Household Income

| | |
|------|----------|
| 2000 | \$43,290 |
| 2008 | \$55,723 |
| 2013 | \$66,751 |

Median Home Value

| | |
|------|-----------|
| 2000 | \$105,206 |
| 2008 | \$219,781 |
| 2013 | \$217,009 |

Per Capita Income

| | |
|------|----------|
| 2000 | \$21,104 |
| 2008 | \$27,067 |
| 2013 | \$32,267 |

Median Age

| | |
|------|------|
| 2000 | 42.2 |
| 2008 | 42.8 |
| 2013 | 43.7 |

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 total population. Detail may not sum to totals due to rounding.

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



Market Profile

Latitude: 26.4556
Longitude: -81.7778

Cape Coral, FL
Area: 1



2000 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 42,591 |
| < \$15,000 | 10.6% |
| \$15,000 - \$24,999 | 12.3% |
| \$25,000 - \$34,999 | 15.1% |
| \$35,000 - \$49,999 | 20.2% |
| \$50,000 - \$74,999 | 24.4% |
| \$75,000 - \$99,999 | 9.1% |
| \$100,000 - \$149,999 | 5.4% |
| \$150,000 - \$199,999 | 1.5% |
| \$200,000 + | 1.4% |
| Average Household Income | \$52,021 |

2008 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 69,395 |
| < \$15,000 | 6.8% |
| \$15,000 - \$24,999 | 8.7% |
| \$25,000 - \$34,999 | 10.1% |
| \$35,000 - \$49,999 | 17.4% |
| \$50,000 - \$74,999 | 25.2% |
| \$75,000 - \$99,999 | 17.3% |
| \$100,000 - \$149,999 | 9.5% |
| \$150,000 - \$199,999 | 2.5% |
| \$200,000 + | 2.5% |
| Average Household Income | \$67,628 |

2013 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 89,050 |
| < \$15,000 | 5.6% |
| \$15,000 - \$24,999 | 6.1% |
| \$25,000 - \$34,999 | 6.4% |
| \$35,000 - \$49,999 | 11.8% |
| \$50,000 - \$74,999 | 29.1% |
| \$75,000 - \$99,999 | 18.3% |
| \$100,000 - \$149,999 | 15.6% |
| \$150,000 - \$199,999 | 3.2% |
| \$200,000 + | 3.9% |
| Average Household Income | \$80,638 |

2000 Owner Occupied HUs by Value

| | |
|-----------------------|-----------|
| Total | 34,149 |
| < \$50,000 | 3.6% |
| \$50,000 - \$99,999 | 42.9% |
| \$100,000 - \$149,999 | 30.7% |
| \$150,000 - \$199,999 | 12.7% |
| \$200,000 - \$299,999 | 6.9% |
| \$300,000 - \$499,999 | 2.5% |
| \$500,000 - \$999,999 | 0.5% |
| \$1,000,000+ | 0.2% |
| Average Home Value | \$127,046 |

2000 Specified Renter Occupied HUs by Contract Rent

| | |
|----------------|-------|
| Total | 8,417 |
| With Cash Rent | 96.5% |
| No Cash Rent | 3.5% |
| Median Rent | \$583 |
| Average Rent | \$620 |

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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



Market Profile

Latitude: 26.4556
 Longitude: -81.7778

Cape Coral, FL
 Area: 1



2000 Population by Age

| | |
|---------|---------|
| Total | 106,141 |
| 0 - 4 | 5.4% |
| 5 - 9 | 6.4% |
| 10 - 14 | 6.7% |
| 15 - 19 | 5.7% |
| 20 - 24 | 3.8% |
| 25 - 34 | 11.0% |
| 35 - 44 | 15.4% |
| 45 - 54 | 13.8% |
| 55 - 64 | 11.5% |
| 65 - 74 | 10.9% |
| 75 - 84 | 7.4% |
| 85+ | 2.0% |
| 18+ | 77.7% |

2008 Population by Age

| | |
|---------|---------|
| Total | 174,147 |
| 0 - 4 | 6.0% |
| 5 - 9 | 5.8% |
| 10 - 14 | 6.1% |
| 15 - 19 | 6.2% |
| 20 - 24 | 5.2% |
| 25 - 34 | 10.7% |
| 35 - 44 | 13.2% |
| 45 - 54 | 15.3% |
| 55 - 64 | 13.4% |
| 65 - 74 | 9.2% |
| 75 - 84 | 6.5% |
| 85+ | 2.5% |
| 18+ | 78.3% |

2013 Population by Age

| | |
|---------|---------|
| Total | 223,485 |
| 0 - 4 | 6.1% |
| 5 - 9 | 5.7% |
| 10 - 14 | 5.9% |
| 15 - 19 | 5.7% |
| 20 - 24 | 5.2% |
| 25 - 34 | 11.4% |
| 35 - 44 | 11.7% |
| 45 - 54 | 15.1% |
| 55 - 64 | 14.7% |
| 65 - 74 | 9.8% |
| 75 - 84 | 6.0% |
| 85+ | 2.7% |
| 18+ | 78.8% |

2000 Population by Sex

| | |
|---------|-------|
| Males | 48.4% |
| Females | 51.6% |

2008 Population by Sex

| | |
|---------|-------|
| Males | 48.4% |
| Females | 51.6% |

2013 Population by Sex

| | |
|---------|-------|
| Males | 48.4% |
| Females | 51.6% |

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



Market Profile

Latitude: 26.4556
 Longitude: -81.7778

Cape Coral, FL
 Area: 1



2000 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 106,143 |
| White Alone | 93.1% |
| Black Alone | 2.0% |
| American Indian Alone | 0.3% |
| Asian or Pacific Islander Alone | 1.0% |
| Some Other Race Alone | 2.1% |
| Two or More Races | 1.5% |
| Hispanic Origin | 8.2% |
| Diversity Index | 26.3 |

2008 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 174,142 |
| White Alone | 88.7% |
| Black Alone | 3.6% |
| American Indian Alone | 0.3% |
| Asian or Pacific Islander Alone | 1.2% |
| Some Other Race Alone | 3.9% |
| Two or More Races | 2.2% |
| Hispanic Origin | 13.5% |
| Diversity Index | 39.5 |

2013 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 223,484 |
| White Alone | 86.7% |
| Black Alone | 4.4% |
| American Indian Alone | 0.4% |
| Asian or Pacific Islander Alone | 1.4% |
| Some Other Race Alone | 4.7% |
| Two or More Races | 2.5% |
| Hispanic Origin | 16.0% |
| Diversity Index | 44.9 |



2000 Population 3+ by School Enrollment

| | |
|-------------------------------|---------|
| Total | 102,924 |
| Enrolled in Nursery/Preschool | 1.6% |
| Enrolled in Kindergarten | 1.2% |
| Enrolled in Grade 1-8 | 11.0% |
| Enrolled in Grade 9-12 | 4.8% |
| Enrolled in College | 2.9% |
| Enrolled in Grad/Prof School | 0.5% |
| Not Enrolled in School | 78.0% |

2008 Population 25+ by Educational Attainment

| | |
|------------------------------|---------|
| Total | 123,286 |
| Less than 9th Grade | 3.3% |
| 9th - 12th Grade, No Diploma | 9.4% |
| High School Graduate | 35.5% |
| Some College, No Degree | 24.3% |
| Associate Degree | 8.4% |
| Bachelor's Degree | 12.4% |
| Graduate/Professional Degree | 6.7% |

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Market Profile

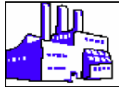
Latitude: 26.4556
Longitude: -81.7778

Cape Coral, FL
Area: 1



2008 Population 15+ by Marital Status

| | |
|---------------|---------|
| Total | 143,002 |
| Never Married | 19.5% |
| Married | 62.5% |
| Widowed | 6.1% |
| Divorced | 11.9% |



2000 Population 16+ by Employment Status

| | |
|---------------------|--------|
| Total | 85,250 |
| In Labor Force | 59.8% |
| Civilian Employed | 57.6% |
| Civilian Unemployed | 2.2% |
| In Armed Forces | 0.1% |
| Not in Labor Force | 40.2% |

2008 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 94.8% |
| Civilian Unemployed | 5.2% |

2013 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 95.3% |
| Civilian Unemployed | 4.7% |

2000 Females 16+ by Employment Status and Age of Children

| | |
|--------------------------|--------|
| Total | 44,278 |
| Own Children < 6 Only | 6.0% |
| Employed/in Armed Forces | 3.9% |
| Unemployed | 0.2% |
| Not in Labor Force | 1.9% |
| Own Children <6 and 6-17 | 5.0% |
| Employed/in Armed Forces | 3.6% |
| Unemployed | 0.1% |
| Not in Labor Force | 1.3% |
| Own Children 6-17 Only | 16.3% |
| Employed/in Armed Forces | 12.9% |
| Unemployed | 0.3% |
| Not in Labor Force | 3.1% |
| No Own Children <18 | 72.7% |
| Employed/in Armed Forces | 33.0% |
| Unemployed | 1.6% |
| Not in Labor Force | 38.1% |

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



Growth Engine of Southwest Florida

Market Profile

Latitude: Cape Coral, FL
 Longitude: 26.4556 Area: 1



2008 Employed Population 16+ by Industry

| | |
|-------------------------------|--------|
| Total | 76,909 |
| Agriculture/Mining | 0.5% |
| Construction | 14.5% |
| Manufacturing | 3.6% |
| Wholesale Trade | 2.4% |
| Retail Trade | 15.2% |
| Transportation/Utilities | 3.6% |
| Information | 1.9% |
| Finance/Insurance/Real Estate | 7.9% |
| Services | 45.8% |
| Public Administration | 4.5% |

2008 Employed Population 16+ by Occupation

| | |
|---------------------------------|--------|
| Total | 76,911 |
| White Collar | 58.9% |
| Management/Business/Financial | 12.2% |
| Professional | 17.3% |
| Sales | 15.7% |
| Administrative Support | 13.8% |
| Services | 19.0% |
| Blue Collar | 22.1% |
| Farming/Forestry/Fishing | 0.4% |
| Construction/Extraction | 9.4% |
| Installation/Maintenance/Repair | 4.7% |
| Production | 3.1% |
| Transportation/Material Moving | 4.6% |



2000 Workers 16+ by Means of Transportation to Work

| | |
|----------------------------------|--------|
| Total | 48,371 |
| Drove Alone - Car, Truck, or Van | 83.4% |
| Carpooled - Car, Truck, or Van | 11.2% |
| Public Transportation | 0.5% |
| Walked | 0.7% |
| Other Means | 1.4% |
| Worked at Home | 2.8% |

2000 Workers 16+ by Travel Time to Work

| | |
|--------------------------------------|--------|
| Total | 48,371 |
| Did not Work at Home | 97.2% |
| Less than 5 minutes | 2.0% |
| 5 to 9 minutes | 8.9% |
| 10 to 19 minutes | 30.0% |
| 20 to 24 minutes | 17.8% |
| 25 to 34 minutes | 22.1% |
| 35 to 44 minutes | 4.7% |
| 45 to 59 minutes | 5.6% |
| 60 to 89 minutes | 3.7% |
| 90 or more minutes | 2.3% |
| Worked at Home | 2.8% |
| Average Travel Time to Work (in min) | 25.2 |

2000 Households by Vehicles Available

| | |
|--------------------------------------|--------|
| Total | 42,567 |
| None | 3.4% |
| 1 | 39.3% |
| 2 | 45.0% |
| 3 | 9.5% |
| 4 | 2.4% |
| 5+ | 0.5% |
| Average Number of Vehicles Available | 1.7 |

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



Market Profile

Latitude: Cape Coral, FL
 Longitude: 26.4556 Area: 1
 -81.7778



2000 Households by Type

| | |
|------------------------------|--------|
| Total | 42,486 |
| Family Households | 73.9% |
| Married-couple Family | 61.1% |
| With Related Children | 22.5% |
| Other Family (No Spouse) | 12.7% |
| With Related Children | 8.3% |
| Nonfamily Households | 26.1% |
| Householder Living Alone | 20.1% |
| Householder Not Living Alone | 6.1% |

| | |
|----------------------------------|-------|
| Households with Related Children | 30.8% |
| Households with Persons 65+ | 33.9% |

2000 Households by Size

| | |
|---------------------|--------|
| Total | 42,486 |
| 1 Person Household | 20.1% |
| 2 Person Household | 43.1% |
| 3 Person Household | 16.4% |
| 4 Person Household | 13.0% |
| 5 Person Household | 5.2% |
| 6 Person Household | 1.6% |
| 7+ Person Household | 0.6% |

2000 Households by Year Householder Moved In

| | |
|----------------------------------|--------|
| Total | 42,566 |
| Moved in 1999 to March 2000 | 21.2% |
| Moved in 1995 to 1998 | 33.5% |
| Moved in 1990 to 1994 | 18.0% |
| Moved in 1980 to 1989 | 21.6% |
| Moved in 1970 to 1979 | 4.9% |
| Moved in 1969 or Earlier | 0.8% |
| Median Year Householder Moved In | 1996 |



2000 Housing Units by Units in Structure

| | |
|-------------|--------|
| Total | 47,852 |
| 1, Detached | 75.2% |
| 1, Attached | 2.1% |
| 2 | 4.8% |
| 3 or 4 | 3.3% |
| 5 to 9 | 5.4% |
| 10 to 19 | 4.4% |
| 20+ | 2.7% |
| Mobile Home | 2.0% |
| Other | 0.1% |

2000 Housing Units by Year Structure Built

| | |
|-----------------------------|--------|
| Total | 47,815 |
| 1999 to March 2000 | 4.1% |
| 1995 to 1998 | 11.9% |
| 1990 to 1994 | 13.4% |
| 1980 to 1989 | 40.0% |
| 1970 to 1979 | 20.0% |
| 1969 or Earlier | 10.7% |
| Median Year Structure Built | 1985 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Market Profile

Latitude: Cape Coral, FL
 Longitude: 26.4556 Area: 1
 -81.7778

Top 3 Tapestry Segments

1. Main Street, USA
2. Silver and Gold
3. Up and Coming Families



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

| | |
|---|-----------------|
| Apparel & Services: Total \$ | \$140,987,807 |
| Average Spent | \$2,031.67 |
| Spending Potential Index | 76 |
| Computers & Accessories: Total \$ | \$15,005,271 |
| Average Spent | \$216.23 |
| Spending Potential Index | 90 |
| Education: Total \$ | \$84,803,049 |
| Average Spent | \$1,222.03 |
| Spending Potential Index | 89 |
| Entertainment/Recreation: Total \$ | \$240,292,951 |
| Average Spent | \$3,462.68 |
| Spending Potential Index | 93 |
| Food at Home: Total \$ | \$306,212,551 |
| Average Spent | \$4,412.60 |
| Spending Potential Index | 90 |
| Food Away from Home: Total \$ | \$214,690,889 |
| Average Spent | \$3,093.75 |
| Spending Potential Index | 90 |
| Health Care: Total \$ | \$275,941,098 |
| Average Spent | \$3,976.38 |
| Spending Potential Index | 97 |
| HH Furnishings & Equipment: Total \$ | \$142,181,418 |
| Average Spent | \$2,048.87 |
| Spending Potential Index | 89 |
| Investments: Total \$ | \$72,762,388 |
| Average Spent | \$1,048.52 |
| Spending Potential Index | 103 |
| Retail Goods: Total \$ | \$1,700,685,582 |
| Average Spent | \$24,507.32 |
| Spending Potential Index | 90 |
| Shelter: Total \$ | \$983,338,420 |
| Average Spent | \$14,170.16 |
| Spending Potential Index | 91 |
| TV/Video/Sound Equipment: Total \$ | \$90,469,150 |
| Average Spent | \$1,303.68 |
| Spending Potential Index | 91 |
| Travel: Total \$ | \$125,018,283 |
| Average Spent | \$1,801.55 |
| Spending Potential Index | 96 |
| Vehicle Maintenance & Repairs: Total \$ | \$63,776,861 |
| Average Spent | \$919.04 |
| Spending Potential Index | 93 |

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.