

Sunshine Plaza  
1177 Homestead Rd N, Lehigh Acres, Florida, 33936  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 26.60603  
Longitude: -81.64907

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>Population Summary</b>			
2000 Total Population	6,851	20,948	31,079
2010 Total Population	7,320	35,215	70,737
2019 Total Population	8,205	42,110	84,735
2019 Group Quarters	40	129	155
2024 Total Population	8,922	46,311	93,634
2019-2024 Annual Rate	1.69%	1.92%	2.02%
2019 Total Daytime Population	9,189	30,162	56,495
Workers	4,056	6,729	9,128
Residents	5,133	23,433	47,367
<b>Household Summary</b>			
2000 Households	2,980	8,296	11,946
2000 Average Household Size	2.28	2.50	2.59
2010 Households	3,048	12,771	24,314
2010 Average Household Size	2.39	2.75	2.90
2019 Households	3,398	14,961	28,556
2019 Average Household Size	2.40	2.81	2.96
2024 Households	3,687	16,361	31,372
2024 Average Household Size	2.41	2.82	2.98
2019-2024 Annual Rate	1.65%	1.81%	1.90%
2010 Families	1,910	8,956	18,070
2010 Average Family Size	2.99	3.24	3.29
2019 Families	2,100	10,416	21,073
2019 Average Family Size	3.02	3.32	3.37
2024 Families	2,268	11,361	23,098
2024 Average Family Size	3.04	3.34	3.39
2019-2024 Annual Rate	1.55%	1.75%	1.85%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,345	9,382	13,658
Owner Occupied Housing Units	63.4%	71.8%	72.9%
Renter Occupied Housing Units	25.7%	16.6%	14.5%
Vacant Housing Units	10.9%	11.6%	12.5%
2010 Housing Units	3,966	16,698	32,250
Owner Occupied Housing Units	51.5%	52.1%	50.0%
Renter Occupied Housing Units	25.4%	24.4%	25.4%
Vacant Housing Units	23.1%	23.5%	24.6%
2019 Housing Units	4,411	19,427	37,532
Owner Occupied Housing Units	52.6%	53.4%	51.3%
Renter Occupied Housing Units	24.5%	23.6%	24.8%
Vacant Housing Units	23.0%	23.0%	23.9%
2024 Housing Units	4,779	21,217	41,150
Owner Occupied Housing Units	53.6%	54.3%	52.3%
Renter Occupied Housing Units	23.6%	22.8%	23.9%
Vacant Housing Units	22.8%	22.9%	23.8%
<b>Median Household Income</b>			
2019	\$40,516	\$46,944	\$49,059
2024	\$49,237	\$52,441	\$53,579
<b>Median Home Value</b>			
2019	\$108,191	\$136,839	\$150,432
2024	\$138,976	\$167,885	\$181,484
<b>Per Capita Income</b>			
2019	\$21,189	\$20,418	\$19,820
2024	\$24,664	\$23,311	\$22,481
<b>Median Age</b>			
2010	42.4	36.7	33.6
2019	43.7	38.0	34.8
2024	43.1	37.3	34.5

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	3,398	14,961	28,556
<\$15,000	18.3%	12.8%	11.2%
\$15,000 - \$24,999	11.8%	11.3%	10.4%
\$25,000 - \$34,999	13.7%	12.4%	12.0%
\$35,000 - \$49,999	13.9%	16.0%	17.2%
\$50,000 - \$74,999	18.4%	21.7%	22.1%
\$75,000 - \$99,999	14.4%	13.7%	14.1%
\$100,000 - \$149,999	6.9%	8.9%	10.0%
\$150,000 - \$199,999	2.1%	2.5%	2.1%
\$200,000+	0.5%	0.7%	0.9%
Average Household Income	\$51,884	\$56,965	\$58,815
<b>2024 Households by Income</b>			
Household Income Base	3,687	16,361	31,372
<\$15,000	14.8%	10.6%	9.4%
\$15,000 - \$24,999	9.7%	9.6%	8.7%
\$25,000 - \$34,999	12.2%	11.0%	10.6%
\$35,000 - \$49,999	13.8%	15.5%	16.6%
\$50,000 - \$74,999	20.1%	22.5%	22.6%
\$75,000 - \$99,999	16.9%	15.2%	15.4%
\$100,000 - \$149,999	8.7%	10.9%	12.3%
\$150,000 - \$199,999	3.1%	3.7%	3.3%
\$200,000+	0.8%	1.0%	1.2%
Average Household Income	\$60,686	\$65,404	\$67,084
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,318	10,374	19,262
<\$50,000	17.4%	9.7%	6.7%
\$50,000 - \$99,999	29.3%	24.4%	19.6%
\$100,000 - \$149,999	20.1%	21.7%	23.5%
\$150,000 - \$199,999	18.2%	20.4%	20.7%
\$200,000 - \$249,999	1.5%	7.2%	8.7%
\$250,000 - \$299,999	5.5%	8.1%	9.3%
\$300,000 - \$399,999	2.7%	5.2%	6.1%
\$400,000 - \$499,999	0.3%	0.8%	1.9%
\$500,000 - \$749,999	3.5%	1.3%	1.8%
\$750,000 - \$999,999	0.8%	0.8%	0.9%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.5%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$152,277	\$166,242	\$185,793
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,561	11,528	21,521
<\$50,000	13.3%	6.8%	4.5%
\$50,000 - \$99,999	23.0%	16.9%	13.1%
\$100,000 - \$149,999	17.5%	18.2%	18.6%
\$150,000 - \$199,999	19.0%	22.5%	21.8%
\$200,000 - \$249,999	2.0%	9.7%	11.9%
\$250,000 - \$299,999	8.8%	12.1%	13.5%
\$300,000 - \$399,999	5.2%	7.6%	8.6%
\$400,000 - \$499,999	0.5%	1.0%	2.4%
\$500,000 - \$749,999	8.2%	2.9%	3.0%
\$750,000 - \$999,999	1.5%	1.6%	1.6%
\$1,000,000 - \$1,499,999	0.4%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.5%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$203,359	\$205,245	\$223,850

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	7,320	35,214	70,734
0 - 4	6.2%	7.3%	8.2%
5 - 9	5.8%	7.2%	8.1%
10 - 14	6.8%	8.0%	8.3%
15 - 24	11.7%	12.7%	13.5%
25 - 34	10.8%	12.5%	13.8%
35 - 44	11.9%	13.5%	14.0%
45 - 54	14.1%	13.5%	12.9%
55 - 64	11.5%	10.3%	9.6%
65 - 74	9.4%	7.5%	6.4%
75 - 84	7.8%	5.2%	3.8%
85 +	4.1%	2.1%	1.4%
18 +	77.7%	73.1%	70.8%
<b>2019 Population by Age</b>			
Total	8,205	42,108	84,734
0 - 4	5.6%	6.7%	7.6%
5 - 9	5.6%	6.8%	7.5%
10 - 14	5.7%	6.7%	7.2%
15 - 24	11.1%	12.3%	13.0%
25 - 34	12.6%	13.8%	15.0%
35 - 44	10.8%	12.2%	12.7%
45 - 54	12.2%	12.3%	12.0%
55 - 64	13.2%	11.8%	10.9%
65 - 74	11.5%	9.7%	8.4%
75 - 84	7.5%	5.3%	4.2%
85 +	4.2%	2.3%	1.6%
18 +	79.9%	76.0%	73.7%
<b>2024 Population by Age</b>			
Total	8,923	46,312	93,635
0 - 4	5.7%	6.9%	7.8%
5 - 9	5.8%	6.9%	7.5%
10 - 14	5.9%	6.9%	7.4%
15 - 24	10.4%	11.4%	12.3%
25 - 34	12.5%	14.7%	15.9%
35 - 44	11.8%	12.8%	13.4%
45 - 54	11.3%	11.1%	10.8%
55 - 64	12.9%	11.1%	10.2%
65 - 74	12.0%	9.9%	8.4%
75 - 84	8.0%	6.0%	4.7%
85 +	3.7%	2.2%	1.6%
18 +	79.3%	75.5%	73.2%
<b>2010 Population by Sex</b>			
Males	3,474	17,071	34,730
Females	3,846	18,144	36,007
<b>2019 Population by Sex</b>			
Males	3,923	20,409	41,463
Females	4,282	21,701	43,272
<b>2024 Population by Sex</b>			
Males	4,301	22,492	45,792
Females	4,621	23,819	47,842

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	7,320	35,215	70,737
White Alone	75.1%	71.1%	68.5%
Black Alone	12.0%	16.5%	18.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.4%	1.1%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.1%	7.7%	7.9%
Two or More Races	2.9%	3.1%	3.2%
Hispanic Origin	34.2%	33.8%	33.7%
Diversity Index	68.2	70.6	72.1
<b>2019 Population by Race/Ethnicity</b>			
Total	8,205	42,109	84,735
White Alone	72.1%	68.0%	65.6%
Black Alone	12.8%	17.4%	19.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.6%	1.2%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.8%	9.3%	9.5%
Two or More Races	3.3%	3.6%	3.7%
Hispanic Origin	40.4%	39.9%	39.7%
Diversity Index	72.2	74.4	75.6
<b>2024 Population by Race/Ethnicity</b>			
Total	8,922	46,310	93,635
White Alone	69.7%	65.6%	63.2%
Black Alone	13.5%	18.2%	20.2%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.7%	1.4%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	11.0%	10.5%	10.7%
Two or More Races	3.7%	3.9%	4.1%
Hispanic Origin	44.0%	43.4%	42.9%
Diversity Index	74.5	76.4	77.5
<b>2010 Population by Relationship and Household Type</b>			
Total	7,320	35,215	70,737
In Households	99.4%	99.6%	99.8%
In Family Households	80.9%	86.0%	88.1%
Householder	26.0%	25.6%	25.5%
Spouse	17.8%	17.8%	17.5%
Child	29.2%	33.3%	34.9%
Other relative	5.0%	5.8%	6.2%
Nonrelative	2.9%	3.6%	4.0%
In Nonfamily Households	18.5%	13.6%	11.6%
In Group Quarters	0.6%	0.4%	0.2%
Institutionalized Population	0.1%	0.2%	0.1%
Noninstitutionalized Population	0.4%	0.2%	0.1%

**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.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	5,908	28,421	54,845
Less than 9th Grade	7.3%	8.3%	8.3%
9th - 12th Grade, No Diploma	16.3%	12.1%	12.1%
High School Graduate	28.3%	30.8%	29.9%
GED/Alternative Credential	5.9%	5.8%	6.5%
Some College, No Degree	19.9%	19.3%	18.9%
Associate Degree	8.3%	8.8%	9.5%
Bachelor's Degree	9.3%	10.9%	10.3%
Graduate/Professional Degree	4.7%	4.0%	4.4%
<b>2019 Population 15+ by Marital Status</b>			
Total	6,820	33,592	65,855
Never Married	30.0%	35.2%	36.6%
Married	43.7%	44.5%	45.0%
Widowed	8.8%	6.2%	5.2%
Divorced	17.6%	14.2%	13.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.1%	95.8%	95.2%
Civilian Unemployed (Unemployment Rate)	4.9%	4.2%	4.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	3,115	18,907	37,791
Agriculture/Mining	3.4%	1.1%	1.2%
Construction	16.6%	14.1%	14.8%
Manufacturing	4.4%	3.0%	3.3%
Wholesale Trade	2.1%	2.2%	1.9%
Retail Trade	11.2%	15.9%	14.7%
Transportation/Utilities	7.1%	5.2%	5.7%
Information	1.1%	1.2%	1.4%
Finance/Insurance/Real Estate	6.6%	4.6%	4.7%
Services	45.0%	49.7%	49.0%
Public Administration	2.4%	3.1%	3.4%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	3,113	18,905	37,789
White Collar	46.5%	47.9%	47.2%
Management/Business/Financial	8.9%	7.7%	7.6%
Professional	11.6%	13.2%	13.5%
Sales	10.3%	13.1%	11.8%
Administrative Support	15.8%	13.9%	14.3%
Services	23.2%	25.4%	24.8%
Blue Collar	30.2%	26.7%	28.0%
Farming/Forestry/Fishing	0.4%	0.3%	0.6%
Construction/Extraction	11.0%	10.2%	10.8%
Installation/Maintenance/Repair	5.4%	5.0%	4.9%
Production	5.2%	3.0%	3.3%
Transportation/Material Moving	8.3%	8.1%	8.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,320	35,215	70,737
Population Inside Urbanized Area	100.0%	100.0%	97.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	2.2%

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<b>2010 Households by Type</b>			
Total	3,049	12,771	24,314
Households with 1 Person	31.7%	24.2%	19.5%
Households with 2+ People	68.3%	75.8%	80.5%
Family Households	62.6%	70.1%	74.3%
Husband-wife Families	43.0%	48.7%	51.0%
With Related Children	16.5%	22.5%	25.3%
Other Family (No Spouse Present)	19.7%	21.4%	23.3%
Other Family with Male Householder	6.0%	6.6%	7.5%
With Related Children	3.5%	4.4%	5.1%
Other Family with Female Householder	13.6%	14.8%	15.9%
With Related Children	8.5%	10.2%	11.7%
Nonfamily Households	5.7%	5.7%	6.2%
All Households with Children	29.2%	37.8%	42.9%
Multigenerational Households	4.8%	6.0%	6.3%
Unmarried Partner Households	8.0%	9.1%	10.2%
Male-female	7.4%	8.4%	9.4%
Same-sex	0.7%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	3,048	12,773	24,315
1 Person Household	31.7%	24.2%	19.5%
2 Person Household	33.9%	31.0%	30.6%
3 Person Household	14.0%	16.5%	17.9%
4 Person Household	10.7%	14.1%	15.8%
5 Person Household	6.0%	8.4%	9.4%
6 Person Household	2.1%	3.4%	4.0%
7 + Person Household	1.5%	2.4%	2.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,048	12,771	24,314
Owner Occupied	67.0%	68.1%	66.3%
Owned with a Mortgage/Loan	47.4%	50.9%	51.1%
Owned Free and Clear	19.6%	17.2%	15.2%
Renter Occupied	33.0%	31.9%	33.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,966	16,698	32,250
Housing Units Inside Urbanized Area	100.0%	100.0%	97.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	2.4%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity (12C)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.	Midlife Constants (5E)	Middleburg (4C)	American Dreamers (7C)
3.	Heartland Communities (6F)	American Dreamers (7C)	Middleburg (4C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,353,822	\$21,240,388	\$42,382,701
Average Spent	\$1,281.29	\$1,419.72	\$1,484.20
Spending Potential Index	60	66	69
Education: Total \$	\$2,911,451	\$13,964,192	\$27,693,183
Average Spent	\$856.81	\$933.37	\$969.79
Spending Potential Index	54	59	61
Entertainment/Recreation: Total \$	\$6,866,459	\$32,461,034	\$63,298,382
Average Spent	\$2,020.74	\$2,169.71	\$2,216.64
Spending Potential Index	62	66	68
Food at Home: Total \$	\$11,119,061	\$52,378,709	\$102,841,822
Average Spent	\$3,272.24	\$3,501.02	\$3,601.41
Spending Potential Index	63	68	70
Food Away from Home: Total \$	\$7,532,096	\$36,707,101	\$73,106,167
Average Spent	\$2,216.63	\$2,453.52	\$2,560.10
Spending Potential Index	60	67	70
Health Care: Total \$	\$13,130,090	\$60,774,090	\$116,675,758
Average Spent	\$3,864.06	\$4,062.17	\$4,085.86
Spending Potential Index	65	68	69
HH Furnishings & Equipment: Total \$	\$4,374,488	\$21,470,642	\$42,523,555
Average Spent	\$1,287.37	\$1,435.11	\$1,489.13
Spending Potential Index	60	67	70
Personal Care Products & Services: Total \$	\$1,793,419	\$8,902,068	\$17,682,797
Average Spent	\$527.79	\$595.02	\$619.23
Spending Potential Index	60	67	70
Shelter: Total \$	\$36,515,536	\$178,227,730	\$354,201,624
Average Spent	\$10,746.18	\$11,912.82	\$12,403.75
Spending Potential Index	58	64	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,173,525	\$24,751,195	\$47,816,176
Average Spent	\$1,522.52	\$1,654.38	\$1,674.47
Spending Potential Index	61	67	68
Travel: Total \$	\$4,268,635	\$21,338,753	\$42,249,510
Average Spent	\$1,256.22	\$1,426.29	\$1,479.53
Spending Potential Index	56	64	66
Vehicle Maintenance & Repairs: Total \$	\$2,456,795	\$11,690,749	\$22,727,497
Average Spent	\$723.01	\$781.41	\$795.89
Spending Potential Index	63	68	70

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.