

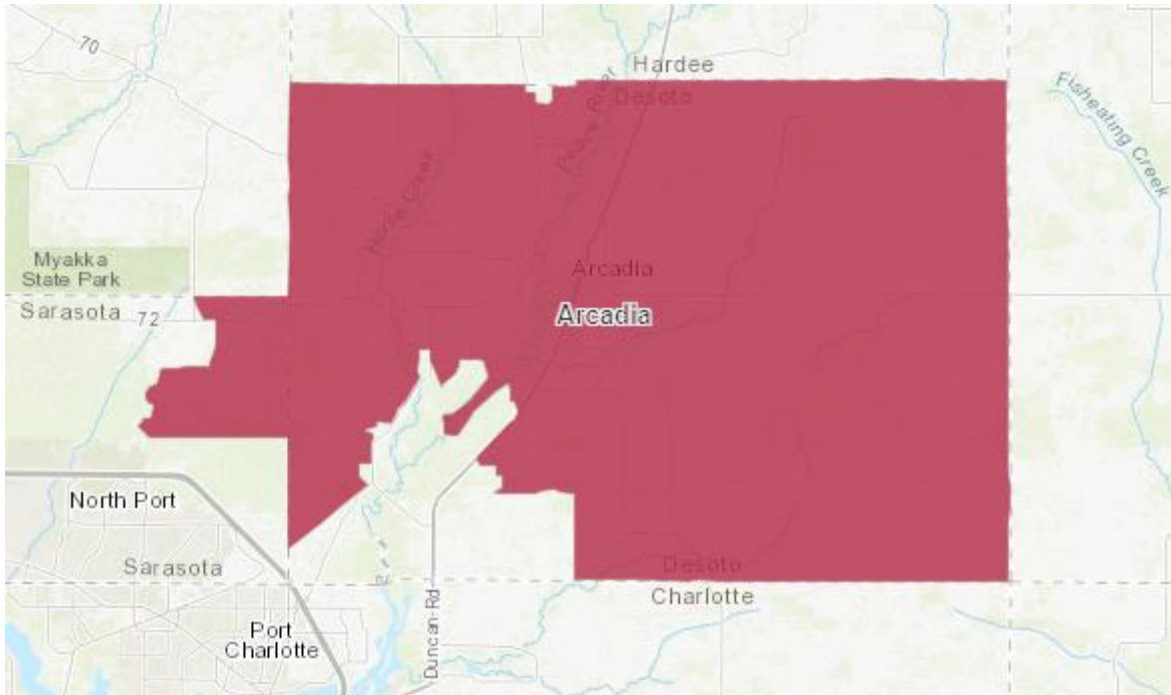
Fort Myers–Naples DMA



ARCADIA, FL

Zip codes Served

34266 34268



Demographic Profile

Age Groups



Persons 17 and under	20.8%
Adults 18-34	24.9%
Adults 35-54	25.2%
Adults 55+	29.1%

Education



Attended College+	26.1%
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Marital Status



Single (Never Married)	34.6%
Married	44.3%
Divorced/Separated/Widowed	21.1%

Household Income



\$30,000-\$49,999	20.6%
\$50,000-\$74,999	17.5%
\$75,000-\$99,999	8.4%
\$100,000+	7.6%

Housing Units & Family Type



% Owner Occupied Units	53.9%
% of HH with Children	37.3%

Race



White	82.4%
Asian	0.5%
Black/African American	13.1%
Other	4.0%

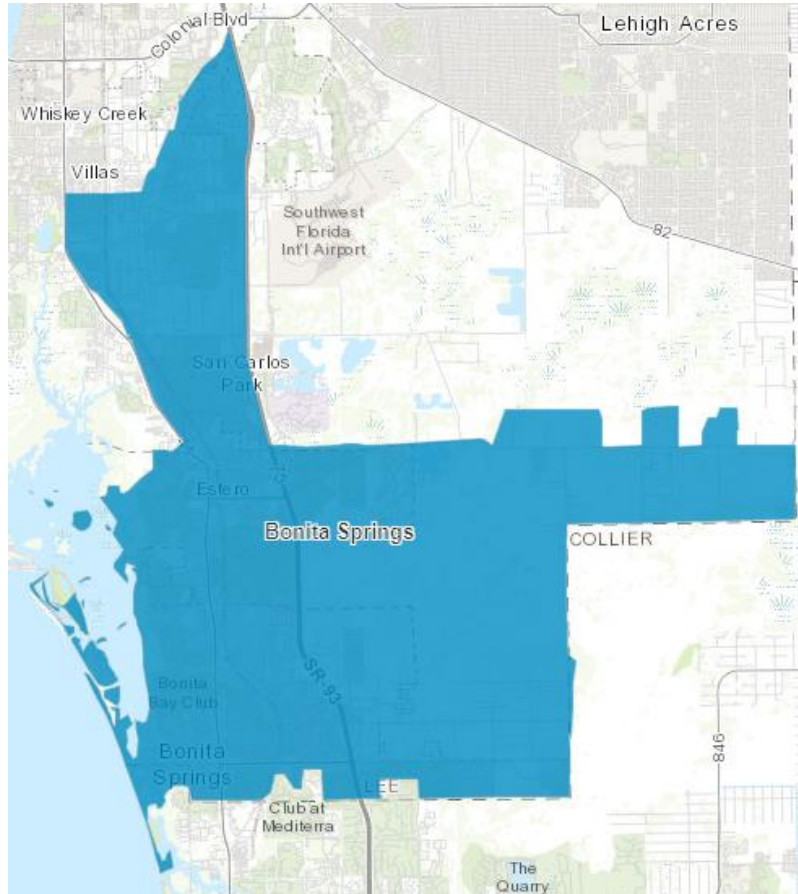
Ethnicity

Hispanic	34.7%
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BONITA SPRINGS, FL

Zip codes Served

33912 33928 33965 33967 34134 34135



Demographic Profile

	Age Groups	
	Persons 17 and under	13.3%
	Adults 18-34	15.7%
	Adults 35-54	18.4%
	Adults 55+	52.5%
	Education	
	Attended College+	68.7%
	Marital Status	
	Single (Never Married)	20.2%
	Married	58.9%
	Divorced/Separated/Widowed	20.8%
	Household Income	
	\$30,000-\$49,999	16.4%
	\$50,000-\$74,999	19.0%
	\$75,000-\$99,999	13.3%
	\$100,000+	32.1%
	Housing Units & Family Type	
	% Owner Occupied Units	50.3%
	% of HH with Children	15.6%
	Race	
	White	91.1%
	Asian	2.2%
	Black/African American	2.5%
	Other	4.2%
	Ethnicity	
	Hispanic	15.0%

CAPE CORAL, FL

Zip codes Served

33903 33904 33909 33914 33917 33922
 33955 33956 33990 33991 33993



Demographic Profile



Age Groups

Persons 17 and under	15.9%
Adults 18-34	14.9%
Adults 35-54	23.2%
Adults 55+	46.0%



Education

Attended College+	55.4%
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Marital Status

Single (Never Married)	21.6%
Married	53.1%
Divorced/Separated/Widowed	25.3%



Household Income

\$30,000-\$49,999	20.5%
\$50,000-\$74,999	20.4%
\$75,000-\$99,999	13.3%
\$100,000+	20.2%



Housing Units & Family Type

% Owner Occupied Units	56.9%
% of HH with Children	20.4%



Race

White	91.6%
Asian	1.3%
Black/African American	4.2%
Other	2.9%

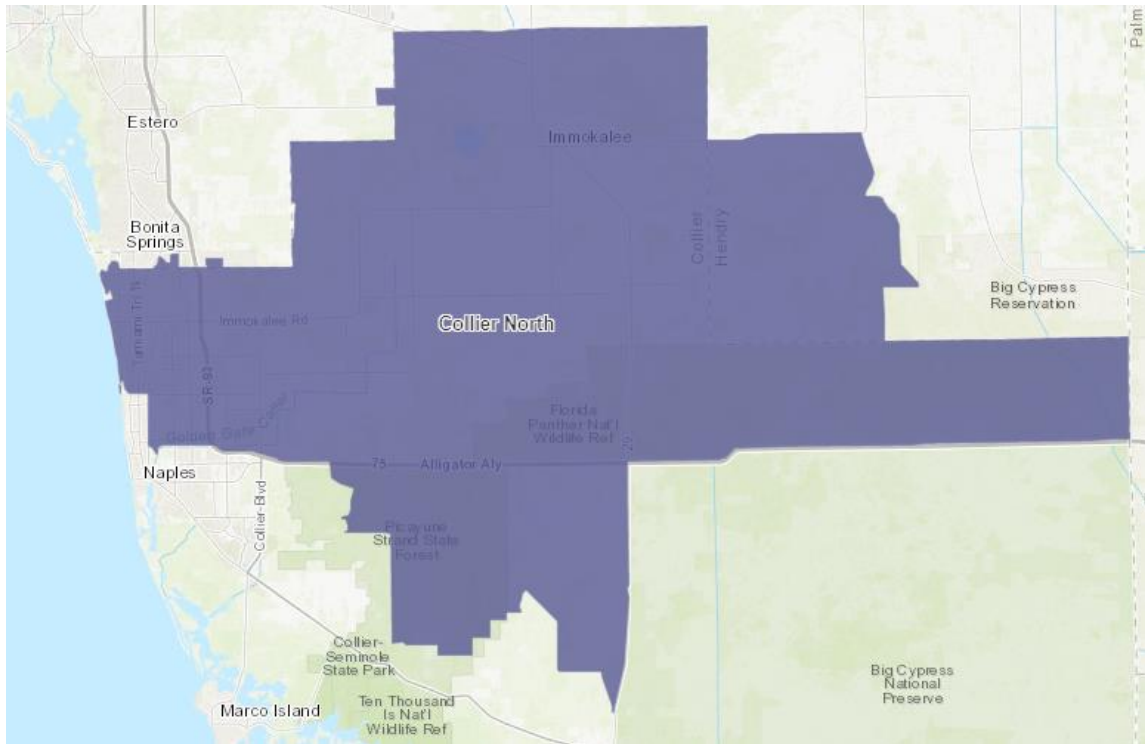
Ethnicity

Hispanic	15.1%
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COLLIER NORTH, FL

Zip codes Served

34105 34108 34109 34110 34116 34117
 34119 34120 34142



Demographic Profile



Age Groups

Persons 17 and under	18.4%
Adults 18-34	17.2%
Adults 35-54	22.0%
Adults 55+	42.4%



Education

Attended College+	58.7%
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Marital Status

Single (Never Married)	23.5%
Married	55.8%
Divorced/Separated/Widowed	20.8%



Household Income

\$30,000-\$49,999	18.5%
\$50,000-\$74,999	18.9%
\$75,000-\$99,999	12.5%
\$100,000+	29.1%



Housing Units & Family Type

% Owner Occupied Units	50.8%
% of HH with Children	23.4%



Race

White	86.9%
Asian	1.3%
Black/African American	7.8%
Other	4.0%

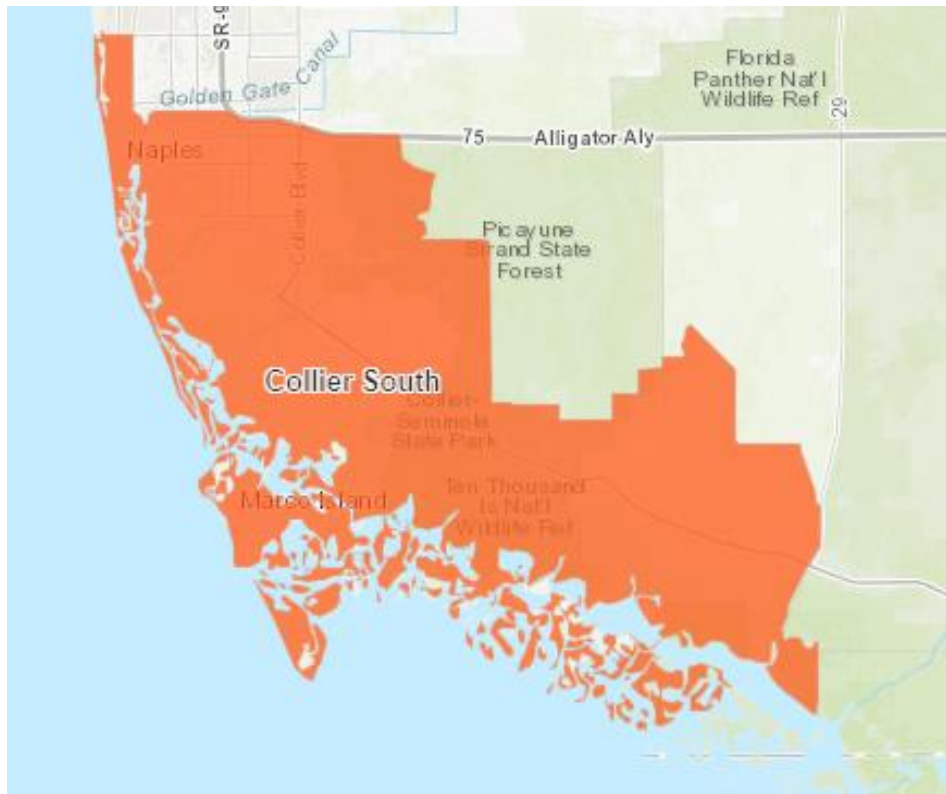
Ethnicity

Hispanic	28.6%
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COLLIER SOUTH, FL

Zip codes Served

34102 34103 34104 34112 34113 34114
 34139 34140 34145



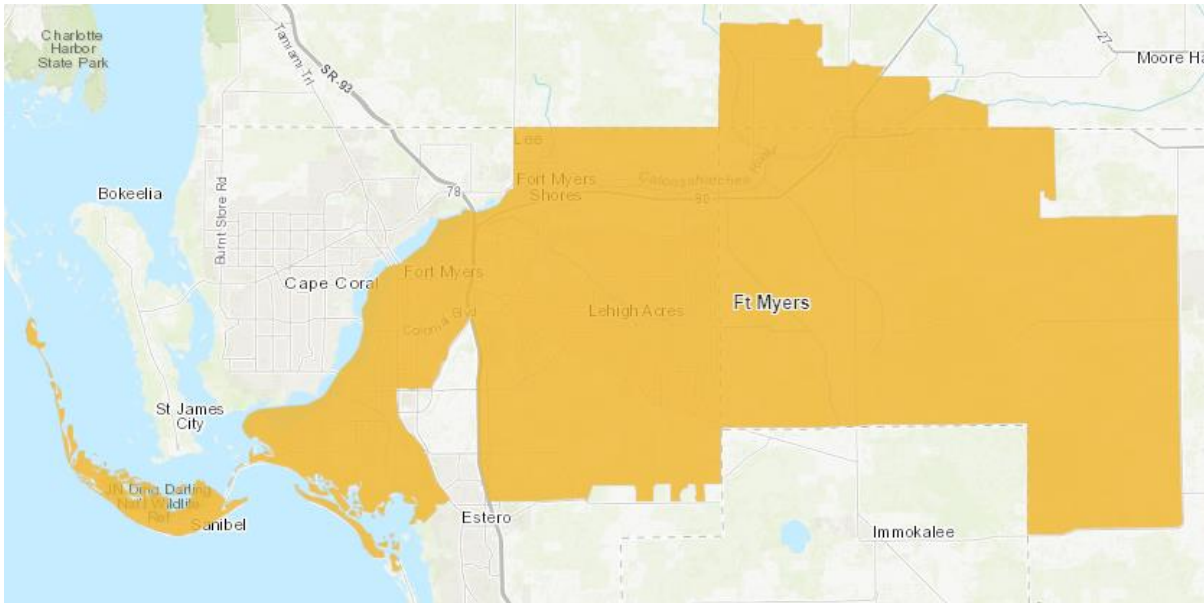
Demographic Profile

	Age Groups	
	Persons 17 and under	15.7%
	Adults 18-34	15.0%
	Adults 35-54	20.4%
	Adults 55+	49.0%
	Education	
	Attended College+	63.4%
	Marital Status	
	Single (Never Married)	20.6%
	Married	57.1%
	Divorced/Separated/Widowed	22.3%
	Household Income	
	\$30,000-\$49,999	18.4%
	\$50,000-\$74,999	17.9%
	\$75,000-\$99,999	12.2%
	\$100,000+	31.8%
	Housing Units & Family Type	
	% Owner Occupied Units	46.6%
	% of HH with Children	19.2%
	Race	
	White	89.0%
	Asian	1.4%
	Black/African American	6.3%
	Other	3.3%
	Ethnicity	
	Hispanic	23.7%

FORT MYERS, FL

Zip codes Served

33901	33905	33907	33908	33913	33916
33919	33920	33924	33931	33935	33936
33957	33966	33971	33972	33973	33974
33976					



Demographic Profile



Age Groups

Persons 17 and under	20.2%
Adults 18-34	19.8%
Adults 35-54	22.8%
Adults 55+	37.3%



Education

Attended College+	56.5%
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Marital Status

Single (Never Married)	28.5%
Married	48.6%
Divorced/Separated/Widowed	23.0%



Household Income

\$30,000-\$49,999	20.1%
\$50,000-\$74,999	19.0%
\$75,000-\$99,999	11.7%
\$100,000+	22.3%



Housing Units & Family Type

% Owner Occupied Units	46.1%
% of HH with Children	24.9%



Race

White	80.3%
Asian	1.7%
Black/African American	11.8%
Other	6.3%

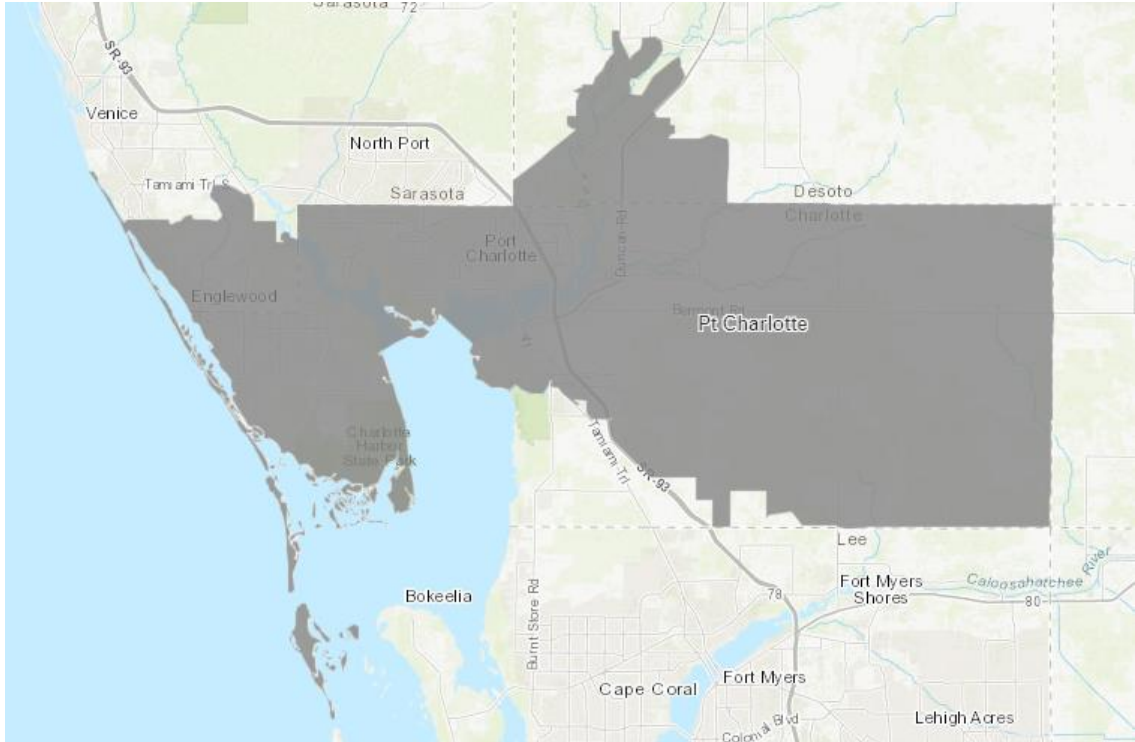
Ethnicity

Hispanic	24.6%
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PORT CHARLOTTE, FL

Zip codes Served

33921	33946	33947	33948	33950	33952
33953	33954	33980	33981	33982	33983
34223	34224	34269			



Demographic Profile



Age Groups

Persons 17 and under	12.0%
Adults 18-34	12.3%
Adults 35-54	18.2%
Adults 55+	57.5%



Education

Attended College+	56.9%
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Marital Status

Single (Never Married)	17.7%
Married	56.6%
Divorced/Separated/Widowed	25.7%



Household Income

\$30,000-\$49,999	22.6%
\$50,000-\$74,999	20.1%
\$75,000-\$99,999	11.3%
\$100,000+	18.0%



Housing Units & Family Type

% Owner Occupied Units	58.2%
% of HH with Children	13.6%



Race

White	90.5%
Asian	1.4%
Black/African American	5.1%
Other	3.0%

Ethnicity

Hispanic	6.6%
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