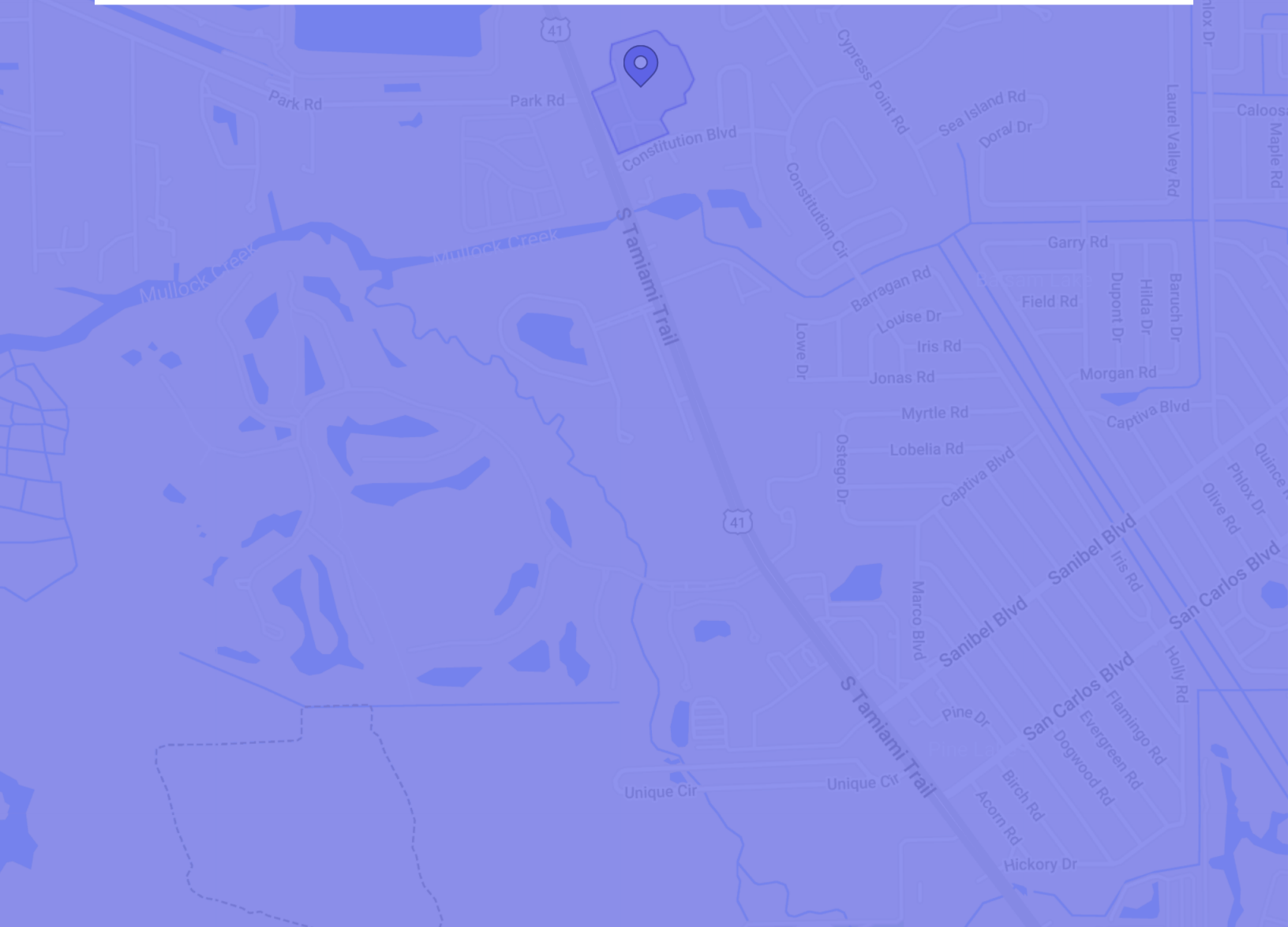


San Carlos Marketplace Visitor Demos

Sep 1, 2023 - Aug 31, 2024

Property:

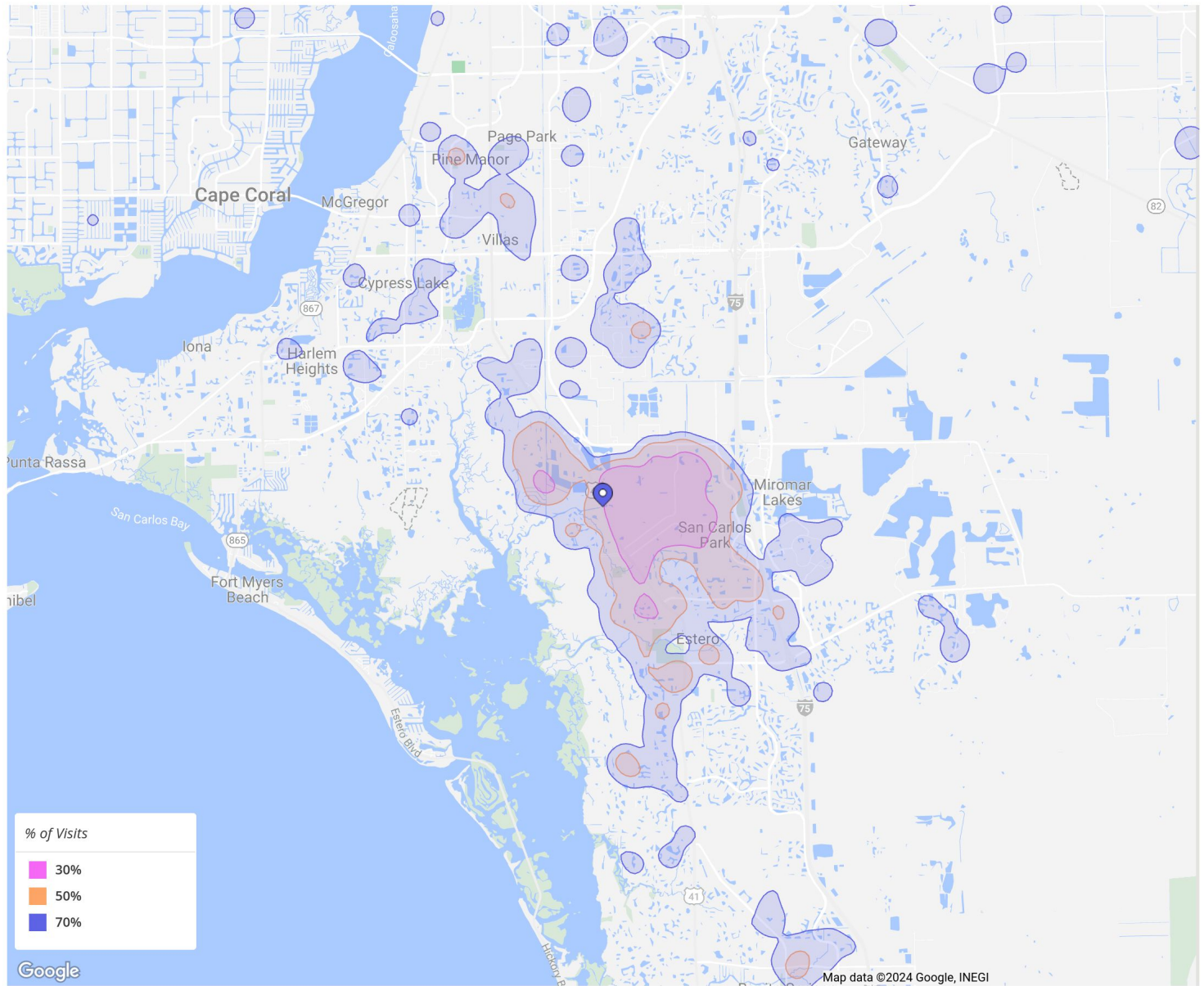
 **San Carlos Marketplace**
18011 S Tamiami Trail, Fort Myers, FL 33908



San Carlos Marketplace Visitor Demos

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San Carlos Marketplace / 18011 S Tamiami Trail, Fort Myers, FL 33908



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

San Carlos Marketplace Visitor Demos

Sep 1, 2023 - Aug 31, 2024

San Carlos Marketplace

18011 S Tamiami Trail, Fort Myers, FL 33908

Benchmark: Nationwide

30 % of Visits

50 % of Visits

70 % of Visits

Overview

Population	17,025	37,389	106,849
Pop density (per sq mile)	3,678	2,237	2,385
Area (sq mi) - based on Census Block Groups	4.63	16.72	44.8

Households

Households	5,811	14,298	43,250
Family Households	4,065 (70%)	9,400 (65.7%)	26,450 (61.2%)
Non-Family Households	1,746 (30%)	4,898 (34.3%)	16,800 (38.8%)
Persons per Household	2.93	2.61	2.47

Gender

Male	8,746 (51.4%)	18,729 (50.1%)	53,889 (50.4%)
Female	8,279 (48.6%)	18,660 (49.9%)	52,960 (49.6%)

Age

Median Age	37.45	40.84	45.25
0-4	866 (5.1%)	1,819 (4.9%)	5,102 (4.8%)
5-14	1,799 (10.6%)	3,736 (10%)	9,419 (8.8%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

San Carlos Marketplace Visitor Demos

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San Carlos Marketplace

18011 S Tamiami Trail, Fort Myers, FL 33908

Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits	
15-17	703	(4.1%)	1,148	(3.1%)	3,221	(3%)
18-21	1,198	(7%)	2,375	(6.4%)	4,816	(4.5%)
22-24	746	(4.4%)	1,432	(3.8%)	3,556	(3.3%)
25-29	1,061	(6.2%)	2,286	(6.1%)	7,667	(7.2%)
30-34	1,285	(7.5%)	2,717	(7.3%)	7,149	(6.7%)
35-39	1,396	(8.2%)	2,767	(7.4%)	7,210	(6.7%)
40-44	969	(5.7%)	1,973	(5.3%)	4,944	(4.6%)
45-49	859	(5%)	2,325	(6.2%)	5,495	(5.1%)
50-54	817	(4.8%)	1,638	(4.4%)	5,819	(5.4%)
55-59	958	(5.6%)	2,182	(5.8%)	6,748	(6.3%)
60-64	1,186	(7%)	2,192	(5.9%)	6,990	(6.5%)
65-69	1,108	(6.5%)	2,645	(7.1%)	7,851	(7.3%)
70-74	611	(3.6%)	2,333	(6.2%)	7,488	(7%)
75-79	803	(4.7%)	1,931	(5.2%)	5,861	(5.5%)
80-84	495	(2.9%)	1,191	(3.2%)	4,045	(3.8%)
85+	165	(1%)	699	(1.9%)	3,468	(3.2%)

Age - Male

Median Age	35.73		38.87		42.23	
0-4	390	(4.5%)	799	(4.3%)	2,524	(4.7%)
5-14	826	(9.4%)	1,748	(9.3%)	4,845	(9%)
15-17	443	(5.1%)	750	(4%)	1,973	(3.7%)
18-21	841	(9.6%)	1,235	(6.6%)	2,634	(4.9%)
22-24	500	(5.7%)	869	(4.6%)	1,726	(3.2%)
25-29	602	(6.9%)	1,190	(6.4%)	4,469	(8.3%)
30-34	625	(7.1%)	1,251	(6.7%)	3,432	(6.4%)
35-39	800	(9.1%)	1,573	(8.4%)	3,905	(7.2%)
40-44	397	(4.5%)	960	(5.1%)	2,573	(4.8%)
45-49	539	(6.2%)	1,294	(6.9%)	2,933	(5.4%)
50-54	258	(2.9%)	607	(3.2%)	2,733	(5.1%)
55-59	459	(5.2%)	1,107	(5.9%)	2,980	(5.5%)
60-64	629	(7.2%)	1,080	(5.8%)	3,496	(6.5%)
65-69	410	(4.7%)	1,214	(6.5%)	3,691	(6.8%)
70-74	165	(1.9%)	1,005	(5.4%)	3,226	(6%)
75-79	414	(4.7%)	1,000	(5.3%)	3,061	(5.7%)
80-84	335	(3.8%)	760	(4.1%)	2,141	(4%)
85+	113	(1.3%)	287	(1.5%)	1,547	(2.9%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

San Carlos Marketplace Visitor Demos

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San Carlos Marketplace

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Benchmark: Nationwide

30 % of Visits 50 % of Visits 70 % of Visits

Age - Female

Age Group	Median Age	30% of Visits	50% of Visits	70% of Visits
Median Age	40.79	106	41.84	108
0-4	476 (5.7%)	101	1,020 (5.5%)	96
5-14	973 (11.8%)	96	1,988 (10.7%)	87
15-17	260 (3.1%)	83	398 (2.1%)	56
18-21	357 (4.3%)	84	1,140 (6.1%)	118
22-24	246 (3%)	7	563 (3%)	8
25-29	459 (5.5%)	8	1,096 (5.9%)	87
30-34	660 (8%)	119	1,466 (7.9%)	117
35-39	596 (7.2%)	110	1,194 (6.4%)	98
40-44	572 (6.9%)	112	1,013 (5.4%)	88
45-49	320 (3.9%)	62	1,031 (5.5%)	89
50-54	559 (6.8%)	106	1,031 (5.5%)	87
55-59	499 (6%)	90	1,075 (5.8%)	86
60-64	557 (6.7%)	104	1,112 (6%)	92
65-69	698 (8.4%)	152	1,431 (7.7%)	138

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San Carlos Marketplace Visitor Demos

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San Carlos Marketplace

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Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits	
70-74	446	(5.4%)	1,328	(7.1%)	4,262	(8%)
75-79	389	(4.7%)	931	(5%)	2,800	(5.3%)
80-84	160	(1.9%)	431	(2.3%)	1,904	(3.6%)
85+	52	(0.6%)	412	(2.2%)	1,921	(3.6%)

Population by Generation

Gen Alpha	2,665	(15.7%)	5,555	(14.9%)	14,521	(13.6%)
Gen Z	2,647	(15.5%)	4,955	(13.3%)	11,593	(10.8%)
Millennials	3,742	(22%)	7,770	(20.8%)	22,026	(20.6%)
Gen X	2,645	(15.5%)	5,936	(15.9%)	16,258	(15.2%)
Baby Boomers	3,863	(22.7%)	9,352	(25%)	29,077	(27.2%)
Silent & Greatest	1,463	(8.6%)	3,821	(10.2%)	13,374	(12.5%)

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San Carlos Marketplace Visitor Demos

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San Carlos Marketplace

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Benchmark: Nationwide

30 % of Visits 50 % of Visits 70 % of Visits

Ethnicity

White	10,701	(62.9%)	106	25,665	(68.6%)	115	70,316	(65.8%)	111
Hispanic or Latino	4,543	(26.7%)	145	8,484	(22.7%)	123	26,189	(24.5%)	33
Two or more races	903	(5.3%)	167	1,230	(3.3%)	104	2,714	(2.5%)	8
Black	563	(3.3%)	27	1,064	(2.8%)	23	5,074	(4.7%)	39
Asian	276	(1.6%)	29	905	(2.4%)	43	1,915	(1.8%)	32
Other	35	(<0.5%)	56	35	(<0.5%)	26	555	(0.5%)	142
Native Hawaiian and Other Pacific Islander	4	(<0.5%)	14	6	(<0.5%)	10	30	(<0.5%)	17
American Indian and Alaska Native							56	(<0.5%)	9

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San Carlos Marketplace Visitor Demos

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Benchmark: Nationwide

30 % of Visits

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Hispanic or Latino

White	2,325	(51.2%)	108	3,821	(45%)	95	13,413	(51.2%)	108
Other	1,265	(27.8%)	99	2,701	(31.8%)	113	5,943	(22.7%)	8
Two or more races	883	(19.4%)	94	1,854	(21.9%)	106	6,435	(24.6%)	119
Asian	58	(1.3%)	340	58	(0.7%)	182	67	(<0.5%)	68
Black	12	(<0.5%)	13	32	(<0.5%)	19	280	(1.1%)	54
Native Hawaiian and Other Pacific Islander									
American Indian and Alaska Native				18	(<0.5%)	16	51	(<0.5%)	15

Household Income

Household Average Income	\$88,589.92		91	\$89,438.87		92	\$87,778.34		90
Average Income per Person	\$33,439.96		89	\$37,200.89		99	\$37,967.73		101
Household Median Income	\$72,583.83		105	\$69,068.07		100	\$65,286.22		94
<\$10K	161	(2.8%)	50	597	(4.2%)	76	2,171	(5%)	91
\$10K - \$15K	102	(1.8%)	45	298	(2.1%)	53	1,520	(3.5%)	90
\$15K - \$20K	199	(3.4%)	91	539	(3.8%)	100	1,715	(4%)	105
\$20K - \$25K	228	(3.9%)	98	740	(5.2%)	130	1,770	(4.1%)	103

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Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits				
\$25K - \$30K	380	(6.5%)	161	828	(5.8%)	142	2,204	(5.1%)	125
\$30K - \$35K	231	(4%)	97	522	(3.7%)	89	1,488	(3.4%)	84
\$35K - \$40K	163	(2.8%)	72	485	(3.4%)	88	1,770	(4.1%)	106
\$40K - \$45K	224	(3.9%)	96	624	(4.4%)	109	1,710	(4%)	99
\$45K - \$50K	155	(2.7%)	75	466	(3.3%)	92	1,678	(3.9%)	109
\$50K - \$60K	362	(6.2%)	86	931	(6.5%)	90	3,906	(9%)	125
\$60K - \$75K	835	(14.4%)	150	1,851	(12.9%)	135	4,804	(11.1%)	116
\$75K - \$100K	1,309	(22.5%)	176	2,352	(16.4%)	128	6,440	(14.9%)	116
\$100K - \$125K	525	(9%)	94	1,225	(8.6%)	89	4,088	(9.5%)	98
\$125K - \$150K	350	(6%)	90	827	(5.8%)	86	2,471	(5.7%)	85
\$150K - \$200K	453	(7.8%)	100	1,302	(9.1%)	116	2,629	(6.1%)	71
>\$200K	134	(2.3%)	24	711	(5%)	53	2,886	(6.7%)	71

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Benchmark: Nationwide

30 % of Visits

50 % of Visits

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Household Size

Household Size	Count	Percentage	30% of Visits	Count	Percentage	50% of Visits	Count	Percentage	70% of Visits
1 Person Household	1,139	(19.6%)	70	3,595	(25.1%)	90	12,712	(29.4%)	105
2 Persons Household	2,306	(39.7%)	117	6,311	(44.1%)	130	19,553	(45.2%)	34
3 Persons Household	1,071	(18.4%)	119	2,158	(15.1%)	97	4,752	(11%)	71
4 Persons Household	875	(15.1%)	117	1,483	(10.4%)	8	3,704	(8.6%)	67
5 Persons Household	269	(4.6%)	7	502	(3.5%)	59	1,787	(4.1%)	69
6 Persons Household	145	(2.5%)	109	214	(1.5%)	65	494	(1.1%)	50
7+ Persons Household	6	(<0.5%)	7	35	(<0.5%)	17	248	(0.6%)	40

Education

Education	Count	Percentage	30% of Visits	Count	Percentage	50% of Visits	Count	Percentage	70% of Visits
Elementary	1,346	(11.5%)	104	2,961	(11%)	99	9,273	(11.5%)	103
High School Graduate	3,304	(28.2%)	106	7,318	(27.2%)	103	21,087	(26.1%)	99
College / Associate Degree	4,390	(37.5%)	130	8,452	(31.4%)	109	24,289	(30.1%)	105
Bachelor Degree	1,933	(16.5%)	8	4,897	(18.2%)	88	15,748	(19.5%)	95
Advanced Degree	740	(6.3%)	48	3,251	(12.1%)	92	10,338	(12.8%)	98

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Benchmark: Nationwide

● 30 % of Visits
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 ● 70 % of Visits

Labor Force

Employed	9,076	(97.9%)	104	18,828	(97.9%)	104	51,068	(96.9%)	103
Unemployed	194	(2.1%)	38	399	(2.1%)	38	1,647	(3.1%)	57

Marital Status

Married	6,831	(47.6%)	95	16,420	(51.6%)	104	47,036	(50.9%)	102
Never Married	4,475	(31.2%)	92	9,595	(30.1%)	89	26,917	(29.2%)	86
Divorced	2,125	(14.8%)	137	4,024	(12.6%)	117	12,116	(13.1%)	121
Widowed	929	(6.5%)	116	1,795	(5.6%)	101	6,259	(6.8%)	122

Family Households

Married-couple Family	2,994	(73.7%)	100	7,219	(76.8%)	105	20,481	(77.4%)	105
Female Householder	570	(14%)	74	1,488	(15.8%)	84	3,707	(14%)	74
Male Householder	501	(12.3%)	162	693	(7.4%)	97	2,262	(8.6%)	112

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Transport to Work

Drove alone	6,706	(75.7%)	103	14,317	(77.7%)	106	38,337	(76.5%)	104
Worked from home	907	(10.2%)	106	1,742	(9.5%)	98	4,486	(8.9%)	92
Carpooled	893	(10.1%)	117	1,693	(9.2%)	107	4,949	(9.9%)	115
Other	212	(2.4%)	238	301	(1.6%)	163	655	(1.3%)	30
Motorcycle	91	(1%)	780	91	(<0.5%)	375	166	(<0.5%)	252
Public transportation	49	(0.6%)	13	49	(<0.5%)	6	380	(0.8%)	18
Walked				16	(<0.5%)	4	282	(0.6%)	23
Bicycle				210	(1.1%)	240	877	(1.7%)	368
Taxicab									

Travel Time to Work

Median travel time to work	24		105	23		102	22		99
Less than 10 minutes	563	(7.1%)	57	1,115	(6.7%)	54	3,972	(8.7%)	70
10-15 minutes	866	(10.9%)	82	1,988	(11.9%)	90	6,276	(13.7%)	104
15-20 minutes	1,222	(15.4%)	101	2,987	(17.9%)	118	7,632	(16.7%)	110
20-25 minutes	1,400	(17.6%)	123	3,071	(18.4%)	128	8,918	(19.5%)	136

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25-30 minutes	493	(6.2%)	1,389	(8.3%)	3,787	(8.3%)
30-35 minutes	1,560	(19.6%)	2,988	(17.9%)	6,935	(15.2%)
35-45 minutes	626	(7.9%)	1,091	(6.5%)	2,956	(6.5%)
45-60 minutes	1,065	(13.4%)	1,524	(9.1%)	3,411	(7.5%)
60 or more minutes	156	(2%)	524	(3.1%)	1,759	(3.9%)

Housing Units

Occupied	5,811	(83.2%)	14,298	(76.1%)	43,250	(77.1%)
Vacant	1,174	(16.8%)	4,489	(23.9%)	12,832	(22.9%)

Occupied Housing Units

Owner occupied	4,467	(76.9%)	10,478	(73.3%)	28,799	(66.6%)
Renter occupied	1,344	(23.1%)	3,820	(26.7%)	14,451	(33.4%)

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Vacant Housing Units

For seasonal, recreational or occasional use	665	(56.6%)	174	3,152	(70.2%)	216	8,924	(69.5%)	214
For rent	229	(19.5%)	114	626	(13.9%)	8	1,603	(12.5%)	75
Other	168	(14.3%)	40	373	(8.3%)	23	1,206	(9.4%)	26
Sold, not occupied	67	(5.7%)	144	67	(1.5%)	38	217	(1.7%)	43
For sale only	26	(2.2%)	34	162	(3.6%)	55	586	(4.6%)	70
Rented, not occupied	19	(1.6%)	46	109	(2.4%)	69	276	(2.2%)	61
For migrant workers							20	(<0.5%)	72

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30 % of Visits

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Value of Owner-Occupied Housing Units

Category	Value	Percentage	30% of Visits	50% of Visits	70% of Visits	
Median house value	\$225,345.38		92	98	103	
<\$100K	379 (8.5%)	52	1,163 (11.1%)	69	3,031 (10.5%)	65
\$100K - \$200K	1,195 (26.8%)	110	2,399 (22.9%)	95	6,390 (22.2%)	92
\$200K - \$300K	2,288 (51.2%)	255	3,961 (37.8%)	188	9,128 (31.7%)	158
\$300K - \$400K	410 (9.2%)	68	1,433 (13.7%)	101	5,411 (18.8%)	138
\$400K - \$500K	174 (3.9%)	47	643 (6.1%)	74	2,281 (7.9%)	96
\$500K - \$1000K			765 (7.3%)	54	2,158 (7.5%)	55
>\$1000K	21 (<0.5%)	12	114 (1.1%)	27	400 (1.4%)	34

Types of Housing Units Structure

Single Unit	5,438 (77.9%)	115	11,342 (60.4%)	89	30,450 (54.3%)	8
Multi-unit	1,198 (17.2%)	65	4,595 (24.5%)	93	20,788 (37.1%)	140
Mobile home	274 (3.9%)	67	2,760 (14.7%)	251	4,695 (8.4%)	143
Boat, RV, van, etc.	75 (1.1%)	1024	90 (<0.5%)	457	149 (<0.5%)	253

Health Insurance

Employer based health insurance only	7,297 (42.9%)	92	15,951 (43.6%)	93	37,353 (35.3%)	7
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Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits	
No health insurance coverage	2,084	(12.2%)	4,335	(11.8%)	15,505	(14.7%)
Medicaid/means-tested public coverage only	1,762	(10.4%)	2,874	(7.8%)	9,948	(9.4%)
Direct purchase health insurance only	1,528	(9%)	2,803	(7.7%)	9,478	(9%)
Medicare coverage only	1,069	(6.3%)	2,691	(7.3%)	9,151	(8.6%)
Employer based and medicare coverage	1,015	(6%)	1,938	(5.3%)	6,992	(6.6%)
Other coverage combinations	1,003	(5.9%)	2,855	(7.8%)	7,852	(7.4%)
With direct purchase and medicare coverage	512	(3%)	1,783	(4.9%)	5,397	(5.1%)
Medicare and medicaid/means-tested public coverage	304	(1.8%)	491	(1.3%)	1,509	(1.4%)
Employer based and direct purchase coverage	252	(1.5%)	358	(1%)	1,175	(1.1%)
Other private only combinations	97	(0.6%)	97	(<0.5%)	454	(<0.5%)
TRICARE/military health coverage only	68	(<0.5%)	296	(0.8%)	530	(0.5%)
Other public only combinations	18	(<0.5%)	102	(<0.5%)	298	(<0.5%)
VA Health Care only	12	(<0.5%)	40	(<0.5%)	152	(<0.5%)
SNAP Households						
Non-snap Households	5,270	(90.7%)	13,197	(92.3%)	39,777	(92%)
Snap Households	541	(9.3%)	1,101	(7.7%)	3,473	(8%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

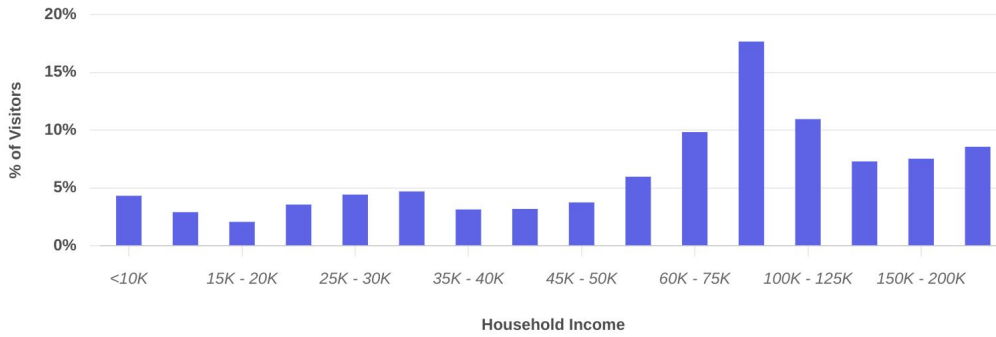
San Carlos Marketplace Visitor Demos

Sep 1, 2023 - Aug 31, 2024

Household Income

San Carlos Marketplace

18011 S Tamiami Trail, Fort Myers, FL 33...



Average Income	96K
Median Income	78K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

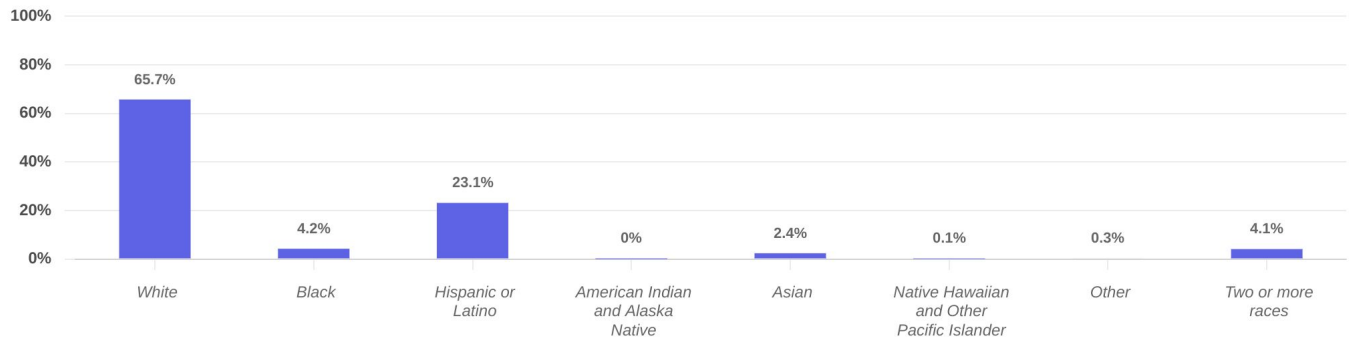
Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

San Carlos Marketplace

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*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

