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Economy Overview

739,042

Population (2017)

Population **grew by 94,943** over the last 5 years and is projected to **grow by 72,923** over the next 5 years.

278,621

Jobs (2017)

Jobs **grew by 51,646** over the last 5 years and are projected to **grow by 30,141** over the next 5 years.

\$50.4K

Median Household Income (2016)

Median household income is **\$4.9K below** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 14.7%** since 2012, growing by 94,943. Population is expected to **increase by 9.9%** between 2017 and 2022, adding 72,923.

From 2012 to 2017, jobs **increased by 22.8%** in Cape Coral-Fort Myers, FL from 226,976 to 278,621. This change **outpaced the national growth rate of 7.2% by 15.6%**. As the number of jobs increased, the **labor force participation rate decreased from 53.1% to 52.1% between 2012 and 2017**.

Concerning educational attainment, **15.9% of Cape Coral-Fort Myers, FL residents possess a Bachelor's Degree** (2.5% below the national average), and **8.1% hold an Associate's Degree** (0.2% above the national average).

The top three industries in 2017 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Services to Buildings and Dwellings.

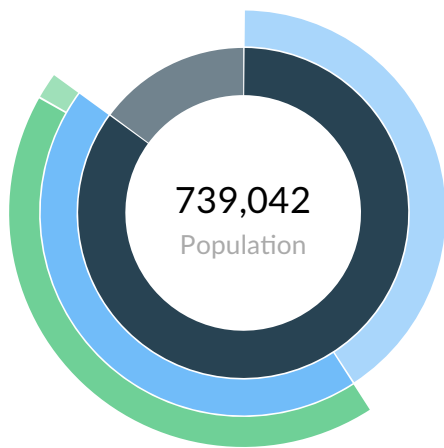


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	739,042	327,119	278,621	105.9	\$25.18B	\$28.08B	\$18.55B
State	20,886,469	10,169,974	9,318,371	100.7	\$887.28B	\$643.46B	\$609.21B

Economy Overview - Cont.

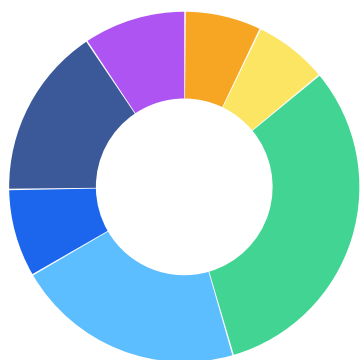
2017 Labor Force Breakdown



	Population
● Total Working Age Population	628,338
● Not in Labor Force (15+)	301,219
● Labor Force	327,119
● Employed	313,220
● Unemployed	13,899
● Under 15	110,704

Educational Attainment

Concerning educational attainment, **15.9% of Cape Coral-Fort Myers, FL residents possess a Bachelor's Degree** (2.5% below the national average), and **8.1% hold an Associate's Degree** (0.2% above the national average).

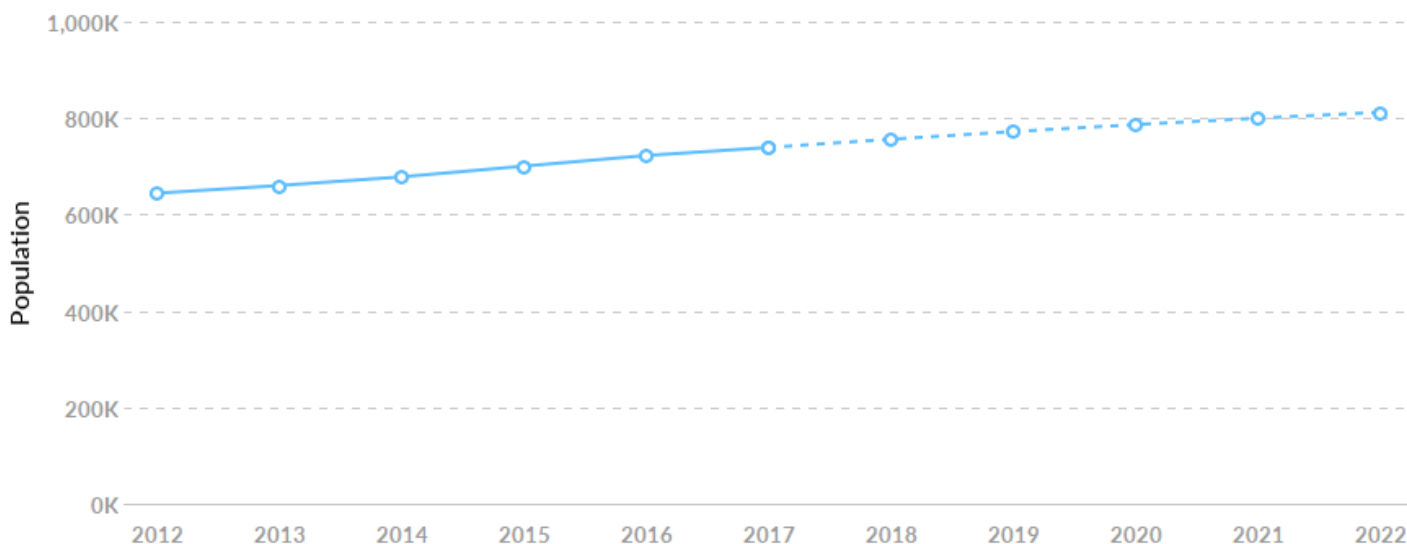


	% of Population	Population
● Less Than 9th Grade	7.1%	39,191
● 9th Grade to 12th Grade	6.9%	37,967
● High School Diploma	31.5%	174,660
● Some College	21.1%	117,115
● Associate's Degree	8.1%	45,065
● Bachelor's Degree	15.9%	87,852
● Graduate Degree and Higher	9.5%	52,408

Historic & Projected Trends

Population Trends

As of 2017 the region's population **increased by 14.7%** since 2012, growing by 94,943. Population is expected to **increase by 9.9%** between 2017 and 2022, adding 72,923.

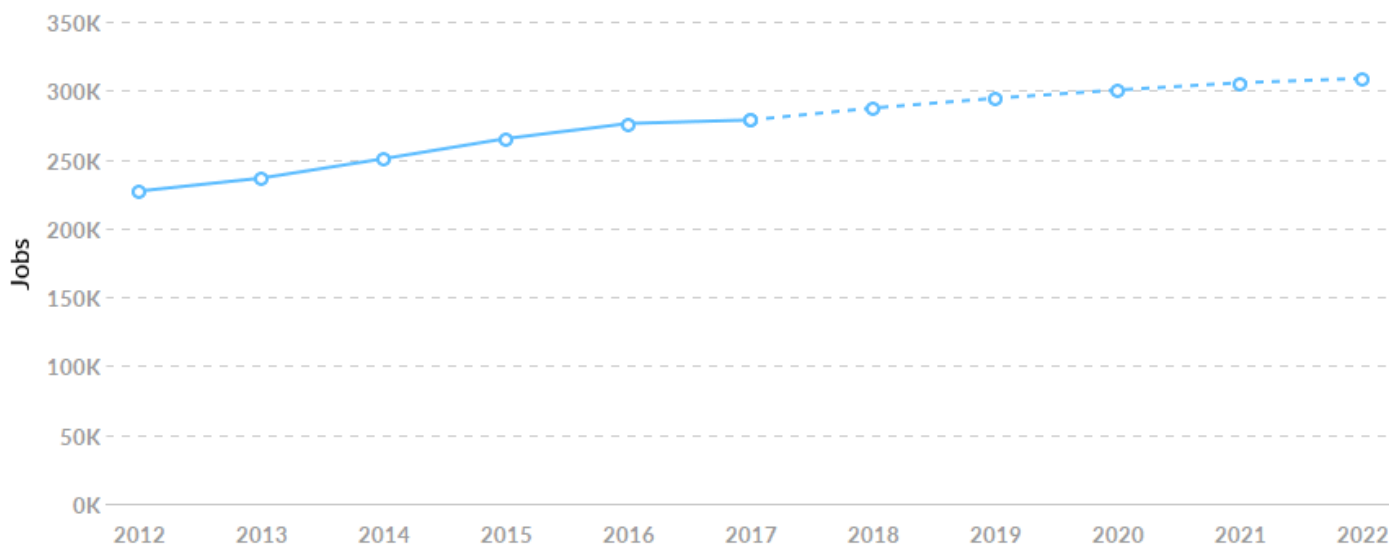


Timeframe	Population
2012	644,099
2013	660,088
2014	678,051
2015	700,289
2016	722,340
2017	739,042
2018	756,225
2019	772,032
2020	786,541
2021	799,830
2022	811,965

Historic & Projected Trends - Cont.

Job Trends

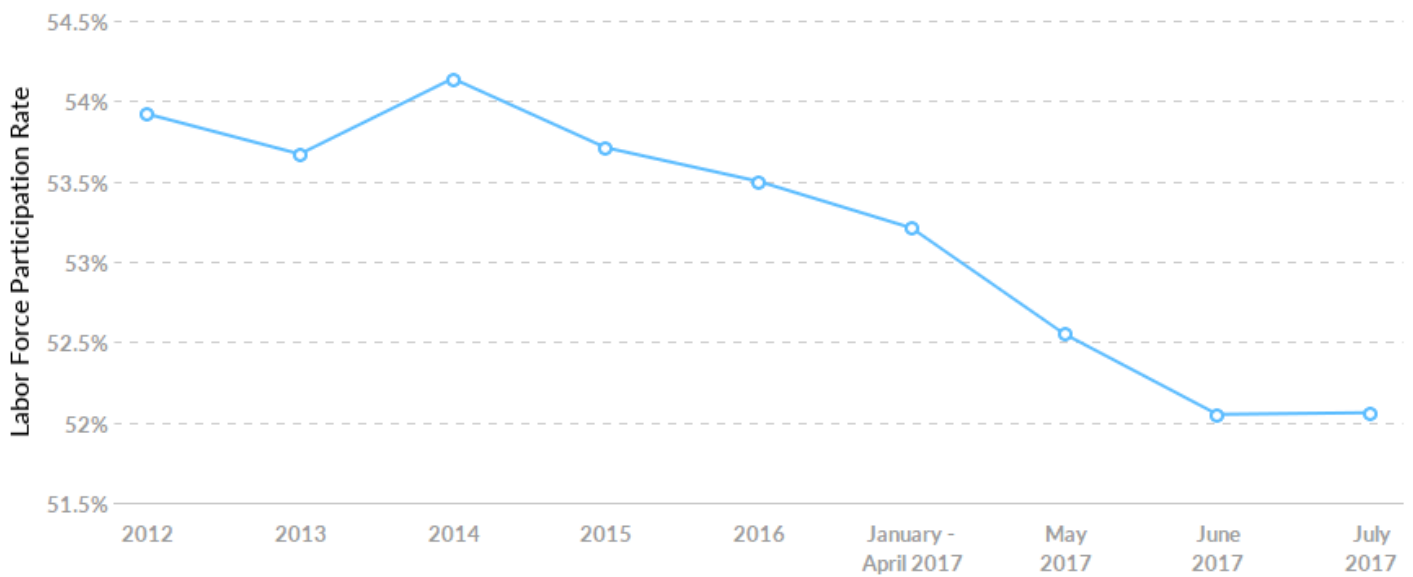
From 2012 to 2017, jobs increased by 22.8% in Cape Coral-Fort Myers, FL from 226,976 to 278,621. This change outpaced the national growth rate of 7.2% by 15.6%.



Timeframe	Jobs
2012	226,976
2013	236,407
2014	250,488
2015	265,123
2016	276,075
2017	278,621
2018	287,291
2019	294,409
2020	300,391
2021	305,633
2022	308,762

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

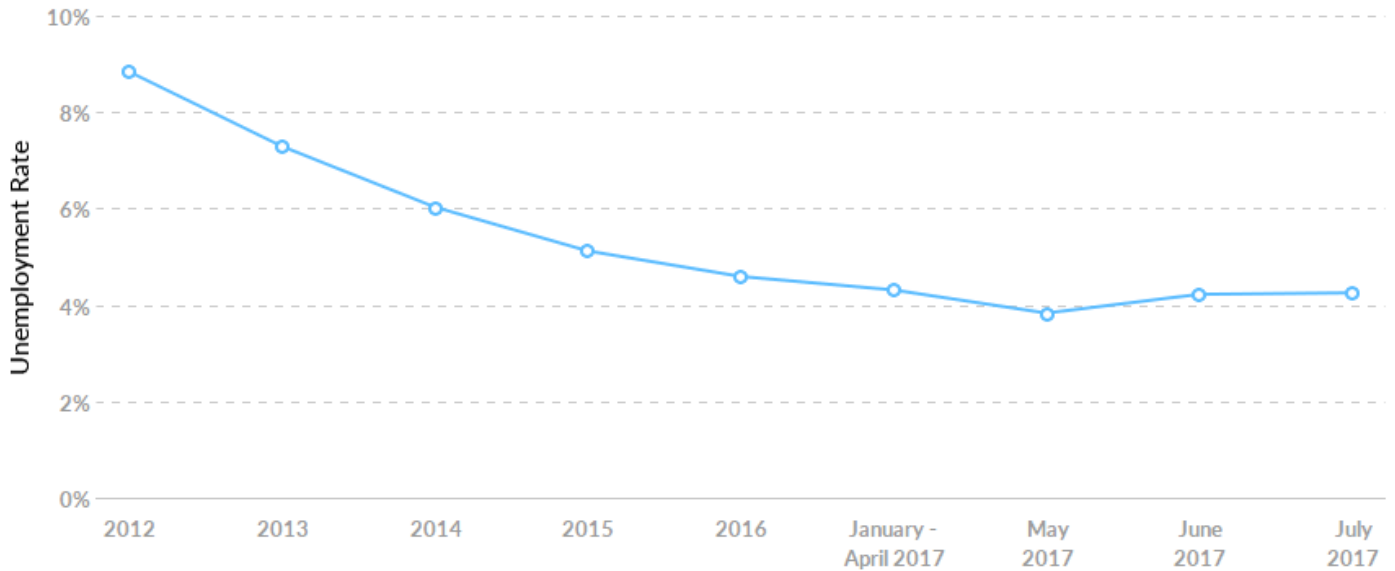


Timeframe	Labor Force Participation Rate
2012	53.92%
2013	53.67%
2014	54.14%
2015	53.71%
2016	53.50%
January - April 2017	53.21%
May 2017	52.55%
June 2017	52.05%
July 2017	52.06%

Historic & Projected Trends - Cont.

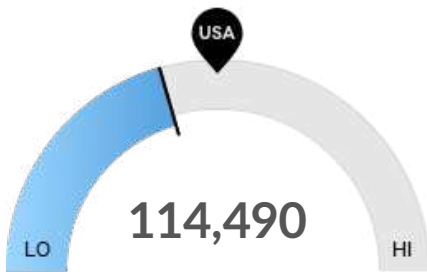
Unemployment Rate Trends

Cape Coral-Fort Myers, FL had a July 2017 unemployment rate of 4.25%, **decreasing from 8.84%** 5 years before.



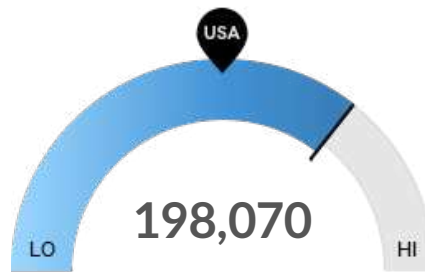
Timeframe	Unemployment Rate
2012	8.84%
2013	7.29%
2014	6.03%
2015	5.12%
2016	4.59%
January - April 2017	4.31%
May 2017	3.83%
June 2017	4.22%
July 2017	4.25%

Population Characteristics



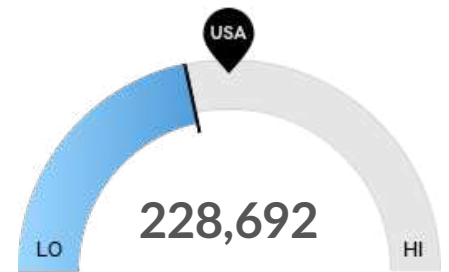
Millennials

Cape Coral-Fort Myers, FL has 114,490 millennials (ages 20-34). The national average for an area this size is 149,906.



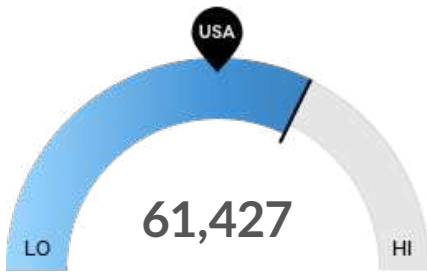
Retiring Soon

Retirement risk is high in Cape Coral-Fort Myers, FL. The national average for an area this size is 110,084 people 65 or older, while there are 198,070 here.



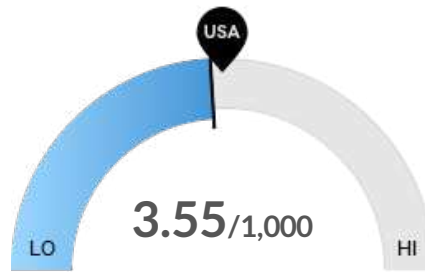
Racial Diversity

Racial diversity is low in Cape Coral-Fort Myers, FL. The national average for an area this size is 279,786 racially diverse people, while there are 228,692 here.



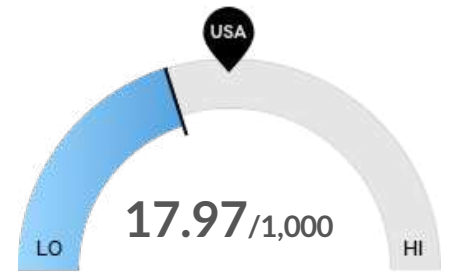
Veterans

Cape Coral-Fort Myers, FL has 61,427 veterans. The national average for an area this size is 41,093.



Violent Crime

Cape Coral-Fort Myers, FL has 3.55 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



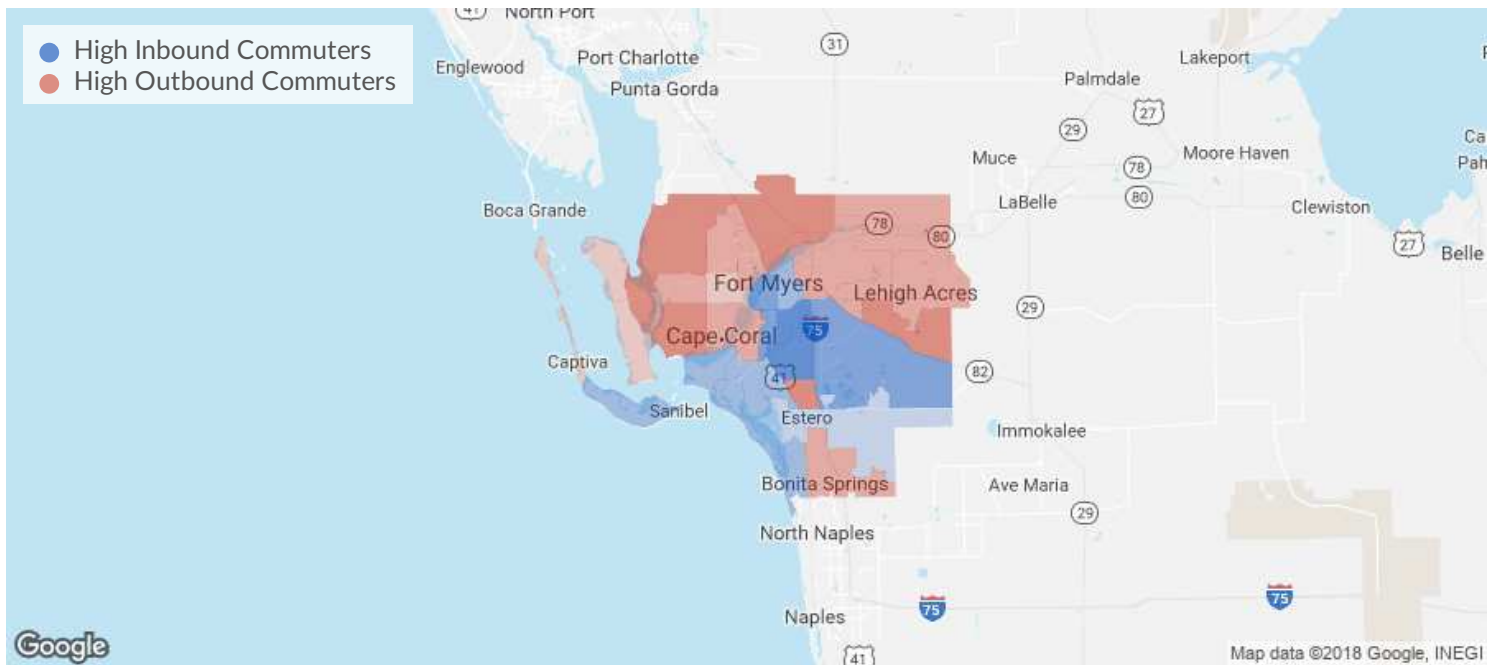
Property Crime

Cape Coral-Fort Myers, FL has 17.97 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Cape Coral-Fort Myers, FL currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #25 for resident workers. The top ZIP for resident workers is 33908.



Where Talent Works

ZIP	Name	2017 Employment
33966	Fort Myers, FL (in Lee c...	22,286
33912	Fort Myers, FL (in Lee c...	21,766
33907	Fort Myers, FL (in Lee c...	20,828
33901	Fort Myers, FL (in Lee c...	19,376
33913	Fort Myers, FL (in Lee c...	18,558

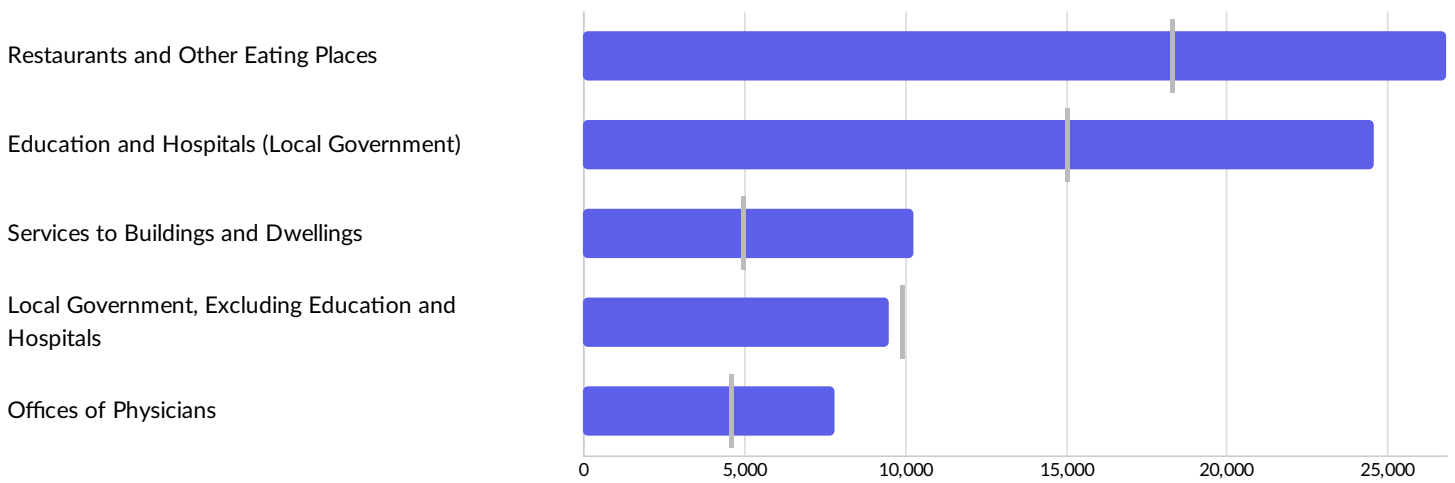
Where Talent Lives

ZIP	Name	2017 Workers
33908	Fort Myers, FL (in Lee c...	16,054
33914	Cape Coral, FL (in Lee c...	15,816
34135	Bonita Springs, FL (in L...	14,452
33919	Fort Myers, FL (in Lee c...	14,004
33904	Cape Coral, FL (in Lee c...	13,654

Industry Characteristics

Largest Industries

● Industry Jobs ● National Average

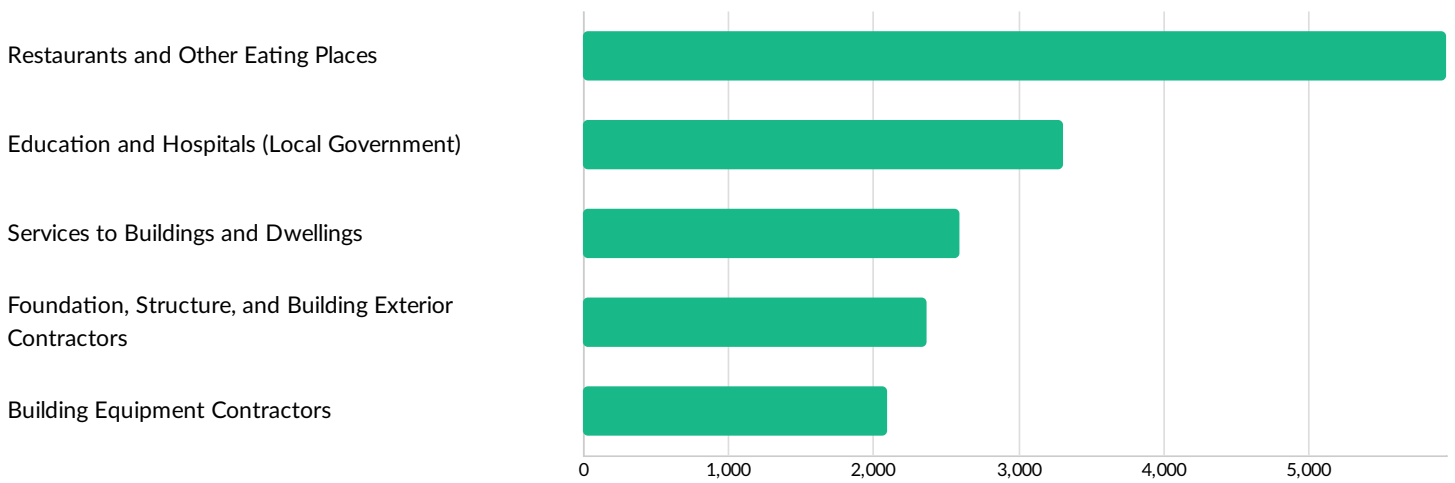


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Restaurants and Other Eating Places	20,871	26,822	5,951	+29%	\$23,225
Education and Hospitals (Local Government)	21,272	24,577	3,305	+16%	\$71,607
Services to Buildings and Dwellings	7,665	10,259	2,594	+34%	\$32,015
Local Government, Excluding Education and Hospitals	9,149	9,522	373	+4%	\$74,216
Offices of Physicians	6,466	7,793	1,327	+21%	\$104,126

Industry Characteristics - Cont

Top Growing Industries

● Industry Jobs Change





















Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Restaurants and Other Eating Places	20,871	26,822	5,951	+29%	\$23,225
Education and Hospitals (Local Government)	21,272	24,577	3,305	+16%	\$71,607
Services to Buildings and Dwellings	7,665	10,259	2,594	+34%	\$32,015
Foundation, Structure, and Building Exterior Contractors	3,363	5,728	2,365	+70%	\$46,769
Building Equipment Contractors	5,147	7,247	2,100	+41%	\$53,858

Business Characteristics

36,352 Companies Employ Your Workers

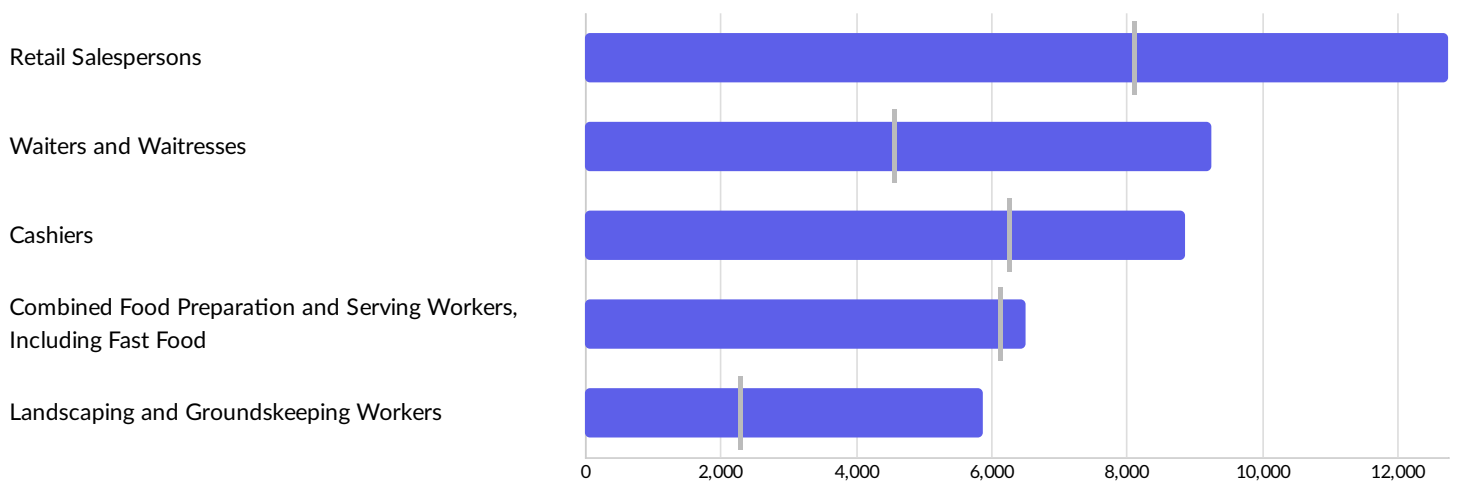
Online profiles for your workers mention 36,352 companies as employers, with the top 10 appearing below. In the last 12 months, 3,660 companies in Cape Coral-Fort Myers, FL posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Lee Memorial Health System Fo...	2,558 	Lyft, Inc.	9,290 
Lee County School District	1,461 	Hertz Global Holdings, Inc.	3,613 
Florida Gulf Coast University	982 	Comphealth Associates, Inc	2,116 
Chico's Fas, Inc.	970 	21st Century Oncology, Inc.	1,626 
Gartner, Inc.	866 	Lee Healthcare Inc	1,565 
Hertz Global Holdings, Inc.	383 	Chico's Fas, Inc.	1,453 
City of Cape Coral	335 	Robert Half International Inc.	1,117 
Publix Super Markets, Inc.	315 	Lowe's Companies, Inc.	1,090 
Lee County Sheriff's Office	313 	Express Services Inc	1,069 
Wal-Mart Stores, Inc.	279 	Dollar General Corporation	1,016 

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

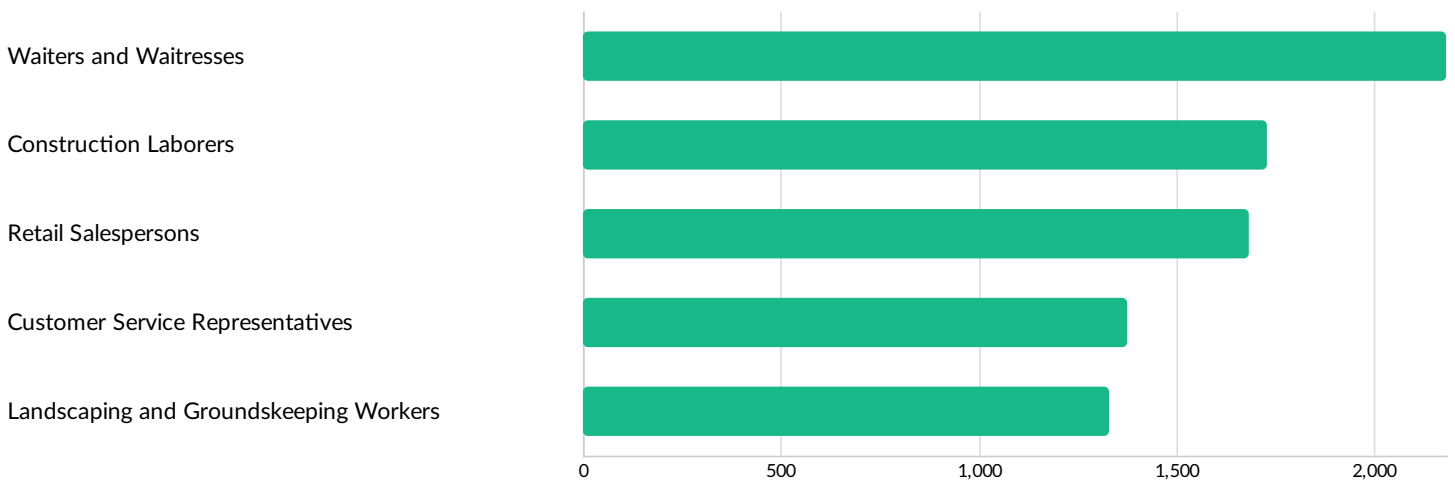


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Retail Salespersons	11,068	12,751	1,683	+15%	\$12.47
Waiters and Waitresses	7,061	9,242	2,181	+31%	\$11.85
Cashiers	7,596	8,860	1,264	+17%	\$10.03
Combined Food Preparation and Serving Workers, Including Fast Food	5,351	6,497	1,146	+21%	\$9.87
Landscaping and Groundskeeping Workers	4,551	5,879	1,328	+29%	\$11.90

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change

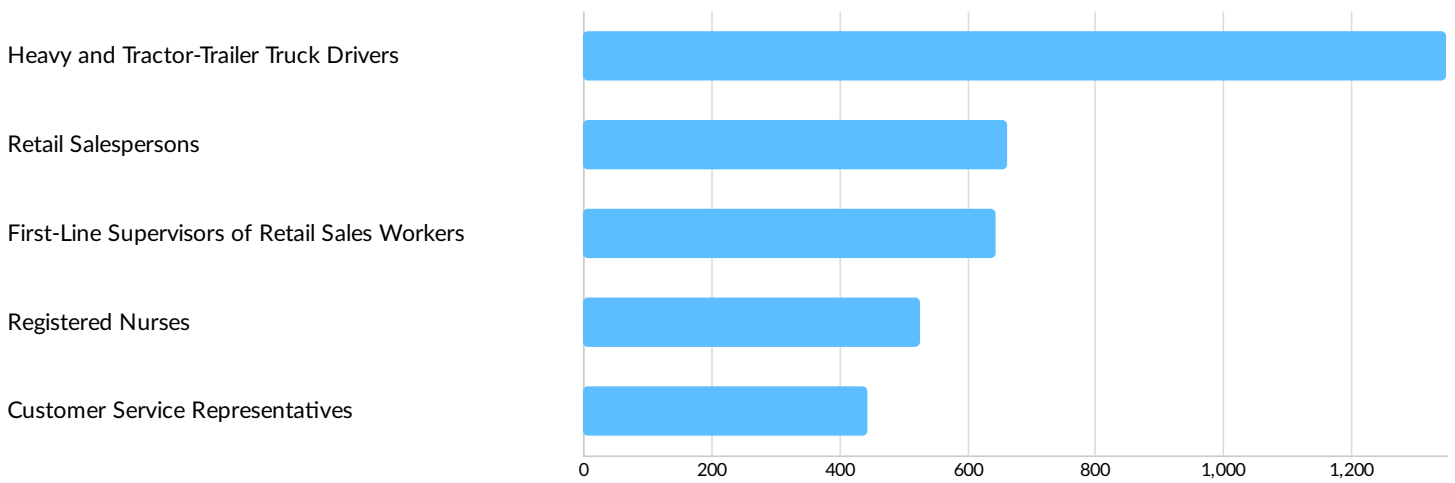


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Waiters and Waitresses	7,061	9,242	2,181	+31%	\$11.85
Construction Laborers	2,816	4,544	1,728	+61%	\$14.12
Retail Salespersons	11,068	12,751	1,683	+15%	\$12.47
Customer Service Representatives	4,495	5,869	1,374	+31%	\$14.68
Landscaping and Groundskeeping Workers	4,551	5,879	1,328	+29%	\$11.90

Workforce Characteristics

Top Posted Occupations

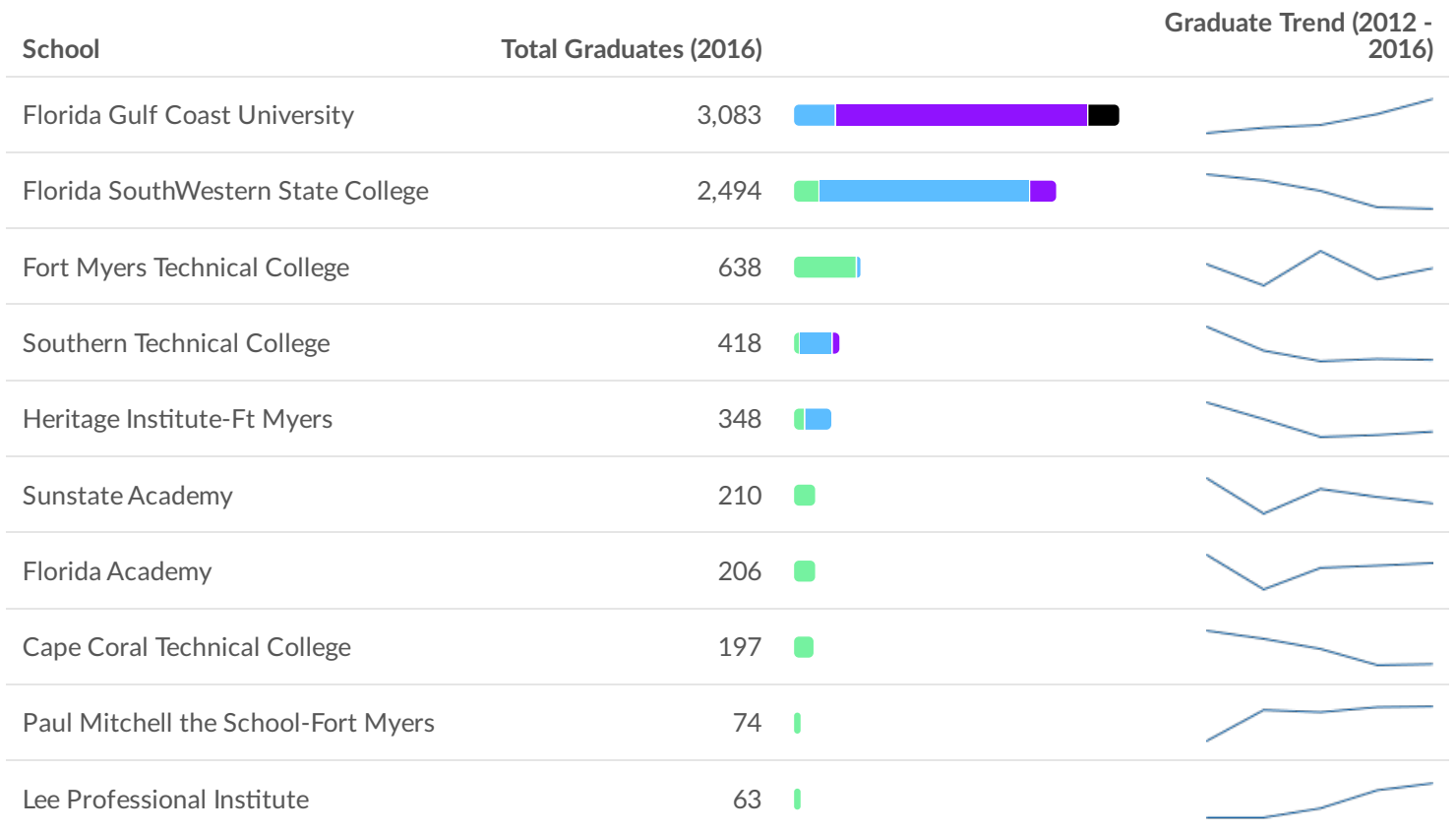
● Occupation Jobs Change



Occupation	Feb 2017 Unique Postings	Jan 2018 Unique Postings	Feb 2017 - Jan 2018 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	684	1,349	787	\$19.52
Retail Salespersons	723	662	685	\$12.47
First-Line Supervisors of Retail Sales Workers	660	645	626	\$21.16
Registered Nurses	701	526	700	\$32.29
Customer Service Representatives	345	445	354	\$14.68

Educational Pipeline

In 2016, there were 7,791 graduates in Cape Coral-Fort Myers, FL. This pipeline has shrunk by 9% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, "Cosmetology/Cosmetologist, General", and Registered Nursing/Registered Nurse.



● Certificate
 ● Associate
 ● Bachelor
 ● Masters or Higher