



# Economic Views

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SERVING CHARLOTTE, COLLIER, GLADES, HENDRY, LEE AND SARASOTA COUNTIES SINCE 1973

## Census Bureau Releases Most Detailed Data Yet From the 2010 Census

The U.S. Census Bureau has begun releasing the Profile of General Population and Housing Characteristics for the first set of states. These demographic profiles provide the most detailed data yet from the 2010 Census, including information on age and sex distributions, race, ethnicity, housing and relationships. The profiles are being released throughout May for all 50 states, D.C. and Puerto Rico.

The Census Bureau has created this interactive map to enable users to explore the data down to the city level. By clicking the tabs at the top of the map, users can reveal the demographic data for their selected locations. Interactive options also allow users to make population comparisons between communities across the country.

The profile includes more than 150 data items in all, plus percentage distributions. Highlights from the state data released today include:

Florida

- The median age was 40.7.
- The average household size was 2.48 people per household.
- Among the state's occupied housing units, 67.4 percent were owned, compared with 32.6 percent that were rented.

In addition to the state-level data, demographic profiles are available for other areas down to the place/functioning minor civil division-level. Profiles for the nation, regions and divisions will be available at the end of May with the final states' releases.

The characteristics data found in the demographic profiles will be available for additional levels of geography, such as census tracts or blocks, as part of the next 2010 Census data product, Summary File 1, to be released on a state-by-state flow basis between June and August.

Accessing the Data

The demographic profiles can be found on the Census Bureau's American FactFinder website at <<http://factfinder2.census.gov>>.

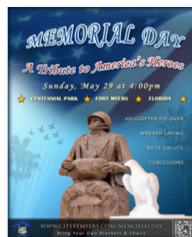
A summary file version of the profile data is also available for users who want to download the data set for all of the geographies within the state and run their own analysis and rankings. The summary file contains two parts: a file with the geographic headers (in fixed-length ASCII format) and the data file (in comma-separated ASCII format). The summary file is available for download at <[http://www2.census.gov/census\\_2010/03-Demographic\\_Profile/](http://www2.census.gov/census_2010/03-Demographic_Profile/)>.

For local context, contact your State Data Center: <<http://www.census.gov/sdc/network.html>>.

Source: [http://www.census.gov/newsroom/releases/archives/2010\\_census/cb11-cn132.html](http://www.census.gov/newsroom/releases/archives/2010_census/cb11-cn132.html)



## FESTIVALS & EVENTS



- May 20, 2011  
MATLACHA PASS PADDLE  
Cape Coral  
Contact: (239) 549-4606
- May 20, 2011  
5 TO 9 SPLASH TIME – COUNTRY WESTERN NIGHT  
Cape Coral  
Contact: (239) 574-0558
- May 20, 2011  
ENDANGERED SPECIES DAY AT NAPLES ZOO  
Naples  
Contact: (239) 262-5409
- May 21, 2011  
2ND ANNUAL STAND UP PADDLEBOARD LUAU RACES  
Naples  
Contact: (239) 592-0050
- May 21, 2011  
NATURE OF CAPE CORAL BUS TOUR  
Cape Coral  
Contact: (239) 549-4606
- May 21, 2011  
DEL PRADO OPENING & FAMILY FUN WALK  
Cape Coral  
Contact: (239) 707-9050
- May 21, 2011  
ROYAL PARTY AT FOUR FREEDOMS PARK  
Cape Coral  
Contact: (239) 574-0804
- May 21, 2011  
FORT MYERS MUSIC WALK  
Downtown Fort Myers  
Contact: (239) 321-7100
- May 28, 2011  
2011 WATER SAFETY DAY AND SUMMER KICK OFF  
Fort Myers Aquatic Center and Golfview Pool  
Contact: (239) 321-7553

- May 28, 2011  
EVP ISLAND PRO AM BEACH VOLLEYBALL TOUR  
Naples  
Contact: (239) 252-4267
- May 21, 2011  
DIG THE BEACH VOLLEYBALL TOURNAMENT  
Siesta Key Beach  
Contact: [www.digthebeach.com](http://www.digthebeach.com)
- May 23, 2011  
ROSE GARDENING – ROTARY PARK  
Cape Coral  
Contact: (239) 549-4606
- May 25, 2011  
BIKE CONTEST AT EAGLE SKATE PARK  
Cape Coral  
Contact: (239) 573-0206
- May 29, 2011  
TRIBUTE TO AMERICAN HEROES  
Centennial Park, Fort Myers  
Contact: (239) 321-7530
- May 30, 2011  
5K MEMORIAL DAY "RUN ON THE GREEN"  
Eastwood Golf Course, Fort Myers  
Contact: (239) 321-7530

- June 4, 2011  
FISHING DERBY AT NAPLES PIER  
Naples  
Contact: (239) 213-7120
- June 5, 2011  
FREE WATER SAFETY CLINIC AT SUN SPLASH  
Cape Coral  
Contact: (239) 574-0558
- June 8, 2011  
WORLD OCEANS DAY AT ROOKERY BAY  
Naples  
Contact: (239) 417-6310
- June 8, 2011  
BIRD HOUSE WORKSHOP AT ROTARY PARK  
Cape Coral  
Contact: (239) 549-4606
- June 9-12, 2011  
CALOOSA CATCH & RELEASE FISHING TOURNAMENT  
South Seas Island Resort, Captiva  
Contact: (239) 579-1477
- June 11, 2011  
GUIDED WALK THRU YELLOW FEVER CREEK  
Cape Coral  
Contact: (239) 549-4606
- June 11, 2011  
FASHION SHOW AND LUNCHEON FUNDRAISER  
Guardian Angels for Special Populations  
Belk Dept. Store, Cape Coral  
Contact: (239) 574-0574
- June 15, 2011  
FULL MOON PADDLE – ECO PRESERVE  
Cape Coral  
Contact: (239) 549-4606
- June 15, 2011  
NIGHT HIKE AT ECO PRESERVE  
Cape Coral  
Contact: (239) 549-4606

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## Southwest Florida Regional Planning Council



# Economic Views

SERVING CHARLOTTE, COLLIER, GLADES, HENDRY, LEE AND SARASOTA COUNTIES SINCE 1973

## AIRPORT ACTIVITY

Airport passenger activity for the Southwest Florida Region increased 35.4% in March 2011 from February 2011. Airport passengers visiting and leaving the region totaled 1,280,203 as compared to 945,466 in the previous month. All three airports reported an increase in passenger activity from the previous month.

In March 2011, total airport activity for the region increased 7.9% from the previous year. All three airports reported an increase in passenger activity from the previous year.

## UNEMPLOYMENT

The regional unemployment rate for March 2011 was 10.9%, which was lower than the revised rate of 11.4% for February 2011. Hendry County at 13.1%, had the highest unemployment rate in the six-county region, with Lee County second at 11.2%. Glades County had the lowest unemployment rate at 8.0%. The March 2011 regional unemployment rate of 10.9% was higher than the state at 10.6%. The regional unemployment rate decreased by 17.7% from March 2010 to March 2011, while the state rate decreased by 11.8% during the same time period.

### AIRPORT PASSENGERS

AIRPORT		MAR. 11	FEB. 11	MAR. 10	% CHANGE	
					FEB. 11/ MAR. 11	MAR. 10/ MAR. 11
S.W. Fla. Int'l	ARRIVALS	536,839	410,322	501,358		30.8%
	DEPARTURES	537,079	379,802	495,327		41.4%
Sarasota/ Bradenton	ARRIVALS	80,566	62,646	80,779		28.6%
	DEPARTURES	81,745	58,624	80,100		39.4%
Charlotte County	ARRIVALS	21,854	18,002	14,287		21.4%
	DEPARTURES	22,120	16,070	14,247		37.6%
AIRPORT TOTALS = ARRIVALS + DEPARTURES						
			FEB. 11/ MAR. 11	MAR. 10/ MAR. 11		
S.W. Fla. Int'l		1,073,918	790,124	996,685	35.9%	7.7%
Sarasota/Brad.		162,311	121,270	160,879	33.8%	0.9%
Charlotte County		43,974	34,072	28,534	29.1%	54.1%
REGION		1,280,203	945,466	1,186,098	35.4%	7.9%

SOURCE: Local Airport Authorities.

### LABOR FORCE FIGURES

COUNTY	LABOR FORCE		EMPLOYMENT		UNEMPLOYMENT	
	MAR. 11 (PRELIM)	FEB. 11 (REVISED)	MAR. 11 (PRELIM)	FEB. 11 (REVISED)	MAR. 11 (PRELIM)	FEB. 11 (REVISED)
CHARLOTTE	69,398	68,724	61,766	60,766	7,632	7,958
COLLIER	145,685	144,436	130,815	128,964	14,870	15,472
GLADES	5,800	5,788	5,336	5,296	464	492
HENDRY	18,436	18,099	16,021	15,669	2,415	2,430
LEE	276,898	275,270	245,898	242,994	31,000	32,276
SARASOTA	160,578	159,759	143,298	141,551	17,280	18,208
REGION	676,795	672,076	603,134	595,240	73,661	76,836
STATE	9,207,000	9,177,000	8,228,000	8,169,000	979,000	1,007,000

### UNEMPLOYMENT RATE

COUNTY	% CHANGE*				
	MAR. 11 (PRELIM)	FEB. 11 (REVISED)	MAR. 10 (REVISED)	FEB. 11/ MAR. 10	MAR. 10/ MAR. 11
CHARLOTTE	11.0%	11.6%	13.3%	-4.1%	-16.6%
COLLIER	10.2%	10.7%	12.3%	-3.9%	-17.6%
GLADES	8.0%	8.5%	11.5%	-5.7%	-11.6%
HENDRY	13.1%	13.4%	14.1%	-0.6%	-3.9%
LEE	11.2%	11.7%	13.5%	-4.0%	-19.0%
SARASOTA	10.8%	11.4%	12.6%	-5.1%	-17.7%
REGION	10.9%	11.4%	13.0%	-4.1%	-17.7%
STATE	10.6%	11.0%	12.0%	-2.8%	-11.8%

Note: Sum of detail may not equal totals due to rounding.

\* Calculation of percent change is by actual revised numbers.

Source: Agency for Workforce Innovation.

# Southwest Florida Regional Planning Council



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SERVING CHARLOTTE, COLLIER, GLADES, HENDRY, LEE AND SARASOTA COUNTIES SINCE 1973

## CONSUMER PRICE INDEX

The Consumer Price Index (CPI-U) for all urban consumers measures the cost of items in several specific categories and is used as an indicator of the general rate of inflation through time. The CPI-U during March 2011 increased 1.0% from February 2011. The CPI-U for March 2011 was 223.5, an increase of 2.7% from March 2010.

### CONSUMER PRICE INDEX

GROUP	% CHANGE				
	FEB. 11/MAR. 10/				
	MAR. 11	FEB. 11	MAR. 10	MAR. 11	MAR. 11
ALL ITEMS	223.5	221.3	217.6	1.0%	2.7%
FOOD & BEVERAGES	225.5	224.0	219.4	0.7%	2.8%
HOUSING	217.7	217.3	216.0	0.2%	0.8%
APPAREL	121.3	118.4	122.1	2.4%	-0.7%
TRANSPORTATION	211.0	203.0	192.1	3.9%	9.8%
MEDICAL CARE	397.7	397.1	387.1	0.2%	2.7%
RECREATION	113.3	113.2	113.3	0.1%	0.0%
EDUCATION/ COMMUN.	130.7	130.7	129.2	0.0%	1.2%
OTHER GOODS/SVCS	385.6	385.4	378.8	0.1%	1.8%

Purchasing power of the consumer dollar.

1982-1984= \$1.00 MAR. 11= 0.447

1967= \$1.00 MAR. 11= 0.149

SOURCE: U.S. Department of Labor

## LEPC INFORMATION

None at this time.

## SWFRPC MEETING SCHEDULE

Regional Planning Council	Third Thursday of each month
Lee County MPO	Monthly
Technical Advisory Committee	Monthly
Citizen Advisory Committee	Monthly
LEPC	Quarterly
Disaster Preparedness	Thursday after LEPC meeting
Lee Trans. Disadvantaged	Quarterly
Glades/Hendry Trans. Disadvantaged	Quarterly

## SALES ACTIVITY

Sales activity in Southwest Florida is measured by gross and taxable sales for each county. For March 2011, gross and taxable sales in the region totaled approximately \$3.8 million and \$2.2 million, respectively. This is a 9.6% increase in gross sales and a 5.7% increase in taxable sales from March 2010. Glades County was the only one to report a decrease in gross sales and all counties reported an increase in taxable sales this month as compared to the previous year.

Gross sales in the region between March 2011 and February 2011 increased 4.7%. Taxable sales increased 8.0% during the same period. By incorporating the change in the cost of living (2.71%) and the average annual population growth rate (2.2%) for the same time period, real gross sales increased 4.2% per capita. Real taxable sales increased 0.6%.

### SALES ACTIVITY

GROSS SALES (\$000)	% CHANGE				
	MAR. 11 FEB. 11 MAR. 10 FEB. 11/ MAR. 2010/				
	COUNTY	(PRELIM)	(PRELIM)	(REVISED)	MAR. 11 MAR. 2011
CHARLOTTE	314,278	289,478	289,586	8.6%	8.5%
COLLIER	1,001,785	947,438	890,976	5.7%	12.4%
GLADES	6,642	7,013	9,396	-5.3%	-29.3%
HENDRY	114,237	121,721	109,480	-6.1%	4.3%
LEE	1,459,068	1,390,392	1,329,085	4.9%	9.8%
SARASOTA	932,220	899,522	865,854	3.6%	7.7%
REGION	3,828,230	3,655,564	3,494,377	4.7%	9.6%

TAXABLE SALES (\$000)	% CHANGE				
	MAR. 11 FEB. 11 MAR. 10 FEB. 11/ MAR. 2010/				
	COUNTY	(PRELIM)	(PRELIM)	(REVISED)	MAR. 11 MAR. 2011
CHARLOTTE	174,483	163,606	168,604	6.6%	3.5%
COLLIER	586,620	541,064	546,129	8.4%	7.4%
GLADES	2,559	2,527	2,147	1.3%	19.2%
HENDRY	24,270	22,421	23,404	8.2%	3.7%
LEE	887,069	814,901	838,220	8.9%	5.8%
SARASOTA	491,100	461,154	471,264	6.5%	4.2%
REGION	2,166,101	2,005,673	2,049,769	8.0%	5.7%

SOURCE: Florida Department of Tax Research.

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## BUILDING PERMITS

Residential building activity is measured by the number of single-family and multi-family building permits issued during a given month. In March 2011, 276 residential permits were issued in Southwest Florida. This is 15 less permits than were issued in March 2010. The number of units covered by these permits decreased by 43 from 351 in March 2010 to 308 in March 2011. Compared with the figures reported for February 2011, the number of units for March 2011 increased by 67. From February 2011 to March 2011, permits issued increased by 59.

The region reported a residential building valuation of \$78,569,118, in March 2011. This is an increase of 3.1% compared to the valuation of residential permits issued in March 2010, which totaled \$76,196,709.

### BUILDING PERMIT ACTIVITY

COUNTY	MARCH 2011*				FEBRUARY 2011**			
	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE
CHARLOTTE	40	0	0	\$7,993,992	20	0	0	\$2,481,501
COLLIER	58	6	27	\$29,347,536	79	3	20	\$28,190,421
GLADES	1	0	0	\$69,900	0	0	0	\$0
HENDRY	0	0	0	\$0	0	0	0	\$0
LEE	105	5	14	\$23,089,620	64	2	4	\$16,315,532
SARASOTA	59	2	4	\$18,068,070	48	1	6	\$15,643,472
REGION*	263	13	45	\$78,569,118	211	6	30	\$62,630,926

COUNTY	MARCH 2010				UNIT CHANGE		% CHANGE OF VALUE	
	SINGLE FAMILY	MULTI-FAMILY PERMITS	RESIDENTIAL UNITS	RESIDENTIAL VALUE	FEB. 11/ MAR. 11	MAR. 10/ MAR. 11	FEB. 11/ MAR. 11	MAR. 10/ MAR. 11
CHARLOTTE	33	0	0	\$4,439,646	20	7	222.1%	80.1%
COLLIER	62	7	47	\$25,799,375	-14	-24	4.1%	13.8%
GLADES	0	0	0	\$0	1	1	n/a	n/a
HENDRY	2	0	0	\$263,645	0	-2	n/a	n/a
LEE	107	7	26	\$27,230,025	51	-14	41.5%	-15.2%
SARASOTA	72	1	2	\$18,464,018	9	-11	15.5%	-2.1%
REGION*	276	15	75	\$76,196,709	67	-43	25.4%	3.1%

\* Data does not include Bontia Springs, Everglades City, Labelle and Hendry County for March 2011

\*\*Data does not include Hendry County for February 2011

\*\*\*All data is reported for March 2010.

## Southwest Florida Regional Planning Council



# Economic Views

SERVING CHARLOTTE, COLLIER, GLADES, HENDRY, LEE AND SARASOTA COUNTIES SINCE 1973

## SUMMARY ECONOMIC INDICATORS

INDICATORS	MARCH 2011 (PRELIM)	MARCH 2010 (REVISED)	% CHANGE
<b>UNEMPLOYMENT</b>			
State	10.6%	12.0%	-11.8%
Region	10.9%	13.0%	-17.7%
County			
Charlotte	11.0%	13.3%	-16.6%
Collier	10.2%	12.3%	-17.6%
Glades	8.0%	11.5%	-11.6%
Hendry	13.1%	14.1%	-3.9%
Lee	11.2%	13.5%	-19.0%
Sarasota	10.8%	12.6%	-17.7%
<b>LABOR FORCE</b>			
State	9,207,000	9,243,000	-0.4%
Region	676,795	686,952	-1.5%
<b>EMPLOYED</b>			
State	8,228,000	8,133,000	1.2%
Region	603,134	597,475	0.9%
<b>UNEMPLOYED</b>			
State	979,000	1,110,000	-11.8%
Region	73,661	89,477	-17.7%
<b>AIRPORT PASSENGERS</b>			
Region	1,280,203	1,186,098	7.9%
S. W. Int'l Airport	1,073,918	996,685	7.7%
Sarasota/Bradenton	162,311	160,879	0.9%
Naples	43,974	28,534	54.1%
<b>BUILDING PERMITS</b>			
Regional	276	291	-5.2%
Single Family	263	276	-4.7%
Multi-Family	13	15	-13.3%
<b>TOTAL VALUE</b>			
Residential	\$78,569,118	\$76,196,709	3.1%
All Permit Activity	\$259,952,973	\$188,652,648	37.8%
<b>REGIONAL SALES (\$000)</b>			
Taxable Sales	\$2,166,101	\$2,049,769	5.7%
Gross Sales	\$3,828,230	\$3,494,377	9.6%
<b>CONSUMER PRICE INDEX</b>			
	223.5	217.6	2.7%
<b>PRIME INTEREST RATE</b>			
	3.25%	3.3%	-1.5%

## ECONOMIC INDICATORS

