

| Unemployment -             | Dec'09    | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Δ STLY    |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Rate                       | 13.80%    | 13.00%    | 13.90%    | 13.50%    | 12.70%    | 12.50%    | 13.00%    | 13.20%    | 13.70%    | 13.50%    | 12.90%    | 13.30%    | 12.50%    | -1.30%    |
| MoM % CHG                  |           | -5.80%    | 6.92%     | -2.88%    | -5.93%    | -1.57%    | 4.00%     | 1.54%     | 3.79%     | -1.46%    | -4.44%    | 3.10%     | -6.02%    |           |
| Claims                     | 2,999     | 3,244     | 2,660     | 3,085     | 3,181     | 3,093     | 3,920     | 3,895     | 3,706     | 3,121     | 2,956     | 2,209     | 2,448     | -551      |
| MoM % CHG                  |           | 8.17%     | -18.00%   | 15.98%    | 3.11%     | -2.77%    | 26.74%    | -0.64%    | -4.85%    | -15.79%   | -5.29%    | -25.27%   | 10.82%    | -18.37%   |
| Employment                 | 234,369   | 240,133   | 241,493   | 244,606   | 244,049   | 243,693   | 240,294   | 239,127   | 237,620   | 237,774   | 236,699   | 237,506   | 240,286   | 5,917     |
| MoM % CHG                  |           | 2.46%     | 0.57%     | 1.29%     | -0.23%    | -0.15%    | -1.39%    | -0.49%    | -0.63%    | 0.06%     | -0.45%    | 0.34%     | 1.17%     | 2.52%     |
| Taxable Sales -            | Dec'09    | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Δ STLY    |
| Total\$                    | \$900.50  | \$774.60  | \$848.00  | \$973.10  | \$808.20  | \$705.50  | \$688.70  | \$663.60  | \$629.70  | \$639.60  | \$680.70  | \$774.50  | \$940.60  | \$40.10   |
| MoM % CHG                  |           | -13.98%   | 9.48%     | 14.75%    | -16.95%   | -12.71%   | -2.38%    | -3.64%    | -5.11%    | 1.57%     | 6.43%     | 13.78%    | 21.45%    | 4.45%     |
| Autos & Accessories\$      | \$123.20  | \$121.70  | \$131.10  | \$152.90  | \$138.00  | \$120.20  | \$108.40  | \$104.90  | \$100.20  | \$110.20  | \$113.70  | \$128.10  | \$130.40  | \$7.20    |
| MoM % CHG                  |           | -1.22%    | 7.72%     | 16.63%    | -9.74%    | -12.90%   | -9.82%    | -3.23%    | -4.48%    | 9.98%     | 3.18%     | 12.66%    | 1.80%     | 5.84%     |
| Consumer Durables\$        | \$67.90   | \$54.40   | \$56.40   | \$60.10   | \$51.60   | \$45.90   | \$48.40   | \$43.30   | \$41.20   | \$44.50   | \$49.60   | \$62.70   | \$73.30   | \$5.40    |
| MoM % CHG                  |           | -19.88%   | 3.68%     | 6.56%     | -14.14%   | -11.05%   | 5.45%     | -10.54%   | -4.85%    | 8.01%     | 11.46%    | 26.41%    | 16.91%    | 7.95%     |
| Tourism & Rec.\$           | \$188.90  | \$194.40  | \$223.90  | \$263.00  | \$196.90  | \$153.30  | \$137.60  | \$137.50  | \$126.50  | \$112.80  | \$137.20  | \$155.50  | \$191.50  | \$2.60    |
| MoM % CHG                  |           | 2.91%     | 15.17%    | 17.46%    | -25.13%   | -22.14%   | -10.24%   | -0.07%    | -8.00%    | -10.83%   | 21.63%    | 13.34%    | 23.15%    | 1.38%     |
| Consumer Non-Dura.\$       | \$364.60  | \$262.50  | \$292.90  | \$334.60  | \$264.90  | \$236.60  | \$238.60  | \$222.00  | \$216.90  | \$217.40  | \$224.00  | \$270.40  | \$381.50  | \$16.90   |
| MoM % CHG                  |           | -28.00%   | 11.58%    | 14.24%    | -20.83%   | -10.68%   | 0.85%     | -6.96%    | -2.30%    | 0.23%     | 3.04%     | 20.71%    | 41.09%    | 4.64%     |
| Building Investment\$      | \$44.90   | \$45.10   | \$44.90   | \$50.20   | \$49.80   | \$46.90   | \$48.20   | \$54.00   | \$43.70   | \$46.50   | \$48.50   | \$48.30   | \$50.50   | \$5.60    |
| MoM % CHG                  |           | 0.45%     | -0.44%    | 11.80%    | -0.80%    | -5.82%    | 2.77%     | 12.03%    | -19.07%   | 6.41%     | 4.30%     | -0.41%    | 4.55%     | 12.47%    |
| Business Investment\$      | \$111.00  | \$96.50   | \$98.80   | \$112.30  | \$107.00  | \$102.60  | \$107.40  | \$102.00  | \$101.20  | \$108.20  | \$101.70  | \$109.50  | \$113.30  | \$2.30    |
| MoM % CHG                  |           | -15.03%   | 2.33%     | 12.02%    | -4.95%    | -4.29%    | 4.47%     | -5.29%    | -0.79%    | 6.47%     | -6.39%    | 7.12%     | 3.35%     | 2.07%     |
| Index of Retail Activity\$ | \$261.20  | \$264.10  | \$134.40  | \$136.70  | \$136.40  | \$135.70  | \$135.00  | \$133.40  | \$131.80  | \$132.40  | \$133.00  | \$133.20  | \$135.80  | -\$125.40 |
| MoM % CHG                  |           | 1.11%     | -49.11%   | 1.71%     | -0.22%    | -0.51%    | -0.52%    | -1.19%    | -1.20%    | 0.46%     | 0.45%     | 0.15%     | 1.95%     | -48.01%   |
| CPI (Region)*-             | Dec'09    | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Δ STLY    |
| Rate                       | 209.476   | 210.056   | 210.02    | 211.21    | 211.52    | 211.42    | 211.23    | 210.98    | 211.30    | 211.77    | 212.02    | 211.99    | 212.48    | 3.00      |
| MoM % CHG                  |           | 0.28%     | -0.02%    | 0.57%     | 0.15%     | -0.05%    | -0.09%    | -0.12%    | 0.15%     | 0.22%     | 0.12%     | -0.01%    | 0.23%     | 1.43%     |
| S/F Home Sales -           | Dec'09    | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Δ STLY    |
| Volume                     | 1,487     | 1,115     | 1,261     | 1,603     | 1,473     | 1,460     | 1,501     | 1,139     | 1,193     | 1,102     | 1,016     | 1,022     | 1,322     | -165      |
| MoM % CHG                  |           | -25.02%   | 13.09%    | 27.12%    | -8.11%    | -0.88%    | 2.81%     | -24.12%   | 4.74%     | -7.63%    | -7.80%    | 0.59%     | 29.35%    | -11.10%   |
| \$Price\$                  | \$94,500  | \$91,000  | \$88,000  | \$95,100  | \$101,500 | \$96,900  | \$96,600  | \$93,500  | \$88,400  | \$94,400  | \$90,000  | \$89,800  | \$92,500  | -\$2,000  |
| MoM % CHG                  |           | -3.70%    | -3.30%    | 8.07%     | 6.73%     | -4.53%    | -0.31%    | -3.21%    | -5.45%    | 6.79%     | -4.66%    | -0.22%    | 3.01%     | -2.12%    |
| Lee Tourism -              | Dec'09    | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Δ STLY    |
| Visitors                   | 395,921   | 404,146   | 440,101   | 549,714   | 482,853   | 371,635   | 408,298   | 462,034   | 391,129   | 242,100   | 296,707   | 349,705   | 418,889   | 22,968    |
| MoM % CHG                  |           | 2.08%     | 8.90%     | 24.91%    | -12.16%   | -23.03%   | 9.87%     | 13.16%    | -15.35%   | -38.10%   | 22.56%    | 17.86%    | 19.78%    | 5.80%     |
| Expenditures (mil)         | \$233.35  | \$281.87  | \$314.46  | \$344.94  | \$257.80  | \$144.95  | \$162.88  | \$182.17  | \$166.84  | \$97.91   | \$120.33  | \$159.67  | \$234.18  | 0.83      |
| MoM % CHG                  |           | 20.79%    | 11.56%    | 9.69%     | -25.26%   | -43.77%   | 12.37%    | 11.84%    | -8.42%    | -41.32%   | 22.90%    | 32.69%    | 46.66%    | 0.36%     |
| RSW Airport -              | Dec'09    | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Δ STLY    |
| Passengers                 | 676,078   | 731,739   | 755,095   | 996,951   | 813,329   | 552,105   | 476,625   | 490,227   | 444,714   | 374,590   | 532,025   | 652,783   | 694,399   | 18,321    |
| MoM % CHG                  |           | 8.23%     | 3.19%     | 32.03%    | -18.42%   | -32.12%   | -13.67%   | 2.85%     | -9.28%    | -15.77%   | 42.03%    | 22.70%    | 6.38%     | 2.71%     |
| Freight                    | 3,508,667 | 2,636,058 | 2,775,272 | 3,284,888 | 2,972,978 | 2,983,564 | 2,956,732 | 2,637,069 | 2,420,378 | 2,565,883 | 3,059,278 | 2,763,296 | 3,112,795 | -395,872  |
| MoM % CHG                  |           | -24.87%   | 5.28%     | 18.36%    | -9.50%    | 0.36%     | -0.90%    | -10.81%   | -8.22%    | 6.01%     | 19.23%    | -9.67%    | 12.65%    | -11.28%   |
| Lee Cost of Living** -     | 2009 Avg. | Q1'10     | Q2'10     | Q3'10     | '10 Avg.  | Δ STLY    |           |           |           |           |           |           |           |           |
| Index (100 = U.S. Avg.)    | 97.0      | 96.8      | 94.5      | 95.9      | 95.5      | -1.50     |           |           |           |           |           |           |           |           |
| QoQ % CHG                  |           | -0.21%    | -2.38%    | 1.48%     |           | -1.55%    |           |           |           |           |           |           |           |           |

| New Construction Permits |               |                      |                    |
|--------------------------|---------------|----------------------|--------------------|
|                          | Volume        | Value \$\$\$         | Avg. \$\$\$        |
| '09 Annual               | 10,111        | \$309,326,651        | \$30,593.08        |
| Jan                      | 975           | \$21,856,650         | \$22,417.08        |
| Feb                      | 995           | \$23,164,569         | \$23,280.97        |
| Mar                      | 1,293         | \$27,840,605         | \$21,531.79        |
| Apr                      | 1,290         | \$33,146,420         | \$25,694.90        |
| May                      | 1,185         | \$24,926,264         | \$21,034.82        |
| Jun                      | 1,229         | \$31,865,109         | \$25,927.67        |
| Jul                      | 1,069         | \$24,058,734         | \$22,505.83        |
| Aug                      | 982           | \$22,421,123         | \$22,832.10        |
| Sep                      | 912           | \$20,116,838         | \$22,057.94        |
| Oct                      | 920           | \$30,743,582         | \$33,416.94        |
| Nov                      | 1,000         | \$20,453,812         | \$20,453.81        |
| Dec                      | 859           | \$17,516,034         | \$20,391.19        |
| <b>Totals</b>            | <b>12,709</b> | <b>\$298,109,740</b> | <b>\$23,456.59</b> |
| YoY CHG                  | 2,598         | -\$11,216,911        | -\$7,136.49        |
| YoY % CHG                | 25.69%        | -3.63%               | -23.33%            |

*Includes Unincorporated Areas Only*

| New Business License Activations |             |             |                |
|----------------------------------|-------------|-------------|----------------|
|                                  | 2009        | 2010        | YoY % CHG      |
| Jan                              | 492         | 413         | -16.06%        |
| Feb                              | 495         | 415         | -16.16%        |
| Mar                              | 579         | 461         | -20.38%        |
| Apr                              | 509         | 440         | -13.56%        |
| May                              | 475         | 379         | -20.21%        |
| Jun                              | 515         | 394         | -23.50%        |
| Jul                              | 443         | 373         | -15.80%        |
| Aug                              | 480         | 437         | -8.96%         |
| Sep                              | 532         | 490         | -7.89%         |
| Oct                              | 598         | 521         | -12.88%        |
| Nov                              | 424         | 429         | 1.18%          |
| Dec                              | 364         | 332         | -8.79%         |
| <b>Totals</b>                    | <b>5906</b> | <b>5084</b> | <b>-13.92%</b> |

### Business License Activations

**Legend**

Δ STLY - Change from same time last year (December).

\* Southern Region (Nation)

\*\* A Q4 specific index is not published.