

Market Profile

2270 Cleveland Ave, Fort Myers, Florida, 33901
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 26.63473
 Longitude: -81.87290

	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	14,873	63,878	166,238
2020 Total Population	16,974	73,515	195,025
2020 Group Quarters	371	1,519	4,517
2024 Total Population	18,307	78,196	209,198
2024 Group Quarters	395	1,623	4,803
2029 Total Population	20,175	82,044	220,164
2024-2029 Annual Rate	1.96%	0.97%	1.03%
2024 Total Daytime Population	29,668	108,099	251,070
Workers	18,532	62,752	131,919
Residents	11,136	45,347	119,151
Household Summary			
2010 Households	6,192	26,624	70,524
2010 Average Household Size	2.24	2.32	2.30
2020 Total Households	7,344	30,822	82,783
2020 Average Household Size	2.26	2.34	2.30
2024 Households	8,338	33,573	90,449
2024 Average Household Size	2.15	2.28	2.26
2029 Households	9,393	35,929	96,803
2029 Average Household Size	2.11	2.24	2.22
2024-2029 Annual Rate	2.41%	1.37%	1.37%
2010 Families	3,165	14,737	41,543
2010 Average Family Size	3.04	3.02	2.89
2024 Families	4,261	18,461	52,212
2024 Average Family Size	3.06	3.12	2.96
2029 Families	4,654	19,412	55,261
2029 Average Family Size	3.02	3.08	2.92
2024-2029 Annual Rate	1.78%	1.01%	1.14%
Housing Unit Summary			
2000 Housing Units	8,040	30,626	76,144
Owner Occupied Housing Units	40.1%	43.4%	55.3%
Renter Occupied Housing Units	47.7%	43.8%	30.5%
Vacant Housing Units	12.2%	12.8%	14.2%
2010 Housing Units	8,311	34,972	92,040
Owner Occupied Housing Units	33.7%	35.6%	45.8%
Renter Occupied Housing Units	40.8%	40.6%	30.8%
Vacant Housing Units	25.5%	23.9%	23.4%
2020 Housing Units	8,791	36,481	98,764
Owner Occupied Housing Units	35.6%	37.7%	48.5%
Renter Occupied Housing Units	47.9%	46.7%	35.3%
Vacant Housing Units	15.7%	15.3%	16.3%
2024 Housing Units	9,788	39,000	106,359
Owner Occupied Housing Units	34.7%	38.2%	49.3%
Renter Occupied Housing Units	50.5%	47.9%	35.7%
Vacant Housing Units	14.8%	13.9%	15.0%
2029 Housing Units	10,858	41,374	113,012
Owner Occupied Housing Units	33.7%	38.8%	50.8%
Renter Occupied Housing Units	52.8%	48.0%	34.9%
Vacant Housing Units	13.5%	13.2%	14.3%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	8,338	33,573	90,449
<\$15,000	15.5%	13.2%	10.7%
\$15,000 - \$24,999	11.8%	10.0%	7.2%
\$25,000 - \$34,999	10.1%	9.4%	8.7%
\$35,000 - \$49,999	14.5%	14.1%	13.1%
\$50,000 - \$74,999	14.8%	19.2%	21.7%
\$75,000 - \$99,999	11.3%	12.4%	14.3%
\$100,000 - \$149,999	8.9%	10.3%	13.1%
\$150,000 - \$199,999	4.8%	5.1%	5.4%
\$200,000+	8.2%	6.4%	5.9%
Average Household Income	\$82,318	\$79,984	\$83,707
2029 Households by Income			
Household Income Base	9,393	35,929	96,803
<\$15,000	13.8%	11.6%	9.1%
\$15,000 - \$24,999	9.5%	7.9%	5.5%
\$25,000 - \$34,999	9.5%	8.0%	6.9%
\$35,000 - \$49,999	12.8%	12.2%	11.0%
\$50,000 - \$74,999	14.4%	19.3%	21.2%
\$75,000 - \$99,999	11.6%	13.6%	15.4%
\$100,000 - \$149,999	11.0%	12.5%	15.7%
\$150,000 - \$199,999	7.1%	7.1%	7.8%
\$200,000+	10.2%	7.9%	7.4%
Average Household Income	\$98,118	\$94,068	\$98,745
2024 Owner Occupied Housing Units by Value			
Total	3,393	14,885	52,423
<\$50,000	9.2%	8.3%	7.3%
\$50,000 - \$99,999	9.1%	9.0%	7.6%
\$100,000 - \$149,999	5.6%	6.9%	6.2%
\$150,000 - \$199,999	7.1%	6.3%	5.6%
\$200,000 - \$249,999	6.7%	5.1%	5.7%
\$250,000 - \$299,999	6.0%	6.3%	7.6%
\$300,000 - \$399,999	17.3%	18.3%	23.5%
\$400,000 - \$499,999	11.1%	13.6%	14.4%
\$500,000 - \$749,999	17.1%	14.6%	12.8%
\$750,000 - \$999,999	7.0%	5.3%	4.5%
\$1,000,000 - \$1,499,999	2.5%	3.0%	2.1%
\$1,500,000 - \$1,999,999	0.4%	1.0%	0.8%
\$2,000,000 +	0.9%	2.3%	2.0%
Average Home Value	\$397,149	\$426,748	\$409,587
2029 Owner Occupied Housing Units by Value			
Total	3,663	16,061	57,354
<\$50,000	3.4%	3.9%	3.7%
\$50,000 - \$99,999	2.5%	2.7%	2.9%
\$100,000 - \$149,999	1.1%	3.4%	2.6%
\$150,000 - \$199,999	1.1%	3.9%	3.2%
\$200,000 - \$249,999	10.4%	6.8%	4.5%
\$250,000 - \$299,999	7.0%	6.2%	6.8%
\$300,000 - \$399,999	16.7%	18.0%	24.1%
\$400,000 - \$499,999	16.2%	17.8%	18.5%
\$500,000 - \$749,999	25.9%	20.7%	19.5%
\$750,000 - \$999,999	9.2%	7.2%	7.0%
\$1,000,000 - \$1,499,999	4.0%	4.6%	3.2%
\$1,500,000 - \$1,999,999	1.0%	1.6%	1.3%
\$2,000,000 +	1.4%	3.3%	2.9%
Average Home Value	\$522,311	\$541,232	\$518,783

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income			
2024	\$47,394	\$52,984	\$59,307
2029	\$55,793	\$60,943	\$68,923
Median Home Value			
2024	\$336,627	\$344,013	\$342,720
2029	\$448,151	\$429,148	\$412,865
Per Capita Income			
2024	\$37,661	\$34,543	\$36,309
2029	\$45,903	\$41,414	\$43,551
Median Age			
2010	40.7	38.9	42.5
2020	43.4	41.3	45.1
2024	45.9	42.2	45.3
2029	47.8	43.7	46.4
2020 Population by Age			
Total	16,974	73,515	195,025
0 - 4	5.5%	5.6%	4.9%
5 - 9	5.8%	6.0%	5.2%
10 - 14	6.0%	6.1%	5.4%
15 - 24	11.4%	11.8%	11.2%
25 - 34	11.8%	12.8%	12.2%
35 - 44	11.4%	11.7%	11.1%
45 - 54	12.0%	11.5%	11.4%
55 - 64	14.1%	13.8%	14.2%
65 - 74	12.8%	11.5%	13.7%
75 - 84	6.7%	6.2%	7.8%
85 +	2.7%	2.9%	3.0%
18 +	79.0%	78.6%	81.3%
2024 Population by Age			
Total	18,307	78,197	209,198
0 - 4	5.2%	5.5%	4.8%
5 - 9	5.2%	5.4%	4.8%
10 - 14	5.1%	5.6%	5.0%
15 - 24	11.3%	11.9%	10.9%
25 - 34	10.8%	12.7%	12.5%
35 - 44	11.3%	12.1%	11.6%
45 - 54	11.6%	11.2%	10.9%
55 - 64	13.5%	13.2%	13.3%
65 - 74	14.1%	12.0%	13.7%
75 - 84	8.7%	7.4%	9.2%
85 +	3.1%	2.9%	3.1%
18 +	81.3%	80.0%	82.3%
2029 Population by Age			
Total	20,175	82,043	220,162
0 - 4	5.0%	5.4%	4.7%
5 - 9	4.8%	5.0%	4.5%
10 - 14	4.8%	5.2%	4.8%
15 - 24	10.3%	11.3%	10.3%
25 - 34	11.2%	12.6%	12.3%
35 - 44	10.8%	11.9%	11.9%
45 - 54	10.9%	11.1%	10.8%
55 - 64	12.3%	12.0%	12.0%
65 - 74	15.2%	13.0%	14.2%
75 - 84	11.0%	8.9%	10.8%
85 +	3.7%	3.4%	3.9%
18 +	82.4%	81.1%	83.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	8,281	35,611	95,448
Females	8,693	37,904	99,577
2024 Population by Sex			
Males	8,986	38,278	103,339
Females	9,321	39,918	105,859
2029 Population by Sex			
Males	9,805	39,871	108,063
Females	10,370	42,173	112,101
2010 Population by Race/Ethnicity			
Total	14,873	63,878	166,238
White Alone	57.5%	62.1%	73.6%
Black Alone	31.7%	26.8%	15.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.8%	1.2%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.0%	6.6%	7.0%
Two or More Races	2.5%	2.7%	2.4%
Hispanic Origin	15.1%	17.9%	19.7%
Diversity Index	67.6	67.3	61.0
2020 Population by Race/Ethnicity			
Total	16,974	73,515	195,025
White Alone	48.0%	52.7%	62.0%
Black Alone	31.8%	22.5%	12.5%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	1.4%	1.3%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	9.0%	9.3%
Two or More Races	11.6%	13.8%	13.6%
Hispanic Origin	18.9%	24.4%	25.2%
Diversity Index	75.8	77.6	73.4
2024 Population by Race/Ethnicity			
Total	18,307	78,195	209,198
White Alone	48.4%	51.3%	60.5%
Black Alone	30.5%	22.1%	12.5%
American Indian Alone	0.8%	0.7%	0.8%
Asian Alone	1.5%	1.4%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.7%	9.6%	9.7%
Two or More Races	12.1%	14.8%	14.5%
Hispanic Origin	20.1%	26.4%	27.0%
Diversity Index	76.5	79.0	75.0
2029 Population by Race/Ethnicity			
Total	20,175	82,044	220,165
White Alone	46.5%	49.4%	58.5%
Black Alone	31.4%	22.5%	12.7%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	1.5%	1.5%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.9%	10.1%	10.2%
Two or More Races	12.8%	15.7%	15.6%
Hispanic Origin	21.3%	28.0%	28.8%
Diversity Index	77.6	80.3	76.8

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2020 Population by Relationship and Household Type			
Total	16,974	73,515	195,025
In Households	97.8%	97.9%	97.7%
Householder	43.7%	42.2%	42.5%
Opposite-Sex Spouse	12.8%	13.7%	16.6%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.0%	3.3%	3.4%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	24.3%	24.7%	22.0%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.2%	1.1%	1.1%
Grandchild	2.2%	2.5%	2.2%
Brother or Sister	1.5%	1.4%	1.3%
Parent	1.5%	1.5%	1.5%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	1.8%	1.6%	1.5%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	4.3%	4.1%	3.9%
In Group Quarters	2.2%	2.1%	2.3%
Institutionalized	1.0%	1.4%	1.6%
Noninstitutionalized	1.2%	0.6%	0.7%
2024 Population 25+ by Educational Attainment			
Total	13,399	55,882	155,772
Less than 9th Grade	8.8%	6.7%	5.0%
9th - 12th Grade, No Diploma	10.4%	8.8%	7.0%
High School Graduate	29.8%	30.4%	28.8%
GED/Alternative Credential	4.6%	4.2%	4.4%
Some College, No Degree	14.6%	15.9%	17.6%
Associate Degree	6.5%	8.7%	10.1%
Bachelor's Degree	14.3%	15.6%	17.1%
Graduate/Professional Degree	11.2%	9.7%	10.0%
2024 Population 15+ by Marital Status			
Total	15,473	65,221	178,534
Never Married	41.3%	36.1%	32.6%
Married	35.1%	40.8%	45.0%
Widowed	10.3%	8.3%	8.5%
Divorced	13.3%	14.8%	13.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,755	35,380	94,017
Population 16+ Employed	94.0%	94.6%	95.6%
Population 16+ Unemployment rate	6.0%	5.4%	4.4%
Population 16-24 Employed	14.5%	14.5%	13.2%
Population 16-24 Unemployment rate	10.8%	10.2%	8.2%
Population 25-54 Employed	58.6%	62.2%	60.9%
Population 25-54 Unemployment rate	4.8%	3.8%	3.1%
Population 55-64 Employed	17.2%	15.9%	16.9%
Population 55-64 Unemployment rate	7.6%	8.5%	6.9%
Population 65+ Employed	9.8%	7.5%	9.0%
Population 65+ Unemployment rate	3.4%	2.5%	2.5%

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2024 Employed Population 16+ by Industry			
Total	7,287	33,456	89,844
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	12.2%	13.5%	13.0%
Manufacturing	3.3%	4.2%	3.8%
Wholesale Trade	1.5%	1.8%	1.5%
Retail Trade	17.5%	14.1%	14.3%
Transportation/Utilities	4.9%	5.4%	5.5%
Information	0.8%	1.2%	1.6%
Finance/Insurance/Real Estate	5.8%	5.7%	6.0%
Services	52.7%	51.0%	50.8%
Public Administration	1.3%	2.8%	3.1%
2024 Employed Population 16+ by Occupation			
Total	7,286	33,457	89,842
White Collar	55.4%	55.4%	57.0%
Management/Business/Financial	11.0%	13.5%	14.1%
Professional	22.0%	19.9%	19.9%
Sales	12.4%	11.0%	11.0%
Administrative Support	9.9%	11.0%	12.0%
Services	19.7%	20.9%	20.4%
Blue Collar	24.9%	23.7%	22.5%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	10.9%	10.6%	9.2%
Installation/Maintenance/Repair	2.6%	2.2%	2.7%
Production	1.6%	2.3%	2.7%
Transportation/Material Moving	9.8%	8.4%	7.8%
2020 Households by Type			
Total	7,344	30,822	82,783
Married Couple Households	30.2%	33.1%	39.7%
With Own Children <18	9.9%	10.6%	10.8%
Without Own Children <18	20.3%	22.5%	28.9%
Cohabiting Couple Households	7.2%	8.5%	8.4%
With Own Children <18	2.4%	2.7%	2.5%
Without Own Children <18	4.8%	5.7%	5.9%
Male Householder, No Spouse/Partner	25.9%	23.4%	20.7%
Living Alone	18.2%	15.8%	14.1%
65 Years and over	7.4%	5.9%	5.7%
With Own Children <18	2.2%	2.1%	1.6%
Without Own Children <18, With Relatives	3.5%	3.3%	3.0%
No Relatives Present	2.0%	2.3%	2.0%
Female Householder, No Spouse/Partner	36.7%	35.0%	31.2%
Living Alone	20.1%	18.3%	17.9%
65 Years and over	11.5%	9.7%	10.1%
With Own Children <18	7.3%	7.8%	5.5%
Without Own Children <18, With Relatives	7.6%	7.3%	6.4%
No Relatives Present	1.7%	1.6%	1.4%
2020 Households by Size			
Total	7,344	30,822	82,783
1 Person Household	38.2%	34.1%	31.9%
2 Person Household	31.2%	33.5%	37.6%
3 Person Household	13.4%	14.2%	13.4%
4 Person Household	9.2%	9.7%	9.3%
5 Person Household	4.7%	5.0%	4.6%
6 Person Household	2.2%	2.1%	1.8%
7 + Person Household	1.1%	1.4%	1.2%

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2020 Households by Tenure and Mortgage Status			
Total	7,344	30,822	82,783
Owner Occupied	42.6%	44.7%	57.9%
Owned with a Mortgage/Loan	24.3%	24.9%	31.6%
Owned Free and Clear	18.4%	19.8%	26.3%
Renter Occupied	57.4%	55.3%	42.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	55	61	68
Percent of Income for Mortgage	44.5%	40.6%	36.2%
Wealth Index	70	68	74
2020 Housing Units By Urban/ Rural Status			
Total	8,791	36,481	98,764
Urban Housing Units	100.0%	100.0%	99.6%
Rural Housing Units	0.0%	0.0%	0.4%
2020 Population By Urban/ Rural Status			
Total	16,974	73,515	195,025
Urban Population	100.0%	100.0%	99.6%
Rural Population	0.0%	0.0%	0.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Golden Years (9B)	Metro Fusion (11C)	The Elders (9C)
2.	Hometown Heritage (8G)	City Commons (11E)	Senior Escapes (9D)
3.	City Commons (11E)	Senior Escapes (9D)	Metro Fusion (11C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$15,530,355	\$60,513,242	\$162,110,230
Average Spent	\$1,862.60	\$1,802.44	\$1,792.28
Spending Potential Index	78	76	75
Education: Total \$	\$10,515,430	\$39,302,499	\$107,430,658
Average Spent	\$1,261.15	\$1,170.66	\$1,187.75
Spending Potential Index	73	68	69
Entertainment/Recreation: Total \$	\$24,575,954	\$96,851,487	\$275,609,818
Average Spent	\$2,947.46	\$2,884.80	\$3,047.13
Spending Potential Index	72	71	74
Food at Home: Total \$	\$47,311,372	\$185,563,187	\$507,733,452
Average Spent	\$5,674.19	\$5,527.16	\$5,613.48
Spending Potential Index	78	76	77
Food Away from Home: Total \$	\$24,739,627	\$97,108,016	\$268,466,436
Average Spent	\$2,967.09	\$2,892.44	\$2,968.15
Spending Potential Index	76	74	76
Health Care: Total \$	\$47,305,369	\$187,286,236	\$535,510,390
Average Spent	\$5,673.47	\$5,578.48	\$5,920.58
Spending Potential Index	74	73	77
HH Furnishings & Equipment: Total \$	\$19,152,042	\$76,219,985	\$215,311,724
Average Spent	\$2,296.96	\$2,270.28	\$2,380.48
Spending Potential Index	73	72	75
Personal Care Products & Services: Total \$	\$6,344,257	\$24,765,239	\$69,268,828
Average Spent	\$760.88	\$737.65	\$765.83
Spending Potential Index	76	74	77
Shelter: Total \$	\$166,514,718	\$649,392,321	\$1,812,311,202
Average Spent	\$19,970.58	\$19,342.70	\$20,036.83
Spending Potential Index	75	73	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,462,083	\$81,063,891	\$244,365,628
Average Spent	\$2,454.08	\$2,414.56	\$2,701.70
Spending Potential Index	70	69	77
Travel: Total \$	\$17,706,313	\$69,382,113	\$199,705,005
Average Spent	\$2,123.57	\$2,066.60	\$2,207.93
Spending Potential Index	70	68	73
Vehicle Maintenance & Repairs: Total \$	\$9,321,698	\$37,318,081	\$104,091,443
Average Spent	\$1,117.98	\$1,111.55	\$1,150.83
Spending Potential Index	75	75	78

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 14, 2025