

2270 Cleveland Ave, Fort Myers, Florida, 33901 Drive time: 5 minute radius

Prepared by Esri Latitude: 26.63473

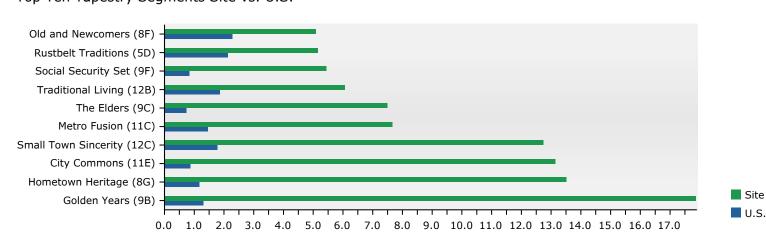
Longitude: -81.87290

#### **Top Twenty Tapestry Segments**

		2024 H	ouseholds	2024 U.S. H	ouseholds	
		C	umulative	C	umulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Golden Years (9B)	17.9%	17.9%	1.3%	1.3%	1362
2	Hometown Heritage (8G)	13.5%	31.4%	1.2%	2.5%	1,161
3	City Commons (11E)	13.1%	44.5%	0.9%	3.3%	1,514
4	Small Town Sincerity (12C)	12.7%	57.3%	1.8%	5.1%	717
5	Metro Fusion (11C)	7.7%	64.9%	1.4%	6.6%	529
	Subtotal	64.9%		6.6%		
6	The Elders (9C)	7.5%	72.4%	0.7%	7.3%	1,019
7	Traditional Living (12B)	6.1%	78.5%	1.9%	9.2%	326
8	Social Security Set (9F)	5.4%	83.9%	0.8%	10.0%	647
9	Rustbelt Traditions (5D)	5.2%	89.1%	2.1%	12.1%	242
10	Old and Newcomers (8F)	5.1%	94.2%	2.3%	14.4%	223
	Subtotal	29.3%		7.8%		
	Fundanitas (15)	2.00/	07.00/	1.00/	16.20/	1.45
11	Exurbanites (1E)	2.8%	97.0%	1.9%	16.3%	145
12	Modest Income Homes (12D)	2.2%	99.1%	1.2%	17.6%	178
13	Senior Escapes (9D)	0.8%	99.9%	0.9%	18.5%	86
14	In Style (5B)	0.1%	100.0%	2.2%	20.7%	4
	Subtotal	5.9%		6.2%		



#### Top Ten Tapestry Segments Site vs. U.S.



Percent of Households by Tapestry Segment

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

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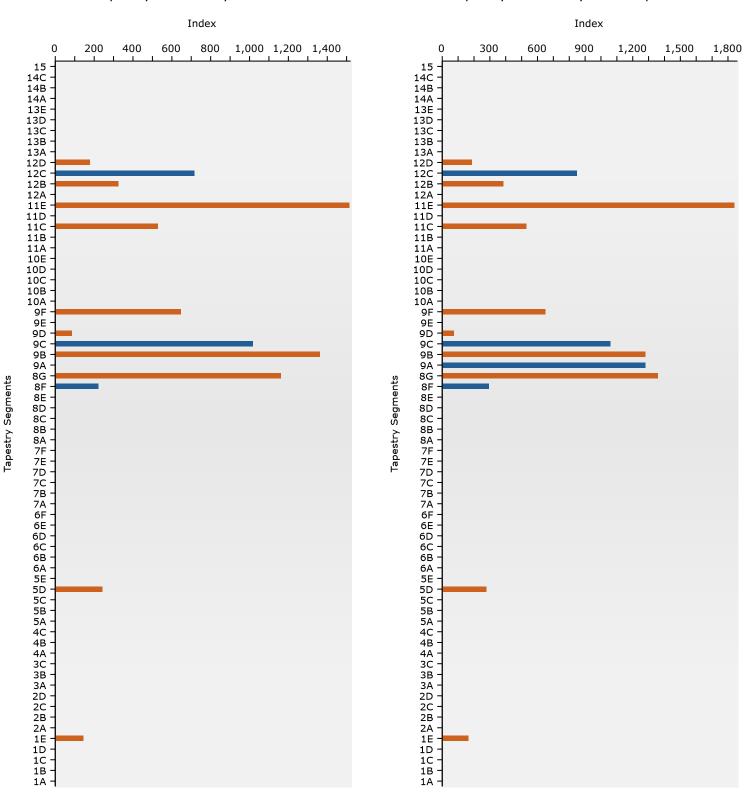
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January 14, 2025

#### 2024 Tapestry Indexes by Households

#### 2024 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	202	4 Households		2024 Ad	ult Population	
	Number	Percent	Index	Number	Percent	Index
Total:	8,338	100.0%		14,874	100.0%	
1. Affluent Estates	232	2.8%	28	475	3.2%	29
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	232	2.8%	145	475	3.2%	164
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
. 3	-		-			
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
	· ·	0.0 /0		· ·	0.0 /0	· ·
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
riduceburg (40)	O .	0.070	· ·	· ·	0.070	Ū
5. GenXurban	438	5.3%	47	848	5.7%	53
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	8	0.1%	4	18	0.1%	6
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	430	5.2%	242	830	5.6%	280
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Midille Collstants (3L)	U	0.070	U	U	0.070	U
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
	0	0.0%	0	0	0.0%	
Salt of the Earth (6B)						0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7.0		0.00/			0.00/	_
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	202	4 Households		2024 A	dult Population	
	Number	Percent	Index	Number	Percent	Index
Total:	8,338	100.0%		14,874	100.0%	
8. Middle Ground	1,551	18.6%	172	3,063	20.6%	203
City Lights (8A)	0	0.0%	0	0	0.0%	C
Emerald City (8B)	0	0.0%	0	0	0.0%	C
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	C
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	C
Front Porches (8E)	0	0.0%	0	0	0.0%	C
Old and Newcomers (8F)	424	5.1%	223	868	5.8%	294
Hometown Heritage (8G)	1,127	13.5%	1,161	2,195	14.8%	1,358
9. Senior Styles	2,633	31.6%	545	4,002	26.9%	526
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,490	17.9%	1,362	2,279	15.3%	1,280
The Elders (9C)	625	7.5%	1,019	956	6.4%	1,060
Senior Escapes (9D)	65	0.8%	86	94	0.6%	75
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	453	5.4%	647	673	4.5%	649
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,735	20.8%	333	3,157	21.2%	383
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	639	7.7%	529	1,063	7.1%	531
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	1,096	13.1%	1,514	2,094	14.1%	1,840
	,		,-	,		,
12. Hometown	1,749	21.0%	357	3,329	22.4%	409
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	506	6.1%	326	985	6.6%	386
Small Town Sincerity (12C)	1,062	12.7%	717	2,027	13.6%	850
Modest Income Homes (12D)	181	2.2%	178	317	2.1%	188
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Domino (140)	J	3.0 /0	0	J	0.0 /0	0
Unclassified (15)	0	0.0%	0	0	0.0%	O

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2270 Cleveland Ave, Fort Myers, Florida, 33901 Drive time: 5 minute radius

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Tapestry Urbanization Groups	2024 Households		2024 Adult Population				
	Number	Percent	Index	Number	Percent	Inde	
Total:	8,338	100.0%		14,874	100.0%		
1. Principal Urban Center	0	0.0%	0	0	0.0%		
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%		
Metro Renters (3B)	0	0.0%	0	0	0.0%		
Trendsetters (3C)	0	0.0%	0	0	0.0%		
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%		
City Strivers (11A)	0	0.0%	0	0	0.0%		
NeWest Residents (13C)	0	0.0%	0	0	0.0%		
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%		
High Rise Renters (13E)	0	0.0%	0	0	0.0%		
2. Urban Periphery	1,250	15.0%	90	2,210	14.9%	8	
Pacific Heights (2C)	0	0.0%	0	0	0.0%		
Rustbelt Traditions (5D)	430	5.2%	242	830	5.6%	28	
Urban Villages (7B)	0	0.0%	0	0	0.0%		
Urban Edge Families (7C)	0	0.0%	0	0	0.0%		
Forging Opportunity (7D)	0	0.0%	0	0	0.0%		
Southwestern Families (7F)	0	0.0%	0	0	0.0%		
City Lights (8A)	0	0.0%	0	0	0.0%		
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%		
Metro Fusion (11C)	639	7.7%	529	1,063	7.1%	53	
Family Foundations (12A)	0	0.0%	0	0	0.0%		
Modest Income Homes (12D)	181	2.2%	178	317	2.1%	18	
Diverse Convergence (13A)	0	0.0%	0	0	0.0%		
Family Extensions (13B)	0	0.0%	0	0	0.0%		
3. Metro Cities	3,614	43.3%	241	6,833	45.9%	27	
In Style (5B)	8	0.1%	4	18	0.1%		
Emerald City (8B)	0	0.0%	0	0	0.0%		
Front Porches (8E)	0	0.0%	0	0	0.0%		
Old and Newcomers (8F)	424	5.1%	223	868	5.8%	29	
Hometown Heritage (8G)	1,127	13.5%	1,161	2,195	14.8%	1,35	
Retirement Communities (9E)	0	0.0%	0	0	0.0%		
Social Security Set (9F)	453	5.4%	647	673	4.5%	64	
Young and Restless (11B)	0	0.0%	0	0	0.0%		
Set to Impress (11D)	0	0.0%	0	0	0.0%		
City Commons (11E)	1,096	13.1%	1,514	2,094	14.1%	1,84	
Traditional Living (12B)	506	6.1%	326	985	6.6%	38	
College Towns (14B)	0	0.0%	0	0	0.0%		
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%		

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Tapestry Urbanization Groups	2024	4 Households		2024 A	dult Population	J
	Number	Percent	Index	Number	Percent	Inde
Total:	8,338	100.0%		14,874	100.0%	
4. Suburban Periphery	2,347	28.1%	87	3,710	24.9%	7
Top Tier (1A)	0	0.0%	0	0	0.0%	
Professional Pride (1B)	0	0.0%	0	0	0.0%	
Boomburbs (1C)	0	0.0%	0	0	0.0%	
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	
Exurbanites (1E)	232	2.8%	145	475	3.2%	16
Urban Chic (2A)	0	0.0%	0	0	0.0%	
Pleasantville (2B)	0	0.0%	0	0	0.0%	
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	
Workday Drive (4A)	0	0.0%	0	0	0.0%	
Home Improvement (4B)	0	0.0%	0	0	0.0%	
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	
Parks and Rec (5C)	0	0.0%	0	0	0.0%	
Midlife Constants (5E)	0	0.0%	0	0	0.0%	
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	
Silver & Gold (9A)	0	0.0%	0	0	0.0%	
Golden Years (9B)	1,490	17.9%	1,362	2,279	15.3%	1,28
The Elders (9C)	625	7.5%	1,019	956	6.4%	1,06
Military Proximity (14A)	0	0.0%	0	0	0.0%	
, , , ,						
5. Semirural	1,127	13.5%	144	2,121	14.3%	15
Middleburg (4C)	0	0.0%	0	0	0.0%	
Heartland Communities (6F)	0	0.0%	0	0	0.0%	
Farm to Table (7E)	0	0.0%	0	0	0.0%	
Senior Escapes (9D)	65	0.8%	86	94	0.6%	7
Down the Road (10D)	0	0.0%	0	0	0.0%	
Small Town Sincerity (12C)	1,062	12.7%	717	2,027	13.6%	85
	,			, -		
6. Rural	0	0.0%	0	0	0.0%	
Green Acres (6A)	0	0.0%	0	0	0.0%	
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	
Prairie Living (6D)	0	0.0%	0	0	0.0%	
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	
Southern Satellites (10A)	0	0.0%	0	0	0.0%	
Rooted Rural (10B)	0	0.0%	0	0	0.0%	
Economic BedRock (10C)	0	0.0%	0	0	0.0%	
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	
Ruidi Dypasses (TUL)	U	0.070	U	U	0.070	
Unclassified (15)	0	0.0%	0	0	0.0%	
Jiiciassiiieu (13)	U	0.070	U	U	0.070	

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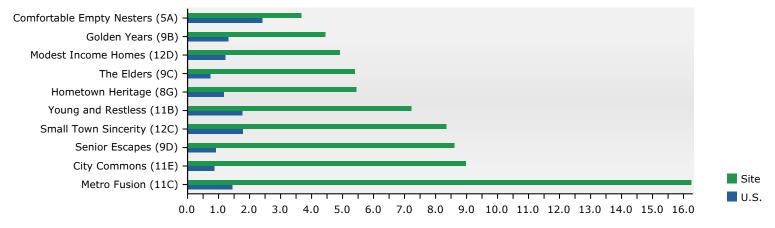
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#### **Top Twenty Tapestry Segments**

Cumulative   Percent   P			2024 H	ouseholds	2024 U.S. H	ouseholds	
1       Metro Fusion (11C)       16.2%       16.2%       1.4%       1.4%         2       City Commons (11E)       9.0%       25.2%       0.9%       2.3%         3       Senior Escapes (9D)       8.6%       33.8%       0.9%       3.2%         4       Small Town Sincerity (12C)       8.3%       42.2%       1.8%       5.0%         5       Young and Restless (11B)       7.2%       49.4%       1.8%       6.8%         Subtotal       49.3%       6.8%         6       Hometown Heritage (8G)       5.4%       54.8%       1.2%       7.9%         7       The Elders (9C)       5.4%       60.2%       0.7%       8.7%         8       Modest Income Homes (12D)       4.9%       65.1%       1.2%       9.9%         9       Golden Years (9B)       4.5%       69.6%       1.3%       11.2%       1.2%       9.9%         10       Comfortable Empty Nesters (5A)       3.7%       73.3%       2.4%       13.6%         Subtotal       23.9%       68.8%     11 Set to Impress (11D)  3.1% 76.4%  12.4% 15.0%  13.9%  2.1% 17.1%  13 Midlife Constants (5E)  2.8% 82.0% 2.1% 17.1% 2.1% 17.1% 2.1% 17.1% 2.1% 17.1% 2.1% 17.1% 2.2% 2.2% 2.1% 2.1% 17.1% 2.1% 17.1% 3.1% 17.1% 3.1% 17.1% 3.1% 17.1% 3.1% 17.1% 3.1% 17.1% 3.			C	Cumulative	C	Cumulative	
2         City Commons (11E)         9.0%         25.2%         0.9%         2.3%           3         Senior Escapes (9D)         8.6%         33.8%         0.9%         3.2%           4         Small Town Sincerity (12C)         8.3%         42.2%         1.8%         5.0%           5         Young and Restless (11B)         7.2%         49.4%         1.8%         5.0%           5         Young and Restless (11B)         7.2%         49.4%         1.8%         6.8%           Subtotal         49.3%         6.8%         6.8%         6.8%           6         Hometown Heritage (8G)         5.4%         54.8%         1.2%         7.9%           7         The Elders (9C)         5.4%         60.2%         0.7%         8.7%           8         Modest Income Homes (12D)         4.9%         65.1%         1.2%         9.9%           9         Golden Years (9B)         4.5%         69.6%         1.3%         11.2%           10         Comfortable Empty Nesters (5A)         3.7%         73.3%         2.4%         13.6%           Subtotal         23.9%         76.4%         1.4%         15.0%           12         Rustbelt Traditions (5D)         2.9%	Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
3         Senior Escapes (9D)         8.6%         33.8%         0.9%         3.2%           4         Small Town Sincerity (12C)         8.3%         42.2%         1.8%         5.0%           5         Young and Restless (11B)         7.2%         49.4%         1.8%         5.0%           5         Young and Restless (11B)         7.2%         49.4%         1.8%         6.8%           6         Hometown Heritage (8G)         5.4%         54.8%         1.2%         7.9%           7         The Elders (9C)         5.4%         60.2%         0.7%         8.7%           8         Modest Income Homes (12D)         4.9%         65.1%         1.2%         9.9%           9         Golden Years (9B)         4.5%         69.6%         1.3%         11.2%           10         Comfortable Empty Nesters (5A)         3.7%         73.3%         2.4%         13.6%           Subtotal         23.9%         6.8%           11         Set to Impress (11D)         3.1%         76.4%         1.4%         15.0%           12         Rustbelt Traditions (5D)         2.9%         79.3%         2.1%         17.1%           13         Midlife Constants (5E)         2.8%         82.	1	Metro Fusion (11C)	16.2%	16.2%	1.4%	1.4%	1122
4       Small Town Sincerity (12C)       8.3%       42.2%       1.8%       5.0%         5       Young and Restless (11B)       7.2%       49.4%       1.8%       6.8%         5       Subtotal       49.3%       6.8%         6       Hometown Heritage (8G)       5.4%       54.8%       1.2%       7.9%         7       The Elders (9C)       5.4%       60.2%       0.7%       8.7%         8       Modest Income Homes (12D)       4.9%       65.1%       1.2%       9.9%         9       Golden Years (9B)       4.5%       69.6%       1.3%       11.2%         10       Comfortable Empty Nesters (5A)       3.7%       73.3%       2.4%       13.6%         Subtotal       23.9%       79.3%       2.4%       15.0%         11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         12       Rustbelt Traditions (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%<	2	City Commons (11E)	9.0%	25.2%	0.9%	2.3%	1,034
5       Young and Restless (11B)       7.2%       49.4%       1.8%       6.8%         Subtotal       49.3%       68.8%         6       Hometown Heritage (8G)       5.4%       54.8%       1.2%       7.9%         7       The Elders (9C)       5.4%       60.2%       0.7%       8.7%         8       Modest Income Homes (12D)       4.9%       65.1%       1.2%       9.9%         9       Golden Years (9B)       4.5%       69.6%       1.3%       11.2%         10       Comfortable Empty Nesters (5A)       3.7%       73.3%       2.4%       13.6%         Subtotal       23.9%       76.4%       1.4%       15.0%         11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         12       Rustbelt Traditions (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         16       In Style (5B)       2.0%       89.2%	3		8.6%	33.8%	0.9%	3.2%	948
Subtotal   49.3%   6.8%	4		8.3%	42.2%	1.8%	5.0%	47
6       Hometown Heritage (8G)       5.4%       54.8%       1.2%       7.9%         7       The Elders (9C)       5.4%       60.2%       0.7%       8.7%         8       Modest Income Homes (12D)       4.9%       65.1%       1.2%       9.9%         9       Golden Years (9B)       4.5%       69.6%       1.3%       11.2%         10       Comfortable Empty Nesters (5A)       3.7%       73.3%       2.4%       13.6%         Subtotal       23.9%       6.8%         11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       8.9%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%	5	Young and Restless (11B)	7.2%	49.4%	1.8%	6.8%	40
7         The Elders (9C)         5.4%         60.2%         0.7%         8.7%           8         Modest Income Homes (12D)         4.9%         65.1%         1.2%         9.9%           9         Golden Years (9B)         4.5%         69.6%         1.3%         11.2%           10         Comfortable Empty Nesters (5A)         3.7%         73.3%         2.4%         13.6%           Subtotal         23.9%         6.8%           11         Set to Impress (11D)         3.1%         76.4%         1.4%         15.0%           12         Rustbelt Traditions (5D)         2.9%         79.3%         2.1%         17.1%           13         Midlife Constants (5E)         2.8%         82.0%         2.4%         19.5%           14         Heartland Communities (6F)         2.7%         84.8%         2.2%         21.7%           15         NeWest Residents (13C)         2.4%         87.1%         0.8%         22.5%           5         Subtotal         13.9%         89.2%         2.2%         24.8%           16         In Style (5B)         2.0%         89.2%         2.2%         24.8%           17         Exurbanites (1E)         2.0%         91.1%		Subtotal	49.3%		6.8%		
7 The Elders (9C) 5.4% 60.2% 0.7% 8.7% 8 Modest Income Homes (12D) 4.9% 65.1% 1.2% 9.9% 9 Golden Years (9B) 4.5% 69.6% 1.3% 11.2% 11.2% 10 Comfortable Empty Nesters (5A) 3.7% 73.3% 2.4% 13.6% Subtotal 23.9% 6.8% 1.3% 11.2% 13.6% 5 Subtotal 23.9% 6.8% 1.4% 15.0% 11.4% 15.0% 11.4% 15.0% 11.4% 15.0% 11.4% 15.0	6	Hamataun Haritaga (9C)	F 40/	E4 00/	1 20/	7.00/	16:
8       Modest Income Homes (12D)       4.9%       65.1%       1.2%       9.9%         9       Golden Years (9B)       4.5%       69.6%       1.3%       11.2%         10       Comfortable Empty Nesters (5A)       3.7%       73.3%       2.4%       13.6%         Subtotal       23.9%       6.8%         11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       89.2%       2.2%       24.8%         16       In Style (5B)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       <		2 ( )					46
9       Golden Years (9B)       4.5%       69.6%       1.3%       11.2%         10       Comfortable Empty Nesters (5A)       3.7%       73.3%       2.4%       13.6%         Subtotal       23.9%       68.8%         11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       89.2%       2.2%       24.8%         16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.		. ,					73
10       Comfortable Empty Nesters (5A)       3.7%       73.3%       2.4%       13.6%         Subtotal       23.9%       6.8%         11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.5%							40
Subtotal       23.9%       6.8%         11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       8.9%       8.9%         16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.5%		. ,					33
11       Set to Impress (11D)       3.1%       76.4%       1.4%       15.0%         12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       8.9%       8.9%         16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%	10			/3.3%		13.6%	15
12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       8.9%         16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%		Subtotal	23.9%		6.8%		
12       Rustbelt Traditions (5D)       2.9%       79.3%       2.1%       17.1%         13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       8.9%       8.9%         16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%	11	Set to Impress (11D)	3.1%	76.4%	1.4%	15.0%	22
13       Midlife Constants (5E)       2.8%       82.0%       2.4%       19.5%         14       Heartland Communities (6F)       2.7%       84.8%       2.2%       21.7%         15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       8.9%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%	12	Rustbelt Traditions (5D)	2.9%	79.3%	2.1%	17.1%	13
15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       8.9%         16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%	13	Midlife Constants (5E)	2.8%	82.0%		19.5%	11
15       NeWest Residents (13C)       2.4%       87.1%       0.8%       22.5%         Subtotal       13.9%       89.2%       2.2%       24.8%         16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%	14	Heartland Communities (6F)	2.7%	84.8%	2.2%	21.7%	12
16       In Style (5B)       2.0%       89.2%       2.2%       24.8%         17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%	15	NeWest Residents (13C)	2.4%	87.1%	0.8%	22.5%	29
17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%		Subtotal	13.9%		8.9%		
17       Exurbanites (1E)       2.0%       91.1%       1.9%       26.7%         18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%	1.5	In Chile (ED)	2.00/	00.20/	2.20/	24.00/	9
18       Old and Newcomers (8F)       1.9%       93.0%       2.3%       29.0%         19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%							
19       Retirement Communities (9E)       1.8%       94.8%       1.2%       30.1%         20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%		. ,					10
20       Traditional Living (12B)       1.5%       96.3%       1.9%       32.0%         Subtotal       9.2%       9.5%		• • • • • • • • • • • • • • • • • • • •					8
Subtotal 9.2% 9.5%		. ,					15
	20	2 ( )		96.3%		32.0%	8
Total 96.30% 32.00%		Subtotal	9.2%		9.5%		
10lai 30.370 32.070		Total	96.3%		32.0%		30

#### Top Ten Tapestry Segments Site vs. U.S.



Percent of Households by Tapestry Segment

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

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2270 Cleveland Ave, Fort Myers, Florida, 33901 Drive time: 10 minute radius

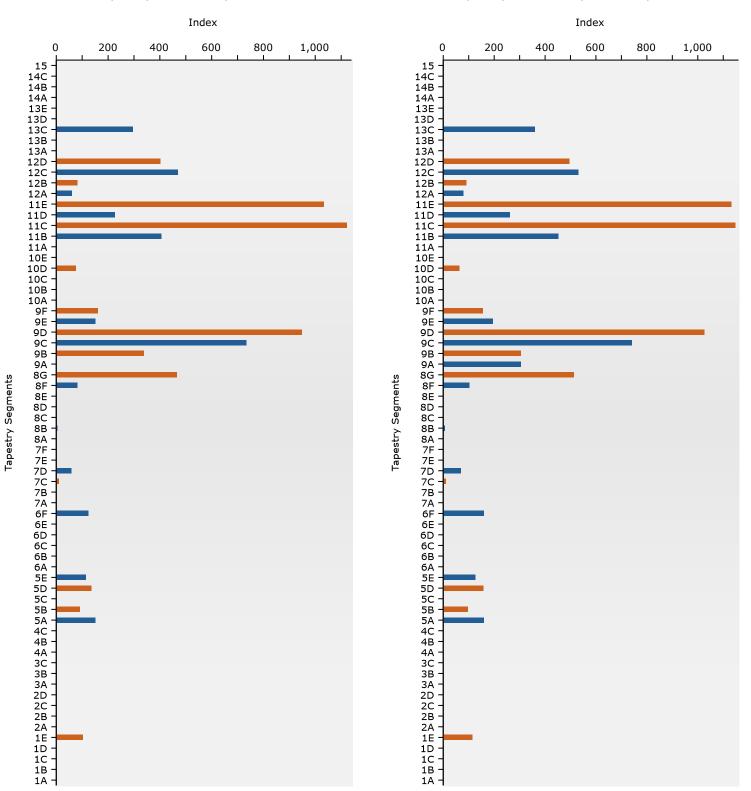
Prepared by Esri Latitude: 26.63473

January 14, 2025

Latitude: 26.63473 Longitude: -81.87290

#### 2024 Tapestry Indexes by Households

#### 2024 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average. **Source:** Esri



2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 10 minute radius

Prepared by Esri

Latitude: 26.63473 Longitude: -81.87290

Tapestry LifeMode Groups	202	4 Households		2024 Ac	lult Population	
	Number	Percent	Index	Number	Percent	Index
Total:	33,573	100.0%		62,589	100.0%	
1. Affluent Estates	663	2.0%	20	1,404	2.2%	21
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	663	2.0%	103	1,404	2.2%	115
	_					_
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
2. Hatawa Individuals		0.00/	•	•	0.00/	_
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
mudiciburg (4c)	O .	0.070	O O	· ·	0.070	U
5. GenXurban	3,814	11.4%	102	7,423	11.9%	111
Comfortable Empty Nesters (5A)	1,231	3.7%	152	2,398	3.8%	160
In Style (5B)	685	2.0%	91	1,267	2.0%	97
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	974	2.9%	136	1,957	3.1%	157
Midlife Constants (5E)	924	2.8%	114	1,801	2.9%	126
6. Cozy Country Living	915	2.7%	23	2,010	3.2%	28
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	915	2.7%	125	2,010	3.2%	159
7. Canada a Familia	250	0.00/	40	<b>650</b>	4.00/	, -
7. Sprouting Explorers	258	0.8%	10	650	1.0%	12
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	50	0.1%	10	105	0.2%	10
Forging Opportunity (7D)	208	0.6%	59	545	0.9%	70
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

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2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 10 minute radius

Prepared by Esri

Latitude: 26.63473 Longitude: -81.87290

Tapestry LifeMode Groups	202	4 Households		2024 A	dult Population	
	Number	Percent	Index	Number	Percent	Inde
Гotal:	33,573	100.0%		62,589	100.0%	
8. Middle Ground	2,472	7.4%	68	4,832	7.7%	7(
City Lights (8A)	0	0.0%	0	0	0.0%	-
Emerald City (8B)	19	0.1%	4	49	0.1%	
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	
Front Porches (8E)	0	0.0%	0	0	0.0%	
Old and Newcomers (8F)	627	1.9%	82	1,290	2.1%	10
Hometown Heritage (8G)	1,826	5.4%	467	3,493	5.6%	51
O. Sanian Studen	7 255	21.60/	272	12.450	19.9%	20
9. Senior Styles	7,255	21.6%	373	12,458	0.0%	38
Silver & Gold (9A)	0	0.0%	0	0	3.7%	20
Golden Years (9B)	1,494	4.5%	339	2,288		30
The Elders (9C)	1,812	5.4%	734	2,816	4.5%	74 1.02
Senior Escapes (9D) Retirement Communities (9E)	2,890 602	8.6% 1.8%	948 151	5,411	8.6% 2.0%	1,02 19
				1,262		
Social Security Set (9F)	457	1.4%	162	681	1.1%	15
10. Rustic Outposts	300	0.9%	11	470	0.8%	1
Southern Satellites (10A)	0	0.0%	0	0	0.0%	
Rooted Rural (10B)	0	0.0%	0	0	0.0%	
Conomic BedRock (10C)	0	0.0%	0	0	0.0%	
Down the Road (10D)	300	0.9%	76	470	0.8%	6
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	
11. Midtown Singles	11,945	35.6%	570	21,132	33.8%	60
City Strivers (11A)	0	0.0%	0	. 0	0.0%	
Young and Restless (11B)	2,422	7.2%	407	4,096	6.5%	45
Metro Fusion (11C)	5,455	16.2%	1,122	9,676	15.5%	1,14
Set to Impress (11D)	1,054	3.1%	227	1,940	3.1%	26
City Commons (11E)	3,014	9.0%	1,034	5,420	8.7%	1,13
L2. Hometown	5,160	15.4%	262	10,344	16.5%	30
Family Foundations (12A)	204	0.6%	60	514	0.8%	8
Fraditional Living (12B)	506	1.5%	81	985	1.6%	9
Small Town Sincerity (12C)	2,803	8.3%	470	5,328	8.5%	53
Modest Income Homes (12D)	1,647	4.9%	402	3,517	5.6%	49
12 Nort Wass	701	2.40/	<b>C1</b>	1.000	2.00/	
13. Next Wave	791	2.4%	61	1,866	3.0%	6
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	
Family Extensions (13B)	0	0.0%	0	0	0.0%	2.6
NeWest Residents (13C)	791	2.4%	297	1,866	3.0%	36
Fresh Ambitions (13D) High Rise Renters (13E)	0	0.0% 0.0%	0	0	0.0% 0.0%	
14. Scholars and Patriots	0	0.0%	0	0	0.0%	
Military Proximity (14A)	0	0.0%	0	0	0.0%	
College Towns (14B)	0	0.0%	0	0	0.0%	
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	

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Source: Esri

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2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 10 minute radius

Prepared by Esri

Latitude: 26.63473 Longitude: -81.87290

Tapestry Urbanization Groups	2024	l Households		2024 A	dult Population	
	Number	Percent	Index	Number	Percent	Index
Total:	33,573	100.0%		62,589	100.0%	
1. Principal Urban Center	791	2.4%	33	1,866	3.0%	44
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	791	2.4%	297	1,866	3.0%	360
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
riigii Kise Keitters (132)	U	0.070	U	O	0.0 70	0
2. Urban Periphery	8,538	25.4%	153	16,314	26.1%	149
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	974	2.9%	136	1,957	3.1%	157
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	50	0.1%	10	105	0.2%	10
Forging Opportunity (7D)	208	0.6%	59	545	0.9%	70
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	5,455	16.2%	1,122	9,676	15.5%	1,149
Family Foundations (12A)	204	0.6%	60	514	0.8%	80
Modest Income Homes (12D)	1,647	4.9%	402	3,517	5.6%	496
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	11,212	33.4%	185	20,483	32.7%	196
In Style (5B)	685 19	2.0%	91	1,267	2.0%	97
Emerald City (8B)	0	0.1%	4 0	49 0	0.1%	6
Front Porches (8E)		0.0%		*	0.0%	
Old and Newcomers (8F)	627	1.9%	82	1,290	2.1%	104
Hometown Heritage (8G)	1,826	5.4%	467	3,493	5.6%	514
Retirement Communities (9E)	602	1.8%	151	1,262	2.0%	195
Social Security Set (9F)	457	1.4%	162	681	1.1%	156
Young and Restless (11B)	2,422	7.2%	407	4,096	6.5%	452
Set to Impress (11D)	1,054	3.1%	227	1,940	3.1%	263
City Commons (11E)	3,014	9.0%	1,034	5,420	8.7%	1,132
Traditional Living (12B)	506	1.5%	81	985	1.6%	92
College Towns (148)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

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2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 10 minute radius

Prepared by Esri

Latitude: 26.63473 Longitude: -81.87290

Tapestry Urbanization Groups	2024	1 Households		2024 A	dult Population	
	Number	Percent	Index	Number	Percent	Index
Total:	33,573	100.0%		62,589	100.0%	
4. Suburban Periphery	6,124	18.2%	56	10,707	17.1%	51
Top Tier (1A)	0	0.0%	0	0	0.0%	C
Professional Pride (1B)	0	0.0%	0	0	0.0%	C
Boomburbs (1C)	0	0.0%	0	0	0.0%	C
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	C
Exurbanites (1E)	663	2.0%	103	1,404	2.2%	115
Urban Chic (2A)	0	0.0%	0	0	0.0%	C
Pleasantville (2B)	0	0.0%	0	0	0.0%	C
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	C
Workday Drive (4A)	0	0.0%	0	0	0.0%	C
Home Improvement (4B)	0	0.0%	0	0	0.0%	C
Comfortable Empty Nesters (5A)	1,231	3.7%	152	2,398	3.8%	160
Parks and Rec (5C)	0	0.0%	0	0	0.0%	C
Midlife Constants (5E)	924	2.8%	114	1,801	2.9%	126
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	C
Silver & Gold (9A)	0	0.0%	0	0	0.0%	C
Golden Years (9B)	1,494	4.5%	339	2,288	3.7%	305
The Elders (9C)	1,812	5.4%	734	2,816	4.5%	742
Military Proximity (14A)	0	0.0%	0	0	0.0%	C
5. Semirural	6,908	20.6%	219	13,219	21.1%	233
Middleburg (4C)	0	0.0%	0	0	0.0%	C
Heartland Communities (6F)	915	2.7%	125	2,010	3.2%	159
Farm to Table (7E)	0	0.0%	0	0	0.0%	C
Senior Escapes (9D)	2,890	8.6%	948	5,411	8.6%	1,027
Down the Road (10D)	300	0.9%	76	470	0.8%	64
Small Town Sincerity (12C)	2,803	8.3%	470	5,328	8.5%	531
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	C
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	C
Prairie Living (6D)	0	0.0%	0	0	0.0%	C
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	C
Southern Satellites (10A)	0	0.0%	0	0	0.0%	C
Rooted Rural (10B)	0	0.0%	0	0	0.0%	C
Economic BedRock (10C)	0	0.0%	0	0	0.0%	c
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	C
,						
Unclassified (15)	0	0.0%	0	0	0.0%	C
	•		-	•		

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

January 14, 2025

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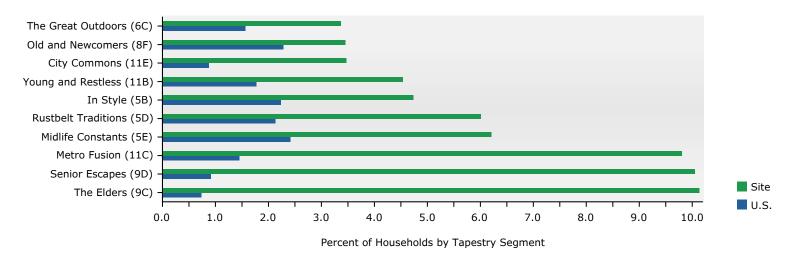
2270 Cleveland Ave, Fort Myers, Florida, 33901 Drive time: 15 minute radius

Prepared by Esri Latitude: 26.63473 Longitude: -81.87290

#### **Top Twenty Tapestry Segments**

		2024 H	ouseholds	2024 U.S. H	ouseholds	
		C	umulative	C	umulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	The Elders (9C)	10.1%	10.1%	0.7%	0.7%	1378
2	Senior Escapes (9D)	10.0%	20.2%	0.9%	1.6%	1,107
3	Metro Fusion (11C)	9.8%	30.0%	1.4%	3.1%	677
4	Midlife Constants (5E)	6.2%	36.2%	2.4%	5.5%	258
5	Rustbelt Traditions (5D)	6.0%	42.2%	2.1%	7.6%	282
	Subtotal	42.1%		7.5%		
_	T. C. I. (FD)	4.70/	46.00/	2.20/	0.00/	242
6	In Style (5B)	4.7%	46.9%	2.2%	9.9%	212
7	Young and Restless (11B)	4.5%	51.5%	1.8%	11.6%	256
8	City Commons (11E)	3.5%	54.9%	0.9%	12.5%	400
9	Old and Newcomers (8F)	3.4%	58.4%	2.3%	14.8%	151
10	The Great Outdoors (6C)	3.4%	61.8%	1.6%	16.3%	216
	Subtotal	19.5%		8.8%		
11	Golden Years (9B)	3.3%	65.1%	1.3%	17.7%	255
12	Urban Edge Families (7C)	3.3%	68.4%	1.5%	19.2%	219
13	Heartland Communities (6F)	3.1%	71.6%	2.2%	21.4%	144
14	Small Town Sincerity (12C)	3.1%	74.7%	1.8%	23.1%	174
15	Retirement Communities (9E)	3.1%	77.7%	1.2%	24.3%	258
	Subtotal	15.9%		8.0%		
16	Forging Opportunity (7D)	2.5%	80.2%	1.0%	25.4%	240
17	Comfortable Empty Nesters (5A)	2.4%	82.6%	2.4%	27.8%	99
18	Hometown Heritage (8G)	2.3%	84.9%	1.2%	28.9%	199
19	NeWest Residents (13C)	2.1%	87.1%	0.8%	29.7%	270
20	Modest Income Homes (12D)	1.8%	88.9%	1.2%	31.0%	149
	Subtotal	11.1%		6.6%		
	Total	88.9%		31.0%		287

#### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

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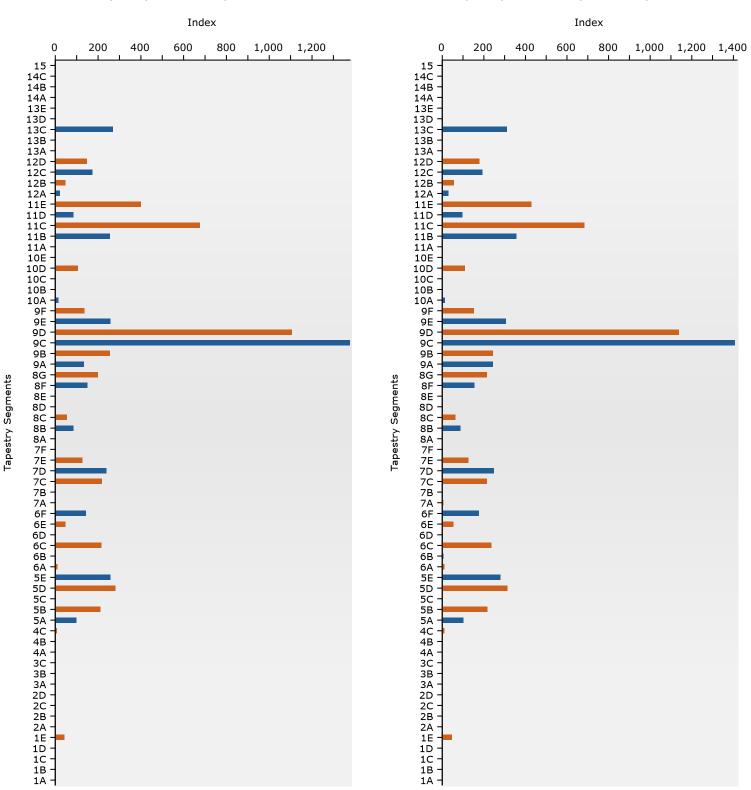
2270 Cleveland Ave, Fort Myers, Florida, 33901 Drive time: 15 minute radius

Prepared by Esri Latitude: 26.63473

Latitude: 26.634/3 Longitude: -81.87290

#### 2024 Tapestry Indexes by Households

#### 2024 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average. **Source:** Esri

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2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 15 minute radius

Prepared by Esri

Latitude: 26.63473 Longitude: -81.87290

Number   Percent   Index   Number   Percent   Total:   90,449   100.0%   172,230   100.0%	LifeMode Groups	202	4 Households	2024 Adult Population				
1. Affluent Estates 724 0.8% 8 1,535 0.9% Top Tier (IA) 0 0.0% 0 0.0% 0 0.0% Professional Pride (IB) 0 0.0% 0 0.0% 0 0.0% 0 0.0% Savvy Suburbanites (IC) 0 0.0% 0 0.0% 0 0.0% 0 0.0% Savvy Suburbanites (ID) 0 0.0% 0 0 0.0% 0 0.0% Savvy Suburbanites (IB) 724 0.8% 42 1,535 0.9% 2. Upscale Avenues 0 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.		Number	Percent	Index	Number	Percent	Index	
Top Tier (IA)		90,449	100.0%		172,230	100.0%		
Top Tier (IA)	nt Estates	724	0.8%	8	1,535	0.9%	8	
Professional Pride (1B) 0 0.0% 0 0 0.0% 80 0 0.0% 80 0 0.0% 80 0 0.0% 80 0 0.0% 80 0 0.0% 80 0 0 0.0% 80 0 0 0.0% 85 0 0 0 0.0% 85 0 0 0 0 0.0% 85 0 0 0 0 0.0% 85 0 0 0 0 0.0% 85 0 0 0 0 0.0% 85 0 0 0 0 0.0% 85 0 0 0 0 0.0% 85 0 0 0 0 0.0% 85 0 0 0 0 0 0.0% 85 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0					•		(	
Boomburbs (1C)         0         0.0%         0         0         0.0%           Savvy Suburbanites (1D)         0         0.0%         0         0.0%         0         0.0%           Exurbanites (1E)         724         0.8%         42         1,535         0.9%           2. Upscale Avenues         0         0.0%         0         0         0.0%           Urban Chic (2A)         0         0.0%         0         0         0.0%           Pleasantville (2B)         0         0.0%         0         0         0.0%           Pleasantville (2B)         0         0.0%         0         0         0.0%           Pleasantville (2B)         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%         0         0         0.0%							(	
Savvy Suburbanites (1D) 0 0.0% 0 0 0.0%   Exurbanites (1E) 724 0.8% 42 1,535 0.9%    2. Upscale Avenues 0 0.0% 0 0 0 0.0%   Urban Chic (2A) 0 0.0% 0 0 0 0.0%   Pleasantville (2B) 0 0.0% 0 0 0.0%   Pleasantville (2B) 0 0.0% 0 0 0 0.0%   Pacific Heights (2C) 0 0.0% 0 0 0 0.0%   Pacific Heights (2C) 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0.0% 0 0 0.0%   Saltytown Individuals 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0.0% 0 0 0 0.0%   Saltytown Individuals 0 0 0 0 0 0.0%   Saltytown Individuals 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0								
Exurbanites (1E) 724 0.8% 42 1,535 0.9%  2. Upscale Avenues 0 0.0.% 0 0 0.0% Urban Chic (2A) 0 0.0.% 0 0 0.0% Pleasantville (2B) 0 0.0.% 0 0 0.0% Pleasantville (2B) 0 0.0.% 0 0 0.0% Pleasantville (2B) 0 0.0.% 0 0 0.0% Pacific Heights (2C) 0 0.0.% 0 0 0.0.% Enterprising Professionals (2D) 0 0.0% 0 0 0.0.%  3. Uptown Individuals 0 0.0% 0 0 0.0% Alptops and Lattes (3A) 0 0.0% 0 0 0.0% Hetro Renters (3B) 0 0.0% 0 0 0.0% Trendsetters (3C) 0 0.0% 0 0 0.0% Trendsetters (3C) 0 0.0% 0 0 0.0%  4. Family Landscapes 223 0.2% 3 528 0.3% Workday Drive (4A) 0 0.0% 0 0 0.0% Workday Drive (4A) 0 0.0% 0 0 0.0% Middleburg (4C) 223 0.2% 8 528 0.3%  5. GenXurban 17,497 19.3% 174 33,974 19.7% Comfortable Empty Nesters (5A) 2,165 2,4% 99 4,257 2.5% In Style (5B) 4,284 4.7% 212 7,825 4.5% Parks and Rec (5C) 0 0.0% 0 0 0.0% Rustbelt Traditions (5D) 5,432 6.0% 282 10,846 6.3% Middlife Constants (5E) 5,616 6.2% 282 10,846 6.3% Middlefours (5E) 5,616 6.2% 258 11,046 6.3% Middlefours (6B) 85 0.1% 3 219 0.1% The Great Outdoors (6C) 3,047 3.4% 216 6,220 3.6% Praire Eving (6B) 85 0.1% 3 219 0.1% The Great Outdoors (6C) 3,047 3.4% 216 6,220 3.6% Praire Living (6D) 0 0.0% 0 0 0 0.0% Rural Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heart Resort Dwellers (6E) 4.28 3.5% Heart Resort Dwellers (6E) 4.29 6.3% High and Communities (6F) 2,848 3.1% 144 6,115 3.6%  7. Sprouting Explorers 5,660 6.3% 83 12,595 7.3% High and Communities (7C) 2,996 3.3% 219 6,338 3.7% Horband Ups and Comming Families (7C) 2,996 3.3% 219 6,338 3.7%							(	
2. Upscale Avenues         0         0.0%         0         0         0.0%           Urban Chic (2A)         0         0.0%         0         0         0.0%           Pleasantville (2B)         0         0.0%         0         0         0.0%           Peacific Heights (2C)         0         0.0%         0         0         0.0%           Enterprising Professionals (2D)         0         0.0%         0         0         0.0%           3. Uptown Individuals         0         0.0%         0         0         0.0%           Laptops and Lattes (3A)         0         0.0%         0         0         0.0%           Metro Renters (3B)         0         0.0%         0         0         0.0%           Metro Renters (3B)         0         0.0%         0         0         0.0%           4. Family Landscapes         223         0.2%         3         528         0.3%           Workday Drive (4A)         0         0.0%         0         0         0.0%           Home Improvement (4B)         0         0.0%         0         0         0.0%           Middleburg (4C)         223         0.2%         8         528         0.3%							4	
Urban Chic (2A)	is (IL)	724	0.0 /0	72	1,333	0.970	7'	
Urban Chic (2A)	e Avenues	0	0.0%	0	0	0.0%		
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Pacific Heights (2C) 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0 0								
### Style (SB) ### St							(	
3. Uptown Individuals  0 0.0%  Laptops and Lattes (3A)  0 0.0%  Metro Renters (3B)  0 0.0%  0 0.0%  Metro Renters (3B)  0 0.0%  0 0.0%  0 0.0%  Trendsetters (3C)  0 0.0%  0 0.0%  4. Family Landscapes  223  0.2%  3 528  0.3%  Workday Drive (4A)  0 0.0%  0 0 0  0 0.0%  Home Improvement (4B)  0 0.0%  0 0 0  0 0.0%  11 613  14,015  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  18 10  19 11  10							· ·	
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Laptops and Lattes (3A) 0 0.0% 0 0.0% 0 0.0% Metro Renters (3B) 0 0.0% 0 0.0% 0 0 0.0% Crrendsetters (3C) 0 0.0% 0 0.0% 0 0 0.0% Crrendsetters (3C) 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0%	n Individuals	0	0.0%	0	0	0.0%		
Metro Renters (3B)         0         0.0%         0         0         0.0%           Trendsetters (3C)         0         0.0%         0         0         0.0%           4. Family Landscapes         223         0.2%         3         528         0.3%           Workday Drive (4A)         0         0.0%         0         0         0.0%           Home Improvement (4B)         0         0.0%         0         0         0.0%           Middleburg (4C)         223         0.2%         8         528         0.3%           5. GenXurban         17,497         19.3%         174         33,974         19.7%           Comfortable Empty Nesters (5A)         2,165         2.4%         99         4,257         2.5%         1           In Style (5B)         4,284         4.7%         212         7,825         4.5%         2         2         1.5%         2.4%         99         4,257         2.5%         1         3         2         1         2.5%         1         3         2         1         3         9         4,257         2.5%         4         3         4         2         1         3         2         1         3         1							•	
Trendsetters (3C)         0         0.0%         0         0         0.0%           4. Family Landscapes         223         0.2%         3         528         0.3%           Workday Drive (4A)         0         0.0%         0         0         0.0%           Home Improvement (4B)         0         0.0%         0         0         0.0%           Middleburg (4C)         223         0.2%         8         528         0.3%           5. GenXurban         17,497         19.3%         174         33,974         19.7%           Comfortable Empty Nesters (5A)         2,165         2.4%         99         4,257         2.5%           In Style (5B)         4,284         4.7%         212         7,825         4.5%           Parks and Rec (5C)         0         0.0%         0         0         0.0%           Rustbelt Traditions (5D)         5,432         6.0%         282         10,846         6.3%           Midlife Constants (5E)         5,616         6.2%         258         11,046         6.4%           6. Cozy Country Living         6,743         7.5%         63         14,015         8.1%           Green Acres (6A)         341         0.4% <td>·</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	·							
4. Family Landscapes         223         0.2%         3         528         0.3%           Workday Drive (4A)         0         0.0%         0         0         0.0%           Home Improvement (4B)         0         0.0%         0         0         0.0%           Middleburg (4C)         223         0.2%         8         528         0.3%           5. GenXurban         17,497         19.3%         174         33,974         19.7%           Comfortable Empty Nesters (5A)         2,165         2.4%         99         4,257         2.5%           In Style (5B)         4,284         4.7%         212         7,825         4.5%           Parks and Rec (5C)         0         0.0%         0         0         0.0%           Rustbelt Traditions (5D)         5,432         6.0%         282         10,846         6.3%           Midlife Constants (5E)         5,616         6.2%         258         11,046         6.4%           6. Cozy Country Living         6,743         7.5%         63         14,015         8.1%           Green Acres (6A)         341         0.4%         11         613         0.4%           Salt of the Earth (6B)         85 <t< td=""><td>• •</td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	• •							
Workday Drive (4A)         0         0.0%         0         0.0%           Home Improvement (4B)         0         0.0%         0         0         0.0%           Middleburg (4C)         223         0.2%         8         528         0.3%           5. GenXurban         17,497         19.3%         174         33,974         19.7%           Comfortable Empty Nesters (5A)         2,165         2.4%         99         4,257         2.5%           In Style (5B)         4,284         4,7%         212         7,825         4.5%           Parks and Rec (5C)         0         0.0%         0         0         0.0%           Rustbelt Traditions (5D)         5,432         6.0%         282         10,846         6.3%           Midlife Constants (5E)         5,616         6.2%         258         11,046         6.4%           6. Cozy Country Living         6,743         7.5%         63         14,015         8.1%           Green Acres (6A)         341         0.4%         11         613         0.4%           Salt of the Earth (6B)         85         0.1%         3         219         0.1%           The Great Outdoors (6C)         3,047         3.4%	(5.5)	•	0.070	•		0.0 /0		
Home Improvement (4B) 0 0.0% 0 0 0.0% Middleburg (4C) 223 0.2% 8 528 0.3% 55. GenXurban 17,497 19.3% 174 33,974 19.7% Comfortable Empty Nesters (5A) 2,165 2.4% 99 4,257 2.5% In Style (5B) 4,284 4.7% 212 7,825 4.5% Parks and Rec (5C) 0 0 0.0% 0 0 0 0.0% Rustbelt Traditions (5D) 5,432 6.0% 282 10,846 6.3% Midlife Constants (5E) 5,616 6.2% 258 11,046 6.4% 6.4% 6.6% 6.6% 6.6% 6.6% 6.6% 6.	Landscapes	223	0.2%	3	528	0.3%		
Middleburg (4C)       223       0.2%       8       528       0.3%         5. GenXurban       17,497       19.3%       174       33,974       19.7%         Comfortable Empty Nesters (5A)       2,165       2.4%       99       4,257       2.5%         In Style (5B)       4,284       4.7%       212       7,825       4.5%         Parks and Rec (5C)       0       0.0%       0       0       0.0%         Rustbelt Traditions (5D)       5,432       6.0%       282       10,846       6.3%         Midlife Constants (5E)       5,616       6.2%       258       11,046       6.4%         6. Cozy Country Living       6,743       7.5%       63       14,015       8.1%         Green Acres (6A)       341       0.4%       11       613       0.4%         Salt of the Earth (6B)       85       0.1%       3       219       0.1%         The Great Outdoors (6C)       3,047       3.4%       216       6,220       3.6%         Prairie Living (6D)       0       0.0%       0       0       0.0%         Rural Resort Dwellers (6E)       422       0.5%       47       848       0.5%         Heartland Communities (	• •	0	0.0%	0	0	0.0%		
5. GenXurban 17,497 19.3% 174 33,974 19.7% Comfortable Empty Nesters (5A) 2,165 2.4% 99 4,257 2.5% In Style (5B) 4,284 4.7% 212 7,825 4.5% Parks and Rec (5C) 0 0.0% 0 0 0.0% Rustbelt Traditions (5D) 5,432 6.0% 282 10,846 6.3% Midlife Constants (5E) 5,616 6.2% 258 11,046 6.4% 6.4% 6.6 Cozy Country Living 6,743 7.5% 63 14,015 8.1% Green Acres (6A) 341 0.4% 11 613 0.4% Salt of the Earth (6B) 85 0.1% 3 219 0.1% The Great Outdoors (6C) 3,047 3.4% 216 6,220 3.6% Prairie Living (6D) 0 0.0% 0 0 0 0.0% Rural Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heartland Communities (6F) 2,848 3.1% 144 6,115 3.6% 7.5% 144 6,115 3.6% 145 0.1% 158 0.1% 159 0.1% 159 0.0% 159	rovement (4B)	0	0.0%	0	0	0.0%		
Comfortable Empty Nesters (5A) 2,165 2.4% 99 4,257 2.5% In Style (5B) 4,284 4.7% 212 7,825 4.5% Parks and Rec (5C) 0 0 0.0% 0 0 0 0.0% Rustbelt Traditions (5D) 5,432 6.0% 282 10,846 6.3% Midlife Constants (5E) 5,616 6.2% 258 11,046 6.4% 6.4% 6.6 Cozy Country Living 6,743 7.5% 63 14,015 8.1% Green Acres (6A) 341 0.4% 11 613 0.4% Salt of the Earth (6B) 85 0.1% 3 219 0.1% The Great Outdoors (6C) 3,047 3.4% 216 6,220 3.6% Prairie Living (6D) 0 0.0% 0 0 0 0.0% Rural Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heartland Communities (6F) 2,848 3.1% 144 6,115 3.6% 7.5 Sprouting Explorers 5,660 6.3% 83 12,595 7.3% Up and Coming Families (7A) 118 0.1% 4 271 0.2% Urban Villages (7B) 0 0.0% 0 0 0 0.0% Urban Edge Families (7C) 2,996 3.3% 219 6,338 3.7% Forging Opportunity (7D) 2,270 2.5% 240 5,320 3.1%	g (4C)	223	0.2%	8	528	0.3%	1	
Comfortable Empty Nesters (5A) 2,165 2.4% 99 4,257 2.5% In Style (5B) 4,284 4.7% 212 7,825 4.5% Parks and Rec (5C) 0 0 0.0% 0 0 0 0.0% Rustbelt Traditions (5D) 5,432 6.0% 282 10,846 6.3% Midlife Constants (5E) 5,616 6.2% 258 11,046 6.4% 6.4% 6.6 Cozy Country Living 6,743 7.5% 63 14,015 8.1% Green Acres (6A) 341 0.4% 11 613 0.4% Salt of the Earth (6B) 85 0.1% 3 219 0.1% The Great Outdoors (6C) 3,047 3.4% 216 6,220 3.6% Prairie Living (6D) 0 0.0% 0 0 0 0.0% Rural Resort Dwellers (6E) 422 0.5% 47 848 0.5% Heartland Communities (6F) 2,848 3.1% 144 6,115 3.6% 7.5 Sprouting Explorers 5,660 6.3% 83 12,595 7.3% Up and Coming Families (7A) 118 0.1% 4 271 0.2% Urban Villages (7B) 0 0.0% 0 0 0 0.0% Urban Edge Families (7C) 2,996 3.3% 219 6,338 3.7% Forging Opportunity (7D) 2,270 2.5% 240 5,320 3.1%	rhan	17.497	19.3%	174	33.974	19.7%	18	
In Style (5B)							10	
Parks and Rec (5C)         0         0.0%         0         0         0.0%           Rustbelt Traditions (5D)         5,432         6.0%         282         10,846         6.3%           Midlife Constants (5E)         5,616         6.2%         258         11,046         6.4%           6. Cozy Country Living         6,743         7.5%         63         14,015         8.1%           Green Acres (6A)         341         0.4%         11         613         0.4%           Salt of the Earth (6B)         85         0.1%         3         219         0.1%           The Great Outdoors (6C)         3,047         3.4%         216         6,220         3.6%           Prairie Living (6D)         0         0.0%         0         0         0.0%           Rural Resort Dwellers (6E)         422         0.5%         47         848         0.5%           Heartland Communities (6F)         2,848         3.1%         144         6,115         3.6%           7. Sprouting Explorers         5,660         6.3%         83         12,595         7.3%           Up and Coming Families (7A)         118         0.1%         4         271         0.2%           Urban Villages (7B) </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>21</td>							21	
Rustbelt Traditions (5D)	·							
Midlife Constants (5E)       5,616       6.2%       258       11,046       6.4%         6. Cozy Country Living       6,743       7.5%       63       14,015       8.1%         Green Acres (6A)       341       0.4%       11       613       0.4%         Salt of the Earth (6B)       85       0.1%       3       219       0.1%         The Great Outdoors (6C)       3,047       3.4%       216       6,220       3.6%         Prairie Living (6D)       0       0.0%       0       0       0.0%         Rural Resort Dwellers (6E)       422       0.5%       47       848       0.5%         Heartland Communities (6F)       2,848       3.1%       144       6,115       3.6%         7. Sprouting Explorers       5,660       6.3%       83       12,595       7.3%         Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1% <td></td> <td></td> <td></td> <td></td> <td>10.846</td> <td></td> <td>31</td>					10.846		31	
Green Acres (6A)       341       0.4%       11       613       0.4%         Salt of the Earth (6B)       85       0.1%       3       219       0.1%         The Great Outdoors (6C)       3,047       3.4%       216       6,220       3.6%         Prairie Living (6D)       0       0.0%       0       0       0.0%         Rural Resort Dwellers (6E)       422       0.5%       47       848       0.5%         Heartland Communities (6F)       2,848       3.1%       144       6,115       3.6%         7. Sprouting Explorers       5,660       6.3%       83       12,595       7.3%         Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%	• •				·		28	
Green Acres (6A)       341       0.4%       11       613       0.4%         Salt of the Earth (6B)       85       0.1%       3       219       0.1%         The Great Outdoors (6C)       3,047       3.4%       216       6,220       3.6%         Prairie Living (6D)       0       0.0%       0       0       0.0%         Rural Resort Dwellers (6E)       422       0.5%       47       848       0.5%         Heartland Communities (6F)       2,848       3.1%       144       6,115       3.6%         7. Sprouting Explorers       5,660       6.3%       83       12,595       7.3%         Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%								
Salt of the Earth (6B)       85       0.1%       3       219       0.1%         The Great Outdoors (6C)       3,047       3.4%       216       6,220       3.6%         Prairie Living (6D)       0       0.0%       0       0       0.0%         Rural Resort Dwellers (6E)       422       0.5%       47       848       0.5%         Heartland Communities (6F)       2,848       3.1%       144       6,115       3.6%         7. Sprouting Explorers       5,660       6.3%       83       12,595       7.3%         Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%							7	
The Great Outdoors (6C) 3,047 3.4% 216 6,220 3.6%  Prairie Living (6D) 0 0.0% 0 0 0.0%  Rural Resort Dwellers (6E) 422 0.5% 47 848 0.5%  Heartland Communities (6F) 2,848 3.1% 144 6,115 3.6%  7. Sprouting Explorers 5,660 6.3% 83 12,595 7.3%  Up and Coming Families (7A) 118 0.1% 4 271 0.2%  Urban Villages (7B) 0 0.0% 0 0 0.0%  Urban Edge Families (7C) 2,996 3.3% 219 6,338 3.7%  Forging Opportunity (7D) 2,270 2.5% 240 5,320 3.1%							1	
Prairie Living (6D)         0         0.0%         0         0.0%           Rural Resort Dwellers (6E)         422         0.5%         47         848         0.5%           Heartland Communities (6F)         2,848         3.1%         144         6,115         3.6%           7. Sprouting Explorers         5,660         6.3%         83         12,595         7.3%           Up and Coming Families (7A)         118         0.1%         4         271         0.2%           Urban Villages (7B)         0         0.0%         0         0         0.0%           Urban Edge Families (7C)         2,996         3.3%         219         6,338         3.7%           Forging Opportunity (7D)         2,270         2.5%         240         5,320         3.1%								
Rural Resort Dwellers (6E)       422       0.5%       47       848       0.5%         Heartland Communities (6F)       2,848       3.1%       144       6,115       3.6%         7. Sprouting Explorers       5,660       6.3%       83       12,595       7.3%         Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%	· · ·	3,047		216	6,220		23	
Heartland Communities (6F)       2,848       3.1%       144       6,115       3.6%         7. Sprouting Explorers       5,660       6.3%       83       12,595       7.3%         Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%								
7. Sprouting Explorers 5,660 6.3% 83 12,595 7.3% Up and Coming Families (7A) 118 0.1% 4 271 0.2% Urban Villages (7B) 0 0.0% 0 0 0 0.0% Urban Edge Families (7C) 2,996 3.3% 219 6,338 3.7% Forging Opportunity (7D) 2,270 2.5% 240 5,320 3.1%	• •						5	
Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%	Communities (6F)	2,848	3.1%	144	6,115	3.6%	17	
Up and Coming Families (7A)       118       0.1%       4       271       0.2%         Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%	ina Explorers	5.660	6.3%	83	12.595	7.3%	8	
Urban Villages (7B)       0       0.0%       0       0       0.0%         Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%	~ .						Ţ.	
Urban Edge Families (7C)       2,996       3.3%       219       6,338       3.7%         Forging Opportunity (7D)       2,270       2.5%       240       5,320       3.1%	• • •							
Forging Opportunity (7D) 2,270 2.5% 240 5,320 3.1%							21	
							24	
Talli to Table (7 E) 270 470 U.470							12	
Southwestern Families (7F) 0 0.0% 0 0.0%							12	

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

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2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 15 minute radius

Prepared by Esri

Latitude: 26.63473 Longitude: -81.87290

Tapestry LifeMode Groups	2024 Households			2024 Adult Population			
	Number	Percent	Index	Number	Percent	Index	
Total:	90,449	100.0%		172,230	100.0%		
8. Middle Ground	7,427	8.2%	76	12 506	7.9%	78	
City Lights (8A)	0	0.0%	0	<b>13,586</b> 0	0.0%		
, , ,		1.2%	84		1.1%	0	
Emerald City (8B)	1,078			1,866	1.1%	88 64	
Bright Young Professionals (8C)	1,137 0	1.3% 0.0%	54 0	2,329 0	0.0%	04	
Downtown Melting Pot (8D)	0		0	0		0	
Front Porches (8E) Old and Newcomers (8F)		0.0%			0.0%		
. ,	3,119	3.4%	151	5,342	3.1%	156	
Hometown Heritage (8G)	2,093	2.3%	199	4,049	2.4%	216	
9. Senior Styles	26,079	28.8%	498	45,301	26.3%	515	
Silver & Gold (9A)	991	1.1%	135	1,769	1.0%	140	
Golden Years (9B)	3,027	3.3%	255	5,049	2.9%	245	
The Elders (9C)	9,168	10.1%	1,378	14,695	8.5%	1,407	
Senior Escapes (9D)	9,090	10.0%	1,107	16,526	9.6%	1,140	
Retirement Communities (9E)	2,761	3.1%	258	5,439	3.2%	306	
Social Security Set (9F)	1,042	1.2%	137	1,823	1.1%	152	
Social Security Sec (31)	1,0 12	112 /0	137	1,023	111 /0	132	
10. Rustic Outposts	1,536	1.7%	21	2,890	1.7%	21	
Southern Satellites (10A)	407	0.4%	14	684	0.4%	13	
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0	
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0	
Down the Road (10D)	1,129	1.2%	107	2,206	1.3%	109	
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0	
11. Midtown Singles	17,175	19.0%	304	32,358	18.8%	339	
City Strivers (11A)	0	0.0%	0	0	0.0%	0	
Young and Restless (11B)	4,106	4.5%	256	8,890	5.2%	357	
Metro Fusion (11C)	8,862	9.8%	677	15,837	9.2%	684	
Set to Impress (11D)	1,067	1.2%	85	1,972	1.1%	97	
City Commons (11E)	3,140	3.5%	400	5,659	3.3%	429	
city commons (112)	3,140	5.5 70	400	3,033	5.5 %	723	
12. Hometown	5,449	6.0%	103	10,999	6.4%	117	
Family Foundations (12A)	204	0.2%	22	514	0.3%	29	
Traditional Living (12B)	795	0.9%	47	1,640	1.0%	56	
Small Town Sincerity (12C)	2,803	3.1%	174	5,328	3.1%	193	
Modest Income Homes (12D)	1,647	1.8%	149	3,517	2.0%	180	
12 Nort Ware	1.026	2.40/		4.440	2.60/	<b>CO</b>	
<b>13. Next Wave</b> Diverse Convergence (13A)	1,936	<b>2.1%</b> 0.0%	55	4,449	2.6%	60	
3 ( )	0		0	0	0.0%	0	
Family Extensions (13B)		0.0%			0.0%	0	
NeWest Residents (13C)	1,936	2.1%	270	4,449	2.6%	312	
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0	
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0	
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0	
Military Proximity (14A)	0	0.0%	0	0	0.0%	0	
College Towns (14B)	0	0.0%	0	0	0.0%	0	
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0	
Unclassified (15)	0	0.0%	0	0	0.0%	0	

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Source: Esri

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2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 15 minute radius

Prepared by Esri Latitude: 26.63473

Longitude: -81.87290

<b>Tapestry Urbanization Groups</b>	2024 Households		2024 Adult Population				
	Number	Percent	Index	Number	Percent	Index	
Total:	90,449	100.0%		172,230	100.0%		
1. Principal Urban Center	1,936	2.1%	30	4,449	2.6%	38	
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0	
Metro Renters (3B)	0	0.0%	0	0	0.0%	0	
Trendsetters (3C)	0	0.0%	0	0	0.0%	0	
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0	
City Strivers (11A)	0	0.0%	0	0	0.0%	0	
NeWest Residents (13C)	1,936	2.1%	270	4,449	2.6%	312	
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0	
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0	
2. Urban Periphery	22,548	24.9%	150	44,701	26.0%	148	
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0	
Rustbelt Traditions (5D)	5,432	6.0%	282	10,846	6.3%	315	
Urban Villages (7B)	0	0.0%	0	0	0.0%	0	
Urban Edge Families (7C)	2,996	3.3%	219	6,338	3.7%	214	
Forging Opportunity (7D)	2,270	2.5%	240	5,320	3.1%	248	
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0	
City Lights (8A)	0	0.0%	0	0	0.0%	0	
Bright Young Professionals (8C)	1,137	1.3%	54	2,329	1.4%	64	
Metro Fusion (11C)	8,862	9.8%	677	15,837	9.2%	684	
Family Foundations (12A)	204	0.2%	22	514	0.3%	29	
Modest Income Homes (12D)	1,647	1.8%	149	3,517	2.0%	180	
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0	
Family Extensions (13B)	0	0.0%	0	0	0.0%	0	
3. Metro Cities	23,485	26.0%	144	44,505	25.8%	155	
In Style (5B)	4,284	4.7%	212	7,825	4.5%	218	
Emerald City (8B)	1,078	1.2%	84	1,866	1.1%	88	
Front Porches (8E)	0	0.0%	0	0	0.0%	0	
Old and Newcomers (8F)	3,119	3.4%	151	5,342	3.1%	156	
Hometown Heritage (8G)	2,093	2.3%	199	4,049	2.4%	216	
Retirement Communities (9E)	2,761	3.1%	258	5,439	3.2%	306	
Social Security Set (9F)	1,042	1.2%	137	1,823	1.1%	152	
Young and Restless (11B)	4,106	4.5%	256	8,890	5.2%	357	
Set to Impress (11D)	1,067	1.2%	85	1,972	1.1%	97	
City Commons (11E)	3,140	3.5%	400	5,659	3.3%	429	
Traditional Living (12B)	795	0.9%	47	1,640	1.0%	56	
College Towns (14B)	0	0.0%	0	0	0.0%	0	
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0	

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2270 Cleveland Ave, Fort Myers, Florida, 33901

Drive time: 15 minute radius

Prepared by Esri

Latitude: 26.63473 Longitude: -81.87290

Tapestry Urbanization Groups	2024 Households		2024 Adult Population			
	Number	Percent	Index	Number	Percent	Index
Total:	90,449	100.0%		172,230	100.0%	
4. Suburban Periphery	21,809	24.1%	74	38,622	22.4%	67
Top Tier (1A)	0	0.0%	0	0	0.0%	C
Professional Pride (1B)	0	0.0%	0	0	0.0%	C
Boomburbs (1C)	0	0.0%	0	0	0.0%	C
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	C
Exurbanites (1E)	724	0.8%	42	1,535	0.9%	46
Urban Chic (2A)	0	0.0%	0	0	0.0%	C
Pleasantville (2B)	0	0.0%	0	0	0.0%	C
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	C
Workday Drive (4A)	0	0.0%	0	0	0.0%	C
Home Improvement (4B)	0	0.0%	0	0	0.0%	C
Comfortable Empty Nesters (5A)	2,165	2.4%	99	4,257	2.5%	103
Parks and Rec (5C)	0	0.0%	0	0	0.0%	C
Midlife Constants (5E)	5,616	6.2%	258	11,046	6.4%	281
Up and Coming Families (7A)	118	0.1%	4	271	0.2%	5
Silver & Gold (9A)	991	1.1%	135	1,769	1.0%	140
Golden Years (9B)	3,027	3.3%	255	5,049	2.9%	245
The Elders (9C)	9,168	10.1%	1,378	14,695	8.5%	1,407
Military Proximity (14A)	0	0.0%	0	0	0.0%	C
5. Semirural	16,369	18.1%	192	31,369	18.2%	201
Middleburg (4C)	223	0.2%	8	528	0.3%	10
Heartland Communities (6F)	2,848	3.1%	144	6,115	3.6%	176
Farm to Table (7E)	276	0.3%	128	666	0.4%	127
Senior Escapes (9D)	9,090	10.0%	1,107	16,526	9.6%	1,140
Down the Road (10D)	1,129	1.2%	107	2,206	1.3%	109
Small Town Sincerity (12C)	2,803	3.1%	174	5,328	3.1%	193
6. Rural	4,302	4.8%	29	8,584	5.0%	31
Green Acres (6A)	341	0.4%	11	613	0.4%	11
Salt of the Earth (6B)	85	0.1%	3	219	0.1%	5
The Great Outdoors (6C)	3,047	3.4%	216	6,220	3.6%	236
Prairie Living (6D)	0	0.0%	0	0	0.0%	C
Rural Resort Dwellers (6E)	422	0.5%	47	848	0.5%	53
Southern Satellites (10A)	407	0.4%	14	684	0.4%	13
Rooted Rural (10B)	0	0.0%	0	0	0.0%	C
Economic BedRock (10C)	0	0.0%	0	0	0.0%	C
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	C
,						
Unclassified (15)	0	0.0%	0	0	0.0%	C
	-		•	•		

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