

Tapestry Segmentation Area Profile

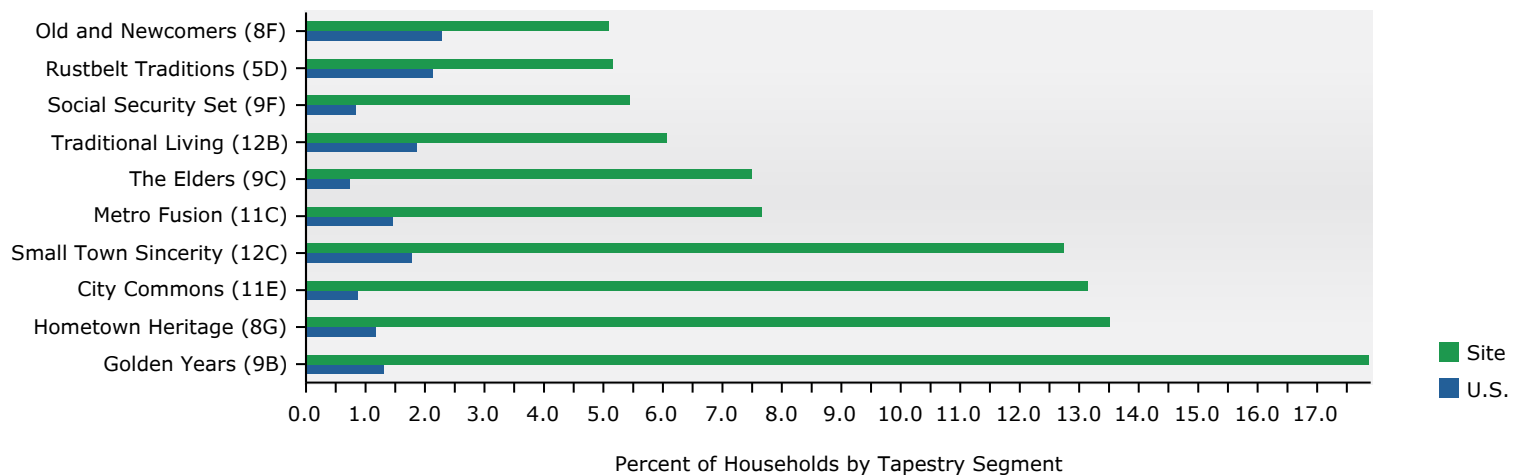
2270 Cleveland Ave, Fort Myers, Florida, 33901
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 26.63473
 Longitude: -81.87290

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
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%		
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%		
Total		100.0%		20.7%		483

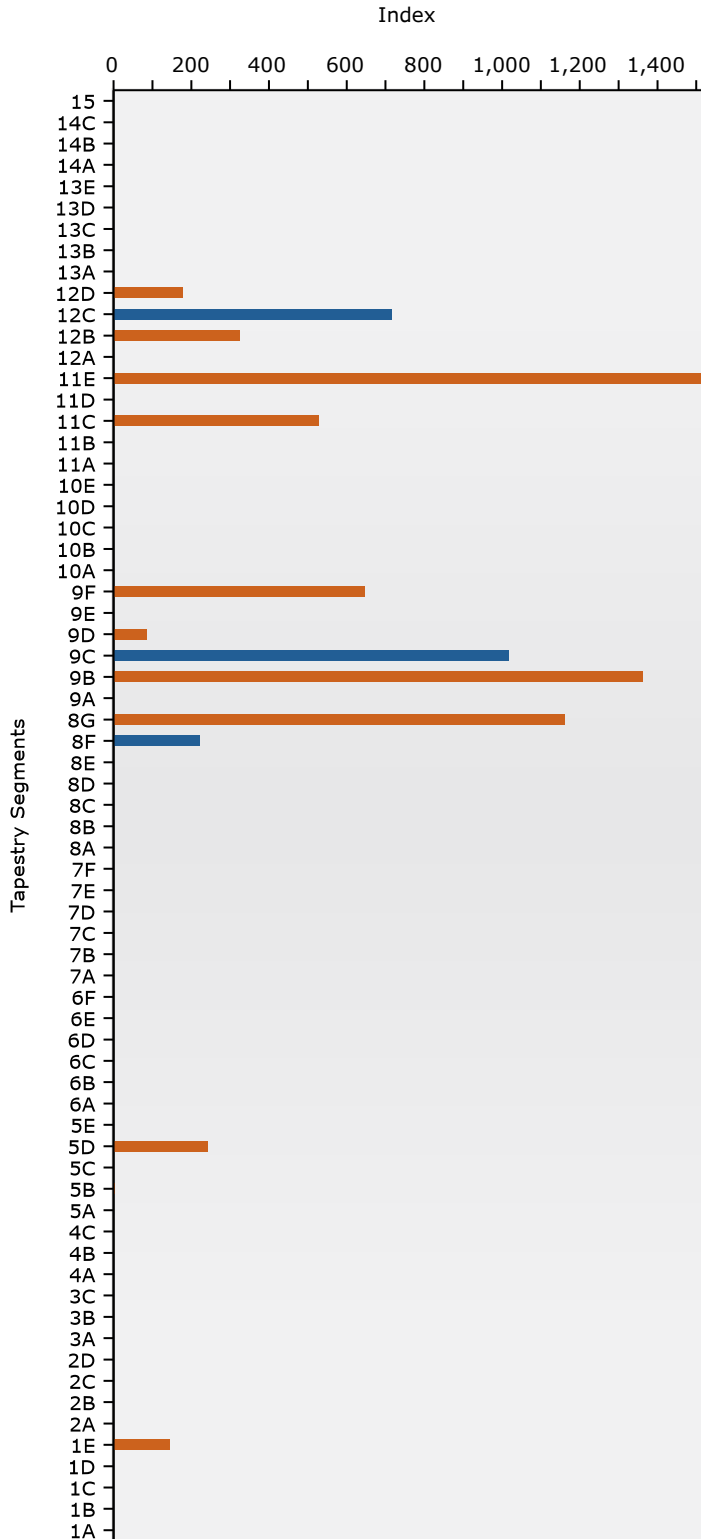
Top Ten Tapestry Segments Site vs. U.S.



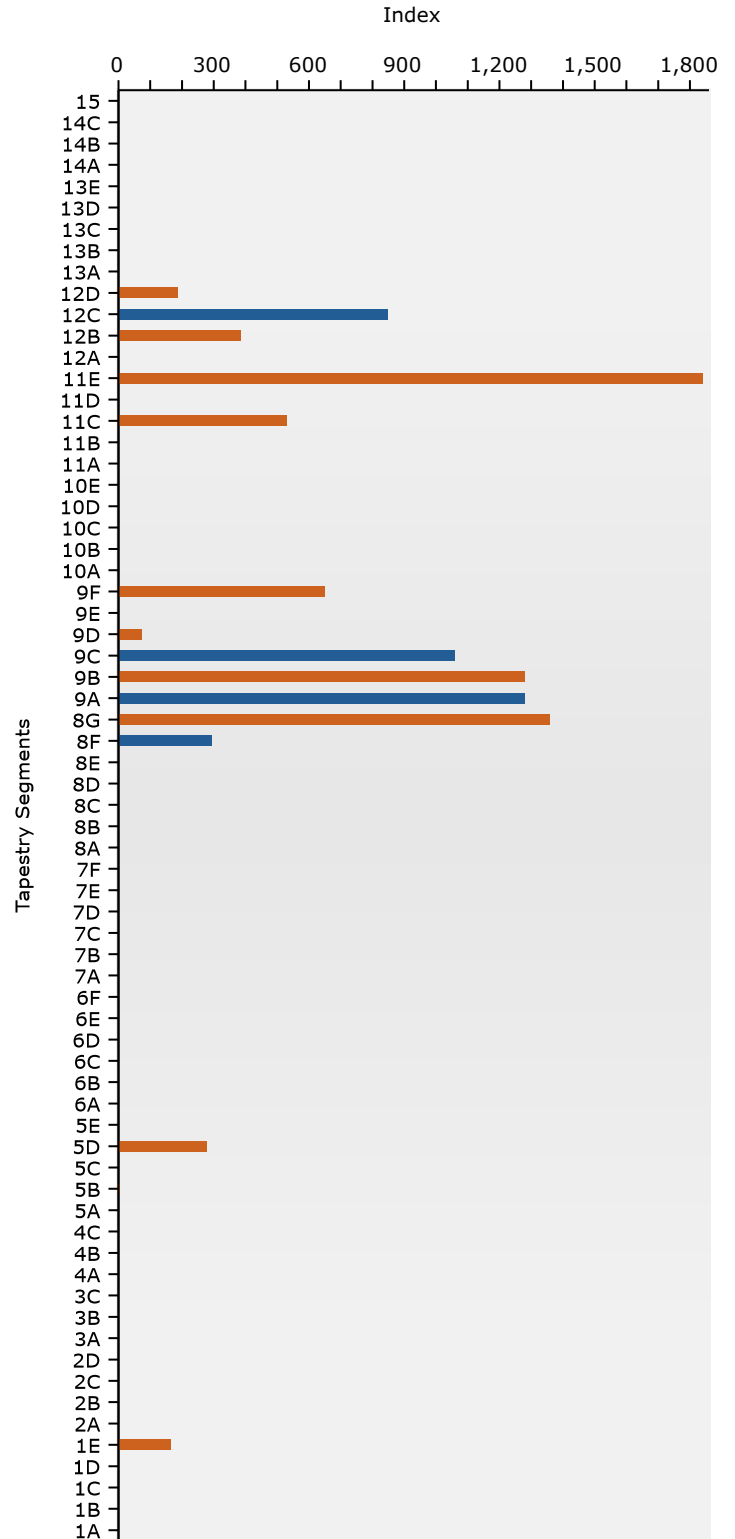
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2024 Households			2024 Adult 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. 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
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
6. Cozy Country Living	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%	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. 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	2024 Households			2024 Adult 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%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
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
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,338	100.0%		14,874	100.0%	
1. Principal Urban Center	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
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)	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
2. Urban Periphery	1,250	15.0%	90	2,210	14.9%	85
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	430	5.2%	242	830	5.6%	280
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
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)	639	7.7%	529	1,063	7.1%	531
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	181	2.2%	178	317	2.1%	188
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	3,614	43.3%	241	6,833	45.9%	275
In Style (5B)	8	0.1%	4	18	0.1%	6
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
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
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	453	5.4%	647	673	4.5%	649
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
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
Traditional Living (12B)	506	6.1%	326	985	6.6%	386
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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Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,338	100.0%		14,874	100.0%	
4. Suburban Periphery	2,347	28.1%	87	3,710	24.9%	74
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
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	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
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
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
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,127	13.5%	144	2,121	14.3%	157
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	65	0.8%	86	94	0.6%	75
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	1,062	12.7%	717	2,027	13.6%	850
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%	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
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
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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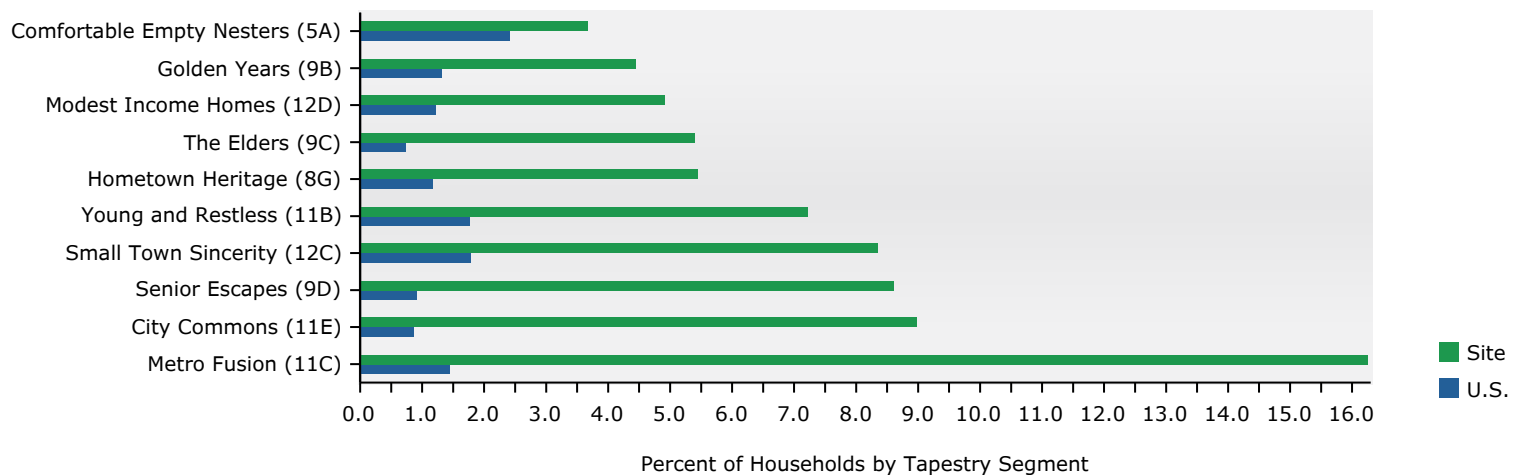
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Fusion (11C)	16.2%	16.2%	1.4%	1.4%	1122
2	City Commons (11E)	9.0%	25.2%	0.9%	2.3%	1,034
3	Senior Escapes (9D)	8.6%	33.8%	0.9%	3.2%	948
4	Small Town Sincerity (12C)	8.3%	42.2%	1.8%	5.0%	470
5	Young and Restless (11B)	7.2%	49.4%	1.8%	6.8%	407
Subtotal		49.3%		6.8%		
6	Hometown Heritage (8G)	5.4%	54.8%	1.2%	7.9%	467
7	The Elders (9C)	5.4%	60.2%	0.7%	8.7%	734
8	Modest Income Homes (12D)	4.9%	65.1%	1.2%	9.9%	402
9	Golden Years (9B)	4.5%	69.6%	1.3%	11.2%	339
10	Comfortable Empty Nesters (5A)	3.7%	73.3%	2.4%	13.6%	152
Subtotal		23.9%		6.8%		
11	Set to Impress (11D)	3.1%	76.4%	1.4%	15.0%	227
12	Rustbelt Traditions (5D)	2.9%	79.3%	2.1%	17.1%	136
13	Midlife Constants (5E)	2.8%	82.0%	2.4%	19.5%	114
14	Heartland Communities (6F)	2.7%	84.8%	2.2%	21.7%	125
15	NeWest Residents (13C)	2.4%	87.1%	0.8%	22.5%	297
Subtotal		13.9%		8.9%		
16	In Style (5B)	2.0%	89.2%	2.2%	24.8%	91
17	Exurbanites (1E)	2.0%	91.1%	1.9%	26.7%	103
18	Old and Newcomers (8F)	1.9%	93.0%	2.3%	29.0%	82
19	Retirement Communities (9E)	1.8%	94.8%	1.2%	30.1%	151
20	Traditional Living (12B)	1.5%	96.3%	1.9%	32.0%	81
Subtotal		9.2%		9.5%		
Total		96.3%		32.0%		301

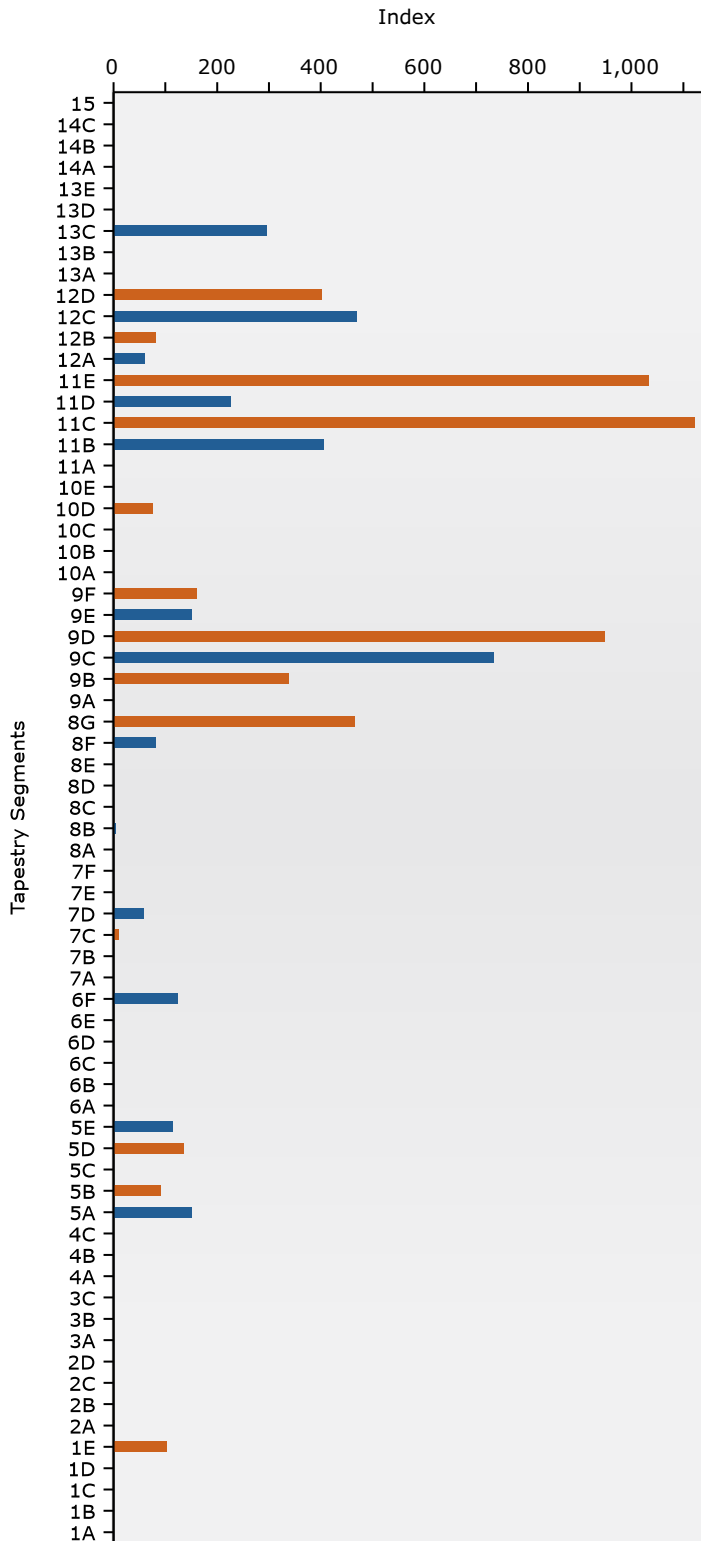
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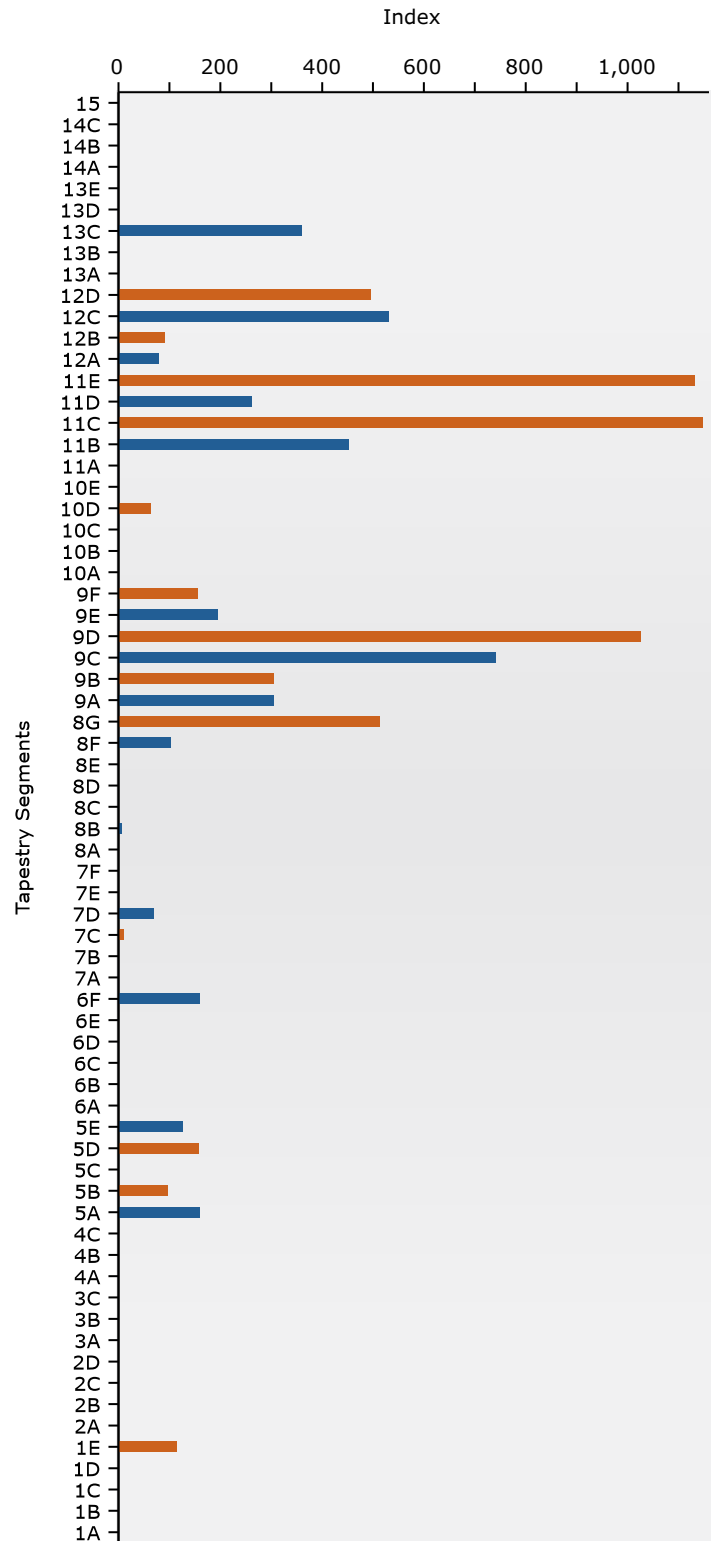
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2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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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
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
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. 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

Tapestry Segmentation Area Profile

2270 Cleveland Ave, Fort Myers, Florida, 33901
 Drive time: 10 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:	33,573	100.0%		62,589	100.0%	
8. Middle Ground	2,472	7.4%	68	4,832	7.7%	76
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	19	0.1%	4	49	0.1%	6
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	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
9. Senior Styles	7,255	21.6%	373	12,458	19.9%	389
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
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
Senior Escapes (9D)	2,890	8.6%	948	5,411	8.6%	1,027
Retirement Communities (9E)	602	1.8%	151	1,262	2.0%	195
Social Security Set (9F)	457	1.4%	162	681	1.1%	156
10. Rustic Outposts	300	0.9%	11	470	0.8%	10
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)	300	0.9%	76	470	0.8%	64
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	11,945	35.6%	570	21,132	33.8%	609
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,422	7.2%	407	4,096	6.5%	452
Metro Fusion (11C)	5,455	16.2%	1,122	9,676	15.5%	1,149
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
12. Hometown	5,160	15.4%	262	10,344	16.5%	302
Family Foundations (12A)	204	0.6%	60	514	0.8%	80
Traditional Living (12B)	506	1.5%	81	985	1.6%	92
Small Town Sincerity (12C)	2,803	8.3%	470	5,328	8.5%	531
Modest Income Homes (12D)	1,647	4.9%	402	3,517	5.6%	496
13. Next Wave	791	2.4%	61	1,866	3.0%	69
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)	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
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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Tapestry Segmentation Area Profile

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

Prepared by Esri
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Tapestry Urbanization Groups	2024 Households			2024 Adult 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
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	2.0%	91	1,267	2.0%	97
Emerald City (8B)	19	0.1%	4	49	0.1%	6
Front Porches (8E)	0	0.0%	0	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 (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: 10 minute radius

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Tapestry Urbanization Groups	2024 Households			2024 Adult 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%	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
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	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
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%	0
Midlife Constants (5E)	924	2.8%	114	1,801	2.9%	126
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
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%	0
5. Semirural	6,908	20.6%	219	13,219	21.1%	233
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	915	2.7%	125	2,010	3.2%	159
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
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%	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
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
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	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

Tapestry Segmentation Area Profile

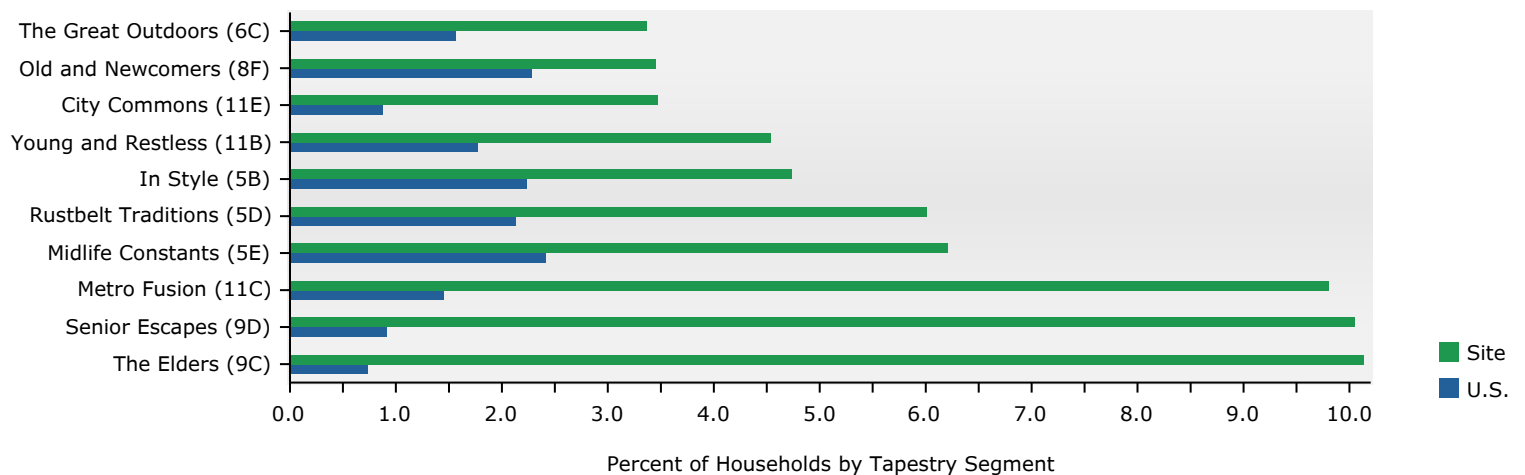
2270 Cleveland Ave, Fort Myers, Florida, 33901
 Drive time: 15 minute radius

Prepared by Esri
 Latitude: 26.63473
 Longitude: -81.87290

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
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%		
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

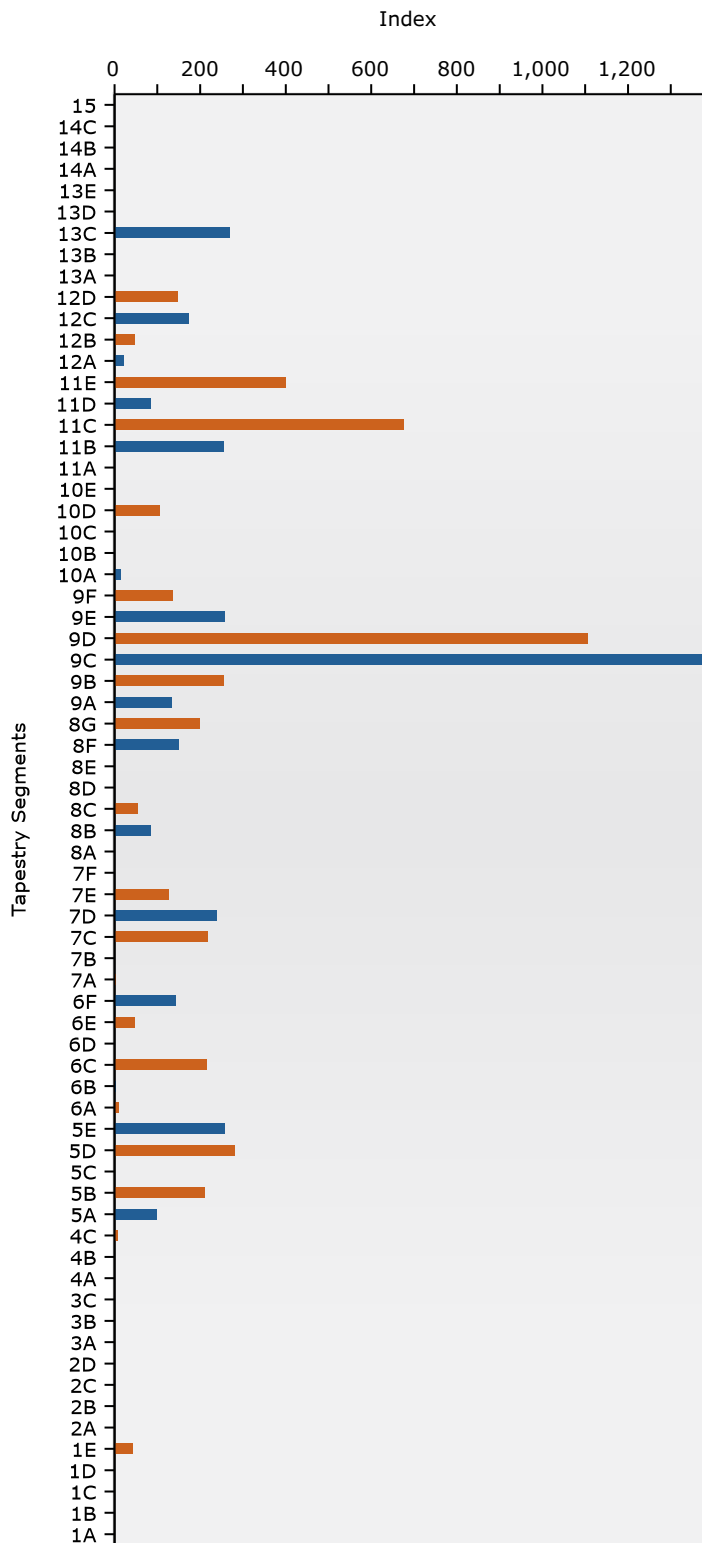
Top Ten Tapestry Segments Site vs. U.S.



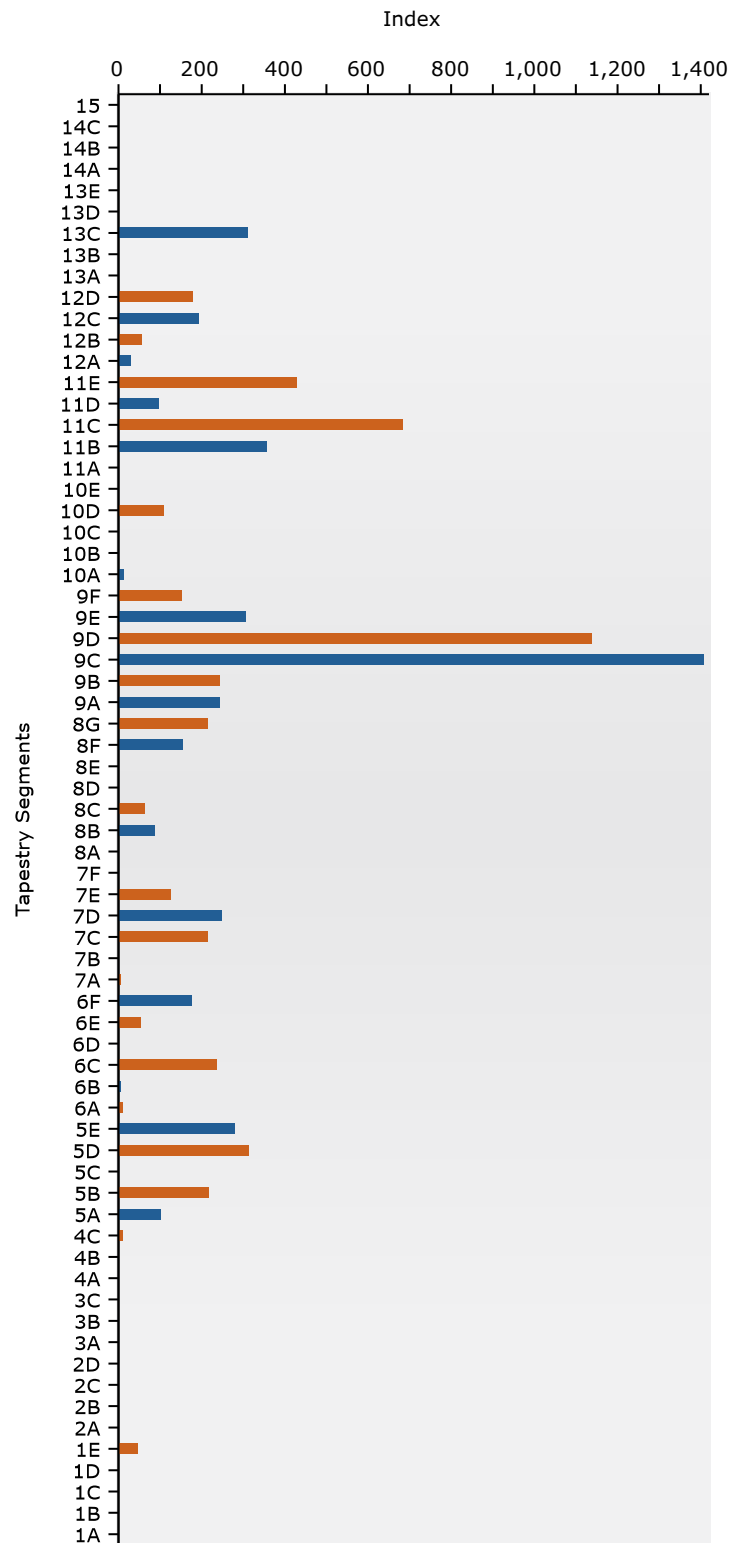
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

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

Tapestry Segmentation Area Profile

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%	
1. Affluent Estates	724	0.8%	8	1,535	0.9%	8
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)	724	0.8%	42	1,535	0.9%	46
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. 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	223	0.2%	3	528	0.3%	4
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	223	0.2%	8	528	0.3%	10
5. GenXurban	17,497	19.3%	174	33,974	19.7%	185
Comfortable Empty Nesters (5A)	2,165	2.4%	99	4,257	2.5%	103
In Style (5B)	4,284	4.7%	212	7,825	4.5%	218
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	5,432	6.0%	282	10,846	6.3%	315
Midlife Constants (5E)	5,616	6.2%	258	11,046	6.4%	281
6. Cozy Country Living	6,743	7.5%	63	14,015	8.1%	71
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%	0
Rural Resort Dwellers (6E)	422	0.5%	47	848	0.5%	53
Heartland Communities (6F)	2,848	3.1%	144	6,115	3.6%	176
7. Sprouting Explorers	5,660	6.3%	83	12,595	7.3%	84
Up and Coming Families (7A)	118	0.1%	4	271	0.2%	5
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
Farm to Table (7E)	276	0.3%	128	666	0.4%	127
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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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	13,586	7.9%	78
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,078	1.2%	84	1,866	1.1%	88
Bright Young Professionals (8C)	1,137	1.3%	54	2,329	1.4%	64
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
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
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
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
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
13. Next Wave	1,936	2.1%	55	4,449	2.6%	60
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)	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

Tapestry Segmentation Area Profile

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%	
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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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%	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)	724	0.8%	42	1,535	0.9%	46
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	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
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%	0
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%	0
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%	0
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%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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