

	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	14,734	68,226	169,788
2020 Total Population	16,824	78,312	199,325
2020 Group Quarters	378	1,554	4,589
2024 Total Population	18,178	83,117	214,546
2024 Group Quarters	403	1,620	4,908
2029 Total Population	20,095	87,224	226,582
2024-2029 Annual Rate	2.03%	0.97%	1.10%
2024 Total Daytime Population	29,350	111,721	255,806
Workers	18,220	63,406	133,551
Residents	11,130	48,315	122,255
Household Summary			
2010 Households	6,292	28,448	71,915
2010 Average Household Size	2.19	2.33	2.31
2020 Total Households	7,464	32,917	84,423
2020 Average Household Size	2.20	2.33	2.31
2024 Households	8,459	35,722	92,624
2024 Average Household Size	2.10	2.28	2.26
2029 Households	9,555	38,263	99,496
2029 Average Household Size	2.06	2.24	2.23
2024-2029 Annual Rate	2.47%	1.38%	1.44%
2010 Families	3,126	16,017	42,487
2010 Average Family Size	3.02	2.99	2.89
2024 Families	4,243	19,923	53,675
2024 Average Family Size	3.03	3.11	2.95
2029 Families	4,655	20,979	57,039
2029 Average Family Size	2.99	3.06	2.91
2024-2029 Annual Rate	1.87%	1.04%	1.22%
Housing Unit Summary			
2000 Housing Units	8,042	32,531	77,589
Owner Occupied Housing Units	39.9%	45.5%	55.6%
Renter Occupied Housing Units	48.1%	41.6%	30.1%
Vacant Housing Units	12.0%	13.0%	14.3%
2010 Housing Units	8,487	37,272	93,862
Owner Occupied Housing Units	33.1%	37.5%	46.0%
Renter Occupied Housing Units	41.0%	38.8%	30.6%
Vacant Housing Units	25.9%	23.7%	23.4%
2020 Housing Units	8,981	38,821	100,862
Owner Occupied Housing Units	35.6%	39.9%	48.7%
Renter Occupied Housing Units	47.5%	44.9%	35.0%
Vacant Housing Units	16.5%	15.1%	16.3%
2024 Housing Units	9,985	41,403	109,039
Owner Occupied Housing Units	34.7%	40.4%	49.5%
Renter Occupied Housing Units	50.0%	45.9%	35.5%
Vacant Housing Units	15.3%	13.7%	15.1%
2029 Housing Units	11,094	43,969	116,239
Owner Occupied Housing Units	33.7%	40.9%	50.9%
Renter Occupied Housing Units	52.4%	46.1%	34.7%
Vacant Housing Units	13.9%	13.0%	14.4%

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

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

	5 minutes	10 minutes	15 minutes
2024 Households by Income			
Household Income Base	8,459	35,722	92,624
<\$15,000	15.6%	13.0%	10.8%
\$15,000 - \$24,999	11.2%	9.8%	7.2%
\$25,000 - \$34,999	10.2%	9.4%	8.6%
\$35,000 - \$49,999	14.6%	14.0%	13.0%
\$50,000 - \$74,999	15.1%	19.1%	21.6%
\$75,000 - \$99,999	11.3%	12.7%	14.3%
\$100,000 - \$149,999	8.7%	10.7%	13.2%
\$150,000 - \$199,999	4.8%	5.1%	5.4%
\$200,000+	8.5%	6.3%	5.9%
Average Household Income	\$83,452	\$80,141	\$83,794
2029 Households by Income			
Household Income Base	9,555	38,263	99,496
<\$15,000	13.8%	11.4%	9.2%
\$15,000 - \$24,999	9.1%	7.7%	5.4%
\$25,000 - \$34,999	9.5%	7.9%	6.9%
\$35,000 - \$49,999	12.9%	12.0%	11.0%
\$50,000 - \$74,999	14.8%	19.2%	21.1%
\$75,000 - \$99,999	11.6%	13.9%	15.5%
\$100,000 - \$149,999	10.8%	13.0%	15.9%
\$150,000 - \$199,999	7.1%	7.2%	7.7%
\$200,000+	10.5%	7.7%	7.4%
Average Household Income	\$99,257	\$94,268	\$98,823
2024 Owner Occupied Housing Units by Value			
Total	3,466	16,717	53,943
<\$50,000	9.0%	9.0%	7.5%
\$50,000 - \$99,999	8.5%	8.9%	7.7%
\$100,000 - \$149,999	5.0%	6.8%	6.1%
\$150,000 - \$199,999	6.5%	5.8%	5.5%
\$200,000 - \$249,999	6.1%	5.3%	5.8%
\$250,000 - \$299,999	5.4%	6.0%	7.6%
\$300,000 - \$399,999	17.7%	19.5%	23.4%
\$400,000 - \$499,999	11.2%	13.5%	14.1%
\$500,000 - \$749,999	19.0%	13.8%	12.8%
\$750,000 - \$999,999	7.2%	5.2%	4.6%
\$1,000,000 - \$1,499,999	3.0%	2.8%	2.1%
\$1,500,000 - \$1,999,999	0.4%	1.1%	0.8%
\$2,000,000 +	0.9%	2.1%	2.0%
Average Home Value	\$413,914	\$419,531	\$410,916
2029 Owner Occupied Housing Units by Value			
Total	3,740	17,994	59,099
<\$50,000	3.4%	4.3%	3.8%
\$50,000 - \$99,999	2.6%	2.9%	2.9%
\$100,000 - \$149,999	1.1%	3.3%	2.5%
\$150,000 - \$199,999	1.4%	3.3%	3.1%
\$200,000 - \$249,999	9.4%	6.6%	4.5%
\$250,000 - \$299,999	6.1%	5.8%	6.8%
\$300,000 - \$399,999	16.5%	19.4%	24.0%
\$400,000 - \$499,999	16.1%	17.9%	18.2%
\$500,000 - \$749,999	27.4%	19.9%	19.5%
\$750,000 - \$999,999	9.3%	7.2%	6.9%
\$1,000,000 - \$1,499,999	4.5%	4.4%	3.3%
\$1,500,000 - \$1,999,999	0.9%	1.7%	1.3%
\$2,000,000 +	1.3%	3.1%	3.0%
Average Home Value	\$529,385	\$534,489	\$521,707

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

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

Market Profile

2160 Cleveland Ave, Fort Myers, Florida, 33901
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 26.63721
Longitude: -81.87287

	5 minutes	10 minutes	15 minutes
Median Household Income			
2024	\$47,907	\$53,527	\$59,470
2029	\$56,158	\$61,797	\$69,237
Median Home Value			
2024	\$353,333	\$341,470	\$342,160
2029	\$459,068	\$423,620	\$413,037
Per Capita Income			
2024	\$38,825	\$34,510	\$36,251
2029	\$47,207	\$41,387	\$43,460
Median Age			
2010	41.5	39.4	42.5
2020	44.7	42.0	45.2
2024	47.2	42.7	45.4
2029	49.1	44.2	46.5
2020 Population by Age			
Total	16,824	78,312	199,325
0 - 4	5.3%	5.6%	4.9%
5 - 9	5.5%	5.9%	5.2%
10 - 14	5.8%	6.1%	5.4%
15 - 24	11.0%	11.7%	11.2%
25 - 34	11.5%	12.5%	12.1%
35 - 44	11.3%	11.5%	11.0%
45 - 54	11.9%	11.5%	11.4%
55 - 64	14.3%	14.0%	14.2%
65 - 74	13.2%	11.9%	13.7%
75 - 84	7.1%	6.4%	7.8%
85 +	3.2%	2.9%	3.0%
18 +	79.8%	78.8%	81.3%
2024 Population by Age			
Total	18,178	83,116	214,547
0 - 4	5.0%	5.5%	4.8%
5 - 9	5.0%	5.4%	4.8%
10 - 14	4.9%	5.6%	5.0%
15 - 24	10.9%	11.8%	10.9%
25 - 34	10.6%	12.5%	12.5%
35 - 44	11.1%	11.9%	11.6%
45 - 54	11.5%	11.1%	10.9%
55 - 64	13.6%	13.3%	13.3%
65 - 74	14.6%	12.3%	13.8%
75 - 84	9.2%	7.7%	9.3%
85 +	3.5%	2.9%	3.1%
18 +	81.9%	80.2%	82.3%
2029 Population by Age			
Total	20,094	87,226	226,582
0 - 4	4.8%	5.3%	4.7%
5 - 9	4.6%	5.0%	4.5%
10 - 14	4.6%	5.2%	4.8%
15 - 24	10.0%	11.2%	10.3%
25 - 34	10.9%	12.4%	12.3%
35 - 44	10.6%	11.8%	11.8%
45 - 54	10.7%	11.1%	10.7%
55 - 64	12.5%	12.1%	12.0%
65 - 74	15.6%	13.3%	14.2%
75 - 84	11.5%	9.2%	10.8%
85 +	4.1%	3.4%	3.9%
18 +	83.1%	81.2%	83.1%

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

	5 minutes	10 minutes	15 minutes
2020 Population by Sex			
Males	8,182	38,017	97,653
Females	8,642	40,295	101,672
2024 Population by Sex			
Males	8,905	40,761	106,073
Females	9,273	42,356	108,473
2029 Population by Sex			
Males	9,758	42,473	111,298
Females	10,337	44,751	115,285
2010 Population by Race/Ethnicity			
Total	14,734	68,227	169,789
White Alone	58.1%	62.9%	74.0%
Black Alone	31.5%	26.0%	14.8%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	0.8%	1.2%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.7%	6.7%	6.9%
Two or More Races	2.4%	2.6%	2.4%
Hispanic Origin	14.5%	18.0%	19.6%
Diversity Index	66.8	67.0	60.6
2020 Population by Race/Ethnicity			
Total	16,824	78,312	199,325
White Alone	49.9%	53.6%	62.2%
Black Alone	30.8%	21.6%	12.3%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	1.3%	1.3%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.0%	9.1%	9.3%
Two or More Races	11.2%	13.6%	13.6%
Hispanic Origin	17.9%	24.5%	25.2%
Diversity Index	74.6	77.3	73.2
2024 Population by Race/Ethnicity			
Total	18,178	83,117	214,548
White Alone	50.1%	52.2%	60.7%
Black Alone	29.6%	21.2%	12.3%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	1.5%	1.4%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.3%	9.7%	9.6%
Two or More Races	11.7%	14.6%	14.5%
Hispanic Origin	19.2%	26.5%	26.9%
Diversity Index	75.4	78.7	74.8
2029 Population by Race/Ethnicity			
Total	20,096	87,224	226,581
White Alone	48.1%	50.3%	58.8%
Black Alone	30.6%	21.6%	12.5%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	1.5%	1.5%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	10.2%	10.1%
Two or More Races	12.4%	15.6%	15.6%
Hispanic Origin	20.4%	28.1%	28.8%
Diversity Index	76.7	80.1	76.6

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

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

	5 minutes	10 minutes	15 minutes
2020 Population by Relationship and Household Type			
Total	16,824	78,312	199,325
In Households	97.8%	98.0%	97.7%
Householder	44.4%	42.1%	42.4%
Opposite-Sex Spouse	13.0%	14.1%	16.6%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.9%	3.3%	3.4%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	23.6%	24.5%	22.0%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.1%	1.1%	1.1%
Grandchild	2.2%	2.5%	2.2%
Brother or Sister	1.5%	1.4%	1.3%
Parent	1.4%	1.5%	1.5%
Parent-in-law	0.2%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	1.7%	1.7%	1.5%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	4.2%	4.1%	3.9%
In Group Quarters	2.2%	2.0%	2.3%
Institutionalized	1.0%	1.4%	1.6%
Noninstitutionalized	1.3%	0.6%	0.7%
2024 Population 25+ by Educational Attainment			
Total	13,480	59,619	159,762
Less than 9th Grade	8.4%	6.6%	5.0%
9th - 12th Grade, No Diploma	10.3%	8.5%	7.1%
High School Graduate	29.6%	30.7%	28.8%
GED/Alternative Credential	4.3%	4.2%	4.4%
Some College, No Degree	14.4%	16.1%	17.8%
Associate Degree	6.6%	9.0%	10.1%
Bachelor's Degree	14.8%	15.5%	16.9%
Graduate/Professional Degree	11.6%	9.3%	10.0%
2024 Population 15+ by Marital Status			
Total	15,468	69,439	183,103
Never Married	40.1%	35.3%	32.3%
Married	35.5%	41.5%	45.2%
Widowed	10.8%	8.3%	8.5%
Divorced	13.6%	14.9%	13.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,639	37,325	96,441
Population 16+ Employed	93.7%	94.7%	95.5%
Population 16+ Unemployment rate	6.3%	5.3%	4.5%
Population 16-24 Employed	14.1%	14.3%	13.3%
Population 16-24 Unemployment rate	10.7%	10.0%	8.2%
Population 25-54 Employed	57.9%	61.9%	60.7%
Population 25-54 Unemployment rate	5.3%	3.7%	3.3%
Population 55-64 Employed	17.8%	16.2%	16.9%
Population 55-64 Unemployment rate	7.3%	8.0%	6.8%
Population 65+ Employed	10.2%	7.5%	9.1%
Population 65+ Unemployment rate	3.4%	2.6%	2.4%

	5 minutes	10 minutes	15 minutes
2024 Employed Population 16+ by Industry			
Total	7,160	35,358	92,114
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	12.1%	13.7%	12.6%
Manufacturing	3.3%	4.2%	3.8%
Wholesale Trade	1.5%	1.8%	1.5%
Retail Trade	17.2%	14.1%	14.5%
Transportation/Utilities	5.1%	5.3%	5.6%
Information	0.8%	1.2%	1.7%
Finance/Insurance/Real Estate	5.5%	5.5%	6.0%
Services	53.0%	51.0%	50.9%
Public Administration	1.4%	3.0%	3.1%
2024 Employed Population 16+ by Occupation			
Total	7,163	35,360	92,114
White Collar	56.8%	55.0%	57.2%
Management/Business/Financial	11.4%	13.5%	14.1%
Professional	22.6%	19.8%	19.9%
Sales	12.3%	10.8%	11.2%
Administrative Support	10.5%	10.9%	12.0%
Services	19.7%	21.1%	20.4%
Blue Collar	23.5%	23.9%	22.4%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	10.3%	10.8%	8.9%
Installation/Maintenance/Repair	2.4%	2.2%	2.7%
Production	1.6%	2.2%	2.7%
Transportation/Material Moving	9.2%	8.4%	7.9%
2020 Households by Type			
Total	7,464	32,917	84,423
Married Couple Households	30.2%	34.1%	39.9%
With Own Children <18	9.5%	10.6%	10.8%
Without Own Children <18	20.7%	23.5%	29.1%
Cohabiting Couple Households	7.1%	8.4%	8.5%
With Own Children <18	2.3%	2.7%	2.5%
Without Own Children <18	4.8%	5.7%	5.9%
Male Householder, No Spouse/Partner	25.8%	23.0%	20.6%
Living Alone	18.4%	15.4%	14.0%
65 Years and over	7.7%	5.9%	5.7%
With Own Children <18	2.1%	2.0%	1.6%
Without Own Children <18, With Relatives	3.3%	3.3%	3.0%
No Relatives Present	2.0%	2.2%	2.0%
Female Householder, No Spouse/Partner	36.9%	34.5%	31.0%
Living Alone	21.1%	18.1%	17.7%
65 Years and over	12.5%	9.7%	10.1%
With Own Children <18	6.8%	7.6%	5.5%
Without Own Children <18, With Relatives	7.3%	7.3%	6.4%
No Relatives Present	1.6%	1.6%	1.4%
2020 Households by Size			
Total	7,464	32,917	84,423
1 Person Household	39.5%	33.5%	31.7%
2 Person Household	31.2%	33.9%	37.7%
3 Person Household	13.0%	14.3%	13.5%
4 Person Household	8.9%	9.8%	9.4%
5 Person Household	4.5%	5.0%	4.7%
6 Person Household	2.0%	2.1%	1.8%
7 + Person Household	1.0%	1.4%	1.2%

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



Market Profile

2160 Cleveland Ave, Fort Myers, Florida, 33901
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 26.63721
 Longitude: -81.87287

	5 minutes	10 minutes	15 minutes
2020 Households by Tenure and Mortgage Status			
Total	7,464	32,917	84,423
Owner Occupied	42.8%	47.1%	58.2%
Owned with a Mortgage/Loan	24.1%	25.9%	31.7%
Owned Free and Clear	18.8%	21.1%	26.5%
Renter Occupied	57.2%	52.9%	41.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	53	62	68
Percent of Income for Mortgage	46.2%	39.9%	36.0%
Wealth Index	72	68	75
2020 Housing Units By Urban/ Rural Status			
Total	8,981	38,821	100,862
Urban Housing Units	100.0%	100.0%	99.6%
Rural Housing Units	0.0%	0.0%	0.4%
2020 Population By Urban/ Rural Status			
Total	16,824	78,312	199,325
Urban Population	100.0%	100.0%	99.6%
Rural Population	0.0%	0.0%	0.4%

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

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

	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Golden Years (9B)	Metro Fusion (11C)	The Elders (9C)
2.	Hometown Heritage (8G)	Senior Escapes (9D)	Senior Escapes (9D)
3.	City Commons (11E)	City Commons (11E)	Metro Fusion (11C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$15,793,404	\$64,000,914	\$166,098,696
Average Spent	\$1,867.05	\$1,791.64	\$1,793.26
Spending Potential Index	78	75	75
Education: Total \$	\$10,724,650	\$41,555,041	\$109,921,709
Average Spent	\$1,267.84	\$1,163.29	\$1,186.75
Spending Potential Index	73	67	69
Entertainment/Recreation: Total \$	\$25,346,215	\$103,430,736	\$282,577,551
Average Spent	\$2,996.36	\$2,895.44	\$3,050.80
Spending Potential Index	73	71	75
Food at Home: Total \$	\$48,432,958	\$197,074,555	\$520,352,144
Average Spent	\$5,725.61	\$5,516.90	\$5,617.90
Spending Potential Index	78	76	77
Food Away from Home: Total \$	\$25,296,932	\$103,197,492	\$275,241,599
Average Spent	\$2,990.53	\$2,888.91	\$2,971.60
Spending Potential Index	77	74	76
Health Care: Total \$	\$48,931,791	\$200,246,138	\$549,022,069
Average Spent	\$5,784.58	\$5,605.68	\$5,927.43
Spending Potential Index	75	73	77
HH Furnishings & Equipment: Total \$	\$19,707,357	\$81,317,392	\$220,798,784
Average Spent	\$2,329.75	\$2,276.40	\$2,383.82
Spending Potential Index	74	72	75
Personal Care Products & Services: Total \$	\$6,533,548	\$26,373,632	\$71,028,985
Average Spent	\$772.38	\$738.30	\$766.85
Spending Potential Index	78	74	77
Shelter: Total \$	\$171,137,942	\$691,918,276	\$1,857,968,744
Average Spent	\$20,231.46	\$19,369.53	\$20,059.26
Spending Potential Index	76	73	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,518,672	\$87,191,153	\$250,870,964
Average Spent	\$2,543.88	\$2,440.83	\$2,708.49
Spending Potential Index	73	70	77
Travel: Total \$	\$18,307,715	\$74,230,077	\$204,787,492
Average Spent	\$2,164.29	\$2,077.99	\$2,210.95
Spending Potential Index	71	69	73
Vehicle Maintenance & Repairs: Total \$	\$9,575,833	\$39,758,231	\$106,735,434
Average Spent	\$1,132.03	\$1,112.99	\$1,152.35
Spending Potential Index	76	75	78

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

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

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