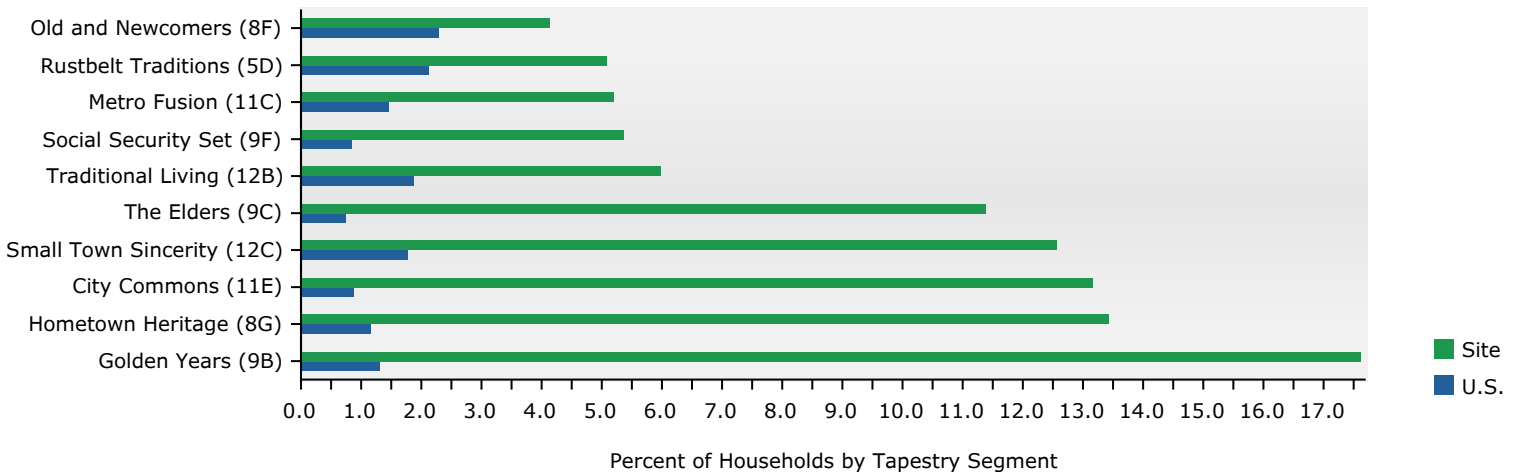


## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Golden Years (9B)	17.6%	17.6%	1.3%	1.3%	1342
2	Hometown Heritage (8G)	13.4%	31.0%	1.2%	2.5%	1,154
3	City Commons (11E)	13.2%	44.2%	0.9%	3.3%	1,515
4	Small Town Sincerity (12C)	12.6%	56.8%	1.8%	5.1%	707
5	The Elders (9C)	11.4%	68.1%	0.7%	5.9%	1,546
<b>Subtotal</b>		<b>68.2%</b>		<b>5.9%</b>		
6	Traditional Living (12B)	6.0%	74.1%	1.9%	7.7%	321
7	Social Security Set (9F)	5.4%	79.5%	0.8%	8.6%	637
8	Metro Fusion (11C)	5.2%	84.7%	1.4%	10.0%	359
9	Rustbelt Traditions (5D)	5.1%	89.8%	2.1%	12.1%	239
10	Old and Newcomers (8F)	4.1%	93.9%	2.3%	14.4%	181
<b>Subtotal</b>		<b>25.8%</b>		<b>8.5%</b>		
11	Exurbanites (1E)	2.8%	96.7%	1.9%	16.3%	147
12	Modest Income Homes (12D)	2.2%	98.9%	1.2%	17.6%	179
13	Senior Escapes (9D)	1.0%	99.9%	0.9%	18.5%	112
14	In Style (5B)	0.1%	100.0%	2.2%	20.7%	4
<b>Subtotal</b>		<b>6.1%</b>		<b>6.2%</b>		
<b>Total</b>		<b>100.0%</b>		<b>20.7%</b>		<b>483</b>

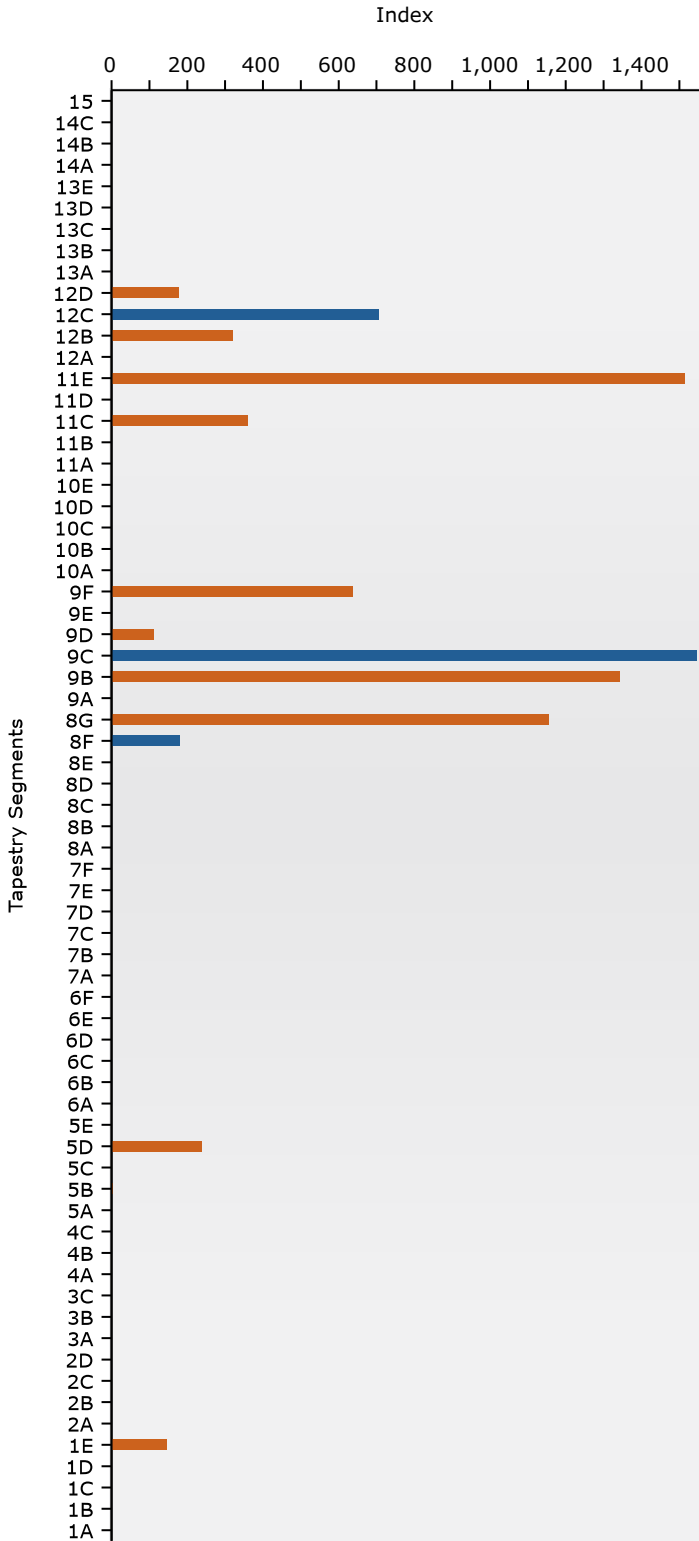
## Top Ten Tapestry Segments Site vs. U.S.



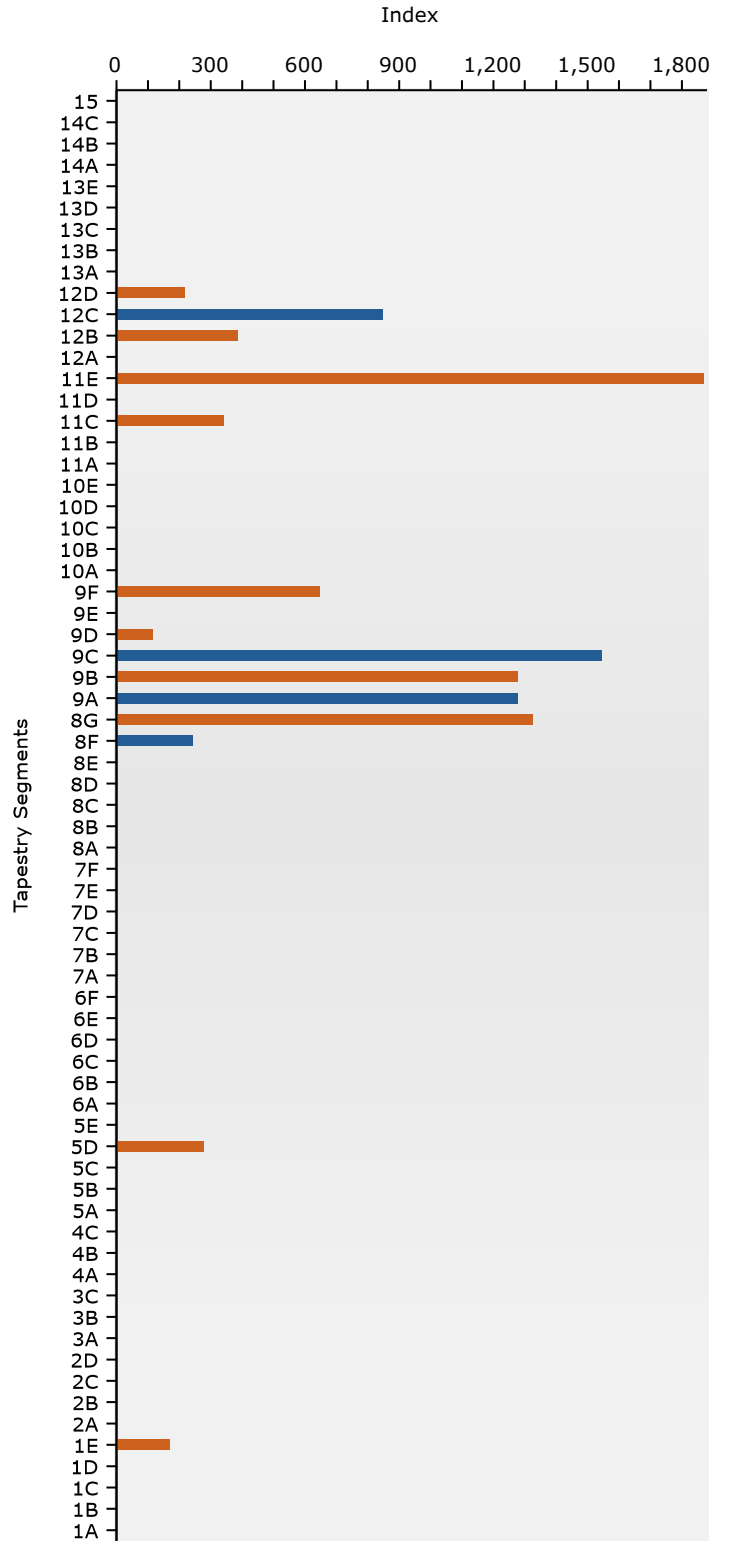
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
 Drive time: 5 minute radius

Prepared by Esri  
 Latitude: 26.63721  
 Longitude: -81.87287

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,459	100.0%		14,894	100.0%	
<b>1. Affluent Estates</b>	<b>239</b>	<b>2.8%</b>	<b>28</b>	<b>494</b>	<b>3.3%</b>	<b>30</b>
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)	239	2.8%	147	494	3.3%	171
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>438</b>	<b>5.2%</b>	<b>46</b>	<b>848</b>	<b>5.7%</b>	<b>53</b>
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	5.1%	239	830	5.6%	279
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Sprouting Explorers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

**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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
Drive time: 5 minute radius

Prepared by Esri  
Latitude: 26.63721  
Longitude: -81.87287

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,459	100.0%		14,894	100.0%	
<b>8. Middle Ground</b>	<b>1,485</b>	<b>17.6%</b>	<b>162</b>	<b>2,866</b>	<b>19.2%</b>	<b>190</b>
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)	349	4.1%	181	718	4.8%	243
Hometown Heritage (8G)	1,136	13.4%	1,154	2,148	14.4%	1,327
<b>9. Senior Styles</b>	<b>2,991</b>	<b>35.4%</b>	<b>610</b>	<b>4,492</b>	<b>30.2%</b>	<b>590</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,490	17.6%	1,342	2,279	15.3%	1,278
The Elders (9C)	962	11.4%	1,546	1,396	9.4%	1,546
Senior Escapes (9D)	86	1.0%	112	144	1.0%	115
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	453	5.4%	637	673	4.5%	648
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>11. Midtown Singles</b>	<b>1,553</b>	<b>18.4%</b>	<b>294</b>	<b>2,816</b>	<b>18.9%</b>	<b>341</b>
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)	440	5.2%	359	685	4.6%	342
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	1,113	13.2%	1,515	2,131	14.3%	1,870
<b>12. Hometown</b>	<b>1,753</b>	<b>20.7%</b>	<b>353</b>	<b>3,378</b>	<b>22.7%</b>	<b>415</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	506	6.0%	321	985	6.6%	386
Small Town Sincerity (12C)	1,062	12.6%	707	2,027	13.6%	849
Modest Income Homes (12D)	185	2.2%	179	366	2.5%	217
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

**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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
Drive time: 5 minute radius

Prepared by Esri  
Latitude: 26.63721  
Longitude: -81.87287

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,459	100.0%		14,894	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>1,055</b>	<b>12.5%</b>	<b>75</b>	<b>1,881</b>	<b>12.6%</b>	<b>72</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	430	5.1%	239	830	5.6%	279
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)	440	5.2%	359	685	4.6%	342
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	185	2.2%	179	366	2.5%	217
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>3,565</b>	<b>42.1%</b>	<b>234</b>	<b>6,673</b>	<b>44.8%</b>	<b>268</b>
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)	349	4.1%	181	718	4.8%	243
Hometown Heritage (8G)	1,136	13.4%	1,154	2,148	14.4%	1,327
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	453	5.4%	637	673	4.5%	648
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)	1,113	13.2%	1,515	2,131	14.3%	1,870
Traditional Living (12B)	506	6.0%	321	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

**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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
 Drive time: 5 minute radius

Prepared by Esri  
 Latitude: 26.63721  
 Longitude: -81.87287

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	8,459	100.0%		14,894	100.0%	
<b>4. Suburban Periphery</b>	<b>2,691</b>	<b>31.8%</b>	<b>98</b>	<b>4,169</b>	<b>28.0%</b>	<b>83</b>
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)	239	2.8%	147	494	3.3%	171
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	17.6%	1,342	2,279	15.3%	1,278
The Elders (9C)	962	11.4%	1,546	1,396	9.4%	1,546
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>1,148</b>	<b>13.6%</b>	<b>144</b>	<b>2,171</b>	<b>14.6%</b>	<b>161</b>
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)	86	1.0%	112	144	1.0%	115
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	1,062	12.6%	707	2,027	13.6%	849
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

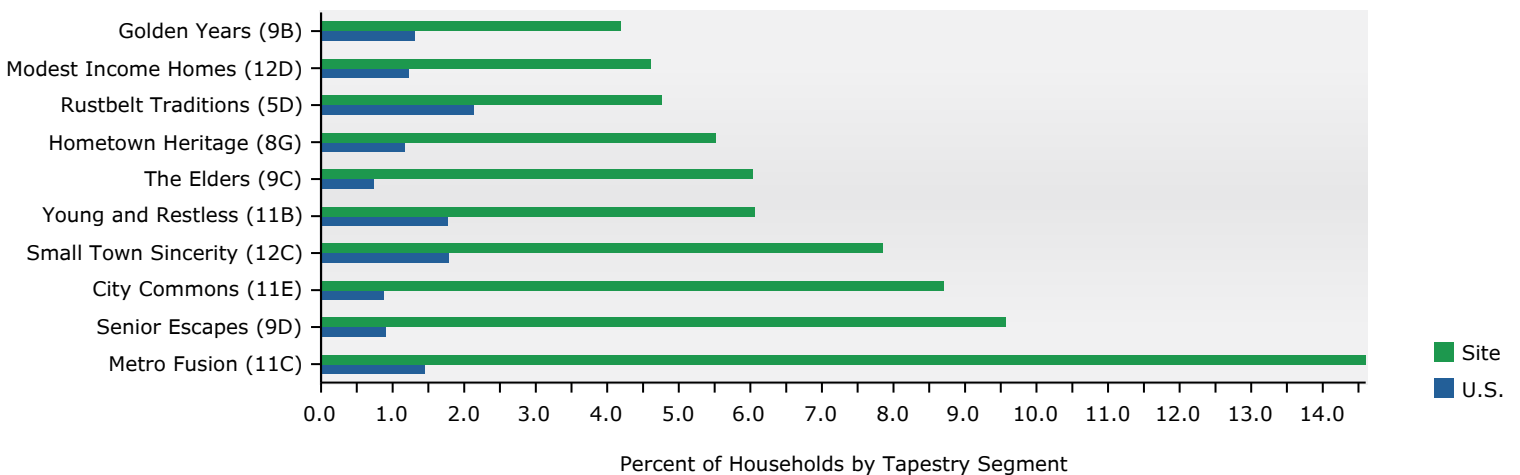
2160 Cleveland Ave, Fort Myers, Florida, 33901  
 Drive time: 10 minute radius

Prepared by Esri  
 Latitude: 26.63721  
 Longitude: -81.87287

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Metro Fusion (11C)	14.6%	14.6%	1.4%	1.4%	1008
2	Senior Escapes (9D)	9.6%	24.2%	0.9%	2.4%	1,054
3	City Commons (11E)	8.7%	32.9%	0.9%	3.2%	1,002
4	Small Town Sincerity (12C)	7.8%	40.7%	1.8%	5.0%	442
5	Young and Restless (11B)	6.1%	46.8%	1.8%	6.8%	342
<b>Subtotal</b>		<b>46.8%</b>		<b>6.8%</b>		
6	The Elders (9C)	6.0%	52.8%	0.7%	7.5%	821
7	Hometown Heritage (8G)	5.5%	58.3%	1.2%	8.7%	474
8	Rustbelt Traditions (5D)	4.8%	63.1%	2.1%	10.8%	223
9	Modest Income Homes (12D)	4.6%	67.7%	1.2%	12.0%	377
10	Golden Years (9B)	4.2%	71.9%	1.3%	13.3%	319
<b>Subtotal</b>		<b>25.1%</b>		<b>6.5%</b>		
11	Midlife Constants (5E)	3.9%	75.8%	2.4%	15.7%	161
12	Comfortable Empty Nesters (5A)	3.5%	79.2%	2.4%	18.2%	143
13	Set to Impress (11D)	2.7%	81.9%	1.4%	19.5%	195
14	Heartland Communities (6F)	2.6%	84.5%	2.2%	21.7%	118
15	NeWest Residents (13C)	2.5%	87.0%	0.8%	22.5%	318
<b>Subtotal</b>		<b>15.2%</b>		<b>9.2%</b>		
16	In Style (5B)	1.9%	88.9%	2.2%	24.8%	86
17	Exurbanites (1E)	1.9%	90.8%	1.9%	26.7%	97
18	Old and Newcomers (8F)	1.8%	92.6%	2.3%	29.0%	77
19	Traditional Living (12B)	1.4%	94.0%	1.9%	30.8%	77
20	Retirement Communities (9E)	1.3%	95.3%	1.2%	32.0%	114
<b>Subtotal</b>		<b>8.3%</b>		<b>9.5%</b>		
<b>Total</b>		<b>95.3%</b>		<b>32.0%</b>		<b>298</b>

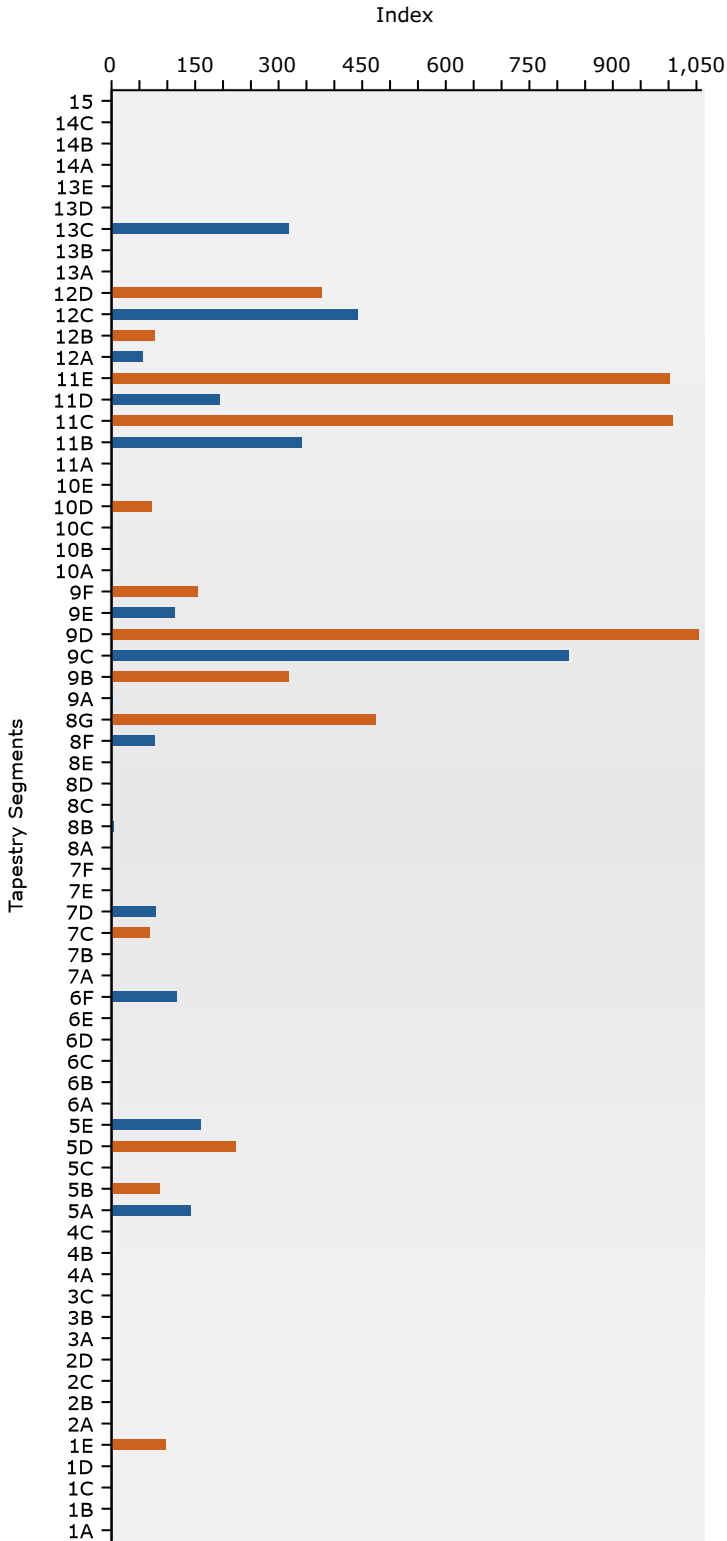
## Top Ten Tapestry Segments Site vs. U.S.



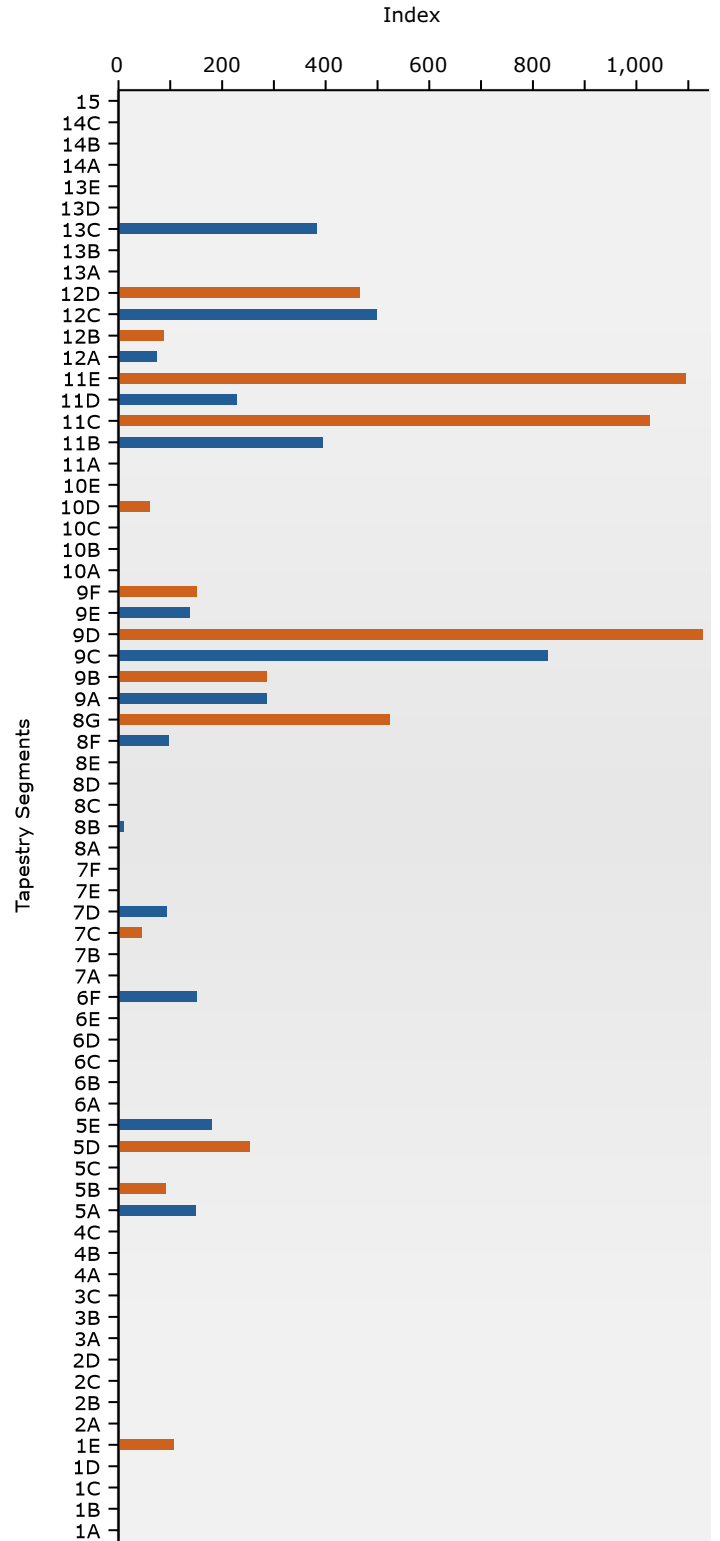
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
Drive time: 10 minute radius

Prepared by Esri  
Latitude: 26.63721  
Longitude: -81.87287

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,722	100.0%		66,658	100.0%	
<b>1. Affluent Estates</b>	<b>663</b>	<b>1.9%</b>	<b>18</b>	<b>1,404</b>	<b>2.1%</b>	<b>19</b>
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	1.9%	97	1,404	2.1%	108
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>5,008</b>	<b>14.0%</b>	<b>126</b>	<b>9,762</b>	<b>14.6%</b>	<b>137</b>
Comfortable Empty Nesters (5A)	1,236	3.5%	143	2,396	3.6%	150
In Style (5B)	685	1.9%	86	1,267	1.9%	91
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,698	4.8%	223	3,362	5.0%	253
Midlife Constants (5E)	1,389	3.9%	161	2,737	4.1%	180
<b>6. Cozy Country Living</b>	<b>925</b>	<b>2.6%</b>	<b>22</b>	<b>2,036</b>	<b>3.1%</b>	<b>27</b>
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)	925	2.6%	118	2,036	3.1%	151
<b>7. Sprouting Explorers</b>	<b>660</b>	<b>1.8%</b>	<b>25</b>	<b>1,301</b>	<b>2.0%</b>	<b>22</b>
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)	365	1.0%	68	531	0.8%	46
Forging Opportunity (7D)	295	0.8%	79	770	1.2%	93
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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
Drive time: 10 minute radius

Prepared by Esri  
Latitude: 26.63721  
Longitude: -81.87287

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,722	100.0%		66,658	100.0%	
<b>8. Middle Ground</b>	<b>2,620</b>	<b>7.3%</b>	<b>68</b>	<b>5,167</b>	<b>7.8%</b>	<b>77</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	24	0.1%	5	78	0.1%	10
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	1.8%	77	1,290	1.9%	97
Hometown Heritage (8G)	1,969	5.5%	474	3,799	5.7%	524
<b>9. Senior Styles</b>	<b>8,026</b>	<b>22.5%</b>	<b>388</b>	<b>13,659</b>	<b>20.5%</b>	<b>401</b>
Silver & Gold (9A)	9	0.0%	3	37	0.1%	8
Golden Years (9B)	1,494	4.2%	319	2,288	3.4%	287
The Elders (9C)	2,156	6.0%	821	3,350	5.0%	829
Senior Escapes (9D)	3,419	9.6%	1,054	6,332	9.5%	1,129
Retirement Communities (9E)	481	1.3%	114	952	1.4%	138
Social Security Set (9F)	467	1.3%	156	700	1.1%	151
<b>10. Rustic Outposts</b>	<b>300</b>	<b>0.8%</b>	<b>11</b>	<b>470</b>	<b>0.7%</b>	<b>9</b>
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	0.8%	72	470	0.7%	60
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>11,452</b>	<b>32.1%</b>	<b>514</b>	<b>20,382</b>	<b>30.6%</b>	<b>552</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,164	6.1%	342	3,811	5.7%	395
Metro Fusion (11C)	5,213	14.6%	1,008	9,197	13.8%	1,026
Set to Impress (11D)	966	2.7%	195	1,791	2.7%	228
City Commons (11E)	3,109	8.7%	1,002	5,583	8.4%	1,095
<b>12. Hometown</b>	<b>5,169</b>	<b>14.5%</b>	<b>246</b>	<b>10,360</b>	<b>15.5%</b>	<b>284</b>
Family Foundations (12A)	204	0.6%	56	514	0.8%	75
Traditional Living (12B)	515	1.4%	77	1,001	1.5%	88
Small Town Sincerity (12C)	2,803	7.8%	442	5,328	8.0%	499
Modest Income Homes (12D)	1,647	4.6%	377	3,517	5.3%	466
<b>13. Next Wave</b>	<b>899</b>	<b>2.5%</b>	<b>65</b>	<b>2,117</b>	<b>3.2%</b>	<b>74</b>
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)	899	2.5%	318	2,117	3.2%	383
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

**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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
Drive time: 10 minute radius

Prepared by Esri  
Latitude: 26.63721  
Longitude: -81.87287

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,722	100.0%		66,658	100.0%	
<b>1. Principal Urban Center</b>	<b>899</b>	<b>2.5%</b>	<b>35</b>	<b>2,117</b>	<b>3.2%</b>	<b>47</b>
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)	899	2.5%	318	2,117	3.2%	383
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>9,422</b>	<b>26.4%</b>	<b>159</b>	<b>17,891</b>	<b>26.8%</b>	<b>153</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,698	4.8%	223	3,362	5.0%	253
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	365	1.0%	68	531	0.8%	46
Forging Opportunity (7D)	295	0.8%	79	770	1.2%	93
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)	5,213	14.6%	1,008	9,197	13.8%	1,026
Family Foundations (12A)	204	0.6%	56	514	0.8%	75
Modest Income Homes (12D)	1,647	4.6%	377	3,517	5.3%	466
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>11,007</b>	<b>30.8%</b>	<b>171</b>	<b>20,272</b>	<b>30.4%</b>	<b>182</b>
In Style (5B)	685	1.9%	86	1,267	1.9%	91
Emerald City (8B)	24	0.1%	5	78	0.1%	10
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	627	1.8%	77	1,290	1.9%	97
Hometown Heritage (8G)	1,969	5.5%	474	3,799	5.7%	524
Retirement Communities (9E)	481	1.3%	114	952	1.4%	138
Social Security Set (9F)	467	1.3%	156	700	1.1%	151
Young and Restless (11B)	2,164	6.1%	342	3,811	5.7%	395
Set to Impress (11D)	966	2.7%	195	1,791	2.7%	228
City Commons (11E)	3,109	8.7%	1,002	5,583	8.4%	1,095
Traditional Living (12B)	515	1.4%	77	1,001	1.5%	88
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
 Drive time: 10 minute radius

Prepared by Esri  
 Latitude: 26.63721  
 Longitude: -81.87287

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,722	100.0%		66,658	100.0%	
<b>4. Suburban Periphery</b>	<b>6,947</b>	<b>19.4%</b>	<b>60</b>	<b>12,212</b>	<b>18.3%</b>	<b>55</b>
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	1.9%	97	1,404	2.1%	108
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)	1,236	3.5%	143	2,396	3.6%	150
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,389	3.9%	161	2,737	4.1%	180
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	9	0.0%	3	37	0.1%	8
Golden Years (9B)	1,494	4.2%	319	2,288	3.4%	287
The Elders (9C)	2,156	6.0%	821	3,350	5.0%	829
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>7,447</b>	<b>20.8%</b>	<b>222</b>	<b>14,166</b>	<b>21.3%</b>	<b>234</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	925	2.6%	118	2,036	3.1%	151
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	3,419	9.6%	1,054	6,332	9.5%	1,129
Down the Road (10D)	300	0.8%	72	470	0.7%	60
Small Town Sincerity (12C)	2,803	7.8%	442	5,328	8.0%	499
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

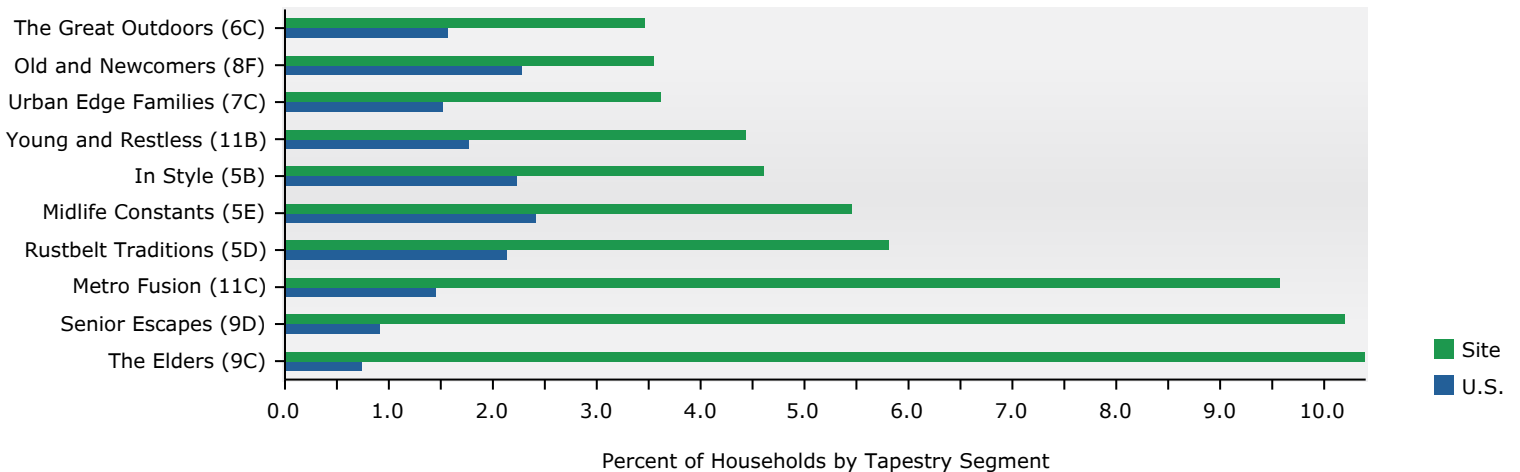
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

**Source:** Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Elders (9C)	10.4%	10.4%	0.7%	0.7%	1413
2	Senior Escapes (9D)	10.2%	20.6%	0.9%	1.6%	1,123
3	Metro Fusion (11C)	9.6%	30.2%	1.4%	3.1%	661
4	Rustbelt Traditions (5D)	5.8%	36.0%	2.1%	5.2%	273
5	Midlife Constants (5E)	5.4%	41.4%	2.4%	7.6%	226
<b>Subtotal</b>		<b>41.4%</b>		<b>7.5%</b>		
6	In Style (5B)	4.6%	46.0%	2.2%	9.9%	207
7	Young and Restless (11B)	4.4%	50.4%	1.8%	11.6%	250
8	Urban Edge Families (7C)	3.6%	54.1%	1.5%	13.1%	239
9	Old and Newcomers (8F)	3.5%	57.6%	2.3%	15.4%	155
10	The Great Outdoors (6C)	3.5%	61.1%	1.6%	17.0%	222
<b>Subtotal</b>		<b>19.6%</b>		<b>9.4%</b>		
11	City Commons (11E)	3.4%	64.5%	0.9%	17.9%	390
12	Golden Years (9B)	3.3%	67.7%	1.3%	19.2%	249
13	Heartland Communities (6F)	3.2%	71.0%	2.2%	21.4%	148
14	Retirement Communities (9E)	3.1%	74.0%	1.2%	22.5%	260
15	Small Town Sincerity (12C)	3.0%	77.1%	1.8%	24.3%	170
<b>Subtotal</b>		<b>16.0%</b>		<b>7.4%</b>		
16	Comfortable Empty Nesters (5A)	2.5%	79.6%	2.4%	26.7%	105
17	Forging Opportunity (7D)	2.5%	82.1%	1.0%	27.8%	234
18	Hometown Heritage (8G)	2.3%	84.3%	1.2%	28.9%	194
19	NeWest Residents (13C)	2.1%	86.4%	0.8%	29.7%	264
20	Modest Income Homes (12D)	1.8%	88.2%	1.2%	31.0%	146
<b>Subtotal</b>		<b>11.2%</b>		<b>6.6%</b>		
<b>Total</b>		<b>88.2%</b>		<b>31.0%</b>		<b>285</b>

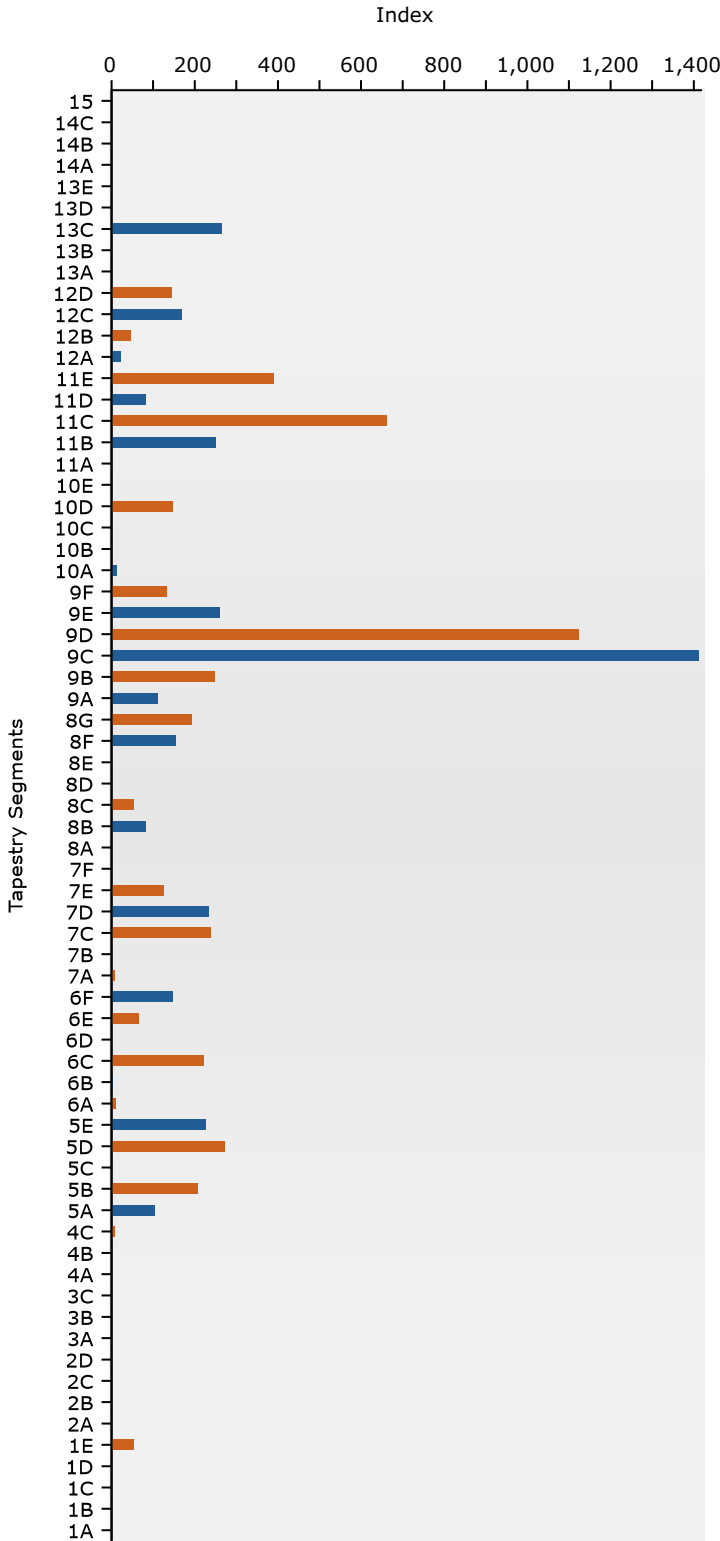
## Top Ten Tapestry Segments Site vs. U.S.



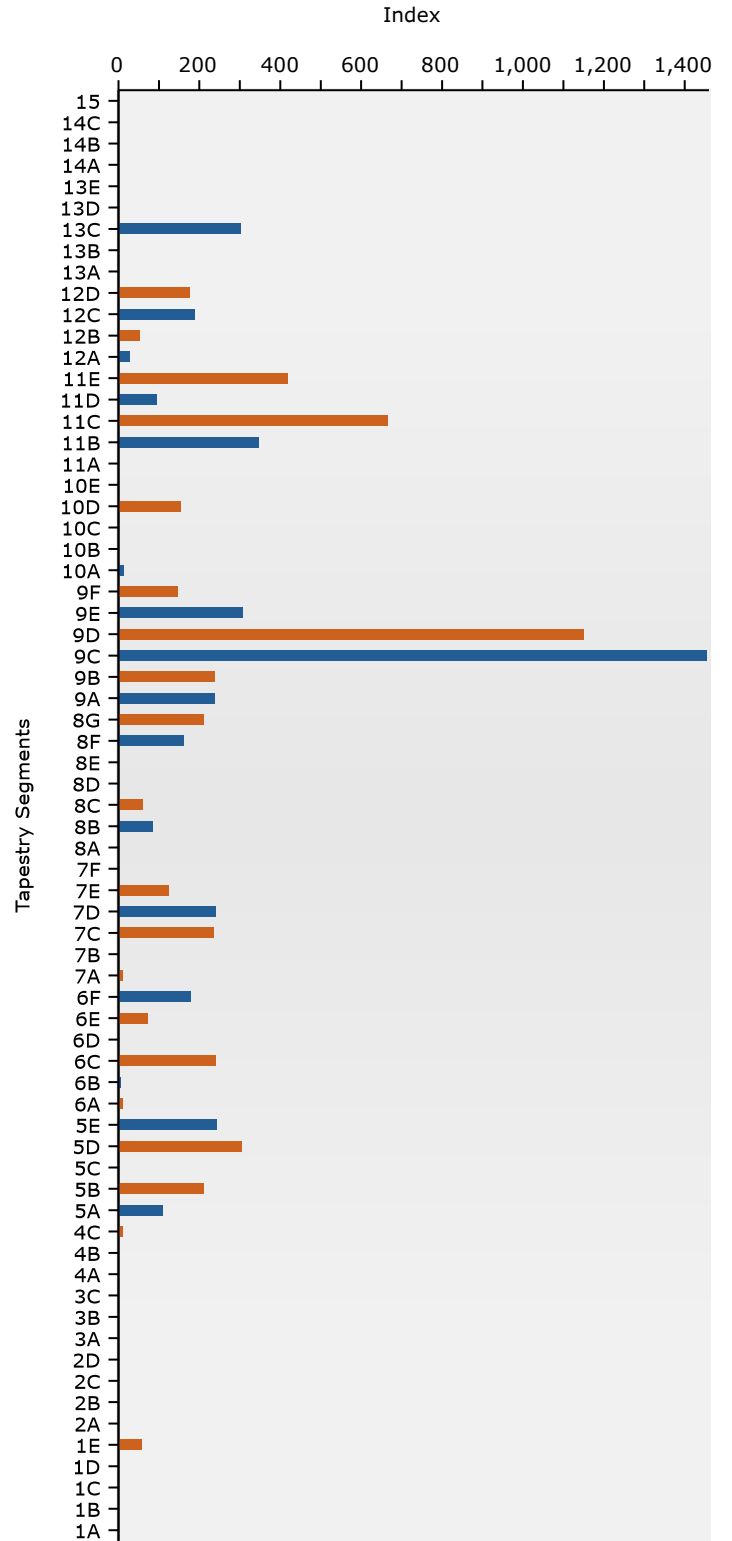
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
Drive time: 15 minute radius

Prepared by Esri  
Latitude: 26.63721  
Longitude: -81.87287

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	92,624	100.0%		176,633	100.0%	
<b>1. Affluent Estates</b>	<b>959</b>	<b>1.0%</b>	<b>10</b>	<b>2,008</b>	<b>1.1%</b>	<b>10</b>
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)	959	1.0%	54	2,008	1.1%	59
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>228</b>	<b>0.2%</b>	<b>3</b>	<b>539</b>	<b>0.3%</b>	<b>4</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	228	0.2%	8	539	0.3%	10
<b>5. GenXurban</b>	<b>17,043</b>	<b>18.4%</b>	<b>165</b>	<b>33,034</b>	<b>18.7%</b>	<b>175</b>
Comfortable Empty Nesters (5A)	2,350	2.5%	105	4,646	2.6%	110
In Style (5B)	4,268	4.6%	207	7,792	4.4%	212
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	5,379	5.8%	273	10,746	6.1%	305
Midlife Constants (5E)	5,046	5.4%	226	9,850	5.6%	244
<b>6. Cozy Country Living</b>	<b>7,236</b>	<b>7.8%</b>	<b>66</b>	<b>14,973</b>	<b>8.5%</b>	<b>74</b>
Green Acres (6A)	341	0.4%	11	613	0.3%	10
Salt of the Earth (6B)	90	0.1%	3	236	0.1%	5
The Great Outdoors (6C)	3,206	3.5%	222	6,491	3.7%	241
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	599	0.6%	65	1,210	0.7%	74
Heartland Communities (6F)	3,000	3.2%	148	6,423	3.6%	180
<b>7. Sprouting Explorers</b>	<b>6,138</b>	<b>6.6%</b>	<b>88</b>	<b>13,759</b>	<b>7.8%</b>	<b>89</b>
Up and Coming Families (7A)	246	0.3%	9	549	0.3%	10
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	3,346	3.6%	239	7,224	4.1%	237
Forging Opportunity (7D)	2,270	2.5%	234	5,320	3.0%	242
Farm to Table (7E)	276	0.3%	125	666	0.4%	124
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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**Source:** Esri



# Tapestry Segmentation Area Profile

2160 Cleveland Ave, Fort Myers, Florida, 33901  
 Drive time: 15 minute radius

Prepared by Esri  
 Latitude: 26.63721  
 Longitude: -81.87287

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	92,624	100.0%		176,633	100.0%	
<b>8. Middle Ground</b>	<b>7,625</b>	<b>8.2%</b>	<b>76</b>	<b>13,855</b>	<b>7.8%</b>	<b>77</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,078	1.2%	82	1,866	1.1%	86
Bright Young Professionals (8C)	1,172	1.3%	55	2,257	1.3%	60
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)	3,282	3.5%	155	5,683	3.2%	162
Hometown Heritage (8G)	2,093	2.3%	194	4,049	2.3%	211
<b>9. Senior Styles</b>	<b>26,822</b>	<b>29.0%</b>	<b>500</b>	<b>46,704</b>	<b>26.4%</b>	<b>517</b>
Silver & Gold (9A)	833	0.9%	111	1,536	0.9%	118
Golden Years (9B)	3,027	3.3%	249	5,049	2.9%	239
The Elders (9C)	9,625	10.4%	1,413	15,588	8.8%	1,456
Senior Escapes (9D)	9,440	10.2%	1,123	17,112	9.7%	1,151
Retirement Communities (9E)	2,855	3.1%	260	5,596	3.2%	307
Social Security Set (9F)	1,042	1.1%	134	1,823	1.0%	148
<b>10. Rustic Outposts</b>	<b>2,013</b>	<b>2.2%</b>	<b>27</b>	<b>3,955</b>	<b>2.2%</b>	<b>28</b>
Southern Satellites (10A)	420	0.5%	14	733	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)	1,593	1.7%	147	3,222	1.8%	155
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>17,175</b>	<b>18.5%</b>	<b>297</b>	<b>32,358</b>	<b>18.3%</b>	<b>330</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,106	4.4%	250	8,890	5.0%	348
Metro Fusion (11C)	8,862	9.6%	661	15,837	9.0%	667
Set to Impress (11D)	1,067	1.2%	83	1,972	1.1%	95
City Commons (11E)	3,140	3.4%	390	5,659	3.2%	419
<b>12. Hometown</b>	<b>5,449</b>	<b>5.9%</b>	<b>100</b>	<b>10,999</b>	<b>6.2%</b>	<b>114</b>
Family Foundations (12A)	204	0.2%	22	514	0.3%	28
Traditional Living (12B)	795	0.9%	46	1,640	0.9%	54
Small Town Sincerity (12C)	2,803	3.0%	170	5,328	3.0%	188
Modest Income Homes (12D)	1,647	1.8%	146	3,517	2.0%	176
<b>13. Next Wave</b>	<b>1,936</b>	<b>2.1%</b>	<b>54</b>	<b>4,449</b>	<b>2.5%</b>	<b>58</b>
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%	264	4,449	2.5%	304
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

2160 Cleveland Ave, Fort Myers, Florida, 33901  
Drive time: 15 minute radius

Prepared by Esri  
Latitude: 26.63721  
Longitude: -81.87287

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	92,624	100.0%		176,633	100.0%	
<b>1. Principal Urban Center</b>	<b>1,936</b>	<b>2.1%</b>	<b>29</b>	<b>4,449</b>	<b>2.5%</b>	<b>37</b>
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%	264	4,449	2.5%	304
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>22,880</b>	<b>24.7%</b>	<b>149</b>	<b>45,415</b>	<b>25.7%</b>	<b>147</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	5,379	5.8%	273	10,746	6.1%	305
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	3,346	3.6%	239	7,224	4.1%	237
Forging Opportunity (7D)	2,270	2.5%	234	5,320	3.0%	242
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)	1,172	1.3%	55	2,257	1.3%	60
Metro Fusion (11C)	8,862	9.6%	661	15,837	9.0%	667
Family Foundations (12A)	204	0.2%	22	514	0.3%	28
Modest Income Homes (12D)	1,647	1.8%	146	3,517	2.0%	176
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>23,726</b>	<b>25.6%</b>	<b>142</b>	<b>44,970</b>	<b>25.5%</b>	<b>153</b>
In Style (5B)	4,268	4.6%	207	7,792	4.4%	212
Emerald City (8B)	1,078	1.2%	82	1,866	1.1%	86
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	3,282	3.5%	155	5,683	3.2%	162
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Set to Impress (11D)	1,067	1.2%	83	1,972	1.1%	95
City Commons (11E)	3,140	3.4%	390	5,659	3.2%	419
Traditional Living (12B)	795	0.9%	46	1,640	0.9%	54
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 Segmentation Area Profile

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 Drive time: 15 minute radius

Prepared by Esri  
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 Longitude: -81.87287

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	92,624	100.0%		176,633	100.0%	
<b>4. Suburban Periphery</b>	<b>22,086</b>	<b>23.8%</b>	<b>74</b>	<b>39,226</b>	<b>22.2%</b>	<b>66</b>
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)	959	1.0%	54	2,008	1.1%	59
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)	2,350	2.5%	105	4,646	2.6%	110
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	5,046	5.4%	226	9,850	5.6%	244
Up and Coming Families (7A)	246	0.3%	9	549	0.3%	10
Silver & Gold (9A)	833	0.9%	111	1,536	0.9%	118
Golden Years (9B)	3,027	3.3%	249	5,049	2.9%	239
The Elders (9C)	9,625	10.4%	1,413	15,588	8.8%	1,456
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>17,340</b>	<b>18.7%</b>	<b>199</b>	<b>33,290</b>	<b>18.8%</b>	<b>208</b>
Middleburg (4C)	228	0.2%	8	539	0.3%	10
Heartland Communities (6F)	3,000	3.2%	148	6,423	3.6%	180
Farm to Table (7E)	276	0.3%	125	666	0.4%	124
Senior Escapes (9D)	9,440	10.2%	1,123	17,112	9.7%	1,151
Down the Road (10D)	1,593	1.7%	147	3,222	1.8%	155
Small Town Sincerity (12C)	2,803	3.0%	170	5,328	3.0%	188
<b>6. Rural</b>	<b>4,656</b>	<b>5.0%</b>	<b>31</b>	<b>9,283</b>	<b>5.3%</b>	<b>32</b>
Green Acres (6A)	341	0.4%	11	613	0.3%	10
Salt of the Earth (6B)	90	0.1%	3	236	0.1%	5
The Great Outdoors (6C)	3,206	3.5%	222	6,491	3.7%	241
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	599	0.6%	65	1,210	0.7%	74
Southern Satellites (10A)	420	0.5%	14	733	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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