



Tapestry Segmentation Area Profile

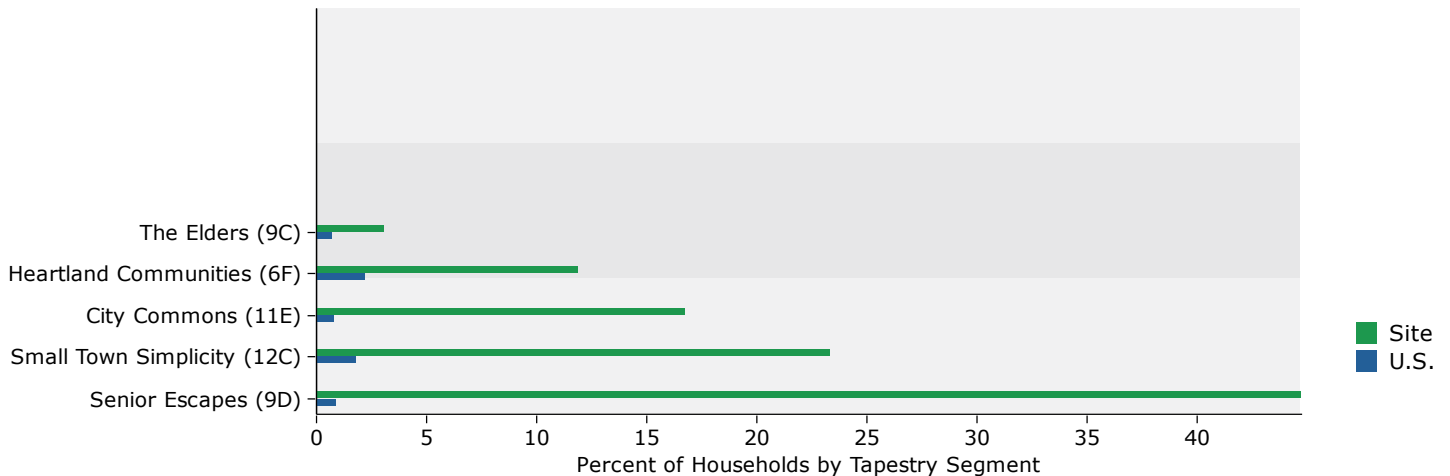
720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2019 Households | | 2019 U.S. Households | | Index |
|-----------------|-----------------------------|-----------------|--------------------|----------------------|--------------------|-------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Senior Escapes (9D) | 44.8% | 44.8% | 0.9% | 0.9% | 4903 |
| 2 | Small Town Simplicity (12C) | 23.4% | 68.2% | 1.8% | 2.7% | 1,265 |
| 3 | City Commons (11E) | 16.8% | 85.0% | 0.9% | 3.6% | 1,918 |
| 4 | Heartland Communities (6F) | 11.9% | 96.9% | 2.3% | 5.9% | 522 |
| 5 | The Elders (9C) | 3.1% | 100.0% | 0.7% | 6.6% | 422 |
| Subtotal | | 100.0% | | 6.6% | | |
| Total | | 100.0% | | 6.7% | | 1501 |

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

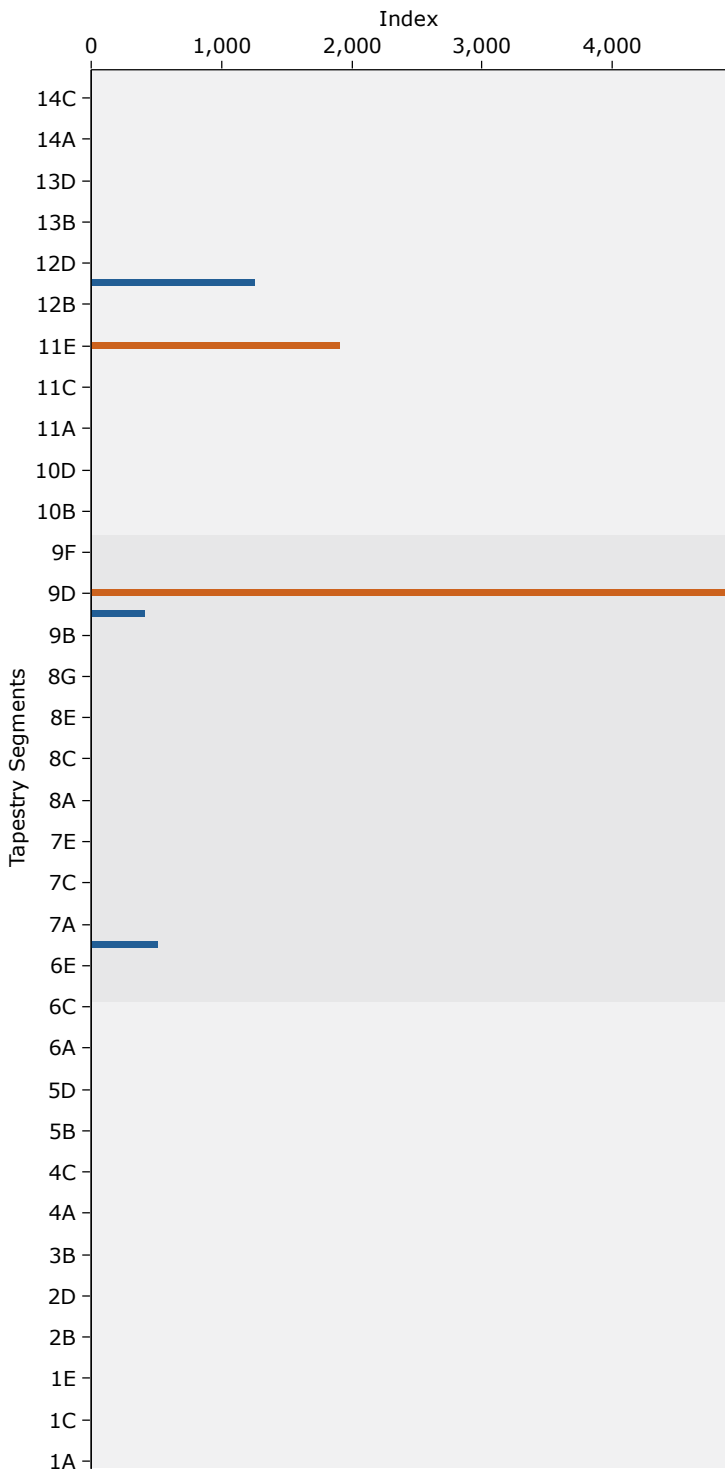


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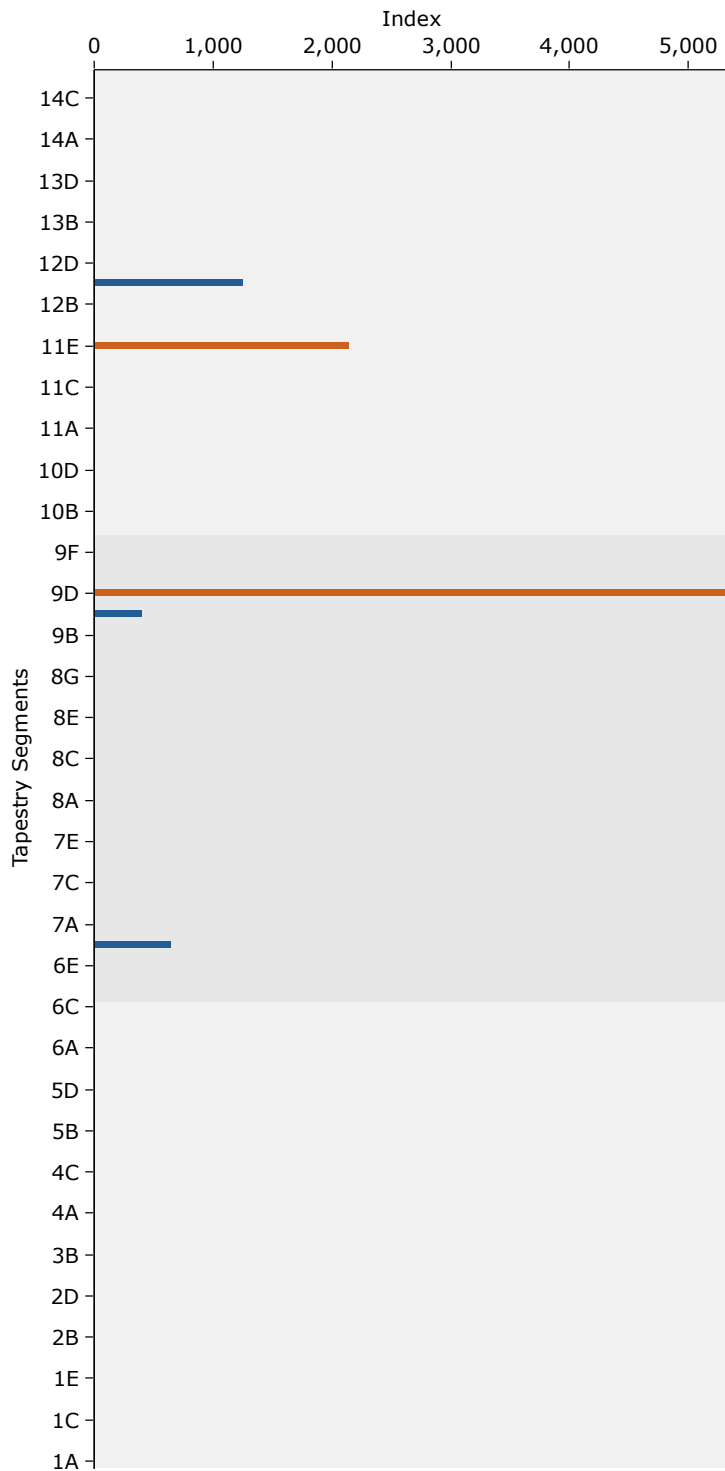
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups | 2019 Households | | | 2019 Adult Population | | |
|---------------------------------|-----------------|--------------|-----------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 2,805 | 100.0% | | 5,339 | 100.0% | |
| 1. Affluent Estates | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Soccer Moms (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 | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 335 | 11.9% | 99 | 750 | 14.0% | 119 |
| 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) | 335 | 11.9% | 522 | 750 | 14.0% | 658 |
| 7. Ethnic Enclaves | 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 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (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 | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 2,805 | 100.0% | | 5,339 | 100.0% | |
| 8. Middle Ground | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 1,344 | 47.9% | 827 | 2,564 | 48.0% | 960 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 88 | 3.1% | 422 | 129 | 2.4% | 405 |
| Senior Escapes (9D) | 1,256 | 44.8% | 4,903 | 2,435 | 45.6% | 5,373 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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 |
| Diners & Miners (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 | 471 | 16.8% | 272 | 902 | 16.9% | 310 |
| 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 471 | 16.8% | 1,918 | 902 | 16.9% | 2,151 |
| 12. Hometown | 655 | 23.4% | 383 | 1,123 | 21.0% | 365 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 655 | 23.4% | 1,265 | 1,123 | 21.0% | 1,263 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (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 | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|--------------|-----------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 2,805 | 100.0% | | 5,339 | 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 | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 471 | 16.8% | 93 | 902 | 16.9% | 101 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 471 | 16.8% | 1,918 | 902 | 16.9% | 2,151 |
| Traditional Living (12B) | 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 |

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| Tapestry Urbanization Groups | 2019 Households | | | 2019 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 2,805 | 100.0% | | 5,339 | 100.0% | |
| 4. Suburban Periphery | 88 | 3.1% | 10 | 129 | 2.4% | 7 |
| 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) | 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 |
| Enterprising Professionals (2D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Soccer Moms (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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 88 | 3.1% | 422 | 129 | 2.4% | 405 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 2,246 | 80.1% | 857 | 4,308 | 80.7% | 894 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 335 | 11.9% | 522 | 750 | 14.0% | 658 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 1,256 | 44.8% | 4,903 | 2,435 | 45.6% | 5,373 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 655 | 23.4% | 1,265 | 1,123 | 21.0% | 1,263 |
| 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 |
| Diners & Miners (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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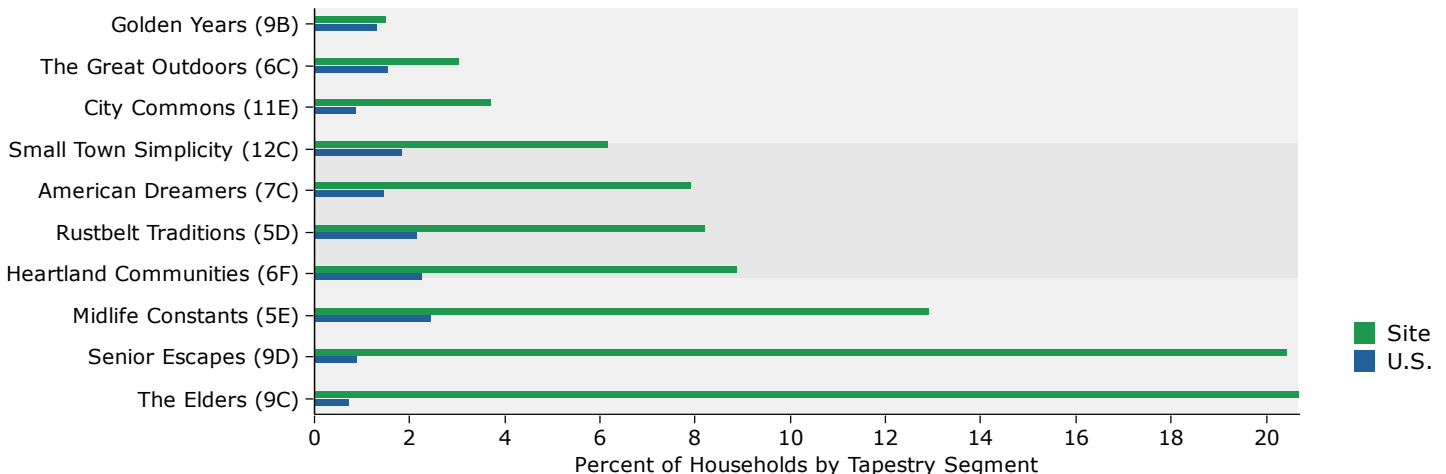
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Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2019 Households | | 2019 U.S. Households | | Index |
|-----------------|--------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | The Elders (9C) | 20.7% | 20.7% | 0.7% | 0.7% | 2784 |
| 2 | Senior Escapes (9D) | 20.5% | 41.2% | 0.9% | 1.6% | 2,242 |
| 3 | Midlife Constants (5E) | 12.9% | 54.1% | 2.5% | 4.1% | 524 |
| 4 | Heartland Communities (6F) | 8.9% | 63.0% | 2.3% | 6.4% | 389 |
| 5 | Rustbelt Traditions (5D) | 8.2% | 71.2% | 2.2% | 8.6% | 376 |
| Subtotal | | 71.2% | | 8.6% | | |
| 6 | American Dreamers (7C) | 7.9% | 79.1% | 1.5% | 10.1% | 537 |
| 7 | Small Town Simplicity (12C) | 6.2% | 85.3% | 1.8% | 11.9% | 335 |
| 8 | City Commons (11E) | 3.7% | 89.0% | 0.9% | 12.8% | 426 |
| 9 | The Great Outdoors (6C) | 3.1% | 92.1% | 1.6% | 14.4% | 197 |
| 10 | Golden Years (9B) | 1.5% | 93.6% | 1.3% | 15.7% | 115 |
| Subtotal | | 22.4% | | 7.1% | | |
| 11 | Social Security Set (9F) | 1.5% | 95.1% | 0.8% | 16.5% | 186 |
| 12 | Comfortable Empty Nesters (5A) | 1.5% | 96.6% | 2.4% | 18.9% | 61 |
| 13 | Down the Road (10D) | 1.4% | 98.0% | 1.2% | 20.1% | 121 |
| 14 | Fresh Ambitions (13D) | 1.0% | 99.0% | 0.6% | 20.7% | 163 |
| 15 | Old and Newcomers (8F) | 0.5% | 99.5% | 2.3% | 23.0% | 24 |
| Subtotal | | 5.9% | | 7.3% | | |
| 16 | Hardscrabble Road (8G) | 0.3% | 99.8% | 1.2% | 24.2% | 23 |
| 17 | Exurbanites (1E) | 0.0% | 99.8% | 1.9% | 26.1% | 1 |
| Subtotal | | 0.3% | | 3.1% | | |
| Total | | 100.0% | | 26.2% | | 382 |

Top Ten Tapestry Segments Site vs. U.S.



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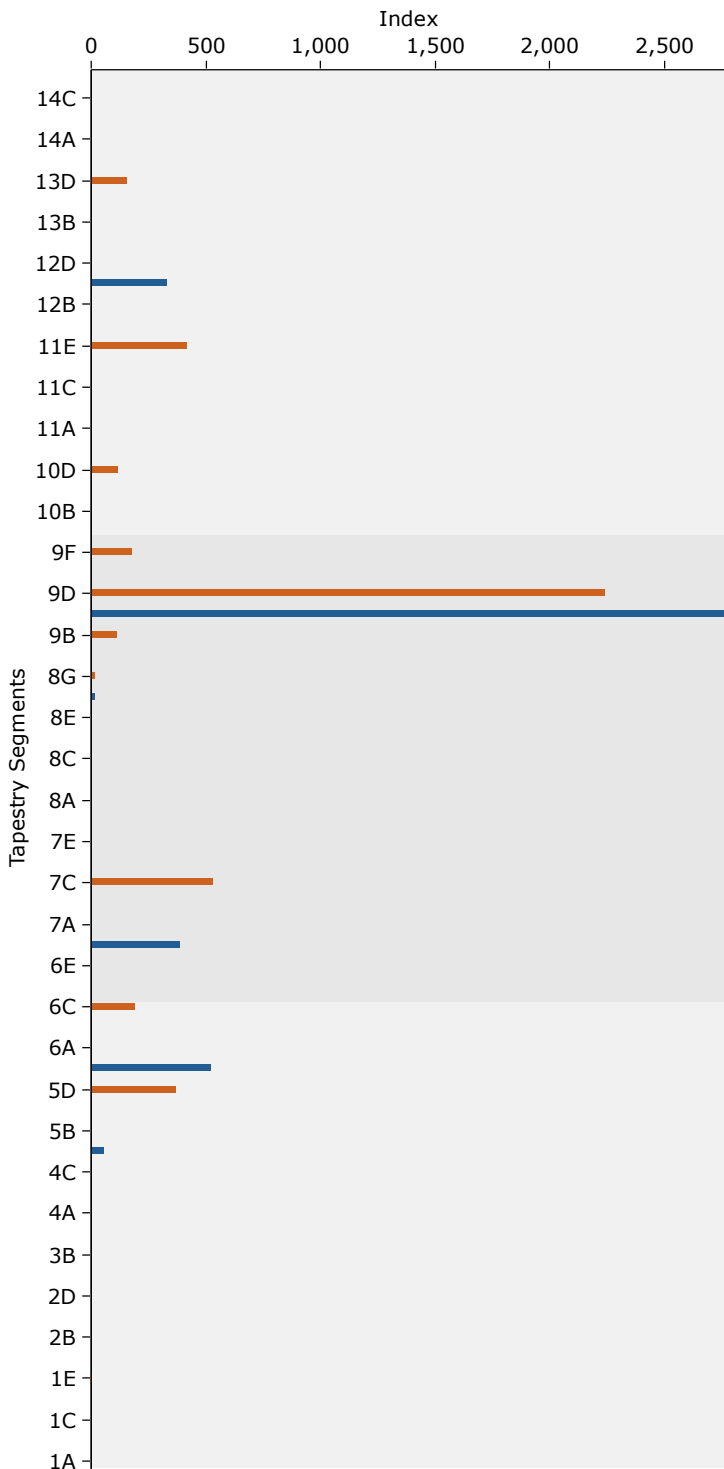


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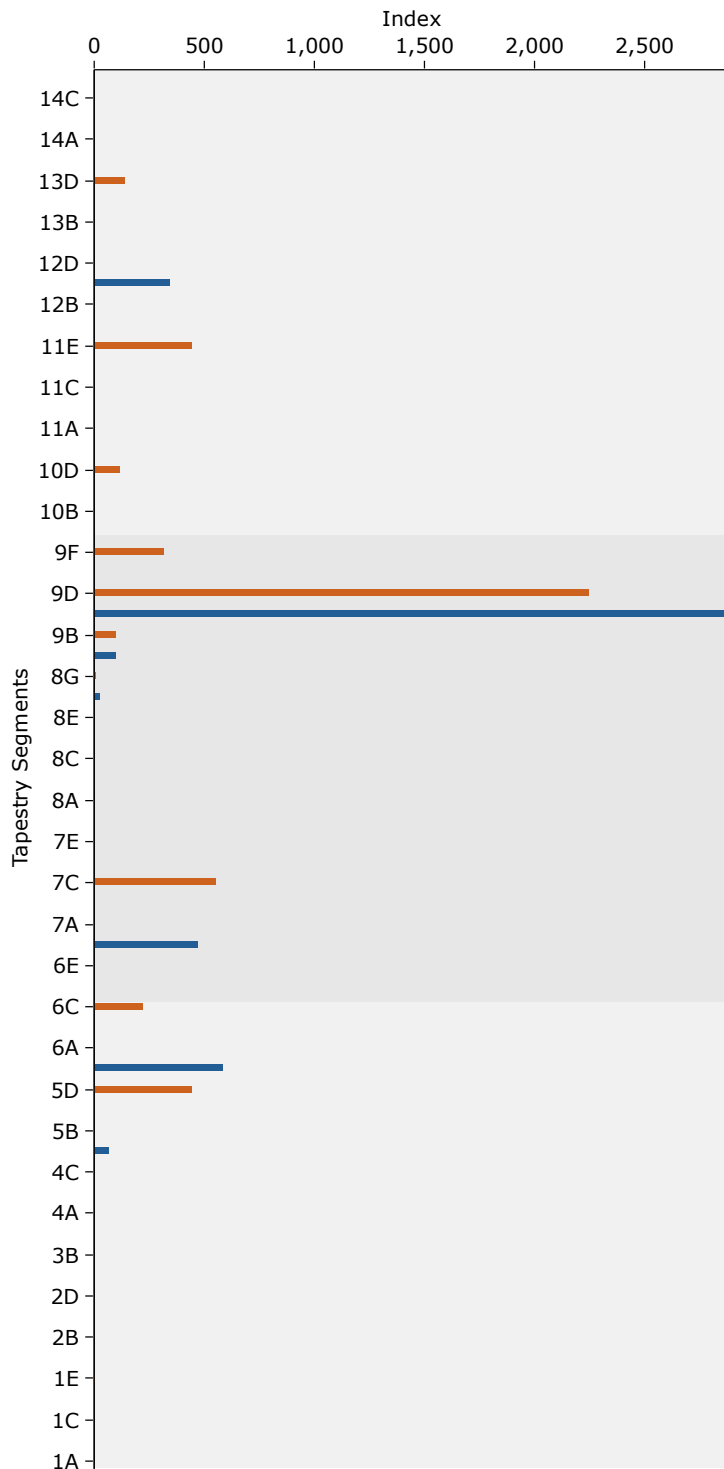
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| | Number | Percent | Index | Number | Percent | Index |
| Total: | 22,195 | 100.0% | | 41,705 | 100.0% | |
| 1. Affluent Estates | 5 | 0.0% | 0 | 11 | 0.0% | 0 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 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) | 5 | 0.0% | 1 | 11 | 0.0% | 1 |
| 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 |
| Soccer Moms (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 | 5,032 | 22.7% | 200 | 10,312 | 24.7% | 228 |
| Comfortable Empty Nesters (5A) | 332 | 1.5% | 61 | 728 | 1.7% | 71 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 1,828 | 8.2% | 376 | 3,858 | 9.3% | 449 |
| Midlife Constants (5E) | 2,872 | 12.9% | 524 | 5,726 | 13.7% | 588 |
| 6. Cozy Country Living | 2,658 | 12.0% | 100 | 5,684 | 13.6% | 115 |
| 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) | 683 | 3.1% | 197 | 1,439 | 3.5% | 225 |
| 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) | 1,975 | 8.9% | 389 | 4,245 | 10.2% | 477 |
| 7. Ethnic Enclaves | 1,759 | 7.9% | 111 | 3,906 | 9.4% | 113 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 1,759 | 7.9% | 537 | 3,906 | 9.4% | 558 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (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

720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

| Tapestry LifeMode Groups | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 22,195 | 100.0% | | 41,705 | 100.0% | |
| 8. Middle Ground | 183 | 0.8% | 8 | 299 | 0.7% | 7 |
| 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) | 121 | 0.5% | 24 | 234 | 0.6% | 28 |
| Hardscrabble Road (8G) | 62 | 0.3% | 23 | 65 | 0.2% | 14 |
| 9. Senior Styles | 9,819 | 44.2% | 764 | 16,596 | 39.8% | 795 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 342 | 1.5% | 115 | 507 | 1.2% | 103 |
| The Elders (9C) | 4,597 | 20.7% | 2,784 | 7,224 | 17.3% | 2,904 |
| Senior Escapes (9D) | 4,544 | 20.5% | 2,242 | 7,976 | 19.1% | 2,253 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 336 | 1.5% | 186 | 889 | 2.1% | 321 |
| 10. Rustic Outposts | 310 | 1.4% | 17 | 594 | 1.4% | 17 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 310 | 1.4% | 121 | 594 | 1.4% | 122 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 827 | 3.7% | 60 | 1,471 | 3.5% | 65 |
| 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 827 | 3.7% | 426 | 1,471 | 3.5% | 449 |
| 12. Hometown | 1,373 | 6.2% | 102 | 2,417 | 5.8% | 101 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 1,373 | 6.2% | 335 | 2,417 | 5.8% | 348 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 229 | 1.0% | 27 | 415 | 1.0% | 23 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 229 | 1.0% | 163 | 415 | 1.0% | 146 |
| 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 |

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

720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

| Tapestry Urbanization Groups | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|--------------|-----------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 22,195 | 100.0% | | 41,705 | 100.0% | |
| 1. Principal Urban Center | 229 | 1.0% | 14 | 415 | 1.0% | 15 |
| 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) | 229 | 1.0% | 163 | 415 | 1.0% | 146 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 3,587 | 16.2% | 97 | 7,764 | 18.6% | 105 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 1,828 | 8.2% | 376 | 3,858 | 9.3% | 449 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 1,759 | 7.9% | 537 | 3,906 | 9.4% | 558 |
| Barrios Urbanos (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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 1,346 | 6.1% | 33 | 2,659 | 6.4% | 38 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 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) | 121 | 0.5% | 24 | 234 | 0.6% | 28 |
| Hardscrabble Road (8G) | 62 | 0.3% | 23 | 65 | 0.2% | 14 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 336 | 1.5% | 186 | 889 | 2.1% | 321 |
| 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) | 827 | 3.7% | 426 | 1,471 | 3.5% | 449 |
| Traditional Living (12B) | 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 |

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

720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

| Tapestry Urbanization Groups | 2019 Households | | | 2019 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 22,195 | 100.0% | | 41,705 | 100.0% | |
| 4. Suburban Periphery | 8,148 | 36.7% | 115 | 14,196 | 34.0% | 104 |
| 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) | 5 | 0.0% | 1 | 11 | 0.0% | 1 |
| 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 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 332 | 1.5% | 61 | 728 | 1.7% | 71 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 2,872 | 12.9% | 524 | 5,726 | 13.7% | 588 |
| 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) | 342 | 1.5% | 115 | 507 | 1.2% | 103 |
| The Elders (9C) | 4,597 | 20.7% | 2,784 | 7,224 | 17.3% | 2,904 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 8,202 | 37.0% | 395 | 15,232 | 36.5% | 405 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 1,975 | 8.9% | 389 | 4,245 | 10.2% | 477 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 4,544 | 20.5% | 2,242 | 7,976 | 19.1% | 2,253 |
| Down the Road (10D) | 310 | 1.4% | 121 | 594 | 1.4% | 122 |
| Small Town Simplicity (12C) | 1,373 | 6.2% | 335 | 2,417 | 5.8% | 348 |
| 6. Rural | 683 | 3.1% | 18 | 1,439 | 3.5% | 20 |
| 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) | 683 | 3.1% | 197 | 1,439 | 3.5% | 225 |
| 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 |
| Diners & Miners (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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Source: Esri



Tapestry Segmentation Area Profile

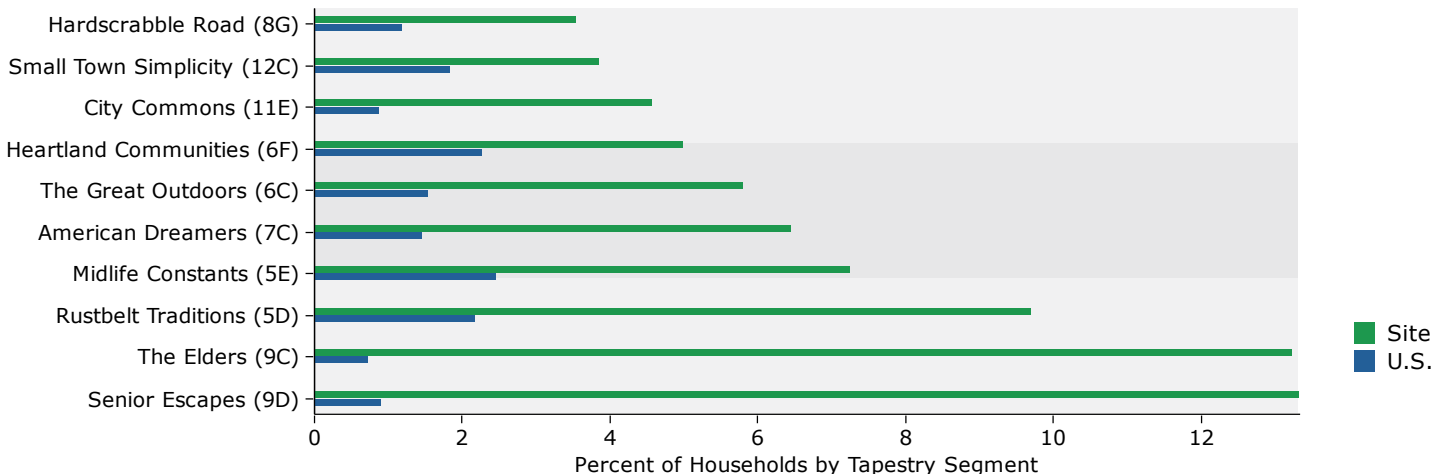
720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2019 Households | | 2019 U.S. Households | | Index |
|-----------------|--------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Senior Escapes (9D) | 13.3% | 13.3% | 0.9% | 0.9% | 1460 |
| 2 | The Elders (9C) | 13.3% | 26.6% | 0.7% | 1.6% | 1,781 |
| 3 | Rustbelt Traditions (5D) | 9.7% | 36.3% | 2.2% | 3.8% | 444 |
| 4 | Midlife Constants (5E) | 7.2% | 43.5% | 2.5% | 6.3% | 293 |
| 5 | American Dreamers (7C) | 6.5% | 50.0% | 1.5% | 7.8% | 437 |
| Subtotal | | 50.0% | | 7.8% | | |
| 6 | The Great Outdoors (6C) | 5.8% | 55.8% | 1.6% | 9.4% | 372 |
| 7 | Heartland Communities (6F) | 5.0% | 60.8% | 2.3% | 11.7% | 219 |
| 8 | City Commons (11E) | 4.6% | 65.4% | 0.9% | 12.6% | 523 |
| 9 | Small Town Simplicity (12C) | 3.9% | 69.3% | 1.8% | 14.4% | 209 |
| 10 | Hardscrabble Road (8G) | 3.5% | 72.8% | 1.2% | 15.6% | 295 |
| Subtotal | | 22.8% | | 7.8% | | |
| 11 | Up and Coming Families (7A) | 3.2% | 76.0% | 2.5% | 18.1% | 128 |
| 12 | Down the Road (10D) | 2.8% | 78.8% | 1.2% | 19.3% | 247 |
| 13 | Modest Income Homes (12D) | 2.6% | 81.4% | 1.3% | 20.6% | 201 |
| 14 | Old and Newcomers (8F) | 2.5% | 83.9% | 2.3% | 22.9% | 110 |
| 15 | Comfortable Empty Nesters (5A) | 1.7% | 85.6% | 2.4% | 25.3% | 69 |
| Subtotal | | 12.8% | | 9.7% | | |
| 16 | Silver & Gold (9A) | 1.7% | 87.3% | 0.8% | 26.1% | 215 |
| 17 | Traditional Living (12B) | 1.6% | 88.9% | 1.9% | 28.0% | 81 |
| 18 | In Style (5B) | 1.5% | 90.4% | 2.2% | 30.2% | 67 |
| 19 | Set to Impress (11D) | 1.4% | 91.8% | 1.4% | 31.6% | 102 |
| 20 | Middleburg (4C) | 1.3% | 93.1% | 2.9% | 34.5% | 44 |
| Subtotal | | 7.5% | | 9.2% | | |
| Total | | 93.1% | | 34.5% | | 270 |

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

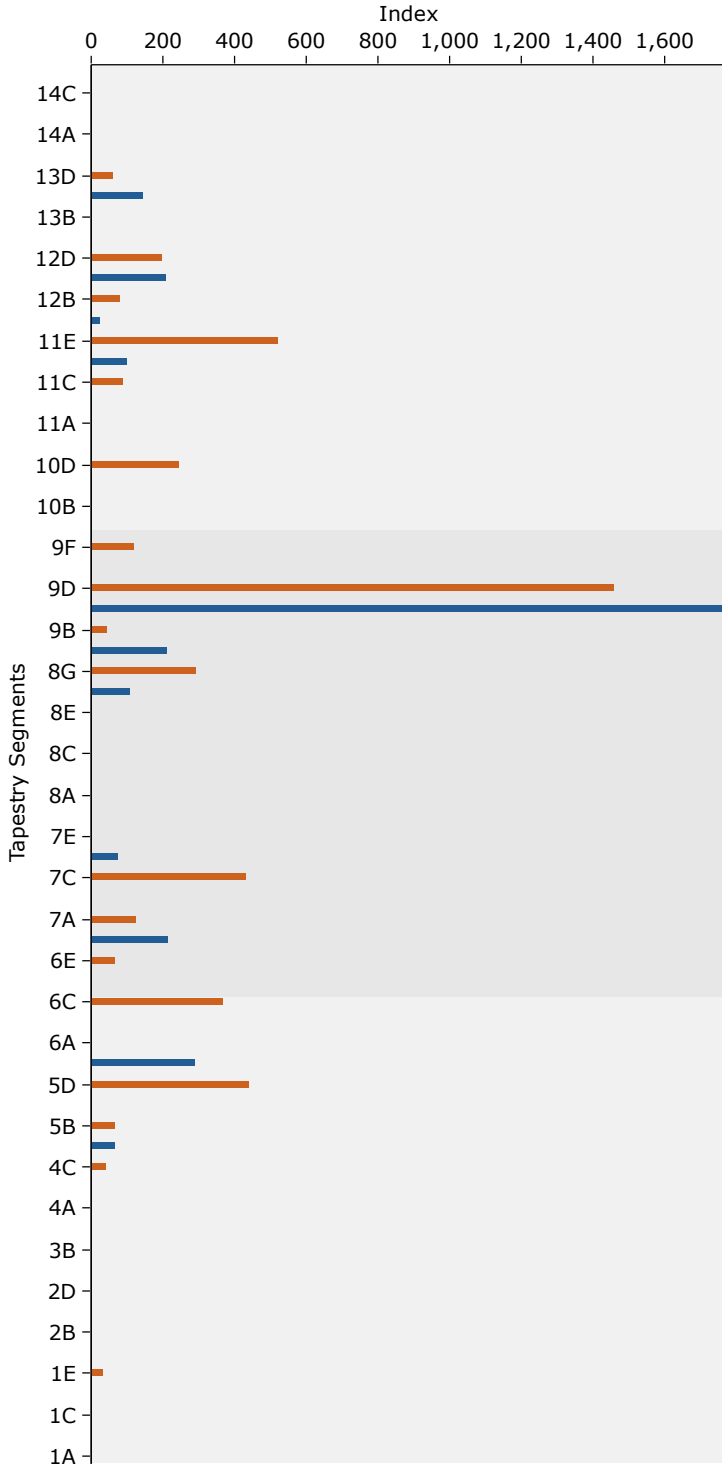


Tapestry Segmentation Area Profile

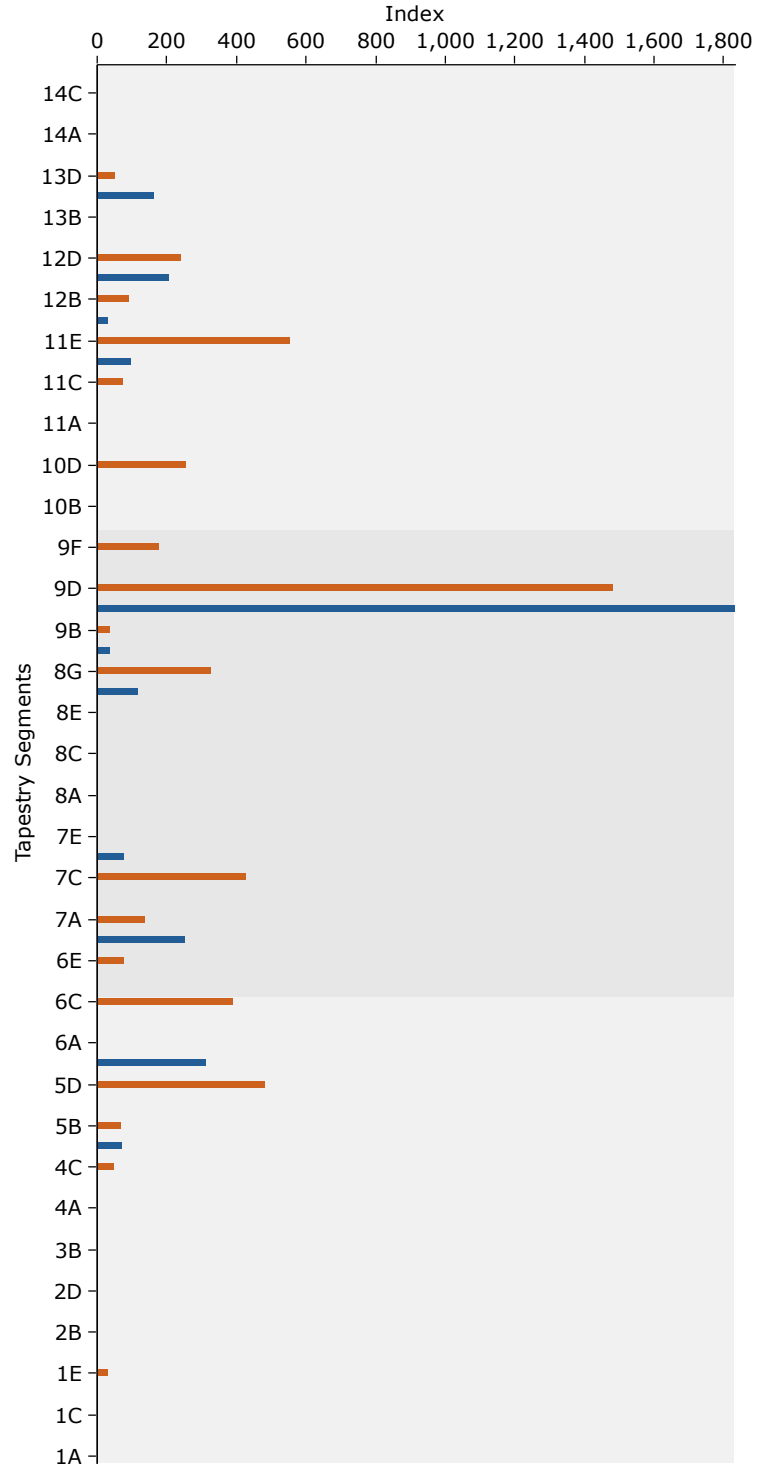
720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

2019 Tapestry Indexes by Households



2019 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

720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

| Tapestry LifeMode Groups | 2019 Households | | | 2019 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 57,637 | 100.0% | | 113,773 | 100.0% | |
| 1. Affluent Estates | 385 | 0.7% | 7 | 755 | 0.7% | 6 |
| 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) | 385 | 0.7% | 34 | 755 | 0.7% | 34 |
| 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 | 742 | 1.3% | 17 | 1,736 | 1.5% | 19 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 742 | 1.3% | 44 | 1,736 | 1.5% | 53 |
| 5. GenXurban | 11,625 | 20.2% | 178 | 23,459 | 20.6% | 190 |
| Comfortable Empty Nesters (5A) | 978 | 1.7% | 69 | 1,996 | 1.8% | 72 |
| In Style (5B) | 865 | 1.5% | 67 | 1,641 | 1.4% | 69 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 5,604 | 9.7% | 444 | 11,391 | 10.0% | 486 |
| Midlife Constants (5E) | 4,178 | 7.2% | 293 | 8,431 | 7.4% | 317 |
| 6. Cozy Country Living | 6,626 | 11.5% | 96 | 13,871 | 12.2% | 103 |
| 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) | 3,356 | 5.8% | 372 | 6,884 | 6.1% | 394 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 390 | 0.7% | 67 | 849 | 0.7% | 80 |
| Heartland Communities (6F) | 2,880 | 5.0% | 219 | 6,138 | 5.4% | 253 |
| 7. Ethnic Enclaves | 6,010 | 10.4% | 147 | 13,551 | 11.9% | 144 |
| Up and Coming Families (7A) | 1,831 | 3.2% | 128 | 4,148 | 3.6% | 139 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 3,720 | 6.5% | 437 | 8,244 | 7.2% | 432 |
| Barrios Urbanos (7D) | 459 | 0.8% | 77 | 1,159 | 1.0% | 81 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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Source: Esri



Tapestry Segmentation Area Profile

720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 26.66730
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| Tapestry LifeMode Groups | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 57,637 | 100.0% | | 113,773 | 100.0% | |
| 8. Middle Ground | 3,499 | 6.1% | 56 | 7,137 | 6.3% | 62 |
| 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) | 1,457 | 2.5% | 110 | 2,784 | 2.4% | 123 |
| Hardscrabble Road (8G) | 2,042 | 3.5% | 295 | 4,353 | 3.8% | 332 |
| 9. Senior Styles | 17,220 | 29.9% | 516 | 30,590 | 26.9% | 537 |
| Silver & Gold (9A) | 965 | 1.7% | 215 | 1,873 | 1.6% | 233 |
| Golden Years (9B) | 361 | 0.6% | 47 | 543 | 0.5% | 40 |
| The Elders (9C) | 7,637 | 13.3% | 1,781 | 12,454 | 10.9% | 1,835 |
| Senior Escapes (9D) | 7,686 | 13.3% | 1,460 | 14,359 | 12.6% | 1,487 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 571 | 1.0% | 122 | 1,361 | 1.2% | 180 |
| 10. Rustic Outposts | 1,642 | 2.8% | 35 | 3,422 | 3.0% | 36 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 1,642 | 2.8% | 247 | 3,422 | 3.0% | 258 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 4,196 | 7.3% | 118 | 7,458 | 6.6% | 120 |
| 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) | 742 | 1.3% | 92 | 1,133 | 1.0% | 76 |
| Set to Impress (11D) | 813 | 1.4% | 102 | 1,352 | 1.2% | 101 |
| City Commons (11E) | 2,641 | 4.6% | 523 | 4,973 | 4.4% | 556 |
| 12. Hometown | 4,807 | 8.3% | 137 | 9,746 | 8.6% | 149 |
| Family Foundations (12A) | 179 | 0.3% | 30 | 413 | 0.4% | 34 |
| Traditional Living (12B) | 901 | 1.6% | 81 | 1,934 | 1.7% | 95 |
| Small Town Simplicity (12C) | 2,224 | 3.9% | 209 | 3,961 | 3.5% | 209 |
| Modest Income Homes (12D) | 1,503 | 2.6% | 201 | 3,438 | 3.0% | 243 |
| 13. Next Wave | 885 | 1.5% | 40 | 2,048 | 1.8% | 41 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 656 | 1.1% | 147 | 1,633 | 1.4% | 167 |
| Fresh Ambitions (13D) | 229 | 0.4% | 63 | 415 | 0.4% | 54 |
| 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 |

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

720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

| Tapestry Urbanization Groups | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 57,637 | 100.0% | | 113,773 | 100.0% | |
| 1. Principal Urban Center | 885 | 1.5% | 22 | 2,048 | 1.8% | 27 |
| 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) | 656 | 1.1% | 147 | 1,633 | 1.4% | 167 |
| Fresh Ambitions (13D) | 229 | 0.4% | 63 | 415 | 0.4% | 54 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 12,207 | 21.2% | 127 | 25,778 | 22.7% | 128 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 5,604 | 9.7% | 444 | 11,391 | 10.0% | 486 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 3,720 | 6.5% | 437 | 8,244 | 7.2% | 432 |
| Barrios Urbanos (7D) | 459 | 0.8% | 77 | 1,159 | 1.0% | 81 |
| 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) | 742 | 1.3% | 92 | 1,133 | 1.0% | 76 |
| Family Foundations (12A) | 179 | 0.3% | 30 | 413 | 0.4% | 34 |
| Modest Income Homes (12D) | 1,503 | 2.6% | 201 | 3,438 | 3.0% | 243 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 9,290 | 16.1% | 89 | 18,398 | 16.2% | 96 |
| In Style (5B) | 865 | 1.5% | 67 | 1,641 | 1.4% | 69 |
| 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) | 1,457 | 2.5% | 110 | 2,784 | 2.4% | 123 |
| Hardscrabble Road (8G) | 2,042 | 3.5% | 295 | 4,353 | 3.8% | 332 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 571 | 1.0% | 122 | 1,361 | 1.2% | 180 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 813 | 1.4% | 102 | 1,352 | 1.2% | 101 |
| City Commons (11E) | 2,641 | 4.6% | 523 | 4,973 | 4.4% | 556 |
| Traditional Living (12B) | 901 | 1.6% | 81 | 1,934 | 1.7% | 95 |
| 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

720 Pondella Rd, North Fort Myers, Florida, 33903
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 26.66730
 Longitude: -81.90659

| Tapestry Urbanization Groups | 2019 Households | | | 2019 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 57,637 | 100.0% | | 113,773 | 100.0% | |
| 4. Suburban Periphery | 16,335 | 28.3% | 89 | 30,200 | 26.5% | 81 |
| 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) | 385 | 0.7% | 34 | 755 | 0.7% | 34 |
| 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 |
| Soccer Moms (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 978 | 1.7% | 69 | 1,996 | 1.8% | 72 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 4,178 | 7.2% | 293 | 8,431 | 7.4% | 317 |
| Up and Coming Families (7A) | 1,831 | 3.2% | 128 | 4,148 | 3.6% | 139 |
| Silver & Gold (9A) | 965 | 1.7% | 215 | 1,873 | 1.6% | 233 |
| Golden Years (9B) | 361 | 0.6% | 47 | 543 | 0.5% | 40 |
| The Elders (9C) | 7,637 | 13.3% | 1,781 | 12,454 | 10.9% | 1,835 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 15,174 | 26.3% | 282 | 29,616 | 26.0% | 288 |
| Middleburg (4C) | 742 | 1.3% | 44 | 1,736 | 1.5% | 53 |
| Heartland Communities (6F) | 2,880 | 5.0% | 219 | 6,138 | 5.4% | 253 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 7,686 | 13.3% | 1,460 | 14,359 | 12.6% | 1,487 |
| Down the Road (10D) | 1,642 | 2.8% | 247 | 3,422 | 3.0% | 258 |
| Small Town Simplicity (12C) | 2,224 | 3.9% | 209 | 3,961 | 3.5% | 209 |
| 6. Rural | 3,746 | 6.5% | 39 | 7,733 | 6.8% | 40 |
| 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) | 3,356 | 5.8% | 372 | 6,884 | 6.1% | 394 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 390 | 0.7% | 67 | 849 | 0.7% | 80 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (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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