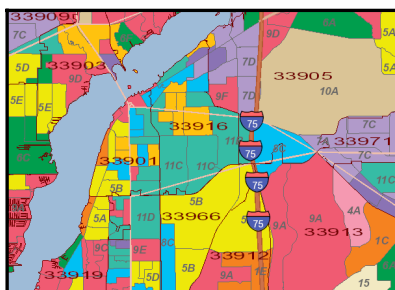
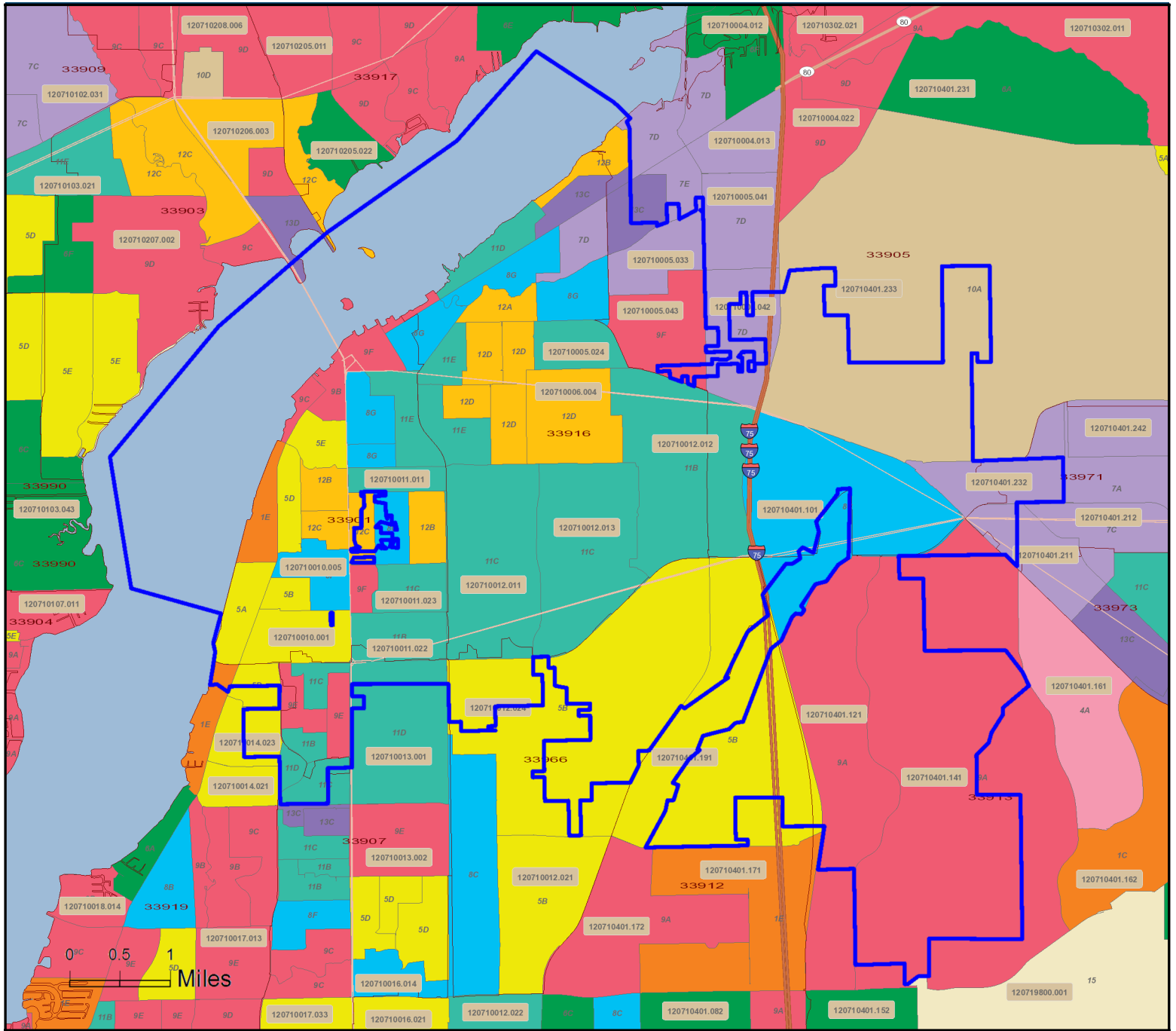


# Dominant Tapestry Map

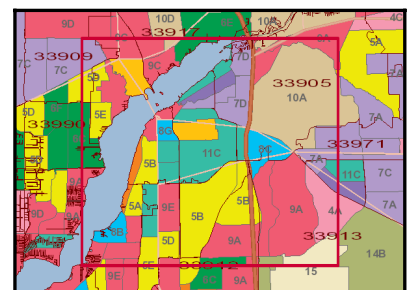
CITY: Fort Myers  
Area: 48.9 square miles

Prepared by Esri



### Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots



Source: Esri

November 09, 2015

## Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- |   |   |
|---|---|
| Segment 1A (Top Tier)                   | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride)         | Segment 8D (Downtown Melting Pot)       |
| Segment 1C (Boomburbs)                  | Segment 8E (Front Porches)              |
| Segment 1D (Savvy Suburbanites)         | Segment 8F (Old and Newcomers)          |
| Segment 1E (Exurbanites)                | Segment 8G (Hardscrabble Road)          |
| Segment 2A (Urban Chic)                 | Segment 9A (Silver & Gold)              |
| Segment 2B (Pleasantville)              | Segment 9B (Golden Years)               |
| Segment 2C (Pacific Heights)            | Segment 9C (The Elders)                 |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes)             |
| Segment 3A (Laptops and Lattes)         | Segment 9E (Retirement Communities)     |
| Segment 3B (Metro Renters)              | Segment 9F (Social Security Set)        |
| Segment 3C (Trendsetters)               | Segment 10A (Southern Satellites)       |
| Segment 4A (Soccer Moms)                | Segment 10B (Rooted Rural)              |
| Segment 4B (Home Improvement)           | Segment 10C (Diners & Miners)           |
| Segment 4C (Middleburg)                 | Segment 10D (Down the Road)             |
| Segment 5A (Comfortable Empty Nesters)  | Segment 10E (Rural Bypasses)            |
| Segment 5B (In Style)                   | Segment 11A (City Strivers)             |
| Segment 5C (Parks and Rec)              | Segment 11B (Young and Restless)        |
| Segment 5D (Rustbelt Traditions)        | Segment 11C (Metro Fusion)              |
| Segment 5E (Midlife Constants)          | Segment 11D (Set to Impress)            |
| Segment 6A (Green Acres)                | Segment 11E (City Commons)              |
| Segment 6B (Salt of the Earth)          | Segment 12A (Family Foundations)        |
| Segment 6C (The Great Outdoors)         | Segment 12B (Traditional Living)        |
| Segment 6D (Prairie Living)             | Segment 12C (Small Town Simplicity)     |
| Segment 6E (Rural Resort Dwellers)      | Segment 12D (Modest Income Homes)       |
| Segment 6F (Heartland Communities)      | Segment 13A (International Marketplace) |
| Segment 7A (Up and Coming Families)     | Segment 13B (Las Casas)                 |
| Segment 7B (Urban Villages)             | Segment 13C (NeWest Residents)          |
| Segment 7C (American Dreamers)          | Segment 13D (Fresh Ambitions)           |
| Segment 7D (Barrios Urbanos)            | Segment 13E (High Rise Renters)         |
| Segment 7E (Valley Growers)             | Segment 14A (Military Proximity)        |
| Segment 7F (Southwestern Families)      | Segment 14B (College Towns)             |
| Segment 8A (City Lights)                | Segment 14C (Dorms to Diplomas)         |
| Segment 8B (Emerald City)               | Segment 15 (Unclassified)               |