



Tapestry Segmentation Area Profile

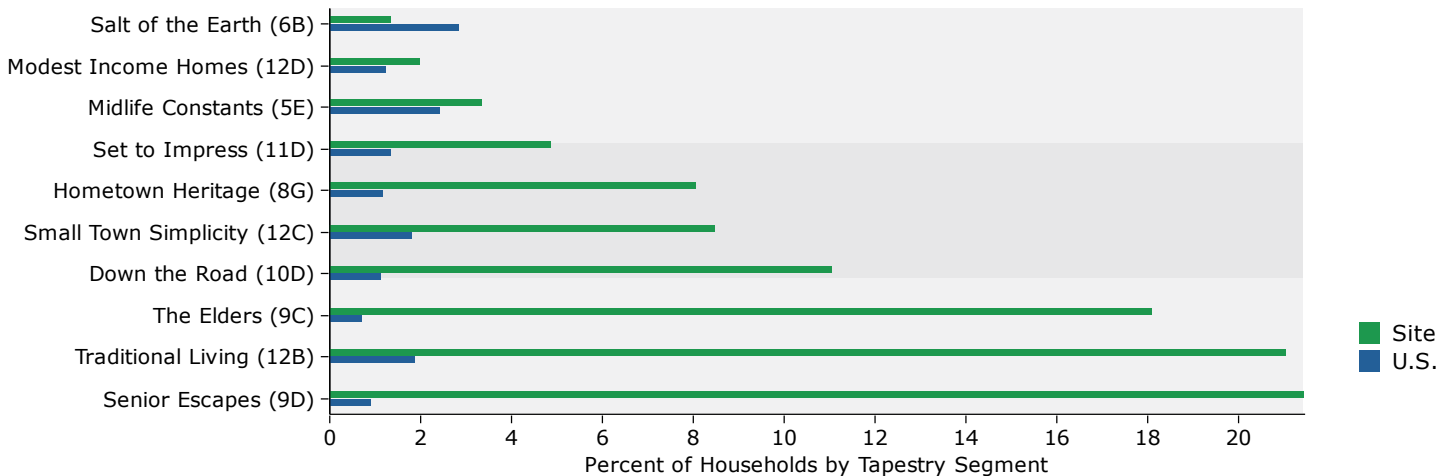
1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2021 Households | | 2021 U.S. Households | | Index |
|-----------------|-----------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Senior Escapes (9D) | 21.5% | 21.5% | 0.9% | 0.9% | 2324 |
| 2 | Traditional Living (12B) | 21.1% | 42.5% | 1.9% | 2.8% | 1,111 |
| 3 | The Elders (9C) | 18.1% | 60.7% | 0.7% | 3.6% | 2,433 |
| 4 | Down the Road (10D) | 11.1% | 71.8% | 1.2% | 4.7% | 953 |
| 5 | Small Town Simplicity (12C) | 8.5% | 80.3% | 1.8% | 6.6% | 465 |
| Subtotal | | 80.3% | | 6.5% | | |
| 6 | Hometown Heritage (8G) | 8.1% | 88.4% | 1.2% | 7.7% | 681 |
| 7 | Set to Impress (11D) | 4.9% | 93.3% | 1.4% | 9.1% | 354 |
| 8 | Midlife Constants (5E) | 3.4% | 96.6% | 2.5% | 11.6% | 137 |
| 9 | Modest Income Homes (12D) | 2.0% | 98.6% | 1.3% | 12.9% | 157 |
| 10 | Salt of the Earth (6B) | 1.4% | 100.0% | 2.9% | 15.7% | 48 |
| Subtotal | | 19.8% | | 9.3% | | |
| Total | | 100.0% | | 15.7% | | 636 |

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

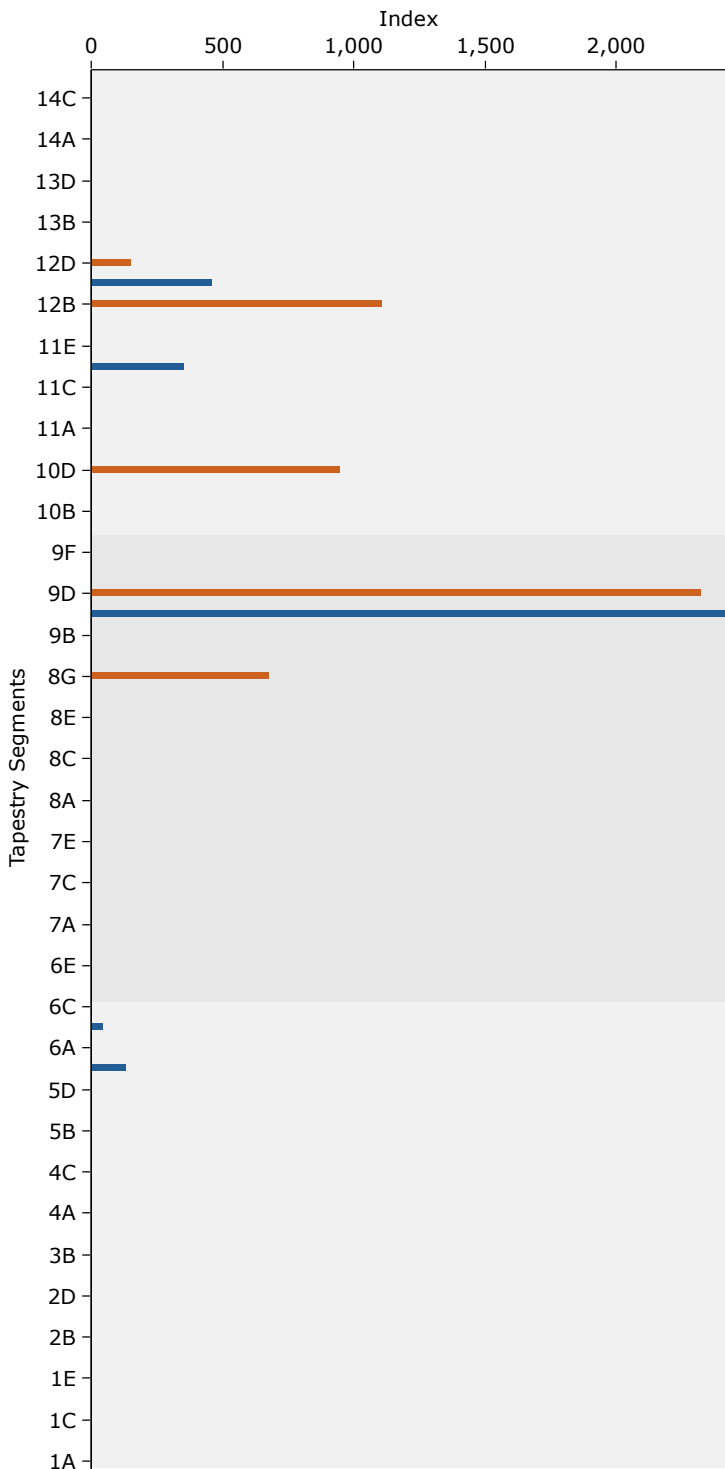


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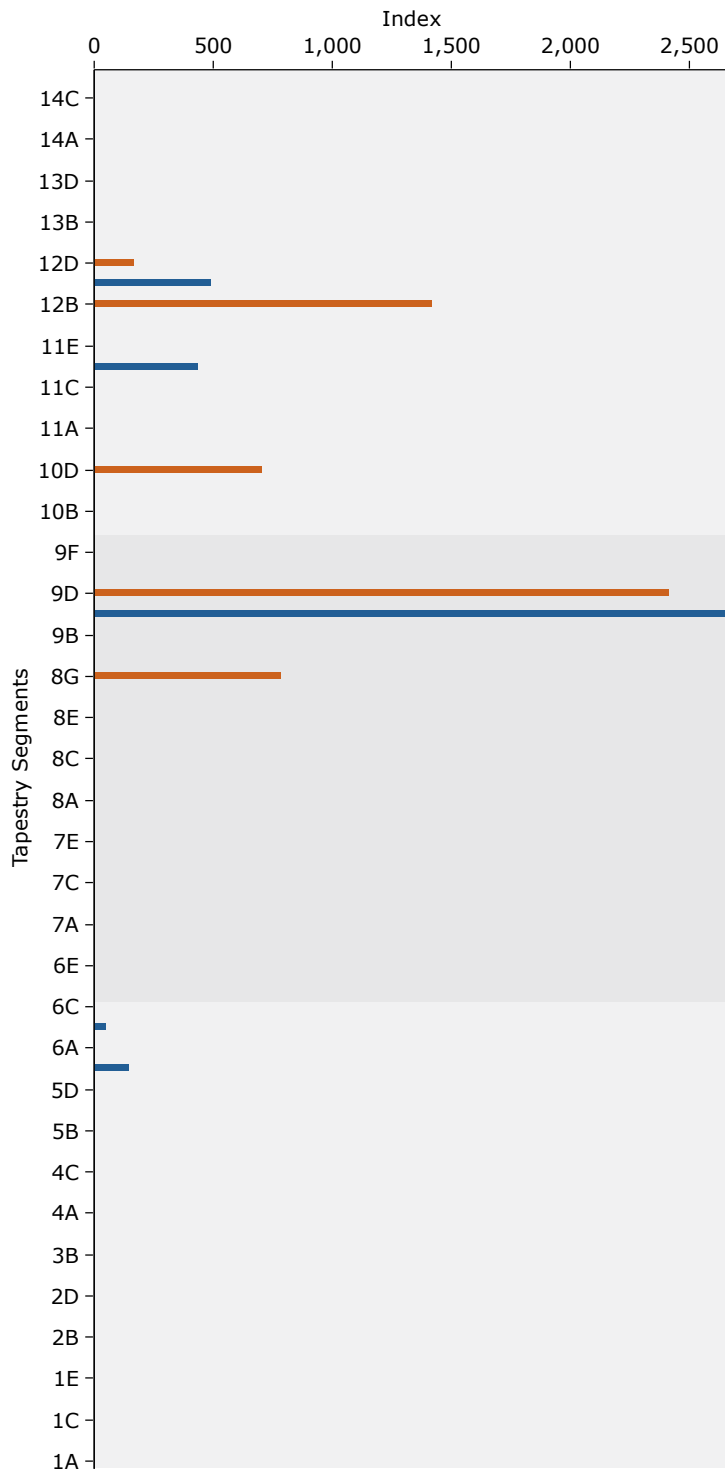
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2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups | 2021 Households | | | 2021 Adult Population | | |
|---------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,860 | 100.0% | | 27,930 | 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 |
| Workday Drive (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. GenXurban | 535 | 3.4% | 30 | 979 | 3.5% | 32 |
| 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) | 535 | 3.4% | 137 | 979 | 3.5% | 151 |
| 6. Cozy Country Living | 220 | 1.4% | 12 | 444 | 1.6% | 13 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 220 | 1.4% | 48 | 444 | 1.6% | 55 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Sprouting Explorers | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Forging Opportunity (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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| Tapestry LifeMode Groups | 2021 Households | | | 2021 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,860 | 100.0% | | 27,930 | 100.0% | |
| 8. Middle Ground | 1,284 | 8.1% | 75 | 2,525 | 9.0% | 90 |
| 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 |
| Hometown Heritage (8G) | 1,284 | 8.1% | 681 | 2,525 | 9.0% | 791 |
| 9. Senior Styles | 6,281 | 39.6% | 683 | 10,293 | 36.9% | 737 |
| 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) | 2,875 | 18.1% | 2,433 | 4,477 | 16.0% | 2,685 |
| Senior Escapes (9D) | 3,406 | 21.5% | 2,324 | 5,816 | 20.8% | 2,421 |
| 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 | 1,757 | 11.1% | 133 | 2,332 | 8.3% | 100 |
| 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) | 1,757 | 11.1% | 953 | 2,332 | 8.3% | 709 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 777 | 4.9% | 80 | 1,445 | 5.2% | 95 |
| 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) | 777 | 4.9% | 354 | 1,445 | 5.2% | 439 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 5,006 | 31.6% | 525 | 9,912 | 35.5% | 624 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 3,342 | 21.1% | 1,111 | 7,045 | 25.2% | 1,424 |
| Small Town Simplicity (12C) | 1,348 | 8.5% | 465 | 2,273 | 8.1% | 493 |
| Modest Income Homes (12D) | 316 | 2.0% | 157 | 594 | 2.1% | 174 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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| Tapestry Urbanization Groups | 2021 Households | | | 2021 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,860 | 100.0% | | 27,930 | 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 | 316 | 2.0% | 12 | 594 | 2.1% | 12 |
| 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 |
| 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) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 316 | 2.0% | 157 | 594 | 2.1% | 174 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 5,403 | 34.1% | 188 | 11,015 | 39.4% | 236 |
| 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 |
| Hometown Heritage (8G) | 1,284 | 8.1% | 681 | 2,525 | 9.0% | 791 |
| 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) | 777 | 4.9% | 354 | 1,445 | 5.2% | 439 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 3,342 | 21.1% | 1,111 | 7,045 | 25.2% | 1,424 |
| 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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|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 15,860 | 100.0% | | 27,930 | 100.0% | |
| 4. Suburban Periphery | 3,410 | 21.5% | 67 | 5,456 | 19.5% | 60 |
| 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 |
| 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) | 535 | 3.4% | 137 | 979 | 3.5% | 151 |
| 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) | 2,875 | 18.1% | 2,433 | 4,477 | 16.0% | 2,685 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 6,511 | 41.1% | 437 | 10,421 | 37.3% | 410 |
| 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) | 3,406 | 21.5% | 2,324 | 5,816 | 20.8% | 2,421 |
| Down the Road (10D) | 1,757 | 11.1% | 953 | 2,332 | 8.3% | 709 |
| Small Town Simplicity (12C) | 1,348 | 8.5% | 465 | 2,273 | 8.1% | 493 |
| 6. Rural | 220 | 1.4% | 8 | 444 | 1.6% | 9 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 220 | 1.4% | 48 | 444 | 1.6% | 55 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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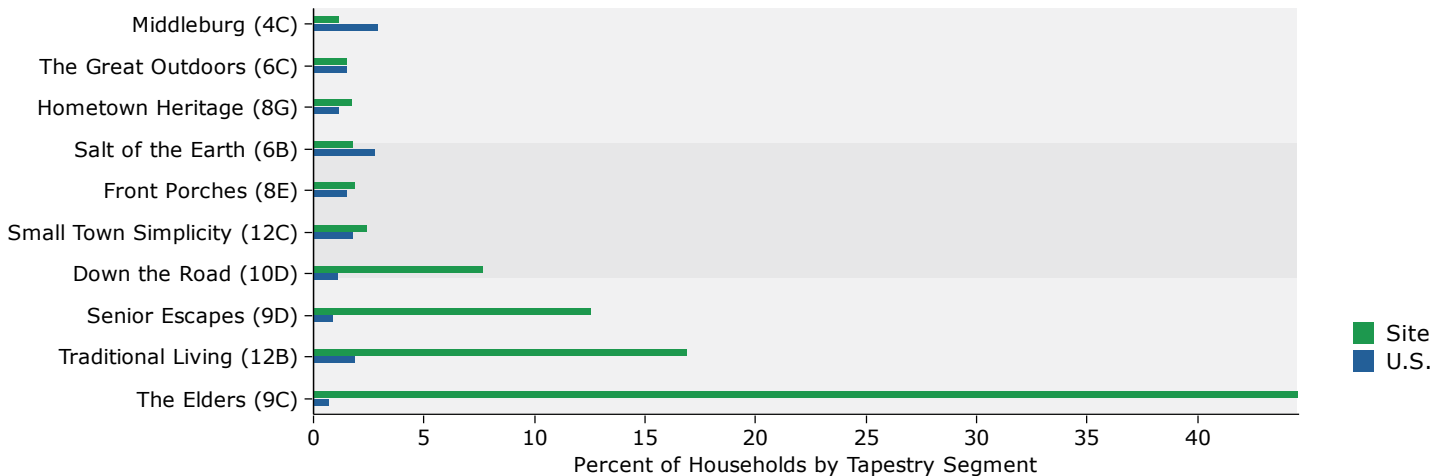
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|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | The Elders (9C) | 44.6% | 44.6% | 0.7% | 0.7% | 5984 |
| 2 | Traditional Living (12B) | 17.0% | 61.6% | 1.9% | 2.6% | 894 |
| 3 | Senior Escapes (9D) | 12.6% | 74.2% | 0.9% | 3.6% | 1,365 |
| 4 | Down the Road (10D) | 7.7% | 81.9% | 1.2% | 4.7% | 664 |
| 5 | Small Town Simplicity (12C) | 2.5% | 84.4% | 1.8% | 6.6% | 137 |
| Subtotal | | 84.4% | | 6.5% | | |
| 6 | Front Porches (8E) | 1.9% | 86.3% | 1.6% | 8.1% | 122 |
| 7 | Salt of the Earth (6B) | 1.9% | 88.2% | 2.9% | 11.0% | 66 |
| 8 | Hometown Heritage (8G) | 1.8% | 90.0% | 1.2% | 12.2% | 152 |
| 9 | The Great Outdoors (6C) | 1.6% | 91.6% | 1.6% | 13.8% | 99 |
| 10 | Middleburg (4C) | 1.2% | 92.8% | 3.0% | 16.7% | 40 |
| Subtotal | | 8.4% | | 10.3% | | |
| 11 | Rural Resort Dwellers (6E) | 1.1% | 93.9% | 1.0% | 17.8% | 108 |
| 12 | Bright Young Professionals (8C) | 1.1% | 95.0% | 2.3% | 20.0% | 48 |
| 13 | Set to Impress (11D) | 1.1% | 96.0% | 1.4% | 21.4% | 79 |
| 14 | Modest Income Homes (12D) | 1.0% | 97.1% | 1.3% | 22.7% | 81 |
| 15 | Southern Satellites (10A) | 0.9% | 98.0% | 3.2% | 25.9% | 28 |
| Subtotal | | 5.2% | | 9.2% | | |
| 16 | Midlife Constants (5E) | 0.8% | 98.8% | 2.5% | 28.3% | 33 |
| 17 | Rooted Rural (10B) | 0.6% | 99.4% | 2.0% | 30.3% | 33 |
| 18 | Comfortable Empty Nesters (5A) | 0.4% | 99.9% | 2.4% | 32.7% | 18 |
| 19 | Rustbelt Traditions (5D) | 0.1% | 100.0% | 2.2% | 34.9% | 5 |
| 20 | Urban Edge Families (7C) | 0.0% | 100.0% | 1.5% | 36.4% | 0 |
| Subtotal | | 1.9% | | 10.6% | | |
| Total | | 100.0% | | 36.4% | | 275 |

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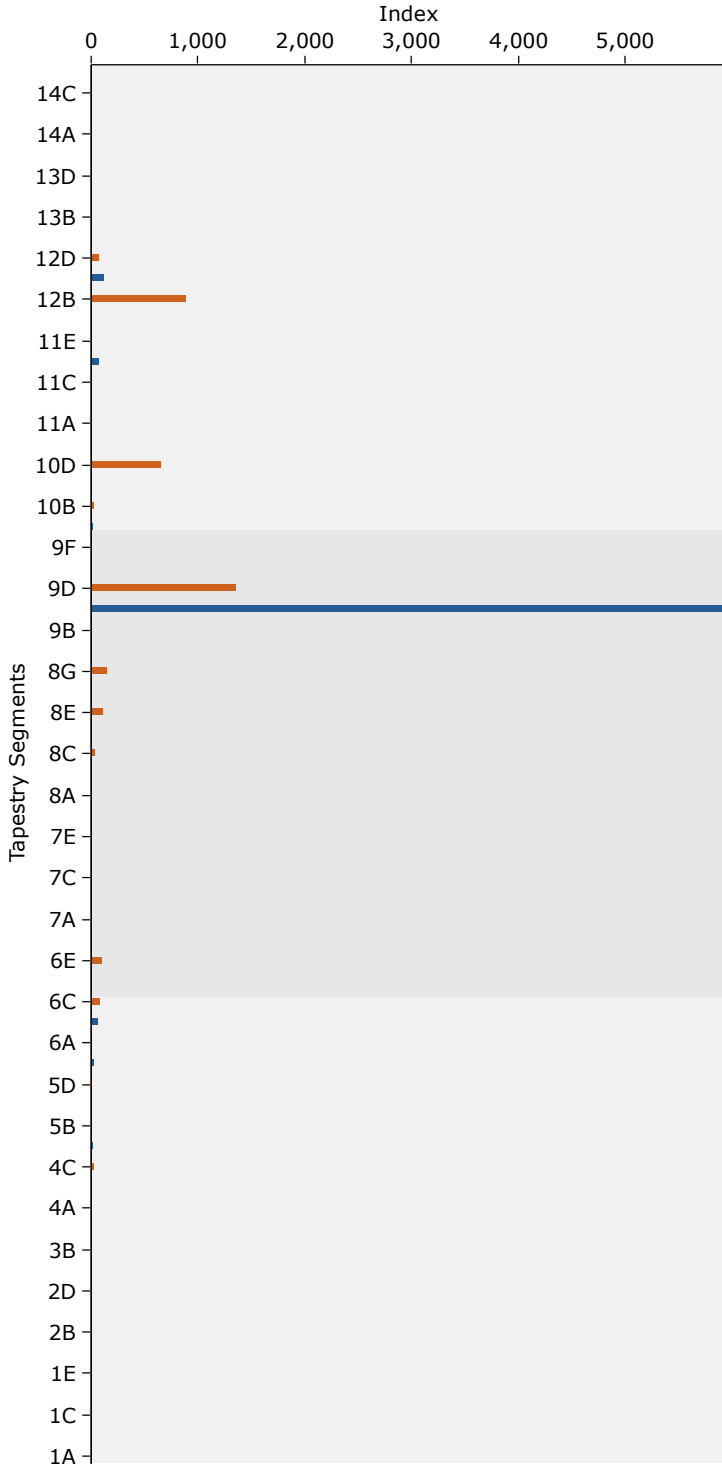


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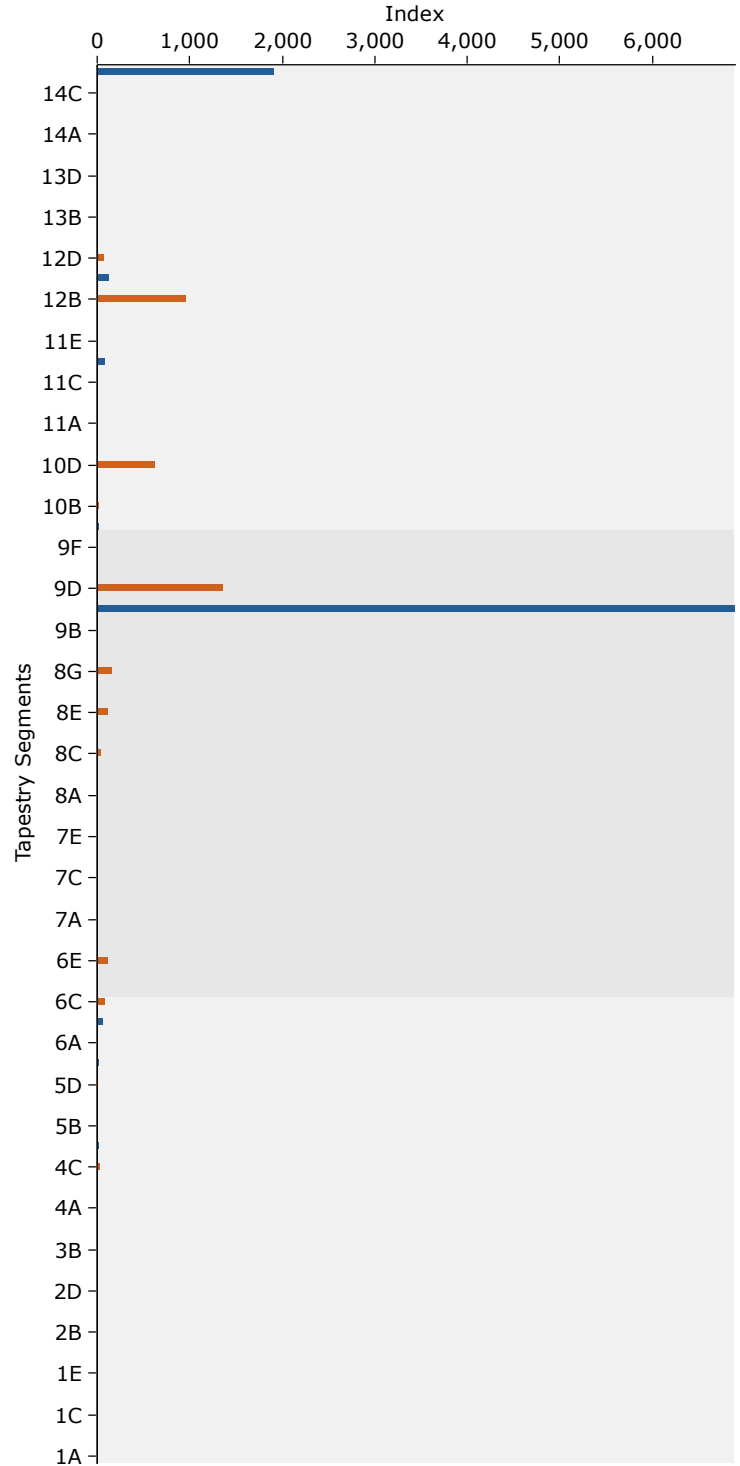
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|---------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 71,201 | 100.0% | | 135,078 | 100.0% | |
| 1. Affluent 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 | 847 | 1.2% | 16 | 1,844 | 1.4% | 17 |
| Workday Drive (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 847 | 1.2% | 40 | 1,844 | 1.4% | 46 |
| 5. GenXurban | 971 | 1.4% | 12 | 1,918 | 1.4% | 13 |
| Comfortable Empty Nesters (5A) | 316 | 0.4% | 18 | 709 | 0.5% | 22 |
| 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) | 80 | 0.1% | 5 | 151 | 0.1% | 5 |
| Midlife Constants (5E) | 575 | 0.8% | 33 | 1,058 | 0.8% | 34 |
| 6. Cozy Country Living | 3,233 | 4.5% | 38 | 6,420 | 4.8% | 40 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 1,337 | 1.9% | 66 | 2,805 | 2.1% | 72 |
| The Great Outdoors (6C) | 1,111 | 1.6% | 99 | 2,108 | 1.6% | 101 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 785 | 1.1% | 108 | 1,507 | 1.1% | 118 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Sprouting Explorers | 5 | 0.0% | 0 | 7 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 5 | 0.0% | 0 | 7 | 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

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

| Tapestry LifeMode Groups | 2021 Households | | | 2021 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|-------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 71,201 | 100.0% | | 135,078 | 100.0% | |
| 8. Middle Ground | 3,434 | 4.8% | 45 | 6,759 | 5.0% | 50 |
| 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) | 782 | 1.1% | 48 | 1,566 | 1.2% | 57 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 1,368 | 1.9% | 122 | 2,668 | 2.0% | 131 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hometown Heritage (8G) | 1,284 | 1.8% | 152 | 2,525 | 1.9% | 164 |
| 9. Senior Styles | 40,735 | 57.2% | 987 | 71,513 | 52.9% | 1058 |
| 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) | 31,752 | 44.6% | 5,984 | 55,674 | 41.2% | 6,903 |
| Senior Escapes (9D) | 8,983 | 12.6% | 1,365 | 15,839 | 11.7% | 1,363 |
| 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 | 6,595 | 9.3% | 112 | 12,225 | 9.1% | 108 |
| Southern Satellites (10A) | 639 | 0.9% | 28 | 1,196 | 0.9% | 27 |
| Rooted Rural (10B) | 460 | 0.6% | 33 | 882 | 0.7% | 33 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 5,496 | 7.7% | 664 | 10,147 | 7.5% | 638 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 777 | 1.1% | 18 | 1,445 | 1.1% | 20 |
| 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) | 777 | 1.1% | 79 | 1,445 | 1.1% | 91 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 14,604 | 20.5% | 341 | 27,739 | 20.5% | 361 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 12,079 | 17.0% | 894 | 23,272 | 17.2% | 973 |
| Small Town Simplicity (12C) | 1,788 | 2.5% | 137 | 3,077 | 2.3% | 138 |
| Modest Income Homes (12D) | 737 | 1.0% | 81 | 1,390 | 1.0% | 84 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 5,208 | 3.9% | 1,922 |

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

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

| Tapestry Urbanization Groups | 2021 Households | | | 2021 Adult Population | | |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 71,201 | 100.0% | | 135,078 | 100.0% | |
| 1. Principal Urban Center | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 1,604 | 2.3% | 14 | 3,114 | 2.3% | 13 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 80 | 0.1% | 5 | 151 | 0.1% | 5 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 5 | 0.0% | 0 | 7 | 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) | 782 | 1.1% | 48 | 1,566 | 1.2% | 57 |
| 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) | 737 | 1.0% | 81 | 1,390 | 1.0% | 84 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 15,508 | 21.8% | 120 | 29,910 | 22.1% | 132 |
| 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) | 1,368 | 1.9% | 122 | 2,668 | 2.0% | 131 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hometown Heritage (8G) | 1,284 | 1.8% | 152 | 2,525 | 1.9% | 164 |
| 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) | 777 | 1.1% | 79 | 1,445 | 1.1% | 91 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 12,079 | 17.0% | 894 | 23,272 | 17.2% | 973 |
| 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

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

| Tapestry Urbanization Groups | 2021 Households | | | 2021 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 71,201 | 100.0% | | 135,078 | 100.0% | |
| 4. Suburban Periphery | 32,643 | 45.8% | 143 | 57,441 | 42.5% | 130 |
| 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 |
| 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) | 316 | 0.4% | 18 | 709 | 0.5% | 22 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 575 | 0.8% | 33 | 1,058 | 0.8% | 34 |
| 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) | 31,752 | 44.6% | 5,984 | 55,674 | 41.2% | 6,903 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 17,114 | 24.0% | 256 | 30,907 | 22.9% | 252 |
| Middleburg (4C) | 847 | 1.2% | 40 | 1,844 | 1.4% | 46 |
| 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) | 8,983 | 12.6% | 1,365 | 15,839 | 11.7% | 1,363 |
| Down the Road (10D) | 5,496 | 7.7% | 664 | 10,147 | 7.5% | 638 |
| Small Town Simplicity (12C) | 1,788 | 2.5% | 137 | 3,077 | 2.3% | 138 |
| 6. Rural | 4,332 | 6.1% | 36 | 8,498 | 6.3% | 37 |
| Green Acres (6A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Salt of the Earth (6B) | 1,337 | 1.9% | 66 | 2,805 | 2.1% | 72 |
| The Great Outdoors (6C) | 1,111 | 1.6% | 99 | 2,108 | 1.6% | 101 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 785 | 1.1% | 108 | 1,507 | 1.1% | 118 |
| Southern Satellites (10A) | 639 | 0.9% | 28 | 1,196 | 0.9% | 27 |
| Rooted Rural (10B) | 460 | 0.6% | 33 | 882 | 0.7% | 33 |
| 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 | 5,208 | 3.9% | 1,922 |

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

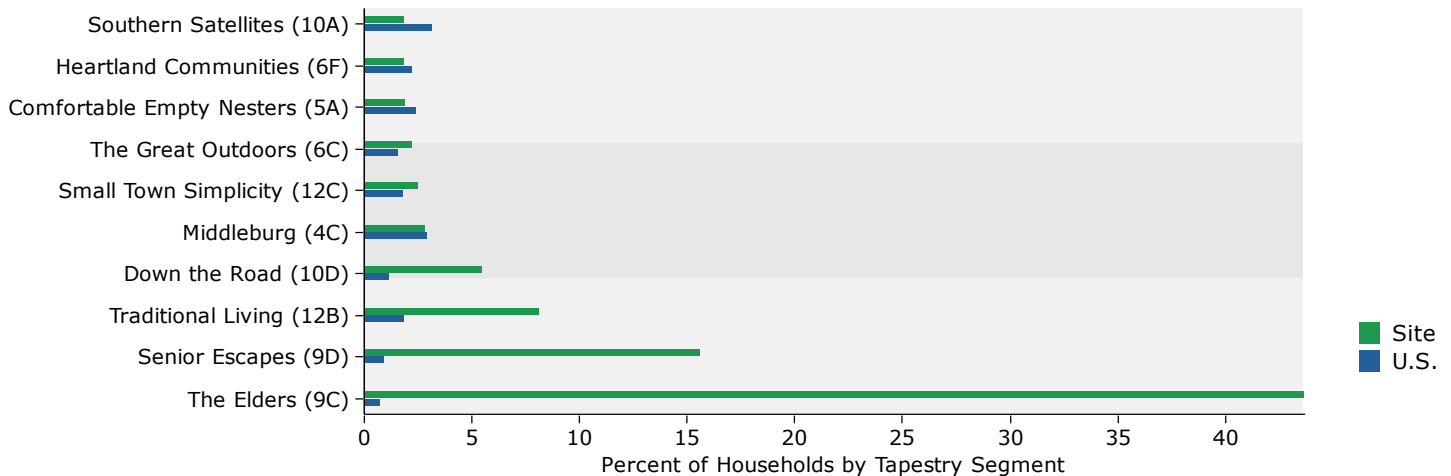
1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2021 Households | | 2021 U.S. Households | | Index |
|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | The Elders (9C) | 43.7% | 43.7% | 0.7% | 0.7% | 5865 |
| 2 | Senior Escapes (9D) | 15.6% | 59.3% | 0.9% | 1.7% | 1,691 |
| 3 | Traditional Living (12B) | 8.2% | 67.5% | 1.9% | 3.6% | 430 |
| 4 | Down the Road (10D) | 5.5% | 73.0% | 1.2% | 4.7% | 477 |
| 5 | Middleburg (4C) | 2.8% | 75.9% | 3.0% | 7.7% | 95 |
| Subtotal | | 75.8% | | 7.7% | | |
| 6 | Small Town Simplicity (12C) | 2.5% | 78.4% | 1.8% | 9.5% | 139 |
| 7 | The Great Outdoors (6C) | 2.2% | 80.6% | 1.6% | 11.1% | 141 |
| 8 | Comfortable Empty Nesters (5A) | 2.0% | 82.6% | 2.4% | 13.6% | 80 |
| 9 | Heartland Communities (6F) | 1.9% | 84.5% | 2.3% | 15.8% | 83 |
| 10 | Southern Satellites (10A) | 1.9% | 86.3% | 3.2% | 19.0% | 59 |
| Subtotal | | 10.5% | | 11.3% | | |
| 11 | Rooted Rural (10B) | 1.5% | 87.8% | 2.0% | 21.0% | 75 |
| 12 | Salt of the Earth (6B) | 1.5% | 89.3% | 2.9% | 23.8% | 51 |
| 13 | Silver & Gold (9A) | 1.4% | 90.7% | 0.8% | 24.6% | 178 |
| 14 | Front Porches (8E) | 1.1% | 91.8% | 1.6% | 26.2% | 72 |
| 15 | Set to Impress (11D) | 0.9% | 92.8% | 1.4% | 27.6% | 67 |
| Subtotal | | 6.4% | | 8.7% | | |
| 16 | Hometown Heritage (8G) | 0.8% | 93.6% | 1.2% | 28.8% | 71 |
| 17 | Rural Bypasses (10E) | 0.8% | 94.4% | 1.3% | 30.1% | 62 |
| 18 | Bright Young Professionals (8C) | 0.8% | 95.2% | 2.3% | 32.4% | 34 |
| 19 | Rural Resort Dwellers (6E) | 0.7% | 95.9% | 1.0% | 33.4% | 70 |
| 20 | Urban Edge Families (7C) | 0.7% | 96.6% | 1.5% | 34.9% | 47 |
| Subtotal | | 3.8% | | 7.3% | | |
| Total | | 96.6% | | 34.9% | | 277 |

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

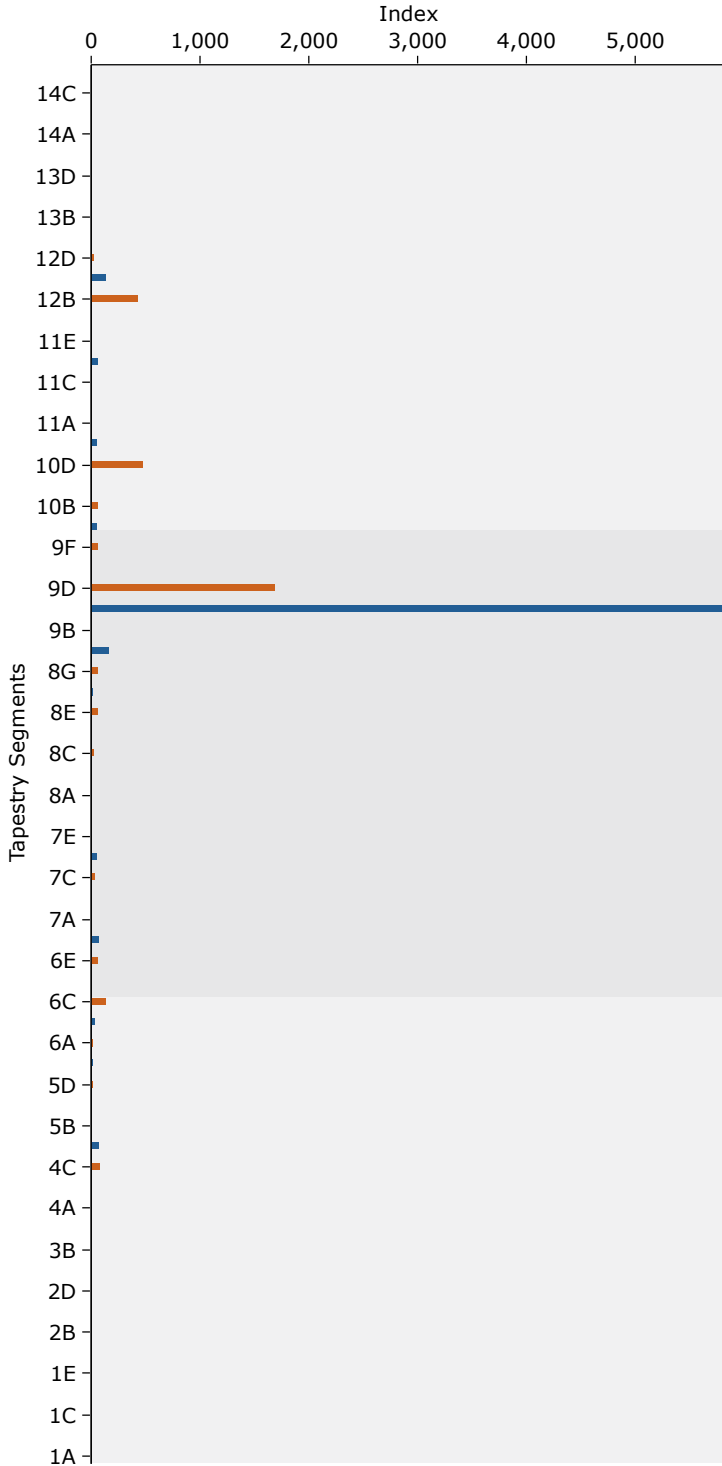


Tapestry Segmentation Area Profile

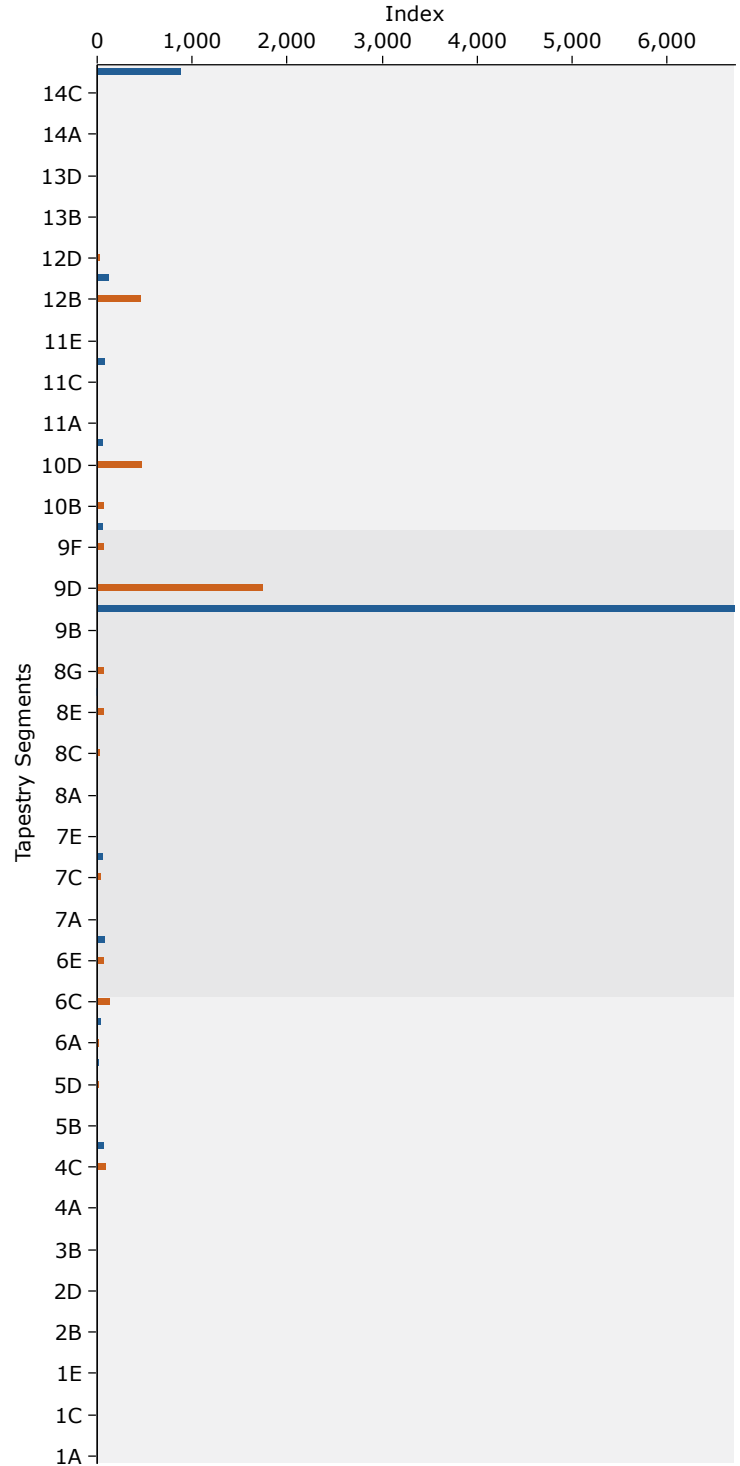
1315 State Road 44, Leesburg, Florida, 34748
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 28.81432
Longitude: -81.93189

2021 Tapestry Indexes by Households



2021 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

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

| Tapestry LifeMode Groups | 2021 Households | | | 2021 Adult Population | | |
|---------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 152,212 | 100.0% | | 290,968 | 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 | 4,301 | 2.8% | 37 | 9,497 | 3.3% | 41 |
| Workday Drive (4A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 4,301 | 2.8% | 95 | 9,497 | 3.3% | 110 |
| 5. GenXurban | 4,737 | 3.1% | 28 | 9,439 | 3.2% | 30 |
| Comfortable Empty Nesters (5A) | 2,973 | 2.0% | 80 | 5,894 | 2.0% | 83 |
| 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) | 864 | 0.6% | 26 | 1,829 | 0.6% | 31 |
| Midlife Constants (5E) | 900 | 0.6% | 24 | 1,716 | 0.6% | 25 |
| 6. Cozy Country Living | 10,195 | 6.7% | 56 | 21,002 | 7.2% | 61 |
| Green Acres (6A) | 602 | 0.4% | 12 | 1,483 | 0.5% | 15 |
| Salt of the Earth (6B) | 2,232 | 1.5% | 51 | 4,702 | 1.6% | 56 |
| The Great Outdoors (6C) | 3,400 | 2.2% | 141 | 6,882 | 2.4% | 153 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 1,092 | 0.7% | 70 | 2,096 | 0.7% | 76 |
| Heartland Communities (6F) | 2,869 | 1.9% | 83 | 5,839 | 2.0% | 95 |
| 7. Sprouting Explorers | 2,048 | 1.3% | 19 | 4,865 | 1.7% | 20 |
| 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) | 1,050 | 0.7% | 47 | 2,467 | 0.8% | 51 |
| Forging Opportunity (7D) | 998 | 0.7% | 63 | 2,398 | 0.8% | 66 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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Source: Esri



Tapestry Segmentation Area Profile

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

| Tapestry LifeMode Groups | 2021 Households | | | 2021 Adult Population | | |
|----------------------------------|-----------------|--------------|-------------|-----------------------|--------------|-------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 152,212 | 100.0% | | 290,968 | 100.0% | |
| 8. Middle Ground | 4,367 | 2.9% | 27 | 8,683 | 3.0% | 30 |
| 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) | 1,156 | 0.8% | 34 | 2,384 | 0.8% | 40 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 1,719 | 1.1% | 72 | 3,409 | 1.2% | 78 |
| Old and Newcomers (8F) | 208 | 0.1% | 6 | 365 | 0.1% | 6 |
| Hometown Heritage (8G) | 1,284 | 0.8% | 71 | 2,525 | 0.9% | 76 |
| 9. Senior Styles | 93,332 | 61.3% | 1057 | 167,201 | 57.5% | 1149 |
| Silver & Gold (9A) | 2,163 | 1.4% | 178 | 5,067 | 1.7% | 242 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 66,524 | 43.7% | 5,865 | 116,805 | 40.1% | 6,723 |
| Senior Escapes (9D) | 23,788 | 15.6% | 1,691 | 43,882 | 15.1% | 1,754 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 857 | 0.6% | 70 | 1,447 | 0.5% | 76 |
| 10. Rustic Outposts | 14,806 | 9.7% | 117 | 29,518 | 10.1% | 121 |
| Southern Satellites (10A) | 2,857 | 1.9% | 59 | 5,855 | 2.0% | 62 |
| Rooted Rural (10B) | 2,255 | 1.5% | 75 | 4,436 | 1.5% | 78 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 8,438 | 5.5% | 477 | 16,414 | 5.6% | 479 |
| Rural Bypasses (10E) | 1,256 | 0.8% | 62 | 2,813 | 1.0% | 70 |
| 11. Midtown Singles | 1,407 | 0.9% | 15 | 3,406 | 1.2% | 22 |
| 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) | 1,407 | 0.9% | 67 | 3,406 | 1.2% | 99 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 17,019 | 11.2% | 186 | 32,149 | 11.0% | 194 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 12,413 | 8.2% | 430 | 24,100 | 8.3% | 468 |
| Small Town Simplicity (12C) | 3,869 | 2.5% | 139 | 6,659 | 2.3% | 139 |
| Modest Income Homes (12D) | 737 | 0.5% | 38 | 1,390 | 0.5% | 39 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 5,208 | 1.8% | 892 |

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Source: Esri



Tapestry Segmentation Area Profile

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

| Tapestry Urbanization Groups | 2021 Households | | | 2021 Adult Population | | |
|----------------------------------|-----------------|--------------|-----------|-----------------------|--------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 152,212 | 100.0% | | 290,968 | 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 | 4,805 | 3.2% | 19 | 10,468 | 3.6% | 20 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 864 | 0.6% | 26 | 1,829 | 0.6% | 31 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 1,050 | 0.7% | 47 | 2,467 | 0.8% | 51 |
| Forging Opportunity (7D) | 998 | 0.7% | 63 | 2,398 | 0.8% | 66 |
| 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) | 1,156 | 0.8% | 34 | 2,384 | 0.8% | 40 |
| 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) | 737 | 0.5% | 38 | 1,390 | 0.5% | 39 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 17,888 | 11.8% | 65 | 35,252 | 12.1% | 72 |
| 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) | 1,719 | 1.1% | 72 | 3,409 | 1.2% | 78 |
| Old and Newcomers (8F) | 208 | 0.1% | 6 | 365 | 0.1% | 6 |
| Hometown Heritage (8G) | 1,284 | 0.8% | 71 | 2,525 | 0.9% | 76 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 857 | 0.6% | 70 | 1,447 | 0.5% | 76 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 1,407 | 0.9% | 67 | 3,406 | 1.2% | 99 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 12,413 | 8.2% | 430 | 24,100 | 8.3% | 468 |
| 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

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.81432
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| Tapestry Urbanization Groups | 2021 Households | | | 2021 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 152,212 | 100.0% | | 290,968 | 100.0% | |
| 4. Suburban Periphery | 72,560 | 47.7% | 149 | 129,482 | 44.5% | 136 |
| 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 |
| 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) | 2,973 | 2.0% | 80 | 5,894 | 2.0% | 83 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 900 | 0.6% | 24 | 1,716 | 0.6% | 25 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 2,163 | 1.4% | 178 | 5,067 | 1.7% | 242 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 66,524 | 43.7% | 5,865 | 116,805 | 40.1% | 6,723 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 43,265 | 28.4% | 302 | 82,291 | 28.3% | 311 |
| Middleburg (4C) | 4,301 | 2.8% | 95 | 9,497 | 3.3% | 110 |
| Heartland Communities (6F) | 2,869 | 1.9% | 83 | 5,839 | 2.0% | 95 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 23,788 | 15.6% | 1,691 | 43,882 | 15.1% | 1,754 |
| Down the Road (10D) | 8,438 | 5.5% | 477 | 16,414 | 5.6% | 479 |
| Small Town Simplicity (12C) | 3,869 | 2.5% | 139 | 6,659 | 2.3% | 139 |
| 6. Rural | 13,694 | 9.0% | 53 | 28,267 | 9.7% | 57 |
| Green Acres (6A) | 602 | 0.4% | 12 | 1,483 | 0.5% | 15 |
| Salt of the Earth (6B) | 2,232 | 1.5% | 51 | 4,702 | 1.6% | 56 |
| The Great Outdoors (6C) | 3,400 | 2.2% | 141 | 6,882 | 2.4% | 153 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 1,092 | 0.7% | 70 | 2,096 | 0.7% | 76 |
| Southern Satellites (10A) | 2,857 | 1.9% | 59 | 5,855 | 2.0% | 62 |
| Rooted Rural (10B) | 2,255 | 1.5% | 75 | 4,436 | 1.5% | 78 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 1,256 | 0.8% | 62 | 2,813 | 1.0% | 70 |
| Unclassified (15) | 0 | 0.0% | 0 | 5,208 | 1.8% | 892 |

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