



Market Profile

Bonita Springs City, FL
Bonita Springs city, FL (1207525)
Place

Prepared by Esri

	Bonita Springs c...
Population Summary	
2000 Total Population	32,979
2010 Total Population	43,914
2015 Total Population	47,690
2015 Group Quarters	157
2020 Total Population	52,408
2015-2020 Annual Rate	1.90%
Household Summary	
2000 Households	14,737
2000 Average Household Size	2.23
2010 Households	20,017
2010 Average Household Size	2.19
2015 Households	21,668
2015 Average Household Size	2.19
2020 Households	23,770
2020 Average Household Size	2.20
2015-2020 Annual Rate	1.87%
2010 Families	13,124
2010 Average Family Size	2.58
2015 Families	14,046
2015 Average Family Size	2.60
2020 Families	15,301
2020 Average Family Size	2.62
2015-2020 Annual Rate	1.73%
Housing Unit Summary	
2000 Housing Units	23,026
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	36.0%
2010 Housing Units	31,716
Owner Occupied Housing Units	48.9%
Renter Occupied Housing Units	14.2%
Vacant Housing Units	36.9%
2015 Housing Units	34,322
Owner Occupied Housing Units	46.4%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	36.9%
2020 Housing Units	37,169
Owner Occupied Housing Units	46.8%
Renter Occupied Housing Units	17.2%
Vacant Housing Units	36.0%
Median Household Income	
2015	\$55,824
2020	\$64,586
Median Home Value	
2015	\$215,081
2020	\$268,408
Per Capita Income	
2015	\$38,875
2020	\$44,075
Median Age	
2010	55.2
2015	56.6
2020	58.3

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income

Household Income Base	21,670
<\$15,000	9.8%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	4.7%
\$200,000+	7.5%

Average Household Income \$85,411

2020 Households by Income

Household Income Base	23,771
<\$15,000	8.5%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	5.6%
\$200,000+	8.7%

Average Household Income \$96,996

2015 Owner Occupied Housing Units by Value

Total	15,940
<\$50,000	2.9%
\$50,000 - \$99,999	11.4%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	17.0%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	10.6%
\$400,000 - \$499,999	6.5%
\$500,000 - \$749,999	7.2%
\$750,000 - \$999,999	2.9%
\$1,000,000 +	5.5%

Average Home Value \$315,031

2020 Owner Occupied Housing Units by Value

Total	17,378
<\$50,000	1.2%
\$50,000 - \$99,999	5.0%
\$100,000 - \$149,999	8.2%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	15.0%
\$250,000 - \$299,999	10.7%
\$300,000 - \$399,999	12.6%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	9.6%
\$750,000 - \$999,999	4.8%
\$1,000,000 +	7.3%

Average Home Value \$383,958

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

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2010 Population by Age		
Total		43,914
0 - 4		4.4%
5 - 9		4.1%
10 - 14		3.3%
15 - 24		7.6%
25 - 34		10.2%
35 - 44		9.0%
45 - 54		11.2%
55 - 64		16.5%
65 - 74		20.1%
75 - 84		11.0%
85 +		2.7%
18 +		86.2%
2015 Population by Age		
Total		47,689
0 - 4		4.1%
5 - 9		4.2%
10 - 14		3.9%
15 - 24		6.2%
25 - 34		10.0%
35 - 44		9.3%
45 - 54		10.0%
55 - 64		15.5%
65 - 74		22.2%
75 - 84		11.3%
85 +		3.1%
18 +		86.0%
2020 Population by Age		
Total		52,408
0 - 4		3.9%
5 - 9		4.0%
10 - 14		4.4%
15 - 24		6.4%
25 - 34		7.8%
35 - 44		10.2%
45 - 54		9.1%
55 - 64		14.9%
65 - 74		22.8%
75 - 84		13.0%
85 +		3.5%
18 +		85.5%
2010 Population by Sex		
Males		22,154
Females		21,760
2015 Population by Sex		
Males		24,082
Females		23,607
2020 Population by Sex		
Males		26,412
Females		25,996

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	43,914
White Alone	88.8%
Black Alone	0.8%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.3%
Two or More Races	1.4%
Hispanic Origin	22.5%
Diversity Index	48.6
2015 Population by Race/Ethnicity	
Total	47,690
White Alone	87.6%
Black Alone	0.9%
American Indian Alone	0.6%
Asian Alone	1.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	8.0%
Two or More Races	1.6%
Hispanic Origin	24.6%
Diversity Index	51.7
2020 Population by Race/Ethnicity	
Total	52,407
White Alone	86.0%
Black Alone	1.0%
American Indian Alone	0.7%
Asian Alone	1.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	8.9%
Two or More Races	1.8%
Hispanic Origin	26.6%
Diversity Index	54.9
2010 Population by Relationship and Household Type	
Total	43,914
In Households	99.6%
In Family Households	79.6%
Householder	29.9%
Spouse	25.8%
Child	17.2%
Other relative	4.3%
Nonrelative	2.5%
In Nonfamily Households	20.0%
In Group Quarters	0.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.3%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Population 25+ by Educational Attainment

Total	38,856
Less than 9th Grade	8.2%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	22.3%
GED/Alternative Credential	3.0%
Some College, No Degree	19.9%
Associate Degree	8.8%
Bachelor's Degree	19.9%
Graduate/Professional Degree	11.8%

2015 Population 15+ by Marital Status

Total	41,834
Never Married	22.4%
Married	58.8%
Widowed	8.3%
Divorced	10.5%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.2%
Civilian Unemployed	6.8%

2015 Employed Population 16+ by Industry

Total	17,349
Agriculture/Mining	1.7%
Construction	9.5%
Manufacturing	3.5%
Wholesale Trade	2.2%
Retail Trade	14.6%
Transportation/Utilities	2.3%
Information	1.0%
Finance/Insurance/Real Estate	9.7%
Services	53.6%
Public Administration	1.8%

2015 Employed Population 16+ by Occupation

Total	17,348
White Collar	54.4%
Management/Business/Financial	13.8%
Professional	13.4%
Sales	15.0%
Administrative Support	12.1%
Services	29.3%
Blue Collar	16.3%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	3.3%
Production	2.3%
Transportation/Material Moving	4.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	20,017
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	65.6%
Husband-wife Families	56.6%
With Related Children	10.5%
Other Family (No Spouse Present)	8.9%
Other Family with Male Householder	3.6%
With Related Children	1.8%
Other Family with Female Householder	5.3%
With Related Children	3.1%
Nonfamily Households	7.4%
All Households with Children	15.7%
Multigenerational Households	2.1%
Unmarried Partner Households	6.3%
Male-female	5.6%
Same-sex	0.7%
2010 Households by Size	
Total	20,017
1 Person Household	27.0%
2 Person Household	52.1%
3 Person Household	8.5%
4 Person Household	5.9%
5 Person Household	3.3%
6 Person Household	1.6%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	20,017
Owner Occupied	77.5%
Owned with a Mortgage/Loan	41.3%
Owned Free and Clear	36.2%
Renter Occupied	22.5%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments	
1.	Silver & Gold (9A)
2.	The Elders (9C)
3.	Senior Escapes (9D)

2015 Consumer Spending	
Apparel & Services: Total \$	\$55,416,366
Average Spent	\$2,557.52
Spending Potential Index	111
Computers & Accessories: Total \$	\$6,308,426
Average Spent	\$291.14
Spending Potential Index	114
Education: Total \$	\$30,988,622
Average Spent	\$1,430.16
Spending Potential Index	94
Entertainment/Recreation: Total \$	\$83,102,236
Average Spent	\$3,835.25
Spending Potential Index	116
Food at Home: Total \$	\$130,131,145
Average Spent	\$6,005.68
Spending Potential Index	115
Food Away from Home: Total \$	\$79,977,776
Average Spent	\$3,691.05
Spending Potential Index	112
Health Care: Total \$	\$129,734,018
Average Spent	\$5,987.36
Spending Potential Index	126
HH Furnishings & Equipment: Total \$	\$46,541,818
Average Spent	\$2,147.95
Spending Potential Index	117
Investments: Total \$	\$93,249,228
Average Spent	\$4,303.55
Spending Potential Index	156
Retail Goods: Total \$	\$650,786,749
Average Spent	\$30,034.46
Spending Potential Index	118
Shelter: Total \$	\$394,463,315
Average Spent	\$18,204.88
Spending Potential Index	111
TV/Video/Audio: Total \$	\$32,890,118
Average Spent	\$1,517.91
Spending Potential Index	116
Travel: Total \$	\$49,473,829
Average Spent	\$2,283.27
Spending Potential Index	117
Vehicle Maintenance & Repairs: Total \$	\$28,299,511
Average Spent	\$1,306.05
Spending Potential Index	117

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

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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