



Executive Summary

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

Prepared by Esri

Bonita Springs c...

Population

| | |
|------------------------|--------|
| 2000 Population | 32,979 |
| 2010 Population | 43,914 |
| 2015 Population | 47,690 |
| 2020 Population | 52,408 |
| 2000-2010 Annual Rate | 2.91% |
| 2010-2015 Annual Rate | 1.58% |
| 2015-2020 Annual Rate | 1.90% |
| 2015 Male Population | 50.5% |
| 2015 Female Population | 49.5% |
| 2015 Median Age | 56.6 |

In the identified area, the current year population is 47,690. In 2010, the Census count in the area was 43,914. The rate of change since 2010 was 1.58% annually. The five-year projection for the population in the area is 52,408 representing a change of 1.90% annually from 2015 to 2020. Currently, the population is 50.5% male and 49.5% female.

Median Age

The median age in this area is 56.6, compared to U.S. median age of 37.9.

Race and Ethnicity

| | |
|--|-------|
| 2015 White Alone | 87.6% |
| 2015 Black Alone | 0.9% |
| 2015 American Indian/Alaska Native Alone | 0.6% |
| 2015 Asian Alone | 1.2% |
| 2015 Pacific Islander Alone | 0.2% |
| 2015 Other Race | 8.0% |
| 2015 Two or More Races | 1.6% |
| 2015 Hispanic Origin (Any Race) | 24.6% |

Persons of Hispanic origin represent 24.6% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 51.7 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

| | |
|-----------------------------|--------|
| 2000 Households | 14,737 |
| 2010 Households | 20,017 |
| 2015 Total Households | 21,668 |
| 2020 Total Households | 23,770 |
| 2000-2010 Annual Rate | 3.11% |
| 2010-2015 Annual Rate | 1.52% |
| 2015-2020 Annual Rate | 1.87% |
| 2015 Average Household Size | 2.19 |

The household count in this area has changed from 20,017 in 2010 to 21,668 in the current year, a change of 1.52% annually. The five-year projection of households is 23,770, a change of 1.87% annually from the current year total. Average household size is currently 2.19, compared to 2.19 in the year 2010. The number of families in the current year is 14,046 in the specified area.

Data Note: Income is expressed in current dollars

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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Median Household Income

| | |
|------------------------------|----------|
| 2015 Median Household Income | \$55,824 |
| 2020 Median Household Income | \$64,586 |
| 2015-2020 Annual Rate | 2.96% |

Average Household Income

| | |
|-------------------------------|----------|
| 2015 Average Household Income | \$85,411 |
| 2020 Average Household Income | \$96,996 |
| 2015-2020 Annual Rate | 2.58% |

Per Capita Income

| | |
|------------------------|----------|
| 2015 Per Capita Income | \$38,875 |
| 2020 Per Capita Income | \$44,075 |
| 2015-2020 Annual Rate | 2.54% |

Households by Income

Current median household income is \$55,824 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$64,586 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$85,411 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$96,996 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$38,875 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$44,075 in five years, compared to \$32,501 for all U.S. households

Housing

| | |
|------------------------------------|--------|
| 2000 Total Housing Units | 23,026 |
| 2000 Owner Occupied Housing Units | 11,880 |
| 2000 Renter Occupied Housing Units | 2,857 |
| 2000 Vacant Housing Units | 8,289 |
| 2010 Total Housing Units | 31,716 |
| 2010 Owner Occupied Housing Units | 15,509 |
| 2010 Renter Occupied Housing Units | 4,508 |
| 2010 Vacant Housing Units | 11,699 |
| 2015 Total Housing Units | 34,322 |
| 2015 Owner Occupied Housing Units | 15,941 |
| 2015 Renter Occupied Housing Units | 5,728 |
| 2015 Vacant Housing Units | 12,654 |
| 2020 Total Housing Units | 37,169 |
| 2020 Owner Occupied Housing Units | 17,379 |
| 2020 Renter Occupied Housing Units | 6,390 |
| 2020 Vacant Housing Units | 13,399 |

Currently, 46.4% of the 34,322 housing units in the area are owner occupied; 16.7%, renter occupied; and 36.9% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 31,716 housing units in the area - 48.9% owner occupied, 14.2% renter occupied, and 36.9% vacant. The annual rate of change in housing units since 2010 is 3.57%. Median home value in the area is \$215,081, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 4.53% annually to \$268,408.

Data Note: Income is expressed in current dollars

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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| 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.

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 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.



Market Profile

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| | Bonita Springs c... |
|---|----------------------------|
| 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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| | Bonita Springs c... |
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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 | | Bonita Springs c... |
|---|--|---------------------|
| 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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