Bonita Springs
Area: 48.98 square miles

Prepared by Esri

Population Summary

2000 Total Population	32,977
2010 Total Population	43,892
2017 Total Population	52,051
2017 Group Quarters	157
2022 Total Population	59,337
2017-2022 Annual Rate	2.65%
2017 Total Daytime Population	53,471
Workers	19,305
Residents	34,166

Household Summary

2000 Households	14,736
2000 Average Household Size	2.23
2010 Households	20,007
2010 Average Household Size	2.19
2017 Households	23,608
2017 Average Household Size	2.20
2022 Households	26,838
2022 Average Household Size	2.21
2017-2022 Annual Rate	2.60%
2010 Families	13,104
2010 Average Family Size	2.58
2017 Families	15,337
2017 Average Family Size	2.60
2022 Families	17,363
2022 Average Family Size	2.61
2017-2022 Annual Rate	2.51%

Housing Unit Summary

2000 Housing Units	23,023
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	36.0%
2010 Housing Units	31,695
Owner Occupied Housing Units	48.6%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	36.9%
2017 Housing Units	37,122
Owner Occupied Housing Units	46.7%
Renter Occupied Housing Units	16.9%
Vacant Housing Units	36.4%
2022 Housing Units	42,140
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	36.3%

Median Household Income

2017	$56,905
2022	$66,270

Median Home Value

2017	$306,094
2022	$392,158

Per Capita Income

2017	$43,792
2022	$49,275

Median Age

2010	55.0
2017	57.8
2022	59.5

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 09, 2018

2017 Households by Income

Household Income Base	23,608
<$15,000	8.5%
$15,000 - $24,999	8.4%
$25,000 - $34,999	10.5%
$35,000 - $49,999	16.1%
$50,000 - $74,999	18.0%
$75,000 - $99,999	10.9%
$100,000 - $149,999	12.0%
$150,000 - $199,999	5.2%
$200,000+	10.4%
Average Household Income	$96,207

2022 Households by Income

Household Income Base	26,838
<$15,000	7.9%
$15,000 - $24,999	7.3%
$25,000 - $34,999	8.9%
$35,000 - $49,999	13.7%
$50,000 - $74,999	16.9%
$75,000 - $99,999	13.2%
$100,000 - $149,999	14.8%
$150,000 - $199,999	6.2%
$200,000+	11.2%
Average Household Income	$108,615

2017 Owner Occupied Housing Units by Value

Total	17,349
<$50,000	5.4%
$50,000 - $99,999	10.8%
$100,000 - $149,999	7.1%
$150,000 - $199,999	8.3%
$200,000 - $249,999	10.0%
$250,000 - $299,999	7.5%
$300,000 - $399,999	15.9%
$400,000 - $499,999	9.2%
$500,000 - $749,999	12.4%
$750,000 - $999,999	5.8%
$1,000,000 +	7.7%
Average Home Value	$396,980

2022 Owner Occupied Housing Units by Value

Total	19,652
<$50,000	3.0%
$50,000 - $99,999	6.4%
$100,000 - $149,999	5.0%
$150,000 - $199,999	4.9%
$200,000 - $249,999	7.4%
$250,000 - $299,999	6.5%
$300,000 - $399,999	18.1%
$400,000 - $499,999	13.1%
$500,000 - $749,999	18.1%
$750,000 - $999,999	7.9%
$1,000,000 +	9.5%
Average Home Value	$478,472

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 09, 2018

2010 Population by Age

Total	43,890
0 - 4	4.4%
5 - 9	4.1%
10 - 14	3.3%
15 - 24	7.8%
25 - 34	10.3%
35 - 44	9.0%
45 - 54	11.1%
55 - 64	16.4%
65 - 74	20.1%
75 - 84	10.9%
85 +	2.7%
18 +	86.2%

2017 Population by Age

Total	52,051
0 - 4	3.9%
5 - 9	4.0%
10 - 14	3.7%
15 - 24	6.3%
25 - 34	9.4%
35 - 44	9.2%
45 - 54	9.7%
55 - 64	16.0%
65 - 74	22.9%
75 - 84	11.7%
85 +	3.2%
18 +	86.5%

2022 Population by Age

Total	59,338
0 - 4	3.8%
5 - 9	3.8%
10 - 14	3.9%
15 - 24	6.5%
25 - 34	7.8%
35 - 44	9.6%
45 - 54	9.1%
55 - 64	14.7%
65 - 74	22.9%
75 - 84	14.5%
85 +	3.5%
18 +	86.4%

2010 Population by Sex

Males	22,171
Females	21,721

2017 Population by Sex

Males	26,284
Females	25,767

2022 Population by Sex

Males	29,874
Females	29,464

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 09, 2018

Bonita Springs
Area: 48.98 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	43,892
White Alone	88.7%
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	22.8%
Diversity Index	49.0
2017 Population by Race/Ethnicity	
Total	52,052
White Alone	87.5%
Black Alone	0.9%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.0%
Two or More Races	1.6%
Hispanic Origin	24.7%
Diversity Index	51.9
2022 Population by Race/Ethnicity	
Total	59,337
White Alone	86.1%
Black Alone	1.0%
American Indian Alone	0.5%
Asian Alone	1.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	9.0%
Two or More Races	1.8%
Hispanic Origin	26.7%
Diversity Index	54.9
2010 Population by Relationship and Household Type	
Total	43,892
In Households	99.6%
In Family Households	79.5%
Householder	29.8%
Spouse	25.8%
Child	17.2%
Other relative	4.3%
Nonrelative	2.4%
In Nonfamily Households	20.1%
In Group Quarters	0.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.3%

May 09, 2018

Bonita Springs
Area: 48.98 square miles

Prepared by Esri

2017 Population 25+ by Educational Attainment

Total	42,727
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	22.2%
GED/Alternative Credential	2.7%
Some College, No Degree	19.1%
Associate Degree	8.5%
Bachelor's Degree	20.7%
Graduate/Professional Degree	12.9%

2017 Population 15+ by Marital Status

Total	46,019
Never Married	22.5%
Married	57.0%
Widowed	9.2%
Divorced	11.3%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	94.2%
Civilian Unemployed (Unemployment Rate)	5.8%

2017 Employed Population 16+ by Industry

Total	18,284
Agriculture/Mining	1.5%
Construction	8.5%
Manufacturing	3.3%
Wholesale Trade	2.0%
Retail Trade	11.1%
Transportation/Utilities	2.5%
Information	0.8%
Finance/Insurance/Real Estate	9.1%
Services	60.2%
Public Administration	1.0%

2017 Employed Population 16+ by Occupation

Total	18,284
White Collar	50.2%
Management/Business/Financial	14.3%
Professional	14.2%
Sales	13.0%
Administrative Support	8.7%
Services	33.9%
Blue Collar	15.9%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	2.8%
Production	2.1%
Transportation/Material Moving	3.8%

2010 Population By Urban/ Rural Status

Total Population	43,892
Population Inside Urbanized Area	95.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.3%

May 09, 2018

2010 Households by Type

Total	20,008
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	65.5%
Husband-wife Families	56.5%
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	5.4%
With Related Children	3.1%
Nonfamily Households	7.5%
All Households with Children	15.8%
Multigenerational Households	2.1%
Unmarried Partner Households	6.3%
Male-female	5.5%
Same-sex	0.7%

2010 Households by Size

Total	20,008
1 Person Household	27.0%
2 Person Household	52.1%
3 Person Household	8.5%
4 Person Household	5.9%
5 Person Household	3.4%
6 Person Household	1.6%
7 + Person Household	1.5%

2010 Households by Tenure and Mortgage Status

Total	20,007
Owner Occupied	77.0%
Owned with a Mortgage/Loan	40.9%
Owned Free and Clear	36.1%
Renter Occupied	23.0%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	31,695
Housing Units Inside Urbanized Area	96.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	4.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 09, 2018

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

2017 Consumer Spending	
Apparel & Services: Total $	$57,798,286
Average Spent	$2,448.25
Spending Potential Index	113
Education: Total $	$33,299,288
Average Spent	$1,410.51
Spending Potential Index	97
Entertainment/Recreation: Total $	$90,345,917
Average Spent	$3,826.92
Spending Potential Index	123
Food at Home: Total $	$144,071,187
Average Spent	$6,102.64
Spending Potential Index	121
Food Away from Home: Total $	$92,847,359
Average Spent	$3,932.88
Spending Potential Index	118
Health Care: Total $	$177,574,624
Average Spent	$7,521.80
Spending Potential Index	134
HH Furnishings & Equipment: Total $	$56,749,465
Average Spent	$2,403.82
Spending Potential Index	124
Personal Care Products & Services: Total $	$23,172,523
Average Spent	$981.55
Spending Potential Index	123
Shelter: Total $	$446,700,258
Average Spent	$18,921.56
Spending Potential Index	117
Support Payments/Cash Contributions/Gifts in Kind: Total $	$74,993,698
Average Spent	$3,176.62
Spending Potential Index	136
Travel: Total $	$59,590,310
Average Spent	$2,524.16
Spending Potential Index	122
Vehicle Maintenance & Repairs: Total $	$31,709,211
Average Spent	$1,343.16
Spending Potential Index	125

May 09, 2018