

Population Summary	
2000 Total Population	10,860
2010 Total Population	28,340
2017 Total Population	34,659
2017 Group Quarters	0
2022 Total Population	39,347
2017-2022 Annual Rate	2.57%
2017 Total Daytime Population	36,635
Workers	13,822
Residents	22,813
Household Summary	
2000 Households	5,236
2000 Average Household Size	2.03
2010 Households	13,679
2010 Average Household Size	2.07
2017 Households	16,315
2017 Average Household Size	2.12
2022 Households	18,389
2022 Average Household Size	2.14
2017-2022 Annual Rate	2.42%
2010 Families	9,305
2010 Average Family Size	2.41
2017 Families	11,001
2017 Average Family Size	2.48
2022 Families	12,351
2022 Average Family Size	2.50
2017-2022 Annual Rate	2.34%
Housing Unit Summary	
2000 Housing Units	8,379
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	5.9%
Vacant Housing Units	37.5%
2010 Housing Units	22,008
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	37.8%
2017 Housing Units	25,847
Owner Occupied Housing Units	50.0%
Renter Occupied Housing Units	13.1%
Vacant Housing Units	36.9%
2022 Housing Units	29,081
Owner Occupied Housing Units	49.8%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	36.8%
Median Household Income	
2017	\$73,487
2022	\$82,649
Median Home Value	
2017	\$315,097
2022	\$386,442
Per Capita Income	
2017	\$52,952
2022	\$58,455
Median Age	
2010	59.7
2017	61.0
2022	62.5

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.

2017 Households by Income

Household Income Base	16,315
<\$15,000	5.6%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	8.2%
\$200,000+	12.4%
Average Household Income	\$112,692

2022 Households by Income

Household Income Base	18,389
<\$15,000	5.2%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	9.2%
\$200,000+	13.2%
Average Household Income	\$125,334

2017 Owner Occupied Housing Units by Value

Total	12,933
<\$50,000	3.5%
\$50,000 - \$99,999	7.0%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	9.1%
\$200,000 - \$249,999	11.5%
\$250,000 - \$299,999	10.4%
\$300,000 - \$399,999	20.0%
\$400,000 - \$499,999	11.3%
\$500,000 - \$749,999	11.2%
\$750,000 - \$999,999	5.1%
\$1,000,000 +	5.4%
Average Home Value	\$386,220

2022 Owner Occupied Housing Units by Value

Total	14,493
<\$50,000	1.6%
\$50,000 - \$99,999	3.9%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	4.8%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	9.6%
\$300,000 - \$399,999	22.4%
\$400,000 - \$499,999	15.8%
\$500,000 - \$749,999	17.3%
\$750,000 - \$999,999	7.0%
\$1,000,000 +	6.9%
Average Home Value	\$464,471

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.

Estero
Area: 35.8 square miles

Prepared by Esri

2010 Population by Age	
Total	28,338
0 - 4	3.7%
5 - 9	3.4%
10 - 14	2.8%
15 - 24	8.0%
25 - 34	7.7%
35 - 44	7.9%
45 - 54	9.7%
55 - 64	19.2%
65 - 74	24.8%
75 - 84	10.9%
85 +	1.9%
18 +	88.5%
2017 Population by Age	
Total	34,658
0 - 4	3.2%
5 - 9	3.4%
10 - 14	3.1%
15 - 24	6.1%
25 - 34	8.5%
35 - 44	7.7%
45 - 54	9.1%
55 - 64	16.9%
65 - 74	26.6%
75 - 84	12.6%
85 +	2.9%
18 +	88.6%
2022 Population by Age	
Total	39,348
0 - 4	3.1%
5 - 9	3.3%
10 - 14	3.4%
15 - 24	6.0%
25 - 34	7.1%
35 - 44	8.6%
45 - 54	8.4%
55 - 64	14.5%
65 - 74	25.9%
75 - 84	16.2%
85 +	3.5%
18 +	88.4%
2010 Population by Sex	
Males	13,613
Females	14,727
2017 Population by Sex	
Males	16,733
Females	17,926
2022 Population by Sex	
Males	18,990
Females	20,357

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

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2010 Population by Race/Ethnicity

Total	28,340
White Alone	94.8%
Black Alone	1.1%
American Indian Alone	0.1%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.0%
Hispanic Origin	6.1%
Diversity Index	20.3

2017 Population by Race/Ethnicity

Total	34,658
White Alone	93.5%
Black Alone	1.3%
American Indian Alone	0.1%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.2%
Hispanic Origin	7.5%
Diversity Index	24.6

2022 Population by Race/Ethnicity

Total	39,348
White Alone	92.3%
Black Alone	1.5%
American Indian Alone	0.1%
Asian Alone	2.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	1.5%
Hispanic Origin	8.7%
Diversity Index	28.3

2010 Population by Relationship and Household Type

Total	28,340
In Households	100.0%
In Family Households	80.1%
Householder	32.8%
Spouse	29.8%
Child	14.5%
Other relative	1.9%
Nonrelative	0.9%
In Nonfamily Households	19.9%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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

2017 Population 25+ by Educational Attainment	
Total	29,154
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	2.4%
High School Graduate	21.1%
GED/Alternative Credential	2.1%
Some College, No Degree	18.9%
Associate Degree	8.8%
Bachelor's Degree	26.6%
Graduate/Professional Degree	18.6%
2017 Population 15+ by Marital Status	
Total	31,267
Never Married	16.6%
Married	67.0%
Widowed	6.9%
Divorced	9.5%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	94.7%
Civilian Unemployed (Unemployment Rate)	5.3%
2017 Employed Population 16+ by Industry	
Total	12,086
Agriculture/Mining	0.8%
Construction	6.7%
Manufacturing	3.9%
Wholesale Trade	3.1%
Retail Trade	14.8%
Transportation/Utilities	1.6%
Information	1.3%
Finance/Insurance/Real Estate	11.6%
Services	54.2%
Public Administration	1.8%
2017 Employed Population 16+ by Occupation	
Total	12,086
White Collar	70.1%
Management/Business/Financial	20.2%
Professional	21.3%
Sales	16.4%
Administrative Support	12.3%
Services	20.1%
Blue Collar	9.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	1.6%
Production	2.1%
Transportation/Material Moving	2.3%
2010 Population By Urban/ Rural Status	
Total Population	28,340
Population Inside Urbanized Area	98.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.0%

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

2010 Households by Type	
Total	13,679
Households with 1 Person	24.4%
Households with 2+ People	75.6%
Family Households	68.0%
Husband-wife Families	61.9%
With Related Children	10.2%
Other Family (No Spouse Present)	6.1%
Other Family with Male Householder	1.8%
With Related Children	0.8%
Other Family with Female Householder	4.3%
With Related Children	2.1%
Nonfamily Households	7.6%
All Households with Children	13.4%
Multigenerational Households	1.3%
Unmarried Partner Households	5.2%
Male-female	4.4%
Same-sex	0.8%
2010 Households by Size	
Total	13,679
1 Person Household	24.4%
2 Person Household	57.6%
3 Person Household	8.6%
4 Person Household	6.1%
5 Person Household	2.2%
6 Person Household	0.7%
7 + Person Household	0.3%
2010 Households by Tenure and Mortgage Status	
Total	13,679
Owner Occupied	83.0%
Owned with a Mortgage/Loan	46.3%
Owned Free and Clear	36.6%
Renter Occupied	17.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	22,008
Housing Units Inside Urbanized Area	97.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.9%

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.

Top 3 Tapestry Segments

1.	Silver & Gold (9A)
2.	In Style (5B)
3.	The Elders (9C)

2017 Consumer Spending

Apparel & Services: Total \$	\$46,198,461
Average Spent	\$2,831.66
Spending Potential Index	131
Education: Total \$	\$27,769,000
Average Spent	\$1,702.05
Spending Potential Index	117
Entertainment/Recreation: Total \$	\$72,608,192
Average Spent	\$4,450.39
Spending Potential Index	143
Food at Home: Total \$	\$112,227,151
Average Spent	\$6,878.77
Spending Potential Index	137
Food Away from Home: Total \$	\$74,082,309
Average Spent	\$4,540.75
Spending Potential Index	136
Health Care: Total \$	\$142,804,517
Average Spent	\$8,752.96
Spending Potential Index	156
HH Furnishings & Equipment: Total \$	\$45,882,024
Average Spent	\$2,812.26
Spending Potential Index	145
Personal Care Products & Services: Total \$	\$18,740,044
Average Spent	\$1,148.64
Spending Potential Index	144
Shelter: Total \$	\$357,187,658
Average Spent	\$21,893.21
Spending Potential Index	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$61,943,169
Average Spent	\$3,796.70
Spending Potential Index	162
Travel: Total \$	\$49,614,728
Average Spent	\$3,041.05
Spending Potential Index	147
Vehicle Maintenance & Repairs: Total \$	\$25,207,206
Average Spent	\$1,545.03
Spending Potential Index	144

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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