

<b>Population Summary</b>	
2000 Total Population	10,582
2010 Total Population	27,746
2015 Total Population	31,734
2015 Group Quarters	0
2020 Total Population	35,356
2015-2020 Annual Rate	2.19%
<b>Household Summary</b>	
2000 Households	5,125
2000 Average Household Size	2.02
2010 Households	13,423
2010 Average Household Size	2.07
2015 Households	15,041
2015 Average Household Size	2.11
2020 Households	16,655
2020 Average Household Size	2.12
2015-2020 Annual Rate	2.06%
2010 Families	9,125
2010 Average Family Size	2.40
2015 Families	10,134
2015 Average Family Size	2.47
2020 Families	11,160
2020 Average Family Size	2.49
2015-2020 Annual Rate	1.95%
<b>Housing Unit Summary</b>	
2000 Housing Units	8,204
Owner Occupied Housing Units	56.6%
Renter Occupied Housing Units	5.8%
Vacant Housing Units	37.5%
2010 Housing Units	21,571
Owner Occupied Housing Units	51.6%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	37.8%
2015 Housing Units	23,882
Owner Occupied Housing Units	50.2%
Renter Occupied Housing Units	12.8%
Vacant Housing Units	37.0%
2020 Housing Units	26,278
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	13.2%
Vacant Housing Units	36.6%
<b>Median Household Income</b>	
2015	\$60,126
2020	\$72,587
<b>Median Home Value</b>	
2015	\$231,982
2020	\$279,737
<b>Per Capita Income</b>	
2015	\$43,717
2020	\$49,909
<b>Median Age</b>	
2010	59.8
2015	60.2
2020	61.3

**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.

## 2015 Households by Income

Household Income Base	15,041
<\$15,000	9.6%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	5.7%
\$200,000+	8.9%
Average Household Income	\$92,592

## 2020 Households by Income

Household Income Base	16,655
<\$15,000	8.2%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	6.9%
\$200,000+	10.5%
Average Household Income	\$106,399

## 2015 Owner Occupied Housing Units by Value

Total	11,979
<\$50,000	2.0%
\$50,000 - \$99,999	8.4%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	17.1%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	11.6%
\$300,000 - \$399,999	13.6%
\$400,000 - \$499,999	7.0%
\$500,000 - \$749,999	7.2%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	2.8%
Average Home Value	\$297,965

## 2020 Owner Occupied Housing Units by Value

Total	13,175
<\$50,000	0.8%
\$50,000 - \$99,999	3.9%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	12.9%
\$200,000 - \$249,999	18.2%
\$250,000 - \$299,999	15.1%
\$300,000 - \$399,999	16.0%
\$400,000 - \$499,999	9.4%
\$500,000 - \$749,999	9.5%
\$750,000 - \$999,999	4.2%
\$1,000,000 +	4.8%
Average Home Value	\$369,034

**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.

CITY: Estero  
 Area: 25.37 square miles

Prepared by Esri  
 Latitude: 26.42764111  
 Longitude: -81.7951144

2010 Population by Age	
Total	27,745
0 - 4	3.8%
5 - 9	3.4%
10 - 14	2.8%
15 - 24	8.0%
25 - 34	7.7%
35 - 44	7.8%
45 - 54	9.6%
55 - 64	19.1%
65 - 74	24.8%
75 - 84	11.0%
85 +	1.9%
18 +	88.5%
2015 Population by Age	
Total	31,734
0 - 4	3.4%
5 - 9	3.6%
10 - 14	3.2%
15 - 24	5.5%
25 - 34	9.7%
35 - 44	7.5%
45 - 54	9.4%
55 - 64	17.4%
65 - 74	25.9%
75 - 84	11.7%
85 +	2.6%
18 +	88.1%
2020 Population by Age	
Total	35,354
0 - 4	3.3%
5 - 9	3.3%
10 - 14	3.4%
15 - 24	5.6%
25 - 34	8.4%
35 - 44	8.0%
45 - 54	8.6%
55 - 64	17.0%
65 - 74	25.8%
75 - 84	13.4%
85 +	3.2%
18 +	88.2%
2010 Population by Sex	
Males	13,324
Females	14,422
2015 Population by Sex	
Males	15,271
Females	16,463
2020 Population by Sex	
Males	17,040
Females	18,316

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

<b>2010 Population by Race/Ethnicity</b>	
Total	27,746
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	20.4
<b>2015 Population by Race/Ethnicity</b>	
Total	31,735
White Alone	93.8%
Black Alone	1.3%
American Indian Alone	0.1%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.2%
Hispanic Origin	7.1%
Diversity Index	23.5
<b>2020 Population by Race/Ethnicity</b>	
Total	35,355
White Alone	92.6%
Black Alone	1.5%
American Indian Alone	0.2%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	1.4%
Hispanic Origin	8.1%
Diversity Index	27.0
<b>2010 Population by Relationship and Household Type</b>	
Total	27,746
In Households	100.0%
In Family Households	80.0%
Householder	32.8%
Spouse	29.8%
Child	14.5%
Other relative	1.9%
Nonrelative	0.9%
In Nonfamily Households	20.0%
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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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<b>2015 Population 25+ by Educational Attainment</b>	
Total	26,727
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	3.2%
High School Graduate	20.8%
GED/Alternative Credential	1.8%
Some College, No Degree	20.8%
Associate Degree	9.1%
Bachelor's Degree	24.1%
Graduate/Professional Degree	17.7%
<b>2015 Population 15+ by Marital Status</b>	
Total	28,477
Never Married	18.6%
Married	67.0%
Widowed	6.6%
Divorced	7.7%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.3%
Civilian Unemployed	4.7%
<b>2015 Employed Population 16+ by Industry</b>	
Total	11,969
Agriculture/Mining	0.1%
Construction	8.4%
Manufacturing	3.9%
Wholesale Trade	4.1%
Retail Trade	16.1%
Transportation/Utilities	2.1%
Information	1.4%
Finance/Insurance/Real Estate	9.4%
Services	52.5%
Public Administration	1.8%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	11,970
White Collar	66.3%
Management/Business/Financial	17.6%
Professional	21.2%
Sales	18.1%
Administrative Support	9.5%
Services	21.1%
Blue Collar	12.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	3.0%
Production	2.2%
Transportation/Material Moving	2.5%

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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<b>2010 Households by Type</b>	
Total	13,423
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	1.2%
Unmarried Partner Households	5.2%
Male-female	4.4%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	13,424
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	13,423
Owner Occupied	83.0%
Owned with a Mortgage/Loan	46.2%
Owned Free and Clear	36.7%
Renter Occupied	17.0%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Top 3 Tapestry Segments

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

## 2015 Consumer Spending

Apparel & Services: Total \$	\$41,072,537
Average Spent	\$2,730.71
Spending Potential Index	118
Computers & Accessories: Total \$	\$4,730,234
Average Spent	\$314.49
Spending Potential Index	124
Education: Total \$	\$23,880,679
Average Spent	\$1,587.71
Spending Potential Index	104
Entertainment/Recreation: Total \$	\$62,632,124
Average Spent	\$4,164.09
Spending Potential Index	126
Food at Home: Total \$	\$95,207,062
Average Spent	\$6,329.84
Spending Potential Index	121
Food Away from Home: Total \$	\$59,555,904
Average Spent	\$3,959.57
Spending Potential Index	121
Health Care: Total \$	\$98,348,117
Average Spent	\$6,538.67
Spending Potential Index	138
HH Furnishings & Equipment: Total \$	\$35,057,701
Average Spent	\$2,330.81
Spending Potential Index	127
Investments: Total \$	\$70,292,497
Average Spent	\$4,673.39
Spending Potential Index	170
Retail Goods: Total \$	\$484,795,228
Average Spent	\$32,231.58
Spending Potential Index	126
Shelter: Total \$	\$295,468,685
Average Spent	\$19,644.22
Spending Potential Index	119
TV/Video/Audio: Total \$	\$24,382,716
Average Spent	\$1,621.08
Spending Potential Index	124
Travel: Total \$	\$38,499,768
Average Spent	\$2,559.65
Spending Potential Index	131
Vehicle Maintenance & Repairs: Total \$	\$21,198,357
Average Spent	\$1,409.37
Spending Potential Index	126

**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.