

Market Profile

26350 Old 41 Rd, Bonita Springs, Florida, 34135
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.35467
 Longitude: -81.78447

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,291	37,459	66,807
2020 Total Population	11,004	43,604	77,949
2020 Group Quarters	187	552	876
2025 Total Population	11,548	46,825	83,886
2025 Group Quarters	197	581	911
2030 Total Population	12,396	49,597	89,166
2025-2030 Annual Rate	1.43%	1.16%	1.23%
2025 Total Daytime Population	8,695	52,339	97,248
Workers	2,389	23,860	43,367
Residents	6,306	28,479	53,881
Household Summary			
2010 Households	3,751	16,582	31,595
2010 Average Household Size	2.47	2.25	2.10
2020 Total Households	4,643	19,691	37,279
2020 Average Household Size	2.33	2.19	2.07
2025 Households	5,052	21,605	41,040
2025 Average Household Size	2.25	2.14	2.02
2030 Households	5,571	23,243	44,274
2030 Average Household Size	2.19	2.11	1.99
2025-2030 Annual Rate	1.98%	1.47%	1.53%
2010 Families	2,437	10,867	20,548
2010 Average Family Size	2.94	2.66	2.50
2025 Families	3,230	13,609	25,884
2025 Average Family Size	2.80	2.60	2.47
2030 Families	3,550	14,624	27,697
2030 Average Family Size	2.73	2.56	2.44
2025-2030 Annual Rate	1.91%	1.45%	1.36%
Housing Unit Summary			
2000 Housing Units	3,686	19,231	34,149
Owner Occupied Housing Units	57.2%	53.6%	52.6%
Renter Occupied Housing Units	15.7%	12.8%	12.5%
Vacant Housing Units	27.1%	33.6%	35.0%
2010 Housing Units	5,385	25,533	50,215
Owner Occupied Housing Units	47.4%	49.4%	49.7%
Renter Occupied Housing Units	22.3%	15.5%	13.2%
Vacant Housing Units	30.3%	35.1%	37.1%
2020 Housing Units	6,246	29,221	56,963
Owner Occupied Housing Units	54.7%	51.9%	52.3%
Renter Occupied Housing Units	19.6%	15.5%	13.2%
Vacant Housing Units	25.8%	32.8%	34.7%
2025 Housing Units	6,752	31,497	61,451
Owner Occupied Housing Units	57.8%	53.2%	53.2%
Renter Occupied Housing Units	17.0%	15.4%	13.6%
Vacant Housing Units	25.2%	31.4%	33.2%
2030 Housing Units	7,377	33,441	65,557
Owner Occupied Housing Units	61.2%	55.2%	55.1%
Renter Occupied Housing Units	14.3%	14.3%	12.5%
Vacant Housing Units	24.5%	30.5%	32.5%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income			
Household Income Base	5,052	21,605	41,040
<\$15,000	4.9%	4.7%	5.1%
\$15,000 - \$24,999	5.0%	5.0%	4.1%
\$25,000 - \$34,999	7.4%	5.0%	4.7%
\$35,000 - \$49,999	12.1%	11.2%	9.0%
\$50,000 - \$74,999	23.9%	17.8%	15.2%
\$75,000 - \$99,999	12.3%	11.5%	10.8%
\$100,000 - \$149,999	15.7%	19.2%	18.8%
\$150,000 - \$199,999	8.4%	8.6%	10.1%
\$200,000+	10.4%	17.1%	22.2%
Average Household Income	\$102,461	\$130,682	\$156,072
2030 Households by Income			
Household Income Base	5,571	23,243	44,274
<\$15,000	4.4%	4.0%	4.3%
\$15,000 - \$24,999	3.7%	3.7%	3.0%
\$25,000 - \$34,999	5.7%	3.9%	3.7%
\$35,000 - \$49,999	10.9%	9.5%	7.6%
\$50,000 - \$74,999	23.1%	16.7%	14.0%
\$75,000 - \$99,999	11.8%	11.0%	10.4%
\$100,000 - \$149,999	15.9%	20.2%	19.4%
\$150,000 - \$199,999	10.4%	10.2%	11.4%
\$200,000+	14.0%	20.7%	26.2%
Average Household Income	\$115,614	\$144,934	\$171,673
2025 Owner Occupied Housing Units by Value			
Total	3,902	16,760	32,712
<\$50,000	0.9%	1.1%	1.0%
\$50,000 - \$99,999	1.3%	1.5%	1.7%
\$100,000 - \$149,999	3.7%	2.1%	1.4%
\$150,000 - \$199,999	2.5%	1.0%	0.7%
\$200,000 - \$249,999	5.0%	2.6%	1.7%
\$250,000 - \$299,999	6.9%	3.6%	2.8%
\$300,000 - \$399,999	15.9%	12.2%	10.2%
\$400,000 - \$499,999	20.7%	19.7%	16.4%
\$500,000 - \$749,999	22.7%	29.6%	29.4%
\$750,000 - \$999,999	13.8%	14.0%	15.5%
\$1,000,000 - \$1,499,999	2.9%	6.8%	10.0%
\$1,500,000 - \$1,999,999	0.9%	2.3%	3.6%
\$2,000,000 +	2.8%	3.6%	5.5%
Average Home Value	\$565,435	\$665,040	\$756,181
2030 Owner Occupied Housing Units by Value			
Total	4,516	18,464	36,096
<\$50,000	0.0%	0.5%	0.6%
\$50,000 - \$99,999	0.1%	0.4%	1.0%
\$100,000 - \$149,999	0.2%	0.4%	0.5%
\$150,000 - \$199,999	0.2%	0.2%	0.2%
\$200,000 - \$249,999	1.4%	1.1%	0.6%
\$250,000 - \$299,999	6.8%	2.6%	1.9%
\$300,000 - \$399,999	11.6%	7.6%	5.7%
\$400,000 - \$499,999	23.7%	18.7%	15.0%
\$500,000 - \$749,999	28.1%	35.0%	33.9%
\$750,000 - \$999,999	19.5%	18.7%	19.3%
\$1,000,000 - \$1,499,999	4.3%	9.0%	11.9%
\$1,500,000 - \$1,999,999	1.0%	2.3%	3.8%
\$2,000,000 +	3.0%	3.4%	5.4%
Average Home Value	\$655,787	\$734,286	\$814,926

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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Median Household Income			
2025	\$69,791	\$87,228	\$101,945
2030	\$78,702	\$101,816	\$113,554
Median Home Value			
2025	\$466,295	\$552,878	\$618,779
2030	\$552,839	\$631,807	\$680,080
Per Capita Income			
2025	\$43,113	\$61,014	\$76,870
2030	\$49,931	\$68,736	\$85,885
Median Age			
2010	39.9	53.0	58.9
2020	50.6	59.6	63.7
2025	51.0	60.8	64.8
2030	52.0	61.8	65.8
2020 Population by Age			
Total	11,004	43,604	77,949
0 - 4	4.9%	3.5%	2.7%
5 - 9	4.9%	3.6%	2.9%
10 - 14	4.9%	3.8%	3.2%
15 - 24	10.0%	7.4%	6.1%
25 - 34	10.0%	8.6%	6.9%
35 - 44	10.0%	8.2%	7.0%
45 - 54	9.9%	8.6%	8.2%
55 - 64	13.9%	14.8%	15.2%
65 - 74	17.1%	21.4%	24.1%
75 - 84	10.8%	15.6%	18.2%
85 +	3.5%	4.4%	5.4%
18 +	82.1%	86.9%	89.3%
2025 Population by Age			
Total	11,546	46,826	83,884
0 - 4	4.7%	3.4%	2.7%
5 - 9	5.1%	3.6%	3.0%
10 - 14	4.9%	3.6%	3.1%
15 - 24	8.5%	7.1%	6.0%
25 - 34	10.1%	8.5%	6.9%
35 - 44	10.9%	8.8%	7.5%
45 - 54	9.6%	8.3%	7.8%
55 - 64	12.8%	13.0%	13.4%
65 - 74	15.6%	19.7%	21.7%
75 - 84	13.7%	18.7%	21.4%
85 +	4.1%	5.3%	6.5%
18 +	82.7%	87.2%	89.4%
2030 Population by Age			
Total	12,395	49,599	89,167
0 - 4	4.6%	3.3%	2.7%
5 - 9	4.6%	3.4%	2.8%
10 - 14	5.1%	3.7%	3.1%
15 - 24	7.9%	6.9%	5.8%
25 - 34	9.1%	7.8%	6.6%
35 - 44	11.1%	8.9%	7.6%
45 - 54	10.6%	9.0%	8.2%
55 - 64	11.7%	11.1%	11.6%
65 - 74	15.4%	19.5%	21.1%
75 - 84	14.3%	19.2%	21.6%
85 +	5.7%	7.3%	8.9%
18 +	83.0%	87.6%	89.6%

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2020 Population by Sex			
Males	5,542	21,507	37,772
Females	5,462	22,097	40,177
2025 Population by Sex			
Males	5,873	23,266	40,918
Females	5,675	23,559	42,968
2030 Population by Sex			
Males	6,290	24,560	43,322
Females	6,106	25,036	45,843
2010 Population by Race/Ethnicity			
Total	9,291	37,460	66,806
White Alone	80.8%	87.5%	91.2%
Black Alone	1.2%	0.9%	0.8%
American Indian Alone	0.8%	0.6%	0.4%
Asian Alone	1.0%	1.0%	1.1%
Pacific Islander Alone	0.4%	0.2%	0.1%
Some Other Race Alone	13.7%	8.3%	5.2%
Two or More Races	2.2%	1.5%	1.2%
Hispanic Origin	40.2%	25.8%	17.7%
Diversity Index	65.1	52.3	40.8
2020 Population by Race/Ethnicity			
Total	11,004	43,604	77,949
White Alone	63.8%	74.8%	81.3%
Black Alone	0.9%	1.0%	1.1%
American Indian Alone	1.3%	0.7%	0.5%
Asian Alone	1.3%	1.5%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.3%	11.0%	7.0%
Two or More Races	16.2%	10.9%	8.4%
Hispanic Origin	37.6%	24.7%	16.7%
Diversity Index	75.6	63.3	51.4
2025 Population by Race/Ethnicity			
Total	11,549	46,824	83,885
White Alone	61.2%	72.5%	79.5%
Black Alone	0.9%	1.0%	1.1%
American Indian Alone	1.4%	0.9%	0.5%
Asian Alone	1.4%	1.6%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.9%	12.4%	7.9%
Two or More Races	17.0%	11.5%	9.1%
Hispanic Origin	40.6%	27.3%	18.6%
Diversity Index	77.4	66.6	54.8
2030 Population by Race/Ethnicity			
Total	12,397	49,597	89,166
White Alone	59.6%	70.6%	77.9%
Black Alone	0.9%	1.1%	1.2%
American Indian Alone	1.5%	0.9%	0.6%
Asian Alone	1.6%	1.8%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.5%	13.2%	8.5%
Two or More Races	17.8%	12.4%	9.9%
Hispanic Origin	42.3%	29.2%	20.1%
Diversity Index	78.4	68.8	57.6

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.

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2020 Population by Relationship and Household Type			
Total	11,004	43,604	77,949
In Households	98.3%	98.7%	98.9%
Householder	40.2%	45.4%	48.1%
Opposite-Sex Spouse	20.3%	24.5%	27.0%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.5%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	20.7%	15.8%	13.4%
Adopted Child	0.3%	0.3%	0.3%
Stepchild	0.7%	0.6%	0.5%
Grandchild	2.0%	1.4%	1.1%
Brother or Sister	1.7%	1.2%	0.8%
Parent	1.4%	1.2%	1.0%
Parent-in-law	0.3%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.6%	0.4%	0.3%
Other Relatives	1.7%	1.2%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	5.2%	3.7%	2.6%
In Group Quarters	1.7%	1.3%	1.1%
Institutionalized	1.7%	1.0%	0.9%
Noninstitutionalized	0.0%	0.3%	0.2%
2025 Population 25+ by Educational Attainment			
Total	8,868	38,489	71,485
Less than 9th Grade	16.2%	7.6%	4.5%
9th - 12th Grade, No Diploma	2.1%	3.4%	2.3%
High School Graduate	19.5%	19.3%	16.9%
GED/Alternative Credential	2.6%	2.1%	1.8%
Some College, No Degree	18.6%	17.3%	16.1%
Associate Degree	7.8%	9.2%	10.0%
Bachelor's Degree	23.0%	24.6%	28.1%
Graduate/Professional Degree	10.1%	16.6%	20.2%
2025 Population 15+ by Marital Status			
Total	9,856	41,836	76,534
Never Married	26.2%	19.3%	16.0%
Married	59.3%	64.4%	65.4%
Widowed	5.8%	7.7%	9.1%
Divorced	8.6%	8.6%	9.5%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,439	19,118	31,103
Population 16+ Employed	98.2%	97.7%	98.1%
Population 16+ Unemployment rate	1.8%	2.3%	1.9%
Population 16-24 Employed	11.1%	9.7%	8.6%
Population 16-24 Unemployment rate	1.5%	6.3%	5.6%
Population 25-54 Employed	55.7%	54.7%	51.8%
Population 25-54 Unemployment rate	0.8%	1.5%	1.4%
Population 55-64 Employed	17.3%	18.6%	19.9%
Population 55-64 Unemployment rate	5.5%	3.5%	2.6%
Population 65+ Employed	15.9%	17.1%	19.7%
Population 65+ Unemployment rate	1.5%	1.1%	0.8%

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2025 Employed Population 16+ by Industry			
Total	5,339	18,680	30,516
Agriculture/Mining	0.3%	0.6%	0.5%
Construction	18.2%	16.5%	12.9%
Manufacturing	4.6%	4.2%	4.1%
Wholesale Trade	0.3%	0.8%	1.3%
Retail Trade	9.8%	12.7%	11.9%
Transportation/Utilities	3.3%	2.8%	3.1%
Information	2.4%	2.4%	2.0%
Finance/Insurance/Real Estate	6.3%	6.5%	9.9%
Services	44.5%	49.8%	51.0%
Public Administration	10.4%	3.7%	3.4%
2025 Employed Population 16+ by Occupation			
Total	5,339	18,679	30,517
White Collar	50.2%	55.4%	64.1%
Management/Business/Financial	17.7%	18.8%	21.4%
Professional	14.3%	19.3%	21.9%
Sales	9.5%	9.8%	10.8%
Administrative Support	8.7%	7.4%	10.1%
Services	25.8%	22.4%	18.1%
Blue Collar	24.0%	22.2%	17.8%
Farming/Forestry/Fishing	0.3%	0.5%	0.4%
Construction/Extraction	16.4%	11.5%	8.1%
Installation/Maintenance/Repair	3.5%	4.7%	3.7%
Production	2.1%	1.8%	1.6%
Transportation/Material Moving	1.7%	3.6%	4.1%
2020 Households by Type			
Total	4,643	19,691	37,279
Married Couple Households	51.1%	54.3%	56.5%
With Own Children <18	11.9%	8.4%	7.1%
Without Own Children <18	39.2%	45.9%	49.5%
Cohabiting Couple Households	6.9%	5.9%	5.2%
With Own Children <18	1.2%	1.0%	0.8%
Without Own Children <18	5.6%	4.9%	4.5%
Male Householder, No Spouse/Partner	17.4%	16.2%	14.6%
Living Alone	10.5%	11.1%	11.0%
65 Years and over	5.3%	6.1%	6.4%
With Own Children <18	1.7%	1.1%	0.8%
Without Own Children <18, With Relatives	3.1%	2.3%	1.7%
No Relatives Present	2.1%	1.6%	1.1%
Female Householder, No Spouse/Partner	24.6%	23.7%	23.6%
Living Alone	15.9%	16.9%	18.0%
65 Years and over	10.8%	11.7%	13.0%
With Own Children <18	3.1%	2.1%	1.7%
Without Own Children <18, With Relatives	4.5%	3.7%	3.2%
No Relatives Present	1.1%	0.9%	0.8%
2020 Households by Size			
Total	4,643	19,691	37,279
1 Person Household	26.4%	28.0%	29.0%
2 Person Household	44.0%	50.6%	53.4%
3 Person Household	10.8%	8.7%	7.7%
4 Person Household	9.1%	6.4%	5.3%
5 Person Household	5.3%	3.3%	2.5%
6 Person Household	2.4%	1.7%	1.2%
7 + Person Household	2.0%	1.2%	0.9%

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2020 Households by Tenure and Mortgage Status			
Total	4,643	19,691	37,279
Owner Occupied	73.6%	77.0%	79.9%
Owned with a Mortgage/Loan	38.7%	36.9%	36.3%
Owned Free and Clear	34.9%	40.1%	43.6%
Renter Occupied	26.4%	23.0%	20.1%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	55	58	62
Percent of Income for Mortgage	41.8%	39.7%	38.0%
Wealth Index	117	169	205
2020 Housing Units By Urban/ Rural Status			
Total	6,246	29,221	56,963
Urban Housing Units	100.0%	99.4%	99.6%
Rural Housing Units	0.0%	0.6%	0.4%
2020 Population By Urban/ Rural Status			
Total	11,004	43,604	77,949
Urban Population	100.0%	99.0%	99.2%
Rural Population	0.0%	1.0%	0.8%

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.

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Top 3 Tapestry Segments			
1.	Silver and Gold (J4)	The Elders (J2)	The Elders (J2)
2.	Dreambelt (K5)	Silver and Gold (J4)	Silver and Gold (J4)
3.	Senior Escapes (J1)	Rural Resort Dwellers (I5)	Retirement Communities (J3)
2025 Consumer Spending			
Apparel & Services: Total \$	\$10,393,487	\$56,472,863	\$126,909,857
Average Spent	\$2,057.30	\$2,613.88	\$3,092.35
Spending Potential Index	84	107	126
Education: Total \$	\$7,033,069	\$38,095,923	\$87,103,641
Average Spent	\$1,392.14	\$1,763.29	\$2,122.41
Spending Potential Index	78	99	119
Entertainment/Recreation: Total \$	\$18,438,774	\$100,816,990	\$227,670,250
Average Spent	\$3,649.80	\$4,666.37	\$5,547.52
Spending Potential Index	89	114	135
Food at Home: Total \$	\$32,349,556	\$176,450,576	\$393,890,831
Average Spent	\$6,403.32	\$8,167.12	\$9,597.73
Spending Potential Index	86	110	129
Food Away from Home: Total \$	\$17,570,556	\$95,078,717	\$213,076,552
Average Spent	\$3,477.94	\$4,400.77	\$5,191.92
Spending Potential Index	84	107	126
Health Care: Total \$	\$36,993,875	\$204,683,005	\$465,684,679
Average Spent	\$7,322.62	\$9,473.87	\$11,347.09
Spending Potential Index	95	122	147
HH Furnishings & Equipment: Total \$	\$13,166,348	\$71,869,654	\$162,600,447
Average Spent	\$2,606.17	\$3,326.53	\$3,962.00
Spending Potential Index	90	114	136
Personal Care Products & Services: Total \$	\$4,782,161	\$26,332,127	\$60,227,133
Average Spent	\$946.59	\$1,218.80	\$1,467.52
Spending Potential Index	90	116	140
Shelter: Total \$	\$120,302,978	\$662,042,553	\$1,500,442,720
Average Spent	\$23,812.94	\$30,643.02	\$36,560.50
Spending Potential Index	89	115	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,785,443	\$100,406,579	\$235,116,160
Average Spent	\$3,520.48	\$4,647.38	\$5,728.95
Spending Potential Index	107	141	173
Travel: Total \$	\$16,800,587	\$91,990,692	\$211,722,503
Average Spent	\$3,325.53	\$4,257.84	\$5,158.93
Spending Potential Index	92	118	143
Vehicle Maintenance & Repairs: Total \$	\$6,210,316	\$33,997,979	\$76,252,804
Average Spent	\$1,229.28	\$1,573.62	\$1,858.01
Spending Potential Index	91	117	138

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 31, 2025