

2040 VISION SURVEY RESULTS

December 18, 2025



SURVEY PERIOD

- Survey conducted from October 6 -20
- During period of peak hurricane Season and Private Beach construction

SURVEY PARTICIPATION

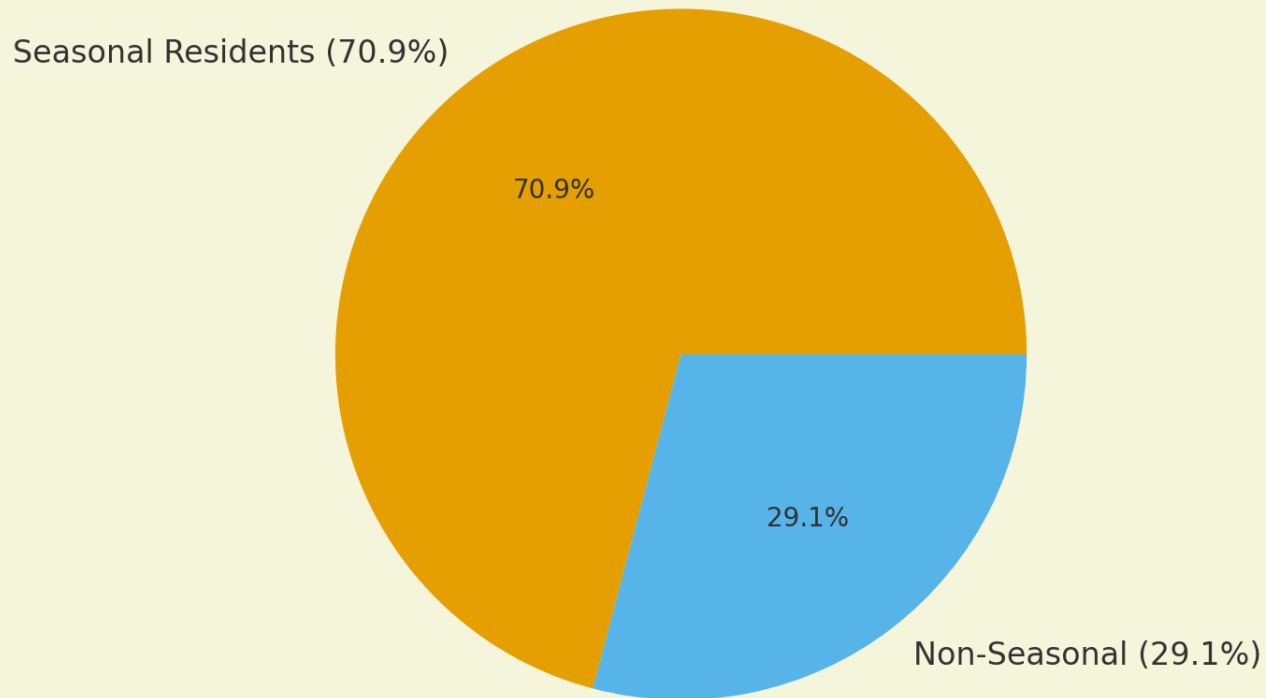
- 1,316 total responses
- 30.1% Participation Rate
- 85.3% Completion Rate



DEMOGRAPHICS

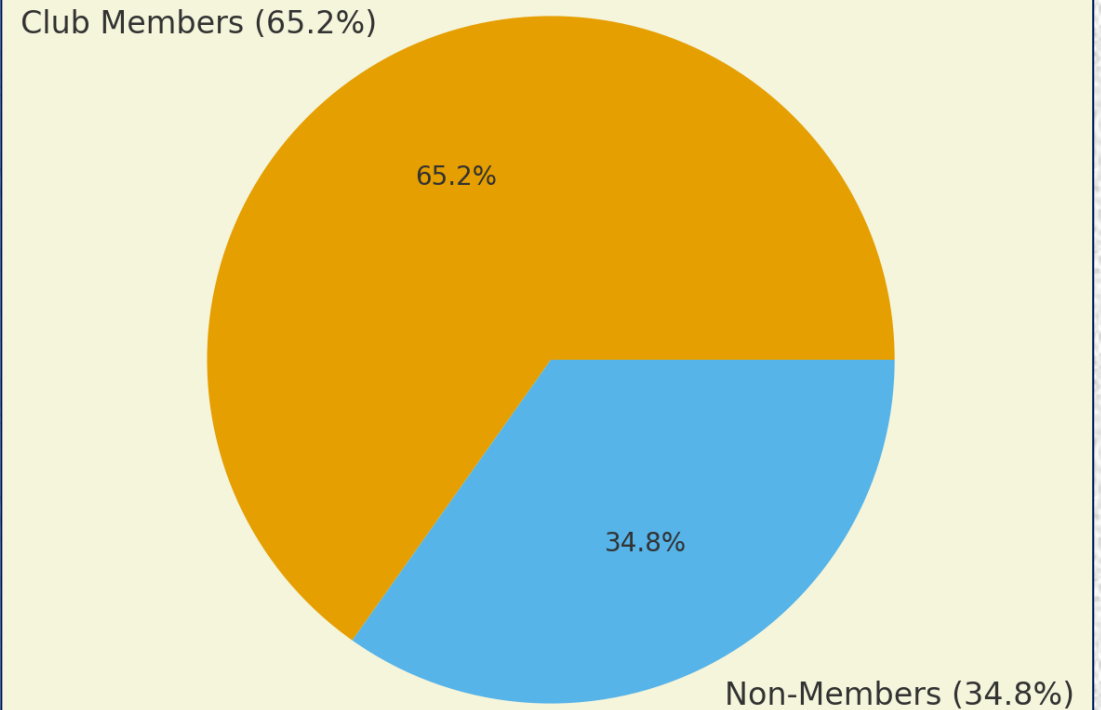
70.9% Are Seasonal Residents

Seasonal Residency Breakdown



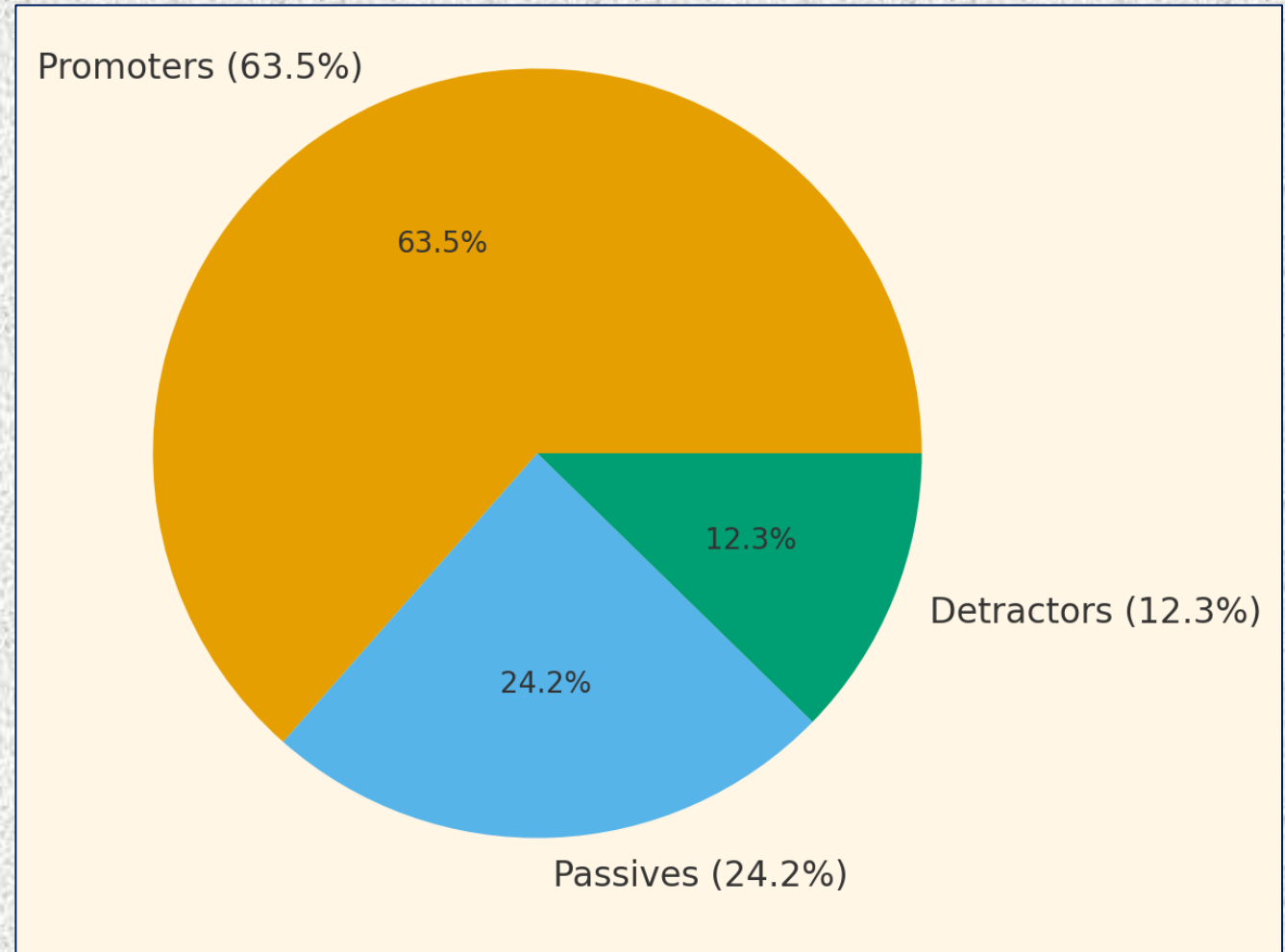
65.2% Are Bonita Bay Club Members

Bonita Bay Club Membership Breakdown



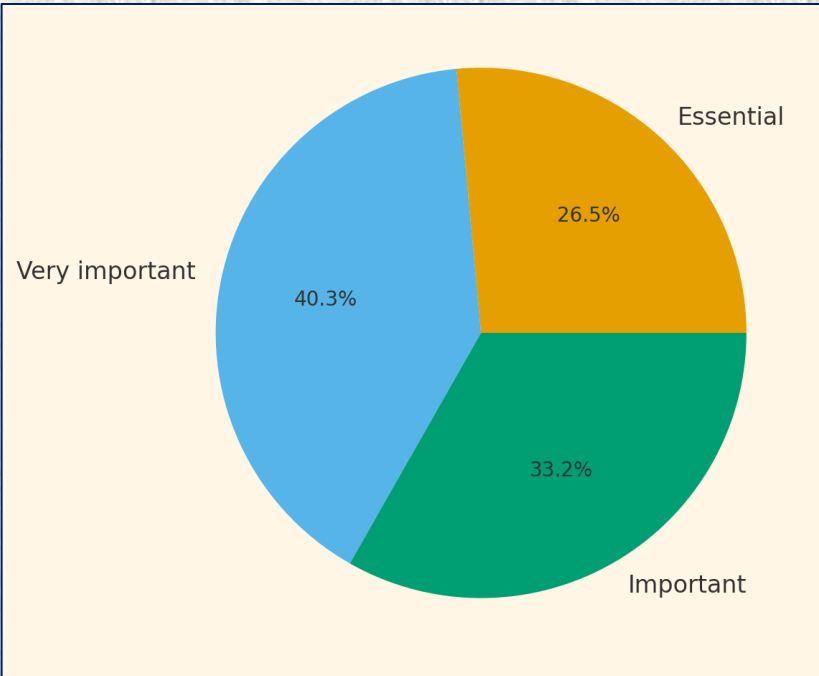
SATISFACTION

- 63.5% Are Promoters
- Out of ten-point scale*:
 - 712 respondents rated 9 or 10 likely to recommend Bonita Bay
 - 272 rated 7 or 8
 - 138 rated between 0 and 6

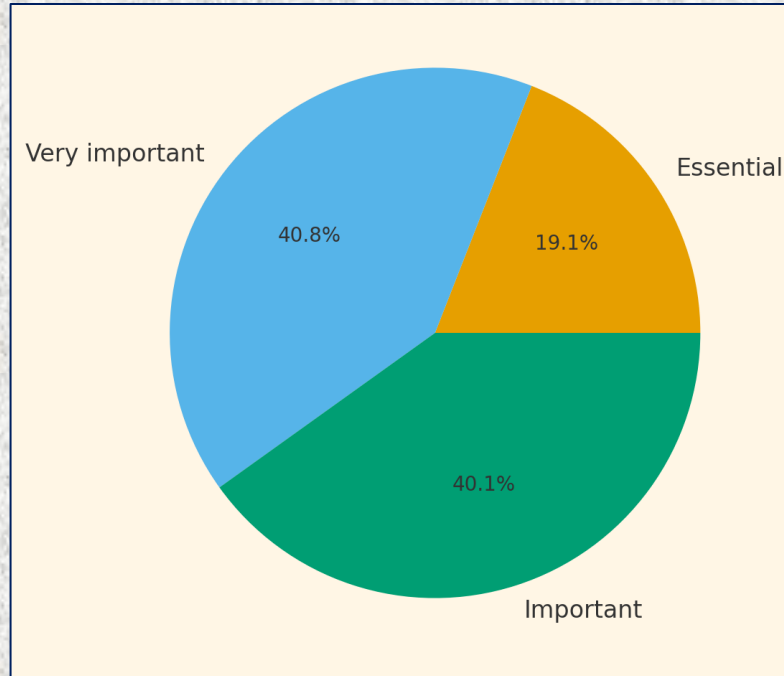


***Scale** = Detractors: 0-6 Passives: 7-8 Promoters: 9-10

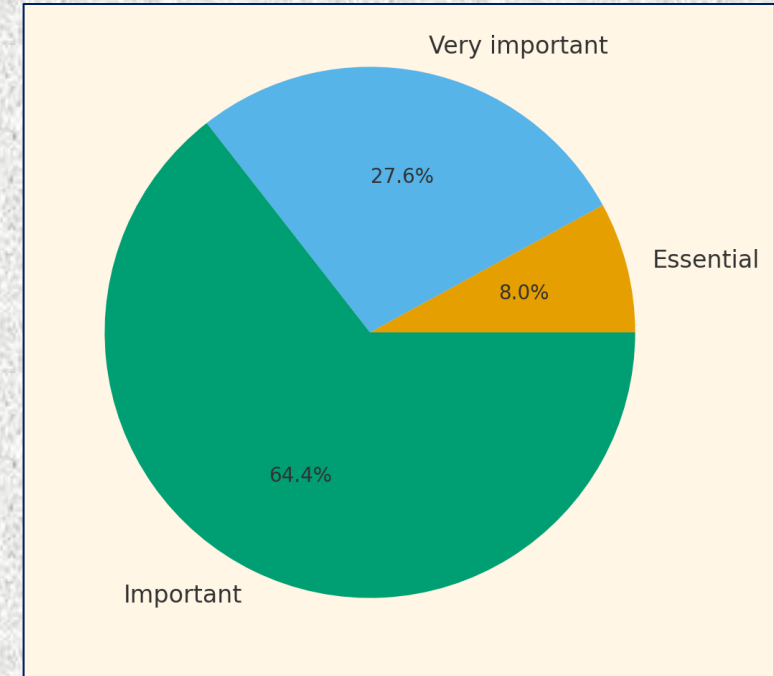
ALIGNMENT WITH STRATEGIC PRIORITIES



Living in Harmony
With Nature
(85%)



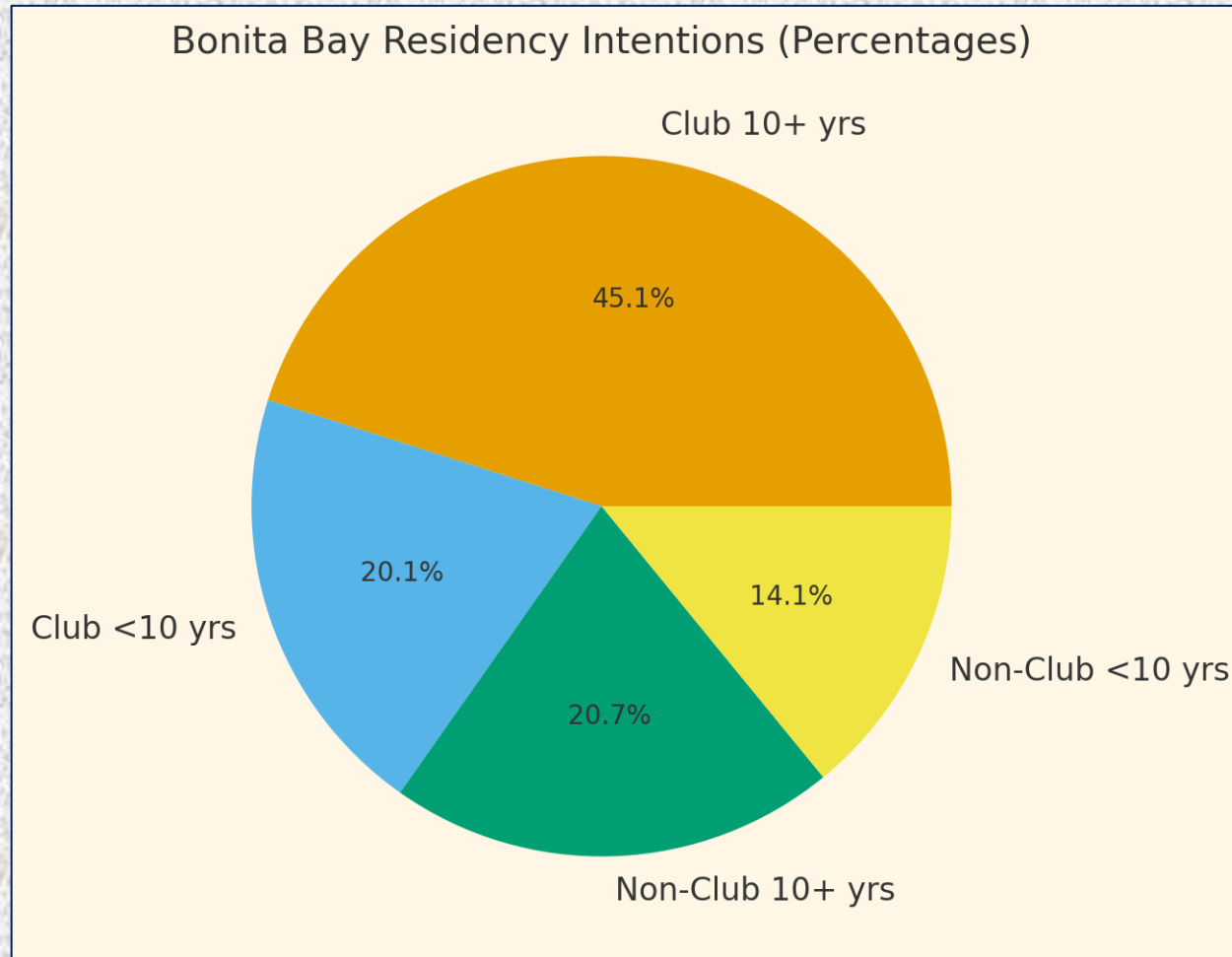
Reimagining the
Possibilities
(82%)



Deepening Resident
Engagement
(54%)

DEMOGRAPHICS

65.7% Plan for Long-Term Homeownership



PRIORITIES

● In Favor ● Not in Favor

Nature's Pathway

779

343

Technology

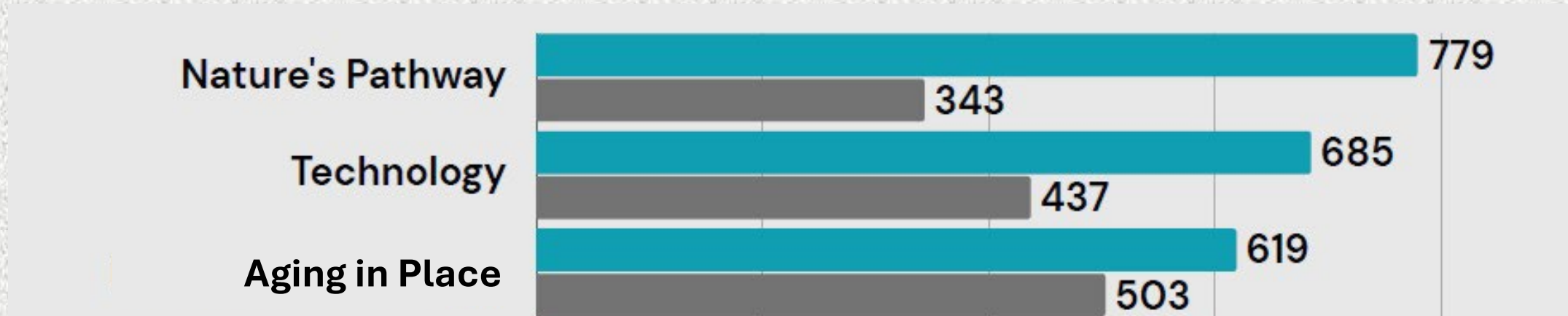
685

437

Aging in Place

619

503



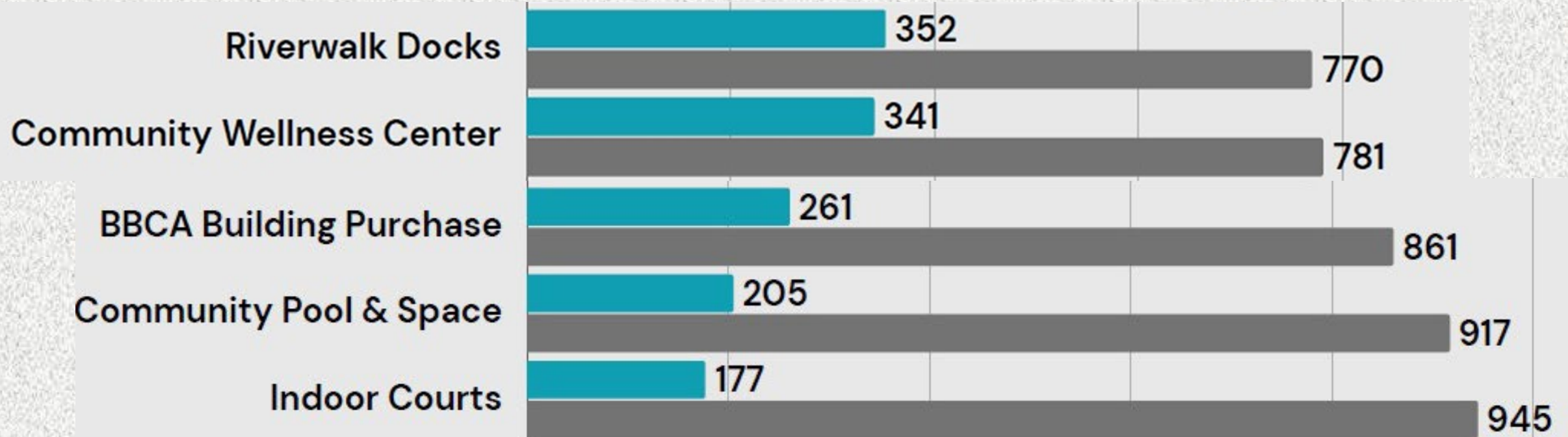
PRIORITIES

● In Favor ● Not in Favor



PRIORITIES

● In Favor ● Not in Favor



SEGMENTATION

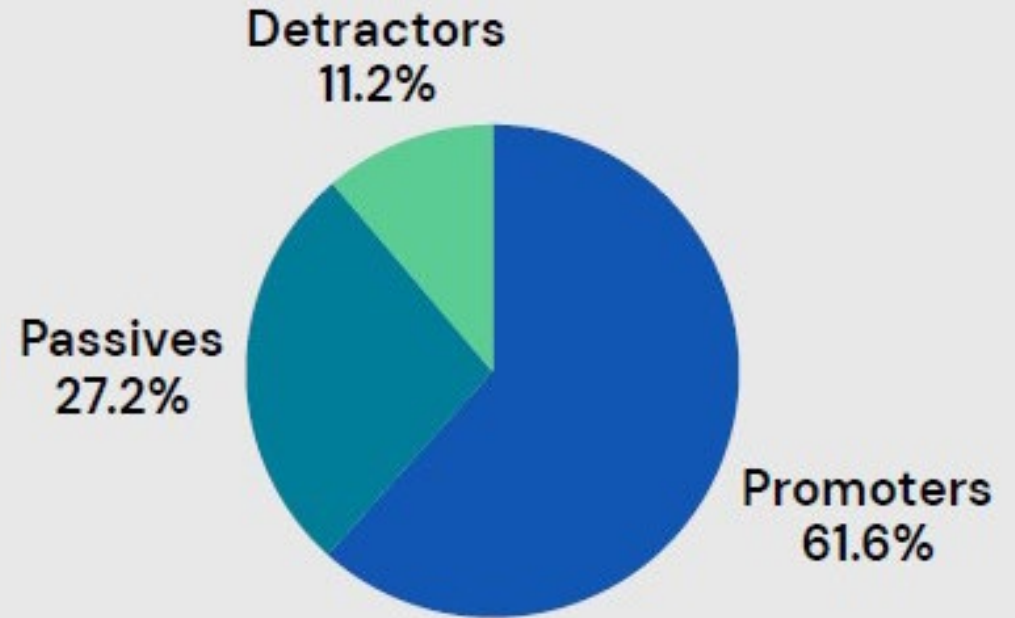
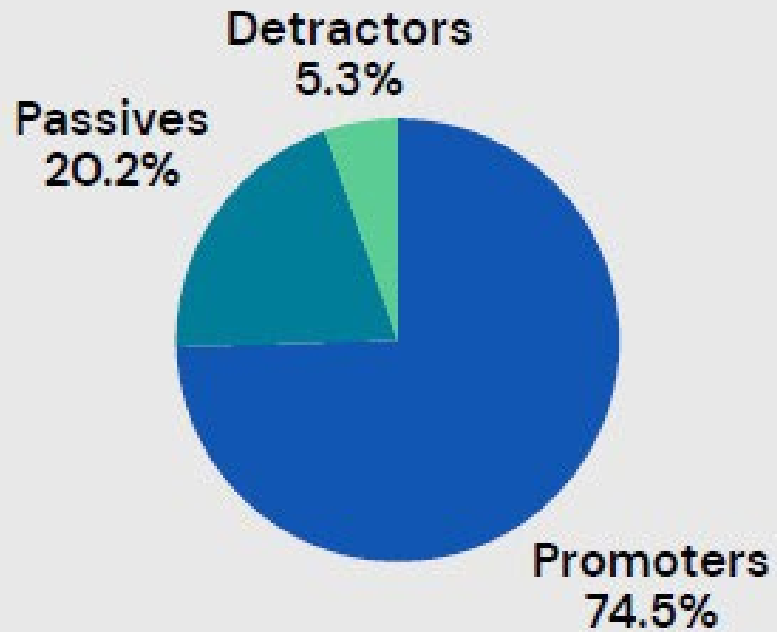
	<u>Club Member</u>	<u>Non-Club Member</u>
Intend to Stay in Bonita Bay > 10 Years	69% of respondents	59% of respondents
Intend to Stay in Bonita Bay < 10 Years	31% of respondents	41% of respondents



SATISFACTION - PROMOTERS

Club Members Intending to Stay
in Bonita Bay > 10 Years (75%)

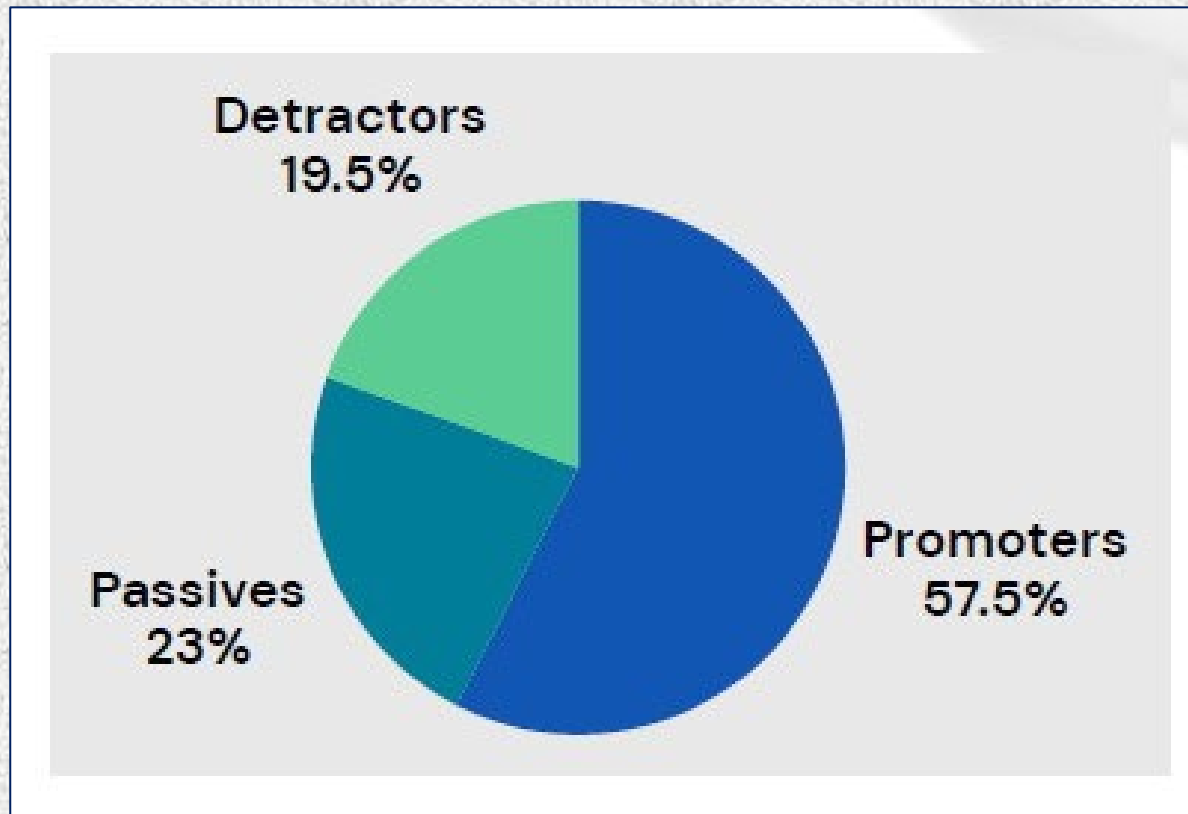
Non-Club Members Intending to
Stay in Bonita Bay > 10 Years (62%)



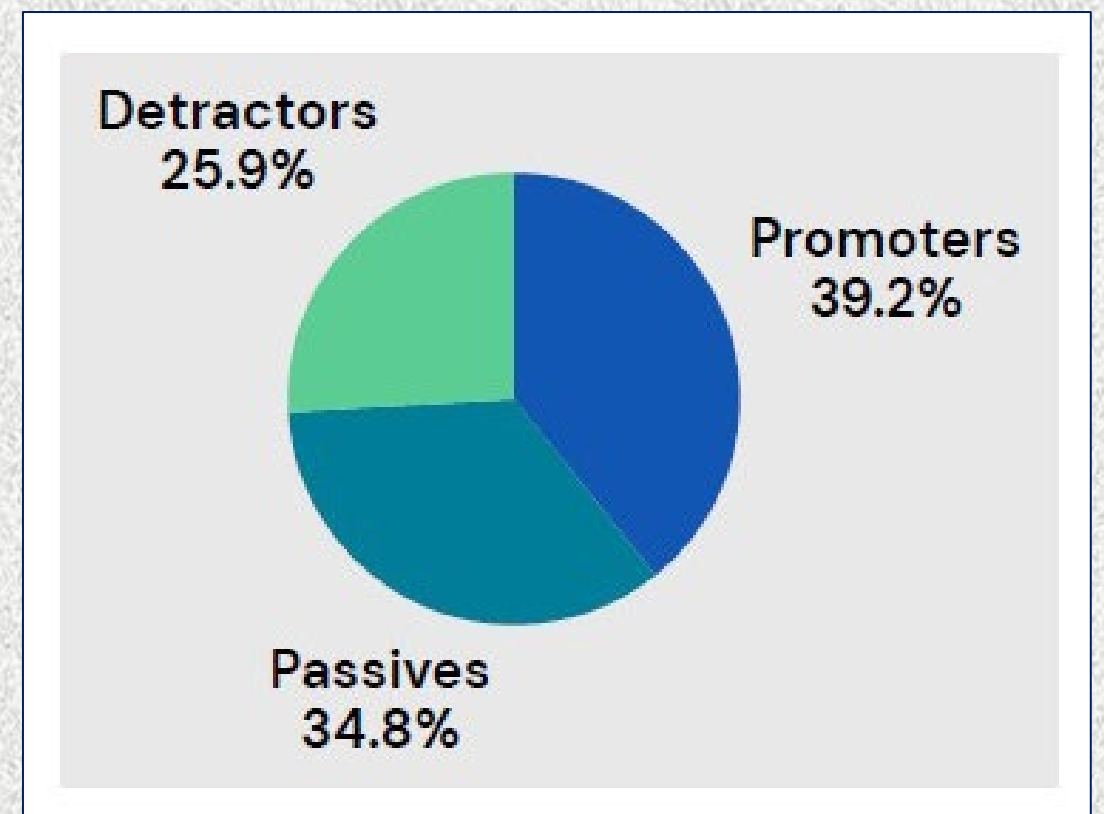
Detractors: 0-6 Passives: 7-8 Promoters: 9-10

SATISFACTION - PROMOTERS

Club Members Intending to Stay in
Bonita Bay < 10 Years (58%)



Non-Club Members Intending to Stay
in Bonita Bay < 10 Years (39%)



CLUB TO NON-CLUB MEMBER DIFFERENCES

Priority Favorability > 10 Years

	Club Member	Non-Club Member
Nature Pathway	73%	73%
Technology	61%	65%
Aging in Place	60%	50%
Community Wellness Center	17%	54%



RESILIENCY RECOMMENDATIONS - DETRACTORS

Survey Question: Given that BBCA is actively executing resiliency plans and investigating emerging technologies, what additional thoughts do you have about what might be done to protect Bonita Bay from adverse weather impacts?

Detractors (12%)

- Believe BBCA is not taking resiliency seriously enough
- Many believe flooding could make Bonita Bay “unlivable” unless addressed urgently



RESILIENCY RECOMMENDATIONS - PASSIVES

Survey Question: Given that BBCCA is actively executing resiliency plans and investigating emerging technologies, what additional thoughts do you have about what might be done to protect Bonita Bay from adverse weather impacts?

Passives (24%)

- Want more prioritization than shown in the survey; some say it should be priority
- Request expert-led planning: berms, flood gates, improved swales, lake systems



RESILIENCY RECOMMENDATIONS – PROMOTERS

Survey Question: Given that BBCCA is actively executing resiliency plans and investigating emerging technologies, what additional thoughts do you have about what might be done to protect Bonita Bay from adverse weather impacts?

Promoters (64%)

- Support BBCCA's resiliency planning; consider it essential
- Continuing focus on drainage, landscaping, and nature-based protections



OVERALL TAKEAWAYS – DETRACTORS (13%)

- Cost and trust concerns
- Believe BBCA is overspending, overbuilding, and duplicating the Club
- Oppose most new spending
- Demand governance and financial reform



OVERALL TAKEAWAYS – PASSIVES (24%)

- Middle of the spectrum
- Strong focus on cost control, transparency, and practicality
- Want maintenance and modest improvements, not expansion
- Concerned about project execution and communication



OVERALL TAKEAWAYS – PROMOTERS (64%)

- Like Bonita Bay and trust leadership
- Want nature pathways, reasonable enhancements
- Support additional amenities—but cautiously
- Believe in long-term vision with discipline



NEXT STEPS

- January 7 – Results to Neighborhood Leaders
- January 8 – Results to Residents
- January 20 – Resident Town Hall #1 (Event Full)
- February 3 – Resident Town Hall #2
- May 2026 – Final 2040 Vision Project



SPECIAL THANKS TO

Burke McLemore, Becky Sharon, Stephanie Udrescu, and Lisa Macias

