

Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 26.171728 Longitude: -81.800695

Naples Plaza Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	18,875	63,202	234,255
	Population Est 23Q1	18,904	63,221	234,083
	Population Est 22Q4	18,947	63,349	233,950
	Population Est 22Q3	18,958	63,247	233,188
	Population Est 22Q2	18,972	62,868	231,073
	Population Est 22Q1	18,850	62,553	230,319
	Population Est 21Q4	18,888	62,478	229,581
	Population Est 21Q3	18,830	62,515	228,925
	Population Est 21Q2	18,818	62,327	227,960
	Population Fcst	16,411	57,800	229,273
	2010 Census Population	18,530	52,326	118,022
	2000 Census Population	20,552	56,147	115,318
	1990 Census Population	19,260	47,807	85,204
	Current Year Daytime Population	38,543	112,194	275,601
	Average Seasonal Population	19,332	52,729	142,413
	Historical Annual Growth, 1990 – 2000	0.65%	1.62%	3.07%
	Historical Annual Growth, 2000 – 2010	-1.03%	-0.70%	0.23%
	Estimated Annual Growth, 2010 – CY	0.14%	1.44%	5.31%
	Projected Annual Growth, CY to Y5	-2.76%	-1.77%	-0.43%
	Group Qtrs Est	442	1,440	3,354
Transient Est Average Last 4 Qtrs	10,711	16,753	28,652	
Households	Current Year Estimated Households	9,392	30,498	106,120
	Households Est 23Q1	9,408	30,505	106,054
	Households Est 22Q4	9,425	30,562	105,987
	Households Est 22Q3	9,433	30,523	105,628
	Households Est 22Q2	9,438	30,348	104,680
	Households Est 22Q1	9,373	30,189	104,303
	Households Est 21Q4	9,388	30,160	103,965
	Households Est 21Q3	9,361	30,187	103,735
	Households Est 21Q2	9,355	30,106	103,273
	Households Fcst	8,137	27,659	103,874
	2010 Census Households	9,331	26,070	53,985
	2000 Census Households	10,179	27,060	51,198
	1990 Census Households	9,390	22,325	37,178
	Historical Annual Growth, 1990 – 2000	0.81%	1.94%	3.25%
	Historical Annual Growth, 2000 – 2010	-0.87%	-0.37%	0.53%
	Estimated Annual Growth, 2010 – CY	0.05%	1.19%	5.23%
	Projected Annual Growth, CY to Y5	-2.83%	-1.94%	-0.43%
Population per Household	1.96	2.03	2.18	

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Naples Plaza Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	3.9%	2.8%	2.0%
	HH Income \$250,000 to \$499,999	4.7%	3.3%	2.4%
	HH Income \$200,000 to \$249,999	10.9%	7.7%	5.5%
	HH Income \$175,000 to \$199,999	8.4%	9.3%	6.4%
	HH Income \$150,000 to \$174,999	6.3%	5.2%	5.4%
	HH Income \$100,000 to 149,999	11.4%	12.7%	15.7%
	HH Income \$75,000 to 99,999	10.5%	11.5%	13.1%
	HH Income \$50,000 to 74,999	13.9%	15.7%	16.3%
	HH Income \$35,000 to 49,999	9.7%	10.1%	12.0%
	HH Income \$25,000 to 34,999	6.7%	7.1%	8.0%
	HH Income \$15,000 to 24,999	6.4%	8.0%	6.3%
	HH Income \$0 to 14,999	7.1%	6.6%	7.0%
	Average Household Income	\$175,786	\$151,604	\$120,618
	Median Household Income	\$88,836	\$79,669	\$75,735
	Per Capita Income	\$89,189	\$74,193	\$55,378
	2000 Average HH Income	\$90,114	\$89,054	\$85,689
	2000 Median HH Income	\$56,482	\$51,101	\$50,456
	Average Disposable Income	100,542	91,284	83,539
	Median Disposable Income	78,943	70,671	67,132
	Discretionary HH Income Over \$150,000	15.2%	9.9%	5.8%
	Discretionary HH Income \$125,000 to \$149,999	12.0%	11.1%	7.7%
	Discretionary HH Income \$100,000 to \$124,999	8.4%	7.3%	6.9%
	Discretionary HH Income \$75,000 to \$99,999	7.9%	8.8%	10.4%
	Discretionary HH Income \$50,000 to \$74,999	13.4%	14.2%	17.2%
	Discretionary HH Income \$25,000 to \$49,999	22.0%	23.6%	26.0%
	Discretionary HH Income Under \$25,000	21.1%	25.0%	25.9%
	Average Discretionary HH Income	77,436	68,519	60,623
	Median Discretionary HH Income	62,975	51,953	47,686
	Householder White – Count	8,118	25,687	83,105
	Median HH Income	\$102,620	\$89,509	\$83,782
	Average HH Income	\$110,668	\$101,245	\$94,492
	Householder Black or African-American – Count	335	745	2,905
	Median HH Income	\$41,898	\$48,334	\$55,385
	Average HH Income	\$44,698	\$52,860	\$63,934
Householder Hispanic – Count	669	3,105	16,131	
Median HH Income	\$32,969	\$48,353	\$54,577	
Average HH Income	\$46,100	\$59,486	\$65,769	
Householder Asian or Pacific Islander – Count	54	270	1,134	
Median HH Income	\$106,206	\$83,109	\$88,208	
Average HH Income	\$117,375	\$92,736	\$94,158	
Householder Other or Pacific Islander – Count	216	691	2,845	
Median HH Income	\$73,313	\$66,264	\$68,537	
Average HH Income	\$77,370	\$79,580	\$79,183	
Gender	Male Population	8,731	29,982	111,547
	Female Population	10,144	33,220	122,708

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Total Population by Age	Count of Pop 0 to 4 years	484	1,803	8,076
	Count of Pop 0 to 7 years	659	2,407	11,165
	Count of Pop 5 - 13	951	3,421	15,760
	Count of Pop 14 - 18	527	1,913	8,198
	Count of Pop 19 - 22	562	2,021	8,298
	Count of Pop 22 - 25	424	1,520	6,119
	Count of Pop 25 - 29	604	2,316	9,546
	Count of Pop 30 - 34	561	2,318	9,779
	Count of Pop 35 - 39	576	2,346	10,298
	Count of Pop 40 - 44	605	2,410	10,495
	Count of Pop 45 - 59	2,715	9,796	37,712
	Count of Pop 60 - 74	5,696	17,595	58,958
	Count of Pop 75 - 84	3,564	11,256	36,806
	Count of Pop 85+	1,607	4,489	14,208
	% of Pop 0 to 4 years	2.6%	2.9%	3.4%
	% of Pop 0 to 7 years	3.5%	3.8%	4.8%
	% of Pop 5 - 13	5.0%	5.4%	6.7%
	% of Pop 14 - 18	2.8%	3.0%	3.5%
	% of Pop 19 - 22	3.0%	3.2%	3.5%
	% of Pop 22 - 25	2.2%	2.4%	2.6%
% of Pop 25 - 29	3.2%	3.7%	4.1%	
% of Pop 30 - 34	3.0%	3.7%	4.2%	
% of Pop 35 - 39	3.1%	3.7%	4.4%	
% of Pop 40 - 44	3.2%	3.8%	4.5%	
% of Pop 45 - 59	14.4%	15.5%	16.1%	
% of Pop 60 - 74	30.2%	27.8%	25.2%	
% of Pop 75 - 84	18.9%	17.8%	15.7%	
% of Pop 85+	8.5%	7.1%	6.1%	
Median Age	64.4	61.7	57.6	
Average Age	57.2	55.0	52.1	
Male Population by Age	% of Pop 0 to 4 years	2.9%	3.1%	3.7%
	% of Pop 5 - 13	5.5%	5.8%	7.2%
	% of Pop 14 - 18	3.0%	3.3%	3.7%
	% of Pop 19 - 22	3.3%	3.5%	3.8%
	% of Pop 22 - 25	2.5%	2.7%	2.9%
	% of Pop 25 - 29	3.5%	4.1%	4.4%
	% of Pop 30 - 34	3.1%	4.1%	4.4%
	% of Pop 35 - 39	3.2%	4.0%	4.6%
	% of Pop 40 - 44	3.3%	3.9%	4.6%
	% of Pop 45 - 59	14.3%	15.4%	15.9%
	% of Pop 75 - 84	19.1%	17.4%	15.3%
	% of Pop 60 - 74	28.9%	26.1%	23.7%
	% of Pop 85+	7.5%	6.6%	5.6%
Median Age	63.3	60.0	55.6	
Average Age	55.9	53.6	50.8	

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	% of Pop 35 - 39	3.0%	3.4%	4.2%
	% of Pop 40 - 44	3.1%	3.7%	4.4%
	% of Pop 45 - 59	14.5%	15.6%	16.3%
	% of Pop 60 - 74	31.3%	29.4%	26.5%
	% of Pop 75 - 84	18.7%	18.2%	16.1%
	% of Pop 85+	9.4%	7.6%	6.5%
	Median Age	65.2	63.0	59.3
Average Age	58.2	56.3	53.2	
Race	Count of White	15,992	50,907	169,133
	Count of Black or African-American	636	2,294	12,656
	Count of Asian or Pacific Islander	219	846	3,491
	Count of Other races	2,029	9,155	48,976
	White	84.7%	80.5%	72.2%
	Black or African American	3.4%	3.6%	5.4%
	Asian	1.2%	1.3%	1.5%
	Other Races	10.7%	14.5%	20.9%
Language Spoken	Speak English at Home	82.5%	78.8%	70.5%
	Speak Spanish at Home	9.8%	13.3%	20.6%
	Speak French or French Creole at Home	4.0%	3.3%	3.9%
	Speak German at Home	0.8%	0.9%	0.9%
	Speak Other Indo-European Languages at Home	1.1%	1.3%	2.0%
	Speak Russian and Other Slavic Languages at H	1.1%	0.9%	0.7%
	Speak Chinese at Home	0.1%	0.2%	0.2%
	Speak Korean at Home	0.0%	0.0%	0.0%
	Speak Vietnamese at Home	0.2%	0.1%	0.4%
	Speak Other Asian Languages at Home	0.1%	0.1%	0.2%
	Speak Tagalog and Other Pacific Languages at H	0.1%	0.5%	0.3%
	Speak Other Language at Home	0.2%	0.3%	0.3%
Hispanic	Hispanic Population	2,219	9,903	54,832
	Hispanic Population Percent	11.8%	15.7%	23.4%
	Mexican	12.9%	33.1%	31.9%
	Puerto Rican	5.3%	7.2%	8.0%
	Cuban	34.3%	20.8%	24.7%
	Dominican	0.3%	1.5%	1.6%
	Central American	22.0%	12.3%	10.1%
	South American	13.2%	17.8%	18.2%
	Other Hispanic	11.9%	7.3%	5.5%
	2000 Hispanic Population Percent	6%	10%	13%
	1990 Hispanic Population Percent	3%	6%	6%

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Ancestry	American (percent of total population)	8.4%	7.1%	5.9%
	American	8.3%	6.9%	5.8%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	1.1%	1.3%	1.5%
	Chinese	0.1%	0.3%	0.2%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.0%	0.0%	0.1%
	South Central Asian (ie. Indian)	0.3%	0.2%	0.3%
	South East Asian (ie. Vietnamese)	0.6%	0.5%	0.5%
	Other Asian	0.1%	0.2%	0.2%
	European (percent of total population)	50.5%	47.6%	40.8%
	British	10.2%	8.7%	6.8%
	Dutch	1.0%	0.9%	0.7%
	French	2.1%	1.9%	1.6%
	German	10.9%	9.6%	8.4%
	Italian	5.1%	5.9%	5.9%
	Polish	2.1%	2.1%	2.1%
	Scandinavian	2.7%	2.5%	2.1%
	Scotch/Irish	11.5%	10.8%	8.7%
Other European (ie. Greek/Russian)	4.9%	5.1%	4.4%	
Middle Eastern	0.5%	0.5%	0.5%	
Other Ancestry	15.7%	16.1%	16.8%	
Unclassified Ancestry	12.0%	11.6%	11.2%	
Education (Age 25+)	Adult Population (25 Years or Older)	15,927	52,524	187,803
	Elementary (0 to 8)	3.0%	3.2%	4.6%
	Some High School (9 to 11)	2.9%	3.2%	4.6%
	High School Graduate (12)	18.4%	21.5%	24.6%
	Some College (13 to 16)	17.1%	17.3%	17.4%
	Associates Degree Only	6.8%	7.6%	8.6%
	Bachelors Degree Only	31.2%	27.0%	23.8%
	Graduate Degree	20.5%	20.2%	16.4%
	% College (4+)	51.7%	47.1%	40.2%
Household Type	Total Households – count	9,392	30,498	106,120
	One Person HHs – count	3,442	10,415	32,331
	Family HHs – count	5,381	18,046	68,174
	Married Couple – count	4,596	15,514	55,748
	w/own children – count	761	2,530	11,416
	w/out own children – count	3,835	12,984	44,332
	Male Householder – count	245	864	3,823
	Female Householder – count	540	1,668	8,603
	Non-Family Households – count	569	2,037	5,616
	1 Person Household	36.6%	34.1%	30.5%
	2 Person Household	45.9%	46.2%	45.1%
	3 Person Household	7.7%	8.9%	10.5%
	4 Person Household	5.2%	6.1%	7.7%
	5 Person Household	2.6%	2.8%	3.8%
	6 Person Household	1.3%	1.1%	1.6%
7+ Person Household	0.6%	0.7%	0.9%	
% Households With Children	11.2%	12.2%	16.8%	

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Housing	Total Housing Units	15,057	46,198	149,467
	Owner Occupied Percent	46.5%	49.2%	51.1%
	Renter Occupied Percent	15.8%	16.8%	19.9%
	Vacant Housing Percent	37.6%	34.0%	29.0%
	Total Housing Units (Census 2000)	14,609	38,826	71,608
	For Rent (Census 2000)	6%	6%	7%
	For Sale (Census 2000)	6%	4%	5%
	Rented or Sold, (Census 2000)	1%	1%	2%
	Seasonal (Census 2014)	78%	81%	78%
	Other (Census 2000)	1%	1%	1%
Homes Built By Year	Homes Built 1990 to 2000	12%	21%	31%
	Homes Built 1980 to 1989	19%	31%	33%
	Homes Built 1970 to 1979	35%	29%	23%
	Homes Built 1960 to 1969	22%	13%	9%
	Homes Built 1950 to 1959	9%	5%	4%
	Homes Built 1940 to 1949	1%	1%	0%
	Homes Built Before 1939	1%	1%	1%
Units in Structure	1 Unit	38%	38%	44%
	2 - 9 Units	15%	20%	22%
	Greater than 10 Units	46%	38%	29%
	Mobilie Trailer	1%	3%	5%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	20.1%	16.5%	13.9%
	Property Value \$750,000 to \$999,999	10.8%	9.2%	11.3%
	Property Value \$500,000 to \$749,999	16.1%	16.4%	23.2%
	Property Value \$400,000 to \$499,999	6.6%	8.6%	12.0%
	Property Value \$300,000, to \$399,999	6.5%	8.7%	11.2%
	Property Value \$200,000 to \$299,999	2.3%	7.4%	8.1%
	Property Value \$150,000 to \$199,999	0.8%	1.6%	1.8%
	Property Value \$100,000 to \$149,999	0.7%	1.1%	1.4%
	Property Value \$60,000 to \$99,999	0.3%	1.1%	1.0%
	Property Value \$40,000 to \$59,999	0.1%	0.5%	0.4%
	Property Value \$0 to \$39,999	0.2%	0.7%	1.0%
	Median Home Value	\$729,147	\$594,225	\$561,484
Median Rent	\$709	\$724	\$749	
Wealth per Household	\$0 and under - percent	15.0%	15.3%	15.9%
	\$1 to \$4999 - percent	7.1%	7.3%	7.7%
	\$5k to \$9999 - percent	3.9%	4.0%	4.2%
	\$10k to \$24999 - percent	5.7%	5.8%	6.0%
	\$25k to \$49999 - percent	6.5%	6.5%	6.6%
	\$50k to \$99999 - percent	10.2%	10.3%	10.3%
	\$100k to \$249999 - percent	19.3%	19.2%	18.9%
	\$250k to \$499999 - percent	14.8%	14.6%	14.1%
	\$500k+ - percent	17.5%	17.0%	16.2%
	Median HH Wealth	\$112,324	\$106,131	\$96,325
	Avg HH Wealth	\$276,126	\$270,228	\$259,577

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Economic Viability	Economic Viability Local	232	233	232
	Economic Viability Indexed	232	233	232
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	7,915	25,258	98,797
	Managerial/Executive	25.3%	22.1%	18.2%
	Professional Specialty	19.5%	19.8%	17.1%
	Healthcare Support	4.1%	2.5%	3.0%
	Sales	16.5%	14.0%	13.9%
	Office & Administrative Support	6.3%	7.7%	8.5%
	Protective Service	0.6%	1.2%	1.4%
	Food Preparation	12.4%	9.7%	9.0%
	Building Maintenance & Cleaning	4.0%	5.1%	7.8%
	Personal Care	2.2%	3.7%	2.9%
	Farming, Fishing, & Forestry	0.8%	0.4%	0.2%
	Construction	5.1%	8.7%	10.8%
	Production & Transportation	3.3%	5.0%	7.3%
	Percent White Collar Workers	71.7%	66.2%	60.6%
Percent Blue Collar Workers	28.3%	33.8%	39.4%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	8.4%	10.9%	11.9%
	Manufacturing	4.9%	3.5%	4.1%
	Transportation	3.3%	3.0%	3.6%
	Information	1.0%	1.2%	1.3%
	Wholesale/Retail	13.7%	13.3%	13.9%
	Finance, Insurance, Real Estate	12.3%	10.6%	8.8%
	Professional Services	11.7%	11.0%	8.6%
	Management Services	0.1%	0.0%	0.0%
	Administrative/Waste Services	4.4%	6.0%	7.4%
	Educational Services	16.9%	16.2%	15.9%
	Entertainment Services	17.2%	15.4%	15.5%
	Other Professional Services	5.1%	6.9%	6.9%
	Public Administration	1.1%	2.0%	2.2%
Transportation To Work	Drive to Work Alone	77.9%	76.3%	77.5%
	Drive to Work Carpool	7.8%	11.5%	12.3%
	Travel to Work by Public Transportation	0.3%	0.4%	0.7%
	Drive to Work on Motorcycle	0.3%	0.2%	0.2%
	Drive to Work on Bicycle	1.7%	1.4%	1.1%
	Walked to Work	3.6%	2.3%	1.8%
	Other Means	1.5%	1.9%	1.6%
	Work at Home	6.9%	5.9%	4.8%

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	Travel to Work in Less than 5 Minutes	5.9%	3.6%	3.0%
	Travel to Work in 5 to 9 Minutes	21.8%	16.4%	11.7%
	Travel to Work in 10 to 14 Minutes	24.7%	22.2%	17.8%
	Travel to Work in 15 to 19 Minutes	20.3%	21.1%	21.6%
	Travel to Work in 20 to 29 Minutes	15.4%	17.7%	22.8%
	Travel to Work in 30 to 44 Minutes	7.8%	11.3%	15.8%
	Travel to Work in 45 to 59 Minutes	2.5%	4.4%	4.1%
	Travel to Work in 60 Minutes or more	1.8%	3.3%	3.3%
	Average Travel Time to Work	15	18	20
Vehicles per HH	No Vehicles	7.2%	5.0%	4.9%
	1 Vehicle	47.2%	45.5%	43.9%
	2 Vehicles	35.6%	39.2%	39.5%
	3 or more vehicles	10.0%	10.3%	11.7%
	Average Number of Vehicles	1.52	1.58	1.62
Change	Births (last 12 months)	115	406	1,719
	Deaths (last 12 months)	469	1,444	4,740
	Migration (last 12 months)	260	1,385	6,236
Work place	Workplace Establishments	3,126	7,552	14,215
	Workplace Employees (FTE)	23,272	61,918	112,705