

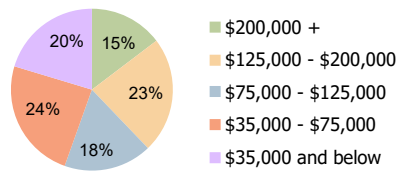
Naples Plaza Naples, FL	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Current Year Demographics

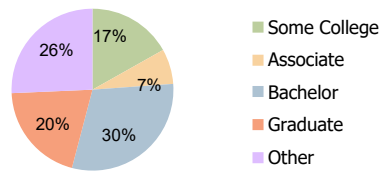
Current Population	6,304	34,085	90,586
Total Daytime Pop	11,233	67,606	127,806
Workplace Pop	5,906	38,270	63,027
Average Household Income	\$184,729	\$172,470	\$140,358
Average Disposable Income	\$107,191	\$96,037	\$88,340
Total Households	3,215	16,900	42,882
Median Home Value	\$795,851	\$652,486	\$573,357
College (4+)	54.5%	50.4%	43.9%
Total Consumer Spending/Capita (Weekly)	\$446	\$431	\$425
Population per Household	2.13	2.01	2.47
% of Households with Children	8.3%	11.5%	15.0%

2028 Demographic Projections

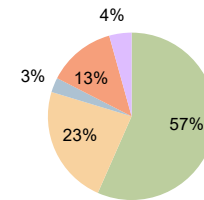
Projected Population	5,484	30,089	84,326
Projected 5 Year Annual Growth Rate (Pop)	-2.7%	-2.5%	-1.4%



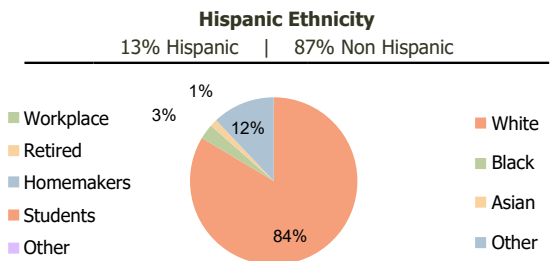
Household Income (3.00 Mile Radius)



Education (3.00 Mile Radius)



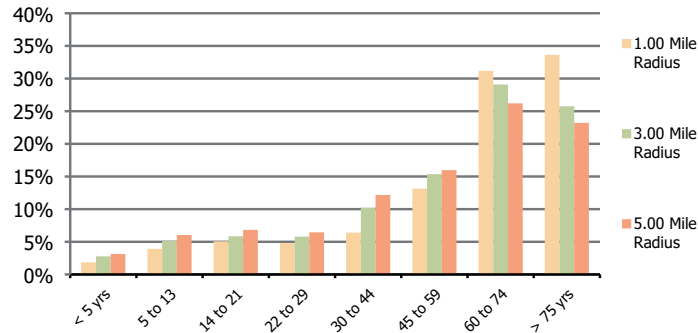
Daytime Population (3.00 Mile Radius)



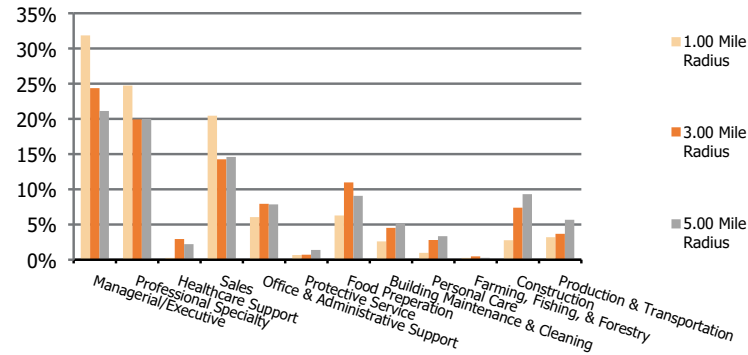
Race (3.00 Mile Radius)

Naples Plaza Naples, FL	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
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Population by Age Range



Occupation



	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	
Population	Current Estimated Population	6,304	34,085	90,586
	2010 Census Population	6,520	30,932	58,975
	2000 Census Population	7,395	33,680	62,034
	Historical Annual Growth 2000 to 2010	-1.3%	-0.8%	-0.5%
	Estimated Annual Growth 2010 to 2023	-0.3%	0.7%	3.3%
	Projected Annual Growth 2023 to 2028	-2.7%	-2.5%	-1.4%
Ethnic	Hispanic or Latino Population	7%	13%	18%
	Non Hispanic or Latino Population	93%	87%	82%
Race	White	90.6%	83.6%	78.3%
	Black or African American	0.7%	2.9%	3.6%
	Asian & Pacific Islander	0.8%	1.4%	1.6%
	Other Races	7.8%	12.1%	16.4%