

# Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 26.1992 Longitude: -81.8004

Park Shore Plaza Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	19,251	63,555	253,521
	Population Est 23Q1	19,214	63,547	253,296
	Population Est 22Q4	19,217	63,607	252,958
	Population Est 22Q3	19,199	63,526	251,788
	Population Est 22Q2	19,182	63,381	249,560
	Population Est 22Q1	19,109	63,089	248,812
	Population Est 21Q4	19,184	63,003	248,129
	Population Est 21Q3	19,229	63,135	247,321
	Population Est 21Q2	19,206	63,099	246,536
	Population Fcst	16,875	56,821	250,038
	2010 Census Population	18,907	49,754	119,460
	2000 Census Population	20,241	51,995	117,003
	1990 Census Population	16,959	43,473	85,895
	Current Year Daytime Population	32,755	114,934	293,296
	Average Seasonal Population	18,769	53,844	147,426
	Historical Annual Growth, 1990 – 2000	1.79%	1.81%	3.14%
	Historical Annual Growth, 2000 – 2010	-0.68%	-0.44%	0.21%
	Estimated Annual Growth, 2010 – CY	0.14%	1.86%	5.84%
	Projected Annual Growth, CY to Y5	-2.60%	-2.22%	-0.28%
	Group Qtrs Est	323	969	3,602
Transient Est Average Last 4 Qtrs	8,748	19,644	29,015	
<b>Households</b>	Current Year Estimated Households	9,657	31,331	114,472
	Households Est 23Q1	9,641	31,327	114,405
	Households Est 22Q4	9,640	31,352	114,251
	Households Est 22Q3	9,633	31,317	113,721
	Households Est 22Q2	9,623	31,251	112,722
	Households Est 22Q1	9,587	31,101	112,363
	Households Est 21Q4	9,621	31,066	112,060
	Households Est 21Q3	9,655	31,139	111,787
	Households Est 21Q2	9,645	31,126	111,386
	Households Fcst	8,418	27,859	112,603
	2010 Census Households	9,682	24,984	54,955
	2000 Census Households	9,964	25,173	52,058
	1990 Census Households	8,114	20,243	37,441
	Historical Annual Growth, 1990 – 2000	2.08%	2.20%	3.35%
	Historical Annual Growth, 2000 – 2010	-0.29%	-0.08%	0.54%
	Estimated Annual Growth, 2010 – CY	-0.02%	1.72%	5.69%
	Projected Annual Growth, CY to Y5	-2.71%	-2.32%	-0.33%
Population per Household	1.96	2.00	2.18	

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Park Shore Plaza Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	3.9%	2.9%	2.0%
	HH Income \$250,000 to \$499,999	4.7%	3.5%	2.4%
	HH Income \$200,000 to \$249,999	10.8%	8.1%	5.5%
	HH Income \$175,000 to \$199,999	13.2%	10.2%	6.6%
	HH Income \$150,000 to \$174,999	6.6%	5.9%	5.5%
	HH Income \$100,000 to 149,999	12.5%	13.7%	15.8%
	HH Income \$75,000 to 99,999	10.5%	11.4%	13.1%
	HH Income \$50,000 to 74,999	13.0%	14.3%	16.5%
	HH Income \$35,000 to 49,999	7.9%	10.5%	11.8%
	HH Income \$25,000 to 34,999	5.8%	7.0%	7.8%
	HH Income \$15,000 to 24,999	4.3%	5.9%	6.3%
	HH Income \$0 to 14,999	6.8%	6.5%	6.7%
	Average Household Income	\$189,980	\$161,166	\$122,386
	Median Household Income	\$106,274	\$86,643	\$76,536
	Per Capita Income	\$96,487	\$80,424	\$56,002
	2000 Average HH Income	\$112,165	\$93,420	\$87,310
	2000 Median HH Income	\$65,080	\$54,442	\$51,662
	Average Disposable Income	107,677	95,473	84,177
	Median Disposable Income	91,924	77,234	67,855
	Discretionary HH Income Over \$150,000	15.3%	10.2%	5.9%
	Discretionary HH Income \$125,000 to \$149,999	15.6%	12.5%	7.9%
	Discretionary HH Income \$100,000 to \$124,999	9.5%	7.9%	7.2%
	Discretionary HH Income \$75,000 to \$99,999	9.1%	10.3%	10.3%
	Discretionary HH Income \$50,000 to \$74,999	13.5%	14.4%	17.3%
	Discretionary HH Income \$25,000 to \$49,999	19.3%	22.4%	26.1%
	Discretionary HH Income Under \$25,000	17.7%	22.2%	25.2%
	Average Discretionary HH Income	83,401	72,295	61,303
	Median Discretionary HH Income	74,084	58,660	48,375
	Householder White – Count	8,753	26,682	90,338
	Median HH Income	\$114,351	\$95,475	\$84,375
	Average HH Income	\$114,526	\$105,083	\$94,877
	Householder Black or African-American – Count	50	648	2,744
	Median HH Income	\$75,815	\$44,397	\$57,395
	Average HH Income	\$84,716	\$48,441	\$64,781
Householder Hispanic – Count	620	2,907	16,961	
Median HH Income	\$46,483	\$51,785	\$54,885	
Average HH Income	\$64,942	\$66,639	\$66,710	
Householder Asian or Pacific Islander – Count	70	381	1,259	
Median HH Income	\$116,656	\$86,415	\$91,416	
Average HH Income	\$120,773	\$90,493	\$96,110	
Householder Other or Pacific Islander – Count	164	712	3,170	
Median HH Income	\$87,935	\$70,398	\$66,909	
Average HH Income	\$85,283	\$82,994	\$78,617	
Gender	Male Population	8,887	29,738	120,877
	Female Population	10,365	33,817	132,644

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Total Population by Age	Count of Pop 0 to 4 years	436	1,779	8,709
	Count of Pop 0 to 7 years	607	2,350	12,077
	Count of Pop 5 - 13	923	3,428	17,237
	Count of Pop 14 - 18	526	1,926	8,981
	Count of Pop 19 - 22	544	1,984	9,024
	Count of Pop 22 - 25	396	1,462	6,601
	Count of Pop 25 - 29	523	2,154	10,146
	Count of Pop 30 - 34	472	2,194	10,422
	Count of Pop 35 - 39	521	2,327	11,066
	Count of Pop 40 - 44	586	2,421	11,341
	Count of Pop 45 - 59	2,609	9,825	40,667
	Count of Pop 60 - 74	5,729	17,711	63,773
	Count of Pop 75 - 84	4,125	11,476	40,326
	Count of Pop 85+	1,860	4,868	15,228
	% of Pop 0 to 4 years	2.3%	2.8%	3.4%
	% of Pop 0 to 7 years	3.2%	3.7%	4.8%
	% of Pop 5 - 13	4.8%	5.4%	6.8%
	% of Pop 14 - 18	2.7%	3.0%	3.5%
	% of Pop 19 - 22	2.8%	3.1%	3.6%
	% of Pop 22 - 25	2.1%	2.3%	2.6%
	% of Pop 25 - 29	2.7%	3.4%	4.0%
	% of Pop 30 - 34	2.5%	3.5%	4.1%
	% of Pop 35 - 39	2.7%	3.7%	4.4%
	% of Pop 40 - 44	3.0%	3.8%	4.5%
% of Pop 45 - 59	13.6%	15.5%	16.0%	
% of Pop 60 - 74	29.8%	27.9%	25.2%	
% of Pop 75 - 84	21.4%	18.1%	15.9%	
% of Pop 85+	9.7%	7.7%	6.0%	
Median Age	66.3	62.2	57.7	
Average Age	58.9	55.5	52.1	
Male Population by Age	% of Pop 0 to 4 years	2.6%	3.1%	3.7%
	% of Pop 5 - 13	5.5%	5.8%	7.3%
	% of Pop 14 - 18	3.0%	3.3%	3.8%
	% of Pop 19 - 22	3.2%	3.4%	3.8%
	% of Pop 22 - 25	2.4%	2.6%	2.9%
	% of Pop 25 - 29	2.9%	3.7%	4.3%
	% of Pop 30 - 34	2.5%	3.7%	4.4%
	% of Pop 35 - 39	2.8%	3.9%	4.6%
	% of Pop 40 - 44	3.1%	3.9%	4.6%
	% of Pop 45 - 59	13.5%	15.4%	15.9%
	% of Pop 75 - 84	21.5%	17.8%	15.5%
	% of Pop 60 - 74	28.2%	26.3%	23.7%
	% of Pop 85+	8.8%	7.1%	5.6%
	Median Age	65.3	60.8	55.7
Average Age	57.5	54.2	50.8	

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	% of Pop 0 to 4 years	2.0%	2.5%	3.2%
	% of Pop 5 - 13	4.2%	5.0%	6.3%
	% of Pop 14 - 18	2.5%	2.8%	3.3%
	% of Pop 19 - 22	2.5%	2.9%	3.3%
	% of Pop 22 - 25	1.8%	2.1%	2.4%
	% of Pop 25 - 29	2.5%	3.1%	3.7%
	% of Pop 30 - 34	2.4%	3.2%	3.9%
	% of Pop 35 - 39	2.6%	3.5%	4.2%
	% of Pop 40 - 44	3.0%	3.7%	4.3%
	% of Pop 45 - 59	13.6%	15.5%	16.2%
	% of Pop 60 - 74	31.1%	29.2%	26.5%
	% of Pop 75 - 84	21.4%	18.3%	16.3%
	% of Pop 85+	10.4%	8.2%	6.4%
	Median Age	67.1	63.3	59.4
Average Age	60.1	56.7	53.3	
Race	Count of White	17,050	52,808	184,780
	Count of Black or African-American	211	1,468	12,078
	Count of Asian or Pacific Islander	230	1,050	3,877
	Count of Other races	1,761	8,229	52,787
	White	88.6%	83.1%	72.9%
	Black or African American	1.1%	2.3%	4.8%
	Asian	1.2%	1.7%	1.5%
	Other Races	9.1%	12.9%	20.8%
Language Spoken	Speak English at Home	85.4%	80.9%	71.1%
	Speak Spanish at Home	8.5%	10.8%	20.3%
	Speak French or French Creole at Home	1.5%	2.3%	3.5%
	Speak German at Home	0.9%	0.7%	0.8%
	Speak Other Indo-European Languages at Home	1.5%	2.1%	2.0%
	Speak Russian and Other Slavic Languages at H	1.2%	1.3%	0.8%
	Speak Chinese at Home	0.1%	0.3%	0.2%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.2%	0.3%	0.4%
	Speak Other Asian Languages at Home	0.1%	0.1%	0.2%
	Speak Tagalog and Other Pacific Languages at H	0.4%	0.6%	0.3%
	Speak Other Language at Home	0.3%	0.5%	0.3%
Hispanic	Hispanic Population	1,887	8,499	58,667
	Hispanic Population Percent	9.8%	13.4%	23.1%
	Mexican	10.9%	24.6%	32.2%
	Puerto Rican	7.2%	7.6%	8.2%
	Cuban	26.6%	22.5%	22.8%
	Dominican	0.0%	0.8%	1.8%
	Central American	25.1%	11.8%	11.1%
	South American	17.8%	24.5%	18.4%
	Other Hispanic	12.3%	8.2%	5.4%
	2000 Hispanic Population Percent	6%	8%	12%
	1990 Hispanic Population Percent	3%	5%	6%

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<b>Ancestry</b>	American (percent of total population)	8.2%	6.8%	6.0%
	American	8.1%	6.7%	5.9%
	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)	1.2%	1.6%	1.5%
	Chinese	0.2%	0.4%	0.2%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.0%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.4%	0.3%	0.3%
	South East Asian (ie. Vietnamese)	0.5%	0.6%	0.5%
	Other Asian	0.0%	0.2%	0.2%
	European (percent of total population)	55.8%	50.1%	41.4%
	British	10.9%	9.4%	7.0%
	Dutch	0.9%	0.9%	0.8%
	French	1.9%	1.8%	1.6%
	German	11.6%	9.9%	8.6%
	Italian	5.6%	6.0%	6.0%
	Polish	2.5%	2.2%	2.0%
	Scandinavian	3.2%	2.7%	2.1%
	Scotch/Irish	13.0%	10.9%	8.8%
Other European (ie. Greek/Russian)	6.2%	6.3%	4.5%	
Middle Eastern	0.5%	0.7%	0.5%	
Other Ancestry	12.7%	14.6%	16.5%	
Unclassified Ancestry	11.9%	12.8%	11.0%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	16,425	52,976	202,969
	Elementary (0 to 8)	2.2%	2.5%	4.8%
	Some High School (9 to 11)	2.1%	2.6%	4.4%
	High School Graduate (12)	17.6%	20.2%	23.9%
	Some College (13 to 16)	16.9%	16.8%	17.8%
	Associates Degree Only	6.2%	6.9%	8.5%
	Bachelors Degree Only	30.3%	29.0%	23.9%
	Graduate Degree	24.8%	22.0%	16.7%
	% College (4+)	55.1%	51.0%	40.6%
<b>Household Type</b>	Total Households – count	9,657	31,331	114,472
	One Person HHs – count	3,391	10,959	34,441
	Family HHs – count	5,713	18,361	73,889
	Married Couple – count	5,150	15,475	60,942
	w/own children – count	789	2,571	12,886
	w/out own children – count	4,360	12,904	48,057
	Male Householder – count	214	949	4,010
	Female Householder – count	349	1,937	8,937
	Non-Family Households – count	554	2,011	6,142
	1 Person Household	35.1%	35.0%	30.1%
	2 Person Household	48.4%	45.9%	45.4%
	3 Person Household	7.2%	8.6%	10.4%
	4 Person Household	5.3%	6.2%	7.8%
	5 Person Household	2.5%	2.7%	3.8%
	6 Person Household	1.1%	1.1%	1.6%
7+ Person Household	0.5%	0.6%	1.0%	
% Households With Children	10.0%	12.3%	17.0%	

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<b>Housing</b>	Total Housing Units	15,138	47,068	160,098
	Owner Occupied Percent	51.9%	48.5%	52.1%
	Renter Occupied Percent	11.9%	18.0%	19.4%
	Vacant Housing Percent	36.2%	33.4%	28.5%
	Total Housing Units (Census 2000)	14,952	37,123	72,909
	For Rent (Census 2000)	3%	6%	7%
	For Sale (Census 2000)	2%	4%	5%
	Rented or Sold, (Census 2000)	1%	1%	2%
	Seasonal (Census 2014)	85%	79%	78%
	Other (Census 2000)	1%	1%	1%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	21%	24%	31%
	Homes Built 1980 to 1989	28%	28%	33%
	Homes Built 1970 to 1979	32%	28%	23%
	Homes Built 1960 to 1969	14%	13%	9%
	Homes Built 1950 to 1959	5%	5%	4%
	Homes Built 1940 to 1949	1%	1%	0%
	Homes Built Before 1939	1%	1%	1%
<b>Units in Structure</b>	1 Unit	36%	39%	45%
	2 - 9 Units	12%	18%	22%
	Greater than 10 Units	52%	40%	29%
	Mobilie Trailer	1%	2%	4%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	20.7%	20.3%	13.6%
	Property Value \$750,000 to \$999,999	10.1%	11.2%	11.8%
	Property Value \$500,000 to \$749,999	14.7%	16.7%	23.2%
	Property Value \$400,000 to \$499,999	5.4%	7.1%	11.8%
	Property Value \$300,000, to \$399,999	5.8%	6.9%	11.2%
	Property Value \$200,000 to \$299,999	2.2%	3.2%	7.9%
	Property Value \$150,000 to \$199,999	0.8%	1.1%	1.7%
	Property Value \$100,000 to \$149,999	0.4%	0.7%	1.4%
	Property Value \$60,000 to \$99,999	0.5%	0.9%	0.9%
	Property Value \$40,000 to \$59,999	0.5%	0.7%	0.4%
	Property Value \$0 to \$39,999	0.4%	0.6%	1.0%
	Median Home Value	\$749,937	\$703,380	\$565,596
Median Rent	\$762	\$753	\$749	
<b>Wealth per Household</b>	\$0 and under - percent	14.2%	15.3%	15.8%
	\$1 to \$4999 - percent	6.4%	7.2%	7.7%
	\$5k to \$9999 - percent	3.6%	3.9%	4.1%
	\$10k to \$24999 - percent	5.5%	5.8%	6.0%
	\$25k to \$49999 - percent	6.4%	6.5%	6.6%
	\$50k to \$99999 - percent	10.3%	10.2%	10.3%
	\$100k to \$249999 - percent	19.7%	19.1%	19.0%
	\$250k to \$499999 - percent	15.3%	14.6%	14.2%
	\$500k+ - percent	18.5%	17.3%	16.2%
	Median HH Wealth	\$126,784	\$108,650	\$97,173
	Avg HH Wealth	\$288,704	\$273,187	\$260,686

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<b>Economic Viability</b>	Economic Viability Local	230	232	231
	Economic Viability Indexed	230	232	231
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	7,095	24,988	106,246
	Managerial/Executive	27.5%	22.7%	18.7%
	Professional Specialty	23.6%	22.1%	17.2%
	Healthcare Support	2.3%	2.5%	3.0%
	Sales	16.0%	15.5%	13.3%
	Office & Administrative Support	6.1%	7.0%	8.6%
	Protective Service	0.6%	1.3%	1.5%
	Food Preparation	10.7%	9.5%	8.6%
	Building Maintenance & Cleaning	3.5%	4.4%	7.7%
	Personal Care	1.3%	2.7%	2.9%
	Farming, Fishing, & Forestry	0.5%	0.3%	0.3%
	Construction	5.2%	8.1%	11.0%
	Production & Transportation	2.8%	4.0%	7.2%
	Percent White Collar Workers	75.4%	69.7%	60.8%
Percent Blue Collar Workers	24.6%	30.3%	39.2%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	8.0%	10.0%	12.4%
	Manufacturing	5.7%	4.0%	4.4%
	Transportation	2.5%	3.2%	3.6%
	Information	1.6%	1.3%	1.2%
	Wholesale/Retail	13.3%	13.1%	13.2%
	Finance, Insurance, Real Estate	13.0%	10.8%	8.8%
	Professional Services	13.2%	11.9%	8.8%
	Management Services	0.1%	0.0%	0.0%
	Administrative/Waste Services	3.5%	5.3%	7.1%
	Educational Services	17.1%	17.0%	16.2%
	Entertainment Services	16.4%	15.3%	15.2%
Other Professional Services	4.5%	6.3%	6.6%	
Public Administration	1.1%	1.7%	2.5%	
<b>Transportation To Work</b>	Drive to Work Alone	79.2%	77.0%	77.6%
	Drive to Work Carpool	7.0%	9.6%	12.2%
	Travel to Work by Public Transportation	0.5%	0.5%	0.7%
	Drive to Work on Motorcycle	0.4%	0.3%	0.2%
	Drive to Work on Bicycle	1.0%	1.6%	1.0%
	Walked to Work	2.8%	2.5%	1.9%
	Other Means	1.6%	1.9%	1.6%
	Work at Home	7.5%	6.5%	4.9%

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	Travel to Work in Less than 5 Minutes	4.9%	3.9%	3.0%
	Travel to Work in 5 to 9 Minutes	21.8%	16.7%	11.6%
	Travel to Work in 10 to 14 Minutes	25.2%	22.6%	17.7%
	Travel to Work in 15 to 19 Minutes	21.0%	22.1%	21.4%
	Travel to Work in 20 to 29 Minutes	14.1%	18.3%	22.9%
	Travel to Work in 30 to 44 Minutes	7.9%	10.2%	16.0%
	Travel to Work in 45 to 59 Minutes	2.4%	3.6%	4.1%
	Travel to Work in 60 Minutes or more	2.7%	2.8%	3.3%
	Average Travel Time to Work	15	17	20
Vehicles per HH	No Vehicles	5.2%	6.0%	4.8%
	1 Vehicle	43.4%	44.8%	43.3%
	2 Vehicles	41.6%	39.5%	39.8%
	3 or more vehicles	9.8%	9.7%	12.0%
		Average Number of Vehicles	1.59	1.55
Change	Births (last 12 months)	102	404	1,843
	Deaths (last 12 months)	534	1,502	5,136
	Migration (last 12 months)	506	1,287	7,289
Work place	Workplace Establishments	2,359	7,750	14,993
	Workplace Employees (FTE)	16,585	64,458	118,086