

PREPARED FOR: Matthew Rikman  
DATE: October 24, 2023

The map displays the city of Naples, Florida, and its surrounding areas. A blue dot is located in the center of the city, near the Naples Municipal Airport. Concentric orange circles are drawn around this dot, representing the radius of the study area. The map shows the coastline of Naples and the Gulf of Mexico to the west. Key landmarks include the Naples Municipal Airport, the Naples Zoo at Caribbean Gardens, and the Lely Resort. The map is credited to Mapbox and OpenStreetMap.

# 1, 3, and 5 miles around 2560 - 2896 E. TAMiami TRAIL, NAPLES FL USA

COUNTY  
Collier

STATE  
Florida

## How many people live here?

1 MI	3 MI	5 MI
10K	45K	97K

COUNTY: 373K STATE: 21,340K

## How much money do they make?

1 MI	3 MI	5 MI
\$51K	\$62K	\$70K

COUNTY: \$76K STATE: \$62K

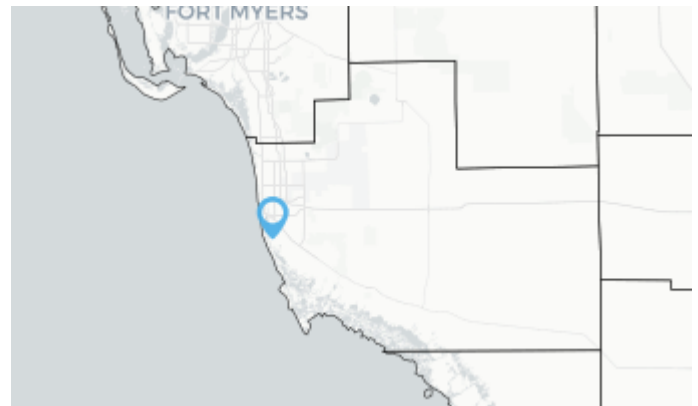
*median household income*

## How old are they?

1 MI	3 MI	5 MI
49	58	57

COUNTY: 52 STATE: 42

*median age in years*



## DEMOGRAPHICS

### Population

	1 mile	3 miles	5 miles
Population	9,796	45,498	97,347

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B01003

### Income

	1 mile		3 miles		5 miles	
Median Household Income (in 2021 inflation adjusted dollars)	\$50,956		\$62,279		\$69,544	
Mean Household Income (in 2021 inflation adjusted dollars)	\$76,153		\$107,695		\$118,632	
Households	4,303		21,346		43,904	
Less than \$25,000	916	21%	3,803	18%	6,758	15%
\$25,000 to \$49,999	1,201	28%	4,783	22%	9,210	21%
\$50,000 to \$74,999	892	21%	3,649	17%	7,344	17%
\$75,000 to \$99,999	495	12%	3,093	14%	5,752	13%
\$100,000 to \$199,999	554	13%	3,900	18%	9,598	22%
\$200,000 or more	245	6%	2,117	10%	5,242	12%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B19001, B19013, B19025

### Age

	1 mile		3 miles		5 miles	
Median Age	49		58		57	
Population	9,796		45,498		97,347	
9 & under	799	8%	3,013	7%	7,197	7%
10 to 19	828	8%	3,534	8%	8,074	8%
20 to 29	1,021	10%	3,661	8%	8,815	9%
30 to 39	1,256	13%	4,170	9%	8,302	9%
40 to 49	1,059	11%	3,831	8%	8,404	9%
50 to 59	1,354	14%	5,726	13%	12,121	12%
60 to 69	1,268	13%	7,878	17%	16,058	16%
70 & over	2,210	23%	13,685	30%	28,376	29%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B01001

## Race & Ethnicity

	1 mile		3 miles		5 miles	
Population	9,796		45,498		97,347	
White	5,647	58%	31,752	70%	64,470	66%
Black	938	10%	3,242	7%	6,680	7%
American Indian	4	0%	38	0%	86	0%
Asian	48	0%	455	1%	1,832	2%
Pacific Islander	0	0%	0	0%	0	0%
Other race	18	0%	57	0%	318	0%
Two or more races	156	2%	464	1%	900	1%
Hispanic	2,984	30%	9,490	21%	23,060	24%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B03002

## Educational Attainment

	1 mile		3 miles		5 miles	
Population 25 years & Over	7,646		37,239		77,842	
No high school diploma	1,138	15%	3,308	9%	7,438	10%
High school graduate or equal	2,351	31%	10,213	27%	20,321	26%
Some college	1,497	20%	7,576	20%	14,190	18%
Associate's degree	676	9%	3,228	9%	6,448	8%
Bachelor's degree	1,171	15%	8,057	22%	17,692	23%
Masters, doctorate, professional	812	11%	4,857	13%	11,753	15%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B15002

## Employment Status

	1 mile		3 miles		5 miles	
Population 16 years & Over	8,461		40,370		85,413	
In labor force	4,263	50%	19,243	48%	41,891	49%
Civilian labor force	4,261	50%	19,214	48%	41,815	49%
Employed	4,023	48%	18,087	45%	40,085	47%
Unemployed	239	3%	1,127	3%	1,730	2%
In armed forces	2	0%	30	0%	76	0%
Not in labor force	4,198	50%	21,127	52%	43,522	51%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B23025

## Households

	1 mile		3 miles		5 miles	
<b>Households</b>	4,303		21,346		43,904	
Family households	2,245	52%	12,660	59%	27,514	63%
Married couple family	1,700	40%	10,312	48%	22,446	51%
With own children under 18	454	11%	1,819	9%	4,127	9%
Other family	545	13%	2,348	11%	5,068	12%
Single male householder with own children under 18	167	4%	588	3%	789	2%
Single female householder with own children under 18	105	2%	544	3%	1,838	4%
Nonfamily households	2,059	48%	8,685	41%	16,390	37%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B11001, B11003

## Housing Units

	1 mile		3 miles		5 miles	
<b>Housing Units</b>	6,447		32,540		66,743	
Occupied Housing Units	4,303		21,346		43,904	
Owner occupied units	2,568	60%	15,478	73%	32,025	73%
Renter occupied units	1,735	40%	5,868	27%	11,879	27%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B25024, B25003

## Housing Unit Value

	1 mile		3 miles		5 miles	
<b>Owner Occupied Housing Units</b>	2,568		15,478		32,025	
Less than \$100,000	382	15%	1,238	8%	1,749	5%
\$100,000 to \$199,999	824	32%	3,394	22%	6,226	19%
\$200,000 to \$299,999	600	23%	2,934	19%	6,697	21%
\$300,000 to \$399,999	340	13%	2,690	17%	5,215	16%
\$400,000 to \$499,999	63	2%	1,486	10%	3,339	10%
\$500,000 or more	360	14%	3,736	24%	8,797	27%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B25075







## Detailed Age

	1 mile		3 miles		5 miles	
Population	9,796		45,498		97,347	
Male	5,274	54%	22,545	50%	48,790	50%
Under 5 years	424	4%	1,070	2%	2,147	2%
5 to 9 years	115	1%	684	2%	2,101	2%
10 to 14 years	259	3%	1,183	3%	2,400	2%
15 to 17 years	70	1%	416	1%	1,481	2%
18 and 19 years	80	1%	417	1%	682	1%
20 years	46	0%	130	0%	463	0%
21 years	38	0%	167	0%	313	0%
22 to 24 years	190	2%	624	1%	1,429	1%
25 to 29 years	315	3%	973	2%	2,587	3%
30 to 34 years	318	3%	1,238	3%	2,309	2%
35 to 39 years	476	5%	1,128	2%	2,263	2%
40 to 44 years	279	3%	843	2%	1,839	2%
45 to 49 years	315	3%	1,011	2%	2,091	2%
50 to 54 years	456	5%	1,284	3%	2,514	3%
55 to 59 years	364	4%	1,432	3%	3,266	3%
60 and 61 years	137	1%	617	1%	1,422	1%
62 to 64 years	132	1%	821	2%	2,020	2%
65 and 66 years	187	2%	1,068	2%	1,915	2%
67 to 69 years	173	2%	1,132	2%	2,218	2%
70 to 74 years	327	3%	1,921	4%	3,871	4%
75 to 79 years	202	2%	1,743	4%	4,069	4%
80 to 84 years	221	2%	1,390	3%	2,696	3%
85 years and over	150	2%	1,255	3%	2,694	3%
Female:	4,522	46%	22,953	50%	48,557	50%
Under 5 years	93	1%	604	1%	1,504	2%
5 to 9 years	167	2%	655	1%	1,446	1%
10 to 14 years	207	2%	666	1%	1,610	2%
15 to 17 years	91	1%	518	1%	1,195	1%
18 and 19 years	121	1%	334	1%	706	1%
20 years	3	0%	107	0%	418	0%
21 years	27	0%	167	0%	273	0%
22 to 24 years	219	2%	517	1%	1,338	1%
25 to 29 years	184	2%	976	2%	1,994	2%
30 to 34 years	251	3%	900	2%	1,762	2%
35 to 39 years	211	2%	905	2%	1,968	2%
40 to 44 years	212	2%	834	2%	1,926	2%
45 to 49 years	253	3%	1,144	3%	2,549	3%
50 to 54 years	275	3%	1,586	3%	2,894	3%
55 to 59 years	258	3%	1,425	3%	3,447	4%
60 and 61 years	165	2%	715	2%	1,487	2%
62 to 64 years	175	2%	1,205	3%	2,366	2%
65 and 66 years	136	1%	865	2%	1,838	2%
67 to 69 years	162	2%	1,455	3%	2,792	3%
70 to 74 years	481	5%	2,419	5%	4,941	5%
75 to 79 years	370	4%	2,217	5%	4,304	4%
80 to 84 years	312	3%	1,385	3%	3,012	3%
85 years and over	148	2%	1,356	3%	2,788	3%

Source: U.S. Census Bureau, 2021 American Community Survey, Tables B01001, B01003. The numbers in the above table may not total up due to rounding.

## POPULATION PROJECTIONS

State and county population projections.

	2000	2010	2020	2030	% Population Change			% Population Change 2020-2030
					2000-2010	2010-2020	2020-2030	
Florida	15,982,378	18,801,310	21,538,187	24,471,129				14%
Collier County	251,377	321,520	375,752	433,868				15%

Source: Florida Demographic Estimating Conference, December 2021 and the University of Florida, Bureau of Economic and Business Research, Florida Population Studies, Volume 55, Bulletin 192, February 2022.

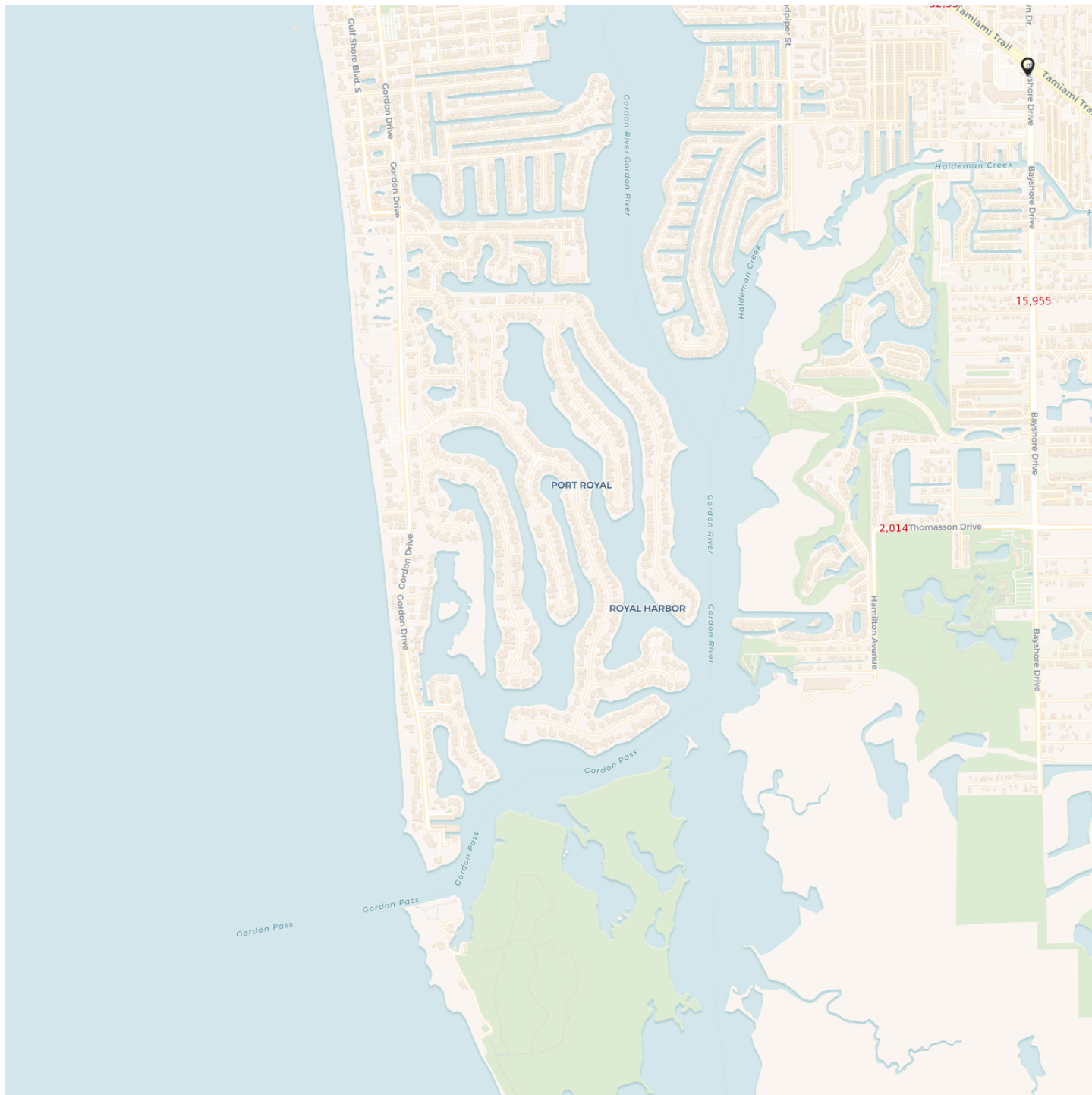
U.S. Census Bureau, Decennial Censuses 2000, 2010, and 2020.



2023 24-hour average daily traffic count estimates - both ways

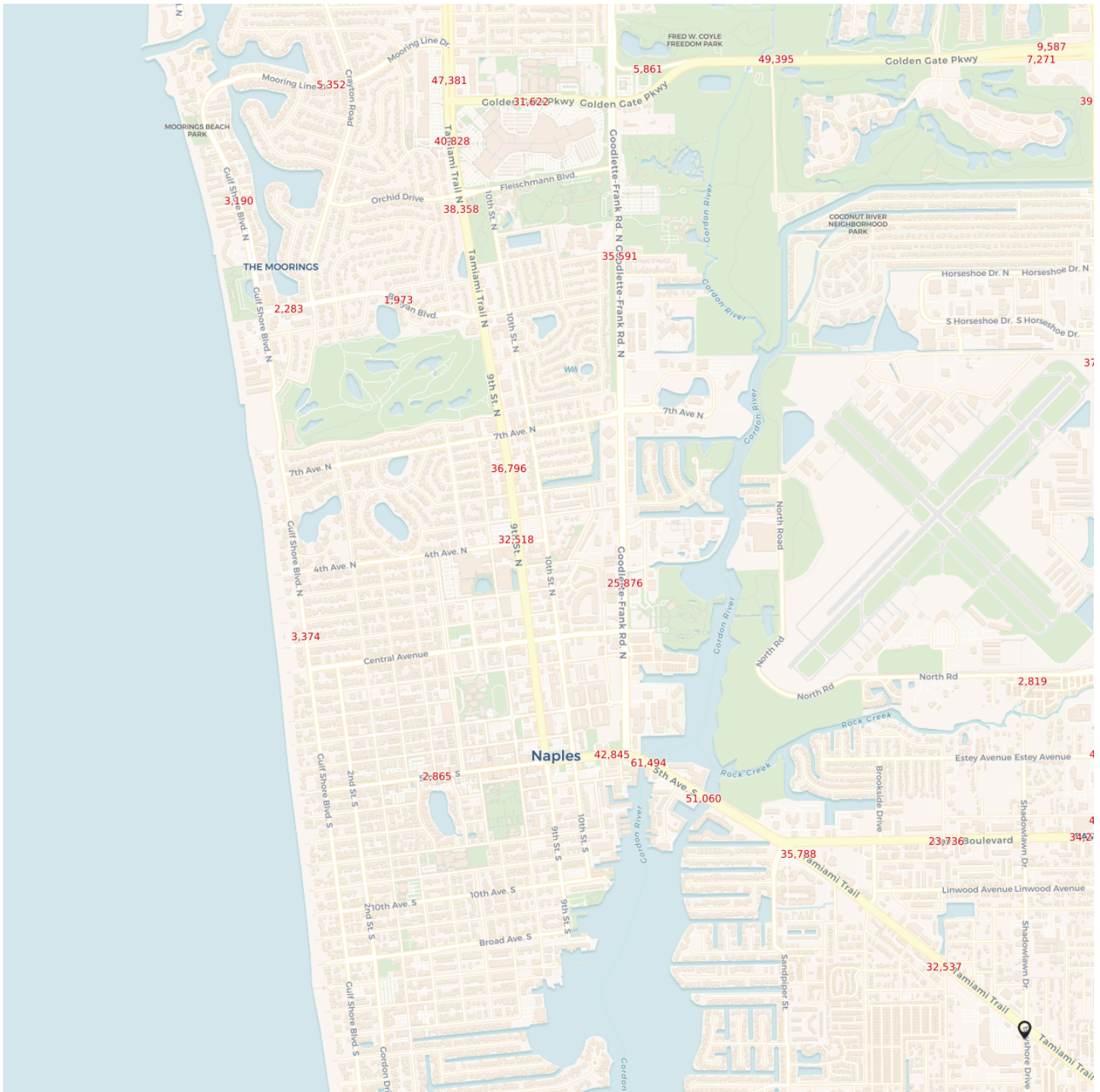






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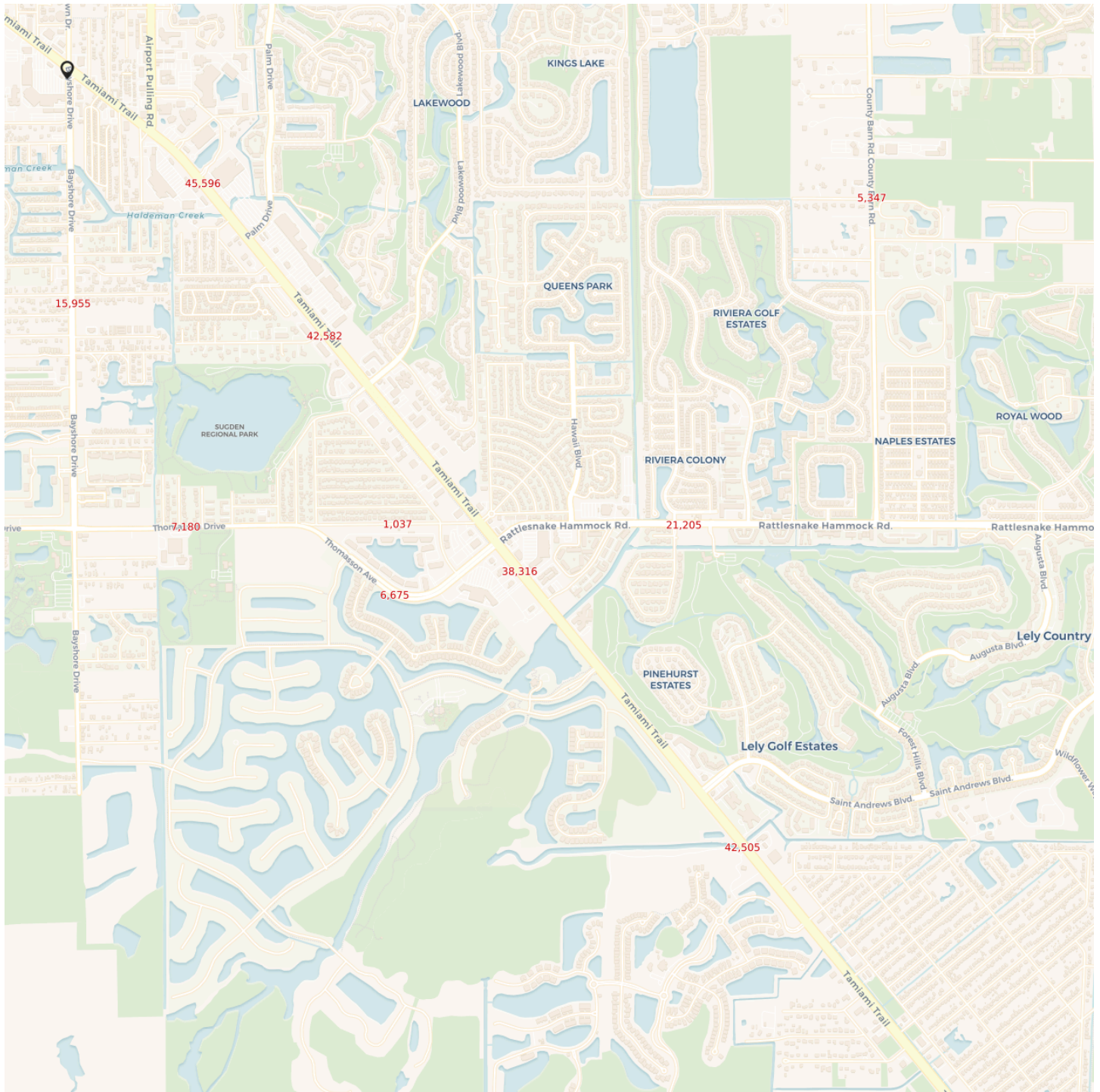
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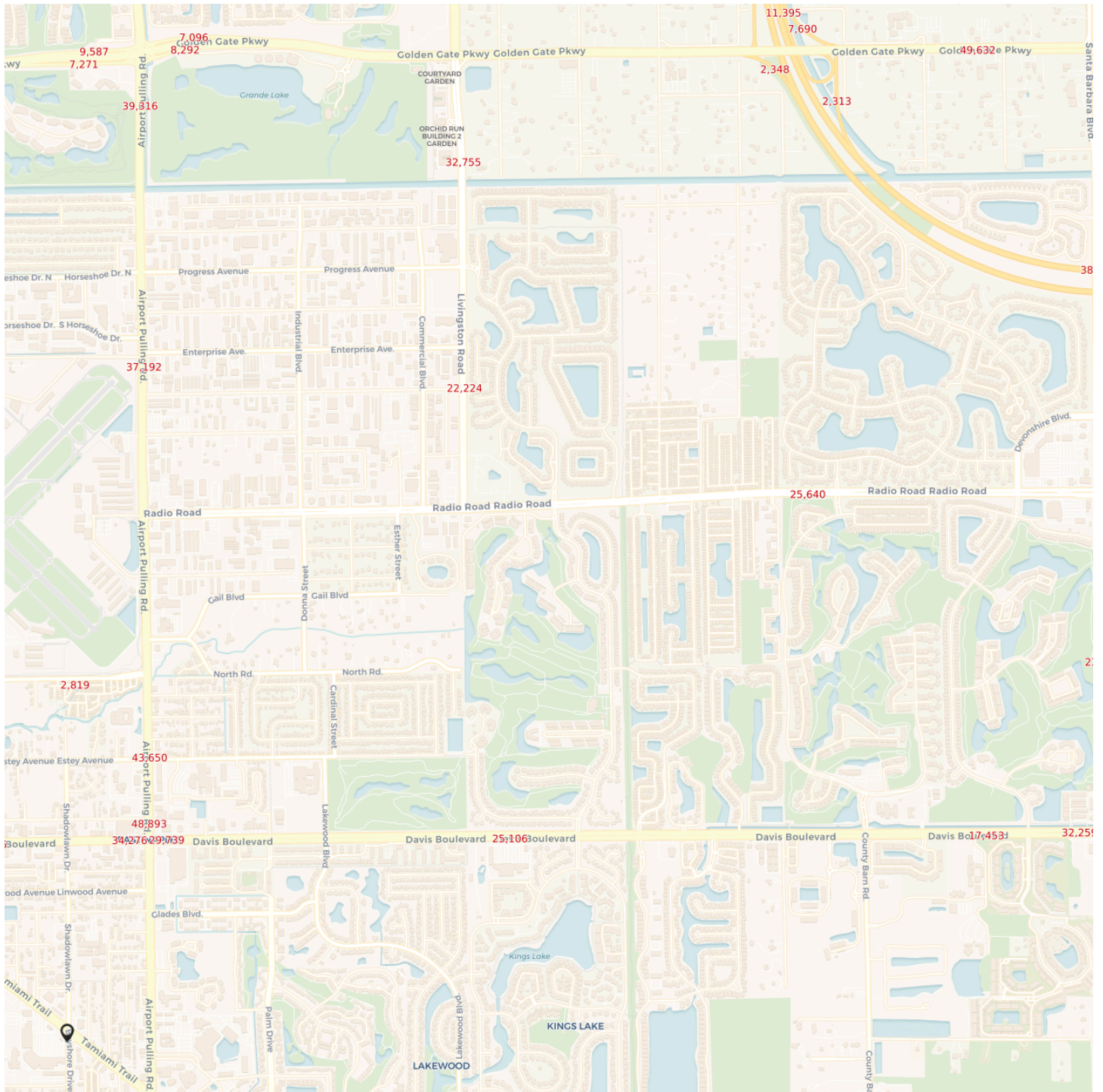
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## METHODOLOGY

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First, we subtract the 2021 US Census Bureau's water areas from the 2021 block groups. Then we calculate the project's radiuses, the block groups minus water areas that intersect the radiuses, and the percent of each block group's area that's in the radiuses (overlap). Next, the overlap percent is multiplied by the Census demographics for each block group. Finally, we sum the overlap times the demographics for all block groups that intersect a radius to produce the demographic estimate for the radius.

The benefits of this methodology are that it allows for:

1. the use of the **most current data** for small area geographies from the US Census Bureau;
2. the estimation of demographics for radius distances using dissimilar shaped Census block groups;
3. **data comparability** (because estimates for small radiuses and large radiuses use the same methodology, geographies and datasets); and
4. improved estimates along coastlines and large water bodies by removing water areas.

This methodology assumes that the **population is equally distributed** throughout a block group. This assumption can result in unlikely estimates for small radiuses (i.e. 1 mile) in rural areas with low population densities and thus, large geographic area block groups.

If you have any questions, you can reach Cubit at 1.800.939.2130 or at [www.cubitplanning.com](http://www.cubitplanning.com).

### CUBIT

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