

Demographic Summary Report

Naples Town Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	53,623		104,927		227,077	
2009 Estimate	52,071		97,711		208,786	
2000 Census	47,345		80,883		165,863	
Growth 2009 - 2014	3.00%		7.40%		8.80%	
Growth 2000 - 2009	10.00%		20.80%		25.90%	
2009 Population by Hispanic Origin	13,008		24,930		53,206	
2009 Population By Race	52,071		97,711		208,786	
White	41,846	80.36%	79,509	81.37%	174,955	83.80%
Black or African American	4,393	8.44%	7,026	7.19%	11,454	5.49%
American Indian and Alaska Native	166	0.32%	274	0.28%	534	0.26%
Asian	312	0.60%	907	0.93%	2,046	0.98%
Native Hawaiian and Pacific Islander	48	0.09%	99	0.10%	165	0.08%
Other Race	3,436	6.60%	6,783	6.94%	13,692	6.56%
Two or More Races	1,870	3.59%	3,113	3.19%	5,940	2.85%
Households						
2014 Projection	24,118		46,507		97,613	
2009 Estimate	23,449		43,204		89,454	
2000 Census	21,547		35,828		70,966	
Growth 2009 - 2014	2.90%		7.60%		9.10%	
Growth 2000 - 2009	8.80%		20.60%		26.10%	
Owner Occupied	17,225	73.46%	30,831	71.36%	65,804	73.56%
Renter Occupied	6,224	26.54%	12,373	28.64%	23,651	26.44%
2009 Households by HH Income	23,447		43,205		89,454	
Income Less Than \$15,000	1,997	8.52%	3,274	7.58%	5,846	6.54%
Income: \$15,000 - \$24,999	2,006	8.56%	3,579	8.28%	6,538	7.31%
Income: \$25,000 - \$34,999	2,935	12.52%	4,912	11.37%	8,830	9.87%
Income: \$35,000 - \$49,999	4,315	18.40%	7,486	17.33%	13,743	15.36%
Income: \$50,000 - \$74,999	5,405	23.05%	9,840	22.78%	20,097	22.47%
Income: \$75,000 - \$99,999	2,468	10.53%	5,271	12.20%	10,748	12.02%
Income: \$100,000 - \$149,999	2,394	10.21%	4,966	11.49%	12,007	13.42%
Income: \$150,000 - \$249,999	1,346	5.74%	2,624	6.07%	7,278	8.14%
Income: \$250,000 - \$499,999	428	1.83%	902	2.09%	3,017	3.37%
Income: \$500,000 or more	153	0.65%	351	0.81%	1,350	1.51%
2009 Avg Household Income	\$72,576		\$77,275		\$92,824	
2009 Med Household Income	\$52,127		\$56,165		\$62,379	
2009 Per Capita Income	\$32,876		\$34,361		\$39,844	

Demographic Detail Report

Naples Town Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	53,623		104,927		227,077	
2009 Estimate	52,071		97,711		208,786	
2000 Census	47,345		80,883		165,863	
Growth 2009 - 2014	3.00%		7.40%		8.80%	
Growth 2000 - 2009	10.00%		20.80%		25.90%	
2009 Population by Age	52,071		97,711		208,786	
Age 0 - 4	2,260	4.34%	4,623	4.73%	10,022	4.80%
Age 5 - 9	2,189	4.20%	4,431	4.53%	9,951	4.77%
Age 10 - 14	2,152	4.13%	4,350	4.45%	9,926	4.75%
Age 15 - 17	1,261	2.42%	2,592	2.65%	6,114	2.93%
Age 18 - 20	1,194	2.29%	2,425	2.48%	5,475	2.62%
Age 21 - 24	1,528	2.93%	3,204	3.28%	6,902	3.31%
Age 25 - 34	4,559	8.76%	9,264	9.48%	19,767	9.47%
Age 35 - 44	5,359	10.29%	10,642	10.89%	23,063	11.05%
Age 45 - 49	3,003	5.77%	5,972	6.11%	13,580	6.50%
Age 50 - 54	3,013	5.79%	6,060	6.20%	13,660	6.54%
Age 55 - 59	3,554	6.83%	6,868	7.03%	14,986	7.18%
Age 60 - 64	4,196	8.06%	7,678	7.86%	16,377	7.84%
Age 65 - 74	8,579	16.48%	14,709	15.05%	30,172	14.45%
Age 75 - 84	6,809	13.08%	11,009	11.27%	21,363	10.23%
Age 85 and over	2,416	4.64%	3,885	3.98%	7,428	3.56%
Age 16 and over	45,043	86.50%	83,425	85.38%	176,839	84.70%
Age 18 and over	44,210	84.90%	81,715	83.63%	172,774	82.75%
Age 21 and over	43,016	82.61%	79,290	81.15%	167,298	80.13%
Age 65 and over	17,804	34.19%	29,602	30.30%	58,963	28.24%
Median Age	54.20		51.10		49.90	
Average Age	49.90		47.90		47.00	

Demographic Detail Report

Naples Town Centre

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	52,071	97,711	208,786
White	41,846 80.36%	79,509 81.37%	174,955 83.80%
Black or African American	4,393 8.44%	7,026 7.19%	11,454 5.49%
American Indian and Alaska Native	166 0.32%	274 0.28%	534 0.26%
Asian	312 0.60%	907 0.93%	2,046 0.98%
Native Hawaiian and Pacific Islander	48 0.09%	99 0.10%	165 0.08%
Other Race	3,436 6.60%	6,783 6.94%	13,692 6.56%
Two or More Races	1,870 3.59%	3,113 3.19%	5,940 2.85%
2009 Population by Hispanic Origin	52,070	97,712	208,786
Not Hispanic or Latino	39,063 75.02%	72,781 74.49%	155,581 74.52%
Hispanic or Latino:	13,008 24.98%	24,930 25.51%	53,206 25.48%
Mexican	6,931 13.31%	12,913 13.22%	25,276 12.11%
Puerto Rican	996 1.91%	1,996 2.04%	4,297 2.06%
Cuban	1,969 3.78%	4,026 4.12%	9,852 4.72%
Other Hispanic or Latino	3,111 5.97%	5,996 6.14%	13,780 6.60%
2009 Age 5+ Language at Home	49,810	93,088	198,764
Speak Only English	38,067 76.42%	71,420 76.72%	155,043 78.00%
Speak Asian or Pacific Island	81 0.16%	268 0.29%	650 0.33%
Speak IndoEuropean	4,082 8.20%	7,070 7.59%	12,970 6.53%
Speak Spanish	7,493 15.04%	14,034 15.08%	29,320 14.75%
Speak Other Language	87 0.17%	296 0.32%	781 0.39%
2009 Median Age, Male	51.00	48.70	47.80
2009 Average Age, Male	48.30	46.60	45.80
Median Age, Female	56.80	53.40	51.80
Average Age, Female	51.40	49.20	48.10
2009 Population by Employment Status (Age 16+)	45,043	83,425	176,838
In Armed Forces	1 0.00%	15 0.02%	30 0.02%
Civilian, Employed	19,395 43.06%	38,185 45.77%	83,254 47.08%
Civilian, Unemployed	2,644 5.87%	4,665 5.59%	9,028 5.11%
Not In Labor Force	23,003 51.07%	40,560 48.62%	84,526 47.80%
2009 Population by Occupation Classification (Age 16+)	19,395	38,185	83,253
Blue Collar	4,272 22.03%	7,975 20.89%	16,996 20.41%
White Collar	10,121 52.18%	21,008 55.02%	47,428 56.97%
Service	5,002 25.79%	9,202 24.10%	18,829 22.62%

Demographic Detail Report

Naples Town Centre

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	45,470	84,308	178,887
Total, Never Married	8,902 19.58%	17,217 20.42%	36,750 20.54%
Married	26,216 57.66%	49,152 58.30%	107,342 60.01%
Widowed	4,263 9.38%	6,952 8.25%	13,596 7.60%
Divorced	6,089 13.39%	10,987 13.03%	21,199 11.85%
Males Divorced	2,386	3,729	6,651
Females Divorced	2,792	4,739	8,814
Males, Never Married	4,370	7,457	14,919
Females Never Married	2,533	4,814	9,939
2009 Population by Education	41,488	76,086	160,396
Less Than 9Th Grade	2,038 4.91%	3,813 5.01%	7,623 4.75%
Some High School, No Diploma	3,788 9.13%	6,173 8.11%	11,945 7.45%
High School Graduate (Includes Equivalency)	12,899 31.09%	22,732 29.88%	44,921 28.01%
Some College, No Degree	9,106 21.95%	16,330 21.46%	33,236 20.72%
Associate Degree	2,632 6.34%	5,491 7.22%	10,797 6.73%
Bachelor Degree	6,977 16.82%	14,037 18.45%	33,884 21.13%
Advanced Degrees	4,048 9.76%	7,510 9.87%	17,990 11.22%
2009 Population by Occupation (Age 16+)	24,398	47,387	102,082
Management, Business, & Financial Professional & Related Occupations	4,842 19.85%	10,006 21.12%	22,265 21.81%
Services	420 1.72%	859 1.81%	1,925 1.89%
Sales & Office	12,748 52.25%	24,304 51.29%	50,711 49.68%
Farming, Fishing, and Forestry	2,759 11.31%	5,501 11.61%	12,969 12.70%
Construction and Extraction, Maint	110 0.45%	269 0.57%	739 0.72%
Production & Transportation	2,268 9.30%	4,114 8.68%	8,494 8.32%
	1,251 5.13%	2,334 4.93%	4,979 4.88%
2009 Workers by Travel Time to Work (Age 16+)	19,396	38,199	83,284
Less Than 15 Minutes	5,726 29.52%	11,373 29.77%	23,047 27.67%
15 to 29 Minutes	7,798 40.20%	16,389 42.90%	37,473 44.99%
30 to 44 Minutes	3,476 17.92%	6,766 17.71%	15,157 18.20%
45 to 59 Minutes	1,255 6.47%	1,920 5.03%	3,483 4.18%
60+ Minutes	1,141 5.88%	1,751 4.58%	4,124 4.95%

Demographic Detail Report

Naples Town Centre

Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	24,118	46,507	97,613
2009 Estimate	23,449	43,204	89,454
2000 Census	21,547	35,828	70,966
Growth 2009 - 2014	2.90%	7.60%	9.10%
Growth 2000 - 2009	8.80%	20.60%	26.10%
2000 Households by HH Size	21,547	35,828	70,967
1-Person Households	6,435 29.86%	10,343 28.87%	18,689 26.33%
2-Person Households	10,424 48.38%	16,745 46.74%	32,807 46.23%
3-Person Households	1,991 9.24%	3,660 10.22%	7,899 11.13%
4-Person Households	1,381 6.41%	2,720 7.59%	6,405 9.03%
5-Person Households	713 3.31%	1,283 3.58%	3,035 4.28%
6-Person Households	307 1.42%	552 1.54%	1,165 1.64%
7 or more Person Households	296 1.37%	525 1.47%	967 1.36%
2009 Average Household Size	2.18	2.23	2.31
2009 Households by HH Income	23,447	43,205	89,454
Income Less than \$15,000	1,997 8.52%	3,274 7.58%	5,846 6.54%
Income: \$15,000 - \$24,999	2,006 8.56%	3,579 8.28%	6,538 7.31%
Income: \$25,000 - \$34,999	2,935 12.52%	4,912 11.37%	8,830 9.87%
Income: \$35,000 - \$49,999	4,315 18.40%	7,486 17.33%	13,743 15.36%
Income: \$50,000 - \$74,999	5,405 23.05%	9,840 22.78%	20,097 22.47%
Income: \$75,000 - \$99,999	2,468 10.53%	5,271 12.20%	10,748 12.02%
Income: \$100,000 - \$149,999	2,394 10.21%	4,966 11.49%	12,007 13.42%
Income: \$150,000 - \$249,999	1,346 5.74%	2,624 6.07%	7,278 8.14%
Income: \$250,000 - \$499,999	428 1.83%	902 2.09%	3,017 3.37%
Income: \$500,000 or more	153 0.65%	351 0.81%	1,350 1.51%
2009 Avg Household Income	\$72,576	\$77,275	\$92,824
2009 Med Household Income	\$52,127	\$56,165	\$62,379
2009 Per Capita Income	\$32,876	\$34,361	\$39,844
2009 Occupied Housing	23,449	43,204	89,455
Owner Occupied	17,225 73.46%	30,831 71.36%	65,804 73.56%
Renter Occupied	6,224 26.54%	12,373 28.64%	23,651 26.44%

Demographic Detail Report

Naples Town Centre

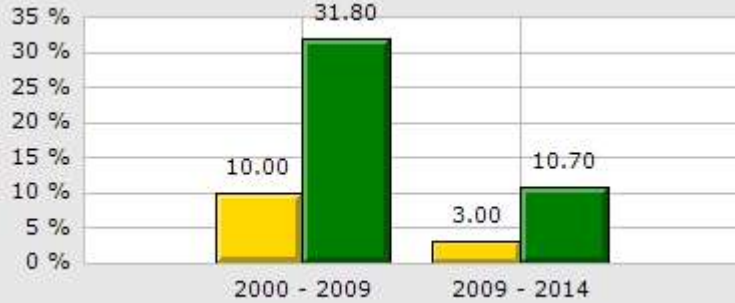
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	17,225		30,832		65,797	
Value Less than \$20,000	478	2.78%	596	1.93%	810	1.23%
Value \$20,000 - \$39,999	759	4.41%	978	3.17%	1,307	1.99%
Value \$40,000 - \$59,999	783	4.55%	1,025	3.32%	1,688	2.57%
Value \$60,000 - \$79,999	1,206	7.00%	1,560	5.06%	2,542	3.86%
Value \$80,000 - \$99,999	2,349	13.64%	3,459	11.22%	5,166	7.85%
Value \$100,000 - \$149,999	4,069	23.62%	7,575	24.57%	13,545	20.59%
Value \$150,000 - \$199,999	2,757	16.01%	5,283	17.13%	10,791	16.40%
Value \$200,000 - \$299,999	2,157	12.52%	4,523	14.67%	10,641	16.17%
Value \$300,000 - \$399,999	848	4.92%	1,684	5.46%	5,152	7.83%
Value \$400,000 - \$499,999	426	2.47%	1,130	3.67%	3,751	5.70%
Value \$500,000 - \$749,999	434	2.52%	1,246	4.04%	4,724	7.18%
Value \$750,000 - \$999,999	331	1.92%	873	2.83%	3,447	5.24%
Value \$1,000,000 or more	628	3.65%	900	2.92%	2,233	3.39%
2009 Med Housing Val-Owner Occupied	\$133,606		\$152,170		\$186,893	
2000 Housing Units by Units in Structure	29,003		47,933		96,787	
1 Unit Attached	2,055	7.09%	3,270	6.82%	6,510	6.73%
1 Unit Detached	9,628	33.20%	17,096	35.67%	35,744	36.93%
2 Units	1,145	3.95%	1,665	3.47%	3,007	3.11%
3 - 19 Units	9,596	33.09%	15,937	33.25%	28,435	29.38%
20 - 49 Units	2,822	9.73%	4,316	9.00%	8,247	8.52%
50 or more Units	692	2.39%	1,535	3.20%	7,453	7.70%
Mobile Home or Trailer	2,929	10.10%	3,747	7.82%	6,665	6.89%
Boat, RV, Van, Etc.	136	0.47%	367	0.77%	726	0.75%
2009 Housing Units by Yr Built	34,387		63,484		133,491	
Built 1999 to Present	6,170	17.94%	17,598	27.72%	41,433	31.04%
Built 1995 to 1998	3,107	9.04%	6,644	10.47%	16,367	12.26%
Built 1990 to 1994	3,932	11.43%	7,084	11.16%	16,692	12.50%
Built 1980 to 1989	10,408	30.27%	14,603	23.00%	29,971	22.45%
Built 1970 to 1979	6,667	19.39%	10,090	15.89%	18,753	14.05%
Built 1960 to 1969	2,616	7.61%	4,821	7.59%	6,895	5.17%
Built 1950 to 1959	1,066	3.10%	2,028	3.19%	2,567	1.92%
Built 1940 to 1949	165	0.48%	260	0.41%	319	0.24%
Built 1939 or Earlier	256	0.74%	356	0.56%	494	0.37%
2009 Median Year Built	1986		1990		1992	

Naples Town Centre

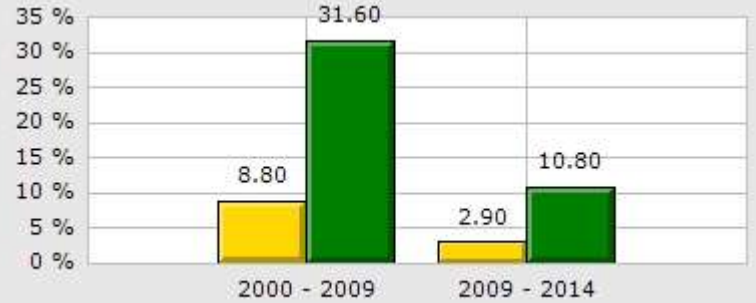
Type: **Shopping Center/Community Center**
 County: **Collier**

3 Mile
County

Population Growth



Household Growth



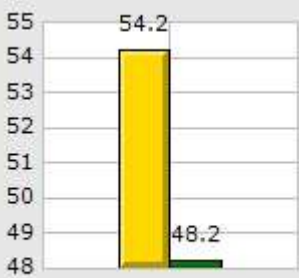
2009 Med Household Inc



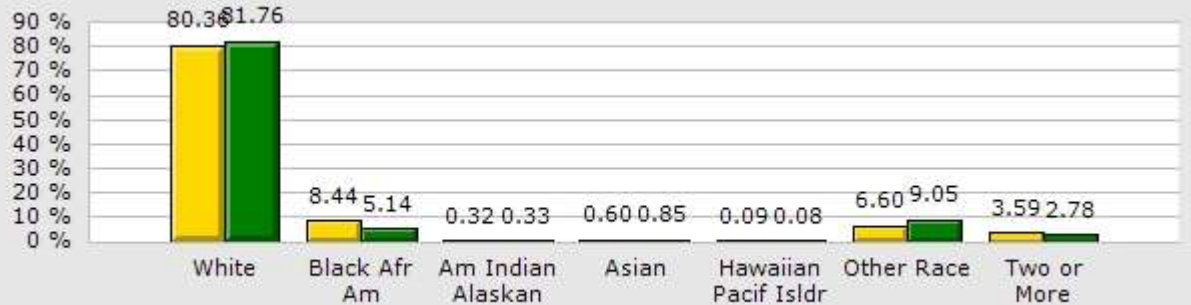
2009 Households by Household Income



2009 Median Age



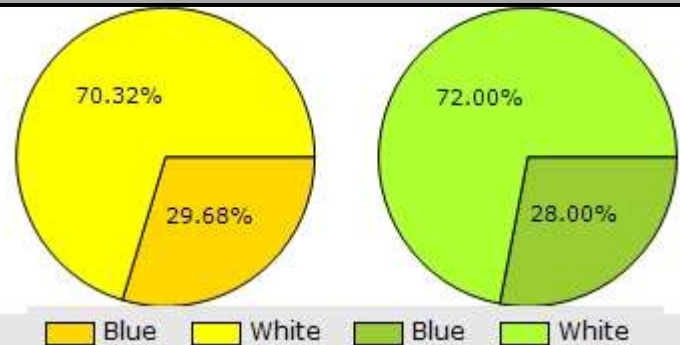
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Naples Town Centre

Type: **Shopping Center/Community Center**
 County: **Collier**

	3 Mile		County	
Population				
Growth 2000 - 2009	10.00%		31.80%	
Growth 2009 - 2014	3.00%		10.70%	
2009 Blue Collar	4,272	29.68%	28,206	28.00%
2009 White Collar	10,121	70.32%	72,520	72.00%
2009 Population By Race				
	52,071		331,285	
White	41,846	80.36%	270,857	81.76%
Black Afr Am	4,393	8.44%	17,039	5.14%
Am Indian Alaskan	166	0.32%	1,090	0.33%
Asian	312	0.60%	2,815	0.85%
Hawaiian Pacif Islldr	48	0.09%	267	0.08%
Other Race	3,436	6.60%	29,993	9.05%
Two or More	1,870	3.59%	9,224	2.78%
Households				
Growth 2000 - 2009	8.80%		31.60%	
Growth 2009 - 2014	2.90%		10.80%	
Renter Occupied	6,224	26.54%	33,221	24.52%
Owner Occupied	17,225	73.46%	102,246	75.48%
2009 Households by HH Income				
	23,447		135,467	
Income < \$35,000	6,938	29.59%	32,055	23.66%
Income \$35,000 - \$74,999	9,720	41.46%	49,729	36.71%
Income \$75,000 - \$149,999	4,862	20.74%	35,824	26.44%
Income \$150,000 - \$249,999	1,346	5.74%	11,515	8.50%
Income \$250,000+	581	2.48%	6,344	4.68%
2009 Median Household Income	\$52,127		\$63,299	
2009 Median Age	54.20		48.20	

Consumer Spending Report

Naples Town Centre

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$924,441	\$1,815,941	\$4,521,044
Total Apparel	\$30,370	\$60,131	\$149,329
Women's Apparel	13,037	25,551	63,279
Men's Apparel	7,380	14,641	36,503
Girl's Apparel	2,400	4,829	12,156
Boy's Apparel	1,878	3,794	9,519
Infant Apparel	1,907	3,844	9,558
Footwear (excl. Infants)	4,802	9,487	23,555
Other Apparel Prod/Services	3,768	7,472	18,313
Total Entertainment	\$83,789	\$163,974	\$408,288
Sports and Recreation	3,268	6,534	16,595
TV, Radio and Sound Equipment	28,998	56,749	140,311
Reading Materials	4,211	8,089	19,923
Travel	46,279	90,529	226,221
Photographic Equipment	1,033	2,073	5,238
Total Food At Home	\$75,798	\$147,436	\$364,114
Cereal Products	4,587	8,946	22,105
Bread & Bakery Products	10,123	19,594	48,338
Seafood	3,981	7,757	19,134
Meat/Poultry/Fish/Eggs	25,512	49,761	122,970
Dairy Products	12,276	23,849	58,967
Fruits and Vegetables	19,318	37,530	92,599
Total Food Away From Home	\$73,562	\$144,956	\$359,860
Breakfast and Brunch	7,099	13,898	34,282
Dinner	34,045	67,130	166,717
Lunch	24,866	48,970	121,513
Snacks and Non Alcoholic Bev	5,182	10,304	25,697
Catered Affairs	2,370	4,655	11,651

Consumer Spending Report

Naples Town Centre

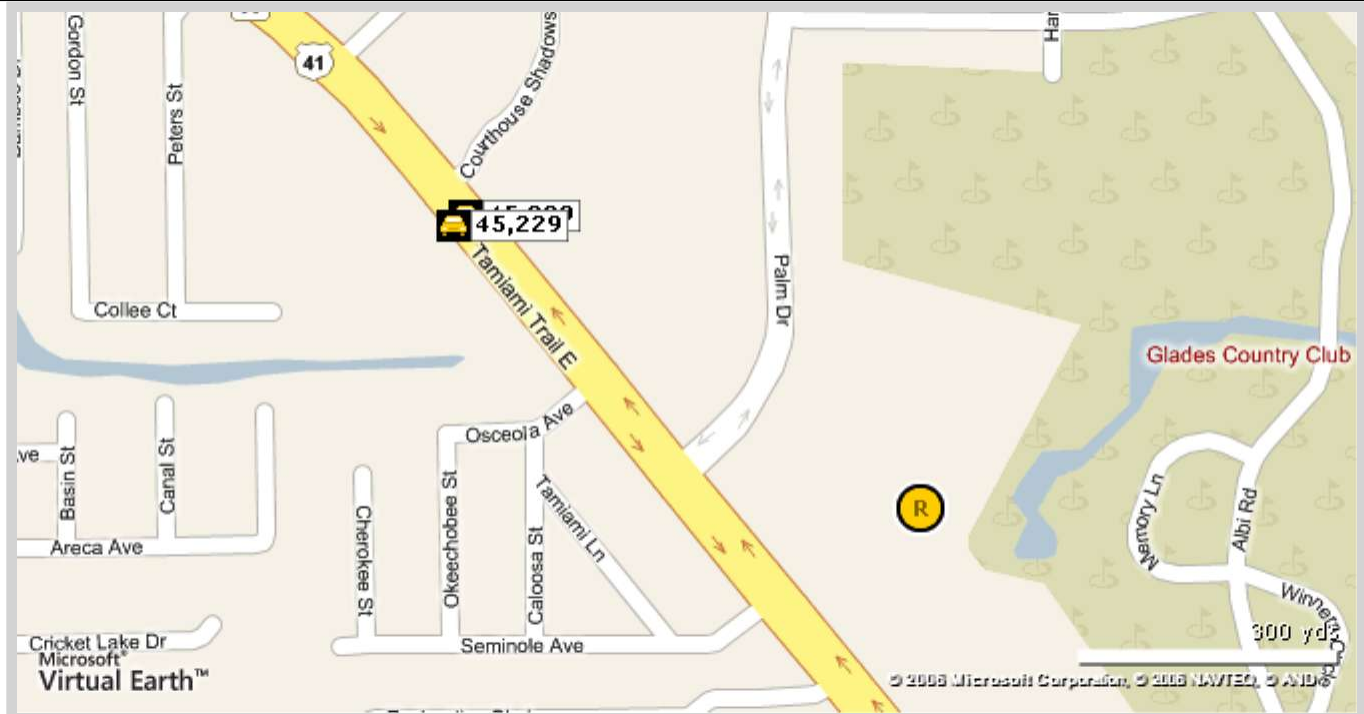
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$13,059	\$25,843	\$63,964
Alcoholic Bev. at Home	7,917	15,554	38,491
Alcoholic Bev. away from Home	5,143	10,289	25,472
Total Furniture/Appliances	\$88,652	\$174,703	\$436,797
Bedroom Furniture	5,007	9,965	24,843
Living Room Furniture	7,666	15,184	37,905
Other Living & Family Room Furniture	2,113	4,200	10,574
Other Furniture	802	1,589	4,011
Major Appliances	7,742	15,024	37,513
Small Appliances	18,152	35,842	89,762
Misc Household Equipment	47,168	92,898	232,189
Total Transportation/Maint.	\$459,659	\$904,498	\$2,256,679
New Autos/Trucks/Vans	65,060	128,533	322,198
Used Vehicles	49,440	97,716	243,541
Purchase of RVs or Boats	7,838	15,092	38,666
Gasoline	63,012	123,768	307,959
Diesel Fuel	1,285	2,512	6,401
Automotive Maintenance/Repair	23,312	45,539	113,172
Transportation	249,712	491,338	1,224,742
Total Health Care	\$46,679	\$88,610	\$217,170
Medical Services	25,133	48,254	119,207
Prescription Drugs	17,157	32,049	77,647
Medical Supplies	4,390	8,307	20,316
Total Education/Day Care	\$58,249	\$116,962	\$293,006
Education	25,766	51,599	129,050
Room and Board	3,374	6,659	16,786
Tuition/School Supplies	22,951	45,978	114,918
Day Care, Nursery & Preschool	6,157	12,726	32,252

Naples Town Centre

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	4,678	31,121	7
Total Retail	998	7,250	7
Home Improvement Stores	87	840	10
General Merchandise Stores	19	286	15
Food Stores	63	712	11
Auto Dealers and Gas Stations	131	1,038	8
Apparel and Accessory Stores	102	517	5
Furniture and Home Furnishings	132	395	3
Eating and Drinking Places	197	2,612	13
Miscellaneous Retail Stores	267	850	3
Finance-Insurance-Real Estate	548	2,150	4
Banks, Saving and Lending Inst.	102	377	4
Security Brokers and Investments	56	200	4
Insurance Carriers and Agencies	76	177	2
Real Estate-Trust-Holding Co.	314	1,396	4
Services	1,770	8,622	5
Hotels and Lodging	32	440	14
Motion Picture and Amusement	123	823	7
Health Services	138	2,126	15
Legal Services	117	416	4
Educational Services	33	685	21
Auto Services	147	413	3
Other Services	1,180	3,719	3
Agriculture/Mining	109	231	2
Construction	540	3,819	7
Manufacturing	130	1,243	10
Transportation, Comm./Pub Util.	191	1,671	9
Wholesale Trade	208	1,294	6
Government	184	4,841	26
Daytime Population	31,121		
Daytime Population/Business	7		
Residential Population	52,071		
Residential Population/Business	11		

Traffic Count Report

Naples Town Centre



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Tamiami Trl	Espinal Blvd	0.12 SE	2005	45,229	AADT	.36
2	Tamiami Trl E	Espinal Blvd	0.14 NW	2005	45,229	AADT	.36