

Demographic Summary Report

Naples Town Centre

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	46,973	93,639	202,124
2011 Estimate	46,844	90,400	194,639
2010 Census	47,174	89,786	192,648
Growth 2011 - 2016	0.30%	3.60%	3.80%
Growth 2010 - 2011	-0.70%	0.70%	1.00%
2011 Population by Hispanic Origin	10,815	21,292	46,558
2011 Population By Race	46,844	90,400	194,639
White	39,278 83.85%	75,686 83.72%	165,176 84.86%
Black or African American	3,624 7.74%	7,342 8.12%	13,502 6.94%
American Indian and Alaska Native	172 0.37%	298 0.33%	617 0.32%
Asian	444 0.95%	980 1.08%	2,102 1.08%
Native Hawaiian and Pacific Islander	27 0.06%	35 0.04%	53 0.03%
Other Race	2,478 5.29%	4,398 4.87%	9,549 4.91%
Two or More Races	820 1.75%	1,660 1.84%	3,643 1.87%
Households			
2016 Projection	21,077	41,434	88,235
2011 Estimate	20,898	39,851	84,618
2010 Census	21,034	39,522	83,715
Growth 2011 - 2016	0.90%	4.00%	4.30%
Growth 2010 - 2011	-0.60%	0.80%	1.10%
Owner Occupied	15,054 72.04%	27,449 68.88%	58,886 69.59%
Renter Occupied	5,843 27.96%	12,401 31.12%	25,733 30.41%
2011 Households by HH Income	20,897	39,851	84,618
Income Less Than \$15,000	2,386 11.42%	4,255 10.68%	8,123 9.60%
Income: \$15,000 - \$24,999	2,321 11.11%	4,440 11.14%	8,418 9.95%
Income: \$25,000 - \$34,999	2,726 13.04%	4,838 12.14%	9,069 10.72%
Income: \$35,000 - \$49,999	3,763 18.01%	6,825 17.13%	13,338 15.76%
Income: \$50,000 - \$74,999	4,124 19.73%	7,800 19.57%	16,523 19.53%
Income: \$75,000 - \$99,999	2,018 9.66%	4,309 10.81%	9,408 11.12%
Income: \$100,000 - \$149,999	2,038 9.75%	4,069 10.21%	9,739 11.51%
Income: \$150,000 - \$199,999	749 3.58%	1,546 3.88%	4,010 4.74%
Income: \$200,000+	772 3.69%	1,769 4.44%	5,990 7.08%
2011 Avg Household Income	\$65,163	\$68,733	\$78,828
2011 Med Household Income	\$46,120	\$48,713	\$53,573
2011 Per Capita Income	\$30,316	\$31,037	\$34,548

Demographic Detail Report

Naples Town Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	46,973		93,639		202,124	
2011 Estimate	46,844		90,400		194,639	
2010 Census	47,174		89,786		192,648	
Growth 2011 - 2016	0.30%		3.60%		3.80%	
Growth 2010 - 2011	-0.70%		0.70%		1.00%	
2011 Population by Age						
	46,844		90,400		194,639	
Age 0 - 4	2,143	4.57%	4,491	4.97%	9,614	4.94%
Age 5 - 9	2,049	4.37%	4,285	4.74%	9,608	4.94%
Age 10 - 14	1,820	3.89%	3,976	4.40%	9,493	4.88%
Age 15 - 19	1,966	4.20%	4,087	4.52%	9,573	4.92%
Age 20 - 24	2,012	4.30%	4,068	4.50%	9,105	4.68%
Age 25 - 34	4,570	9.76%	9,289	10.28%	19,497	10.02%
Age 35 - 44	4,634	9.89%	9,294	10.28%	20,446	10.50%
Age 45 - 49	2,652	5.66%	5,337	5.90%	12,154	6.24%
Age 50 - 54	2,685	5.73%	5,411	5.99%	11,997	6.16%
Age 55 - 59	2,962	6.32%	5,765	6.38%	12,249	6.29%
Age 60 - 64	3,563	7.61%	6,838	7.56%	14,322	7.36%
Age 65 - 74	7,886	16.83%	14,525	16.07%	29,995	15.41%
Age 75 - 84	5,802	12.39%	9,733	10.77%	19,982	10.27%
Age 85 and over	2,099	4.48%	3,302	3.65%	6,605	3.39%
Age 65 and over	15,787	33.70%	27,560	30.49%	56,582	29.07%
Median Age	52.90		50.30		49.10	
Average Age	49.10		47.30		46.50	

Demographic Detail Report

Naples Town Centre

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2011 Population By Race	46,844	90,400	194,639
White	39,278 83.85%	75,686 83.72%	165,176 84.86%
Black or African American	3,624 7.74%	7,342 8.12%	13,502 6.94%
American Indian and Alaska Native	172 0.37%	298 0.33%	617 0.32%
Asian	444 0.95%	980 1.08%	2,102 1.08%
Native Hawaiian and Pacific Islander	27 0.06%	35 0.04%	53 0.03%
Other Race	2,478 5.29%	4,398 4.87%	9,549 4.91%
Two or More Races	820 1.75%	1,660 1.84%	3,643 1.87%
2011 Population by Hispanic Origin	46,843	90,399	194,642
Not Hispanic or Latino	36,028 76.91%	69,107 76.45%	148,084 76.08%
Hispanic or Latino	10,815 23.09%	21,292 23.55%	46,558 23.92%
2011 Age 5+ Language at Home	47,732	89,783	186,883
Speak Only English	33,466 70.11%	64,229 71.54%	134,281 71.85%
Speak Asian or Pacific Island	191 0.40%	424 0.47%	903 0.48%
Speak IndoEuropean	3,505 7.34%	6,797 7.57%	12,494 6.69%
Speak Spanish	10,491 21.98%	18,146 20.21%	38,803 20.76%
Speak Other Language	79 0.17%	187 0.21%	402 0.22%
2011 Median Age, Male	50.50	48.40	47.30
2011 Average Age, Male	48.00	46.30	45.50
Median Age, Female	55.20	52.10	50.80
Average Age, Female	50.20	48.30	47.50
2011 Population by Occupation Classification (Age 16+)	22,276	41,768	85,663
Blue Collar	6,356 28.53%	10,460 25.04%	19,975 23.32%
White Collar	10,724 48.14%	21,512 51.50%	46,926 54.78%
Service	5,196 23.33%	9,796 23.45%	18,762 21.90%
2011 Population by Marital Status (Age 15+)	43,554	80,510	166,543
Total, Never Married	9,670 22.20%	18,275 22.70%	37,123 22.29%
Married	24,702 56.72%	45,584 56.62%	96,285 57.81%
Widowed	3,827 8.79%	6,666 8.28%	13,473 8.09%
Divorced	5,355 12.30%	9,985 12.40%	19,662 11.81%

Demographic Detail Report

Naples Town Centre

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	38,326		70,309		144,529	
Less Than 9th Grade	3,053	7.97%	4,454	6.33%	8,171	5.65%
Some High School, No Diploma	3,991	10.41%	6,717	9.55%	11,955	8.27%
High School Grad (Incl Equivalency)	12,139	31.67%	21,467	30.53%	41,155	28.48%
Some College, No Degree	7,313	19.08%	14,244	20.26%	29,187	20.19%
Associate Degree	2,039	5.32%	3,927	5.59%	8,539	5.91%
Bachelor Degree	6,415	16.74%	12,832	18.25%	28,369	19.63%
Advanced Degrees	3,376	8.81%	6,668	9.48%	17,153	11.87%
2011 Population by Occupation (Age 16+)	27,473		51,568		104,424	
Management, Business, & Financial Professional & Related Occupations	5,659	20.60%	10,910	21.16%	22,937	21.97%
Services	336	1.22%	716	1.39%	1,564	1.50%
Sales & Office	13,014	47.37%	24,618	47.74%	49,566	47.47%
Farming, Fishing, and Forestry	2,780	10.12%	5,977	11.59%	12,752	12.21%
Construction and Extraction, Maint	212	0.77%	300	0.58%	939	0.90%
Production & Transportation	3,223	11.73%	5,293	10.26%	10,415	9.97%
	2,249	8.19%	3,754	7.28%	6,251	5.99%
2011 Workers by Travel Time to Work (Age 16+)	21,672		40,685		82,554	
Less Than 15 Minutes	6,973	32.18%	12,963	31.86%	23,004	27.87%
15 to 29 Minutes	8,730	40.28%	16,579	40.75%	35,604	43.13%
30 to 44 Minutes	3,283	15.15%	5,808	14.28%	13,209	16.00%
45 to 59 Minutes	972	4.49%	1,845	4.53%	3,757	4.55%
60+ Minutes	1,714	7.91%	3,490	8.58%	6,980	8.46%
2000 Households by HH Size	21,033		39,522		83,716	
1-Person Households	6,981	33.19%	12,194	30.85%	24,295	29.02%
2-Person Households	9,295	44.19%	17,393	44.01%	36,572	43.69%
3-Person Households	1,966	9.35%	4,163	10.53%	9,243	11.04%
4-Person Households	1,340	6.37%	3,010	7.62%	7,266	8.68%
5-Person Households	758	3.60%	1,488	3.76%	3,552	4.24%
6-Person Households	359	1.71%	695	1.76%	1,551	1.85%
7 or more Person Households	334	1.59%	579	1.47%	1,237	1.48%
2011 Average Household Size	2.16		2.22		2.27	

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2011 Avg Household Income	\$65,163	\$68,733	\$78,828
2011 Med Household Income	\$46,120	\$48,713	\$53,573
2011 Per Capita Income	\$30,316	\$31,037	\$34,548
2011 Occupied Housing	20,897	39,850	84,619
Owner Occupied	15,054 72.04%	27,449 68.88%	58,886 69.59%
Renter Occupied	5,843 27.96%	12,401 31.12%	25,733 30.41%
2000 Housing Units	30,660	58,245	121,599
1 Unit Attached	1,898 6.19%	3,734 6.41%	7,863 6.47%
1 Unit Detached	10,217 33.32%	19,972 34.29%	42,930 35.30%
2 Units	1,138 3.71%	2,323 3.99%	4,072 3.35%
3 - 19 Units	10,500 34.25%	20,869 35.83%	39,459 32.45%
20 - 49 Units	3,402 11.10%	5,960 10.23%	11,807 9.71%
50 or more Units	877 2.86%	1,597 2.74%	8,332 6.85%
Mobile Home or Trailer	2,606 8.50%	3,709 6.37%	6,830 5.62%
Boat, RV, Van, Etc.	22 0.07%	81 0.14%	306 0.25%

Demographic Detail Report

Naples Town Centre

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	15,586		27,648		58,156	
Value Less than \$20,000	229	1.47%	479	1.73%	685	1.18%
Value \$20,000 - \$39,999	339	2.18%	579	2.09%	853	1.47%
Value \$40,000 - \$59,999	189	1.21%	291	1.05%	527	0.91%
Value \$60,000 - \$79,999	276	1.77%	420	1.52%	834	1.43%
Value \$80,000 - \$99,999	495	3.18%	667	2.41%	1,041	1.79%
Value \$100,000 - \$149,999	1,468	9.42%	1,921	6.95%	3,315	5.70%
Value \$150,000 - \$199,999	1,806	11.59%	2,697	9.75%	4,917	8.45%
Value \$200,000 - \$299,999	4,159	26.68%	6,729	24.34%	11,290	19.41%
Value \$300,000 - \$399,999	2,700	17.32%	4,818	17.43%	9,509	16.35%
Value \$400,000 - \$499,999	1,285	8.24%	2,786	10.08%	6,397	11.00%
Value \$500,000 - \$749,999	1,118	7.17%	2,686	9.71%	8,192	14.09%
Value \$750,000 - \$999,999	407	2.61%	1,201	4.34%	3,800	6.53%
Value \$1,000,000 or more	1,115	7.15%	2,374	8.59%	6,796	11.69%
2011 Med Housing Val-Owner Occupied	\$263,092		\$300,872		\$359,060	
2011 Housing Units by Yr Built	30,662		58,245		121,598	
Built 2005 to Present	321	1.05%	1,652	2.84%	3,971	3.27%
Built 2000 to 2004	2,625	8.56%	8,537	14.66%	19,487	16.03%
Built 1990 to 1999	7,833	25.55%	17,009	29.20%	40,243	33.10%
Built 1980 to 1989	12,068	39.36%	17,643	30.29%	34,704	28.54%
Built 1970 to 1979	5,428	17.70%	8,613	14.79%	16,219	13.34%
Built 1960 to 1969	1,640	5.35%	3,226	5.54%	4,819	3.96%
Built 1950 to 1959	592	1.93%	1,269	2.18%	1,728	1.42%
Built 1940 to 1949	50	0.16%	84	0.14%	134	0.11%
Built 1939 or Earlier	105	0.34%	212	0.36%	293	0.24%
2011 Median Year Built	1986		1989		1991	

Demographic Market Comparison Report

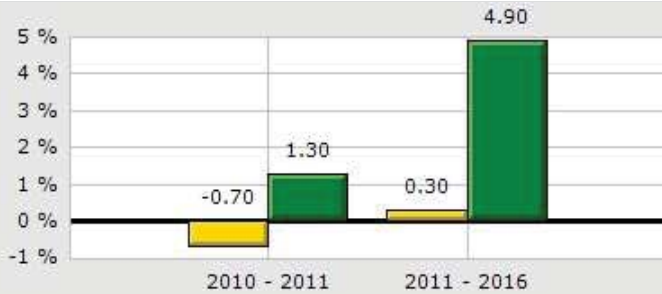
3 mile radius

Naples Town Centre

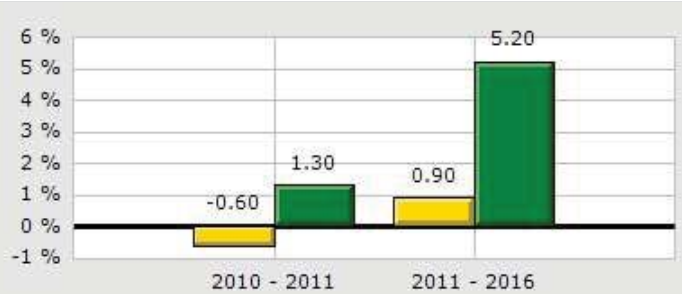
Type: Shopping Center/Community Center
 County: Collier

3 Mile
 County

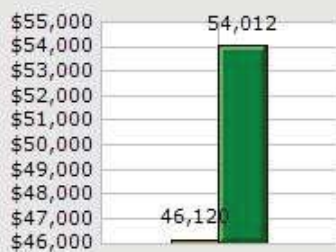
Population Growth



Household Growth



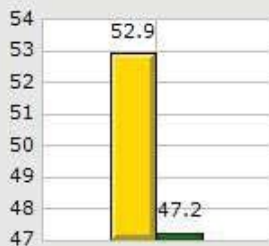
2011 Med Household Inc



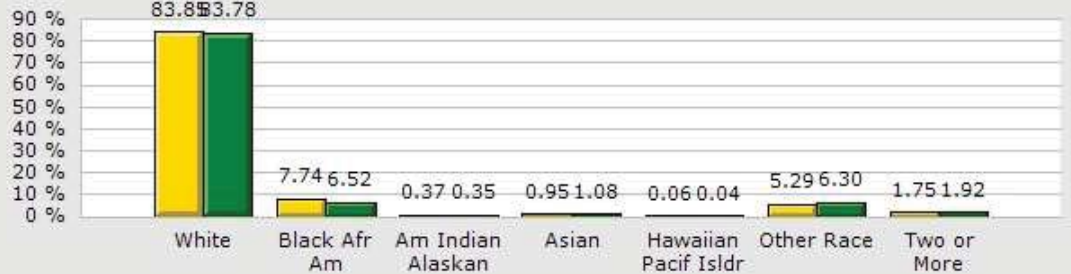
2011 Households by Household Income



2011 Median Age



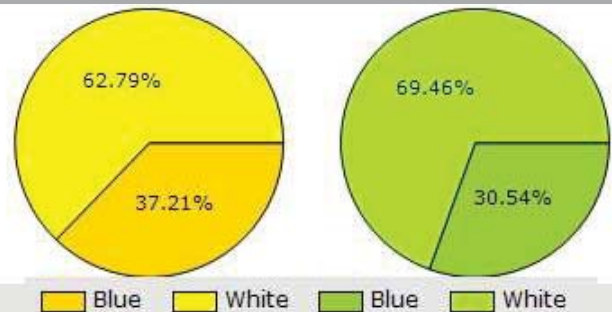
2011 Population by Race



2011 Renter vs. Owner



2011 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 2010 - 2011	-0.70%		1.30%	
Growth 2011 - 2016	0.30%		4.90%	
2011 Blue Collar	6,356	37.21%	31,352	30.54%
2011 White Collar	10,724	62.79%	71,316	69.46%
2011 Population By Race				
	46,843		325,555	
White	39,278	83.85%	272,761	83.78%
Black Afr Am	3,624	7.74%	21,234	6.52%
Am Indian Alaskan	172	0.37%	1,141	0.35%
Asian	444	0.95%	3,521	1.08%
Hawaiian Pacif Islldr	27	0.06%	124	0.04%
Other Race	2,478	5.29%	20,515	6.30%
Two or More	820	1.75%	6,259	1.92%
Households				
Growth 2010 - 2011	-0.60%		1.30%	
Growth 2011 - 2016	0.90%		5.20%	
Renter Occupied	5,843	27.96%	39,124	29.01%
Owner Occupied	15,054	72.04%	95,750	70.99%
2011 Households by HH Income				
	20,897		134,874	
Income < \$35,000	7,433	35.57%	40,864	30.30%
Income \$35,000 - \$74,999	7,887	37.74%	46,939	34.80%
Income \$75,000 - \$149,999	4,056	19.41%	31,639	23.46%
Income \$150,000 - \$199,999	749	3.58%	6,456	4.79%
Income \$200,000+	772	3.69%	8,976	6.66%
2011 Median Household Income	\$46,120		\$54,012	
2011 Median Age	52.90		47.20	

Consumer Spending Report

Naples Town Centre

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$729,353	\$1,475,641	\$3,583,063
Total Apparel	\$27,417	\$55,515	\$136,246
Women's Apparel	10,005	20,054	49,024
Men's Apparel	5,608	11,361	27,895
Girl's Apparel	1,881	3,909	9,705
Boy's Apparel	1,450	3,020	7,487
Infant Apparel	1,635	3,397	8,324
Footwear (excl. Infants)	3,834	7,794	19,034
Other Apparel Prod/Services	3,003	5,981	14,775
Total Entertainment	\$69,399	\$138,925	\$338,455
Sports and Recreation	2,664	5,489	13,379
TV, Radio and Sound Equipment	24,151	48,666	117,720
Reading Materials	3,255	6,434	15,406
Travel	38,568	76,776	188,089
Photographic Equipment	761	1,560	3,861
Total Food At Home	\$61,148	\$122,833	\$296,419
Cereal Products	3,644	7,343	17,707
Bread & Bakery Products	8,146	16,383	39,281
Seafood	3,222	6,400	15,627
Meat/Poultry/Fish/Eggs	20,379	41,037	99,246
Dairy Products	9,829	19,832	47,618
Fruits and Vegetables	15,929	31,838	76,940
Total Food Away From Home	\$58,446	\$118,062	\$288,319
Breakfast and Brunch	5,633	11,345	27,497
Dinner	27,298	55,058	134,761
Lunch	19,568	39,584	96,359
Snacks and Non Alcoholic Bev	4,142	8,469	20,626
Catered Affairs	1,804	3,607	9,076

Consumer Spending Report

Naples Town Centre

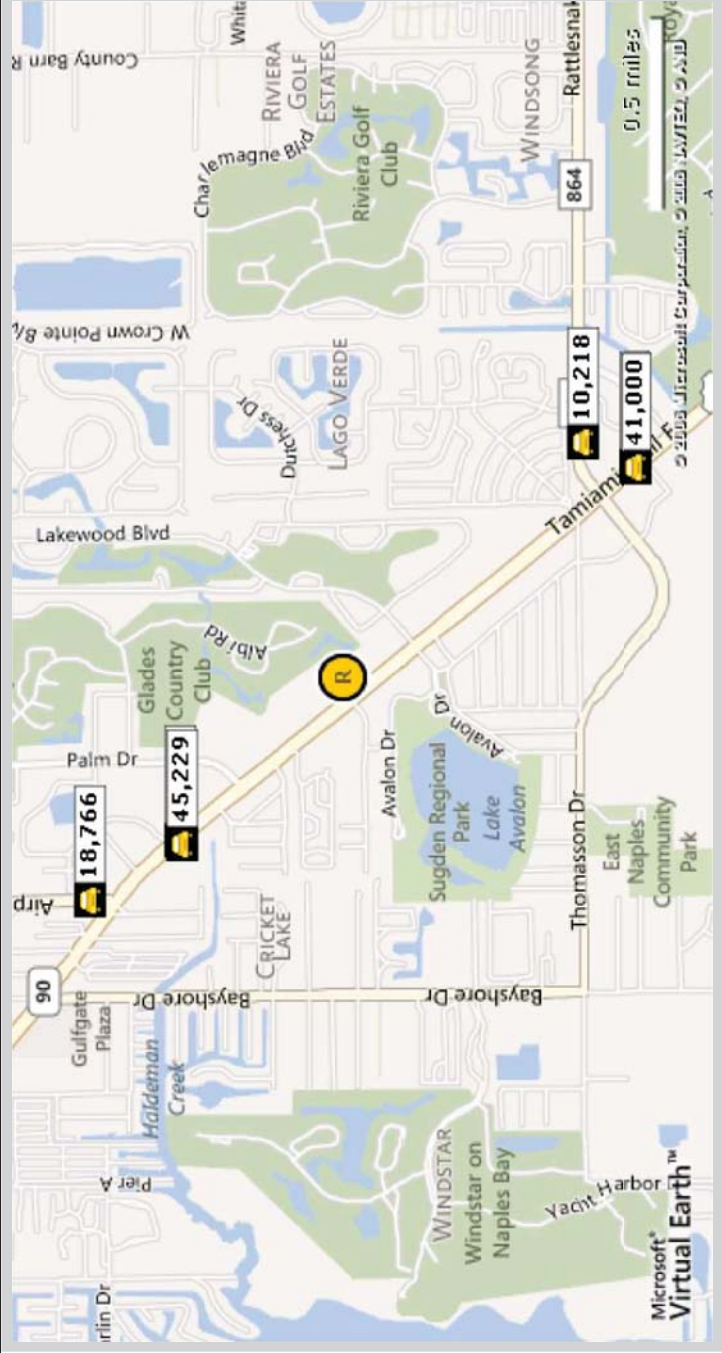
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$10,723	\$21,604	\$52,717
Alcoholic Bev. at Home	6,570	13,164	32,110
Alcoholic Bev. away from Home	4,153	8,440	20,607
Total Furniture/Appliances	\$66,700	\$134,614	\$328,804
Bedroom Furniture	3,712	7,497	18,393
Living Room Furniture	5,597	11,241	27,699
Other Living & Family Room Furniture	1,565	3,165	7,834
Other Furniture	686	1,391	3,452
Major Appliances	6,228	12,567	30,188
Small Appliances & Housewares	13,451	27,243	66,631
Misc Household Equipment	35,460	71,510	174,608
Total Transportation/Maint.	\$165,795	\$337,533	\$816,766
New Autos/Trucks/Vans	45,636	91,918	225,330
Used Vehicles	39,138	80,799	194,462
Purchase of RVs or Boats	6,682	13,491	31,795
Gasoline	54,079	110,493	266,450
Diesel Fuel	1,103	2,308	5,429
Automotive Maintenance/Repair	19,157	38,524	93,300
Total Health Care	\$35,676	\$70,693	\$167,420
Medical Services	19,997	39,862	95,355
Prescription Drugs	12,108	23,812	55,464
Medical Supplies	3,571	7,019	16,601
Total Education/Day Care	\$46,373	\$94,953	\$235,855
Education	20,364	41,654	103,138
Room and Board	2,731	5,456	13,542
Tuition/School Supplies	17,804	36,372	90,068
Day Care, Nursery & Preschool	5,474	11,470	29,107

Naples Town Centre

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,338	21,289	6
Total Retail	700	5,186	7
Home Improvement Stores	56	736	13
General Merchandise Stores	11	243	22
Food Stores	46	322	7
Auto Dealers and Gas Stations	88	689	8
Apparel and Accessory Stores	70	390	6
Furniture and Home Furnishings	81	262	3
Eating and Drinking Places	170	1,924	11
Miscellaneous Retail Stores	178	620	3
Finance-Insurance-Real Estate	414	1,564	4
Banks, Saving and Lending Inst.	66	220	3
Security Brokers and Investments	35	100	3
Insurance Carriers and Agencies	66	118	2
Real Estate-Trust-Holding Co.	247	1,126	5
Services	1,271	5,532	4
Hotels and Lodging	24	241	10
Motion Picture and Amusement	108	725	7
Health Services	90	790	9
Legal Services	85	306	4
Educational Services	34	412	12
Auto Services	117	337	3
Other Services	813	2,721	3
Agriculture/Mining	84	304	4
Construction	374	2,387	6
Manufacturing	85	855	10
Transportation, Comm./Pub Util.	132	956	7
Wholesale Trade	133	612	5
Government	145	3,893	27
Daytime Population	21,289		
Daytime Population/Business	6		

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	2010	46,360	MPSI	.61
2 Tamiami Trl E	Espinal Blvd	0.14 NW	2005	45,229	AADT	.61
3 Airport Pulling Rd S	Espinal Blvd	0.03 N	2010	18,766	MPSI	.90
4 Rattlesnake Hammock Rd	Hawaii Blvd	0.10 E	2010	10,218	MPSI	.90
5 Tamiami Trl E	Rattlesnake Hammock Rd	0.12 NW	2005	40,000	AADT	.96
6 Tamiami Trl	Rattlesnake Hammock Rd	0.11 NW	2010	41,000	MPSI	.96