

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 26.066599 Longitude: -81.700437

Freedom Square Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	22,102	51,493	156,489
	Population Est 25Q1	22,126	51,562	155,681
	Population Est 24Q4	21,900	51,052	155,220
	Population Est 24Q3	21,861	50,908	154,985
	Population Est 24Q2	21,738	50,698	154,649
	Population Est 24Q1	21,693	50,520	153,812
	Population Est 23Q4	21,659	50,454	153,564
	Population Est 23Q3	21,531	50,166	153,187
	Population Est 23Q2	21,465	49,985	152,094
	Population Fcst	24,263	56,028	160,487
	2010 Census Population	15,257	34,699	130,054
	2000 Census Population	10,564	27,082	113,846
	1990 Census Population	5,507	16,880	77,857
	Current Year Daytime Population	20,768	54,576	187,118
	Average Seasonal Population	23,184	51,255	152,582
	Historical Annual Growth, 1990 – 2000	6.73%	4.84%	3.87%
	Historical Annual Growth, 2000 – 2010	3.74%	2.51%	1.34%
	Estimated Annual Growth, 2010 – CY	2.59%	2.76%	1.28%
	Projected Annual Growth, CY to Y5	1.88%	1.70%	0.51%
	Group Qtrs Est	151	923	2,415
Transient Est Average Last 4 Qtrs	1,810	3,066	22,366	
<b>Households</b>	Current Year Estimated Households	9,500	23,225	70,201
	Households Est 25Q1	9,510	23,254	69,887
	Households Est 24Q4	9,403	23,018	69,668
	Households Est 24Q3	9,386	22,950	69,554
	Households Est 24Q2	9,333	22,858	69,398
	Households Est 24Q1	9,311	22,782	68,996
	Households Est 23Q4	9,292	22,751	68,871
	Households Est 23Q3	9,234	22,616	68,699
	Households Est 23Q2	9,202	22,528	68,199
	Households Fcst	10,480	25,278	72,049
	2010 Census Households	5,819	14,541	56,755
	2000 Census Households	3,985	11,294	49,467
	1990 Census Households	2,126	7,011	33,826
	Historical Annual Growth, 1990 – 2000	6.48%	4.88%	3.87%
	Historical Annual Growth, 2000 – 2010	3.86%	2.56%	1.38%
	Estimated Annual Growth, 2010 – CY	3.44%	3.28%	1.48%
	Projected Annual Growth, CY to Y5	1.98%	1.71%	0.52%
Population per Household	2.31	2.18	2.19	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 26.066599 Longitude: -81.700437

Freedom Square Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	3.6%	3.6%	3.5%
	HH Income \$250,000 to \$499,999	4.3%	4.3%	4.1%
	HH Income \$200,000 to \$249,999	10.0%	10.1%	9.7%
	HH Income \$175,000 to \$199,999	6.2%	6.1%	5.3%
	HH Income \$150,000 to \$174,999	6.7%	6.5%	6.2%
	HH Income \$100,000 to 149,999	15.8%	16.8%	17.8%
	HH Income \$75,000 to 99,999	13.7%	13.2%	12.7%
	HH Income \$50,000 to 74,999	14.0%	15.5%	15.0%
	HH Income \$35,000 to 49,999	9.7%	9.0%	9.9%
	HH Income \$25,000 to 34,999	6.6%	5.6%	5.5%
	HH Income \$15,000 to 24,999	4.4%	4.2%	4.4%
	HH Income \$0 to 14,999	5.1%	5.1%	5.8%
	Average Household Income	\$132,965	\$136,537	\$143,573
	Median Household Income	\$93,409	\$94,432	\$92,479
	Per Capita Income	\$57,382	\$62,217	\$65,003
	Average Disposable Income	\$100,434	\$101,366	\$99,088
	Median Disposable Income	\$82,572	\$83,288	\$81,820
	Discretionary HH Income Over \$150,000	14.1%	13.6%	13.7%
	Discretionary HH Income \$125,000 to \$149,999	7.4%	8.3%	7.2%
	Discretionary HH Income \$100,000 to \$124,999	10.3%	10.1%	9.1%
	Discretionary HH Income \$75,000 to \$99,999	11.9%	12.8%	12.9%
	Discretionary HH Income \$50,000 to \$74,999	17.3%	17.7%	17.4%
	Discretionary HH Income \$25,000 to \$49,999	21.6%	21.7%	22.6%
	Discretionary HH Income Under \$25,000	17.3%	15.9%	17.2%
	Average Discretionary HH Income	\$76,906	\$78,021	\$76,412
	Median Discretionary HH Income	\$65,825	\$67,209	\$64,800
	Householder White – Count	6,615	17,276	50,745
	Median HH Income	\$109,065	\$106,006	\$103,020
	Average HH Income	\$111,245	\$110,432	\$108,988
	Householder Black or African-American – Count	269	696	2,184
	Median HH Income	\$82,389	\$73,513	\$80,015
	Average HH Income	\$88,221	\$84,655	\$89,921
	Householder Hispanic – Count	2,201	4,110	13,543
	Median HH Income	\$77,576	\$80,738	\$76,614
	Average HH Income	\$84,139	\$87,919	\$85,261
Householder Asian or Pacific Islander – Count	68	185	635	
Median HH Income	\$132,669	\$79,860	\$85,913	
Average HH Income	\$121,226	\$98,183	\$99,388	
Householder Other or Pacific Islander – Count	347	957	3,094	
Median HH Income	\$96,519	\$90,347	\$82,109	
Average HH Income	\$102,069	\$96,942	\$89,656	

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 26.066599 Longitude: -81.700437

Freedom Square Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	10,557	24,481	74,965
	Female Population	11,545	27,012	81,524
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	772	1,691	5,486
	Count of Pop 0 to 7 years	1,047	2,293	7,393
	Count of Pop 5 - 13	1,450	3,047	9,666
	Count of Pop 14 - 18	753	1,551	5,013
	Count of Pop 19 - 22	823	1,666	5,431
	Count of Pop 22 - 25	648	1,302	4,276
	Count of Pop 25 - 29	982	2,059	6,648
	Count of Pop 30 - 34	851	1,975	6,403
	Count of Pop 35 - 39	917	2,055	6,686
	Count of Pop 40 - 44	859	1,991	6,632
	Count of Pop 45 - 59	3,149	7,042	22,951
	Count of Pop 60 - 74	5,682	14,135	40,118
	Count of Pop 75 - 84	4,079	9,943	27,726
	Count of Pop 85+	1,138	3,036	9,454
	% of Pop 0 to 4 years	3.5%	3.3%	3.5%
	% of Pop 0 to 7 years	4.7%	4.5%	4.7%
	% of Pop 5 - 13	6.6%	5.9%	6.2%
	% of Pop 14 - 18	3.4%	3.0%	3.2%
	% of Pop 19 - 22	3.7%	3.2%	3.5%
	% of Pop 22 - 25	2.9%	2.5%	2.7%
	% of Pop 25 - 29	4.4%	4.0%	4.2%
	% of Pop 30 - 34	3.9%	3.8%	4.1%
	% of Pop 35 - 39	4.1%	4.0%	4.3%
	% of Pop 40 - 44	3.9%	3.9%	4.2%
	% of Pop 45 - 59	14.2%	13.7%	14.7%
	% of Pop 60 - 74	25.7%	27.4%	25.6%
	% of Pop 75 - 84	18.5%	19.3%	17.7%
% of Pop 85+	5.1%	5.9%	6.0%	
Median Age	59.4	61.8	59.5	
Average Age	52.6	54.3	53.0	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	3.7%	3.5%	3.8%
	% of Pop 5 - 13	7.0%	6.3%	6.5%
	% of Pop 14 - 18	3.4%	3.1%	3.3%
	% of Pop 19 - 22	3.8%	3.4%	3.7%
	% of Pop 22 - 25	3.1%	2.7%	3.0%
	% of Pop 25 - 29	4.7%	4.3%	4.6%
	% of Pop 30 - 34	4.3%	4.2%	4.5%
	% of Pop 35 - 39	4.7%	4.5%	4.6%
	% of Pop 40 - 44	3.9%	4.0%	4.4%
	% of Pop 45 - 59	13.8%	13.5%	14.7%
	% of Pop 75 - 84	18.3%	19.3%	17.3%
	% of Pop 60 - 74	23.8%	25.4%	24.0%
	% of Pop 85+	5.5%	5.8%	5.7%
	Median Age	57.8	60.3	57.2
Average Age	51.8	53.3	51.8	

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 26.066599 Longitude: -81.700437

Freedom Square Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	% of Pop 0 to 4 years	3.3%	3.0%	3.3%
	% of Pop 5 - 13	6.2%	5.6%	5.9%
	% of Pop 14 - 18	3.5%	2.9%	3.1%
	% of Pop 19 - 22	3.7%	3.1%	3.3%
	% of Pop 22 - 25	2.8%	2.4%	2.5%
	% of Pop 25 - 29	4.2%	3.7%	3.9%
	% of Pop 30 - 34	3.5%	3.5%	3.7%
	% of Pop 35 - 39	3.7%	3.5%	4.0%
	% of Pop 40 - 44	3.9%	3.7%	4.1%
	% of Pop 45 - 59	14.7%	13.8%	14.6%
	% of Pop 60 - 74	27.5%	29.4%	27.2%
	% of Pop 75 - 84	18.6%	19.3%	18.1%
	% of Pop 85+	4.8%	6.0%	6.3%
	Median Age	60.6	62.9	61.0
Average Age	53.3	55.3	54.1	
Race	Count of White	14,042	35,664	109,199
	Count of Black or African-American	2,771	5,199	11,358
	Count of Asian or Pacific Islander	204	565	1,897
	Count of Other races	5,086	10,065	34,034
	White	63.5%	69.3%	69.8%
	Black or African American	12.5%	10.1%	7.3%
	Asian	0.9%	1.1%	1.2%
	Other Races	23.0%	19.5%	21.7%
Language Spoken	Speak English at Home	59.2%	68.0%	68.5%
	Speak Spanish at Home	25.8%	20.3%	22.3%
	Speak French or French Creole at Home	10.8%	7.5%	5.3%
	Speak German at Home	0.4%	0.4%	0.7%
	Speak Other Indo-European Languages at Home	2.6%	2.5%	1.5%
	Speak Russian and Other Slavic Languages at Home	0.3%	0.4%	0.6%
	Speak Chinese at Home	0.0%	0.0%	0.3%
	Speak Korean at Home	0.0%	0.0%	0.0%
	Speak Vietnamese at Home	0.5%	0.4%	0.3%
	Speak Other Asian Languages at Home	0.2%	0.3%	0.3%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.1%
	Speak Other Language at Home	0.2%	0.1%	0.2%
Hispanic	Hispanic Population	6,568	12,585	40,347
	Hispanic Population Percent	29.7%	24.4%	25.8%
	Mexican	55.9%	51.4%	37.6%
	Puerto Rican	7.7%	7.5%	8.3%
	Cuban	15.7%	15.5%	23.6%
	Dominican	1.2%	1.8%	2.1%
	Central American	9.1%	8.8%	9.0%
	South American	8.7%	12.8%	16.5%
	Other Hispanic	1.8%	2.3%	3.0%
	2000 Hispanic Population Percent	36%	26%	17%
	1990 Hispanic Population Percent	19%	15%	8%

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 26.066599 Longitude: -81.700437

Freedom Square Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Ancestry</b>	American (percent of total population)	4.3%	5.6%	5.2%
	American	4.2%	5.4%	5.0%
	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)	0.6%	0.6%	0.8%
	Chinese	0.0%	0.0%	0.3%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.1%	0.1%	0.0%
	South Central Asian (ie. Indian)	0.2%	0.2%	0.2%
	South East Asian (ie. Vietnamese)	0.0%	0.0%	0.1%
	Other Asian	0.2%	0.2%	0.2%
	European (percent of total population)	28.3%	33.7%	35.7%
	British	3.9%	5.0%	6.0%
	Dutch	0.3%	0.4%	0.5%
	French	0.7%	1.0%	1.5%
	German	5.8%	6.6%	7.2%
	Italian	5.7%	6.6%	5.8%
	Polish	1.5%	1.8%	1.7%
	Scandinavian	1.7%	1.9%	1.9%
	Scotch/Irish	5.7%	7.1%	7.7%
Other European (ie. Greek/Russian)	3.0%	3.3%	3.3%	
Middle Eastern	0.2%	0.4%	0.4%	
Other Ancestry	13.4%	12.7%	13.2%	
Unclassified Ancestry	9.3%	10.1%	9.8%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	17,657	42,235	126,617
	Elementary (0 to 8)	9.3%	6.9%	4.9%
	Some High School (9 to 11)	6.6%	5.4%	4.9%
	High School Graduate (12)	28.0%	26.4%	26.6%
	Some College (13 to 16)	12.8%	15.5%	17.6%
	Associates Degree Only	7.2%	7.6%	8.2%
	Bachelors Degree Only	22.1%	23.3%	22.1%
	Graduate Degree	14.0%	15.0%	15.6%
	% College (4+)	36.1%	38.3%	37.7%
<b>Household Type</b>	Total Households – count	9,500	23,225	70,201
	One Person HHs – count	2,356	6,512	20,261
	Family HHs – count	6,588	15,614	46,118
	Married Couple – count	5,586	13,006	37,790
	w/own children – count	935	1,997	6,242
	w/out own children – count	4,651	11,009	31,547
	Male Householder – count	239	595	2,826
	Female Householder – count	762	2,013	5,503
	Non-Family Households – count	557	1,099	3,821
	1 Person Household	24.8%	28.0%	28.9%
	2 Person Household	49.9%	50.3%	47.3%
	3 Person Household	10.7%	9.4%	10.4%
	4 Person Household	6.9%	6.0%	6.9%
	5 Person Household	4.2%	3.5%	3.8%
6 Person Household	2.0%	1.7%	1.7%	
7+ Person Household	1.4%	1.0%	1.0%	
% Households With Children	14.8%	13.7%	14.2%	

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 26.066599 Longitude: -81.700437

Freedom Square Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	14,794	35,516	106,609
	Owner Occupied Percent	50.2%	50.3%	49.4%
	Renter Occupied Percent	14.0%	15.1%	16.4%
	Vacant Housing Percent	35.8%	34.6%	34.2%
	Total Housing Units (Census 2000)	6,276	16,517	72,114
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	22.5%	20.8%	18.3%
	Property Value \$750,000 to \$999,999	14.0%	14.2%	12.3%
	Property Value \$500,000 to \$749,999	25.3%	25.6%	24.7%
	Property Value \$400,000 to \$499,999	7.6%	8.4%	9.6%
	Property Value \$300,000, to \$399,999	8.7%	10.2%	10.5%
	Property Value \$200,000 to \$299,999	6.2%	6.5%	5.1%
	Property Value \$150,000 to \$199,999	3.3%	2.3%	1.5%
	Property Value \$100,000 to \$149,999	3.4%	2.2%	1.4%
	Property Value \$60,000 to \$99,999	1.4%	1.2%	1.1%
	Property Value \$40,000 to \$59,999	1.0%	0.8%	0.6%
	Property Value \$0 to \$39,999	2.2%	1.9%	1.3%
	Median Home Value	\$659,150	\$661,031	\$690,197
<b>Wealth per Household</b>	\$0 and under - percent	15.4%	15.4%	15.6%
	\$1 to \$4999 - percent	7.5%	7.4%	7.5%
	\$5k to \$9999 - percent	4.0%	4.0%	4.0%
	\$10k to \$24999 - percent	5.9%	5.9%	5.9%
	\$25k to \$49999 - percent	6.6%	6.6%	6.6%
	\$50k to \$99999 - percent	10.4%	10.4%	10.4%
	\$100k to \$249999 - percent	19.2%	19.3%	19.2%
	\$250k to \$499999 - percent	14.4%	14.5%	14.4%
	\$500k+ - percent	16.5%	16.6%	16.5%
	Median HH Wealth	\$101,087	\$103,031	\$99,924
	Avg HH Wealth	\$264,383	\$266,235	\$263,838
<b>Economic Viability</b>	Economic Viability Local	291	297	297
	Economic Viability Indexed	105	107	107
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	8,615	19,356	63,150
	Managerial/Executive	14.2%	15.3%	18.3%
	Professional Specialty	14.8%	16.7%	16.1%
	Healthcare Support	2.9%	3.4%	3.2%
	Sales	11.4%	12.9%	14.0%
	Office & Administrative Support	5.4%	6.3%	8.0%
	Protective Service	1.8%	1.7%	2.2%
	Food Preparation	12.9%	11.2%	9.2%
	Building Maintenance & Cleaning	7.0%	6.1%	5.9%
	Personal Care	2.9%	3.2%	3.1%
	Farming, Fishing, & Forestry	0.5%	0.8%	0.5%
	Construction	15.0%	13.0%	10.2%
	Production & Transportation	11.2%	9.3%	9.1%
	Percent White Collar Workers	48.7%	54.7%	59.6%
	Percent Blue Collar Workers	51.3%	45.3%	40.4%

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 26.066599 Longitude: -81.700437

Freedom Square Naples, FL		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
	Agriculture/Mining/Construction	17.3%	14.7%	12.4%
	Manufacturing	3.9%	3.8%	4.5%
	Transportation	3.5%	4.2%	4.4%
	Information	2.2%	1.8%	1.2%
	Wholesale/Retail	12.4%	13.1%	15.0%
	Finance, Insurance, Real Estate	8.7%	9.2%	8.7%
	Professional Services	5.7%	7.0%	7.3%
	Management Services	0.2%	0.2%	0.1%
	Administrative/Waste Services	7.6%	6.8%	6.3%
	Educational Services	15.1%	16.8%	15.8%
	Entertainment Services	15.8%	14.6%	15.1%
	Other Professional Services	5.3%	5.3%	6.0%
	Public Administration	2.2%	2.4%	3.1%
<b>Vehicles per HH</b>	No Vehicles	3.8%	3.5%	3.6%
	1 Vehicle	47.5%	47.0%	47.6%
	2 Vehicles	38.9%	40.8%	38.2%
	3 or more vehicles	9.9%	8.6%	10.6%
	Average Number of Vehicles	1.60	1.58	1.59
<b>Change</b>	Births (last 12 months)	158	330	1,046
	Deaths (last 12 months)	358	876	2,581
	Migration (last 12 months)	565	1,350	3,391
<b>Work place</b>	Workplace Establishments	519	1,454	8,234
	Workplace Employees (FTE)	4,078	11,634	66,751