Community Profile

Countryside Shoppes
4025 Santa Barbara Blvd, Naples, Florida, 34104
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	9,671	57,227	117,470
2020 Total Population	10,400	60,911	128,892
2020 Group Quarters	138	506	2,051
2026 Total Population	11,489	65,442	138,369
2026 Group Quarters	141	518	2,087
2031 Total Population	11,712	67,903	146,571
2026-2031 Annual Rate	0.39%	0.74%	1.16%
2026 Total Daytime Population	8,562	58,021	147,715
Workers	1,930	20,783	69,310
Residents	6,632	37,238	78,405

Household Summary			
2010 Total Households	4,572	23,945	48,173
2010 Average Household Size	2.08	2.37	2.40
2020 Total Households	4,928	25,806	54,670
2020 Average Household Size	2.08	2.34	2.32
2026 Total Households	5,634	28,916	61,270
2026 Average Household Size	2.01	2.25	2.22
2031 Total Households	5,841	30,656	66,408
2031 Average Household Size	1.98	2.20	2.18
2026-2031 Annual Rate	0.72%	1.18%	1.62%
2026 Families	3,357	18,620	38,406
2026 Average Family Size	2.53	2.73	2.74
2031 Families	3,474	19,332	41,108
2031 Average Family Size	2.48	2.70	2.69
2026-2031 Growth Rate	0.69%	0.75%	1.37%

Median Household Income			
2026	$80,877	$87,063	$89,009
2031	$90,658	$101,044	$104,033

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$51,553	$53,402	$61,055
2031	$59,538	$62,967	$72,307

2026 Households by Income			
Household Income Base	5,633	28,916	61,272
<$10,000	2.8%	3.7%	3.8%
$10,000-14,999	3.4%	2.8%	2.7%
$15,000-19,999	2.5%	2.1%	2.4%
$20,000-24,999	2.8%	2.1%	2.0%
$25,000-29,999	2.7%	2.4%	2.6%
$30,000-34,999	2.4%	2.7%	2.7%
$35,000-39,999	3.2%	3.3%	3.5%
$40,000-44,999	3.3%	3.5%	3.3%
$45,000-49,999	4.1%	3.5%	3.3%
$50,000-59,999	5.6%	6.5%	6.2%
$60,000-74,999	12.2%	8.9%	8.8%
$75000-99999	17.4%	15.0%	13.6%
$100,000-124,999	14.8%	14.8%	12.6%
$125,000-149,999	9.2%	8.6%	8.0%
$150000-199999	7.6%	9.6%	9.2%
$200,000-249,999	2.0%	2.9%	4.3%
$250,000-299,999	1.0%	1.5%	2.3%
$300,000-399,999	0.5%	0.9%	1.6%
$400,000-499,999	0.7%	1.2%	1.7%
$500,000+	2.0%	4.0%	5.2%
Average Household Income	$104,750	$121,276	$137,949

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	71	74	66
Percent of Income for Mortgage	33.6%	31.9%	35.8%
Wealth Index	91	117	136

Median Home Value			
2026	$462,175	$472,072	$541,433
2031	$544,637	$555,855	$631,704

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	3,513	20,457	41,633
<$50,000	0.8%	1.3%	1.1%
$50,000 - $99,999	0.5%	0.4%	0.5%
$100,000 - $149,999	1.3%	1.0%	1.0%
$150,000 - $199,999	3.8%	3.8%	3.0%
$200,000 - $249,999	3.6%	2.8%	2.8%
$250,000 - $299,999	5.8%	5.5%	4.4%
$300,000 - $399,999	17.1%	16.3%	12.4%
$400,000 - $499,999	27.4%	26.1%	20.5%
$500,000 - $749,999	27.1%	25.9%	25.3%
$750,000 - $999,999	6.3%	8.2%	11.4%
$1,000,000 - $1,499,999	5.3%	3.2%	7.5%
$1,500,000 - $1,999,999	0.6%	1.6%	3.2%
$2,000,000 +	0.4%	3.9%	6.8%
Average Home Value	$525,266	$593,414	$722,270

Housing Unit Summary			
2010 Total Housing Units	6,748	33,610	67,301
Owner Occupied Housing Units	69.4%	71.6%	66.7%
Renter Occupied Housing Units	30.6%	28.4%	33.4%
Vacant Housing Units	32.3%	28.8%	28.4%
2020 Housing Units	7,097	35,018	75,042
Owner Occupied Housing Units	66.3%	71.9%	67.2%
Renter Occupied Housing Units	33.8%	28.1%	32.8%
Vacant Housing Units	30.4%	26.7%	27.1%
2026 Housing Units	7,936	38,565	83,533
Owner Occupied Housing Units	62.4%	70.8%	68.0%
Renter Occupied Housing Units	37.6%	29.3%	32.0%
Vacant Housing Units	29.0%	25.0%	26.6%
2031 Total Housing Units	8,330	40,875	89,634
Owner Occupied Housing Units	63.6%	71.7%	68.8%
Renter Occupied Housing Units	36.4%	28.3%	31.2%
Vacant Housing Units	29.9%	25.0%	25.9%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	5,441	31,948	67,773
Females	6,048	33,494	70,596

Median Age			
2010	51.9	45.9	44.3
2020	56.6	51.5	50.9
2026	54.7	51.9	51.4
2031	54.6	52.7	52.2

2026 Population by Age			
Total	11,489	65,442	138,369
0 - 4	3.8%	4.0%	3.9%
5 - 9	4.0%	4.3%	4.1%
10 - 14	4.1%	4.4%	4.4%
15 - 24	7.5%	9.7%	9.8%
25 - 34	10.4%	10.1%	10.4%
35 - 44	10.8%	10.3%	10.6%
45 - 54	9.4%	10.6%	10.5%
55 - 64	13.6%	13.5%	13.5%
65 - 74	15.3%	15.1%	15.2%
75 - 84	14.9%	13.5%	12.9%
85 +	6.0%	4.7%	4.6%
18 +	85.8%	84.5%	84.7%

2026 Population 15+ by Marital Status			
Total	10,122	57,126	121,170
Never Married	24.9%	26.2%	27.7%
Married	50.7%	55.8%	53.9%
Widowed	10.5%	6.6%	6.7%
Divorced	13.9%	11.4%	11.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	9,256	50,814	107,565
Less than 9th Grade	3.0%	5.4%	5.5%
9th - 12th Grade, No Diploma	2.8%	4.1%	4.3%
High School Graduate	26.9%	26.2%	24.0%
GED/Alternative Credential	3.3%	4.5%	4.1%
Some College, No Degree	15.9%	15.4%	15.0%
Associate Degree	9.7%	10.0%	9.4%
Bachelor's Degree	24.6%	21.0%	22.5%
Graduate/Professional Degree	13.8%	13.4%	15.2%

2020 Population by Race/Ethnicity			
Total	10,400	60,911	128,892
White Alone	69.9%	60.6%	62.6%
Black Alone	5.8%	7.6%	8.2%
American Indian Alone	0.3%	0.6%	0.6%
Asian Alone	1.6%	1.2%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.1%	10.8%	10.1%
Two or More Races	7.1%	10.8%	10.1%
Hispanic Origin	26.7%	35.9%	32.3%
Diversity Index	68.3	77.2	75.3

2026 Population by Race/Ethnicity			
Total	11,489	65,442	138,368
White Alone	66.3%	58.5%	60.3%
Black Alone	6.2%	7.5%	8.1%
American Indian Alone	0.4%	0.8%	0.8%
Asian Alone	1.7%	1.3%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.2%	11.3%	10.8%
Two or More Races	17.1%	20.5%	18.6%
Hispanic Origin	30.8%	38.4%	35.0%
Diversity Index	72.5	78.7	77.3

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	5,038	29,927	62,946
White Collar	59.6%	54.4%	55.0%
Management/Business/Financial	16.4%	17.1%	17.4%
Professional	17.5%	15.9%	16.6%
Sales	17.0%	12.3%	12.2%
Administrative Support	8.7%	9.1%	8.8%
Services	21.2%	24.3%	24.5%

2026 Employed Pop 16+ by Occupation			
Total	5,038	29,927	62,946
Blue Collar	19.2%	21.2%	20.4%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	4.5%	7.2%	8.3%
Installation/Maintenance/Repair	1.9%	3.0%	2.3%
Production	3.0%	3.1%	2.4%
Transportation/Material Moving	9.8%	7.6%	7.2%
White Collar	59.6%	54.4%	55.0%
Management/Business/Financial	16.4%	17.1%	17.4%
Professional	17.5%	15.9%	16.6%
Sales	17.0%	12.3%	12.2%
Administrative Support	8.7%	9.1%	8.8%
Services	21.2%	24.3%	24.5%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,038	29,927	62,946
Population 16+ Employed	98.5%	96.4%	96.5%
Population 16+ Unemployment rate	1.5%	3.6%	3.5%
Population 16-24 Employed	10.1%	11.9%	11.9%
Population 16-24 Unemployment rate	3.2%	6.5%	7.2%
Population 25-54 Employed	56.4%	54.1%	54.5%
Population 25-54 Unemployment rate	1.0%	3.2%	3.2%
Population 55-64 Employed	20%	19%	19%
Population 55-64 Unemployment rate	2.1%	3.7%	3.1%
Population 65+ Employed	12%	11%	11%
Population 65+ Unemployment rate	1.1%	2.2%	2.0%

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	4,964	28,847	60,714
Agriculture/Mining	0.2%	0.6%	0.5%
Construction	7.1%	11.0%	12.2%
Manufacturing	6.2%	5.5%	4.2%
Wholesale Trade	0.3%	1.7%	1.4%
Retail Trade	19.1%	13.7%	12.7%
Transportation/Utilities	9.4%	5.5%	4.6%
Information	1%	1%	1%
Finance/Insurance/Real Estate	9.1%	7.8%	8.9%
Services	45.2%	50.7%	51.7%
Public Administration	2.7%	2.8%	2.9%

2026 Consumer Spending			
Apparel & Services: Total $	$12,056,120	$71,444,317	$172,451,650
Average Spent	$2,139.89	$2,470.75	$2,814.62
Spending Potential Index	84	97	110
Education: Total $	$8,622,985	$52,119,740	$127,692,862
Average Spent	$1,530.53	$1,802.45	$2,084.10
Spending Potential Index	76	90	104
Entertainment/Recreation: Total $	$21,142,602	$123,154,603	$296,961,714
Average Spent	$3,752.68	$4,259.05	$4,846.77
Spending Potential Index	87	99	113
Food at Home: Total $	$38,109,337	$223,144,492	$538,068,547
Average Spent	$6,764.17	$7,716.99	$8,781.93
Spending Potential Index	86	98	111
Food Away from Home: Total $	$20,472,341	$124,157,250	$299,750,233
Average Spent	$3,633.71	$4,293.72	$4,892.28
Spending Potential Index	81	96	110
Health Care: Total $	$41,377,036	$239,791,547	$576,730,724
Average Spent	$7,344.17	$8,292.69	$9,412.94
Spending Potential Index	92	103	117
HH Furnishings & Equipment: Total $	$14,003,337	$82,985,285	$199,858,496
Average Spent	$2,485.51	$2,869.87	$3,261.93
Spending Potential Index	87	101	115
Personal Care Products & Services: Total $	$5,549,269	$33,350,803	$80,370,019
Average Spent	$984.96	$1,153.37	$1,311.74
Spending Potential Index	86	101	115

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$134,663,389	$813,661,909	$1,947,561,558
Average Spent	$23,901.91	$28,138.81	$31,786.54
Spending Potential Index	87	102	115
Support Payments/Gifts in Kind: Total $	$17,107,482	$98,203,503	$235,975,126
Average Spent	$3,036.47	$3,396.16	$3,851.40
Spending Potential Index	100	111	126
Travel: Total $	$18,402,881	$108,211,848	$259,934,026
Average Spent	$3,266.40	$3,742.28	$4,242.44
Spending Potential Index	89	102	116
Vehicle Maintenance & Repairs: Total $	$6,222,764	$35,966,467	$86,611,982
Average Spent	$1,104.50	$1,243.83	$1,413.61
Spending Potential Index	89	100	114

Top Tapestry Segment

1 mile

Silver and Gold (J4):

This segment is characterized by warm climates with seasonal vacancies and high net worth professionals.

Learn more about this segment...

3 miles

The Elders (J2):

This segment is characterized by retired suburban seniors in warm climates who travel seasonally.

Learn more about this segment...

5 miles

Silver and Gold (J4):

This segment is characterized by warm climates with seasonal vacancies and high net worth professionals.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.