



BEARFACTS 1997 – 2007

Naples-Marco Island (MSA) [34940]

Naples-Marco Island is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2007 population of 313,655 ranked 150th in the nation.

PER CAPITA PERSONAL INCOME

In 2007 Naples-Marco Island had a per capita personal income (PCPI) of \$63,276. This PCPI ranked 2nd in the United States and was 164 percent of the national average, \$38,615. The 2007 PCPI reflected an increase of 5.6 percent from 2006. The 2006-2007 national change was 4.9 percent. In 1997 the PCPI of Naples-Marco Island was \$35,292 and ranked 4th in the United States. The 1997-2007 average annual growth rate of PCPI was 6.0 percent. The average annual growth rate for the nation was 4.3 percent.

TOTAL PERSONAL INCOME

In 2007 Naples-Marco Island had a total personal income (TPI) of \$19,846,737*. This TPI ranked 89th in the United States. In 1997 the TPI of Naples-Marco Island was \$7,796,743* and ranked 131st in the United States. The 2007 TPI reflected an increase of 6.3 percent from 2006. The 2006-2007 national change was 6.0 percent. The 1997-2007 average annual growth rate of TPI was 9.8 percent. The average annual growth rate for the nation was 5.4 percent.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Naples-Marco Island. In 2007 net earnings accounted for 33.1 percent of TPI (compared with 39.7 in 1997); dividends, interest, and rent were 58.0 percent (compared with 49.6 in 1997); and personal current transfer receipts were 8.9 percent (compared with 10.7 in 1997). From 2006 to 2007 net earnings increased 0.4 percent; dividends, interest, and rent increased 9.9 percent; and personal current transfer receipts increased 7.1 percent. From 1997 to 2007 net earnings increased on average 7.8 percent each year; dividends, interest, and rent increased on average 11.5 percent; and personal current transfer receipts increased on average 7.8 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Naples-Marco Island increased from \$7,905,014* in 2006 to \$8,029,708* in 2007, an increase of 1.6 percent. The 2006-2007 national change was 4.9 percent. The average annual growth rate from the 1997 estimate of \$3,544,075* to the 2007 estimate was 8.5 percent. The average annual growth rate for the nation was 5.4 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

USDOC, Bureau of Economic Analysis, April 23, 2009