



BEARFACTS 1994 – 2004

Naples-Marco Island (MSA) [34940]

Naples-Marco Island is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2004 population of 294,632 ranked 152nd in the nation.

PER CAPITA PERSONAL INCOME

In 2004 Naples-Marco Island had a per capita personal income (PCPI) of \$50,380. This PCPI ranked 2nd in the United States and was 152 percent of the national average, \$33,157. The 2004 PCPI reflected an increase of 16.6 percent from 2003. The 2003-2004 national change was 5.2 percent. In 1994 the PCPI of Naples-Marco Island was \$32,092 and ranked 2nd in the United States. The 1994-2004 average annual growth rate of PCPI was 4.6 percent. The average annual growth rate for the nation was 4.1 percent.

TOTAL PERSONAL INCOME

In 2004 Naples-Marco Island had a total personal income (TPI) of \$14,843,435*. This TPI ranked 101st in the United States. In 1994 the TPI of Naples-Marco Island was \$6,133,883* and ranked 140th in the United States. The 2004 TPI reflected an increase of 20.8 percent from 2003. The 2003-2004 national change was 6.1 percent. The 1994-2004 average annual growth rate of TPI was 9.2 percent. The average annual growth rate for the nation was 5.2 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 2004 net earnings accounted for 37.9 percent of TPI (compared with 38.5 in 1994); dividends, interest, and rent were 52.6 percent (compared with 50.6 in 1994); and personal current transfer receipts were 9.4 percent (compared with 10.9 in 1994). From 2003 to 2004 net earnings increased 10.8 percent; dividends, interest, and rent increased 32.0 percent; and personal current transfer receipts increased 8.5 percent. From 1994 to 2004 net earnings increased on average 9.1 percent each year; dividends, interest, and rent increased on average 9.7 percent; and personal current transfer receipts increased on average 7.7 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Naples-Marco Island increased from \$6,006,228* in 2003 to \$6,646,788* in 2004, an increase of 10.7 percent. The 2003-2004 national change was 6.5 percent. The average annual growth rate from the 1994 estimate of \$2,686,512* to the 2004 estimate was 9.5 percent. The average annual growth rate for the nation was 5.5 percent.

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

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