



Naples, Florida.

Current market data.

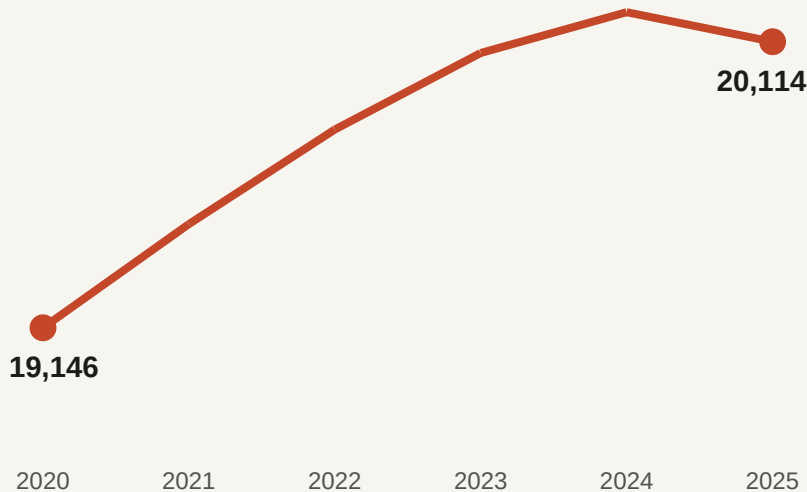
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 5.1% since 2020.

20,114

people, the 122nd-largest of Florida's cities and towns.



THE WORKDAY

9 in 10 jobs here go to
people who live somewhere
else.

94.5%

of 29,196 jobs located in Naples are filled by in-commuters.



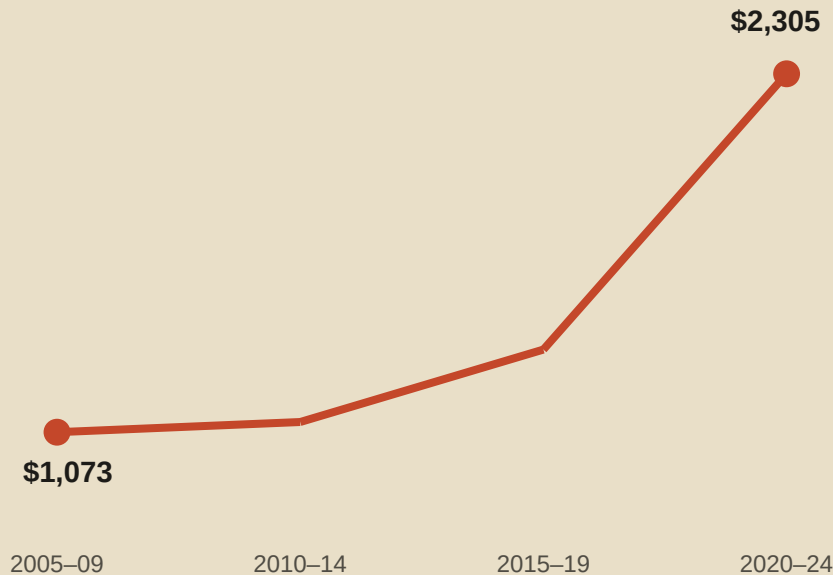
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 115%
since the 2005–2009
survey, before inflation.

\$2,305

a month. Florida's median is \$1,669.





THE SEAM

Cross one tract line and median rent doubles.

A \$2,170 gap between neighbors, the sharpest rent edge between adjacent tracts in Collier County.

TRACT 7

\$1,331

TRACT 102.10

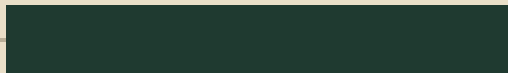
\$3,501



ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,101–\$1,651



\$2,305 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

969

homes permitted, 2021–2025

36%

of those were in multifamily
buildings

76%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.1–1.5% to the 18,902 homes here.

15–292

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

**A median home costs
325% more than Florida's.**

\$1,525,600

median home value in Naples.

Naples



\$1,525,600

Florida



\$359,000

U.S.



\$332,700

THAT WAS NAPLES'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/fl/naples/

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