

Retail MarketPlace Profile

Bonita Springs
Area: 48.98 square miles

Prepared by Esri

Summary Demographics

2017 Population	52,051
2017 Households	23,608
2017 Median Disposable Income	\$48,584
2017 Per Capita Income	\$43,792

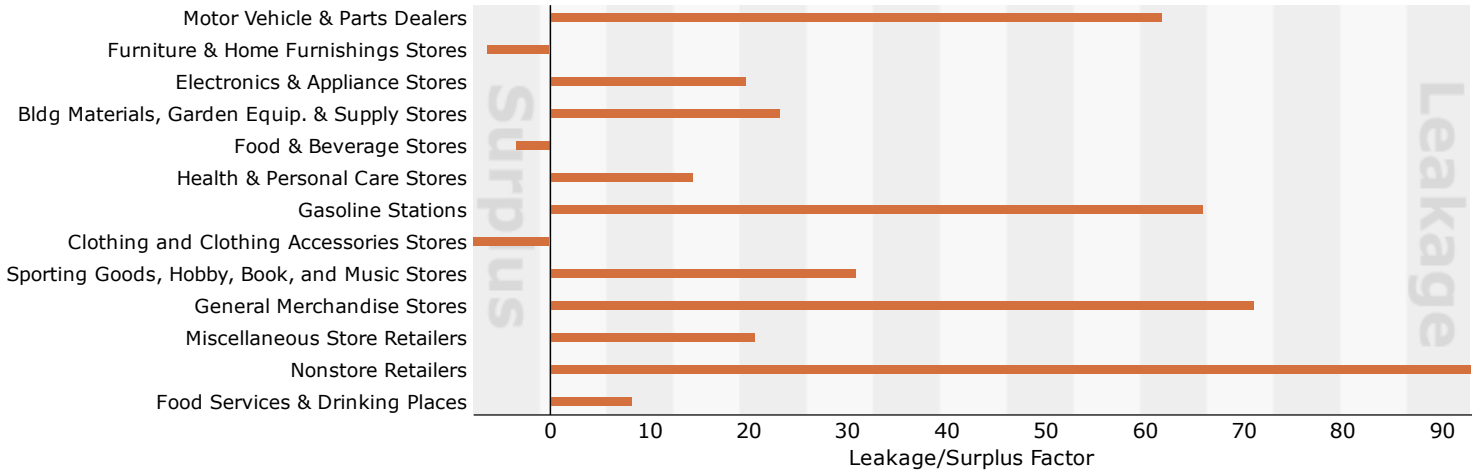
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,110,109,773	\$628,564,783	\$481,544,990	27.7	467
Total Retail Trade	44-45	\$1,008,442,974	\$542,708,917	\$465,734,057	30.0	338
Total Food & Drink	722	\$101,666,800	\$85,855,866	\$15,810,934	8.4	128

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$223,260,705	\$52,743,876	\$170,516,829	61.8	26
Automobile Dealers	4411	\$177,633,420	\$23,681,513	\$153,951,907	76.5	9
Other Motor Vehicle Dealers	4412	\$26,489,192	\$18,737,802	\$7,751,390	17.1	8
Auto Parts, Accessories & Tire Stores	4413	\$19,138,093	\$10,324,561	\$8,813,532	29.9	9
Furniture & Home Furnishings Stores	442	\$36,024,276	\$40,957,182	-\$4,932,906	-6.4	34
Furniture Stores	4421	\$19,356,843	\$8,820,211	\$10,536,632	37.4	11
Home Furnishings Stores	4422	\$16,667,433	\$32,136,971	-\$15,469,538	-31.7	23
Electronics & Appliance Stores	443	\$27,952,927	\$18,656,031	\$9,296,896	19.9	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$75,004,786	\$46,737,755	\$28,267,031	23.2	20
Bldg Material & Supplies Dealers	4441	\$69,295,936	\$46,197,883	\$23,098,053	20.0	19
Lawn & Garden Equip & Supply Stores	4442	\$5,708,850	\$539,872	\$5,168,978	82.7	2
Food & Beverage Stores	445	\$173,974,780	\$186,767,485	-\$12,792,705	-3.5	42
Grocery Stores	4451	\$158,378,204	\$180,382,379	-\$22,004,175	-6.5	29
Specialty Food Stores	4452	\$7,215,065	\$4,078,068	\$3,136,997	27.8	8
Beer, Wine & Liquor Stores	4453	\$8,381,511	\$2,307,038	\$6,074,473	56.8	5
Health & Personal Care Stores	446,4461	\$71,770,887	\$53,693,107	\$18,077,780	14.4	32
Gasoline Stations	447,4471	\$103,571,504	\$21,217,237	\$82,354,267	66.0	7
Clothing & Clothing Accessories Stores	448	\$46,567,400	\$54,485,622	-\$7,918,222	-7.8	66
Clothing Stores	4481	\$31,377,934	\$33,974,531	-\$2,596,597	-4.0	40
Shoe Stores	4482	\$6,900,313	\$4,311,702	\$2,588,611	23.1	5
Jewelry, Luggage & Leather Goods Stores	4483	\$8,289,153	\$16,199,390	-\$7,910,237	-32.3	21
Sporting Goods, Hobby, Book & Music Stores	451	\$23,529,355	\$12,396,609	\$11,132,746	31.0	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,710,752	\$10,873,910	\$8,836,842	28.9	14
Book, Periodical & Music Stores	4512	\$3,818,603	\$0	\$3,818,603	100.0	0
General Merchandise Stores	452	\$157,885,965	\$26,615,776	\$131,270,189	71.1	14
Department Stores Excluding Leased Depts.	4521	\$109,470,118	\$19,317,213	\$90,152,905	70.0	3
Other General Merchandise Stores	4529	\$48,415,847	\$7,298,563	\$41,117,284	73.8	10
Miscellaneous Store Retailers	453	\$41,818,472	\$27,462,043	\$14,356,429	20.7	62
Florists	4531	\$1,761,061	\$713,849	\$1,047,212	42.3	3
Office Supplies, Stationery & Gift Stores	4532	\$8,624,337	\$2,997,979	\$5,626,358	48.4	10
Used Merchandise Stores	4533	\$8,403,730	\$6,560,728	\$1,843,002	12.3	23
Other Miscellaneous Store Retailers	4539	\$23,029,344	\$17,189,486	\$5,839,858	14.5	26
Nonstore Retailers	454	\$27,081,918	\$976,194	\$26,105,724	93.0	5
Electronic Shopping & Mail-Order Houses	4541	\$22,625,702	\$303,169	\$22,322,533	97.4	1
Vending Machine Operators	4542	\$421,309	\$0	\$421,309	100.0	0
Direct Selling Establishments	4543	\$4,034,907	\$673,025	\$3,361,882	71.4	4
Food Services & Drinking Places	722	\$101,666,800	\$85,855,866	\$15,810,934	8.4	128
Special Food Services	7223	\$1,561,217	\$358,895	\$1,202,322	62.6	2
Drinking Places - Alcoholic Beverages	7224	\$8,353,797	\$1,970,472	\$6,383,325	61.8	2
Restaurants/Other Eating Places	7225	\$91,751,786	\$83,526,499	\$8,225,287	4.7	124

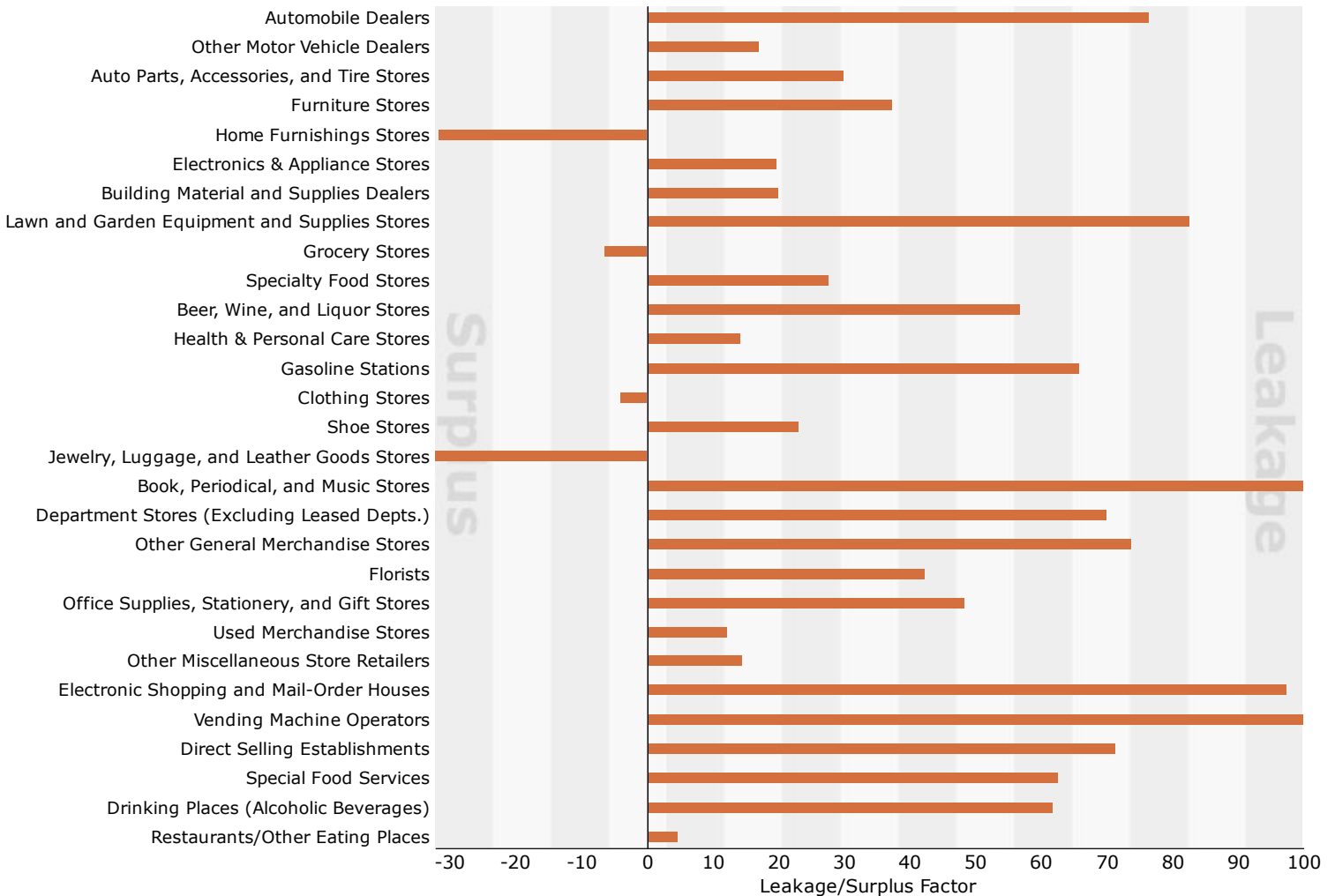
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.