

# Retail MarketPlace Profile

Estero  
Area: 35.8 square miles

Prepared by Esri

## Summary Demographics

2017 Population	34,659
2017 Households	16,315
2017 Median Disposable Income	\$59,627
2017 Per Capita Income	\$52,952

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	\$881,332,808	\$853,325,618	\$28,007,190	1.6	357
Total Retail Trade	44-45	\$799,046,168	\$766,229,711	\$32,816,457	2.1	278
Total Food & Drink	722	\$82,286,640	\$87,095,907	-\$4,809,267	-2.8	79

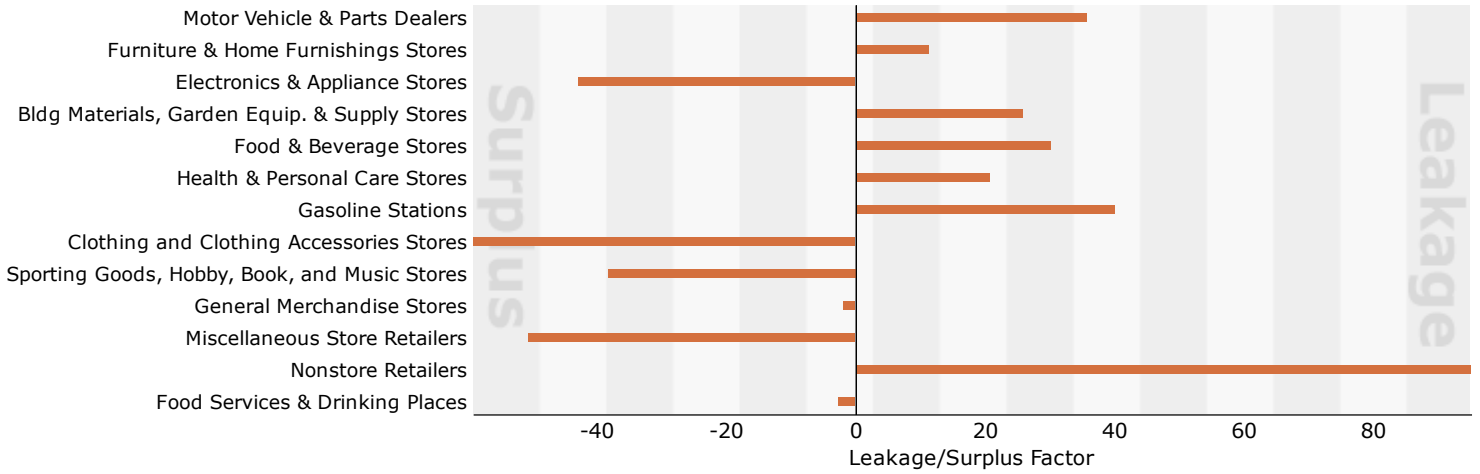
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$176,081,218	\$83,201,513	\$92,879,705	35.8	13
Automobile Dealers	4411	\$140,013,713	\$76,533,290	\$63,480,423	29.3	6
Other Motor Vehicle Dealers	4412	\$20,885,854	\$4,333,530	\$16,552,324	65.6	2
Auto Parts, Accessories & Tire Stores	4413	\$15,181,651	\$2,334,692	\$12,846,959	73.3	5
Furniture & Home Furnishings Stores	442	\$29,268,934	\$23,267,775	\$6,001,159	11.4	22
Furniture Stores	4421	\$15,720,544	\$11,385,280	\$4,335,264	16.0	10
Home Furnishings Stores	4422	\$13,548,391	\$11,882,495	\$1,665,896	6.6	12
Electronics & Appliance Stores	443	\$22,500,249	\$56,583,332	-\$34,083,083	-43.1	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$59,751,069	\$35,059,718	\$24,691,351	26.0	11
Bldg Material & Supplies Dealers	4441	\$55,246,877	\$34,785,901	\$20,460,976	22.7	9
Lawn & Garden Equip & Supply Stores	4442	\$4,504,192	\$273,817	\$4,230,375	88.5	1
Food & Beverage Stores	445	\$137,115,730	\$73,474,558	\$63,641,172	30.2	17
Grocery Stores	4451	\$124,640,946	\$68,108,428	\$56,532,518	29.3	9
Specialty Food Stores	4452	\$5,672,705	\$2,875,527	\$2,797,178	32.7	6
Beer, Wine & Liquor Stores	4453	\$6,802,079	\$2,490,603	\$4,311,476	46.4	2
Health & Personal Care Stores	446,4461	\$56,463,802	\$36,997,793	\$19,466,009	20.8	29
Gasoline Stations	447,4471	\$80,812,997	\$34,469,879	\$46,343,118	40.2	8
Clothing & Clothing Accessories Stores	448	\$37,803,581	\$147,903,510	-\$110,099,929	-59.3	87
Clothing Stores	4481	\$25,397,116	\$102,039,712	-\$76,642,596	-60.1	55
Shoe Stores	4482	\$5,562,796	\$29,124,412	-\$23,561,616	-67.9	20
Jewelry, Luggage & Leather Goods Stores	4483	\$6,843,669	\$16,739,386	-\$9,895,717	-42.0	12
Sporting Goods, Hobby, Book & Music Stores	451	\$18,909,393	\$42,528,428	-\$23,619,035	-38.4	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,823,027	\$39,826,626	-\$24,003,599	-43.1	12
Book, Periodical & Music Stores	4512	\$3,086,366	\$2,701,802	\$384,564	6.6	2
General Merchandise Stores	452	\$125,957,131	\$131,086,677	-\$5,129,546	-2.0	10
Department Stores Excluding Leased Depts.	4521	\$87,862,417	\$126,131,591	-\$38,269,174	-17.9	5
Other General Merchandise Stores	4529	\$38,094,715	\$4,955,086	\$33,139,629	77.0	6
Miscellaneous Store Retailers	453	\$33,026,952	\$101,144,493	-\$68,117,541	-50.8	55
Florists	4531	\$1,445,471	\$64,977	\$1,380,494	91.4	1
Office Supplies, Stationery & Gift Stores	4532	\$6,925,301	\$4,637,878	\$2,287,423	19.8	6
Used Merchandise Stores	4533	\$6,784,337	\$1,361,124	\$5,423,213	66.6	2
Other Miscellaneous Store Retailers	4539	\$17,871,843	\$95,080,514	-\$77,208,671	-68.4	46
Nonstore Retailers	454	\$21,355,110	\$512,035	\$20,843,075	95.3	3
Electronic Shopping & Mail-Order Houses	4541	\$17,926,657	\$303,169	\$17,623,488	96.7	1
Vending Machine Operators	4542	\$331,613	\$208,866	\$122,747	22.7	2
Direct Selling Establishments	4543	\$3,096,840	\$0	\$3,096,840	100.0	0
Food Services & Drinking Places	722	\$82,286,640	\$87,095,907	-\$4,809,267	-2.8	79
Special Food Services	7223	\$1,271,018	\$48,238	\$1,222,780	92.7	1
Drinking Places - Alcoholic Beverages	7224	\$6,994,016	\$6,678,525	\$315,491	2.3	3
Restaurants/Other Eating Places	7225	\$74,021,606	\$80,369,144	-\$6,347,538	-4.1	75

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>

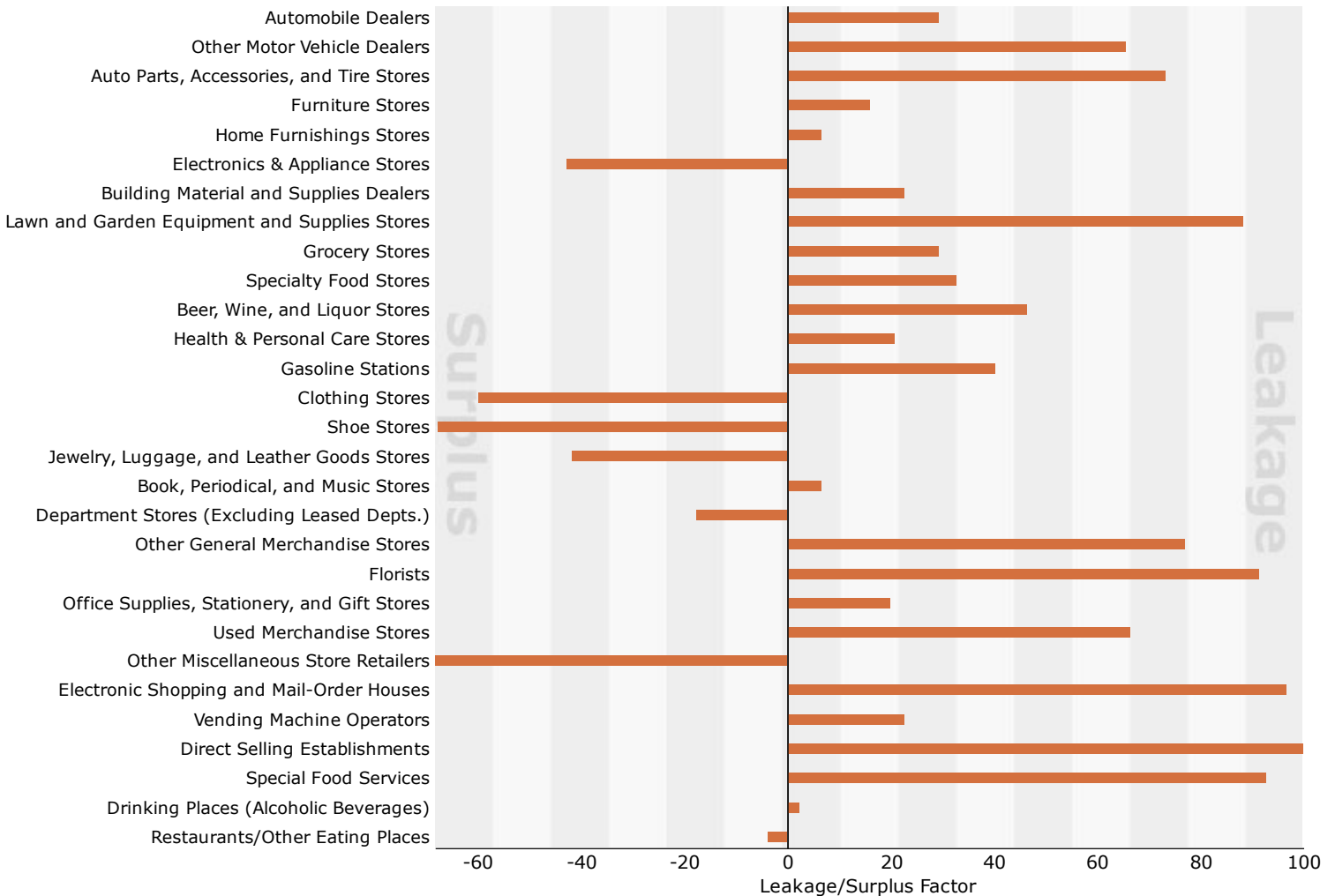
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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