

Retail MarketPlace Profile

CITY: Estero
Area: 25.37 square miles

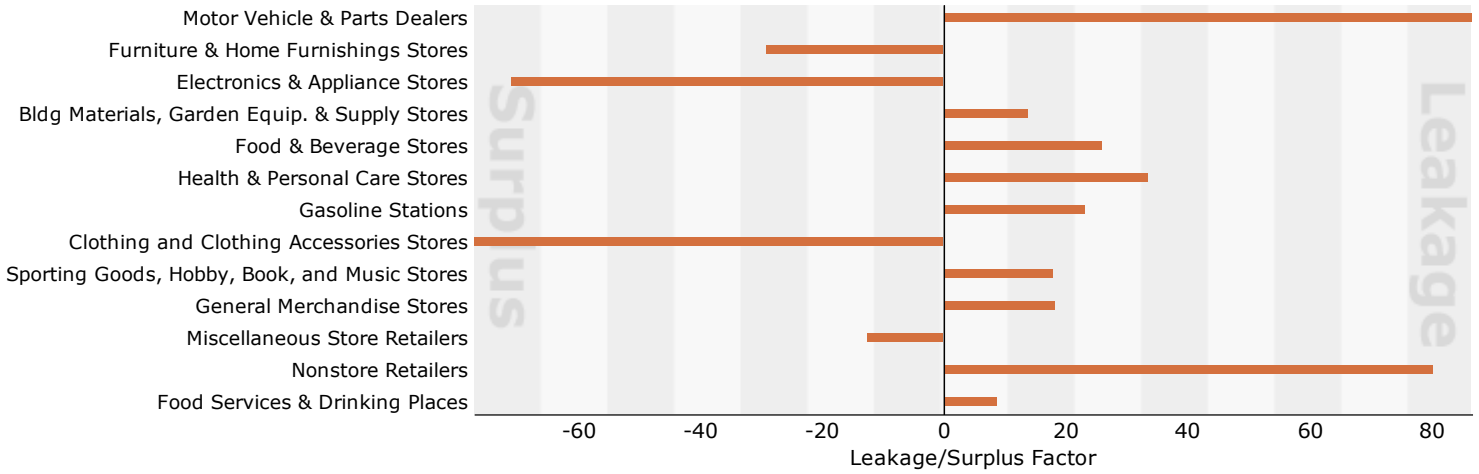
Prepared by Esri
Latitude: 26.42764111
Longitude: -81.7951144

Summary Demographics						
2015 Population						31,734
2015 Households						15,041
2015 Median Disposable Income						\$50,892
2015 Per Capita Income						\$43,717
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$554,239,741	\$597,579,388	-\$43,339,647	-3.8	380
Total Retail Trade	44-45	\$500,440,607	\$552,409,305	-\$51,968,698	-4.9	345
Total Food & Drink	722	\$53,799,134	\$45,170,083	\$8,629,051	8.7	35
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$105,931,878	\$7,478,945	\$98,452,933	86.8	9
Automobile Dealers	4411	\$89,341,624	\$6,756,770	\$82,584,854	85.9	5
Other Motor Vehicle Dealers	4412	\$8,539,880	\$430,862	\$8,109,018	90.4	2
Auto Parts, Accessories & Tire Stores	4413	\$8,050,374	\$291,313	\$7,759,061	93.0	1
Furniture & Home Furnishings Stores	442	\$12,200,086	\$22,328,152	-\$10,128,066	-29.3	35
Furniture Stores	4421	\$6,010,653	\$8,449,387	-\$2,438,734	-16.9	17
Home Furnishings Stores	4422	\$6,189,433	\$13,878,765	-\$7,689,332	-38.3	17
Electronics & Appliance Stores	443	\$13,305,728	\$78,492,367	-\$65,186,639	-71.0	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,970,209	\$15,107,105	\$4,863,104	13.9	17
Bldg Material & Supplies Dealers	4441	\$16,885,565	\$14,222,439	\$2,663,126	8.6	14
Lawn & Garden Equip & Supply Stores	4442	\$3,084,644	\$884,666	\$2,199,978	55.4	2
Food & Beverage Stores	445	\$83,730,426	\$49,164,508	\$34,565,918	26.0	30
Grocery Stores	4451	\$77,320,435	\$47,741,395	\$29,579,040	23.7	18
Specialty Food Stores	4452	\$2,448,655	\$674,667	\$1,773,988	56.8	10
Beer, Wine & Liquor Stores	4453	\$3,961,336	\$748,446	\$3,212,890	68.2	2
Health & Personal Care Stores	446,4461	\$42,022,866	\$20,871,895	\$21,150,971	33.6	26
Gasoline Stations	447,4471	\$49,671,735	\$30,871,516	\$18,800,219	23.3	15
Clothing & Clothing Accessories Stores	448	\$31,489,744	\$245,234,304	-\$213,744,560	-77.2	103
Clothing Stores	4481	\$23,565,734	\$177,532,648	-\$153,966,914	-76.6	66
Shoe Stores	4482	\$3,839,221	\$36,037,562	-\$32,198,341	-80.7	22
Jewelry, Luggage & Leather Goods Stores	4483	\$4,084,789	\$31,664,095	-\$27,579,306	-77.1	15
Sporting Goods, Hobby, Book & Music Stores	451	\$9,815,999	\$6,819,952	\$2,996,047	18.0	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,670,267	\$4,963,367	\$1,706,900	14.7	20
Book, Periodical & Music Stores	4512	\$3,145,732	\$1,856,585	\$1,289,147	25.8	2
General Merchandise Stores	452	\$77,114,813	\$53,371,782	\$23,743,031	18.2	7
Department Stores Excluding Leased Depts.	4521	\$25,987,165	\$17,805,966	\$8,181,199	18.7	4
Other General Merchandise Stores	4529	\$51,127,647	\$35,565,816	\$15,561,831	18.0	3
Miscellaneous Store Retailers	453	\$14,127,734	\$18,198,017	-\$4,070,283	-12.6	61
Florists	4531	\$566,514	\$240,806	\$325,708	40.3	5
Office Supplies, Stationery & Gift Stores	4532	\$4,325,302	\$980,548	\$3,344,754	63.0	14
Used Merchandise Stores	4533	\$1,032,705	\$470,383	\$562,322	37.4	5
Other Miscellaneous Store Retailers	4539	\$8,203,213	\$16,506,279	-\$8,303,066	-33.6	38
Nonstore Retailers	454	\$41,059,389	\$4,470,762	\$36,588,627	80.4	13
Electronic Shopping & Mail-Order Houses	4541	\$35,570,015	\$2,261,141	\$33,308,874	88.0	3
Vending Machine Operators	4542	\$1,233,944	\$620,049	\$613,895	33.1	5
Direct Selling Establishments	4543	\$4,255,429	\$1,589,573	\$2,665,856	45.6	5
Food Services & Drinking Places	722	\$53,799,134	\$45,170,083	\$8,629,051	8.7	35
Full-Service Restaurants	7221	\$24,749,130	\$26,784,834	-\$2,035,704	-4.0	15
Limited-Service Eating Places	7222	\$23,344,413	\$15,532,950	\$7,811,463	20.1	14
Special Food Services	7223	\$1,626,017	\$901,916	\$724,101	28.6	1
Drinking Places - Alcoholic Beverages	7224	\$4,079,573	\$1,950,383	\$2,129,190	35.3	4

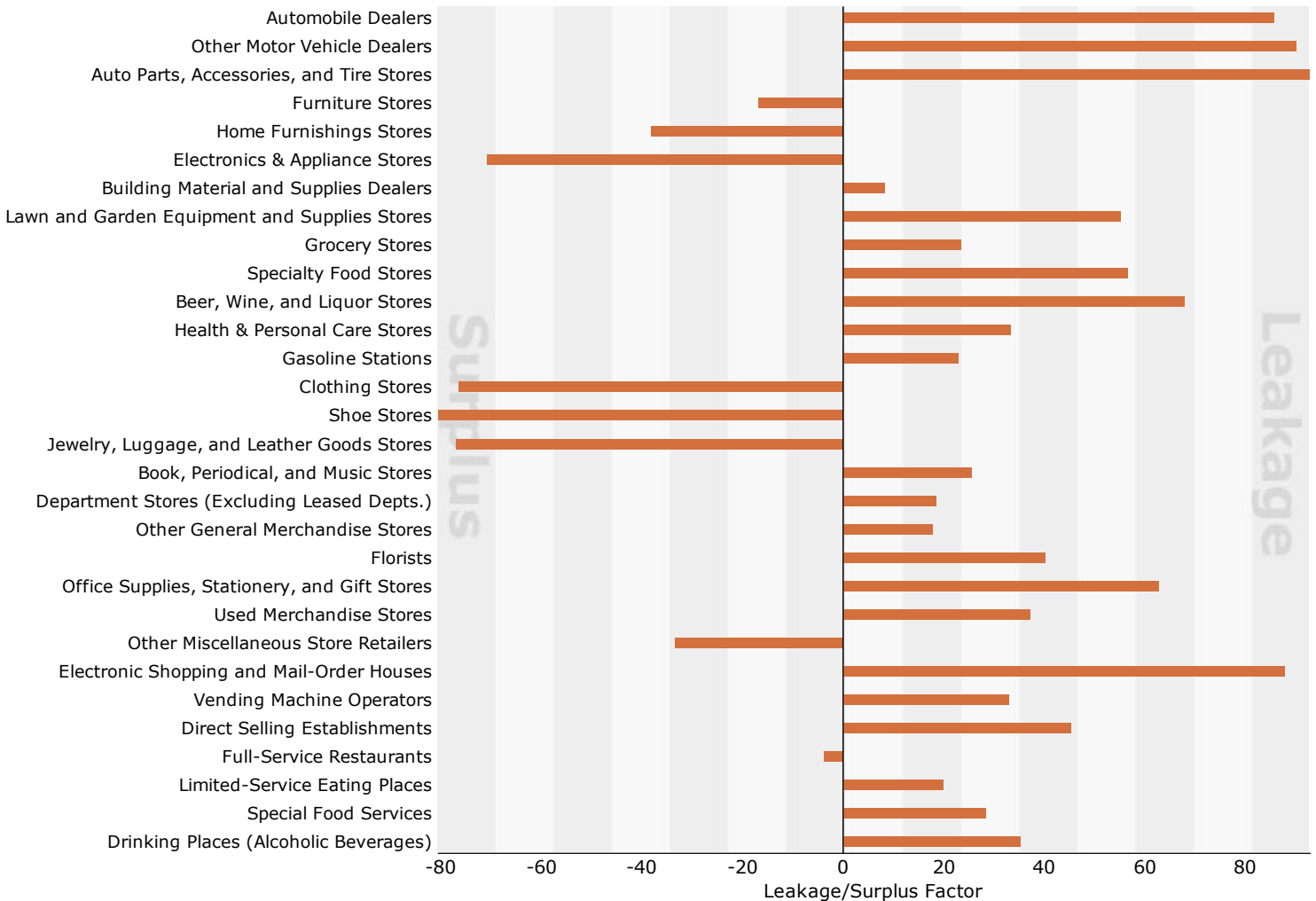
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <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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