

Retail MarketPlace Profile

Lee County, FL
Lee County, FL (12071)
Geography: County

Prepared by Esri

Summary Demographics

2017 Population	720,426
2017 Households	300,030
2017 Median Disposable Income	\$44,010
2017 Per Capita Income	\$32,152

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	\$11,071,459,028	\$10,755,109,384	\$316,349,644	1.4	5,618
Total Retail Trade	44-45	\$10,032,467,583	\$9,655,098,219	\$377,369,364	1.9	4,096
Total Food & Drink	722	\$1,038,991,445	\$1,100,011,165	-\$61,019,720	-2.9	1,522

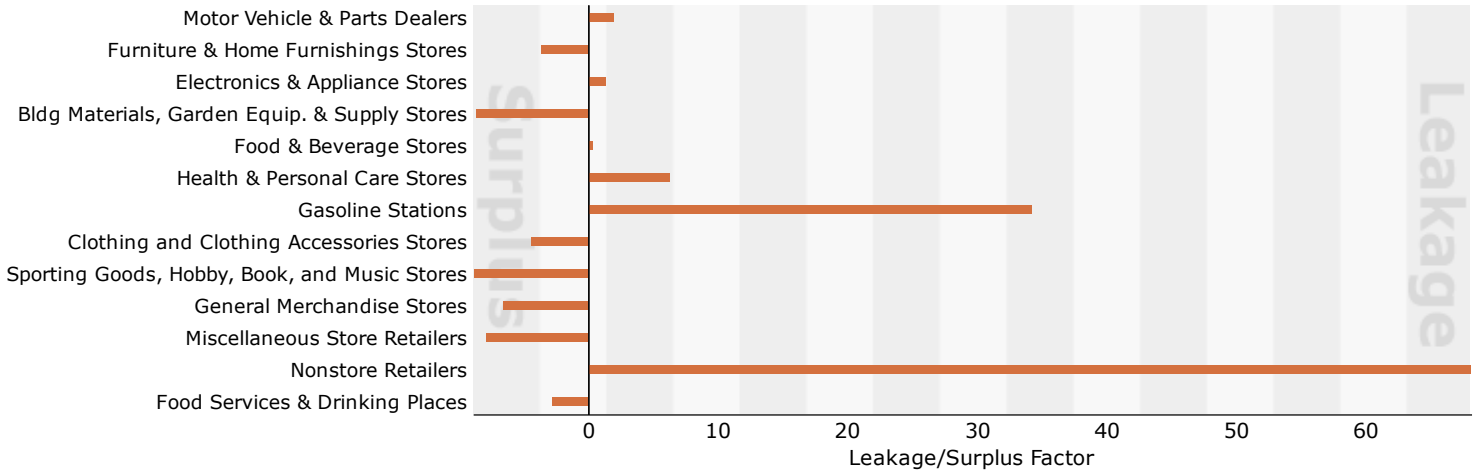
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,195,639,026	\$2,108,514,809	\$87,124,217	2.0	566
Automobile Dealers	4411	\$1,747,237,629	\$1,357,812,055	\$389,425,574	12.5	220
Other Motor Vehicle Dealers	4412	\$259,167,621	\$557,018,288	-\$297,850,667	-36.5	173
Auto Parts, Accessories & Tire Stores	4413	\$189,233,776	\$193,684,466	-\$4,450,690	-1.2	173
Furniture & Home Furnishings Stores	442	\$361,870,378	\$389,613,112	-\$27,742,734	-3.7	288
Furniture Stores	4421	\$197,306,101	\$186,591,647	\$10,714,454	2.8	121
Home Furnishings Stores	4422	\$164,564,277	\$203,021,465	-\$38,457,188	-10.5	167
Electronics & Appliance Stores	443	\$282,723,346	\$275,174,571	\$7,548,775	1.4	170
Bldg Materials, Garden Equip. & Supply Stores	444	\$720,255,580	\$858,158,470	-\$137,902,890	-8.7	383
Bldg Material & Supplies Dealers	4441	\$666,114,795	\$816,459,516	-\$150,344,721	-10.1	305
Lawn & Garden Equip & Supply Stores	4442	\$54,140,785	\$41,698,954	\$12,441,831	13.0	78
Food & Beverage Stores	445	\$1,745,314,420	\$1,733,123,309	\$12,191,111	0.4	466
Grocery Stores	4451	\$1,588,096,247	\$1,622,814,073	-\$34,717,826	-1.1	313
Specialty Food Stores	4452	\$72,726,090	\$46,958,980	\$25,767,110	21.5	97
Beer, Wine & Liquor Stores	4453	\$84,492,083	\$63,350,256	\$21,141,827	14.3	56
Health & Personal Care Stores	446,4461	\$691,517,482	\$609,489,009	\$82,028,473	6.3	362
Gasoline Stations	447,4471	\$1,036,945,939	\$506,711,576	\$530,234,363	34.3	96
Clothing & Clothing Accessories Stores	448	\$480,100,520	\$525,397,452	-\$45,296,932	-4.5	544
Clothing Stores	4481	\$323,679,824	\$332,652,167	-\$8,972,343	-1.4	349
Shoe Stores	4482	\$72,530,112	\$84,978,074	-\$12,447,962	-7.9	76
Jewelry, Luggage & Leather Goods Stores	4483	\$83,890,584	\$107,767,211	-\$23,876,627	-12.5	119
Sporting Goods, Hobby, Book & Music Stores	451	\$239,059,502	\$285,727,418	-\$46,667,916	-8.9	256
Sporting Goods/Hobby/Musical Instr Stores	4511	\$199,068,920	\$263,347,596	-\$64,278,676	-13.9	232
Book, Periodical & Music Stores	4512	\$39,990,582	\$22,379,822	\$17,610,760	28.2	24
General Merchandise Stores	452	\$1,603,523,221	\$1,831,661,674	-\$228,138,453	-6.6	214
Department Stores Excluding Leased Depts.	4521	\$1,117,398,990	\$1,124,707,195	-\$7,308,205	-0.3	70
Other General Merchandise Stores	4529	\$486,124,231	\$706,954,479	-\$220,830,248	-18.5	144
Miscellaneous Store Retailers	453	\$411,485,085	\$481,674,816	-\$70,189,731	-7.9	679
Florists	4531	\$17,307,929	\$12,880,822	\$4,427,107	14.7	64
Office Supplies, Stationery & Gift Stores	4532	\$86,641,150	\$84,948,200	\$1,692,950	1.0	115
Used Merchandise Stores	4533	\$86,320,246	\$83,216,464	\$3,103,782	1.8	162
Other Miscellaneous Store Retailers	4539	\$221,215,760	\$300,629,330	-\$79,413,570	-15.2	338
Nonstore Retailers	454	\$264,033,084	\$49,852,003	\$214,181,081	68.2	72
Electronic Shopping & Mail-Order Houses	4541	\$222,161,437	\$16,931,185	\$205,230,252	85.8	31
Vending Machine Operators	4542	\$4,249,009	\$2,985,179	\$1,263,830	17.5	14
Direct Selling Establishments	4543	\$37,622,638	\$29,935,639	\$7,686,999	11.4	27
Food Services & Drinking Places	722	\$1,038,991,445	\$1,100,011,165	-\$61,019,720	-2.9	1,522
Special Food Services	7223	\$16,646,972	\$6,115,544	\$10,531,428	46.3	30
Drinking Places - Alcoholic Beverages	7224	\$83,844,996	\$40,263,841	\$43,581,155	35.1	67
Restaurants/Other Eating Places	7225	\$938,499,477	\$1,053,631,780	-\$115,132,303	-5.8	1,425

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

