

Retail MarketPlace Profile

Lehigh Acres
Area: 96.91 square miles

Prepared by Esri

Summary Demographics

2017 Population	104,993
2017 Households	34,727
2017 Median Disposable Income	\$41,449
2017 Per Capita Income	\$20,533

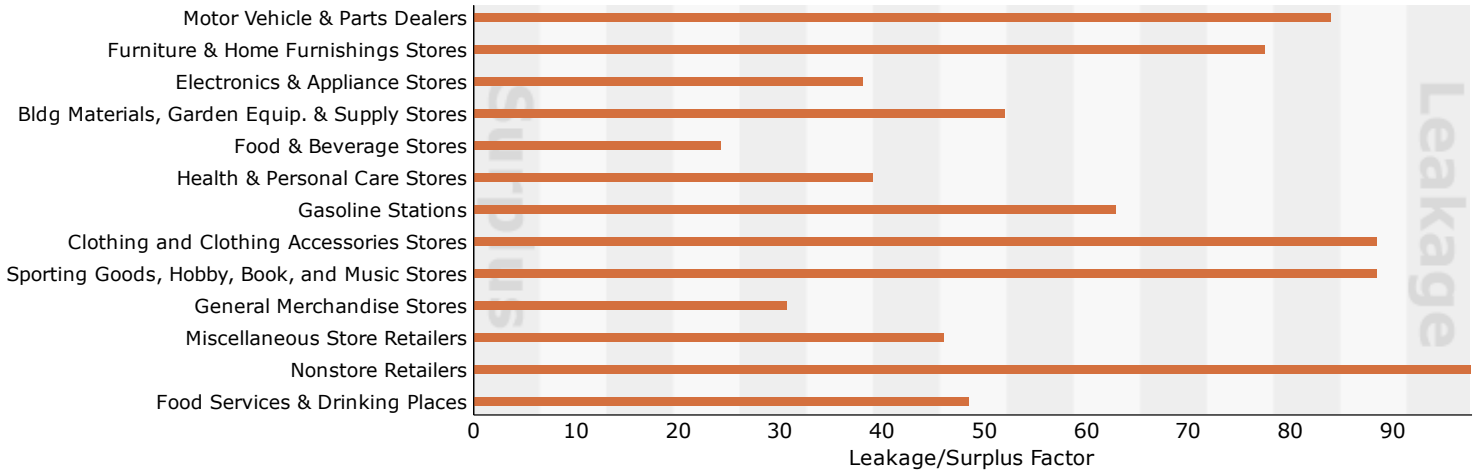
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,046,972,740	\$340,472,204	\$706,500,536	50.9	240
Total Retail Trade	44-45	\$946,552,029	\$305,756,129	\$640,795,900	51.2	172
Total Food & Drink	722	\$100,420,711	\$34,716,075	\$65,704,636	48.6	67

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$206,437,607	\$17,830,835	\$188,606,772	84.1	20
Automobile Dealers	4411	\$164,717,890	\$5,925,037	\$158,792,853	93.1	6
Other Motor Vehicle Dealers	4412	\$24,165,915	\$1,264,367	\$22,901,548	90.1	1
Auto Parts, Accessories & Tire Stores	4413	\$17,553,802	\$10,641,432	\$6,912,370	24.5	14
Furniture & Home Furnishings Stores	442	\$34,106,269	\$4,305,465	\$29,800,804	77.6	8
Furniture Stores	4421	\$19,067,265	\$239,353	\$18,827,912	97.5	1
Home Furnishings Stores	4422	\$15,039,003	\$4,066,112	\$10,972,891	57.4	7
Electronics & Appliance Stores	443	\$26,974,378	\$12,071,173	\$14,903,205	38.2	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$64,123,595	\$20,123,981	\$43,999,614	52.2	17
Bldg Material & Supplies Dealers	4441	\$59,623,997	\$17,528,332	\$42,095,665	54.6	12
Lawn & Garden Equip & Supply Stores	4442	\$4,499,598	\$2,595,648	\$1,903,950	26.8	6
Food & Beverage Stores	445	\$166,282,847	\$101,349,601	\$64,933,246	24.3	35
Grocery Stores	4451	\$151,481,090	\$96,431,097	\$55,049,993	22.2	26
Specialty Food Stores	4452	\$7,006,006	\$1,899,981	\$5,106,025	57.3	5
Beer, Wine & Liquor Stores	4453	\$7,795,751	\$3,018,523	\$4,777,228	44.2	4
Health & Personal Care Stores	446,4461	\$61,272,768	\$26,713,058	\$34,559,710	39.3	16
Gasoline Stations	447,4471	\$100,807,550	\$22,835,296	\$77,972,254	63.1	8
Clothing & Clothing Accessories Stores	448	\$46,819,885	\$2,837,302	\$43,982,583	88.6	8
Clothing Stores	4481	\$31,669,334	\$1,036,307	\$30,633,027	93.7	4
Shoe Stores	4482	\$7,416,096	\$171,018	\$7,245,078	95.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$7,734,455	\$1,629,977	\$6,104,478	65.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$23,037,849	\$1,386,843	\$21,651,006	88.6	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,050,118	\$1,386,843	\$17,663,275	86.4	5
Book, Periodical & Music Stores	4512	\$3,987,731	\$0	\$3,987,731	100.0	0
General Merchandise Stores	452	\$155,081,383	\$82,039,400	\$73,041,983	30.8	22
Department Stores Excluding Leased Depts.	4521	\$108,447,327	\$64,439,108	\$44,008,219	25.5	4
Other General Merchandise Stores	4529	\$46,634,056	\$17,600,292	\$29,033,764	45.2	18
Miscellaneous Store Retailers	453	\$37,995,798	\$13,997,087	\$23,998,711	46.2	21
Florists	4531	\$1,454,345	\$636,241	\$818,104	39.1	4
Office Supplies, Stationery & Gift Stores	4532	\$8,213,155	\$1,403,349	\$6,809,806	70.8	4
Used Merchandise Stores	4533	\$8,383,734	\$1,555,458	\$6,828,276	68.7	3
Other Miscellaneous Store Retailers	4539	\$19,944,564	\$10,402,040	\$9,542,524	31.4	11
Nonstore Retailers	454	\$23,612,099	\$266,088	\$23,346,011	97.8	2
Electronic Shopping & Mail-Order Houses	4541	\$20,353,272	\$127,077	\$20,226,195	98.8	1
Vending Machine Operators	4542	\$409,584	\$139,011	\$270,573	49.3	1
Direct Selling Establishments	4543	\$2,849,243	\$0	\$2,849,243	100.0	0
Food Services & Drinking Places	722	\$100,420,711	\$34,716,075	\$65,704,636	48.6	67
Special Food Services	7223	\$1,698,315	\$188,577	\$1,509,738	80.0	2
Drinking Places - Alcoholic Beverages	7224	\$7,567,003	\$1,902,529	\$5,664,474	59.8	3
Restaurants/Other Eating Places	7225	\$91,155,394	\$32,624,969	\$58,530,425	47.3	63

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

