

# Retail MarketPlace Profile

North Fort Myers  
Area: 64.44 square miles

Prepared by Esri

## Summary Demographics

2017 Population	54,212
2017 Households	26,127
2017 Median Disposable Income	\$36,118
2017 Per Capita Income	\$27,502

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	\$739,463,105	\$729,039,807	\$10,423,298	0.7	355
Total Retail Trade	44-45	\$672,203,822	\$676,742,839	-\$4,539,017	-0.3	263
Total Food & Drink	722	\$67,259,283	\$52,296,968	\$14,962,315	12.5	91

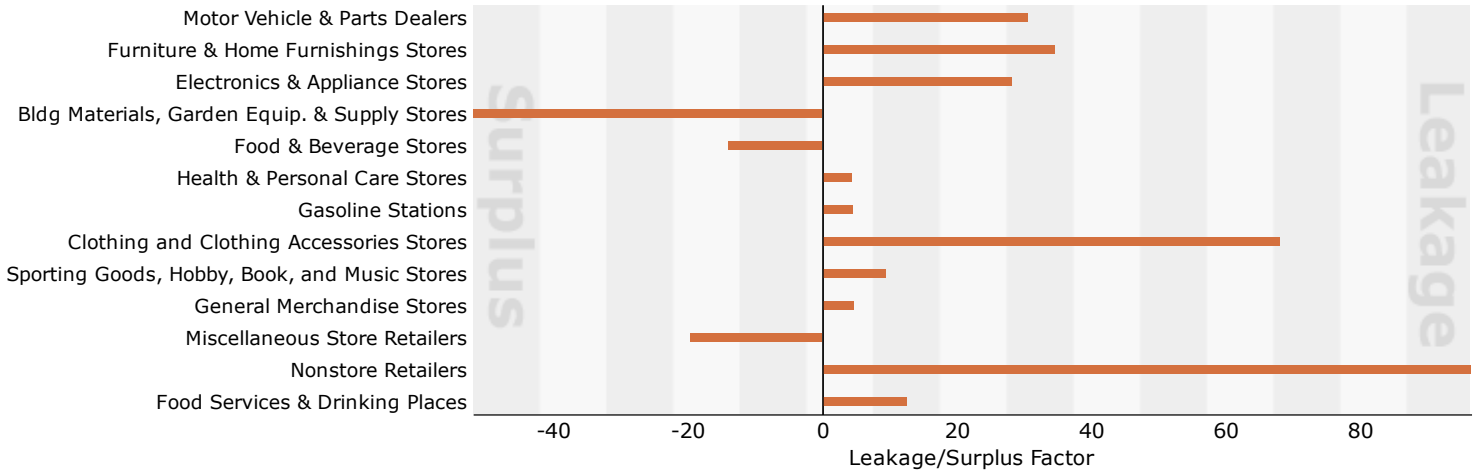
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$146,773,977	\$77,802,037	\$68,971,940	30.7	35
Automobile Dealers	4411	\$116,616,670	\$19,090,870	\$97,525,800	71.9	11
Other Motor Vehicle Dealers	4412	\$17,360,795	\$46,427,524	-\$29,066,729	-45.6	11
Auto Parts, Accessories & Tire Stores	4413	\$12,796,513	\$12,283,643	\$512,870	2.0	13
Furniture & Home Furnishings Stores	442	\$23,582,951	\$11,435,407	\$12,147,544	34.7	20
Furniture Stores	4421	\$12,655,237	\$4,715,728	\$7,939,509	45.7	7
Home Furnishings Stores	4422	\$10,927,714	\$6,719,679	\$4,208,035	23.8	13
Electronics & Appliance Stores	443	\$18,597,651	\$10,414,263	\$8,183,388	28.2	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$49,138,198	\$155,455,846	-\$106,317,648	-52.0	30
Bldg Material & Supplies Dealers	4441	\$45,352,523	\$150,543,840	-\$105,191,317	-53.7	21
Lawn & Garden Equip & Supply Stores	4442	\$3,785,675	\$4,912,006	-\$1,126,331	-12.9	10
Food & Beverage Stores	445	\$117,590,606	\$156,510,414	-\$38,919,808	-14.2	33
Grocery Stores	4451	\$107,133,299	\$145,544,293	-\$38,410,994	-15.2	25
Specialty Food Stores	4452	\$4,887,637	\$1,976,721	\$2,910,916	42.4	4
Beer, Wine & Liquor Stores	4453	\$5,569,670	\$8,989,399	-\$3,419,729	-23.5	3
Health & Personal Care Stores	446,4461	\$48,541,377	\$44,488,656	\$4,052,721	4.4	29
Gasoline Stations	447,4471	\$69,869,920	\$63,753,096	\$6,116,824	4.6	10
Clothing & Clothing Accessories Stores	448	\$30,797,975	\$5,817,629	\$24,980,346	68.2	11
Clothing Stores	4481	\$20,793,604	\$2,717,589	\$18,076,015	76.9	7
Shoe Stores	4482	\$4,579,225	\$1,131,443	\$3,447,782	60.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$5,425,147	\$1,968,597	\$3,456,550	46.7	3
Sporting Goods, Hobby, Book & Music Stores	451	\$15,606,390	\$12,900,274	\$2,706,116	9.5	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,077,304	\$12,884,329	\$192,975	0.7	18
Book, Periodical & Music Stores	4512	\$2,529,087	\$0	\$2,529,087	100.0	0
General Merchandise Stores	452	\$105,552,947	\$96,014,931	\$9,538,016	4.7	13
Department Stores Excluding Leased Depts.	4521	\$72,915,238	\$82,090,923	-\$9,175,685	-5.9	4
Other General Merchandise Stores	4529	\$32,637,709	\$13,924,008	\$18,713,701	40.2	9
Miscellaneous Store Retailers	453	\$27,925,286	\$41,828,759	-\$13,903,473	-19.9	52
Florists	4531	\$1,166,185	\$2,592,045	-\$1,425,860	-37.9	6
Office Supplies, Stationery & Gift Stores	4532	\$5,752,903	\$3,567,121	\$2,185,782	23.5	6
Used Merchandise Stores	4533	\$5,567,161	\$11,198,781	-\$5,631,620	-33.6	15
Other Miscellaneous Store Retailers	4539	\$15,439,038	\$24,470,813	-\$9,031,775	-22.6	25
Nonstore Retailers	454	\$18,226,542	\$321,528	\$17,905,014	96.5	1
Electronic Shopping & Mail-Order Houses	4541	\$15,178,639	\$127,077	\$15,051,562	98.3	1
Vending Machine Operators	4542	\$285,172	\$0	\$285,172	100.0	0
Direct Selling Establishments	4543	\$2,762,731	\$0	\$2,762,731	100.0	0
Food Services & Drinking Places	722	\$67,259,283	\$52,296,968	\$14,962,315	12.5	91
Special Food Services	7223	\$1,023,277	\$0	\$1,023,277	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$5,334,635	\$1,843,229	\$3,491,406	48.6	4
Restaurants/Other Eating Places	7225	\$60,901,372	\$50,453,739	\$10,447,633	9.4	87

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

