



Retail MarketPlace Profile

North Fort Myers Community
Area: 64.69 square miles

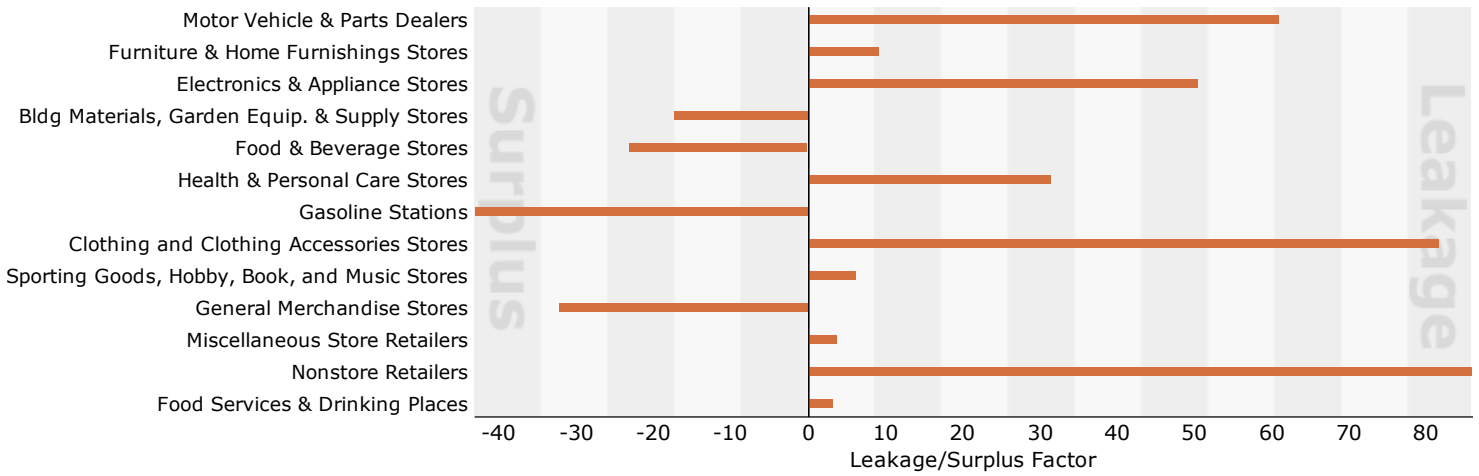
Prepared by Esri
Latitude: 26.72050653
Longitude: -81.8544631

Summary Demographics						
2015 Population						51,057
2015 Households						24,708
2015 Median Disposable Income						\$31,009
2015 Per Capita Income						\$23,415
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	\$503,880,242	\$529,693,926	-\$25,813,684	-2.5	429
Total Retail Trade	44-45	\$455,924,826	\$484,758,397	-\$28,833,571	-3.1	367
Total Food & Drink	722	\$47,955,416	\$44,935,529	\$3,019,887	3.3	62
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$95,422,844	\$23,020,019	\$72,402,825	61.1	34
Automobile Dealers	4411	\$80,473,360	\$8,574,693	\$71,898,667	80.7	8
Other Motor Vehicle Dealers	4412	\$7,714,024	\$3,405,294	\$4,308,730	38.7	10
Auto Parts, Accessories & Tire Stores	4413	\$7,235,459	\$11,040,032	-\$3,804,573	-20.8	16
Furniture & Home Furnishings Stores	442	\$10,702,370	\$8,873,419	\$1,828,951	9.3	48
Furniture Stores	4421	\$5,267,136	\$4,223,757	\$1,043,379	11.0	6
Home Furnishings Stores	4422	\$5,435,234	\$4,649,662	\$785,572	7.8	42
Electronics & Appliance Stores	443	\$11,837,112	\$3,874,140	\$7,962,972	50.7	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,568,936	\$24,948,741	-\$7,379,805	-17.4	33
Bldg Material & Supplies Dealers	4441	\$14,686,627	\$21,851,747	-\$7,165,120	-19.6	24
Lawn & Garden Equip & Supply Stores	4442	\$2,882,308	\$3,096,995	-\$214,687	-3.6	9
Food & Beverage Stores	445	\$77,740,828	\$124,420,195	-\$46,679,367	-23.1	46
Grocery Stores	4451	\$71,981,709	\$121,509,359	-\$49,527,650	-25.6	30
Specialty Food Stores	4452	\$2,278,298	\$943,622	\$1,334,676	41.4	13
Beer, Wine & Liquor Stores	4453	\$3,480,821	\$1,967,215	\$1,513,606	27.8	4
Health & Personal Care Stores	446,4461	\$38,584,789	\$20,093,525	\$18,491,264	31.5	19
Gasoline Stations	447,4471	\$46,146,872	\$116,304,959	-\$70,158,087	-43.2	23
Clothing & Clothing Accessories Stores	448	\$27,790,679	\$2,776,107	\$25,014,572	81.8	18
Clothing Stores	4481	\$20,873,353	\$1,786,485	\$19,086,868	84.2	13
Shoe Stores	4482	\$3,475,698	\$624,781	\$2,850,917	69.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$3,441,628	\$364,841	\$3,076,787	80.8	3
Sporting Goods, Hobby, Book & Music Stores	451	\$8,852,376	\$7,787,778	\$1,064,598	6.4	31
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,064,902	\$7,690,918	-\$1,626,016	-11.8	29
Book, Periodical & Music Stores	4512	\$2,787,475	\$96,860	\$2,690,615	93.3	2
General Merchandise Stores	452	\$70,796,873	\$137,905,385	-\$67,108,512	-32.2	11
Department Stores Excluding Leased Depts.	4521	\$23,234,826	\$5,574,735	\$17,660,091	61.3	8
Other General Merchandise Stores	4529	\$47,562,047	\$132,330,650	-\$84,768,603	-47.1	4
Miscellaneous Store Retailers	453	\$12,930,015	\$11,958,677	\$971,338	3.9	74
Florists	4531	\$507,508	\$482,363	\$25,145	2.5	4
Office Supplies, Stationery & Gift Stores	4532	\$3,911,050	\$935,719	\$2,975,331	61.4	11
Used Merchandise Stores	4533	\$907,953	\$1,935,585	-\$1,027,632	-36.1	10
Other Miscellaneous Store Retailers	4539	\$7,603,504	\$8,605,010	-\$1,001,506	-6.2	49
Nonstore Retailers	454	\$37,551,133	\$2,795,453	\$34,755,680	86.1	15
Electronic Shopping & Mail-Order Houses	4541	\$32,269,195	\$1,167,441	\$31,101,754	93.0	2
Vending Machine Operators	4542	\$1,142,818	\$245,311	\$897,507	64.7	2
Direct Selling Establishments	4543	\$4,139,120	\$1,382,701	\$2,756,419	49.9	11
Food Services & Drinking Places	722	\$47,955,416	\$44,935,529	\$3,019,887	3.3	62
Full-Service Restaurants	7221	\$22,112,947	\$17,348,230	\$4,764,717	12.1	18
Limited-Service Eating Places	7222	\$20,935,170	\$23,380,551	-\$2,445,381	-5.5	33
Special Food Services	7223	\$1,431,336	\$424,766	\$1,006,570	54.2	1
Drinking Places - Alcoholic Beverages	7224	\$3,475,962	\$3,781,982	-\$306,020	-4.2	10

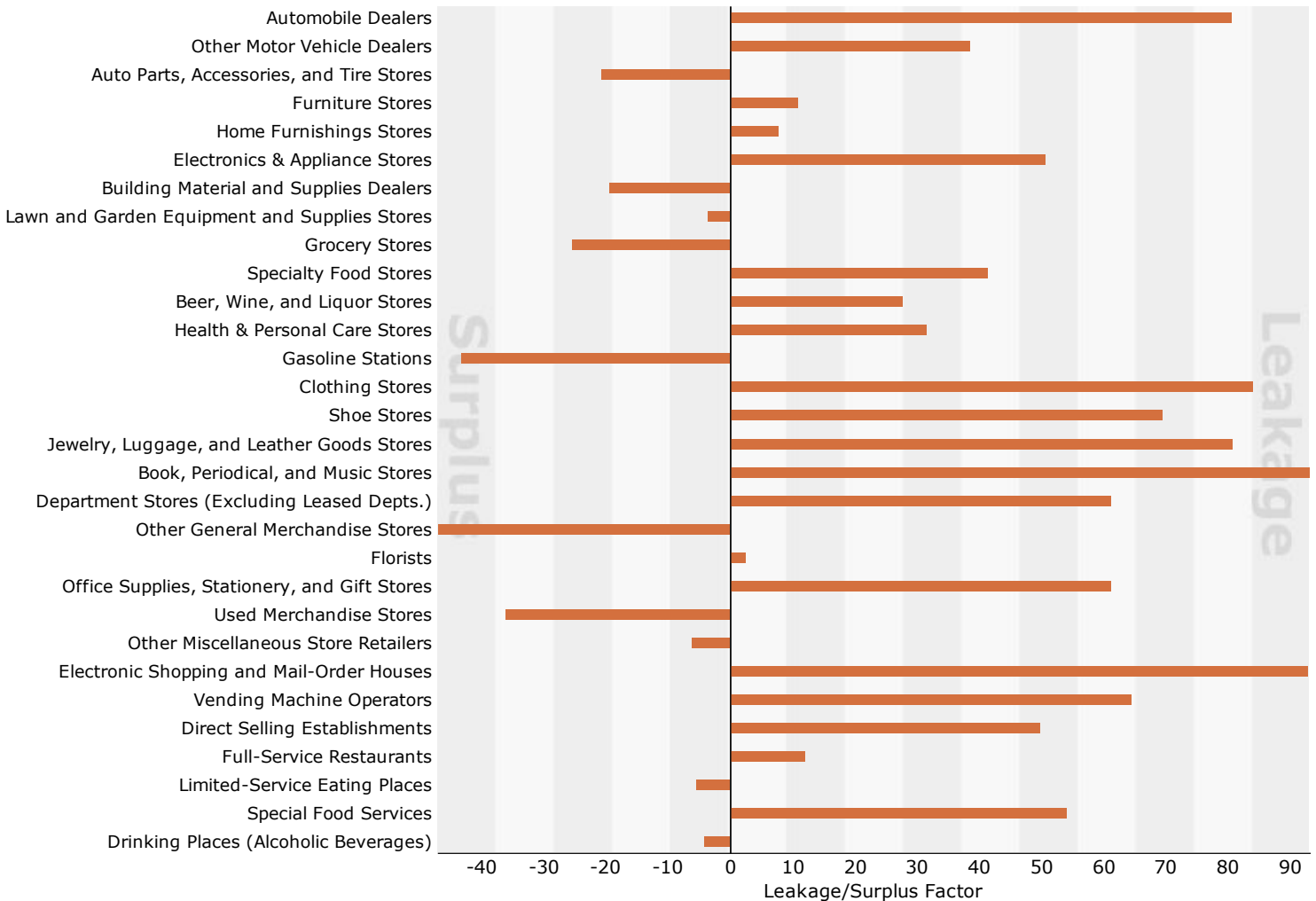
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.