



2010 Retail MarketPlace Profile

Prepared by Paul White

Gladiolus
9901 Gladiolus Dr, Fort Myers, FL 33908
Ring: 1 mile radius

Latitude: 26.520061
Longitude: -81.918266

Summary Demographics

2010 Population	8,745
2010 Households	3,489
2010 Median Disposable Income	\$35,386
2010 Per Capita Income	\$22,966

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$93,101,841	\$42,597,225	\$50,504,616	37.2	45
Total Retail Trade (NAICS 44-45)	\$79,877,643	\$36,075,723	\$43,801,920	37.8	33
Total Food & Drink (NAICS 722)	\$13,224,198	\$6,521,502	\$6,702,696	33.9	12

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$20,860,620	\$2,535,451	\$18,325,169	78.3	4
Automobile Dealers (NAICS 4411)	\$17,408,110	\$1,395,314	\$16,012,796	85.2	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,973,813	\$359,157	\$1,614,656	69.2	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,478,697	\$780,980	\$697,717	30.9	2
Furniture & Home Furnishings Stores (NAICS 442)	\$3,598,475	\$631,714	\$2,966,761	70.1	2
Furniture Stores (NAICS 4421)	\$2,119,290	\$516,809	\$1,602,481	60.8	1
Home Furnishings Stores (NAICS 4422)	\$1,479,185	\$114,905	\$1,364,280	85.6	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,818,289	\$897,686	\$1,920,603	51.7	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,938,390	\$1,517,651	\$2,420,739	44.4	6
Building Material and Supplies Dealers (NAICS 4441)	\$3,686,683	\$1,028,889	\$2,657,794	56.4	4
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$251,707	\$488,762	\$-237,055	-32.0	2
Food & Beverage Stores (NAICS 445)	\$16,660,167	\$12,802,322	\$3,857,845	13.1	2
Grocery Stores (NAICS 4451)	\$15,975,865	\$12,689,848	\$3,286,017	11.5	1
Specialty Food Stores (NAICS 4452)	\$203,150	\$112,474	\$90,676	28.7	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$481,152	\$0	\$481,152	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,892,677	\$2,901,965	\$-9,288	-0.2	4
Gasoline Stations (NAICS 447/4471)	\$12,852,707	\$5,421,485	\$7,431,222	40.7	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,902,085	\$264,625	\$3,637,460	87.3	1
Clothing Stores (NAICS 4481)	\$2,941,213	\$0	\$2,941,213	100.0	0
Shoe Stores (NAICS 4482)	\$408,354	\$0	\$408,354	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$552,518	\$264,625	\$287,893	35.2	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$949,897	\$327,834	\$622,063	48.7	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$344,176	\$155,522	\$188,654	37.8	1
Book, Periodical, and Music Stores (NAICS 4512)	\$605,721	\$172,312	\$433,409	55.7	1

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.

Sources: Esri and Infogroup



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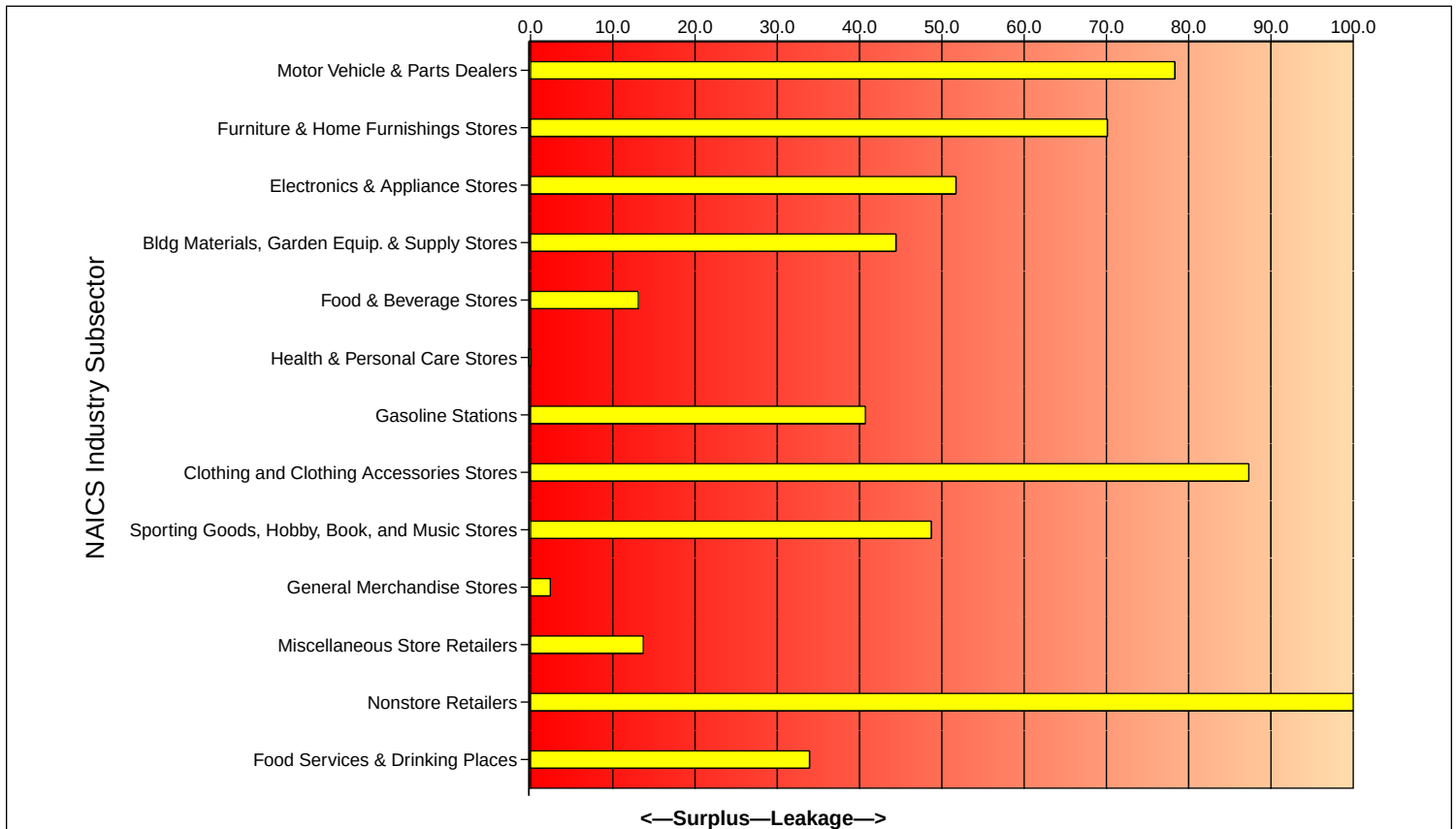
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$8,005,610	\$7,632,856	\$372,754	2.4	2
Department Stores Excluding Leased Depts. (NAICS 4521)	\$3,704,796	\$3,561,830	\$142,966	2.0	1
Other General Merchandise Stores (NAICS 4529)	\$4,300,814	\$4,071,026	\$229,788	2.7	1
Miscellaneous Store Retailers (NAICS 453)	\$1,503,241	\$1,142,134	\$361,107	13.7	7
Florists (NAICS 4531)	\$191,326	\$306,248	\$-114,922	-23.1	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$657,595	\$418,783	\$238,812	22.2	2
Used Merchandise Stores (NAICS 4533)	\$106,023	\$260,622	\$-154,599	-42.2	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$548,297	\$156,481	\$391,816	55.6	1
Nonstore Retailers (NAICS 454)	\$1,895,485	\$0	\$1,895,485	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,230,463	\$0	\$1,230,463	100.0	0
Vending Machine Operators (NAICS 4542)	\$102,007	\$0	\$102,007	100.0	0
Direct Selling Establishments (NAICS 4543)	\$563,015	\$0	\$563,015	100.0	0
Food Services & Drinking Places (NAICS 722)	\$13,224,198	\$6,521,502	\$6,702,696	33.9	12
Full-Service Restaurants (NAICS 7221)	\$5,129,338	\$3,770,430	\$1,358,908	15.3	7
Limited-Service Eating Places (NAICS 7222)	\$6,446,435	\$2,274,252	\$4,172,183	47.8	4
Special Food Services (NAICS 7223)	\$744,774	\$476,820	\$267,954	21.9	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$903,651	\$0	\$903,651	100.0	0

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup



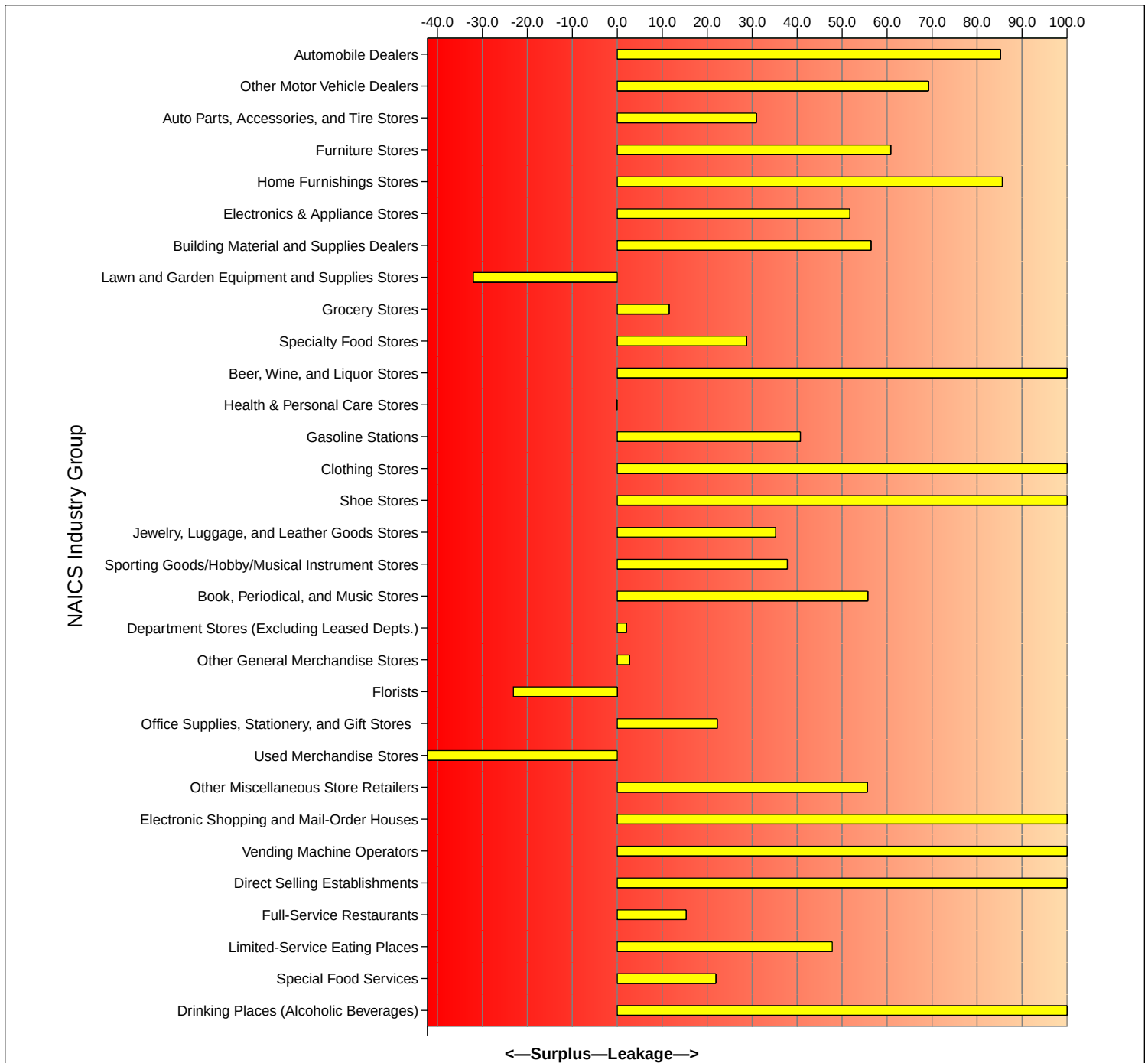
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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2010 Population	48,361
2010 Households	23,750
2010 Median Disposable Income	\$38,325
2010 Per Capita Income	\$33,094

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$673,960,552	\$567,532,791	\$106,427,761	8.6	445
Total Retail Trade (NAICS 44-45)	\$577,798,956	\$502,581,394	\$75,217,562	7.0	326
Total Food & Drink (NAICS 722)	\$96,161,596	\$64,951,397	\$31,210,199	19.4	119

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$149,461,424	\$136,239,070	\$13,222,354	4.6	44
Automobile Dealers (NAICS 4411)	\$124,629,129	\$110,825,250	\$13,803,879	5.9	14
Other Motor Vehicle Dealers (NAICS 4412)	\$14,072,452	\$20,644,413	\$-6,571,961	-18.9	21
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$10,759,843	\$4,769,407	\$5,990,436	38.6	9
Furniture & Home Furnishings Stores (NAICS 442)	\$26,045,951	\$16,790,142	\$9,255,809	21.6	20
Furniture Stores (NAICS 4421)	\$15,293,173	\$7,813,507	\$7,479,666	32.4	6
Home Furnishings Stores (NAICS 4422)	\$10,752,778	\$8,976,635	\$1,776,143	9.0	14
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$20,403,229	\$12,133,613	\$8,269,616	25.4	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$28,521,389	\$13,400,488	\$15,120,901	36.1	31
Building Material and Supplies Dealers (NAICS 4441)	\$26,715,411	\$11,900,460	\$14,814,951	38.4	21
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,805,978	\$1,500,028	\$305,950	9.3	10
Food & Beverage Stores (NAICS 445)	\$121,685,977	\$126,628,624	\$-4,942,647	-2.0	25
Grocery Stores (NAICS 4451)	\$116,664,324	\$120,715,692	\$-4,051,368	-1.7	16
Specialty Food Stores (NAICS 4452)	\$1,483,344	\$479,536	\$1,003,808	51.1	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,538,309	\$5,433,396	\$-1,895,087	-21.1	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$21,319,245	\$47,080,972	\$-25,761,727	-37.7	39
Gasoline Stations (NAICS 447/4471)	\$92,247,509	\$56,165,718	\$36,081,791	24.3	11
Clothing and Clothing Accessories Stores (NAICS 448)	\$28,171,342	\$17,044,527	\$11,126,815	24.6	37
Clothing Stores (NAICS 4481)	\$21,258,375	\$12,330,094	\$8,928,281	26.6	25
Shoe Stores (NAICS 4482)	\$2,939,187	\$1,894,551	\$1,044,636	21.6	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,973,780	\$2,819,882	\$1,153,898	17.0	9
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,850,522	\$4,067,839	\$2,782,683	25.5	21
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,479,794	\$2,507,679	\$-27,885	-0.6	18
Book, Periodical, and Music Stores (NAICS 4512)	\$4,370,728	\$1,560,160	\$2,810,568	47.4	3

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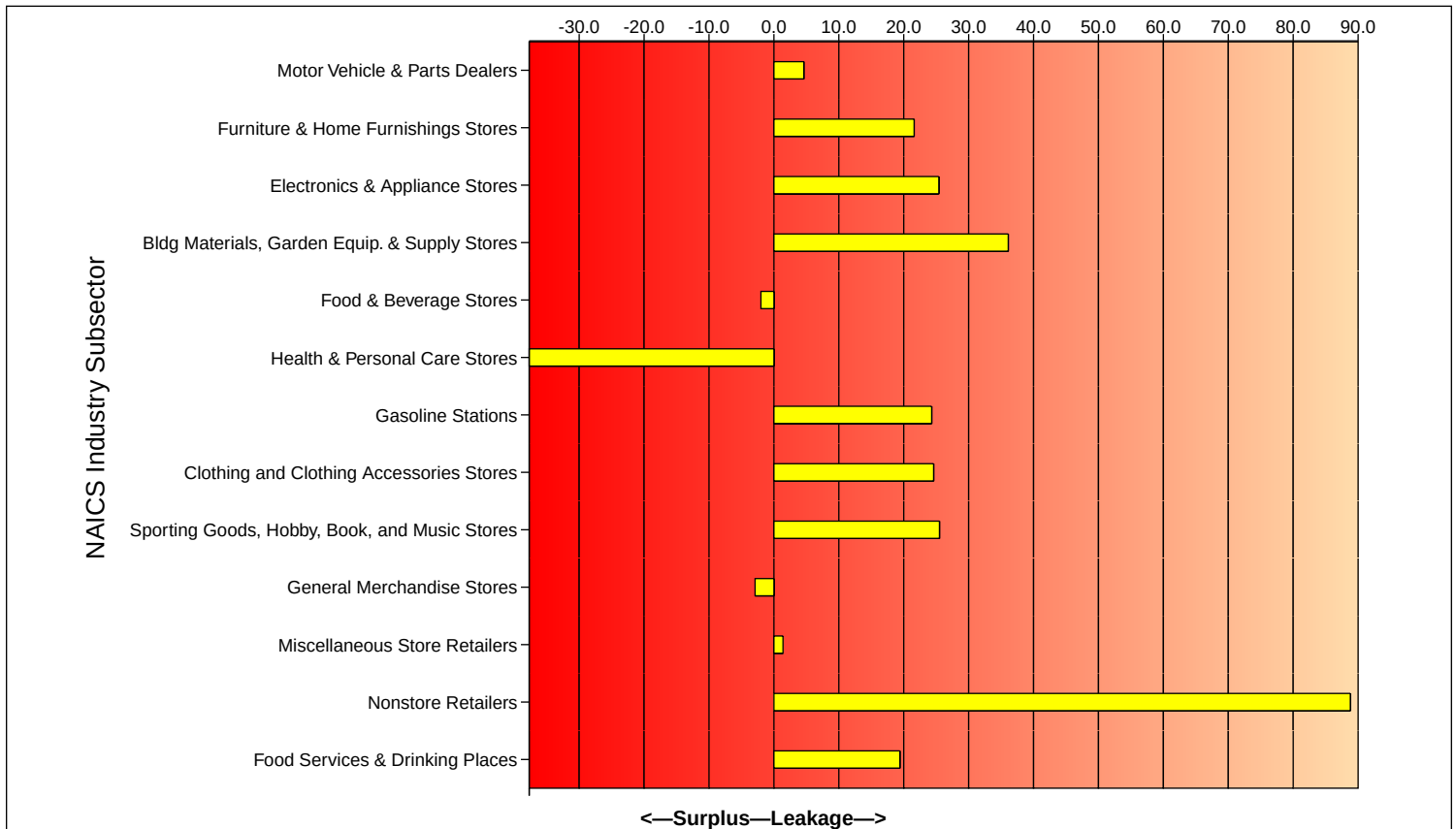
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General Merchandise Stores (NAICS 452)	\$58,116,083	\$61,615,881	\$-3,499,798	-2.9	13
Department Stores Excluding Leased Depts.(NAICS 4521)	\$26,843,093	\$21,090,185	\$5,752,908	12.0	5
Other General Merchandise Stores (NAICS 4529)	\$31,272,990	\$40,525,696	\$-9,252,706	-12.9	8
Miscellaneous Store Retailers (NAICS 453)	\$10,874,389	\$10,576,509	\$297,880	1.4	72
Florists (NAICS 4531)	\$1,373,006	\$807,223	\$565,783	26.0	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,808,748	\$3,112,183	\$1,696,565	21.4	12
Used Merchandise Stores (NAICS 4533)	\$764,864	\$2,246,120	\$-1,481,256	-49.2	26
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,927,771	\$4,410,983	\$-483,212	-5.8	27
Nonstore Retailers (NAICS 454)	\$14,101,896	\$838,011	\$13,263,885	88.8	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$9,073,520	\$9,707	\$9,063,813	99.8	1
Vending Machine Operators (NAICS 4542)	\$742,570	\$392,952	\$349,618	30.8	2
Direct Selling Establishments (NAICS 4543)	\$4,285,806	\$435,352	\$3,850,454	81.6	1
Food Services & Drinking Places (NAICS 722)	\$96,161,596	\$64,951,397	\$31,210,199	19.4	119
Full-Service Restaurants (NAICS 7221)	\$37,335,138	\$30,296,764	\$7,038,374	10.4	67
Limited-Service Eating Places (NAICS 7222)	\$46,736,742	\$26,917,810	\$19,818,932	26.9	38
Special Food Services (NAICS 7223)	\$5,398,048	\$5,159,881	\$238,167	2.3	7
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$6,691,668	\$2,576,942	\$4,114,726	44.4	7

Leakage/Surplus Factor by Industry Subsector



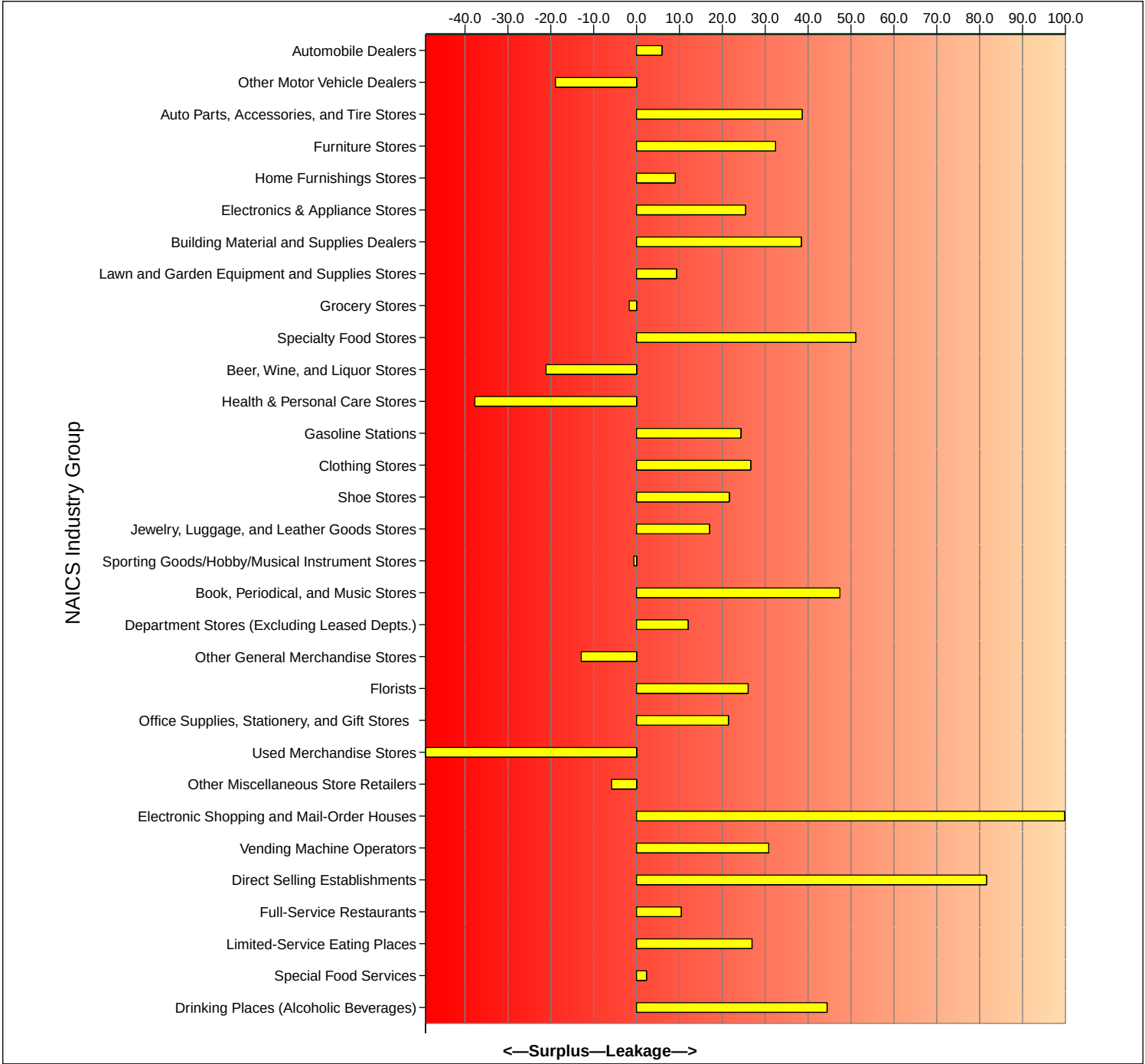
Sources: Esri and Infogroup



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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2010 Population	115,580
2010 Households	56,535
2010 Median Disposable Income	\$39,033
2010 Per Capita Income	\$31,903

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,558,251,874	\$2,392,856,080	\$-834,604,206	-21.1	1,501
Total Retail Trade (NAICS 44-45)	\$1,332,662,270	\$2,139,992,330	\$-807,330,060	-23.2	1,134
Total Food & Drink (NAICS 722)	\$225,589,604	\$252,863,750	\$-27,274,146	-5.7	367

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$341,971,461	\$899,489,724	\$-557,518,263	-44.9	150
Automobile Dealers (NAICS 4411)	\$286,075,119	\$812,285,297	\$-526,210,178	-47.9	52
Other Motor Vehicle Dealers (NAICS 4412)	\$31,108,209	\$65,977,706	\$-34,869,497	-35.9	62
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$24,788,133	\$21,226,721	\$3,561,412	7.7	36
Furniture & Home Furnishings Stores (NAICS 442)	\$60,382,399	\$145,073,751	\$-84,691,352	-41.2	120
Furniture Stores (NAICS 4421)	\$35,579,473	\$99,334,922	\$-63,755,449	-47.3	56
Home Furnishings Stores (NAICS 4422)	\$24,802,926	\$45,738,829	\$-20,935,903	-29.7	64
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$47,449,517	\$41,160,425	\$6,289,092	7.1	52
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$64,604,806	\$79,355,198	\$-14,750,392	-10.2	121
Building Material and Supplies Dealers (NAICS 4441)	\$60,558,558	\$76,168,452	\$-15,609,894	-11.4	93
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,046,248	\$3,186,746	\$859,502	11.9	28
Food & Beverage Stores (NAICS 445)	\$282,441,175	\$287,676,044	\$-5,234,869	-0.9	84
Grocery Stores (NAICS 4451)	\$270,663,131	\$260,499,532	\$10,163,599	1.9	44
Specialty Food Stores (NAICS 4452)	\$3,452,438	\$6,242,729	\$-2,790,291	-28.8	23
Beer, Wine, and Liquor Stores (NAICS 4453)	\$8,325,606	\$20,933,783	\$-12,608,177	-43.1	17
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$48,267,423	\$125,159,527	\$-76,892,104	-44.3	97
Gasoline Stations (NAICS 447/4471)	\$213,215,731	\$204,483,556	\$8,732,175	2.1	31
Clothing and Clothing Accessories Stores (NAICS 448)	\$66,388,672	\$82,248,788	\$-15,860,116	-10.7	146
Clothing Stores (NAICS 4481)	\$50,207,428	\$56,100,951	\$-5,893,523	-5.5	97
Shoe Stores (NAICS 4482)	\$6,910,957	\$10,881,220	\$-3,970,263	-22.3	17
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$9,270,287	\$15,266,617	\$-5,996,330	-24.4	32
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$16,315,060	\$17,448,505	\$-1,133,445	-3.4	74
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,818,705	\$8,731,209	\$-2,912,504	-20.0	64
Book, Periodical, and Music Stores (NAICS 4512)	\$10,496,355	\$8,717,296	\$1,779,059	9.3	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.

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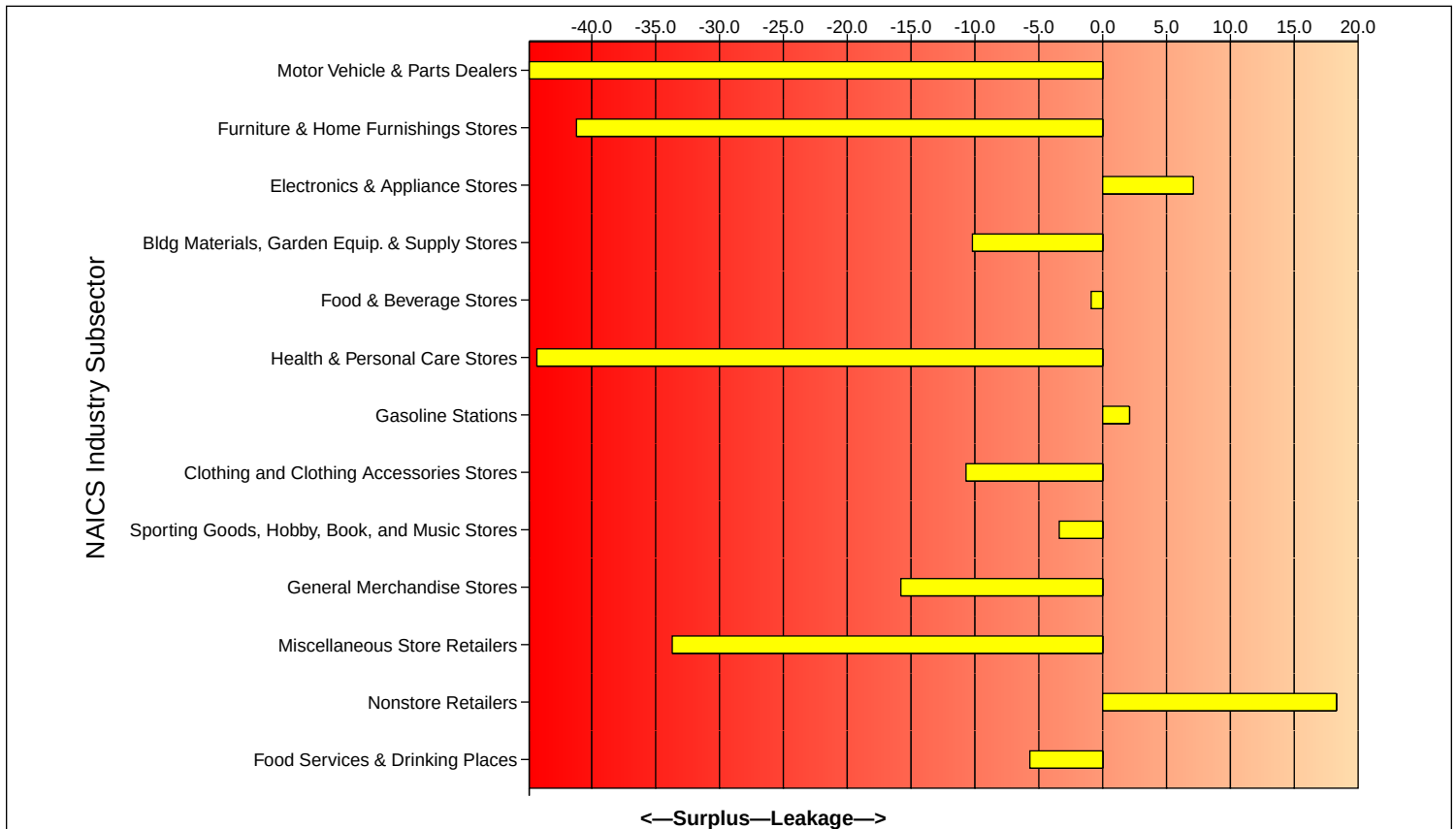
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$134,799,427	\$185,552,428	\$-50,753,001	-15.8	32
Department Stores Excluding Leased Depts.(NAICS 4521)	\$62,393,191	\$94,504,181	\$-32,110,990	-20.5	16
Other General Merchandise Stores (NAICS 4529)	\$72,406,236	\$91,048,247	\$-18,642,011	-11.4	16
Miscellaneous Store Retailers (NAICS 453)	\$24,971,991	\$50,341,349	\$-25,369,358	-33.7	208
Florists (NAICS 4531)	\$3,078,364	\$2,479,085	\$599,279	10.8	21
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$11,102,716	\$16,339,560	\$-5,236,844	-19.1	37
Used Merchandise Stores (NAICS 4533)	\$1,788,445	\$7,797,715	\$-6,009,270	-62.7	60
Other Miscellaneous Store Retailers (NAICS 4539)	\$9,002,466	\$23,724,989	\$-14,722,523	-45.0	90
Nonstore Retailers (NAICS 454)	\$31,854,608	\$22,003,035	\$9,851,573	18.3	19
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$20,513,120	\$3,302,481	\$17,210,639	72.3	3
Vending Machine Operators (NAICS 4542)	\$1,733,057	\$3,945,233	\$-2,212,176	-39.0	5
Direct Selling Establishments (NAICS 4543)	\$9,608,431	\$14,755,321	\$-5,146,890	-21.1	11
Food Services & Drinking Places (NAICS 722)	\$225,589,604	\$252,863,750	\$-27,274,146	-5.7	367
Full-Service Restaurants (NAICS 7221)	\$87,619,125	\$139,281,062	\$-51,661,937	-22.8	209
Limited-Service Eating Places (NAICS 7222)	\$109,641,970	\$90,185,386	\$19,456,584	9.7	115
Special Food Services (NAICS 7223)	\$12,653,110	\$12,417,579	\$235,531	0.9	20
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$15,675,399	\$10,979,723	\$4,695,676	17.6	23

Leakage/Surplus Factor by Industry Subsector



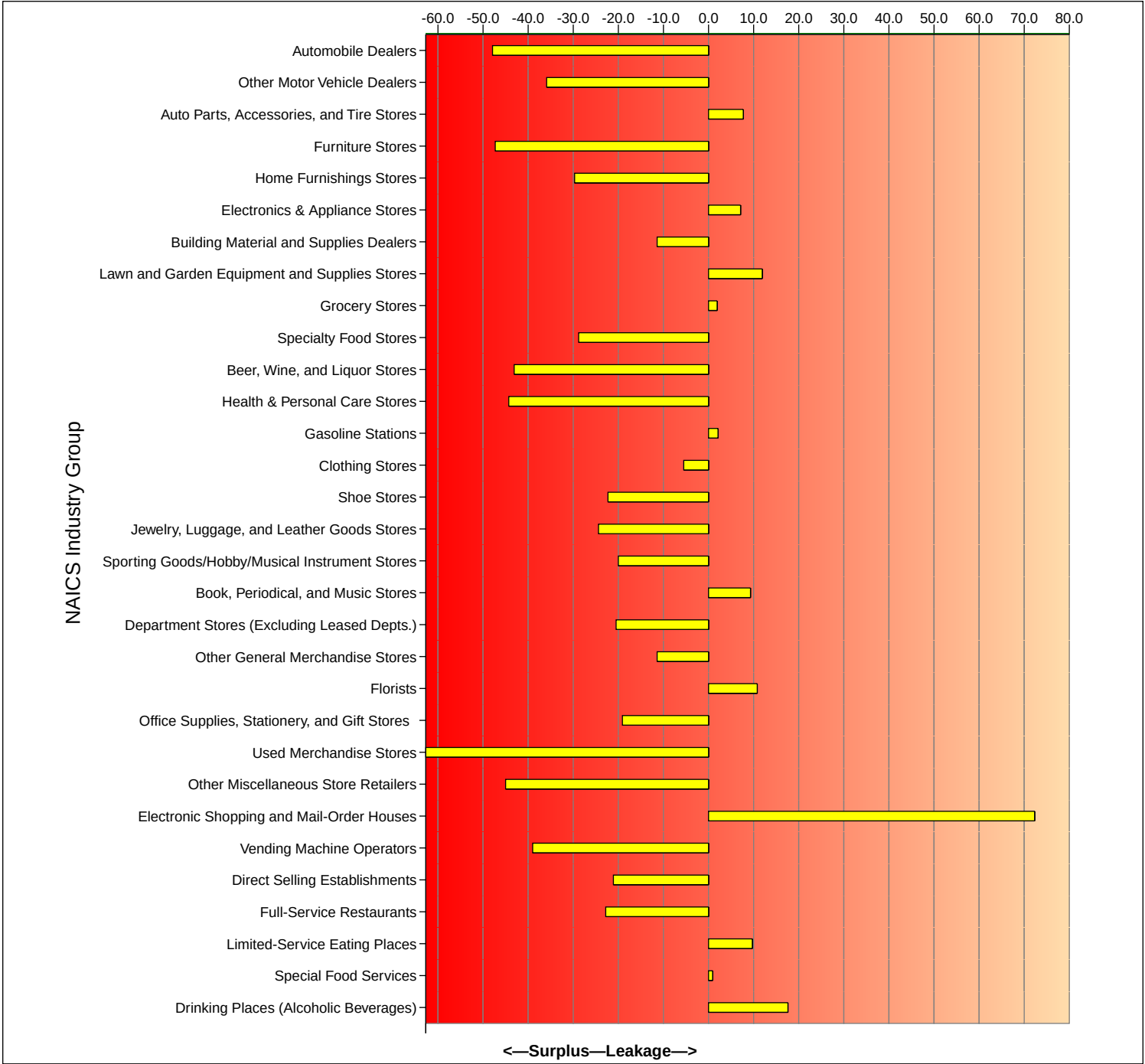
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Leakage/Surplus Factor by Industry Group



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