



Retail MarketPlace Profile

3871 Tamiami Trl, Port Charlotte, Florida, 33952
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 26.97236
Longitude: -82.08628

Summary Demographics

2015 Population	113,948
2015 Households	51,622
2015 Median Disposable Income	\$37,773
2015 Per Capita Income	\$26,554

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	\$1,239,567,856	\$1,964,636,626	-\$725,068,770	-22.6	1,354
Total Retail Trade	44-45	\$1,121,235,147	\$1,793,522,604	-\$672,287,457	-23.1	1,167
Total Food & Drink	722	\$118,332,710	\$171,114,022	-\$52,781,312	-18.2	187

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$236,256,774	\$627,742,003	-\$391,485,229	-45.3	113
Automobile Dealers	4411	\$199,858,012	\$570,788,287	-\$370,930,275	-48.1	36
Other Motor Vehicle Dealers	4412	\$18,644,474	\$39,994,147	-\$21,349,673	-36.4	41
Auto Parts, Accessories & Tire Stores	4413	\$17,754,288	\$16,959,569	\$794,719	2.3	36
Furniture & Home Furnishings Stores	442	\$26,726,752	\$67,692,176	-\$40,965,424	-43.4	114
Furniture Stores	4421	\$13,248,195	\$39,302,345	-\$26,054,150	-49.6	36
Home Furnishings Stores	4422	\$13,478,558	\$28,389,831	-\$14,911,273	-35.6	78
Electronics & Appliance Stores	443	\$29,296,714	\$48,693,503	-\$19,396,789	-24.9	57
Bldg Materials, Garden Equip. & Supply Stores	444	\$42,028,005	\$67,237,365	-\$25,209,360	-23.1	81
Bldg Material & Supplies Dealers	4441	\$35,067,320	\$55,945,171	-\$20,877,851	-22.9	68
Lawn & Garden Equip & Supply Stores	4442	\$6,960,686	\$11,292,194	-\$4,331,508	-23.7	13
Food & Beverage Stores	445	\$190,078,849	\$250,372,700	-\$60,293,851	-13.7	98
Grocery Stores	4451	\$175,995,699	\$238,747,321	-\$62,751,622	-15.1	57
Specialty Food Stores	4452	\$5,587,832	\$4,745,834	\$841,998	8.1	30
Beer, Wine & Liquor Stores	4453	\$8,495,319	\$6,879,544	\$1,615,775	10.5	10
Health & Personal Care Stores	446,4461	\$93,233,304	\$99,880,527	-\$6,647,223	-3.4	73
Gasoline Stations	447,4471	\$114,087,430	\$111,137,159	\$2,950,271	1.3	45
Clothing & Clothing Accessories Stores	448	\$69,560,462	\$55,443,529	\$14,116,933	11.3	120
Clothing Stores	4481	\$52,313,834	\$45,101,562	\$7,212,272	7.4	84
Shoe Stores	4482	\$8,669,273	\$4,327,689	\$4,341,584	33.4	7
Jewelry, Luggage & Leather Goods Stores	4483	\$8,577,356	\$6,014,278	\$2,563,078	17.6	29
Sporting Goods, Hobby, Book & Music Stores	451	\$22,206,996	\$33,876,735	-\$11,669,739	-20.8	86
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,191,677	\$29,677,785	-\$14,486,108	-32.3	72
Book, Periodical & Music Stores	4512	\$7,015,319	\$4,198,950	\$2,816,369	25.1	13
General Merchandise Stores	452	\$174,467,846	\$330,819,346	-\$156,351,500	-30.9	25
Department Stores Excluding Leased Depts.	4521	\$57,818,845	\$67,046,287	-\$9,227,442	-7.4	11
Other General Merchandise Stores	4529	\$116,649,001	\$263,773,059	-\$147,124,058	-38.7	14
Miscellaneous Store Retailers	453	\$31,608,283	\$68,521,179	-\$36,912,896	-36.9	285
Florists	4531	\$1,223,103	\$1,691,788	-\$468,685	-16.1	18
Office Supplies, Stationery & Gift Stores	4532	\$9,569,933	\$14,576,057	-\$5,006,124	-20.7	51
Used Merchandise Stores	4533	\$2,260,963	\$3,282,895	-\$1,021,932	-18.4	28
Other Miscellaneous Store Retailers	4539	\$18,554,284	\$48,970,440	-\$30,416,156	-45.0	188
Nonstore Retailers	454	\$91,683,730	\$32,106,381	\$59,577,349	48.1	72
Electronic Shopping & Mail-Order Houses	4541	\$78,692,820	\$19,986,630	\$58,706,190	59.5	9
Vending Machine Operators	4542	\$2,797,598	\$3,614,790	-\$817,192	-12.7	21
Direct Selling Establishments	4543	\$10,193,313	\$8,504,961	\$1,688,352	9.0	42
Food Services & Drinking Places	722	\$118,332,710	\$171,114,022	-\$52,781,312	-18.2	187
Full-Service Restaurants	7221	\$54,497,593	\$84,289,518	-\$29,791,925	-21.5	69
Limited-Service Eating Places	7222	\$51,502,934	\$74,049,244	-\$22,546,310	-18.0	77
Special Food Services	7223	\$3,686,251	\$1,708,800	\$1,977,451	36.7	6
Drinking Places - Alcoholic Beverages	7224	\$8,645,932	\$11,066,459	-\$2,420,527	-12.3	34

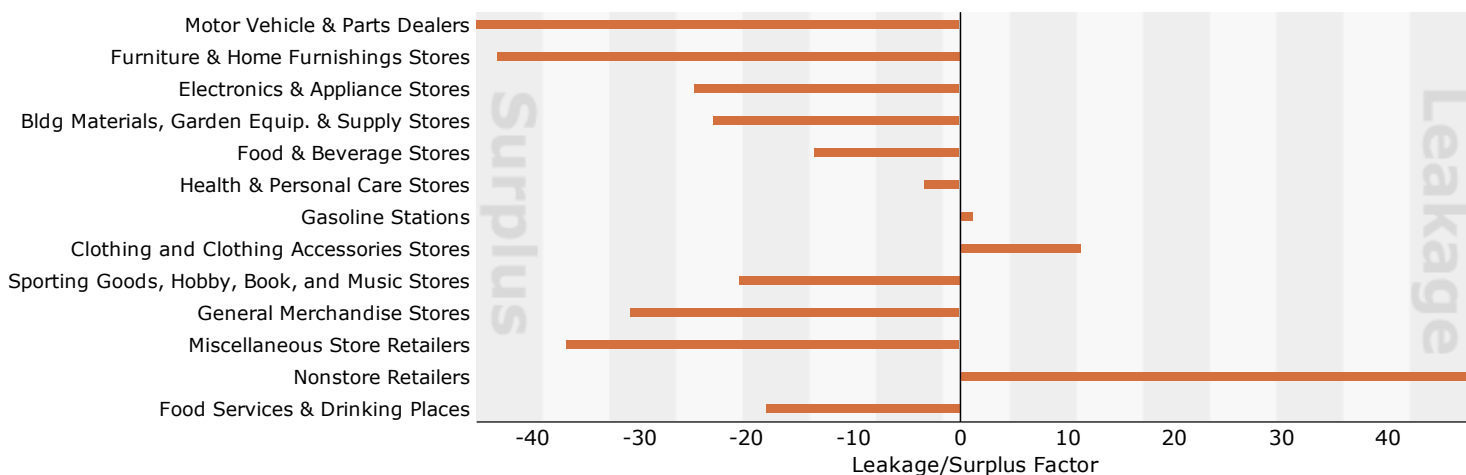
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

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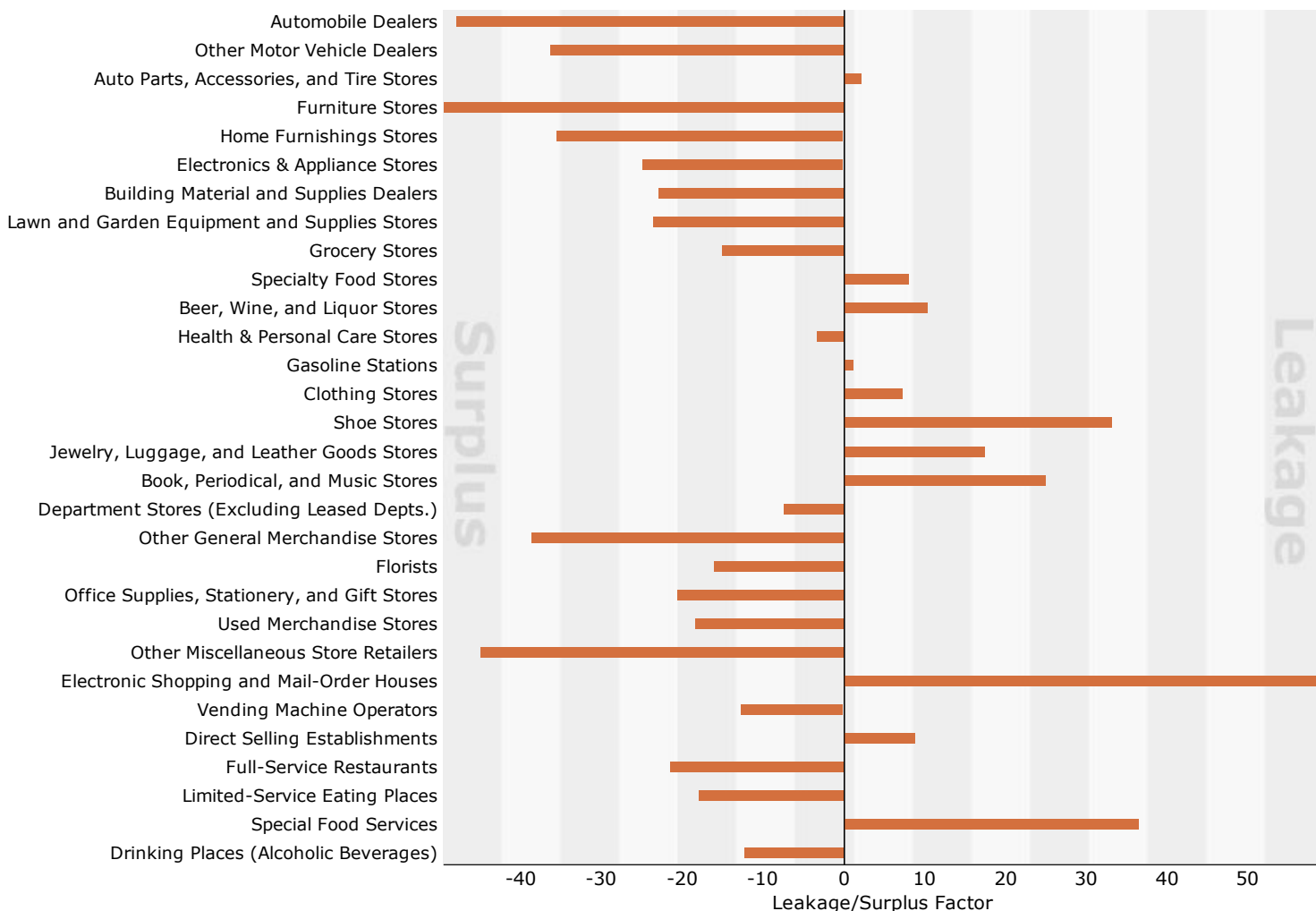
September 30, 2015

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3871 Tamiami Trl, Port Charlotte, Florida, 33952
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 26.97236
Longitude: -82.08628

Summary Demographics

2015 Population	247,215
2015 Households	111,463
2015 Median Disposable Income	\$38,239
2015 Per Capita Income	\$26,520

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	\$2,689,137,719	\$2,773,302,434	-\$84,164,715	-1.5	2,375
Total Retail Trade	44-45	\$2,432,214,503	\$2,533,456,534	-\$101,242,031	-2.0	2,082
Total Food & Drink	722	\$256,923,217	\$239,845,899	\$17,077,318	3.4	293

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$514,275,926	\$713,548,873	-\$199,272,947	-16.2	178
Automobile Dealers	4411	\$434,993,630	\$627,513,612	-\$192,519,982	-18.1	50
Other Motor Vehicle Dealers	4412	\$40,829,417	\$63,118,567	-\$22,289,150	-21.4	74
Auto Parts, Accessories & Tire Stores	4413	\$38,452,879	\$22,916,694	\$15,536,185	25.3	54
Furniture & Home Furnishings Stores	442	\$57,880,058	\$90,754,771	-\$32,874,713	-22.1	223
Furniture Stores	4421	\$28,760,182	\$44,774,032	-\$16,013,850	-21.8	51
Home Furnishings Stores	4422	\$29,119,875	\$45,980,739	-\$16,860,864	-22.5	172
Electronics & Appliance Stores	443	\$63,548,358	\$55,692,613	\$7,855,745	6.6	96
Bldg Materials, Garden Equip. & Supply Stores	444	\$91,871,330	\$124,380,014	-\$32,508,684	-15.0	150
Bldg Material & Supplies Dealers	4441	\$76,760,836	\$106,709,521	-\$29,948,685	-16.3	122
Lawn & Garden Equip & Supply Stores	4442	\$15,110,494	\$17,670,493	-\$2,559,999	-7.8	27
Food & Beverage Stores	445	\$411,747,205	\$459,887,065	-\$48,139,860	-5.5	188
Grocery Stores	4451	\$381,184,354	\$439,656,708	-\$58,472,354	-7.1	121
Specialty Food Stores	4452	\$12,093,030	\$6,354,596	\$5,738,434	31.1	49
Beer, Wine & Liquor Stores	4453	\$18,469,822	\$13,875,761	\$4,594,061	14.2	18
Health & Personal Care Stores	446,4461	\$202,419,999	\$165,139,850	\$37,280,149	10.1	124
Gasoline Stations	447,4471	\$247,497,273	\$147,472,109	\$100,025,164	25.3	86
Clothing & Clothing Accessories Stores	448	\$150,143,357	\$74,103,747	\$76,039,610	33.9	201
Clothing Stores	4481	\$112,811,100	\$58,917,850	\$53,893,250	31.4	136
Shoe Stores	4482	\$18,681,868	\$4,955,482	\$13,726,386	58.1	11
Jewelry, Luggage & Leather Goods Stores	4483	\$18,650,389	\$10,230,415	\$8,419,974	29.2	53
Sporting Goods, Hobby, Book & Music Stores	451	\$48,019,017	\$48,099,235	-\$80,218	-0.1	160
Sporting Goods/Hobby/Musical Instr Stores	4511	\$32,864,593	\$42,683,134	-\$9,818,541	-13.0	141
Book, Periodical & Music Stores	4512	\$15,154,424	\$5,416,101	\$9,738,323	47.3	19
General Merchandise Stores	452	\$377,979,377	\$496,187,068	-\$118,207,691	-13.5	45
Department Stores Excluding Leased Depts.	4521	\$125,375,159	\$112,981,972	\$12,393,187	5.2	22
Other General Merchandise Stores	4529	\$252,604,218	\$383,205,096	-\$130,600,878	-20.5	22
Miscellaneous Store Retailers	453	\$68,729,064	\$90,461,288	-\$21,732,224	-13.7	505
Florists	4531	\$2,653,739	\$2,415,336	\$238,403	4.7	28
Office Supplies, Stationery & Gift Stores	4532	\$20,797,651	\$19,250,869	\$1,546,782	3.9	93
Used Merchandise Stores	4533	\$4,894,732	\$6,860,469	-\$1,965,737	-16.7	62
Other Miscellaneous Store Retailers	4539	\$40,382,942	\$61,934,614	-\$21,551,672	-21.1	323
Nonstore Retailers	454	\$198,103,539	\$67,729,902	\$130,373,637	49.0	127
Electronic Shopping & Mail-Order Houses	4541	\$170,767,991	\$48,486,649	\$122,281,342	55.8	17
Vending Machine Operators	4542	\$6,060,759	\$5,105,572	\$955,187	8.6	29
Direct Selling Establishments	4543	\$21,274,789	\$14,137,681	\$7,137,108	20.2	81
Food Services & Drinking Places	722	\$256,923,217	\$239,845,899	\$17,077,318	3.4	293
Full-Service Restaurants	7221	\$118,345,603	\$117,300,793	\$1,044,810	0.4	106
Limited-Service Eating Places	7222	\$111,933,551	\$102,828,367	\$9,105,184	4.2	122
Special Food Services	7223	\$7,949,694	\$2,537,453	\$5,412,241	51.6	11
Drinking Places - Alcoholic Beverages	7224	\$18,694,369	\$17,179,287	\$1,515,082	4.2	53

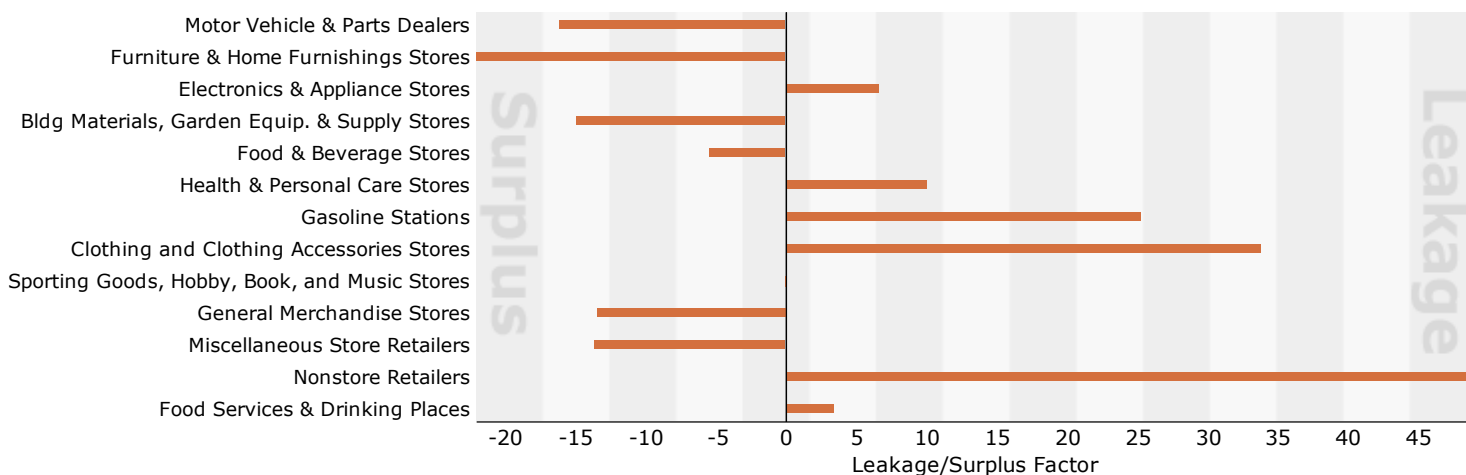
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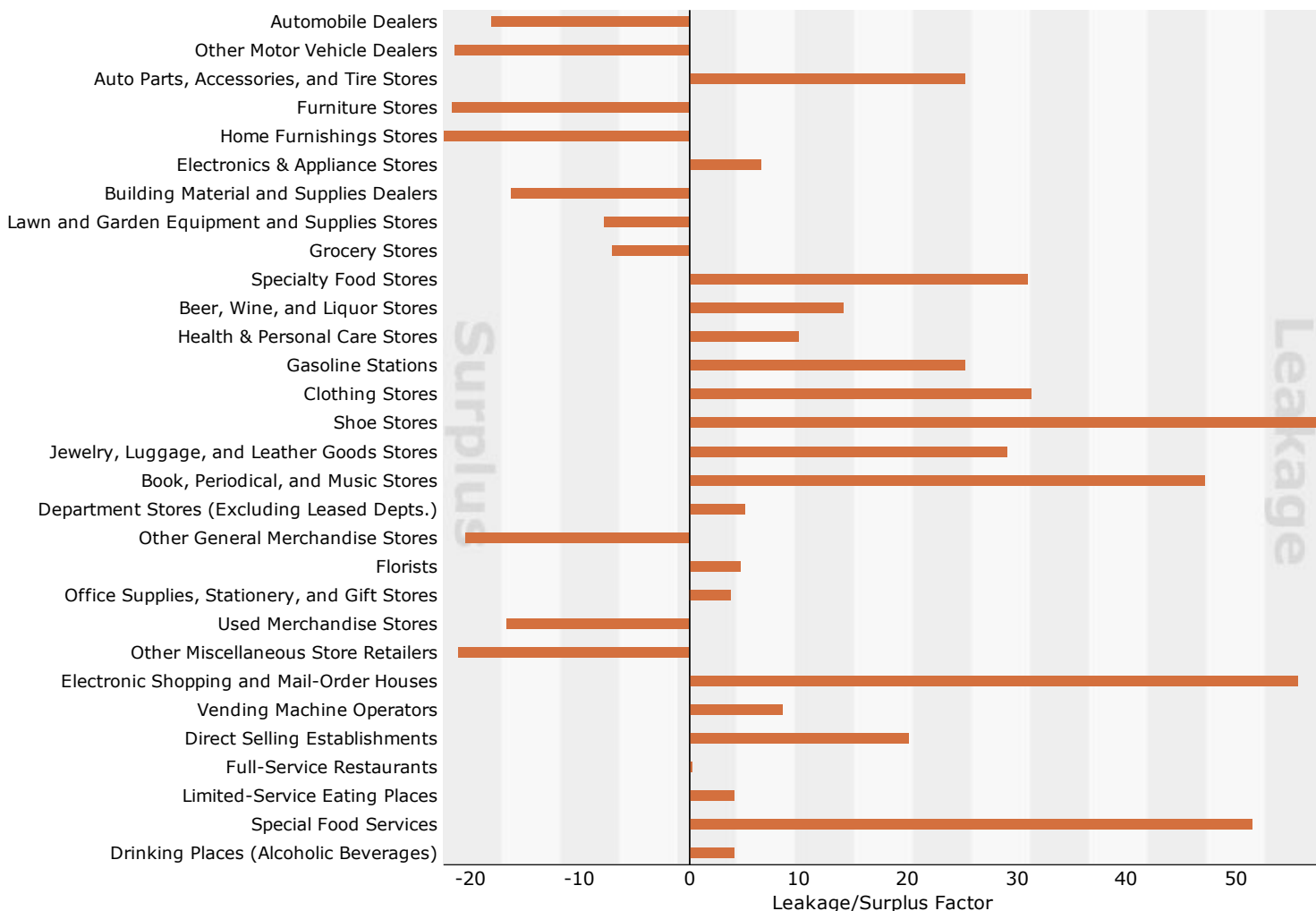
September 30, 2015

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

3871 Tamiami Trl, Port Charlotte, Florida, 33952
Drive Time: 45 minute radius

Prepared by Esri
Latitude: 26.97236
Longitude: -82.08628

Summary Demographics

2015 Population	730,147
2015 Households	311,023
2015 Median Disposable Income	\$38,983
2015 Per Capita Income	\$26,282

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	\$7,799,692,890	\$8,578,854,749	-\$779,161,859	-4.8	7,379
Total Retail Trade	44-45	\$7,042,255,373	\$7,756,329,924	-\$714,074,551	-4.8	6,420
Total Food & Drink	722	\$757,437,517	\$822,524,825	-\$65,087,308	-4.1	959

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,487,254,230	\$1,687,287,320	-\$200,033,090	-6.3	585
Automobile Dealers	4411	\$1,260,090,855	\$1,380,601,693	-\$120,510,838	-4.6	177
Other Motor Vehicle Dealers	4412	\$114,799,908	\$194,004,216	-\$79,204,308	-25.6	212
Auto Parts, Accessories & Tire Stores	4413	\$112,363,467	\$112,681,411	-\$317,944	-0.1	195
Furniture & Home Furnishings Stores	442	\$170,847,455	\$266,946,964	-\$96,099,509	-22.0	764
Furniture Stores	4421	\$85,152,675	\$149,899,257	-\$64,746,582	-27.5	167
Home Furnishings Stores	4422	\$85,694,780	\$117,047,707	-\$31,352,927	-15.5	597
Electronics & Appliance Stores	443	\$186,726,815	\$141,681,294	\$45,045,521	13.7	284
Bldg Materials, Garden Equip. & Supply Stores	444	\$260,654,699	\$349,007,519	-\$88,352,820	-14.5	461
Bldg Material & Supplies Dealers	4441	\$218,777,423	\$295,440,025	-\$76,662,602	-14.9	383
Lawn & Garden Equip & Supply Stores	4442	\$41,877,276	\$53,567,494	-\$11,690,218	-12.2	78
Food & Beverage Stores	445	\$1,192,793,529	\$1,315,747,616	-\$122,954,087	-4.9	647
Grocery Stores	4451	\$1,103,818,641	\$1,250,387,465	-\$146,568,824	-6.2	402
Specialty Food Stores	4452	\$35,157,133	\$21,951,887	\$13,205,246	23.1	185
Beer, Wine & Liquor Stores	4453	\$53,817,755	\$43,408,264	\$10,409,491	10.7	59
Health & Personal Care Stores	446,4461	\$576,039,102	\$539,936,585	\$36,102,517	3.2	401
Gasoline Stations	447,4471	\$714,586,396	\$1,214,007,041	-\$499,420,645	-25.9	259
Clothing & Clothing Accessories Stores	448	\$447,208,274	\$349,053,415	\$98,154,859	12.3	634
Clothing Stores	4481	\$336,405,998	\$281,115,515	\$55,290,483	9.0	426
Shoe Stores	4482	\$55,433,698	\$31,588,661	\$23,845,037	27.4	50
Jewelry, Luggage & Leather Goods Stores	4483	\$55,368,578	\$36,349,238	\$19,019,340	20.7	158
Sporting Goods, Hobby, Book & Music Stores	451	\$142,171,850	\$131,446,377	\$10,725,473	3.9	466
Sporting Goods/Hobby/Musical Instr Stores	4511	\$96,714,384	\$119,395,310	-\$22,680,926	-10.5	412
Book, Periodical & Music Stores	4512	\$45,457,466	\$12,051,067	\$33,406,399	58.1	54
General Merchandise Stores	452	\$1,099,887,378	\$1,325,251,233	-\$225,363,855	-9.3	149
Department Stores Excluding Leased Depts.	4521	\$368,526,217	\$333,218,071	\$35,308,146	5.0	79
Other General Merchandise Stores	4529	\$731,361,161	\$992,033,161	-\$260,672,000	-15.1	70
Miscellaneous Store Retailers	453	\$196,366,789	\$240,038,244	-\$43,671,455	-10.0	1,433
Florists	4531	\$7,499,823	\$6,679,517	\$820,306	5.8	83
Office Supplies, Stationery & Gift Stores	4532	\$60,328,722	\$71,612,317	-\$11,283,595	-8.6	282
Used Merchandise Stores	4533	\$14,467,245	\$23,024,464	-\$8,557,219	-22.8	178
Other Miscellaneous Store Retailers	4539	\$114,070,999	\$138,721,945	-\$24,650,946	-9.8	890
Nonstore Retailers	454	\$567,718,857	\$195,926,317	\$371,792,540	48.7	336
Electronic Shopping & Mail-Order Houses	4541	\$491,047,136	\$133,257,193	\$357,789,943	57.3	50
Vending Machine Operators	4542	\$17,627,409	\$16,443,727	\$1,183,682	3.5	87
Direct Selling Establishments	4543	\$59,044,313	\$46,225,397	\$12,818,916	12.2	199
Food Services & Drinking Places	722	\$757,437,517	\$822,524,825	-\$65,087,308	-4.1	959
Full-Service Restaurants	7221	\$348,678,175	\$408,817,485	-\$60,139,310	-7.9	352
Limited-Service Eating Places	7222	\$328,801,552	\$324,414,237	\$4,387,315	0.7	392
Special Food Services	7223	\$23,866,466	\$13,152,211	\$10,714,255	28.9	44
Drinking Places - Alcoholic Beverages	7224	\$56,091,324	\$76,140,892	-\$20,049,568	-15.2	170

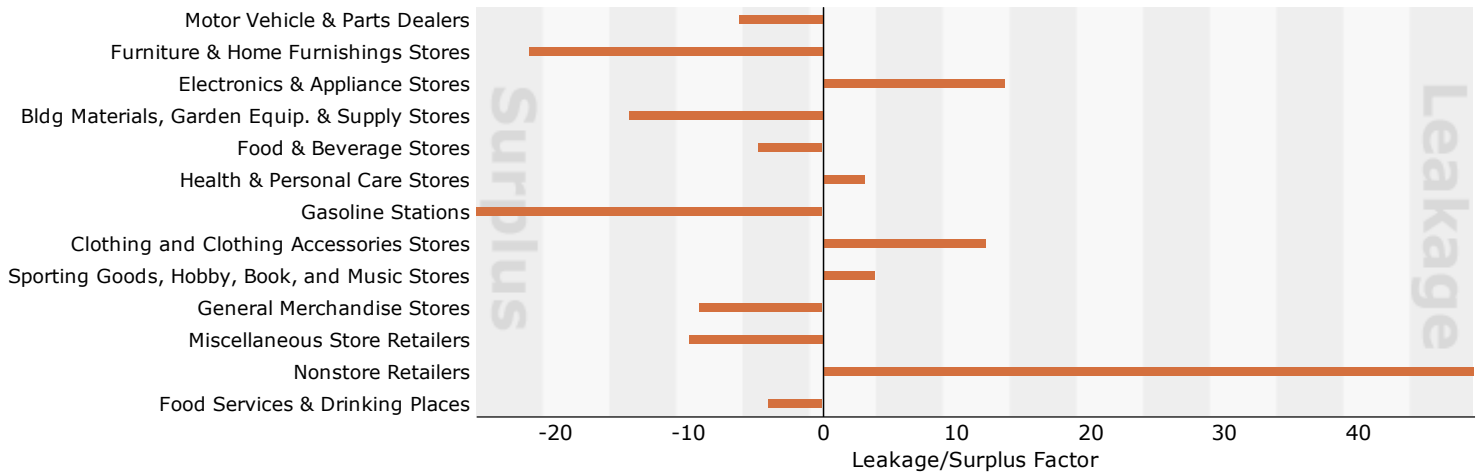
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

