



Retail MarketPlace Profile

Bayshore Towne Center
Ring: 1 mile radius

Prepared by John McGraw
Latitude: 26.715825
Longitude: -81.814329

Summary Demographics

2013 Population	519
2013 Households	257
2013 Median Disposable Income	\$52,791
2013 Per Capita Income	\$33,821

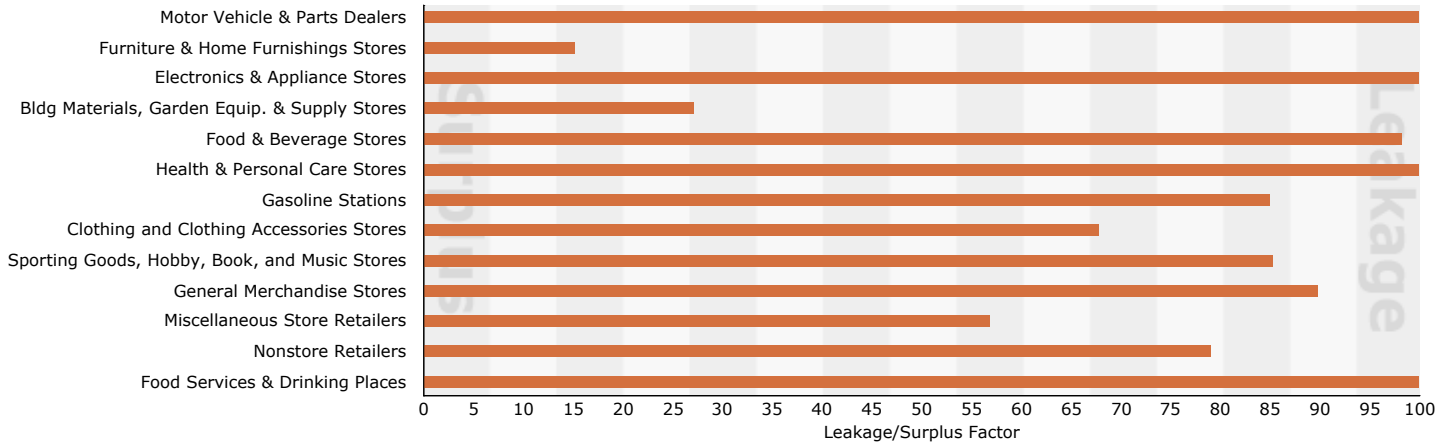
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,508,815	\$605,364	\$6,903,451	85.1	4
Total Retail Trade	44-45	\$6,892,982	\$605,364	\$6,287,618	83.9	4
Total Food & Drink	722	\$615,833	\$0	\$615,833	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,315,827	\$0	\$1,315,827	100.0	0
Automobile Dealers	4411	\$1,095,647	\$0	\$1,095,647	100.0	0
Other Motor Vehicle Dealers	4412	\$110,837	\$0	\$110,837	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$109,342	\$0	\$109,342	100.0	0
Furniture & Home Furnishings Stores	442	\$145,543	\$106,940	\$38,603	15.3	1
Furniture Stores	4421	\$77,257	\$58,604	\$18,653	13.7	0
Home Furnishings Stores	4422	\$68,286	\$48,336	\$19,950	17.1	1
Electronics & Appliance Stores	4431	\$174,561	\$0	\$174,561	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$283,477	\$161,747	\$121,730	27.3	1
Bldg Material & Supplies Dealers	4441	\$232,465	\$6,147	\$226,318	94.8	0
Lawn & Garden Equip & Supply Stores	4442	\$51,012	\$155,600	-\$104,588	-50.6	1
Food & Beverage Stores	445	\$1,176,484	\$10,037	\$1,166,447	98.3	0
Grocery Stores	4451	\$1,103,300	\$0	\$1,103,300	100.0	0
Specialty Food Stores	4452	\$29,889	\$10,037	\$19,852	49.7	0
Beer, Wine & Liquor Stores	4453	\$43,295	\$0	\$43,295	100.0	0
Health & Personal Care Stores	446,4461	\$618,911	\$0	\$618,911	100.0	0
Gasoline Stations	447,4471	\$823,597	\$66,312	\$757,285	85.1	0
Clothing & Clothing Accessories Stores	448	\$370,002	\$70,627	\$299,375	67.9	0
Clothing Stores	4481	\$276,599	\$41,918	\$234,681	73.7	0
Shoe Stores	4482	\$49,062	\$28,708	\$20,353	26.2	0
Jewelry, Luggage & Leather Goods Stores	4483	\$44,341	\$0	\$44,341	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$141,565	\$11,126	\$130,439	85.4	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$103,044	\$11,126	\$91,918	80.5	0
Book, Periodical & Music Stores	4512	\$38,520	\$0	\$38,520	100.0	0
General Merchandise Stores	452	\$1,082,097	\$57,475	\$1,024,623	89.9	0
Department Stores Excluding Leased Depts.	4521	\$375,119	\$0	\$375,119	100.0	0
Other General Merchandise Stores	4529	\$706,978	\$57,475	\$649,504	85.0	0
Miscellaneous Store Retailers	453	\$206,903	\$56,635	\$150,268	57.0	0
Florists	4531	\$11,055	\$46,160	-\$35,105	-61.4	0
Office Supplies, Stationery & Gift Stores	4532	\$59,688	\$10,476	\$49,213	70.1	0
Used Merchandise Stores	4533	\$12,728	\$0	\$12,728	100.0	0
Other Miscellaneous Store Retailers	4539	\$123,433	\$0	\$123,433	100.0	0
Nonstore Retailers	454	\$554,014	\$64,465	\$489,549	79.2	1
Electronic Shopping & Mail-Order Houses	4541	\$426,182	\$0	\$426,182	100.0	0
Vending Machine Operators	4542	\$20,889	\$51,052	-\$30,163	-41.9	0
Direct Selling Establishments	4543	\$106,943	\$13,413	\$93,530	77.7	0
Food Services & Drinking Places	722	\$615,833	\$0	\$615,833	100.0	0
Full-Service Restaurants	7221	\$294,575	\$0	\$294,575	100.0	0
Limited-Service Eating Places	7222	\$261,569	\$0	\$261,569	100.0	0
Special Food Services	7223	\$23,626	\$0	\$23,626	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$36,063	\$0	\$36,063	100.0	0

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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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Bayshore Towne Center
Ring: 3 mile radius

Prepared by John McGraw
Latitude: 26.715825
Longitude: -81.814329

Summary Demographics

2013 Population	14,419
2013 Households	5,735
2013 Median Disposable Income	\$37,532
2013 Per Capita Income	\$23,375

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	\$133,021,339	\$95,694,098	\$37,327,241	16.3	108
Total Retail Trade	44-45	\$121,280,109	\$85,776,709	\$35,503,400	17.1	100
Total Food & Drink	722	\$11,741,230	\$9,917,388	\$1,823,842	8.4	9

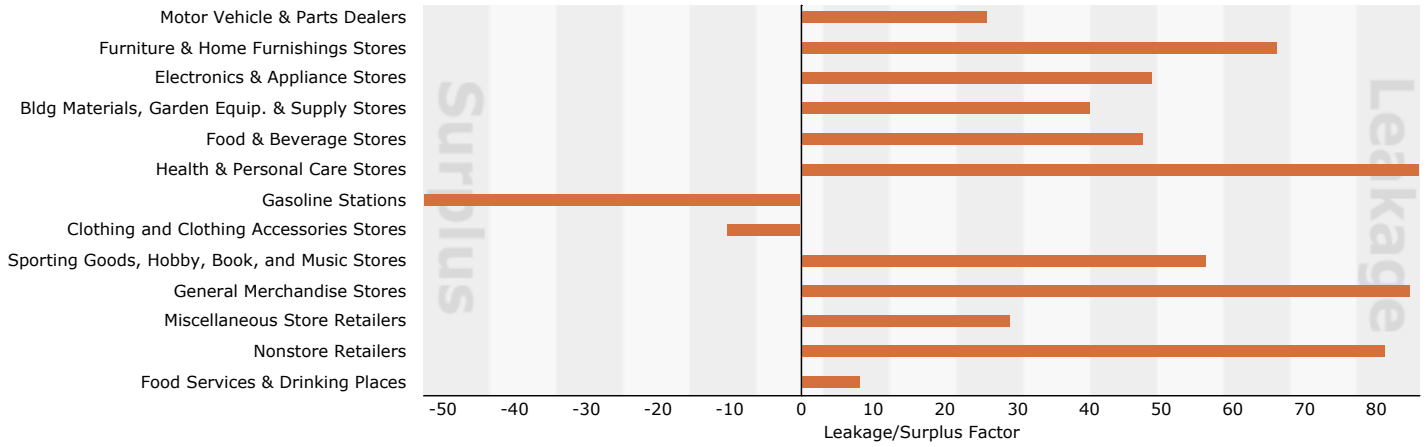
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,405,213	\$13,761,101	\$9,644,112	25.9	13
Automobile Dealers	4411	\$19,664,684	\$9,354,572	\$10,310,113	35.5	7
Other Motor Vehicle Dealers	4412	\$1,738,447	\$4,051,078	-\$2,312,630	-39.9	4
Auto Parts, Accessories & Tire Stores	4413	\$2,002,081	\$355,452	\$1,646,629	69.8	2
Furniture & Home Furnishings Stores	442	\$2,730,462	\$553,217	\$2,177,246	66.3	4
Furniture Stores	4421	\$1,442,215	\$289,143	\$1,153,072	66.6	1
Home Furnishings Stores	4422	\$1,288,248	\$264,074	\$1,024,174	66.0	3
Electronics & Appliance Stores	4431	\$3,191,109	\$1,092,725	\$2,098,385	49.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,507,318	\$1,920,413	\$2,586,905	40.2	7
Bldg Material & Supplies Dealers	4441	\$3,757,530	\$1,656,187	\$2,101,344	38.8	5
Lawn & Garden Equip & Supply Stores	4442	\$749,787	\$264,227	\$485,561	47.9	2
Food & Beverage Stores	445	\$20,756,896	\$7,349,673	\$13,407,223	47.7	16
Grocery Stores	4451	\$19,437,985	\$5,881,172	\$13,556,814	53.5	10
Specialty Food Stores	4452	\$530,973	\$483,786	\$47,186	4.7	5
Beer, Wine & Liquor Stores	4453	\$787,938	\$984,715	-\$196,777	-11.1	1
Health & Personal Care Stores	446,4461	\$10,626,209	\$792,523	\$9,833,686	86.1	3
Gasoline Stations	447,4471	\$14,349,253	\$46,309,671	-\$31,960,418	-52.7	4
Clothing & Clothing Accessories Stores	448	\$7,182,908	\$8,853,479	-\$1,670,570	-10.4	17
Clothing Stores	4481	\$5,407,680	\$7,885,088	-\$2,477,408	-18.6	12
Shoe Stores	4482	\$928,406	\$424,735	\$503,671	37.2	2
Jewelry, Luggage & Leather Goods Stores	4483	\$846,822	\$543,656	\$303,167	21.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,558,189	\$711,047	\$1,847,142	56.5	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,799,448	\$711,047	\$1,088,401	43.4	8
Book, Periodical & Music Stores	4512	\$758,740	\$0	\$758,740	100.0	0
General Merchandise Stores	452	\$19,266,370	\$1,568,681	\$17,697,689	84.9	2
Department Stores Excluding Leased Depts.	4521	\$6,868,844	\$1,471,082	\$5,397,761	64.7	1
Other General Merchandise Stores	4529	\$12,397,526	\$97,599	\$12,299,927	98.4	1
Miscellaneous Store Retailers	453	\$3,497,069	\$1,921,302	\$1,575,767	29.1	18
Florists	4531	\$173,110	\$428,337	-\$255,227	-42.4	2
Office Supplies, Stationery & Gift Stores	4532	\$1,059,221	\$82,758	\$976,464	85.5	2
Used Merchandise Stores	4533	\$237,583	\$205,312	\$32,271	7.3	1
Other Miscellaneous Store Retailers	4539	\$2,027,155	\$1,204,896	\$822,259	25.4	13
Nonstore Retailers	454	\$9,209,114	\$942,878	\$8,266,236	81.4	5
Electronic Shopping & Mail-Order Houses	4541	\$7,425,893	\$224,989	\$7,200,904	94.1	0
Vending Machine Operators	4542	\$374,404	\$249,679	\$124,724	20.0	1
Direct Selling Establishments	4543	\$1,408,817	\$468,210	\$940,607	50.1	3
Food Services & Drinking Places	722	\$11,741,230	\$9,917,388	\$1,823,842	8.4	9
Full-Service Restaurants	7221	\$5,602,787	\$6,170,677	-\$567,889	-4.8	2
Limited-Service Eating Places	7222	\$4,952,247	\$3,317,953	\$1,634,294	19.8	5
Special Food Services	7223	\$454,959	\$0	\$454,959	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$731,236	\$428,759	\$302,478	26.1	2

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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August 20, 2014

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Bayshore Towne Center
Ring: 5 mile radius

Prepared by John McGraw
Latitude: 26.715825
Longitude: -81.814329

Summary Demographics

2013 Population	51,373
2013 Households	20,608
2013 Median Disposable Income	\$32,551
2013 Per Capita Income	\$20,192

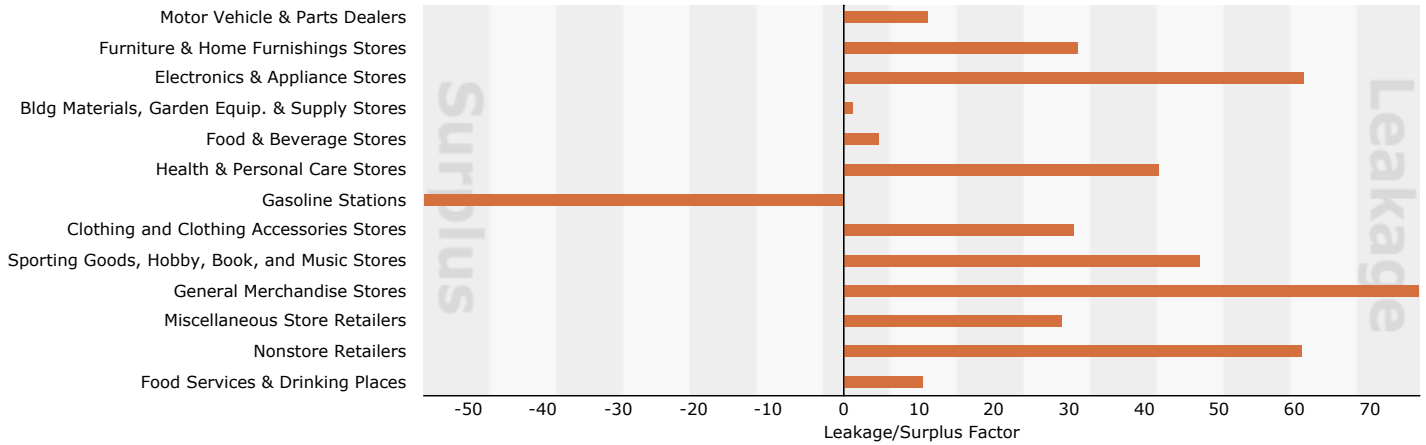
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$408,122,406	\$365,841,150	\$42,281,256	5.5	378
Total Retail Trade	44-45	\$370,552,015	\$335,590,286	\$34,961,729	5.0	342
Total Food & Drink	722	\$37,570,391	\$30,250,864	\$7,319,527	10.8	35

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$71,351,679	\$56,657,454	\$14,694,225	11.5	60
Automobile Dealers	4411	\$60,114,899	\$23,255,175	\$36,859,724	44.2	30
Other Motor Vehicle Dealers	4412	\$4,968,301	\$10,363,718	-\$5,395,417	-35.2	11
Auto Parts, Accessories & Tire Stores	4413	\$6,268,479	\$23,038,561	-\$16,770,082	-57.2	18
Furniture & Home Furnishings Stores	442	\$8,583,727	\$4,490,790	\$4,092,937	31.3	26
Furniture Stores	4421	\$4,523,287	\$1,585,729	\$2,937,558	48.1	5
Home Furnishings Stores	4422	\$4,060,441	\$2,905,062	\$1,155,379	16.6	20
Electronics & Appliance Stores	4431	\$9,954,955	\$2,390,151	\$7,564,803	61.3	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,996,751	\$12,630,386	\$366,365	1.4	27
Bldg Material & Supplies Dealers	4441	\$10,971,541	\$9,192,549	\$1,778,991	8.8	18
Lawn & Garden Equip & Supply Stores	4442	\$2,025,210	\$3,437,836	-\$1,412,626	-25.9	8
Food & Beverage Stores	445	\$63,939,734	\$58,175,421	\$5,764,313	4.7	51
Grocery Stores	4451	\$59,809,073	\$55,026,248	\$4,782,825	4.2	35
Specialty Food Stores	4452	\$1,639,961	\$1,307,177	\$332,784	11.3	12
Beer, Wine & Liquor Stores	4453	\$2,490,700	\$1,841,996	\$648,704	15.0	4
Health & Personal Care Stores	446,4461	\$32,244,479	\$13,143,917	\$19,100,562	42.1	11
Gasoline Stations	447,4471	\$43,227,362	\$152,918,043	-\$109,690,680	-55.9	19
Clothing & Clothing Accessories Stores	448	\$23,094,606	\$12,217,174	\$10,877,432	30.8	32
Clothing Stores	4481	\$17,405,214	\$10,393,737	\$7,011,476	25.2	25
Shoe Stores	4482	\$2,951,146	\$1,062,155	\$1,888,991	47.1	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,738,247	\$761,282	\$1,976,965	56.5	4
Sporting Goods, Hobby, Book & Music Stores	451	\$7,877,609	\$2,800,720	\$5,076,889	47.5	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,453,809	\$2,616,092	\$2,837,716	35.2	20
Book, Periodical & Music Stores	4512	\$2,423,801	\$184,628	\$2,239,173	85.8	3
General Merchandise Stores	452	\$59,343,389	\$7,821,833	\$51,521,556	76.7	9
Department Stores Excluding Leased Depts.	4521	\$21,419,511	\$4,400,062	\$17,019,449	65.9	4
Other General Merchandise Stores	4529	\$37,923,878	\$3,421,771	\$34,502,107	83.4	4
Miscellaneous Store Retailers	453	\$10,431,717	\$5,716,049	\$4,715,668	29.2	57
Florists	4531	\$490,826	\$711,652	-\$220,826	-18.4	5
Office Supplies, Stationery & Gift Stores	4532	\$3,252,842	\$747,879	\$2,504,963	62.6	9
Used Merchandise Stores	4533	\$750,496	\$951,197	-\$200,701	-11.8	6
Other Miscellaneous Store Retailers	4539	\$5,937,553	\$3,305,321	\$2,632,233	28.5	38
Nonstore Retailers	454	\$27,506,006	\$6,628,347	\$20,877,659	61.2	18
Electronic Shopping & Mail-Order Houses	4541	\$22,687,278	\$693,634	\$21,993,644	94.1	1
Vending Machine Operators	4542	\$1,163,755	\$5,265,890	-\$4,102,134	-63.8	10
Direct Selling Establishments	4543	\$3,654,972	\$668,823	\$2,986,149	69.1	7
Food Services & Drinking Places	722	\$37,570,391	\$30,250,864	\$7,319,527	10.8	35
Full-Service Restaurants	7221	\$17,931,150	\$11,044,003	\$6,887,147	23.8	11
Limited-Service Eating Places	7222	\$15,804,399	\$14,171,219	\$1,633,180	5.4	14
Special Food Services	7223	\$1,425,549	\$1,865,705	-\$440,156	-13.4	2
Drinking Places - Alcoholic Beverages	7224	\$2,409,294	\$3,169,937	-\$760,643	-13.6	9

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

