

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	74	\$22,346.89	\$189,032,332
44-45	Retail Trade	74	\$19,086.95	\$161,456,493
722	Food Services & Drinking Places	74	\$3,259.94	\$27,575,838
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	73	\$2,270.41	\$19,205,373
4411	Automobile Dealers	74	\$1,916.52	\$16,211,809
4412	Other Motor Vehicle Dealers	64	\$158.05	\$1,336,917
4413	Auto Parts, Accessories & Tire Stores	73	\$195.84	\$1,656,647
442	Furniture and Home Furnishings Stores	73	\$796.00	\$6,733,370
4421	Furniture Stores	73	\$526.50	\$4,453,630
4422	Home Furnishings Stores	71	\$269.50	\$2,279,740
443, 4431	Electronics and Appliance Stores	75	\$242.59	\$2,052,075
444	Bldg Material & Garden Equipment & Supplies Dealers	70	\$1,065.50	\$9,013,067
4441	Building Material and Supplies Dealers	69	\$965.46	\$8,166,799
4442	Lawn and Garden Equipment and Supplies Stores	71	\$100.04	\$846,268
445	Food and Beverage Stores	76	\$4,318.61	\$36,531,149
4451	Grocery Stores	76	\$4,037.80	\$34,155,739
4452	Specialty Food Stores	77	\$136.09	\$1,151,171
4453	Beer, Wine, and Liquor Stores	76	\$144.73	\$1,224,239
446, 4461	Health and Personal Care Stores	76	\$603.08	\$5,101,438
447, 4471	Gasoline Stations	74	\$2,677.76	\$22,651,162
448	Clothing and Clothing Accessories Stores	76	\$913.04	\$7,723,372
4481	Clothing Stores	76	\$728.45	\$6,161,933
4482	Shoe Stores	76	\$170.90	\$1,445,682
4483	Jewelry, Luggage, and Leather Goods Stores	74	\$13.68	\$115,757
451	Sporting Goods, Hobby, Musical Instrument, and Book	72	\$340.82	\$2,883,014
4511	Sporting Goods, Hobby, and Musical Instrument Stores	72	\$271.75	\$2,298,714
4512	Book Stores and News Dealers	75	\$69.07	\$584,300
452	General Merchandise Stores	75	\$3,325.50	\$28,130,375
4522	Department Stores	76	\$291.38	\$2,464,809
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	75	\$3,034.11	\$25,665,566
453	Miscellaneous Store Retailers	73	\$438.08	\$3,705,691
4531	Florists	70	\$21.57	\$182,476
4532	Office Supplies, Stationery, and Gift Stores	74	\$71.60	\$605,689
4533	Used Merchandise Stores	71	\$57.17	\$483,624
4539	Other Miscellaneous Store Retailers	73	\$287.73	\$2,433,902
454	Nonstore Retailers	75	\$2,095.57	\$17,726,406
4541	Electronic Shopping and Mail-Order Houses	75	\$1,805.77	\$15,275,009
4542	Vending Machine Operators	77	\$30.28	\$256,159
4543	Direct Selling Establishments	74	\$259.51	\$2,195,237
722	Food Services & Drinking Places	74	\$3,259.94	\$27,575,838
7223	Special Food Services	74	\$11.72	\$99,174
7224	Drinking Places (Alcoholic Beverages)	76	\$79.87	\$675,598
7225	Restaurants and Other Eating Places	74	\$3,168.35	\$26,801,066

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	73	\$21,983.72	\$785,302,402
44-45	Retail Trade	73	\$18,832.94	\$672,750,277
722	Food Services & Drinking Places	72	\$3,150.78	\$112,552,125
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	73	\$2,279.45	\$81,426,379
4411	Automobile Dealers	73	\$1,903.22	\$67,986,672
4412	Other Motor Vehicle Dealers	71	\$176.25	\$6,295,936
4413	Auto Parts, Accessories & Tire Stores	75	\$199.98	\$7,143,771
442	Furniture and Home Furnishings Stores	71	\$775.56	\$27,704,631
4421	Furniture Stores	71	\$512.96	\$18,324,044
4422	Home Furnishings Stores	69	\$262.60	\$9,380,587
443, 4431	Electronics and Appliance Stores	73	\$236.06	\$8,432,562
444	Bldg Material & Garden Equipment & Supplies Dealers	69	\$1,054.97	\$37,685,690
4441	Building Material and Supplies Dealers	69	\$955.79	\$34,142,583
4442	Lawn and Garden Equipment and Supplies Stores	70	\$99.19	\$3,543,107
445	Food and Beverage Stores	74	\$4,191.38	\$149,724,302
4451	Grocery Stores	74	\$3,923.26	\$140,146,684
4452	Specialty Food Stores	74	\$131.35	\$4,692,215
4453	Beer, Wine, and Liquor Stores	72	\$136.76	\$4,885,403
446, 4461	Health and Personal Care Stores	75	\$589.85	\$21,070,505
447, 4471	Gasoline Stations	75	\$2,722.71	\$97,260,662
448	Clothing and Clothing Accessories Stores	74	\$888.30	\$31,731,735
4481	Clothing Stores	74	\$708.06	\$25,293,346
4482	Shoe Stores	74	\$167.00	\$5,965,432
4483	Jewelry, Luggage, and Leather Goods Stores	72	\$13.24	\$472,957
451	Sporting Goods, Hobby, Musical Instrument, and Book	73	\$341.44	\$12,196,761
4511	Sporting Goods, Hobby, and Musical Instrument Stores	72	\$273.78	\$9,779,986
4512	Book Stores and News Dealers	74	\$67.66	\$2,416,775
452	General Merchandise Stores	74	\$3,252.92	\$116,200,714
4522	Department Stores	73	\$282.34	\$10,085,792
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	74	\$2,970.58	\$106,114,922
453	Miscellaneous Store Retailers	74	\$444.22	\$15,868,445
4531	Florists	70	\$21.33	\$762,085
4532	Office Supplies, Stationery, and Gift Stores	72	\$69.76	\$2,491,869
4533	Used Merchandise Stores	77	\$61.82	\$2,208,448
4539	Other Miscellaneous Store Retailers	74	\$291.31	\$10,406,042
454	Nonstore Retailers	73	\$2,056.10	\$73,447,892
4541	Electronic Shopping and Mail-Order Houses	73	\$1,767.66	\$63,144,476
4542	Vending Machine Operators	75	\$29.69	\$1,060,516
4543	Direct Selling Establishments	74	\$258.75	\$9,242,899
722	Food Services & Drinking Places	72	\$3,150.78	\$112,552,125
7223	Special Food Services	72	\$11.31	\$403,905
7224	Drinking Places (Alcoholic Beverages)	72	\$76.11	\$2,718,678
7225	Restaurants and Other Eating Places	72	\$3,063.37	\$109,429,542

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Retail Demand by Industry

2160 Cleveland Ave, Fort Myers, Florida, 33901
Drive time: 15 minute radius

Prepared by Esri
Latitude: 26.63721
Longitude: -81.87287

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	76	\$22,777.29	\$2,109,723,276
44-45	Retail Trade	76	\$19,510.40	\$1,807,131,569
722	Food Services & Drinking Places	74	\$3,266.88	\$302,591,707
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	77	\$2,386.79	\$221,073,824
4411	Automobile Dealers	77	\$1,988.38	\$184,172,080
4412	Other Motor Vehicle Dealers	77	\$189.67	\$17,568,417
4413	Auto Parts, Accessories & Tire Stores	78	\$208.73	\$19,333,327
442	Furniture and Home Furnishings Stores	74	\$817.32	\$75,703,500
4421	Furniture Stores	75	\$534.75	\$49,530,525
4422	Home Furnishings Stores	74	\$282.57	\$26,172,975
443, 4431	Electronics and Appliance Stores	76	\$244.01	\$22,600,869
444	Bldg Material & Garden Equipment & Supplies Dealers	74	\$1,132.49	\$104,896,080
4441	Building Material and Supplies Dealers	74	\$1,026.65	\$95,092,338
4442	Lawn and Garden Equipment and Supplies Stores	75	\$105.84	\$9,803,742
445	Food and Beverage Stores	76	\$4,310.61	\$399,265,664
4451	Grocery Stores	76	\$4,032.78	\$373,532,186
4452	Specialty Food Stores	76	\$134.91	\$12,495,645
4453	Beer, Wine, and Liquor Stores	75	\$142.92	\$13,237,834
446, 4461	Health and Personal Care Stores	78	\$614.49	\$56,916,164
447, 4471	Gasoline Stations	77	\$2,795.75	\$258,953,912
448	Clothing and Clothing Accessories Stores	75	\$904.79	\$83,805,575
4481	Clothing Stores	75	\$720.99	\$66,780,519
4482	Shoe Stores	75	\$170.02	\$15,748,318
4483	Jewelry, Luggage, and Leather Goods Stores	75	\$13.78	\$1,276,737
451	Sporting Goods, Hobby, Musical Instrument, and Book	75	\$354.82	\$32,865,170
4511	Sporting Goods, Hobby, and Musical Instrument Stores	75	\$285.35	\$26,430,056
4512	Book Stores and News Dealers	76	\$69.48	\$6,435,115
452	General Merchandise Stores	76	\$3,355.98	\$310,843,967
4522	Department Stores	75	\$288.95	\$26,764,024
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	76	\$3,067.02	\$284,079,943
453	Miscellaneous Store Retailers	77	\$464.27	\$43,002,398
4531	Florists	75	\$22.89	\$2,119,985
4532	Office Supplies, Stationery, and Gift Stores	75	\$72.38	\$6,703,844
4533	Used Merchandise Stores	81	\$65.05	\$6,025,064
4539	Other Miscellaneous Store Retailers	77	\$303.95	\$28,153,504
454	Nonstore Retailers	76	\$2,129.09	\$197,204,445
4541	Electronic Shopping and Mail-Order Houses	76	\$1,833.88	\$169,861,506
4542	Vending Machine Operators	77	\$30.35	\$2,811,055
4543	Direct Selling Establishments	75	\$264.85	\$24,531,884
722	Food Services & Drinking Places	74	\$3,266.88	\$302,591,707
7223	Special Food Services	74	\$11.70	\$1,083,430
7224	Drinking Places (Alcoholic Beverages)	74	\$77.92	\$7,217,034
7225	Restaurants and Other Eating Places	74	\$3,177.27	\$294,291,243

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