

## RMP Opportunity Gap - Retail Stores 2007

**Radius 1: W BROWARD BLVD AT STATE ROAD 7, FORT LAUDERDALE, FL 33301, 0.00 - 1.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	183,971,895	301,516,249	(117,544,354)
Motor Vehicle and Parts Dealers-441	34,115,855	173,154,002	(139,038,147)
Automotive Dealers-4411	29,417,386	167,285,960	(137,868,574)
Other Motor Vehicle Dealers-4412	1,884,510	927,925	956,585
Automotive Parts/Accsrs, Tire Stores-4413	2,813,959	4,940,117	(2,126,158)
Furniture and Home Furnishings Stores-442	4,657,633	14,714,805	(10,057,172)
Furniture Stores-4421	2,503,471	12,264,505	(9,761,034)
Home Furnishing Stores-4422	2,154,162	2,450,300	(296,138)
Electronics and Appliance Stores-443	4,191,605	1,551,817	2,639,788
Appliances, TVs, Electronics Stores-44311	3,225,814	1,551,817	1,673,997
Household Appliances Stores-443111	742,454	37,585	704,869
Radio, Television, Electronics Stores-443112	2,483,360	1,514,232	969,128
Computer and Software Stores-44312	798,974	0	798,974
Camera and Photographic Equipment Stores-44313	166,817	0	166,817
Building Material, Garden Equip Stores -444	21,724,713	3,582,040	18,142,673
Building Material and Supply Dealers-4441	19,857,499	3,107,574	16,749,925
Home Centers-44411	7,370,684	0	7,370,684
Paint and Wallpaper Stores-44412	492,265	799,624	(307,359)
Hardware Stores-44413	1,484,386	0	1,484,386
Other Building Materials Dealers-44419	10,510,164	2,307,950	8,202,214
Building Materials, Lumberyards-444191	3,465,278	787,037	2,678,241
Lawn, Garden Equipment, Supplies Stores-4442	1,867,214	474,466	1,392,748
Outdoor Power Equipment Stores-44421	304,079	9,353	294,726
Nursery and Garden Centers-44422	1,563,135	465,113	1,098,022
Food and Beverage Stores-445	23,144,320	12,902,801	10,241,519
Grocery Stores-4451	21,179,771	10,051,214	11,128,557
Supermarkets, Grocery (Ex Conv) Stores-44511	20,228,279	6,880,380	13,347,899
Convenience Stores-44512	951,492	3,170,834	(2,219,342)
Specialty Food Stores-4452	761,318	1,384,626	(623,308)
Beer, Wine and Liquor Stores-4453	1,203,231	1,466,961	(263,730)
Health and Personal Care Stores-446	10,163,580	19,817,604	(9,654,024)
Pharmancies and Drug Stores-44611	8,779,613	16,517,257	(7,737,644)
Cosmetics, Beauty Supplies, Perfume Stores-44612	373,769	651,149	(277,380)
Optical Goods Stores-44613	336,014	137,660	198,354
Other Health and Personal Care Stores-44619	674,185	2,511,538	(1,837,353)



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	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	19,874,449	21,519,559	(1,645,110)
Gasoline Stations With Conv Stores-44711	14,862,264	18,832,851	(3,970,587)
Other Gasoline Stations-44719	5,012,185	2,686,708	2,325,477
Clothing and Clothing Accessories Stores-448	9,522,231	18,483,837	(8,961,606)
Clothing Stores-4481	6,961,278	9,659,632	(2,698,354)
Men's Clothing Stores-44811	418,934	0	418,934
Women's Clothing Stores-44812	1,810,224	4,365,472	(2,555,248)
Childrens, Infants Clothing Stores-44813	464,321	274,540	189,781
Family Clothing Stores-44814	3,657,589	4,934,896	(1,277,307)
Clothing Accessories Stores-44815	145,441	84,723	60,718
Other Clothing Stores-44819	464,768	0	464,768
Shoe Stores-4482	1,500,427	4,151,597	(2,651,170)
Jewelry, Luggage, Leather Goods Stores-4483	1,060,525	4,672,608	(3,612,083)
Jewelry Stores-44831	974,249	4,672,608	(3,698,359)
Luggage and Leather Goods Stores-44832	86,276	0	86,276
Sporting Goods, Hobby, Book, Music Stores-451	2,988,529	2,073,935	914,594
Sportng Goods, Hobby, Musical Inst Stores-4511	2,261,157	134,370	2,126,787
Sporting Goods Stores-45111	1,140,016	0	1,140,016
Hobby, Toys and Games Stores-45112	737,684	134,370	603,314
Sew/Needlework/Piece Goods Stores-45113	173,860	0	173,860
Musical Instrument and Supplies Stores-45114	209,598	0	209,598
Book, Periodical and Music Stores-4512	727,371	1,939,565	(1,212,194)
Book Stores and News Dealers-45121	437,036	1,549,330	(1,112,294)
Book Stores-451211	407,210	1,549,330	(1,142,120)
News Dealers and Newsstands-451212	29,826	0	29,826
Prerecorded Tapes, CDs, Record Stores-45122	290,335	390,235	(99,900)
General Merchandise Stores-452	23,160,702	8,020,779	15,139,923
Department Stores Excl Leased Depts-4521	10,947,032	6,294,102	4,652,930
Other General Merchandise Stores-4529	12,213,670	1,726,677	10,486,993
Warehouse Clubs and Super Stores-45291	10,579,131	0	10,579,131
All Other General Merchandise Stores-45299	1,634,539	1,726,677	(92,138)
Miscellaneous Store Retailers-453	4,156,904	2,206,797	1,950,107
Florists-4531	349,132	1,130,216	(781,084)
Office Supplies, Stationery, Gift Stores-4532	1,498,301	508	1,497,793
Office Supplies and Stationery Stores-45321	845,412	0	845,412
Gift, Novelty and Souvenir Stores-45322	652,889	508	652,381
Used Merchandise Stores-4533	373,318	1,031,974	(658,656)
Other Miscellaneous Store Retailers-4539	1,936,152	44,098	1,892,054



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	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	10,696,343	7,778,584	2,917,759
Electronic Shopping, Mail-Order Houses-4541	7,673,714	7,162,298	511,416
Vending Machine Operators-4542	522,256	616,286	(94,030)
Direct Selling Establishments-4543	2,500,374	0	2,500,374
Foodservice and Drinking Places-722	15,575,032	15,709,688	(134,656)
Full-Service Restaurants-7221	6,997,415	7,650,139	(652,724)
Limited-Service Eating Places-7222	6,724,811	8,022,838	(1,298,027)
Special Foodservices-7223	1,293,763	0	1,293,763
Drinking Places -Alcoholic Beverages-7224	559,043	36,711	522,332
GAFO *	46,019,001	44,845,682	1,173,319
General Merchandise Stores-452	23,160,702	8,020,779	15,139,923
Clothing and Clothing Accessories Stores-448	9,522,231	18,483,837	(8,961,606)
Furniture and Home Furnishings Stores-442	4,657,633	14,714,805	(10,057,172)
Electronics and Appliance Stores-443	4,191,605	1,551,817	2,639,788
Sporting Goods, Hobby, Book, Music Stores-451	2,988,529	2,073,935	914,594
Office Supplies, Stationery, Gift Stores-4532	1,498,301	508	1,497,793



## RMP Opportunity Gap - Retail Stores 2007

**Radius 2: W BROWARD BLVD AT STATE ROAD 7, FORT LAUDERDALE, FL 33301, 0.00 - 3.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,961,175,931	2,288,835,850	(327,659,919)
Motor Vehicle and Parts Dealers-441	353,016,064	1,137,326,794	(784,310,730)
Automotive Dealers-4411	304,428,833	1,013,503,867	(709,075,034)
Other Motor Vehicle Dealers-4412	20,037,327	94,793,770	(74,756,443)
Automotive Parts/Accsrs, Tire Stores-4413	28,549,904	29,029,157	(479,253)
Furniture and Home Furnishings Stores-442	49,528,856	75,092,996	(25,564,140)
Furniture Stores-4421	27,133,891	55,804,076	(28,670,185)
Home Furnishing Stores-4422	22,394,965	19,288,920	3,106,045
Electronics and Appliance Stores-443	45,134,548	25,717,544	19,417,004
Appliances, TVs, Electronics Stores-44311	34,866,034	21,813,882	13,052,152
Household Appliances Stores-443111	7,859,461	1,081,944	6,777,517
Radio, Television, Electronics Stores-443112	27,006,573	20,731,938	6,274,635
Computer and Software Stores-44312	8,547,096	2,991,184	5,555,912
Camera and Photographic Equipment Stores-44313	1,721,418	912,478	808,940
Building Material, Garden Equip Stores -444	215,134,960	120,735,151	94,399,809
Building Material and Supply Dealers-4441	196,069,767	116,142,218	79,927,549
Home Centers-44411	73,372,858	33,407,006	39,965,852
Paint and Wallpaper Stores-44412	4,939,844	5,559,670	(619,826)
Hardware Stores-44413	14,946,117	10,364,718	4,581,399
Other Building Materials Dealers-44419	102,810,949	66,810,823	36,000,126
Building Materials, Lumberyards-444191	34,189,523	22,783,244	11,406,279
Lawn, Garden Equipment, Supplies Stores-4442	19,065,192	4,592,933	14,472,259
Outdoor Power Equipment Stores-44421	3,003,824	1,304,711	1,699,113
Nursery and Garden Centers-44422	16,061,368	3,288,222	12,773,146
Food and Beverage Stores-445	251,231,084	214,443,459	36,787,625
Grocery Stores-4451	228,686,825	185,584,251	43,102,574
Supermarkets, Grocery (Ex Conv) Stores-44511	218,002,750	164,196,746	53,806,004
Convenience Stores-44512	10,684,075	21,387,505	(10,703,430)
Specialty Food Stores-4452	8,087,997	11,968,472	(3,880,475)
Beer, Wine and Liquor Stores-4453	14,456,261	16,890,735	(2,434,474)
Health and Personal Care Stores-446	112,847,294	96,548,234	16,299,060
Pharmancies and Drug Stores-44611	97,780,638	84,329,862	13,450,776
Cosmetics, Beauty Supplies, Perfume Stores-44612	4,164,135	6,406,537	(2,242,402)
Optical Goods Stores-44613	3,413,672	1,530,513	1,883,159
Other Health and Personal Care Stores-44619	7,488,849	4,281,322	3,207,527



## RMP Opportunity Gap - Retail Stores 2007

**Radius 2: W BROWARD BLVD AT STATE ROAD 7, FORT LAUDERDALE, FL 33301, 0.00 - 3.00 Miles, Total**

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
<b>Gasoline Stations-447</b>	214,940,225	115,561,778	99,378,447
Gasoline Stations With Conv Stores-44711	161,545,384	91,335,442	70,209,942
Other Gasoline Stations-44719	53,394,841	24,226,337	29,168,504
<b>Clothing and Clothing Accessories Stores-448</b>	96,422,055	93,987,785	2,434,270
Clothing Stores-4481	69,731,339	60,633,641	9,097,698
Men's Clothing Stores-44811	4,326,268	1,883,467	2,442,801
Women's Clothing Stores-44812	17,588,297	17,837,926	(249,629)
Childrens, Infants Clothing Stores-44813	4,783,134	3,935,104	848,030
Family Clothing Stores-44814	36,938,137	30,134,222	6,803,915
Clothing Accessories Stores-44815	1,501,911	1,797,245	(295,334)
Other Clothing Stores-44819	4,593,592	5,045,676	(452,084)
Shoe Stores-4482	14,906,118	17,095,181	(2,189,063)
Jewelry, Luggage, Leather Goods Stores-4483	11,784,598	16,258,964	(4,474,366)
Jewelry Stores-44831	10,860,312	15,436,575	(4,576,263)
Luggage and Leather Goods Stores-44832	924,286	822,389	101,897
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	32,280,814	13,239,899	19,040,915
Sportng Goods, Hobby, Musical Inst Stores-4511	23,615,703	8,037,645	15,578,058
Sporting Goods Stores-45111	11,824,544	4,251,251	7,573,293
Hobby, Toys and Games Stores-45112	7,686,644	2,091,572	5,595,072
Sew/Needlework/Piece Goods Stores-45113	1,824,047	1,564,015	260,032
Musical Instrument and Supplies Stores-45114	2,280,468	130,807	2,149,661
Book, Periodical and Music Stores-4512	8,665,111	5,202,254	3,462,857
Book Stores and News Dealers-45121	5,477,883	3,703,765	1,774,118
Book Stores-451211	5,132,389	3,703,765	1,428,624
News Dealers and Newsstands-451212	345,494	0	345,494
Prerecorded Tapes, CDs, Record Stores-45122	3,187,229	1,498,489	1,688,740
<b>General Merchandise Stores-452</b>	244,363,745	106,351,108	138,012,637
Department Stores Excl Leased Depts-4521	113,975,911	74,086,430	39,889,481
Other General Merchandise Stores-4529	130,387,835	32,264,677	98,123,158
Warehouse Clubs and Super Stores-45291	113,031,988	24,088,101	88,943,887
All Other General Merchandise Stores-45299	17,355,847	8,176,576	9,179,271
<b>Miscellaneous Store Retailers-453</b>	46,213,504	25,674,823	20,538,681
Florists-4531	3,634,534	2,976,369	658,165
Office Supplies, Stationery, Gift Stores-4532	17,059,975	3,757,341	13,302,634
Office Supplies and Stationery Stores-45321	9,659,866	1,508,684	8,151,182
Gift, Novelty and Souvenir Stores-45322	7,400,109	2,248,656	5,151,453
Used Merchandise Stores-4533	4,029,494	9,291,734	(5,262,240)
Other Miscellaneous Store Retailers-4539	21,489,500	9,649,378	11,840,122



## RMP Opportunity Gap - Retail Stores 2007

**Radius 2: W BROWARD BLVD AT STATE ROAD 7, FORT LAUDERDALE, FL 33301, 0.00 - 3.00 Miles, Total**

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	114,254,989	144,754,517	(30,499,528)
Electronic Shopping, Mail-Order Houses-4541	82,305,859	119,805,554	(37,499,695)
Vending Machine Operators-4542	5,715,289	6,210,215	(494,926)
Direct Selling Establishments-4543	26,233,840	18,738,748	7,495,092
Foodservice and Drinking Places-722	185,807,794	119,401,762	66,406,032
Full-Service Restaurants-7221	83,798,183	50,217,715	33,580,468
Limited-Service Eating Places-7222	79,676,123	51,805,504	27,870,619
Special Foodservices-7223	15,265,140	15,169,414	95,726
Drinking Places -Alcoholic Beverages-7224	7,068,347	2,209,129	4,859,218
GAFO *	484,789,994	318,146,673	166,643,321
General Merchandise Stores-452	244,363,745	106,351,108	138,012,637
Clothing and Clothing Accessories Stores-448	96,422,055	93,987,785	2,434,270
Furniture and Home Furnishings Stores-442	49,528,856	75,092,996	(25,564,140)
Electronics and Appliance Stores-443	45,134,548	25,717,544	19,417,004
Sporting Goods, Hobby, Book, Music Stores-451	32,280,814	13,239,899	19,040,915
Office Supplies, Stationery, Gift Stores-4532	17,059,975	3,757,341	13,302,634

\* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



# RMP Opportunity Gap - Retail Stores 2007

## Appendix: Area Listing

### Area Name:

Type: Radius 1                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

W BROWARD BLVD AT STATE ROAD 7	Latitude/Longitude	26.121000	-80.201900
FORT LAUDERDALE, FL 33301	Radius	0.00	- 1.00

### Area Name:

Type: Radius 2                                      Reporting Detail: Aggregate                                      Reporting Level: Block Group

#### Radius Definition:

W BROWARD BLVD AT STATE ROAD 7	Latitude/Longitude	26.121000	-80.201900
FORT LAUDERDALE, FL 33301	Radius	0.00	- 3.00

#### Project Information:

Site: 1

Order Number: 966739707

