



SOUTH LAKE AVENUE RETAIL GAP ANALYSIS

Converted to Square Footage of Demand/Surplus
(Using \$350/psf sales assumption)

Retail Stores	Five Minutes	Ten Minutes	Fifteen Minutes	Twenty Minutes	Thirty Minutes
Furniture and Home Furnishings					
Furniture Stores	88,603	6,261	88,647	69,246	778,960
Home Furnishing Stores	14,442	73,845	101,288	70,790	261,696
Electronics and Appliances					
Household Appliances	21,522	5,156	42,335	16,746	193,887
Radio, Television, Electronics	3,933	145,084	229,927	53,227	166,688
Computer and Software	29,485	77,470	401,221	166,999	749,267
Camera and Photographic Equipment	12,885	11,809	2,802	32,171	123,225
Building Material, Garden Equipment Stores					
Nursery and Garden Centers	12,186	14,565	76,336	302,250	1,030,271
Food and Beverage Stores					
Specialty Food Stores	62	12,590	977	206,957	741,190
Beer, Wine and Liquor Stores	5,428	46,094	121,161	150,096	316,612
Health and Personal Care Stores					
Cosmetics, Beauty Supplies, Perfume Stores	10,494	6,511	10,311	51,587	213,816
Optical Goods Stores	393	22,016	21,448	60,043	181,004
Clothing and Clothing Accessories					
Men's Clothing	5,722	19,373	31,325	158,275	337,880
Women's Clothing	54,892	3,252	96,400	775,484	1,278,301
Children's, Infants' Clothing	2,090	15,129	55,969	166,537	180,244
Family Clothing	275,298	17,784	423,776	437,581	143,894
Clothing Accessories	90	2,565	5,351	85,631	103,894
Shoe Stores	37,038	32,725	17,049	53,823	75,501
Jewelry Stores	13,572	66,664	382,182	984,981	760,938
Luggage and Leather Goods	1,231	6,093	13,314	2,864	117,853
Sporting Goods, Hobby, Book, Music Stores					
Sporting Goods Stores	3,625	61,626	158,587	256,334	673,951
Musical Instrument and Supplies Stores	1,156	4,514	17,035	7,191	16,498
Book Stores	99,046	67,886	36,343	46,991	14,045
General Merchandise Stores					
Department Stores (Excl. Leased Depts.)	77,764	531,199	555,900	1,786,638	2,138,575
Other General Merchandise Stores	150,368	979,716	1,203,169	2,033,483	4,464,340
Miscellaneous Store Retailers					
Florists	10,966	1,875	9,328	55,877	60,879
Gift, Novelty and Souvenir Stores	32,064	15,725	53,085	103,073	254,310
Non-Store Retailers (Online - Catalogue)	54,305	793,690	649,469	756,671	35,598
Food Service and Drinking Places					
Full Service Restaurants	237,744	68,120	258,834	502,032	757,505

Source: Hurst/Harrigan Associates/Claritas Data Services/Nov 2011 ■ Claritas' RMP data is derived from two major sources of information. The demand data is delivered 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 concept in the specific reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail concept. For example, a positive value signifies an opportunity gap (black), while a negative value signifies a surplus (red).

Note: All numbers have been rounded and are approximate

Center of Radius: S. Lake Ave. at Del Mar Blvd., Pasadena, CA