

Retail Demand Growth Comparison Report

Date: Thursday, 13 December, 2012 Current Geography: 1 Mile: 1315 OAKFIELD DR BRANDON, FL 33511, 3 Miles: 1315 OAKFIELD DR BRANDON, FL 33511, 5 Miles: 13...

	1 Mile: 1315 OAKFIELD DR BRANDON, FL 33511			3 Miles: 1315 OAKFIELD DR BRANDON, FL 33511			5 Miles: 1315 OAKFIELD DR BRANDON, FL 33511		
	2011 Demand	2016 Forecast Demand	Percent Growth	2011 Demand	2016 Forecast Demand	Percent Growth	2011 Demand	2016 Forecast Demand	Percent Growth
Total Retail Sales (Including Food Service & Drinking Places)	\$133,510,145	\$151,902,231	13.78%	\$1,327,407,655	\$1,524,342,312	14.84%	\$2,933,518,129	\$3,381,742,783	15.28%
Total Retail Sales	\$117,482,082	\$134,205,510	14.23%	\$1,178,245,591	\$1,358,009,232	15.26%	\$2,609,613,684	\$3,018,723,935	15.68%
Motor Vehicle & Parts Dealers	\$20,919,504	\$22,227,422	6.25%	\$221,428,432	\$239,361,899	8.10%	\$484,573,316	\$528,190,045	9.00%
Automotive Dealers	\$19,076,921	\$20,164,939	0.06%	\$201,347,939	\$215,964,831	0.07%	\$438,737,478	\$473,621,050	0.08%
Other Motor Vehicle Dealers	\$243,007	\$281,042	0.16%	\$3,865,538	\$5,100,435	0.32%	\$9,998,404	\$13,836,371	0.38%
Automotive Parts, Accessories, & Tire Stores	\$1,599,576	\$1,781,441	11.37%	\$16,214,955	\$18,296,633	12.84%	\$35,837,434	\$40,732,623	13.66%
Furniture & Home Furnishings Stores	\$2,401,964	\$2,799,480	16.55%	\$25,602,422	\$30,047,611	17.36%	\$57,379,941	\$67,688,089	17.96%
Furniture Stores	\$1,283,784	\$1,501,089	16.93%	\$13,785,959	\$16,229,725	17.73%	\$31,043,515	\$36,748,876	18.38%
Home Furnishing Stores	\$1,118,180	\$1,298,391	16.12%	\$11,816,463	\$13,817,886	16.94%	\$26,336,426	\$30,939,213	17.48%
Electronics & Appliances Stores	\$2,882,469	\$4,195,222	45.54%	\$28,848,674	\$42,151,240	46.11%	\$63,361,549	\$92,889,872	46.60%
Appliance, Television, and Other Electronics Stores	\$2,107,082	\$3,052,007	44.85%	\$21,109,223	\$30,678,749	45.33%	\$46,443,189	\$67,719,332	45.81%
Household Appliances Stores	\$468,915	\$618,741	31.95%	\$4,909,502	\$6,476,093	31.91%	\$10,928,955	\$14,455,340	32.27%
Radio Television and Other Electronics Stores	\$1,638,166	\$2,433,266	48.54%	\$16,199,721	\$24,202,656	49.40%	\$35,514,234	\$53,263,992	49.98%
Computer and Software Stores	\$646,172	\$963,453	49.10%	\$6,360,464	\$9,550,150	50.15%	\$13,887,292	\$20,926,440	50.69%
Camera & Photographic Equipment Stores	\$129,215	\$179,762	39.12%	\$1,378,987	\$1,922,341	39.40%	\$3,031,068	\$4,244,100	40.02%
Building Material & Garden Equipment & Supply Dealers	\$10,560,515	\$12,264,246	0.16%	\$114,808,516	\$124,517,220	0.17%	\$259,561,201	\$204,227,077	0.18%
Building Material & Supply Dealers	\$9,630,612	\$11,192,984	16.22%	\$104,947,015	\$123,004,825	17.21%	\$236,164,659	\$278,133,617	17.77%
Home Centers	\$3,956,417	\$4,663,284	17.87%	\$42,424,791	\$50,328,259	18.63%	\$95,151,116	\$113,339,723	19.12%
Paint and Wallpaper Stores	\$226,677	\$256,279	13.06%	\$2,548,720	\$2,913,624	14.32%	\$5,783,876	\$6,649,368	14.96%
Hardware Stores	\$992,374	\$1,180,209	18.93%	\$10,470,503	\$12,591,504	20.26%	\$23,430,681	\$28,300,641	20.78%
Other Building Materials Dealers	\$4,455,143	\$5,093,212	14.32%	\$49,503,000	\$57,171,438	15.49%	\$111,798,986	\$129,843,885	16.14%
Building Materials, Lumberyards	\$1,869,578	\$2,081,259	11.32%	\$19,516,053	\$22,028,634	12.87%	\$43,490,072	\$49,444,134	13.69%
Lawn and Garden Equipment and Supplies Stores	\$938,903	\$1,071,362	14.11%	\$9,951,502	\$11,512,404	15.69%	\$22,396,632	\$26,093,460	16.51%
Outdoor Power Equipment Stores	\$39,489	\$45,595	15.46%	\$573,177	\$729,137	27.21%	\$1,449,169	\$1,917,770	32.34%
Nursery and Garden Centers	\$899,413	\$1,025,767	14.05%	\$9,378,325	\$10,783,268	14.98%	\$20,947,463	\$24,175,690	15.41%
Food & Beverage Stores	\$18,061,263	\$20,086,242	11.21%	\$174,347,612	\$194,996,698	11.84%	\$388,200,973	\$434,799,206	12.00%
Grocery Stores	\$16,387,724	\$18,238,351	11.29%	\$158,600,729	\$177,495,162	11.91%	\$353,638,195	\$396,265,373	12.05%
Supermarkets and Other Grocery (except Convenience) Stores	\$15,547,416	\$17,301,046	11.28%	\$150,709,460	\$168,634,453	11.89%	\$336,087,108	\$376,471,718	12.02%
Convenience Stores	\$840,308	\$937,306	11.54%	\$7,891,269	\$8,860,709	12.29%	\$17,551,088	\$19,793,655	12.78%
Specialty Food Stores	\$509,913	\$563,414	10.49%	\$4,960,418	\$5,509,043	11.06%	\$11,070,382	\$12,306,072	11.16%
Beer, Wine, & Liquor Stores	\$1,163,625	\$1,284,476	10.39%	\$10,786,464	\$11,992,493	11.18%	\$23,492,395	\$26,227,761	11.64%
Health & Personal Care Stores	\$8,091,702	\$9,448,192	16.76%	\$79,150,205	\$93,043,754	17.55%	\$177,679,161	\$208,518,207	17.36%
Pharmacies and Drug Stores	\$7,028,606	\$8,199,682	16.66%	\$68,452,641	\$80,439,645	17.51%	\$153,650,786	\$180,268,410	17.32%
Cosmetics, Beauty Supplies and Perfume Stores	\$293,293	\$343,151	17.00%	\$2,858,752	\$3,368,556	17.83%	\$6,425,640	\$7,554,757	17.57%
Optical Goods Stores	\$247,488	\$298,314	20.54%	\$2,746,621	\$3,276,917	19.31%	\$6,167,529	\$7,339,067	19.00%
Other Health and Personal Care Stores	\$522,314	\$607,045	16.22%	\$5,092,192	\$5,958,636	17.02%	\$11,435,207	\$13,355,973	16.80%
Gasoline Stations	\$14,633,592	\$15,520,198	6.06%	\$134,475,772	\$143,239,996	6.52%	\$292,391,982	\$312,367,970	6.83%
Gasoline Stations with Convenience Stores	\$10,888,032	\$11,609,196	6.62%	\$100,064,510	\$107,183,890	7.11%	\$218,087,461	\$234,398,136	7.48%
Other Gasoline Stations	\$3,745,560	\$3,911,002	4.42%	\$34,411,262	\$36,056,106	4.78%	\$74,304,521	\$77,969,834	4.93%
Clothing & Clothing Accessories Stores	\$6,341,827	\$7,568,570	19.34%	\$64,270,596	\$77,111,225	19.98%	\$142,363,869	\$171,173,033	20.24%
Clothing Stores	\$4,538,804	\$5,427,658	19.58%	\$46,372,267	\$55,730,092	20.18%	\$102,607,967	\$123,506,184	20.37%
Men's Clothing Stores	\$276,730	\$333,669	20.58%	\$2,807,199	\$3,386,435	20.63%	\$6,224,878	\$7,529,756	20.96%
Women's Clothing Stores	\$1,167,282	\$1,390,888	19.16%	\$11,961,794	\$14,324,947	19.76%	\$26,380,423	\$31,628,126	19.89%
Children's and Infants' Clothing Stores	\$260,604	\$312,101	19.76%	\$2,679,063	\$3,243,632	21.07%	\$5,985,143	\$7,252,430	21.17%
Family Clothing Stores	\$2,418,679	\$2,895,005	19.69%	\$24,675,611	\$29,677,401	20.27%	\$54,625,234	\$65,810,691	20.48%
Clothing Accessories Stores	\$108,687	\$129,269	18.94%	\$1,114,649	\$1,332,624	19.56%	\$2,464,000	\$2,952,064	19.81%

Other Clothing Stores	\$306,821	\$366,726	19.52%	\$3,133,951	\$3,765,052	20.14%	\$6,928,289	\$8,333,117	20.28%
Shoe Stores	\$962,867	\$1,161,280	20.61%	\$9,320,472	\$11,287,430	21.10%	\$20,524,174	\$24,870,514	21.18%
Jewelry Stores	\$770,205	\$898,811	16.70%	\$7,872,622	\$9,272,451	17.78%	\$17,670,925	\$20,970,468	18.67%
Jewelry, Luggage, & Leather Goods Stores	\$840,156	\$979,632	16.60%	\$8,577,857	\$10,093,703	17.67%	\$19,231,728	\$22,796,335	18.54%
Luggage, & Leather Goods Stores	\$69,952	\$80,821	15.54%	\$705,235	\$821,252	16.45%	\$1,560,804	\$1,825,867	16.98%
Sporting Goods Stores	\$764,029	\$1,054,985	38.08%	\$8,483,901	\$11,923,545	40.54%	\$19,055,461	\$26,945,420	41.41%
Sporting Goods, Hobby, Book, & Music Stores	\$2,376,775	\$3,096,008	30.26%	\$24,693,869	\$32,539,412	31.77%	\$54,641,804	\$72,396,398	32.49%
Sporting Goods, Hobby, & Musical Instrument Stores	\$1,652,602	\$2,160,566	30.74%	\$17,428,010	\$23,185,175	33.03%	\$38,749,691	\$51,860,433	33.83%
Hobby, Toys and Games Stores	\$596,786	\$701,822	17.60%	\$5,878,252	\$7,021,416	19.45%	\$12,877,760	\$15,457,740	20.03%
Sew/Needlework/Piece Goods Stores	\$136,663	\$161,726	18.34%	\$1,454,641	\$1,733,358	19.16%	\$3,236,538	\$3,870,765	19.60%
Musical Instrument and Supplies Stores	\$155,125	\$242,032	56.02%	\$1,611,216	\$2,506,856	55.59%	\$3,579,932	\$5,586,508	56.05%
Book, Periodical, & Music Stores	\$724,172	\$935,442	29.17%	\$7,265,859	\$9,354,237	28.74%	\$15,892,113	\$20,535,965	29.22%
Book Stores and News Dealers	\$486,732	\$581,303	19.43%	\$4,857,917	\$5,757,849	18.53%	\$10,577,926	\$12,568,317	18.82%
Book Stores	\$457,954	\$548,627	19.80%	\$4,580,671	\$5,441,200	18.79%	\$9,963,614	\$11,863,188	19.07%
News Dealers and Newsstands	\$28,777	\$32,675	13.55%	\$277,246	\$316,649	14.21%	\$614,312	\$705,128	14.78%
Prerecorded Tape, Compact Disc, and Record Stores	\$237,440	\$354,139	49.15%	\$2,407,942	\$3,596,388	49.36%	\$5,314,187	\$7,967,648	49.93%
General Merchandise Stores	\$17,764,669	\$20,864,434	17.45%	\$176,825,462	\$209,248,096	18.34%	\$393,482,669	\$466,343,221	18.52%
Department Stores excluding leased depts.	\$8,623,715	\$10,319,327	19.66%	\$87,033,674	\$104,887,331	20.51%	\$193,432,627	\$233,453,212	20.69%
Other General Merchandise Stores	\$9,140,954	\$10,545,107	15.36%	\$89,791,788	\$104,360,764	16.23%	\$200,050,042	\$232,890,010	16.42%
Miscellaneous Store Retailers	\$3,413,515	\$4,027,544	17.99%	\$33,871,695	\$40,299,356	18.98%	\$75,290,515	\$90,044,009	19.60%
Florists	\$224,355	\$256,863	14.49%	\$2,452,381	\$2,835,441	15.62%	\$5,539,788	\$6,435,543	16.17%
Office Supplies, Stationery, & Gift Stores	\$1,340,153	\$1,626,300	21.35%	\$13,543,075	\$16,565,364	22.32%	\$29,962,373	\$36,812,621	22.86%
Office Supplies and Stationery Stores	\$761,926	\$958,389	25.79%	\$7,711,148	\$9,765,552	26.64%	\$17,029,154	\$21,663,226	27.21%
Gift, Novelty, and Souvenir Stores	\$578,227	\$667,912	15.51%	\$5,831,927	\$6,799,812	16.60%	\$12,933,219	\$15,149,395	17.14%
Used Merchandise Stores	\$282,990	\$339,788	20.07%	\$2,896,795	\$3,494,493	20.63%	\$6,409,537	\$7,756,069	21.01%
Other Miscellaneous Store Retailers	\$1,566,017	\$1,804,593	15.23%	\$14,979,444	\$17,404,057	16.19%	\$33,378,817	\$39,039,777	16.96%
Non-store Retailers	\$10,025,287	\$12,107,853	20.77%	\$99,832,336	\$121,452,717	21.66%	\$221,686,616	\$270,086,807	21.83%
Foodservice & Drinking Places	\$16,028,063	\$17,696,721	10.41%	\$149,162,065	\$166,333,079	11.51%	\$323,904,445	\$363,018,849	12.08%
Full-service Restaurants	\$7,267,374	\$8,023,932	10.41%	\$67,513,066	\$75,292,706	11.52%	\$146,361,091	\$164,064,981	12.10%
Limited-service Eating Places	\$6,756,668	\$7,456,780	10.36%	\$62,940,792	\$70,159,400	11.47%	\$136,812,410	\$153,263,627	12.02%
Special Foodservices	\$1,311,689	\$1,447,224	10.33%	\$12,274,931	\$13,679,406	11.44%	\$26,707,839	\$29,911,252	11.99%
Drinking Places -Alcoholic Beverages	\$692,332	\$768,784	11.04%	\$6,433,276	\$7,201,567	11.94%	\$14,023,105	\$15,778,989	12.52%
GAFO (General merchandise, Apparel, Furniture, and Other)	\$33,107,857	\$40,150,014	21.27%	\$333,784,097	\$407,662,948	22.13%	\$741,192,204	\$907,303,235	22.41%

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1-3-5 Mile Radii Demographic Map for 1315 Oakfield Dr, Brandon, FL

