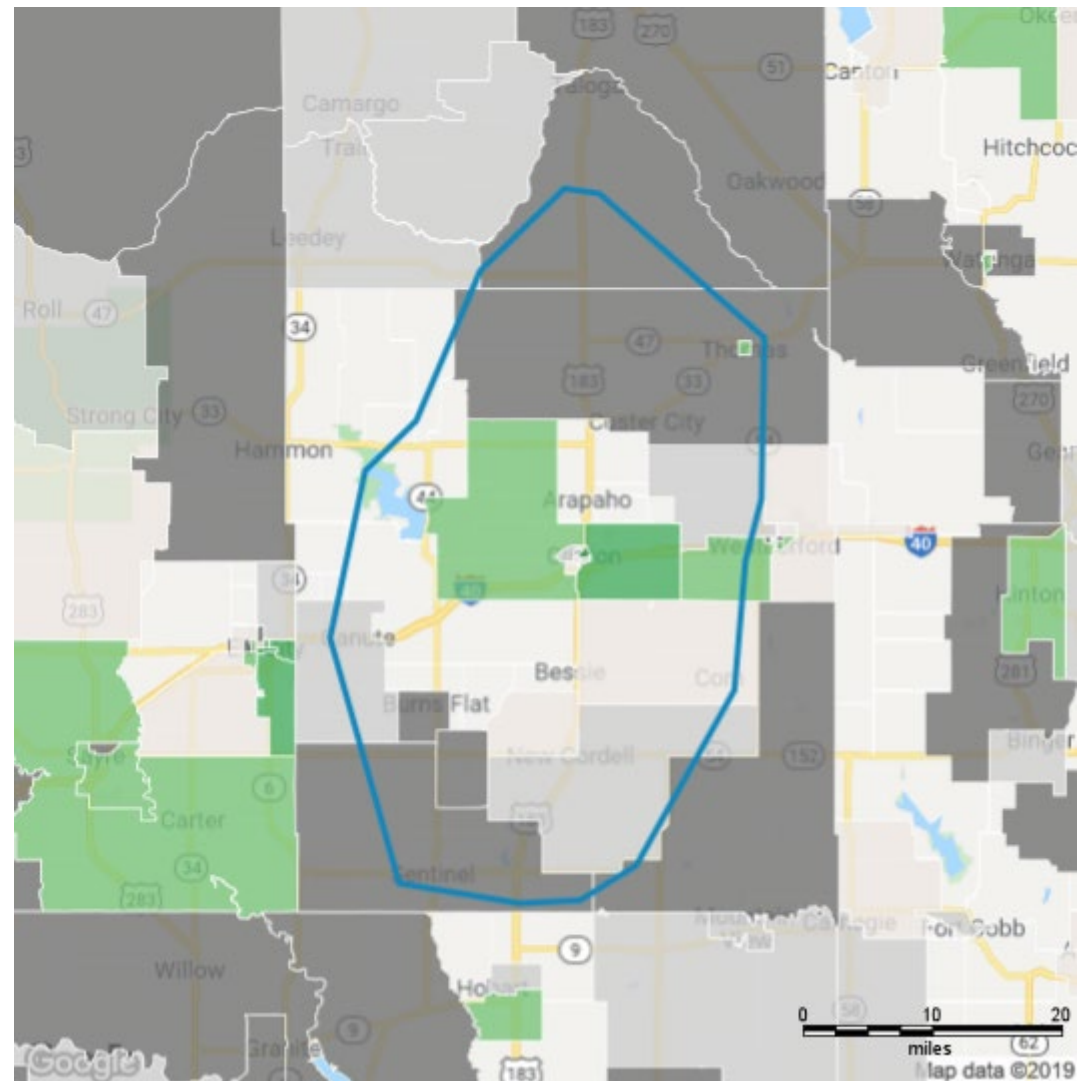


# Discover: Total Market Supply (Custom Trade Area)



Total Market Supply  
**\$323,549,557**

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.



# Discover: Total Market Demand (Custom Trade Area)



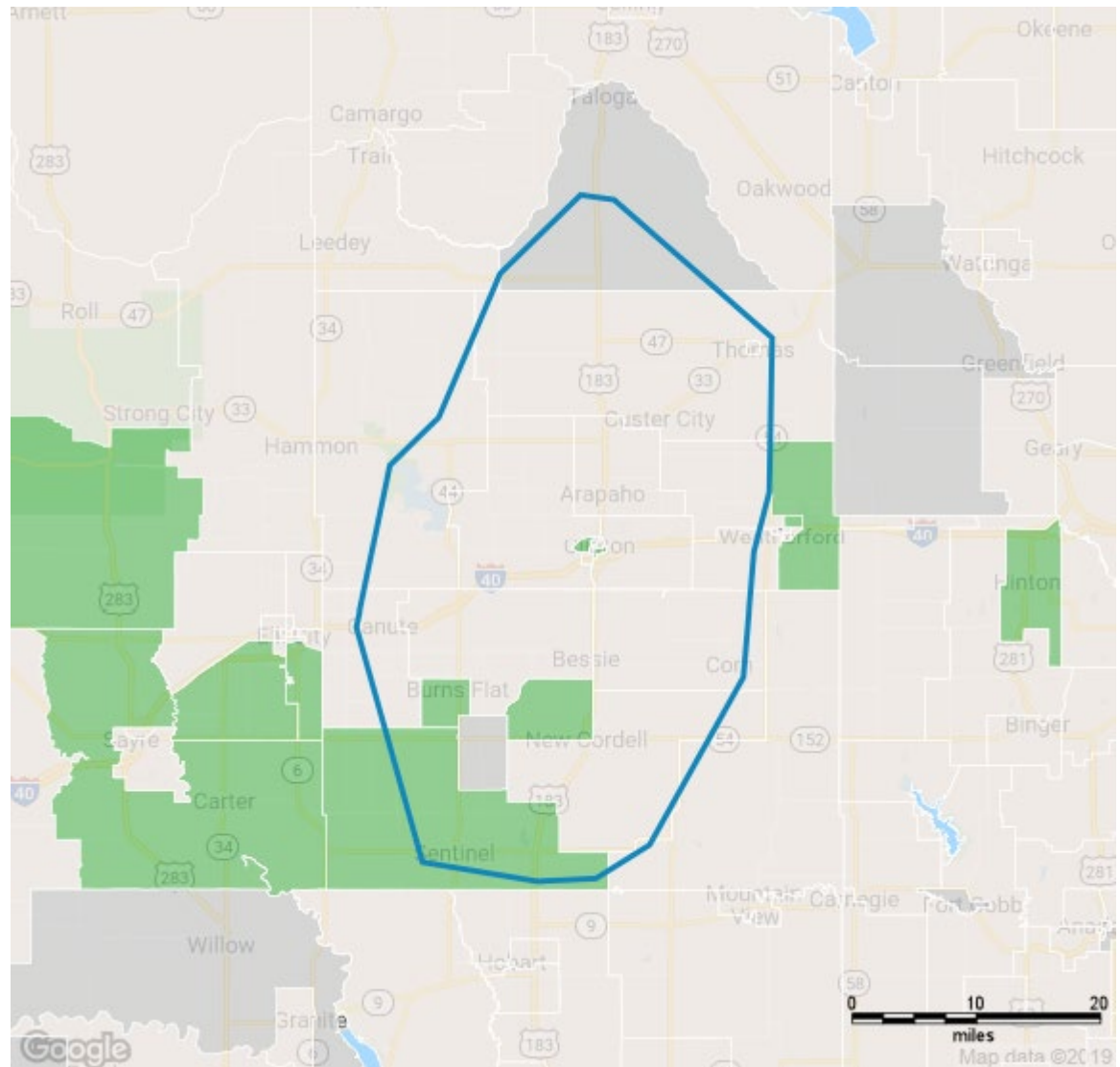
Total Consumer Demand

- \$1 to \$5MM
- \$5MM to \$10MM
- \$10MM to \$25MM
- \$25MM to \$50MM
- \$50MM to \$75MM
- \$75MM to \$100MM
- > \$100MM

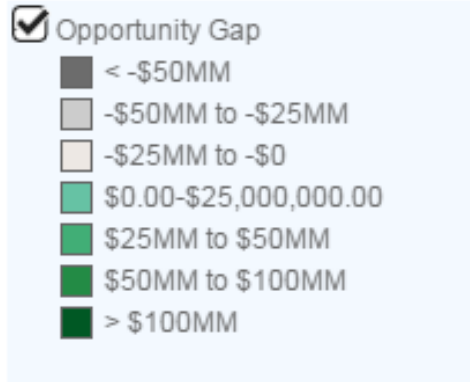
Total Market Demand

**\$382,161,524**

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

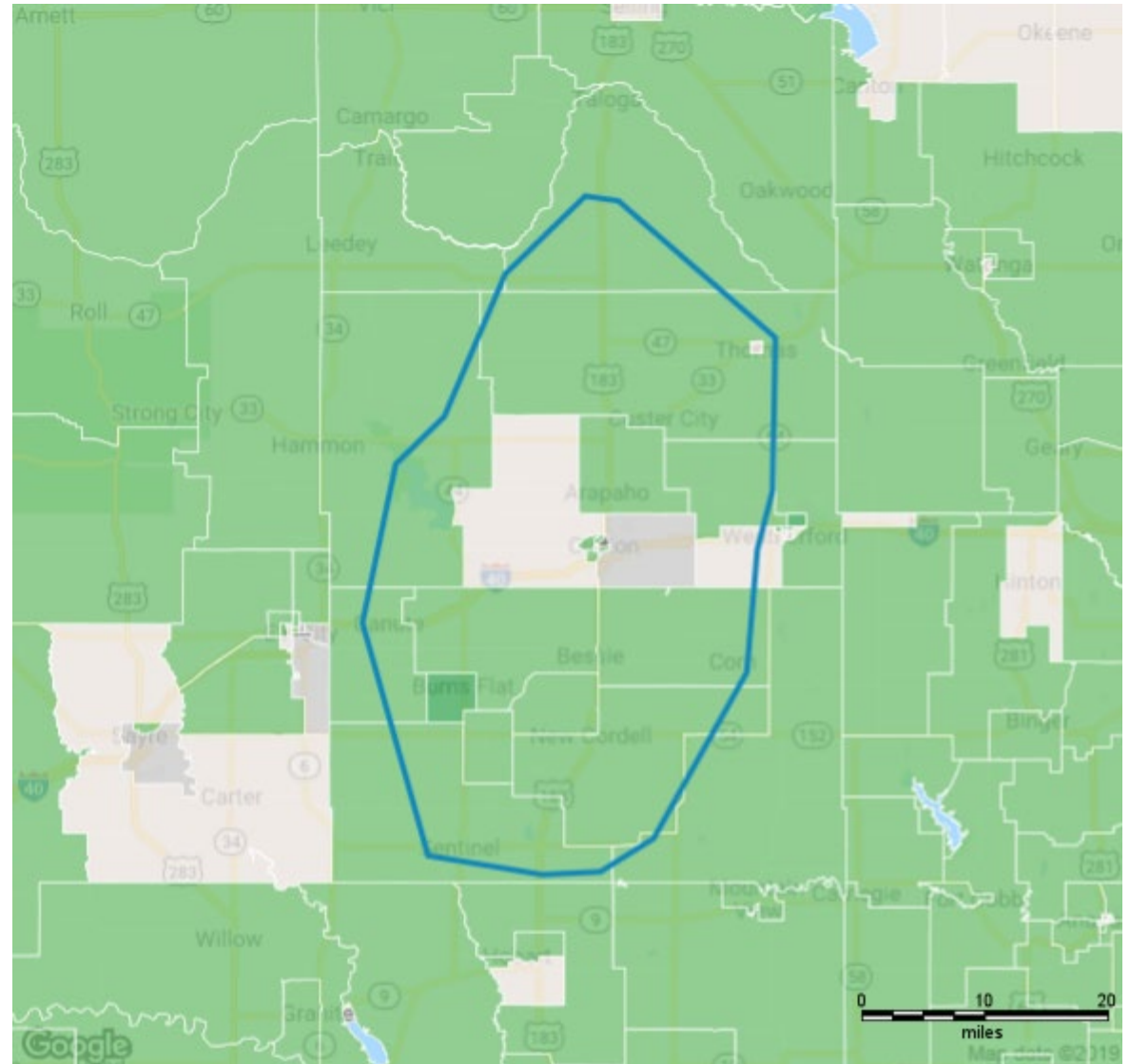


# Discover: Opportunity Gap (Custom Trade Area)



Total Market Leakage of  
**\$58,611,966**

This means more people purchase items outside of the defined trade area than in the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



# Discover: Leakage (Custom Trade Area)

