

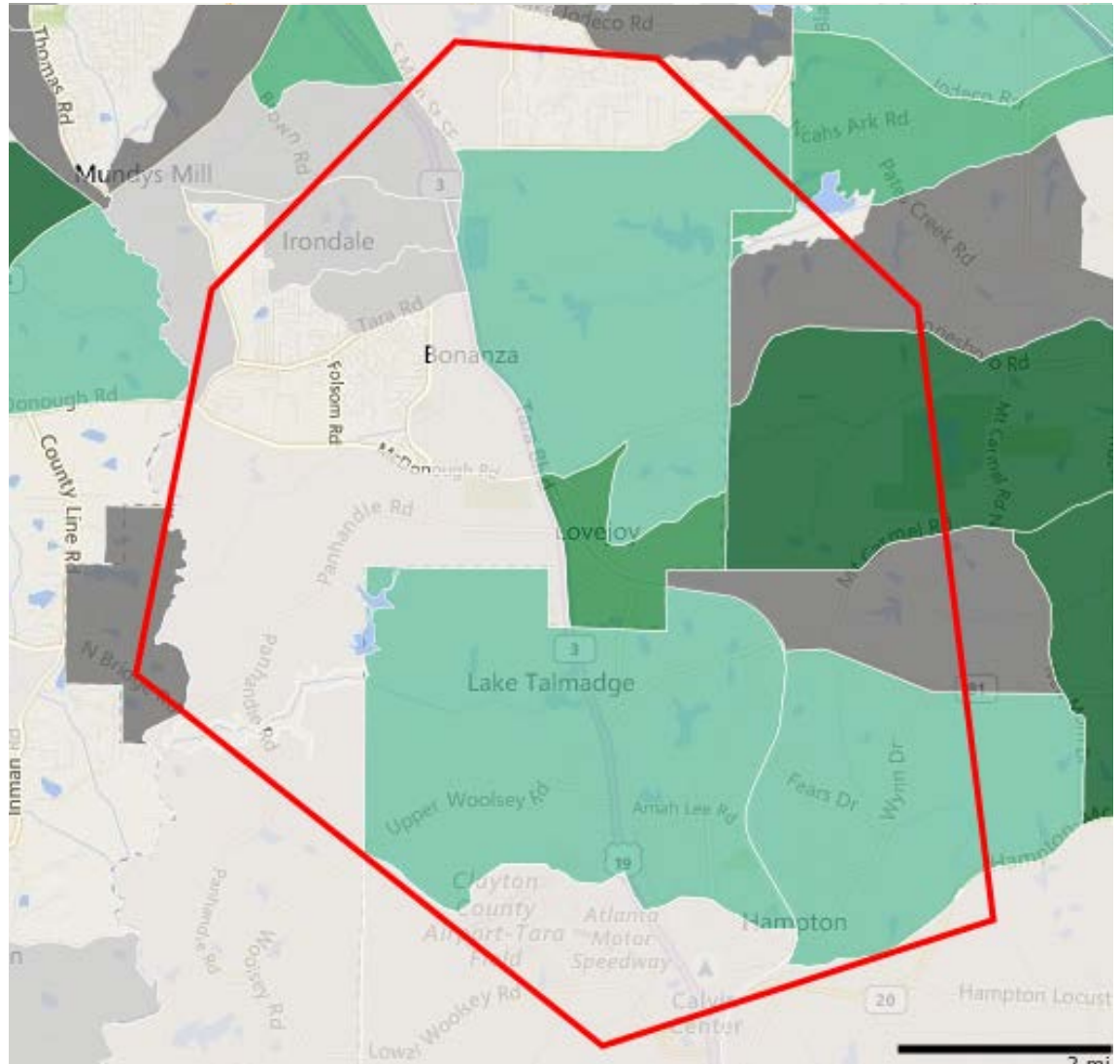


Discover: Total Market Supply

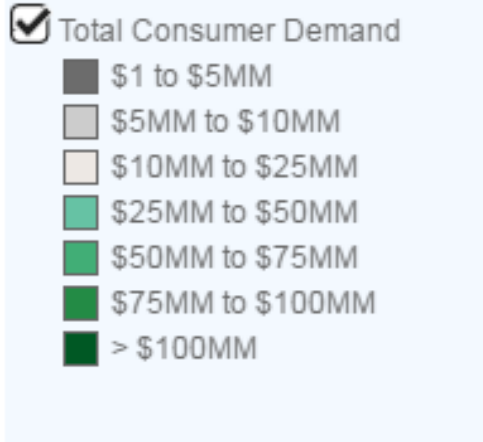


Total Market Supply
\$274,917,895

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



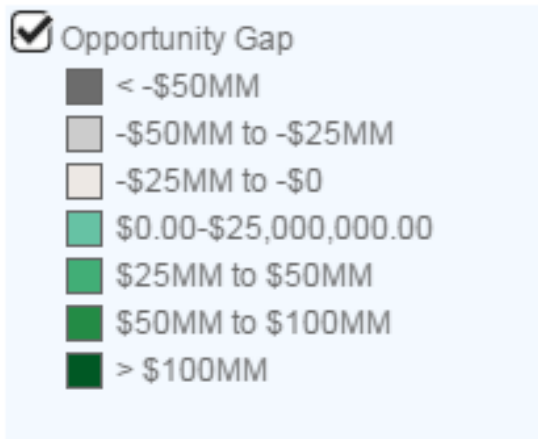
Total Market Demand
\$732,958,754

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.



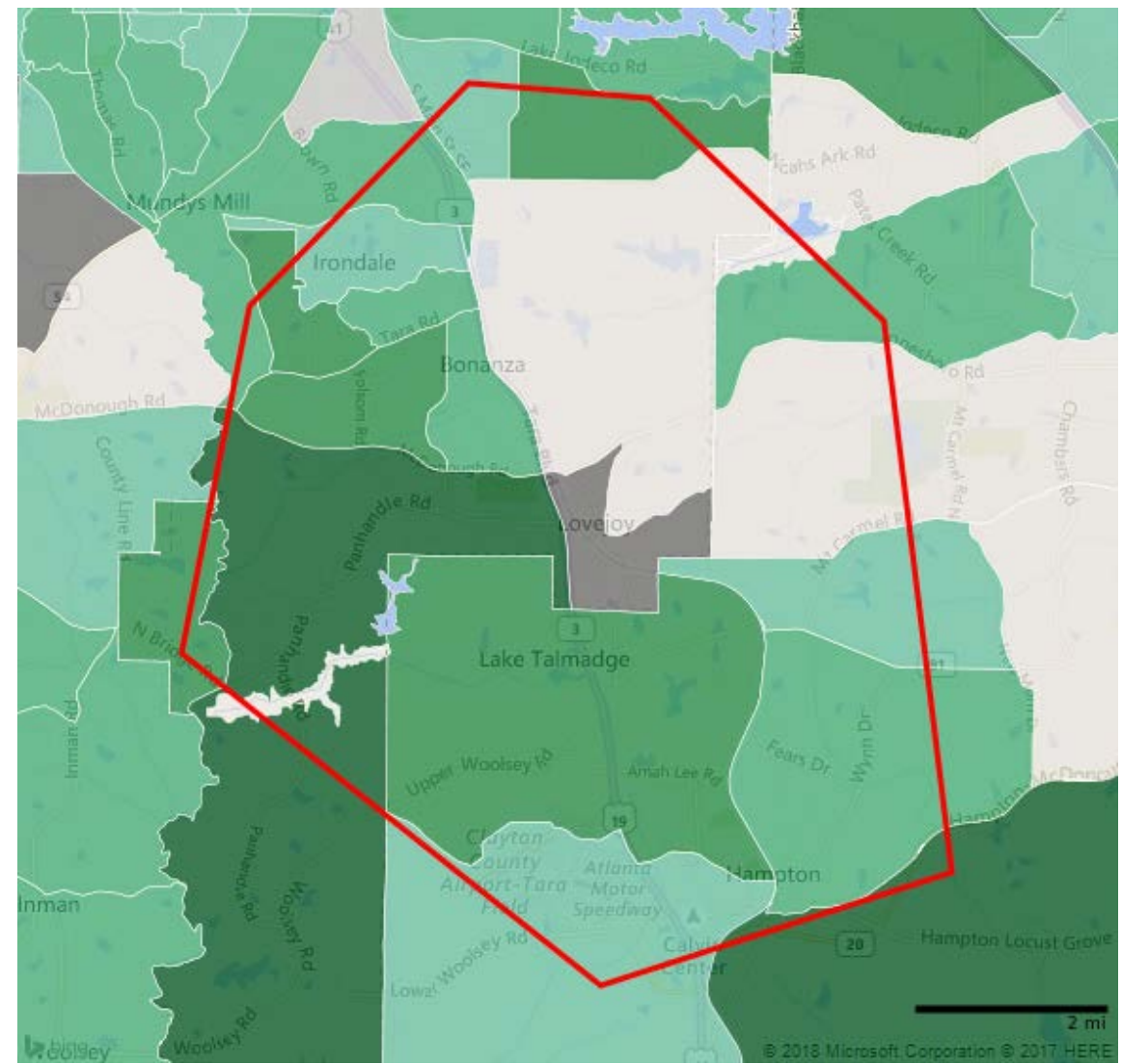


Discover: Opportunity Gap



Total Market Leakage of
\$458,040,859

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: Consumer Demand & Supply



Category	Consumer Demand	Market Supply	Opportunity Gap
Automotive Parts, Accessories, & Tire Stores	\$12,640,065	\$7,585,939	\$5,054,126
Furniture and Home Furnishings Stores	\$17,533,745	\$3,481,086	\$14,052,659
Electronics & Appliance Stores	\$11,550,172	\$1,349,389	\$10,200,783
Building Material and Garden Equipment Stores	\$50,124,090	\$7,577,633	\$42,546,457
Food and Beverage Stores	\$122,316,739	\$41,376,588	\$80,940,150
Health & Personal Care Stores	\$38,383,329	\$9,073,151	\$29,310,178
Clothing & Clothing Accessories Stores	\$37,633,481	\$6,966,294	\$30,667,187
Sporting Goods, Hobby, Book, Music Stores	\$12,799,014	\$2,382,943	\$10,416,070
General Merchandise Stores	\$100,638,079	\$57,009,915	\$43,628,163
Foodservice and Drinking Places	\$58,092,427	\$35,368,089	\$22,724,339

Discover: Leakage

