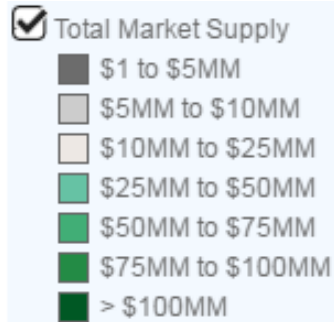
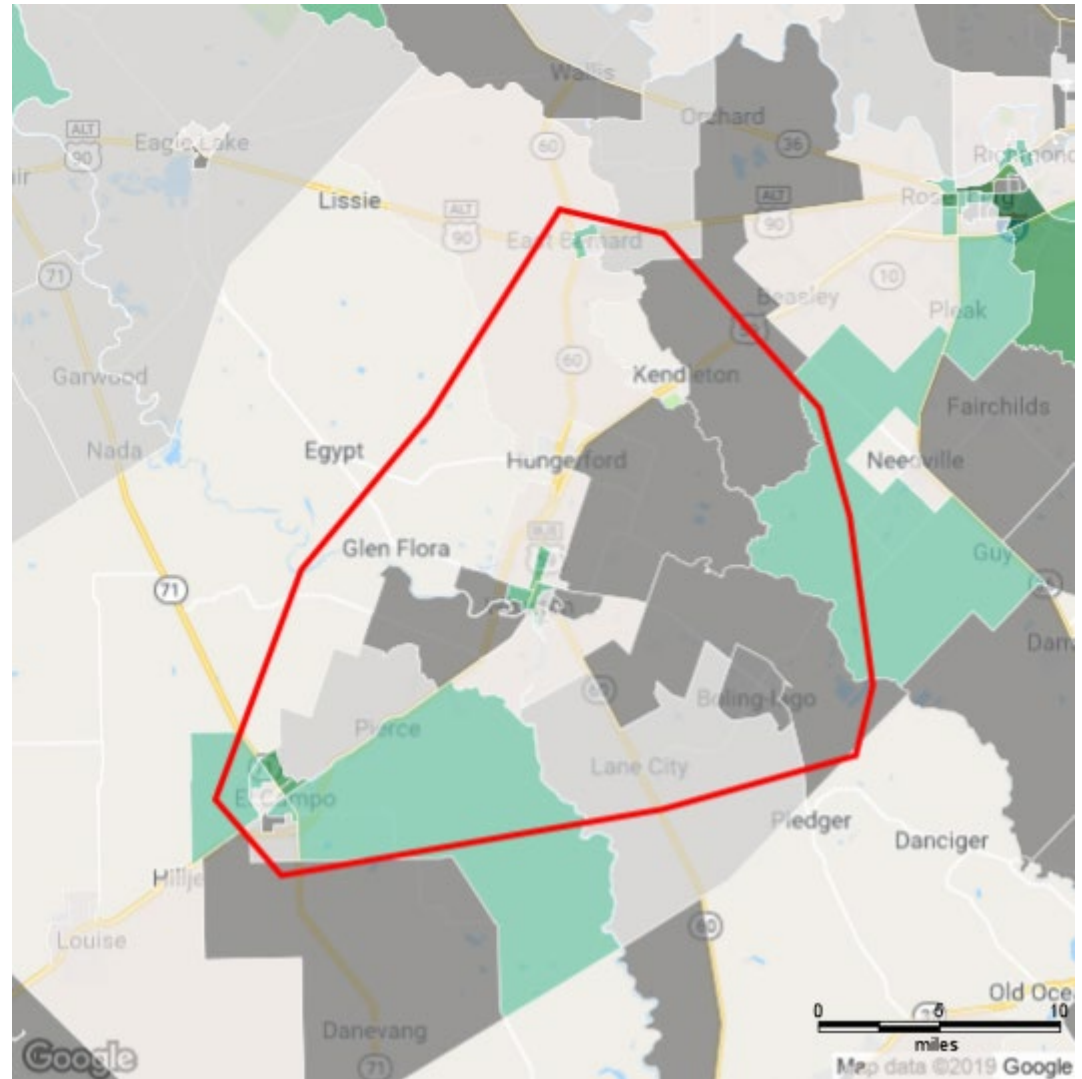


Discover: Total Market Supply (Custom Trade Area)

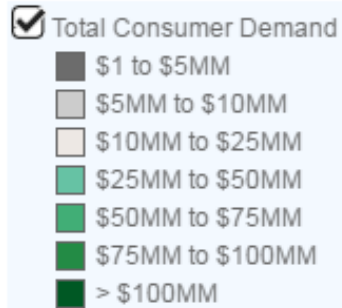


Total Market Supply
\$674,928,081

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.

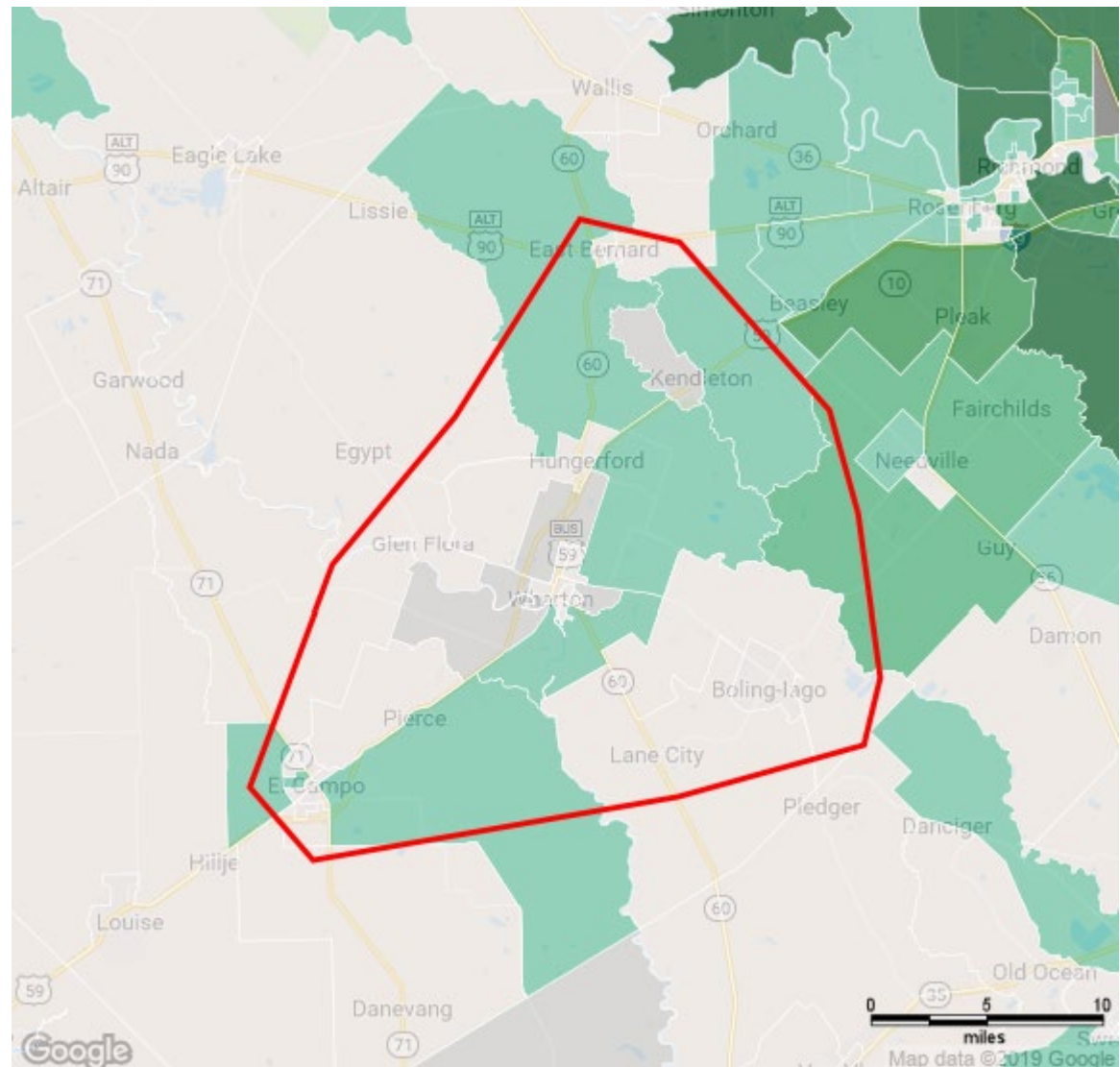


Discover: Total Market Demand (Custom Trade Area)



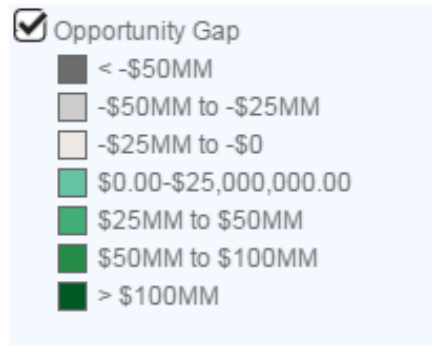
Total Market Demand
\$586,456,725

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.



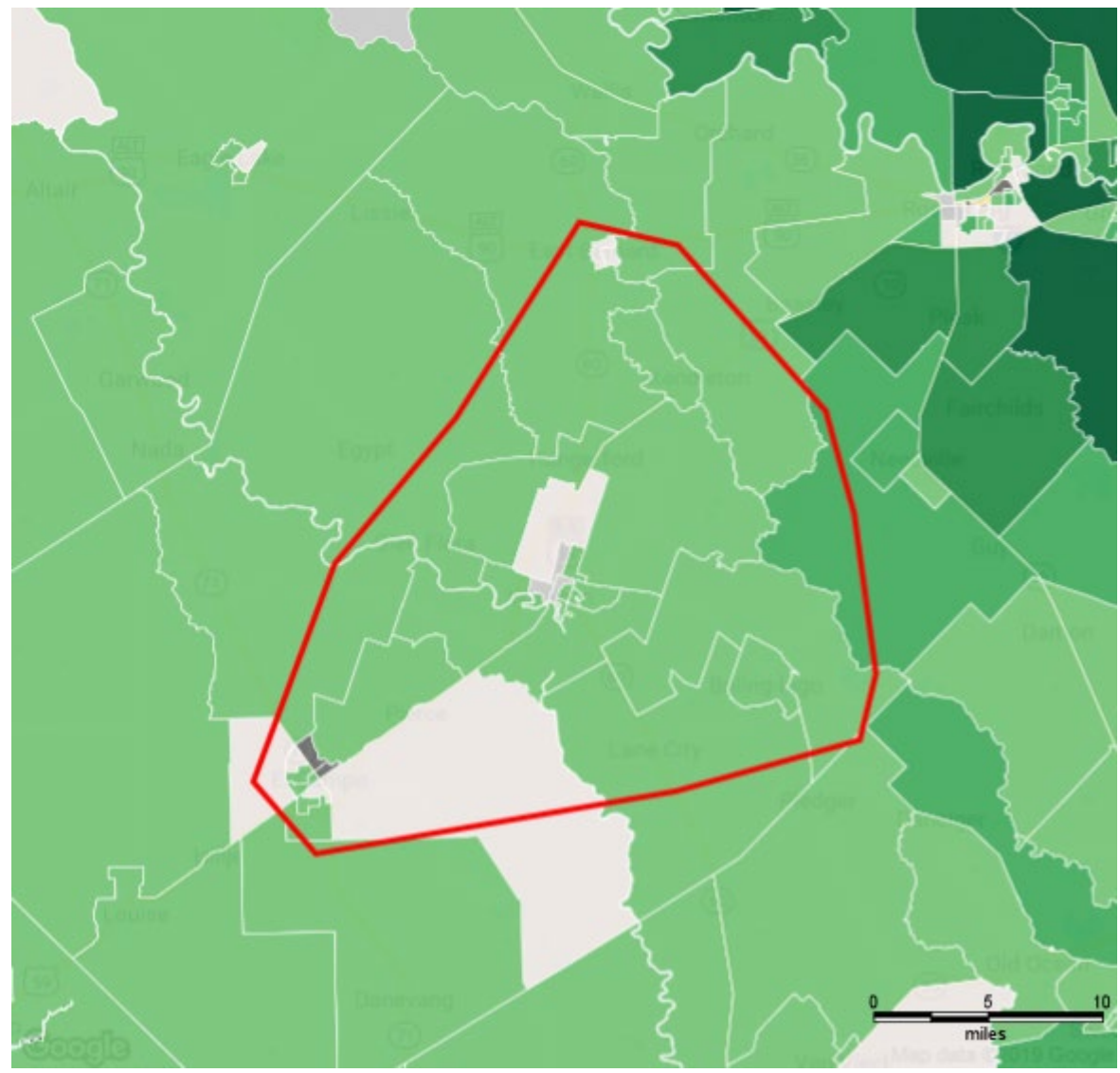


Discover: Opportunity Gap (Custom Trade Area)



Total Market Surplus of
\$88,471,136

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)

