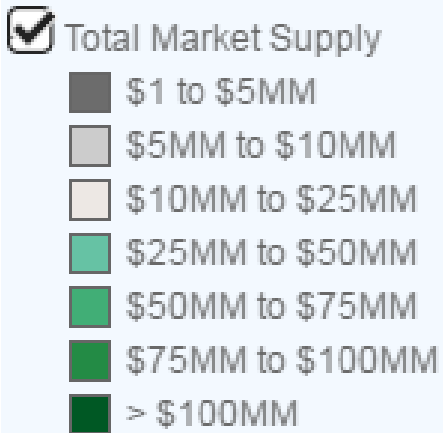


DISCOVER

Total Market Supply

\$357,124,644

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.

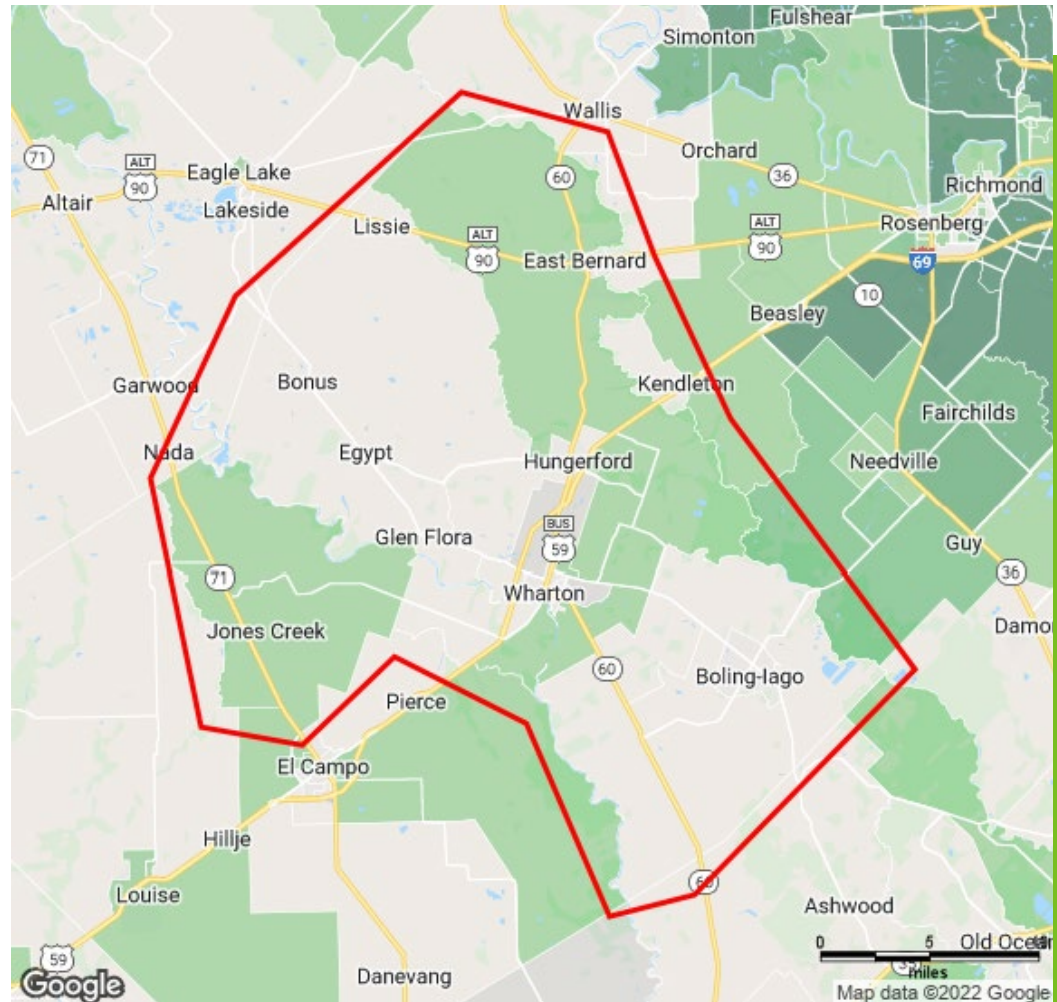
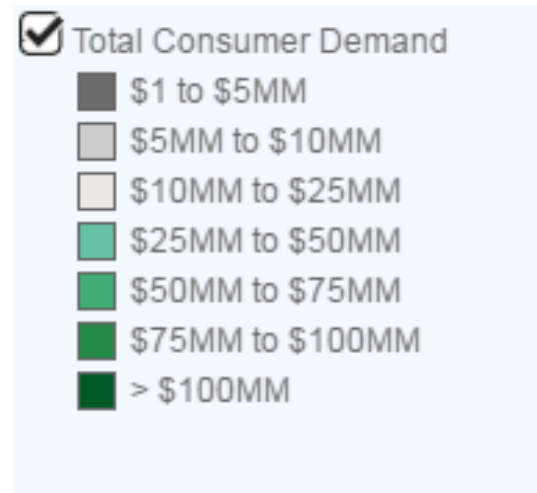


DISCOVER

Total Market Demand

\$479,359,622

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.

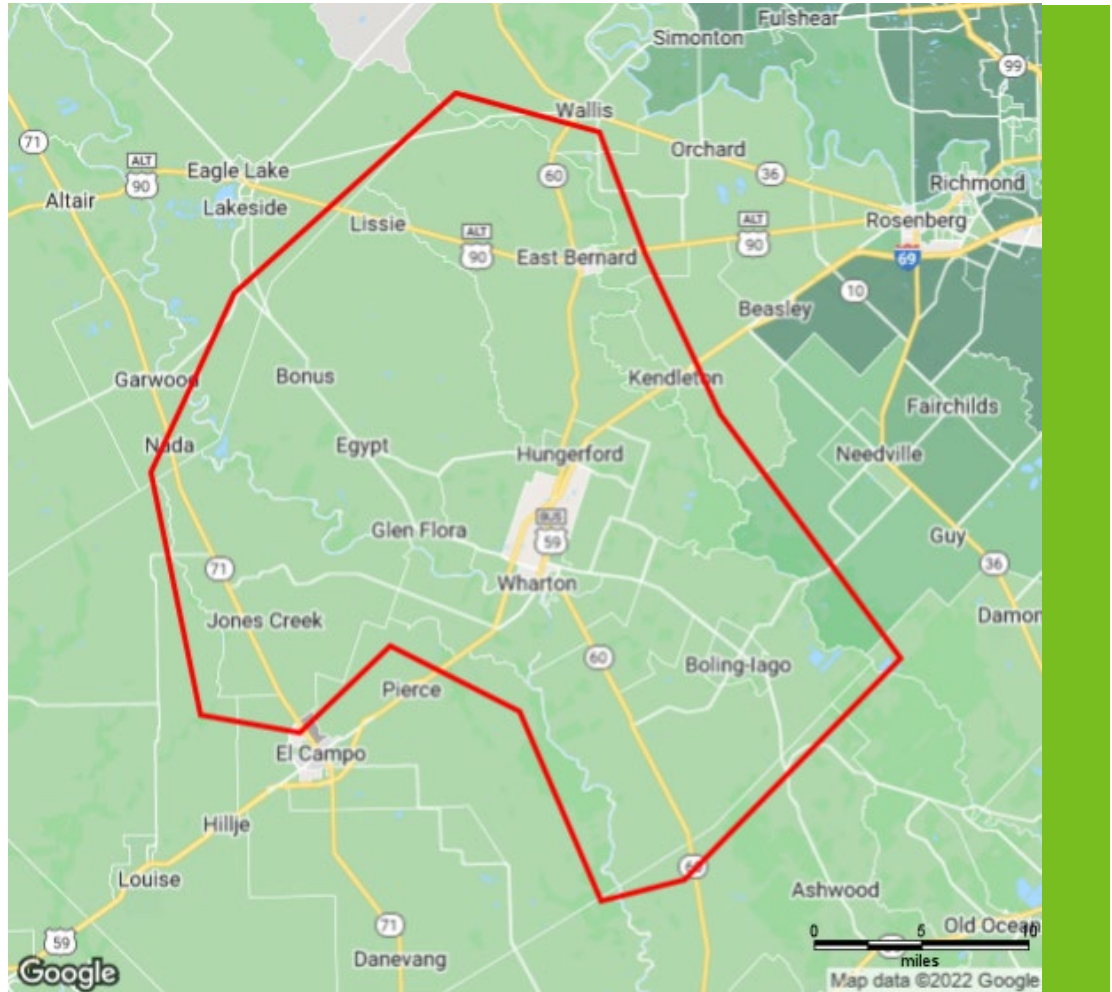
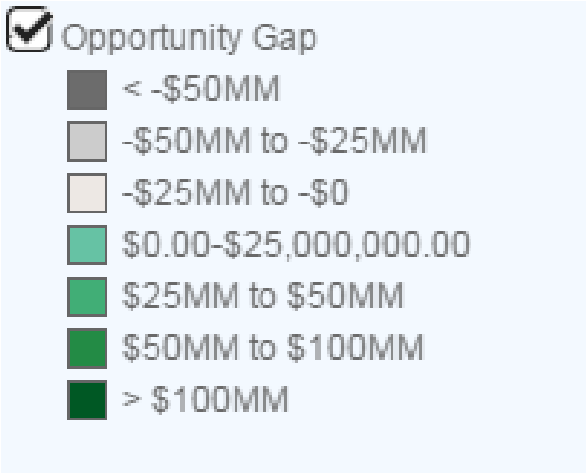


DISCOVER

Discover: Opportunity Gap

\$122,234,979

This means more people purchase items outside of the defined Sherman trade area than in the Sherman 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.





Consumer Demand & Supply

Customized Retail Category GAP Analysis

