

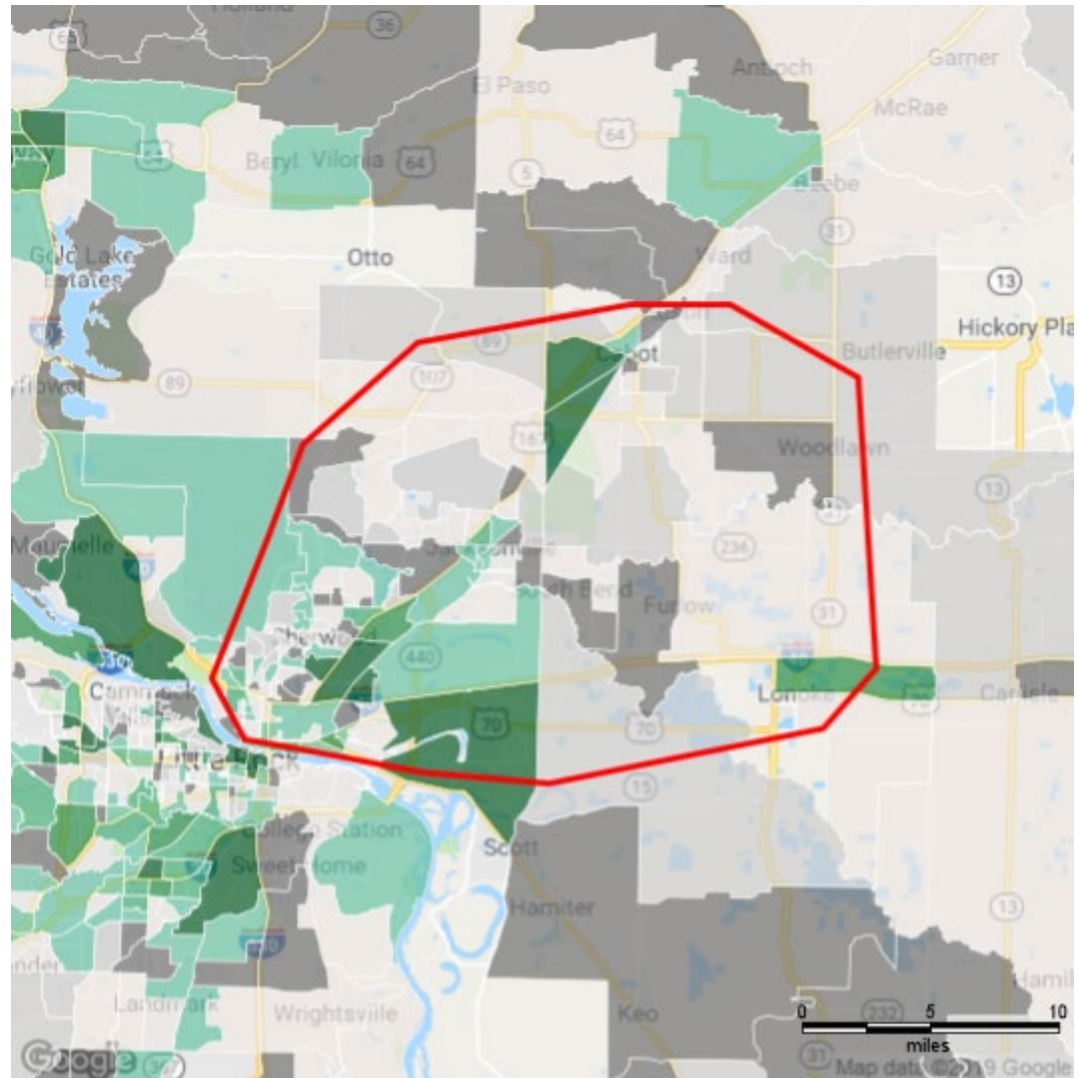
Discover: Total Market Supply (Custom Trade Area)



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

Total Market Supply
\$3,145,804,078

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.



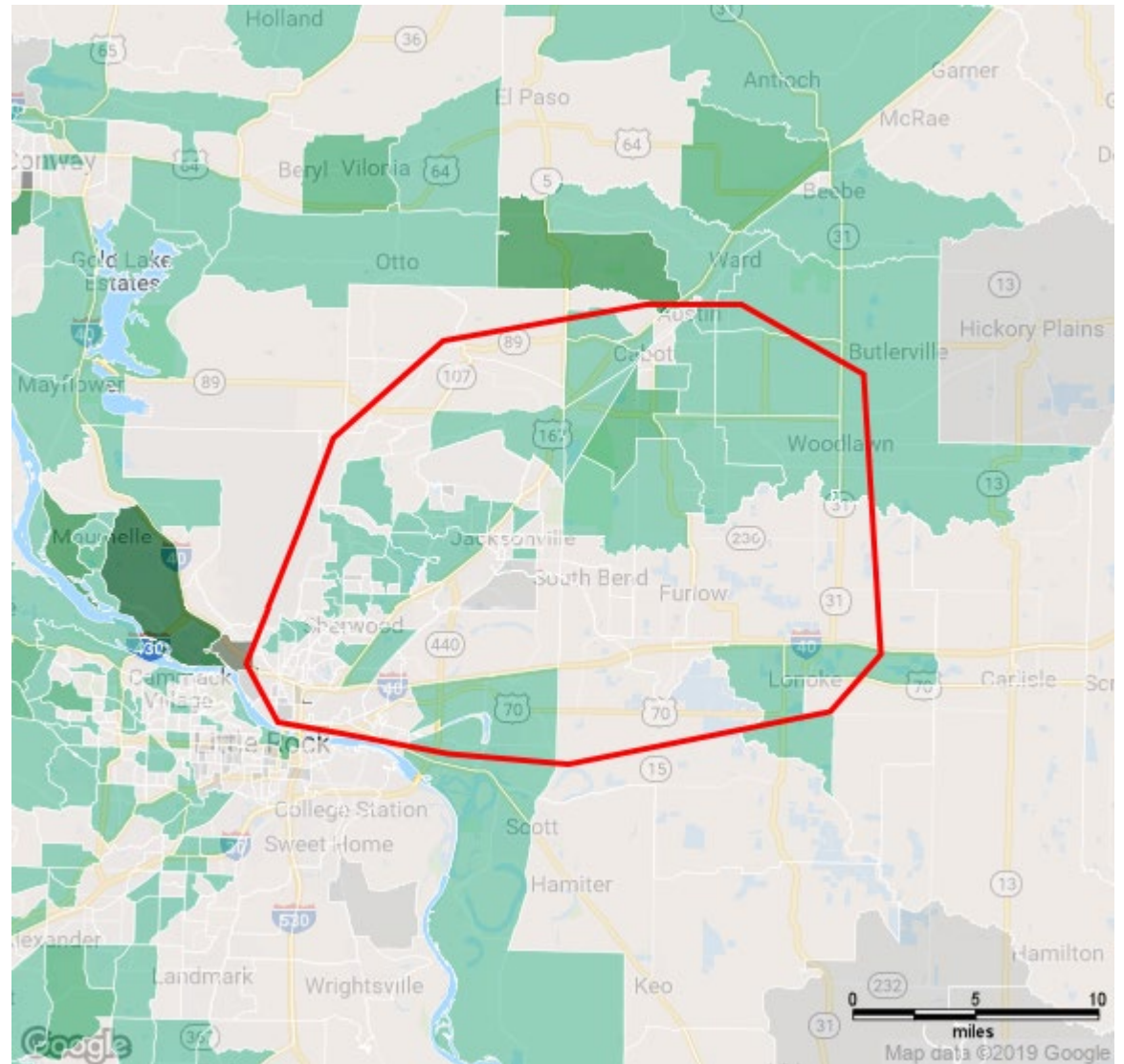
Discover: Total Market Demand (Custom Trade Area)



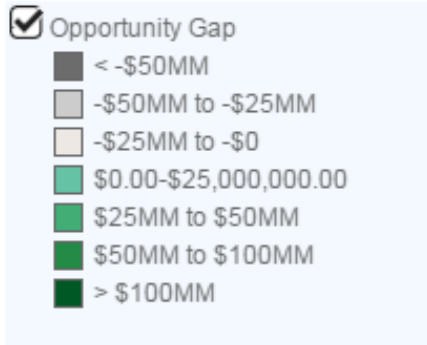
- Total Consumer Demand
 - \$1 to \$5MM
 - \$5MM to \$10MM
 - \$10MM to \$25MM
 - \$25MM to \$50MM
 - \$50MM to \$75MM
 - \$75MM to \$100MM
 - > \$100MM

Total Market Demand
\$2,607,080,119

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.

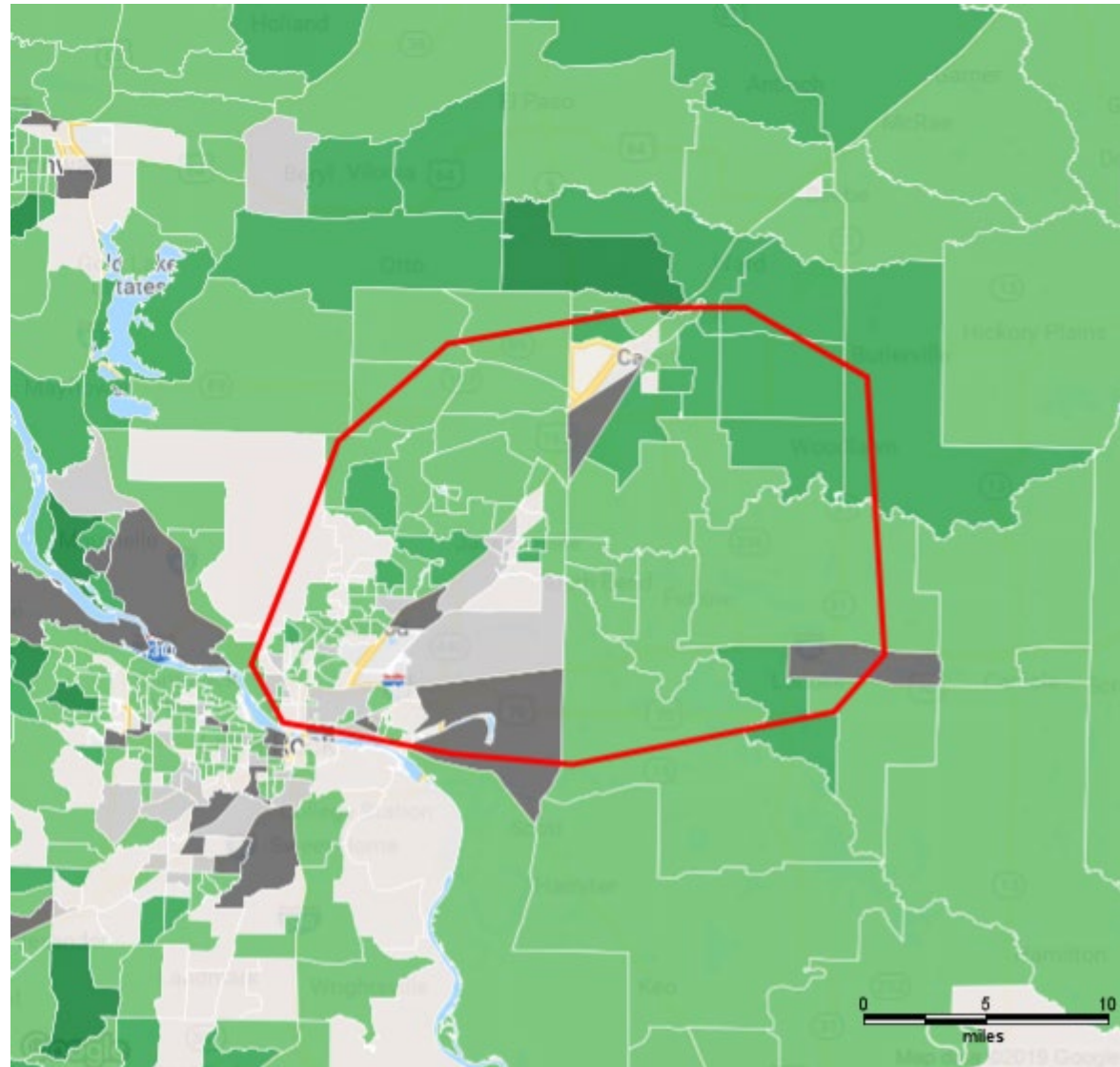


Discover: Opportunity Gap (Custom Trade Area)



Total Market Surplus of
\$538,723,959

This means more people purchase items inside of the defined trade area than outside 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)

