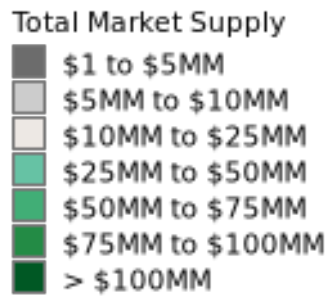
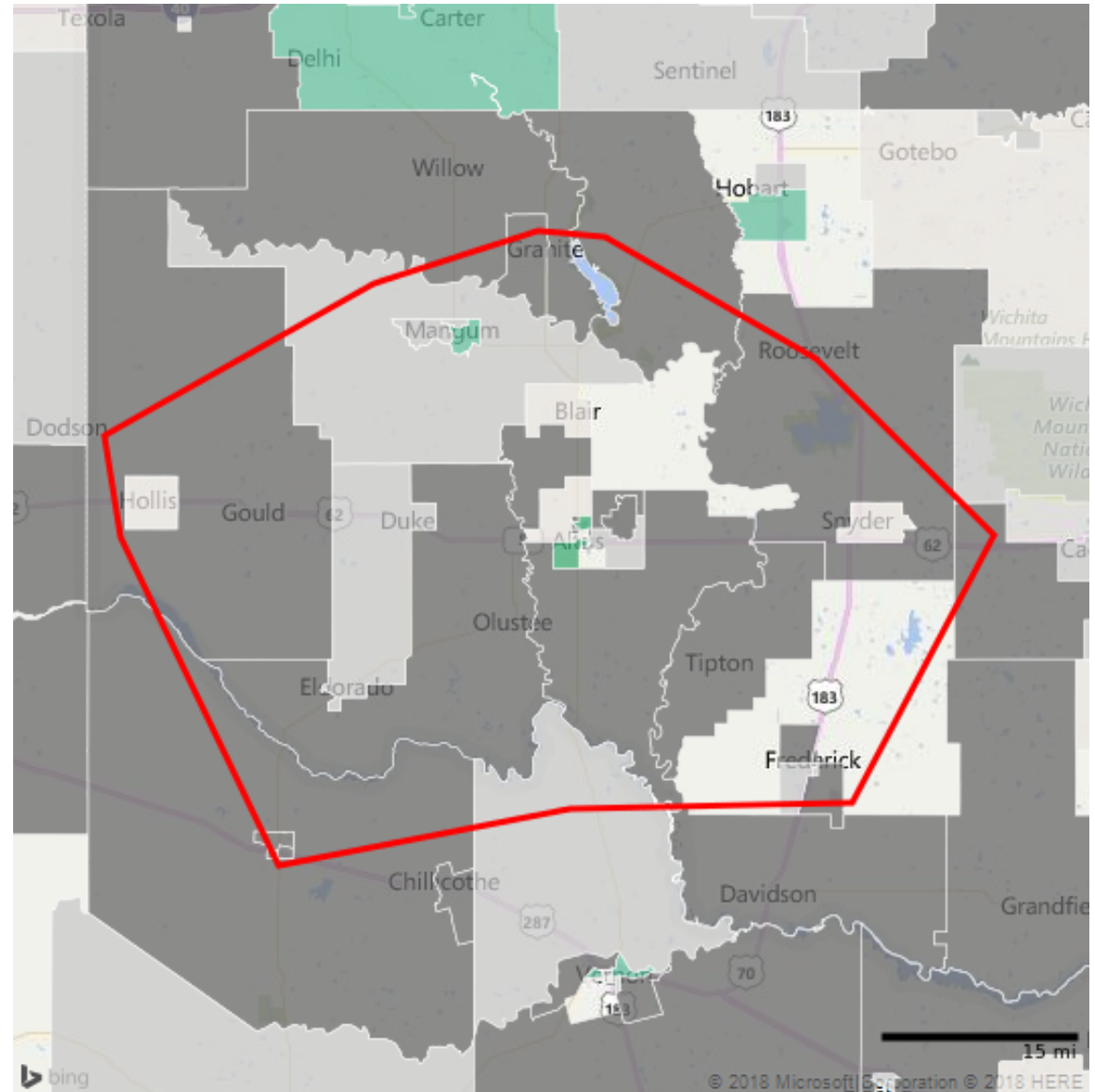


# Discover: Total Market Supply



Total Market Supply  
\$377,682,837

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

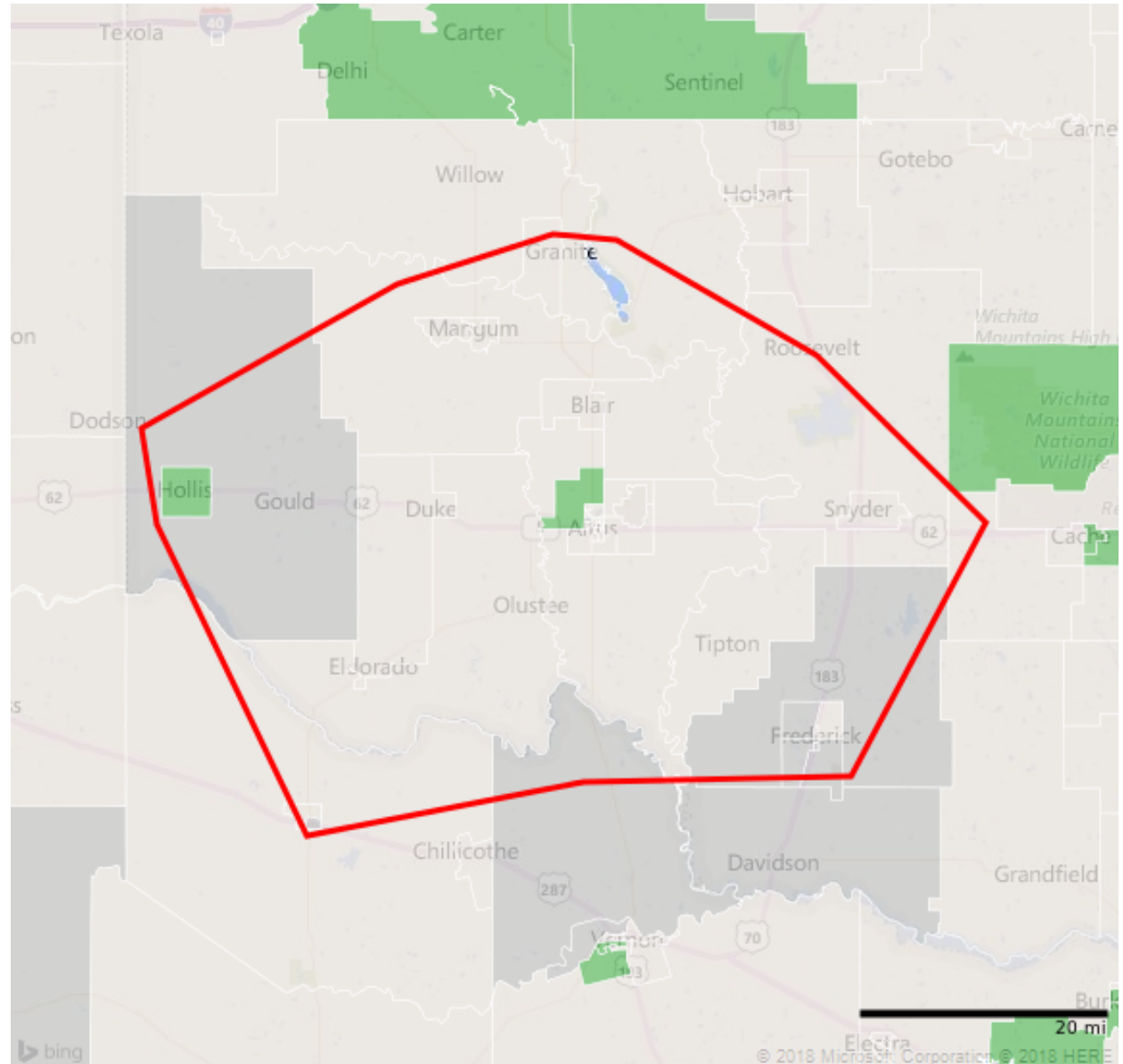


## Total Consumer Demand

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

Total Market Demand  
\$622,710,682

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.

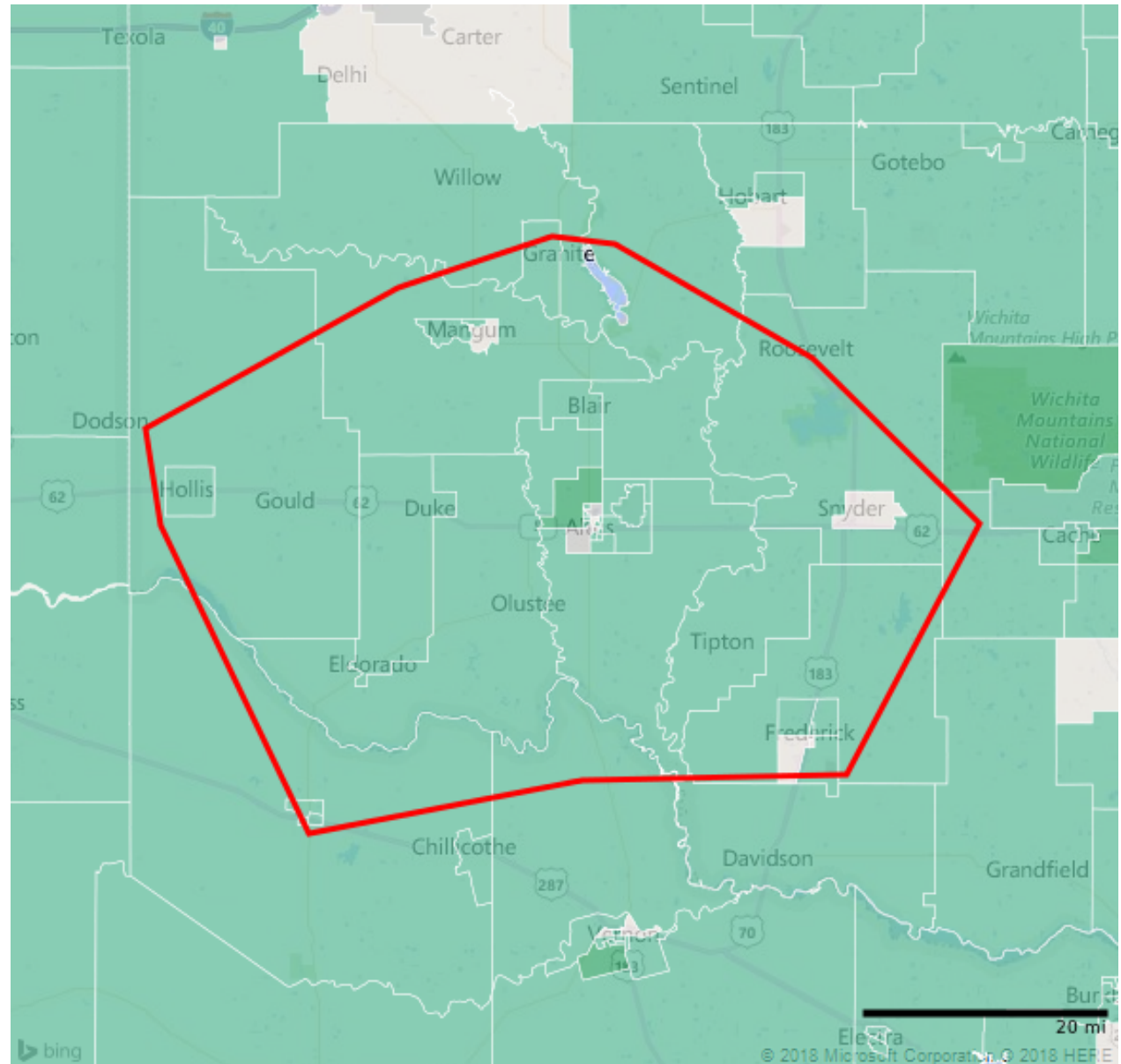


# Discover: Opportunity Gap



Total Market Leakage  
\$245,027,845

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





## Customized Retail Category GAP Analysis

