

# Discover: Consumer Demand & Supply

## Customized Retail Category GAP Analysis

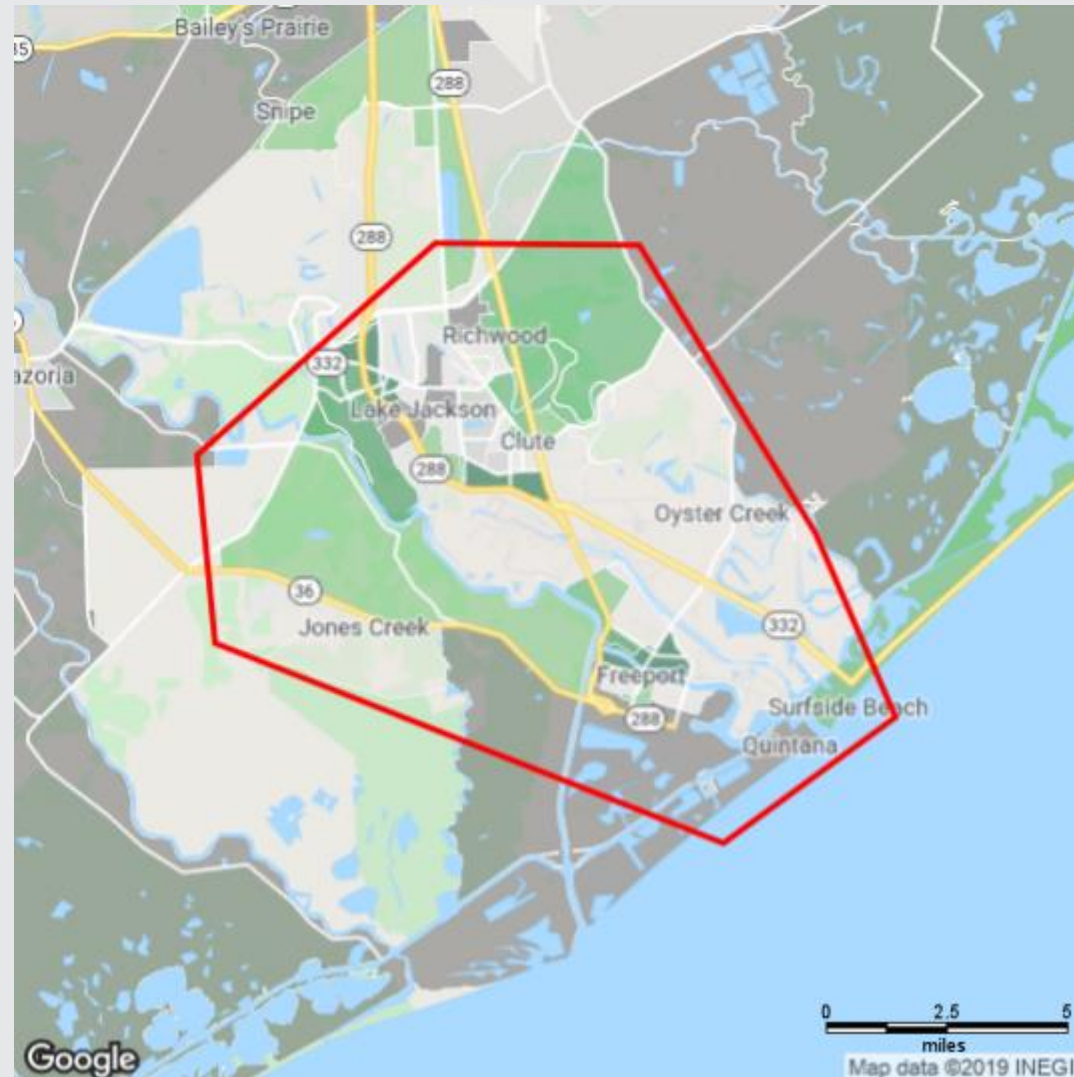
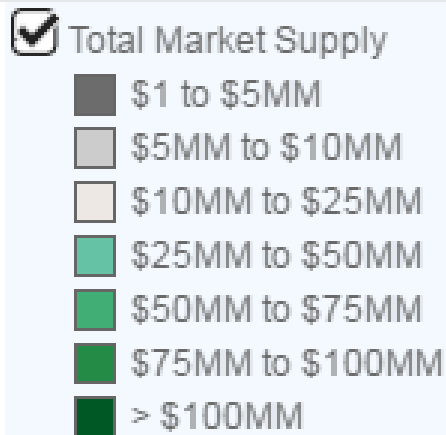


# Discover: Total Market Supply

## Total Market Supply

**\$1,431,616,896**

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.



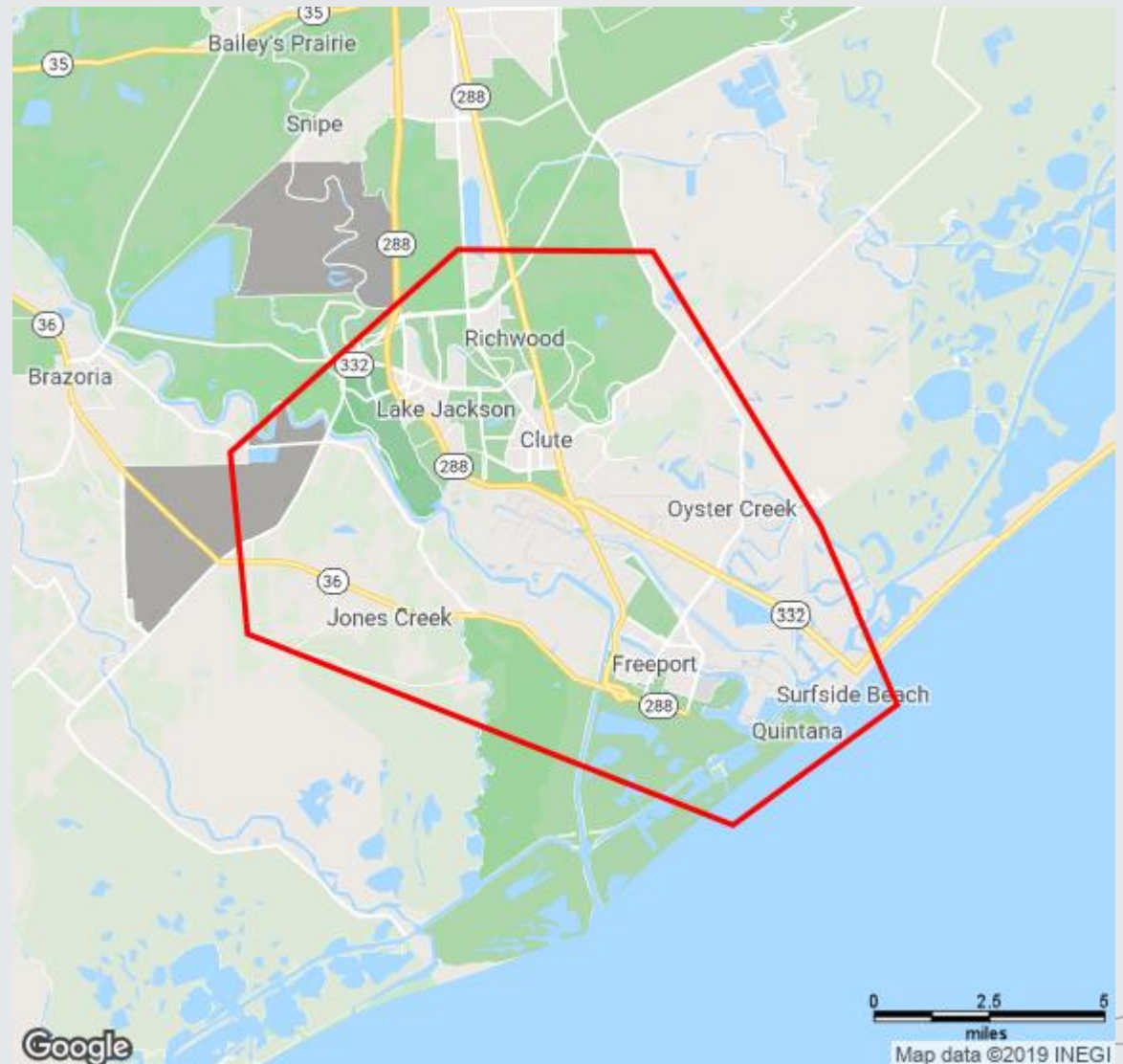
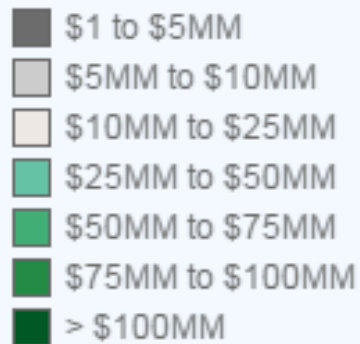
# Discover: Total Market Demand

Total Market Demand

\$1,091,688,985

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.

Total Consumer Demand



# Discover: Opportunity Gap

## Total Market Surplus

\$ 339,927,911

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

