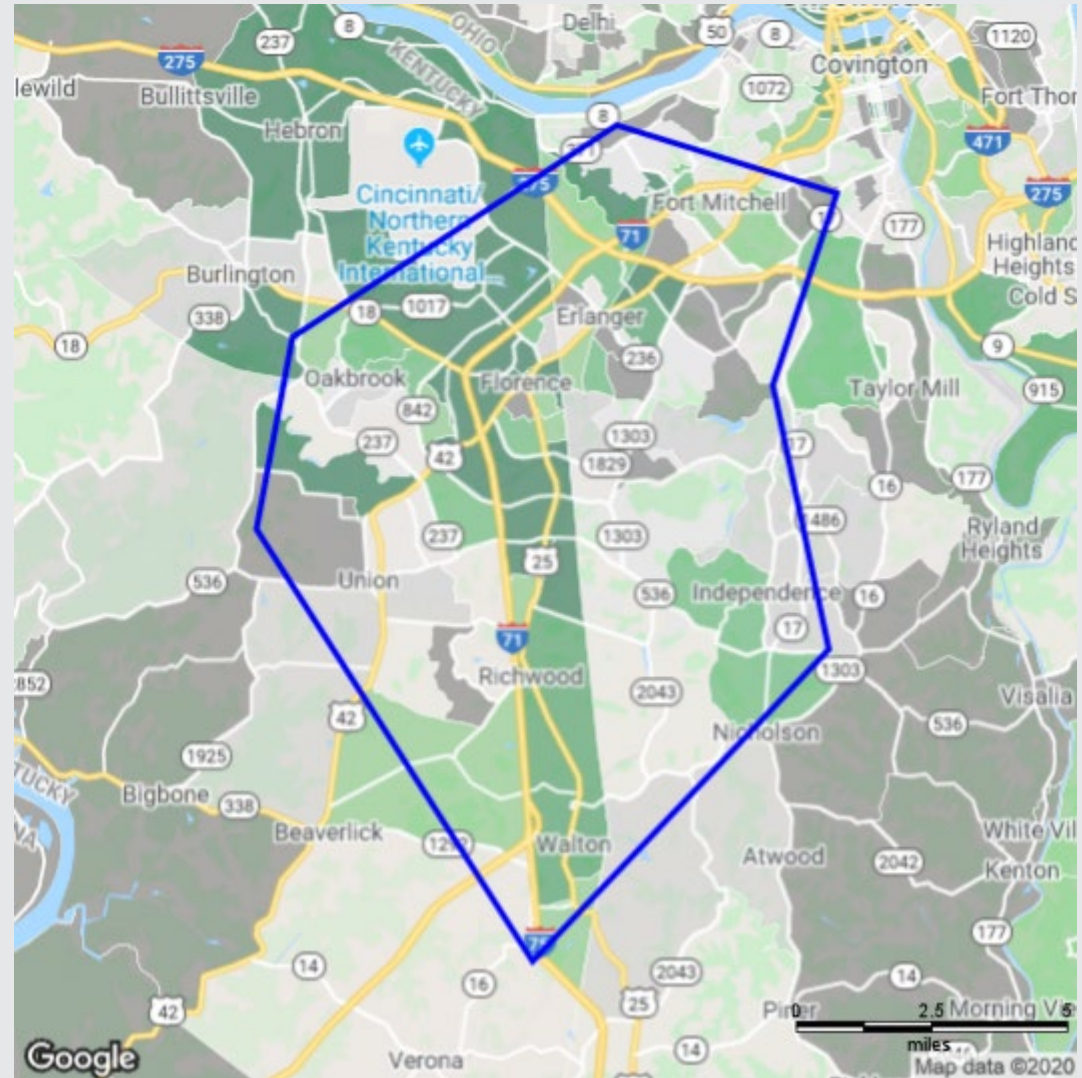
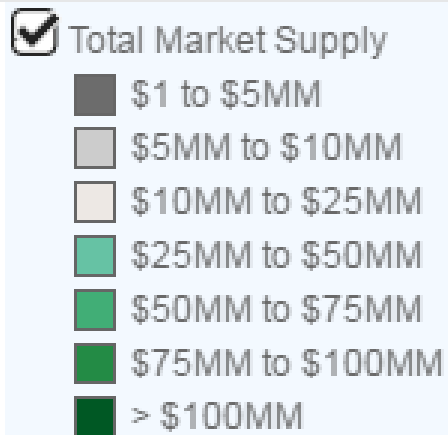


# Discover: Total Market Supply

## Total Market Supply

\$4,109,720,702

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

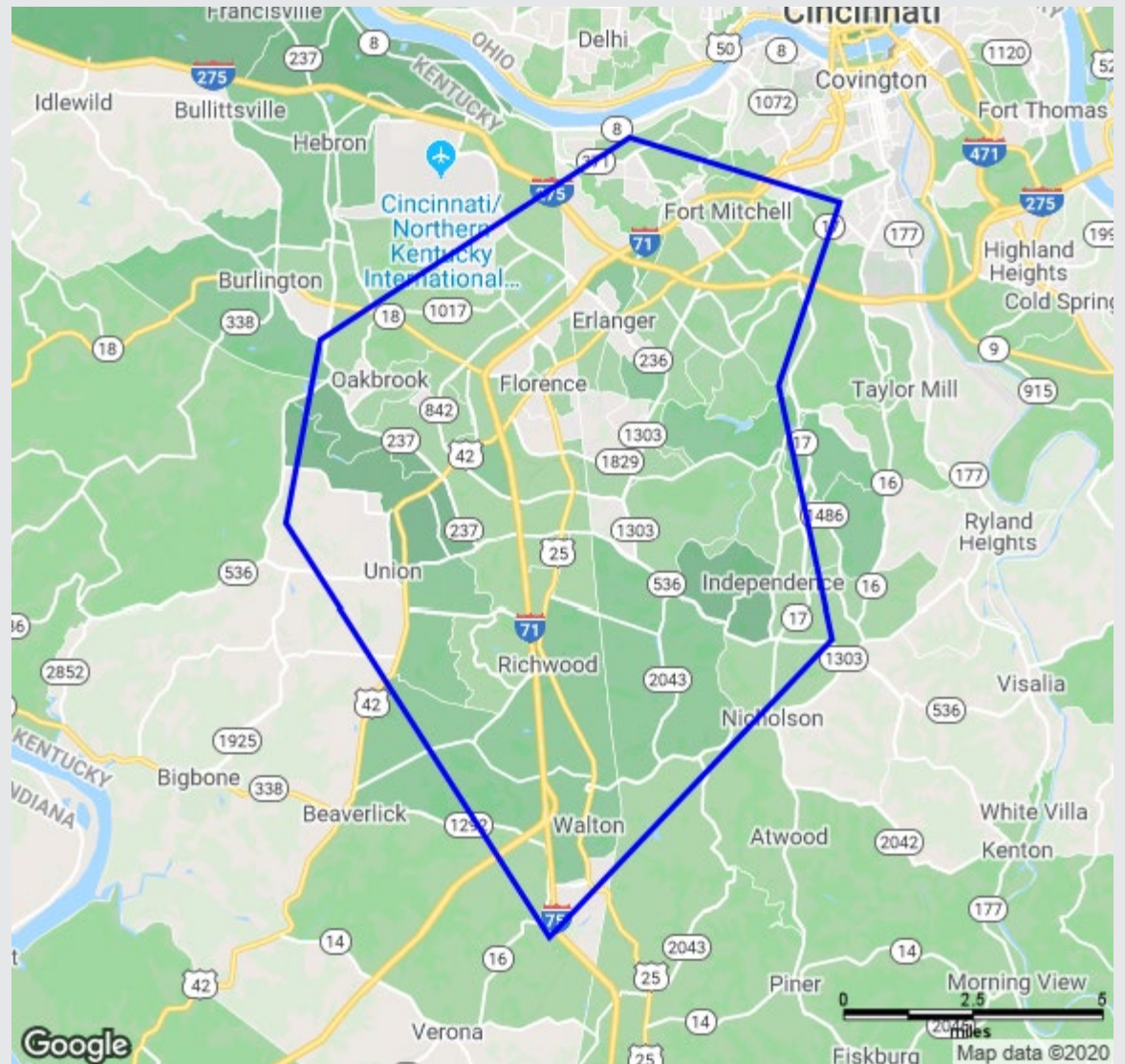
Total Market Demand

**\$2,794,526,573**

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

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





# Discover: Opportunity Gap

Total Market Leakage

-\$ 1,315,194,129

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

