

# Discover: Total Market Supply

## Total Market Supply

**\$34,233,131**

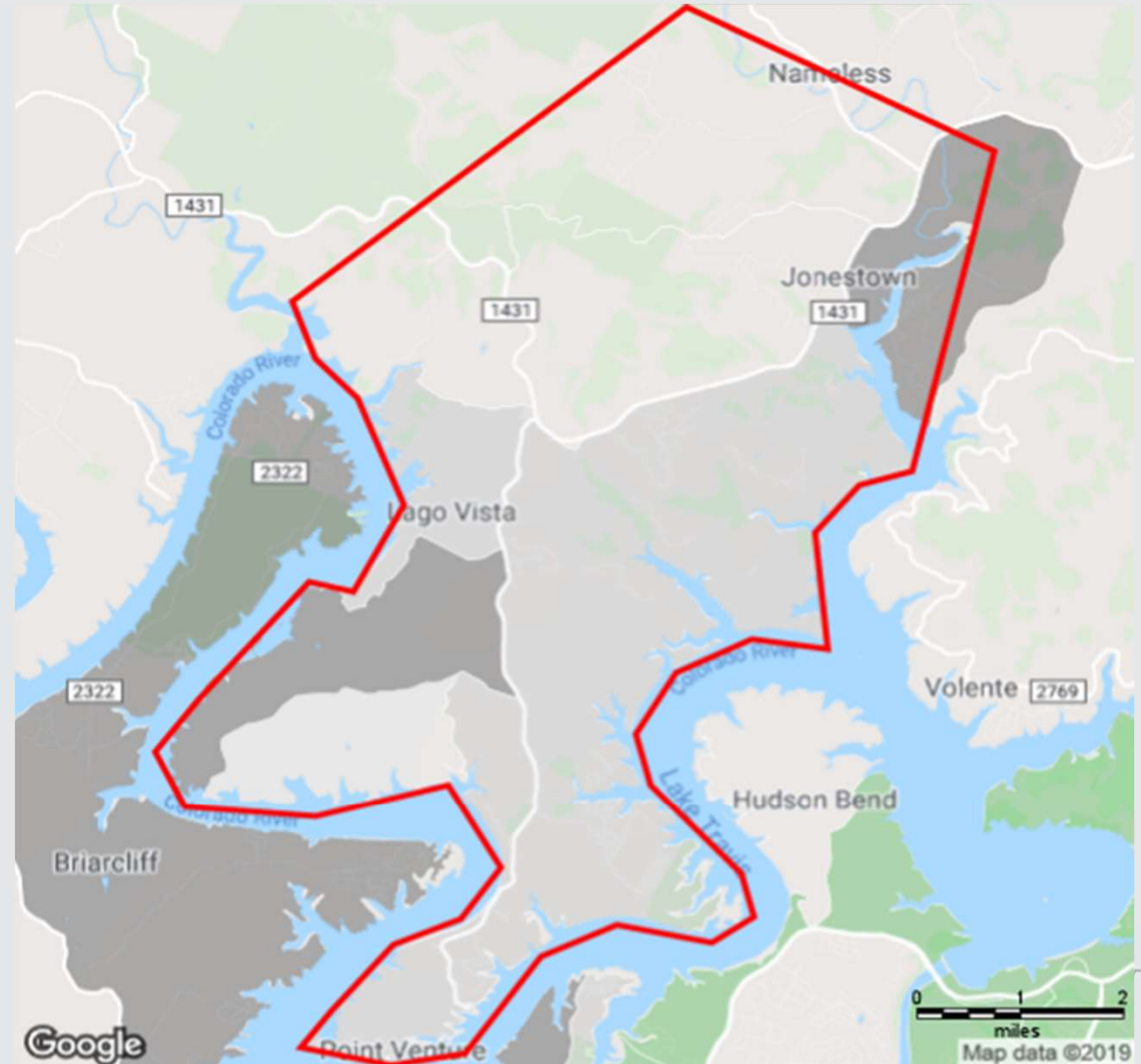
This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

### Total Market Supply

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

### Study Area

- Lago Vista CTA NW



# Discover: Total Market Demand

Total Market Demand

**\$101,812,287**

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

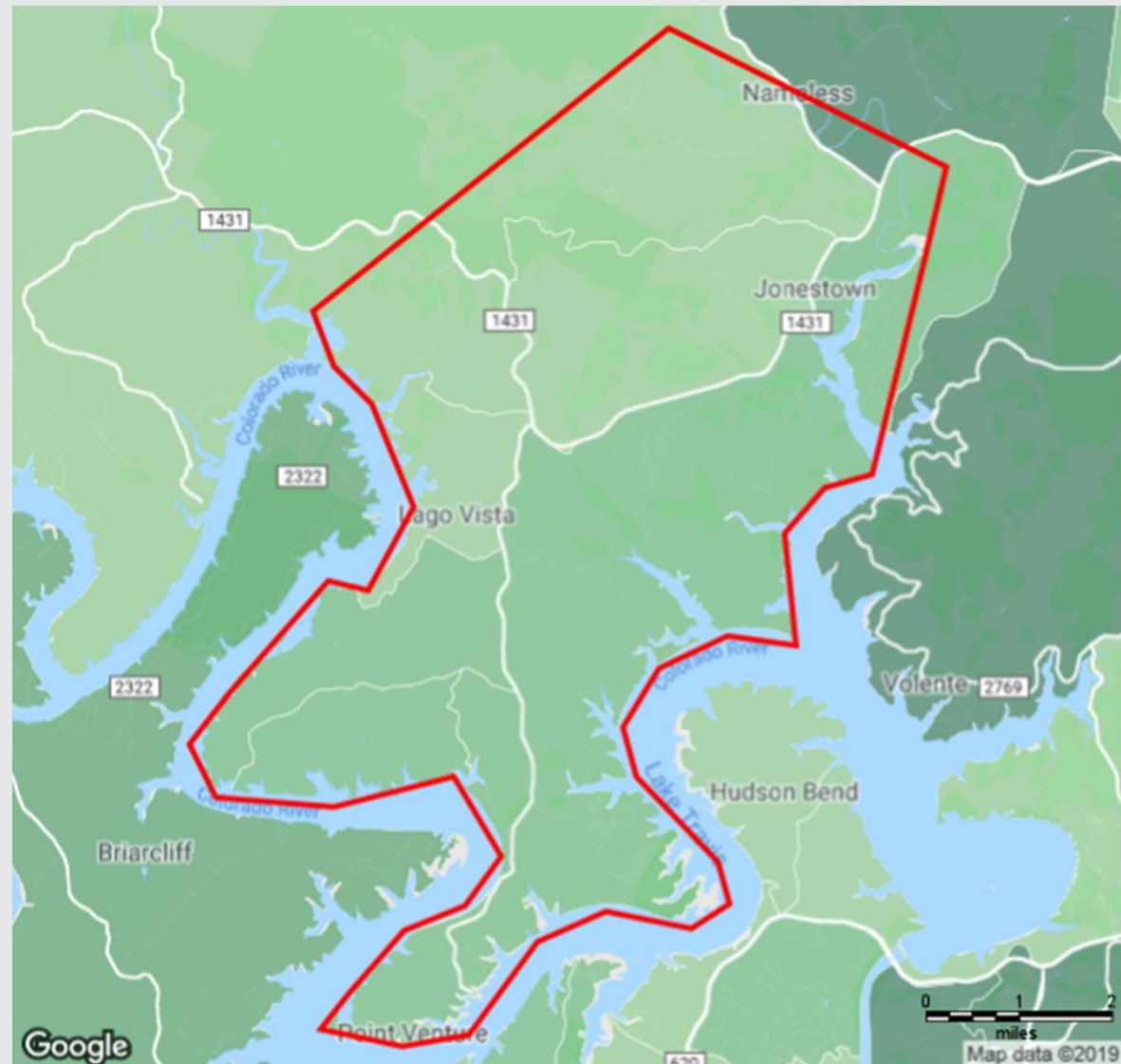


# Discover: Opportunity Gap

## Total Market Leakage

\$ 67,579,155

This means more people purchase items outside of the defined Lago Vista trade area than in the Lago Vista 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: Consumer Demand & Supply

## Customized Retail Category GAP Analysis

