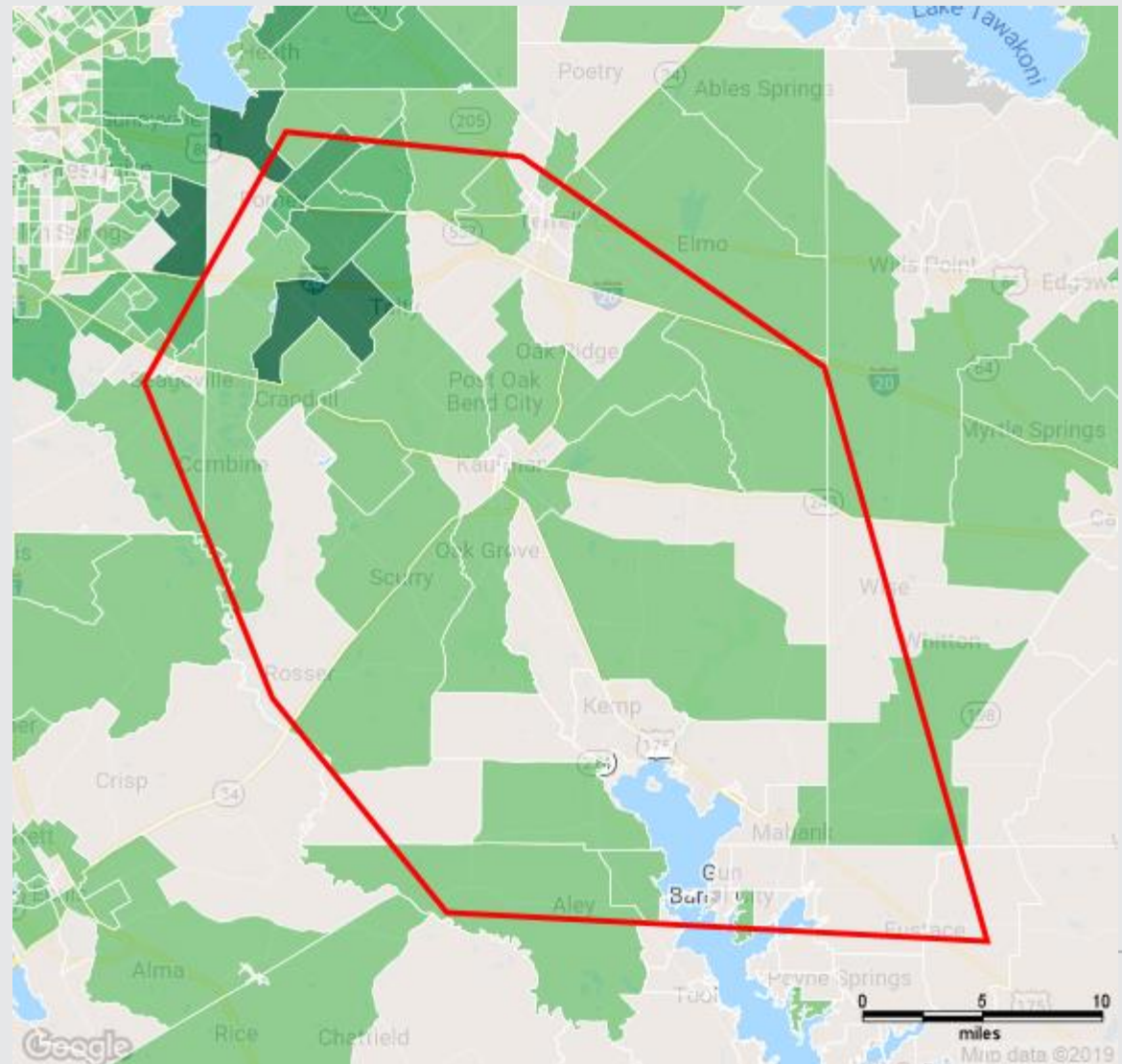
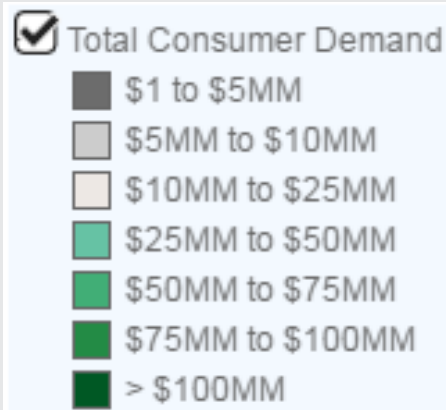


# Discover: Total Market Demand

Total Market Demand

**\$2,052,786,520**

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.

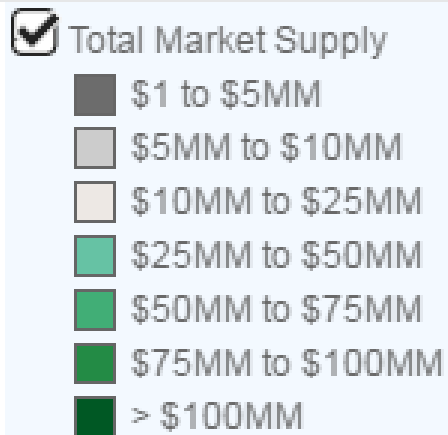


# Discover: Total Market Supply

## Total Market Supply

\$1,209,205,849

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.

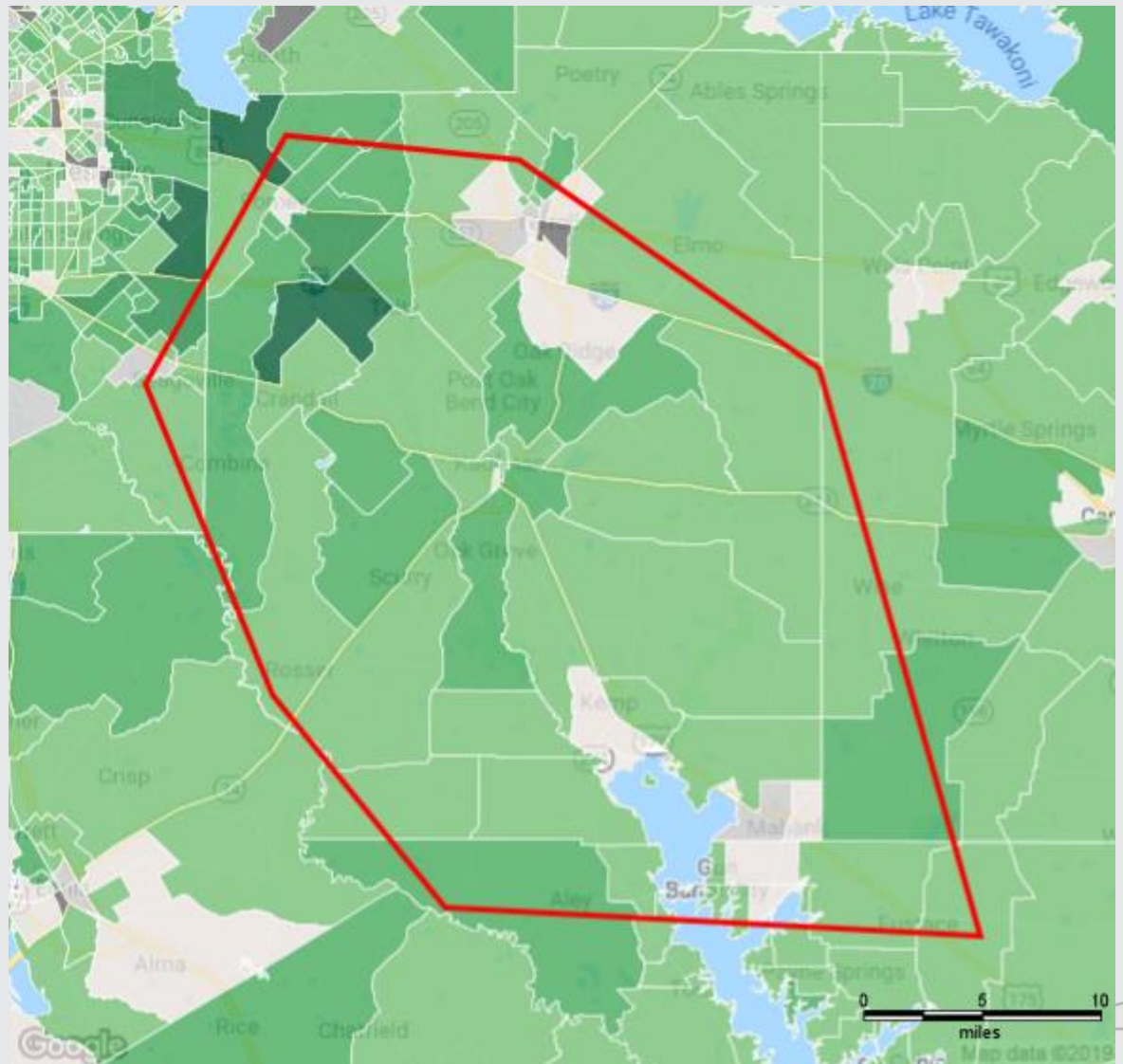


# Discover: Opportunity Gap

## Total Market Leakage

**\$ 843,580,672**

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

