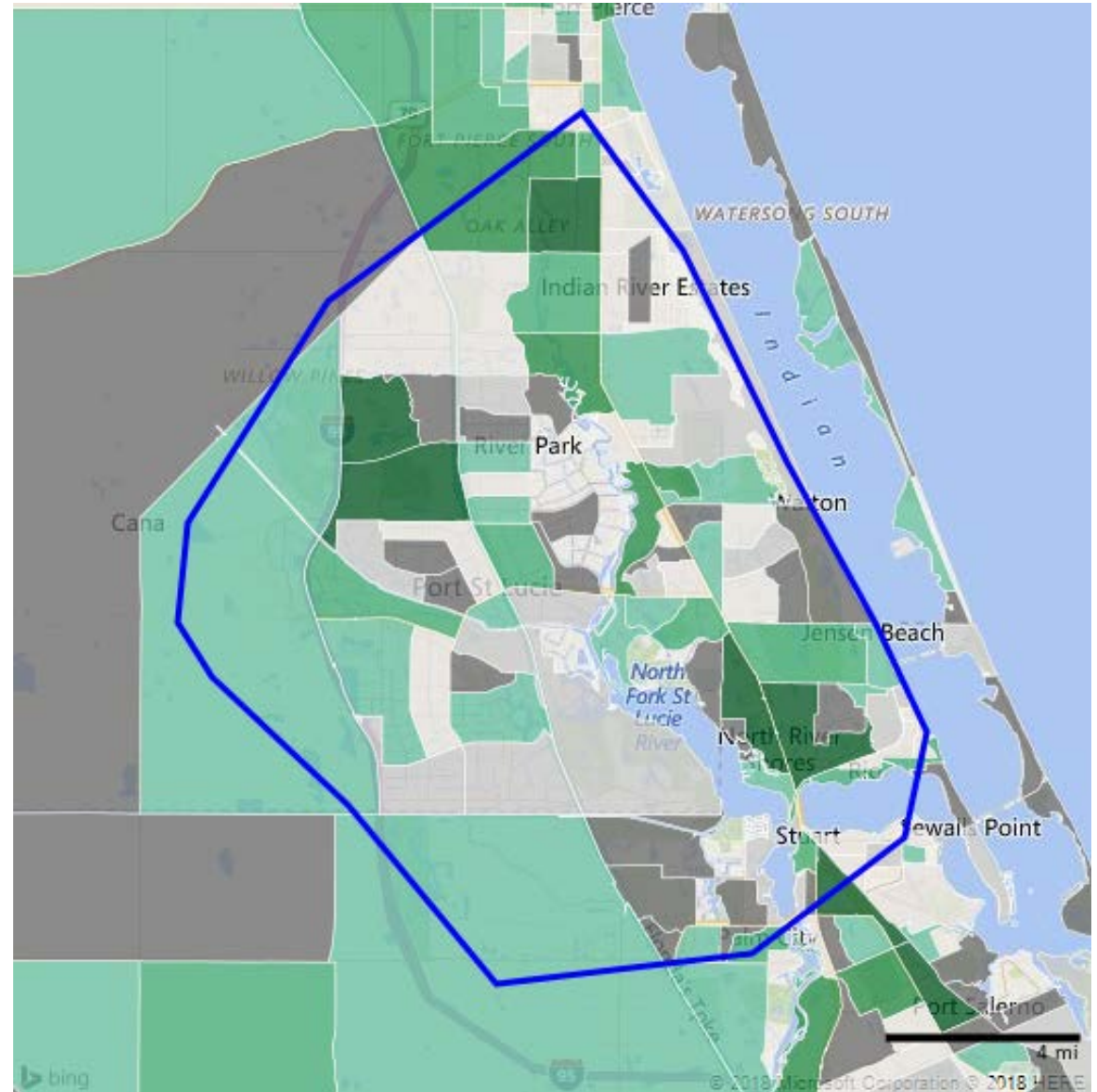


Discover: Total Market Supply



Total Market Supply
\$2,489,066,278

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

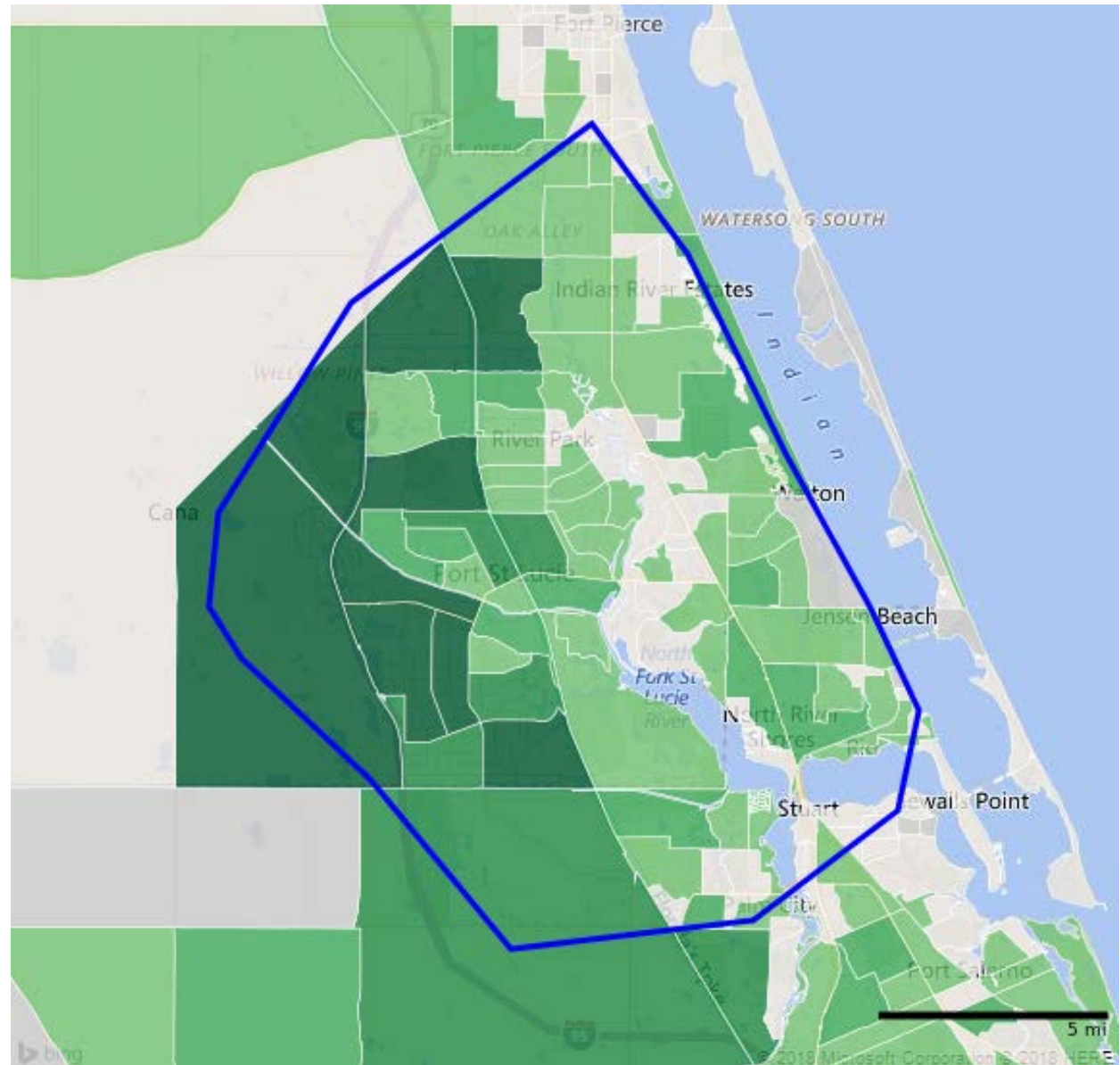


Total Consumer Demand

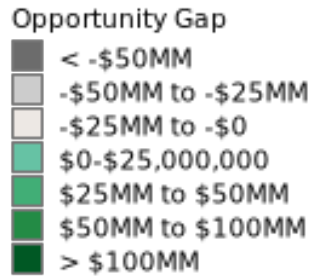


Total Market Demand
\$4,194,097,358

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.

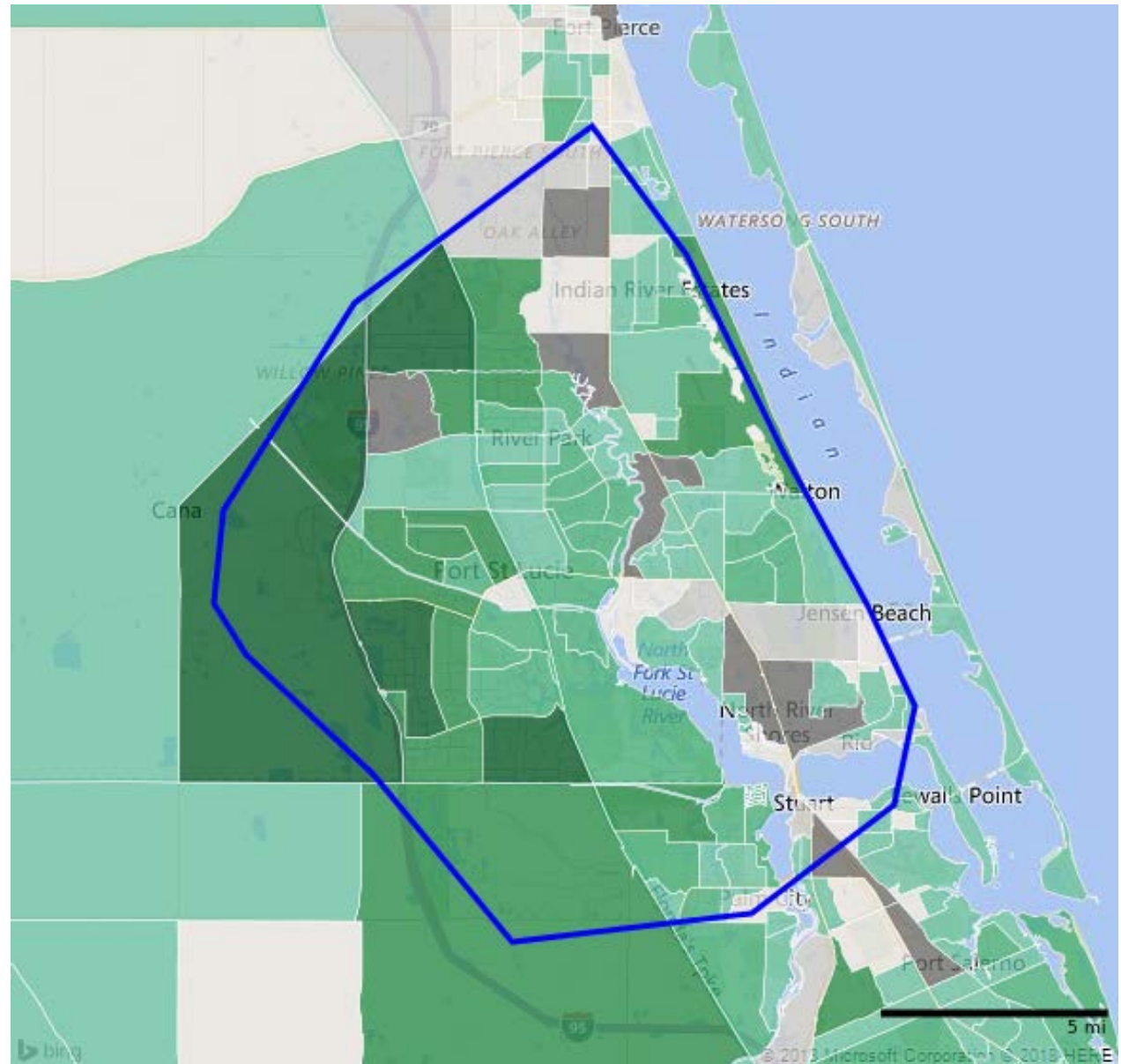


Discover: Opportunity Gap



Total Market Leakage
\$1,705,031,080

This means more people purchase items outside of the defined Port St. Lucie trade area than inside the custom 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

