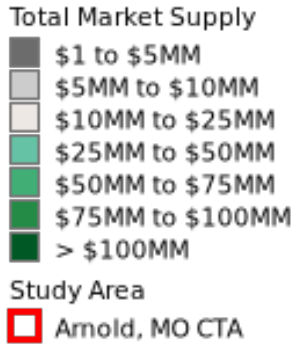


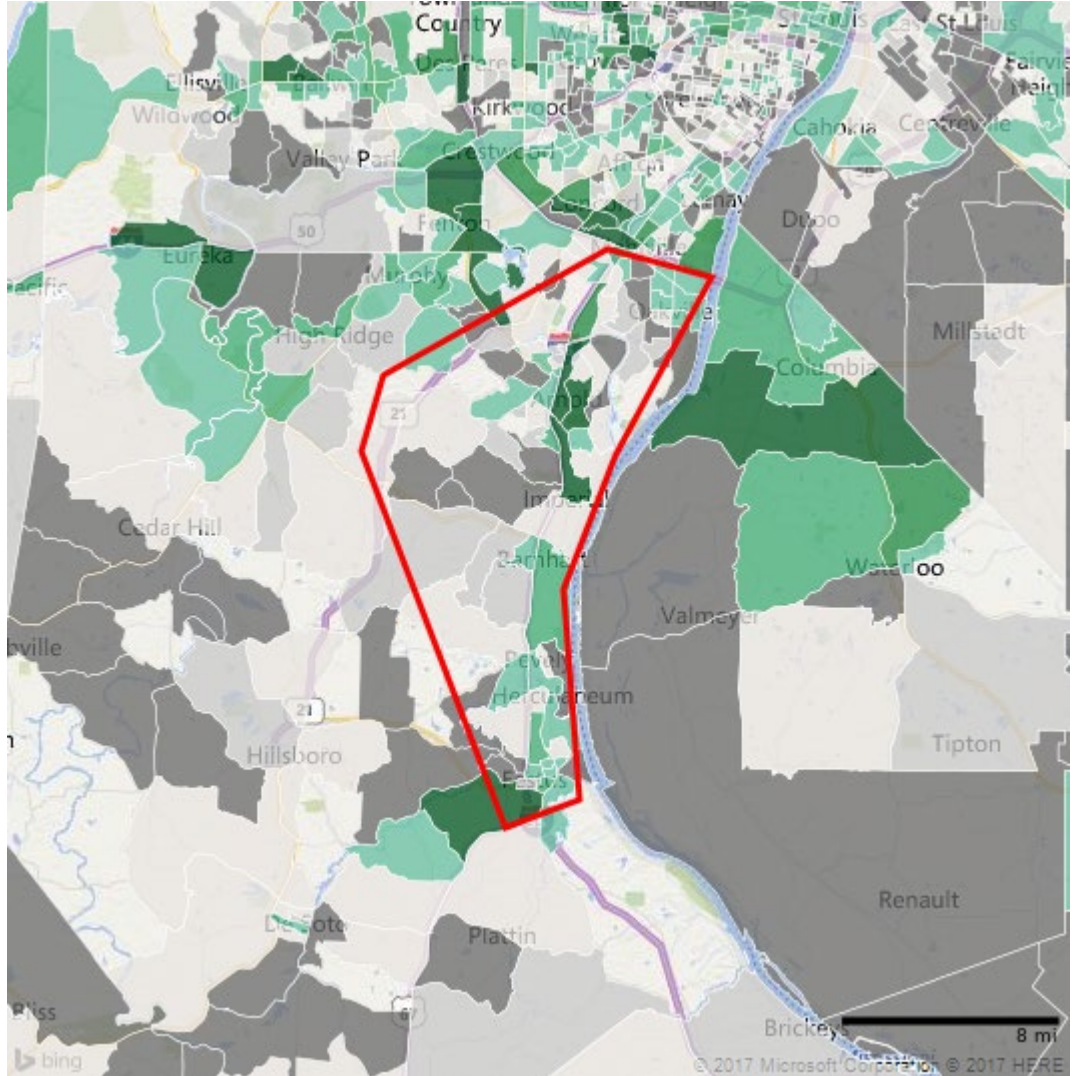


# Discover: Total Market Supply



Total Market Supply  
\$2,046,731,444

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

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

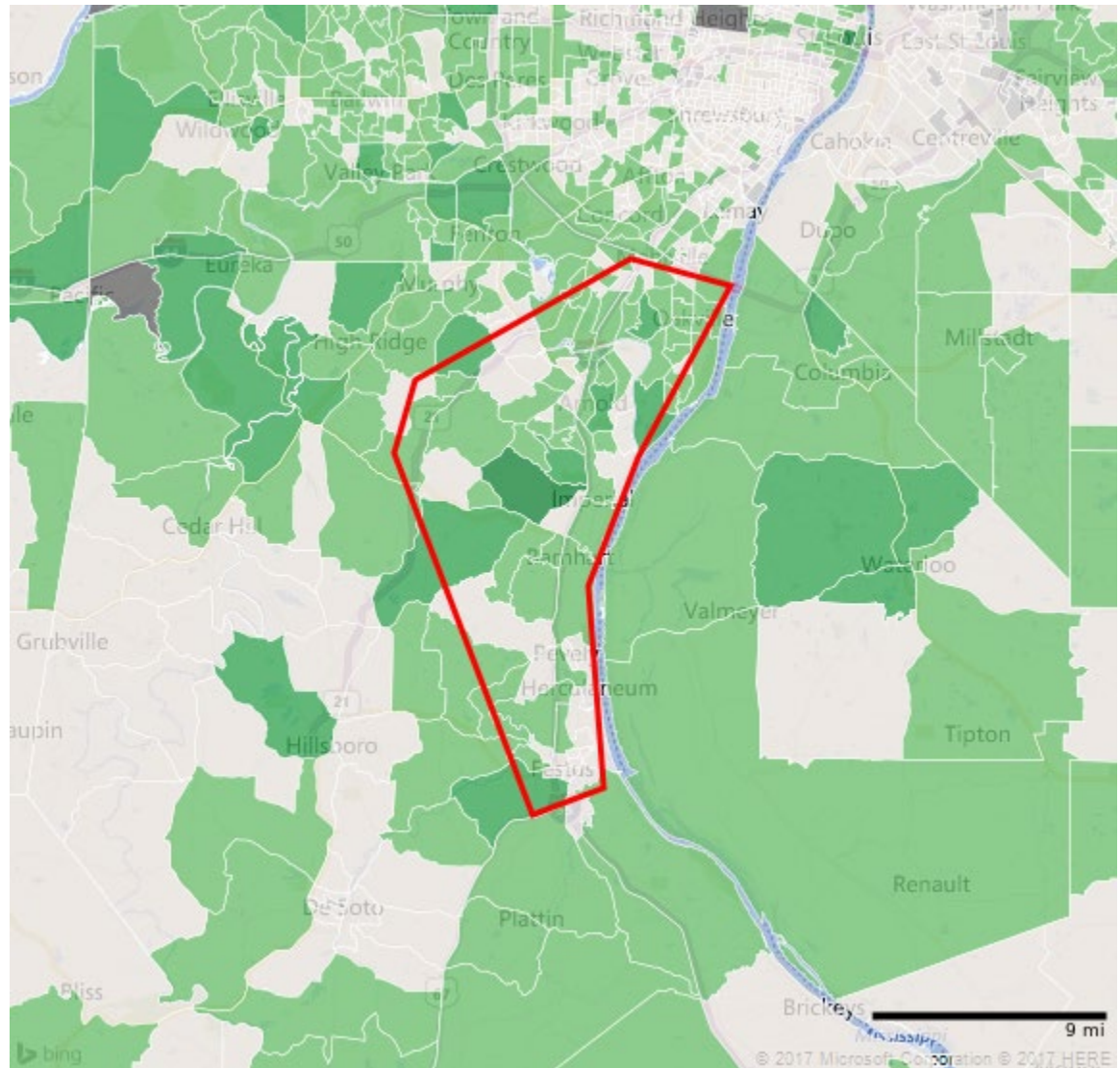
## Study Area

- Arnold, MO CTA

## Total Market Demand

\$2,709,747,399

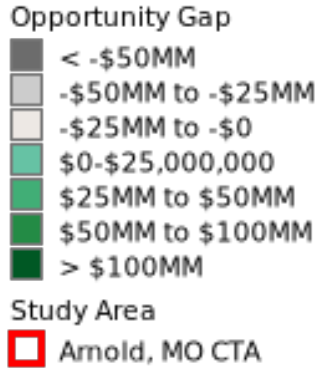
This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.





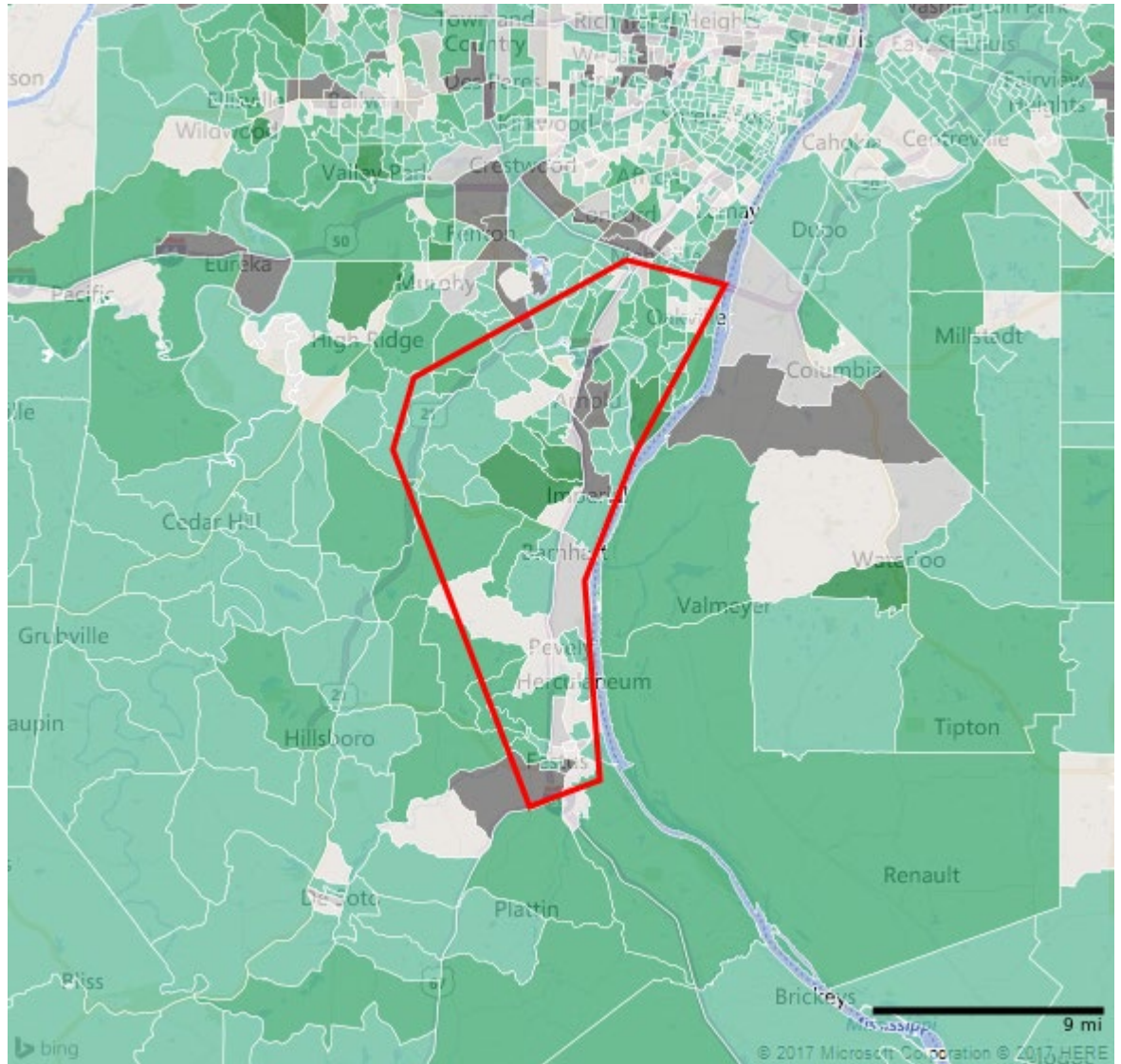


# Discover: Opportunity Gap



Total Market Leakage  
\$663,015,955

This means more people purchase items outside of the defined Arnold trade area than inside the Arnold defined trade area for their consumer goods and services. Finding the specific categories where those dollars are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars.





## Customized Retail Category GAP Analysis

