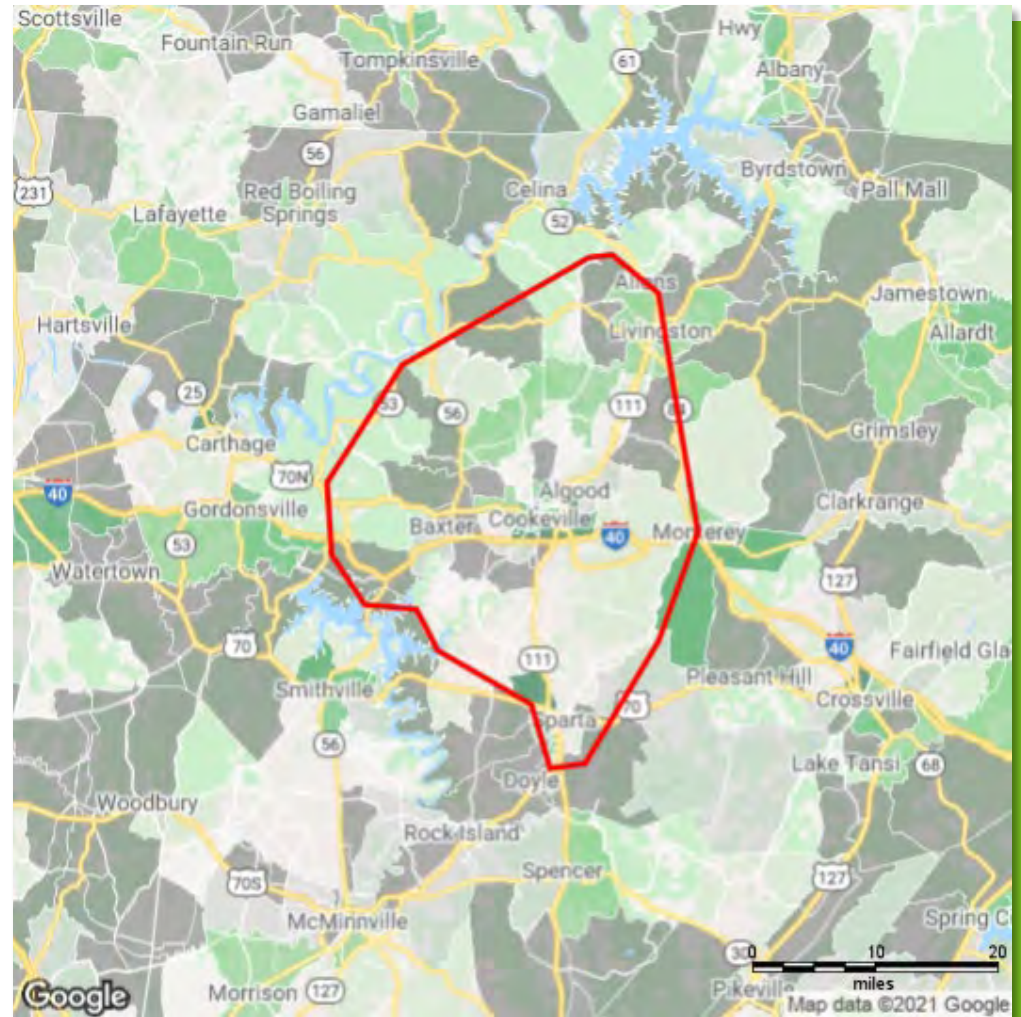
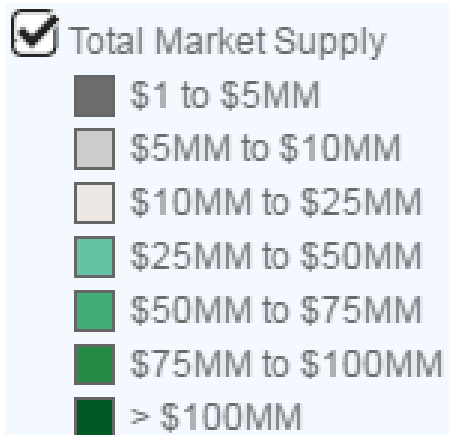


DISCOVER

Total Market Supply

\$1,756,743,348

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.

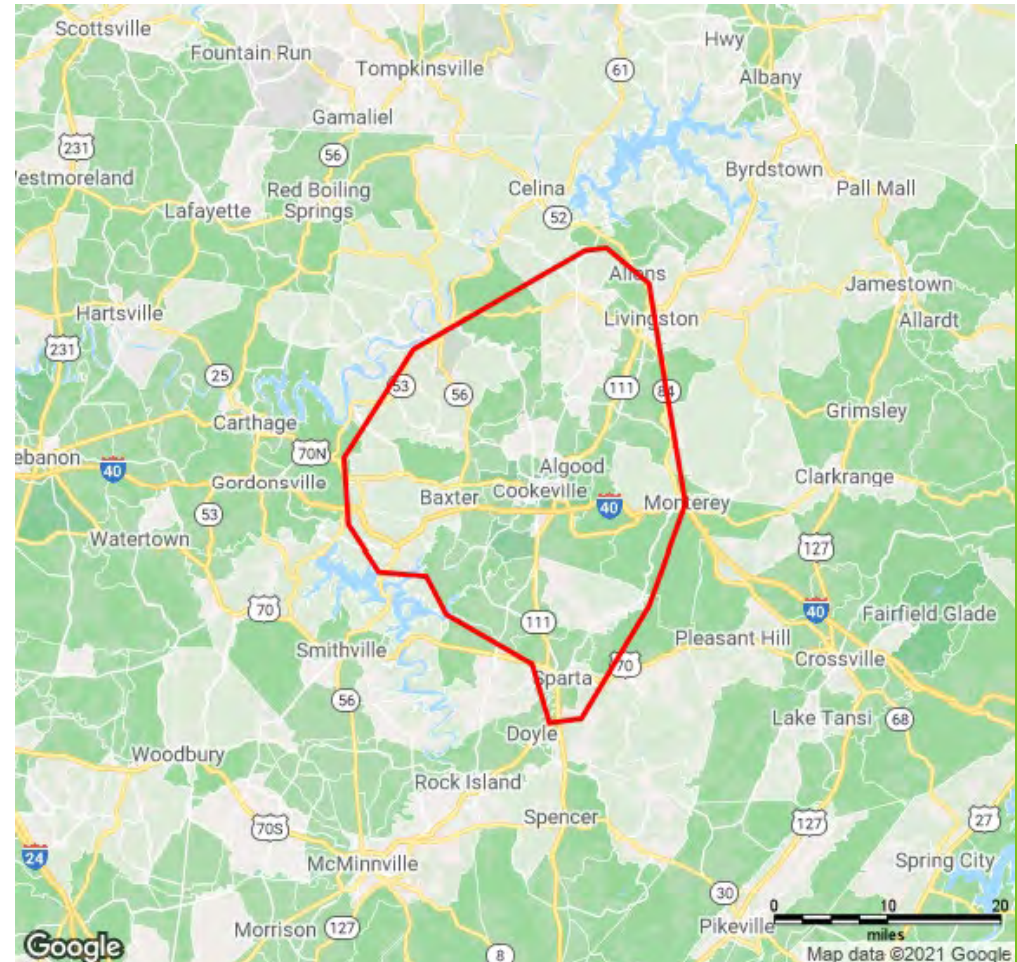
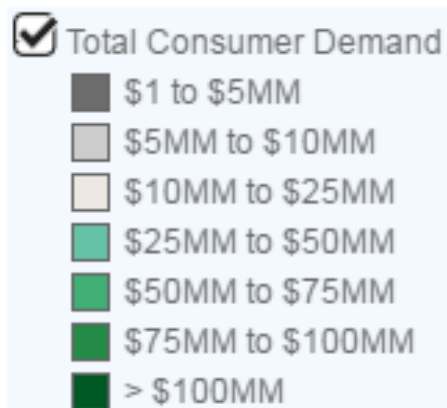


DISCOVER

Total Market Demand

\$1,826,859,336

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.

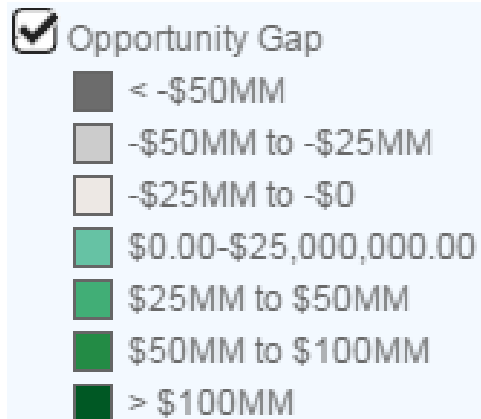


DISCOVER

Discover: Opportunity Gap

\$70,115,988

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





Consumer Demand & Supply

Customized Retail Category GAP Analysis

