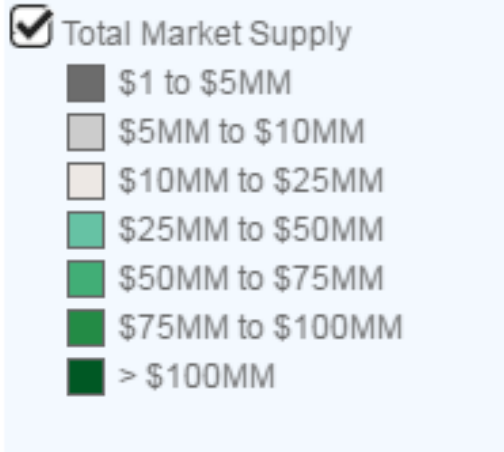


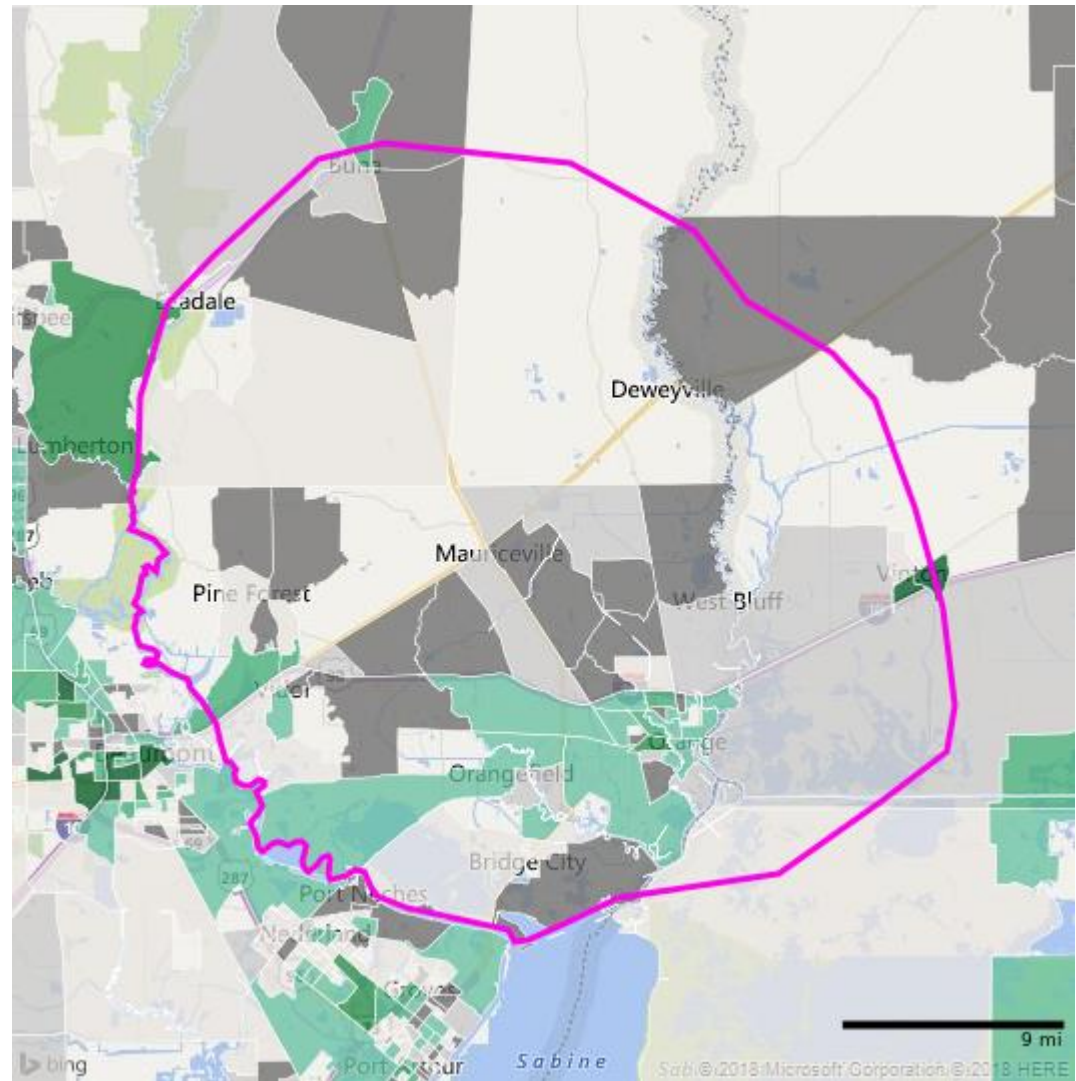


# Discover: Total Market Supply



Total Market Supply  
\$1,317,232,938

This represents the amount captured by businesses located in the defined trade area by block group. The areas with darker green are capturing more consumer dollars.



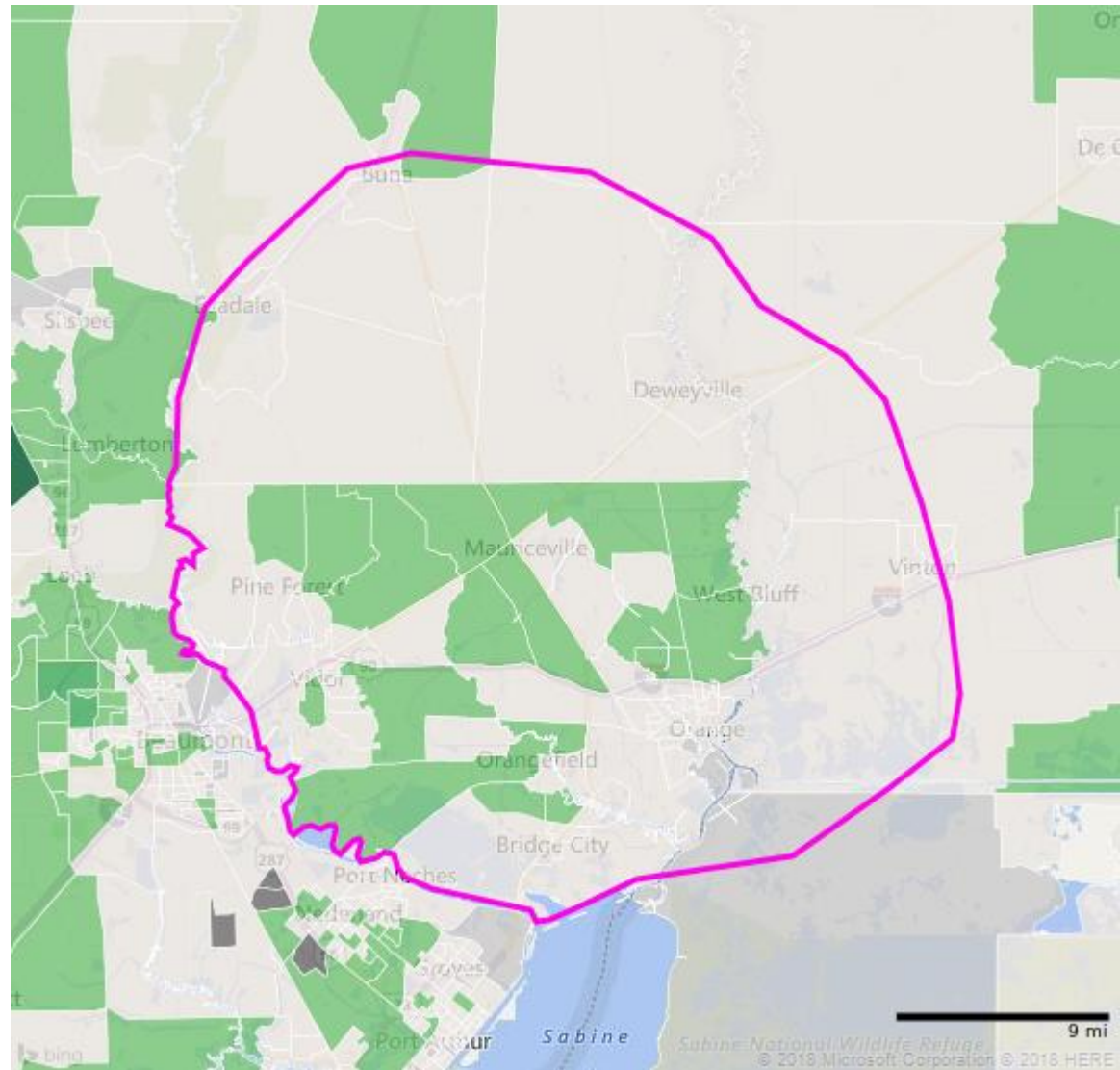
# Discover: Total Market Demand



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

Total Market Demand  
\$1,540,012,743

This represents the amount spent by consumers located in the defined trade area by block group. In the dark green areas the consumer demand is higher.

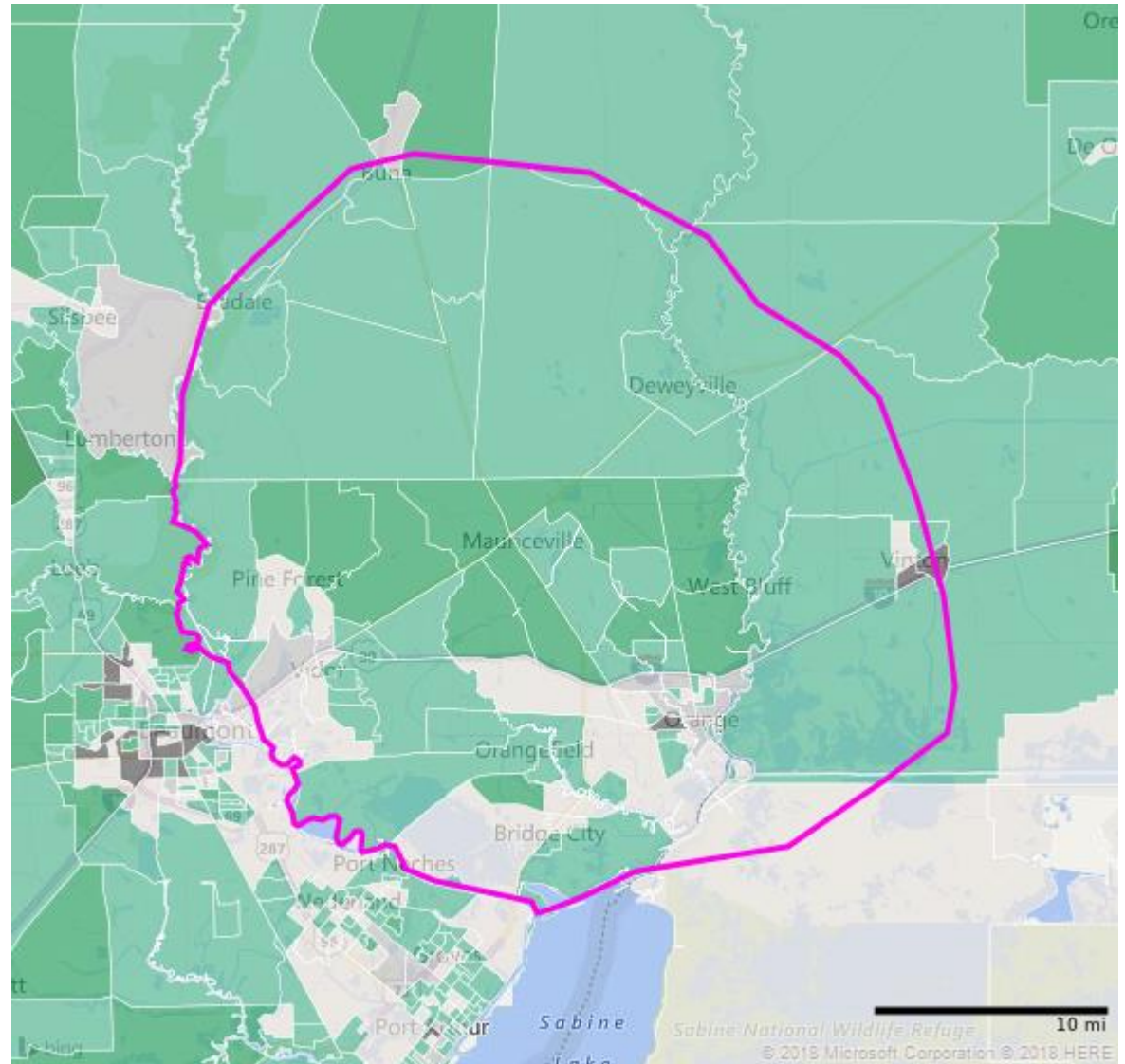


# Discover: Opportunity Gap

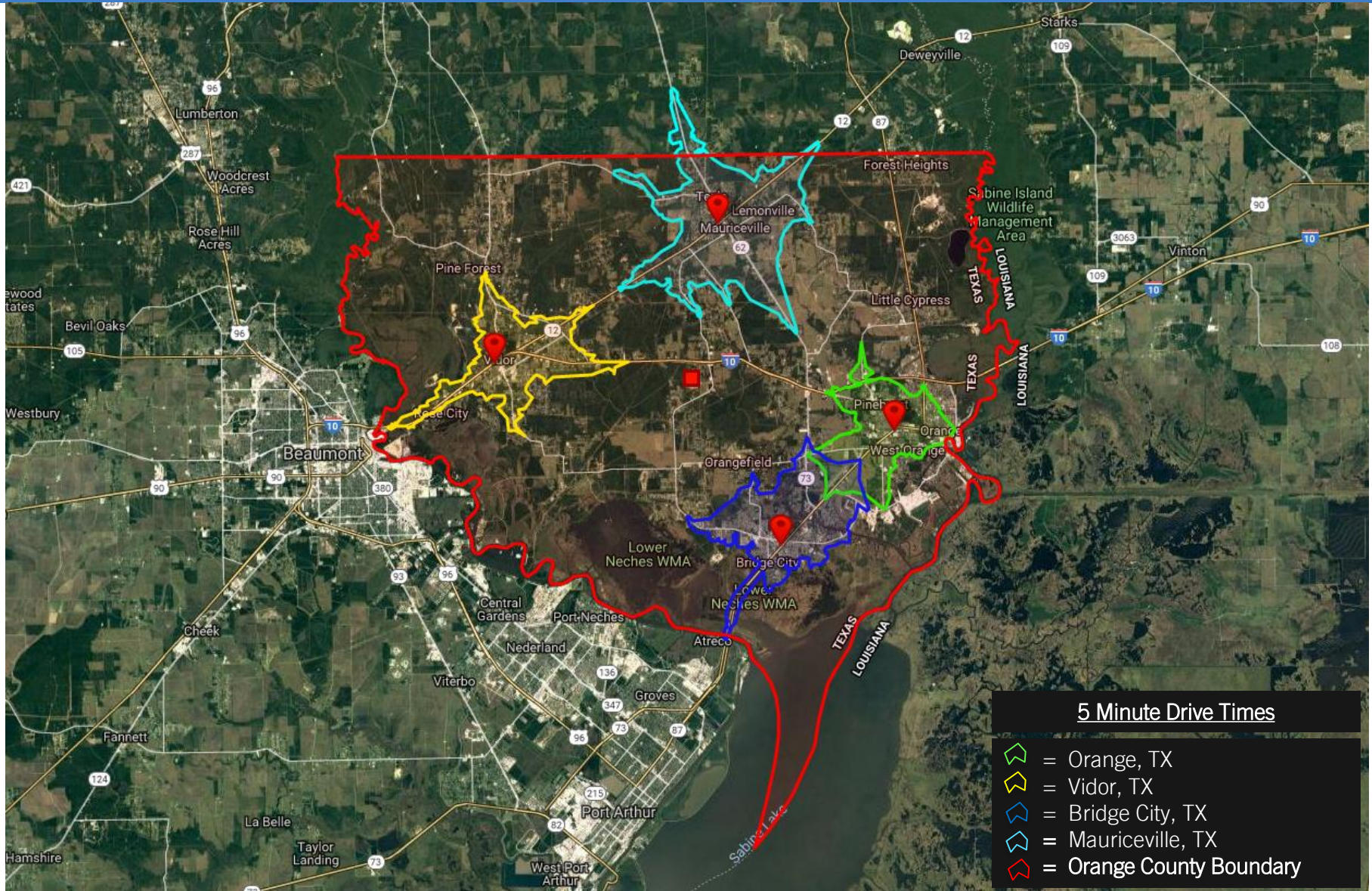


Total Market Leakage  
\$222,779,805

This means more people purchase items outside of the defined Orange County trade area than in the Orange County defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key.



# Discover: Custom Trade Areas





## Drive-Time & Radius

Traditionally when retailers and developers first look at a market for the purpose of evaluating demographic information relevant to market potential they begin with radius rings. This approach can work for a quick simple analysis but fails to take into account the unique aspects necessary for an accurate and complete assessment.

By assessing demographic make-up based on drive-time geographies we are able to overcome some of the short falls related to the radius ring method. Using distances along actual streets and highways provides a more narrowly focused way to look at a trade area. This perspective takes in to account natural boundaries (mountains, rivers, lakes, etc.) as well as man-made factors (bridges, railroad tracks, interstate networks etc.) that traditionally affect consumers shopping patterns.

Neither the drive-time nor the radius ring methods are able to take into account certain factors necessary to fully assess a retail trade area. In the next section you will see how we have taken this process a step further by using real consumer data to identify where consumers are actually coming from to shop in your market. By combining mobile tracking data with an assessment of other factors unique to your community we are able to define a custom trade area that goes beyond these predefined boundary methods.

Category	Orange, TX	Bridge City, TX	Vidor, TX	Mauriceville, TX
Current Year Estimated Population	12,315	11,817	10,632	5,147
Number of Households	5,054	4,433	3,970	1,816
Projected Annual Growth (5 YR)	1.87%	5.89%	-0.31%	3.02%
Median HH Income 2017	\$40,573	\$64,504	\$43,236	\$65,439
Current Year Average Age	40	38.6	38.6	37.7
Average Home Value	\$105,060	\$151,429	\$101,427	\$126,497
Current Year % Bachelor's Degree	9%	13%	8%	12%
Daytime Population	20,284	10,400	12,446	3,450
Labor Force	9,705	9,276	8,295	4,046

The variables on the chart above are all important variables considered by retail site selectors