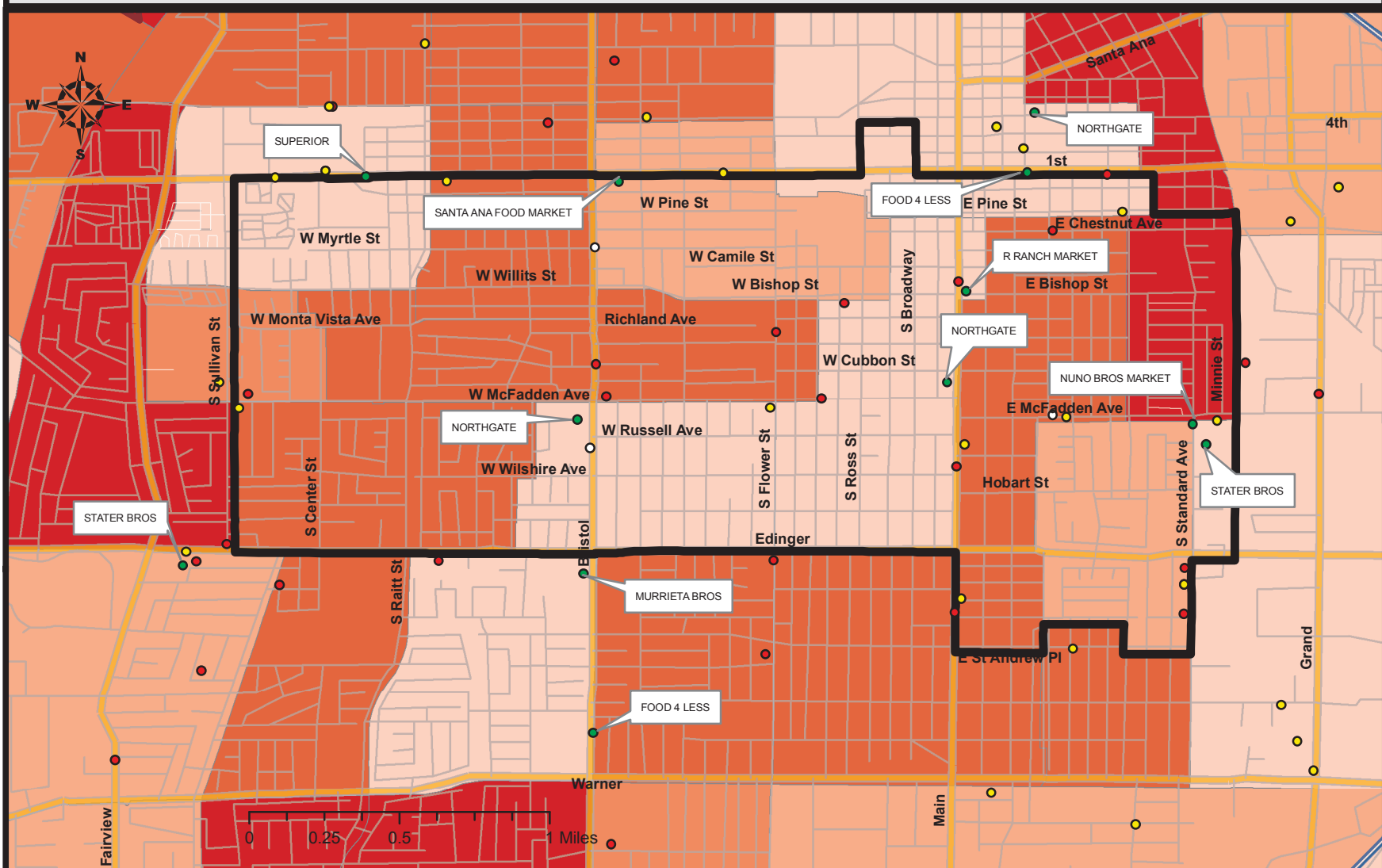


# Grocery Store Retail Leakage/Surplus Factor by Census Tract, and Grocery Stores, 2009, Building Healthy Communities (BHC) Intervention Area, Santa Ana, CA



**Legend**

**Grocery Stores, 2009 (NAICS = 445110) Sales Volume (in thousands)**

- 247 - 718
- 719 - 6064
- 6065 - 66690
- No Sales Data
- ▭ BHC Intervention Area

**Leakage/Surplus Factor**

- -100.0 - -54.4
- -54.3 - -18.6
- -18.5 - 27.1
- 27.2 - 74.6
- 74.7 - 100.0

NOTES: The Leakage/Surplus Factor presents a snapshot of retail opportunity, measuring the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

Orange County Grocery Retail Leakage/Surplus Factor Mean=36; Low=-100; High=+100

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Source: ESRI Retail MarketPlace Data