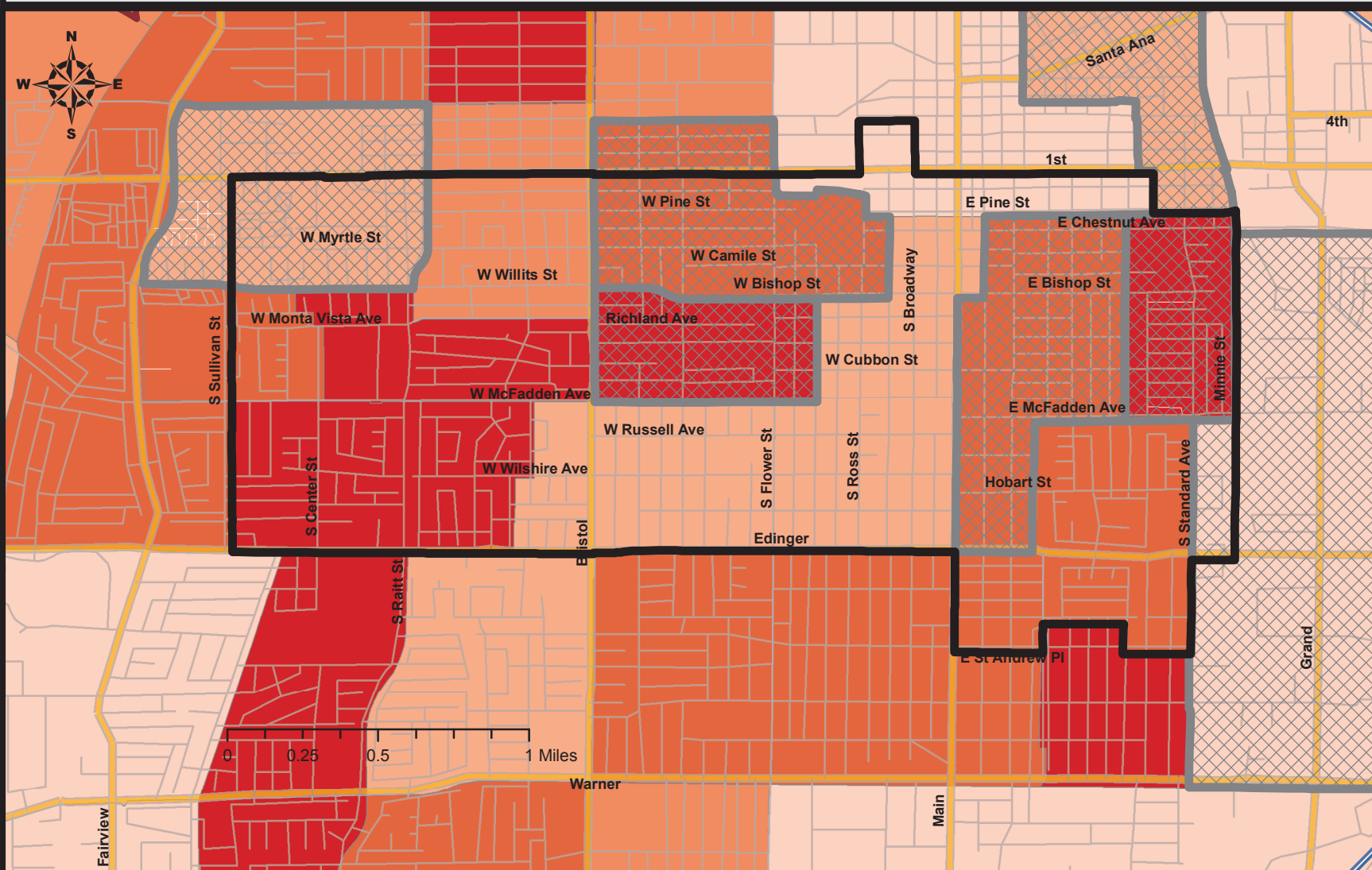







# Total Retail Leakage/Surplus Factor by Census Tract and Empowerment Zone Boundaries, 2009, Building Healthy Communities (BHC) Intervention Area, Santa Ana, CA



## Legend

**Total Leakage/Surplus Factor**  BHC Intervention Area  
**Census Tract, 2009**  Empowerment Zone

-  -100.0 - -46.9
-  -46.8 - -5.9
-  -5.8 - 31.1
-  31.2 - 68.1
-  68.2 - 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 Total Retail Leakage/Surplus Factor Mean=20; Low=-100; High=+100

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Source: ESRI Retail Marketplace Data, US Department of Housing and Urban Development