

# Retail Revenue Gap Report

Finding Retail Gaps in a Location Based  
on Expected Revenue Potential

Site:

Mill Bay Centre, BC

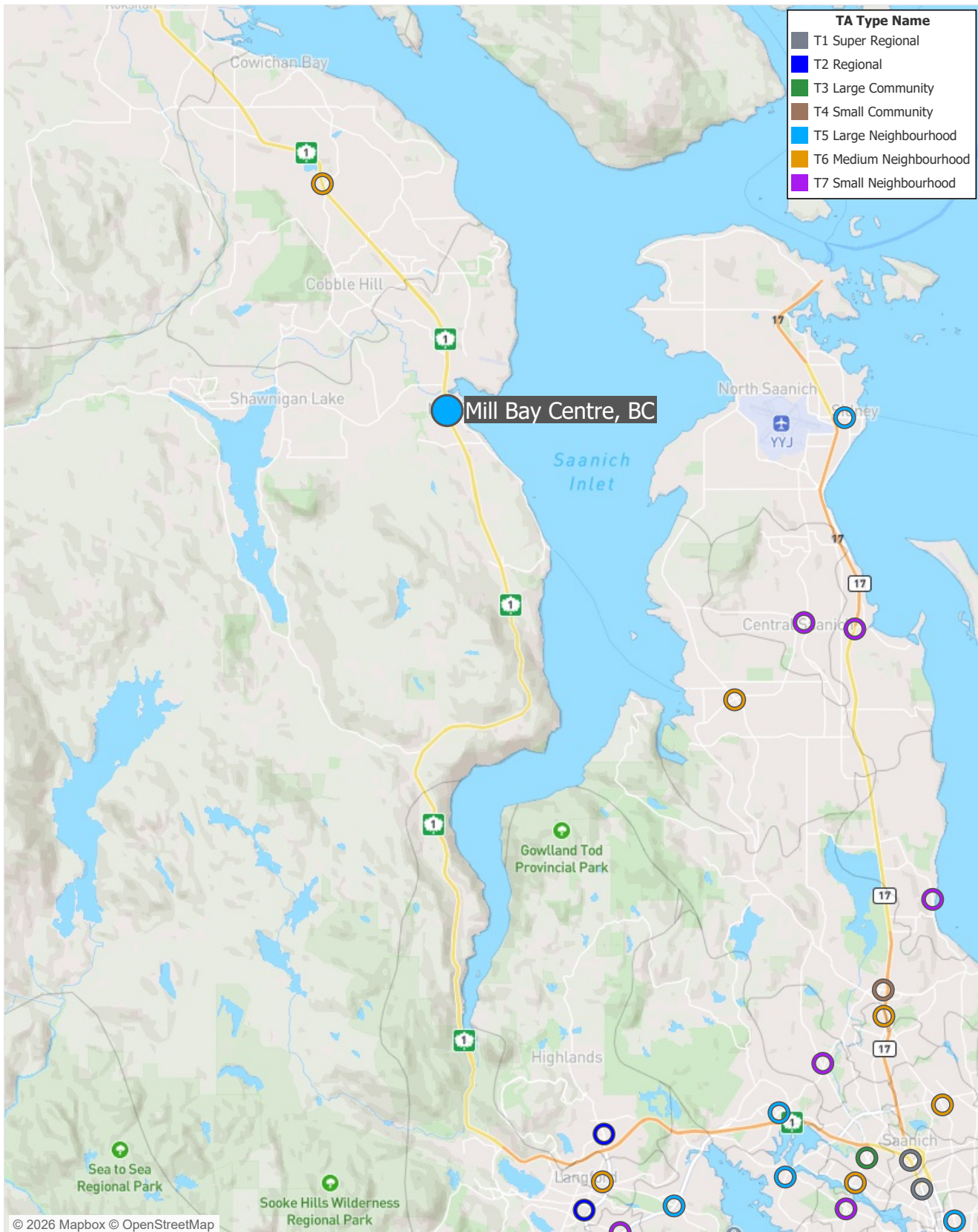
Thinking in

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# 1. Retail Revenue Gap Report - Location

Site: Mill Bay Centre, BC



## 2. Retail Revenue Gap Report - Detail

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Retail Category Group	Retail Category	Comp Count by TA	Adj Market Size \$	Adj Market Size HH	New Site Optimization Action	Adj Market Size Score	Comp Size Score	New Site Pot Score	TA Aware Score	TA Sent Score
1.Alcohol & Smoking	1.1.Alcohol	3	6.4M	6.0K	Don't Build S/D Balanced	79	13	44	72	45
	1.2.Cannabis	3	1.3M	6.0K	Don't Build S/D Balanced	88	15	42	52	15
	1.3.Tobacco	0	6.2M	8.3K	Best New Site Low Comp	86	0	93	0	0
	1.4.Vape	0	5.9M	7.8K	Best New Site Low Comp	85	0	93	0	0
2.Groceries	2.1.All Groceries	6	0.0M	4.5K	Good New Site High Comp	0	11	84	51	49
	2.2.Convenience Store	4	68.8M	7.9K	Best New Site Avg Comp	93	13	92	67	74
	2.3.Grocery Store	1	46.5M	5.3K	Best New Site Low Comp	80	3	91	7	7
	2.4.Supermarket	1	39.4M	4.5K	Good New Site Low Comp	74	13	76	36	78
	2.5.Ethnic Food	0	0.9M	8.3K	Good New Site Low Comp	37	0	83	0	0
	2.6.Health Food & Nutrition	3	47.5M	5.5K	Don't Build S/D Balanced	74	18	35	0	0
	2.7.Bakery	3	5.0M	5.2K	Best New Site Avg Comp	83	8	86	46	19
	2.8.Baking & Cooking Supply	0	52.6M	6.0K	Good New Site Low Comp	72	0	78	0	0
	2.9.Butcher Shop	0	10.1M	6.0K	Good New Site Low Comp	71	0	82	0	0
	2.10.Deli	2	9.4M	5.6K	Don't Build Low-Avg Pot	73	15	58	39	91
3.Clothing	3.1.Clothing General	6	9.5M	3.6K	Don't Build Cluster Trap	77	8	25	21	77
	3.2.Clothing Footwear	1	3.2M	4.1K	Good New Site Low Comp	80	3	67	18	94
	3.3.Clothing Sports	1	8.7M	5.6K	Good New Site Low Comp	81	4	71	0	0
	3.4.Baby & Children	0	0.0M	6.0K	Good New Site Low Comp	0	0	83	0	0
	3.5.Bridal & Wedding	0	0.0M	8.3K	Good New Site Low Comp	0	0	79	0	0
	3.6.Clothing Lingerie	0	4.6M	6.3K	Good New Site Low Comp	81	0	84	0	0
	3.7.Clothing Boutique	1	19.1M	7.2K	Good New Site Low Comp	83	5	73	16	44
	3.8.Clothing Acc	0	0.6M	4.5K	Best New Site Low Comp	77	0	88	0	0
	3.9.Jewelry & Watches	0	0.6M	3.6K	Best New Site Low Comp	78	0	91	0	0
	3.10.Luggage & Leather Goods	0	15.1M	5.7K	Good New Site Low Comp	80	0	82	0	0
	3.11.Embroidery, Fabric & Uniforms	2	0.6M	6.0K	Don't Build Low-Avg Pot	79	12	40	24	81
	3.12.Sunglasses	1	0.3M	4.1K	Don't Build Low-Avg Pot	86	5	58	19	74
4.Personal	4.1.Barber Shop	2	3.9M	5.3K	Good New Site Low Comp	83	8	65	15	38
	4.2.Beauty Salon	15	3.7M	5.1K	Don't Build Cluster Trap	86	21	37	42	13
	4.3.Hair Salon	9	3.8M	5.2K	Don't Build Cluster Trap	86	15	53	29	78
	4.4.Eyebrow Salon	0	2.9M	8.3K	Good New Site Low Comp	86	0	81	0	0
	4.5.Eyelash Salon	4	2.1M	6.0K	Don't Build Cluster Trap	83	22	29	43	56
	4.6.Nail Salon	3	1.7M	4.7K	Don't Build S/D Balanced	84	10	60	30	10
	4.7.Health & Beauty Supply	3	4.4M	5.6K	Don't Build S/D Balanced	81	12	60	22	75
	4.8.Florist	4	2.6M	6.0K	Don't Build Cluster Trap	84	21	28	60	68
	4.9.Tattoo Shop	2	4.8M	6.0K	Don't Build Low-Avg Pot	74	8	49	22	67
	4.10.Tanning Salon	0	2.1M	6.0K	Good New Site Low Comp	80	0	78	0	0
	4.11.Make-up Artist	0	2.9M	8.3K	Good New Site Low Comp	85	0	79	0	0
	4.12.Spa & Sauna	6	2.0M	5.7K	Don't Build Cluster Trap	86	18	31	24	58
	4.13.Cosmetics & Perfume	1	0.8M	2.9K	Good New Site Low Comp	79	3	66	37	94
5.Full Serve Restaurants	5.1.All Restaurants	33	18.0M	4.7K	Don't Build Cluster Trap	89	17	50	57	66
	5.2.Full Serve	18	18.5M	4.9K	Don't Build Cluster Trap	90	14	48	45	89
	5.3.General Restaurant	7	19.8M	5.2K	Don't Build Cluster Trap	89	15	45	75	69
	5.4.Asian	5	15.3M	4.0K	Don't Build Cluster Trap	86	8	44	39	89

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5.Full Serve Restaurants	5.5.Bar & Pub	2	17.8M	4.7K	Good New Site Low Comp	87	3	80	28	64
	5.6.Breakfast	4	17.0M	4.5K	Don't Build S/D Balanced	86	11	53	62	20
	5.7.Chinese	0	19.6M	5.2K	Best New Site Low Comp	85	0	87	0	0
	5.8.Halal	1	31.1M	8.3K	Good New Site Low Comp	90	5	75	14	16
	5.9.Indian	1	31.1M	8.3K	Good New Site Low Comp	89	4	72	12	95
	5.10.Italian	4	20.2M	5.3K	Good New Site Avg Comp	90	12	65	32	35
	5.11.Japanese & Sushi	3	21.5M	5.7K	Don't Build S/D Balanced	88	11	48	40	68
	5.12.Latin & Caribbean	0	31.1M	8.3K	Good New Site Low Comp	87	0	80	0	0
	5.13.Mediterranean	4	19.1M	5.0K	Good New Site Avg Comp	89	9	70	29	32
	5.14.Mexican	2	31.1M	8.3K	Don't Build Low-Avg Pot	89	13	55	23	77
	5.15.Middle Eastern	0	31.1M	8.3K	Best New Site Low Comp	90	0	91	0	0
	5.16.Seafood	3	19.3M	5.1K	Don't Build S/D Balanced	85	11	43	48	63
	5.17.South Asian	1	31.1M	8.3K	Good New Site Low Comp	90	3	73	12	95
	5.18.Sports Bar	0	31.1M	8.3K	Best New Site Low Comp	88	0	86	0	0
6.Quick Serve Restaurants	6.1.Fast Food Total	10	18.0M	4.7K	Don't Build Cluster Trap	89	15	55	66	53
	6.2.Fast Food American	2	18.5M	4.9K	Good New Site Low Comp	87	7	71	66	15
	6.3.Fast Food Chicken	2	23.0M	6.1K	Don't Build Low-Avg Pot	88	11	63	63	18
	6.4.Fast Food Health	0	23.0M	6.1K	Good New Site Low Comp	85	0	76	0	0
	6.5.Fast Food Asian	0	22.1M	5.9K	Good New Site Low Comp	85	0	80	0	0
	6.6.Fast Food Pizza	3	23.0M	6.1K	Good New Site Avg Comp	91	14	72	38	42
	6.7.Fast Food Mexican	1	23.0M	6.1K	Don't Build Low-Avg Pot	86	13	62	1	99
	6.8.Fast Food Other	0	23.0M	6.1K	Best New Site Low Comp	87	0	87	0	0
	6.9.Food Court	0	31.1M	8.3K	Good New Site Low Comp	85	0	82	0	0
	6.10.Cafe & Coffee	11	18.1M	4.8K	Don't Build Cluster Trap	89	16	42	69	55
	6.11.Dessert	7	17.4M	4.6K	Don't Build Cluster Trap	88	13	46	68	67
	6.12.Frozen	3	20.0M	5.3K	Don't Build S/D Balanced	87	12	48	61	62
	6.13.Juice Shop	1	27.1M	7.2K	Good New Site Low Comp	88	3	72	5	97
	6.14.Bubble Tea	0	23.7M	6.3K	Good New Site Low Comp	86	0	82	0	0
	6.15.Pizza	4	20.7M	5.5K	Don't Build S/D Balanced	90	14	62	35	37
	6.16.Takeout Pizza	1	31.1M	8.3K	Don't Build Low-Avg Pot	88	20	64	13	26
	6.17.Takeout Restaurant	1	31.1M	8.3K	Good New Site Low Comp	91	10	75	28	26
	6.18.Sandwich Shop	4	17.4M	4.6K	Don't Build S/D Balanced	87	11	55	58	52
7.Electronics	7.1.Phones & Acc	0	1.7M	4.5K	Best New Site Low Comp	82	0	95	0	0
	7.2.Phone Repair	0	2.1M	5.4K	Good New Site Low Comp	82	0	83	0	0
	7.3.TeleCom	0	4.0M	4.1K	Best New Site Low Comp	74	0	94	0	0
	7.4.Audio-Visual Equip	0	2.6M	7.8K	Best New Site Low Comp	83	0	88	0	0
	7.5.Cameras	0	0.3M	7.6K	Good New Site Low Comp	84	0	84	0	0
	7.6.Computers & Software	0	5.1M	7.4K	Best New Site Low Comp	83	0	93	0	0
	7.7.General Electronics	1	5.5M	7.9K	Good New Site Low Comp	85	4	77	0	0
	7.8.General Electronics Repair	0	4.9M	7.0K	Best New Site Low Comp	83	0	89	0	0
	7.9.Video Games, Movies & Records	0	0.2M	7.8K	Best New Site Low Comp	81	0	90	0	0
8.Leisure	8.1.Fitness General	0	2.6M	5.8K	Best New Site Low Comp	84	0	91	0	0
	8.2.Fitness Specialty	6	2.6M	5.8K	Don't Build Cluster Trap	86	16	23	18	62

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8.Leisure	8.3.Gyms	0	2.6M	5.7K	Best New Site Low Comp	85	0	97	0	0
	8.4.Game Store	1	1.2M	8.3K	Don't Build Low-Avg Pot	74	17	60	0	0
	8.5.Movie Theatre	0	0.9M	8.3K	Good New Site Low Comp	85	0	79	0	0
	8.6.Music	0	0.6M	8.3K	Best New Site Low Comp	77	0	85	0	0
	8.7.Party Supply	1	0.0M	8.3K	Good New Site Low Comp	79	9	67	17	6
	8.8.Toys	0	0.7M	4.7K	Best New Site Low Comp	68	0	86	0	0
	8.9.Craft & Hobby Supply	1	0.2M	5.8K	Good New Site Low Comp	58	6	68	0	0
	8.10.Books Mainstream	1	0.9M	5.8K	Don't Build Low-Avg Pot	76	7	56	0	90
9.Pets	9.1.Pet Supply	4	3.6M	5.6K	Don't Build Cluster Trap	79	25	27	34	74
	9.2.Pet Services	10	2.5M	6.0K	Don't Build Cluster Trap	80	59	9	45	40
	9.3.Pet Grooming	8	2.5M	6.0K	Don't Build Cluster Trap	79	50	11	60	36
	9.4.Vet	2	2.5M	6.0K	Don't Build Low-Avg Pot	78	15	43	41	69
10.Sporting Goods	10.1.Sporting Goods & Equip	2	1.2M	5.6K	Don't Build Low-Avg Pot	73	7	58	20	90
	10.2.Bicycles & Repair	1	1.5M	5.9K	Don't Build Low-Avg Pot	88	6	63	12	62
	10.3.Camping Supply	0	0.6M	8.3K	Best New Site Low Comp	76	0	86	0	0
	10.4.Golf Supply	0	1.7M	8.3K	Good New Site Low Comp	73	0	78	0	0
	10.5.Hockey & Skate Supply	0	1.7M	8.3K	Good New Site Low Comp	73	0	80	0	0
	10.6.Fishing & Hunting Supply	0	0.6M	8.3K	Good New Site Low Comp	75	0	75		
	10.7.Ski & Snowboard Supply	1	1.7M	8.3K	Don't Build Low-Avg Pot	73	9	59	6	94
11.Financial	11.1.ATM	5	233.0M	6.9K	Good New Site High Comp	93	16	68	58	90
	11.2.Accountant	5	1.5M	5.2K	Don't Build Cluster Trap	85	12	37	87	47
	11.2.Consumer Bank	2	893.9M	7.4K	Good New Site Low Comp	90	10	70	25	77
	11.3.Credit Union	1	993.2M	8.3K	Good New Site Low Comp	87	10	70	50	58
	11.3.Tax Prep	2	1.5M	5.4K	Don't Build Low-Avg Pot	84	7	61	42	7
	11.4.Banks & CUs	3	893.9M	7.4K	Good New Site Avg Comp	91	13	67	43	60
	11.4.Crypto	1	972.1M	8.3K	Good New Site Low Comp	86	9	72	0	0
	11.5.Mortgages All	6	690.5M	6.0K	Don't Build Cluster Trap	90	9	53	41	66
	11.5.Wealth Management	5	530.9M	4.5K	Don't Build Cluster Trap	82	6	60	28	34
	11.6.Mortgages Only	3	690.5M	6.0K	Don't Build S/D Balanced	85	5	49	21	53
	11.6.Wealth & Life Insurance	6	535.9M	4.5K	Don't Build Cluster Trap	83	6	57	23	25
11.7.Auto & House Insurance	2	22.7M	8.3K	Don't Build Low-Avg Pot	83	11	64	55	47	
11.7.Payday Loans	0	0.0M	8.3K	Good New Site Low Comp	71	0	80	0	0	
12.Medical	12.1.Medical Clinic General	2	0.0M	5.2K	Good New Site Low Comp	73	3	72	24	6
	12.2.Audiologist	1	1.1M	6.0K	Don't Build Low-Avg Pot	74	11	53	51	80
	12.3.Medical Alternatives	3	0.0M	5.8K	Don't Build S/D Balanced	73	7	43	49	65
	12.4.Oriental Medicine	4	0.0M	5.6K	Don't Build Cluster Trap	72	11	29	47	69
	12.5.Physician General	2	0.4M	5.5K	Good New Site Low Comp	82	3	65	14	35
	12.6.Podiatrist	0	0.6M	8.3K	Good New Site Low Comp	85	0	82	0	0
	12.7.Addiction & Rehab	0	1.1M	6.0K	Best New Site Low Comp	75	0	85	0	0
	12.8.Cancer Treatment	0	1.6M	8.3K	Good New Site Low Comp	80	0	76	0	0
	12.9.Counseling	3	1.1M	6.0K	Don't Build Cluster Trap	75	10	31	58	70
	12.10.Foot Care	1	0.6M	8.3K	Don't Build Low-Avg Pot	85	14	64	0	0
	12.11.Genealogist	0	1.6M	8.3K	Good New Site Low Comp	80	0	75	0	0

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12.Medical	12.12.Medical Supply	0	4.5M	5.4K	Best New Site Low Comp	82	0	89	0	0
	12.13.Nutritionist	1	1.1M	6.0K	Don't Build Low-Avg Pot	76	5	63	0	0
	12.14.Pharmacy	3	2.7M	5.5K	Don't Build S/D Balanced	74	8	63	18	81
13.Health	13.1.Mental Health Centre	0	0.0M	8.3K	Good New Site Low Comp	79	0	84	0	0
	13.2.Mental Health Practioner	0	0.0M	6.0K	Best New Site Low Comp	72	0	91	0	0
	13.3.Dental Clinic	3	4.5M	7.0K	Don't Build S/D Balanced	84	8	55	28	22
	13.4.Dental Physician	2	3.4M	5.3K	Good New Site Low Comp	78	3	74	23	66
	13.5.Eye Care Centre	0	1.4M	3.8K	Good New Site Low Comp	64	0	67	0	0
	13.6.Eye Care Practioner	1	1.8M	4.6K	Good New Site Low Comp	78	3	74	25	77
	13.7.Eye Glasses	0	1.2M	5.0K	Best New Site Low Comp	77	0	86	0	0
	13.8.Chiropractor	2	1.1M	6.0K	Don't Build Low-Avg Pot	78	6	60	22	63
	13.9.Kinesiologist	0	1.6M	8.3K	Good New Site Low Comp	81	0	81	0	0
	13.10.Massage Clinic	1	1.6M	8.3K	Good New Site Low Comp	84	5	76	16	78
	13.11.Massage Therapist	9	1.1M	5.8K	Don't Build Cluster Trap	79	15	26	31	36
	13.12.Occupational Therapists	0	1.1M	6.0K	Good New Site Low Comp	74	0	74	0	0
	13.13.Physical Therapists	4	1.1M	5.7K	Don't Build Cluster Trap	77	14	29	8	11
	13.14.Physical Therapy Clinic	0	1.6M	8.3K	Best New Site Low Comp	83	0	91	0	0
	13.15.Reiki Therapist	4	1.1M	6.0K	Don't Build Cluster Trap	74	50	19	48	25
	13.16.Speech Therapist	0	1.1M	6.0K	Good New Site Low Comp	74	0	74	0	0
14.Home	14.1.Furniture General	2	5.8M	5.4K	Don't Build Low-Avg Pot	71	6	46	30	87
	14.2.Furniture Indoor	4	5.2M	4.8K	Don't Build Cluster Trap	71	16	23	28	81
	14.3.Furniture Indoor Value	0	8.9M	8.3K	Good New Site Low Comp	76	0	79	0	0
	14.4.Furniture Office	0	8.9M	8.3K	Good New Site Low Comp	77	0	82	0	0
	14.5.Furniture Outdoor	0	6.6M	6.0K	Best New Site Low Comp	71	0	86	0	0
	14.6.Appliances	0	4.9M	5.5K	Best New Site Low Comp	72	0	88	0	0
	14.7.Bed & Bath	0	0.9M	8.3K	Good New Site Low Comp	69	0	84	0	0
	14.8.Cleaning Products	0	1.9M	8.3K	Good New Site Low Comp	74	0	79	0	0
	14.9.Garden & Plants	2	4.6M	6.0K	Don't Build Low-Avg Pot	80	9	49	18	52
	14.10.Home Goods & Decor	2	0.8M	4.9K	Good New Site Low Comp	79	5	66	9	90
	14.11.Kitchen Supply	1	1.1M	4.8K	Don't Build Low-Avg Pot	85	4	64	0	0
	14.12.Lock Supply & Repair	0	5.8M	6.0K	Best New Site Low Comp	74	0	89	0	0
	14.13.Mattresses	0	7.0M	6.4K	Best New Site Low Comp	77	0	90	0	0
	14.14.BBQ Supply	1	6.2M	6.0K	Don't Build Low-Avg Pot	74	9	61	2	99
	14.15.Landscape Supply	0	7.4M	6.0K	Good New Site Low Comp	74	0	73	0	0
	14.16.Lawn & Garden Equip	1	1.5M	6.0K	Don't Build Low-Avg Pot	70	8	64	0	0
	14.17.Pool & Hot Tub Supply	0	7.4M	6.0K	Good New Site Low Comp	75	0	84	0	0
	14.18.Seasonal Supply	0	4.6M	6.0K	Good New Site Low Comp	78	0	83	0	0
	14.19.Laundry & Dry Cleaning	0	0.6M	8.3K	Best New Site Low Comp	82	0	92	0	0
	14.20.Office & School Supply	0	3.0M	7.4K	Best New Site Low Comp	82	0	94	0	0
	14.21.Print Shop	1	2.9M	5.5K	Good New Site Low Comp	77	3	65	17	84
	14.22.Real Estate	7	2.6M	4.9K	Don't Build Cluster Trap	88	4	39	0	88
15.Building Supplies	15.1.General Building Material	4	6.4M	5.2K	Don't Build S/D Balanced	77	8	41	6	67
	15.2.Garage Doors	0	7.4M	6.0K	Good New Site Low Comp	76	0	84	0	0

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15. Building Supplies	15.3. Hardware Supply	0	7.4M	6.0K	Best New Site Low Comp	77	0	89	0	0
	15.4. Lumber Supply	1	7.4M	6.0K	Don't Build Low-Avg Pot	75	14	56	0	0
	15.5. Roofing Supply	0	7.4M	6.0K	Good New Site Low Comp	75	0	78	0	0
	15.6. Tools & Rental	0	1.4M	6.0K	Best New Site Low Comp	72	0	88	0	0
	15.7. Windows & Doors	0	7.4M	6.0K	Best New Site Low Comp	76	0	88	0	0
	15.8. Bathroom Supply	0	4.8M	6.0K	Best New Site Low Comp	72	0	87	0	0
	15.9. Electrical Supply	0	7.4M	6.0K	Best New Site Low Comp	76	0	86	0	0
	15.10. Fireplace Supply	0	7.4M	6.0K	Good New Site Low Comp	76	0	84	0	0
	15.11. Flooring Supply	2	6.1M	4.9K	Don't Build Low-Avg Pot	76	5	49	2	90
	15.12. Glass & Mirror	1	10.1M	8.3K	Don't Build Low-Avg Pot	81	13	59	0	0
	15.13. Heating & Cooling Supply	0	10.1M	8.3K	Good New Site Low Comp	82	0	83	0	0
	15.14. Lighting Supply	0	6.7M	5.5K	Best New Site Low Comp	77	0	91	0	0
	15.15. Paint Supply	3	7.4M	6.0K	Don't Build S/D Balanced	77	19	37	9	94
	15.16. Plumbing Supply	1	7.4M	6.0K	Good New Site Low Comp	76	5	65	0	99
15.17. Wallpaper & Blinds	0	1.0M	5.8K	Best New Site Low Comp	78	0	91	0	0	
16. Store Type	16.1. Antique Store	2	0.9M	6.0K	Don't Build Low-Avg Pot	76	20	36	69	64
	16.2. Bed & Breakfast	11	3.0M	6.0K	Don't Build Cluster Trap	78	32	9	87	67
	16.3. Candle Store	1	1.3M	8.3K	Don't Build Low-Avg Pot	82	20	60	0	0
	16.4. Candy Store	0	71.7M	8.3K	Good New Site Low Comp	79	0	83	0	0
	16.5. Dollar Store	0	6.2M	8.3K	Best New Site Low Comp	86	0	96	0	0
	16.6. Gifts, Cards & Collectibles	2	1.1M	5.6K	Don't Build Low-Avg Pot	79	7	52	36	67
	16.7. Storage	5	1.3M	6.0K	Don't Build Cluster Trap	88	25	21	48	60
17. Vehicles	17.1. Car Wash	2	7.1M	7.9K	Good New Site Low Comp	84	10	70	46	26
	17.2. Fuel	4	25.4M	8.3K	Don't Build S/D Balanced	89	11	62	54	86
	17.3. Auto & Truck Acc	1	0.6M	8.3K	Good New Site Low Comp	88	5	73	6	83
	17.4. Auto Body	0	6.8M	7.7K	Best New Site Low Comp	83	0	97	0	0
	17.5. Auto Detailing	4	4.8M	5.3K	Don't Build Cluster Trap	74	15	26	36	24
	17.6. Auto Glass	0	7.4M	8.3K	Best New Site Low Comp	81	0	89	0	0
	17.7. Auto Maint	3	4.6M	5.1K	Don't Build S/D Balanced	76	5	59	14	85
	17.8. Auto Parts	5	2.1M	5.5K	Don't Build Cluster Trap	78	9	31	16	63
	17.9. Auto Repair	4	4.7M	5.3K	Don't Build S/D Balanced	76	4	59	16	39
	17.10. Battery Store	0	7.4M	8.3K	Good New Site Low Comp	79	0	82	0	0
	17.11. Tire Shop	2	2.0M	5.3K	Don't Build Low-Avg Pot	78	6	57	11	94
	17.12. Transmissions	0	7.4M	8.3K	Good New Site Low Comp	80	0	80	0	0
	17.13. Wheel Alignment	0	7.4M	8.3K	Best New Site Low Comp	81	0	85	0	0
	17.14. Dealer Auto Truck Used	1	28.4M	5.5K	Good New Site Low Comp	75	2	75	1	2
	17.15. Dealer ATV & Repair	0	1.0M	8.3K	Good New Site Low Comp	77	0	80	0	0
	17.16. Dealer Motorcycles	1	0.4M	6.0K	Don't Build Low-Avg Pot	51	11	51	15	84
	17.17. Dealer Snowmobile	0	4.6M	8.3K	Good New Site Low Comp	86	0	78	0	0

# 3. Retail Revenue Gap Report - Demographic Profile

Site: Mill Bay Centre, BC

Demo Group	Demo Variables	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
1.Pop	D3.Pop MF Avg Age	Age	46.6	42.4	9.8%	78
	D22.Pop MF 0-14	% pop	13.8	13.6	1.4%	52
	D23.Pop MF 15-24	% pop	9.2	12.0	-23.8%	29
	D24.Pop MF 25-34	% pop	9.1	15.4	-40.5%	16
	D25.Pop MF 35-49	% pop	18.2	20.2	-9.9%	34
	D26.Pop MF 50-64	% pop	23.3	19.1	22.1%	89
	D27.Pop MF 65+	% pop	26.3	19.6	34.0%	75
2.Income	D84.Avg HH Inc	Income	125,464.4	116,063.7	8.1%	65
	D90.Inc HH 0-50k	% pop	21.1	30.5	-31.0%	24
	D96.Inc HH 100-150k	% pop	21.7	18.4	18.1%	83
	D97.Inc HH 150-200k	% pop	13.6	10.7	26.7%	79
	D98.Inc HH 200k+	% pop	11.3	10.8	4.8%	58
	D103.Inc HH 50-100k	% pop	29.2	29.1	0.3%	49
3.Family	D199.HHs Couple Fam w Kids	% pop	22.3	23.0	-2.9%	49
	D200.HHs Couple Fam w/o Kids	% pop	37.7	26.5	42.4%	91
	D201.HHs One Parent Families	% pop	6.2	7.5	-16.9%	23
	D206.HHs Single Individual	% pop	21.7	29.2	-25.6%	24
4.Visible Minority	D315.VM Visible Minority	% pop	1.6	32.5	-95.1%	13
5.Education	D371.Edu 15+ w/o High School	% pop	0.5	0.5	0.2%	48
	D372.Edu 15+ w High School	% pop	2.7	2.7	-0.1%	51
	D383.Edu 15+ Apprentice Trades	% pop	0.2	0.1	70.4%	81
	D386.Edu 15+ Bachelors & Above	% pop	0.7	0.9	-27.8%	42
6.Labour	D328.In Labour Force	% pop	58.8	65.4	-10.1%	29
	D330.Employed	% pop	56.7	62.0	-8.5%	33
	D331.Unemployed	% pop	3.4	5.1	-32.7%	9
	D333.LF 11-33 Goods Producing	% pop	9.3	9.4	-0.7%	51
	D339.LF 41-91 Service Producing	% pop	93.0	94.7	-1.8%	43
7.Dwellings	D231.Sing Detached House	% pop	85.5	42.0	103.6%	95
	D232.Semi Detached House	% pop	1.0	3.0	-67.7%	18
	D233.Row House	% pop	0.9	8.4	-88.9%	12
	D234.Duplex	% pop	2.7	13.1	-79.5%	27
	D236.Apartments	% pop	0.8	31.0	-97.4%	7
	D237.Other Single Attached House	% pop	0.1	0.2	-10.0%	60
	D238.Movable Dwelling	% pop	8.9	2.3	281.9%	84
	D240.Condo	% pop	3.2	22.9	-85.9%	17