

## MARKET ANALYSIS

Potential Customers	% Growth	Year 1	Year 2	Year 3	Year 4	Year 5
Local workers	2%	4853	4950	5049	5150	5253
Local students	2%	2844	2901	2959	3018	3078
Seasonal tourists	3%	80558	82975	85464	88028	90669
Weekend shoppers	4%	4308	4480	4660	4846	5040
Area residents	2%	15000	15300	15606	15918	16236