



Noquisiyi Redevelopment Vision



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Executive Summary

The Noquisiyi Initiative and partners are establishing a Cultural District around the Noquisiyi Mound in Franklin, NC. This new district will honor the heritage of the Cherokee people and help to build universal understanding between cultures. The pioneering project proposed includes a learning center, education facilities, and entrepreneurship space. Excitement has been building since the formation of the Noquisiyi Initiative in 2016. Today, the initiative has galvanized the region around this important project.

Vision: The Noquisiyi Cultural Resource District is a central hub for learning about and engaging with the history and culture of the Cherokee people.

Mission: Through interactive educational programming, cultural experiences, and entrepreneurship, the Noquisiyi Cultural Resource District will become a regional destination.

The area designated as the cultural district is approximately 4.4 acres, 12 parcels, surrounding the Noquisiyi Mound near downtown Franklin. Currently, there is a mix of uses (commercial, nonprofit, conservation) and property owners in the area. Several important assets surround and connect to the study area: Little Tennessee River, Little Tennessee River Greenway, downtown Franklin, and a large wetlands area owned by Macon County. There has been nearly \$1 million in investment in the cultural resource district proper. There has been an additional \$10 million invested in the immediate area surrounding the cultural district. This investment shows a high level of commitment by public, private, and tribal partners.

Market research shows there is a growing local economy, as well as a growing regional tourism industry. This growing market will draw more people to the region, including the cultural district. Growth in population, tourism, retail sales (\$152 million in 2020-2021), spending in restaurants, and spending on sports and leisure support a wide range of small businesses.

The community is excited about the redevelopment potential of the Mound. People understand the cultural significance of the Mound and want to expand ways people can learn about, engage with, and experience it. Stakeholders want a focus on education and learning experiences that tell the Cherokee story. They want to open up space around the Mound. They see the district as a hub of activity with a mix of uses such as education, commercial activity, entrepreneurship, and job creation.

The Noquisiyi Cultural Resources District redevelopment vision includes three components:

- **Noquisiyi Mound** - The Mound is crowded by commercial uses not symbiotic with the heritage and culture of the Cherokee. As one study participant said, "The Mound needs space to breathe." The noise, activity, and surrounding visuals do not support the sacred nature of the Mound and the people who visit for spiritual purposes. The redevelopment vision needs to make space for people to interact with the Mound. Examples are expanding green/park space around the Mound and removing visual barriers to natural features like the river.
- **Learning Center**— The vision includes redevelopment of a former auto parts store into a learning center. The Learning Center will be the anchor activity in the cultural resources district. In addition to educational activities inside the Learning Center, it is envisioned that additional educational activities will take place in an outdoor space surrounding the Mound. Open, park-like space and an open-air shelter to the north of the Mound will provide space for outdoor educational programs and pop-up events like a farmers market, arts and crafts fairs, cultural programming, and other uses.
- **Entrepreneurship Opportunities**- An area dedicated to entrepreneurship in the district is another way to engage members of the Eastern Band of Cherokee Indians (EBCI) in the district, attract more visitors, and expand the cultural experiences available. Examples are restaurants focusing on traditional Cherokee cuisine and galleries of fine art and craft produced by members of the EBCI. Market research shows a growing local and regional market in outdoor recreation, food, retail, and other tourism-related industries. This growing market can be captured by entrepreneurs in the district. An economic impact analysis shows

in one example the creation of 25 new jobs and almost \$2 million in annual economic output just from three new small businesses in the district. The total economic impact of the cultural district will be much larger through visitor spending in the region.

In addition to redevelopment of the cultural district proper, the Initiative should lobby public partners to make key strategic investments in the area surrounding the Mound. River access, streetscape, and interpretive trail/platforms in the wetlands area across from Mound are just a few examples.

Maintaining momentum on this pioneering, long-term project will be crucial. It is recommended the Initiative create a Cultural District Redevelopment Task Force to maintain progress on the redevelopment. As the long-term work of redevelopment continues, the Initiative can keep interest high through pop-up events such as Food Truck Fridays, Art Around the Mound, Cherokee Craft Days, etc. There is ongoing work to be done in identifying and applying for grants, soliciting investors, and developing revenue sources.

The Noquisiyi Cultural District has the opportunity to transform Franklin, Macon County, and the region by creating a cultural destination.

Creative Give Back

The Noquisiyi Initiative was selected as the 2021 Creative Give Back winner. The Creative Give Back is Creative Economic Development Consulting's way to give back to the field of economic development. Starting in 2014, Creative EDC began giving away one consulting project a year through a competitive application process. Previous winners have included Lancaster, SC, Waynesboro, VA, Cabarrus County EDC, NC, Wayne County Development Alliance, NC, City of Graham, NC, and the Blacksburg Partnership, VA.

To be considered for The Creative Give Back, the project must:

- BE CREATIVE
- Challenge us to think outside the box
- Have the ability to significantly impact the local economy
- Have a true, demonstrated consulting need
- Be consistent with sustainable economic development practices
- Give us the opportunity to work with a great community and great people

Creative EDC's scope is to refine the redevelopment vision and quantify the economic impact of the district:

- Conduct a GIS desktop review of the cultural district area to inventory properties and identify features such as zoning, flood plain, topography, utilities, watershed, etc.
- Perform an economic analysis of Franklin and the area to identify business development opportunities.
- Visit the site to view the Mound, adjoining properties, and town.
- Seek input from key community partners and stakeholders on the redevelopment vision for the project.
- Interview and engage with key partners.
- Facilitate a workshop to share preliminary information for feedback.
- Best practices in similar cultural/food/arts development projects.
- Refine the development vision for the cultural district
- Solicit stakeholder and community input on the redevelopment visit.
- Conduct an economic impact analysis of the vision for development.
- Deliver assessments, best practices, development vision, and recommendations.

The report resulting from this project will be shared with other communities, hopefully sparking ideas for redevelopment, especially leveraging cultural resources, arts, and recreation.

Study Area



The study area is approximately 4.4 acres surrounding the Noquisiyi Mound near downtown Franklin. The site is bordered by Main Street to the east and west, Depot Street to the south, and the Little Tennessee River to the north. There is a mix of uses (commercial, nonprofit, conservation) and property owners in the study area. The study area is in the 100-year flood plain.

There are assets that surround and connect to the study area that are important to the redevelopment vision. The Little Tennessee River, a 24-mile river between Franklin and Fontana Reservoir, is a recreational asset for Franklin and the surrounding area. It draws visitors for fishing, kayaking, canoeing, and other recreation. The Little Tennessee River Greenway runs adjacent to the river. It is recognized by the National Recreational Trail and the North Carolina Birding Trail. There is greenway access and a parking area adjacent to the site. Downtown Franklin is less than a mile

away. The area to the west of the site is a large wetlands owned by Macon County.

There are 12 parcels that make up the study area. Five of the 12 parcels are in nonprofit, government, or tribal ownership. These owners include Noquisiyi Initiative, Mainspring Conservation Trust, Town of Franklin, and the Eastern Band of Cherokee. (See the table on the next page for a full parcel listing.)

There has been nearly \$1 million in investment in the cultural resource district proper. These include investments from the Eastern Band of Cherokee Indians, Town of Franklin, Mainspring Conservation Trust, Cherokee Preservation Foundation, and NC Department of Environmental Quality. There has been an additional \$10 million invested in the immediate area surrounding the cultural district. The adjacent investments are in trails, parks, land conservation, and transportation. See attachment for more information on prior investments.

PIN	Tax ID	Owner	Acreage	Assessed Value	Existing Structure
6595410328	0107018	Town of Franklin	0.02	\$15,750	Yes
6595318204	1224482	Mainspring Conservation Trust, Inc.	0.67	\$208,870	Yes
6595317144	0105986	Indian Mound Ventures, LLC	0.6	\$403,870	Yes
6595316042	0107010	Nikwasi (Noquisiyi) Initiative	0.78	\$321,750	No
6595315186	1225750	Town of Franklin	0.02	\$5,630	No
6595316107	1225750	Sanders, Joseph R Co Trustee	0.01	\$7,500	No
6595314095	1225749	Jackson, Shelton Scott	0.55	\$396,980	Yes
6595303986	1225749	Sanders, Joseph R Co Trustee	0.46	\$372,650	Yes
6595303819	0102314	Sanders, Joseph R Co Trustee	0.19	\$387,570	Yes
6595304821	0107496	Cummings, Edwin D	0.39	\$266,630	Yes
6595304795	1225895	Cummings, Edwin D	0.11	\$80,850	Yes
6595305837	0121160	Eastern Band of Cherokee Indians	0.59	\$386,240	Yes
			4.39	\$2,854,290	

Redevelopment Analysis

The redevelopment vision was shaped by input from community leaders, stakeholders, and market research. The consulting team interviewed tribal, government, nonprofit, and business leaders as well as representatives from ally agencies to learn about their goals for the site. Input was shared on opportunities, obstacles, partnerships, and synergies with other local and regional initiatives. Market research showed there is a growing local economy that can be served by businesses at the site, as well as a growing regional tourism industry that will help draw people to the cultural district.

Market Research

- Macon County grew by almost 3,100 people from 2010-2020 (*U.S. Census*), representing a 9.1% increase. The Town of Franklin's population is also growing.
- Macon County saw a \$152 million increase in taxable retail sales in 2020-2021 (\$724 million) over 2019-2020 (\$572 million) (*NC Dept. of Revenue*). As in much of America, there was increased purchases in building materials and furniture as people made home improvements. However, Macon County also saw significant boosts to General Merchandise (\$53 million) and Food (\$20 million).
- Prior to the pandemic, Macon County's tourism economy was fast growing, \$191 million in expenditures (up 7.31% from the previous year) and \$35 million in payroll. (*Visit NC*)
- There is retail leakage in specialty retail like sporting goods and equipment. (*ESRI*)
- A Sports and Leisure Market Potential report confirms Franklin as an area for cycling, motorcycling, fishing, boating, kayaking/canoeing, hunting, target shooting, and other outdoor recreation.
- There is a \$4.4 million projected increase in spending in Entertainment & Recreation and a \$4.7 million increase in spending on Food Away from Home from 2021-2026 within a 10-mile radius of the Mound. (*ESRI*)
- Approximately 19,700 cars pass the site on Main Street each day. (*NC DOT*)

\$152 Million
Increase in
Taxable Retail
Sales
2020-2021

\$4.7 Million
Increase in
Spending on
Food Away
from Home
2021-2026

19,700
Cars Pass the
Site on Main
Street Each
Day

9.1% Macon
County
population
growth
2010-2020



Community Input

Local and regional economic development, government, tribal, and nonprofit leaders as well as representatives from cultural resources were engaged in conversations about the redevelopment district. They were asked about strengths, weaknesses, opportunities, and threats, partners, and funding resources. Additionally, we incorporated input from a workshop led by Equinox Environmental, a planning firm engaged by the Initiative. There are many people volunteering their time and talents to the Noquisiyi Initiative to make this project a reality.

The community is excited about the redevelopment potential of the Mound. People in the community understand the cultural significance of the Mound and want to expand ways people can learn about, engage with, and experience it.

Summary of Input

- Focus on educational and learning experiences that tell the Cherokee story.
- Open up space around the Mound for people to peacefully reflect, relate to, and observe the Mound. The current configuration of structures interferes with visually absorbing the Mound.
- The site can be a hub of cultural activity in an area that already has many foundational assets (river, greenway, wetlands, downtown).
- Develop a mix of uses that includes education as well as commercial activity that will encourage entrepreneurship and job creation.
- Connect the Mound to greater local and regional assets – other Mounds, trails, parks, blueways/greenways, and downtown.
- Use vegetation to mitigate noise from the roads.
- Redevelopment will take a coalition of partners. Key ones include: EBCI, Noquisiyi Initiative, Mainspring Conversation Trust, Town of Franklin, and Macon County.
- Cherokee food can be a unique visitor experience to the Mound not available at other Cherokee cultural areas in the region.
- The site is in a flood plain, so plan for that potential hazard.
- Collaborate with partners to make strategic investments around the Mound such as a boardwalk/interpretive area in the wetlands and a kayak/canoe rental area near river access.
- Work with current business owners to re-establish the enterprises in Franklin.
- Focus on accomplishing small steps to maintain momentum. Example: Pop-up events in the auto parts parking area as it is being redeveloped.

Open Up Space

Around the
Mound for
People to
Reflect, Relate
and Observe

Site Can Be a
Hub of
Cultural Activity

Connect the
Mound to
Greater Local
and Regional
Assets

Collaborate with
Partners to Make
Investments
Around the
Mound

Noquisiyi Cultural Resource District Vision

The redevelopment vision includes opening space around the Mound for better interaction, developing indoor and outdoor learning spaces, and supporting job creation through entrepreneurship.

Vision: The Noquisiyi Cultural Resource District is a central hub for learning about and engaging with the history and culture of the Cherokee people.

Mission: Through interactive educational programming, cultural experiences, and entrepreneurship, the Noquisiyi Cultural Resource District will become a regional destination.



Cultural District Components

Noquisiyi Mound

The Mound is the only feature that represents the Cherokee settlement of Noquisiyi, what is now Franklin. The town and Mound were an important spiritual, cultural, and ceremonial center for the Cherokee people of the region. The Mound is estimated to have been constructed around 1000 CE. It was listed on the National Register of Historic Places in 1980. Ownership was transferred to the Noquisiyi Initiative, a partnership between the Town of Franklin and the Eastern Band of Cherokee Indians, in 2019.

The Mound is crowded by commercial uses not symbiotic with the heritage and culture of the Cherokee. As one study participant said, “The Mound needs space to breathe.” The noise, activity, and surrounding visuals do not support the sacred nature of the Mound and the people who visit for spiritual purposes. The redevelopment vision needs to make space for people to interact with the Mound. Examples are expanding green/park space around the Mound and removing visual barriers to natural features like the river.

The open space indicated on the map above can be park/green space used for outdoor learning and experiencing the Mound.

Learning

The Eastern Band of Cherokee Indians purchased the former auto parts store adjacent to the Mound in 2017. The goal is to redevelop the building into a learning center that will have educational displays with hands-on experiences in Cherokee cooking, agriculture, art, crafts, nutrition, and more. Equinox Environmental recommended the wall facing the mound be transparent, allowing people inside the Learning Center to see the Mound. The Noquisiyi Initiative is working closely with the EBCI to identify grant funding for the project. The Learning Center will be the anchor activity in the cultural resources district.

In addition to learning activities inside the Learning Center, it is envisioned that learning activities will take place in the outdoor space surrounding the Mound. Open, park-like space and an open-air shelter to the east of the Mound will provide space for outdoor educational programs and pop-up events like a farmers market, arts and craft fairs, cultural programming, and many other uses. The parcel shown as ‘outdoor venue’ is owned by Mainspring Conservation Trust.

Entrepreneurship

An area dedicated to entrepreneurship in the district is another way to engage members of the EBCI in the district, attract more visitors, and expand the cultural experience. The cluster of buildings in the southwest area of the site is in commercial use. These buildings provide opportunity for entrepreneurs to leverage the cultural resource district for associated businesses. Examples are restaurants focusing on traditional Cherokee cuisine and galleries of fine art and craft produced by members of the EBCI.

Market research shows a growing local and regional market in outdoor recreation, food, retail, and other tourism related industries. This growing market can be captured by entrepreneurs in the district. The economic impact analysis shows an example 25 new jobs and almost \$2 million in economic output just from three new small businesses in the district. Total economic impact of the district will be much larger when visitor spending is included. Organizations like the Sequoyah Fund can be instrumental in supporting entrepreneurs starting up in the district.

Progress Toward the Vision

Noquisiyi Leadership

Redeveloping the cultural district will take many partnerships of land ownership, funding, businesses, and programming. A mix of partnerships adds diversity of ideas, talents, and resources; however, expansive partnerships often extends timelines. The cultural district needs a convener, motivator, idea generator, and “chief collaboration officer.” We recommend the Noquisiyi Initiative be the “chief collaboration officer” and convene a **Cultural District Redevelopment Task Force** that is tasked with making progress on the redevelopment plan. The task force should be small enough to be nimble but large enough to include key partners (EBCI, Mainspring Conservation Trust, Town of Franklin, Macon County). The Task Force can have subcommittees work on specific activities such as pop-up events, grants, attracting entrepreneurs, etc.

With only 1.5 staff, the Noquisiyi Initiative depends heavily on volunteers. It needs a volunteer coordinator to recruit new volunteers and organize the work of volunteers. We recommend the Initiative seek support from AmeriCorps VISTA (or similar group), college intern, or loaned executive to support the mass of volunteers needed to see this project to fruition.

Learning Center

The Learning Center space is well along a path for redevelopment. This year, the Noquisiyi Initiative engaged Equinox Environmental, a land planning firm, to develop a master plan for the district. The Initiative is in process of engaging an architect for the Learning Center. The EBCI and Noquisiyi Initiative are actively seeking grant funds for redevelopment. A next step is to confirm what the center will teach and to whom.

To generate momentum while grants are being sought, host pop-up cultural events in the parking lot and area around the Mound. Examples: Host school groups to learn about the Mound and make a small craft, have a storytelling morning, host traveling outdoor displays on loan from museums, be a start/finish for a running or cycling event, etc. To further maintain momentum, utilize social media to promote the redevelopment of the building and pop-up events.

Open Space

In the community input session led by Equinox Environmental, there was strong support for open space around the Mound. The area designated as Open Space would ideally be owned by a nonprofit such as the Noquisiyi Initiative or Mainspring Conservation Trust, local government, or the Eastern Band of Cherokee. Given that the land trust owns adjacent and nearby properties, they would be the most logical owner. Mainspring Conservation Trust could work in partnership with Noquisiyi Initiative and the EBCI to apply for grants to convert this area to green/park space. These groups are very familiar with state and federal outdoor recreation grants.

Outdoor Venue

The vision for the Outdoor Venue is an open, sheltered space. It is recommended to have open sides so the Mound can connect visually to the Little Tennessee River. The shelter would provide a space for outdoor learning. The venue is proposed on land owned by Mainspring Conservation Trust. Again, this is a good opportunity for grant funding such as NC Division of Parks and Recreation, U.S. EDA, foundations, etc.

Food, Art, Craft - Entrepreneurship

The entrepreneurship component of the redevelopment will likely take outside support and subsidies to get off the ground. Start-ups face more challenges in small towns and rural places due in part to fewer outside resources. In addition, this project faces the challenge of locating in a start-up district that is still evolving.

The recommendations here assume that the current businesses will be relocated to comparable space in Franklin. The Noquisiyi Initiative can seek grant support for relocation. There is also the potential to work with current owners to transform their business model to align with the redevelopment vision. This may include selling buildings but maintaining business operations. However, the most likely scenario is relocation.

- Have a nonprofit (or EBCI) purchase the buildings so space can be leased at nonprofit rates. It is not envisioned to be an incubator, as the goal of an incubator is to graduate companies out in a couple of years. Instead, the goal is to create long-term, sustainable businesses.
 - Noquisiyi Initiative could raise funds through grants and/or investors in a cooperative to purchase the buildings. This would provide control to ensure businesses align with the vision of the district.
- Consider these models to spark start-up entrepreneur development:
 - The first model simply rents space to entrepreneurs forming businesses that align with the vision of the cultural district. Rent would be at nonprofit rates. Businesses would be supported with a host of services from regional organizations such as Sequoyah Fund, Mountain BizWorks, Southwestern Community College Small Business Center, Small Business and Technology Development Center, and other partners.
 - The second model is a cooperative business model like Burlington Beer Works (Burlington, NC) or Weaver Street Market (Hillsborough, NC). Noquisiyi Initiative could be the idea generator, motivator, and convener to organize a group of business leaders to launch a business co-op. In this model, the co-op would own the businesses and hire managers to run them. Burlington Beer Works has more than 2,300 community owners. Weaver Street Market has over 21,000 consumer owners and over 220 worker owners.
 - A third model is an employee owned/cooperative business model like The Industrial Commons in Morganton, NC. A nonprofit organization, The Industrial Commons founds and scales employee-owned social enterprises and industrial cooperatives. As the business grows, the nonprofit spins out the business into a for-profit, employee-owned company. Noquisiyi Initiative could develop businesses and then spin them out as for-profit, employee-owned.
- To gain momentum for commercial activity, organize pop-up events such as Food Truck Fridays once a month through the summer, Art Around the Mound on one Saturday afternoon each month, Cherokee Craft Day on alternate Saturdays, etc.
- Invite local vendors and services to offer free programming in the area such as yoga classes, dance classes, children's programming, etc.

Complimentary Developments

In addition to redevelopment of the cultural district proper, advocate for public investments in the area surrounding the Mound. Some concepts discussed during community input included:

- Develop a boardwalk and interpretive trail/platforms in the wetlands area across from Mound.
- Develop a river access point near the current parking area and greenway access. This would create a small business opportunity for kayak, canoe, and paddleboard rentals.
- Enhance the streetscape around the Mound. Examples include painted images on the street (think Noquisiyi logo or another symbol for the district), decorative and wayfinding flags on utility poles, enhanced pedestrian crosswalks, etc.

Appendix: Economic Impact Analysis of Three New Small Businesses in Noquisiyi Cultural District

The economic impact of the cultural district will come from a wide range of activities. The main driver will be visitors to the district shopping, dining, recreating, and staying overnight. There will also be ongoing economic impact from entrepreneurship and small businesses. The consulting team created a “what if” scenario to show the value of small businesses in the district. The total economic impact will be much larger than these three small businesses. Most of the total economic impact will come from visitor spending in the region.

Creative Economic Development Consulting used IMPLAN software to model the economic impact of three example small businesses – two restaurants and a retail store. IMPLAN develops local level input-output models to estimate the economic impact of new developments, companies moving into an area, plant closures, and other economic activities. This model is widely used by local, state, and federal government agencies as well as private industry and universities. The following table summarizes data and assumptions used in developing the economic impact model for this project.

Noquisiyi Development Project Overview

Proposed Project Location	Franklin, Macon County, NC
IMPLAN Sectors	IMPLAN Sector 412 – Specialty Retail IMPLAN Sector 509 – Full-Service Restaurants IMPLAN Sector 510 – Limited-Service Restaurants
Employment Profile	Art, Jewelry & Craft Retail – 6 jobs Sit-down restaurant – 8 jobs Limited-service restaurant – 6 jobs Total New Employment – 20 jobs

The following analysis considers the economic impacts of new retail and restaurant activities in Franklin, Macon County, NC. These economic impacts are annual impacts; they will occur as long as these activities are ongoing.

Estimated Operations Impact

When this retail and restaurant hub is operational, there will be specialty retail operations such as an art, jewelry and craft gallery. Diverse restaurant activities will include both a full-service restaurant as well as a limited-service restaurant. For purposes of this analysis, we assumed this mix of retail is operational at the same time over the period of one year. This estimates **20 new**, direct jobs in the facility.

In Macon County, these direct new jobs will stimulate another **3 jobs** in the supply chains of the companies, and **2 more jobs** that are a result of the personal expenditures of the employees in these firms. The jobs associated with the retail and restaurant hub and its tenants will be permanent jobs; therefore, these impacts will continue on an annual basis.

When the facility is up and running with these three tenants, there will be almost **\$2 million** in additional output in Macon County with nearly **\$1 million** in additional labor income across the county.

Annual Economic Impacts: New Retail & Restaurant Development in Macon County, NC

Impact Type	Employment	Labor Income	Output
Direct Effect	20	\$447,311	\$1,264,516
Indirect Effect	3	\$104,155	\$444,198
Induced Effect	2	\$62,618	\$233,181
Total Effect	25	\$614,083	\$1,941,895

Detailed Impact Tables

Below are the detailed impact tables for each of the hypothetical tenants included in the analysis.

Economic Impact of Specialty Retail in Macon County, NC

Impact Type	Employment	Labor Income	Output
Direct Effect	6	\$97,897	\$245,130
Indirect Effect	0.9	\$23,228	\$118,790
Induced Effect	0.5	\$14,100	\$52,512
Total Effect	7.4	\$135,226	\$416,432

Economic Impact of Full-Service Restaurant in Macon County, NC

Impact Type	Employment	Labor Income	Output
Direct Effect	8	\$228,795	\$565,740
Indirect Effect	1	\$40,634	\$153,456
Induced Effect	1	\$30,275	\$112,735
Total Effect	10	\$299,704	\$831,931

Economic Impact of Limited-Service Restaurant in Macon County, NC

Impact Type	Employment	Labor Income	Output
Direct Effect	6	\$120,618	\$453,647
Indirect Effect	1.2	\$40,293	\$171,952
Induced Effect	0.5	\$18,243	\$67,934
Total Effect	7.7	\$179,154	\$693,533

Total of Three New Companies in Macon County, NC

Impact Type	Employment	Labor Income	Output
Direct Effect	20	\$447,311	\$1,264,516
Indirect Effect	3	\$104,155	\$444,198
Induced Effect	2	\$62,618	\$233,181
Total Effect	25	\$614,083	\$1,941,895

IMPLAN

This project analyzes local impacts associated with operations of the retail and restaurant facility and representative tenants.

Key Economic Impact Definitions

Source: www.implan.com

- ⊙ Direct Impacts: The known or predicted change in the economy that is being studied.
- ⊙ Indirect Impact: Secondary impact caused to industries in the supply chain of the direct impact.
- ⊙ Induced Impact: Direct and indirect employment (and increases in labor income) creates additional household spending on goods and services.
- ⊙ Employment: The number of full-time and part-time jobs; measured by place of employment. Employees, sole proprietors, and active partners are included, but unpaid family workers and volunteers are not.
- ⊙ Job-Years: IMPLAN measures employment impacts in job-years with each unit of employment equivalent to one job for one year. This is important when IMPLAN is used to measure construction or other non-permanent operations. For example, IMPLAN does not distinguish between ten units of employment (workers) employed over five years, and fifty workers employed in one year. Therefore, one construction worker may account for multiple units of employment if that person is employed over multiple years. Unlike construction impacts, operation employment and economic activity are illustrated as yearly impact estimates. That is, the impacts shown can be expected to occur in every year.
- ⊙ Output: The amount of production, including all intermediate goods purchased, as well as value added (compensation and profit). Output is equal to sales in service industries and equal to sales plus the change in inventory for manufacturers.
- ⊙ Value Added: Value added is the difference between total output and the cost of intermediate inputs. Value added is a measure of an individual producer, industry, or sector's contribution to the state's gross domestic product.
- ⊙ This analysis was produced using IMPLAN and model year 2019.

Disclaimer: Economic modeling provides general impact estimates for economic development projects. However, future results will be affected by political, social, and economic conditions. Economic modeling is most informative when used in conjunction with other forms of analysis, such as cost-benefit analysis and fiscal impact analysis, to estimate the overall impact of a project. The completion of this analysis by Creative EDC is neither an endorsement for or against this project. Additionally, the analysis is based on information provided by our client. If that information were to change for any reason, it would change the results of the analysis.

Attachments

Nikwasi (Noquisiyi) District Investments

ESRI Market Analysis Data

Study Sponsor

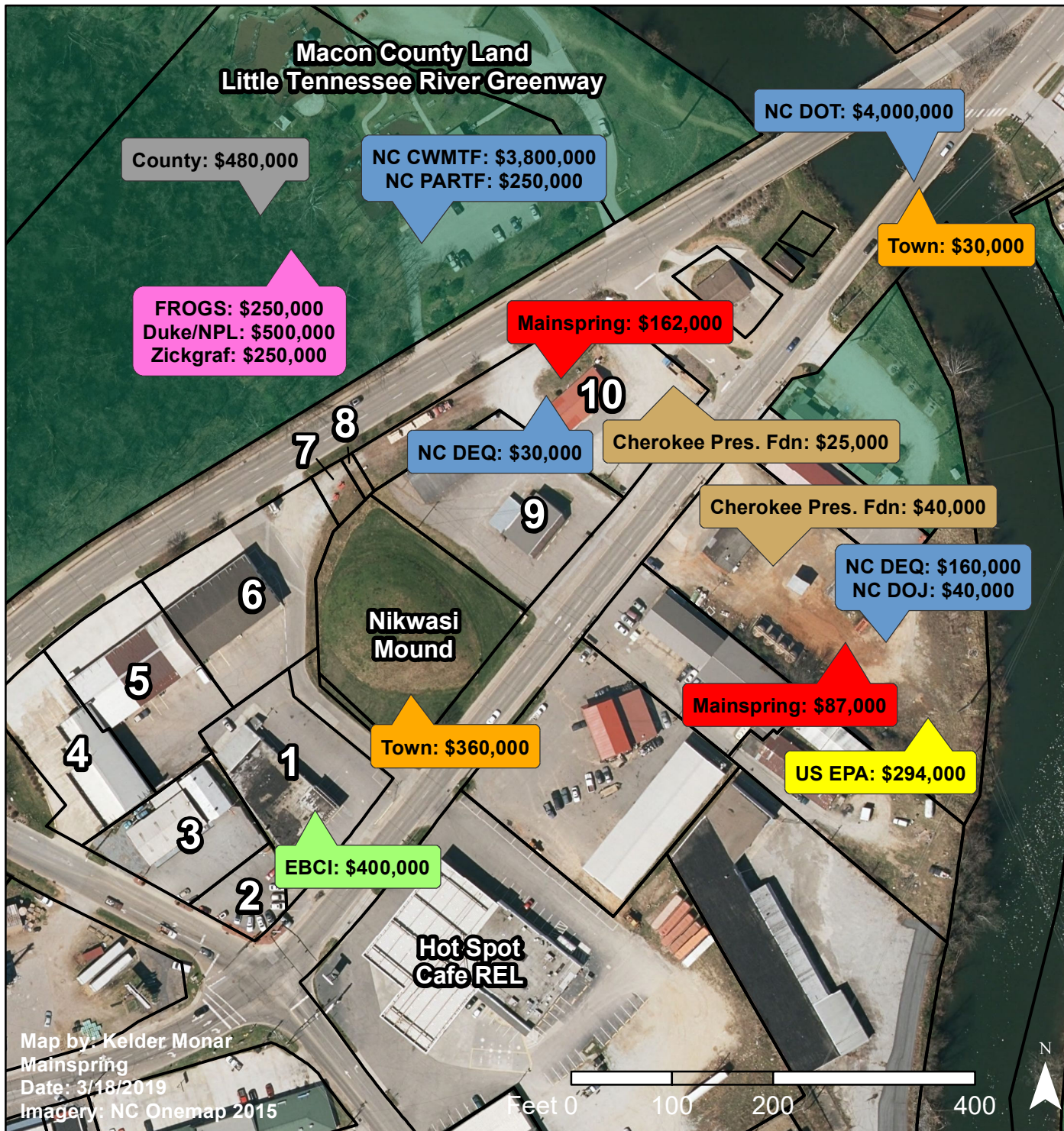


This project is the winner of the 2021 Creative Give Back. The Creative Give Back is Creative EDC's way to give back to the field of economic development. Our team has enjoyed long careers as practicing economic developers and consultants. This profession has given us meaningful work and lifelong friends. We have enjoyed playing even the smallest part in improving thousands of lives through sustainable economic development. It is important for us to give back to the profession that has given us so much. Starting in 2014, we committed to giving away one consulting project a year through a competitive application process.

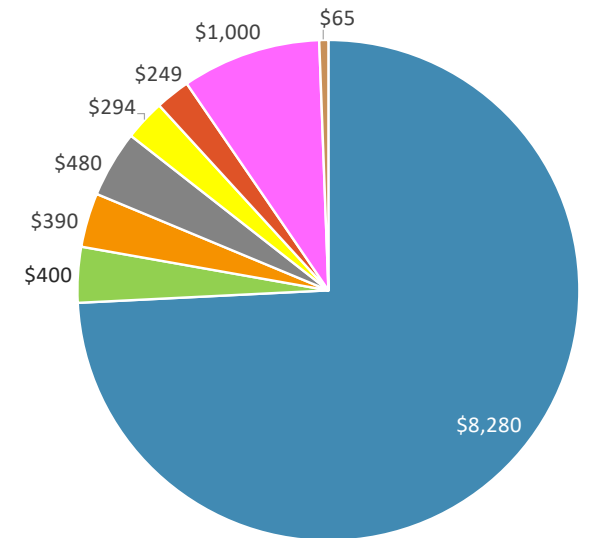
Creative Economic Development Consulting, LLC, provides strategic planning, product development, organizational development, social media, and economic impact analysis services to communities. Creative EDC is an innovative firm that owns four proprietary programs: Certified Entrepreneurial Community®, CreativeSiteAssessment.com, Certified Industrial Buildings, and Creative Back Office Suite of Services. www.creativeedc.com

Nikwasi District Investments*

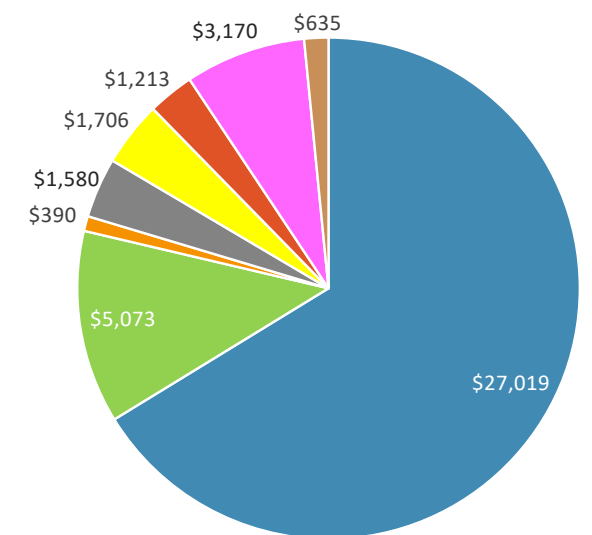
**numbers are approximate and include cash, in-kind, and volunteer contributions*



Nikwasi District Investments (1000s)



Cultural Corridor Investments (1000s)



State EBCI Town County
Federal Mainspring Private CPF



Market Profile

524 E Main St, Franklin, North Carolina, 28734
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	9,082	16,690	25,872
2010 Total Population	9,831	19,338	30,039
2020 Total Population	10,216	20,417	32,127
2020 Group Quarters	27	110	223
2025 Total Population	10,330	20,794	32,892
2020-2025 Annual Rate	0.22%	0.37%	0.47%
2020 Total Daytime Population	13,023	21,257	30,752
Workers	6,559	8,504	10,868
Residents	6,464	12,753	19,884
Household Summary			
2000 Households	3,988	7,214	11,164
2000 Average Household Size	2.25	2.30	2.28
2010 Households	4,239	8,232	12,900
2010 Average Household Size	2.31	2.33	2.30
2020 Households	4,392	8,706	13,838
2020 Average Household Size	2.32	2.33	2.31
2025 Households	4,440	8,864	14,175
2025 Average Household Size	2.32	2.33	2.30
2020-2025 Annual Rate	0.22%	0.36%	0.48%
2010 Families	2,684	5,414	8,616
2010 Average Family Size	2.86	2.83	2.78
2020 Families	2,735	5,640	9,107
2020 Average Family Size	2.90	2.86	2.81
2025 Families	2,752	5,718	9,288
2025 Average Family Size	2.90	2.87	2.81
2020-2025 Annual Rate	0.12%	0.28%	0.39%
Housing Unit Summary			
2000 Housing Units	4,959	9,505	15,915
Owner Occupied Housing Units	58.7%	59.4%	56.5%
Renter Occupied Housing Units	21.7%	16.5%	13.7%
Vacant Housing Units	19.6%	24.1%	29.9%
2010 Housing Units	5,459	11,110	19,273
Owner Occupied Housing Units	53.6%	55.1%	51.4%
Renter Occupied Housing Units	24.0%	19.0%	15.5%
Vacant Housing Units	22.3%	25.9%	33.1%
2020 Housing Units	5,780	11,968	21,094
Owner Occupied Housing Units	48.5%	50.6%	47.5%
Renter Occupied Housing Units	27.5%	22.1%	18.1%
Vacant Housing Units	24.0%	27.3%	34.4%
2025 Housing Units	5,921	12,334	21,877
Owner Occupied Housing Units	47.8%	50.1%	47.0%
Renter Occupied Housing Units	27.2%	21.8%	17.8%
Vacant Housing Units	25.0%	28.1%	35.2%
Median Household Income			
2020	\$35,734	\$37,512	\$40,446
2025	\$37,332	\$39,388	\$42,983
Median Home Value			
2020	\$146,624	\$159,913	\$168,652
2025	\$155,170	\$171,921	\$181,281
Per Capita Income			
2020	\$21,843	\$22,567	\$23,703
2025	\$23,679	\$24,643	\$26,043
Median Age			
2010	43.7	45.7	46.5
2020	45.7	47.6	48.9
2025	46.7	48.9	50.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 25, 2021



Market Profile

524 E Main St, Franklin, North Carolina, 28734
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

	3 miles	5 miles	10 miles
2020 Households by Income			
Household Income Base	4,392	8,706	13,838
<\$15,000	18.5%	16.6%	15.3%
\$15,000 - \$24,999	14.8%	14.3%	13.5%
\$25,000 - \$34,999	15.5%	15.3%	13.6%
\$35,000 - \$49,999	16.3%	16.7%	17.0%
\$50,000 - \$74,999	16.7%	17.6%	19.2%
\$75,000 - \$99,999	7.6%	8.5%	10.2%
\$100,000 - \$149,999	6.7%	7.2%	7.4%
\$150,000 - \$199,999	2.4%	2.0%	1.8%
\$200,000+	1.4%	1.7%	2.0%
Average Household Income	\$50,408	\$52,564	\$55,280
2025 Households by Income			
Household Income Base	4,440	8,864	14,175
<\$15,000	16.6%	14.9%	13.6%
\$15,000 - \$24,999	14.7%	14.1%	13.1%
\$25,000 - \$34,999	15.3%	14.9%	13.1%
\$35,000 - \$49,999	16.1%	16.5%	16.6%
\$50,000 - \$74,999	17.3%	18.1%	19.7%
\$75,000 - \$99,999	8.2%	9.1%	11.0%
\$100,000 - \$149,999	7.7%	8.3%	8.6%
\$150,000 - \$199,999	2.5%	2.1%	2.0%
\$200,000+	1.5%	2.0%	2.3%
Average Household Income	\$54,656	\$57,416	\$60,714
2020 Owner Occupied Housing Units by Value			
Total	2,804	6,056	10,026
<\$50,000	9.6%	9.0%	8.4%
\$50,000 - \$99,999	14.3%	13.1%	13.0%
\$100,000 - \$149,999	28.0%	24.7%	22.4%
\$150,000 - \$199,999	16.4%	16.1%	16.6%
\$200,000 - \$249,999	8.2%	12.0%	12.2%
\$250,000 - \$299,999	9.0%	9.2%	9.4%
\$300,000 - \$399,999	8.7%	10.2%	10.5%
\$400,000 - \$499,999	2.4%	3.6%	5.0%
\$500,000 - \$749,999	2.6%	1.5%	1.6%
\$750,000 - \$999,999	0.6%	0.4%	0.6%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$185,583	\$190,334	\$200,274
2025 Owner Occupied Housing Units by Value			
Total	2,831	6,176	10,287
<\$50,000	8.7%	8.1%	7.4%
\$50,000 - \$99,999	13.2%	12.0%	11.8%
\$100,000 - \$149,999	26.5%	23.2%	20.9%
\$150,000 - \$199,999	15.5%	15.3%	15.7%
\$200,000 - \$249,999	8.6%	12.4%	12.6%
\$250,000 - \$299,999	10.8%	11.0%	11.1%
\$300,000 - \$399,999	10.1%	11.8%	12.1%
\$400,000 - \$499,999	2.6%	3.9%	5.5%
\$500,000 - \$749,999	3.1%	1.7%	1.9%
\$750,000 - \$999,999	0.6%	0.5%	0.7%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$196,830	\$200,664	\$211,516

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 25, 2021



Market Profile

524 E Main St, Franklin, North Carolina, 28734
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	9,833	19,335	30,038
0 - 4	5.9%	5.6%	5.4%
5 - 9	5.4%	5.3%	5.2%
10 - 14	5.8%	5.9%	5.7%
15 - 24	11.9%	11.1%	11.0%
25 - 34	11.1%	10.1%	9.8%
35 - 44	11.2%	11.0%	10.9%
45 - 54	12.9%	13.3%	13.8%
55 - 64	13.9%	14.8%	15.7%
65 - 74	11.6%	12.5%	12.7%
75 - 84	7.5%	7.6%	7.4%
85 +	2.7%	2.8%	2.6%
18 +	79.2%	79.7%	80.2%
2020 Population by Age			
Total	10,216	20,416	32,125
0 - 4	5.4%	5.0%	4.8%
5 - 9	5.4%	5.3%	5.0%
10 - 14	5.5%	5.5%	5.3%
15 - 24	9.5%	9.2%	9.1%
25 - 34	12.3%	11.4%	10.7%
35 - 44	11.1%	10.5%	10.3%
45 - 54	12.0%	11.9%	12.0%
55 - 64	13.9%	14.8%	15.7%
65 - 74	14.1%	14.9%	15.8%
75 - 84	7.8%	8.3%	8.2%
85 +	3.2%	3.1%	2.9%
18 +	80.6%	81.3%	82.0%
2025 Population by Age			
Total	10,329	20,793	32,891
0 - 4	5.2%	4.9%	4.6%
5 - 9	5.3%	5.1%	4.8%
10 - 14	5.8%	5.7%	5.4%
15 - 24	9.4%	8.9%	8.9%
25 - 34	9.9%	9.5%	9.0%
35 - 44	12.6%	11.9%	11.4%
45 - 54	11.4%	11.5%	11.6%
55 - 64	13.4%	13.9%	14.7%
65 - 74	15.0%	15.7%	16.6%
75 - 84	9.0%	9.8%	10.0%
85 +	3.1%	3.2%	3.0%
18 +	80.3%	81.1%	82.0%
2010 Population by Sex			
Males	4,692	9,324	14,609
Females	5,139	10,014	15,430
2020 Population by Sex			
Males	4,954	9,955	15,785
Females	5,261	10,462	16,342
2025 Population by Sex			
Males	5,058	10,211	16,286
Females	5,272	10,582	16,606

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 25, 2021



Market Profile

524 E Main St, Franklin, North Carolina, 28734
Rings: 3, 5, 10 mile radii

Prepared by Esri
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	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	9,831	19,339	30,039
White Alone	92.1%	93.2%	93.7%
Black Alone	1.6%	1.2%	1.3%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	0.8%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	3.0%	2.7%
Two or More Races	1.3%	1.2%	1.1%
Hispanic Origin	9.9%	7.8%	6.8%
Diversity Index	30.3	25.6	23.3
2020 Population by Race/Ethnicity			
Total	10,217	20,419	32,126
White Alone	90.1%	91.3%	92.0%
Black Alone	1.8%	1.3%	1.4%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	1.5%	1.5%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	3.6%	3.2%
Two or More Races	1.6%	1.5%	1.4%
Hispanic Origin	11.3%	8.9%	7.7%
Diversity Index	35.1	30.2	27.4
2025 Population by Race/Ethnicity			
Total	10,331	20,793	32,892
White Alone	88.9%	90.2%	91.1%
Black Alone	1.9%	1.3%	1.5%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	1.9%	2.0%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.7%	3.9%	3.5%
Two or More Races	1.8%	1.7%	1.6%
Hispanic Origin	11.9%	9.5%	8.2%
Diversity Index	37.5	32.6	29.5
2010 Population by Relationship and Household Type			
Total	9,831	19,338	30,039
In Households	99.6%	99.2%	99.0%
In Family Households	80.9%	81.9%	82.2%
Householder	27.4%	28.2%	28.5%
Spouse	20.3%	21.8%	22.5%
Child	26.6%	25.9%	25.3%
Other relative	3.7%	3.5%	3.6%
Nonrelative	2.8%	2.6%	2.3%
In Nonfamily Households	18.7%	17.3%	16.8%
In Group Quarters	0.4%	0.8%	1.0%
Institutionalized Population	0.1%	0.7%	0.5%
Noninstitutionalized Population	0.3%	0.2%	0.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 25, 2021



Market Profile

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	3 miles	5 miles	10 miles
2020 Population 25+ by Educational Attainment			
Total	7,576	15,321	24,324
Less than 9th Grade	4.8%	4.4%	3.9%
9th - 12th Grade, No Diploma	8.1%	7.3%	6.6%
High School Graduate	24.0%	25.8%	24.8%
GED/Alternative Credential	6.2%	6.6%	6.1%
Some College, No Degree	22.7%	23.2%	24.2%
Associate Degree	9.3%	8.9%	10.1%
Bachelor's Degree	17.4%	16.4%	16.5%
Graduate/Professional Degree	7.4%	7.3%	7.8%
2020 Population 15+ by Marital Status			
Total	8,545	17,193	27,261
Never Married	24.1%	21.5%	21.1%
Married	51.7%	56.5%	58.1%
Widowed	8.8%	9.1%	8.8%
Divorced	15.3%	12.9%	12.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,326	8,769	13,976
Population 16+ Employed	87.2%	88.3%	88.5%
Population 16+ Unemployment rate	12.8%	11.7%	11.5%
Population 16-24 Employed	10.2%	10.7%	10.7%
Population 16-24 Unemployment rate	21.6%	19.1%	18.2%
Population 25-54 Employed	63.5%	60.9%	59.1%
Population 25-54 Unemployment rate	11.2%	10.3%	10.3%
Population 55-64 Employed	18.8%	19.5%	20.4%
Population 55-64 Unemployment rate	12.5%	10.7%	10.2%
Population 65+ Employed	7.5%	8.9%	9.8%
Population 65+ Unemployment rate	13.2%	13.7%	13.4%
2020 Employed Population 16+ by Industry			
Total	3,773	7,739	12,367
Agriculture/Mining	1.0%	1.7%	1.4%
Construction	13.0%	12.5%	12.9%
Manufacturing	7.2%	6.8%	6.7%
Wholesale Trade	2.8%	1.8%	1.5%
Retail Trade	12.2%	11.2%	11.0%
Transportation/Utilities	3.3%	3.9%	3.9%
Information	0.9%	2.0%	1.5%
Finance/Insurance/Real Estate	4.7%	5.7%	5.2%
Services	50.4%	50.0%	51.4%
Public Administration	4.3%	4.3%	4.4%
2020 Employed Population 16+ by Occupation			
Total	3,775	7,741	12,366
White Collar	50.1%	49.2%	51.5%
Management/Business/Financial	12.2%	11.4%	11.3%
Professional	17.7%	17.3%	19.0%
Sales	10.0%	9.1%	9.1%
Administrative Support	10.0%	11.4%	12.1%
Services	28.0%	28.4%	26.0%
Blue Collar	22.0%	22.5%	22.5%
Farming/Forestry/Fishing	0.8%	1.7%	1.3%
Construction/Extraction	11.3%	9.2%	8.7%
Installation/Maintenance/Repair	3.4%	4.3%	4.2%
Production	3.4%	4.2%	4.9%
Transportation/Material Moving	3.0%	3.1%	3.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 25, 2021



Market Profile

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Rings: 3, 5, 10 mile radii

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	3 miles	5 miles	10 miles
2010 Households by Type			
Total	4,239	8,232	12,901
Households with 1 Person	31.7%	29.4%	28.4%
Households with 2+ People	68.3%	70.6%	71.6%
Family Households	63.3%	65.8%	66.8%
Husband-wife Families	46.9%	50.9%	52.6%
With Related Children	16.0%	16.8%	16.8%
Other Family (No Spouse Present)	16.4%	14.9%	14.2%
Other Family with Male Householder	4.4%	4.3%	4.4%
With Related Children	2.3%	2.3%	2.3%
Other Family with Female Householder	12.1%	10.7%	9.8%
With Related Children	7.6%	6.5%	5.8%
Nonfamily Households	5.0%	4.8%	4.8%
All Households with Children	26.4%	26.0%	25.4%
Multigenerational Households	3.3%	2.9%	2.9%
Unmarried Partner Households	6.1%	5.7%	5.5%
Male-female	5.2%	4.8%	4.7%
Same-sex	0.9%	0.9%	0.8%
2010 Households by Size			
Total	4,238	8,233	12,899
1 Person Household	31.7%	29.4%	28.4%
2 Person Household	36.8%	39.4%	40.8%
3 Person Household	14.5%	14.0%	13.8%
4 Person Household	9.4%	9.6%	9.8%
5 Person Household	4.6%	4.5%	4.3%
6 Person Household	1.9%	1.9%	1.9%
7 + Person Household	1.2%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	4,239	8,232	12,900
Owner Occupied	69.1%	74.3%	76.8%
Owned with a Mortgage/Loan	39.0%	42.4%	43.6%
Owned Free and Clear	30.1%	31.9%	33.3%
Renter Occupied	30.9%	25.7%	23.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	145	141	144
Percent of Income for Mortgage	17.1%	17.8%	17.4%
Wealth Index	45	51	56
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,459	11,110	19,273
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	59.4%	32.8%	19.5%
Rural Housing Units	40.6%	67.2%	80.5%
2010 Population By Urban/ Rural Status			
Total Population	9,831	19,338	30,039
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	59.2%	34.7%	22.9%
Rural Population	40.8%	65.3%	77.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 25, 2021



Market Profile

524 E Main St, Franklin, North Carolina, 28734
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.18529
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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Senior Escapes (9D)	Senior Escapes (9D)	Rural Resort Dwellers (6E)
2.	Midlife Constants (5E)	Rooted Rural (10B)	Senior Escapes (9D)
3.	Rooted Rural (10B)	Rural Resort Dwellers (6E)	The Great Outdoors (6C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$5,138,338	\$10,526,473	\$17,441,845
Average Spent	\$1,169.93	\$1,209.11	\$1,260.43
Spending Potential Index	55	56	59
Education: Total \$	\$3,617,876	\$7,469,109	\$12,417,608
Average Spent	\$823.74	\$857.93	\$897.36
Spending Potential Index	46	48	50
Entertainment/Recreation: Total \$	\$8,593,192	\$17,796,083	\$30,065,464
Average Spent	\$1,956.56	\$2,044.12	\$2,172.67
Spending Potential Index	60	63	67
Food at Home: Total \$	\$14,244,436	\$29,373,008	\$49,243,468
Average Spent	\$3,243.27	\$3,373.88	\$3,558.57
Spending Potential Index	61	63	67
Food Away from Home: Total \$	\$9,369,122	\$19,239,863	\$31,927,573
Average Spent	\$2,133.22	\$2,209.95	\$2,307.24
Spending Potential Index	57	59	61
Health Care: Total \$	\$16,096,344	\$33,304,261	\$56,293,535
Average Spent	\$3,664.92	\$3,825.44	\$4,068.04
Spending Potential Index	64	67	71
HH Furnishings & Equipment: Total \$	\$5,486,432	\$11,268,721	\$18,755,732
Average Spent	\$1,249.19	\$1,294.36	\$1,355.38
Spending Potential Index	57	59	62
Personal Care Products & Services: Total \$	\$2,260,252	\$4,606,785	\$7,580,093
Average Spent	\$514.63	\$529.15	\$547.77
Spending Potential Index	56	58	60
Shelter: Total \$	\$44,789,292	\$92,859,941	\$154,242,350
Average Spent	\$10,197.93	\$10,666.20	\$11,146.29
Spending Potential Index	53	55	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,912,689	\$14,616,566	\$24,938,127
Average Spent	\$1,573.93	\$1,678.91	\$1,802.15
Spending Potential Index	67	72	77
Travel: Total \$	\$5,866,212	\$12,284,025	\$20,557,338
Average Spent	\$1,335.66	\$1,410.98	\$1,485.57
Spending Potential Index	55	59	62
Vehicle Maintenance & Repairs: Total \$	\$3,166,498	\$6,560,337	\$11,081,997
Average Spent	\$720.97	\$753.54	\$800.84
Spending Potential Index	62	65	69

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 25, 2021



Business Summary

Franklin Town, NC 2
Franklin Town, NC (3724640)
Geography: Place

Prepared by Esri

Data for all businesses in area		Franklin town...			
Total Businesses:		737			
Total Employees:		6,643			
Total Residential Population:		3,951			
Employee/Residential Population Ratio (per 100 Residents)		168			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		8	1.1%	27	0.4%
Construction		29	3.9%	134	2.0%
Manufacturing		18	2.4%	330	5.0%
Transportation		12	1.6%	177	2.7%
Communication		5	0.7%	51	0.8%
Utility		2	0.3%	12	0.2%
Wholesale Trade		14	1.9%	71	1.1%
Retail Trade Summary		208	28.2%	2,231	33.6%
Home Improvement		9	1.2%	210	3.2%
General Merchandise Stores		6	0.8%	62	0.9%
Food Stores		17	2.3%	467	7.0%
Auto Dealers, Gas Stations, Auto Aftermarket		26	3.5%	197	3.0%
Apparel & Accessory Stores		10	1.4%	43	0.6%
Furniture & Home Furnishings		28	3.8%	185	2.8%
Eating & Drinking Places		59	8.0%	817	12.3%
Miscellaneous Retail		53	7.2%	250	3.8%
Finance, Insurance, Real Estate Summary		78	10.6%	443	6.7%
Banks, Savings & Lending Institutions		17	2.3%	179	2.7%
Securities Brokers		7	0.9%	18	0.3%
Insurance Carriers & Agents		18	2.4%	80	1.2%
Real Estate, Holding, Other Investment Offices		36	4.9%	166	2.5%
Services Summary		287	38.9%	2,897	43.6%
Hotels & Lodging		10	1.4%	71	1.1%
Automotive Services		35	4.7%	149	2.2%
Motion Pictures & Amusements		13	1.8%	45	0.7%
Health Services		75	10.2%	1,335	20.1%
Legal Services		11	1.5%	62	0.9%
Education Institutions & Libraries		5	0.7%	289	4.4%
Other Services		138	18.7%	946	14.2%
Government		29	3.9%	250	3.8%
Unclassified Establishments		47	6.4%	20	0.3%
Totals		737	100.0%	6,643	100.0%

Source: Copyright 2020 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

April 25, 2021



Business Summary

Franklin Town, NC 2
Franklin Town, NC (3724640)
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.5%	13	0.2%
Mining	0	0.0%	0	0.0%
Utilities	2	0.3%	12	0.2%
Construction	29	3.9%	134	2.0%
Manufacturing	18	2.4%	279	4.2%
Wholesale Trade	14	1.9%	71	1.1%
Retail Trade	140	19.0%	1,383	20.8%
Motor Vehicle & Parts Dealers	16	2.2%	149	2.2%
Furniture & Home Furnishings Stores	14	1.9%	119	1.8%
Electronics & Appliance Stores	9	1.2%	63	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	9	1.2%	210	3.2%
Food & Beverage Stores	14	1.9%	455	6.8%
Health & Personal Care Stores	15	2.0%	108	1.6%
Gasoline Stations	10	1.4%	48	0.7%
Clothing & Clothing Accessories Stores	11	1.5%	46	0.7%
Sport Goods, Hobby, Book, & Music Stores	14	1.9%	61	0.9%
General Merchandise Stores	6	0.8%	62	0.9%
Miscellaneous Store Retailers	17	2.3%	50	0.8%
Nonstore Retailers	5	0.7%	12	0.2%
Transportation & Warehousing	2	0.3%	57	0.9%
Information	17	2.3%	152	2.3%
Finance & Insurance	45	6.1%	283	4.3%
Central Bank/Credit Intermediation & Related Activities	19	2.6%	184	2.8%
Securities, Commodity Contracts & Other Financial	8	1.1%	19	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	18	2.4%	80	1.2%
Real Estate, Rental & Leasing	47	6.4%	187	2.8%
Professional, Scientific & Tech Services	48	6.5%	184	2.8%
Legal Services	11	1.5%	62	0.9%
Management of Companies & Enterprises	2	0.3%	24	0.4%
Administrative & Support & Waste Management & Remediation	8	1.1%	46	0.7%
Educational Services	8	1.1%	301	4.5%
Health Care & Social Assistance	89	12.1%	1,931	29.1%
Arts, Entertainment & Recreation	14	1.9%	50	0.8%
Accommodation & Food Services	70	9.5%	896	13.5%
Accommodation	10	1.4%	71	1.1%
Food Services & Drinking Places	60	8.1%	825	12.4%
Other Services (except Public Administration)	105	14.2%	375	5.6%
Automotive Repair & Maintenance	33	4.5%	141	2.1%
Public Administration	29	3.9%	250	3.8%
Unclassified Establishments	46	6.2%	15	0.2%
Total	737	100.0%	6,643	100.0%

Source: Copyright 2020 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

April 25, 2021



Retail MarketPlace Profile

524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Summary Demographics

2020 Population	10,216
2020 Households	4,392
2020 Median Disposable Income	\$29,988
2020 Per Capita Income	\$21,843

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$102,855,247	\$357,847,953	-\$254,992,706	-55.3	224
Total Retail Trade	44-45	\$93,766,435	\$331,117,971	-\$237,351,536	-55.9	170
Total Food & Drink	722	\$9,088,811	\$26,729,982	-\$17,641,171	-49.3	54
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$20,943,459	\$29,302,661	-\$8,359,202	-16.6	23
Automobile Dealers	4411	\$17,217,982	\$20,560,196	-\$3,342,214	-8.8	12
Other Motor Vehicle Dealers	4412	\$1,733,247	\$637,388	\$1,095,859	46.2	2
Auto Parts, Accessories & Tire Stores	4413	\$1,992,229	\$8,105,077	-\$6,112,848	-60.5	10
Furniture & Home Furnishings Stores	442	\$3,302,838	\$37,517,442	-\$34,214,604	-83.8	13
Furniture Stores	4421	\$1,976,226	\$5,024,993	-\$3,048,767	-43.5	8
Home Furnishings Stores	4422	\$1,326,612	\$32,492,449	-\$31,165,837	-92.2	5
Electronics & Appliance Stores	443	\$2,570,475	\$6,256,609	-\$3,686,134	-41.8	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,064,377	\$31,542,466	-\$24,478,089	-63.4	16
Bldg Material & Supplies Dealers	4441	\$6,603,492	\$30,387,852	-\$23,784,360	-64.3	13
Lawn & Garden Equip & Supply Stores	4442	\$460,884	\$1,154,614	-\$693,730	-42.9	3
Food & Beverage Stores	445	\$16,133,525	\$90,071,113	-\$73,937,588	-69.6	14
Grocery Stores	4451	\$15,038,011	\$86,428,140	-\$71,390,129	-70.4	10
Specialty Food Stores	4452	\$582,264	\$1,358,941	-\$776,677	-40.0	3
Beer, Wine & Liquor Stores	4453	\$513,250	\$2,284,032	-\$1,770,782	-63.3	1
Health & Personal Care Stores	446,4461	\$6,286,642	\$8,880,636	-\$2,593,994	-17.1	11
Gasoline Stations	447,4471	\$10,388,933	\$32,891,537	-\$22,502,604	-52.0	12
Clothing & Clothing Accessories Stores	448	\$3,958,645	\$6,329,017	-\$2,370,372	-23.0	18
Clothing Stores	4481	\$2,620,634	\$3,151,421	-\$530,787	-9.2	11
Shoe Stores	4482	\$631,135	\$385,699	\$245,436	24.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$706,877	\$2,791,897	-\$2,085,020	-59.6	7
Sporting Goods, Hobby, Book & Music Stores	451	\$2,323,723	\$5,616,942	-\$3,293,219	-41.5	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,986,491	\$4,344,072	-\$2,357,581	-37.2	15
Book, Periodical & Music Stores	4512	\$337,232	\$1,272,871	-\$935,639	-58.1	2
General Merchandise Stores	452	\$14,817,242	\$73,751,136	-\$58,933,894	-66.5	9
Department Stores Excluding Leased Depts.	4521	\$10,519,418	\$53,581,713	-\$43,062,295	-67.2	2
Other General Merchandise Stores	4529	\$4,297,824	\$20,169,423	-\$15,871,599	-64.9	6
Miscellaneous Store Retailers	453	\$4,314,448	\$6,077,945	-\$1,763,497	-17.0	29
Florists	4531	\$131,189	\$211,918	-\$80,729	-23.5	2
Office Supplies, Stationery & Gift Stores	4532	\$807,436	\$140,999	\$666,437	70.3	1
Used Merchandise Stores	4533	\$418,238	\$2,714,308	-\$2,296,070	-73.3	15
Other Miscellaneous Store Retailers	4539	\$2,957,585	\$3,010,719	-\$53,134	-0.9	11
Nonstore Retailers	454	\$1,662,129	\$2,880,466	-\$1,218,337	-26.8	1
Electronic Shopping & Mail-Order Houses	4541	\$1,116,200	\$0	\$1,116,200	100.0	0
Vending Machine Operators	4542	\$86,984	\$0	\$86,984	100.0	0
Direct Selling Establishments	4543	\$458,946	\$2,880,466	-\$2,421,520	-72.5	1
Food Services & Drinking Places	722	\$9,088,811	\$26,729,982	-\$17,641,171	-49.3	54
Special Food Services	7223	\$80,278	\$128,731	-\$48,453	-23.2	1
Drinking Places - Alcoholic Beverages	7224	\$577,874	\$488,695	\$89,179	8.4	3
Restaurants/Other Eating Places	7225	\$8,430,659	\$26,112,556	-\$17,681,897	-51.2	50

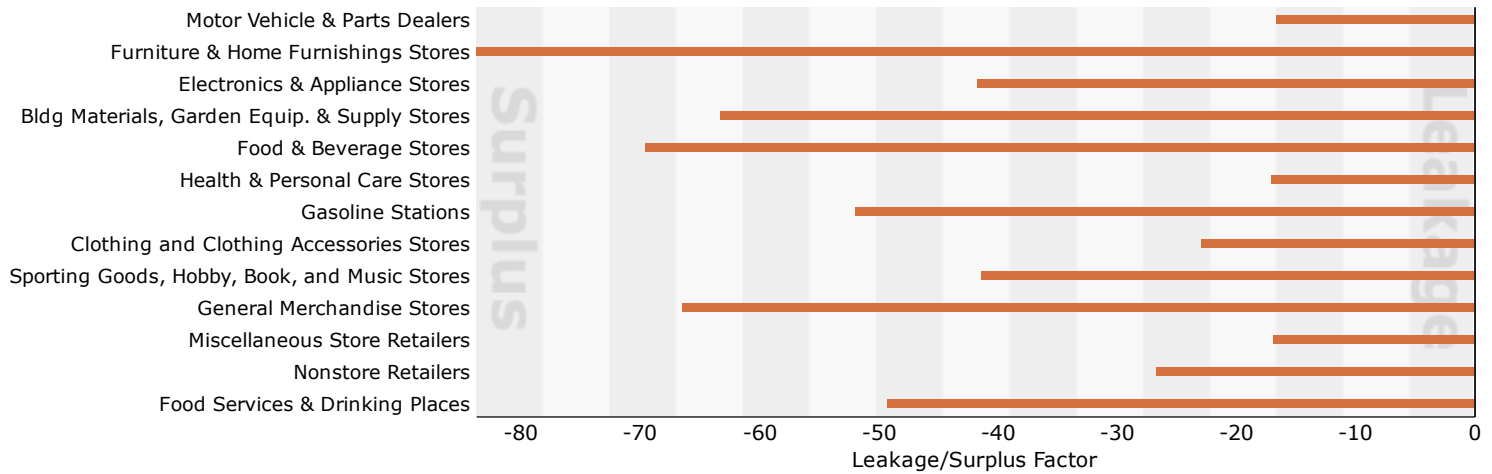
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of 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. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

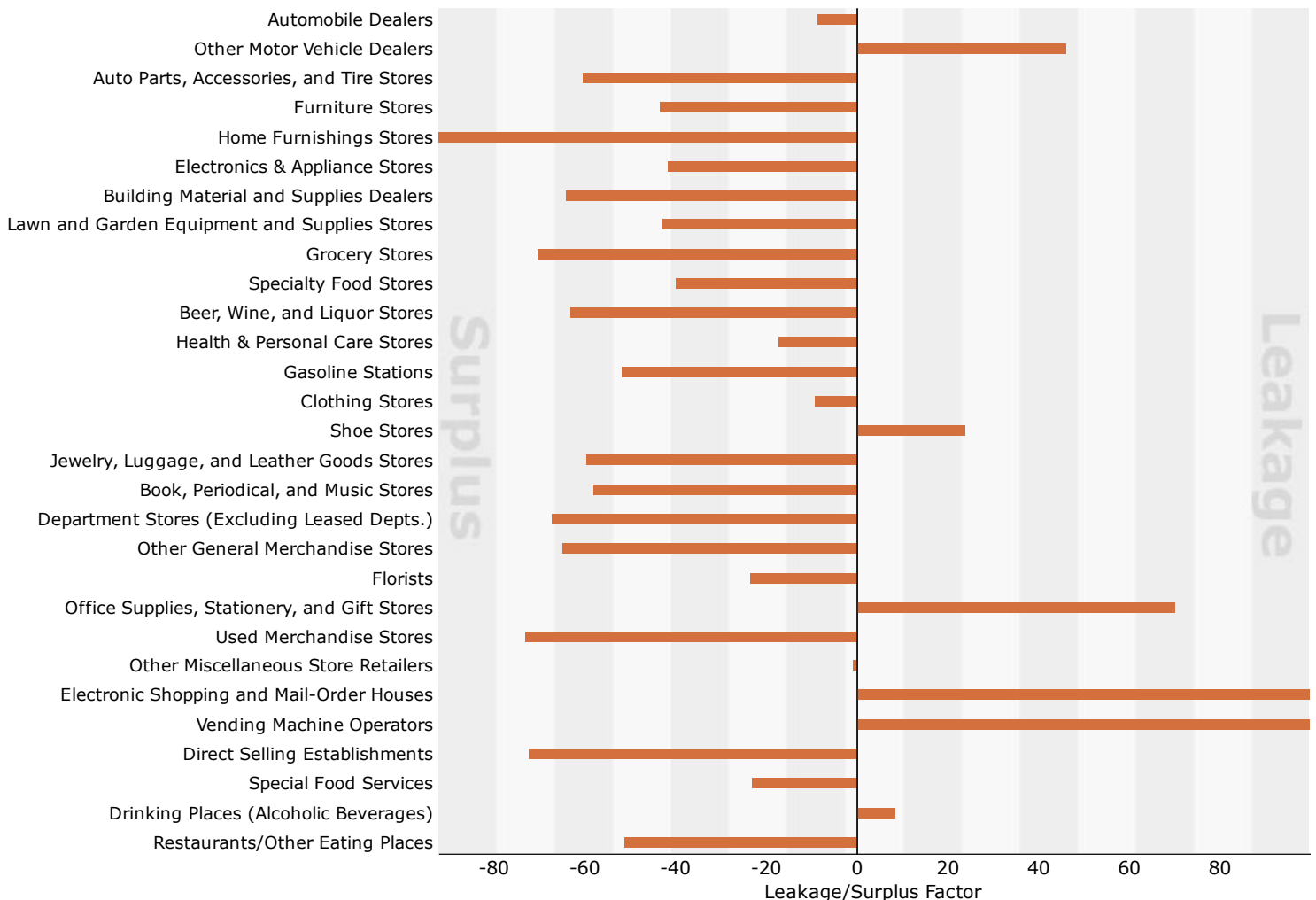
Source: Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

April 25, 2021

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

524 E Main St, Franklin, North Carolina, 28734
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Summary Demographics

2020 Population	20,417
2020 Households	8,706
2020 Median Disposable Income	\$31,609
2020 Per Capita Income	\$22,567

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$216,575,490	\$434,135,338	-\$217,559,848	-33.4	273
Total Retail Trade	44-45	\$197,582,340	\$400,085,362	-\$202,503,022	-33.9	209
Total Food & Drink	722	\$18,993,150	\$34,049,976	-\$15,056,826	-28.4	64
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$44,361,695	\$36,378,735	\$7,982,960	9.9	31
Automobile Dealers	4411	\$36,440,108	\$25,910,192	\$10,529,916	16.9	17
Other Motor Vehicle Dealers	4412	\$3,717,340	\$1,024,646	\$2,692,694	56.8	3
Auto Parts, Accessories & Tire Stores	4413	\$4,204,246	\$9,443,897	-\$5,239,651	-38.4	11
Furniture & Home Furnishings Stores	442	\$6,912,451	\$38,619,703	-\$31,707,252	-69.6	14
Furniture Stores	4421	\$4,118,961	\$6,127,254	-\$2,008,293	-19.6	9
Home Furnishings Stores	4422	\$2,793,490	\$32,492,449	-\$29,698,959	-84.2	5
Electronics & Appliance Stores	443	\$5,389,203	\$6,290,813	-\$901,610	-7.7	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,125,034	\$37,019,938	-\$21,894,904	-42.0	20
Bldg Material & Supplies Dealers	4441	\$14,125,312	\$35,519,146	-\$21,393,834	-43.1	16
Lawn & Garden Equip & Supply Stores	4442	\$999,722	\$1,500,792	-\$501,070	-20.0	4
Food & Beverage Stores	445	\$33,849,572	\$103,928,617	-\$70,079,045	-50.9	17
Grocery Stores	4451	\$31,550,061	\$100,285,644	-\$68,735,583	-52.1	13
Specialty Food Stores	4452	\$1,220,916	\$1,358,941	-\$138,025	-5.4	3
Beer, Wine & Liquor Stores	4453	\$1,078,596	\$2,284,032	-\$1,205,436	-35.8	1
Health & Personal Care Stores	446,4461	\$13,254,961	\$13,497,342	-\$242,381	-0.9	13
Gasoline Stations	447,4471	\$21,825,298	\$45,645,330	-\$23,820,032	-35.3	17
Clothing & Clothing Accessories Stores	448	\$8,262,189	\$7,644,842	\$617,347	3.9	22
Clothing Stores	4481	\$5,461,442	\$3,612,405	\$1,849,037	20.4	12
Shoe Stores	4482	\$1,309,604	\$469,094	\$840,510	47.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,491,144	\$3,563,344	-\$2,072,200	-41.0	9
Sporting Goods, Hobby, Book & Music Stores	451	\$4,882,383	\$7,338,718	-\$2,456,335	-20.1	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,178,468	\$5,698,513	-\$1,520,045	-15.4	19
Book, Periodical & Music Stores	4512	\$703,916	\$1,640,206	-\$936,290	-39.9	3
General Merchandise Stores	452	\$31,038,282	\$94,098,830	-\$63,060,548	-50.4	12
Department Stores Excluding Leased Depts.	4521	\$22,013,081	\$64,297,319	-\$42,284,238	-49.0	3
Other General Merchandise Stores	4529	\$9,025,201	\$29,801,511	-\$20,776,310	-53.5	10
Miscellaneous Store Retailers	453	\$9,130,110	\$6,742,027	\$2,388,083	15.0	32
Florists	4531	\$279,859	\$211,918	\$67,941	13.8	2
Office Supplies, Stationery & Gift Stores	4532	\$1,691,921	\$192,405	\$1,499,516	79.6	2
Used Merchandise Stores	4533	\$870,382	\$3,018,707	-\$2,148,325	-55.2	16
Other Miscellaneous Store Retailers	4539	\$6,287,948	\$3,318,997	\$2,968,951	30.9	12
Nonstore Retailers	454	\$3,551,161	\$2,880,466	\$670,695	10.4	1
Electronic Shopping & Mail-Order Houses	4541	\$2,355,182	\$0	\$2,355,182	100.0	0
Vending Machine Operators	4542	\$182,234	\$0	\$182,234	100.0	0
Direct Selling Establishments	4543	\$1,013,745	\$2,880,466	-\$1,866,721	-47.9	1
Food Services & Drinking Places	722	\$18,993,150	\$34,049,976	-\$15,056,826	-28.4	64
Special Food Services	7223	\$168,504	\$128,731	\$39,773	13.4	1
Drinking Places - Alcoholic Beverages	7224	\$1,207,116	\$488,695	\$718,421	42.4	3
Restaurants/Other Eating Places	7225	\$17,617,530	\$33,432,550	-\$15,815,020	-31.0	60

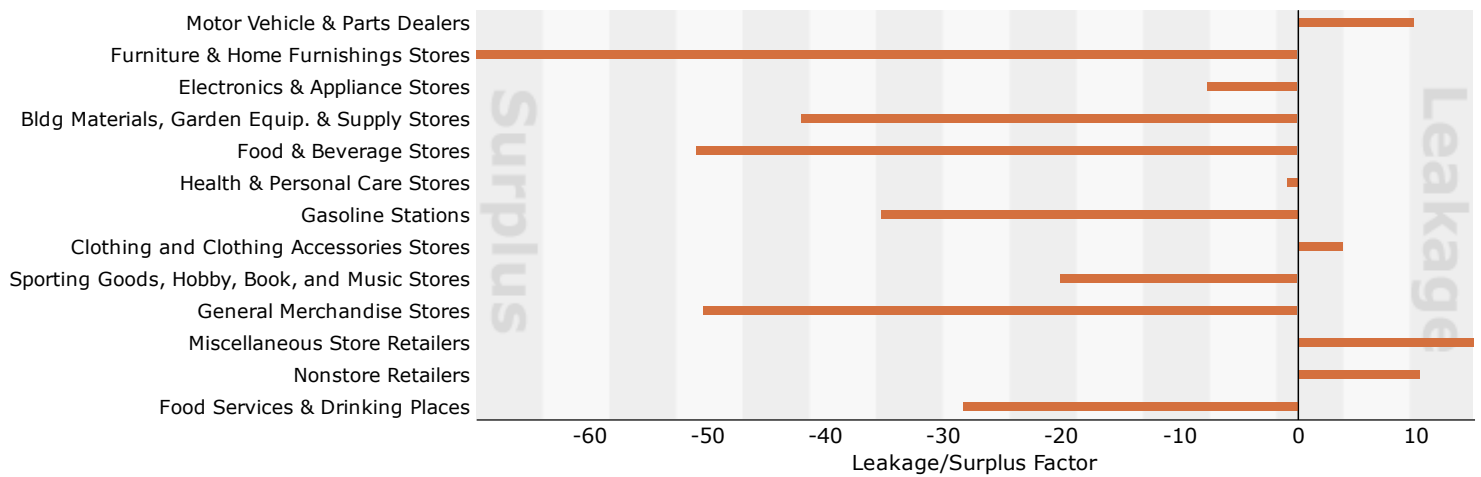
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of 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. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

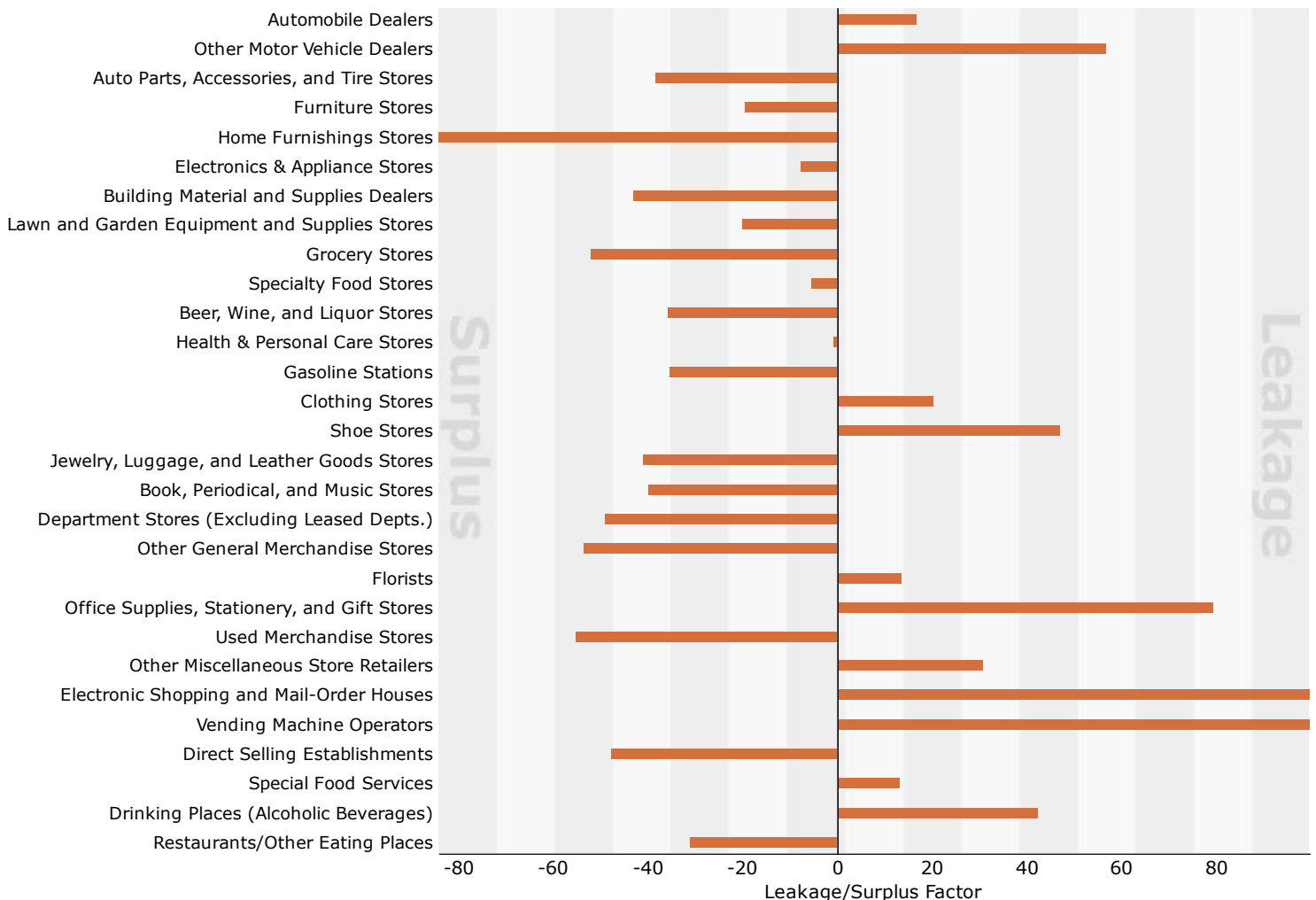
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April 25, 2021

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Summary Demographics

2020 Population	32,127
2020 Households	13,838
2020 Median Disposable Income	\$34,434
2020 Per Capita Income	\$23,703

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$355,589,975	\$479,776,249	-\$124,186,274	-14.9	309
Total Retail Trade	44-45	\$324,909,228	\$443,487,830	-\$118,578,602	-15.4	240
Total Food & Drink	722	\$30,680,747	\$36,288,420	-\$5,607,673	-8.4	69
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$73,805,421	\$38,922,536	\$34,882,885	30.9	36
Automobile Dealers	4411	\$60,637,143	\$26,827,778	\$33,809,365	38.7	18
Other Motor Vehicle Dealers	4412	\$6,271,688	\$1,782,411	\$4,489,277	55.7	5
Auto Parts, Accessories & Tire Stores	4413	\$6,896,590	\$10,312,346	-\$3,415,756	-19.8	12
Furniture & Home Furnishings Stores	442	\$11,194,271	\$40,970,075	-\$29,775,804	-57.1	17
Furniture Stores	4421	\$6,661,270	\$8,314,344	-\$1,653,074	-11.0	12
Home Furnishings Stores	4422	\$4,533,001	\$32,655,731	-\$28,122,730	-75.6	5
Electronics & Appliance Stores	443	\$8,699,526	\$6,296,761	\$2,402,765	16.0	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,277,579	\$40,457,463	-\$15,179,884	-23.1	25
Bldg Material & Supplies Dealers	4441	\$23,572,236	\$38,204,315	-\$14,632,079	-23.7	18
Lawn & Garden Equip & Supply Stores	4442	\$1,705,343	\$2,253,148	-\$547,805	-13.8	7
Food & Beverage Stores	445	\$55,383,706	\$108,063,538	-\$52,679,832	-32.2	20
Grocery Stores	4451	\$51,647,991	\$104,237,322	-\$52,589,331	-33.7	15
Specialty Food Stores	4452	\$1,998,835	\$1,529,728	\$469,107	13.3	4
Beer, Wine & Liquor Stores	4453	\$1,736,880	\$2,296,487	-\$559,607	-13.9	1
Health & Personal Care Stores	446,4461	\$21,783,790	\$15,898,097	\$5,885,693	15.6	14
Gasoline Stations	447,4471	\$35,941,062	\$53,857,185	-\$17,916,123	-20.0	19
Clothing & Clothing Accessories Stores	448	\$13,284,390	\$9,302,114	\$3,982,276	17.6	26
Clothing Stores	4481	\$8,794,124	\$4,513,322	\$4,280,802	32.2	14
Shoe Stores	4482	\$2,106,503	\$573,337	\$1,533,166	57.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,383,764	\$4,215,455	-\$1,831,691	-27.8	11
Sporting Goods, Hobby, Book & Music Stores	451	\$7,943,951	\$7,774,823	\$169,128	1.1	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,806,679	\$6,084,382	\$722,297	5.6	20
Book, Periodical & Music Stores	4512	\$1,137,272	\$1,690,441	-\$553,169	-19.6	3
General Merchandise Stores	452	\$50,531,809	\$111,373,552	-\$60,841,743	-37.6	16
Department Stores Excluding Leased Depts.	4521	\$35,726,803	\$76,491,785	-\$40,764,982	-36.3	3
Other General Merchandise Stores	4529	\$14,805,005	\$34,881,767	-\$20,076,762	-40.4	13
Miscellaneous Store Retailers	453	\$15,151,153	\$7,691,219	\$7,459,934	32.7	36
Florists	4531	\$463,820	\$230,345	\$233,475	33.6	2
Office Supplies, Stationery & Gift Stores	4532	\$2,741,678	\$382,394	\$2,359,284	75.5	3
Used Merchandise Stores	4533	\$1,395,292	\$3,133,071	-\$1,737,779	-38.4	16
Other Miscellaneous Store Retailers	4539	\$10,550,363	\$3,945,409	\$6,604,954	45.6	14
Nonstore Retailers	454	\$5,912,570	\$2,880,466	\$3,032,104	34.5	1
Electronic Shopping & Mail-Order Houses	4541	\$3,853,111	\$0	\$3,853,111	100.0	0
Vending Machine Operators	4542	\$297,562	\$0	\$297,562	100.0	0
Direct Selling Establishments	4543	\$1,761,896	\$2,880,466	-\$1,118,570	-24.1	1
Food Services & Drinking Places	722	\$30,680,747	\$36,288,420	-\$5,607,673	-8.4	69
Special Food Services	7223	\$277,669	\$141,323	\$136,346	32.5	1
Drinking Places - Alcoholic Beverages	7224	\$1,926,069	\$488,695	\$1,437,374	59.5	3
Restaurants/Other Eating Places	7225	\$28,477,009	\$35,658,401	-\$7,181,392	-11.2	65

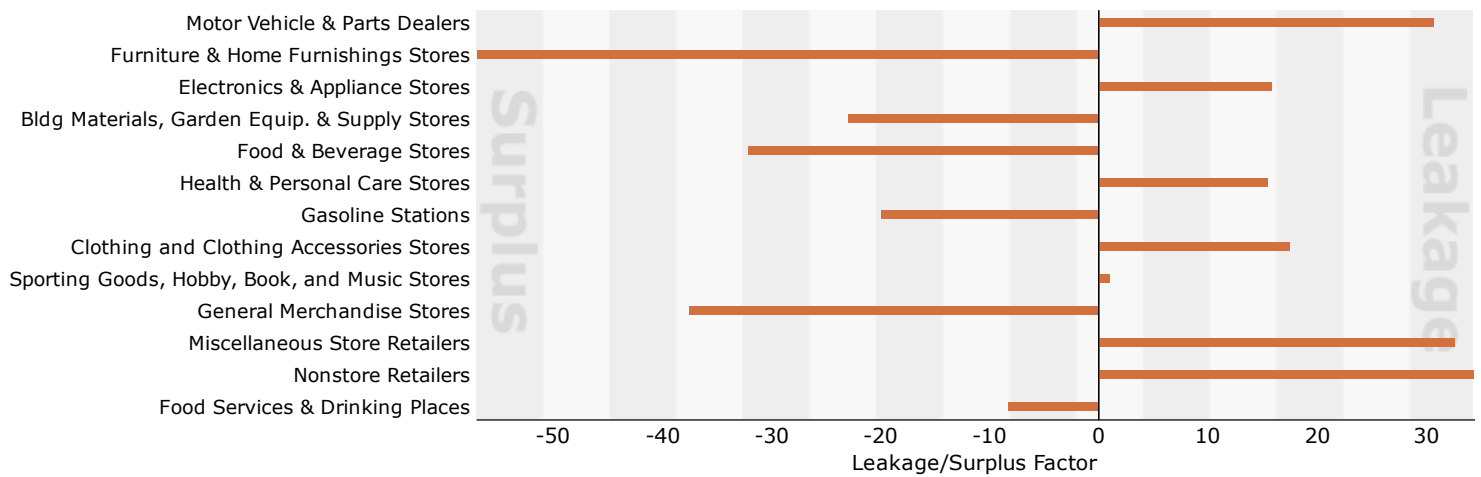
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of 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. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

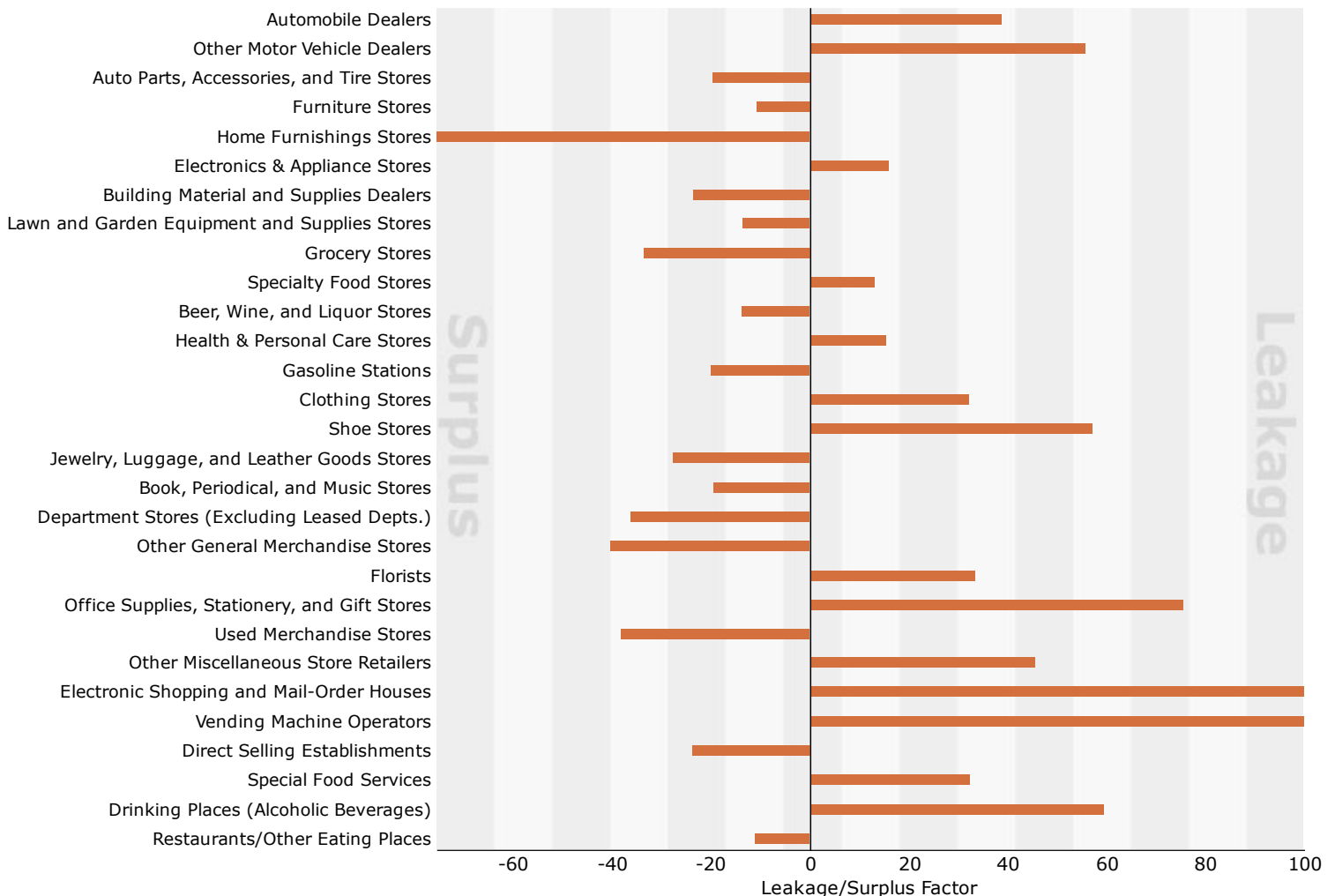
Source: Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

April 25, 2021

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Restaurant Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Demographic Summary		2020	2025
Population		10,216	10,330
Population 18+		8,229	8,293
Households		4,392	4,440
Median Household Income		\$35,734	\$37,332
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	5,770	70.1%	95
Went to family restaurant/steak house 4+ times/month	1,924	23.4%	89
Spent at family restaurant last 30 days: <\$1-30	646	7.9%	100
Spent at family restaurant last 30 days: \$31-50	792	9.6%	104
Spent at family restaurant last 30 days: \$51-100	1,208	14.7%	99
Spent at family restaurant last 30 days: \$101-200	507	6.2%	66
Went to family restaurant last 6 months: for breakfast	874	10.6%	82
Went to family restaurant last 6 months: for lunch	1,481	18.0%	97
Went to family restaurant last 6 months: for dinner	3,338	40.6%	90
Went to family restaurant last 6 months: for snack	131	1.6%	81
Went to family restaurant last 6 months: on weekday	2,566	31.2%	105
Went to family restaurant last 6 months: on weekend	2,797	34.0%	84
Went to family restaurant last 6 months: Applebee`s	1,662	20.2%	102
Went to family restaurant last 6 months: Bob Evans	359	4.4%	145
Went to family restaurant last 6 months: Buffalo Wild Wings	525	6.4%	66
Went to family restaurant last 6 months: California Pizza Kitchen	125	1.5%	57
Went to family restaurant last 6 months: The Cheesecake Factory	358	4.4%	62
Went to family restaurant last 6 months: Chili`s Grill & Bar	825	10.0%	95
Went to family restaurant last 6 months: CiCi's	180	2.2%	100
Went to family restaurant last 6 months: Cracker Barrel	1,350	16.4%	146
Went to family restaurant last 6 months: Denny`s	569	6.9%	78
Went to family restaurant last 6 months: Golden Corral	772	9.4%	134
Went to family restaurant last 6 months: IHOP	623	7.6%	77
Went to family restaurant last 6 months: Logan`s Roadhouse	310	3.8%	122
Went to family restaurant last 6 months: LongHorn Steakhouse	486	5.9%	111
Went to family restaurant last 6 months: Olive Garden	1,147	13.9%	90
Went to family restaurant last 6 months: Outback Steakhouse	655	8.0%	100
Went to family restaurant last 6 months: Red Lobster	826	10.0%	105
Went to family restaurant last 6 months: Red Robin	372	4.5%	67
Went to family restaurant last 6 months: Ruby Tuesday	380	4.6%	114
Went to family restaurant last 6 months: Texas Roadhouse	920	11.2%	108
Went to family restaurant last 6 months: T.G.I. Friday`s	334	4.1%	81
Went to family restaurant last 6 months: Waffle House	607	7.4%	116
Went to family restaurant last 6 months: fast food/drive-in	7,485	91.0%	101
Went to fast food/drive-in restaurant 9+ times/month	3,229	39.2%	101
Spent at fast food restaurant last 30 days: <\$1-10	320	3.9%	96
Spent at fast food restaurant last 30 days: \$11-\$20	924	11.2%	112
Spent at fast food restaurant last 30 days: \$21-\$40	1,533	18.6%	116
Spent at fast food restaurant last 30 days: \$41-\$50	706	8.6%	102
Spent at fast food restaurant last 30 days: \$51-\$100	1,169	14.2%	83
Spent at fast food restaurant last 30 days: \$101-\$200	696	8.5%	95
Spent at fast food restaurant last 30 days: \$201+	213	2.6%	78

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 25, 2021



Restaurant Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	2,897	35.2%	98
Went to fast food restaurant in the last 6 months: home delivery	526	6.4%	76
Went to fast food restaurant in the last 6 months: take-out/drive-thru	3,926	47.7%	104
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,495	18.2%	88
Went to fast food restaurant in the last 6 months: breakfast	2,772	33.7%	97
Went to fast food restaurant in the last 6 months: lunch	3,992	48.5%	98
Went to fast food restaurant in the last 6 months: dinner	3,701	45.0%	98
Went to fast food restaurant in the last 6 months: snack	859	10.4%	85
Went to fast food restaurant in the last 6 months: weekday	5,067	61.6%	106
Went to fast food restaurant in the last 6 months: weekend	3,354	40.8%	88
Went to fast food restaurant in the last 6 months: A & W	239	2.9%	104
Went to fast food restaurant in the last 6 months: Arby's	1,844	22.4%	128
Went to fast food restaurant in the last 6 months: Baskin-Robbins	208	2.5%	74
Went to fast food restaurant in the last 6 months: Boston Market	224	2.7%	86
Went to fast food restaurant in the last 6 months: Burger King	2,868	34.9%	122
Went to fast food restaurant in the last 6 months: Captain D's	332	4.0%	122
Went to fast food restaurant in the last 6 months: Carl's Jr.	312	3.8%	65
Went to fast food restaurant in the last 6 months: Checkers	457	5.6%	162
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,734	21.1%	82
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	533	6.5%	52
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	143	1.7%	66
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	219	2.7%	75
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	200	2.4%	83
Went to fast food restaurant in the last 6 months: Dairy Queen	1,401	17.0%	108
Went to fast food restaurant in the last 6 months: Del Taco	214	2.6%	66
Went to fast food restaurant in the last 6 months: Domino's Pizza	930	11.3%	86
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	710	8.6%	64
Went to fast food restaurant in the last 6 months: Five Guys	516	6.3%	68
Went to fast food restaurant in the last 6 months: Hardee's	872	10.6%	172
Went to fast food restaurant in the last 6 months: Jack in the Box	326	4.0%	52
Went to fast food restaurant in the last 6 months: Jimmy John's	389	4.7%	82
Went to fast food restaurant in the last 6 months: KFC	2,071	25.2%	125
Went to fast food restaurant in the last 6 months: Krispy Kreme	396	4.8%	86
Went to fast food restaurant in the last 6 months: Little Caesars	1,147	13.9%	113
Went to fast food restaurant in the last 6 months: Long John Silver's	383	4.7%	135
Went to fast food restaurant in the last 6 months: McDonald's	4,352	52.9%	103
Went to fast food restaurant in the last 6 months: Panda Express	511	6.2%	64
Went to fast food restaurant in the last 6 months: Panera Bread	594	7.2%	57
Went to fast food restaurant in the last 6 months: Papa John's	656	8.0%	96
Went to fast food restaurant in the last 6 months: Papa Murphy's	375	4.6%	107
Went to fast food restaurant in the last 6 months: Pizza Hut	1,669	20.3%	129
Went to fast food restaurant in the last 6 months: Popeyes Chicken	602	7.3%	78
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,236	15.0%	124
Went to fast food restaurant in the last 6 months: Starbucks	894	10.9%	60
Went to fast food restaurant in the last 6 months: Steak 'n Shake	568	6.9%	127
Went to fast food restaurant in the last 6 months: Subway	2,235	27.2%	111
Went to fast food restaurant in the last 6 months: Taco Bell	2,704	32.9%	114
Went to fast food restaurant in the last 6 months: Wendy's	2,222	27.0%	106
Went to fast food restaurant in the last 6 months: Whataburger	315	3.8%	68
Went to fast food restaurant in the last 6 months: White Castle	234	2.8%	93
Went to fine dining restaurant last month	476	5.8%	56
Went to fine dining restaurant 3+ times last month	184	2.2%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 25, 2021



Restaurant Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Demographic Summary		2020	2025
Population		20,417	20,794
Population 18+		16,596	16,861
Households		8,706	8,864
Median Household Income		\$37,512	\$39,388
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	11,738	70.7%	96
Went to family restaurant/steak house 4+ times/month	3,909	23.6%	90
Spent at family restaurant last 30 days: <\$1-30	1,271	7.7%	97
Spent at family restaurant last 30 days: \$31-50	1,703	10.3%	111
Spent at family restaurant last 30 days: \$51-100	2,302	13.9%	93
Spent at family restaurant last 30 days: \$101-200	1,147	6.9%	74
Went to family restaurant last 6 months: for breakfast	1,868	11.3%	87
Went to family restaurant last 6 months: for lunch	3,252	19.6%	106
Went to family restaurant last 6 months: for dinner	6,725	40.5%	90
Went to family restaurant last 6 months: for snack	244	1.5%	75
Went to family restaurant last 6 months: on weekday	5,398	32.5%	109
Went to family restaurant last 6 months: on weekend	5,581	33.6%	84
Went to family restaurant last 6 months: Applebee`s	3,366	20.3%	102
Went to family restaurant last 6 months: Bob Evans	697	4.2%	140
Went to family restaurant last 6 months: Buffalo Wild Wings	963	5.8%	60
Went to family restaurant last 6 months: California Pizza Kitchen	232	1.4%	52
Went to family restaurant last 6 months: The Cheesecake Factory	733	4.4%	63
Went to family restaurant last 6 months: Chili`s Grill & Bar	1,491	9.0%	85
Went to family restaurant last 6 months: CiCi's	340	2.0%	94
Went to family restaurant last 6 months: Cracker Barrel	2,681	16.2%	144
Went to family restaurant last 6 months: Denny`s	1,146	6.9%	78
Went to family restaurant last 6 months: Golden Corral	1,466	8.8%	126
Went to family restaurant last 6 months: IHOP	1,282	7.7%	79
Went to family restaurant last 6 months: Logan`s Roadhouse	633	3.8%	123
Went to family restaurant last 6 months: LongHorn Steakhouse	1,025	6.2%	116
Went to family restaurant last 6 months: Olive Garden	2,365	14.3%	92
Went to family restaurant last 6 months: Outback Steakhouse	1,292	7.8%	97
Went to family restaurant last 6 months: Red Lobster	1,557	9.4%	99
Went to family restaurant last 6 months: Red Robin	768	4.6%	68
Went to family restaurant last 6 months: Ruby Tuesday	724	4.4%	108
Went to family restaurant last 6 months: Texas Roadhouse	1,808	10.9%	105
Went to family restaurant last 6 months: T.G.I. Friday`s	603	3.6%	73
Went to family restaurant last 6 months: Waffle House	1,154	7.0%	110
Went to family restaurant last 6 months: fast food/drive-in	15,061	90.8%	100
Went to fast food/drive-in restaurant 9+ times/month	6,311	38.0%	98
Spent at fast food restaurant last 30 days: <\$1-10	676	4.1%	100
Spent at fast food restaurant last 30 days: \$11-\$20	1,924	11.6%	115
Spent at fast food restaurant last 30 days: \$21-\$40	3,055	18.4%	115
Spent at fast food restaurant last 30 days: \$41-\$50	1,516	9.1%	108
Spent at fast food restaurant last 30 days: \$51-\$100	2,355	14.2%	83
Spent at fast food restaurant last 30 days: \$101-\$200	1,401	8.4%	95
Spent at fast food restaurant last 30 days: \$201+	425	2.6%	77

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 25, 2021



Restaurant Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	5,961	35.9%	100
Went to fast food restaurant in the last 6 months: home delivery	979	5.9%	70
Went to fast food restaurant in the last 6 months: take-out/drive-thru	7,846	47.3%	103
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,938	17.7%	85
Went to fast food restaurant in the last 6 months: breakfast	5,687	34.3%	99
Went to fast food restaurant in the last 6 months: lunch	8,264	49.8%	101
Went to fast food restaurant in the last 6 months: dinner	7,322	44.1%	96
Went to fast food restaurant in the last 6 months: snack	1,787	10.8%	87
Went to fast food restaurant in the last 6 months: weekday	10,241	61.7%	106
Went to fast food restaurant in the last 6 months: weekend	6,680	40.3%	87
Went to fast food restaurant in the last 6 months: A & W	487	2.9%	105
Went to fast food restaurant in the last 6 months: Arby's	3,662	22.1%	126
Went to fast food restaurant in the last 6 months: Baskin-Robbins	376	2.3%	66
Went to fast food restaurant in the last 6 months: Boston Market	405	2.4%	78
Went to fast food restaurant in the last 6 months: Burger King	5,545	33.4%	117
Went to fast food restaurant in the last 6 months: Captain D's	683	4.1%	124
Went to fast food restaurant in the last 6 months: Carl's Jr.	647	3.9%	67
Went to fast food restaurant in the last 6 months: Checkers	783	4.7%	137
Went to fast food restaurant in the last 6 months: Chick-fil-A	3,493	21.0%	82
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,084	6.5%	52
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	266	1.6%	61
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	418	2.5%	71
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	399	2.4%	82
Went to fast food restaurant in the last 6 months: Dairy Queen	2,890	17.4%	111
Went to fast food restaurant in the last 6 months: Del Taco	411	2.5%	63
Went to fast food restaurant in the last 6 months: Domino's Pizza	1,665	10.0%	77
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	1,496	9.0%	67
Went to fast food restaurant in the last 6 months: Five Guys	1,067	6.4%	70
Went to fast food restaurant in the last 6 months: Hardee's	1,685	10.2%	165
Went to fast food restaurant in the last 6 months: Jack in the Box	697	4.2%	55
Went to fast food restaurant in the last 6 months: Jimmy John's	722	4.4%	76
Went to fast food restaurant in the last 6 months: KFC	3,936	23.7%	117
Went to fast food restaurant in the last 6 months: Krispy Kreme	783	4.7%	84
Went to fast food restaurant in the last 6 months: Little Caesars	2,177	13.1%	106
Went to fast food restaurant in the last 6 months: Long John Silver's	703	4.2%	123
Went to fast food restaurant in the last 6 months: McDonald's	8,689	52.4%	102
Went to fast food restaurant in the last 6 months: Panda Express	1,047	6.3%	65
Went to fast food restaurant in the last 6 months: Panera Bread	1,290	7.8%	61
Went to fast food restaurant in the last 6 months: Papa John's	1,206	7.3%	88
Went to fast food restaurant in the last 6 months: Papa Murphy's	850	5.1%	120
Went to fast food restaurant in the last 6 months: Pizza Hut	3,137	18.9%	120
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,086	6.5%	70
Went to fast food restaurant in the last 6 months: Sonic Drive-In	2,347	14.1%	117
Went to fast food restaurant in the last 6 months: Starbucks	1,864	11.2%	62
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,006	6.1%	111
Went to fast food restaurant in the last 6 months: Subway	4,528	27.3%	112
Went to fast food restaurant in the last 6 months: Taco Bell	5,075	30.6%	106
Went to fast food restaurant in the last 6 months: Wendy's	4,293	25.9%	101
Went to fast food restaurant in the last 6 months: Whataburger	671	4.0%	71
Went to fast food restaurant in the last 6 months: White Castle	421	2.5%	83
Went to fine dining restaurant last month	1,142	6.9%	67
Went to fine dining restaurant 3+ times last month	386	2.3%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 25, 2021



Restaurant Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Demographic Summary		2020	2025	
Population		32,127	32,892	
Population 18+		26,331	26,962	
Households		13,838	14,175	
Median Household Income		\$40,446	\$42,983	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		18,810	71.4%	97
Went to family restaurant/steak house 4+ times/month		6,424	24.4%	93
Spent at family restaurant last 30 days: <\$1-30		2,075	7.9%	100
Spent at family restaurant last 30 days: \$31-50		2,832	10.8%	117
Spent at family restaurant last 30 days: \$51-100		3,437	13.1%	88
Spent at family restaurant last 30 days: \$101-200		2,109	8.0%	86
Went to family restaurant last 6 months: for breakfast		3,151	12.0%	92
Went to family restaurant last 6 months: for lunch		5,627	21.4%	115
Went to family restaurant last 6 months: for dinner		10,742	40.8%	90
Went to family restaurant last 6 months: for snack		349	1.3%	67
Went to family restaurant last 6 months: on weekday		8,942	34.0%	114
Went to family restaurant last 6 months: on weekend		8,930	33.9%	84
Went to family restaurant last 6 months: Applebee` s		5,266	20.0%	101
Went to family restaurant last 6 months: Bob Evans		1,103	4.2%	139
Went to family restaurant last 6 months: Buffalo Wild Wings		1,379	5.2%	54
Went to family restaurant last 6 months: California Pizza Kitchen		315	1.2%	45
Went to family restaurant last 6 months: The Cheesecake Factory		1,089	4.1%	59
Went to family restaurant last 6 months: Chili` s Grill & Bar		2,020	7.7%	73
Went to family restaurant last 6 months: CiCi's		551	2.1%	96
Went to family restaurant last 6 months: Cracker Barrel		4,355	16.5%	147
Went to family restaurant last 6 months: Denny` s		1,780	6.8%	76
Went to family restaurant last 6 months: Golden Corral		2,223	8.4%	120
Went to family restaurant last 6 months: IHOP		2,056	7.8%	80
Went to family restaurant last 6 months: Logan`s Roadhouse		1,083	4.1%	133
Went to family restaurant last 6 months: LongHorn Steakhouse		1,635	6.2%	116
Went to family restaurant last 6 months: Olive Garden		3,710	14.1%	91
Went to family restaurant last 6 months: Outback Steakhouse		2,076	7.9%	99
Went to family restaurant last 6 months: Red Lobster		2,318	8.8%	92
Went to family restaurant last 6 months: Red Robin		1,164	4.4%	65
Went to family restaurant last 6 months: Ruby Tuesday		1,097	4.2%	103
Went to family restaurant last 6 months: Texas Roadhouse		2,903	11.0%	106
Went to family restaurant last 6 months: T.G.I. Friday` s		853	3.2%	65
Went to family restaurant last 6 months: Waffle House		1,873	7.1%	112
Went to family restaurant last 6 months: fast food/drive-in		23,880	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month		9,834	37.3%	96
Spent at fast food restaurant last 30 days: <\$1-10		1,157	4.4%	108
Spent at fast food restaurant last 30 days: \$11-\$20		3,150	12.0%	119
Spent at fast food restaurant last 30 days: \$21-\$40		4,736	18.0%	112
Spent at fast food restaurant last 30 days: \$41-\$50		2,584	9.8%	116
Spent at fast food restaurant last 30 days: \$51-\$100		3,823	14.5%	85
Spent at fast food restaurant last 30 days: \$101-\$200		2,191	8.3%	93
Spent at fast food restaurant last 30 days: \$201+		710	2.7%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 25, 2021



Restaurant Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	9,763	37.1%	103
Went to fast food restaurant in the last 6 months: home delivery	1,366	5.2%	61
Went to fast food restaurant in the last 6 months: take-out/drive-thru	12,458	47.3%	103
Went to fast food restaurant in the last 6 months: take-out/walk-in	4,485	17.0%	82
Went to fast food restaurant in the last 6 months: breakfast	9,246	35.1%	101
Went to fast food restaurant in the last 6 months: lunch	13,544	51.4%	104
Went to fast food restaurant in the last 6 months: dinner	11,493	43.6%	95
Went to fast food restaurant in the last 6 months: snack	2,768	10.5%	85
Went to fast food restaurant in the last 6 months: weekday	16,267	61.8%	106
Went to fast food restaurant in the last 6 months: weekend	10,679	40.6%	87
Went to fast food restaurant in the last 6 months: A & W	780	3.0%	106
Went to fast food restaurant in the last 6 months: Arby's	5,856	22.2%	127
Went to fast food restaurant in the last 6 months: Baskin-Robbins	530	2.0%	59
Went to fast food restaurant in the last 6 months: Boston Market	549	2.1%	66
Went to fast food restaurant in the last 6 months: Burger King	8,567	32.5%	114
Went to fast food restaurant in the last 6 months: Captain D's	1,259	4.8%	145
Went to fast food restaurant in the last 6 months: Carl's Jr.	903	3.4%	59
Went to fast food restaurant in the last 6 months: Checkers	1,046	4.0%	116
Went to fast food restaurant in the last 6 months: Chick-fil-A	5,666	21.5%	83
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,634	6.2%	49
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	410	1.6%	59
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	649	2.5%	69
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	601	2.3%	78
Went to fast food restaurant in the last 6 months: Dairy Queen	4,813	18.3%	116
Went to fast food restaurant in the last 6 months: Del Taco	576	2.2%	55
Went to fast food restaurant in the last 6 months: Domino's Pizza	2,381	9.0%	69
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	2,448	9.3%	69
Went to fast food restaurant in the last 6 months: Five Guys	1,683	6.4%	70
Went to fast food restaurant in the last 6 months: Hardee's	2,645	10.0%	163
Went to fast food restaurant in the last 6 months: Jack in the Box	1,110	4.2%	55
Went to fast food restaurant in the last 6 months: Jimmy John's	1,081	4.1%	72
Went to fast food restaurant in the last 6 months: KFC	5,863	22.3%	110
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,254	4.8%	85
Went to fast food restaurant in the last 6 months: Little Caesars	3,202	12.2%	99
Went to fast food restaurant in the last 6 months: Long John Silver's	1,063	4.0%	117
Went to fast food restaurant in the last 6 months: McDonald's	13,863	52.6%	102
Went to fast food restaurant in the last 6 months: Panda Express	1,574	6.0%	62
Went to fast food restaurant in the last 6 months: Panera Bread	2,118	8.0%	64
Went to fast food restaurant in the last 6 months: Papa John's	1,721	6.5%	79
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,419	5.4%	126
Went to fast food restaurant in the last 6 months: Pizza Hut	4,588	17.4%	111
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,670	6.3%	68
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,687	14.0%	116
Went to fast food restaurant in the last 6 months: Starbucks	2,851	10.8%	59
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,461	5.5%	102
Went to fast food restaurant in the last 6 months: Subway	7,165	27.2%	111
Went to fast food restaurant in the last 6 months: Taco Bell	7,731	29.4%	102
Went to fast food restaurant in the last 6 months: Wendy's	6,581	25.0%	98
Went to fast food restaurant in the last 6 months: Whataburger	1,231	4.7%	83
Went to fast food restaurant in the last 6 months: White Castle	632	2.4%	78
Went to fine dining restaurant last month	2,102	8.0%	77
Went to fine dining restaurant 3+ times last month	615	2.3%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

April 25, 2021



Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18526
Longitude: -83.37316

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Senior Escapes (9D)	38.2%	Population	10,441	10,551
Midlife Constants (5E)	17.9%	Households	4,489	4,532
Rooted Rural (10B)	17.2%	Families	2,786	2,799
Small Town Simplicity (12C)	15.4%	Median Age	46.3	47.0
Southern Satellites (10A)	4.8%	Median Household Income	\$41,449	\$44,603
		2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$5,677,561	\$6,255,879	\$578,318
Men's		\$1,067,032	\$1,175,866	\$108,834
Women's		\$2,059,499	\$2,269,463	\$209,964
Children's		\$774,311	\$853,049	\$78,738
Footwear		\$1,305,479	\$1,438,240	\$132,761
Watches & Jewelry		\$376,679	\$415,040	\$38,361
Apparel Products and Services (1)		\$137,322	\$151,301	\$13,979
Computer				
Computers and Hardware for Home Use		\$446,898	\$492,556	\$45,658
Portable Memory		\$12,180	\$13,422	\$1,242
Computer Software		\$23,708	\$26,119	\$2,411
Computer Accessories		\$49,900	\$54,981	\$5,081
Entertainment & Recreation		\$9,560,319	\$10,535,686	\$975,367
Fees and Admissions		\$1,756,468	\$1,935,223	\$178,755
Membership Fees for Clubs (2)		\$600,956	\$662,081	\$61,125
Fees for Participant Sports, excl. Trips		\$295,513	\$325,742	\$30,229
Tickets to Theatre/Operas/Concerts		\$189,124	\$208,272	\$19,148
Tickets to Movies		\$132,353	\$145,870	\$13,517
Tickets to Parks or Museums		\$92,763	\$102,257	\$9,494
Admission to Sporting Events, excl. Trips		\$152,033	\$167,462	\$15,429
Fees for Recreational Lessons		\$291,394	\$320,973	\$29,579
Dating Services		\$2,333	\$2,565	\$232
TV/Video/Audio		\$3,639,323	\$4,010,839	\$371,516
Cable and Satellite Television Services		\$2,646,094	\$2,916,374	\$270,280
Televisions		\$300,206	\$330,790	\$30,584
Satellite Dishes		\$3,802	\$4,187	\$385
VCRs, Video Cameras, and DVD Players		\$12,838	\$14,140	\$1,302
Miscellaneous Video Equipment		\$46,439	\$51,171	\$4,732
Video Cassettes and DVDs		\$20,905	\$23,038	\$2,133
Video Game Hardware/Accessories		\$78,168	\$86,103	\$7,935
Video Game Software		\$42,334	\$46,634	\$4,300
Rental/Streaming/Downloaded Video		\$186,082	\$205,047	\$18,965
Installation of Televisions		\$1,935	\$2,137	\$202
Audio (3)		\$288,995	\$318,514	\$29,519
Rental and Repair of TV/Radio/Sound Equipment		\$11,526	\$12,703	\$1,177
Pets		\$2,480,658	\$2,734,106	\$253,448
Toys/Games/Crafts/Hobbies (4)		\$313,922	\$345,831	\$31,909
Recreational Vehicles and Fees (5)		\$341,958	\$376,747	\$34,789
Sports/Recreation/Exercise Equipment (6)		\$554,349	\$611,126	\$56,777
Photo Equipment and Supplies (7)		\$109,264	\$120,346	\$11,082
Reading (8)		\$295,675	\$325,792	\$30,117
Catered Affairs (9)		\$69,142	\$76,163	\$7,021
Food		\$26,675,003	\$29,399,129	\$2,724,126
Food at Home		\$16,248,899	\$17,908,706	\$1,659,807
Bakery and Cereal Products		\$2,089,122	\$2,302,415	\$213,293
Meats, Poultry, Fish, and Eggs		\$3,505,194	\$3,862,978	\$357,784
Dairy Products		\$1,635,763	\$1,802,885	\$167,122
Fruits and Vegetables		\$3,067,723	\$3,381,224	\$313,501
Snacks and Other Food at Home (10)		\$5,951,097	\$6,559,205	\$608,108
Food Away from Home		\$10,426,103	\$11,490,423	\$1,064,320
Alcoholic Beverages		\$1,658,877	\$1,827,946	\$169,069

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18526
Longitude: -83.37316

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$70,927,849	\$78,145,913	\$7,218,064
Value of Retirement Plans	\$262,593,604	\$289,270,077	\$26,676,473
Value of Other Financial Assets	\$27,113,960	\$29,879,527	\$2,765,567
Vehicle Loan Amount excluding Interest	\$8,568,217	\$9,444,669	\$876,452
Value of Credit Card Debt	\$7,739,818	\$8,528,791	\$788,973
Health			
Nonprescription Drugs	\$549,295	\$605,495	\$56,200
Prescription Drugs	\$1,228,113	\$1,353,597	\$125,484
Eyeglasses and Contact Lenses	\$293,498	\$323,402	\$29,904
Home			
Mortgage Payment and Basics (11)	\$28,227,500	\$31,104,442	\$2,876,942
Maintenance and Remodeling Services	\$8,583,366	\$9,462,791	\$879,425
Maintenance and Remodeling Materials (12)	\$2,180,247	\$2,404,093	\$223,846
Utilities, Fuel, and Public Services	\$15,393,270	\$16,965,328	\$1,572,058
Household Furnishings and Equipment			
Household Textiles (13)	\$275,661	\$303,771	\$28,110
Furniture	\$1,756,630	\$1,935,690	\$179,060
Rugs	\$86,348	\$95,133	\$8,785
Major Appliances (14)	\$1,124,807	\$1,239,847	\$115,040
Housewares (15)	\$260,020	\$286,594	\$26,574
Small Appliances	\$150,082	\$165,404	\$15,322
Luggage	\$43,809	\$48,282	\$4,473
Telephones and Accessories	\$253,630	\$279,299	\$25,669
Household Operations			
Child Care	\$1,104,973	\$1,216,751	\$111,778
Lawn and Garden (16)	\$1,675,446	\$1,846,903	\$171,457
Moving/Storage/Freight Express	\$202,826	\$223,712	\$20,886
Housekeeping Supplies (17)	\$2,433,764	\$2,682,692	\$248,928
Insurance			
Owners and Renters Insurance	\$2,089,903	\$2,303,611	\$213,708
Vehicle Insurance	\$5,663,069	\$6,242,409	\$579,340
Life/Other Insurance	\$1,790,269	\$1,972,650	\$182,381
Health Insurance	\$13,070,080	\$14,404,795	\$1,334,715
Personal Care Products (18)	\$1,429,313	\$1,575,168	\$145,855
School Books and Supplies (19)	\$360,078	\$396,863	\$36,785
Smoking Products	\$1,409,126	\$1,553,000	\$143,874
Transportation			
Payments on Vehicles excluding Leases	\$8,067,548	\$8,892,901	\$825,353
Gasoline and Motor Oil	\$7,425,182	\$8,184,929	\$759,747
Vehicle Maintenance and Repairs	\$3,426,739	\$3,777,081	\$350,342
Travel			
Airline Fares	\$1,571,539	\$1,732,054	\$160,515
Lodging on Trips	\$1,934,669	\$2,131,979	\$197,310
Auto/Truck Rental on Trips	\$144,601	\$159,406	\$14,805
Food and Drink on Trips	\$1,626,862	\$1,792,948	\$166,086

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October 01, 2021



Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18526
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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.18526
Longitude: -83.37316

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Senior Escapes (9D)	33.2%	Population	20,894	21,219
Rooted Rural (10B)	15.4%	Households	8,912	9,048
Rural Resort Dwellers (6E)	12.9%	Families	5,758	5,816
Midlife Constants (5E)	12.7%	Median Age	48.2	49.2
The Great Outdoors (6C)	12.4%	Median Household Income	\$44,204	\$48,051
		2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$11,531,078	\$12,849,133	\$1,318,055
Men's		\$2,146,678	\$2,392,763	\$246,085
Women's		\$4,223,969	\$4,706,875	\$482,906
Children's		\$1,558,364	\$1,736,158	\$177,794
Footwear		\$2,645,399	\$2,947,521	\$302,122
Watches & Jewelry		\$765,109	\$852,184	\$87,075
Apparel Products and Services (1)		\$278,077	\$309,969	\$31,892
Computer				
Computers and Hardware for Home Use		\$920,113	\$1,025,612	\$105,499
Portable Memory		\$26,085	\$29,062	\$2,977
Computer Software		\$49,778	\$55,478	\$5,700
Computer Accessories		\$101,411	\$113,017	\$11,606
Entertainment & Recreation		\$19,677,014	\$21,923,409	\$2,246,395
Fees and Admissions		\$3,628,712	\$4,045,013	\$416,301
Membership Fees for Clubs (2)		\$1,239,154	\$1,381,175	\$142,021
Fees for Participant Sports, excl. Trips		\$602,347	\$671,814	\$69,467
Tickets to Theatre/Operas/Concerts		\$389,249	\$433,776	\$44,527
Tickets to Movies		\$269,507	\$300,497	\$30,990
Tickets to Parks or Museums		\$191,201	\$213,141	\$21,940
Admission to Sporting Events, excl. Trips		\$312,699	\$348,447	\$35,748
Fees for Recreational Lessons		\$620,064	\$691,164	\$71,100
Dating Services		\$4,490	\$4,999	\$509
TV/Video/Audio		\$7,395,023	\$8,239,211	\$844,188
Cable and Satellite Television Services		\$5,393,486	\$6,008,845	\$615,359
Televisions		\$593,894	\$661,871	\$67,977
Satellite Dishes		\$7,694	\$8,569	\$875
VCRs, Video Cameras, and DVD Players		\$25,694	\$28,625	\$2,931
Miscellaneous Video Equipment		\$95,049	\$105,866	\$10,817
Video Cassettes and DVDs		\$42,050	\$46,862	\$4,812
Video Game Hardware/Accessories		\$157,763	\$175,680	\$17,917
Video Game Software		\$83,918	\$93,485	\$9,567
Rental/Streaming/Downloaded Video		\$378,305	\$421,561	\$43,256
Installation of Televisions		\$4,047	\$4,520	\$473
Audio (3)		\$591,691	\$659,460	\$67,769
Rental and Repair of TV/Radio/Sound Equipment		\$21,434	\$23,866	\$2,432
Pets		\$5,150,713	\$5,737,192	\$586,479
Toys/Games/Crafts/Hobbies (4)		\$643,139	\$716,399	\$73,260
Recreational Vehicles and Fees (5)		\$714,999	\$796,222	\$81,223
Sports/Recreation/Exercise Equipment (6)		\$1,162,024	\$1,294,764	\$132,740
Photo Equipment and Supplies (7)		\$221,323	\$246,613	\$25,290
Reading (8)		\$616,407	\$686,813	\$70,406
Catered Affairs (9)		\$145,540	\$162,147	\$16,607
Food		\$54,562,397	\$60,800,304	\$6,237,907
Food at Home		\$33,296,518	\$37,100,825	\$3,804,307
Bakery and Cereal Products		\$4,285,351	\$4,774,691	\$489,340
Meats, Poultry, Fish, and Eggs		\$7,143,961	\$7,959,712	\$815,751
Dairy Products		\$3,389,610	\$3,776,773	\$387,163
Fruits and Vegetables		\$6,307,596	\$7,029,244	\$721,648
Snacks and Other Food at Home (10)		\$12,170,001	\$13,560,404	\$1,390,403
Food Away from Home		\$21,265,878	\$23,699,479	\$2,433,601
Alcoholic Beverages		\$3,414,412	\$3,805,554	\$391,142

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Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.18526
Longitude: -83.37316

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$145,922,430	\$162,678,169	\$16,755,739
Value of Retirement Plans	\$547,775,097	\$610,442,506	\$62,667,409
Value of Other Financial Assets	\$56,441,726	\$62,906,156	\$6,464,430
Vehicle Loan Amount excluding Interest	\$17,293,058	\$19,272,085	\$1,979,027
Value of Credit Card Debt	\$15,911,740	\$17,730,558	\$1,818,818
Health			
Nonprescription Drugs	\$1,142,967	\$1,273,025	\$130,058
Prescription Drugs	\$2,512,669	\$2,798,654	\$285,985
Eyeglasses and Contact Lenses	\$606,870	\$675,970	\$69,100
Home			
Mortgage Payment and Basics (11)	\$59,286,142	\$66,077,797	\$6,791,655
Maintenance and Remodeling Services	\$18,242,414	\$20,334,360	\$2,091,946
Maintenance and Remodeling Materials (12)	\$4,627,029	\$5,155,272	\$528,243
Utilities, Fuel, and Public Services	\$31,407,903	\$34,994,204	\$3,586,301
Household Furnishings and Equipment			
Household Textiles (13)	\$561,551	\$625,790	\$64,239
Furniture	\$3,573,715	\$3,982,082	\$408,367
Rugs	\$176,327	\$196,502	\$20,175
Major Appliances (14)	\$2,315,798	\$2,581,014	\$265,216
Housewares (15)	\$536,489	\$597,866	\$61,377
Small Appliances	\$310,716	\$346,235	\$35,519
Luggage	\$87,802	\$97,891	\$10,089
Telephones and Accessories	\$506,172	\$563,851	\$57,679
Household Operations			
Child Care	\$2,251,777	\$2,508,832	\$257,055
Lawn and Garden (16)	\$3,521,743	\$3,923,866	\$402,123
Moving/Storage/Freight Express	\$423,379	\$472,142	\$48,763
Housekeeping Supplies (17)	\$4,983,562	\$5,553,138	\$569,576
Insurance			
Owners and Renters Insurance	\$4,319,499	\$4,812,521	\$493,022
Vehicle Insurance	\$11,486,152	\$12,799,895	\$1,313,743
Life/Other Insurance	\$3,684,032	\$4,104,439	\$420,407
Health Insurance	\$26,844,805	\$29,910,055	\$3,065,250
Personal Care Products (18)	\$2,907,619	\$3,239,990	\$332,371
School Books and Supplies (19)	\$735,936	\$820,127	\$84,191
Smoking Products	\$2,826,339	\$3,147,217	\$320,878
Transportation			
Payments on Vehicles excluding Leases	\$16,450,825	\$18,330,437	\$1,879,612
Gasoline and Motor Oil	\$15,193,058	\$16,929,192	\$1,736,134
Vehicle Maintenance and Repairs	\$7,071,986	\$7,879,860	\$807,874
Travel			
Airline Fares	\$3,275,534	\$3,652,087	\$376,553
Lodging on Trips	\$4,015,816	\$4,475,544	\$459,728
Auto/Truck Rental on Trips	\$302,684	\$337,515	\$34,831
Food and Drink on Trips	\$3,370,827	\$3,757,048	\$386,221

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October 01, 2021



Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.18526
Longitude: -83.37316

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
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- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
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- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
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Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.18526
Longitude: -83.37316

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Rural Resort Dwellers (6E)	26.7%	Population	32,940	33,632
Senior Escapes (9D)	22.2%	Households	14,196	14,500
The Great Outdoors (6C)	14.6%	Families	9,316	9,469
Rooted Rural (10B)	12.4%	Median Age	49.3	50.3
Southern Satellites (10A)	10.0%	Median Household Income	\$48,375	\$51,881
		2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$19,592,911	\$22,129,197	\$2,536,286
Men's		\$3,576,782	\$4,039,743	\$462,961
Women's		\$7,233,595	\$8,171,129	\$937,534
Children's		\$2,658,485	\$3,002,070	\$343,585
Footwear		\$4,494,828	\$5,076,505	\$581,677
Watches & Jewelry		\$1,316,572	\$1,486,516	\$169,944
Apparel Products and Services (1)		\$462,353	\$522,278	\$59,925
Computer				
Computers and Hardware for Home Use		\$1,561,523	\$1,764,278	\$202,755
Portable Memory		\$46,364	\$52,404	\$6,040
Computer Software		\$85,373	\$96,494	\$11,121
Computer Accessories		\$170,916	\$193,062	\$22,146
Entertainment & Recreation		\$33,991,160	\$38,395,006	\$4,403,846
Fees and Admissions		\$6,111,718	\$6,905,887	\$794,169
Membership Fees for Clubs (2)		\$2,096,851	\$2,369,142	\$272,291
Fees for Participant Sports, excl. Trips		\$987,081	\$1,115,364	\$128,283
Tickets to Theatre/Operas/Concerts		\$653,850	\$738,688	\$84,838
Tickets to Movies		\$447,164	\$505,222	\$58,058
Tickets to Parks or Museums		\$323,510	\$365,501	\$41,991
Admission to Sporting Events, excl. Trips		\$533,039	\$602,148	\$69,109
Fees for Recreational Lessons		\$1,062,909	\$1,201,567	\$138,658
Dating Services		\$7,315	\$8,254	\$939
TV/Video/Audio		\$12,670,079	\$14,308,659	\$1,638,580
Cable and Satellite Television Services		\$9,292,302	\$10,494,025	\$1,201,723
Televisions		\$981,665	\$1,108,377	\$126,712
Satellite Dishes		\$13,369	\$15,098	\$1,729
VCRs, Video Cameras, and DVD Players		\$43,230	\$48,814	\$5,584
Miscellaneous Video Equipment		\$165,989	\$187,449	\$21,460
Video Cassettes and DVDs		\$70,558	\$79,685	\$9,127
Video Game Hardware/Accessories		\$274,365	\$309,802	\$35,437
Video Game Software		\$141,259	\$159,489	\$18,230
Rental/Streaming/Downloaded Video		\$644,023	\$727,456	\$83,433
Installation of Televisions		\$6,394	\$7,232	\$838
Audio (3)		\$1,002,428	\$1,132,351	\$129,923
Rental and Repair of TV/Radio/Sound Equipment		\$34,497	\$38,878	\$4,381
Pets		\$9,088,744	\$10,266,179	\$1,177,435
Toys/Games/Crafts/Hobbies (4)		\$1,117,014	\$1,261,652	\$144,638
Recreational Vehicles and Fees (5)		\$1,270,764	\$1,435,281	\$164,517
Sports/Recreation/Exercise Equipment (6)		\$2,043,784	\$2,309,103	\$265,319
Photo Equipment and Supplies (7)		\$372,174	\$420,358	\$48,184
Reading (8)		\$1,065,292	\$1,203,601	\$138,309
Catered Affairs (9)		\$252,936	\$285,806	\$32,870
Food		\$93,398,322	\$105,496,896	\$12,098,574
Food at Home		\$57,228,664	\$64,641,405	\$7,412,741
Bakery and Cereal Products		\$7,381,564	\$8,337,555	\$955,991
Meats, Poultry, Fish, and Eggs		\$12,250,084	\$13,835,287	\$1,585,203
Dairy Products		\$5,880,803	\$6,643,556	\$762,753
Fruits and Vegetables		\$10,801,977	\$12,202,605	\$1,400,628
Snacks and Other Food at Home (10)		\$20,914,236	\$23,622,402	\$2,708,166
Food Away from Home		\$36,169,658	\$40,855,491	\$4,685,833
Alcoholic Beverages		\$5,799,192	\$6,551,923	\$752,731

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Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.18526
Longitude: -83.37316

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$243,546,557	\$275,177,563	\$31,631,006
Value of Retirement Plans	\$938,776,605	\$1,060,709,410	\$121,932,805
Value of Other Financial Assets	\$96,550,652	\$109,092,257	\$12,541,605
Vehicle Loan Amount excluding Interest	\$29,489,234	\$33,304,017	\$3,814,783
Value of Credit Card Debt	\$27,252,871	\$30,785,298	\$3,532,427
Health			
Nonprescription Drugs	\$2,032,954	\$2,296,170	\$263,216
Prescription Drugs	\$4,395,484	\$4,963,405	\$567,921
Eyeglasses and Contact Lenses	\$1,060,919	\$1,198,272	\$137,353
Home			
Mortgage Payment and Basics (11)	\$102,176,664	\$115,465,676	\$13,289,012
Maintenance and Remodeling Services	\$31,831,916	\$35,977,128	\$4,145,212
Maintenance and Remodeling Materials (12)	\$8,233,426	\$9,302,642	\$1,069,216
Utilities, Fuel, and Public Services	\$54,023,878	\$61,015,368	\$6,991,490
Household Furnishings and Equipment			
Household Textiles (13)	\$952,884	\$1,076,294	\$123,410
Furniture	\$6,102,503	\$6,892,252	\$789,749
Rugs	\$299,061	\$337,800	\$38,739
Major Appliances (14)	\$3,969,973	\$4,484,754	\$514,781
Housewares (15)	\$923,172	\$1,042,947	\$119,775
Small Appliances	\$536,534	\$606,162	\$69,628
Luggage	\$144,351	\$163,040	\$18,689
Telephones and Accessories	\$838,758	\$946,931	\$108,173
Household Operations			
Child Care	\$3,828,318	\$4,324,347	\$496,029
Lawn and Garden (16)	\$6,225,816	\$7,033,935	\$808,119
Moving/Storage/Freight Express	\$722,283	\$816,382	\$94,099
Housekeeping Supplies (17)	\$8,581,637	\$9,693,008	\$1,111,371
Insurance			
Owners and Renters Insurance	\$7,547,679	\$8,525,220	\$977,541
Vehicle Insurance	\$19,601,262	\$22,137,523	\$2,536,261
Life/Other Insurance	\$6,371,129	\$7,195,990	\$824,861
Health Insurance	\$46,387,501	\$52,394,619	\$6,007,118
Personal Care Products (18)	\$4,955,328	\$5,596,823	\$641,495
School Books and Supplies (19)	\$1,258,090	\$1,421,124	\$163,034
Smoking Products	\$4,906,781	\$5,538,734	\$631,953
Transportation			
Payments on Vehicles excluding Leases	\$28,424,951	\$32,103,069	\$3,678,118
Gasoline and Motor Oil	\$26,184,038	\$29,574,343	\$3,390,305
Vehicle Maintenance and Repairs	\$12,253,356	\$13,841,532	\$1,588,176
Travel			
Airline Fares	\$5,527,200	\$6,246,723	\$719,523
Lodging on Trips	\$6,893,638	\$7,788,546	\$894,908
Auto/Truck Rental on Trips	\$513,649	\$580,580	\$66,931
Food and Drink on Trips	\$5,763,257	\$6,511,685	\$748,428

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October 01, 2021



Retail Demand Outlook

524 E Main St, Franklin, North Carolina, 28734 2
524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
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Sports and Leisure Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Demographic Summary		2021	2026
Population		10,441	10,551
Population 18+		8,449	8,507
Households		4,489	4,532
Median Household Income		\$41,449	\$44,603
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	378	4.5%	61
Participated in archery in last 12 months	253	3.0%	114
Participated in backpacking in last 12 months	215	2.5%	72
Participated in baseball in last 12 months	253	3.0%	78
Participated in basketball in last 12 months	541	6.4%	83
Participated in bicycling (mountain) in last 12 months	292	3.5%	92
Participated in bicycling (road) in last 12 months	698	8.3%	87
Participated in boating (power) in last 12 months	366	4.3%	93
Participated in bowling in last 12 months	699	8.3%	88
Participated in canoeing/kayaking in last 12 months	494	5.8%	87
Participated in fishing (fresh water) in last 12 months	1,172	13.9%	134
Participated in fishing (salt water) in last 12 months	389	4.6%	118
Participated in football in last 12 months	281	3.3%	82
Participated in Frisbee in last 12 months	245	2.9%	77
Participated in golf in last 12 months	656	7.8%	93
Participated in hiking in last 12 months	997	11.8%	93
Participated in horseback riding in last 12 months	167	2.0%	86
Participated in hunting with rifle in last 12 months	383	4.5%	122
Participated in hunting with shotgun in last 12 months	363	4.3%	138
Participated in ice skating in last 12 months	152	1.8%	68
Participated in jogging/running in last 12 months	650	7.7%	70
Participated in motorcycling in last 12 months	252	3.0%	108
Participated in Pilates in last 12 months	257	3.0%	101
Participated in ping pong in last 12 months	222	2.6%	74
Participated in skiing (downhill) in last 12 months	163	1.9%	72
Participated in soccer in last 12 months	203	2.4%	56
Participated in softball in last 12 months	155	1.8%	74
Participated in swimming in last 12 months	1,380	16.3%	103
Participated in target shooting in last 12 months	539	6.4%	130
Participated in tennis in last 12 months	209	2.5%	66
Participated in volleyball in last 12 months	206	2.4%	77
Participated in walking for exercise in last 12 months	1,994	23.6%	93
Participated in weight lifting in last 12 months	776	9.2%	86
Participated in yoga in last 12 months	534	6.3%	70
Participated in Zumba in last 12 months	195	2.3%	67
Spent on sports/rec equip in last 12 months: \$1-99	505	6.0%	101
Spent on sports/rec equip in last 12 months: \$100-\$249	356	4.2%	80
Spent on sports/rec equip in last 12 months: \$250+	561	6.6%	96
Attend sports events	981	11.6%	76
Attend sports events: baseball game - MLB reg seas	237	2.8%	61
Attend sports events: football game (college)	216	2.6%	80
Attend sports events: high school sports	191	2.3%	93
Listen to sports on radio	696	8.2%	83
Watch sports on TV	4,689	55.5%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

August 13, 2021



Sports and Leisure Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	242	2.9%	81
Watch on TV: auto racing (NASCAR)	896	10.6%	138
Watch on TV: auto racing (not NASCAR)	348	4.1%	104
Watch on TV: baseball (MLB regular season)	1,253	14.8%	82
Watch on TV: baseball (MLB playoffs/World Series)	1,072	12.7%	77
Watch on TV: basketball (college)	1,047	12.4%	90
Watch on TV: basketball (NCAA tournament)	773	9.1%	84
Watch on TV: basketball (NBA regular season)	826	9.8%	70
Watch on TV: basketball (NBA playoffs/finals)	887	10.5%	74
Watch on TV: basketball (WNBA)	240	2.8%	98
Watch on TV: bicycle racing	139	1.6%	90
Watch on TV: bowling	235	2.8%	127
Watch on TV: boxing	305	3.6%	63
Watch on TV: bull riding (pro)	257	3.0%	126
Watch on TV: Equestrian events	157	1.9%	92
Watch on TV: extreme sports (summer)	193	2.3%	94
Watch on TV: extreme sports (winter)	202	2.4%	80
Watch on TV: figure skating	385	4.6%	81
Watch on TV: fishing	353	4.2%	117
Watch on TV: football (college)	2,173	25.7%	108
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	2,335	27.6%	95
Watch on TV: football (NFL weekend games)	2,205	26.1%	96
Watch on TV: football (NFL playoffs/Super Bowl)	2,407	28.5%	95
Watch on TV: golf (PGA)	1,101	13.0%	111
Watch on TV: golf (LPGA)	343	4.1%	128
Watch on TV: gymnastics	405	4.8%	103
Watch on TV: high school sports	332	3.9%	96
Watch on TV: horse racing (at track or OTB)	274	3.2%	120
Watch on TV: ice hockey (NHL regular season)	480	5.7%	74
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	461	5.5%	73
Watch on TV: mixed martial arts (MMA)	247	2.9%	123
Watch on TV: motorcycle racing	147	1.7%	99
Watch on TV: Olympics (summer)	934	11.1%	105
Watch on TV: Olympics (winter)	1,050	12.4%	102
Watch on TV: international soccer	254	3.0%	61
Watch on TV: soccer (MLS)	261	3.1%	67
Watch on TV: U.S. men`s national team	241	2.9%	80
Watch on TV: U.S. women`s national team	313	3.7%	88
Watch on TV: soccer (World Cup)	403	4.8%	56
Watch on TV: tennis (men`s)	430	5.1%	81
Watch on TV: tennis (women`s)	406	4.8%	77
Watch on TV: track & field	243	2.9%	90
Watch on TV: volleyball (pro beach)	191	2.3%	104
Watch on TV: ultimate fighting championship (UFC)	329	3.9%	99
Watch on TV: other mixed martial arts (MMA)	247	2.9%	123
Watch on TV: wrestling (WWE)	364	4.3%	109
Interest in sports: college basketball Super Fan	283	3.3%	99
Interest in sports: college football Super Fan	555	6.6%	98
Interest in sports: golf Super Fan	178	2.1%	105
Interest in sports: high school sports Super Fan	201	2.4%	93
Interest in sports: MLB Super Fan	261	3.1%	67
Interest in sports: NASCAR Super Fan	204	2.4%	106
Interest in sports: NBA Super Fan	340	4.0%	77
Interest in sports: NFL Super Fan	891	10.5%	98
Interest in sports: NHL Super Fan	185	2.2%	65
Interest in sports: soccer Super Fan	165	2.0%	55

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August 13, 2021



Sports and Leisure Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	1,362	16.1%	127
Member of charitable organization	325	3.8%	86
Member of church board	253	3.0%	106
Member of fraternal order	201	2.4%	112
Member of religious club	240	2.8%	82
Member of union	225	2.7%	79
Member of veterans club	292	3.5%	143
Participate in indoor gardening or plant care	868	10.3%	104
Attended adult education course in last 12 months	511	6.0%	73
Visited an aquarium in last 12 months	313	3.7%	61
Went to art gallery in last 12 months	346	4.1%	55
Attended auto show in last 12 months	449	5.3%	93
Did baking in last 12 months	1,879	22.2%	96
Barbecued in last 12 months	2,195	26.0%	96
Went to bar/night club in last 12 months	1,107	13.1%	74
Went to beach in last 12 months	2,245	26.6%	89
Played billiards/pool in last 12 months	421	5.0%	83
Played bingo in last 12 months	437	5.2%	112
Did birdwatching in last 12 months	455	5.4%	117
Played board game in last 12 months	1,416	16.8%	96
Read book in last 12 months	2,702	32.0%	99
Participated in book club in last 12 months	193	2.3%	75
Went on overnight camping trip in last 12 months	1,248	14.8%	122
Played cards in last 12 months	1,601	18.9%	107
Played chess in last 12 months	327	3.9%	111
Played computer game (offline w/software)/12 months	628	7.4%	110
Played computer game (online w/o software)/12 months	1,246	14.7%	117
Cooked for fun in last 12 months	1,510	17.9%	89
Did crossword puzzle in last 12 months	934	11.1%	106
Danced/went dancing in last 12 months	584	6.9%	83
Attended dance performance in last 12 months	256	3.0%	80
Dined out in last 12 months	4,266	50.5%	99
Flew a drone in last 12 months	213	2.5%	97
Attended state/county fair in last 12 months	1,236	14.6%	107
Participated in fantasy sports league last 12 months	293	3.5%	78
Did furniture refinishing in last 12 months	387	4.6%	113
Gambled at casino in last 12 months	1,133	13.4%	101
Gambled in Las Vegas in last 12 months	206	2.4%	58
Participate in indoor gardening/plant care	868	10.3%	104
Participated in genealogy in last 12 months	415	4.9%	106
Attended horse races in last 12 months	189	2.2%	92
Participated in karaoke in last 12 months	250	3.0%	78
Bought lottery ticket in last 12 months	3,173	37.6%	107
Played lottery 6+ times in last 30 days	1,076	12.7%	117
Bought lottery ticket in last 12 months: Daily Drawing	361	4.3%	121
Bought lottery ticket in last 12 months: Instant Game	1,839	21.8%	117
Bought lottery ticket in last 12 months: Mega Millions	1,532	18.1%	93
Bought lottery ticket in last 12 months: Powerball	1,771	21.0%	100
Attended a movie in last 6 months	4,448	52.6%	89
Attended movie in last 90 days: once/week or more	150	1.8%	74
Attended movie in last 90 days: 2-3 times a month	319	3.8%	74
Attended movie in last 90 days: once a month	563	6.7%	70
Attended movie in last 90 days: < once a month	2,965	35.1%	96
Movie genre seen at theater/6 months: action	1,818	21.5%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,982	23.5%	77
Movie genre seen at theater/6 months: animation genre	989	11.7%	77
Movie genre seen at theater/6 months: biography genre	598	7.1%	65
Movie genre seen at theater/6 months: comedy	1,664	19.7%	78
Movie genre seen at theater/6 months: crime	744	8.8%	78
Movie genre seen at theater/6 months: drama	1,485	17.6%	75
Movie genre seen at theater/6 months: family	626	7.4%	78
Movie genre seen at theater/6 months: fantasy	942	11.1%	67
Movie genre seen at theater/6 months: horror	501	5.9%	71
Movie genre seen at theater/6 months: romance	462	5.5%	60
Movie genre seen at theater/6 months: science fiction	1,005	11.9%	67
Movie genre seen at theater/6 months: thriller	828	9.8%	73
Went to museum in last 12 months	718	8.5%	57
Attended classical music/opera performance/12 months	176	2.1%	54
Attended country music performance in last 12 months	659	7.8%	119
Attended rock music performance in last 12 months	640	7.6%	75
Played musical instrument in last 12 months	601	7.1%	100
Did painting/drawing in last 12 months	715	8.5%	100
Did photo album/scrapbooking in last 12 months	456	5.4%	134
Did photography in last 12 months	760	9.0%	99
Did Sudoku puzzle in last 12 months	881	10.4%	121
Participated in tailgating in last 12 months	329	3.9%	99
Went to live theater in last 12 months	662	7.8%	63
Visited a theme park in last 12 months	1,271	15.0%	81
Visited a theme park 5+ times in last 12 months	275	3.3%	78
Participated in trivia games in last 12 months	537	6.4%	96
Played video/electronic game (console) last 12 months	810	9.6%	101
Played video/electronic game (portable) last 12 months	457	5.4%	112
Visited an indoor water park in last 12 months	150	1.8%	55
Did woodworking in last 12 months	588	7.0%	142
Participated in word games in last 12 months	1,102	13.0%	117
Went to zoo in last 12 months	669	7.9%	65
Purchased DVD/Blu-ray disc online in last 12 months	465	5.5%	89
Bought 1-2 DVDs/30 Days	262	3.1%	95
Bought 3+ DVDs/30 Days	322	3.8%	144
Rented DVDs (movie or other video) in last 30 days: 1	187	2.2%	85
Rented DVDs (movie or other video) in last 30 days: 2	213	2.5%	96
Rented DVDs (movie or other video) in last 30 days: 3+	540	6.4%	118
Rented movie or other video/30 days: action/adventure	1,566	18.5%	96
Rented movie or other video/30 days: classics	483	5.7%	102
Rented movie or other video/30 days: comedy	1,422	16.8%	99
Rented movie or other video/30 days: drama	899	10.6%	86
Rented movie or other video/30 days: family/children	596	7.1%	83
Rented movie or other video/30 days: foreign	114	1.3%	65
Rented movie or other video/30 days: horror	481	5.7%	94
Rented movie or other video/30 days: musical	207	2.4%	88
Rented movie or other video/30 days: news/documentary	245	2.9%	74
Rented movie or other video/30 days: romance	485	5.7%	93
Rented movie or other video/30 days: science fiction	498	5.9%	85
Rented movie or other video/30 days: TV show	443	5.2%	75
Rented movie or other video/30 days: western	302	3.6%	141

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	705	8.3%	81
Rented DVD/Blu-ray/30 days: from netflix.com	814	9.6%	81
Rented/purchased DVD/Blu-ray/30 days: from Redbox	1,061	12.6%	113
Bought any children`s toy/game in last 12 months	2,753	32.6%	100
Spent on toys/games for child last 12 months: \$1-49	488	5.8%	104
Spent on toys/games for child last 12 months: \$50-99	219	2.6%	103
Spent on toys/games for child last 12 months: \$100-199	593	7.0%	107
Spent on toys/games for child last 12 months: \$200-499	761	9.0%	100
Spent on toys/games for child last 12 months: \$500+	378	4.5%	93
Bought any toys/games online in last 12 months	973	11.5%	88
Bought infant toy in last 12 months	658	7.8%	126
Bought pre-school toy in last 12 months	626	7.4%	111
Bought for child last 12 months: boy action figure	600	7.1%	96
Bought for child last 12 months: girl action figure	225	2.7%	77
Bought for child last 12 months: action game	195	2.3%	85
Bought for child last 12 months: bicycle	376	4.5%	74
Bought for child last 12 months: board game	850	10.1%	79
Bought for child last 12 months: builder set	484	5.7%	109
Bought for child last 12 months: car	697	8.2%	114
Bought for child last 12 months: construction toy	438	5.2%	92
Bought for child last 12 months: fashion doll	272	3.2%	79
Bought for child last 12 months: large/baby doll	560	6.6%	100
Bought for child last 12 months: doll accessories	286	3.4%	86
Bought for child last 12 months: doll clothing	293	3.5%	89
Bought for child last 12 months: educational toy	1,084	12.8%	109
Bought for child last 12 months: electronic doll/animal	233	2.8%	102
Bought for child last 12 months: electronic game	340	4.0%	75
Bought for child last 12 months: mechanical toy	419	5.0%	116
Bought for child last 12 months: model kit/set	262	3.1%	96
Bought for child last 12 months: plush doll/animal	826	9.8%	114
Bought for child last 12 months: water toy	698	8.3%	96
Bought for child last 12 months: word game	177	2.1%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	940	11.1%	78
Bought hardcover book in last 12 months	1,689	20.0%	96
Bought paperback book in last 12 months	2,174	25.7%	91
Bought 1-3 books in last 12 months	1,362	16.1%	84
Bought 4-6 books in last 12 months	597	7.1%	72
Bought 7+ books in last 12 months	1,370	16.2%	99
Bought book (fiction) in last 12 months	1,896	22.4%	91
Bought book (non-fiction) in last 12 months	1,484	17.6%	77
Bought biography in last 12 months	428	5.1%	71
Bought children`s book in last 12 months	763	9.0%	97
Bought cookbook in last 12 months	544	6.4%	100
Bought history book in last 12 months	578	6.8%	82
Bought mystery book in last 12 months	929	11.0%	107
Bought novel in last 12 months	893	10.6%	81
Bought religious book (Not Bible) in last 12 months	533	6.3%	106
Bought romance book in last 12 months	372	4.4%	87
Bought science fiction book in last 12 months	429	5.1%	90
Bought personal/business self-help book last 12 months	387	4.6%	67
Bought travel book in last 12 months	155	1.8%	85
Bought book online in last 12 months	1,535	18.2%	77
Listened to/purchased audiobook in last 6 months	428	5.1%	71

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Demographic Summary		2021	2026
Population		20,894	21,219
Population 18+		17,055	17,271
Households		8,912	9,048
Median Household Income		\$44,204	\$48,051
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	749	4.4%	60
Participated in archery in last 12 months	581	3.4%	130
Participated in backpacking in last 12 months	473	2.8%	79
Participated in baseball in last 12 months	482	2.8%	74
Participated in basketball in last 12 months	1,037	6.1%	79
Participated in bicycling (mountain) in last 12 months	671	3.9%	105
Participated in bicycling (road) in last 12 months	1,438	8.4%	89
Participated in boating (power) in last 12 months	902	5.3%	113
Participated in bowling in last 12 months	1,377	8.1%	86
Participated in canoeing/kayaking in last 12 months	1,164	6.8%	102
Participated in fishing (fresh water) in last 12 months	2,503	14.7%	141
Participated in fishing (salt water) in last 12 months	842	4.9%	126
Participated in football in last 12 months	579	3.4%	84
Participated in Frisbee in last 12 months	497	2.9%	78
Participated in golf in last 12 months	1,337	7.8%	94
Participated in hiking in last 12 months	2,188	12.8%	101
Participated in horseback riding in last 12 months	370	2.2%	94
Participated in hunting with rifle in last 12 months	894	5.2%	141
Participated in hunting with shotgun in last 12 months	832	4.9%	156
Participated in ice skating in last 12 months	312	1.8%	70
Participated in jogging/running in last 12 months	1,292	7.6%	69
Participated in motorcycling in last 12 months	533	3.1%	113
Participated in Pilates in last 12 months	520	3.0%	101
Participated in ping pong in last 12 months	438	2.6%	73
Participated in skiing (downhill) in last 12 months	409	2.4%	89
Participated in soccer in last 12 months	419	2.5%	57
Participated in softball in last 12 months	334	2.0%	79
Participated in swimming in last 12 months	2,934	17.2%	109
Participated in target shooting in last 12 months	1,176	6.9%	140
Participated in tennis in last 12 months	422	2.5%	66
Participated in volleyball in last 12 months	427	2.5%	79
Participated in walking for exercise in last 12 months	4,251	24.9%	98
Participated in weight lifting in last 12 months	1,588	9.3%	87
Participated in yoga in last 12 months	1,105	6.5%	72
Participated in Zumba in last 12 months	386	2.3%	66
Spent on sports/rec equip in last 12 months: \$1-99	1,056	6.2%	105
Spent on sports/rec equip in last 12 months: \$100-\$249	838	4.9%	94
Spent on sports/rec equip in last 12 months: \$250+	1,205	7.1%	102
Attend sports events	2,021	11.8%	78
Attend sports events: baseball game - MLB reg seas	469	2.7%	60
Attend sports events: football game (college)	426	2.5%	78
Attend sports events: high school sports	423	2.5%	102
Listen to sports on radio	1,403	8.2%	83
Watch sports on TV	9,552	56.0%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	590	3.5%	98
Watch on TV: auto racing (NASCAR)	1,912	11.2%	146
Watch on TV: auto racing (not NASCAR)	693	4.1%	102
Watch on TV: baseball (MLB regular season)	2,520	14.8%	82
Watch on TV: baseball (MLB playoffs/World Series)	2,240	13.1%	80
Watch on TV: basketball (college)	2,108	12.4%	90
Watch on TV: basketball (NCAA tournament)	1,512	8.9%	81
Watch on TV: basketball (NBA regular season)	1,554	9.1%	65
Watch on TV: basketball (NBA playoffs/finals)	1,713	10.0%	70
Watch on TV: basketball (WNBA)	465	2.7%	94
Watch on TV: bicycle racing	278	1.6%	89
Watch on TV: bowling	458	2.7%	123
Watch on TV: boxing	648	3.8%	67
Watch on TV: bull riding (pro)	580	3.4%	141
Watch on TV: Equestrian events	355	2.1%	103
Watch on TV: extreme sports (summer)	415	2.4%	101
Watch on TV: extreme sports (winter)	446	2.6%	88
Watch on TV: figure skating	835	4.9%	87
Watch on TV: fishing	777	4.6%	128
Watch on TV: football (college)	4,363	25.6%	107
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	4,782	28.0%	96
Watch on TV: football (NFL weekend games)	4,522	26.5%	97
Watch on TV: football (NFL playoffs/Super Bowl)	4,884	28.6%	95
Watch on TV: golf (PGA)	2,277	13.4%	113
Watch on TV: golf (LPGA)	675	4.0%	125
Watch on TV: gymnastics	794	4.7%	100
Watch on TV: high school sports	662	3.9%	95
Watch on TV: horse racing (at track or OTB)	578	3.4%	125
Watch on TV: ice hockey (NHL regular season)	992	5.8%	75
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	965	5.7%	76
Watch on TV: mixed martial arts (MMA)	474	2.8%	117
Watch on TV: motorcycle racing	308	1.8%	102
Watch on TV: Olympics (summer)	1,928	11.3%	107
Watch on TV: Olympics (winter)	2,236	13.1%	108
Watch on TV: international soccer	525	3.1%	63
Watch on TV: soccer (MLS)	516	3.0%	66
Watch on TV: U.S. men`s national team	468	2.7%	77
Watch on TV: U.S. women`s national team	616	3.6%	86
Watch on TV: soccer (World Cup)	856	5.0%	59
Watch on TV: tennis (men`s)	863	5.1%	80
Watch on TV: tennis (women`s)	821	4.8%	77
Watch on TV: track & field	479	2.8%	88
Watch on TV: volleyball (pro beach)	371	2.2%	100
Watch on TV: ultimate fighting championship (UFC)	651	3.8%	97
Watch on TV: other mixed martial arts (MMA)	474	2.8%	117
Watch on TV: wrestling (WWE)	652	3.8%	97
Interest in sports: college basketball Super Fan	561	3.3%	97
Interest in sports: college football Super Fan	1,118	6.6%	97
Interest in sports: golf Super Fan	384	2.3%	112
Interest in sports: high school sports Super Fan	376	2.2%	86
Interest in sports: MLB Super Fan	506	3.0%	65
Interest in sports: NASCAR Super Fan	395	2.3%	101
Interest in sports: NBA Super Fan	627	3.7%	70
Interest in sports: NFL Super Fan	1,791	10.5%	97
Interest in sports: NHL Super Fan	369	2.2%	64
Interest in sports: soccer Super Fan	305	1.8%	51

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Member of AARP	2,921	17.1%	135
Member of charitable organization	778	4.6%	102
Member of church board	530	3.1%	110
Member of fraternal order	444	2.6%	122
Member of religious club	512	3.0%	87
Member of union	456	2.7%	80
Member of veterans club	668	3.9%	162
Participate in indoor gardening or plant care	1,925	11.3%	115
Attended adult education course in last 12 months	1,154	6.8%	82
Visited an aquarium in last 12 months	676	4.0%	66
Went to art gallery in last 12 months	816	4.8%	65
Attended auto show in last 12 months	1,007	5.9%	103
Did baking in last 12 months	3,929	23.0%	100
Barbecued in last 12 months	4,743	27.8%	102
Went to bar/night club in last 12 months	2,351	13.8%	78
Went to beach in last 12 months	4,722	27.7%	92
Played billiards/pool in last 12 months	854	5.0%	83
Played bingo in last 12 months	806	4.7%	102
Did birdwatching in last 12 months	1,035	6.1%	132
Played board game in last 12 months	2,860	16.8%	96
Read book in last 12 months	5,652	33.1%	102
Participated in book club in last 12 months	412	2.4%	79
Went on overnight camping trip in last 12 months	2,689	15.8%	130
Played cards in last 12 months	3,323	19.5%	110
Played chess in last 12 months	691	4.1%	116
Played computer game (offline w/software)/12 months	1,261	7.4%	110
Played computer game (online w/o software)/12 months	2,521	14.8%	118
Cooked for fun in last 12 months	3,176	18.6%	93
Did crossword puzzle in last 12 months	1,838	10.8%	104
Danced/went dancing in last 12 months	1,163	6.8%	82
Attended dance performance in last 12 months	508	3.0%	79
Dined out in last 12 months	8,804	51.6%	102
Flew a drone in last 12 months	432	2.5%	98
Attended state/county fair in last 12 months	2,648	15.5%	114
Participated in fantasy sports league last 12 months	574	3.4%	76
Did furniture refinishing in last 12 months	799	4.7%	116
Gambled at casino in last 12 months	2,247	13.2%	100
Gambled in Las Vegas in last 12 months	401	2.4%	56
Participate in indoor gardening/plant care	1,925	11.3%	115
Participated in genealogy in last 12 months	835	4.9%	106
Attended horse races in last 12 months	398	2.3%	96
Participated in karaoke in last 12 months	492	2.9%	76
Bought lottery ticket in last 12 months	6,362	37.3%	107
Played lottery 6+ times in last 30 days	2,122	12.4%	114
Bought lottery ticket in last 12 months: Daily Drawing	663	3.9%	110
Bought lottery ticket in last 12 months: Instant Game	3,512	20.6%	110
Bought lottery ticket in last 12 months: Mega Millions	3,200	18.8%	96
Bought lottery ticket in last 12 months: Powerball	3,682	21.6%	103
Attended a movie in last 6 months	8,895	52.2%	88
Attended movie in last 90 days: once/week or more	297	1.7%	72
Attended movie in last 90 days: 2-3 times a month	635	3.7%	73
Attended movie in last 90 days: once a month	1,189	7.0%	73
Attended movie in last 90 days: < once a month	5,893	34.6%	95
Movie genre seen at theater/6 months: action	3,631	21.3%	75

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	3,896	22.8%	75
Movie genre seen at theater/6 months: animation genre	1,872	11.0%	72
Movie genre seen at theater/6 months: biography genre	1,247	7.3%	68
Movie genre seen at theater/6 months: comedy	3,244	19.0%	75
Movie genre seen at theater/6 months: crime	1,413	8.3%	73
Movie genre seen at theater/6 months: drama	3,033	17.8%	76
Movie genre seen at theater/6 months: family	1,251	7.3%	77
Movie genre seen at theater/6 months: fantasy	1,905	11.2%	67
Movie genre seen at theater/6 months: horror	858	5.0%	60
Movie genre seen at theater/6 months: romance	931	5.5%	60
Movie genre seen at theater/6 months: science fiction	1,936	11.4%	64
Movie genre seen at theater/6 months: thriller	1,587	9.3%	69
Went to museum in last 12 months	1,595	9.4%	62
Attended classical music/opera performance/12 months	410	2.4%	63
Attended country music performance in last 12 months	1,327	7.8%	119
Attended rock music performance in last 12 months	1,283	7.5%	74
Played musical instrument in last 12 months	1,282	7.5%	106
Did painting/drawing in last 12 months	1,440	8.4%	99
Did photo album/scrapbooking in last 12 months	910	5.3%	133
Did photography in last 12 months	1,695	9.9%	109
Did Sudoku puzzle in last 12 months	1,708	10.0%	116
Participated in tailgating in last 12 months	651	3.8%	97
Went to live theater in last 12 months	1,424	8.3%	68
Visited a theme park in last 12 months	2,495	14.6%	79
Visited a theme park 5+ times in last 12 months	550	3.2%	77
Participated in trivia games in last 12 months	1,048	6.1%	93
Played video/electronic game (console) last 12 months	1,443	8.5%	89
Played video/electronic game (portable) last 12 months	845	5.0%	102
Visited an indoor water park in last 12 months	300	1.8%	54
Did woodworking in last 12 months	1,241	7.3%	148
Participated in word games in last 12 months	2,163	12.7%	114
Went to zoo in last 12 months	1,335	7.8%	64
Purchased DVD/Blu-ray disc online in last 12 months	954	5.6%	90
Bought 1-2 DVDs/30 Days	552	3.2%	99
Bought 3+ DVDs/30 Days	586	3.4%	130
Rented DVDs (movie or other video) in last 30 days: 1	408	2.4%	92
Rented DVDs (movie or other video) in last 30 days: 2	508	3.0%	114
Rented DVDs (movie or other video) in last 30 days: 3+	1,030	6.0%	111
Rented movie or other video/30 days: action/adventure	3,163	18.5%	96
Rented movie or other video/30 days: classics	947	5.6%	99
Rented movie or other video/30 days: comedy	2,867	16.8%	98
Rented movie or other video/30 days: drama	1,935	11.3%	91
Rented movie or other video/30 days: family/children	1,290	7.6%	89
Rented movie or other video/30 days: foreign	220	1.3%	62
Rented movie or other video/30 days: horror	902	5.3%	88
Rented movie or other video/30 days: musical	401	2.4%	84
Rented movie or other video/30 days: news/documentary	487	2.9%	73
Rented movie or other video/30 days: romance	954	5.6%	91
Rented movie or other video/30 days: science fiction	1,027	6.0%	87
Rented movie or other video/30 days: TV show	888	5.2%	75
Rented movie or other video/30 days: western	632	3.7%	147

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August 13, 2021



Sports and Leisure Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	1,371	8.0%	78
Rented DVD/Blu-ray/30 days: from netflix.com	1,641	9.6%	81
Rented/purchased DVD/Blu-ray/30 days: from Redbox	2,253	13.2%	119
Bought any children`s toy/game in last 12 months	5,450	32.0%	98
Spent on toys/games for child last 12 months: \$1-49	969	5.7%	102
Spent on toys/games for child last 12 months: \$50-99	464	2.7%	109
Spent on toys/games for child last 12 months: \$100-199	1,151	6.7%	103
Spent on toys/games for child last 12 months: \$200-499	1,524	8.9%	99
Spent on toys/games for child last 12 months: \$500+	715	4.2%	87
Bought any toys/games online in last 12 months	1,967	11.5%	88
Bought infant toy in last 12 months	1,301	7.6%	123
Bought pre-school toy in last 12 months	1,243	7.3%	110
Bought for child last 12 months: boy action figure	1,122	6.6%	89
Bought for child last 12 months: girl action figure	447	2.6%	76
Bought for child last 12 months: action game	391	2.3%	84
Bought for child last 12 months: bicycle	748	4.4%	73
Bought for child last 12 months: board game	1,705	10.0%	79
Bought for child last 12 months: builder set	935	5.5%	104
Bought for child last 12 months: car	1,353	7.9%	109
Bought for child last 12 months: construction toy	885	5.2%	92
Bought for child last 12 months: fashion doll	592	3.5%	85
Bought for child last 12 months: large/baby doll	1,065	6.2%	94
Bought for child last 12 months: doll accessories	545	3.2%	81
Bought for child last 12 months: doll clothing	556	3.3%	83
Bought for child last 12 months: educational toy	2,144	12.6%	107
Bought for child last 12 months: electronic doll/animal	439	2.6%	95
Bought for child last 12 months: electronic game	657	3.9%	72
Bought for child last 12 months: mechanical toy	810	4.7%	111
Bought for child last 12 months: model kit/set	507	3.0%	92
Bought for child last 12 months: plush doll/animal	1,621	9.5%	110
Bought for child last 12 months: water toy	1,349	7.9%	92
Bought for child last 12 months: word game	357	2.1%	88

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Sports and Leisure Market Potential

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Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	2,089	12.2%	86
Bought hardcover book in last 12 months	3,496	20.5%	99
Bought paperback book in last 12 months	4,532	26.6%	94
Bought 1-3 books in last 12 months	2,801	16.4%	86
Bought 4-6 books in last 12 months	1,284	7.5%	77
Bought 7+ books in last 12 months	2,905	17.0%	104
Bought book (fiction) in last 12 months	4,106	24.1%	97
Bought book (non-fiction) in last 12 months	3,094	18.1%	79
Bought biography in last 12 months	884	5.2%	73
Bought children`s book in last 12 months	1,510	8.9%	95
Bought cookbook in last 12 months	1,087	6.4%	99
Bought history book in last 12 months	1,248	7.3%	88
Bought mystery book in last 12 months	1,975	11.6%	112
Bought novel in last 12 months	1,967	11.5%	89
Bought religious book (Not Bible) in last 12 months	1,072	6.3%	106
Bought romance book in last 12 months	784	4.6%	91
Bought science fiction book in last 12 months	898	5.3%	94
Bought personal/business self-help book last 12 months	802	4.7%	68
Bought travel book in last 12 months	343	2.0%	93
Bought book online in last 12 months	3,297	19.3%	82
Listened to/purchased audiobook in last 6 months	897	5.3%	74

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Sports and Leisure Market Potential

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Demographic Summary		2021	2026
Population		32,955	33,648
Population 18+		27,019	27,519
Households		14,204	14,508
Median Household Income		\$48,376	\$51,885
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	1,175	4.3%	60
Participated in archery in last 12 months	1,040	3.8%	147
Participated in backpacking in last 12 months	752	2.8%	79
Participated in baseball in last 12 months	725	2.7%	70
Participated in basketball in last 12 months	1,518	5.6%	73
Participated in bicycling (mountain) in last 12 months	1,104	4.1%	109
Participated in bicycling (road) in last 12 months	2,288	8.5%	89
Participated in boating (power) in last 12 months	1,696	6.3%	134
Participated in bowling in last 12 months	2,032	7.5%	80
Participated in canoeing/kayaking in last 12 months	2,043	7.6%	113
Participated in fishing (fresh water) in last 12 months	4,217	15.6%	150
Participated in fishing (salt water) in last 12 months	1,402	5.2%	133
Participated in football in last 12 months	923	3.4%	84
Participated in Frisbee in last 12 months	750	2.8%	74
Participated in golf in last 12 months	2,041	7.6%	91
Participated in hiking in last 12 months	3,525	13.0%	102
Participated in horseback riding in last 12 months	620	2.3%	100
Participated in hunting with rifle in last 12 months	1,661	6.1%	165
Participated in hunting with shotgun in last 12 months	1,525	5.6%	181
Participated in ice skating in last 12 months	497	1.8%	70
Participated in jogging/running in last 12 months	1,945	7.2%	66
Participated in motorcycling in last 12 months	869	3.2%	116
Participated in Pilates in last 12 months	747	2.8%	92
Participated in ping pong in last 12 months	643	2.4%	67
Participated in skiing (downhill) in last 12 months	695	2.6%	96
Participated in soccer in last 12 months	674	2.5%	58
Participated in softball in last 12 months	566	2.1%	85
Participated in swimming in last 12 months	4,706	17.4%	110
Participated in target shooting in last 12 months	1,950	7.2%	147
Participated in tennis in last 12 months	651	2.4%	64
Participated in volleyball in last 12 months	686	2.5%	80
Participated in walking for exercise in last 12 months	6,893	25.5%	100
Participated in weight lifting in last 12 months	2,453	9.1%	85
Participated in yoga in last 12 months	1,701	6.3%	70
Participated in Zumba in last 12 months	578	2.1%	62
Spent on sports/rec equip in last 12 months: \$1-99	1,733	6.4%	109
Spent on sports/rec equip in last 12 months: \$100-\$249	1,531	5.7%	108
Spent on sports/rec equip in last 12 months: \$250+	1,977	7.3%	106
Attend sports events	3,176	11.8%	77
Attend sports events: baseball game - MLB reg seas	705	2.6%	57
Attend sports events: football game (college)	676	2.5%	78
Attend sports events: high school sports	742	2.7%	113
Listen to sports on radio	2,216	8.2%	83
Watch sports on TV	15,262	56.5%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	1,021	3.8%	107
Watch on TV: auto racing (NASCAR)	3,174	11.7%	153
Watch on TV: auto racing (not NASCAR)	1,062	3.9%	99
Watch on TV: baseball (MLB regular season)	3,934	14.6%	81
Watch on TV: baseball (MLB playoffs/World Series)	3,699	13.7%	83
Watch on TV: basketball (college)	3,463	12.8%	93
Watch on TV: basketball (NCAA tournament)	2,433	9.0%	82
Watch on TV: basketball (NBA regular season)	2,348	8.7%	62
Watch on TV: basketball (NBA playoffs/finals)	2,663	9.9%	69
Watch on TV: basketball (WNBA)	696	2.6%	89
Watch on TV: bicycle racing	416	1.5%	84
Watch on TV: bowling	686	2.5%	116
Watch on TV: boxing	1,085	4.0%	71
Watch on TV: bull riding (pro)	1,011	3.7%	156
Watch on TV: Equestrian events	620	2.3%	114
Watch on TV: extreme sports (summer)	666	2.5%	102
Watch on TV: extreme sports (winter)	715	2.6%	89
Watch on TV: figure skating	1,433	5.3%	95
Watch on TV: fishing	1,343	5.0%	140
Watch on TV: football (college)	7,004	25.9%	109
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	7,652	28.3%	97
Watch on TV: football (NFL weekend games)	7,255	26.9%	98
Watch on TV: football (NFL playoffs/Super Bowl)	7,755	28.7%	95
Watch on TV: golf (PGA)	3,628	13.4%	114
Watch on TV: golf (LPGA)	995	3.7%	116
Watch on TV: gymnastics	1,208	4.5%	96
Watch on TV: high school sports	1,063	3.9%	96
Watch on TV: horse racing (at track or OTB)	971	3.6%	133
Watch on TV: ice hockey (NHL regular season)	1,562	5.8%	75
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,609	6.0%	80
Watch on TV: mixed martial arts (MMA)	730	2.7%	114
Watch on TV: motorcycle racing	505	1.9%	106
Watch on TV: Olympics (summer)	3,095	11.5%	108
Watch on TV: Olympics (winter)	3,684	13.6%	112
Watch on TV: international soccer	808	3.0%	61
Watch on TV: soccer (MLS)	784	2.9%	63
Watch on TV: U.S. men`s national team	695	2.6%	72
Watch on TV: U.S. women`s national team	930	3.4%	82
Watch on TV: soccer (World Cup)	1,411	5.2%	61
Watch on TV: tennis (men`s)	1,336	4.9%	79
Watch on TV: tennis (women`s)	1,306	4.8%	77
Watch on TV: track & field	729	2.7%	84
Watch on TV: volleyball (pro beach)	545	2.0%	93
Watch on TV: ultimate fighting championship (UFC)	1,041	3.9%	98
Watch on TV: other mixed martial arts (MMA)	730	2.7%	114
Watch on TV: wrestling (WWE)	998	3.7%	94
Interest in sports: college basketball Super Fan	834	3.1%	91
Interest in sports: college football Super Fan	1,833	6.8%	101
Interest in sports: golf Super Fan	630	2.3%	116
Interest in sports: high school sports Super Fan	561	2.1%	81
Interest in sports: MLB Super Fan	800	3.0%	65
Interest in sports: NASCAR Super Fan	607	2.2%	98
Interest in sports: NBA Super Fan	905	3.3%	64
Interest in sports: NFL Super Fan	2,865	10.6%	98
Interest in sports: NHL Super Fan	577	2.1%	63
Interest in sports: soccer Super Fan	430	1.6%	45

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August 13, 2021



Sports and Leisure Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,835	17.9%	141
Member of charitable organization	1,408	5.2%	117
Member of church board	868	3.2%	114
Member of fraternal order	791	2.9%	138
Member of religious club	890	3.3%	96
Member of union	704	2.6%	77
Member of veterans club	1,190	4.4%	182
Participate in indoor gardening or plant care	3,099	11.5%	116
Attended adult education course in last 12 months	1,923	7.1%	86
Visited an aquarium in last 12 months	1,131	4.2%	69
Went to art gallery in last 12 months	1,450	5.4%	73
Attended auto show in last 12 months	1,744	6.5%	113
Did baking in last 12 months	6,257	23.2%	100
Barbecued in last 12 months	7,881	29.2%	107
Went to bar/night club in last 12 months	3,906	14.5%	82
Went to beach in last 12 months	7,572	28.0%	93
Played billiards/pool in last 12 months	1,375	5.1%	84
Played bingo in last 12 months	1,127	4.2%	90
Did birdwatching in last 12 months	1,761	6.5%	142
Played board game in last 12 months	4,339	16.1%	92
Read book in last 12 months	9,113	33.7%	104
Participated in book club in last 12 months	656	2.4%	79
Went on overnight camping trip in last 12 months	4,360	16.1%	133
Played cards in last 12 months	5,338	19.8%	112
Played chess in last 12 months	1,018	3.8%	108
Played computer game (offline w/software)/12 months	1,977	7.3%	109
Played computer game (online w/o software)/12 months	3,967	14.7%	117
Cooked for fun in last 12 months	5,123	19.0%	95
Did crossword puzzle in last 12 months	2,741	10.1%	98
Danced/went dancing in last 12 months	1,748	6.5%	77
Attended dance performance in last 12 months	772	2.9%	76
Dined out in last 12 months	14,123	52.3%	103
Flew a drone in last 12 months	689	2.6%	98
Attended state/county fair in last 12 months	4,371	16.2%	118
Participated in fantasy sports league last 12 months	923	3.4%	77
Did furniture refinishing in last 12 months	1,203	4.5%	110
Gambled at casino in last 12 months	3,391	12.6%	95
Gambled in Las Vegas in last 12 months	628	2.3%	55
Participate in indoor gardening/plant care	3,099	11.5%	116
Participated in genealogy in last 12 months	1,285	4.8%	103
Attended horse races in last 12 months	646	2.4%	98
Participated in karaoke in last 12 months	741	2.7%	73
Bought lottery ticket in last 12 months	9,875	36.5%	104
Played lottery 6+ times in last 30 days	3,191	11.8%	108
Bought lottery ticket in last 12 months: Daily Drawing	917	3.4%	96
Bought lottery ticket in last 12 months: Instant Game	5,261	19.5%	104
Bought lottery ticket in last 12 months: Mega Millions	5,195	19.2%	98
Bought lottery ticket in last 12 months: Powerball	5,982	22.1%	106
Attended a movie in last 6 months	13,802	51.1%	86
Attended movie in last 90 days: once/week or more	452	1.7%	70
Attended movie in last 90 days: 2-3 times a month	989	3.7%	72
Attended movie in last 90 days: once a month	1,992	7.4%	77
Attended movie in last 90 days: < once a month	9,036	33.4%	92
Movie genre seen at theater/6 months: action	5,667	21.0%	74

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	6,027	22.3%	73
Movie genre seen at theater/6 months: animation genre	2,818	10.4%	69
Movie genre seen at theater/6 months: biography genre	2,087	7.7%	71
Movie genre seen at theater/6 months: comedy	4,959	18.4%	73
Movie genre seen at theater/6 months: crime	2,083	7.7%	68
Movie genre seen at theater/6 months: drama	4,868	18.0%	77
Movie genre seen at theater/6 months: family	1,973	7.3%	77
Movie genre seen at theater/6 months: fantasy	3,024	11.2%	67
Movie genre seen at theater/6 months: horror	1,194	4.4%	53
Movie genre seen at theater/6 months: romance	1,550	5.7%	63
Movie genre seen at theater/6 months: science fiction	2,989	11.1%	63
Movie genre seen at theater/6 months: thriller	2,501	9.3%	69
Went to museum in last 12 months	2,753	10.2%	68
Attended classical music/opera performance/12 months	710	2.6%	68
Attended country music performance in last 12 months	2,061	7.6%	117
Attended rock music performance in last 12 months	1,999	7.4%	73
Played musical instrument in last 12 months	2,128	7.9%	111
Did painting/drawing in last 12 months	2,214	8.2%	96
Did photo album/scrapbooking in last 12 months	1,324	4.9%	122
Did photography in last 12 months	2,791	10.3%	114
Did Sudoku puzzle in last 12 months	2,484	9.2%	107
Participated in tailgating in last 12 months	938	3.5%	88
Went to live theater in last 12 months	2,414	8.9%	72
Visited a theme park in last 12 months	3,849	14.2%	77
Visited a theme park 5+ times in last 12 months	823	3.0%	73
Participated in trivia games in last 12 months	1,617	6.0%	91
Played video/electronic game (console) last 12 months	2,059	7.6%	80
Played video/electronic game (portable) last 12 months	1,211	4.5%	92
Visited an indoor water park in last 12 months	507	1.9%	58
Did woodworking in last 12 months	1,976	7.3%	149
Participated in word games in last 12 months	3,230	12.0%	107
Went to zoo in last 12 months	2,097	7.8%	64
Purchased DVD/Blu-ray disc online in last 12 months	1,493	5.5%	89
Bought 1-2 DVDs/30 Days	940	3.5%	106
Bought 3+ DVDs/30 Days	845	3.1%	118
Rented DVDs (movie or other video) in last 30 days: 1	682	2.5%	97
Rented DVDs (movie or other video) in last 30 days: 2	914	3.4%	129
Rented DVDs (movie or other video) in last 30 days: 3+	1,527	5.7%	104
Rented movie or other video/30 days: action/adventure	4,946	18.3%	94
Rented movie or other video/30 days: classics	1,398	5.2%	92
Rented movie or other video/30 days: comedy	4,419	16.4%	96
Rented movie or other video/30 days: drama	3,209	11.9%	95
Rented movie or other video/30 days: family/children	2,247	8.3%	98
Rented movie or other video/30 days: foreign	321	1.2%	57
Rented movie or other video/30 days: horror	1,369	5.1%	84
Rented movie or other video/30 days: musical	616	2.3%	82
Rented movie or other video/30 days: news/documentary	724	2.7%	69
Rented movie or other video/30 days: romance	1,358	5.0%	82
Rented movie or other video/30 days: science fiction	1,716	6.4%	92
Rented movie or other video/30 days: TV show	1,357	5.0%	72
Rented movie or other video/30 days: western	1,052	3.9%	154

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

August 13, 2021



Sports and Leisure Market Potential

524 E Main St, Franklin, North Carolina, 28734
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.18529
Longitude: -83.37328

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	2,062	7.6%	74
Rented DVD/Blu-ray/30 days: from netflix.com	2,540	9.4%	80
Rented/purchased DVD/Blu-ray/30 days: from Redbox	3,643	13.5%	122
Bought any children`s toy/game in last 12 months	8,443	31.2%	96
Spent on toys/games for child last 12 months: \$1-49	1,568	5.8%	104
Spent on toys/games for child last 12 months: \$50-99	749	2.8%	111
Spent on toys/games for child last 12 months: \$100-199	1,776	6.6%	100
Spent on toys/games for child last 12 months: \$200-499	2,330	8.6%	96
Spent on toys/games for child last 12 months: \$500+	1,050	3.9%	80
Bought any toys/games online in last 12 months	2,988	11.1%	84
Bought infant toy in last 12 months	1,964	7.3%	117
Bought pre-school toy in last 12 months	1,873	6.9%	104
Bought for child last 12 months: boy action figure	1,709	6.3%	86
Bought for child last 12 months: girl action figure	733	2.7%	79
Bought for child last 12 months: action game	649	2.4%	88
Bought for child last 12 months: bicycle	1,196	4.4%	74
Bought for child last 12 months: board game	2,691	10.0%	79
Bought for child last 12 months: builder set	1,391	5.1%	98
Bought for child last 12 months: car	2,102	7.8%	107
Bought for child last 12 months: construction toy	1,405	5.2%	92
Bought for child last 12 months: fashion doll	1,009	3.7%	92
Bought for child last 12 months: large/baby doll	1,637	6.1%	91
Bought for child last 12 months: doll accessories	908	3.4%	85
Bought for child last 12 months: doll clothing	879	3.3%	83
Bought for child last 12 months: educational toy	3,286	12.2%	104
Bought for child last 12 months: electronic doll/animal	703	2.6%	96
Bought for child last 12 months: electronic game	999	3.7%	69
Bought for child last 12 months: mechanical toy	1,242	4.6%	108
Bought for child last 12 months: model kit/set	791	2.9%	90
Bought for child last 12 months: plush doll/animal	2,508	9.3%	108
Bought for child last 12 months: water toy	2,092	7.7%	90
Bought for child last 12 months: word game	562	2.1%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	3,505	13.0%	91
Bought hardcover book in last 12 months	5,526	20.5%	99
Bought paperback book in last 12 months	7,141	26.4%	93
Bought 1-3 books in last 12 months	4,476	16.6%	87
Bought 4-6 books in last 12 months	2,116	7.8%	80
Bought 7+ books in last 12 months	4,634	17.2%	105
Bought book (fiction) in last 12 months	6,773	25.1%	101
Bought book (non-fiction) in last 12 months	4,942	18.3%	80
Bought biography in last 12 months	1,432	5.3%	74
Bought children`s book in last 12 months	2,226	8.2%	88
Bought cookbook in last 12 months	1,599	5.9%	91
Bought history book in last 12 months	2,146	7.9%	96
Bought mystery book in last 12 months	3,261	12.1%	117
Bought novel in last 12 months	3,257	12.1%	93
Bought religious book (Not Bible) in last 12 months	1,748	6.5%	109
Bought romance book in last 12 months	1,311	4.9%	96
Bought science fiction book in last 12 months	1,417	5.2%	93
Bought personal/business self-help book last 12 months	1,211	4.5%	65
Bought travel book in last 12 months	548	2.0%	94
Bought book online in last 12 months	5,287	19.6%	83
Listened to/purchased audiobook in last 6 months	1,439	5.3%	75

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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