NORTH CAROLINA
COUNTY TRADE PULL FACTORS
TRADE AREA CAPTURE
AND PERCENT MARKET SHARE ANALYSIS

FY 05-06 to FY 14-15

Report #1

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OVERVIEW

How much pull does your county or region have?

In North Carolina, as in most states, metropolitan centers are the main economic drivers and generators of sales tax revenue. Sales tax revenue represent a portion of all taxes collected but they are a good measure of the mobility of consumer spending. The most commonly recognized industry that pulls in 'mobile' money is tourism. Natural attractions such as the Atlantic Ocean and its beaches, the mountains in western NC or the state and national parks across the state, pull people and their money to a region. Large urban centers with event centers, cultural arts, shopping and high concentrations of restaurants also pull people in to play, visit, relax and enjoy life.

While natural attractions entice people to come to a region to live and play, stable industries such as agriculture, manufacturing, military bases, medical centers or universities also lure people to a region. Both create an economic pull and as industries grow so do the number of jobs, which contributes the county's growth. It is these economic pull factors, from both natural attractions and fixed industries that are the focus of this report.

Calculating the economic pull these influences create in a county is relatively simple. The county trade pull factor (CTPF) takes into account both the fixed and mobile money flowing through the county's economy. CTPF is calculated by dividing the county's sales tax revenue by its population, then dividing that value by the state's sales tax revenue by total state population. The CTPF values for FY 05-06 through FY 14-15 for each county, are arranged into five districts. These data can be reviewed in Appendix I, Tables 1 through 5.

In addition to calculating the pull factors for each county, this report also calculates the Trade Area Capture (TAC) and the Percent Market Share (%MS) for each county. The TAC for each county measures the spending power a county has based on its CTPF. Counties with CTPFs greater than 1.0 are strong enough economically to pull business in from adjacent counties or the region. Because of the influx of revenue, a county with a strong CTPF has spending power greater than its base population. A county with a CTPF less than 1.0 is losing business to adjacent counties and its effective spending power is less than its base population. The TAC values for every county, sorted by district, are listed in Appendix II, Tables 6 through 10.

The Percent Market Share (%MS) is a measure of the county's TAC in proportion to all of the other counties in North Carolina. The %MS data for every county, sorted by district, are included Appendix III, Table 11 through Table 15. The %MS is the actual adjusted revenue generating capacity of the county in comparison to the rest of the counties in North Carolina.

Sales tax revenue data for this report was collected from the NC Department of Revenue. The economic assessment tools used in this report were used extensively by Dr. David Darling at Kansas State University and continue to be used by the Kansas Department of Revenue to evaluate the economic pull counties in Kansas are having on the state's economy. This report utilizes the same assessment methods implemented in Kansas to analyze counties in North Carolina.

For more detailed analysis, this report also divides NC into five districts as established by NC Extension. The five districts are the West, North Central, South Central, Northeast and Southeast. Each district covers 18-22 counties. Most districts have one or two large urban centers, access to interstates, university and research communities, regional medical centers and natural resources that drive their economies. All five districts also have at least two counties that are very rural with no significant urban area inside the county.

Data tables showing the CTPFs for every county between FY 05-06 and FY 14-15 are included in the report and are sorted by district. Graphs of the FY 14-15 CTPFs for each district are also included with brief descriptions about each district are provided to give readers a glimpse of the factors driving the CTPF, TAC and %MS in each of the five NC Extension districts. http://www.ces.ncsu.edu/wp-content/uploads/2015/01/district-map-2015.pdf?fwd=no.

COUNTY TRADE PULL FACTORS

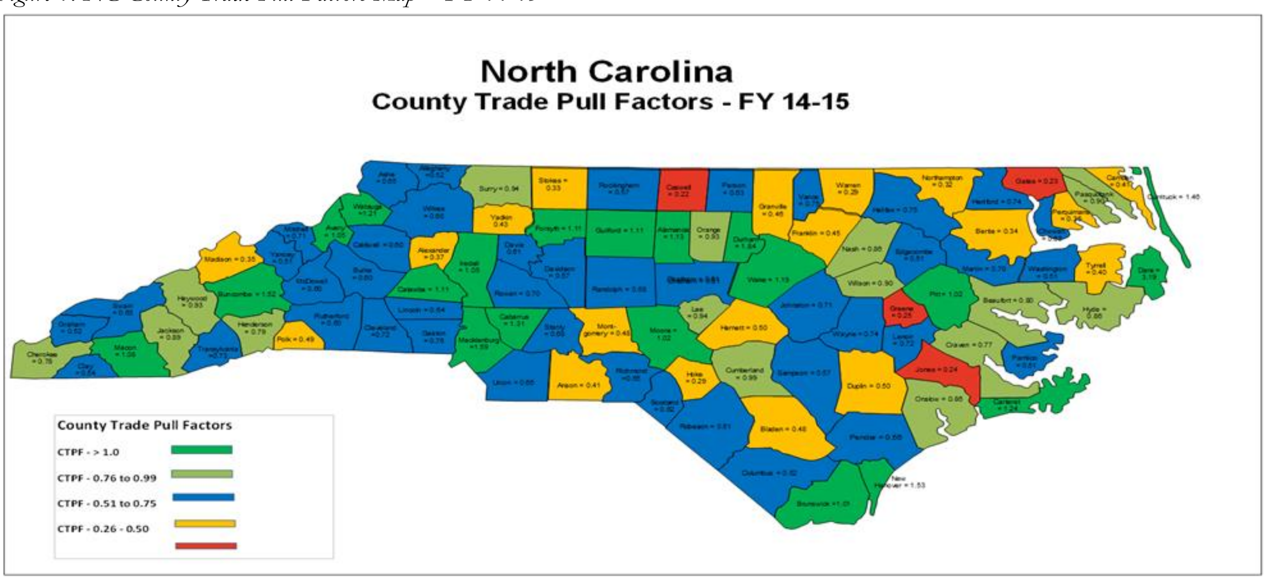
In his book *The Rise of the Creative Class*, Dr. Richard Florida highlights many of the key drivers as to why industries and people locate where they do, and the impacts these decisions have on communities. Dr. Florida's research shows there is much more to economic growth than a concentration of people or business. Industries like agriculture build wealth but without a network of service industries, the community, has a difficult time keeping and attracting people. However, counties with diverse populations; manmade and natural resources; open space; and creative centers like universities and medical centers, increase the economic pull a county has. This report uses three measures: County Trade Pull Factor (CTPF), Trade Area Capture (TAC) and Percent Market Share (%MS) to quantify the effects these influences have on counties.

Two eastern NC counties - Sampson and Duplin County – exemplify this. Agriculture production in both counties exceed $1.2 billion annually, dwarfing any other industry in the region. While there is a significant amount of revenue and wealth generated, their economic pull or CTPF is less than 1.0 because of they lack the goods, services, natural attractions that entice people to visit or live there. It is for this reason that CTPF based on sales tax, the mobile money flowing through a county, is a good tool to evaluate how a county or region is performing economically.

Typically tourism is the industry most identified with CTPF as it includes retail sales, restaurants and groceries, gasoline and other things people spend money on. The sales tax revenues generated by these businesses help communities that are blessed (or natives might say cursed) with natural attractions or infrastructure pay for the additional infrastructure needed to support the influx of tourists. Communities with a strong CTPF get help from these sales taxes, without placing the full cost of this infrastructure on the laps of permanent residents. In NC, Dare County had the highest CTPF in FY 14-15 with a value of 3.19 and Caswell County had the lowest CTPF of 0.22. In a county of 36,000 permanent residents, Dare County's 3.19 CTPF gives it the sales tax revenue generating capacity of a county with 112,000 residents.

Twenty counties in NC had CTPFs greater than 1.0 in FY 14-15. All of these counties encompass NC's largest cities or biggest tourism attractions. Seven more counties had CTPFs of 0.90 or larger. Many of these have large tourism draws (beaches) or have very mobile (military) populations or are in close proximity to large urban centers. These counties are highlighted in bright green on the map in Figure 1.

Figure 1: NC County Trade Pull Factors Map – FY 14-15



Rural counties that are very dependent on agriculture income are highlighted in red in Figure 1. Counties highlighted in blue and gold offer a few more goods and services but still do not have enough retail outlets to fully support the population of the county or to attract business from outside the county. Counties highlighted in olive green and bright green have the most pull. They are the economic drivers in the state with interstate connectivity, research, military or natural attractions pulling in traffic and business.

Tables 1 through Table 5 (Appendix I) show the CTPF values by county over the last ten fiscal years. These data show the CTPF values for the ten year period for each county in each of the five districts. The values show the economic trends and how changes in consumer spending have affected money flowing in and out of each county economies. In most counties there is little change in the CTPF values from one year to the next. The effect of the recession in the mid-2000s can be seen in counties dependent on tourism or where one industry is prominent. In Onslow, Craven and Cumberland County the military's base realignment and closer (BRAC) plan resulted in a big shift of military troops and families, increasing the CTPF in these counties at that time, mostly because of the additional spending that occurred with the influx of people to the county.

Tables 6 through 10 (Appendix II) show the trade area capture (TAC) for each county referenced earlier in this report.

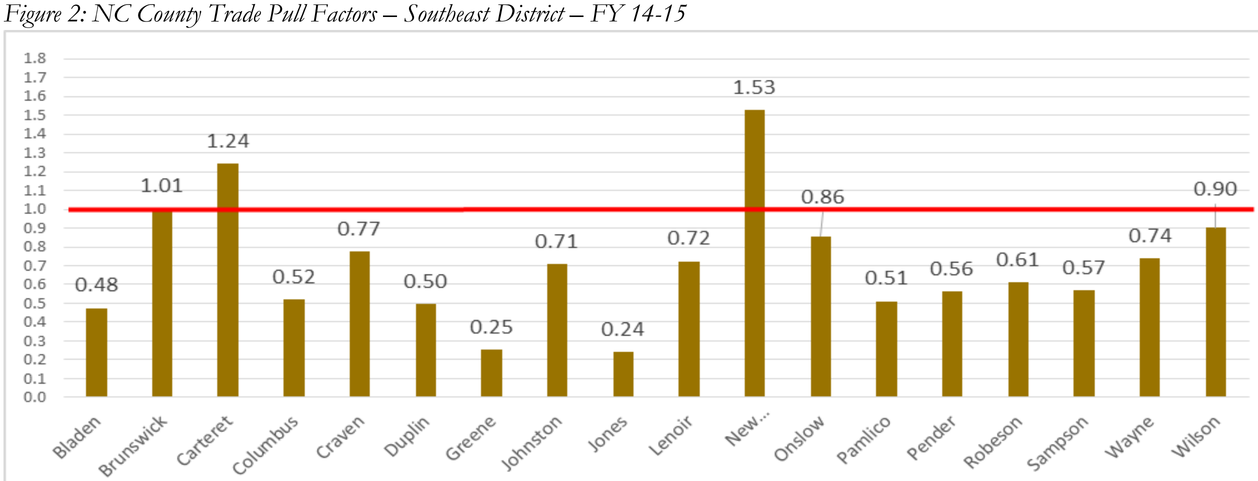
Tables 11 through 15 (Appendix II) show the county percent market (%MS) share by district. The %MS data shows the percent market share of each county after it has been adjusted to reflect the economic pull the county has. A brief discussion of the %MS for FY 14-15 is shown in Figures 7 through 11, offering a snapshot of the county's sales tax revenue generation in that year.

SOUTHEAST NORTH CAROLINA

In southeast North Carolina, the eighteen counties listed are grouped together using the NC Extension district lay out. NC Extension districts are established based on the geographic proximity of the counties in a region; limited funds for regional and state level support for county-based Extension programs; and because of the economic nature of the counties in the region.

In southeast NC, the economies of most of the counties are driven by agriculture production. New Hanover and Carteret County are the exceptions with larger retail centers, beach tourism and industrial output through the ocean ports, generating a large amount of business activity.

Figure 2: NC County Trade Pull Factors – Southeast District – FY 14-15



Many of the counties in southeast NC have economies that rely on agriculture income, have no immediate beach access or other natural amenities to entice people to visit. Many however, with access to interstates and four lane highways, are in close proximity to a large retail centers. Mentioned earlier, Duplin and Sampson County, the two largest agriculture counties, but have CTPFs less than 0.6 and while their agriculture production dwarfs that of nearby counties, the lack of retail services force people to travel outside the region to shop, play and live.

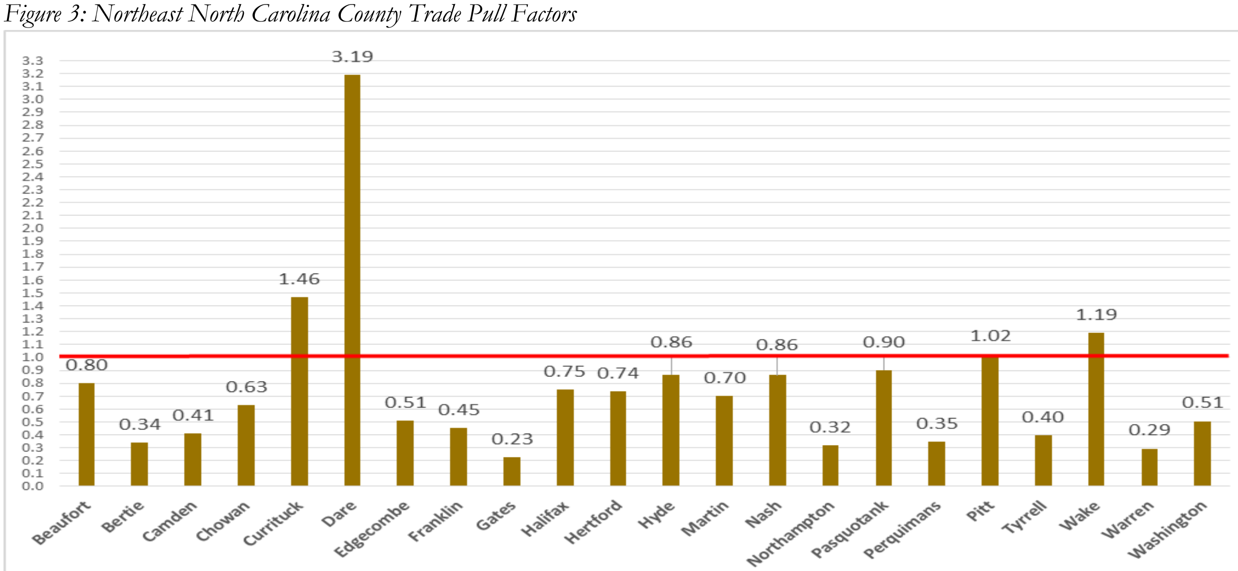
The natural draw of the beaches in Brunswick, Carteret and New Hanover County are evident based on each county's CTPF value being greater than 1.0. With beach access it is expected that this pull would also be evident in Pender County. However, the sales tax revenues generated by tourism Pender County is offset by the economic draw from Pender's proximity to the retail centers in New Hanover and Onslow County.

Wayne and Wilson County suffer similar pulls from nearby Wake County but their connections to I-40 and I-95 generate sales tax on gasoline and food as people transit through these counties. The southeast district is also propelled by population growth over the last 10 years, with Brunswick and Pender County ranking among the top ten fastest growing counties in the United States over this period.

NORTHEAST NORTH CAROLINA

Similar to southeast North Carolina counties, northeast NC counties have few retail centers that generate sales tax revenue. These counties rely on agriculture revenue and property taxes to support the infrastructure needs of the community. Dare County in northeast NC, generates much of the county business activity through tourism. As seen in Figure 3, the CTPF for FY 14-15 is 3.19, indicating that for every dollar in sales tax permanent residents generate, an additional $2.19 dollars comes in from outside the county. This is also the case in Currituck County, where the CTPF is 1.46. The CTPFs in 18 of the 22 counties in this region of NC

Figure 3: Northeast North Carolina County Trade Pull Factors



indicate residents must and are driving to nearby counties for the goods and services they need, which generate sales tax. The northeast district also encompasses Wake County, part of the Research Triangle Park economic development zone, NC State University and the counties near this area.

Pitt County, home to East Carolina University and one of the state's largest medical centers also pulls business into the region. These counties all have CTPFs of 1.0 or larger, indicating they are attracting business and spending from outside the county boundaries.

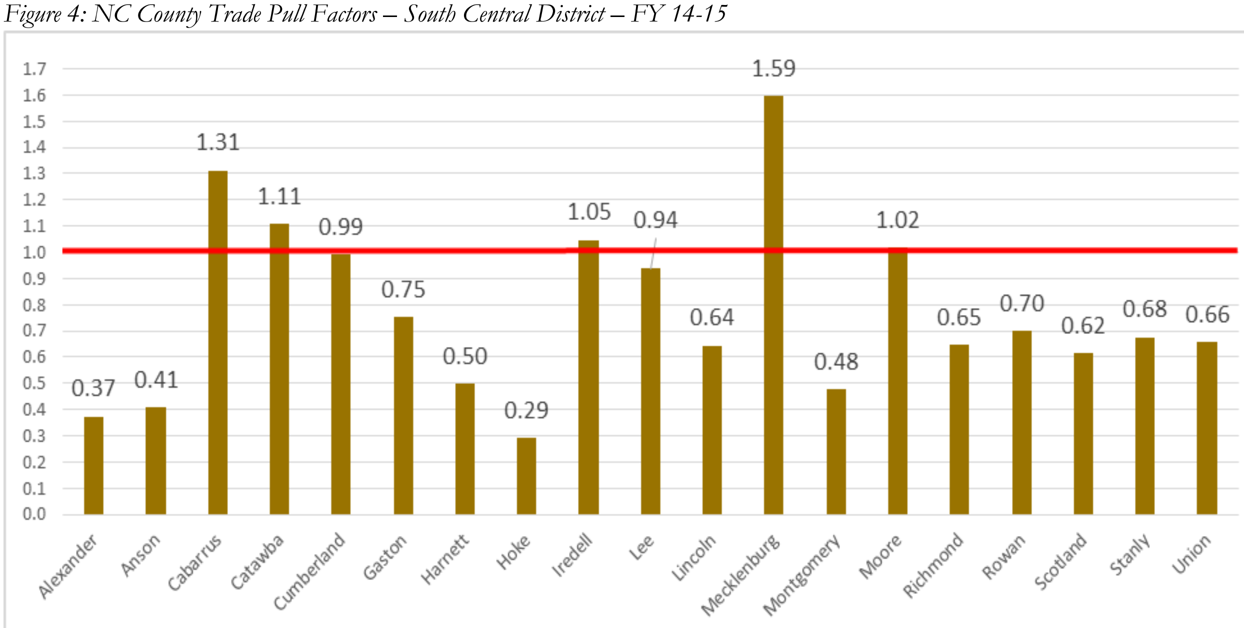
Like many northeast NC counties, Hyde is largely a rural, agricultural county surrounded by water or cut off by rivers, swamps or sounds. Their geography and elevation – near sea level - precludes any significant urban development. However, Hyde County, largely an agriculture county with a small population, benefits from the tourism spending because of Okracoke being inside the Hyde County borders.

SOUTH CENTRAL NORTH CAROLINA

Counties in south central North Carolina are influenced by a number of factors. Agriculture production generates the most revenue throughout the district but there is more economic diversity throughout the district. The military's influence at Fort Bragg on the eastern end of the district, Charlotte's banking industry and entertainment (NASCAR, NFL and NBA) on the west side of the district and the research activities in neighboring counties on the northeast side combine with the region's interstate access to give it the most pull of any district in NC.

Figure 4 shows all of the CTPF values for FY 14-15 for counties in the south central district. Table 3 in Appendix I shows the CTPF's for all of the counties between FY 05-16 and FY 14-15. The south central district has the highest average CTPF at 0.78 overall in NC. Excluding the five rural counties in this district: Alexander, Anson, Harnett, Hoke and Montgomery, the average CTPF for this region jumps to 0.91. This is an indicator that all of these counties are fairly well balanced economically in terms of having enough retail centers to provide the goods and services of the permanent residents in these counties.

Figure 4: NC County Trade Pull Factors – South Central District – FY 14-15

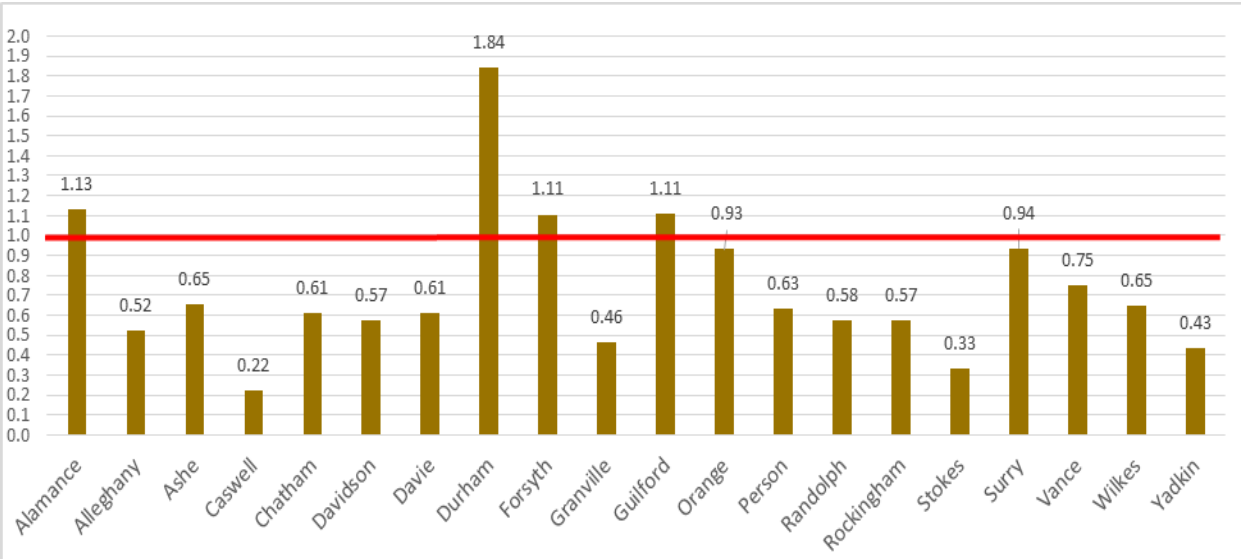


NORTH CENTRAL NORTH CAROLINA

North Central North Carolina's 20 counties are driven economically by the Piedmont Triad economic region that includes interstates I-40, I-74 and I-85, medical facilities in Durham, a multitude of universities: UNC

Chapel Hill, Elon, Wake Forest and other smaller universities, all of which attract people, business and services to the area. Table 1 shows the CTPF's for past ten years in this region. Alamance, Durham, Forsythe and Guilford Counties all have direct access to one or all of the aforementioned interstates. These traffic corridors generate thousands of dollars in daily sales tax revenue through food and gasoline purchases.

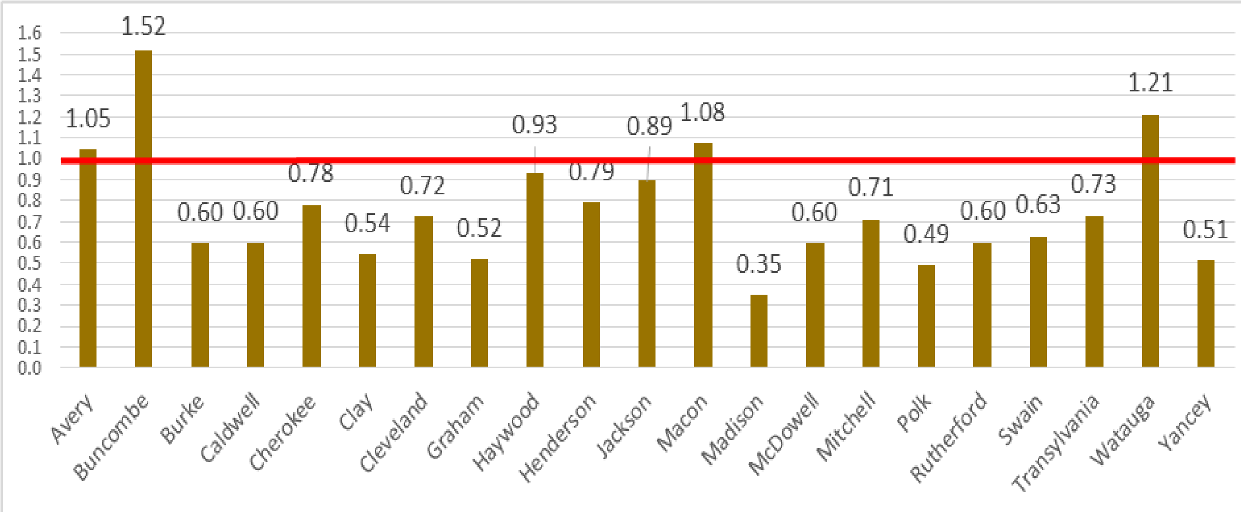
Figure 5: NC County Trade Pull Factors – North Central District – FY 14-15



WESTERN NORTH CAROLINA

Figure 5 shows the CTPFs of the 21 counties in western North Carolina for FY 14-15. The ten year average CTPFs can be found earlier in this report in Table 5. The CTPFs for this region indicate that four of the 21 counties have CTPFs greater than 1.0, signifying there are enough retail and service industries to attract customers from outside the region in these counties. Interstates I-26, I-40 and I-77 traverse this region, allowing large numbers of people to migrate in and out and the retail services available in these counties capture many of the dollars spent by these travelers. Buncombe County (Asheville) is at a crossroad of two of these interstates and has developed as a hub for local foods restaurants and farmers markets. It is also home to Appalachian State University. Macon and Watauga County also benefit greatly from outdoor recreation and tourism businesses as people travel to the mountains for vacations, retirement or second home locations.

Figure 6: NC County Trade Pull Factors – West District – FY 14-15



The remaining counties in the region are mountainous and have very diverse agriculture and forest industries. This region is North Carolina's home for Frasier fir Christmas trees, which are shipped nationwide at Christmas time. Tree fruit, vegetables and livestock production are also large revenue generating industries. Similar to other regions in NC, large agriculture production counties are more dependent on property tax revenue to provide infrastructure support than they are on sales tax revenue.

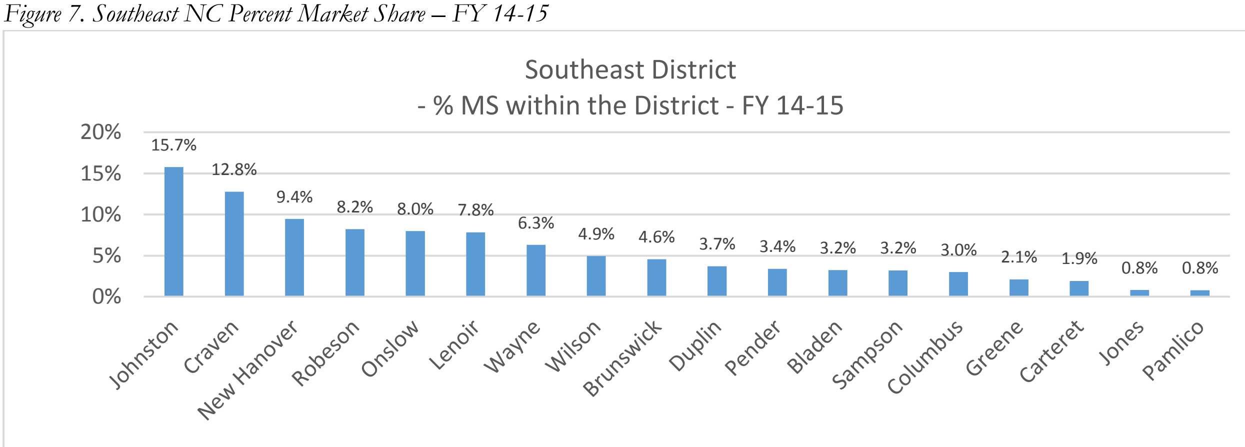
PERCENT MARKET SHARE

The Percent Market Share (%MS) is a view of the economic impact of the county when adjusting for total population. It is a multi-step calculation taking into account county population, multiplied by the CTPF to generate the county trade area capture (TAC). This accounts for the fact that as population grows, the demand for services grow and consumer spending for taxable services will grow proportionately. The %MS is then calculated by taking the county's TAC and dividing it by the district or state TAC to come up with the county's share of the NC's markets. Trade Area Capture values for FY 05-06 through FY 14-15 are listed by district in Appendix II, Tables 6 through 10.

The TAC and %MS take into account that counties with large populations will capture a disproportionate amount of revenue relative to neighboring counties with lower populations and less spending power. The %MS shows that while on a per capita basis, Dare County, NC has a very large CTPF relative to counties around it, the relatively small permanent population in Dare County would not be expected to have the spending power on its own to generate a CTPF of 3.19. So Dare County's pull – the beach – is attracting a lot of business from outside the county and the state. Yet while it is has a large CTPF, when compared to large metropolitan areas, it generates an important amount of business for the county but in comparison it is not a high percentage of the state's total business. In contrast Mecklenburg County with a population over 1 million has a CTPF just over 1.0 but has huge spending power because of its population.

Figures 7 through 11 show the %MS of counties within each district for FY 14-15, providing a one year snapshot of how much business each county generated. In the south central district (Figure 10) Mecklenburg County has a large population and garners a high %MS, while Cumberland County with a smaller population captures a high %MS because of the revenue brought in by the US military.

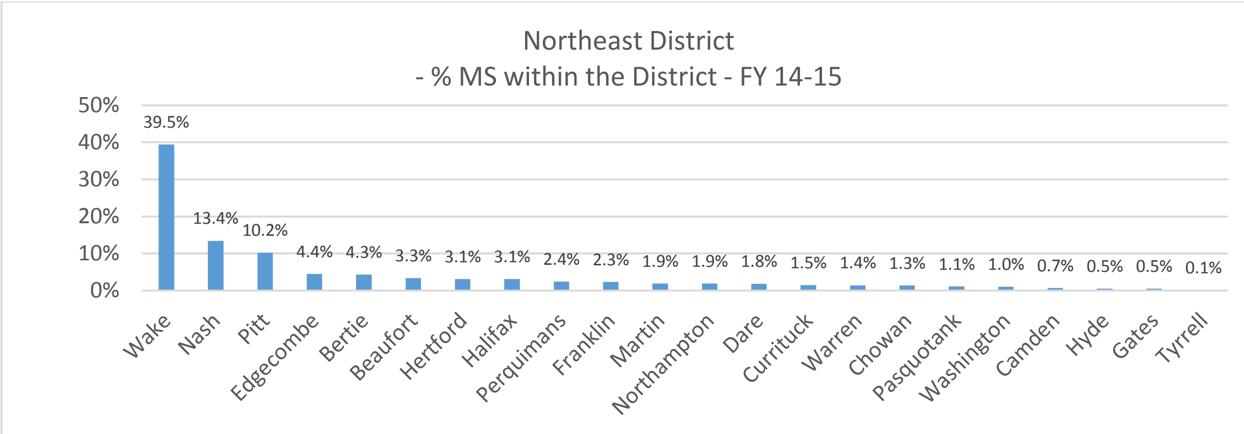
Figure 7. Southeast NC Percent Market Share – FY 14-15



In the southeast district New Hanover County's CTPF is the highest in the district but based on relative population and military spending, New Hanover County ranks third in the southeast in terms of %MS. And again while Pender and Onslow County have beach tourism, the draw of these natural resources takes away the amount of spending that occurs in nearby New Hanover County. Carteret County's %MS also wanes significantly in the region, in part because of the sheer population draw to the retail outlets of Johnston County.

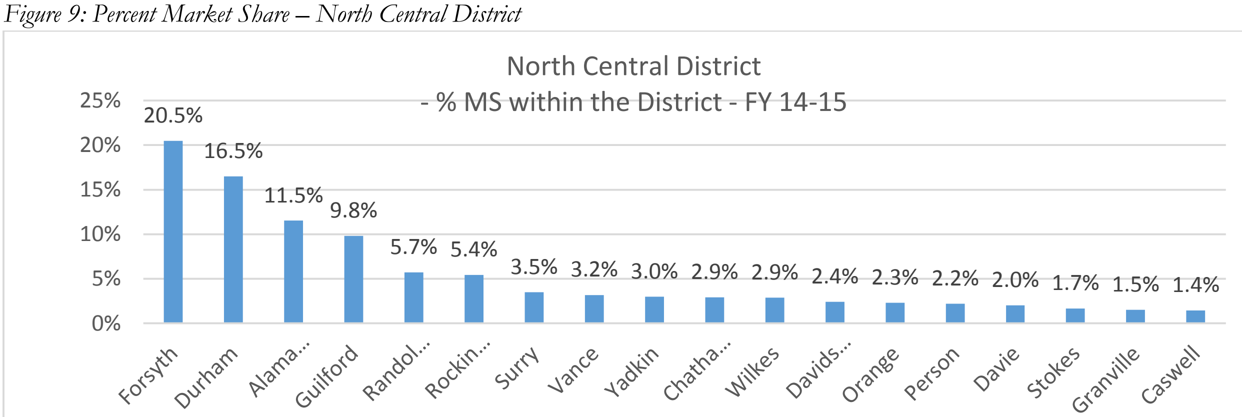
In the Northeast District, Wake County's large population and CTPF pulls a much larger portion of total sales tax revenue into the county, capturing 39.5% MS compared to Dare County's 1.8% MS in spite of its 3.19 CTPF. Population in this instance drives the total revenue and Dare County, while being a huge tourism draw, does not have enough population to capture a lot of revenue.

Figure 8: Percent Market Share – Northeast District



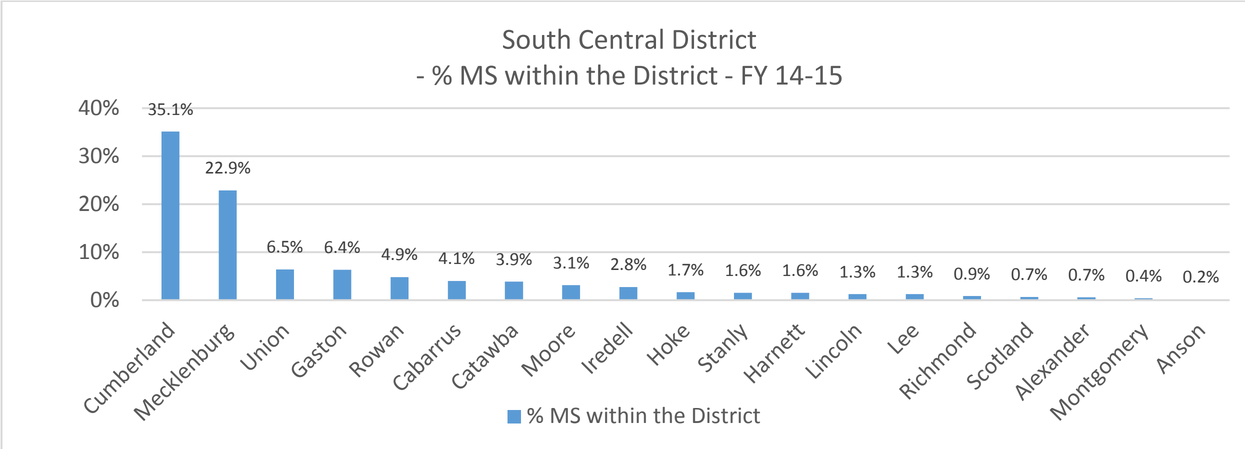
The North central district of the state captures 20% of the state's taxable sales tax. The %MS in the North Central District is dominated by counties with immediate access to the I-40, I-85 and I 74 corridors with massive traffic flows, large permanent populations and large corporate and university presences are felt. The top four counties in this district capture 58.3%MS in the district (Figure 9). On a state level these four counties capture 11.9% MS out of the state's 100 counties (Table 6).

Figure 9: Percent Market Share – North Central District



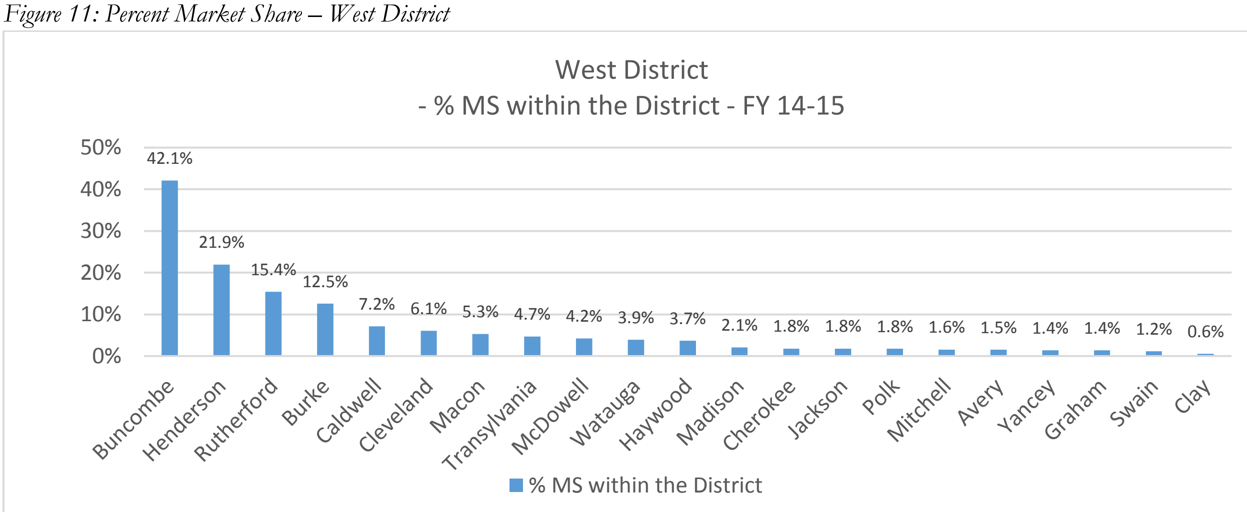
As mentioned earlier two counties dominate the economy in south central NC. Cumberland and Mecklenburg collect 58% MS in the district. While Mecklenburg's CTPF is higher than Cumberland's, the military's presence in the county and region significantly impacts the region. Union County's proximity to Mecklenburg County does little in terms of TAC and CTPF to influence Mecklenburg County's dominance in the area (Figure 10).

Figure 10: Percent Market Share – South Central District



Finally in the West District Buncombe County captures the highest %MS, with 42.1% (Figure 11). While the CTPFs in some counties in the west are high, their total population and limited numbers of service industries limits their TAC and ultimately their %MS. This is clearly demonstrated in Figure 11 when 15 of the 21 counties in the district have less than 5% MS and 17 of the 21 have less than 10% MS.

Figure 11: Percent Market Share – West District



CONCLUSION

North Carolina's most populous counties generally capture the highest percentage of sales tax revenue when looking at CTPF, TAC and %MS. However other factors such as interstate access, research and medical centers, military bases and natural resources (mountains and beaches) have a significant impact on the economies of counties with smaller populations. At the same time most agriculturally dependent counties generate a lot of wealth but they are largely dependent on adjacent counties to provide the goods, services, recreation and cultural activities that people are interested in. This means these rural counties are largely dependent on property taxes to pay for the infrastructure and government services needed.

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- NCSU Extension Forestry: Economic Impact Data https://forestry.ces.ncsu.edu/economic-impact-data/

APPENDIX I: County Trade Pull Factor Tables

Table 1: NC County Trade Pull Factors North Central District – Fiscal Year Data

County	CTPF – 05-06	CTPF – 06-07	CTPF – 07-08	CTPF – 08-09	CTPF – 09-10	CTPF – 10-11	CTPF – 11-12	CTPF – 12-13	CTPF – 13-14	CTPF – 14-15
Alamance	0.91	0.96	1.03	1.08	1.00	1.06	1.09	1.08	1.13	1.13
Alleghany	0.61	0.63	0.67	0.61	0.57	0.60	0.57	0.53	0.53	0.52
Ashe	0.59	0.64	0.67	0.68	0.69	0.70	0.69	0.65	0.65	0.65
Caswell	0.13	0.13	0.13	0.14	0.20	0.22	0.25	0.21	0.21	0.22
Chatham	0.44	0.51	0.53	0.52	0.60	0.61	0.58	0.59	0.60	0.61
Davidson	0.58	0.59	0.58	0.59	0.55	0.55	0.55	0.54	0.54	0.57
Davie	0.49	0.53	0.53	0.57	0.56	0.54	0.54	0.61	0.64	0.61
Durham	1.60	1.52	1.49	1.55	1.67	1.64	1.62	1.73	1.84	1.84
Forsyth	1.28	1.25	1.27	1.23	1.18	1.19	1.18	1.13	1.11	1.11
Granville	0.41	0.39	0.36	0.39	0.43	0.44	0.43	0.44	0.45	0.46
Guilford	1.30	1.30	1.32	1.30	1.14	1.17	1.15	1.11	1.11	1.11
Orange	0.78	0.75	0.77	0.79	0.82	0.81	0.79	0.84	0.98	0.93
Person	0.64	0.66	0.70	0.72	0.67	0.65	0.67	0.64	0.66	0.63
Randolph	0.53	0.54	0.55	0.59	0.59	0.63	0.61	0.60	0.59	0.58
Rockingham	0.50	0.52	0.52	0.58	0.62	0.63	0.63	0.59	0.58	0.57
Stokes	0.33	0.33	0.27	0.30	0.33	0.34	0.33	0.34	0.34	0.33
Surry	0.89	0.91	0.88	0.96	1.02	1.01	0.97	0.97	0.96	0.94
Vance	0.73	0.77	0.71	0.76	0.87	0.80	0.80	0.76	0.77	0.75
Wilkes	0.63	0.62	0.62	0.61	0.66	0.67	0.69	0.68	0.70	0.65
Yadkin	0.38	0.42	0.44	0.47	0.48	0.44	0.42	0.43	0.43	0.43

Table 2: NC County Trade Pull Factors – Northeast District – Fiscal Year Data

County	CTPF – 05-06	CTPF – 06-07	CTPF – 07-08	CTPF – 08-09	CTPF – 09-10	CTPF – 10-11	CTPF – 11-12	CTPF – 12-13	CTPF – 13-14	CTPF – 14-15
Beaufort	0.77	0.77	0.80	0.83	0.85	0.82	0.85	0.79	0.74	0.80
Bertie	0.26	0.18	0.18	0.19	0.30	0.31	0.31	0.33	0.34	0.34
Camden	0.42	0.38	0.40	0.36	0.51	0.56	0.51	0.49	0.46	0.41
Chowan	0.55	0.56	0.53	0.52	0.66	0.68	0.67	0.66	0.66	0.63
Currituck	1.06	0.98	1.00	1.06	1.38	1.50	1.60	1.62	1.56	1.46
Dare	3.51	3.45	3.51	3.72	3.18	3.46	3.44	3.38	3.29	3.19
Edgecombe	0.47	0.50	0.53	0.57	0.54	0.56	0.58	0.52	0.55	0.51
Franklin	0.56	0.56	0.52	0.49	0.43	0.42	0.43	0.44	0.44	0.45
Gates	0.14	0.12	0.13	0.14	0.20	0.20	0.20	0.22	0.23	0.23
Halifax	0.61	0.63	0.61	0.69	0.73	0.72	0.75	0.74	0.75	0.75
Hertford	0.80	0.72	0.65	0.72	0.70	0.76	0.80	0.78	0.78	0.74
Hyde	0.73	0.75	0.87	0.82	0.89	0.95	0.92	0.88	0.90	0.86
Martin	0.53	0.54	0.63	0.74	0.78	0.77	0.81	0.76	0.74	0.70
Nash	0.97	0.97	0.96	0.97	1.00	0.96	0.95	0.91	0.89	0.86
Northampton	0.18	0.17	0.18	0.18	0.29	0.30	0.30	0.36	0.33	0.32
Pasquotank	1.03	1.01	0.97	1.00	0.98	0.96	0.98	1.08	0.92	0.90
Perquimans	0.30	0.34	0.36	0.30	0.34	0.33	0.32	0.34	0.35	0.35
Pitt	0.96	0.96	0.97	0.96	1.10	1.11	1.08	1.06	1.02	1.02
Tyrrell	0.28	0.28	0.28	0.28	0.38	0.34	0.42	0.44	0.44	0.40
Wake	1.41	1.41	1.39	1.34	1.24	1.20	1.18	1.19	1.20	1.19
Warren	0.22	0.24	0.27	0.27	0.30	0.31	0.33	0.32	0.31	0.29
Washington	0.37	0.36	0.38	0.45	0.54	0.57	0.55	0.54	0.54	0.51

Table 3: NC County Trade Pull Factors – South Central District – Fiscal Year Data

County	CTPF – 05-06	CTPF – 06-07	CTPF – 07-08	CTPF – 08-09	CTPF – 09-10	CTPF – 10-11	CTPF – 11-12	CTPF – 12-13	CTPF – 13-14	CTPF – 14-15
Alexander	0.32	0.33	0.30	0.31	0.38	0.39	0.41	0.40	0.39	0.37
Anson	0.38	0.37	0.37	0.39	0.41	0.42	0.43	0.41	0.44	0.41
Cabarrus	1.18	1.18	1.14	1.18	1.26	1.23	1.28	1.31	1.33	1.31
Catawba	1.19	1.22	1.23	1.19	1.18	1.18	1.14	1.11	1.11	1.11
Cumberland	0.86	0.88	0.90	1.01	1.12	1.10	1.08	1.06	1.01	0.99
Gaston	0.72	0.75	0.75	0.76	0.77	0.77	0.79	0.75	0.75	0.75
Harnett	0.47	0.48	0.46	0.48	0.50	0.49	0.48	0.47	0.47	0.50
Hoke	0.20	0.17	0.17	0.17	0.27	0.30	0.28	0.32	0.30	0.29
Iredell	1.18	1.16	1.14	1.09	1.03	1.03	1.09	1.03	1.03	1.05
Lee	1.00	0.97	0.98	0.98	0.95	1.02	1.04	1.00	0.96	0.94
Lincoln	0.60	0.62	0.63	0.63	0.63	0.61	0.60	0.60	0.63	0.64
Mecklenburg	1.71	1.66	1.65	1.55	1.61	1.58	1.59	1.60	1.58	1.59
Montgomery	0.45	0.44	0.41	0.42	0.48	0.45	0.45	0.47	0.47	0.48
Moore	0.97	0.98	0.96	0.95	1.07	1.08	1.05	1.04	1.04	1.02
Richmond	0.56	0.53	0.55	0.61	0.67	0.67	0.69	0.63	0.60	0.65
Rowan	0.58	0.57	0.58	0.60	0.65	0.71	0.71	0.67	0.69	0.70
Scotland	0.70	0.68	0.68	0.74	0.74	0.69	0.66	0.63	0.63	0.62
Stanly	0.76	0.78	0.78	0.82	0.74	0.73	0.71	0.73	0.69	0.68
Union	0.70	0.70	0.67	0.67	0.60	0.59	0.59	0.63	0.66	0.66

Table 4: NC County Trade Pull Factors – Southeast District Fiscal Year Data

County	CTPF – 05-06	CTPF – 06-07	CTPF – 07-08	CTPF – 08-09	CTPF – 09-10	CTPF – 10-11	CTPF – 11-12	CTPF – 12-13	CTPF – 13-14	CTPF – 14-15
Bladen	0.40	0.36	0.34	0.37	0.49	0.50	0.50	0.51	0.50	0.48
Brunswick	1.01	1.00	0.97	0.98	0.97	0.98	0.97	0.99	1.01	1.01
Carteret	1.31	1.29	1.30	1.35	1.32	1.29	1.30	1.24	1.25	1.24
Columbus	0.57	0.56	0.56	0.60	0.58	0.57	0.55	0.56	0.56	0.52
Craven	0.81	0.80	0.79	0.89	0.90	0.84	0.85	0.81	0.78	0.77
Duplin	0.45	0.43	0.42	0.47	0.51	0.52	0.52	0.54	0.53	0.50
Greene	0.20	0.21	0.20	0.20	0.25	0.25	0.27	0.25	0.26	0.25
Johnston	0.75	0.75	0.72	0.71	0.74	0.73	0.71	0.72	0.71	0.71
Jones	0.26	0.25	0.24	0.26	0.32	0.31	0.31	0.27	0.27	0.24
Lenoir	0.86	0.81	0.83	0.85	0.85	0.83	0.83	0.79	0.78	0.72
New Hanover	1.59	1.55	1.49	1.44	1.42	1.49	1.54	1.53	1.51	1.53
Onslow	0.74	0.74	0.74	0.82	0.91	0.93	0.98	0.97	0.91	0.86
Pamlico	0.42	0.38	0.47	0.53	0.50	0.55	0.49	0.49	0.51	0.51
Pender	0.52	0.51	0.50	0.48	0.51	0.54	0.54	0.54	0.54	0.56
Robeson	0.52	0.55	0.53	0.59	0.62	0.62	0.63	0.62	0.61	0.61
Sampson	0.53	0.51	0.48	0.49	0.58	0.59	0.59	0.57	0.57	0.57
Wayne	0.82	0.82	0.81	0.88	0.77	0.78	0.83	0.77	0.74	0.74
Wilson	0.86	0.95	1.01	0.98	1.02	0.97	0.95	0.97	0.93	0.90

Table 5: NC County Trade Pull Factors – West District – Fiscal Year Data

County	CTPF – 05-06	CTPF – 06-07	CTPF – 07-08	CTPF – 08-09	CTPF – 09-10	CTPF – 10-11	CTPF – 11-12	CTPF – 12-13	CTPF – 13-14	CTPF – 14-15
Avery	0.89	0.97	1.02	0.95	1.06	1.08	1.00	1.00	1.03	1.05
Buncombe	1.40	1.47	1.45	1.42	1.37	1.40	1.37	1.47	1.46	1.52
Burke	0.49	0.49	0.51	0.52	0.57	0.58	0.56	0.59	0.60	0.60
Caldwell	0.52	0.53	0.56	0.59	0.58	0.57	0.59	0.56	0.57	0.60
Cherokee	1.06	1.07	0.96	0.99	0.86	0.84	0.81	0.78	0.77	0.78
Clay	0.61	0.53	0.54	0.51	0.59	0.56	0.55	0.53	0.57	0.54
Cleveland	0.66	0.66	0.68	0.74	0.66	0.71	0.72	0.72	0.69	0.72
Graham	0.48	0.51	0.51	0.49	0.52	0.52	0.55	0.59	0.55	0.52
Haywood	0.90	0.93	0.96	0.93	0.96	0.94	0.92	0.94	0.91	0.93
Henderson	0.84	0.85	0.84	0.83	0.80	0.79	0.75	0.81	0.79	0.79
Jackson	0.78	0.88	0.88	0.88	0.89	0.84	0.84	0.83	0.86	0.89
Macon	1.28	1.29	1.27	1.21	1.13	1.10	1.08	1.11	1.10	1.08
Madison	0.26	0.27	0.28	0.30	0.37	0.37	0.36	0.37	0.36	0.35
McDowell	0.52	0.53	0.56	0.58	0.59	0.59	0.63	0.59	0.62	0.60
Mitchell	0.74	0.79	0.77	0.84	0.82	0.84	0.85	0.79	0.79	0.71
Polk	0.35	0.35	0.38	0.36	0.42	0.41	0.41	0.41	0.45	0.49
Rutherford	0.59	0.60	0.59	0.63	0.74	0.72	0.78	0.66	0.64	0.60
Swain	0.47	0.51	0.56	0.61	0.73	0.68	0.66	0.62	0.62	0.63
Transylvania	0.82	0.88	0.87	0.83	0.75	0.74	0.71	0.75	0.73	0.73
Watauga	1.41	1.40	1.41	1.37	1.31	1.28	1.22	1.20	1.24	1.21
Yancey	0.62	0.66	0.74	0.67	0.56	0.58	0.55	0.56	0.53	0.51

APPENDIX II: NC County Trade Area Capture

Table 6: Trade Area Capture North Central District – FY 05-06 to FY 14-15

County	TAC FY 05-06	TAC FY 06-07	TAC FY 07-08	TAC FY 08-09	TAC FY 09-10	TAC FY 10-11	TAC FY 11-12	TAC FY 12-13	TAC FY 13-14	TAC FY 14-15
Alamance	125,771	130,008	127,419	134,103	133,774	140,244	149,958	160,860	168,449	161,348
Alleghany	5,379	5,273	5,626	6,178	6,623	7,348	7,642	8,069	7,119	6,825
Ashe	11,951	14,474	16,155	17,000	16,628	16,832	18,572	19,272	19,234	20,236
Caswell	3,810	3,544	3,496	3,701	3,825	3,548	3,416	3,403	3,539	5,169
Chatham	23,354	25,254	26,350	27,474	27,536	27,318	33,046	34,058	33,823	40,562
Davidson	87,560	88,127	87,610	95,915	97,406	99,565	101,267	99,693	100,685	96,370
Davie	19,623	18,769	17,463	17,737	18,600	21,042	22,909	22,855	24,320	24,819
Durham	395,368	408,567	419,691	417,600	425,463	429,456	415,848	409,487	426,925	477,631
Forsyth	399,765	420,563	439,255	448,836	457,512	465,819	459,967	467,630	449,893	442,869
Granville	20,153	21,199	21,982	24,001	23,700	24,981	23,671	22,479	24,322	27,689
Guilford	648,609	630,033	631,808	632,437	653,830	647,335	655,410	670,700	657,360	597,002
Orange	99,113	102,021	105,092	107,960	101,866	106,445	104,443	107,487	109,155	116,885
Person	21,972	23,710	25,344	25,664	26,930	26,745	27,917	29,136	29,354	28,129
Randolph	78,161	78,933	79,466	82,277	79,579	79,345	82,088	81,996	86,911	90,112
Rockingham	47,760	48,963	47,605	47,678	48,210	51,080	53,381	52,470	57,310	62,349
Stokes	12,289	13,363	14,394	15,523	16,409	16,813	17,195	13,745	14,747	16,946
Surry	66,890	64,667	64,518	67,847	68,750	71,807	72,813	69,457	74,068	81,067
Vance	34,691	36,535	36,864	36,840	36,111	36,036	38,102	34,607	36,255	42,712
Wilkes	46,925	47,916	49,432	50,087	48,603	46,919	46,710	46,201	44,650	49,220
Yadkin	15,536	16,529	16,429	16,025	15,404	15,813	17,459	18,041	19,071	19,711

Table 7: Trade Area Capture Northeast District – FY 05-06 to FY 14-15

County	TAC FY 05-06	TAC FY 06-07	TAC FY 07-08	TAC FY 08-09	TAC FY 09-10	TAC FY 10-11	TAC FY 11-12	TAC FY 12-13	TAC FY 13-14	TAC FY 14-15
Beaufort	35,062	35,658	35,654	37,430	40,602	39,308	39,207	40,331	41,303	43,412
Bertie	3,242	3,322	3,772	4,007	4,254	5,811	4,052	4,070	4,330	6,970
Camden	1,980	2,209	2,820	2,712	2,813	4,283	3,976	4,208	3,809	5,432
Chowan	7,529	7,760	7,793	8,638	8,217	8,875	9,263	8,717	8,297	10,706
Currituck	18,837	20,154	23,867	25,337	25,102	26,856	25,112	25,645	26,350	35,209
Dare	99,744	115,123	129,166	132,077	133,892	134,559	132,099	130,966	135,265	117,011
Edgecombe	28,826	28,173	30,153	30,478	29,958	29,258	30,521	32,127	34,033	32,967
Franklin	21,239	22,841	23,011	26,567	29,045	33,747	34,362	32,051	30,317	27,979
Gates	1,475	1,472	1,428	1,632	1,765	1,727	1,548	1,678	1,825	2,666
Halifax	34,980	35,231	35,381	36,540	38,589	38,043	38,741	36,927	40,202	43,093
Hertford	21,130	19,478	20,164	20,976	21,627	21,136	19,243	16,955	18,562	18,612
Hyde	4,484	4,945	5,248	4,859	4,690	4,743	4,822	5,505	5,150	5,637
Martin	18,657	18,447	15,058	15,651	14,040	14,454	14,927	16,816	19,348	20,772
Nash	98,248	96,315	94,482	96,987	94,159	97,934	97,983	97,098	95,957	102,881
Northampton	4,018	4,052	3,690	4,135	3,706	4,481	4,126	4,275	4,200	6,918
Pasquotank	35,166	36,431	37,621	41,851	41,384	43,907	43,934	42,391	43,023	42,950
Perquimans	2,619	2,765	3,456	3,791	3,724	4,103	4,790	5,070	4,255	4,870
Pitt	137,514	140,105	154,566	163,964	161,725	158,019	161,377	164,969	164,339	195,168
Tyrrell	1,071	1,270	1,233	1,236	1,208	1,356	1,329	1,336	1,332	1,816
Wake	988,894	977,215	1,026,276	1,119,153	1,118,910	1,187,671	1,236,356	1,252,191	1,220,413	1,179,741
Warren	4,889	5,167	5,118	5,116	4,602	5,139	5,374	6,049	5,999	6,656
Washington	5,241	5,523	5,628	5,806	5,617	5,499	5,284	5,533	6,353	7,674

Table 8: Trade Area Capture – South Central District – FY 05-06 to FY 14-15

County	TAC FY 05-06	TAC FY 06-07	TAC FY 07-08	TAC FY 08-09	TAC FY 09-10	TAC FY 10-11	TAC FY 11-12	TAC FY 12-13	TAC FY 13-14	TAC FY 14-15
Alexander	11,369	12,051	12,983	13,093	13,203	12,901	13,162	12,027	12,151	15,350
Anson	9,453	10,400	10,725	10,772	10,498	11,141	10,906	10,845	11,260	11,956
Cabarrus	147,513	158,507	167,528	176,839	189,002	197,545	206,131	205,218	214,352	238,570
Catawba	179,114	184,224	184,863	188,037	188,719	194,050	201,721	202,621	193,620	196,711
Cumberland	237,402	252,948	264,923	282,227	289,074	291,855	299,599	302,442	333,295	385,011
Gaston	139,966	150,609	156,895	157,897	159,804	154,525	163,012	162,743	165,121	170,120
Harnett	42,480	44,325	44,575	48,193	51,574	52,943	54,681	53,296	55,222	60,263
Hoke	6,031	6,256	7,076	7,405	8,215	9,121	7,947	7,736	8,233	13,215
Iredell	120,045	129,189	142,692	157,625	168,940	183,411	188,312	186,860	178,904	174,674
Lee	51,786	52,517	53,512	57,741	58,707	59,728	58,795	59,452	58,822	58,856
Lincoln	39,710	41,198	41,102	43,897	44,557	47,095	49,873	50,329	50,962	52,616
Mecklenburg	1,302,180	1,301,931	1,318,336	1,364,380	1,410,877	1,537,633	1,543,355	1,566,310	1,463,327	1,575,311
Montgomery	13,587	14,397	13,777	14,161	15,129	13,746	13,372	12,164	12,243	14,323
Moore	72,454	74,705	78,021	80,102	82,839	87,412	90,223	88,480	87,106	100,562
Richmond	28,920	29,308	28,660	28,472	30,577	28,870	27,461	28,042	30,486	33,919
Rowan	85,331	88,408	87,971	83,532	85,852	84,440	84,256	85,187	86,566	96,899
Scotland	25,575	25,836	26,843	28,025	28,499	28,160	27,451	26,936	28,707	29,174
Stanly	46,436	47,933	48,611	46,134	49,544	49,828	50,859	50,691	51,986	48,266
Union	101,530	101,080	98,971	103,546	110,931	124,849	133,145	133,128	136,987	127,744

Table 9: Trade Area Capture – Southeast District – FY 05-06 to FY 14-15

County	TAC FY 05-06	TAC FY 06-07	TAC FY 07-08	TAC FY 08-09	TAC FY 09-10	TAC FY 10-11	TAC FY 11-12	TAC FY 12-13	TAC FY 13-14	TAC FY 14-15
Bladen	15,615	15,483	16,336	16,458	15,867	15,056	13,934	12,690	13,738	18,721
Brunswick	71,853	77,445	82,742	86,997	91,739	99,205	104,451	104,767	106,201	110,592
Carteret	69,465	74,472	80,243	84,656	86,490	92,078	92,138	90,829	93,140	93,545
Columbus	32,213	32,180	33,065	34,162	35,243	35,133	34,783	34,015	35,994	35,968
Craven	66,826	70,213	74,533	79,628	81,597	86,955	86,302	84,482	94,766	99,431
Duplin	21,666	22,167	23,193	24,179	25,382	26,870	25,977	25,813	28,597	31,767
Greene	3,927	3,759	3,923	4,229	4,483	4,427	4,683	4,482	4,505	5,677
Johnston	89,185	92,918	98,574	111,525	117,034	121,306	124,109	121,147	120,786	132,911
Jones	2,512	2,833	2,907	3,185	3,104	2,951	2,790	2,715	2,784	3,500
Lenoir	55,751	59,307	55,988	57,311	55,051	56,740	53,831	53,464	53,890	54,869
New Hanover	256,100	270,374	279,127	290,605	303,312	327,514	327,794	315,379	301,633	308,407
Onslow	89,732	97,701	106,147	121,311	128,795	131,612	135,324	135,947	152,493	178,877
Pamlico	4,307	4,549	4,729	4,926	5,282	6,109	5,573	6,754	7,408	7,093
Pender	15,003	15,810	17,895	19,932	21,571	26,364	27,013	26,640	25,391	28,187
Robeson	66,355	69,853	71,665	72,765	73,442	74,696	78,673	75,429	82,963	88,885
Sampson	32,534	33,140	32,745	35,323	35,627	36,450	35,073	32,802	32,652	39,688
Wayne	92,193	96,210	96,606	102,816	104,326	107,826	107,894	105,181	111,720	101,613
Wilson	72,439	73,312	73,771	71,200	69,712	73,349	81,908	86,371	83,344	88,991

Table 10: Trade Area Capture – West District – FY 05-06 to FY 14-15

County	TAC FY 05-06	TAC FY 06-07	TAC FY 07-08	TAC FY 08-09	TAC FY 09-10	TAC FY 10-11	TAC FY 11-12	TAC FY 12-13	TAC FY 13-14	TAC FY 14-15
Avery	15,920	16,632	16,990	16,592	16,673	17,688	19,256	19,918	18,189	20,533
Buncombe	278,008	295,789	302,815	308,954	325,007	343,543	367,638	363,210	352,499	349,533
Burke	48,168	48,437	48,337	50,741	48,480	48,418	47,999	49,820	49,803	55,477
Caldwell	43,195	45,784	45,944	47,135	45,505	46,288	47,180	49,194	51,439	51,727
Cherokee	22,562	25,163	26,757	26,815	28,061	30,768	31,855	28,341	28,582	25,215
Clay	4,191	5,089	5,202	5,789	6,425	6,653	5,948	5,966	5,640	6,656
Cleveland	65,998	68,051	70,159	69,984	70,132	70,765	70,548	71,490	76,597	69,664
Graham	3,051	3,655	3,356	3,992	3,997	4,453	4,740	4,780	4,522	4,977
Haywood	47,085	51,043	52,244	54,271	52,889	56,819	59,172	60,746	57,607	61,190
Henderson	75,563	79,942	88,587	92,718	92,811	91,325	94,101	93,391	91,535	91,301
Jackson	26,885	28,880	30,100	29,854	31,228	32,075	37,007	36,773	36,179	37,939
Macon	36,578	38,589	40,694	42,050	44,113	45,502	46,853	46,099	43,499	41,283
Madison	4,442	4,944	5,365	4,940	4,997	5,776	6,054	6,174	6,469	8,280
McDowell	19,920	20,884	20,755	21,584	23,911	24,837	25,953	26,815	27,734	28,871
Mitchell	12,270	13,021	13,395	13,282	13,552	12,967	13,695	13,067	13,890	13,859
Polk	6,655	7,165	7,105	7,220	7,332	7,651	7,637	8,301	7,566	9,290
Rutherford	40,837	40,785	42,199	43,308	41,525	42,582	43,151	41,900	44,320	53,768
Swain	5,661	6,095	6,367	6,424	6,524	7,242	7,867	8,456	8,971	10,929
Transylvania	21,286	21,971	23,295	23,866	26,102	28,193	30,682	30,533	28,647	26,582
Watauga	61,742	64,113	67,020	68,166	69,094	72,110	73,450	74,226	72,139	71,184
Yancey	8,939	9,560	8,832	9,395	9,778	12,273	12,988	14,537	12,779	10,773

APPENDIX III: Percent Market Share for NC Counties

Table 11: Percent Market Share North Central District – FY 05-06 to FY 14-15

County	%MS FY 05-06	%MS FY 06-07	%MS FY 07-08	%MS FY 08-09	%MS FY 09-10	%MS FY 10-11	%MS FY 11-12	%MS FY 12-13	%MS FY 13-14	%MS FY 14-15
Alamance	5.8%	5.9%	5.7%	5.9%	5.8%	6.0%	6.4%	6.8%	7.1%	6.7%
Alleghany	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Ashe	0.6%	0.7%	0.7%	0.7%	0.7%	0.7%	0.8%	0.8%	0.8%	0.8%
Caswell	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%
Chatham	1.1%	1.1%	1.2%	1.2%	1.2%	1.2%	1.4%	1.4%	1.4%	1.7%
Davidson	4.0%	4.0%	3.9%	4.2%	4.2%	4.3%	4.3%	4.2%	4.2%	4.0%
Davie	0.9%	0.9%	0.8%	0.8%	0.8%	0.9%	1.0%	1.0%	1.0%	1.0%
Durham	18.3%	18.6%	18.8%	18.4%	18.4%	18.4%	17.7%	17.3%	17.9%	19.8%
Forsyth	18.5%	19.1%	19.6%	19.7%	19.8%	20.0%	19.6%	19.7%	18.8%	18.4%
Granville	0.9%	1.0%	1.0%	1.1%	1.0%	1.1%	1.0%	0.9%	1.0%	1.2%
Guilford	30.0%	28.7%	28.3%	27.8%	28.3%	27.7%	27.9%	28.3%	27.5%	24.8%
Orange	4.6%	4.6%	4.7%	4.7%	4.4%	4.6%	4.4%	4.5%	4.6%	4.9%
Person	1.0%	1.1%	1.1%	1.1%	1.2%	1.1%	1.2%	1.2%	1.2%	1.2%
Randolph	3.6%	3.6%	3.6%	3.6%	3.4%	3.4%	3.5%	3.5%	3.6%	3.7%
Rockingham	2.2%	2.2%	2.1%	2.1%	2.1%	2.2%	2.3%	2.2%	2.4%	2.6%
Stokes	0.6%	0.6%	0.6%	0.7%	0.7%	0.7%	0.7%	0.6%	0.6%	0.7%
Surry	3.1%	2.9%	2.9%	3.0%	3.0%	3.1%	3.1%	2.9%	3.1%	3.4%
Vance	1.6%	1.7%	1.6%	1.6%	1.6%	1.5%	1.6%	1.5%	1.5%	1.8%
Wilkes	2.2%	2.2%	2.2%	2.2%	2.1%	2.0%	2.0%	1.9%	1.9%	2.0%
Yadkin	0.7%	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%	0.8%	0.8%	0.8%

Table 12: Percent Market Share – Northeast District – FY 05-06 to FY 14-15

County	%MS FY 05-06	%MS FY 06-07	%MS FY 07-08	%MS FY 08-09	%MS FY 09-10	%MS FY 10-11	%MS FY 11-12	%MS FY 12-13	%MS FY 13-14	%MS FY 14-15
Beaufort	2.2%	2.3%	2.1%	2.1%	2.3%	2.1%	2.0%	2.1%	2.2%	2.3%
Bertie	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.4%
Camden	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%
Chowan	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%	0.6%
Currituck	1.2%	1.3%	1.4%	1.4%	1.4%	1.4%	1.3%	1.3%	1.4%	1.8%
Dare	6.3%	7.3%	7.8%	7.4%	7.5%	7.2%	6.9%	6.8%	7.1%	6.1%
Edgecombe	1.8%	1.8%	1.8%	1.7%	1.7%	1.6%	1.6%	1.7%	1.8%	1.7%
Franklin	1.3%	1.4%	1.4%	1.5%	1.6%	1.8%	1.8%	1.7%	1.6%	1.5%
Gates	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Halifax	2.2%	2.2%	2.1%	2.0%	2.2%	2.0%	2.0%	1.9%	2.1%	2.2%
Hertford	1.3%	1.2%	1.2%	1.2%	1.2%	1.1%	1.0%	0.9%	1.0%	1.0%
Hyde	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Martin	1.2%	1.2%	0.9%	0.9%	0.8%	0.8%	0.8%	0.9%	1.0%	1.1%
Nash	6.2%	6.1%	5.7%	5.4%	5.3%	5.2%	5.1%	5.0%	5.0%	5.4%
Northampton	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%
Pasquotank	2.2%	2.3%	2.3%	2.3%	2.3%	2.3%	2.3%	2.2%	2.2%	2.2%
Perquimans	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%
Pitt	8.7%	8.8%	9.3%	9.2%	9.0%	8.4%	8.4%	8.5%	8.6%	10.2%
Tyrrell	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Wake	62.8%	61.7%	61.6%	62.6%	62.5%	63.5%	64.4%	64.7%	63.7%	61.5%
Warren	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Washington	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%

Table 13: Percent Market Share – Southcentral District – FY 05-06 to FY 14-15

County	%MS FY 05-06	%MS FY 06-07	%MS FY 07-08	%MS FY 08-09	%MS FY 09-10	%MS FY 10-11	%MS FY 11-12	%MS FY 12-13	%MS FY 13-14	%MS FY 14-15
Alexander	0.4%	0.4%	0.5%	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%
Anson	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%
Cabarrus	5.5%	5.8%	6.0%	6.1%	6.3%	6.2%	6.4%	6.3%	6.7%	7.0%
Catawba	6.7%	6.8%	6.6%	6.5%	6.3%	6.1%	6.3%	6.2%	6.1%	5.8%
Cumberland	8.9%	9.3%	9.5%	9.8%	9.6%	9.2%	9.3%	9.3%	10.5%	11.3%
Gaston	5.3%	5.5%	5.6%	5.5%	5.3%	4.9%	5.1%	5.0%	5.2%	5.0%
Harnett	1.6%	1.6%	1.6%	1.7%	1.7%	1.7%	1.7%	1.6%	1.7%	1.8%
Hoke	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%	0.4%
Iredell	4.5%	4.7%	5.1%	5.5%	5.6%	5.8%	5.8%	5.8%	5.6%	5.1%
Lee	1.9%	1.9%	1.9%	2.0%	2.0%	1.9%	1.8%	1.8%	1.9%	1.7%
Lincoln	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.6%	1.6%	1.5%
Mecklenburg	48.9%	47.8%	47.3%	47.2%	47.1%	48.5%	47.9%	48.3%	46.0%	46.3%
Montgomery	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%
Moore	2.7%	2.7%	2.8%	2.8%	2.8%	2.8%	2.8%	2.7%	2.7%	3.0%
Richmond	1.1%	1.1%	1.0%	1.0%	1.0%	0.9%	0.9%	0.9%	1.0%	1.0%
Rowan	3.2%	3.2%	3.2%	2.9%	2.9%	2.7%	2.6%	2.6%	2.7%	2.8%
Scotland	1.0%	0.9%	1.0%	1.0%	1.0%	0.9%	0.9%	0.8%	0.9%	0.9%
Stanly	1.7%	1.8%	1.7%	1.6%	1.7%	1.6%	1.6%	1.6%	1.6%	1.4%
Union	3.8%	3.7%	3.5%	3.6%	3.7%	3.9%	4.1%	4.1%	4.3%	3.8%

Table 14: Percent Market Share – Southeast District – FY 05-06 to FY 14-15

County	%MS FY 05-06	%MS FY 06-07	%MS FY 07-08	%MS FY 08-09	%MS FY 09-10	%MS FY 10-11	%MS FY 11-12	%MS FY 12-13	%MS FY 13-14	%MS FY 14-15
Bladen	1.5%	1.4%	1.4%	1.3%	1.3%	1.1%	1.0%	1.0%	1.0%	1.3%
Brunswick	6.8%	7.0%	7.2%	7.1%	7.3%	7.5%	7.8%	7.9%	7.9%	7.7%
Carteret	6.6%	6.7%	7.0%	6.9%	6.9%	7.0%	6.9%	6.9%	6.9%	6.5%
Columbus	3.0%	2.9%	2.9%	2.8%	2.8%	2.7%	2.6%	2.6%	2.7%	2.5%
Craven	6.3%	6.3%	6.5%	6.5%	6.5%	6.6%	6.4%	6.4%	7.0%	7.0%
Duplin	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	1.9%	2.0%	2.1%	2.2%
Greene	0.4%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%
Johnston	8.4%	8.4%	8.5%	9.1%	9.3%	9.2%	9.2%	9.2%	8.9%	9.3%
Jones	0.2%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Lenoir	5.3%	5.3%	4.9%	4.7%	4.4%	4.3%	4.0%	4.1%	4.0%	3.8%
New Hanover	24.2%	24.3%	24.2%	23.8%	24.1%	24.7%	24.4%	23.9%	22.3%	21.6%
Onslow	8.5%	8.8%	9.2%	9.9%	10.2%	9.9%	10.1%	10.3%	11.3%	12.5%
Pamlico	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.4%	0.5%	0.5%	0.5%
Pender	1.4%	1.4%	1.6%	1.6%	1.7%	2.0%	2.0%	2.0%	1.9%	2.0%
Robeson	6.3%	6.3%	6.2%	6.0%	5.8%	5.6%	5.9%	5.7%	6.1%	6.2%
Sampson	3.1%	3.0%	2.8%	2.9%	2.8%	2.8%	2.6%	2.5%	2.4%	2.8%
Wayne	8.7%	8.7%	8.4%	8.4%	8.3%	8.1%	8.0%	8.0%	8.3%	7.1%
Wilson	6.8%	6.6%	6.4%	5.8%	5.5%	5.5%	6.1%	6.5%	6.2%	6.2%

Table 15: Percent Market Share – West District – FY 05-06 to FY 14-15

County	%MS FY 05-06	%MS FY 06-07	%MS FY 07-08	%MS FY 08-09	%MS FY 09-10	%MS FY 10-11	%MS FY 11-12	%MS FY 12-13	%MS FY 13-14	%MS FY 14-15
Avery	1.9%	1.9%	1.8%	1.8%	1.7%	1.8%	1.8%	1.9%	1.8%	2.0%
Buncombe	32.7%	33.0%	32.7%	32.6%	33.6%	34.1%	34.9%	34.5%	33.9%	33.3%
Burke	5.7%	5.4%	5.2%	5.4%	5.0%	4.8%	4.6%	4.7%	4.8%	5.3%
Caldwell	5.1%	5.1%	5.0%	5.0%	4.7%	4.6%	4.5%	4.7%	5.0%	4.9%
Cherokee	2.7%	2.8%	2.9%	2.8%	2.9%	3.1%	3.0%	2.7%	2.8%	2.4%
Clay	0.5%	0.6%	0.6%	0.6%	0.7%	0.7%	0.6%	0.6%	0.5%	0.6%
Cleveland	7.8%	7.6%	7.6%	7.4%	7.2%	7.0%	6.7%	6.8%	7.4%	6.6%
Graham	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.4%	0.5%
Haywood	5.5%	5.7%	5.6%	5.7%	5.5%	5.6%	5.6%	5.8%	5.5%	5.8%
Henderson	8.9%	8.9%	9.6%	9.8%	9.6%	9.1%	8.9%	8.9%	8.8%	8.7%
Jackson	3.2%	3.2%	3.3%	3.2%	3.2%	3.2%	3.5%	3.5%	3.5%	3.6%
Macon	4.3%	4.3%	4.4%	4.4%	4.6%	4.5%	4.4%	4.4%	4.2%	3.9%
Madison	0.5%	0.6%	0.6%	0.5%	0.5%	0.6%	0.6%	0.6%	0.6%	0.8%
McDowell	2.3%	2.3%	2.2%	2.3%	2.5%	2.5%	2.5%	2.5%	2.7%	2.8%
Mitchell	1.4%	1.5%	1.4%	1.4%	1.4%	1.3%	1.3%	1.2%	1.3%	1.3%
Polk	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.7%	0.8%	0.7%	0.9%
Rutherford	4.8%	4.6%	4.6%	4.6%	4.3%	4.2%	4.1%	4.0%	4.3%	5.1%
Swain	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.8%	0.9%	1.0%
Transylvania	2.5%	2.5%	2.5%	2.5%	2.7%	2.8%	2.9%	2.9%	2.8%	2.5%
Watauga	7.3%	7.2%	7.2%	7.2%	7.1%	7.2%	7.0%	7.0%	6.9%	6.8%
Yancey	1.1%	1.1%	1.0%	1.0%	1.0%	1.2%	1.2%	1.4%	1.2%	1.0%