**NORTH CAROLINA**

**COUNTY TRADE PULL FACTORS**

**TRADE AREA CAPTURE**

**AND PERCENT MARKET SHARE ANALYSIS**

**AND INDUSTRY WEALTH**

**Report #2019-1**

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**EXECUTIVE SUMMARY**

Three easy to understand economic factors: County Trade Pull Factors (CTPF), Trade Area Capture (TAC) and Market Share (MS) are used to determine how a county’s economy is doing relative to adjacent counties. Combining CTPF, TAC and MS shows the economic pull, on a sales tax per capita basis, that a county has and quantifies the portion of the state’s business it conducts based on its population.

This report looks at the economic performance of 100 counties in North Carolina on a statewide basis. County data is sorted into five districts used by NC Cooperative Extension: Northeast, North Central, South Central, Southeast and West. Mecklenburg County has the largest economic impact in North Carolina, generating 16.6 percent of the state’s business with Wake County at 13.3 percent. Dare County’s 36,099 permanent residents’ benefit from the highest CTPF in North Carolina at 3.21. This means the pull that the Outer Banks creates generates sales tax revenues comparable to a county with 115,877 people. While significant it only generates 1.12% of the state’s economy.

CTPF, TAC and MS are calculated based on per capita sales tax revenue but they do not directly measure the economic impact the agriculture and timber industries have on North Carolina’s economy. Agriculture and timber revenues are generated from the sale of crops, livestock and trees but at the point of sale no sales tax is collected. This is reflected in the agriculture wealth generated in Sampson County. Combined, farms and food processing in Sampson County generate more than $1.2 billion in agriculture sales and yet the CTPF in Sampson County is 0.60.

The agriculture and timber industry’s’ wealth tends to go unnoticed because there is no sales tax, e.g., no line item in county government tax legers, that says, “Agriculture and timber sales tax revenue”. However, that revenue is not staying home. It flows out to larger counties with more goods and services and gets flagged as ‘tourism’ revenue through sales tax on admissions to museums, aquariums, hotels, restaurants and recreation businesses.

**INTRODUCTION**

Measuring economic strength in an economy is challenging because of the many factors that make up an economy. In urban counties the high population creates business demand, which attracts people and generates additional business opportunities. With this growth comes the demand for public services that are paid for with property, sales and income tax. In North Carolina 10 counties dominated the state’s economy, with nine of the ten being west of the I-95 corridor.

Of the remaining 90 counties, 80 are largely rural. These rural counties generate billions of dollars of revenue from agriculture and timber, and some from tourism but they generate less sales tax revenue because of their smaller populations and fewer services. However, the wealth generated by agriculture and timber in rural counties is largely overlooked because its products do not generate a tax revenue stream is identified as coming from these industries. Obviously, this wealth does not stay under a mattress or in a lock box. It migrates out to be spent on food, entertainment, services, and other things. For these reasons agriculture’s value as an industry is overlooked.

This report attempts to provide a simple method of seeing how the wealth moves between counties using CTFP, TAC and MS calculations. It will also highlight how important the agriculture and natural resources wealth generated in North Carolina’s rural counties really is.

**Overview**

How much pull does your county or region have?

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 service industries agriculture communities have a difficult time keeping and attracting people. Alternatively, 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.

In North Carolina metropolitan centers are the main economic drivers and generators of sales tax revenue. Sales tax revenue only represent a portion of tax collections, but they are a good measure of the mobility of consumer spending. The most commonly recognized industry that generates sales tax is tourism. In North Carolina natural attractions such as the Atlantic Ocean and its beaches, the mountains in western NC or state and national parks attract people. Large urban centers with event centers and arenas, museums and shopping also pull people in to play, visit, relax and enjoy life. But how can this pull be quantified to understand the amount of money being spent by permanent residents and how much is coming into the county because of the attractions it offers?

Calculating the economic pull in a county is relatively simple. The county trade pull factor (CTPF) evaluates the mobile money flowing through the county’s economy. CTPF is calculated by dividing the county’s sales tax revenue by its population. That value is then divided by the state’s total sales tax revenue times its total state population. The CTPF values for FY 08-09 through FY 17-18 for each county have been calculated, sorted by district and are reported in Appendix I, Table 1. Counties with CTPFs greater than 1.0 are economically strong and pull business in from adjacent counties. A county with a CTPF less than 1.0 is losing business to adjacent counties.

The larger pull (CTPF > 1.0) or reduced pull (CTPF < 1.0) helps calculate that county’s effective spending power. This is called the Trade Area Capture. It is calculated by multiplying the county population by its CTPF. Counties with a CTPF greater than 1.0 have spending power greater than the permanent population base. Counties with a CTPF less than one are losing money to adjacent counties. This forces the permanent population to pay more for infrastructure than nearby counties. Each county’s TAC can be found in Appendix I, Table 2.

The Percent Market Share (MS) is a measure of the county’s TAC in proportion to the other counties in North Carolina. The MS is calculated by taking the county’s TAC and dividing it by the state’s total TAC. The MS quantifies each county’s economic standing in North Carolina relative to the other counties in the state. The MS data for every county, sorted by district, are included Appendix I, Table 3.

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 by the Kansas Department of Revenue to analyze the economies of counties in North Carolina.

**Economic Calculators**

County trade pull factors (CTPF) evaluate economic strength in a county by looking at sales tax revenues generated on a per capita basis. A CTPF greater than 1.0 means the county’s economy is vibrant and actively growing, and as such it is pulling revenue in from adjacent county. A CTPF of 1.0 means the county is neither gaining or losing business to another county and a CTPF less than 1.0 means the county is bleeding wealth to another county. The CTPF is calculated by dividing the per capita sales tax of a county by the statewide per capita sales tax.

The Trade Area Capture (TAC). TAC quantifies the county’s CTPF by showing its spending power relative to its permanent population. In North Carolina, Dare County’s population of 39,000 with a CTPF of 3.17 in FY 17-18 indicates the sales tax revenue generated by its retail sector has the spending equivalent of a county with a population of 113,000. This means Dare County’s permanent resident benefit from a high CTPF and TAC because sales tax largely paid by tourists pay for the additional infrastructure and services needed to support the influx of visitors.

Percent Market Share (MS) uses CTPF and TAC to summarize the total impact of the county on the region and state as a percent of the business market it captures. It is calculated by taking the county TAC and dividing it by the state TAC. This measure simply shows what percentage of business the county contributes to the state’s economy.

**County Examples**

Economic growth is an increase in the capacity of an economy to produce goods and services. If the amount of revenue and wealth in a community stays the same, then there is no growth. So, communities need new money to add to the goods and services already in place for growth to occur. But where does the wealth come from that supports the growth in these high impact communities? In North Carolina much of it comes from the wealth generated by agriculture.

For discussion purposes three North Carolina counties: Mecklenburg, Dare and Sampson will be used to demonstrate how these economic evaluation tools help quantify the movement of money and wealth through the state. Many other counties across North Carolina have similar situations and relationships between rural, suburban and urban counties.

Mecklenburg County is the largest, urban county economy in North Carolina. Mecklenburg County’s population of 1,076,837 drives its CTFP of 1.58 and a TAC of 1,643,155 and a MS of 16.16 percent. In broad terms this means Mecklenburg County is a big county, with a high concentration of businesses, where people spend a lot of money and where there is a high demand for service. Specifically, Mecklenburg County’s actual population in 2017 was 1,076,837 but because of its concentration of business and interstate access it captures and conducts business like a county that is 54 percent larger. Because of the pull Mecklenburg County has its economic impact it on North Carolina is the highest in the state.

Dare County in contrast is one of the smaller counties with 36,099 permanent residents (68th) but the beaches at the Outer Banks have a tremendous pull for the county, resulting in the highest CTPF in the state at 3.21. Because of this pull its TAC gives the county the spending power of a county with 115,998 residents, which would rank it 22nd in population and yet its small geographic area and overall population only generate a MS of 1.19% of the state’s total economic impact.

Sampson County is the largest agriculture county in NC, generating $1.2 billion dollars in agriculture sales in 2017. This slightly larger than the tourism revenue generated in Dare County annually and is nearly double the tourism revenues generated in New Hanover or Brunswick County. While the agriculture industry generates a lot of wealth, nearly half of the wealth generated in Sampson County is spent outside the county because of the lack of business centers and towns and service industries. This is indicated by its CTPF of 0.55, its TAC of 34,991 compared to a population of 63,430, and its MS is 0.37 percent of North Carolina’s total business volume.

**Industry Revenue**

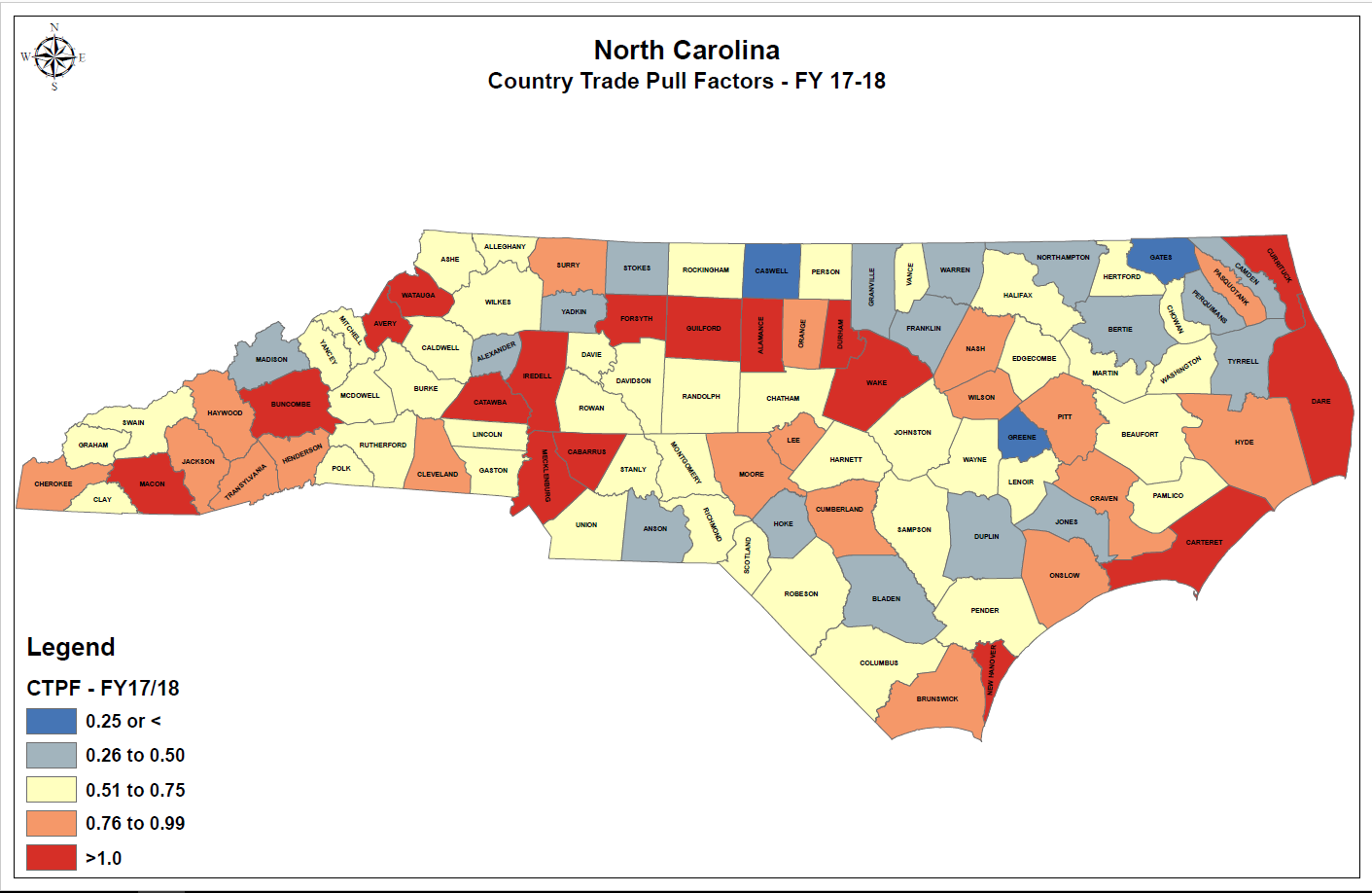
The data in Figure 1 highlight the impact of the Southeast District’s three largest industries. Tourism, because of the number of people providing service or participating in tourism activities, is viewed by many as the most important economic driver in southeast and many other counties across North Carolina. However, as seen in Figure 1, in southeast NC agriculture is the dominant industry 12 of 18 counties and combined with timber it nearly doubles the economic impact of tourism across the region. In 2017 the top five agriculture counties in the district generated $3.37 billion dollars in agriculture revenue in 2017 compared to the $1.97 billion generated by the top five tourism counties.

**Figure 1. Industry Revenues**

**County Trade Pull Factors**

Figure 2 provides a visual perspective of how high and low CTPF counties are spread across the state. Sixteen counties in NC have a CTPF greater than 1.0. Most of these high CTPF counties – counties that are pulling revenue in from adjacent counties (red) - are coastal counties or are counties with access to interstates, major natural attractions or access to four lane highways and interstates. The counties with extremely low CTPF values (grey and blue) are rural counties that have small service sectors. Most of these counties do not have interstate or 4-lane highway access and they are heavily dependent property tax to pay for infrastructure and services. County with higher CTPFs that have CTPFs between 0.5 and 1.0 (yellow and orange), have higher per capita incomes and stronger service economies but they still lose revenue to larger counties nearby.

**Figure 2: NC County Trade Pull Factors Map – FY 17-18**

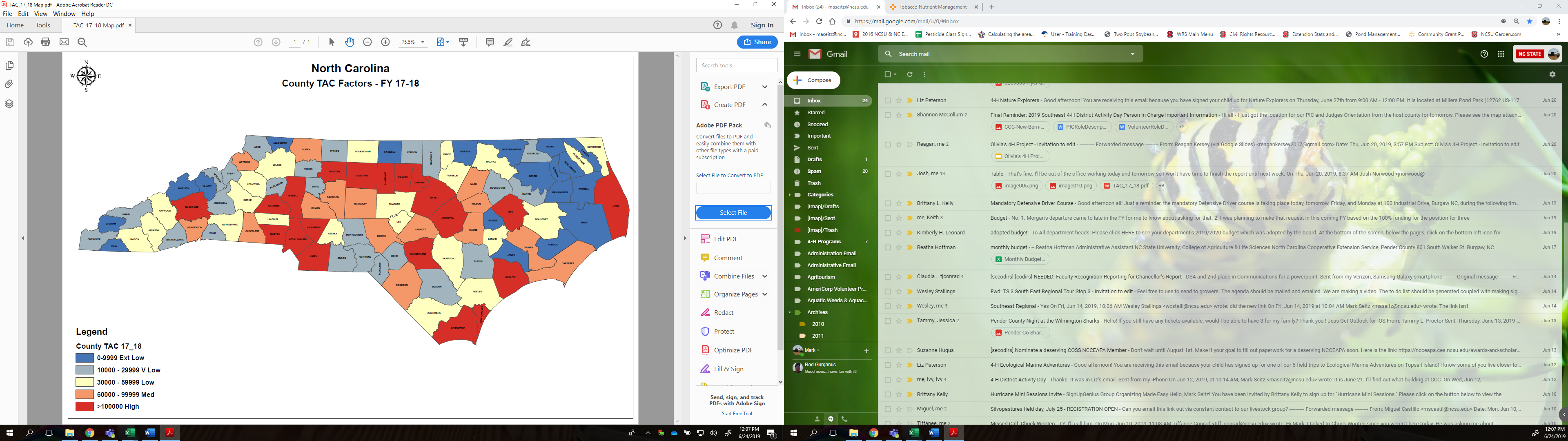


**Trade Area Capture**

Trade area capture measures how much of a county’s revenue is gained or lost compared to its permanent population. Twenty counties attract enough business to have the revenue pull equivalent to those of counties with more than 100,000 permanent residents. Dare County in northeast has a TAC greater than 100,000 with a CTPF of 3.21 but only has a population of 36,099. Its beaches attract tourists who spend the equivalent to three times the revenue its permanent population would spend. This means it has the spending capacity of a county with a population of 115,878.

In contrast Greene County with a CTPF of 0.24 and a population of 21,015 has the equivalent spending capacity of a county with 5,043 residents. (Figure 3.) While Dare County’s TAC is remains high, two counties in western NC with high CTPF values – Mitchell and Avery – have much lower TAC values. This is most likely due to the tremendous draw from across the US and globally, that the NC Outer Banks have, whereas the natural attractions of mountains and rivers in Mitchell and Avery County do not attract as many visitors from outside the state. And Avery and Mitchell County do not have the concentration of retail shops and restaurants that are found in Dare County.

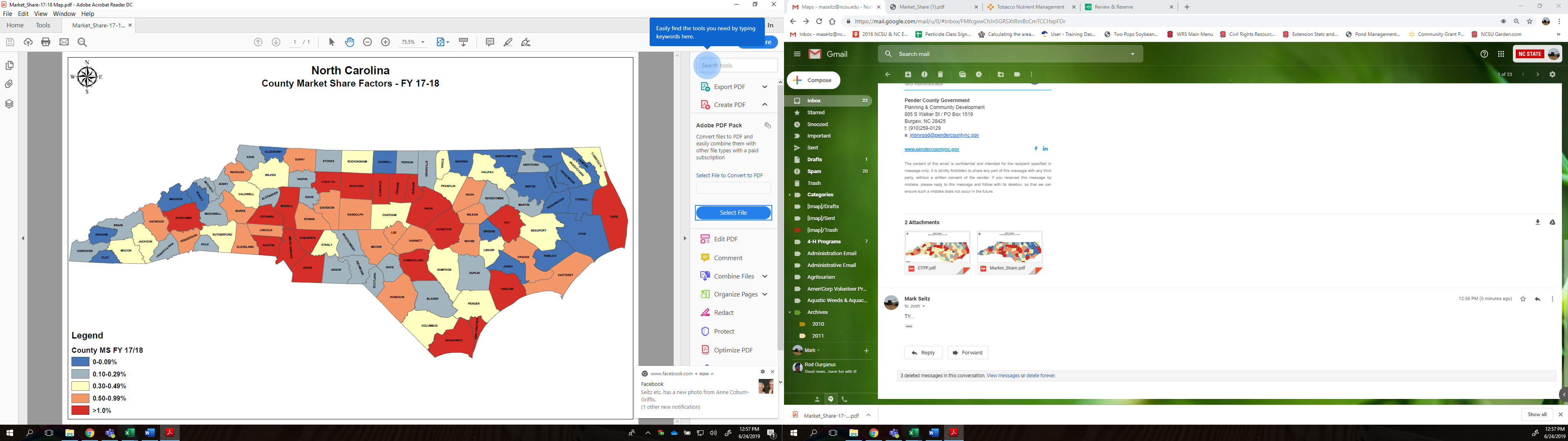
**Figure 3. NC County Trade Area Capture**



**Market Share**

Market share is simply a percentage calculation of the county’s TAC, or the share of the state’s economic activity, divided by the state’s total TAC (total population). A map of each county MS is shown in Figure 4. In an earlier example, Dare County has the highest CTPF (3.21) in NC but has a small population (36,099) so its percent MS is very small relative to the rest of NC’s economy, 115,878 ÷ 10,237,416 = 1.12%. However, it is still one only 20 counties in NC with a MS greater than one percent. Twenty of NC’s 100 counties have a MS greater than 1.0% and five of those: Mecklenburg, Wake, Forsyth, Durham and Guilford, dominate the states economy garnering more than 42 percent of the state’s market share.

**Figure 4. NC County Percent Market Share (MS)**



In the Appendix, Table 1 the CTPF values for each county are sorted into five districts, which match the district designations used by NC Cooperative Extension. The CTPFs for the last ten fiscal years are shown in those tables. These values show the economic growth or decline each county’s economy over that ten-year period. In most counties there is little change in the CTPF values from one year to the next. Table 2 shows the TAC for each county. Table 3 shows the county MS.

**Conclusion**

CTPF, TAC and MS are simple, effective, economic assessment tools that provide a visual, quantifiable way to understand what most people know by living in a region and seeing where people spend money. Large, urban counties, or counties with an abundance of natural resources, attract people and money. Rural and suburban counties located close to large urban counties generally lose revenue to the urban counties or counties with major natural resources because of the significant pull they have. And very rural, agriculturally dependent counties have no economic pull.

Widely overlooked in many counties in NC is where the wealth comes from to support these high CTPF counties. While counties like Mecklenburg, Wake, Durham and Orange have banks, manufacturing or universities to attract business, much of the wealth that supports these counties comes from agriculture and timber. These industries generate billions of dollars of wealth across the state. And with smaller retail sectors in rural counties, that money doesn’t sit under people’s mattresses. It migrates out of these counties, or is pulled out by the need for service, and is invested in recreation, education, entertainment and many other service industries. Without this wealth, all service industries, including tourism and real estate, would struggle to maintain the level of success they enjoy.**REFERENCES:**

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* United State Census: Quick Facts

[https://www.census.gov/quickfacts/fact/table/US/PST045218#](https://www.census.gov/quickfacts/fact/table/US/PST045218)

**TECHNICAL SUPPORT:**

* Pender County Planning Department – GIS
* Pender County Internet Technology Services (ITS)

**APPENDIX I: Table 1. County Trade Pull Factors – Page 1**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | |  |  |  | | |  |  | | |  |  | | |  |  | | |  |
| County | District | | FY 08-09 | FY 09-10 | FY 10-11 | | | FY 11-12 | FY 12-13 | | | FY 13-14 | FY 14-15 | | | FY 15-16 | FY 16-17 | | | FY 17-18 |
| ALAMANCE | NC | | 1.08 | 1.00 | 1.06 | | | 1.09 | 1.08 | | | 1.13 | 1.13 | | | 1.15 | 1.12 | | | 1.11 |
| ALLEGHANY | NC | | 0.61 | 0.57 | 0.60 | | | 0.57 | 0.53 | | | 0.53 | 0.52 | | | 0.52 | 0.52 | | | 0.52 |
| ASHE | NC | | 0.68 | 0.69 | 0.70 | | | 0.69 | 0.65 | | | 0.65 | 0.65 | | | 0.71 | 0.73 | | | 0.72 |
| CASWELL | NC | | 0.14 | 0.20 | 0.22 | | | 0.25 | 0.21 | | | 0.21 | 0.22 | | | 0.21 | 0.21 | | | 0.24 |
| CHATHAM | NC | | 0.52 | 0.60 | 0.61 | | | 0.58 | 0.59 | | | 0.60 | 0.61 | | | 0.63 | 0.62 | | | 0.63 |
| DAVIDSON | NC | | 0.59 | 0.55 | 0.55 | | | 0.55 | 0.54 | | | 0.54 | 0.57 | | | 0.59 | 0.59 | | | 0.58 |
| DAVIE | NC | | 0.57 | 0.56 | 0.54 | | | 0.54 | 0.61 | | | 0.64 | 0.61 | | | 0.60 | 0.60 | | | 0.57 |
| DURHAM | NC | | 1.55 | 1.67 | 1.64 | | | 1.62 | 1.73 | | | 1.84 | 1.84 | | | 1.78 | 1.73 | | | 1.73 |
| FORSYTH | NC | | 1.23 | 1.18 | 1.19 | | | 1.18 | 1.13 | | | 1.11 | 1.11 | | | 1.11 | 1.11 | | | 1.07 |
| GRANVILLE | NC | | 0.39 | 0.43 | 0.44 | | | 0.43 | 0.44 | | | 0.45 | 0.46 | | | 0.45 | 0.46 | | | 0.44 |
| GUILFORD | NC | | 1.30 | 1.14 | 1.17 | | | 1.15 | 1.11 | | | 1.11 | 1.11 | | | 1.08 | 1.09 | | | 1.06 |
| ORANGE | NC | | 0.79 | 0.82 | 0.81 | | | 0.79 | 0.84 | | | 0.98 | 0.93 | | | 0.92 | 0.94 | | | 0.91 |
| PERSON | NC | | 0.72 | 0.67 | 0.65 | | | 0.67 | 0.64 | | | 0.66 | 0.63 | | | 0.63 | 0.61 | | | 0.63 |
| RANDOLPH | NC | | 0.59 | 0.59 | 0.63 | | | 0.61 | 0.60 | | | 0.59 | 0.58 | | | 0.61 | 0.62 | | | 0.61 |
| ROCKINGHAM | NC | | 0.58 | 0.62 | 0.63 | | | 0.63 | 0.59 | | | 0.58 | 0.57 | | | 0.57 | 0.57 | | | 0.55 |
| STOKES | NC | | 0.30 | 0.33 | 0.34 | | | 0.33 | 0.34 | | | 0.34 | 0.33 | | | 0.37 | 0.38 | | | 0.40 |
| SURREY | NC | | 0.96 | 1.02 | 1.01 | | | 0.97 | 0.97 | | | 0.96 | 0.94 | | | 0.95 | 0.95 | | | 0.92 |
| VANCE | NC | | 0.76 | 0.87 | 0.80 | | | 0.80 | 0.76 | | | 0.77 | 0.75 | | | 0.78 | 0.76 | | | 0.72 |
| WILKES | NC | | 0.61 | 0.66 | 0.67 | | | 0.69 | 0.68 | | | 0.70 | 0.65 | | | 0.64 | 0.67 | | | 0.69 |
| YADKIN | NC | | 0.47 | 0.48 | 0.44 | | | 0.42 | 0.43 | | | 0.43 | 0.43 | | | 0.44 | 0.44 | | | 0.42 |
| BEAUFORT | NE | | 0.83 | 0.85 | 0.82 | | | 0.85 | 0.79 | | | 0.74 | 0.80 | | | 0.76 | 0.73 | | | 0.73 |
| BERTIE | NE | | 0.19 | 0.30 | 0.31 | | | 0.31 | 0.33 | | | 0.34 | 0.34 | | | 0.33 | 0.33 | | | 0.36 |
| CAMDEN | NE | | 0.36 | 0.51 | 0.56 | | | 0.51 | 0.49 | | | 0.46 | 0.41 | | | 0.44 | 0.37 | | | 0.37 |
| CHOWAN | NE | | 0.52 | 0.66 | 0.68 | | | 0.67 | 0.66 | | | 0.66 | 0.63 | | | 0.68 | 0.66 | | | 0.67 |
| CURRITUCK | NE | | 1.06 | 1.38 | 1.50 | | | 1.60 | 1.62 | | | 1.56 | 1.46 | | | 1.45 | 1.41 | | | 1.46 |
| DARE | NE | | 3.72 | 3.18 | 3.46 | | | 3.44 | 3.38 | | | 3.29 | 3.19 | | | 3.15 | 3.19 | | | 3.21 |
| EDGECOMBE | NE | | 0.57 | 0.54 | 0.56 | | | 0.58 | 0.52 | | | 0.55 | 0.51 | | | 0.50 | 0.51 | | | 0.51 |
| FRANKLIN | NE | | 0.49 | 0.43 | 0.42 | | | 0.43 | 0.44 | | | 0.44 | 0.45 | | | 0.47 | 0.47 | | | 0.47 |
| GATES | NE | | 0.14 | 0.20 | 0.20 | | | 0.20 | 0.22 | | | 0.23 | 0.23 | | | 0.24 | 0.24 | | | 0.24 |
| HALIFAX | NE | | 0.69 | 0.73 | 0.72 | | | 0.75 | 0.74 | | | 0.75 | 0.75 | | | 0.73 | 0.73 | | | 0.75 |
| HERTFORD | NE | | 0.72 | 0.70 | 0.76 | | | 0.80 | 0.78 | | | 0.78 | 0.74 | | | 0.71 | 0.69 | | | 0.70 |
| HYDE | NE | | 0.82 | 0.89 | 0.95 | | | 0.92 | 0.88 | | | 0.90 | 0.86 | | | 0.89 | 0.86 | | | 0.85 |
| MARTIN | NE | | 0.74 | 0.78 | 0.77 | | | 0.81 | 0.76 | | | 0.74 | 0.70 | | | 0.67 | 0.66 | | | 0.66 |
| NASH | NE | | 0.97 | 1.00 | 0.96 | | | 0.95 | 0.91 | | | 0.89 | 0.86 | | | 0.88 | 0.86 | | | 0.87 |
| NORTHAMPTON | NE | | 0.18 | 0.29 | 0.30 | | | 0.30 | 0.36 | | | 0.33 | 0.32 | | | 0.37 | 0.35 | | | 0.42 |
| PASQUOTANK | NE | | 1.00 | 0.98 | 0.96 | | | 0.98 | 1.08 | | | 0.92 | 0.90 | | | 0.95 | 0.92 | | | 0.90 |
| PERQUIMMONS | NE | | 0.30 | 0.34 | 0.33 | | | 0.32 | 0.34 | | | 0.35 | 0.35 | | | 0.38 | 0.40 | | | 0.33 |
| PITT | NE | | 0.96 | 1.10 | 1.11 | | | 1.08 | 1.06 | | | 1.02 | 1.02 | | | 1.02 | 1.02 | | | 0.99 |
| TYRELL | NE | | 0.28 | 0.38 | 0.34 | | | 0.42 | 0.44 | | | 0.44 | 0.40 | | | 0.44 | 0.40 | | | 0.47 |
| WAKE | NE | | 1.34 | 1.24 | 1.20 | | | 1.18 | 1.19 | | | 1.20 | 1.19 | | | 1.16 | 1.18 | | | 1.28 |
| WARREN | NE | | 0.27 | 0.30 | 0.31 | | | 0.33 | 0.32 | | | 0.31 | 0.29 | | | 0.30 | 0.30 | | | 0.31 |
| **WASHINGTON** | | NE | 0.45 | 0.54 | 0.57 | | | 0.55 | 0.54 | | | 0.54 | 0.51 | | | 0.49 | | 0.78 | 0.64 | | |
| **ALEXANDER** | **SC** | | **0.31** | **0.38** | **0.39** | | | **0.41** | **0.40** | | | **0.39** | **0.37** | | | **0.39** | **0.39** | | | **0.40** |
| ANSON | SC | | 0.39 | 0.41 | 0.42 | | | 0.43 | 0.41 | | | 0.44 | 0.41 | | | 0.44 | 0.44 | | | 0.44 |
| CABARRUS | SC | | 1.18 | 1.26 | 1.23 | | | 1.28 | 1.31 | | | 1.33 | 1.31 | | | 1.31 | 1.29 | | | 1.25 |
| CATAWBA | SC | | 1.19 | 1.18 | 1.18 | | | 1.14 | 1.11 | | | 1.11 | 1.11 | | | 1.13 | 1.14 | | | 1.12 |
| CUMBERLAND | SC | | 1.01 | 1.12 | 1.10 | | | 1.08 | 1.06 | | | 1.01 | 0.99 | | | 0.99 | 0.96 | | | 0.91 |
| GASTON | SC | | 0.76 | 0.77 | 0.77 | | | 0.79 | 0.75 | | | 0.75 | 0.75 | | | 0.76 | 0.75 | | | 0.74 |
| HARNETT | SC | | 0.48 | 0.50 | 0.49 | | | 0.48 | 0.47 | | | 0.47 | 0.50 | | | 0.51 | 0.51 | | | 0.51 |
| HOKE | SC | | 0.17 | 0.27 | 0.30 | | | 0.28 | 0.32 | | | 0.30 | 0.29 | | | 0.28 | 0.27 | | | 0.30 |
| IREDELL | SC | | 1.09 | 1.03 | 1.03 | | | 1.09 | 1.03 | | | 1.03 | 1.05 | | | 1.03 | 1.02 | | | 1.00 |
| LEE | SC | | 0.98 | 0.95 | 1.02 | | | 1.04 | 1.00 | | | 0.96 | 0.94 | | | 0.97 | 0.99 | | | 0.97 |
| LINCOLN | SC | | 0.63 | 0.63 | 0.61 | | | 0.60 | 0.60 | | | 0.63 | 0.64 | | | 0.65 | 0.71 | | | 0.71 |
| MECKLENBURG | SC | | 1.55 | 1.61 | 1.58 | | | 1.59 | 1.60 | | | 1.58 | 1.59 | | | 1.58 | 1.56 | | | 1.54 |
| **MONTGOMERY** | **SC** | | **0.42** | **0.48** | **0.45** | | | **0.45** | **0.47** | | | **0.47** | **0.48** | | | **0.49** | **0.48** | | | **0.52** |
| MOORE | SC | | 0.95 | 1.07 | 1.08 | | | 1.05 | 1.04 | | | 1.04 | 1.02 | | | 1.00 | 1.01 | | | 0.97 |
| RICHMOND | SC | | 0.61 | 0.67 | 0.67 | | | 0.69 | 0.63 | | | 0.60 | 0.65 | | | 0.66 | 0.66 | | | 0.64 |
| ROWAN | SC | | 0.60 | 0.65 | 0.71 | | | 0.71 | 0.67 | | | 0.69 | 0.70 | | | 0.70 | 0.71 | | | 0.69 |
| SCOTLAND | SC | | 0.74 | 0.74 | 0.69 | | | 0.66 | 0.63 | | | 0.63 | 0.62 | | | 0.63 | 0.65 | | | 0.68 |
| STANLY | SC | | 0.82 | 0.74 | 0.73 | | | 0.71 | 0.73 | | | 0.69 | 0.68 | | | 0.71 | 0.72 | | | 0.71 |
| UNION | SC | | 0.67 | 0.60 | 0.59 | | | 0.59 | 0.63 | | | 0.66 | 0.66 | | | 0.67 | 0.69 | | | 0.67 |
| BLADEN | SE | | 0.37 | 0.49 | 0.50 | | | 0.50 | 0.51 | | | 0.50 | 0.48 | | | 0.47 | 0.48 | | | 0.50 |
| BRUNSWICK | SE | | 0.98 | 0.97 | 0.98 | | | 0.97 | 0.99 | | | 1.01 | 1.01 | | | 0.98 | 0.98 | | | 0.98 |
| CARTERET | SE | | 1.35 | 1.32 | 1.29 | | | 1.30 | 1.24 | | | 1.25 | 1.24 | | | 1.26 | 1.25 | | | 1.28 |
| COLUMBUS | SE | | 0.60 | 0.58 | 0.57 | | | 0.55 | 0.56 | | | 0.56 | 0.52 | | | 0.52 | 0.53 | | | 0.55 |
| CRAVEN | SE | | 0.89 | 0.90 | 0.84 | | | 0.85 | 0.81 | | | 0.78 | 0.77 | | | 0.80 | 0.78 | | | 0.78 |
| DUPLIN | SE | | 0.47 | 0.51 | 0.52 | | | 0.52 | 0.54 | | | 0.53 | 0.50 | | | 0.51 | 0.52 | | | 0.50 |
| GREENE | SE | | 0.20 | 0.25 | 0.25 | | | 0.27 | 0.25 | | | 0.26 | 0.25 | | | 0.26 | 0.23 | | | 0.24 |
| JOHNSTON | SE | | 0.71 | 0.74 | 0.73 | | | 0.71 | 0.72 | | | 0.71 | 0.71 | | | 0.69 | 0.70 | | | 0.70 |
| JONES | SE | | 0.26 | 0.32 | 0.31 | | | 0.31 | 0.27 | | | 0.27 | 0.24 | | | 0.25 | 0.32 | | | 0.36 |
| LENOIR | SE | | 0.85 | 0.85 | 0.83 | | | 0.83 | 0.79 | | | 0.78 | 0.72 | | | 0.72 | 0.73 | | | 0.74 |
| NEW HANOVER | SE | | 1.44 | 1.42 | 1.49 | | | 1.54 | 1.53 | | | 1.51 | 1.53 | | | 1.52 | 1.52 | | | 1.48 |
| ONSLOW | SE | | 0.82 | 0.91 | 0.93 | | | 0.98 | 0.97 | | | 0.91 | 0.86 | | | 0.84 | 0.82 | | | 0.79 |
| PAMLICO | SE | | 0.53 | 0.50 | 0.55 | | | 0.49 | 0.49 | | | 0.51 | 0.51 | | | 0.53 | 0.53 | | | 0.54 |
| PENDER | SE | | 0.48 | 0.51 | 0.54 | | | 0.54 | 0.54 | | | 0.54 | 0.56 | | | 0.58 | 0.60 | | | 0.60 |
| ROBESON | SE | | 0.59 | 0.62 | 0.62 | | | 0.63 | 0.62 | | | 0.61 | 0.61 | | | 0.62 | 0.61 | | | 0.59 |
| SAMPSON | SE | | 0.49 | 0.58 | 0.59 | | | 0.59 | 0.57 | | | 0.57 | 0.57 | | | 0.60 | 0.58 | | | 0.55 |
| **WAYNE** | **SE** | | **0.88** | **0.77** | **0.78** | | | **0.83** | **0.77** | | | **0.74** | **0.74** | | | **0.74** | **0.73** | | | **0.71** |
| WILSON | SE | | 0.98 | 1.02 | 0.97 | | | 0.95 | 0.97 | | | 0.93 | 0.90 | | | 0.93 | 0.96 | | | 0.91 |
| AVERY | W | | 0.95 | 1.06 | 1.08 | | | 1.00 | 1.00 | | | 1.03 | 1.05 | | | 1.07 | 1.10 | | | 1.14 |
| BUNCOMBE | W | | 1.42 | 1.37 | 1.40 | | | 1.37 | 1.47 | | | 1.46 | 1.52 | | | 1.55 | 1.55 | | | 1.58 |
| BURKE | W | | 0.52 | 0.57 | 0.58 | | | 0.56 | 0.59 | | | 0.60 | 0.60 | | | 0.61 | 0.59 | | | 0.60 |
| CALDWELL | W | | 0.59 | 0.58 | 0.57 | | | 0.59 | 0.56 | | | 0.57 | 0.60 | | | 0.59 | 0.54 | | | 0.53 |
| CHEROKEE | W | | 0.99 | 0.86 | 0.84 | | | 0.81 | 0.78 | | | 0.77 | 0.78 | | | 0.80 | 0.81 | | | 0.83 |
| CLAY | W | | 0.51 | 0.59 | 0.56 | | | 0.55 | 0.53 | | | 0.57 | 0.54 | | | 0.55 | 0.49 | | | 0.51 |
| **CLEVELAND** | W | | 0.74 | 0.66 | | 0.71 | 0.72 | | | 0.72 | 0.69 | | | 0.72 | 0.70 | | | 0.74 | 0.79 | | | |
| **GRAHAM** | **W** | | **0.49** | **0.52** | **0.52** | | | **0.55** | **0.59** | | | **0.55** | **0.52** | | | **0.55** | **0.63** | | | **0.60** |
| HAYWOOD | W | | 0.93 | 0.96 | 0.94 | | | 0.92 | 0.94 | | | 0.91 | 0.93 | | | 0.93 | 0.90 | | | 0.89 |
| HENDERSON | W | | 0.83 | 0.80 | 0.79 | | | 0.75 | 0.81 | | | 0.79 | 0.79 | | | 0.81 | 0.82 | | | 0.82 |
| JACKSON | W | | 0.88 | 0.89 | 0.84 | | | 0.84 | 0.83 | | | 0.86 | 0.89 | | | 0.86 | 0.89 | | | 0.91 |
| MACON | W | | 1.21 | 1.13 | 1.10 | | | 1.08 | 1.11 | | | 1.10 | 1.08 | | | 1.08 | 1.13 | | | 1.13 |
| MADISON | W | | 0.30 | 0.37 | 0.37 | | | 0.36 | 0.37 | | | 0.36 | 0.35 | | | 0.38 | 0.38 | | | 0.38 |
| MCDOWELL | W | | 0.58 | 0.59 | 0.59 | | | 0.63 | 0.59 | | | 0.62 | 0.60 | | | 0.59 | 0.60 | | | 0.58 |
| MITCHELL | W | | 0.84 | 0.82 | 0.84 | | | 0.85 | 0.79 | | | 0.79 | 0.71 | | | 0.71 | 0.71 | | | 0.72 |
| POLK | W | | 0.36 | 0.42 | 0.41 | | | 0.41 | 0.41 | | | 0.45 | 0.49 | | | 0.50 | 0.51 | | | 0.54 |
| RUTHERFORD | W | | 0.63 | 0.74 | 0.72 | | | 0.78 | 0.66 | | | 0.64 | 0.60 | | | 0.65 | 0.71 | | | 0.64 |
| SWAIN | W | | 0.61 | 0.73 | 0.68 | | | 0.66 | 0.62 | | | 0.62 | 0.63 | | | 0.71 | 0.74 | | | 0.75 |
| TRANSYLVANIA | W | | 0.83 | 0.75 | 0.74 | | | 0.71 | 0.75 | | | 0.73 | 0.73 | | | 0.75 | 0.76 | | | 0.76 |
| WATAUGA | W | | 1.37 | 1.31 | 1.28 | | | 1.22 | 1.20 | | | 1.24 | 1.21 | | | 1.22 | 1.22 | | | 1.19 |

**Table 2. Trade Area Capture – Page 1**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **COUNTY** | **DIST** | **FY 08-09** | **FY 09-10** | **FY 10-11** | **FY 11-12** | **FY 12-13** | **FY 13-14** | **FY 14-15** | **FY 15-16** | **FY 16-17** | | **FY 17-18** | |
| ALAMANCE | NC | 158,330 | 149,135 | 161,315 | 166,286 | 164,473 | 173,859 | 176,541 | 181,990 | 178,224 | | 180,517 | |
| ALLEGHANY | NC | 6,692 | 6,309 | 6,678 | 6,298 | 5,799 | 5,888 | 5,796 | 5,603 | 5,658 | | 5,697 | |
| ASHE | NC | 18,079 | 18,705 | 19,151 | 18,845 | 17,866 | 17,788 | 17,904 | 19,050 | 19,603 | | 19,519 | |
| CASWELL | NC | 3,327 | 4,778 | 5,319 | 5,884 | 5,055 | 5,101 | 5,186 | 4,926 | 4,893 | | 5,524 | |
| CHATHAM | NC | 31,791 | 37,492 | 38,789 | 37,906 | 38,941 | 40,576 | 42,149 | 45,017 | 44,900 | | 45,226 | |
| DAVIDSON | NC | 94,637 | 89,075 | 89,575 | 90,783 | 88,525 | 88,664 | 94,079 | 97,150 | 97,399 | | 96,438 | |
| DAVIE | NC | 22,859 | 22,940 | 22,196 | 22,163 | 25,406 | 26,711 | 25,297 | 24,937 | 25,401 | | 24,392 | |
| DURHAM | NC | 401,279 | 441,477 | 444,103 | 446,723 | 485,771 | 525,429 | 538,154 | 537,182 | 531,267 | | 537,993 | |
| FORSYTH | NC | 422,867 | 409,346 | 418,806 | 416,050 | 405,599 | 400,049 | 402,505 | 409,691 | 414,087 | | 402,038 | |
| GRANVILLE | NC | 22,861 | 25,593 | 25,113 | 25,045 | 25,454 | 25,895 | 26,911 | 26,475 | 27,154 | | 26,218 | |
| GUILFORD | NC | 617,871 | 551,813 | 570,605 | 568,410 | 557,470 | 560,756 | 569,388 | 558,270 | 568,170 | | 555,989 | |
| ORANGE | NC | 102,598 | 108,037 | 108,865 | 106,951 | 116,434 | 136,035 | 130,594 | 130,599 | 133,357 | | 132,322 | |
| PERSON | NC | 27,591 | 26,000 | 25,784 | 26,649 | 25,155 | 25,761 | 24,912 | 24,637 | 24,090 | | 24,987 | |
| RANDOLPH | NC | 81,690 | 83,291 | 89,339 | 87,062 | 85,182 | 83,924 | 82,447 | 86,739 | 88,443 | | 87,060 | |
| ROCKINGHAM | NC | 53,867 | 57,630 | 58,669 | 58,710 | 54,682 | 53,592 | 53,113 | 51,914 | 51,728 | | 50,027 | |
| STOKES | NC | 13,861 | 15,663 | 15,978 | 15,669 | 16,156 | 16,030 | 15,548 | 17,076 | 17,468 | | 18,505 | |
| SURREY | NC | 69,619 | 74,931 | 74,694 | 71,302 | 71,673 | 70,768 | 69,038 | 69,109 | 68,716 | | 66,629 | |
| VANCE | NC | 34,077 | 39,479 | 36,422 | 36,292 | 34,592 | 34,929 | 33,809 | 34,661 | 33,558 | | 31,783 | |
| WILKES | NC | 41,968 | 45,495 | 46,220 | 48,422 | 47,170 | 48,775 | 45,275 | 44,097 | 46,242 | | 47,500 | |
| YADKIN | NC | 17,926 | 18,219 | 17,041 | 16,092 | 16,260 | 16,340 | 16,437 | 16,493 | 16,661 | | 16,022 | |
| BEAUFORT | NE | 38,822 | 40,126 | 39,375 | 40,524 | 37,714 | 35,540 | 38,151 | 36,111 | 34,717 | | 34,593 | |
| BERTIE | NE | 4,070 | 6,443 | 6,555 | 6,474 | 6,891 | 6,901 | 6,994 | 6,752 | 6,570 | | 6,912 | |
| CAMDEN | NE | 3,581 | 5,021 | 5,561 | 5,098 | 4,934 | 4,617 | 4,219 | 4,522 | 3,889 | | 3,926 | |
| CHOWAN | NE | 7,798 | 9,896 | 9,999 | 9,846 | 9,647 | 9,749 | 9,180 | 9,748 | 9,479 | | 9,471 | |
| CURRITUCK | NE | 24,767 | 32,543 | 35,512 | 38,409 | 39,123 | 38,283 | 36,709 | 36,525 | 36,453 | | 38,559 | |
| DARE | NE | 127,139 | 108,154 | 117,410 | 117,813 | 117,645 | 115,965 | 112,916 | 112,460 | 114,558 | | 115,988 | |
| EDGECOMBE | NE | 31,989 | 30,472 | 31,789 | 32,530 | 29,273 | 30,446 | 28,326 | 27,321 | 27,244 | | 26,761 | |
| FRANKLIN | NE | 28,495 | 25,861 | 25,705 | 26,723 | 27,137 | 27,670 | 28,480 | 29,663 | 30,360 | | 31,109 | |
| GATES | NE | 1,716 | 2,465 | 2,444 | 2,465 | 2,647 | 2,728 | 2,697 | 2,708 | 2,760 | | 2,752 | |
| HALIFAX | NE | 37,787 | 39,831 | 39,206 | 40,800 | 40,280 | 40,311 | 39,767 | 38,243 | 38,042 | | 38,558 | |
| HERTFORD | NE | 17,447 | 17,203 | 18,781 | 19,689 | 19,106 | 19,074 | 18,131 | 17,272 | 16,638 | | 16,652 | |
| HYDE | NE | 4,840 | 5,211 | 5,478 | 5,387 | 5,030 | 5,215 | 4,963 | 4,942 | 4,720 | | 4,553 | |
| MARTIN | NE | 18,186 | 19,199 | 18,809 | 19,526 | 18,099 | 17,493 | 16,626 | 15,747 | 15,337 | | 15,113 | |
| NASH | NE | 90,193 | 95,094 | 92,395 | 90,941 | 86,329 | 83,765 | 81,455 | 82,328 | 80,985 | | 81,642 | |
| NORTHAMPTON | NE | 3,947 | 6,394 | 6,610 | 6,586 | 7,831 | 7,008 | 6,800 | 7,658 | 7,023 | | 8,315 | |
| PASQUOTANK | NE | 40,439 | 39,699 | 39,178 | 39,686 | 43,211 | 36,465 | 35,758 | 37,682 | 36,866 | | 35,619 | |
| PERQUIMMONS | NE | 3,999 | 4,502 | 4,413 | 4,282 | 4,643 | 4,841 | 4,731 | 5,069 | 5,323 | | 4,457 | |
| PITT | NE | 154,467 | 180,395 | 186,996 | 182,869 | 182,258 | 176,807 | 178,477 | 178,559 | 179,938 | | 176,398 | |
| TYRELL | NE | 1,252 | 1,679 | 1,503 | 1,806 | 1,809 | 1,831 | 1,643 | 1,773 | 1,651 | | 1,911 | |
| WAKE | NE | 1,147,101 | 1,090,442 | 1,089,689 | 1,093,776 | 1,129,480 | 1,153,536 | 1,174,210 | 1,192,596 | | 1,233,609 | | 1,367,145 | |
| WARREN | NE | 5,639 | 6,152 | 6,509 | 6,924 | 6,703 | 6,417 | 6,018 | 6,087 | 5,977 | | 6,075 | |
| WASHINGTON | NE | 5,971 | 7,093 | 7,473 | 7,229 | 6,864 | 6,901 | 6,415 | 6,100 | 9,464 | | 7,739 | |
| **Table 2. Trade Area Capture – Page 2** | | | | | | | | | | | | | |
| **COUNTY** | **DIST** | **FY 08-09** | **FY 09-10** | **FY 10-11** | **FY 11-12** | **FY 12-13** | **FY 13-14** | **FY 14-15** | **FY 15-16** | **FY 16-17** | | **FY 17-18** | |
| ALEXANDER | SC | 11,421 | 14,188 | 14,653 | 15,208 | 14,963 | 14,521 | 14,125 | 14,398 | 14,441 | | 14,819 | |
| ANSON | SC | 10,584 | 11,051 | 11,240 | 11,088 | 10,992 | 11,526 | 10,848 | 11,261 | 11,289 | | 11,081 | |
| CABARRUS | SC | 201,476 | 220,512 | 219,695 | 231,308 | 241,396 | 247,458 | 250,787 | 257,653 | 259,957 | | 259,192 | |
| CATAWBA | SC | 181,989 | 181,821 | 182,428 | 176,760 | 172,150 | 172,184 | 172,683 | 175,600 | 178,201 | | 176,683 | |
| CUMBERLAND | SC | 313,273 | 355,868 | 360,455 | 355,684 | 351,675 | 335,354 | 326,378 | 320,598 | 312,428 | | 302,941 | |
| GASTON | SC | 155,202 | 157,243 | 158,156 | 163,864 | 156,850 | 156,438 | 158,689 | 161,765 | 162,619 | | 163,115 | |
| HARNETT | SC | 51,905 | 55,701 | 56,634 | 56,272 | 57,455 | 58,381 | 62,438 | 65,336 | 66,728 | | 68,013 | |
| HOKE | SC | 7,738 | 12,214 | 14,497 | 13,889 | 16,134 | 15,431 | 14,802 | 14,643 | 14,602 | | 15,966 | |
| IREDELL | SC | 168,157 | 161,453 | 164,625 | 175,149 | 167,386 | 170,515 | 175,160 | 174,729 | 176,455 | | 175,382 | |
| LEE | SC | 55,289 | 54,401 | 58,855 | 60,491 | 58,947 | 56,787 | 55,559 | 57,779 | 59,111 | | 58,846 | |
| LINCOLN | SC | 47,900 | 48,633 | 47,789 | 47,582 | 47,378 | 49,773 | 51,659 | 52,762 | 57,228 | | 58,228 | |
| MECKLENBURG | SC | 1,375,422 | 1,456,070 | 1,461,128 | 1,497,530 | 1,541,663 | 1,570,158 | 1,615,266 | 1,634,832 | 1,643,155 | | 1,660,339 | |
| MONTGOMERY | SC | 11,508 | 13,239 | 12,659 | 12,571 | 13,234 | 13,138 | 13,323 | 13,538 | 13,064 | | 14,380 | |
| MOORE | SC | 81,873 | 92,950 | 95,221 | 93,385 | 94,127 | 95,787 | 94,955 | 94,702 | 96,287 | | 94,673 | |
| RICHMOND | SC | 28,655 | 31,351 | 31,078 | 31,927 | 29,285 | 27,543 | 29,539 | 29,770 | 29,493 | | 28,751 | |
| ROWAN | SC | 81,366 | 89,564 | 98,313 | 98,391 | 93,087 | 96,059 | 97,232 | 97,402 | 99,216 | | 97,257 | |
| SCOTLAND | SC | 26,983 | 26,966 | 25,042 | 24,098 | 22,840 | 22,918 | 22,252 | 22,235 | 22,857 | | 23,921 | |
| STANLY | SC | 48,863 | 44,613 | 44,429 | 43,127 | 44,016 | 41,958 | 41,284 | 42,939 | 43,472 | | 43,701 | |
| UNION | SC | 128,758 | 118,075 | 119,927 | 120,836 | 130,697 | 139,724 | 142,303 | 149,849 | 156,053 | | 154,779 | |
| BLADEN | SE | 12,913 | 17,304 | 17,532 | 17,763 | 18,021 | 17,719 | 16,681 | 16,170 | 16,343 | | 16,861 | |
| BRUNSWICK | SE | 99,822 | 102,221 | 105,700 | 107,139 | 111,939 | 116,523 | 118,627 | 120,416 | 124,816 | | 128,765 | |
| CARTERET | SE | 87,545 | 86,464 | 86,324 | 87,725 | 84,689 | 86,629 | 86,240 | 86,560 | 86,169 | | 88,129 | |
| COLUMBUS | SE | 33,832 | 33,245 | 33,024 | 31,894 | 32,784 | 32,202 | 30,069 | 29,572 | 30,189 | | 30,559 | |
| CRAVEN | SE | 89,074 | 91,905 | 87,073 | 89,374 | 84,909 | 81,807 | 80,989 | 82,300 | 81,105 | | 80,473 | |
| DUPLIN | SE | 26,879 | 29,362 | 30,456 | 31,105 | 32,525 | 31,660 | 29,814 | 30,202 | 30,914 | | 29,533 | |
| GREENE | SE | 4,234 | 5,247 | 5,418 | 5,793 | 5,323 | 5,393 | 5,371 | 5,397 | 4,940 | | 5,053 | |
| JOHNSTON | SE | 113,531 | 122,851 | 123,205 | 123,274 | 125,462 | 126,523 | 127,862 | 128,490 | 133,936 | | 137,033 | |
| JONES | SE | 2,616 | 3,235 | 3,088 | 3,292 | 2,827 | 2,812 | 2,539 | 2,468 | 3,136 | | 3,470 | |
| LENOIR | SE | 50,653 | 50,716 | 49,351 | 49,543 | 47,033 | 46,084 | 42,525 | 42,106 | 41,710 | | 42,008 | |
| NEW HANOVER | SE | 283,514 | 285,063 | 303,805 | 318,678 | 321,878 | 323,193 | 331,570 | 335,615 | 338,924 | | 335,379 | |
| ONSLOW | SE | 143,332 | 165,338 | 174,729 | 182,927 | 185,223 | 176,440 | 165,672 | 156,979 | 153,020 | | 152,897 | |
| PAMLICO | SE | 6,963 | 6,556 | 7,239 | 6,566 | 6,440 | 6,638 | 6,716 | 6,722 | 6,781 | | 6,842 | |
| PENDER | SE | 23,866 | 26,053 | 28,104 | 29,045 | 29,137 | 29,953 | 31,763 | 33,625 | 35,186 | | 36,513 | |
| ROBESON | SE | 77,979 | 82,157 | 83,417 | 84,271 | 83,432 | 81,900 | 81,791 | 83,305 | 81,781 | | 78,812 | |
| SAMPSON | SE | 30,690 | 36,684 | 37,528 | 37,863 | 36,457 | 36,402 | 36,640 | 37,999 | 36,847 | | 34,991 | |
| WAYNE | SE | 105,009 | 93,922 | 96,015 | 102,475 | 96,415 | 93,303 | 92,665 | 91,463 | 90,257 | | 87,800 | |
| WILSON | SE | 78,337 | 82,255 | 78,904 | 77,682 | 78,904 | 75,950 | 73,448 | 75,908 | 78,334 | | 73,951 | |
| AVERY | W | 17,096 | 18,979 | 19,121 | 17,956 | 17,846 | 18,425 | 18,746 | 18,886 | 19,238 | | 20,045 | |
| BUNCOMBE | W | 331,324 | 323,076 | 333,731 | 333,818 | 360,425 | 363,678 | 380,748 | 391,841 | 396,961 | | 407,318 | |
| BURKE | W | 46,811 | 51,278 | 52,682 | 51,114 | 52,699 | 54,080 | 53,308 | 54,084 | 52,526 | | 53,288 | |
| CALDWELL | W | 48,349 | 47,812 | 47,705 | 48,676 | 46,354 | 47,219 | 49,448 | 47,607 | 43,944 | | 43,685 | |
| CHEROKEE | W | 26,865 | 23,306 | 22,964 | 22,190 | 21,351 | 21,100 | 21,374 | 21,677 | 22,494 | | 23,348 | |
| CLAY | W | 5,301 | 6,153 | 5,948 | 5,868 | 5,728 | 6,209 | 5,856 | 5,849 | 5,304 | | 5,648 | |
| **Table 2. Trade Area Capture – Page 3** | | | | | | | | | | | | | |
| **COUNTY** | **DIST** | **FY 08-09** | **FY 09-10** | **FY 10-11** | **FY 11-12** | **FY 12-13** | **FY 13-14** | **FY 14-15** | **FY 15-16** | **FY 16-17** | | **FY 17-18** | |
| CLEVELAND | W | 71,996 | 64,391 | 69,390 | 71,030 | 70,163 | 67,064 | 70,769 | 67,805 | 71,982 | | 76,992 | |
| GRAHAM | W | 4,250 | 4,600 | 4,636 | 4,918 | 5,189 | 4,896 | 4,581 | 4,759 | 5,354 | | 5,148 | |
| HAYWOOD | W | 54,146 | 56,558 | 55,320 | 54,624 | 55,769 | 54,447 | 55,933 | 55,716 | 54,788 | | 54,632 | |
| HENDERSON | W | 86,036 | 84,390 | 84,254 | 81,343 | 87,604 | 86,807 | 87,617 | 91,663 | 93,136 | | 94,702 | |
| JACKSON | W | 34,006 | 35,067 | 34,087 | 34,063 | 33,703 | 35,200 | 36,650 | 35,632 | 37,667 | | 38,959 | |
| MACON | W | 40,886 | 38,158 | 37,489 | 36,898 | 37,721 | 37,498 | 37,066 | 37,070 | 38,853 | | 39,346 | |
| MADISON | W | 6,081 | 7,653 | 7,599 | 7,624 | 7,819 | 7,702 | 7,564 | 7,996 | 8,115 | | 8,282 | |
| MCDOWELL | W | 26,068 | 26,685 | 26,542 | 28,403 | 26,844 | 27,887 | 27,078 | 26,531 | 26,975 | | 26,312 | |
| MITCHELL | W | 13,055 | 12,810 | 13,049 | 13,147 | 12,113 | 12,147 | 11,259 | 10,827 | 10,759 | | 10,904 | |
| POLK | W | 7,112 | 8,587 | 8,401 | 8,397 | 8,324 | 9,224 | 10,133 | 10,226 | 10,344 | | 11,037 | |
| RUTHERFORD | W | 41,658 | 49,698 | 48,494 | 53,346 | 44,506 | 43,137 | 40,556 | 43,284 | 47,023 | | 42,795 | |
| SWAIN | W | 8,432 | 10,102 | 9,574 | 9,426 | 8,979 | 9,017 | 9,334 | 10,319 | 10,664 | | 10,773 | |
| TRANSYLVANIA | W | 26,926 | 24,570 | 24,495 | 23,485 | 24,801 | 24,337 | 24,303 | 24,941 | 25,497 | | 25,797 | |
| WATAUGA | W | 67,806 | 65,795 | 65,374 | 63,686 | 62,745 | 65,444 | 64,174 | 64,515 | 65,776 | | 65,347 | |
| YANCY | W | 12,011 | 9,957 | 10,269 | 9,960 | 9,964 | 9,413 | 9,179 | 9,005 | 9,229 | | 9,290 | |

**Table 3. County Percent Market Share (MS) – Page 1**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **County** | **District** | **FY 08-09** | **FY 09-10** | **FY 10-11** | **FY 11-12** | **FY 12-13** | **FY 13-14** | **FY 14-15** | **FY 15-16** | **FY 16-17** | | **FY 17-18** |
| ALAMANCE | NC | 1.71% | 1.58% | 1.68% | 1.72% | 1.68% | 1.76% | 1.77% | 1.81% | 1.76% | | 1.76% |
| ALLEGHANY | NC | 0.07% | 0.07% | 0.07% | 0.07% | 0.06% | 0.06% | 0.06% | 0.06% | 0.06% | | 0.06% |
| ASHE | NC | 0.19% | 0.20% | 0.20% | 0.19% | 0.18% | 0.18% | 0.18% | 0.19% | 0.19% | | 0.19% |
| CASWELL | NC | 0.04% | 0.05% | 0.06% | 0.06% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | | 0.05% |
| CHATHAM | NC | 0.34% | 0.40% | 0.41% | 0.39% | 0.40% | 0.41% | 0.42% | 0.45% | 0.44% | | 0.44% |
| DAVIDSON | NC | 1.02% | 0.94% | 0.94% | 0.94% | 0.91% | 0.90% | 0.95% | 0.97% | 0.96% | | 0.94% |
| DAVIE | NC | 0.25% | 0.24% | 0.23% | 0.23% | 0.26% | 0.27% | 0.25% | 0.25% | 0.25% | | 0.24% |
| DURHAM | NC | 4.32% | 4.68% | 4.64% | 4.62% | 4.98% | 5.33% | 5.41% | 5.35% | 5.24% | | 5.24% |
| FORSYTH | NC | 4.56% | 4.34% | 4.37% | 4.30% | 4.15% | 4.06% | 4.04% | 4.08% | 4.08% | | 3.91% |
| GRANVILLE | NC | 0.25% | 0.27% | 0.26% | 0.26% | 0.26% | 0.26% | 0.27% | 0.26% | 0.27% | | 0.26% |
| GUILFORD | NC | 6.66% | 5.85% | 5.96% | 5.88% | 5.71% | 5.69% | 5.72% | 5.56% | 5.60% | | 5.41% |
| ORANGE | NC | 1.11% | 1.15% | 1.14% | 1.11% | 1.19% | 1.38% | 1.31% | 1.30% | 1.31% | | 1.29% |
| PERSON | NC | 0.30% | 0.28% | 0.27% | 0.28% | 0.26% | 0.26% | 0.25% | 0.25% | 0.24% | | 0.24% |
| RANDOLPH | NC | 0.88% | 0.88% | 0.93% | 0.90% | 0.87% | 0.85% | 0.83% | 0.86% | 0.87% | | 0.85% |
| ROCKINGHAM | NC | 0.58% | 0.61% | 0.61% | 0.61% | 0.56% | 0.54% | 0.53% | 0.52% | 0.51% | | 0.49% |
| STOKES | NC | 0.15% | 0.17% | 0.17% | 0.16% | 0.17% | 0.16% | 0.16% | 0.17% | 0.17% | | 0.18% |
| SURREY | NC | 0.75% | 0.79% | 0.78% | 0.74% | 0.73% | 0.72% | 0.69% | 0.69% | 0.68% | | 0.65% |
| VANCE | NC | 0.37% | 0.42% | 0.38% | 0.38% | 0.35% | 0.35% | 0.34% | 0.35% | 0.33% | | 0.31% |
| WILKES | NC | 0.45% | 0.48% | 0.48% | 0.50% | 0.48% | 0.49% | 0.45% | 0.44% | 0.46% | | 0.46% |
| YADKIN | NC | 0.19% | 0.19% | 0.18% | 0.17% | 0.17% | 0.17% | 0.17% | 0.16% | 0.16% | | 0.16% |
| BEAUFORT | NE | 0.42% | 0.43% | 0.41% | 0.42% | 0.39% | 0.36% | 0.38% | 0.36% | 0.34% | | 0.34% |
| BERTIE | NE | 0.04% | 0.07% | 0.07% | 0.07% | 0.07% | 0.07% | 0.07% | 0.07% | 0.06% | | 0.07% |
| CAMDEN | NE | 0.04% | 0.05% | 0.06% | 0.05% | 0.05% | 0.05% | 0.04% | 0.05% | 0.04% | | 0.04% |
| CHOWAN | NE | 0.08% | 0.10% | 0.10% | 0.10% | 0.10% | 0.10% | 0.09% | 0.10% | 0.09% | | 0.09% |
| CURRITUCK | NE | 0.27% | 0.34% | 0.37% | 0.40% | 0.40% | 0.39% | 0.37% | 0.36% | 0.36% | | 0.38% |
| DARE | NE | 1.37% | 1.15% | 1.23% | 1.22% | 1.21% | 1.18% | 1.13% | 1.12% | 1.13% | | 1.13% |
| EDGECOMBE | NE | 0.34% | 0.32% | 0.33% | 0.34% | 0.30% | 0.31% | 0.28% | 0.27% | 0.27% | | 0.26% |
| FRANKLIN | NE | 0.31% | 0.27% | 0.27% | 0.28% | 0.28% | 0.28% | 0.29% | 0.30% | 0.30% | | 0.30% |
| GATES | NE | 0.02% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | | 0.03% |
| HALIFAX | NE | 0.41% | 0.42% | 0.41% | 0.42% | 0.41% | 0.41% | 0.40% | 0.38% | 0.37% | | 0.38% |
| HERTFORD | NE | 0.19% | 0.18% | 0.20% | 0.20% | 0.20% | 0.19% | 0.18% | 0.17% | 0.16% | | 0.16% |
| HYDE | NE | 0.05% | 0.06% | 0.06% | 0.06% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | | 0.04% |
| MARTIN | NE | 0.20% | 0.20% | 0.20% | 0.20% | 0.19% | 0.18% | 0.17% | 0.16% | 0.15% | | 0.15% |
| NASH | NE | 0.97% | 1.01% | 0.96% | 0.94% | 0.88% | 0.85% | 0.82% | 0.82% | 0.80% | | 0.79% |
| NORTHAMPTON | NE | 0.04% | 0.07% | 0.07% | 0.07% | 0.08% | 0.07% | 0.07% | 0.08% | 0.07% | | 0.08% |
| PASQUOTANK | NE | 0.44% | 0.42% | 0.41% | 0.41% | 0.44% | 0.37% | 0.36% | 0.38% | 0.36% | | 0.35% |
| PERQUIMMONS | NE | 0.04% | 0.05% | 0.05% | 0.04% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | | 0.04% |
| PITT | NE | 1.66% | 1.91% | 1.95% | 1.89% | 1.87% | 1.79% | 1.79% | 1.78% | 1.77% | | 1.72% |
| TYRELL | NE | 0.01% | 0.02% | 0.02% | 0.02% | 0.02% | 0.02% | 0.02% | 0.02% | 0.02% | | 0.02% |
| WAKE | NE | 12.36% | 11.56% | 11.38% | 11.32% | 11.57% | 11.70% | 11.80% | 11.88% | 12.16% | | 13.31% |
| WARREN | NE | 0.06% | 0.07% | 0.07% | 0.07% | 0.07% | 0.07% | 0.06% | 0.06% | 0.06% | | 0.06% |
| WASHINGTON | NE | 0.06% | 0.08% | 0.08% | 0.07% | 0.07% | 0.07% | 0.06% | 0.06% | 0.09% | | 0.08% |
|  |  |  |  |  |  |  |  |  |  |  | |  |
| **Table 3. County Percent Market Share - (MS) – Page 2** | | | | | | | | | | |
| **County** | **District** | **FY 08-09** | **FY 09-10** | **FY 10-11** | **FY 11-12** | **FY 12-13** | **FY 13-14** | **FY 14-15** | **FY 15-16** | **FY 16-17** | | **FY 17-18** |
| ALEXANDER | SC | 0.12% | 0.15% | 0.15% | 0.16% | 0.15% | 0.15% | 0.14% | 0.14% | 0.14% | | 0.14% |
| ANSON | SC | 0.11% | 0.12% | 0.12% | 0.11% | 0.11% | 0.12% | 0.11% | 0.11% | 0.11% | | 0.11% |
| CABARRUS | SC | 2.17% | 2.34% | 2.29% | 2.39% | 2.47% | 2.51% | 2.52% | 2.57% | 2.56% | | 2.52% |
| CATAWBA | SC | 1.96% | 1.93% | 1.91% | 1.83% | 1.76% | 1.75% | 1.73% | 1.75% | 1.76% | | 1.72% |
| CUMBERLAND | SC | 3.38% | 3.77% | 3.76% | 3.68% | 3.60% | 3.40% | 3.28% | 3.19% | 3.08% | | 2.95% |
| GASTON | SC | 1.67% | 1.67% | 1.65% | 1.70% | 1.61% | 1.59% | 1.59% | 1.61% | 1.60% | | 1.59% |
| HARNETT | SC | 0.56% | 0.59% | 0.59% | 0.58% | 0.59% | 0.59% | 0.63% | 0.65% | 0.66% | | 0.66% |
| HOKE | SC | 0.08% | 0.13% | 0.15% | 0.14% | 0.17% | 0.16% | 0.15% | 0.15% | 0.14% | | 0.16% |
| IREDELL | SC | 1.81% | 1.71% | 1.72% | 1.81% | 1.71% | 1.73% | 1.76% | 1.74% | 1.74% | | 1.71% |
| LEE | SC | 0.60% | 0.58% | 0.61% | 0.63% | 0.60% | 0.58% | 0.56% | 0.58% | 0.58% | | 0.57% |
| LINCOLN | SC | 0.52% | 0.52% | 0.50% | 0.49% | 0.49% | 0.50% | 0.52% | 0.53% | 0.56% | | 0.57% |
| MECKLENBURG | SC | 14.82% | 15.43% | 15.26% | 15.49% | 15.79% | 15.92% | 16.23% | 16.28% | 16.19% | | 16.16% |
| MONTGOMERY | SC | 0.12% | 0.14% | 0.13% | 0.13% | 0.14% | 0.13% | 0.13% | 0.13% | 0.13% | | 0.14% |
| MOORE | SC | 0.88% | 0.99% | 0.99% | 0.97% | 0.96% | 0.97% | 0.95% | 0.94% | 0.95% | | 0.92% |
| RICHMOND | SC | 0.31% | 0.33% | 0.32% | 0.33% | 0.30% | 0.28% | 0.30% | 0.30% | 0.29% | | 0.28% |
| ROWAN | SC | 0.88% | 0.95% | 1.03% | 1.02% | 0.95% | 0.97% | 0.98% | 0.97% | 0.98% | | 0.95% |
| SCOTLAND | SC | 0.29% | 0.29% | 0.26% | 0.25% | 0.23% | 0.23% | 0.22% | 0.22% | 0.23% | | 0.23% |
| STANLY | SC | 0.53% | 0.47% | 0.46% | 0.45% | 0.45% | 0.43% | 0.41% | 0.43% | 0.43% | | 0.43% |
| UNION | SC | 1.39% | 1.25% | 1.25% | 1.25% | 1.34% | 1.42% | 1.43% | 1.49% | 1.54% | | 1.51% |
| BLADEN | SE | 0.14% | 0.18% | 0.18% | 0.18% | 0.18% | 0.18% | 0.17% | 0.16% | 0.16% | | 0.16% |
| BRUNSWICK | SE | 1.08% | 1.08% | 1.10% | 1.11% | 1.15% | 1.18% | 1.19% | 1.20% | 1.23% | | 1.25% |
| CARTERET | SE | 0.94% | 0.92% | 0.90% | 0.91% | 0.87% | 0.88% | 0.87% | 0.86% | 0.85% | | 0.86% |
| COLUMBUS | SE | 0.36% | 0.35% | 0.34% | 0.33% | 0.34% | 0.33% | 0.30% | 0.29% | 0.30% | | 0.30% |
| CRAVEN | SE | 0.96% | 0.97% | 0.91% | 0.92% | 0.87% | 0.83% | 0.81% | 0.82% | 0.80% | | 0.78% |
| DUPLIN | SE | 0.29% | 0.31% | 0.32% | 0.32% | 0.33% | 0.32% | 0.30% | 0.30% | 0.30% | | 0.29% |
| GREENE | SE | 0.05% | 0.06% | 0.06% | 0.06% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | | 0.05% |
| JOHNSTON | SE | 1.22% | 1.30% | 1.29% | 1.28% | 1.29% | 1.28% | 1.28% | 1.28% | 1.32% | | 1.33% |
| JONES | SE | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.03% | 0.02% | 0.03% | | 0.03% |
| LENOIR | SE | 0.55% | 0.54% | 0.52% | 0.51% | 0.48% | 0.47% | 0.43% | 0.42% | 0.41% | | 0.41% |
| NEW HANOVER | SE | 3.06% | 3.02% | 3.17% | 3.30% | 3.30% | 3.28% | 3.33% | 3.34% | 3.34% | | 3.26% |
| ONSLOW | SE | 1.54% | 1.75% | 1.82% | 1.89% | 1.90% | 1.79% | 1.66% | 1.56% | 1.51% | | 1.49% |
| PAMLICO | SE | 0.08% | 0.07% | 0.08% | 0.07% | 0.07% | 0.07% | 0.07% | 0.07% | 0.07% | | 0.07% |
| PENDER | SE | 0.26% | 0.28% | 0.29% | 0.30% | 0.30% | 0.30% | 0.32% | 0.33% | 0.35% | | 0.36% |
| ROBESON | SE | 0.84% | 0.87% | 0.87% | 0.87% | 0.85% | 0.83% | 0.82% | 0.83% | 0.81% | | 0.77% |
| SAMPSON | SE | 0.33% | 0.39% | 0.39% | 0.39% | 0.37% | 0.37% | 0.37% | 0.38% | 0.36% | | 0.34% |
| WAYNE | SE | 1.13% | 1.00% | 1.00% | 1.06% | 0.99% | 0.95% | 0.93% | 0.91% | 0.89% | | 0.85% |
| WILSON | SE | 0.84% | 0.87% | 0.82% | 0.80% | 0.81% | 0.77% | 0.74% | 0.76% | 0.77% | | 0.72% |
| AVERY | W | 0.18% | 0.20% | 0.20% | 0.19% | 0.18% | 0.19% | 0.19% | 0.19% | 0.19% | | 0.20% |
| BUNCOMBE | W | 3.57% | 3.42% | 3.49% | 3.45% | 3.69% | 3.69% | 3.83% | 3.90% | 3.91% | | 3.96% |
| BURKE | W | 0.50% | 0.54% | 0.55% | 0.53% | 0.54% | 0.55% | 0.54% | 0.54% | 0.52% | | 0.52% |
| CALDWELL | W | 0.52% | 0.51% | 0.50% | 0.50% | 0.47% | 0.48% | 0.50% | 0.47% | 0.43% | | 0.43% |
| CHEROKEE | W | 0.29% | 0.25% | 0.24% | 0.23% | 0.22% | 0.21% | 0.21% | 0.22% | 0.22% | | 0.23% |
|  |  |  |  |  |  |  |  |  |  |  | |  |
| **Table 3. County Percent Market Share - (MS) – Page 3** | | | | | | | | | | |
| **County** | **District** | **FY 08-09** | **FY 09-10** | **FY 10-11** | **FY 11-12** | **FY 12-13** | **FY 13-14** | **FY 14-15** | **FY 15-16** | **FY 16-17** | | **FY 17-18** |
| CLAY | W | 0.06% | 0.07% | 0.06% | 0.06% | 0.06% | 0.06% | 0.06% | 0.06% | 0.05% | | 0.05% |
| CLEVELAND | W | 0.78% | 0.68% | 0.72% | 0.73% | 0.72% | 0.68% | 0.71% | 0.68% | 0.71% | | 0.75% |
| GRAHAM | W | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | 0.05% | | 0.05% |
| HAYWOOD | W | 0.58% | 0.60% | 0.58% | 0.57% | 0.57% | 0.55% | 0.56% | 0.55% | 0.54% | | 0.53% |
| HENDERSON | W | 0.93% | 0.89% | 0.88% | 0.84% | 0.90% | 0.88% | 0.88% | 0.91% | 0.92% | | 0.92% |
| JACKSON | W | 0.37% | 0.37% | 0.36% | 0.35% | 0.35% | 0.36% | 0.37% | 0.35% | 0.37% | | 0.38% |
| MACON | W | 0.44% | 0.40% | 0.39% | 0.38% | 0.39% | 0.38% | 0.37% | 0.37% | 0.38% | | 0.38% |
| MADISON | W | 0.07% | 0.08% | 0.08% | 0.08% | 0.08% | 0.08% | 0.08% | 0.08% | 0.08% | | 0.08% |
| MCDOWELL | W | 0.28% | 0.28% | 0.28% | 0.29% | 0.27% | 0.28% | 0.27% | 0.26% | 0.27% | | 0.26% |
| MITCHELL | W | 0.14% | 0.14% | 0.14% | 0.14% | 0.12% | 0.12% | 0.11% | 0.11% | 0.11% | | 0.11% |
| POLK | W | 0.08% | 0.09% | 0.09% | 0.09% | 0.09% | 0.09% | 0.10% | 0.10% | 0.10% | | 0.11% |
| RUTHERFORD | W | 0.45% | 0.53% | 0.51% | 0.55% | 0.46% | 0.44% | 0.41% | 0.43% | 0.46% | | 0.42% |
| SWAIN | W | 0.09% | 0.11% | 0.10% | 0.10% | 0.09% | 0.09% | 0.09% | 0.10% | 0.11% | | 0.10% |
| TRANSYLVANIA | W | 0.29% | 0.26% | 0.26% | 0.24% | 0.25% | 0.25% | 0.24% | 0.25% | 0.25% | | 0.25% |
| WATAUGA | W | 0.73% | 0.70% | 0.68% | 0.66% | 0.64% | 0.66% | 0.64% | 0.64% | 0.65% | | 0.64% |
| YANCY | W | 0.13% | 0.11% | 0.11% | 0.10% | 0.10% | 0.10% | 0.09% | 0.09% | 0.09% | | 0.09% |
| **NC District** |  | **24.18%** | **23.59%** | **23.76%** | **23.50%** | **23.43%** | **23.90%** | **23.86%** | **23.75%** | **23.62%** | | **23.11%** |
| **NE District** |  | **19.40%** | **18.80%** | **18.71%** | **18.61%** | **18.71%** | **18.58%** | **18.51%** | **18.52%** | **18.74%** | | **19.81%** |
| **SC District** |  | **32.21%** | **33.34%** | **33.18%** | **33.41%** | **33.44%** | **33.42%** | **33.65%** | **33.77%** | **33.67%** | | **33.31%** |
| **SE District** |  | **13.70%** | **14.00%** | **14.11%** | **14.34%** | **14.17%** | **13.91%** | **13.67%** | **13.59%** | **13.55%** | | **13.33%** |
| **W District** |  | **10.52%** | **10.28%** | **10.25%** | **10.14%** | **10.25%** | **10.19%** | **10.30%** | **10.36%** | **10.41%** | | **10.45%** |