

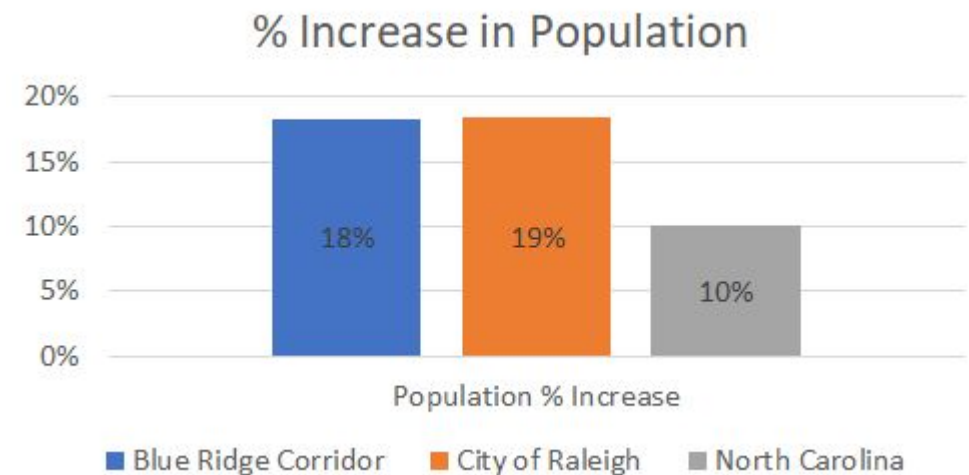
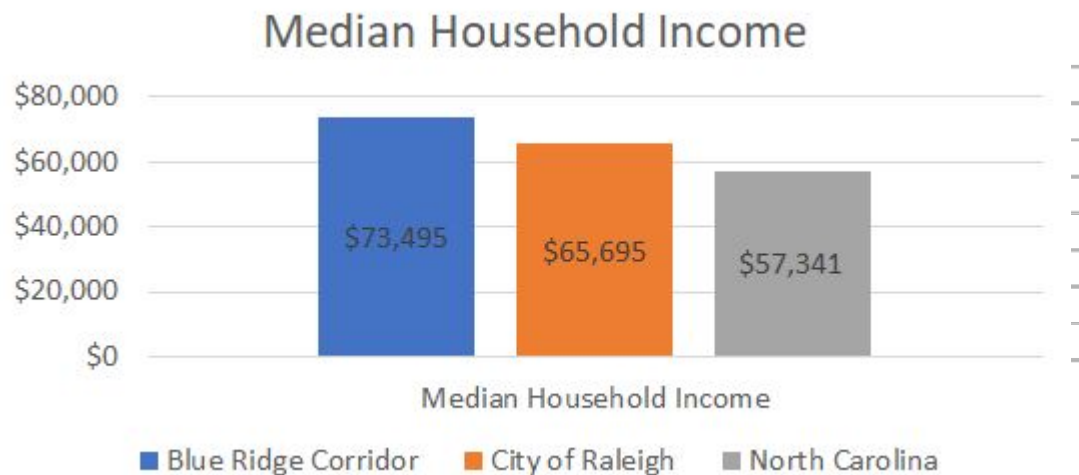
Demographics & Void Analysis

Nov 2020



Demographics

- Median Household Income \$73,495 (higher than Raleigh and NC)
- Average Household Income \$97,462 (outliers with very high household income)
- 2020 Estimated Population 5-mile radius 221,787 (18.3% increase since 2010)
- $\frac{2}{3}$ of the population live within the 3 and 5-mile radius area
- Young families moving into the area



Void Analysis

- Strong commuter traffic pattern on Edwards Mill Rd & Creedmoore Rd- opportunity for retail
- Little entertainment retail, boutiques, or sit-down dining- due to lack of residential
- Wade Park is an example of residential and office that is doing very well
- Lake Boone Shopping Center is performing extremely well
- Opportunity for another high-end grocer
- Great location for high end development- views, location, and demographics are excellent