

RESOLUT

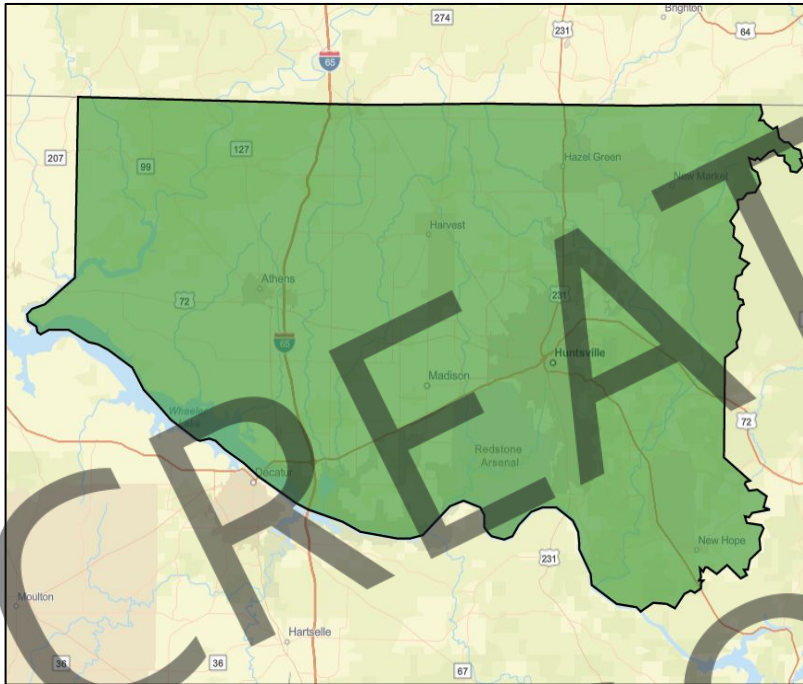
RE

HUNTSVILLE, AL
MARKET ASSESSMENT



HUNTSVILLE METROPOLITAN AREA

RESOLUT



MARKET FACTS

2010 POPULATION	417,593
2020 POPULATION	466,377
2025 POPULATION	492,939
ANN. POPULATION GROWTH RATE	1.11%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$62,594
2020 AVERAGE HOUSEHOLD INCOME	\$85,872
2020 MEDIAN AGE	39
2020 DAYTIME POPULATION	486,520



HUNTSVILLE METROPOLITAN AREA

MARKET POTENTIAL INDEX

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Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Drank energy drink in last 6 months	59,026	101
Drank sports drink in last 6 months	110,582	102
Consumer Spending	Average Amount Spent	Spend Potential Index
Food - Frozen Fruit & Juice	\$16.20	98
Food - Frozen Fruit Juice	\$2.14	102
Food - Fresh Fruit Juice	\$15.96	102
Food - Canned/Bottled Fruit Juice	\$67.35	97
Food - Canned/Dried Vegetables & Vegetable Juice	\$122.33	101
Food - Vegetable Juice	\$21.00	100

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

HUNTSVILLE METROPOLITAN AREA

DRINK COMPETITION

RESOLUTION



HUNTSVILLE DRINK COMPETITION

- DRINK 1: 0
- DRINK 2: 0
- DRINK 3: 0
- DRINK 4: 1
- DRINK 5: 7

HUNTSVILLE METROPOLITAN AREA BUSINESS SYNERGY

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BUSINESS SYNERGY - FITNESS

SYNERGY 1: 1

SYNERGY 2: 1

SYNERGY 3: 2

SYNERGY 4: 0

SYNERGY 5: 0

SYNERGY 6: 2

SYNERGY 7: 0

HUNTSVILLE METROPOLITAN AREA

BUSINESS SYNERGY - GROCERY STORES

RESOLUT



BUSINESS SYNERGY - GROCERY STORES

- GROCERY 1 - 1
- GROCERY 2 - 0
- GROCERY 3 - 1
- GROCERY 4 - 1

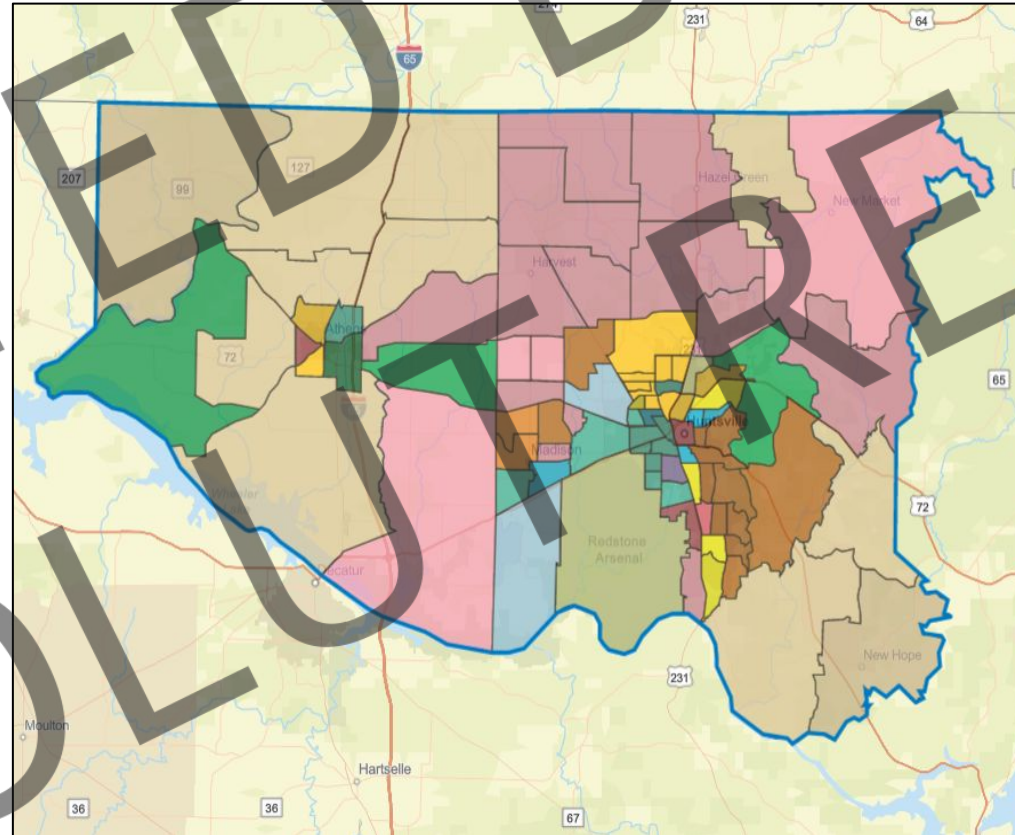
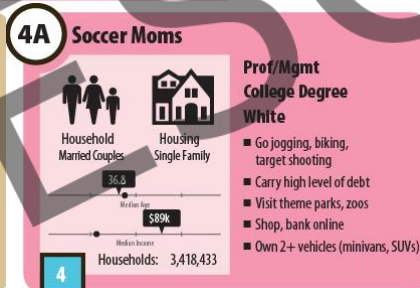
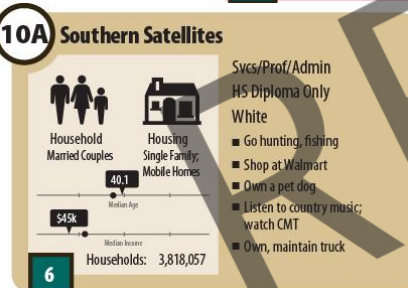
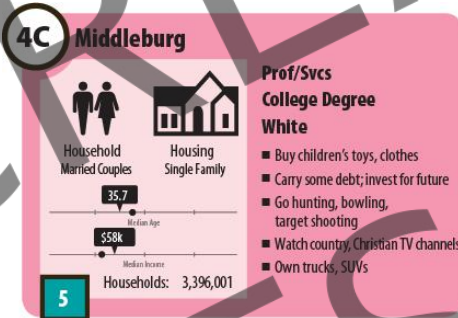
HUNTSVILLE METROPOLITAN AREA TAPESTRY SEGMENTATION

RESOLUTION

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TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Middleburg - 4C	13.6%	13.6%
Southern Satellites - 10A	10.7%	24.3%
Soccer Moms - 4A	6.4%	30.7%



MIDDLEBURG SOUTHERN SATELLITES SOCCER MOMS

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

HUNTSVILLE METROPOLITAN AREA

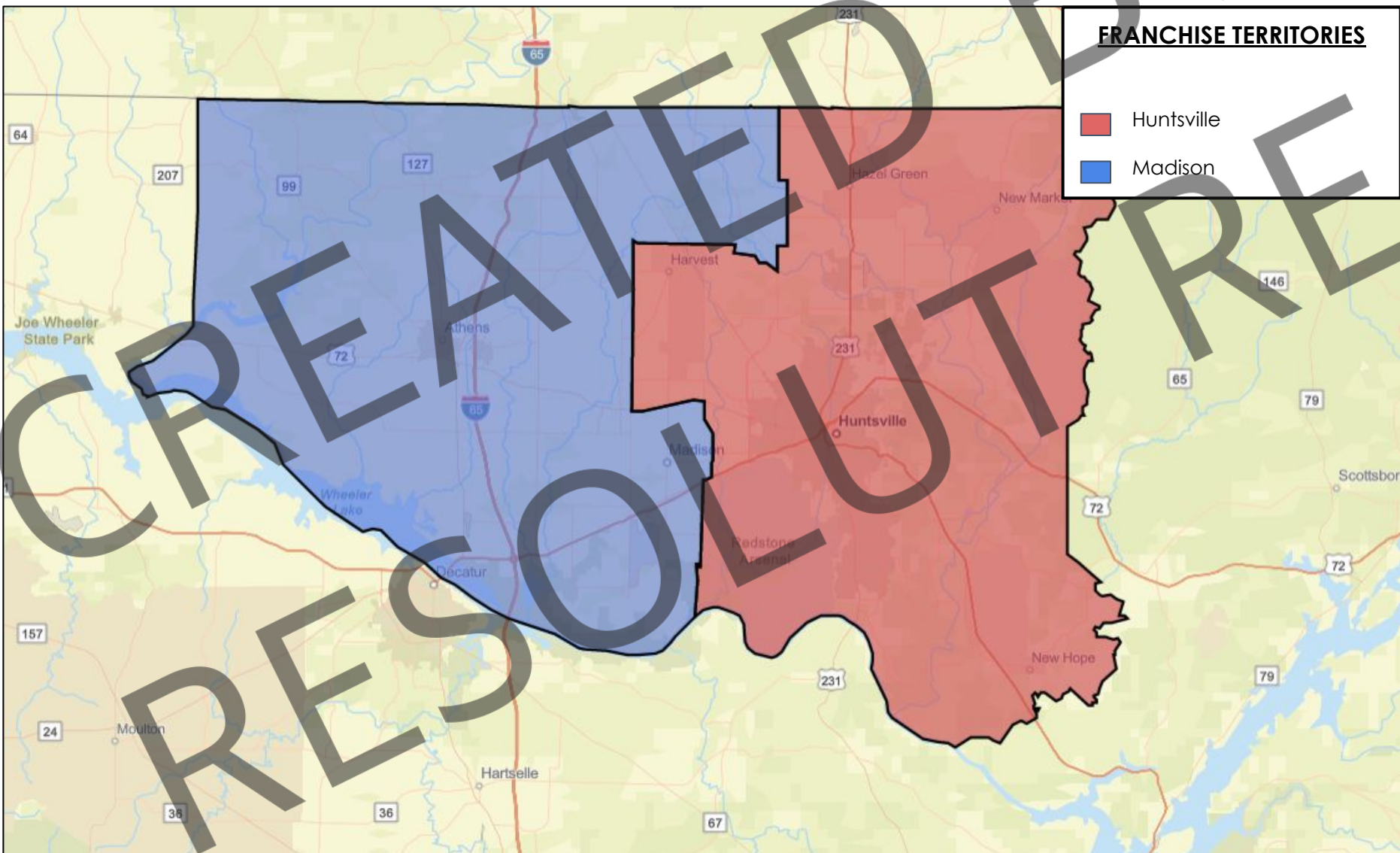
FRANCHISE TERRITORIES

RESOLUT



FRANCHISE TERRITORIES

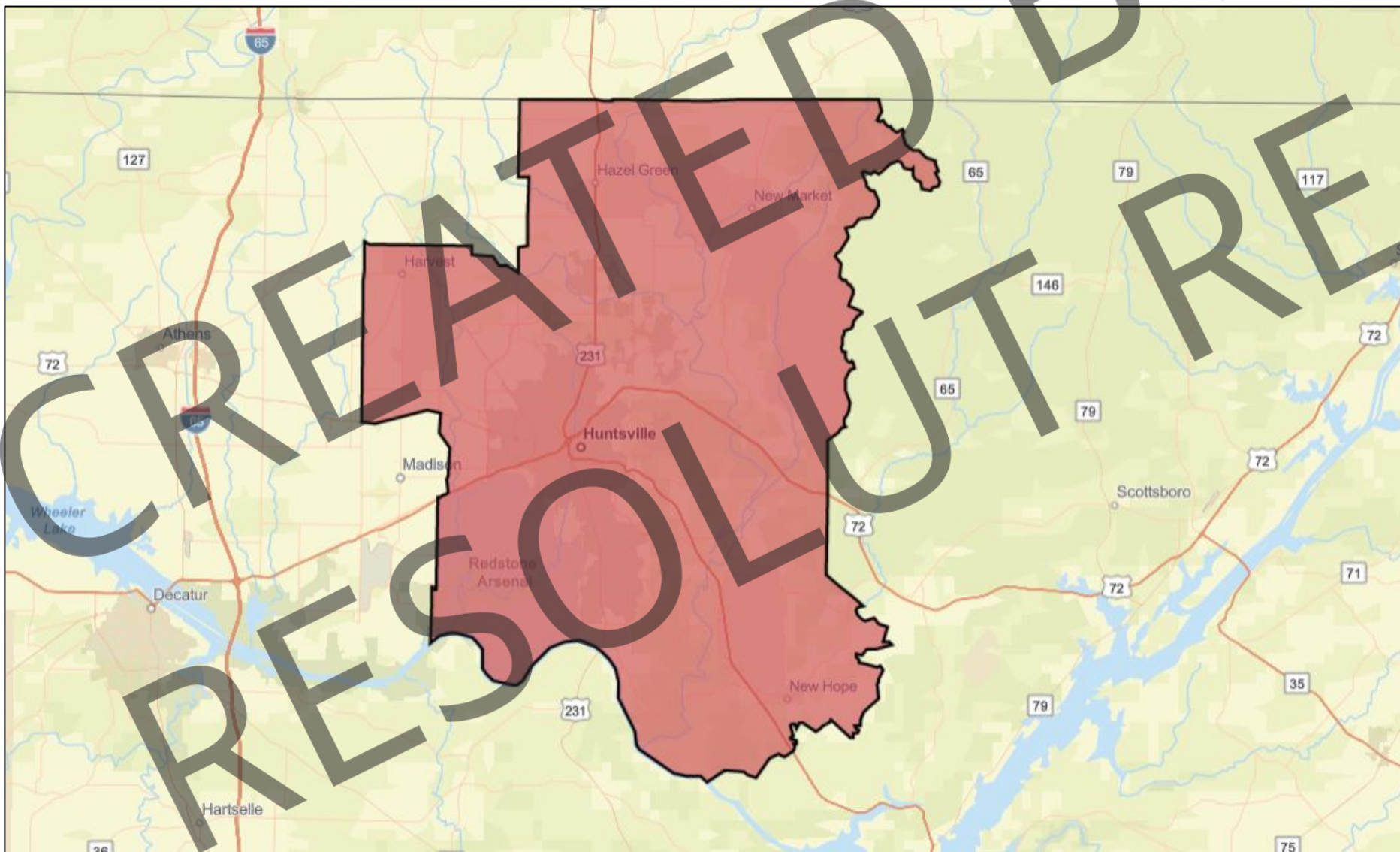
-  Huntsville
-  Madison



MADISON FRANCHISE TERRITORY

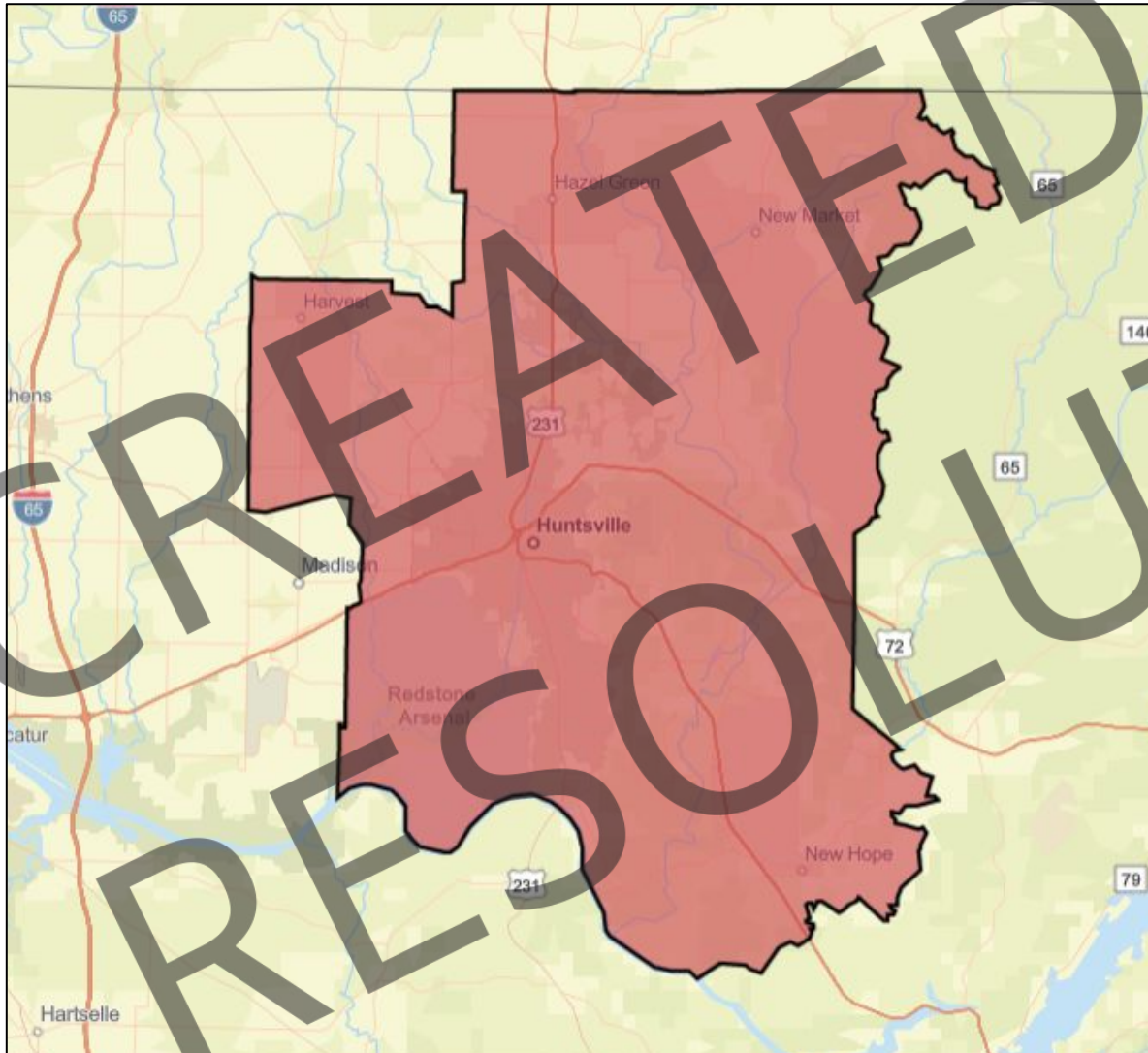
HUNTSVILLE METROPOLITAN AREA

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HUNTSVILLE FRANCHISE TERRITORY

RESOLUT



MARKET FACTS

2010 POPULATION	274,487
2020 POPULATION	304,217
2025 POPULATION	320,725
ANN. POPULATION GROWTH RATE	1.06%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$60,399
2020 AVERAGE HOUSEHOLD INCOME	\$83,829

MARKET PENETRATION

STRATEGY	# OF STORE(S)
Moderate	2
Aggressive	4

HUNTSVILLE FRANCHISE TERRITORY

MARKET POTENTIAL INDEX

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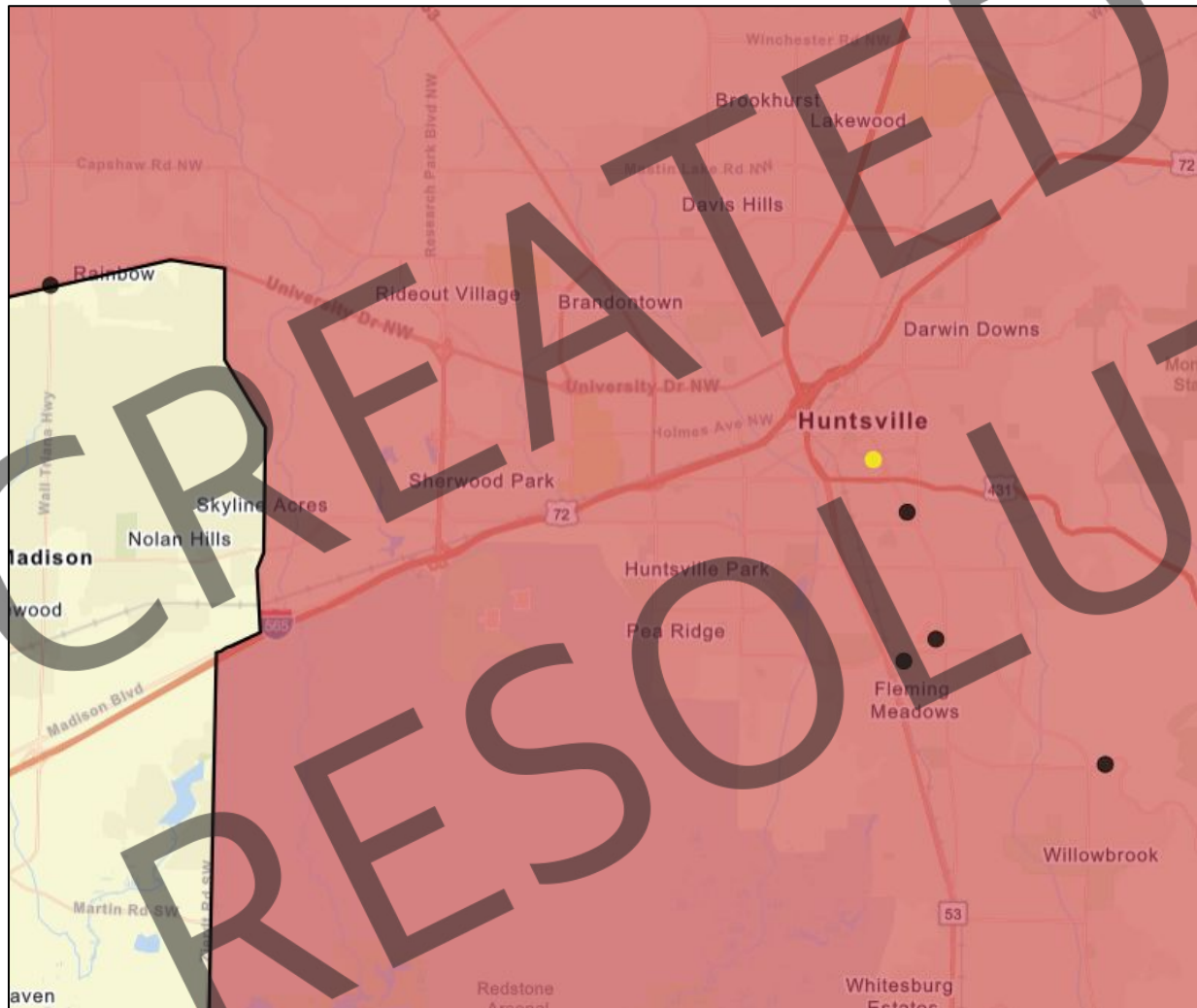
Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Drank energy drink in last 6 months	38,446	100
Drank sports drink in last 6 months	72,305	101
Consumer Spending	Average Amount Spent	Spend Potential Index
Food - Frozen Fruit & Juice	\$15.82	96
Food - Frozen Fruit Juice	\$2.07	99
Food - Fresh Fruit Juice	\$15.49	99
Food - Canned/Bottled Fruit Juice	\$66.16	95
Food - Canned/Dried Vegetables & Vegetable Juice	\$118.29	98
Food - Vegetable Juice	\$20.41	97

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

HUNTSVILLE FRANCHISE TERRITORY

DRINK COMPETITION

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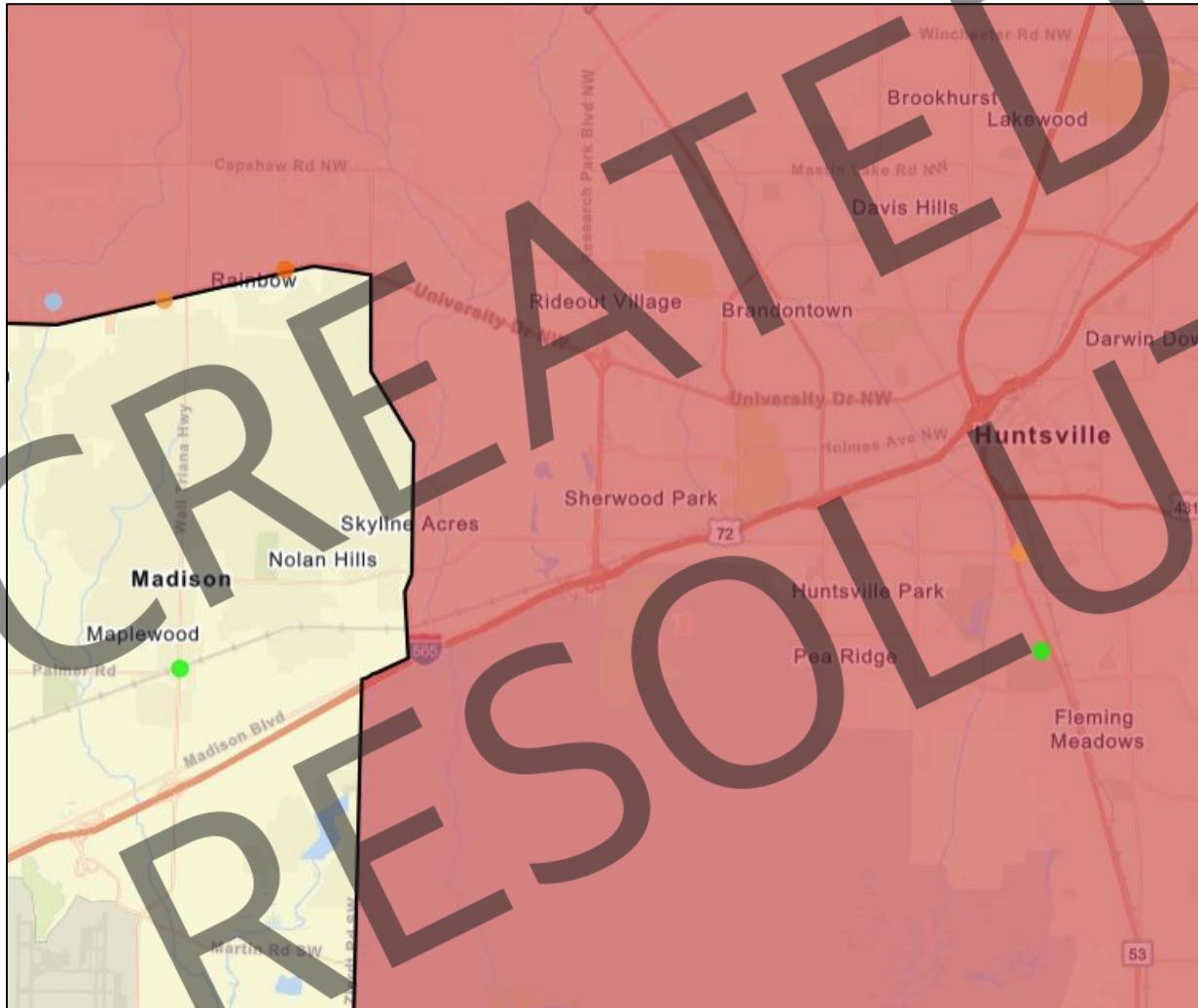
DRINK COMPETITION

- DRINK 1: 0
- DRINK 2: 0
- DRINK 3: 0
- DRINK 4: 1
- DRINK 5: 5

HUNTSVILLE FRANCHISE TERRITORY

BUSINESS SYNERGY

RESOLUT



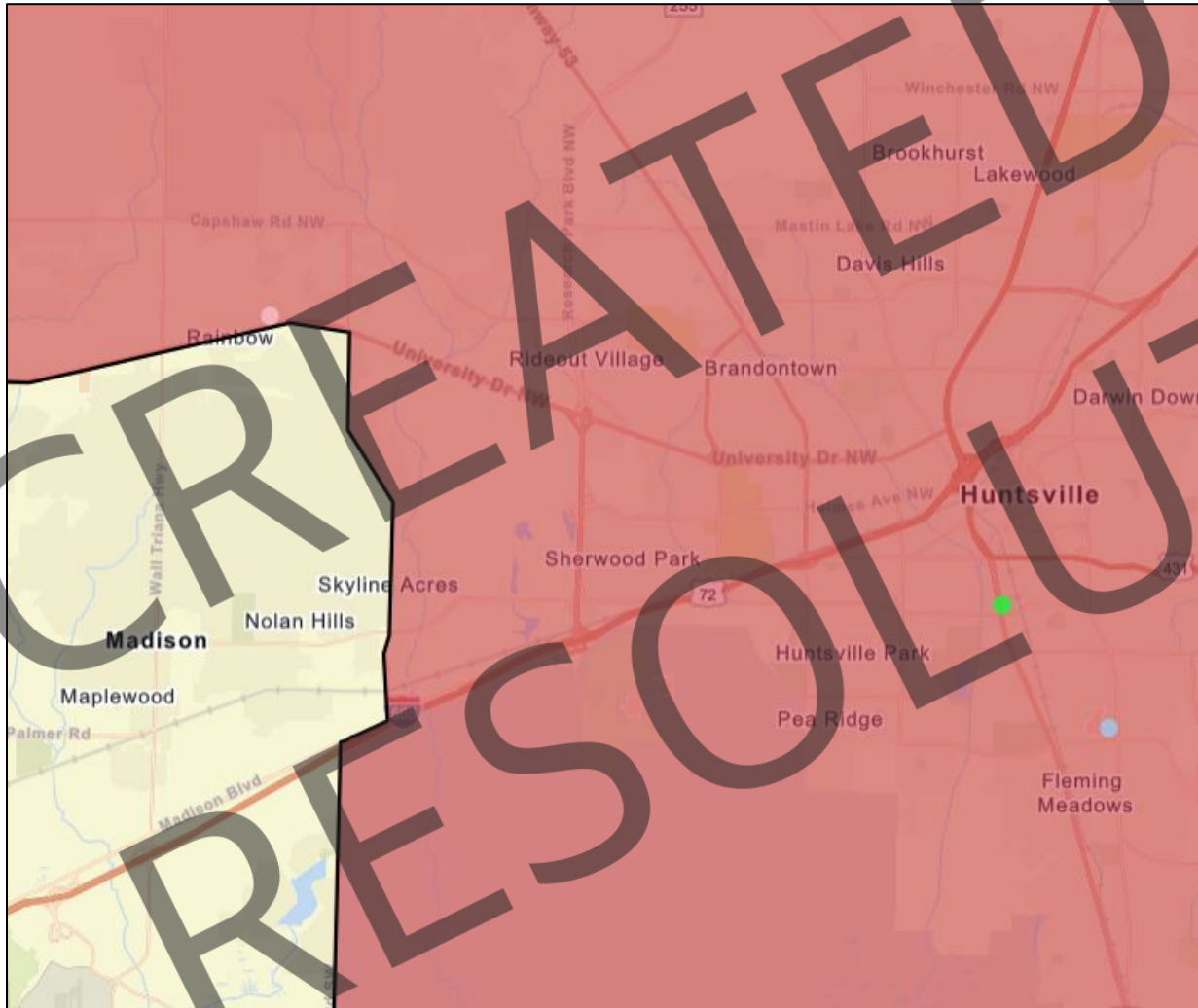
BUSINESS SYNERGY - FITNESS

- SYNERGY 1: 1
- SYNERGY 2: 1
- SYNERGY 3: 1
- SYNERGY 4: 0
- SYNERGY 5: 0
- SYNERGY 6: 1
- SYNERGY 7: 0

HUNTSVILLE FRANCHISE TERRITORY

BUSINESS SYNERGY - GROCERY STORES

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BUSINESS SYNERGY - GROCERY STORES

- GROCERY 1 - 1
- GROCERY 2 - 0
- GROCERY 3 - 1
- GROCERY 4 - 1

HUNTSVILLE FRANCHISE TERRITORY

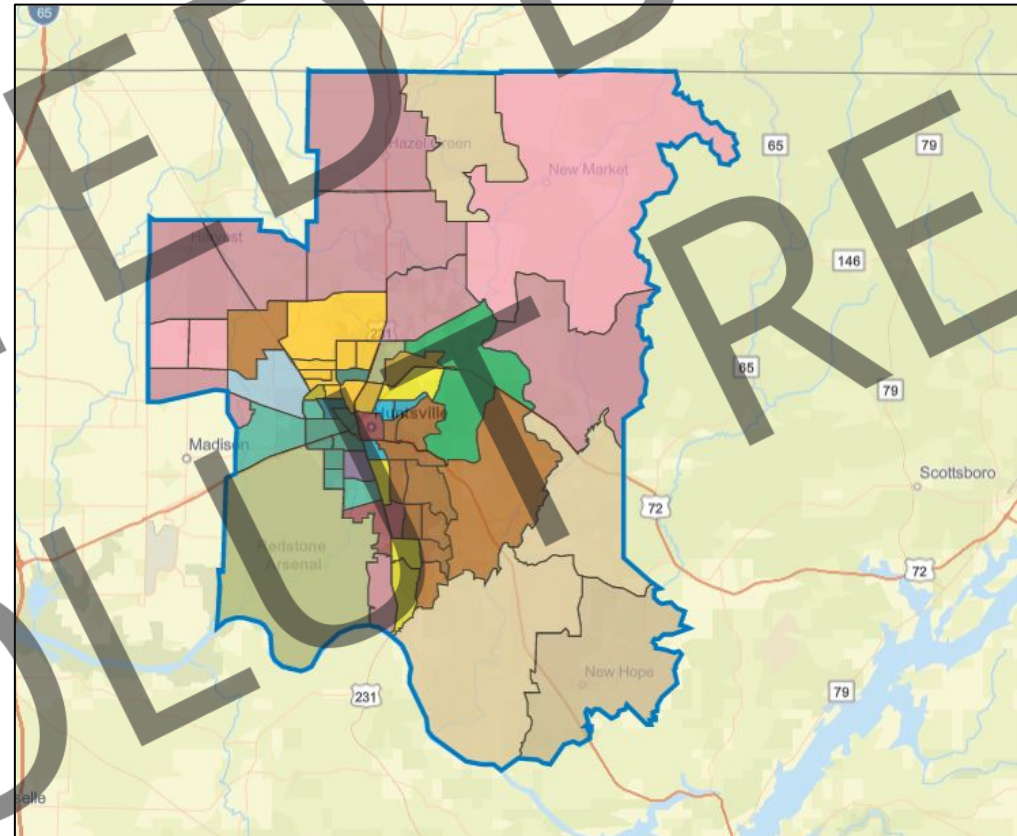
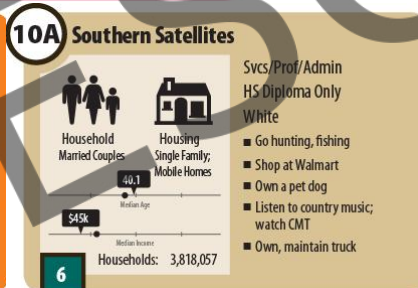
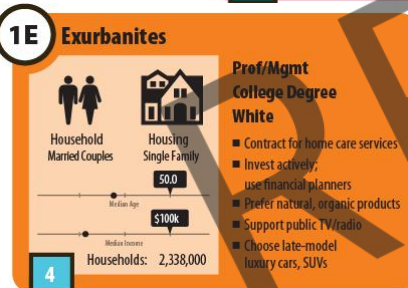
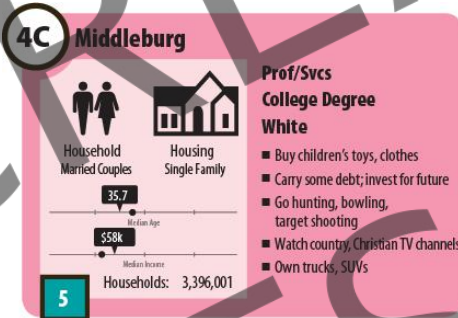
TAPESTRY SEGMENTATION

RESOLUT



TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Middleburg - 4C	12.4%	12.4%
Exurbanites - 1E	7.5%	19.9%
Southern Satellites - 10A	7.2%	27.1%



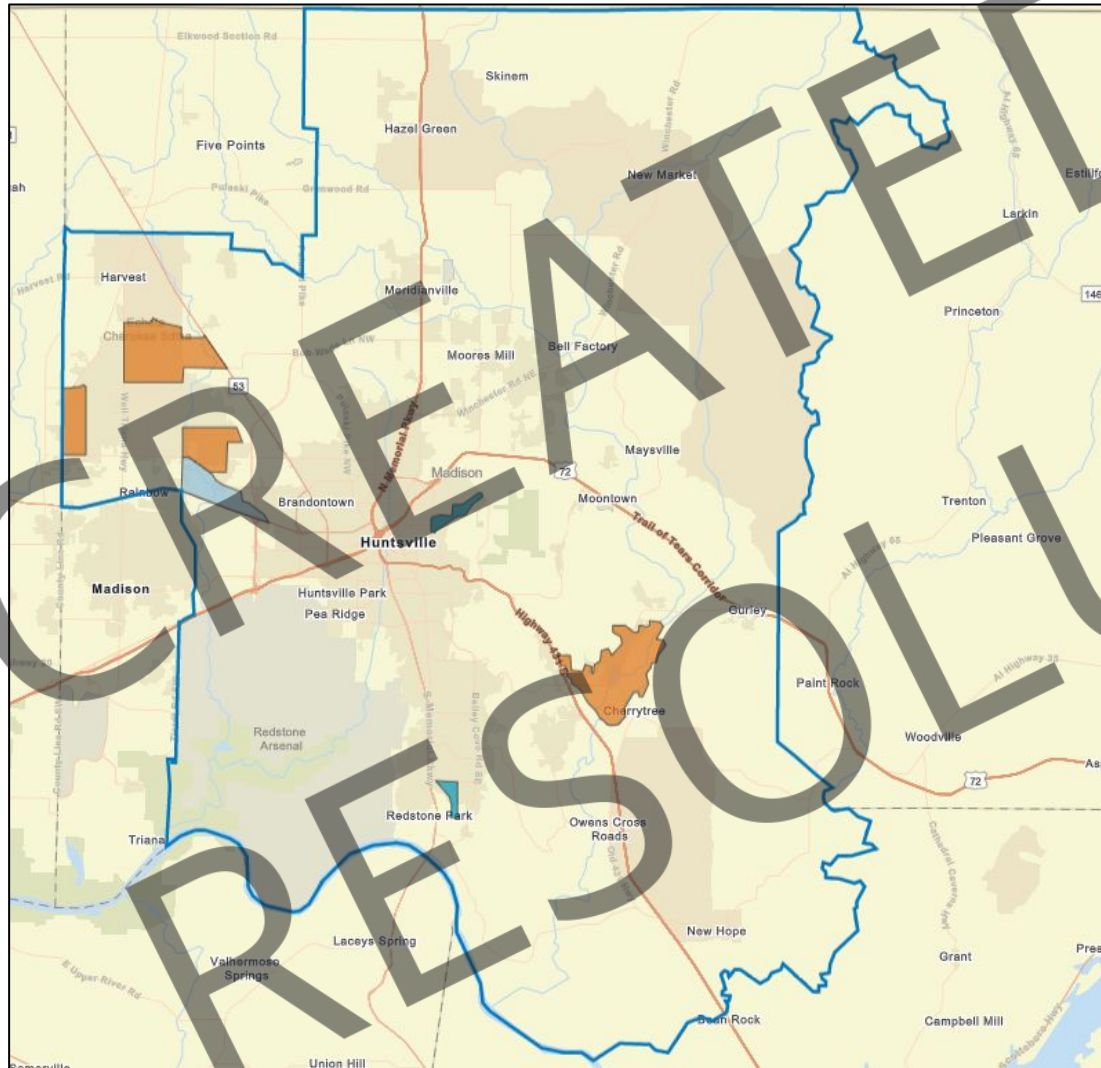
MIDDLEBURG EXURBANITES SOUTHERN SATELLITES

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

HUNTSVILLE FRANCHISE TERRITORY

CUSTOMER PROFILES BY CENSUS TRACT

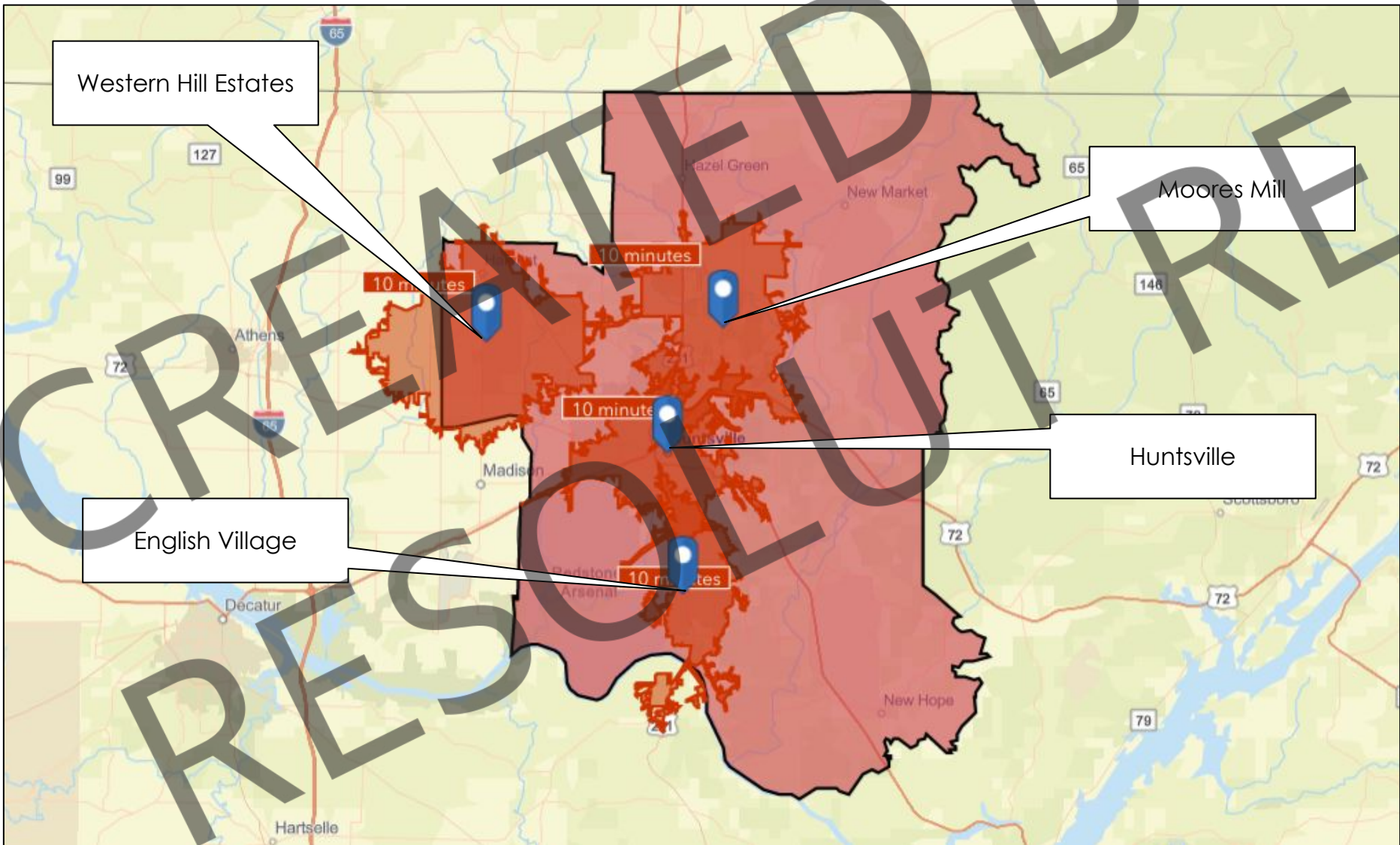
RESOLUT



HUNTSVILLE FRANCHISE TERRITORY - POTENTIAL MARKETS - 10 MINUTE DRIVE TIME

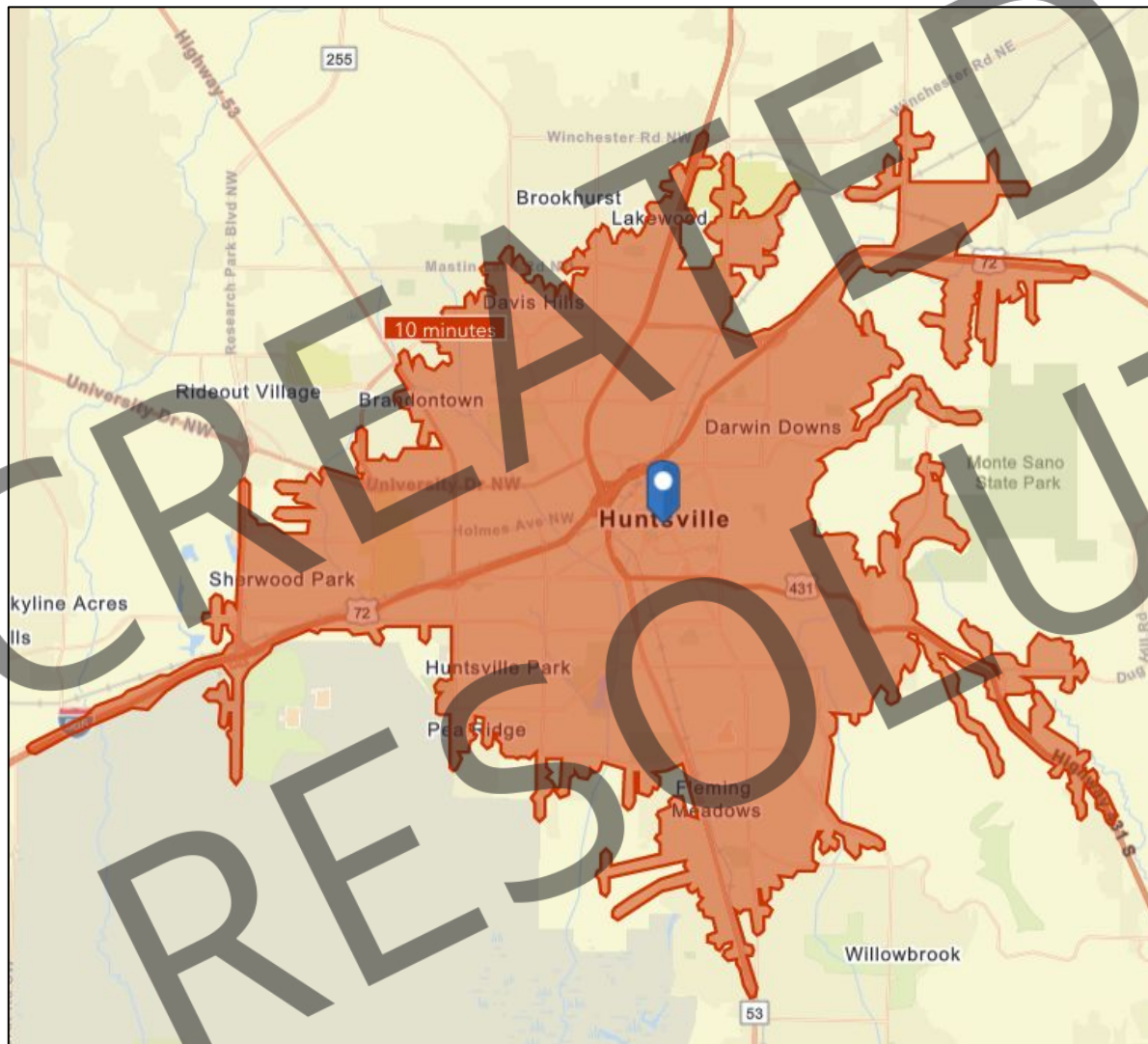
HUNTSVILLE METROPOLITAN AREA

RESOLUT



POTENTIAL MARKET - HUNTSVILLE, AL - 10 MINUTE DRIVE TIME

RESOLUT



MARKET FACTS

2010 POPULATION	81,866
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2020 POPULATION	85,739
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2025 POPULATION	88,185
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ANN. POPULATION GROWTH RATE	0.56%
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ANN. POPULATION GROWTH RATE (NTL)	0.83%
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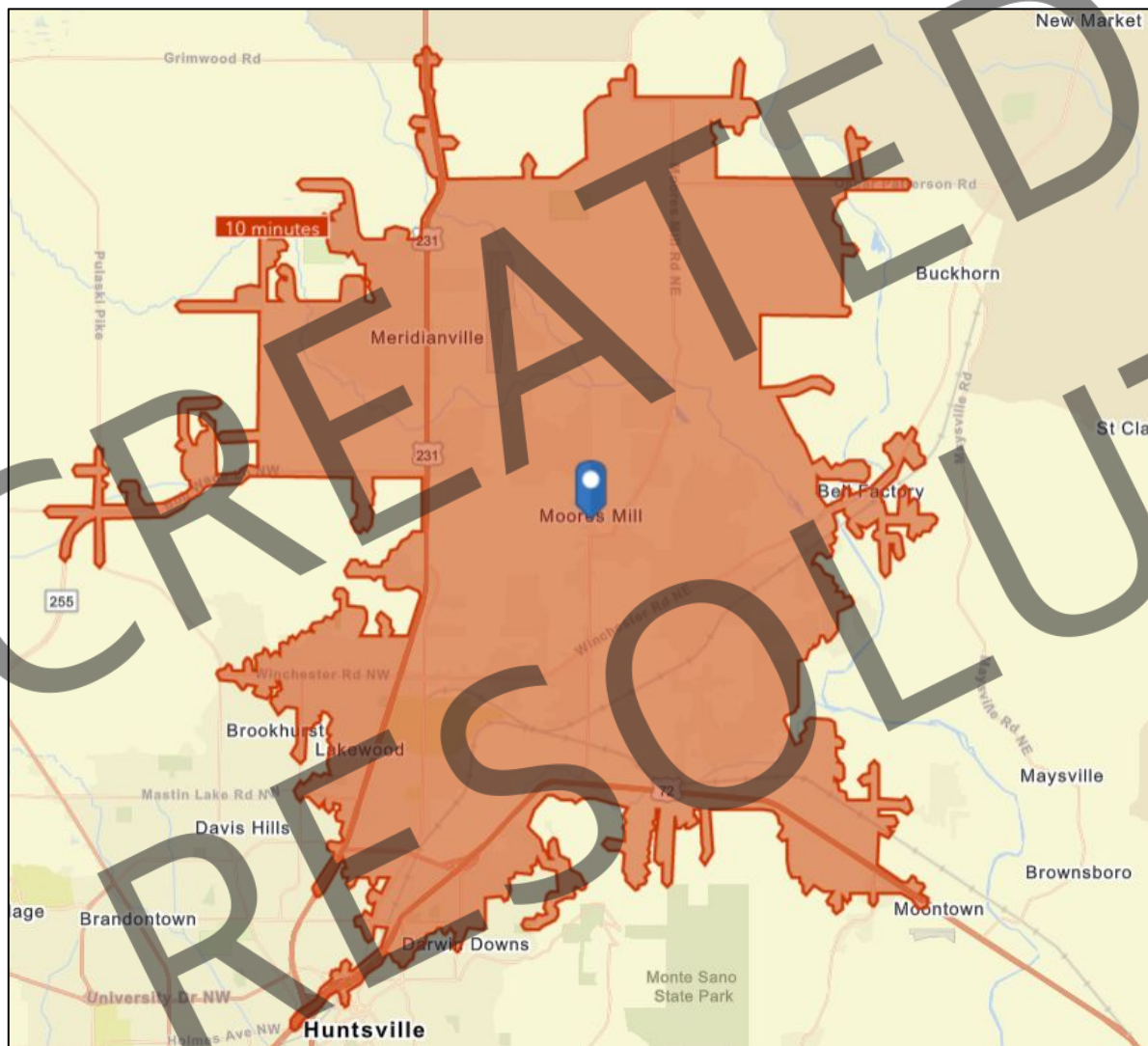
2020 MEDIAN HOUSEHOLD INCOME	\$38,725
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2020 AVERAGE HOUSEHOLD INCOME	\$64,582
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POTENTIAL MARKET - MOORES MILL, AL - 10 MINUTE DRIVE TIME

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MARKET FACTS

2010 POPULATION	36,912
2020 POPULATION	40,183
2025 POPULATION	42,162
ANN. POPULATION GROWTH RATE	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$56,670
2020 AVERAGE HOUSEHOLD INCOME	\$75,911

POTENTIAL MARKET - WESTERN HILL ESTATES, AL - 10 MINUTE DRIVE TIME

RESOLUT

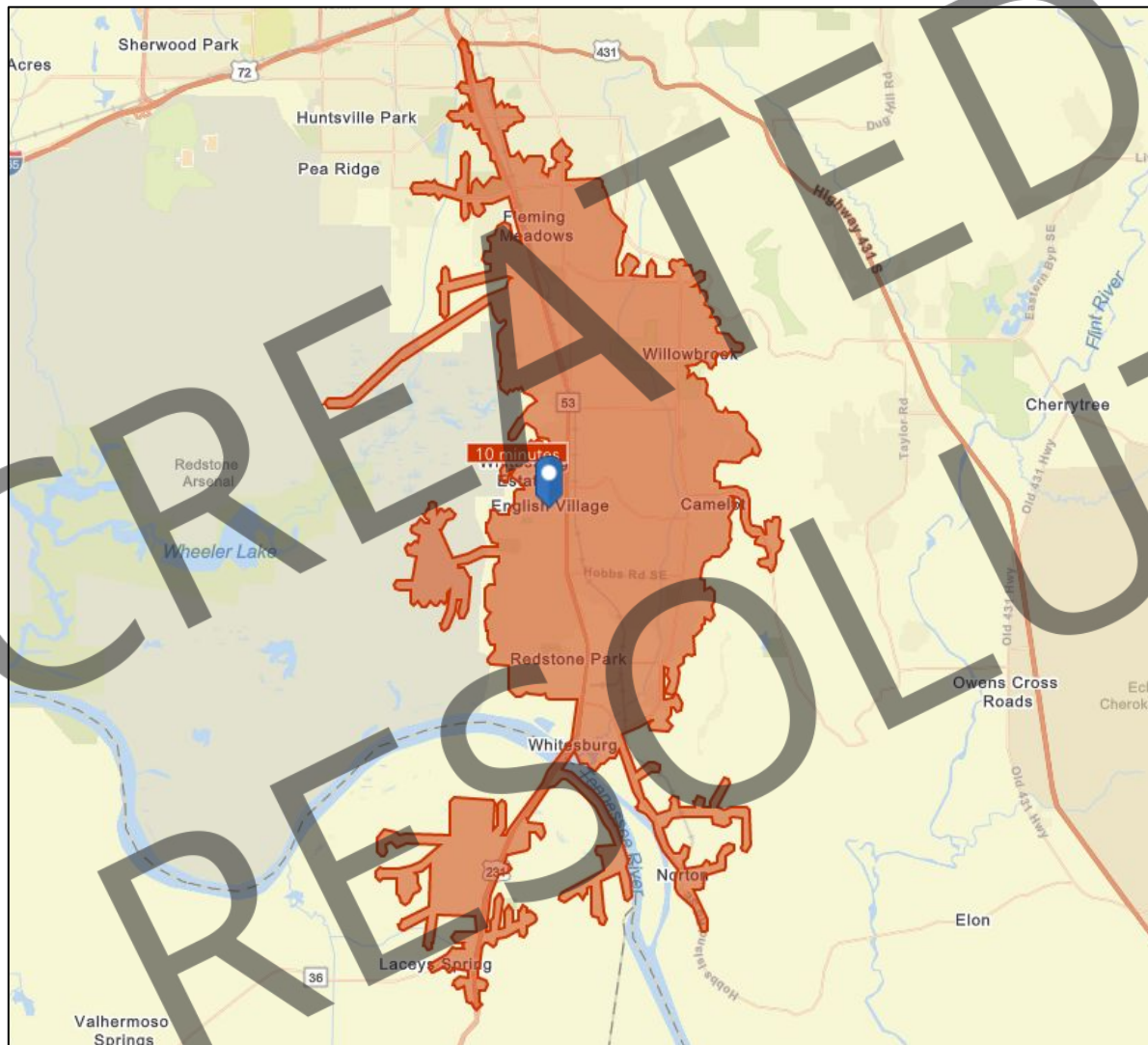


MARKET FACTS

2010 POPULATION	47,616
2020 POPULATION	54,555
2025 POPULATION	58,294
ANN. POPULATION GROWTH RATE	1.33%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$95,437
2020 AVERAGE HOUSEHOLD INCOME	\$109,208

POTENTIAL MARKET - ENGLISH VILLAGE, AL - 10 MINUTE DRIVE TIME

RESOLUT



MARKET FACTS

2010 POPULATION	41,795
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2020 POPULATION	44,653
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2025 POPULATION	46,439
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ANN. POPULATION GROWTH RATE	0.79%
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ANN. POPULATION GROWTH RATE (NTL)	0.83%
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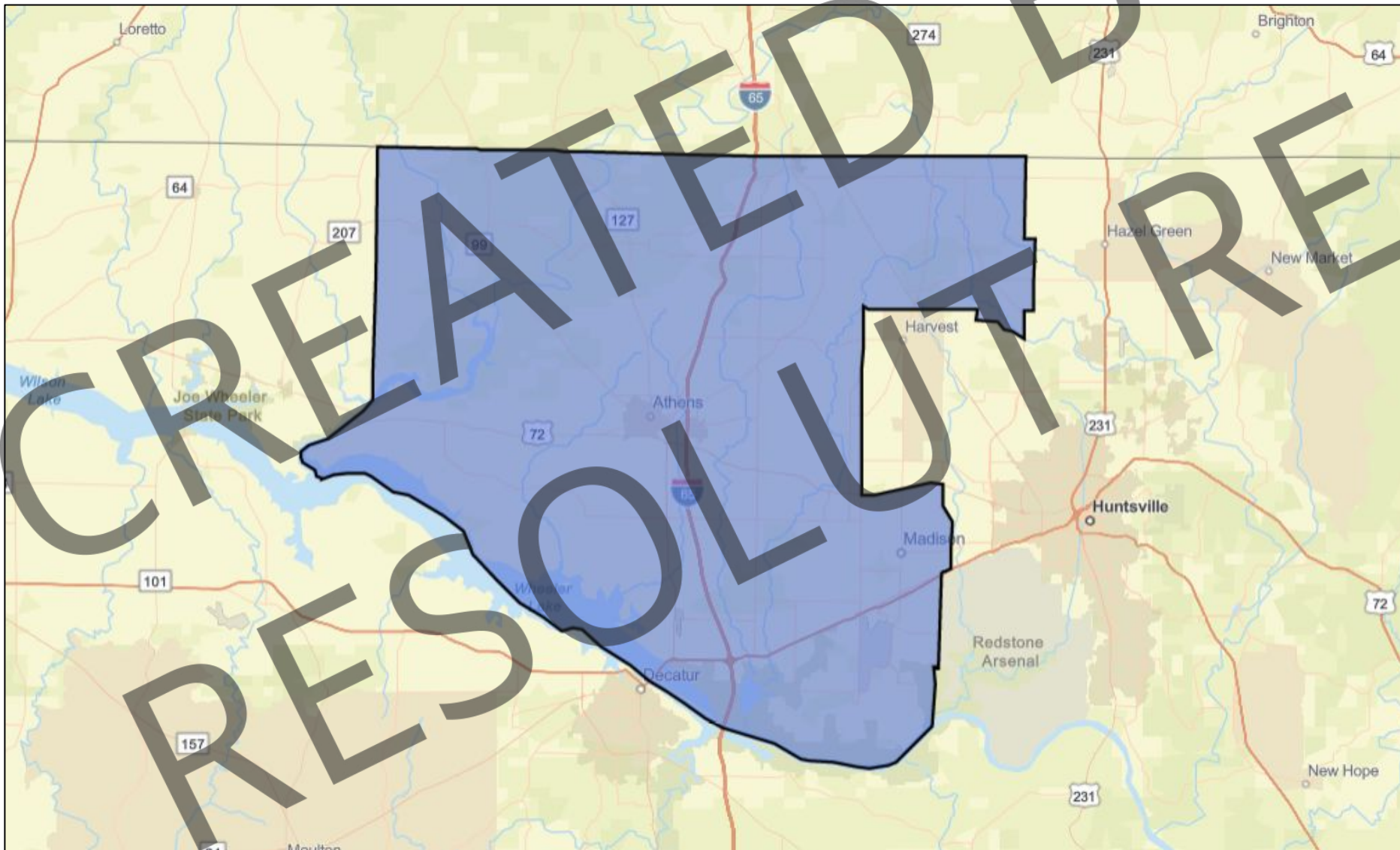
2020 MEDIAN HOUSEHOLD INCOME	\$71,746
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2020 AVERAGE HOUSEHOLD INCOME	\$91,974
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MADISON FRANCHISE TERRITORY

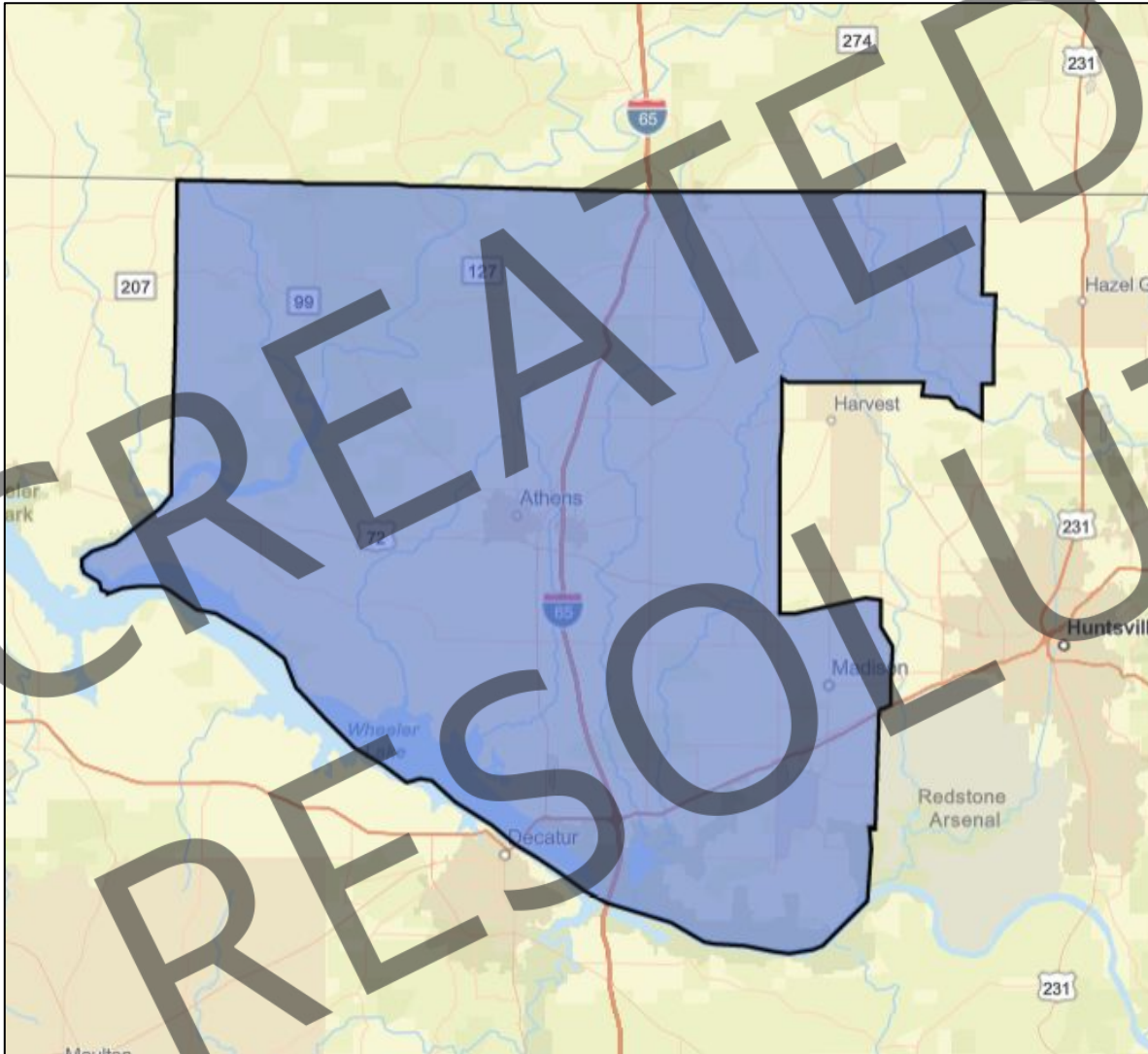
HUNTSVILLE METROPOLITAN AREA

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MADISON FRANCHISE TERRITORY

RESOLUT



MARKET FACTS

2010 POPULATION	143,106
2020 POPULATION	162,160
2025 POPULATION	172,214
ANN. POPULATION GROWTH RATE	1.21%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$67,104
2020 AVERAGE HOUSEHOLD INCOME	\$89,894

MARKET PENETRATION

STRATEGY	# OF STORE(S)
Moderate	1
Aggressive	2

MADISON FRANCHISE TERRITORY

MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Drank energy drink in last 6 months	20,580	102
Drank sports drink in last 6 months	38,277	102
Consumer Spending	Average Amount Spent	Spend Potential Index
Food - Frozen Fruit & Juice	\$16.93	102
Food - Frozen Fruit Juice	\$2.28	109
Food - Fresh Fruit Juice	\$16.90	108
Food - Canned/Bottled Fruit Juice	\$69.63	100
Food - Canned/Dried Vegetables & Vegetable Juice	\$130.44	108
Food - Vegetable Juice	\$22.19	105

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

MADISON FRANCHISE TERRITORY

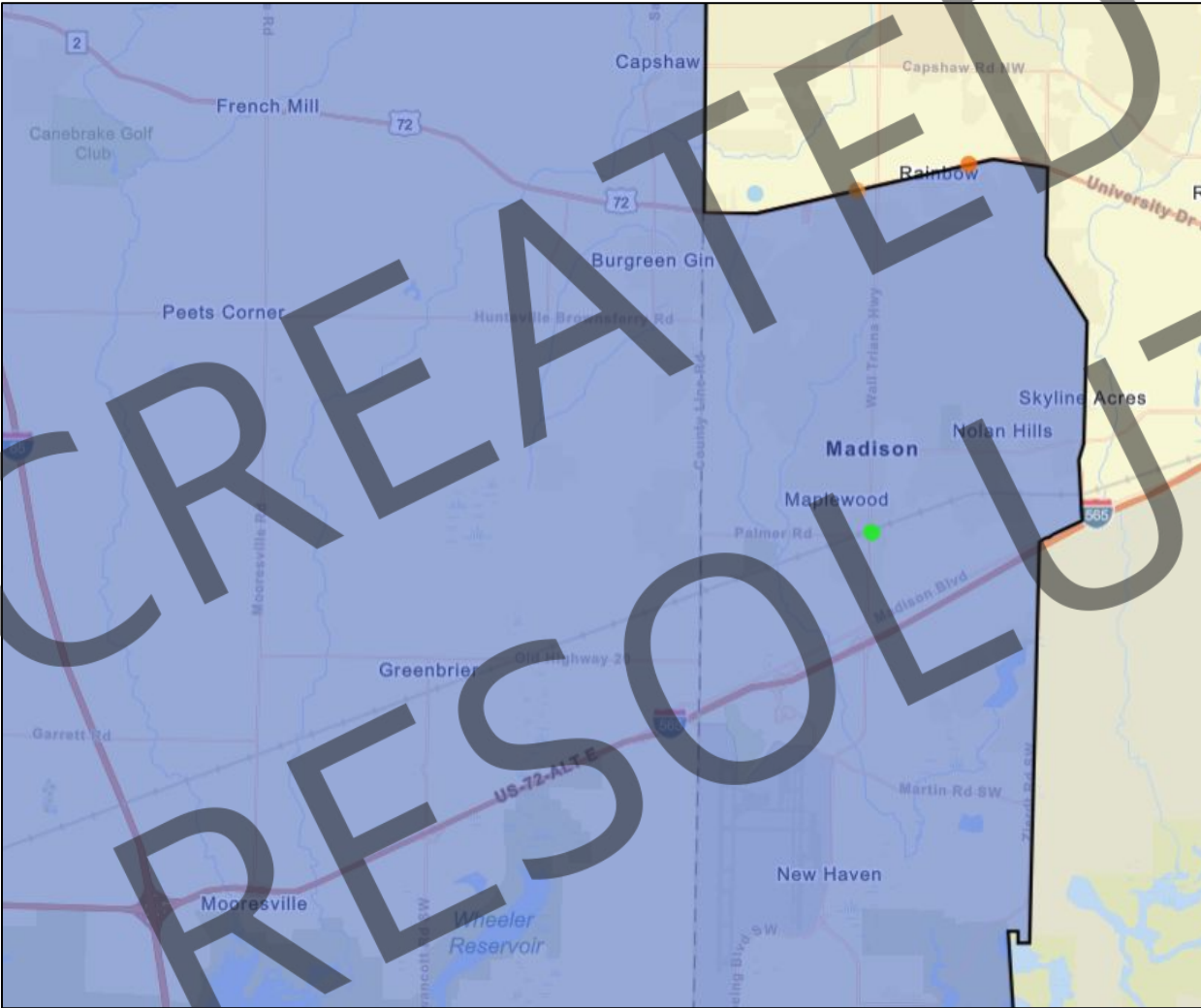
DRINK COMPETITION



DRINK COMPETITION

- DRINK 1: 0
- DRINK 2: 0
- DRINK 3: 0
- DRINK 4: 0
- DRINK 5: 3

MADISON FRANCHISE TERRITORY
BUSINESS SYNERGY



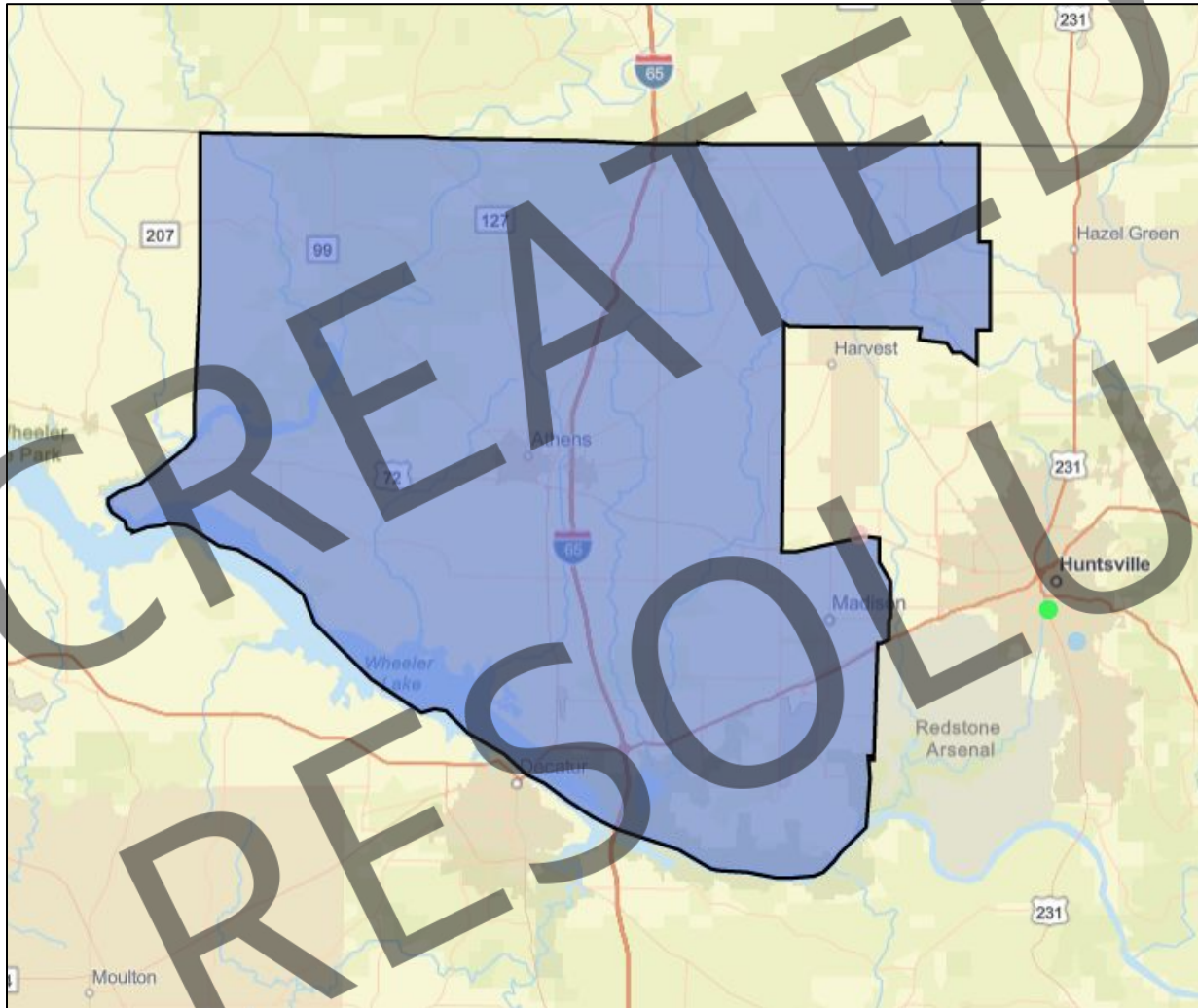
BUSINESS SYNERGY -
FITNESS

- SYNERGY 1: 0
- SYNERGY 2: 0
- SYNERGY 3: 1
- SYNERGY 4: 0
- SYNERGY 5: 0
- SYNERGY 6: 1
- SYNERGY 7: 0

MADISON FRANCHISE TERRITORY

BUSINESS SYNERGY - GROCERY STORES

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BUSINESS SYNERGY - GROCERY STORES

-  GROCERY 1 - 0
-  GROCERY 2 - 0
-  GROCERY 3 - 0
-  GROCERY 4 - 0

MADISON FRANCHISE TERRITORY

TAPESTRY SEGMENTATION

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TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Southern Satellites - 10A	17.5%	17.5%
Middleburg - 4C	16.2%	33.7%
Professional Pride - 1B	7.5%	41.2%

10A Southern Satellites



Household
Married Couples



Housing
Single Family,
Mobile Homes

40.1
Median Age

\$45K
Median Income

Households: 3,818,057

6

Svcs/Prof/Admin
HS Diploma Only
White

- Go hunting, fishing
- Shop at Walmart
- Own a pet dog
- Listen to country music; watch CMT
- Own, maintain truck

4C Middleburg



Household
Married Couples



Housing
Single Family

35.7
Median Age

\$55K
Median Income

Households: 3,396,001

5

Prof/Svcs
College Degree
White

- Buy children's toys, clothes
- Carry some debt; invest for future
- Go hunting, bowling, target shooting
- Watch country, Christian TV channels
- Own trucks, SUVs

1B Professional Pride



Household
Married Couples



Housing
Single Family

40.8
Median Age

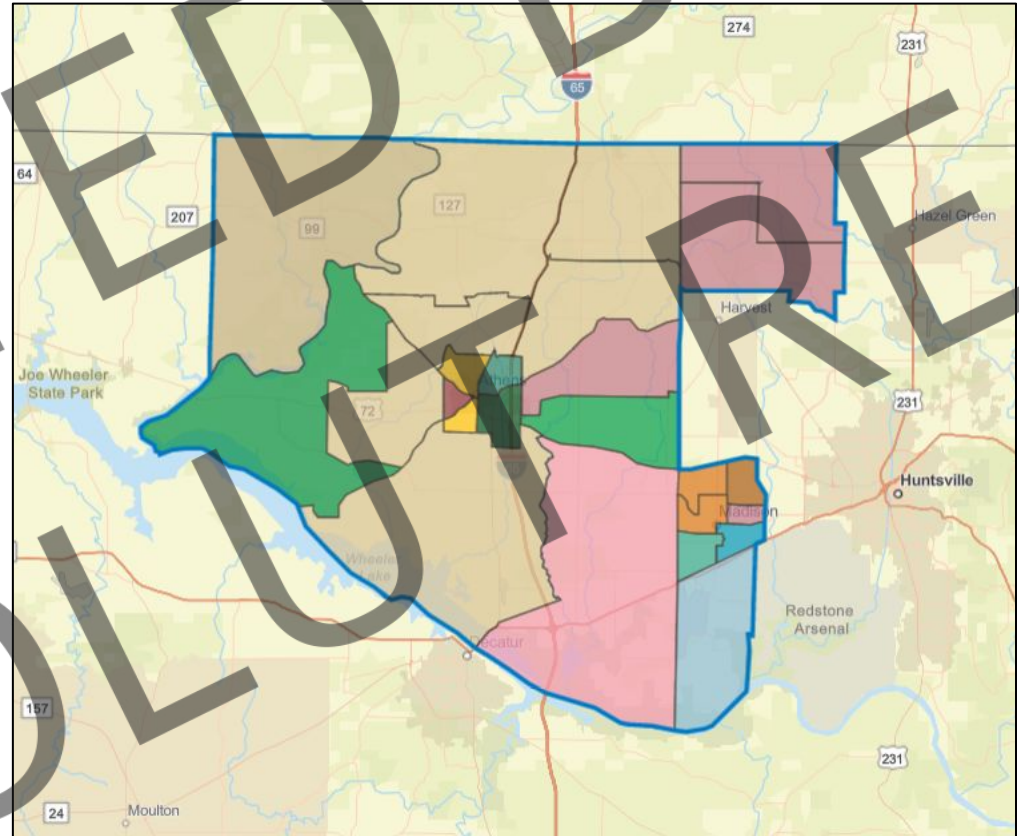
\$122K
Median Income

Households: 1,926,841

4

Prof/Mgmt
College Degree
White

- Upgrade picture-perfect homes
- Hold 401(k) and IRA plans/securities
- Own latest tablets, smartphones, and laptops
- Read epicurean, sports, home service magazines
- Own 2-3 vehicles



SOUTHERN
SATELLITES

MIDDLEBURG

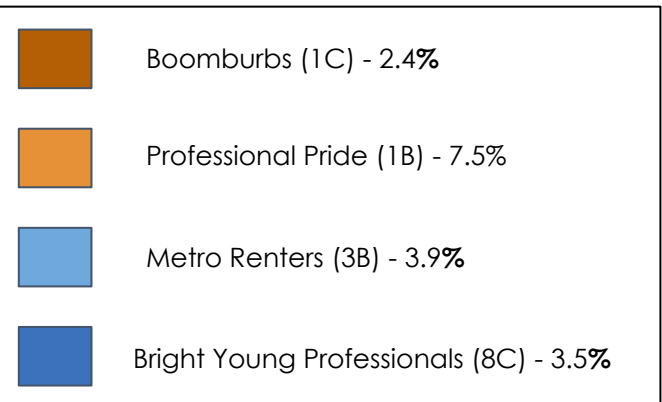
PROFESSIONAL PRIDE

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

MADISON FRANCHISE TERRITORY

CUSTOMER PROFILES BY CENSUS TRACT

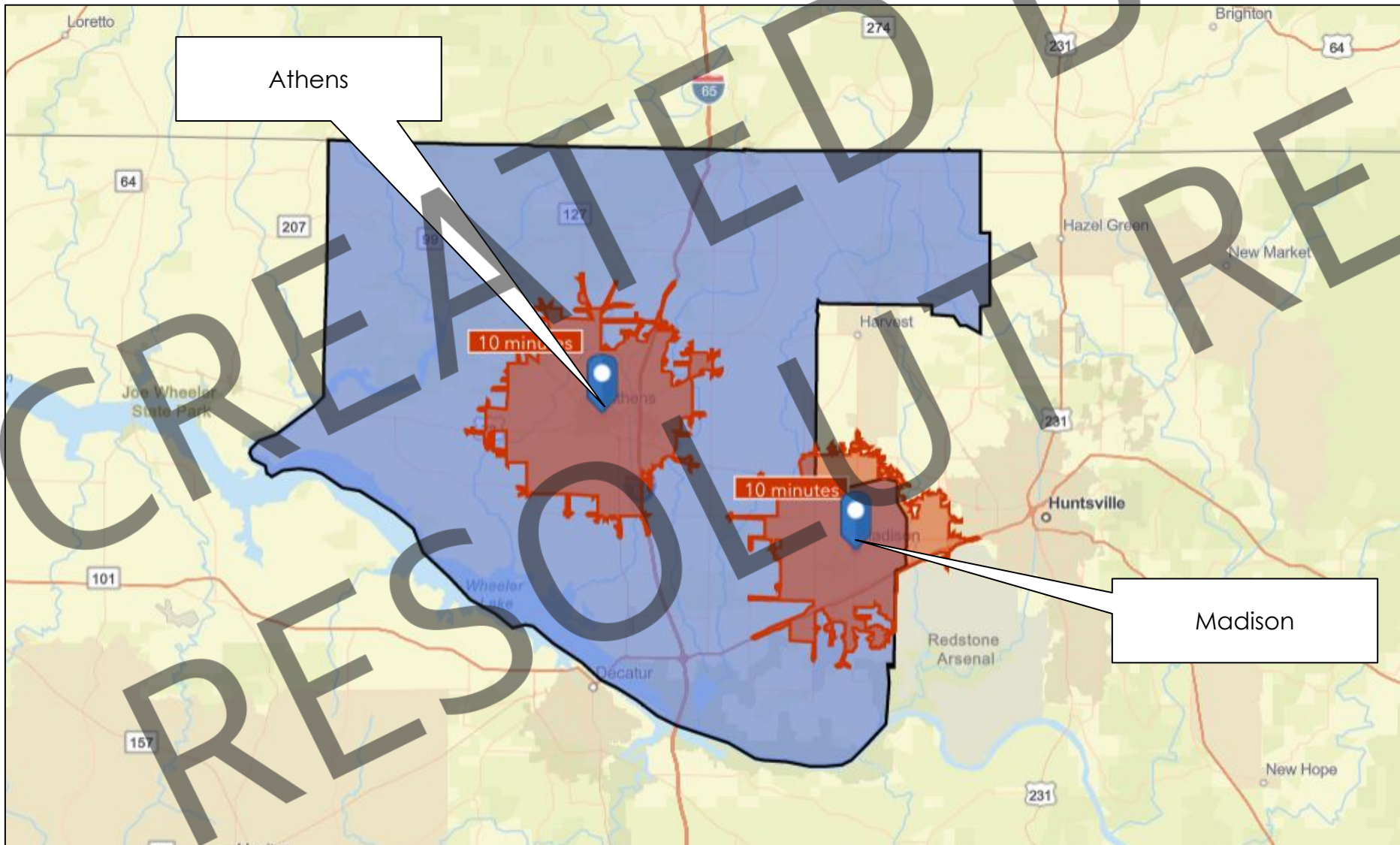
RESOLUTION



MADISON FRANCHISE TERRITORY - POTENTIAL MARKETS - 10 MINUTE DRIVE TIME

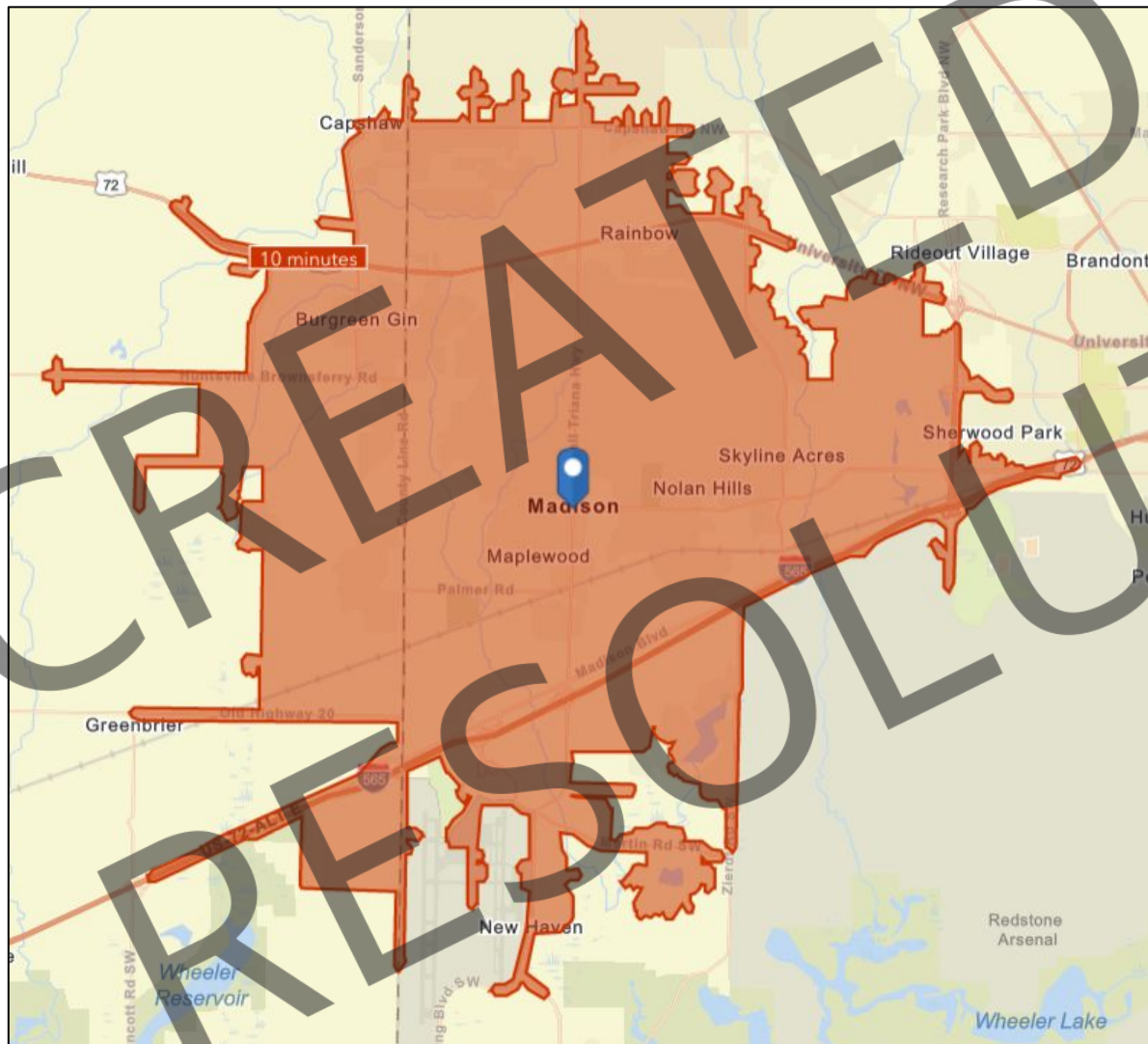
HUNTSVILLE METROPOLITAN AREA

RESOLUT



POTENTIAL MARKET - MADISON, AL - 10 MINUTE DRIVE TIME

RESOLUT



MARKET FACTS

2010 POPULATION	57,918
2020 POPULATION	67,168
2025 POPULATION	72,177
ANN. POPULATION GROWTH RATE	1.45%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$87,318
2020 AVERAGE HOUSEHOLD INCOME	\$106,644

POTENTIAL MARKET - ATHENS, AL - 10 MINUTE DRIVE TIME

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MARKET FACTS

2010 POPULATION	28,128
2020 POPULATION	29,491
2025 POPULATION	30,423
ANN. POPULATION GROWTH RATE	0.62%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$48,432
2020 AVERAGE HOUSEHOLD INCOME	\$69,102

HUNTSVILLE METROPOLITAN AREA

SUMMARY

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Franchise Territory	Population [2010]	Population [2020]	Population [2025]	Ann. Growth Rate [%]	Median HH Income [2020]	Average HH Income [2020]	Store Capacity
Huntsville	274,487	304,217	320,725	1.06%	\$60,399	\$83,829	2-4
Madison	143,106	162,160	172,214	1.21%	\$67,104	\$89,894	1-2

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APPENDIX



APPENDIX - TAPESTRY SEGMENTATION GROUPS

LIFEMODE SUMMARY GROUPS

1. **Affluent Estates:** Established wealth—educated, well-travelled married couples
2. **Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
3. **Uptown Individuals:** Younger, urban singles on the move
4. **Family Landscapes:** Successful younger families in newer housing
5. **GenXurban:** Gen X in middle age; families with fewer kids and a mortgage
6. **Cozy Country Living:** Empty nesters in bucolic settings
7. **Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
8. **Middle Ground:** Lifestyles of thirtysomethings
9. **Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
10. **Rustic Outposts:** Country life with older families, older homes
11. **Midtown Singles:** Millennials on the move; single, diverse, and urban
12. **Hometown:** Growing up and staying close to home; single householders
13. **Next Wave:** Urban denizens; young, diverse, hardworking families
14. **Scholars and Patriots:** College campuses and military neighborhoods

Explanation of Maps and Charts:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Explanation-of-Maps-Charts2update.pdf>

Retail Scorecard Altitude Process:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Retail-Scorecard-Altitude-Process2update.pdf>

Retail Scorecard Data Checklist:

<http://retailsolutionsre.com/wp-content/uploads/2020/11/Retail-Scorecard-Data-Checklist.pdf>

MPI & SPI:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/MPI-SPI2update.pdf>

Defining Franchise Territories:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Defining-Franchise-Territoriesupdate.pdf>

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