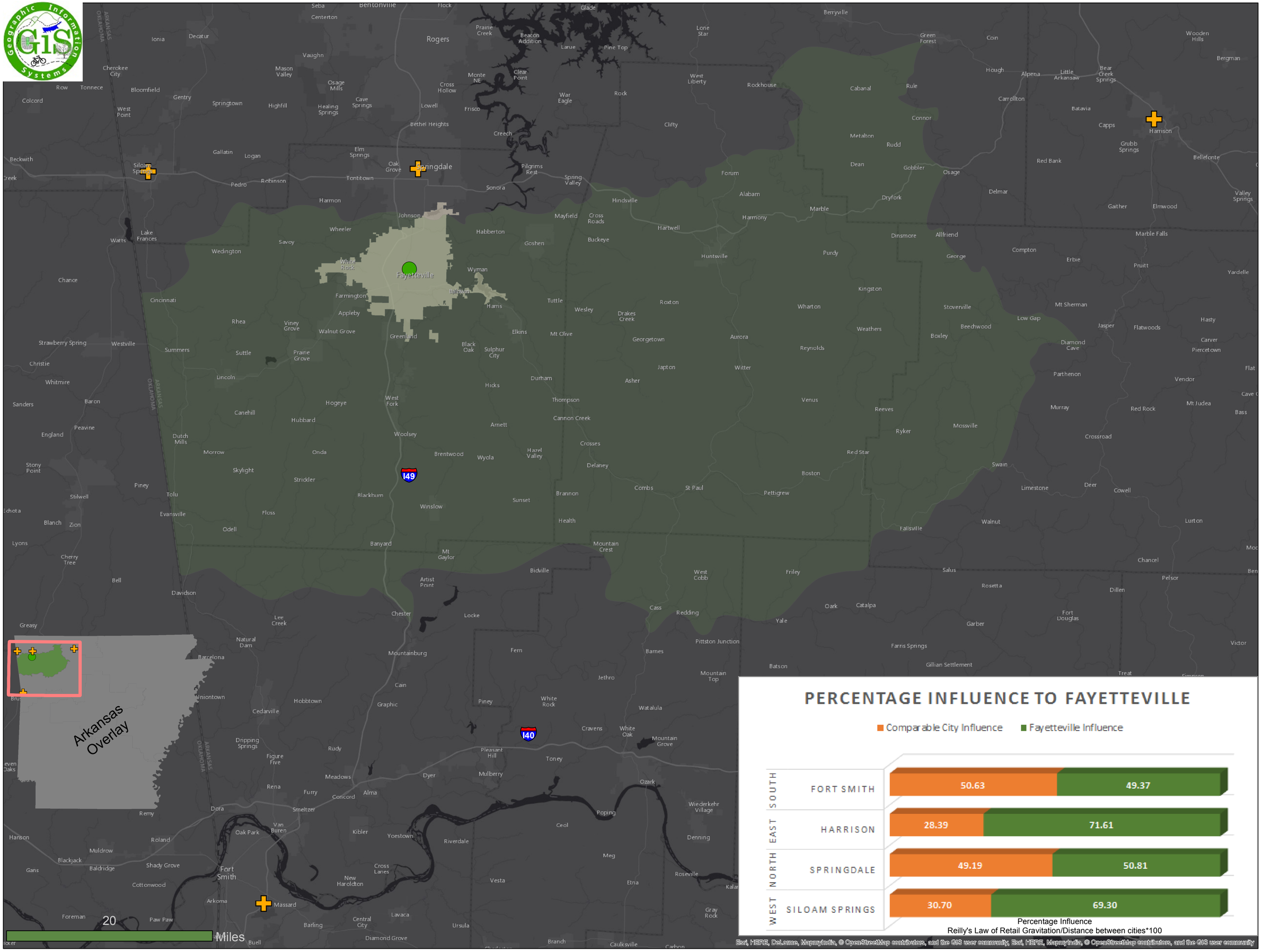Fayetteville Retail Trade Area