

# Retail MarketPlace Profile

2617 Mill Street  
 2617 Mill St, Winterville, North Carolina, 28590  
 Ring: 3 mile radius

Prepared by Electricities of NC  
 Latitude: 35.52834  
 Longitude: -77.40323

## Summary Demographics

2015 Population	27,139
2015 Households	10,776
2015 Median Disposable Income	\$40,077
2015 Per Capita Income	\$28,001

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$407,579,190	\$682,316,872	-\$274,737,682	-25.2	187
Total Retail Trade	44-45	\$367,566,708	\$648,027,292	-\$280,460,584	-27.6	138
Total Food & Drink	722	\$40,012,482	\$34,289,579	\$5,722,903	7.7	49

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$84,067,451	\$240,500,656	-\$156,433,205	-48.2	28
Automobile Dealers	4411	\$69,859,401	\$225,787,518	-\$155,928,117	-52.7	18
Other Motor Vehicle Dealers	4412	\$7,797,922	\$9,110,013	-\$1,312,091	-7.8	2
Auto Parts, Accessories & Tire Stores	4413	\$6,410,127	\$5,603,124	\$807,003	6.7	8
Furniture & Home Furnishings Stores	442	\$11,728,297	\$12,736,297	-\$1,008,000	-4.1	13
Furniture Stores	4421	\$7,495,040	\$4,976,726	\$2,518,314	20.2	6
Home Furnishings Stores	4422	\$4,233,257	\$7,759,571	-\$3,526,314	-29.4	7
Electronics & Appliance Stores	443	\$17,162,752	\$14,761,335	\$2,401,417	7.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,126,155	\$20,795,040	-\$3,668,885	-9.7	21
Bldg Material & Supplies Dealers	4441	\$15,443,441	\$16,733,283	-\$1,289,842	-4.0	16
Lawn & Garden Equip & Supply Stores	4442	\$1,682,714	\$4,061,756	-\$2,379,042	-41.4	5
Food & Beverage Stores	445	\$75,081,003	\$46,725,481	\$28,355,522	23.3	14
Grocery Stores	4451	\$59,377,766	\$46,039,782	\$13,337,984	12.7	11
Specialty Food Stores	4452	\$13,422,471	\$673,953	\$12,748,518	90.4	3
Beer, Wine & Liquor Stores	4453	\$2,280,765	\$0	\$2,280,765	100.0	0
Health & Personal Care Stores	446,4461	\$20,795,397	\$14,409,804	\$6,385,593	18.1	7
Gasoline Stations	447,4471	\$25,544,509	\$7,914,188	\$17,630,321	52.7	3
Clothing & Clothing Accessories Stores	448	\$17,895,632	\$3,983,532	\$13,912,100	63.6	8
Clothing Stores	4481	\$11,925,802	\$2,879,825	\$9,045,977	61.1	5
Shoe Stores	4482	\$2,186,140	\$741,795	\$1,444,345	49.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$3,783,690	\$361,911	\$3,421,779	82.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$9,623,741	\$7,682,882	\$1,940,859	11.2	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,265,431	\$7,168,158	\$97,273	0.7	5
Book, Periodical & Music Stores	4512	\$2,358,310	\$514,724	\$1,843,586	64.2	1
General Merchandise Stores	452	\$68,083,017	\$271,320,862	-\$203,237,845	-59.9	12
Department Stores Excluding Leased Depts.	4521	\$53,104,867	\$26,847,853	\$26,257,014	32.8	3
Other General Merchandise Stores	4529	\$14,978,149	\$244,473,009	-\$229,494,860	-88.5	9
Miscellaneous Store Retailers	453	\$13,580,318	\$5,757,054	\$7,823,264	40.5	21
Florists	4531	\$468,325	\$66,152	\$402,173	75.2	1
Office Supplies, Stationery & Gift Stores	4532	\$2,278,171	\$1,910,665	\$367,506	8.8	9
Used Merchandise Stores	4533	\$1,526,875	\$1,357,251	\$169,624	5.9	4
Other Miscellaneous Store Retailers	4539	\$9,306,948	\$2,422,985	\$6,883,963	58.7	6
Nonstore Retailers	454	\$6,878,438	\$1,440,162	\$5,438,276	65.4	1
Electronic Shopping & Mail-Order Houses	4541	\$5,170,099	\$1,440,162	\$3,729,937	56.4	1
Vending Machine Operators	4542	\$313,817	\$0	\$313,817	100.0	0
Direct Selling Establishments	4543	\$1,394,522	\$0	\$1,394,522	100.0	0
Food Services & Drinking Places	722	\$40,012,482	\$34,289,579	\$5,722,903	7.7	49
Full-Service Restaurants	7221	\$20,064,794	\$16,716,366	\$3,348,428	9.1	29
Limited-Service Eating Places	7222	\$17,458,192	\$17,475,559	-\$17,367	0.0	19
Special Food Services	7223	\$454,837	\$89,475	\$365,362	67.1	1
Drinking Places - Alcoholic Beverages	7224	\$2,034,659	\$0	\$2,034,659	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

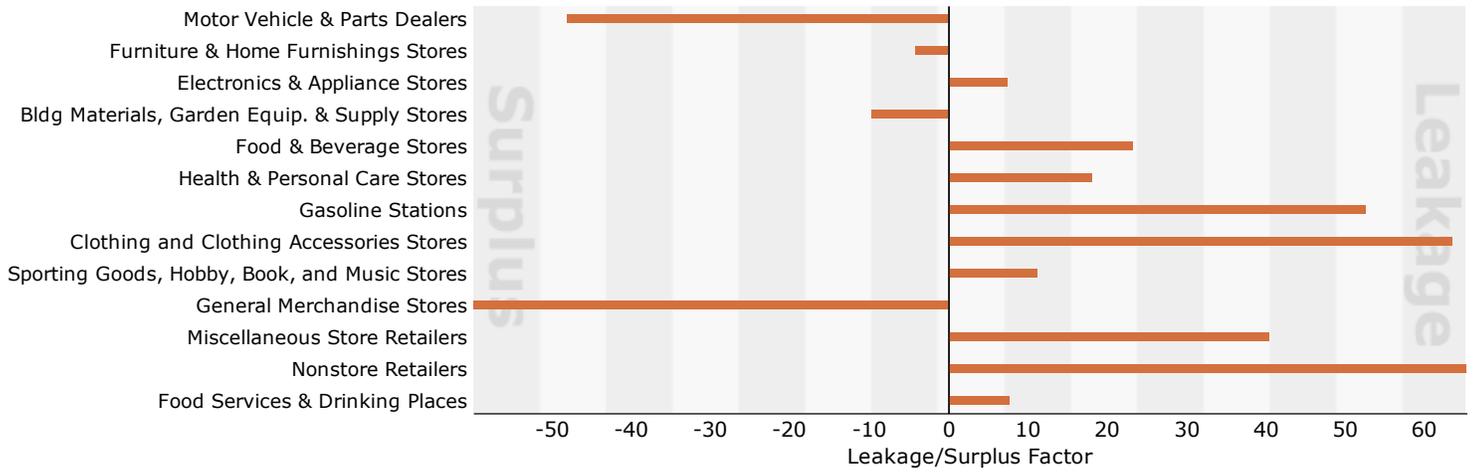
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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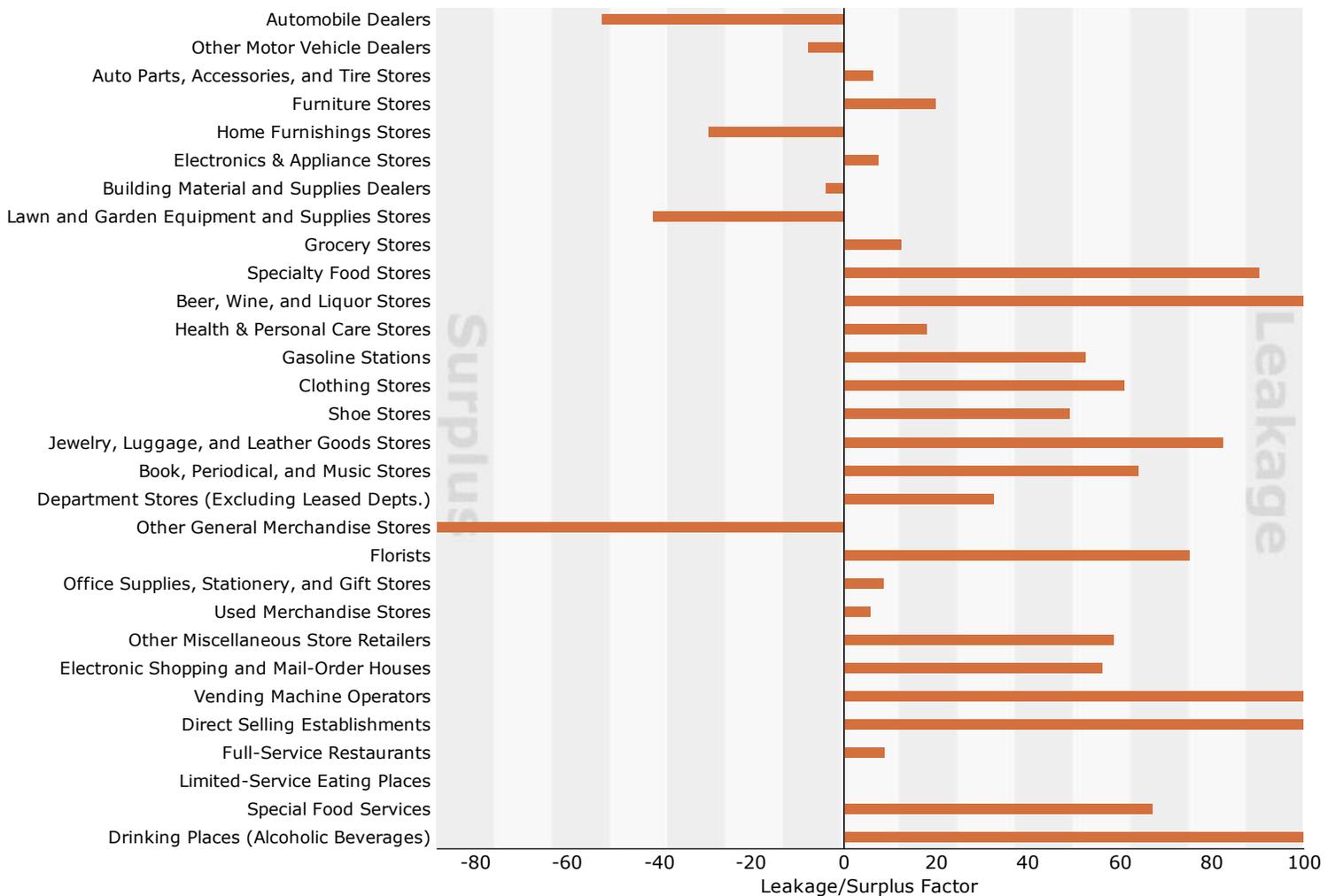
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

2617 Mill Street  
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Ring: 5 mile radius

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## Summary Demographics

2015 Population	71,390
2015 Households	30,709
2015 Median Disposable Income	\$34,673
2015 Per Capita Income	\$26,429

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,034,435,513	\$1,843,819,839	-\$809,384,326	-28.1	760
Total Retail Trade	44-45	\$932,939,323	\$1,690,492,329	-\$757,553,006	-28.9	563
Total Food & Drink	722	\$101,496,190	\$153,327,509	-\$51,831,319	-20.3	197

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$211,572,401	\$448,926,052	-\$237,353,651	-35.9	88
Automobile Dealers	4411	\$176,609,118	\$421,582,945	-\$244,973,827	-41.0	58
Other Motor Vehicle Dealers	4412	\$18,834,266	\$12,366,302	\$6,467,964	20.7	8
Auto Parts, Accessories & Tire Stores	4413	\$16,129,017	\$14,976,805	\$1,152,212	3.7	23
Furniture & Home Furnishings Stores	442	\$29,441,300	\$41,362,836	-\$11,921,536	-16.8	38
Furniture Stores	4421	\$18,889,766	\$26,027,808	-\$7,138,042	-15.9	19
Home Furnishings Stores	4422	\$10,551,534	\$15,335,028	-\$4,783,494	-18.5	19
Electronics & Appliance Stores	443	\$43,281,540	\$56,895,190	-\$13,613,650	-13.6	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,472,918	\$31,736,840	\$9,736,078	13.3	35
Bldg Material & Supplies Dealers	4441	\$37,316,086	\$26,644,786	\$10,671,300	16.7	26
Lawn & Garden Equip & Supply Stores	4442	\$4,156,832	\$5,092,054	-\$935,222	-10.1	9
Food & Beverage Stores	445	\$193,145,727	\$240,636,717	-\$47,490,990	-10.9	58
Grocery Stores	4451	\$152,881,886	\$231,459,601	-\$78,577,715	-20.4	42
Specialty Food Stores	4452	\$34,511,120	\$5,881,576	\$28,629,544	70.9	12
Beer, Wine & Liquor Stores	4453	\$5,752,721	\$3,295,540	\$2,457,181	27.2	4
Health & Personal Care Stores	446,4461	\$52,380,125	\$61,897,499	-\$9,517,374	-8.3	40
Gasoline Stations	447,4471	\$65,793,468	\$37,402,736	\$28,390,732	27.5	21
Clothing & Clothing Accessories Stores	448	\$45,611,376	\$91,462,031	-\$45,850,655	-33.4	93
Clothing Stores	4481	\$30,543,618	\$70,337,672	-\$39,794,054	-39.4	65
Shoe Stores	4482	\$5,674,827	\$9,612,552	-\$3,937,725	-25.8	13
Jewelry, Luggage & Leather Goods Stores	4483	\$9,392,931	\$11,511,806	-\$2,118,875	-10.1	15
Sporting Goods, Hobby, Book & Music Stores	451	\$24,230,418	\$50,944,590	-\$26,714,172	-35.5	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,106,170	\$44,818,401	-\$26,712,231	-42.5	33
Book, Periodical & Music Stores	4512	\$6,124,248	\$6,126,189	-\$1,941	0.0	9
General Merchandise Stores	452	\$173,569,699	\$589,128,297	-\$415,558,598	-54.5	45
Department Stores Excluding Leased Depts.	4521	\$135,125,932	\$329,243,978	-\$194,118,046	-41.8	23
Other General Merchandise Stores	4529	\$38,443,768	\$259,884,320	-\$221,440,552	-74.2	22
Miscellaneous Store Retailers	453	\$34,919,710	\$37,038,621	-\$2,118,911	-2.9	74
Florists	4531	\$1,137,788	\$610,127	\$527,661	30.2	5
Office Supplies, Stationery & Gift Stores	4532	\$5,762,810	\$11,959,333	-\$6,196,523	-35.0	28
Used Merchandise Stores	4533	\$3,916,685	\$4,900,563	-\$983,878	-11.2	17
Other Miscellaneous Store Retailers	4539	\$24,102,428	\$19,568,598	\$4,533,830	10.4	24
Nonstore Retailers	454	\$17,520,641	\$3,060,920	\$14,459,721	70.3	4
Electronic Shopping & Mail-Order Houses	4541	\$13,090,310	\$2,940,012	\$10,150,298	63.3	3
Vending Machine Operators	4542	\$806,788	\$0	\$806,788	100.0	0
Direct Selling Establishments	4543	\$3,623,542	\$120,908	\$3,502,634	93.5	1
Food Services & Drinking Places	722	\$101,496,190	\$153,327,509	-\$51,831,319	-20.3	197
Full-Service Restaurants	7221	\$50,988,879	\$81,130,741	-\$30,141,862	-22.8	114
Limited-Service Eating Places	7222	\$44,320,455	\$70,092,095	-\$25,771,640	-22.5	75
Special Food Services	7223	\$1,137,983	\$1,655,397	-\$517,414	-18.5	5
Drinking Places - Alcoholic Beverages	7224	\$5,048,873	\$449,276	\$4,599,597	83.7	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

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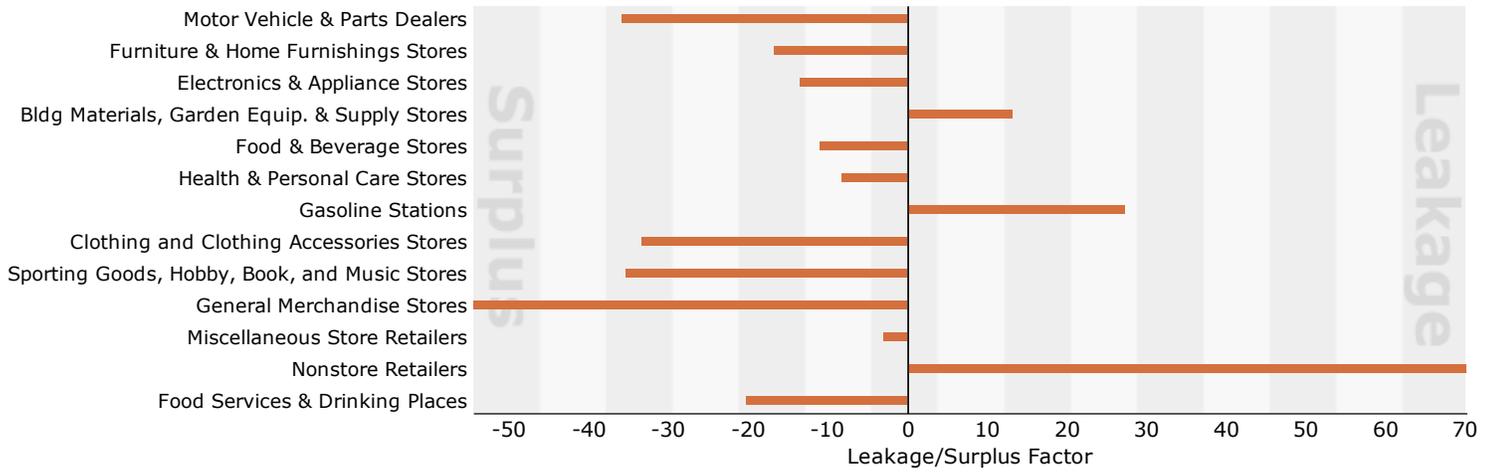
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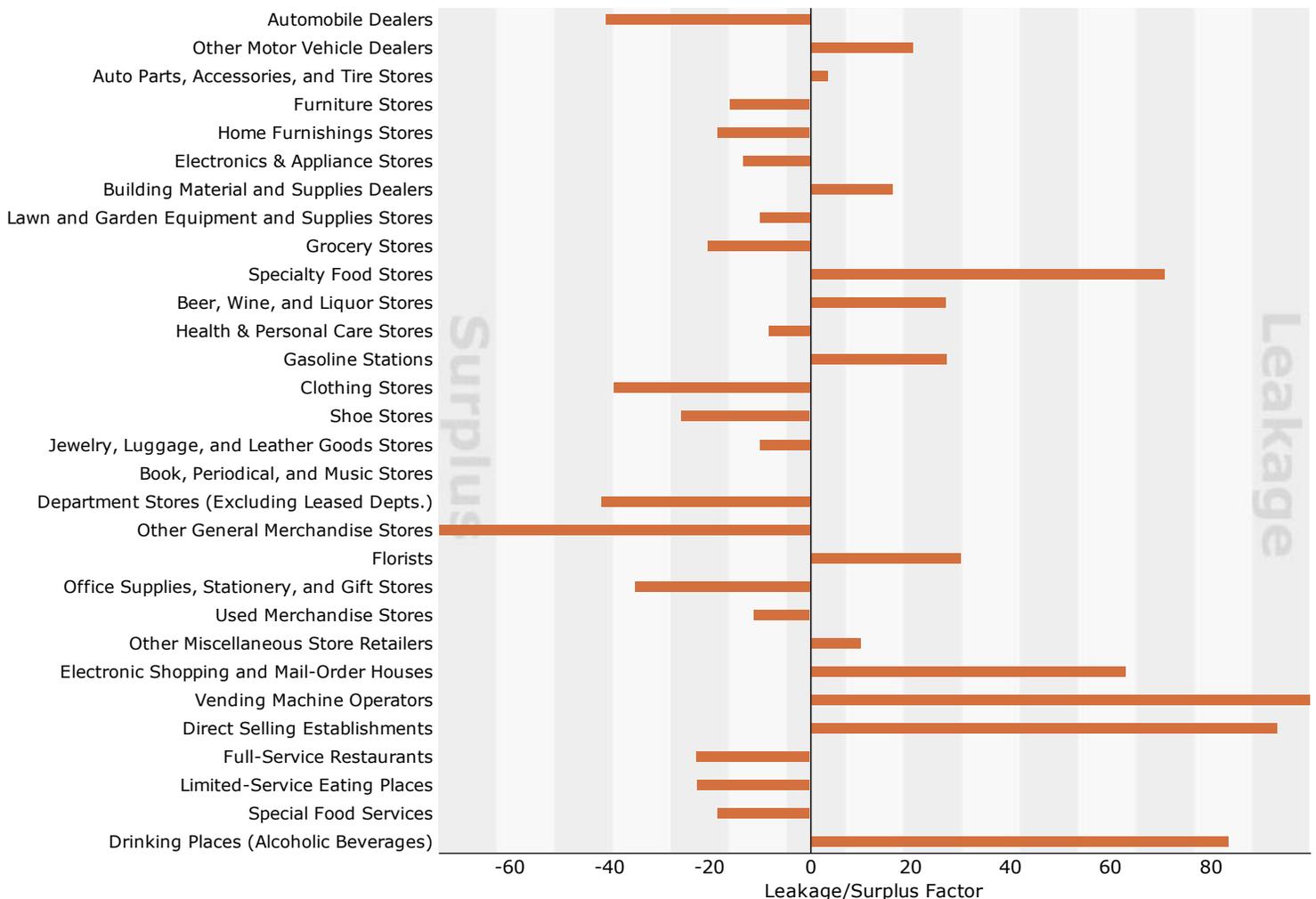
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## Leakage/Surplus Factor by Industry Subsector



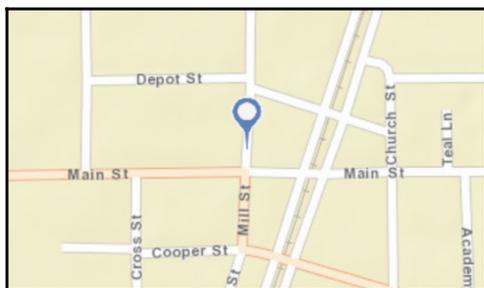
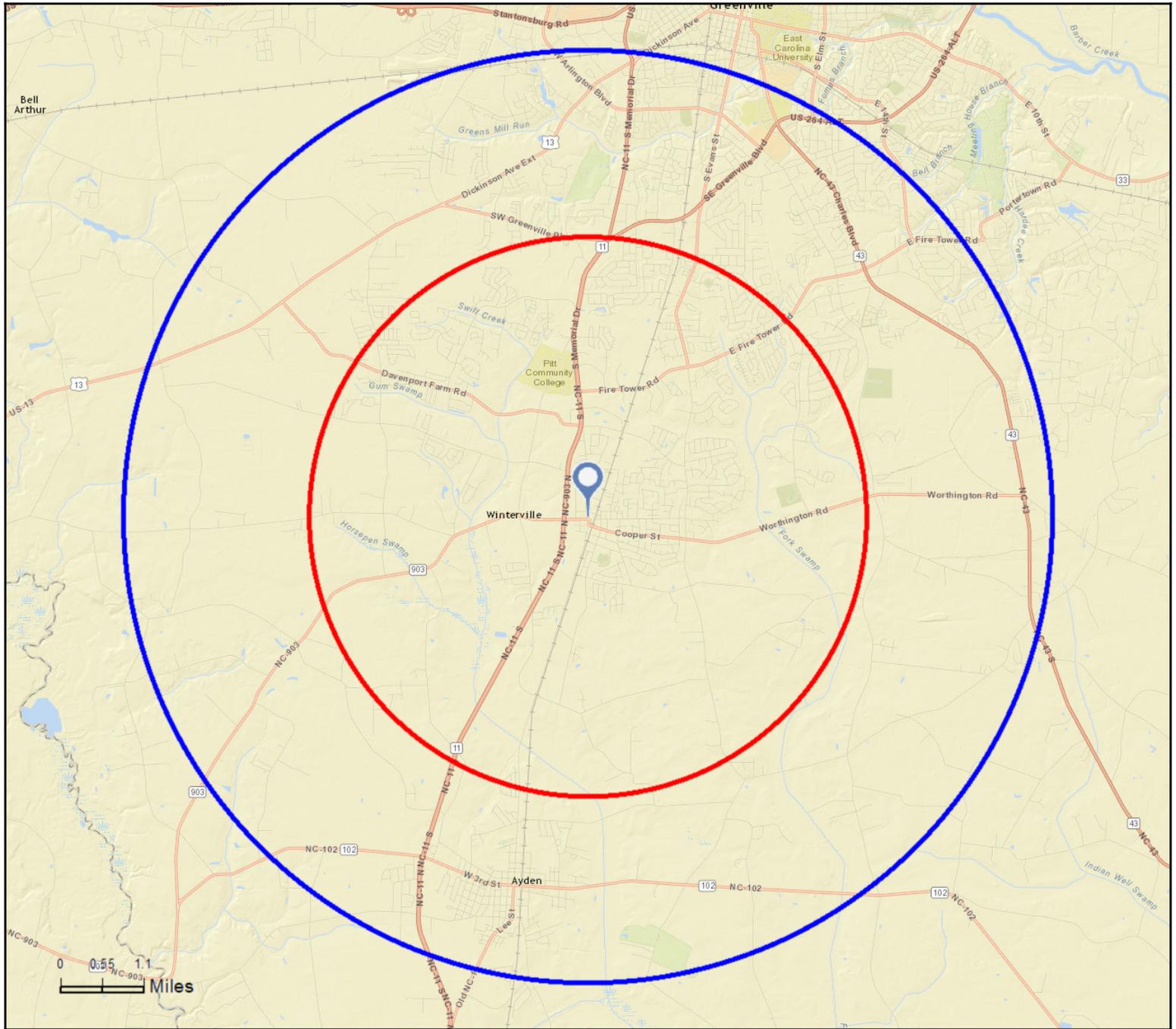
## Leakage/Surplus Factor by Industry Group



# Site Map

2617 Mill Street  
 2617 Mill St, Winterville, North Carolina, 28590  
 Rings: 3, 5 mile radii

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# Market Profile

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	3 miles	5 miles
<b>Population Summary</b>		
2000 Total Population	16,170	49,265
2010 Total Population	25,379	67,833
2015 Total Population	27,139	71,390
2015 Group Quarters	42	221
2020 Total Population	28,898	75,228
2015-2020 Annual Rate	1.26%	1.05%
<b>Household Summary</b>		
2000 Households	6,372	20,604
2000 Average Household Size	2.44	2.34
2010 Households	10,085	29,108
2010 Average Household Size	2.51	2.32
2015 Households	10,776	30,709
2015 Average Household Size	2.51	2.32
2020 Households	11,457	32,351
2020 Average Household Size	2.52	2.32
2015-2020 Annual Rate	1.23%	1.05%
2010 Families	6,855	17,199
2010 Average Family Size	3.04	2.96
2015 Families	7,269	18,039
2015 Average Family Size	3.06	2.96
2020 Families	7,699	18,958
2020 Average Family Size	3.07	2.97
2015-2020 Annual Rate	1.16%	1.00%
<b>Housing Unit Summary</b>		
2000 Housing Units	6,714	21,760
Owner Occupied Housing Units	63.3%	53.8%
Renter Occupied Housing Units	31.6%	40.8%
Vacant Housing Units	5.1%	5.3%
2010 Housing Units	10,768	32,159
Owner Occupied Housing Units	66.0%	50.8%
Renter Occupied Housing Units	27.7%	39.8%
Vacant Housing Units	6.3%	9.5%
2015 Housing Units	11,468	33,873
Owner Occupied Housing Units	63.8%	48.7%
Renter Occupied Housing Units	30.1%	42.0%
Vacant Housing Units	6.0%	9.3%
2020 Housing Units	12,237	35,841
Owner Occupied Housing Units	63.4%	48.4%
Renter Occupied Housing Units	30.2%	41.8%
Vacant Housing Units	6.4%	9.7%
<b>Median Household Income</b>		
2015	\$51,331	\$42,929
2020	\$58,031	\$50,773
<b>Median Home Value</b>		
2015	\$191,745	\$183,365
2020	\$231,101	\$224,813
<b>Per Capita Income</b>		
2015	\$28,001	\$26,429
2020	\$31,231	\$29,633
<b>Median Age</b>		
2010	33.2	32.1
2015	34.5	33.1
2020	35.2	33.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles
<b>2015 Households by Income</b>		
Household Income Base	10,776	30,709
<\$15,000	13.9%	18.3%
\$15,000 - \$24,999	9.3%	11.5%
\$25,000 - \$34,999	8.8%	11.1%
\$35,000 - \$49,999	16.7%	14.9%
\$50,000 - \$74,999	18.4%	16.4%
\$75,000 - \$99,999	13.1%	10.9%
\$100,000 - \$149,999	12.3%	10.6%
\$150,000 - \$199,999	3.7%	2.8%
\$200,000+	3.9%	3.3%
Average Household Income	\$69,667	\$61,498
<b>2020 Households by Income</b>		
Household Income Base	11,457	32,351
<\$15,000	12.3%	17.0%
\$15,000 - \$24,999	6.4%	8.4%
\$25,000 - \$34,999	6.8%	9.2%
\$35,000 - \$49,999	15.9%	14.6%
\$50,000 - \$74,999	20.5%	18.6%
\$75,000 - \$99,999	14.8%	12.7%
\$100,000 - \$149,999	14.7%	12.4%
\$150,000 - \$199,999	4.4%	3.6%
\$200,000+	4.2%	3.6%
Average Household Income	\$77,806	\$68,976
<b>2015 Owner Occupied Housing Units by Value</b>		
Total	7,321	16,499
<\$50,000	0.8%	1.8%
\$50,000 - \$99,999	11.7%	13.5%
\$100,000 - \$149,999	20.6%	20.9%
\$150,000 - \$199,999	20.3%	20.7%
\$200,000 - \$249,999	17.6%	15.0%
\$250,000 - \$299,999	11.1%	9.9%
\$300,000 - \$399,999	9.7%	9.9%
\$400,000 - \$499,999	4.0%	3.7%
\$500,000 - \$749,999	3.2%	2.9%
\$750,000 - \$999,999	0.6%	0.5%
\$1,000,000 +	0.4%	1.2%
Average Home Value	\$222,790	\$222,598
<b>2020 Owner Occupied Housing Units by Value</b>		
Total	7,757	17,353
<\$50,000	0.5%	1.3%
\$50,000 - \$99,999	6.7%	8.6%
\$100,000 - \$149,999	10.1%	11.1%
\$150,000 - \$199,999	18.6%	19.4%
\$200,000 - \$249,999	22.8%	19.3%
\$250,000 - \$299,999	16.6%	14.2%
\$300,000 - \$399,999	12.6%	13.0%
\$400,000 - \$499,999	5.0%	5.2%
\$500,000 - \$749,999	5.9%	5.3%
\$750,000 - \$999,999	0.9%	1.0%
\$1,000,000 +	0.4%	1.6%
Average Home Value	\$263,343	\$268,271

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles
<b>2010 Population by Age</b>		
Total	25,379	67,833
0 - 4	8.4%	7.4%
5 - 9	7.6%	6.7%
10 - 14	6.9%	6.2%
15 - 24	12.7%	17.6%
25 - 34	17.4%	16.3%
35 - 44	15.6%	13.5%
45 - 54	12.7%	12.8%
55 - 64	10.4%	10.4%
65 - 74	5.3%	5.4%
75 - 84	2.4%	2.8%
85 +	0.6%	0.9%
18 +	73.1%	75.8%
<b>2015 Population by Age</b>		
Total	27,138	71,393
0 - 4	7.9%	7.0%
5 - 9	7.9%	6.9%
10 - 14	7.0%	6.2%
15 - 24	11.9%	15.5%
25 - 34	16.2%	17.4%
35 - 44	15.8%	13.6%
45 - 54	12.5%	11.9%
55 - 64	10.7%	10.7%
65 - 74	6.7%	6.9%
75 - 84	2.7%	2.9%
85 +	0.7%	1.0%
18 +	73.3%	76.4%
<b>2020 Population by Age</b>		
Total	28,898	75,228
0 - 4	7.7%	6.9%
5 - 9	7.7%	6.6%
10 - 14	7.6%	6.6%
15 - 24	11.9%	15.0%
25 - 34	14.8%	16.8%
35 - 44	16.1%	14.0%
45 - 54	12.6%	11.4%
55 - 64	9.9%	10.4%
65 - 74	7.7%	7.8%
75 - 84	3.2%	3.4%
85 +	0.8%	1.1%
18 +	73.0%	76.4%
<b>2010 Population by Sex</b>		
Males	11,829	31,286
Females	13,550	36,547
<b>2015 Population by Sex</b>		
Males	12,709	33,207
Females	14,430	38,183
<b>2020 Population by Sex</b>		
Males	13,552	35,090
Females	15,346	40,138

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>		
Total	25,380	67,833
White Alone	64.5%	60.3%
Black Alone	28.8%	33.2%
American Indian Alone	0.3%	0.4%
Asian Alone	2.6%	2.1%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	1.6%	1.9%
Two or More Races	2.2%	2.1%
Hispanic Origin	3.8%	4.2%
Diversity Index	53.7	56.3
<b>2015 Population by Race/Ethnicity</b>		
Total	27,139	71,389
White Alone	63.2%	59.1%
Black Alone	29.4%	33.8%
American Indian Alone	0.3%	0.4%
Asian Alone	2.7%	2.3%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	1.8%	2.2%
Two or More Races	2.4%	2.3%
Hispanic Origin	4.3%	4.7%
Diversity Index	55.4	57.8
<b>2020 Population by Race/Ethnicity</b>		
Total	28,897	75,230
White Alone	61.8%	57.8%
Black Alone	29.9%	34.2%
American Indian Alone	0.3%	0.4%
Asian Alone	3.0%	2.6%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	2.1%	2.5%
Two or More Races	2.8%	2.7%
Hispanic Origin	5.0%	5.4%
Diversity Index	57.3	59.5
<b>2010 Population by Relationship and Household Type</b>		
Total	25,379	67,833
In Households	99.8%	99.7%
In Family Households	83.9%	76.9%
Householder	27.3%	25.3%
Spouse	20.1%	17.1%
Child	32.1%	29.6%
Other relative	2.7%	3.0%
Nonrelative	1.7%	1.9%
In Nonfamily Households	15.9%	22.8%
In Group Quarters	0.2%	0.3%
Institutionalized Population	0.0%	0.1%
Noninstitutionalized Population	0.1%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Market Profile

2617 Mill Street  
2617 Mill St, Winterville, North Carolina, 28590  
Rings: 3, 5 mile radii

Prepared by Electricities of NC  
Latitude: 35.52834  
Longitude: -77.40323

	3 miles	5 miles
<b>2015 Population 25+ by Educational Attainment</b>		
Total	17,722	45,979
Less than 9th Grade	2.2%	3.1%
9th - 12th Grade, No Diploma	2.8%	4.9%
High School Graduate	13.9%	17.1%
GED/Alternative Credential	2.3%	3.6%
Some College, No Degree	20.5%	21.8%
Associate Degree	13.6%	11.8%
Bachelor's Degree	26.6%	22.7%
Graduate/Professional Degree	18.1%	15.1%
<b>2015 Population 15+ by Marital Status</b>		
Total	20,940	57,028
Never Married	30.4%	39.4%
Married	56.2%	45.7%
Widowed	3.4%	4.9%
Divorced	10.0%	10.0%
<b>2015 Civilian Population 16+ in Labor Force</b>		
Civilian Employed	96.3%	95.2%
Civilian Unemployed	3.7%	4.8%
<b>2015 Employed Population 16+ by Industry</b>		
Total	14,420	35,961
Agriculture/Mining	0.4%	0.7%
Construction	4.5%	4.3%
Manufacturing	10.0%	9.5%
Wholesale Trade	3.3%	2.5%
Retail Trade	8.4%	9.3%
Transportation/Utilities	2.1%	2.1%
Information	2.3%	1.6%
Finance/Insurance/Real Estate	5.8%	4.9%
Services	58.2%	60.6%
Public Administration	4.9%	4.5%
<b>2015 Employed Population 16+ by Occupation</b>		
Total	14,420	35,962
White Collar	73.2%	66.6%
Management/Business/Financial	16.2%	14.2%
Professional	32.7%	29.6%
Sales	10.3%	10.0%
Administrative Support	14.0%	12.8%
Services	14.2%	18.6%
Blue Collar	12.6%	14.8%
Farming/Forestry/Fishing	0.2%	0.3%
Construction/Extraction	3.3%	3.4%
Installation/Maintenance/Repair	2.3%	2.5%
Production	3.3%	4.1%
Transportation/Material Moving	3.4%	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

February 03, 2016

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	3 miles	5 miles
<b>2010 Households by Type</b>		
Total	10,085	29,107
Households with 1 Person	25.9%	31.7%
Households with 2+ People	74.1%	68.3%
Family Households	68.0%	59.1%
Husband-wife Families	49.9%	40.0%
With Related Children	25.2%	18.5%
Other Family (No Spouse Present)	18.0%	19.1%
Other Family with Male Householder	3.3%	3.6%
With Related Children	2.1%	2.1%
Other Family with Female Householder	14.7%	15.5%
With Related Children	11.0%	11.2%
Nonfamily Households	6.1%	9.2%
All Households with Children	38.6%	32.2%
Multigenerational Households	2.8%	2.8%
Unmarried Partner Households	5.7%	6.2%
Male-female	5.0%	5.7%
Same-sex	0.7%	0.6%
<b>2010 Households by Size</b>		
Total	10,085	29,109
1 Person Household	25.9%	31.7%
2 Person Household	33.0%	32.7%
3 Person Household	19.3%	17.0%
4 Person Household	14.6%	12.0%
5 Person Household	4.7%	4.3%
6 Person Household	1.8%	1.5%
7 + Person Household	0.9%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	10,085	29,108
Owner Occupied	70.5%	56.1%
Owned with a Mortgage/Loan	59.3%	44.9%
Owned Free and Clear	11.2%	11.2%
Renter Occupied	29.5%	43.9%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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		3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
	<b>1.</b>	Middleburg (4C)	Young and Restless (11B)
	<b>2.</b>	Soccer Moms (4A)	Middleburg (4C)
	<b>3.</b>	Bright Young Professionals	Soccer Moms (4A)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$		\$23,596,732	\$60,652,124
Average Spent		\$2,189.75	\$1,975.06
Spending Potential Index		95	85
Computers & Accessories: Total \$		\$2,671,694	\$6,829,005
Average Spent		\$247.93	\$222.38
Spending Potential Index		95	85
Education: Total \$		\$14,755,245	\$38,431,249
Average Spent		\$1,369.27	\$1,251.47
Spending Potential Index		90	82
Entertainment/Recreation: Total \$		\$33,114,746	\$82,587,688
Average Spent		\$3,073.01	\$2,689.36
Spending Potential Index		93	81
Food at Home: Total \$		\$51,790,098	\$134,054,735
Average Spent		\$4,806.06	\$4,365.32
Spending Potential Index		92	84
Food Away from Home: Total \$		\$33,585,166	\$85,483,048
Average Spent		\$3,116.66	\$2,783.65
Spending Potential Index		95	85
Health Care: Total \$		\$46,426,519	\$114,765,422
Average Spent		\$4,308.33	\$3,737.19
Spending Potential Index		91	79
HH Furnishings & Equipment: Total \$		\$18,976,400	\$47,506,944
Average Spent		\$1,760.99	\$1,547.00
Spending Potential Index		96	84
Investments: Total \$		\$23,467,087	\$53,726,196
Average Spent		\$2,177.72	\$1,749.53
Spending Potential Index		79	64
Retail Goods: Total \$		\$255,962,936	\$647,528,853
Average Spent		\$23,753.06	\$21,085.96
Spending Potential Index		93	83
Shelter: Total \$		\$164,979,283	\$420,800,672
Average Spent		\$15,309.88	\$13,702.85
Spending Potential Index		93	83
TV/Video/Audio: Total \$		\$13,141,599	\$34,123,475
Average Spent		\$1,219.52	\$1,111.19
Spending Potential Index		93	85
Travel: Total \$		\$19,641,911	\$47,178,612
Average Spent		\$1,822.75	\$1,536.31
Spending Potential Index		93	79
Vehicle Maintenance & Repairs: Total \$		\$11,295,444	\$28,395,628
Average Spent		\$1,048.20	\$924.67
Spending Potential Index		94	83

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.