

# Retail MarketPlace Profile

2617 Mill Street  
2617 Mill St, Winterville, North Carolina, 28590  
Drive Time: 5 minute radius

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

## Summary Demographics

2015 Population	8,394
2015 Households	3,199
2015 Median Disposable Income	\$38,578
2015 Per Capita Income	\$24,055

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	\$110,647,701	\$358,423,682	-\$247,775,981	-52.8	89
Total Retail Trade	44-45	\$99,972,393	\$344,197,861	-\$244,225,468	-55.0	71
Total Food & Drink	722	\$10,675,308	\$14,225,821	-\$3,550,513	-14.3	18

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$23,128,659	\$83,121,876	-\$59,993,217	-56.5	12
Automobile Dealers	4411	\$19,294,796	\$71,982,472	-\$52,687,676	-57.7	6
Other Motor Vehicle Dealers	4412	\$2,115,569	\$7,233,621	-\$5,118,052	-54.7	1
Auto Parts, Accessories & Tire Stores	4413	\$1,718,294	\$3,905,783	-\$2,187,489	-38.9	5
Furniture & Home Furnishings Stores	442	\$3,205,087	\$6,742,112	-\$3,537,025	-35.6	7
Furniture Stores	4421	\$2,054,989	\$2,978,845	-\$923,856	-18.4	4
Home Furnishings Stores	4422	\$1,150,098	\$3,763,266	-\$2,613,168	-53.2	4
Electronics & Appliance Stores	443	\$4,599,051	\$0	\$4,599,051	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,552,479	\$10,037,955	-\$5,485,476	-37.6	14
Bldg Material & Supplies Dealers	4441	\$4,081,122	\$7,214,609	-\$3,133,487	-27.7	10
Lawn & Garden Equip & Supply Stores	4442	\$471,357	\$2,823,346	-\$2,351,989	-71.4	3
Food & Beverage Stores	445	\$20,338,557	\$14,358,863	\$5,979,694	17.2	6
Grocery Stores	4451	\$16,099,934	\$14,203,470	\$1,896,464	6.3	5
Specialty Food Stores	4452	\$3,634,014	\$149,520	\$3,484,494	92.1	1
Beer, Wine & Liquor Stores	4453	\$604,609	\$0	\$604,609	100.0	0
Health & Personal Care Stores	446,4461	\$5,756,707	\$7,795,156	-\$2,038,449	-15.0	5
Gasoline Stations	447,4471	\$7,053,091	\$2,983,609	\$4,069,482	40.5	2
Clothing & Clothing Accessories Stores	448	\$4,768,777	\$460,790	\$4,307,987	82.4	2
Clothing Stores	4481	\$3,186,443	\$0	\$3,186,443	100.0	0
Shoe Stores	4482	\$585,228	\$190,930	\$394,298	50.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$997,107	\$269,860	\$727,247	57.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,580,720	\$1,657,875	\$922,845	21.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,956,880	\$1,436,076	\$520,804	15.3	3
Book, Periodical & Music Stores	4512	\$623,840	\$0	\$623,840	100.0	0
General Merchandise Stores	452	\$18,420,752	\$211,625,697	-\$193,204,945	-84.0	7
Department Stores Excluding Leased Depts.	4521	\$14,355,958	\$6,394,995	\$7,960,963	38.4	1
Other General Merchandise Stores	4529	\$4,064,794	\$205,230,702	-\$201,165,908	-96.1	6
Miscellaneous Store Retailers	453	\$3,711,692	\$4,021,894	-\$310,202	-4.0	13
Florists	4531	\$130,692	\$48,843	\$81,849	45.6	1
Office Supplies, Stationery & Gift Stores	4532	\$611,876	\$1,118,800	-\$506,924	-29.3	5
Used Merchandise Stores	4533	\$405,369	\$987,058	-\$581,689	-41.8	3
Other Miscellaneous Store Retailers	4539	\$2,563,755	\$1,867,194	\$696,561	15.7	4
Nonstore Retailers	454	\$1,856,821	\$1,224,138	\$632,683	20.5	1
Electronic Shopping & Mail-Order Houses	4541	\$1,397,989	\$1,224,138	\$173,851	6.6	1
Vending Machine Operators	4542	\$84,882	\$0	\$84,882	100.0	0
Direct Selling Establishments	4543	\$373,951	\$0	\$373,951	100.0	0
Food Services & Drinking Places	722	\$10,675,308	\$14,225,821	-\$3,550,513	-14.3	18
Full-Service Restaurants	7221	\$5,344,467	\$6,570,948	-\$1,226,481	-10.3	9
Limited-Service Eating Places	7222	\$4,673,718	\$7,643,976	-\$2,970,258	-24.1	9
Special Food Services	7223	\$123,741	\$0	\$123,741	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$533,382	\$0	\$533,382	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.

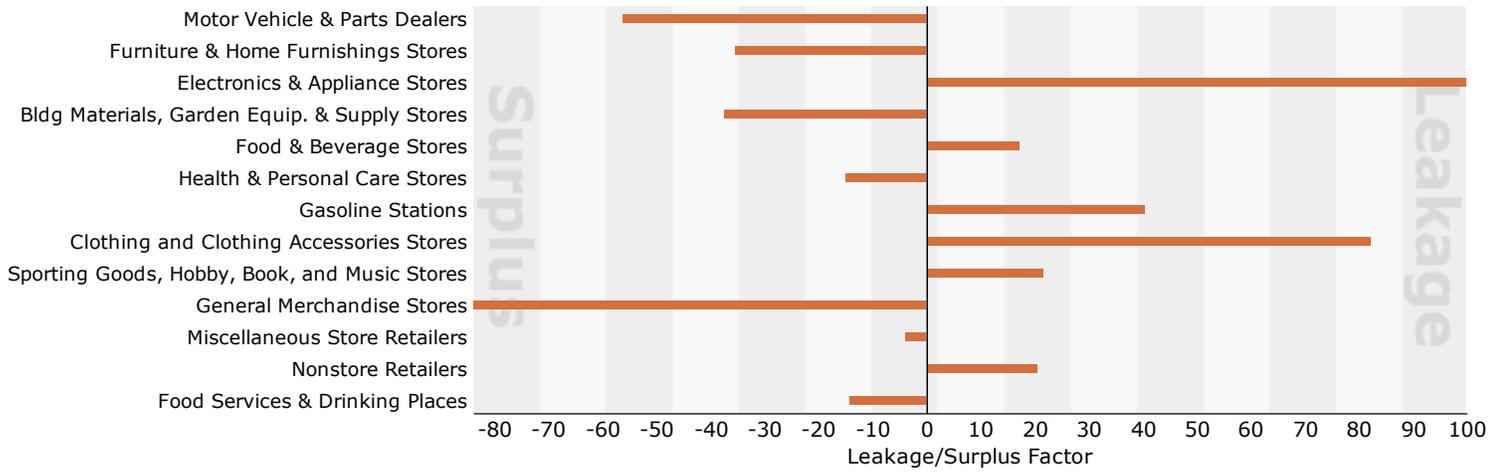
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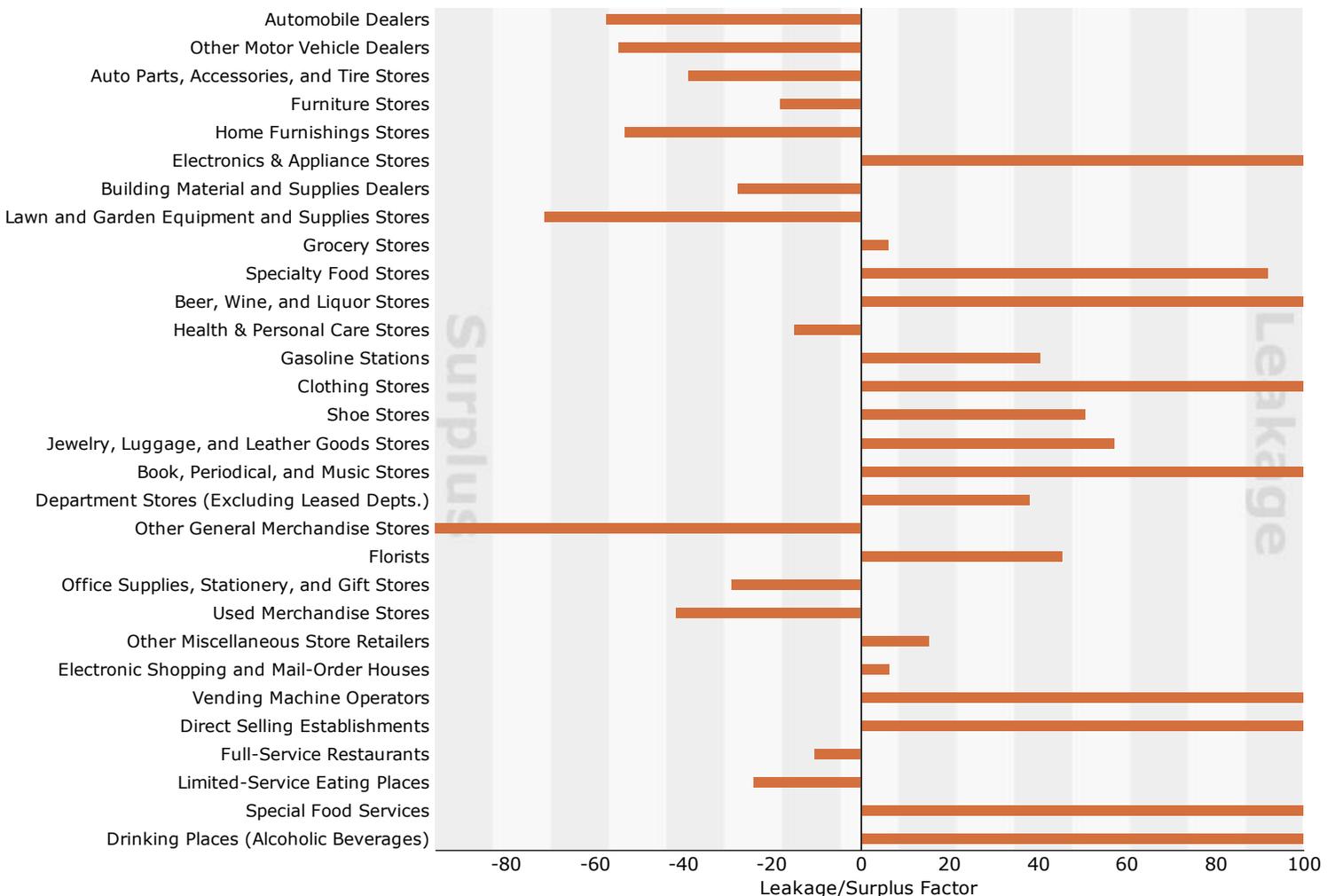
2617 Mill Street  
2617 Mill St, Winterville, North Carolina, 28590  
Drive Time: 5 minute radius

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

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

2617 Mill Street  
 2617 Mill St, Winterville, North Carolina, 28590  
 Drive Time: 10 minute radius

Prepared by Electricities of NC  
 Latitude: 35.52834  
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## Summary Demographics

2015 Population	46,344
2015 Households	19,095
2015 Median Disposable Income	\$35,804
2015 Per Capita Income	\$26,261

## 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	\$660,806,638	\$1,232,401,437	-\$571,594,799	-30.2	426
Total Retail Trade	44-45	\$596,372,063	\$1,146,541,187	-\$550,169,124	-31.6	317
Total Food & Drink	722	\$64,434,574	\$85,860,249	-\$21,425,675	-14.3	109

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$135,642,515	\$355,637,599	-\$219,995,084	-44.8	60
Automobile Dealers	4411	\$112,937,485	\$333,882,046	-\$220,944,561	-49.4	39
Other Motor Vehicle Dealers	4412	\$12,401,408	\$10,395,011	\$2,006,397	8.8	5
Auto Parts, Accessories & Tire Stores	4413	\$10,303,623	\$11,360,542	-\$1,056,919	-4.9	17
Furniture & Home Furnishings Stores	442	\$18,824,547	\$27,437,167	-\$8,612,620	-18.6	23
Furniture Stores	4421	\$12,049,564	\$15,949,322	-\$3,899,758	-13.9	12
Home Furnishings Stores	4422	\$6,774,983	\$11,487,846	-\$4,712,863	-25.8	11
Electronics & Appliance Stores	443	\$27,562,064	\$40,371,752	-\$12,809,688	-18.9	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$27,136,655	\$22,928,724	\$4,207,931	8.4	27
Bldg Material & Supplies Dealers	4441	\$24,425,151	\$18,463,339	\$5,961,812	13.9	20
Lawn & Garden Equip & Supply Stores	4442	\$2,711,504	\$4,465,385	-\$1,753,881	-24.4	7
Food & Beverage Stores	445	\$122,950,007	\$141,419,473	-\$18,469,466	-7.0	38
Grocery Stores	4451	\$97,331,703	\$137,597,822	-\$40,266,119	-17.1	29
Specialty Food Stores	4452	\$21,960,259	\$1,895,072	\$20,065,187	84.1	6
Beer, Wine & Liquor Stores	4453	\$3,658,045	\$1,926,579	\$1,731,466	31.0	3
Health & Personal Care Stores	446,4461	\$33,811,169	\$34,273,206	-\$462,037	-0.7	19
Gasoline Stations	447,4471	\$41,935,030	\$21,821,342	\$20,113,688	31.5	12
Clothing & Clothing Accessories Stores	448	\$28,952,370	\$24,506,823	\$4,445,547	8.3	30
Clothing Stores	4481	\$19,368,120	\$18,480,596	\$887,524	2.3	19
Shoe Stores	4482	\$3,588,953	\$4,195,271	-\$606,318	-7.8	7
Jewelry, Luggage & Leather Goods Stores	4483	\$5,995,296	\$1,830,956	\$4,164,340	53.2	4
Sporting Goods, Hobby, Book & Music Stores	451	\$15,451,629	\$22,149,074	-\$6,697,445	-17.8	20
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,634,767	\$18,047,420	-\$6,412,653	-21.6	14
Book, Periodical & Music Stores	4512	\$3,816,862	\$4,101,654	-\$284,792	-3.6	6
General Merchandise Stores	452	\$110,560,295	\$440,558,127	-\$329,997,832	-59.9	28
Department Stores Excluding Leased Depts.	4521	\$86,071,251	\$188,753,285	-\$102,682,034	-37.4	12
Other General Merchandise Stores	4529	\$24,489,044	\$251,804,843	-\$227,315,799	-82.3	15
Miscellaneous Store Retailers	453	\$22,325,832	\$13,725,894	\$8,599,938	23.9	43
Florists	4531	\$740,529	\$308,981	\$431,548	41.1	4
Office Supplies, Stationery & Gift Stores	4532	\$3,680,623	\$4,004,573	-\$323,950	-4.2	17
Used Merchandise Stores	4533	\$2,465,296	\$2,554,630	-\$89,334	-1.8	9
Other Miscellaneous Store Retailers	4539	\$15,439,383	\$6,857,710	\$8,581,673	38.5	14
Nonstore Retailers	454	\$11,219,951	\$1,712,006	\$9,507,945	73.5	2
Electronic Shopping & Mail-Order Houses	4541	\$8,375,107	\$1,712,006	\$6,663,101	66.1	2
Vending Machine Operators	4542	\$513,269	\$0	\$513,269	100.0	0
Direct Selling Establishments	4543	\$2,331,574	\$0	\$2,331,574	100.0	0
Food Services & Drinking Places	722	\$64,434,574	\$85,860,249	-\$21,425,675	-14.3	109
Full-Service Restaurants	7221	\$32,333,396	\$46,250,969	-\$13,917,573	-17.7	65
Limited-Service Eating Places	7222	\$28,163,224	\$38,181,300	-\$10,018,076	-15.1	41
Special Food Services	7223	\$725,148	\$1,237,002	-\$511,854	-26.1	2
Drinking Places - Alcoholic Beverages	7224	\$3,212,807	\$190,979	\$3,021,828	88.8	1

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.

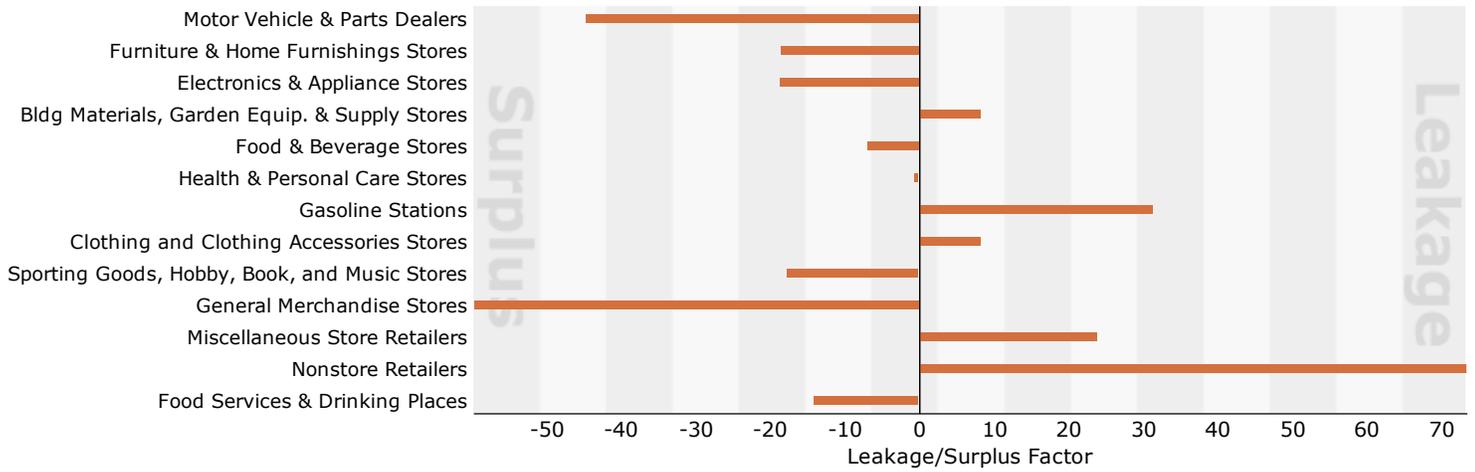
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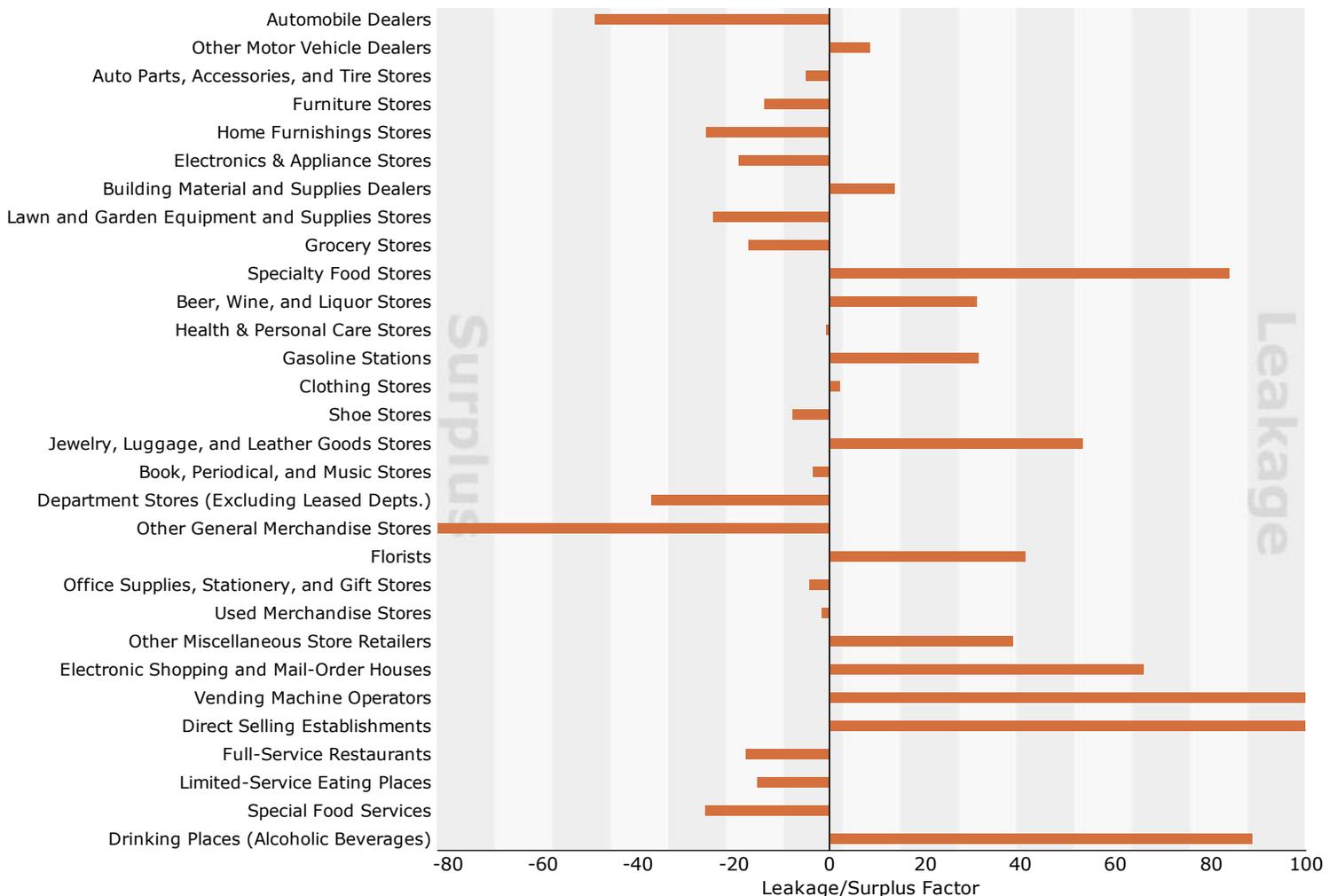
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2617 Mill St, Winterville, North Carolina, 28590  
Drive Time: 10 minute radius

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Retail MarketPlace Profile

2617 Mill Street  
2617 Mill St, Winterville, North Carolina, 28590  
Drive Time: 15 minute radius

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

## Summary Demographics

2015 Population	97,200
2015 Households	40,553
2015 Median Disposable Income	\$32,912
2015 Per Capita Income	\$24,915

## 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	\$1,313,676,086	\$2,098,330,012	-\$784,653,926	-23.0	1,003
Total Retail Trade	44-45	\$1,185,111,104	\$1,895,429,717	-\$710,318,613	-23.1	712
Total Food & Drink	722	\$128,564,982	\$202,900,295	-\$74,335,313	-22.4	290

## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$268,502,968	\$464,116,857	-\$195,613,889	-26.7	101
Automobile Dealers	4411	\$224,153,413	\$429,092,101	-\$204,938,688	-31.4	63
Other Motor Vehicle Dealers	4412	\$23,900,765	\$14,619,324	\$9,281,441	24.1	9
Auto Parts, Accessories & Tire Stores	4413	\$20,448,790	\$20,405,432	\$43,358	0.1	29
Furniture & Home Furnishings Stores	442	\$37,267,392	\$44,297,047	-\$7,029,655	-8.6	42
Furniture Stores	4421	\$23,910,893	\$28,245,892	-\$4,334,999	-8.3	21
Home Furnishings Stores	4422	\$13,356,499	\$16,051,154	-\$2,694,655	-9.2	21
Electronics & Appliance Stores	443	\$54,824,190	\$60,575,153	-\$5,750,963	-5.0	31
Bldg Materials, Garden Equip. & Supply Stores	444	\$52,428,672	\$43,427,949	\$9,000,723	9.4	46
Bldg Material & Supplies Dealers	4441	\$47,119,488	\$38,166,941	\$8,952,547	10.5	36
Lawn & Garden Equip & Supply Stores	4442	\$5,309,185	\$5,261,008	\$48,177	0.5	10
Food & Beverage Stores	445	\$245,837,798	\$311,099,628	-\$65,261,830	-11.7	82
Grocery Stores	4451	\$194,635,683	\$298,734,541	-\$104,098,858	-21.1	60
Specialty Food Stores	4452	\$43,919,276	\$7,148,433	\$36,770,843	72.0	16
Beer, Wine & Liquor Stores	4453	\$7,282,840	\$5,216,654	\$2,066,186	16.5	6
Health & Personal Care Stores	446,4461	\$66,743,416	\$101,044,587	-\$34,301,171	-20.4	61
Gasoline Stations	447,4471	\$83,781,354	\$52,021,630	\$31,759,724	23.4	28
Clothing & Clothing Accessories Stores	448	\$57,793,276	\$99,755,196	-\$41,961,920	-26.6	109
Clothing Stores	4481	\$38,741,425	\$78,165,586	-\$39,424,161	-33.7	80
Shoe Stores	4482	\$7,210,281	\$9,707,225	-\$2,496,944	-14.8	14
Jewelry, Luggage & Leather Goods Stores	4483	\$11,841,570	\$11,882,385	-\$40,815	-0.2	16
Sporting Goods, Hobby, Book & Music Stores	451	\$30,683,223	\$60,854,350	-\$30,171,127	-33.0	56
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,908,941	\$49,324,890	-\$26,415,949	-36.6	43
Book, Periodical & Music Stores	4512	\$7,774,281	\$11,529,460	-\$3,755,179	-19.5	13
General Merchandise Stores	452	\$220,362,114	\$607,746,655	-\$387,384,541	-46.8	53
Department Stores Excluding Leased Depts.	4521	\$171,442,909	\$340,911,786	-\$169,468,877	-33.1	24
Other General Merchandise Stores	4529	\$48,919,205	\$266,834,869	-\$217,915,664	-69.0	28
Miscellaneous Store Retailers	453	\$44,538,304	\$45,777,342	-\$1,239,038	-1.4	99
Florists	4531	\$1,444,915	\$1,381,271	\$63,644	2.3	9
Office Supplies, Stationery & Gift Stores	4532	\$7,310,611	\$13,380,034	-\$6,069,423	-29.3	33
Used Merchandise Stores	4533	\$4,966,777	\$6,123,114	-\$1,156,337	-10.4	22
Other Miscellaneous Store Retailers	4539	\$30,816,001	\$24,892,923	\$5,923,078	10.6	35
Nonstore Retailers	454	\$22,348,397	\$4,713,322	\$17,635,075	65.2	5
Electronic Shopping & Mail-Order Houses	4541	\$16,622,082	\$4,415,796	\$12,206,286	58.0	4
Vending Machine Operators	4542	\$1,026,506	\$0	\$1,026,506	100.0	0
Direct Selling Establishments	4543	\$4,699,808	\$297,526	\$4,402,282	88.1	1
Food Services & Drinking Places	722	\$128,564,982	\$202,900,295	-\$74,335,313	-22.4	290
Full-Service Restaurants	7221	\$64,593,790	\$103,149,313	-\$38,555,523	-23.0	169
Limited-Service Eating Places	7222	\$56,154,052	\$95,026,595	-\$38,872,543	-25.7	105
Special Food Services	7223	\$1,442,493	\$1,807,062	-\$364,569	-11.2	6
Drinking Places - Alcoholic Beverages	7224	\$6,374,647	\$2,917,326	\$3,457,321	37.2	11

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.

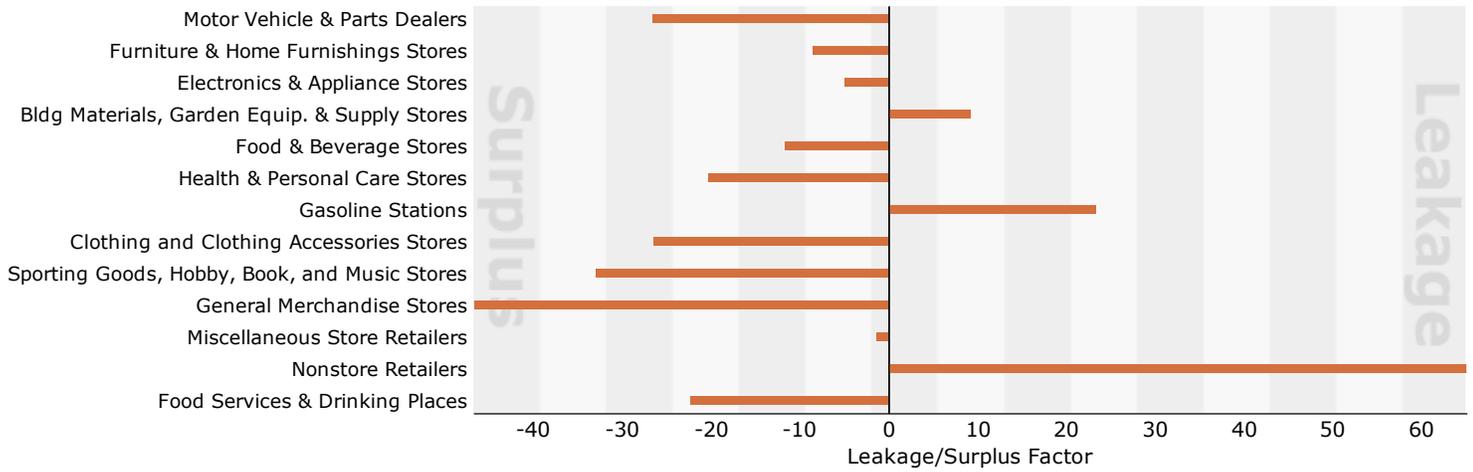
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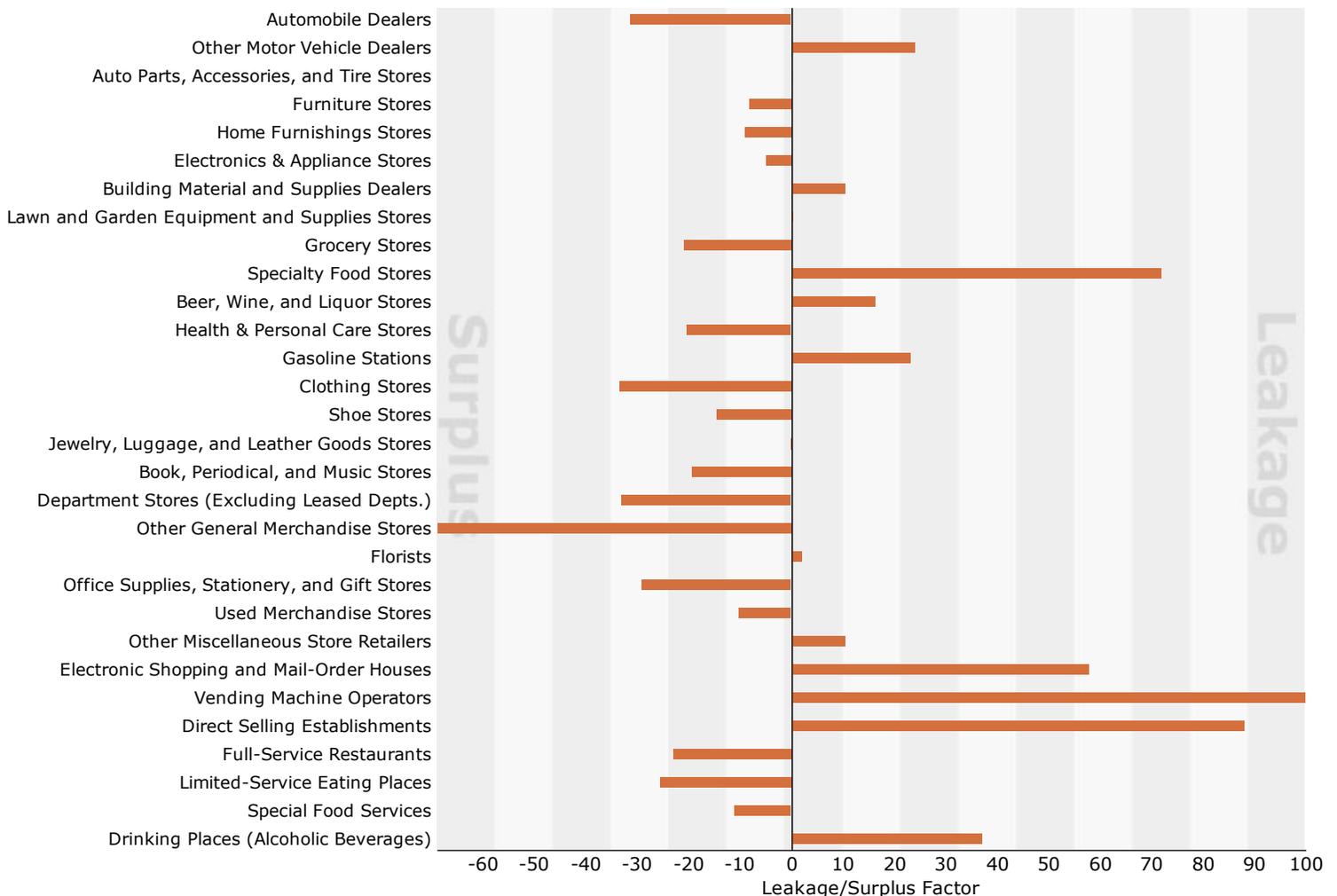
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



# Market Profile

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Drive Times: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2000 Total Population	4,904	31,907	71,864
2010 Total Population	7,952	44,208	93,000
2015 Total Population	8,394	46,344	97,200
2015 Group Quarters	28	145	4,332
2020 Total Population	8,883	48,742	101,752
2015-2020 Annual Rate	1.14%	1.01%	0.92%
<b>Household Summary</b>			
2000 Households	1,931	13,178	28,965
2000 Average Household Size	2.52	2.36	2.33
2010 Households	3,037	18,220	38,579
2010 Average Household Size	2.61	2.42	2.30
2015 Households	3,199	19,095	40,553
2015 Average Household Size	2.61	2.42	2.29
2020 Households	3,378	20,039	42,560
2020 Average Household Size	2.62	2.43	2.29
2015-2020 Annual Rate	1.09%	0.97%	0.97%
2010 Families	2,241	11,578	22,370
2010 Average Family Size	3.05	3.02	2.95
2015 Families	2,348	12,091	23,307
2015 Average Family Size	3.06	3.02	2.95
2020 Families	2,473	12,665	24,382
2020 Average Family Size	3.07	3.03	2.95
2015-2020 Annual Rate	1.04%	0.93%	0.91%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,033	13,949	30,880
Owner Occupied Housing Units	69.1%	55.8%	51.0%
Renter Occupied Housing Units	25.9%	38.7%	42.8%
Vacant Housing Units	5.0%	5.5%	6.2%
2010 Housing Units	3,227	20,033	42,869
Owner Occupied Housing Units	74.3%	54.5%	48.0%
Renter Occupied Housing Units	19.8%	36.4%	42.0%
Vacant Housing Units	5.9%	9.1%	10.0%
2015 Housing Units	3,389	20,995	44,975
Owner Occupied Housing Units	72.7%	52.7%	45.9%
Renter Occupied Housing Units	21.7%	38.3%	44.3%
Vacant Housing Units	5.6%	9.0%	9.8%
2020 Housing Units	3,592	22,133	47,379
Owner Occupied Housing Units	72.4%	52.5%	45.5%
Renter Occupied Housing Units	21.7%	38.1%	44.3%
Vacant Housing Units	6.0%	9.5%	10.2%
<b>Median Household Income</b>			
2015	\$49,055	\$44,708	\$40,797
2020	\$56,046	\$52,508	\$47,837
<b>Median Home Value</b>			
2015	\$184,672	\$181,285	\$179,555
2020	\$221,338	\$224,124	\$221,221
<b>Per Capita Income</b>			
2015	\$24,055	\$26,261	\$24,915
2020	\$27,073	\$29,438	\$27,936
<b>Median Age</b>			
2010	34.8	33.3	31.1
2015	36.3	34.3	32.1
2020	36.9	35.1	32.9

**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.

# Market Profile

2617 Mill Street  
2617 Mill St, Winterville, North Carolina, 28590  
Drive Times: 5, 10, 15 minute radii

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

	5 minutes	10 minutes	15 minutes
<b>2015 Households by Income</b>			
Household Income Base	3,199	19,095	40,553
<\$15,000	14.7%	18.1%	20.1%
\$15,000 - \$24,999	10.3%	11.2%	11.7%
\$25,000 - \$34,999	8.2%	10.0%	11.2%
\$35,000 - \$49,999	17.6%	15.0%	15.0%
\$50,000 - \$74,999	17.8%	16.4%	15.9%
\$75,000 - \$99,999	13.0%	11.7%	10.2%
\$100,000 - \$149,999	12.6%	11.1%	10.1%
\$150,000 - \$199,999	4.0%	3.1%	2.7%
\$200,000+	1.8%	3.4%	3.0%
Average Household Income	\$63,121	\$63,269	\$59,064
<b>2020 Households by Income</b>			
Household Income Base	3,378	20,039	42,560
<\$15,000	13.4%	16.6%	18.9%
\$15,000 - \$24,999	7.2%	8.0%	8.6%
\$25,000 - \$34,999	6.4%	8.3%	9.4%
\$35,000 - \$49,999	16.7%	14.5%	14.7%
\$50,000 - \$74,999	19.5%	18.4%	18.1%
\$75,000 - \$99,999	14.8%	13.6%	11.9%
\$100,000 - \$149,999	15.1%	13.1%	11.6%
\$150,000 - \$199,999	4.9%	3.8%	3.4%
\$200,000+	2.1%	3.7%	3.4%
Average Household Income	\$71,194	\$71,042	\$66,211
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	2,463	11,057	20,624
<\$50,000	1.2%	2.1%	2.7%
\$50,000 - \$99,999	8.3%	14.5%	14.4%
\$100,000 - \$149,999	25.1%	21.2%	21.2%
\$150,000 - \$199,999	22.2%	19.6%	19.9%
\$200,000 - \$249,999	19.4%	15.1%	14.4%
\$250,000 - \$299,999	10.6%	9.8%	9.5%
\$300,000 - \$399,999	7.0%	9.5%	9.7%
\$400,000 - \$499,999	3.3%	3.9%	3.7%
\$500,000 - \$749,999	2.4%	3.0%	2.9%
\$750,000 - \$999,999	0.2%	0.5%	0.5%
\$1,000,000 +	0.2%	0.8%	1.0%
Average Home Value	\$208,357	\$217,390	\$217,874
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,600	11,616	21,578
<\$50,000	0.7%	1.5%	2.0%
\$50,000 - \$99,999	4.5%	9.3%	9.5%
\$100,000 - \$149,999	11.0%	11.3%	11.6%
\$150,000 - \$199,999	22.1%	18.4%	19.0%
\$200,000 - \$249,999	27.3%	19.7%	18.5%
\$250,000 - \$299,999	16.7%	14.6%	13.5%
\$300,000 - \$399,999	9.5%	12.5%	12.9%
\$400,000 - \$499,999	3.3%	5.1%	5.2%
\$500,000 - \$749,999	4.0%	5.5%	5.3%
\$750,000 - \$999,999	0.6%	1.0%	1.1%
\$1,000,000 +	0.2%	1.0%	1.4%
Average Home Value	\$244,779	\$261,078	\$263,051

**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.

# Market Profile

2617 Mill Street  
2617 Mill St, Winterville, North Carolina, 28590  
Drive Times: 5, 10, 15 minute radii

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

	5 minutes	10 minutes	15 minutes
<b>2010 Population by Age</b>			
Total	7,954	44,209	93,001
0 - 4	8.8%	8.0%	6.9%
5 - 9	7.9%	7.2%	6.3%
10 - 14	7.1%	6.7%	5.9%
15 - 24	11.3%	14.3%	20.9%
25 - 34	15.2%	16.6%	15.5%
35 - 44	15.9%	14.5%	12.6%
45 - 54	13.5%	13.1%	12.4%
55 - 64	10.4%	10.5%	10.0%
65 - 74	6.1%	5.5%	5.4%
75 - 84	2.9%	2.7%	3.0%
85 +	0.9%	0.9%	1.1%
18 +	71.9%	74.1%	77.3%
<b>2015 Population by Age</b>			
Total	8,393	46,345	97,199
0 - 4	8.3%	7.6%	6.6%
5 - 9	8.3%	7.5%	6.4%
10 - 14	7.2%	6.7%	5.8%
15 - 24	11.4%	12.5%	19.0%
25 - 34	12.6%	16.8%	16.7%
35 - 44	16.5%	14.6%	12.6%
45 - 54	13.0%	12.4%	11.5%
55 - 64	11.2%	11.0%	10.4%
65 - 74	7.4%	7.0%	6.8%
75 - 84	3.2%	3.0%	3.1%
85 +	0.9%	0.9%	1.2%
18 +	72.0%	74.6%	77.9%
<b>2020 Population by Age</b>			
Total	8,885	48,743	101,752
0 - 4	8.0%	7.4%	6.5%
5 - 9	8.1%	7.2%	6.1%
10 - 14	8.2%	7.2%	6.1%
15 - 24	11.2%	12.3%	18.4%
25 - 34	11.7%	15.9%	16.2%
35 - 44	15.7%	14.8%	13.1%
45 - 54	13.4%	12.1%	10.9%
55 - 64	10.8%	10.6%	10.3%
65 - 74	8.0%	8.0%	7.7%
75 - 84	3.9%	3.5%	3.5%
85 +	1.0%	1.1%	1.3%
18 +	71.3%	74.5%	78.0%
<b>2010 Population by Sex</b>			
Males	3,671	20,609	43,025
Females	4,281	23,599	49,975
<b>2015 Population by Sex</b>			
Males	3,895	21,724	45,342
Females	4,498	24,621	51,858
<b>2020 Population by Sex</b>			
Males	4,138	22,874	47,644
Females	4,745	25,869	54,108

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  
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Drive Times: 5, 10, 15 minute radii

Prepared by Electricities of NC  
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	5 minutes	10 minutes	15 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	7,952	44,207	92,999
White Alone	61.5%	59.5%	58.8%
Black Alone	32.7%	33.8%	34.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.0%	2.1%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	2.0%	1.9%
Two or More Races	2.0%	2.1%	2.0%
Hispanic Origin	3.4%	4.3%	4.1%
Diversity Index	54.6	57.0	56.9
<b>2015 Population by Race/Ethnicity</b>			
Total	8,394	46,343	97,200
White Alone	60.4%	58.5%	57.7%
Black Alone	33.3%	34.1%	35.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.2%	2.3%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.3%	2.1%
Two or More Races	2.3%	2.4%	2.2%
Hispanic Origin	3.9%	4.8%	4.6%
Diversity Index	55.9	58.3	58.2
<b>2020 Population by Race/Ethnicity</b>			
Total	8,883	48,742	101,752
White Alone	59.2%	57.3%	56.5%
Black Alone	33.7%	34.4%	35.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.4%	2.5%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	2.6%	2.5%
Two or More Races	2.6%	2.7%	2.6%
Hispanic Origin	4.5%	5.6%	5.3%
Diversity Index	57.5	60.0	59.8
<b>2010 Population by Relationship and Household Type</b>			
Total	7,952	44,208	92,999
In Households	99.7%	99.7%	95.4%
In Family Households	87.4%	80.9%	72.9%
Householder	28.2%	26.4%	23.9%
Spouse	20.5%	18.2%	15.8%
Child	34.2%	31.5%	28.2%
Other relative	3.0%	3.0%	3.2%
Nonrelative	1.6%	1.9%	1.9%
In Nonfamily Households	12.2%	18.8%	22.6%
In Group Quarters	0.3%	0.3%	4.6%
Institutionalized Population	0.1%	0.2%	0.5%
Noninstitutionalized Population	0.2%	0.1%	4.1%

**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

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	5 minutes	10 minutes	15 minutes
<b>2015 Population 25+ by Educational Attainment</b>			
Total	5,436	30,468	60,528
Less than 9th Grade	3.6%	3.2%	3.2%
9th - 12th Grade, No Diploma	5.2%	4.5%	5.8%
High School Graduate	15.9%	16.8%	18.0%
GED/Alternative Credential	4.5%	3.6%	3.8%
Some College, No Degree	20.4%	21.8%	21.9%
Associate Degree	12.6%	12.3%	11.2%
Bachelor's Degree	23.4%	22.7%	21.2%
Graduate/Professional Degree	14.4%	15.2%	14.9%
<b>2015 Population 15+ by Marital Status</b>			
Total	6,393	36,269	78,961
Never Married	29.9%	35.4%	43.1%
Married	52.7%	49.6%	41.7%
Widowed	5.2%	4.8%	5.0%
Divorced	12.2%	10.1%	10.2%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.2%	95.5%	94.5%
Civilian Unemployed	4.8%	4.5%	5.5%
<b>2015 Employed Population 16+ by Industry</b>			
Total	4,081	23,311	46,850
Agriculture/Mining	0.4%	0.5%	0.8%
Construction	7.5%	4.4%	4.3%
Manufacturing	7.5%	9.6%	8.9%
Wholesale Trade	2.9%	2.9%	2.5%
Retail Trade	8.5%	8.8%	10.3%
Transportation/Utilities	3.1%	2.1%	2.3%
Information	2.7%	1.8%	1.5%
Finance/Insurance/Real Estate	4.9%	5.1%	5.1%
Services	56.0%	59.9%	60.0%
Public Administration	6.3%	4.8%	4.3%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	4,080	23,313	46,850
White Collar	70.3%	68.9%	65.8%
Management/Business/Financial	16.9%	14.2%	13.4%
Professional	31.0%	30.4%	28.8%
Sales	7.9%	10.6%	10.3%
Administrative Support	14.5%	13.7%	13.3%
Services	14.1%	17.0%	19.4%
Blue Collar	15.6%	14.2%	14.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	6.1%	3.2%	3.1%
Installation/Maintenance/Repair	3.7%	2.7%	2.6%
Production	1.6%	4.1%	3.9%
Transportation/Material Moving	4.0%	3.9%	4.9%

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  
Drive Times: 5, 10, 15 minute radii

Prepared by Electricities of NC  
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	5 minutes	10 minutes	15 minutes
<b>2010 Households by Type</b>			
Total	3,037	18,220	38,579
Households with 1 Person	21.7%	29.4%	32.3%
Households with 2+ People	78.3%	70.6%	67.7%
Family Households	73.8%	63.5%	58.0%
Husband-wife Families	53.7%	43.9%	38.3%
With Related Children	27.8%	21.2%	17.3%
Other Family (No Spouse Present)	20.1%	19.7%	19.7%
Other Family with Male Householder	3.3%	3.7%	3.7%
With Related Children	2.1%	2.2%	2.0%
Other Family with Female Householder	16.8%	16.0%	16.0%
With Related Children	11.8%	11.7%	11.3%
Nonfamily Households	4.5%	7.0%	9.7%
All Households with Children	42.2%	35.5%	31.0%
Multigenerational Households	3.9%	2.9%	3.0%
Unmarried Partner Households	5.2%	6.1%	6.2%
Male-female	4.4%	5.5%	5.6%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	3,037	18,220	38,580
1 Person Household	21.7%	29.4%	32.3%
2 Person Household	32.9%	32.4%	32.8%
3 Person Household	21.0%	18.0%	16.5%
4 Person Household	16.2%	12.8%	11.5%
5 Person Household	5.2%	4.7%	4.3%
6 Person Household	1.8%	1.7%	1.6%
7 + Person Household	1.1%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,037	18,220	38,579
Owner Occupied	79.0%	60.0%	53.4%
Owned with a Mortgage/Loan	65.3%	48.6%	41.6%
Owned Free and Clear	13.7%	11.3%	11.8%
Renter Occupied	21.0%	40.0%	46.6%

**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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Drive Times: 5, 10, 15 minute radii

Prepared by ElectriCities of NC  
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	5 minutes	10 minutes	15 minutes
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Middleburg (4C)	Middleburg (4C)	Young and Restless (11B)
<b>2.</b>	Soccer Moms (4A)	Soccer Moms (4A)	Middleburg (4C)
<b>3.</b>	Modest Income Homes	Young and Restless (11B)	Soccer Moms (4A)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,260,496	\$38,340,398	\$77,058,029
Average Spent	\$1,957.02	\$2,007.88	\$1,900.18
Spending Potential Index	85	87	82
Computers & Accessories: Total \$	\$698,469	\$4,288,292	\$8,660,722
Average Spent	\$218.34	\$224.58	\$213.57
Spending Potential Index	84	86	82
Education: Total \$	\$3,800,123	\$23,547,562	\$49,105,832
Average Spent	\$1,187.91	\$1,233.18	\$1,210.91
Spending Potential Index	78	81	79
Entertainment/Recreation: Total \$	\$8,942,832	\$53,153,955	\$104,672,911
Average Spent	\$2,795.51	\$2,783.66	\$2,581.14
Spending Potential Index	84	84	78
Food at Home: Total \$	\$13,956,734	\$85,323,564	\$170,926,185
Average Spent	\$4,362.84	\$4,468.37	\$4,214.88
Spending Potential Index	84	86	81
Food Away from Home: Total \$	\$8,937,535	\$54,109,359	\$108,385,980
Average Spent	\$2,793.85	\$2,833.69	\$2,672.70
Spending Potential Index	85	86	81
Health Care: Total \$	\$12,940,371	\$75,034,889	\$145,719,624
Average Spent	\$4,045.13	\$3,929.56	\$3,593.31
Spending Potential Index	85	83	76
HH Furnishings & Equipment: Total \$	\$5,129,362	\$30,410,487	\$60,124,373
Average Spent	\$1,603.43	\$1,592.59	\$1,482.61
Spending Potential Index	87	86	81
Investments: Total \$	\$5,316,722	\$35,976,803	\$66,954,288
Average Spent	\$1,661.99	\$1,884.10	\$1,651.03
Spending Potential Index	60	68	60
Retail Goods: Total \$	\$69,602,083	\$415,669,596	\$822,591,953
Average Spent	\$21,757.45	\$21,768.50	\$20,284.37
Spending Potential Index	85	85	80
Shelter: Total \$	\$43,305,382	\$265,731,690	\$534,106,292
Average Spent	\$13,537.16	\$13,916.30	\$13,170.57
Spending Potential Index	82	85	80
TV/Video/Audio: Total \$	\$3,587,440	\$21,709,889	\$43,576,386
Average Spent	\$1,121.43	\$1,136.94	\$1,074.55
Spending Potential Index	86	87	82
Travel: Total \$	\$5,214,450	\$30,508,791	\$59,303,012
Average Spent	\$1,630.03	\$1,597.74	\$1,462.36
Spending Potential Index	83	82	75
Vehicle Maintenance & Repairs: Total \$	\$3,031,071	\$18,161,721	\$35,992,093
Average Spent	\$947.51	\$951.12	\$887.53
Spending Potential Index	85	85	80

**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.

# Site Map

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