



Retail MarketPlace Profile

13461 Highway 50, Surf City, NC 28445
Ring: 5 mile radius

Latitude: 34.449238943
Longitude: -77.56270215

Summary Demographics

2013 Population	11,063
2013 Households	4,613
2013 Median Disposable Income	\$34,962
2013 Per Capita Income	\$23,309

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	\$101,284,002	\$82,789,334	\$18,494,668	10.0	103
Total Retail Trade	44-45	\$91,452,388	\$72,265,411	\$19,186,976	11.7	87
Total Food & Drink	722	\$9,831,614	\$10,523,922	-\$692,308	-3.4	16

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,897,931	\$4,965,694	\$12,932,237	56.6	9
Automobile Dealers	4411	\$15,382,840	\$2,782,675	\$12,600,165	69.4	3
Other Motor Vehicle Dealers	4412	\$990,633	\$1,834,369	-\$843,737	-29.9	4
Auto Parts, Accessories & Tire Stores	4413	\$1,524,459	\$348,650	\$1,175,808	62.8	2
Furniture & Home Furnishings Stores	442	\$2,063,583	\$1,463,878	\$599,704	17.0	5
Furniture Stores	4421	\$1,185,980	\$85,840	\$1,100,141	86.5	0
Home Furnishings Stores	4422	\$877,602	\$1,378,039	-\$500,437	-22.2	5
Electronics & Appliance Stores	4431	\$2,499,706	\$746,290	\$1,753,416	54.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,327,370	\$5,794,407	-\$2,467,036	-27.0	6
Bldg Material & Supplies Dealers	4441	\$2,817,278	\$2,445,450	\$371,828	7.1	4
Lawn & Garden Equip & Supply Stores	4442	\$510,092	\$3,348,956	-\$2,838,864	-73.6	1
Food & Beverage Stores	445	\$14,385,525	\$40,183,270	-\$25,797,746	-47.3	18
Grocery Stores	4451	\$13,677,855	\$37,667,449	-\$23,989,594	-46.7	13
Specialty Food Stores	4452	\$248,579	\$1,195,765	-\$947,186	-65.6	5
Beer, Wine & Liquor Stores	4453	\$459,090	\$1,320,056	-\$860,966	-48.4	1
Health & Personal Care Stores	446,4461	\$8,223,517	\$3,683,455	\$4,540,062	38.1	2
Gasoline Stations	447,4471	\$10,677,077	\$47,194	\$10,629,883	99.1	0
Clothing & Clothing Accessories Stores	448	\$5,352,462	\$1,779,696	\$3,572,766	50.1	3
Clothing Stores	4481	\$3,823,156	\$1,291,447	\$2,531,708	49.5	2
Shoe Stores	4482	\$762,199	\$0	\$762,199	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$767,107	\$488,249	\$278,858	22.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,017,628	\$3,227,823	-\$1,210,195	-23.1	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,507,657	\$3,010,810	-\$1,503,153	-33.3	10
Book, Periodical & Music Stores	4512	\$509,971	\$217,013	\$292,958	40.3	1
General Merchandise Stores	452	\$17,559,626	\$7,317,258	\$10,242,369	41.2	8
Department Stores Excluding Leased Depts.	4521	\$5,932,260	\$3,655,438	\$2,276,822	23.7	3
Other General Merchandise Stores	4529	\$11,627,366	\$3,661,820	\$7,965,547	52.1	5
Miscellaneous Store Retailers	453	\$2,383,838	\$2,091,452	\$292,386	6.5	20
Florists	4531	\$119,125	\$271,150	-\$152,025	-39.0	3
Office Supplies, Stationery & Gift Stores	4532	\$615,170	\$753,190	-\$138,021	-10.1	7
Used Merchandise Stores	4533	\$229,109	\$241,985	-\$12,877	-2.7	2
Other Miscellaneous Store Retailers	4539	\$1,420,435	\$825,126	\$595,309	26.5	7
Nonstore Retailers	454	\$5,064,125	\$964,996	\$4,099,129	68.0	4
Electronic Shopping & Mail-Order Houses	4541	\$3,679,071	\$593,564	\$3,085,507	72.2	1
Vending Machine Operators	4542	\$233,957	\$96,714	\$137,243	41.5	1
Direct Selling Establishments	4543	\$1,151,097	\$274,718	\$876,380	61.5	2
Food Services & Drinking Places	722	\$9,831,614	\$10,523,922	-\$692,308	-3.4	16
Full-Service Restaurants	7221	\$3,811,646	\$4,015,880	-\$204,234	-2.6	8
Limited-Service Eating Places	7222	\$5,141,854	\$5,469,412	-\$327,557	-3.1	6
Special Food Services	7223	\$226,959	\$0	\$226,959	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$651,155	\$1,038,630	-\$387,476	-22.9	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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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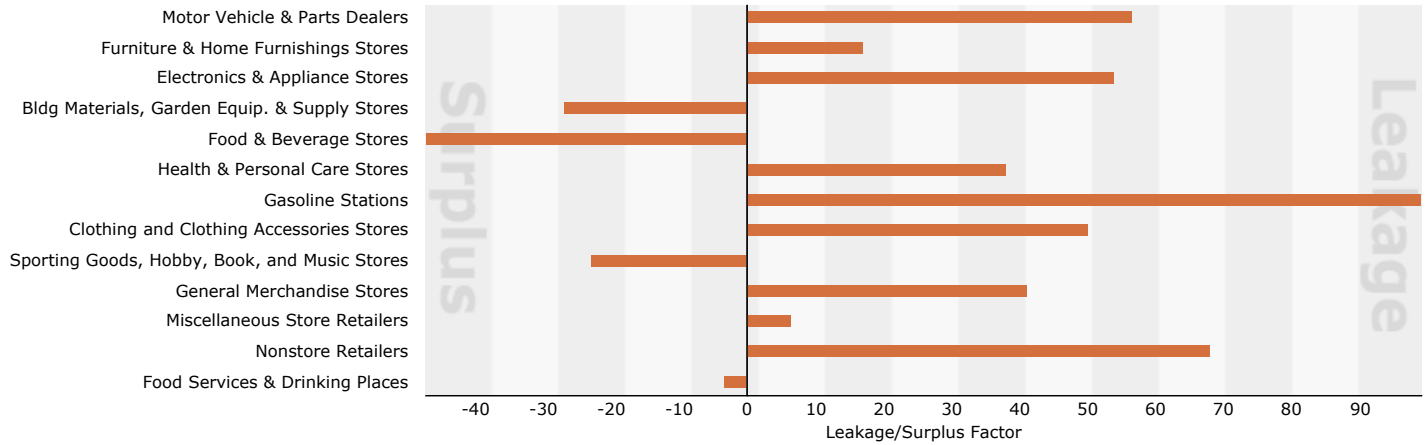


Retail MarketPlace Profile

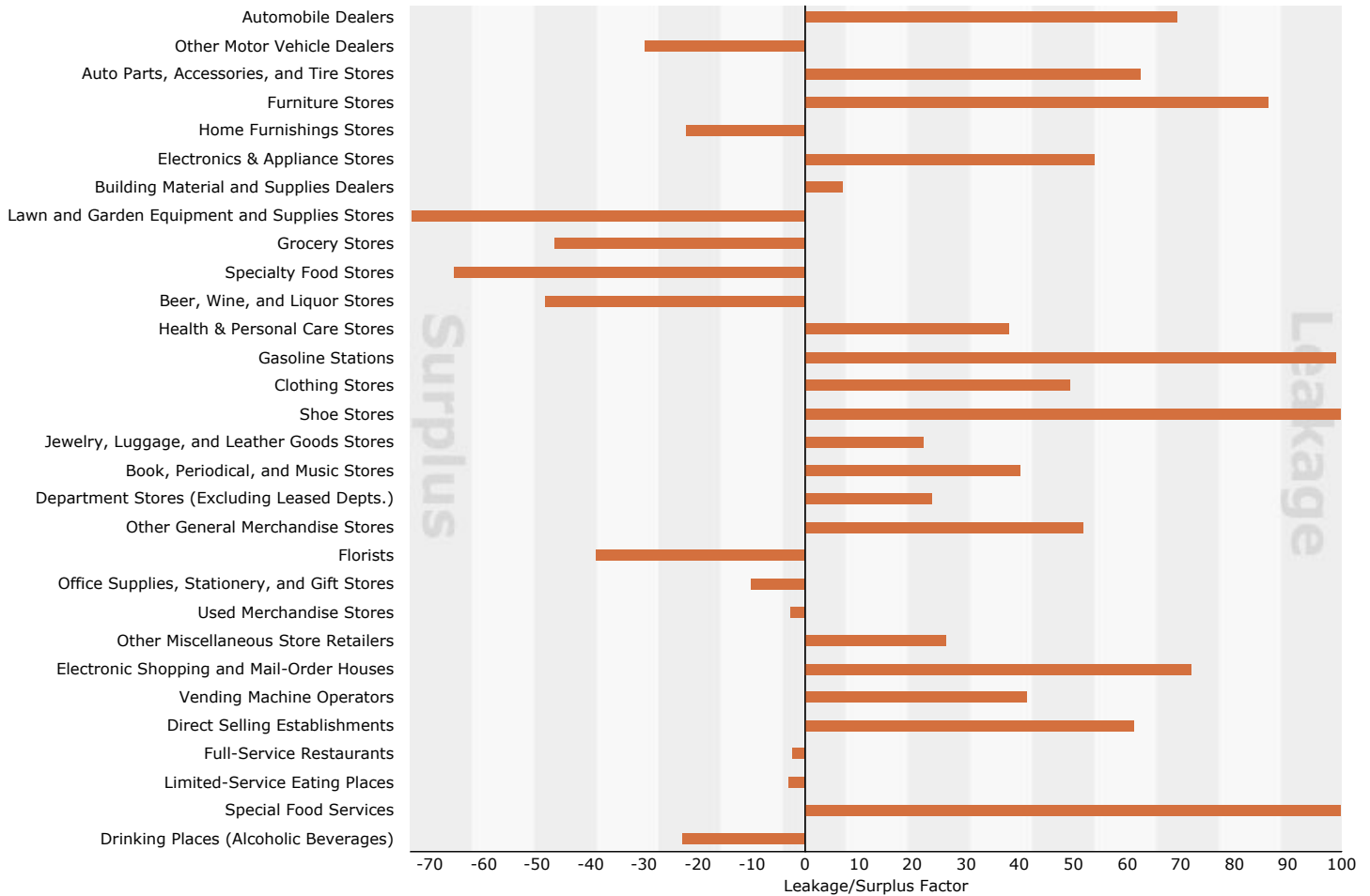
13461 Highway 50, Surf City, NC 28445
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Latitude: 34.449238943
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

13461 Highway 50, Surf City, NC 28445
 Ring: 10 mile radius

Latitude: 34.449238943
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Summary Demographics

2013 Population	23,066
2013 Households	9,591
2013 Median Disposable Income	\$38,531
2013 Per Capita Income	\$26,542

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	\$232,217,554	\$141,740,462	\$90,477,092	24.2	196
Total Retail Trade	44-45	\$209,284,930	\$123,217,956	\$86,066,975	25.9	168
Total Food & Drink	722	\$22,932,624	\$18,522,506	\$4,410,118	10.6	28

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$40,912,704	\$19,973,906	\$20,938,798	34.4	17
Automobile Dealers	4411	\$35,062,028	\$11,273,861	\$23,788,167	51.3	6
Other Motor Vehicle Dealers	4412	\$2,277,963	\$6,590,521	-\$4,312,557	-48.6	6
Auto Parts, Accessories & Tire Stores	4413	\$3,572,712	\$2,109,524	\$1,463,189	25.8	5
Furniture & Home Furnishings Stores	442	\$4,847,843	\$3,904,120	\$943,724	10.8	9
Furniture Stores	4421	\$2,746,557	\$2,049,973	\$696,584	14.5	3
Home Furnishings Stores	4422	\$2,101,286	\$1,854,147	\$247,139	6.2	6
Electronics & Appliance Stores	4431	\$5,800,998	\$2,899,322	\$2,901,677	33.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,742,673	\$10,944,239	-\$3,201,566	-17.1	14
Bldg Material & Supplies Dealers	4441	\$6,597,068	\$5,007,734	\$1,589,334	13.7	10
Lawn & Garden Equip & Supply Stores	4442	\$1,145,605	\$5,936,505	-\$4,790,900	-67.6	4
Food & Beverage Stores	445	\$32,780,591	\$49,258,556	-\$16,477,965	-20.1	33
Grocery Stores	4451	\$31,130,788	\$45,739,935	-\$14,609,147	-19.0	20
Specialty Food Stores	4452	\$567,308	\$1,942,579	-\$1,375,271	-54.8	12
Beer, Wine & Liquor Stores	4453	\$1,082,495	\$1,576,042	-\$493,547	-18.6	1
Health & Personal Care Stores	446,4461	\$18,997,005	\$9,429,621	\$9,567,384	33.7	8
Gasoline Stations	447,4471	\$23,870,192	\$755,104	\$23,115,089	93.9	1
Clothing & Clothing Accessories Stores	448	\$12,574,149	\$3,173,387	\$9,400,762	59.7	7
Clothing Stores	4481	\$8,977,356	\$2,685,138	\$6,292,218	54.0	6
Shoe Stores	4482	\$1,762,885	\$0	\$1,762,885	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,833,908	\$488,249	\$1,345,659	57.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$4,601,915	\$4,610,995	-\$9,080	-0.1	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,423,874	\$3,842,435	-\$418,561	-5.8	13
Book, Periodical & Music Stores	4512	\$1,178,041	\$768,560	\$409,481	21.0	4
General Merchandise Stores	452	\$40,135,596	\$11,026,569	\$29,109,028	56.9	12
Department Stores Excluding Leased Depts.	4521	\$13,688,373	\$4,538,089	\$9,150,284	50.2	4
Other General Merchandise Stores	4529	\$26,447,223	\$6,488,480	\$19,958,743	60.6	8
Miscellaneous Store Retailers	453	\$5,376,839	\$6,125,391	-\$748,552	-6.5	41
Florists	4531	\$278,251	\$329,604	-\$51,353	-8.4	3
Office Supplies, Stationery & Gift Stores	4532	\$1,425,817	\$1,646,044	-\$220,227	-7.2	17
Used Merchandise Stores	4533	\$533,336	\$689,149	-\$155,813	-12.7	6
Other Miscellaneous Store Retailers	4539	\$3,139,436	\$3,460,594	-\$321,158	-4.9	15
Nonstore Retailers	454	\$11,644,423	\$1,116,747	\$10,527,677	82.5	5
Electronic Shopping & Mail-Order Houses	4541	\$8,448,088	\$593,564	\$7,854,524	86.9	1
Vending Machine Operators	4542	\$534,276	\$99,867	\$434,409	68.5	1
Direct Selling Establishments	4543	\$2,662,059	\$423,315	\$2,238,743	72.6	3
Food Services & Drinking Places	722	\$22,932,624	\$18,522,506	\$4,410,118	10.6	28
Full-Service Restaurants	7221	\$8,877,521	\$6,138,822	\$2,738,700	18.2	11
Limited-Service Eating Places	7222	\$11,944,080	\$10,269,184	\$1,674,897	7.5	11
Special Food Services	7223	\$526,258	\$133,481	\$392,777	59.5	0
Drinking Places - Alcoholic Beverages	7224	\$1,584,764	\$1,981,020	-\$396,256	-11.1	6

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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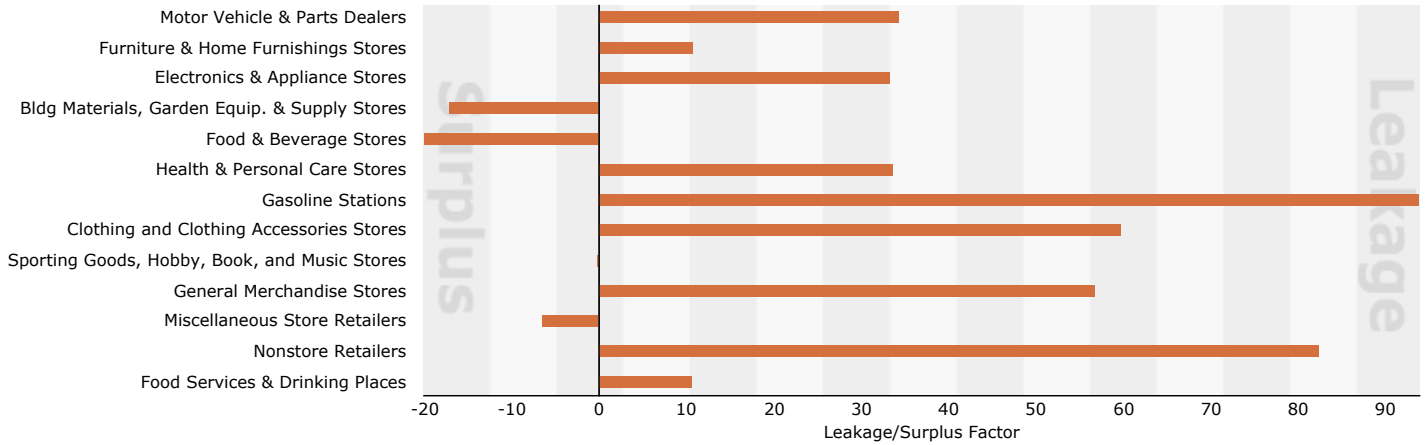


Retail MarketPlace Profile

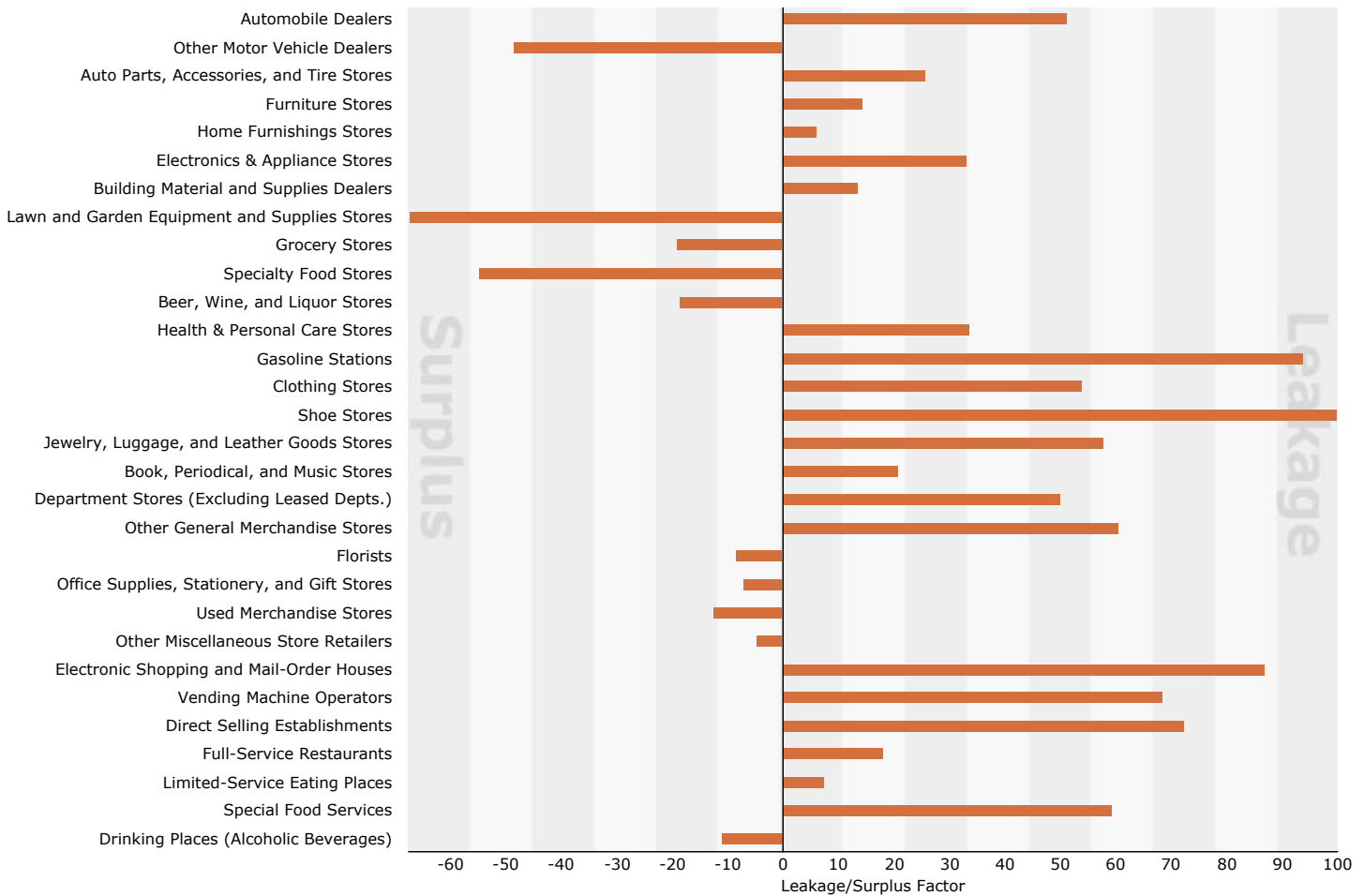
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 Ring: 10 mile radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

13461 Highway 50, Surf City, NC 28445
 Ring: 15 mile radius

Latitude: 34.449238943
 Longitude: -77.56270215

Summary Demographics

2013 Population	36,966
2013 Households	14,648
2013 Median Disposable Income	\$39,531
2013 Per Capita Income	\$26,660

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	\$356,296,335	\$190,048,405	\$166,247,931	30.4	282
Total Retail Trade	44-45	\$321,241,959	\$162,404,884	\$158,837,074	32.8	239
Total Food & Drink	722	\$35,054,377	\$27,643,520	\$7,410,857	11.8	43

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$62,792,905	\$32,383,655	\$30,409,250	32.0	25
Automobile Dealers	4411	\$53,786,108	\$20,941,718	\$32,844,389	44.0	9
Other Motor Vehicle Dealers	4412	\$3,530,782	\$8,917,386	-\$5,386,605	-43.3	10
Auto Parts, Accessories & Tire Stores	4413	\$5,476,016	\$2,524,550	\$2,951,466	36.9	6
Furniture & Home Furnishings Stores	442	\$7,419,867	\$4,720,409	\$2,699,458	22.2	12
Furniture Stores	4421	\$4,203,688	\$2,529,317	\$1,674,371	24.9	5
Home Furnishings Stores	4422	\$3,216,178	\$2,191,092	\$1,025,086	19.0	7
Electronics & Appliance Stores	4431	\$8,893,994	\$3,031,759	\$5,862,235	49.2	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,939,484	\$16,017,771	-\$4,078,288	-14.6	20
Bldg Material & Supplies Dealers	4441	\$10,159,855	\$8,057,296	\$2,102,559	11.5	14
Lawn & Garden Equip & Supply Stores	4442	\$1,779,629	\$7,960,475	-\$6,180,846	-63.5	6
Food & Beverage Stores	445	\$50,332,056	\$58,091,708	-\$7,759,651	-7.2	44
Grocery Stores	4451	\$47,806,769	\$52,533,639	-\$4,726,869	-4.7	26
Specialty Food Stores	4452	\$871,518	\$2,482,675	-\$1,611,157	-48.0	16
Beer, Wine & Liquor Stores	4453	\$1,653,769	\$3,075,394	-\$1,421,625	-30.1	2
Health & Personal Care Stores	446,4461	\$29,089,297	\$13,420,051	\$15,669,245	36.9	15
Gasoline Stations	447,4471	\$36,651,308	\$776,556	\$35,874,752	95.9	1
Clothing & Clothing Accessories Stores	448	\$19,227,576	\$3,696,485	\$15,531,091	67.8	10
Clothing Stores	4481	\$13,734,357	\$2,978,568	\$10,755,789	64.4	8
Shoe Stores	4482	\$2,702,169	\$0	\$2,702,169	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,791,050	\$717,917	\$2,073,133	59.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$7,093,659	\$5,382,952	\$1,710,708	13.7	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,280,922	\$4,404,127	\$876,795	9.1	16
Book, Periodical & Music Stores	4512	\$1,812,737	\$978,824	\$833,912	29.9	5
General Merchandise Stores	452	\$61,598,930	\$12,236,656	\$49,362,273	66.9	13
Department Stores Excluding Leased Depts.	4521	\$20,976,226	\$5,692,560	\$15,283,666	57.3	5
Other General Merchandise Stores	4529	\$40,622,704	\$6,544,097	\$34,078,607	72.3	8
Miscellaneous Store Retailers	453	\$8,261,073	\$11,261,109	-\$3,000,036	-15.4	66
Florists	4531	\$430,644	\$703,431	-\$272,786	-24.1	6
Office Supplies, Stationery & Gift Stores	4532	\$2,186,351	\$2,020,380	\$165,971	3.9	23
Used Merchandise Stores	4533	\$818,343	\$1,056,976	-\$238,632	-12.7	10
Other Miscellaneous Store Retailers	4539	\$4,825,735	\$7,480,323	-\$2,654,588	-21.6	27
Nonstore Retailers	454	\$17,941,809	\$1,385,773	\$16,556,036	85.7	6
Electronic Shopping & Mail-Order Houses	4541	\$12,975,469	\$593,564	\$12,381,905	91.3	1
Vending Machine Operators	4542	\$820,385	\$101,970	\$718,415	77.9	1
Direct Selling Establishments	4543	\$4,145,955	\$690,239	\$3,455,716	71.5	4
Food Services & Drinking Places	722	\$35,054,377	\$27,643,520	\$7,410,857	11.8	43
Full-Service Restaurants	7221	\$13,573,672	\$9,460,395	\$4,113,277	17.9	16
Limited-Service Eating Places	7222	\$18,254,369	\$14,881,833	\$3,372,536	10.2	16
Special Food Services	7223	\$811,362	\$378,569	\$432,792	36.4	2
Drinking Places - Alcoholic Beverages	7224	\$2,414,974	\$2,922,723	-\$507,749	-9.5	9

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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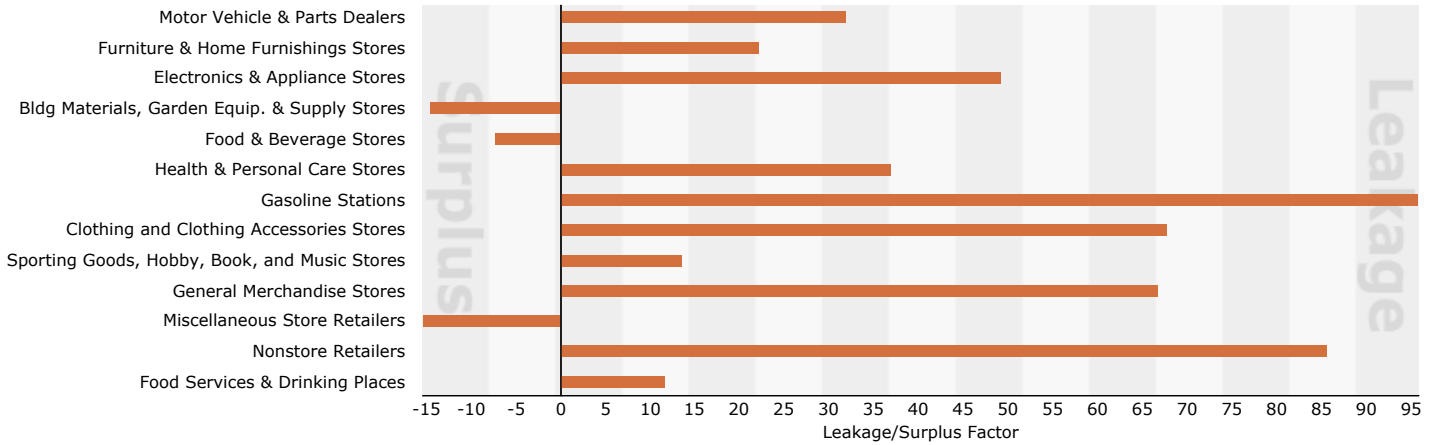


Retail MarketPlace Profile

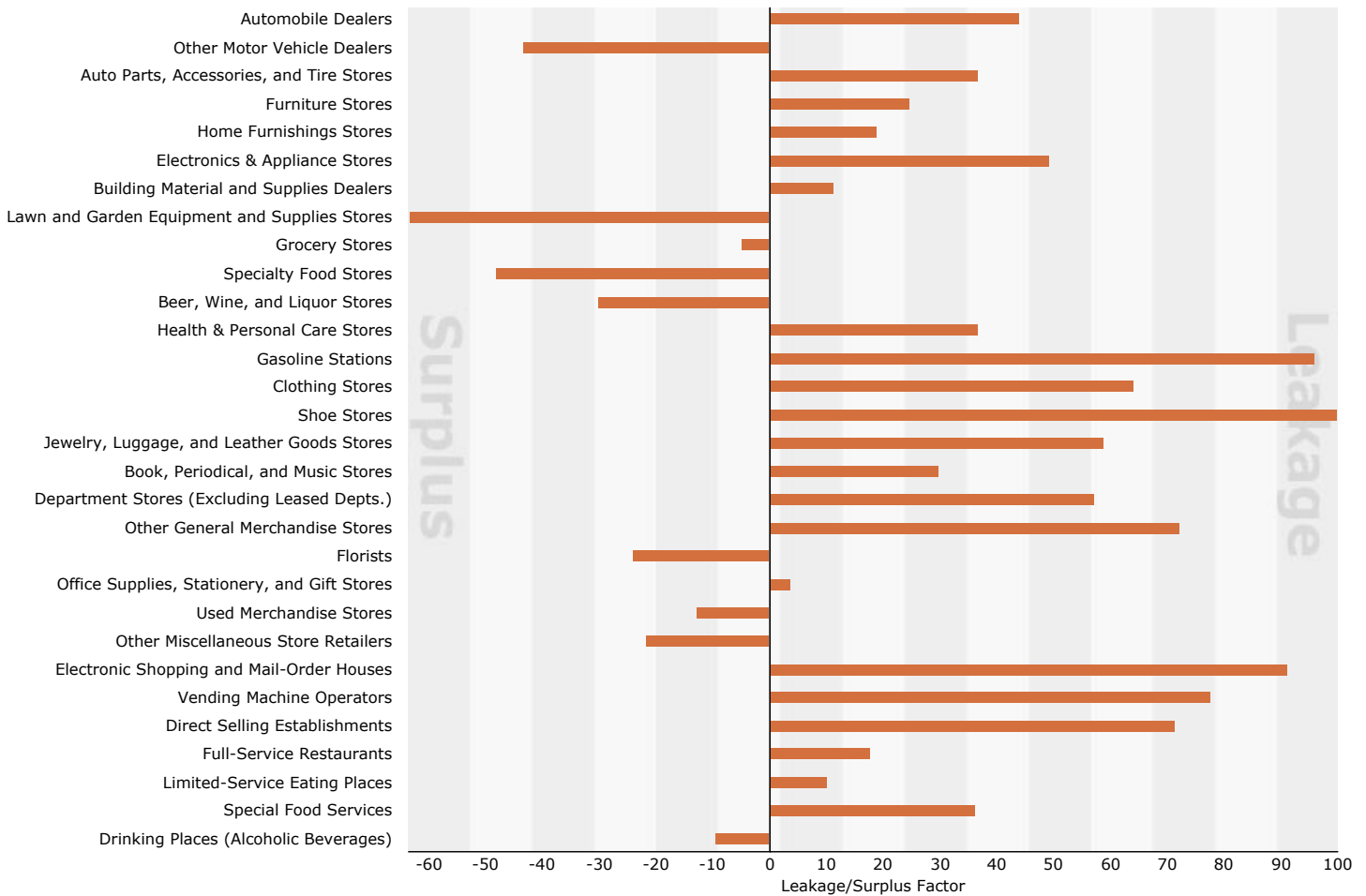
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 Ring: 15 mile radius

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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