

Burke County, NC_3
Burke County, NC (37023)
Geography: County

Summary Demographics

2010 Population	90,059
2010 Households	34,827
2010 Median Disposable Income	\$35,671
2010 Per Capita Income	\$20,354

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$739,048,287	\$635,877,482	\$103,170,805	7.5	569
Total Retail Trade (NAICS 44-45)	\$639,883,292	\$561,070,089	\$78,813,203	6.6	452
Total Food & Drink (NAICS 722)	\$99,164,995	\$74,807,393	\$24,357,602	14.0	117

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$161,248,553	\$122,145,559	\$39,102,994	13.8	77
Automobile Dealers (NAICS 4411)	\$135,688,324	\$110,514,353	\$25,173,971	10.2	40
Other Motor Vehicle Dealers (NAICS 4412)	\$15,976,403	\$5,000,761	\$10,975,642	52.3	10
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,583,826	\$6,630,445	\$2,953,381	18.2	27
Furniture & Home Furnishings Stores (NAICS 442)	\$21,498,005	\$23,468,413	-\$1,970,408	-4.4	30
Furniture Stores (NAICS 4421)	\$15,118,627	\$20,249,743	-\$5,131,116	-14.5	17
Home Furnishings Stores (NAICS 4422)	\$6,379,378	\$3,218,670	\$3,160,708	32.9	13
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$16,070,314	\$4,161,387	\$11,908,927	58.9	14
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$29,786,777	\$29,002,533	\$784,244	1.3	52
Building Material and Supplies Dealers (NAICS 4441)	\$23,867,893	\$24,602,965	-\$735,072	-1.5	28
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,918,884	\$4,399,568	\$1,519,316	14.7	24
Food & Beverage Stores (NAICS 445)	\$108,211,807	\$115,679,570	-\$7,467,763	-3.3	54
Grocery Stores (NAICS 4451)	\$106,896,371	\$114,559,217	-\$7,662,846	-3.5	45
Specialty Food Stores (NAICS 4452)	\$816,203	\$1,120,353	-\$304,150	-15.7	9
Beer, Wine, and Liquor Stores (NAICS 4453)	\$499,233	\$0	\$499,233	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$27,653,763	\$18,141,911	\$9,511,852	20.8	24
Gasoline Stations (NAICS 447/4471)	\$126,003,344	\$143,994,943	-\$17,991,599	-6.7	42
Clothing and Clothing Accessories Stores (NAICS 448)	\$20,173,360	\$6,418,792	\$13,754,568	51.7	27
Clothing Stores (NAICS 4481)	\$15,924,414	\$4,470,593	\$11,453,821	56.2	17
Shoe Stores (NAICS 4482)	\$2,803,026	\$1,353,800	\$1,449,226	34.9	5
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,445,920	\$594,399	\$851,521	41.7	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$7,062,761	\$4,089,689	\$2,973,072	26.7	42
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,077,606	\$1,889,731	\$1,187,875	23.9	29
Book, Periodical, and Music Stores (NAICS 4512)	\$3,985,155	\$2,199,958	\$1,785,197	28.9	13

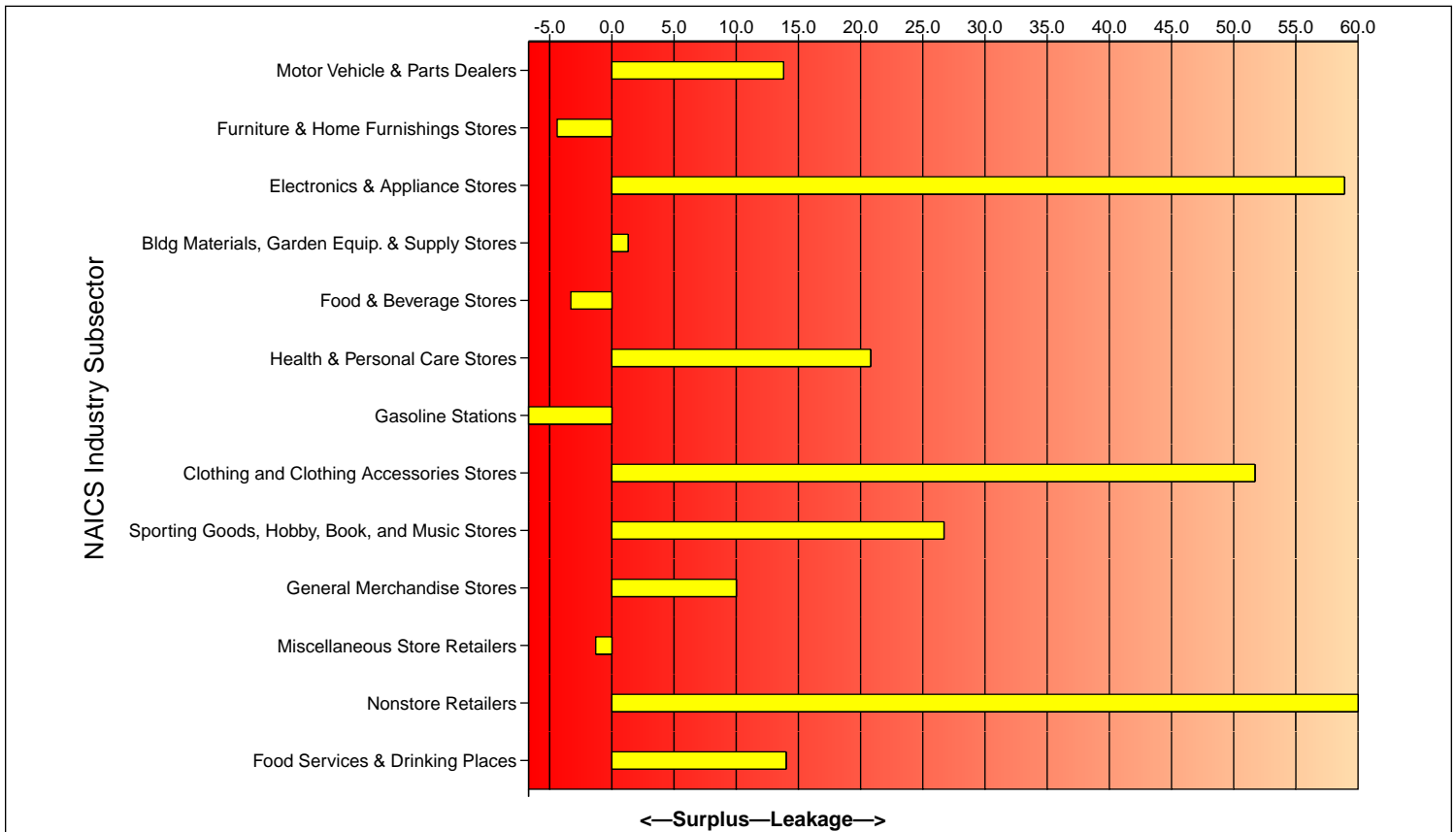
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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.

Sources: Esri and Infogroup

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$95,547,060	\$78,173,910	\$17,373,150	10.0	23
Department Stores Excluding Leased Depts.(NAICS 4521)	\$44,991,831	\$20,376,191	\$24,615,640	37.7	6
Other General Merchandise Stores (NAICS 4529)	\$50,555,229	\$57,797,719	\$-7,242,490	-6.7	17
Miscellaneous Store Retailers (NAICS 453)	\$11,772,211	\$12,081,473	\$-309,262	-1.3	66
Florists (NAICS 4531)	\$875,749	\$570,069	\$305,680	21.1	9
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$3,929,778	\$1,017,044	\$2,912,734	58.9	6
Used Merchandise Stores (NAICS 4533)	\$982,887	\$1,186,462	\$-203,575	-9.4	24
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,983,797	\$9,307,898	\$-3,324,101	-21.7	27
Nonstore Retailers (NAICS 454)	\$14,855,337	\$3,711,909	\$11,143,428	60.0	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$8,364,807	\$3,711,909	\$4,652,898	38.5	1
Direct Selling Establishments (NAICS 4543)	\$6,490,530	\$0	\$6,490,530	100.0	0
Food Services & Drinking Places (NAICS 722)	\$99,164,995	\$74,807,393	\$24,357,602	14.0	117
Full-Service Restaurants (NAICS 7221)	\$26,419,505	\$32,536,121	\$-6,116,616	-10.4	74
Limited-Service Eating Places (NAICS 7222)	\$67,222,054	\$39,454,372	\$27,767,682	26.0	36
Special Food Services (NAICS 7223)	\$1,381,412	\$2,310,090	\$-928,678	-25.2	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,142,024	\$506,810	\$3,635,214	78.2	2

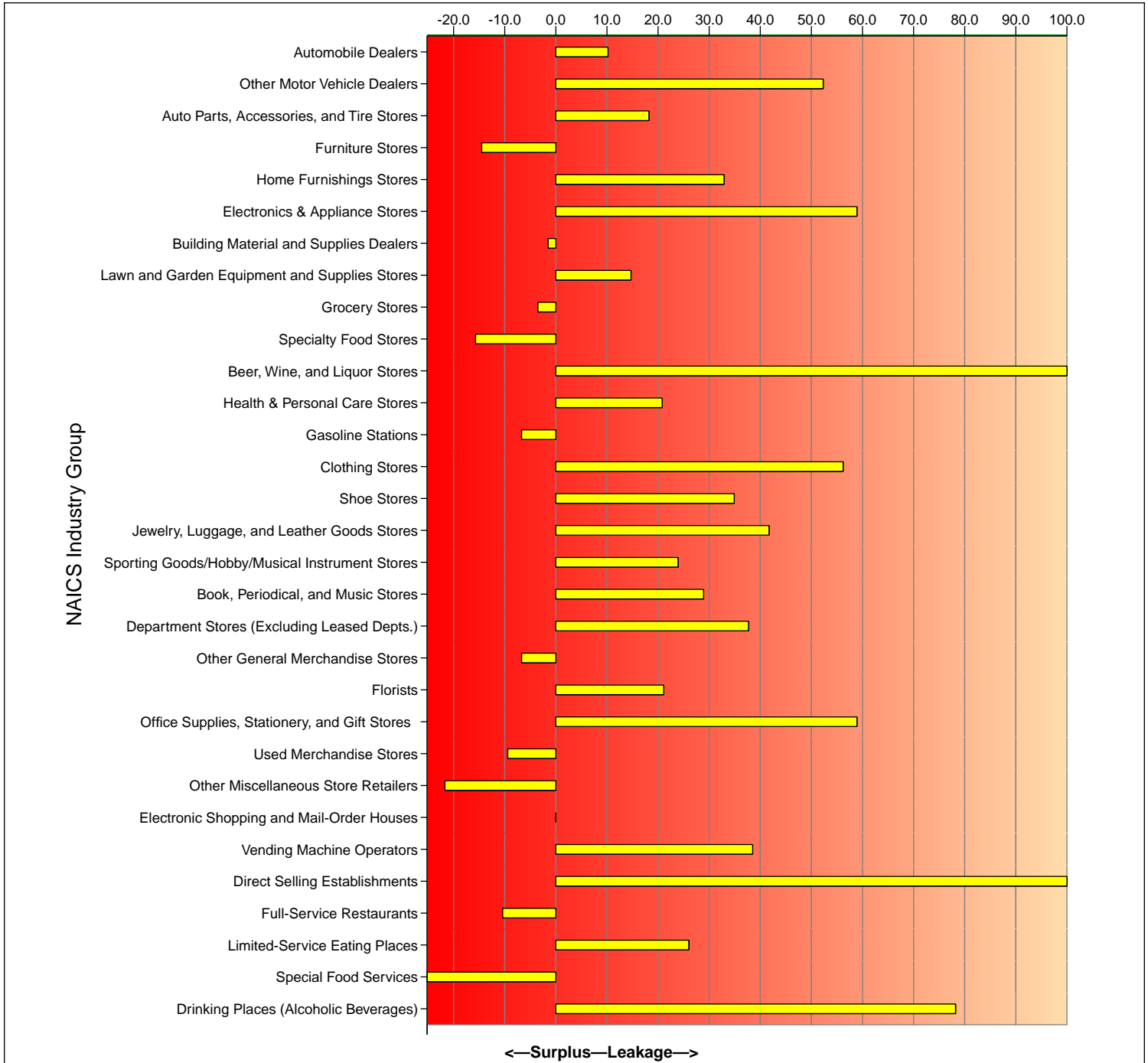
Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

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Leakage/Surplus Factor by Industry Group



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