



Retail MarketPlace Profile

Central Avenue Butner
 Central Ave, Butner, North Carolina, 27509
 Drive Time Band: 0 - 5 minute radius

MCiriello, Planning Director, Town of Butner
 Latitude: 36.13690
 Longitude: -78.76111

Summary Demographics

2018 Population	3,981
2018 Households	1,423
2018 Median Disposable Income	\$34,123
2018 Per Capita Income	\$19,694

2017 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	\$33,624,405	\$53,963,721	-\$20,339,316	-23.2	20
Total Retail Trade	44-45	\$30,353,497	\$52,695,946	-\$22,342,449	-26.9	16
Total Food & Drink	722	\$3,270,908	\$1,267,774	\$2,003,134	44.1	5

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,513,708	\$739,403	\$5,774,305	79.6	1
Automobile Dealers	4411	\$5,344,081	\$0	\$5,344,081	100.0	0
Other Motor Vehicle Dealers	4412	\$524,509	\$0	\$524,509	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$645,118	\$302,160	\$342,958	36.2	1
Furniture & Home Furnishings Stores	442	\$1,194,543	\$0	\$1,194,543	100.0	0
Furniture Stores	4421	\$719,384	\$0	\$719,384	100.0	0
Home Furnishings Stores	4422	\$475,159	\$0	\$475,159	100.0	0
Electronics & Appliance Stores	443	\$909,168	\$1,819,043	-\$909,875	-33.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,214,097	\$184,385	\$2,029,712	84.6	2
Bldg Material & Supplies Dealers	4441	\$2,082,745	\$0	\$2,082,745	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$131,352	\$159,891	-\$28,539	-9.8	2
Food & Beverage Stores	445	\$5,239,188	\$34,164,141	-\$28,924,953	-73.4	3
Grocery Stores	4451	\$4,864,405	\$33,451,271	-\$28,586,866	-74.6	2
Specialty Food Stores	4452	\$191,329	\$0	\$191,329	100.0	0
Beer, Wine & Liquor Stores	4453	\$183,454	\$712,870	-\$529,416	-59.1	1
Health & Personal Care Stores	446,4461	\$1,906,601	\$1,522,723	\$383,878	11.2	2
Gasoline Stations	447,4471	\$3,258,992	\$11,757,271	-\$8,498,279	-56.6	3
Clothing & Clothing Accessories Stores	448	\$1,450,218	\$420,209	\$1,030,009	55.1	1
Clothing Stores	4481	\$950,309	\$0	\$950,309	100.0	0
Shoe Stores	4482	\$233,513	\$0	\$233,513	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$266,397	\$391,499	-\$125,102	-19.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$809,817	\$147,830	\$661,987	69.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$686,081	\$147,830	\$538,251	64.5	1
Book, Periodical & Music Stores	4512	\$123,736	\$0	\$123,736	100.0	0
General Merchandise Stores	452	\$5,049,917	\$1,572,289	\$3,477,628	52.5	1
Department Stores Excluding Leased Depts.	4521	\$3,655,383	\$0	\$3,655,383	100.0	0
Other General Merchandise Stores	4529	\$1,394,534	\$1,572,289	-\$177,755	-6.0	1
Miscellaneous Store Retailers	453	\$1,301,241	\$256,778	\$1,044,463	67.0	1
Florists	4531	\$44,529	\$0	\$44,529	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$280,581	\$0	\$280,581	100.0	0
Used Merchandise Stores	4533	\$155,621	\$0	\$155,621	100.0	0
Other Miscellaneous Store Retailers	4539	\$820,511	\$254,317	\$566,194	52.7	1
Nonstore Retailers	454	\$506,008	\$0	\$506,008	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$371,213	\$0	\$371,213	100.0	0
Vending Machine Operators	4542	\$28,646	\$0	\$28,646	100.0	0
Direct Selling Establishments	4543	\$106,148	\$0	\$106,148	100.0	0
Food Services & Drinking Places	722	\$3,270,908	\$1,267,774	\$2,003,134	44.1	5
Special Food Services	7223	\$29,775	\$0	\$29,775	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$225,507	\$0	\$225,507	100.0	0
Restaurants/Other Eating Places	7225	\$3,015,626	\$1,267,774	\$1,747,852	40.8	5

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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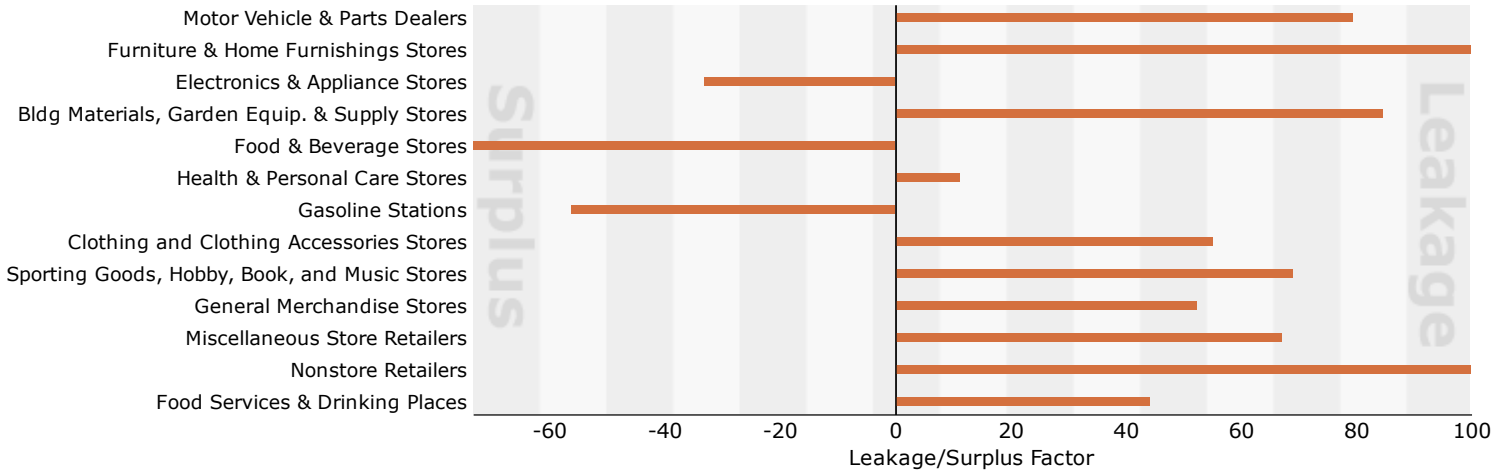


Retail MarketPlace Profile

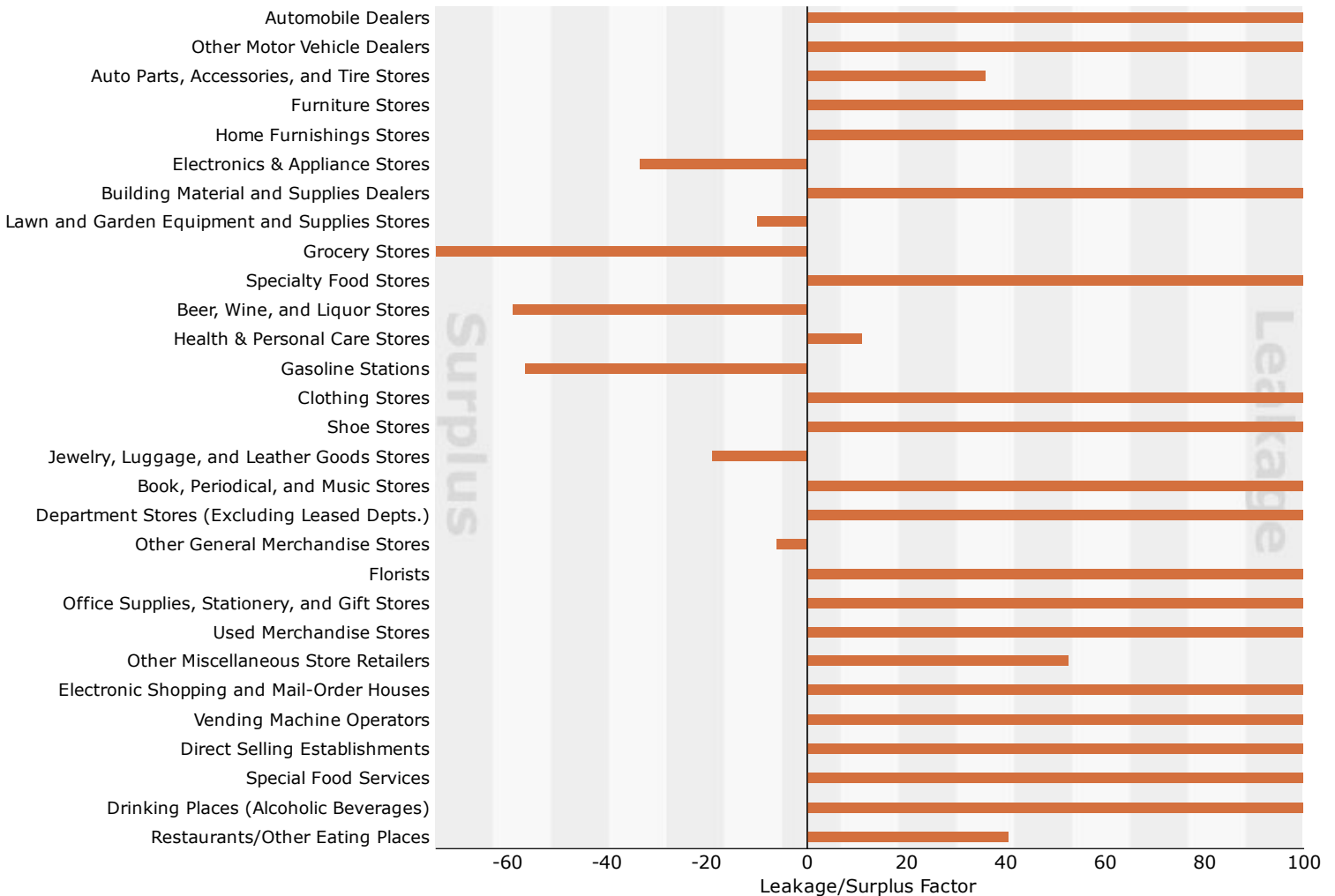
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 Central Ave, Butner, North Carolina, 27509
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MCiriello, Planning Director, Town of Butner
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Central Avenue Butner
 Central Ave, Butner, North Carolina, 27509
 Drive Time Band: 5 - 10 minute radius

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Summary Demographics

2018 Population	6,135
2018 Households	2,258
2018 Median Disposable Income	\$44,823
2018 Per Capita Income	\$24,488

2017 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	\$68,291,818	\$84,202,203	-\$15,910,385	-10.4	45
Total Retail Trade	44-45	\$61,647,010	\$76,628,460	-\$14,981,450	-10.8	30
Total Food & Drink	722	\$6,644,808	\$7,573,743	-\$928,935	-6.5	15

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,368,317	\$24,840,286	-\$11,471,969	-30.0	7
Automobile Dealers	4411	\$10,982,122	\$21,650,269	-\$10,668,147	-32.7	3
Other Motor Vehicle Dealers	4412	\$1,081,727	\$0	\$1,081,727	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,304,469	\$3,190,017	-\$1,885,548	-42.0	4
Furniture & Home Furnishings Stores	442	\$2,437,103	\$225,251	\$2,211,852	83.1	1
Furniture Stores	4421	\$1,471,374	\$0	\$1,471,374	100.0	0
Home Furnishings Stores	4422	\$965,730	\$225,251	\$740,479	62.2	1
Electronics & Appliance Stores	443	\$1,841,527	\$0	\$1,841,527	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,511,873	\$1,975,875	\$2,535,998	39.1	3
Bldg Material & Supplies Dealers	4441	\$4,248,136	\$1,848,562	\$2,399,574	39.4	3
Lawn & Garden Equip & Supply Stores	4442	\$263,738	\$0	\$263,738	100.0	0
Food & Beverage Stores	445	\$10,578,557	\$18,580,294	-\$8,001,737	-27.4	2
Grocery Stores	4451	\$9,824,345	\$18,223,860	-\$8,399,515	-29.9	1
Specialty Food Stores	4452	\$387,146	\$0	\$387,146	100.0	0
Beer, Wine & Liquor Stores	4453	\$367,066	\$0	\$367,066	100.0	0
Health & Personal Care Stores	446,4461	\$3,835,567	\$9,766,309	-\$5,930,742	-43.6	4
Gasoline Stations	447,4471	\$6,632,937	\$10,203,781	-\$3,570,844	-21.2	3
Clothing & Clothing Accessories Stores	448	\$2,923,923	\$1,432,866	\$1,491,057	34.2	1
Clothing Stores	4481	\$1,915,930	\$1,397,276	\$518,654	15.7	1
Shoe Stores	4482	\$474,758	\$0	\$474,758	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$533,235	\$0	\$533,235	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,640,575	\$775,736	\$864,839	35.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,388,976	\$522,908	\$866,068	45.3	1
Book, Periodical & Music Stores	4512	\$251,600	\$0	\$251,600	100.0	0
General Merchandise Stores	452	\$10,220,943	\$2,354,197	\$7,866,746	62.6	3
Department Stores Excluding Leased Depts.	4521	\$7,394,845	\$0	\$7,394,845	100.0	0
Other General Merchandise Stores	4529	\$2,826,097	\$2,354,197	\$471,900	9.1	3
Miscellaneous Store Retailers	453	\$2,641,479	\$1,034,575	\$1,606,904	43.7	3
Florists	4531	\$88,306	\$119,793	-\$31,487	-15.1	1
Office Supplies, Stationery & Gift Stores	4532	\$568,693	\$0	\$568,693	100.0	0
Used Merchandise Stores	4533	\$317,339	\$61,344	\$255,995	67.6	1
Other Miscellaneous Store Retailers	4539	\$1,667,141	\$843,116	\$824,025	32.8	2
Nonstore Retailers	454	\$1,014,209	\$5,268,950	-\$4,254,741	-67.7	2
Electronic Shopping & Mail-Order Houses	4541	\$751,015	\$0	\$751,015	100.0	0
Vending Machine Operators	4542	\$57,921	\$0	\$57,921	100.0	0
Direct Selling Establishments	4543	\$205,273	\$5,268,950	-\$5,063,677	-92.5	2
Food Services & Drinking Places	722	\$6,644,808	\$7,573,743	-\$928,935	-6.5	15
Special Food Services	7223	\$61,306	\$0	\$61,306	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$453,880	\$0	\$453,880	100.0	0
Restaurants/Other Eating Places	7225	\$6,129,622	\$7,415,102	-\$1,285,480	-9.5	14

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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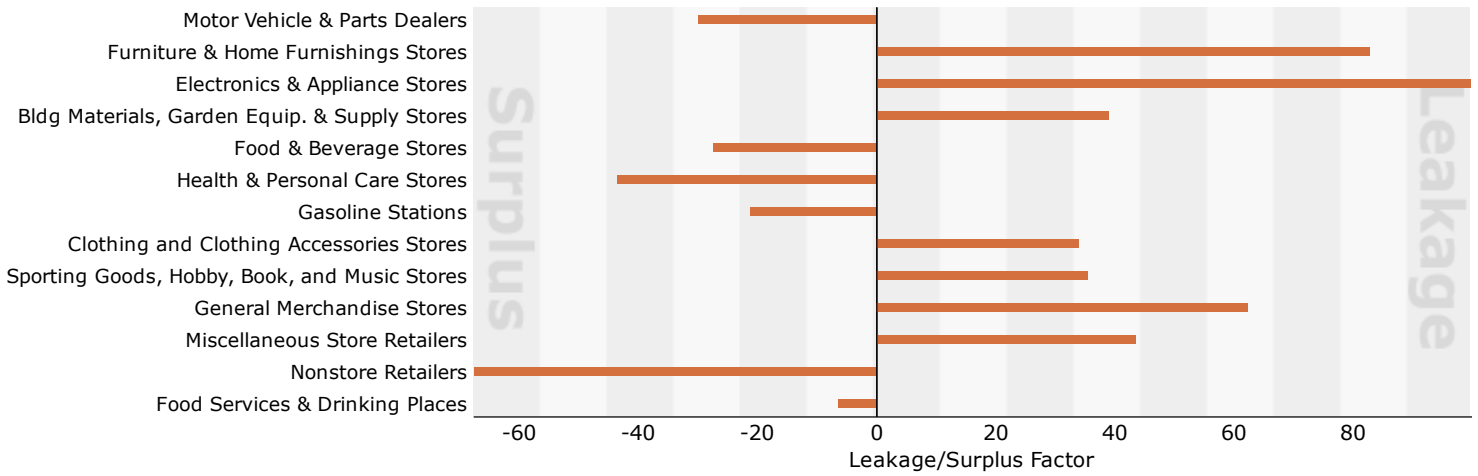


Retail MarketPlace Profile

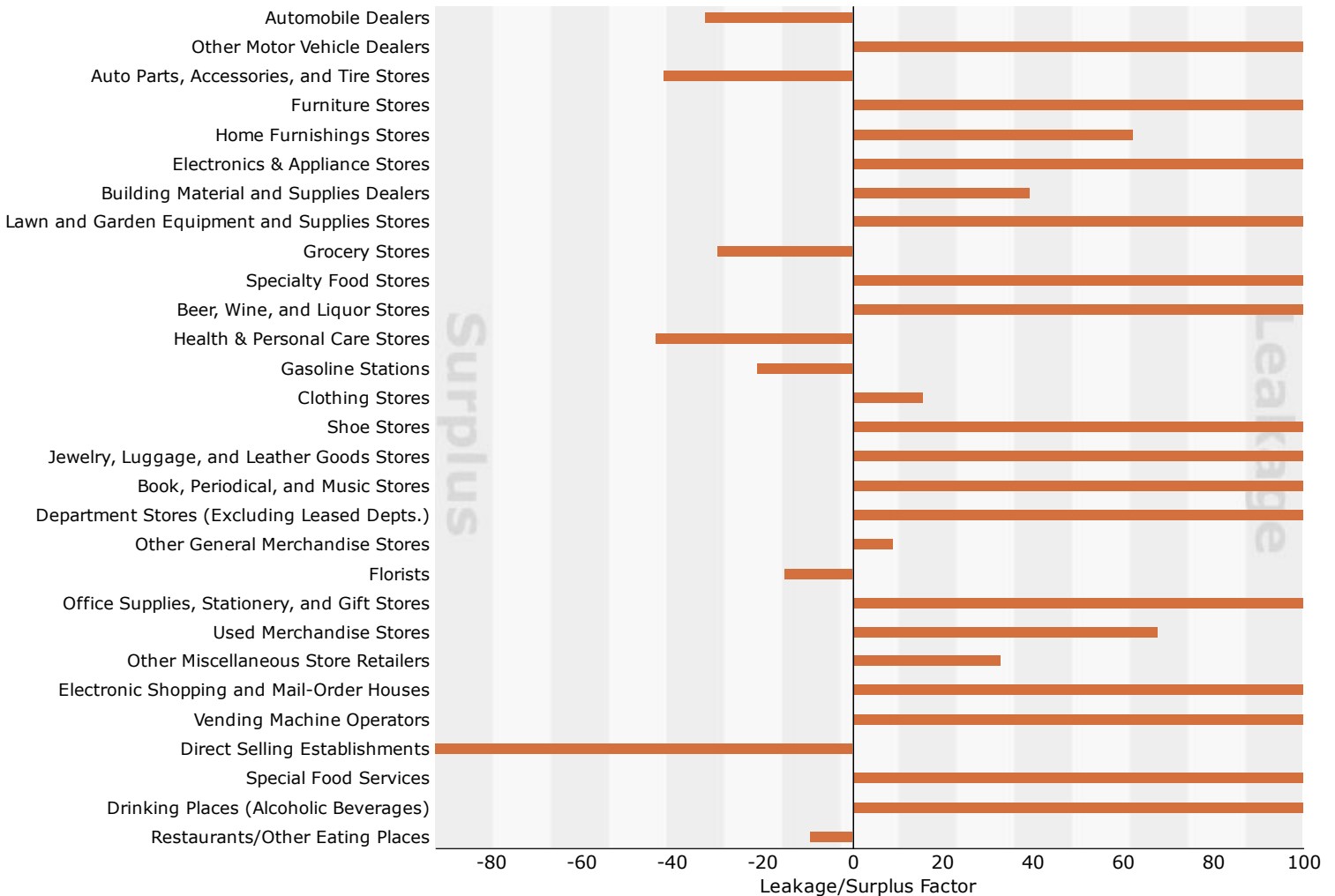
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Central Avenue Butner
 Central Ave, Butner, North Carolina, 27509
 Drive Time Band: 10 - 20 minute radius

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Summary Demographics

2018 Population	127,365
2018 Households	46,362
2018 Median Disposable Income	\$38,801
2018 Per Capita Income	\$25,441

2017 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	\$1,348,813,694	\$1,557,744,981	-\$208,931,287	-7.2	913
Total Retail Trade	44-45	\$1,214,234,913	\$1,358,694,275	-\$144,459,362	-5.6	634
Total Food & Drink	722	\$134,578,781	\$199,050,706	-\$64,471,925	-19.3	279

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$257,377,685	\$191,881,897	\$65,495,788	14.6	95
Automobile Dealers	4411	\$211,455,843	\$117,964,617	\$93,491,226	28.4	45
Other Motor Vehicle Dealers	4412	\$20,077,204	\$6,043,737	\$14,033,467	53.7	6
Auto Parts, Accessories & Tire Stores	4413	\$25,844,638	\$67,873,542	-\$42,028,904	-44.8	44
Furniture & Home Furnishings Stores	442	\$47,613,017	\$40,618,261	\$6,994,756	7.9	32
Furniture Stores	4421	\$29,487,838	\$17,419,813	\$12,068,025	25.7	13
Home Furnishings Stores	4422	\$18,125,180	\$23,198,447	-\$5,073,267	-12.3	20
Electronics & Appliance Stores	443	\$37,544,548	\$30,769,947	\$6,774,601	9.9	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$80,256,836	\$86,412,043	-\$6,155,207	-3.7	51
Bldg Material & Supplies Dealers	4441	\$75,546,339	\$81,613,967	-\$6,067,628	-3.9	42
Lawn & Garden Equip & Supply Stores	4442	\$4,710,497	\$4,798,076	-\$87,579	-0.9	9
Food & Beverage Stores	445	\$215,074,586	\$213,757,980	\$1,316,606	0.3	76
Grocery Stores	4451	\$199,593,517	\$205,322,070	-\$5,728,553	-1.4	61
Specialty Food Stores	4452	\$7,863,665	\$2,686,002	\$5,177,663	49.1	9
Beer, Wine & Liquor Stores	4453	\$7,617,404	\$5,749,908	\$1,867,496	14.0	5
Health & Personal Care Stores	446,4461	\$74,395,806	\$84,942,379	-\$10,546,573	-6.6	46
Gasoline Stations	447,4471	\$131,083,464	\$183,806,042	-\$52,722,578	-16.7	61
Clothing & Clothing Accessories Stores	448	\$60,089,195	\$53,384,406	\$6,704,789	5.9	77
Clothing Stores	4481	\$39,229,223	\$37,410,711	\$1,818,512	2.4	49
Shoe Stores	4482	\$9,598,754	\$10,077,909	-\$479,155	-2.4	11
Jewelry, Luggage & Leather Goods Stores	4483	\$11,261,219	\$5,895,786	\$5,365,433	31.3	17
Sporting Goods, Hobby, Book & Music Stores	451	\$32,947,376	\$33,064,327	-\$116,951	-0.2	38
Sporting Goods/Hobby/Musical Instr Stores	4511	\$27,627,182	\$29,480,538	-\$1,853,356	-3.2	29
Book, Periodical & Music Stores	4512	\$5,320,195	\$3,583,789	\$1,736,406	19.5	9
General Merchandise Stores	452	\$205,831,548	\$374,670,086	-\$168,838,538	-29.1	37
Department Stores Excluding Leased Depts.	4521	\$149,135,627	\$190,229,861	-\$41,094,234	-12.1	14
Other General Merchandise Stores	4529	\$56,695,921	\$184,440,225	-\$127,744,304	-53.0	24
Miscellaneous Store Retailers	453	\$51,857,990	\$42,852,598	\$9,005,392	9.5	82
Florists	4531	\$1,639,757	\$1,637,687	\$2,070	0.1	9
Office Supplies, Stationery & Gift Stores	4532	\$11,300,041	\$6,155,844	\$5,144,197	29.5	18
Used Merchandise Stores	4533	\$6,432,079	\$5,242,006	\$1,190,073	10.2	17
Other Miscellaneous Store Retailers	4539	\$32,486,114	\$29,817,061	\$2,669,053	4.3	39
Nonstore Retailers	454	\$20,162,861	\$22,534,309	-\$2,371,448	-5.6	14
Electronic Shopping & Mail-Order Houses	4541	\$14,845,718	\$5,514,888	\$9,330,830	45.8	6
Vending Machine Operators	4542	\$1,181,060	\$0	\$1,181,060	100.0	0
Direct Selling Establishments	4543	\$4,136,083	\$17,019,421	-\$12,883,338	-60.9	8
Food Services & Drinking Places	722	\$134,578,781	\$199,050,706	-\$64,471,925	-19.3	279
Special Food Services	7223	\$1,196,250	\$2,622,958	-\$1,426,708	-37.4	6
Drinking Places - Alcoholic Beverages	7224	\$9,231,977	\$5,943,391	\$3,288,586	21.7	15
Restaurants/Other Eating Places	7225	\$124,150,554	\$190,484,356	-\$66,333,802	-21.1	257

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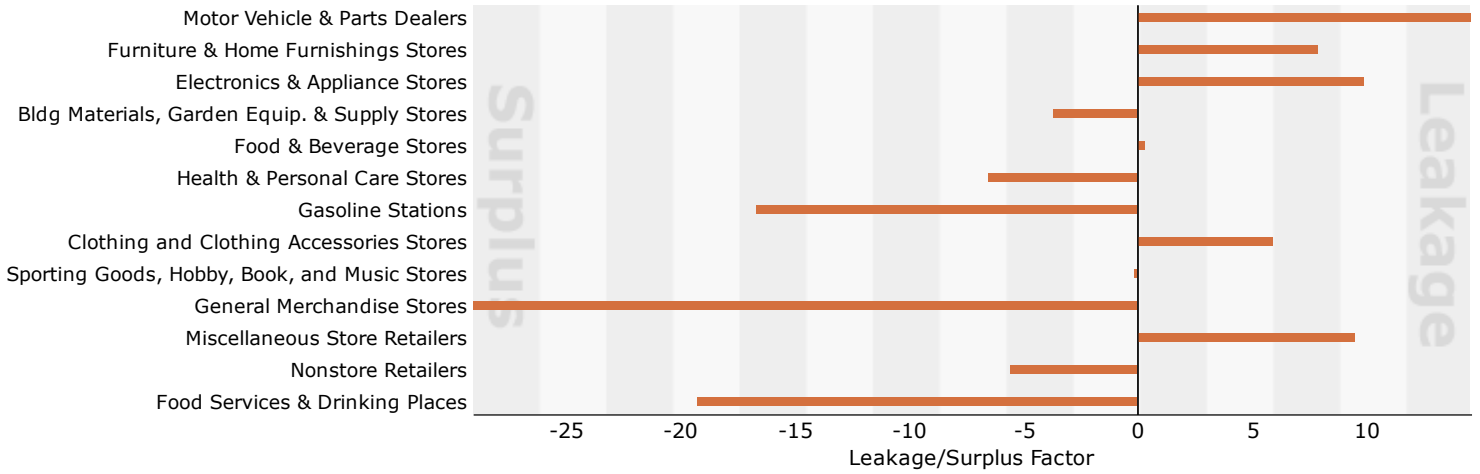


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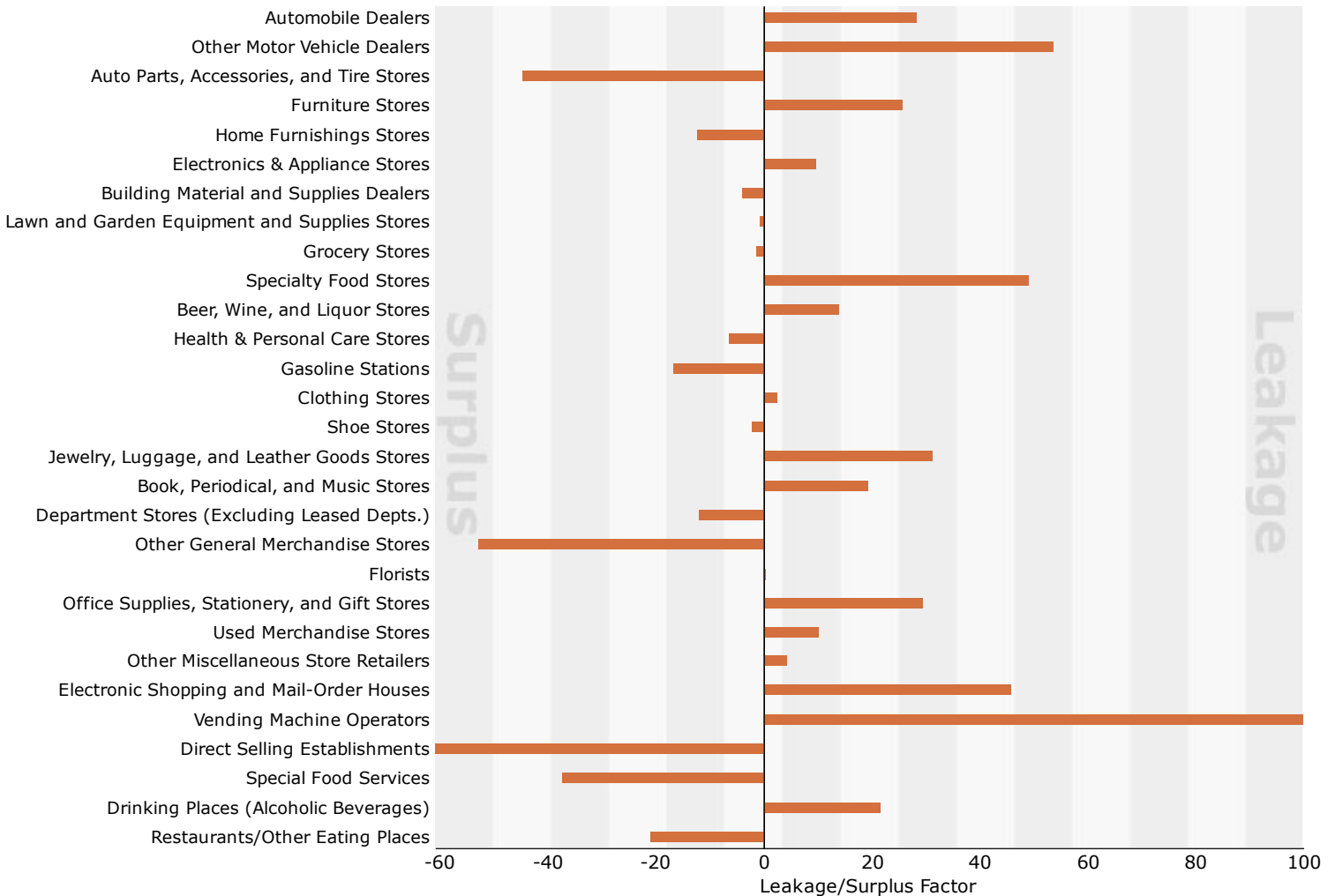
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