



**Jamestown**  
**301 E Main St**  
**Jamestown, NC 27282**

Site Type: Radius

Latitude: 35.996573  
 Longitude: -79.93514  
 Radius: 3.0 mile

### Summary Demographics

2007 Population	36,409
2007 Households	13,872
2007 Median Disposable Income	\$55,515
2007 Per Capita Income	\$37,039

### 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)	\$518,667,321	\$262,233,169	\$256,434,152	32.8	200
Total Retail Trade (NAICS 44-45)	\$451,510,303	\$223,374,246	\$228,136,057	33.8	156
Total Food & Drink (NAICS 722)	\$67,157,018	\$38,858,923	\$28,298,095	26.7	44

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$121,394,923	\$6,586,662	\$114,808,261	89.7	12
Automobile Dealers (NAICS 4411)	\$104,278,896	\$4,488,765	\$99,790,131	91.7	7
Other Motor Vehicle Dealers (NAICS 4412)	\$10,693,375	\$494,081	\$10,199,294	91.2	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$6,422,652	\$1,603,816	\$4,818,836	60.0	4
Furniture & Home Furnishings Stores (NAICS 442)	\$21,394,814	\$51,317,101	\$-29,922,287	-41.2	25
Furniture Stores (NAICS 4421)	\$15,440,922	\$46,203,380	\$-30,762,458	-49.9	15
Home Furnishings Stores (NAICS 4422)	\$5,953,892	\$5,113,721	\$840,171	7.6	10
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$13,696,845	\$2,362,071	\$11,334,774	70.6	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$17,815,888	\$3,005,473	\$14,810,415	71.1	8
Building Material and Supplies Dealers (NAICS 4441)	\$16,417,436	\$2,437,479	\$13,979,957	74.1	6
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,398,452	\$567,994	\$830,458	42.2	2
Food & Beverage Stores (NAICS 445)	\$67,425,175	\$43,222,128	\$24,203,047	21.9	16
Grocery Stores (NAICS 4451)	\$63,097,513	\$42,990,743	\$20,106,770	19.0	14
Specialty Food Stores (NAICS 4452)	\$2,368,265	\$219,473	\$2,148,792	83.0	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,959,397	\$11,912	\$1,947,485	98.8	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$17,738,313	\$15,000,343	\$2,737,970	8.4	8
Gasoline Stations (NAICS 447/4471)	\$57,317,928	\$28,065,905	\$29,252,023	34.3	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$29,456,015	\$5,700,562	\$23,755,453	67.6	11
Clothing Stores (NAICS 4481)	\$23,028,316	\$4,223,010	\$18,805,306	69.0	5
Shoe Stores (NAICS 4482)	\$3,768,088	\$146,967	\$3,621,121	92.5	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,659,611	\$1,330,585	\$1,329,026	33.3	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$6,102,288	\$1,854,499	\$4,247,789	53.4	11
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,002,372	\$929,154	\$2,073,218	52.7	8
Book, Periodical, and Music Stores (NAICS 4512)	\$3,099,916	\$925,345	\$2,174,571	54.0	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.

Source: ESRI and infoUSA®



# Retail MarketPlace Profile

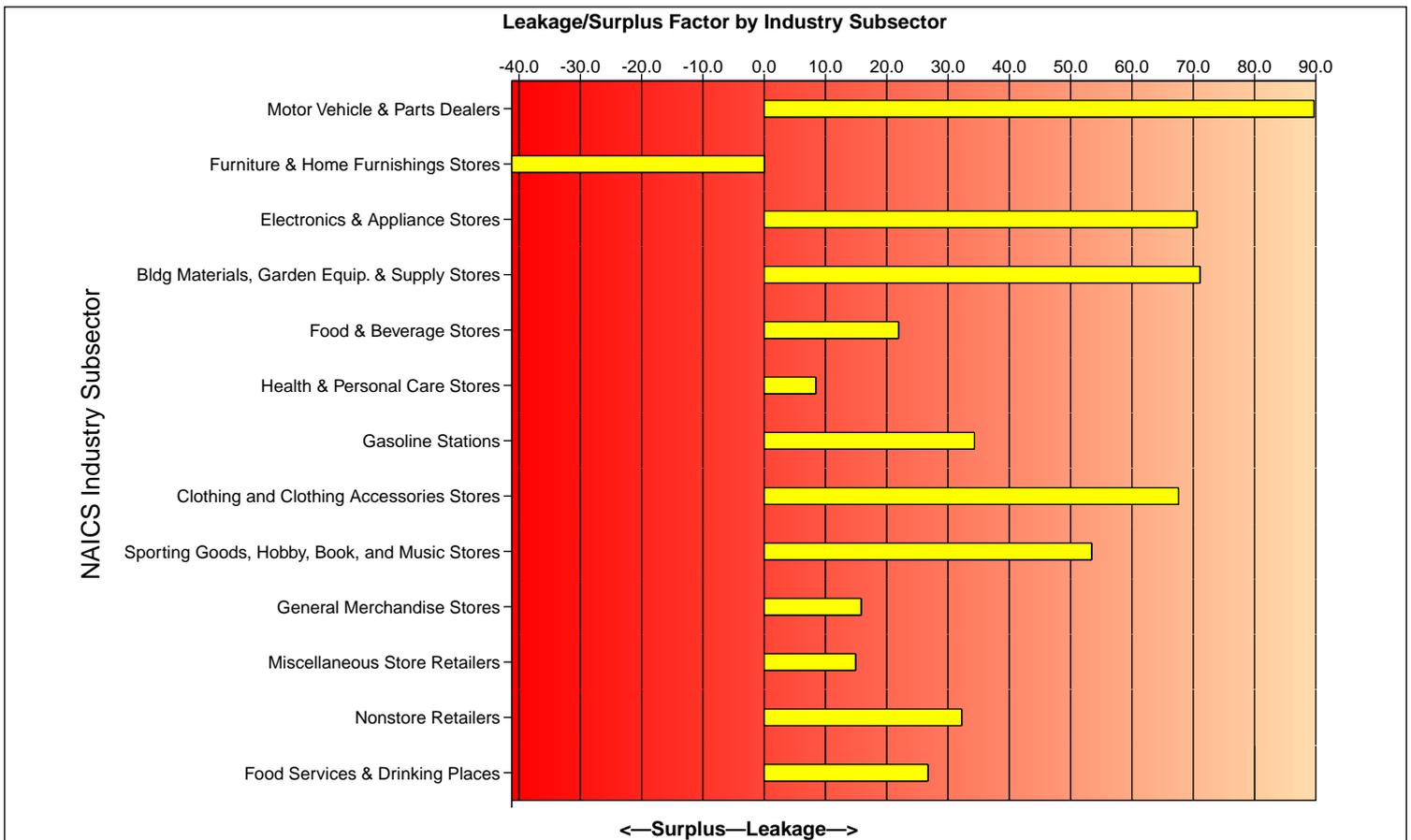
Prepared by GDS

**Jamestown**  
**301 E Main St**  
**Jamestown, NC 27282**

Site Type: Radius

Latitude: 35.996573  
 Longitude: -79.93514  
 Radius: 3.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$66,079,862	\$48,022,086	\$18,057,776	15.8	16
Department Stores Excluding Leased Depts.(NAICS 4521)	\$25,955,369	\$46,589	\$25,908,780	99.6	0
Other General Merchandise Stores (NAICS 4529)	\$40,124,493	\$47,975,497	\$-7,851,004	-8.9	16
Miscellaneous Store Retailers (NAICS 453)	\$5,614,030	\$4,158,516	\$1,455,514	14.9	28
Florists (NAICS 4531)	\$534,800	\$409,340	\$125,460	13.3	5
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,267,046	\$802,413	\$1,464,633	47.7	9
Used Merchandise Stores (NAICS 4533)	\$288,617	\$921,039	\$-632,422	-52.3	6
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,523,567	\$2,025,724	\$497,843	10.9	8
Nonstore Retailers (NAICS 454)	\$27,474,222	\$14,078,900	\$13,395,322	32.2	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$11,377,614	\$2,083,167	\$9,294,447	69.0	1
Vending Machine Operators (NAICS 4542)	\$14,257,534	\$5,709,064	\$8,548,470	42.8	3
Direct Selling Establishments (NAICS 4543)	\$1,839,074	\$6,286,669	\$-4,447,595	-54.7	2
Food Services & Drinking Places (NAICS 722)	\$67,157,018	\$38,858,923	\$28,298,095	26.7	44
Full-Service Restaurants (NAICS 7221)	\$19,450,440	\$8,537,185	\$10,913,255	39.0	2
Limited-Service Eating Places (NAICS 7222)	\$34,675,735	\$12,545,591	\$22,130,144	46.9	39
Special Food Services (NAICS 7223)	\$8,470,770	\$17,684,534	\$-9,213,764	-35.2	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,560,073	\$91,613	\$4,468,460	96.1	2



Source: ESRI and infoUSA®

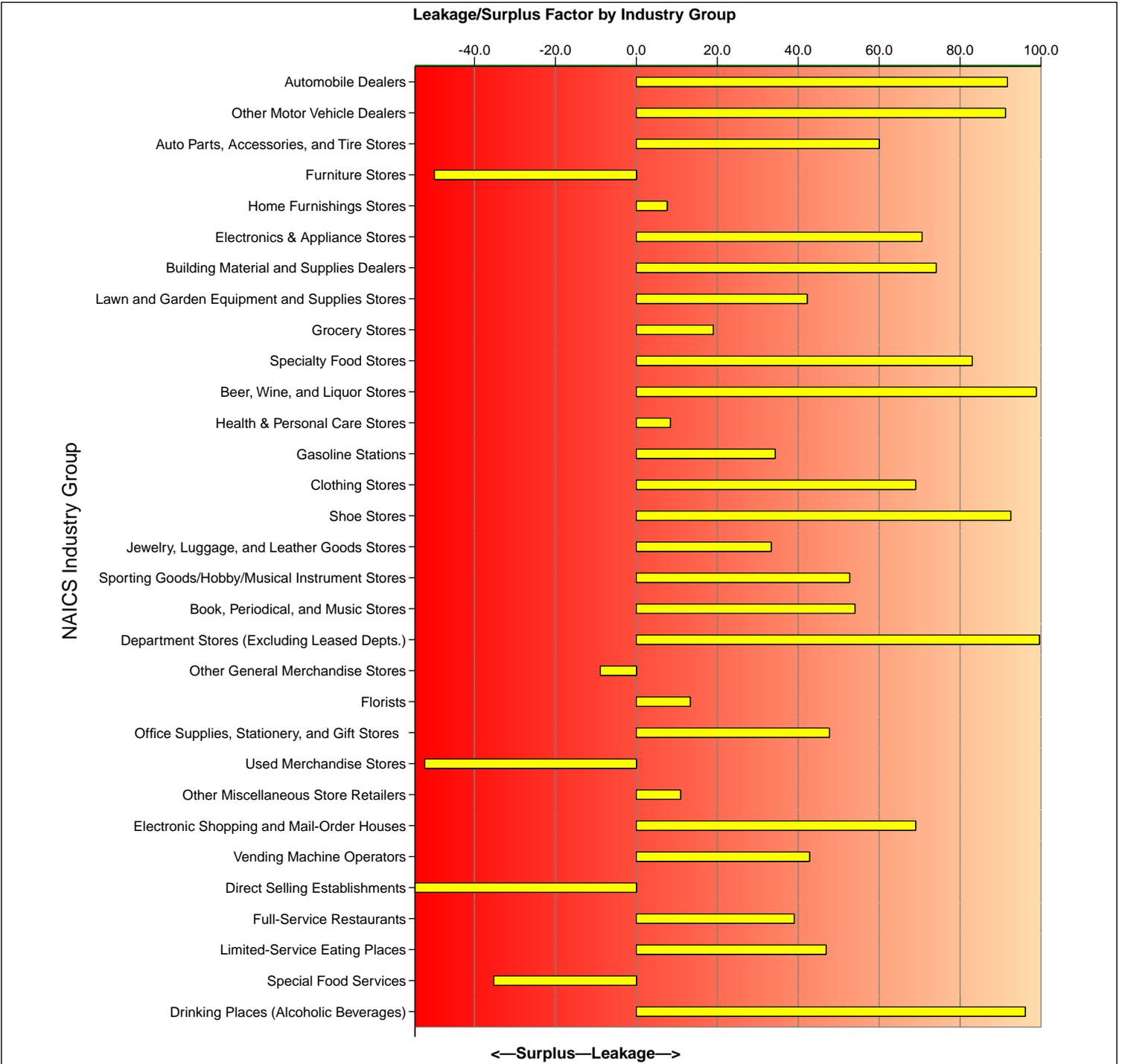


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Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®



**Jamestown**  
**301 E Main St**  
**Jamestown, NC 27282**

Site Type: Radius

Latitude: 35.996573  
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 Radius: 5.0 mile

### Summary Demographics

2007 Population	102,410
2007 Households	40,927
2007 Median Disposable Income	\$46,171
2007 Per Capita Income	\$31,499

### 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)	\$1,260,130,864	\$1,872,750,875	\$-612,620,011	-19.6	1,184
Total Retail Trade (NAICS 44-45)	\$1,096,205,025	\$1,659,974,626	\$-563,769,601	-20.5	942
Total Food & Drink (NAICS 722)	\$163,925,839	\$212,776,249	\$-48,850,410	-13.0	242

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$292,664,552	\$403,918,575	\$-111,254,023	-16.0	71
Automobile Dealers (NAICS 4411)	\$252,128,054	\$343,525,672	\$-91,397,618	-15.3	38
Other Motor Vehicle Dealers (NAICS 4412)	\$24,981,810	\$12,838,982	\$12,142,828	32.1	7
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$15,554,688	\$47,553,921	\$-31,999,233	-50.7	26
Furniture & Home Furnishings Stores (NAICS 442)	\$50,638,377	\$199,189,990	\$-148,551,613	-59.5	241
Furniture Stores (NAICS 4421)	\$36,592,997	\$178,119,923	\$-141,526,926	-65.9	180
Home Furnishings Stores (NAICS 4422)	\$14,045,380	\$21,070,067	\$-7,024,687	-20.0	61
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$33,128,195	\$36,369,565	\$-3,241,370	-4.7	47
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$41,533,294	\$52,314,231	\$-10,780,937	-11.5	56
Building Material and Supplies Dealers (NAICS 4441)	\$38,229,245	\$49,861,968	\$-11,632,723	-13.2	45
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,304,049	\$2,452,263	\$851,786	14.8	11
Food & Beverage Stores (NAICS 445)	\$165,659,975	\$154,559,643	\$11,100,332	3.5	64
Grocery Stores (NAICS 4451)	\$155,023,340	\$152,843,059	\$2,180,281	0.7	51
Specialty Food Stores (NAICS 4452)	\$5,816,641	\$1,198,411	\$4,618,230	65.8	12
Beer, Wine, and Liquor Stores (NAICS 4453)	\$4,819,994	\$518,173	\$4,301,821	80.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$43,449,751	\$139,974,869	\$-96,525,118	-52.6	46
Gasoline Stations (NAICS 447/4471)	\$140,513,621	\$96,788,798	\$43,724,823	18.4	26
Clothing and Clothing Accessories Stores (NAICS 448)	\$71,822,969	\$192,293,419	\$-120,470,450	-45.6	123
Clothing Stores (NAICS 4481)	\$56,159,122	\$168,015,329	\$-111,856,207	-49.9	77
Shoe Stores (NAICS 4482)	\$9,299,496	\$10,653,603	\$-1,354,107	-6.8	10
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$6,364,351	\$13,624,487	\$-7,260,136	-36.3	36
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$14,950,083	\$24,310,258	\$-9,360,175	-23.8	57
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$7,256,382	\$16,024,801	\$-8,768,419	-37.7	41
Book, Periodical, and Music Stores (NAICS 4512)	\$7,693,701	\$8,285,457	\$-591,756	-3.7	16

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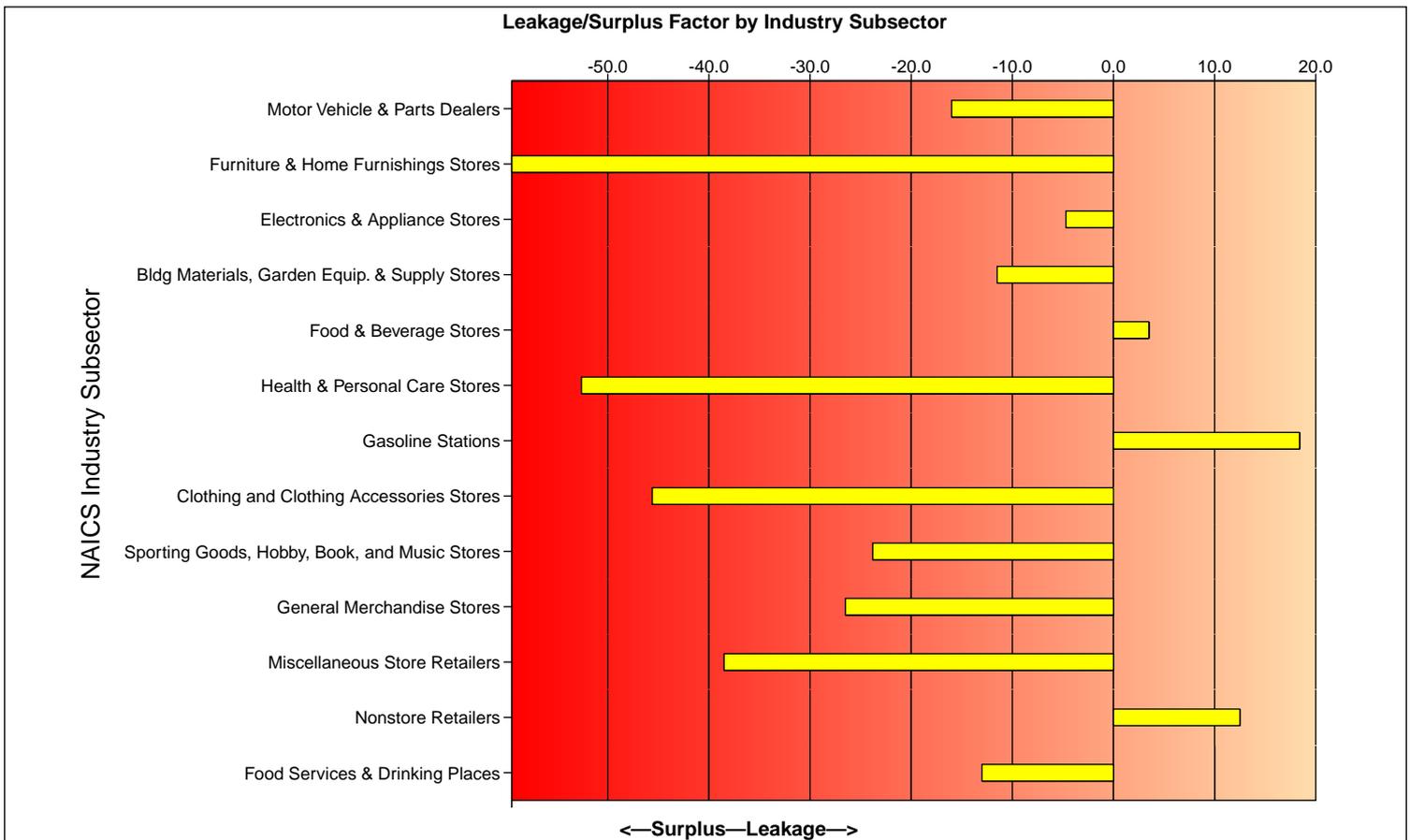
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$161,125,262	\$277,341,081	\$-116,215,819	-26.5	65
Department Stores Excluding Leased Depts.(NAICS 4521)	\$62,927,808	\$79,356,554	\$-16,428,746	-11.5	16
Other General Merchandise Stores (NAICS 4529)	\$98,197,454	\$197,984,527	\$-99,787,073	-33.7	49
Miscellaneous Store Retailers (NAICS 453)	\$13,641,015	\$30,742,861	\$-17,101,846	-38.5	128
Florists (NAICS 4531)	\$1,262,641	\$1,998,492	\$-735,851	-22.6	15
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$5,450,977	\$8,614,608	\$-3,163,631	-22.5	38
Used Merchandise Stores (NAICS 4533)	\$704,626	\$2,282,356	\$-1,577,730	-52.8	21
Other Miscellaneous Store Retailers (NAICS 4539)	\$6,222,771	\$17,847,405	\$-11,624,634	-48.3	54
Nonstore Retailers (NAICS 454)	\$67,077,931	\$52,171,336	\$14,906,595	12.5	18
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$27,601,145	\$16,205,418	\$11,395,727	26.0	5
Vending Machine Operators (NAICS 4542)	\$34,974,495	\$15,358,764	\$19,615,731	39.0	7
Direct Selling Establishments (NAICS 4543)	\$4,502,291	\$20,607,154	\$-16,104,863	-64.1	6
Food Services & Drinking Places (NAICS 722)	\$163,925,839	\$212,776,249	\$-48,850,410	-13.0	242
Full-Service Restaurants (NAICS 7221)	\$47,617,275	\$59,550,051	\$-11,932,776	-11.1	13
Limited-Service Eating Places (NAICS 7222)	\$84,661,282	\$101,530,444	\$-16,869,162	-9.1	207
Special Food Services (NAICS 7223)	\$20,681,483	\$50,399,604	\$-29,718,121	-41.8	14
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$10,965,799	\$1,296,150	\$9,669,649	78.9	8



Source: ESRI and infoUSA®

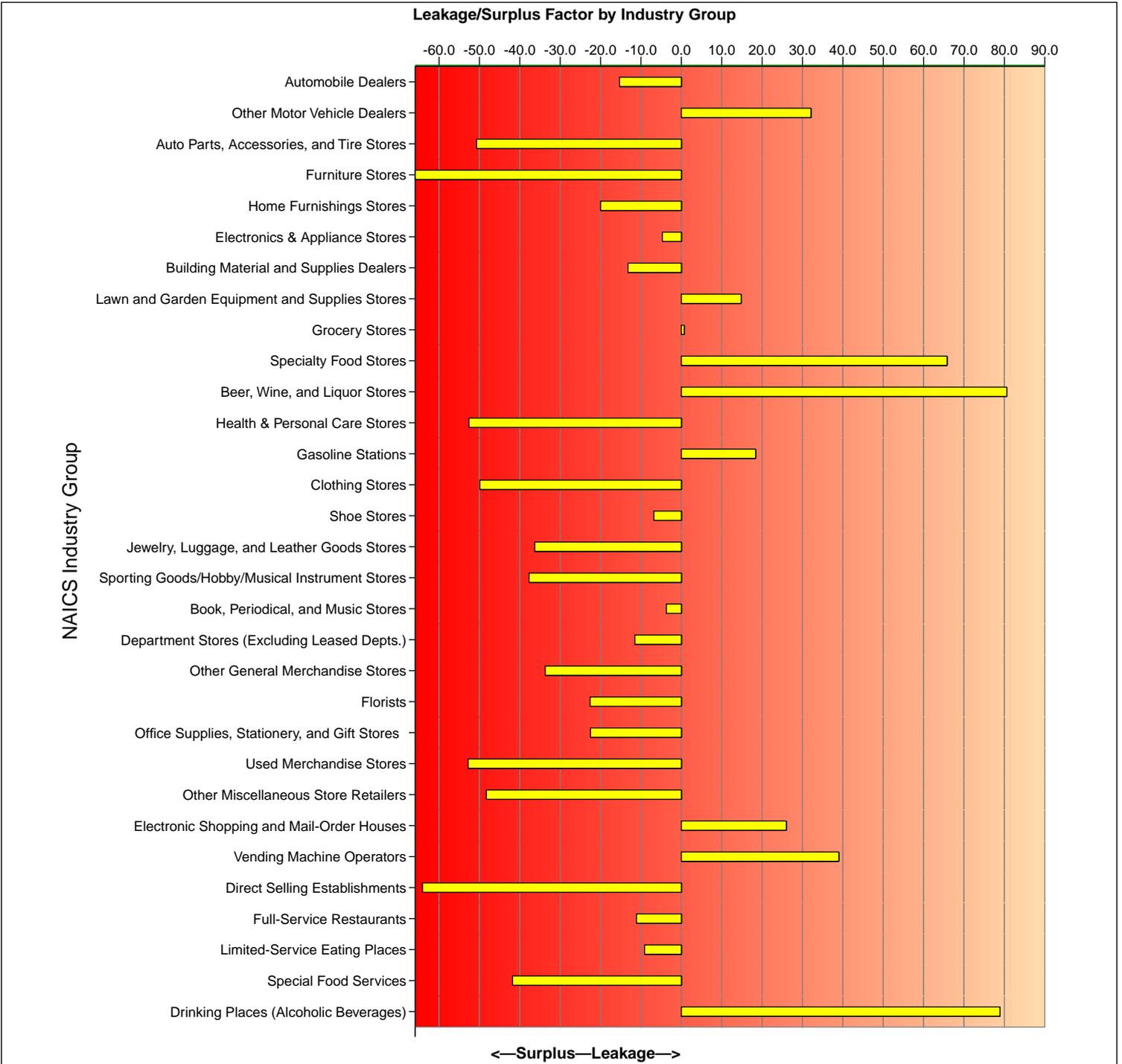


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Leakage/Surplus Factor by Industry Group



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**Jamestown**  
**301 E Main St**  
**Jamestown, NC 27282**

Site Type: Radius

Latitude: 35.996573  
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 Radius: 7.0 mile

## Summary Demographics

2007 Population	188,122
2007 Households	77,431
2007 Median Disposable Income	\$42,462
2007 Per Capita Income	\$30,010

## 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)	\$2,222,920,952	\$4,098,301,899	\$-1,875,380,947	-29.7	2,755
Total Retail Trade (NAICS 44-45)	\$1,933,192,575	\$3,645,278,954	\$-1,712,086,379	-30.7	2,171
Total Food & Drink (NAICS 722)	\$289,728,377	\$453,022,945	\$-163,294,568	-22.0	584

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$512,904,609	\$906,486,254	\$-393,581,645	-27.7	222
Automobile Dealers (NAICS 4411)	\$442,916,617	\$801,867,664	\$-358,951,047	-28.8	123
Other Motor Vehicle Dealers (NAICS 4412)	\$42,812,100	\$34,651,971	\$8,160,129	10.5	22
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$27,175,892	\$69,966,619	\$-42,790,727	-44.0	77
Furniture & Home Furnishings Stores (NAICS 442)	\$86,465,539	\$453,714,508	\$-367,248,969	-68.0	483
Furniture Stores (NAICS 4421)	\$62,183,318	\$404,165,898	\$-341,982,580	-73.3	360
Home Furnishings Stores (NAICS 4422)	\$24,282,221	\$49,548,610	\$-25,266,389	-34.2	123
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$57,366,929	\$80,446,053	\$-23,079,124	-16.7	118
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$71,136,984	\$113,945,089	\$-42,808,105	-23.1	151
Building Material and Supplies Dealers (NAICS 4441)	\$65,390,983	\$107,338,237	\$-41,947,254	-24.3	120
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,746,001	\$6,606,852	\$-860,851	-7.0	31
Food & Beverage Stores (NAICS 445)	\$294,329,305	\$377,731,288	\$-83,401,983	-12.4	168
Grocery Stores (NAICS 4451)	\$275,766,553	\$367,289,723	\$-91,523,170	-14.2	122
Specialty Food Stores (NAICS 4452)	\$10,008,534	\$4,143,084	\$5,865,450	41.4	40
Beer, Wine, and Liquor Stores (NAICS 4453)	\$8,554,218	\$6,298,481	\$2,255,737	15.2	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$76,985,268	\$257,490,904	\$-180,505,636	-54.0	109
Gasoline Stations (NAICS 447/4471)	\$250,341,390	\$283,594,375	\$-33,252,985	-6.2	76
Clothing and Clothing Accessories Stores (NAICS 448)	\$125,504,077	\$386,002,385	\$-260,498,308	-50.9	285
Clothing Stores (NAICS 4481)	\$98,231,533	\$316,129,101	\$-217,897,568	-52.6	175
Shoe Stores (NAICS 4482)	\$16,326,428	\$35,241,100	\$-18,914,672	-36.7	30
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$10,946,116	\$34,632,184	\$-23,686,068	-52.0	80
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$25,874,409	\$57,620,330	\$-31,745,921	-38.0	135
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$12,408,993	\$39,435,966	\$-27,026,973	-52.1	105
Book, Periodical, and Music Stores (NAICS 4512)	\$13,465,416	\$18,184,364	\$-4,718,948	-14.9	30

**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.

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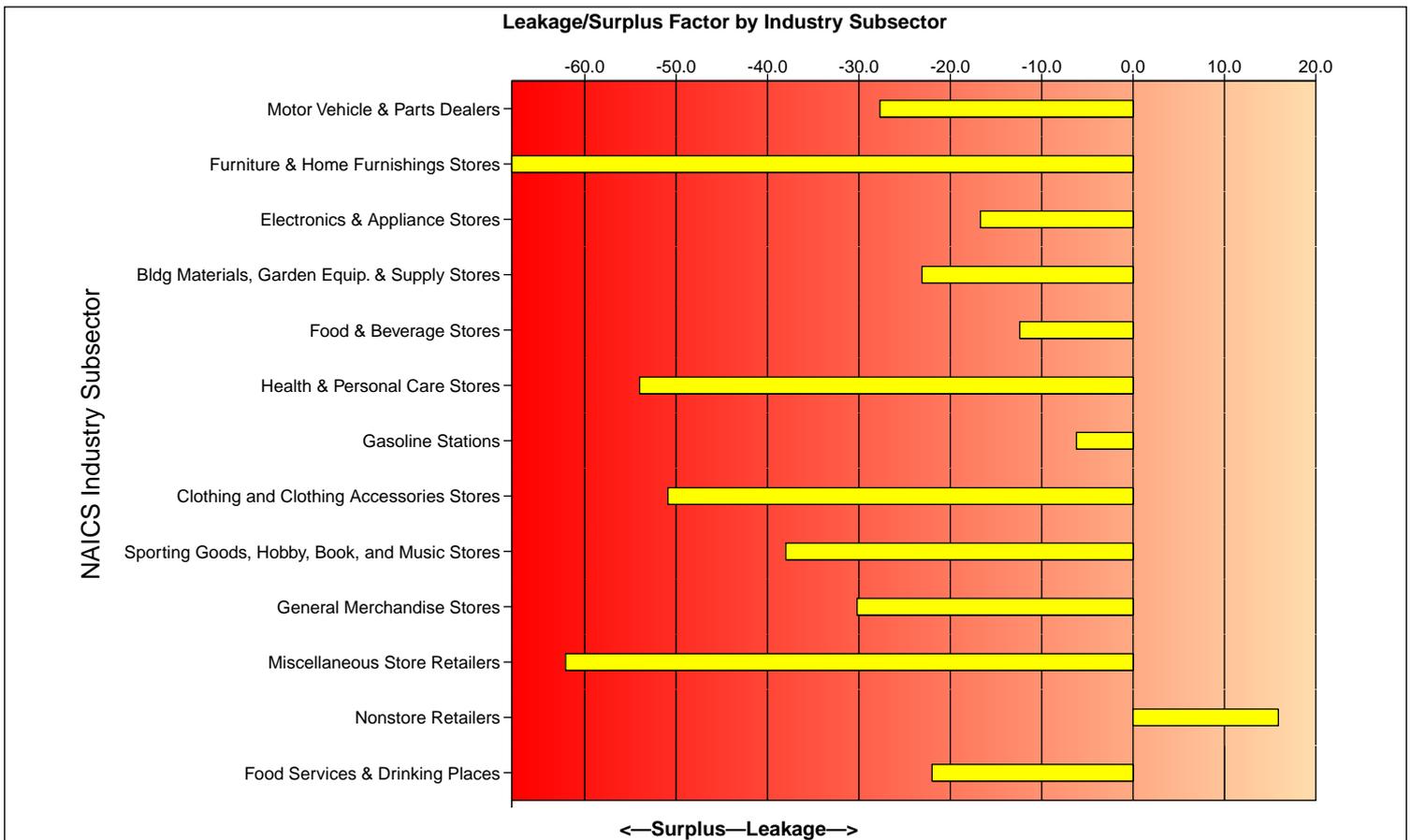


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Longitude: -79.93514  
Radius: 7.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$288,641,672	\$538,028,158	\$-249,386,486	-30.2	122
Department Stores Excluding Leased Depts.(NAICS 4521)	\$112,246,307	\$161,765,053	\$-49,518,746	-18.1	33
Other General Merchandise Stores (NAICS 4529)	\$176,395,365	\$376,263,105	\$-199,867,740	-36.2	89
Miscellaneous Store Retailers (NAICS 453)	\$24,150,390	\$103,444,448	\$-79,294,058	-62.1	271
Florists (NAICS 4531)	\$2,262,317	\$5,178,918	\$-2,916,601	-39.2	30
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$9,402,809	\$20,270,978	\$-10,868,169	-36.6	76
Used Merchandise Stores (NAICS 4533)	\$1,293,138	\$5,716,100	\$-4,422,962	-63.1	46
Other Miscellaneous Store Retailers (NAICS 4539)	\$11,192,126	\$72,278,452	\$-61,086,326	-73.2	119
Nonstore Retailers (NAICS 454)	\$119,492,003	\$86,775,162	\$32,716,841	15.9	31
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$49,893,719	\$22,671,353	\$27,222,366	37.5	6
Vending Machine Operators (NAICS 4542)	\$61,390,300	\$30,860,638	\$30,529,662	33.1	13
Direct Selling Establishments (NAICS 4543)	\$8,207,984	\$33,243,171	\$-25,035,187	-60.4	12
Food Services & Drinking Places (NAICS 722)	\$289,728,377	\$453,022,945	\$-163,294,568	-22.0	584
Full-Service Restaurants (NAICS 7221)	\$86,653,766	\$153,842,010	\$-67,188,244	-27.9	30
Limited-Service Eating Places (NAICS 7222)	\$148,735,518	\$217,219,343	\$-68,483,825	-18.7	488
Special Food Services (NAICS 7223)	\$35,500,254	\$70,218,581	\$-34,718,327	-32.8	34
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$18,838,839	\$11,743,011	\$7,095,828	23.2	32



Source: ESRI and infoUSA®

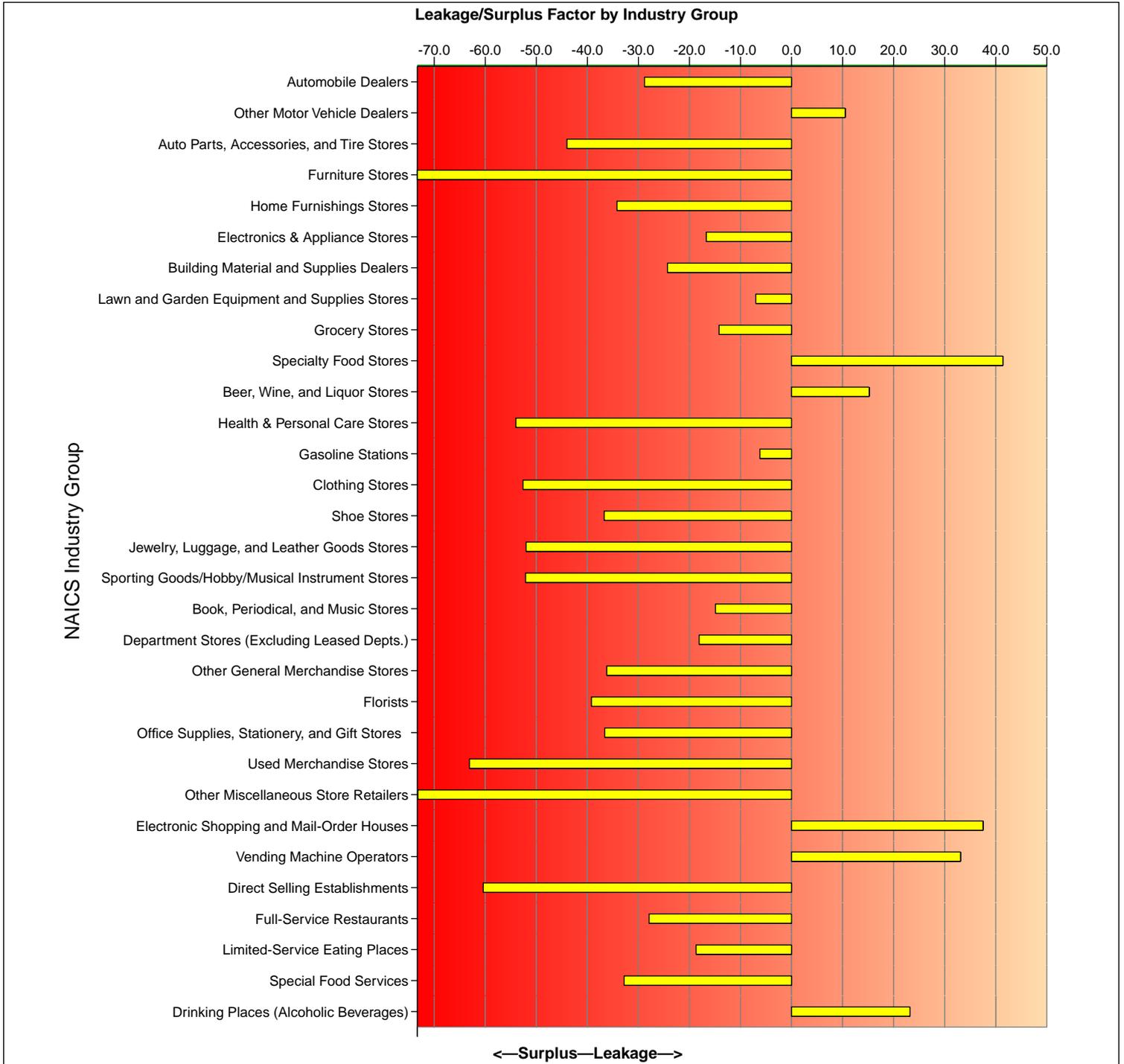


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Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®