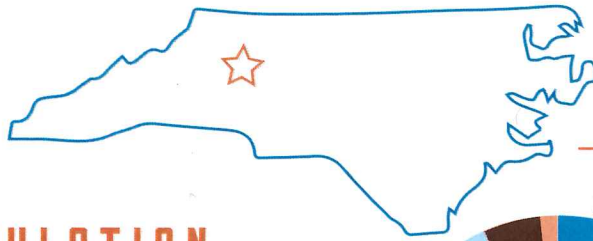


TOWN OF BERMUDA RUN

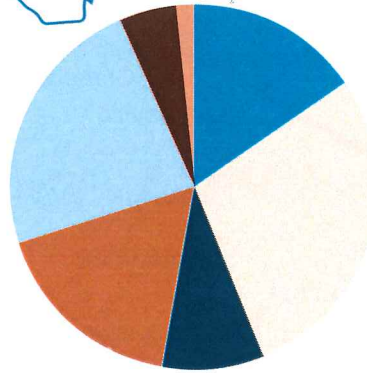
NORTH CAROLINA



RTA POPULATION

24,858

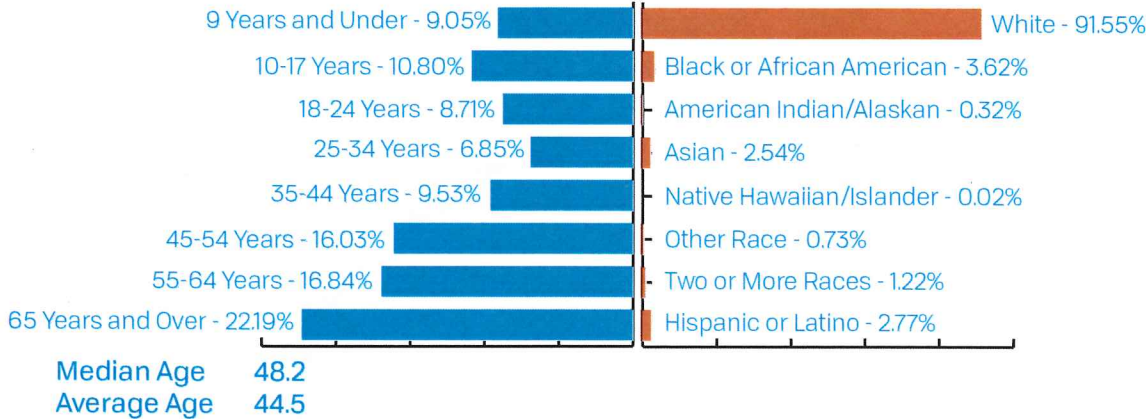
2016 Estimated Primary Retail Trade Area Population



Graduate or Professional	15.51%
Bachelor's Degree	28.61%
Associate Degree	8.80%
Some College, No Degree	17.24%
High School Graduate	23.32%
Some High School, No Degree	4.97%
Less than 9th Grade	1.55%

70.16% of RTA has some college education or higher

AGE DISTRIBUTION AND RACE



HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 1 0 1 , 7 7 5

MEDIAN HOUSEHOLD INCOME

\$ 7 7 , 0 9 3

PER CAPITA INCOME

\$ 4 0 , 4 7 3

OPPORTUNITY IN BERMUDA RUN

Clothing & Accessory Stores

Sales Leakage = \$21,182,043

Sporting Goods Stores

Sales Leakage = \$3,890,247

Food Service & Drinking Places

Sales Leakage = \$31,786,268

Potential Retail Sales \$ 505,768,997

Actual Sales \$ 109,189,507

Sales Leakage \$ 396,579,490

H. Lee Rollins,
Town Manager

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