



Business Summary

Absolute Auction
 4682 North Patterson Avenue, Winston Salem, North Carolina, 27105
 Rings: 1, 3, 5 mile radii

Prepared By Kyle Swicegood, CCIM, Broker
 Latitude: 36.18169
 Longitude: -80.27321

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	351		1,283		2,670							
Total Employees:	15,603		30,311		47,082							
Total Residential Population:	2,154		38,715		92,350							
Employee/Residential Population Ratio (per 100 Residents)	724		78		51							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.1%	18	0.1%	16	1.2%	106	0.3%	44	1.6%	262	0.6%
Construction	11	3.1%	109	0.7%	85	6.6%	680	2.2%	181	6.8%	1,435	3.0%
Manufacturing	12	3.4%	4,998	32.0%	48	3.7%	8,157	26.9%	79	3.0%	10,364	22.0%
Transportation	3	0.9%	10	0.1%	35	2.7%	301	1.0%	72	2.7%	660	1.4%
Communication	8	2.3%	39	0.2%	20	1.6%	136	0.4%	33	1.2%	552	1.2%
Utility	1	0.3%	88	0.6%	3	0.2%	194	0.6%	9	0.3%	447	0.9%
Wholesale Trade	8	2.3%	306	2.0%	50	3.9%	723	2.4%	87	3.3%	1,041	2.2%
Retail Trade Summary	119	33.9%	4,123	26.4%	283	22.1%	6,939	22.9%	546	20.4%	9,920	21.1%
Home Improvement	6	1.7%	458	2.9%	13	1.0%	497	1.6%	19	0.7%	572	1.2%
General Merchandise Stores	9	2.6%	726	4.7%	17	1.3%	1,107	3.7%	34	1.3%	1,234	2.6%
Food Stores	12	3.4%	159	1.0%	34	2.7%	540	1.8%	66	2.5%	1,102	2.3%
Auto Dealers & Gas Stations	14	4.0%	346	2.2%	44	3.4%	616	2.0%	79	3.0%	947	2.0%
Apparel & Accessory Stores	6	1.7%	1,293	8.3%	14	1.1%	1,715	5.7%	26	1.0%	1,798	3.8%
Furniture & Home Furnishings	4	1.1%	11	0.1%	11	0.9%	116	0.4%	33	1.2%	207	0.4%
Eating & Drinking Places	44	12.5%	1,004	6.4%	86	6.7%	1,618	5.3%	165	6.2%	2,868	6.1%
Miscellaneous Retail	24	6.8%	125	0.8%	65	5.1%	730	2.4%	123	4.6%	1,191	2.5%
Finance, Insurance, Real Estate Summary	42	12.0%	2,437	15.6%	133	10.4%	2,883	9.5%	237	8.9%	3,358	7.1%
Banks, Savings & Lending Institutions	14	4.0%	108	0.7%	32	2.5%	230	0.8%	49	1.8%	331	0.7%
Securities Brokers	2	0.6%	6	0.0%	9	0.7%	24	0.1%	25	0.9%	103	0.2%
Insurance Carriers & Agents	9	2.6%	2,245	14.4%	16	1.2%	2,276	7.5%	31	1.2%	2,332	5.0%
Real Estate, Holding, Other Investment Offices	17	4.8%	77	0.5%	76	5.9%	352	1.2%	133	5.0%	592	1.3%
Services Summary	122	34.8%	3,383	21.7%	506	39.4%	9,770	32.2%	1,106	41.4%	18,233	38.7%
Hotels & Lodging	5	1.4%	199	1.3%	9	0.7%	237	0.8%	15	0.6%	313	0.7%
Automotive Services	18	5.1%	92	0.6%	60	4.7%	349	1.2%	106	4.0%	504	1.1%
Movies & Amusements	7	2.0%	18	0.1%	25	1.9%	156	0.5%	74	2.8%	542	1.2%
Health Services	11	3.1%	260	1.7%	57	4.4%	1,262	4.2%	107	4.0%	2,004	4.3%
Legal Services	3	0.9%	15	0.1%	15	1.2%	71	0.2%	27	1.0%	119	0.3%
Education Institutions & Libraries	5	1.4%	847	5.4%	19	1.5%	1,520	5.0%	50	1.9%	4,266	9.1%
Other Services	73	20.8%	1,953	12.5%	319	24.9%	6,174	20.4%	727	27.2%	10,485	22.3%
Government	4	1.1%	81	0.5%	17	1.3%	263	0.9%	42	1.6%	582	1.2%
Unclassified Establishments	16	4.6%	10	0.1%	87	6.8%	159	0.5%	234	8.8%	227	0.5%
Totals	351	100.0%	15,603	100.0%	1,283	100.0%	30,311	100.0%	2,670	100.0%	47,082	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.2%	15	0.0%	8	0.3%	36	0.1%
Mining	0	0.0%	0	0.0%	1	0.1%	3	0.0%	1	0.0%	4	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%	15	0.0%
Construction	13	3.7%	197	1.3%	94	7.3%	865	2.9%	195	7.3%	1,764	3.7%
Manufacturing	15	4.3%	5,020	32.2%	57	4.4%	8,209	27.1%	92	3.4%	10,431	22.2%
Wholesale Trade	8	2.3%	306	2.0%	49	3.8%	718	2.4%	86	3.2%	1,035	2.2%
Retail Trade	72	20.5%	3,072	19.7%	186	14.5%	5,222	17.2%	355	13.3%	6,867	14.6%
Motor Vehicle & Parts Dealers	11	3.1%	336	2.2%	33	2.6%	579	1.9%	62	2.3%	883	1.9%
Furniture & Home Furnishings Stores	4	1.1%	11	0.1%	9	0.7%	111	0.4%	21	0.8%	174	0.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.1%	4	0.0%	10	0.4%	25	0.1%
Building Material & Garden Equipment & Supplies Dealers	6	1.7%	458	2.9%	13	1.0%	497	1.6%	19	0.7%	572	1.2%
Food & Beverage Stores	9	2.6%	116	0.7%	25	1.9%	453	1.5%	53	2.0%	984	2.1%
Health & Personal Care Stores	9	2.6%	46	0.3%	25	1.9%	508	1.7%	34	1.3%	614	1.3%
Gasoline Stations & Fuel Dealers	4	1.1%	16	0.1%	13	1.0%	44	0.1%	20	0.7%	74	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	7	2.0%	1,297	8.3%	15	1.2%	1,720	5.7%	29	1.1%	1,816	3.9%
Sporting Goods, Hobby, Book, & Music Stores	10	2.8%	56	0.4%	25	1.9%	169	0.6%	59	2.2%	446	0.9%
General Merchandise Stores	12	3.4%	735	4.7%	27	2.1%	1,135	3.7%	49	1.8%	1,279	2.7%
Transportation & Warehousing	3	0.9%	9	0.1%	29	2.3%	202	0.7%	61	2.3%	597	1.3%
Information	10	2.8%	60	0.4%	30	2.3%	197	0.6%	59	2.2%	829	1.8%
Finance & Insurance	26	7.4%	2,377	15.2%	59	4.6%	2,575	8.5%	112	4.2%	2,837	6.0%
Central Bank/Credit Intermediation & Related Activities	14	4.0%	108	0.7%	33	2.6%	234	0.8%	55	2.1%	362	0.8%
Securities & Commodity Contracts	2	0.6%	6	0.0%	9	0.7%	24	0.1%	25	0.9%	103	0.2%
Funds, Trusts & Other Financial Vehicles	10	2.8%	2,262	14.5%	17	1.3%	2,316	7.6%	32	1.2%	2,372	5.0%
Real Estate, Rental & Leasing	22	6.3%	96	0.6%	100	7.8%	464	1.5%	172	6.4%	731	1.6%
Professional, Scientific & Tech Services	23	6.6%	1,375	8.8%	100	7.8%	2,613	8.6%	209	7.8%	3,957	8.4%
Legal Services	3	0.9%	15	0.1%	15	1.2%	71	0.2%	27	1.0%	119	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	3	0.0%	3	0.1%	8	0.0%
Administrative, Support & Waste Management Services	11	3.1%	231	1.5%	39	3.0%	693	2.3%	99	3.7%	1,631	3.5%
Educational Services	6	1.7%	847	5.4%	22	1.7%	1,550	5.1%	56	2.1%	4,343	9.2%
Health Care & Social Assistance	22	6.3%	450	2.9%	99	7.7%	2,525	8.3%	201	7.5%	4,023	8.5%
Arts, Entertainment & Recreation	7	2.0%	32	0.2%	25	1.9%	185	0.6%	69	2.6%	629	1.3%
Accommodation & Food Services	50	14.2%	1,229	7.9%	98	7.6%	1,905	6.3%	186	7.0%	3,267	6.9%
Accommodation	5	1.4%	199	1.3%	9	0.7%	237	0.8%	15	0.6%	313	0.7%
Food Services & Drinking Places	45	12.8%	1,030	6.6%	89	6.9%	1,668	5.5%	171	6.4%	2,954	6.3%
Other Services (except Public Administration)	43	12.3%	212	1.4%	189	14.7%	1,942	6.4%	431	16.1%	3,270	6.9%
Automotive Repair & Maintenance	14	4.0%	80	0.5%	44	3.4%	257	0.8%	77	2.9%	372	0.8%
Public Administration	4	1.1%	81	0.5%	17	1.3%	263	0.9%	42	1.6%	582	1.2%
Unclassified Establishments	16	4.6%	10	0.1%	87	6.8%	159	0.5%	234	8.8%	227	0.5%
Total	351	100.0%	15,603	100.0%	1,283	100.0%	30,311	100.0%	2,670	100.0%	47,082	100.0%

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