



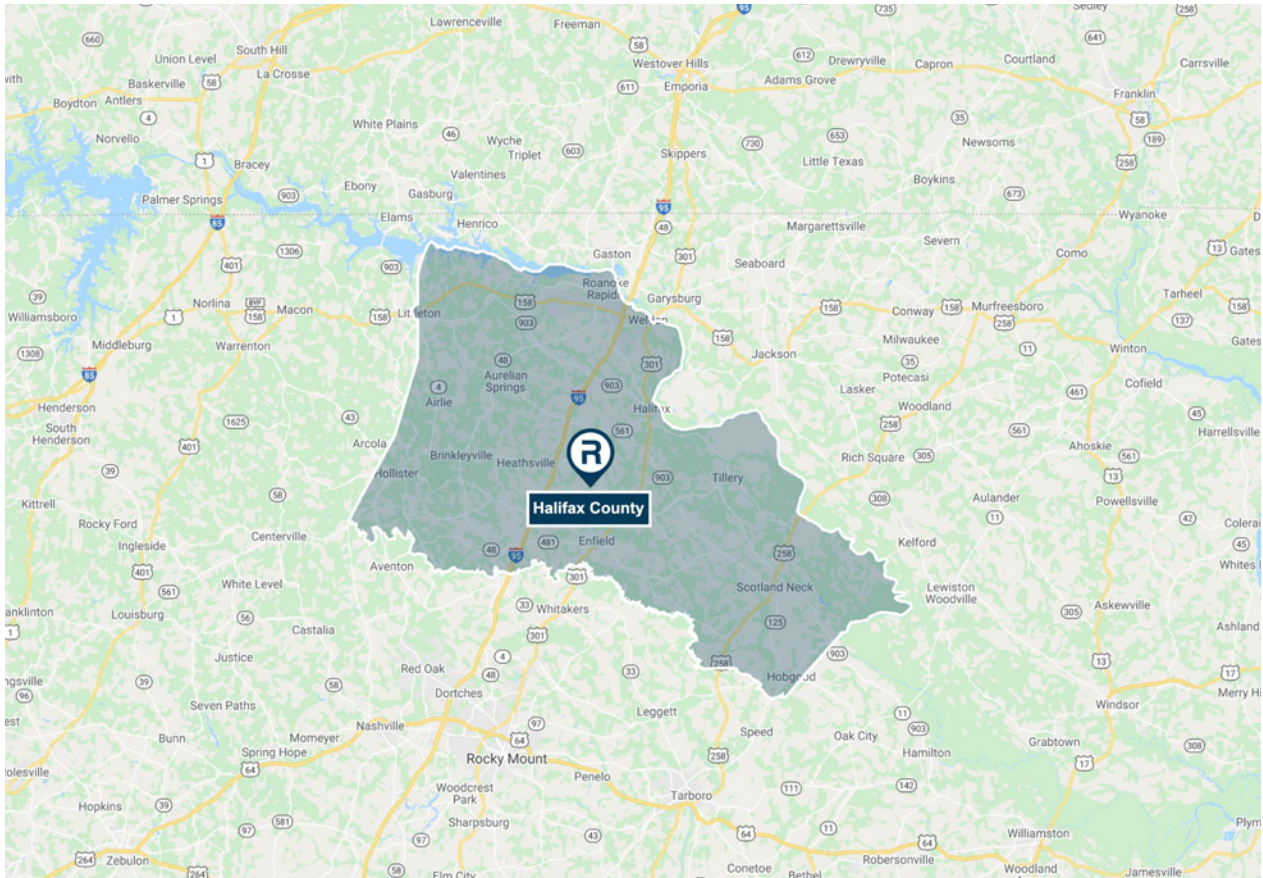
HALIFAX COUNTY, NORTH CAROLINA

# Community Workplace Population

 The**Retail**Coach.

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# About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>2,152</b>	<b>18,934</b>	<b>9</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>50</b>	<b>249</b>	<b>5</b>
111: Crop Production	33	133	4
112: Animal Production and Aquaculture	3	29	10
113: Forestry and Logging	5	18	4
114: Fishing, Hunting and Trapping	1	15	15
115: Support Activities for Agriculture and Forestry	8	54	7
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>2</b>	<b>7</b>	<b>4</b>
211: Oil and Gas Extraction	0	0	0
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	2	7	4
<b>22: Utilities</b>	<b>5</b>	<b>159</b>	<b>32</b>
221: Utilities	5	159	32
<b>23: Construction</b>	<b>95</b>	<b>521</b>	<b>5</b>
236: Construction of Buildings	22	106	5
237: Heavy and Civil Engineering Construction	5	91	18
238: Specialty Trade Contractors	68	324	5
<b>31: Manufacturing</b>	<b>9</b>	<b>425</b>	<b>47</b>
311: Food Manufacturing	3	209	70
312: Beverage and Tobacco Product Manufacturing	3	143	48
313: Textile Mills	2	33	17
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	1	40	40
316: Leather and Allied Product Manufacturing	0	0	0
<b>32: Manufacturing</b>	<b>15</b>	<b>556</b>	<b>37</b>
321: Wood Product Manufacturing	4	84	21
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	3	10	3
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	3	35	12
326: Plastics and Rubber Products Manufacturing	4	387	97
327: Nonmetallic Mineral Product Manufacturing	1	40	40

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<b>33: Manufacturing</b>	<b>16</b>	<b>409</b>	<b>26</b>
331: Primary Metal Manufacturing	1	14	14
332: Fabricated Metal Product Manufacturing	3	25	8
333: Machinery Manufacturing	3	182	61
334: Computer and Electronic Product Manufacturing	1	150	150
335: Electrical Equipment, Appliance, and Component Manufacturing	0	0	0
336: Transportation Equipment Manufacturing	1	6	6
337: Furniture and Related Product Manufacturing	1	3	3
339: Miscellaneous Manufacturing	6	29	5
<b>42: Wholesale Trade</b>	<b>54</b>	<b>458</b>	<b>8</b>
423: Merchant Wholesalers, Durable Goods	28	270	10
424: Merchant Wholesalers, Nondurable Goods	25	187	7
425: Wholesale Electronic Markets and Agents and Brokers	1	1	1
<b>44: Retail Trade</b>	<b>214</b>	<b>1,720</b>	<b>8</b>
441: Motor Vehicle and Parts Dealers	49	363	7
442: Furniture and Home Furnishings Stores	13	71	5
443: Electronics and Appliance Stores	4	13	3
444: Building Material and Garden Equipment and Supplies Dealers	22	257	12
445: Food and Beverage Stores	51	585	11
446: Health and Personal Care Stores	22	196	9
447: Gasoline Stations	35	152	4
448: Clothing and Clothing Accessories Stores	18	83	5
<b>45: Retail Trade</b>	<b>112</b>	<b>1159</b>	<b>10</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	6	187	31
452: General Merchandise Stores	31	688	22
453: Miscellaneous Store Retailers	40	138	3
454: Nonstore Retailers	35	146	4
<b>48: Transportation and Warehousing</b>	<b>38</b>	<b>146</b>	<b>4</b>
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	21	85	4
485: Transit and Ground Passenger Transportation	3	30	10
486: Pipeline Transportation	1	1	1
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	13	30	2
<b>49: Transportation and Warehousing</b>	<b>8</b>	<b>69</b>	<b>9</b>
491: Postal Service	3	44	15
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	5	25	5

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<b>51: Information</b>	<b>37</b>	<b>462</b>	<b>12</b>
511: Publishing Industries (except Internet)	7	116	17
512: Motion Picture and Sound Recording Industries	2	10	5
515: Broadcasting (except Internet)	8	83	10
517: Telecommunications	11	68	6
518: Data Processing, Hosting, and Related Services	1	7	7
519: Other Information Services	8	178	22
<b>52: Finance and Insurance</b>	<b>170</b>	<b>443</b>	<b>3</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	123	290	2
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	7	18	3
524: Insurance Carriers and Related Activities	40	135	3
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
<b>53: Real Estate and Rental and Leasing</b>	<b>90</b>	<b>278</b>	<b>3</b>
531: Real Estate	68	225	3
532: Rental and Leasing Services	22	53	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
<b>54: Professional, Scientific, and Technical Services</b>	<b>89</b>	<b>348</b>	<b>4</b>
541: Professional, Scientific, and Technical Services	89	348	4
<b>55: Management of Companies and Enterprises</b>	<b>3</b>	<b>9</b>	<b>3</b>
551: Management of Companies and Enterprises	3	9	3
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>52</b>	<b>549</b>	<b>11</b>
561: Administrative and Support Services	47	456	10
562: Waste Management and Remediation Services	5	93	19
<b>61: Educational Services</b>	<b>36</b>	<b>1,538</b>	<b>43</b>
611: Educational Services	36	1,538	43
<b>62: Health Care and Social Assistance</b>	<b>326</b>	<b>3,145</b>	<b>10</b>
621: Ambulatory Health Care Services	247	1,308	5
622: Hospitals	21	1,270	60
623: Nursing and Residential Care Facilities	6	165	28
624: Social Assistance	52	402	8
<b>71: Arts, Entertainment, and Recreation</b>	<b>32</b>	<b>283</b>	<b>9</b>
711: Performing Arts, Spectator Sports, and Related Industries	6	24	4
712: Museums, Historical Sites, and Similar Institutions	11	80	7
713: Amusement, Gambling, and Recreation Industries	15	179	12

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<b>72: Accommodation and Food Services</b>	<b>122</b>	<b>1,908</b>	<b>16</b>
721: Accommodation	23	268	12
<b>722: Food Services and Drinking Places</b>	<b>99</b>	<b>1,640</b>	<b>17</b>
<b>81: Other Services (except Public Administration)</b>	<b>364</b>	<b>1,446</b>	<b>4</b>
811: Repair and Maintenance	68	287	4
812: Personal and Laundry Services	94	317	3
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	202	842	4
<b>92: Public Administration</b>	<b>128</b>	<b>2,565</b>	<b>20</b>
921: Executive, Legislative, and Other General Government Support	88	1,730	20
922: Justice, Public Order, and Safety Activities	29	604	21
923: Administration of Human Resource Programs	3	88	29
924: Administration of Environmental Quality Programs	4	52	13
925: Administration of Housing Programs, Urban Planning, and Community Development	2	12	6
926: Administration of Economic Programs	1	3	3
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	1	76	76
<b>99: Unassigned</b>	<b>85</b>	<b>82</b>	<b>1</b>
999: Unassigned	85	82	1



## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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