



WILSON, NORTH CAROLINA

Market Guide

City Contact Information



John Morck, AICP
Planning & Community Development Manager
jmorck@wilsonnc.org
112 Goldsboro St E
Wilson, NC 27893
252.399.2227
wilsonnc.org



Demographics (10 Minute Drive Time)



Population
49,589



Average Age
39.4



Growth Rate
4.43%



Household Income (Median)
\$38,804



Number of Households
19,893



Household Income (Average)
\$53,945

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Burlington, NC	3141 Garden Rd
Owensboro, KY	3151 Leitchfield Rd
Jacksonville, NC	561 Yopp Rd
Savannah, GA	14030 Abercorn St
Cleveland, TN	2300 Treasury Dr Se
Sumter, SC	615 Bultman Drive

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Sporting Goods
& Outdoors



Grocery



Restuarants

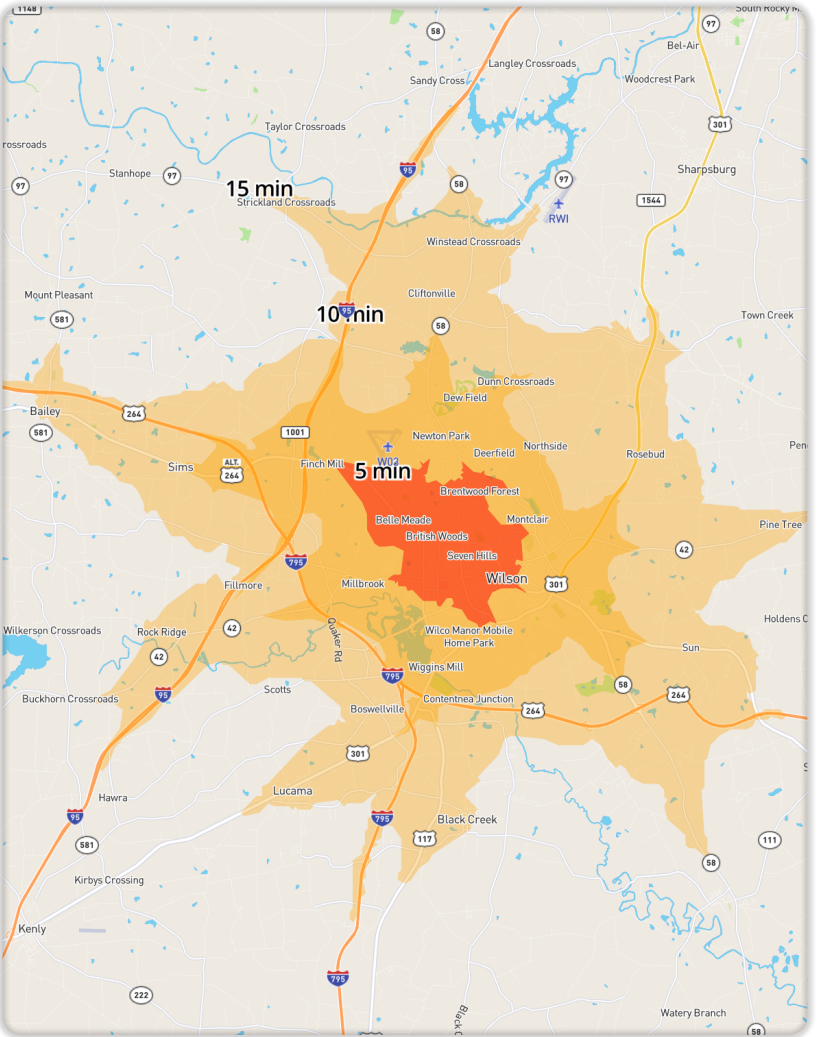


Home
Improvement

Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.

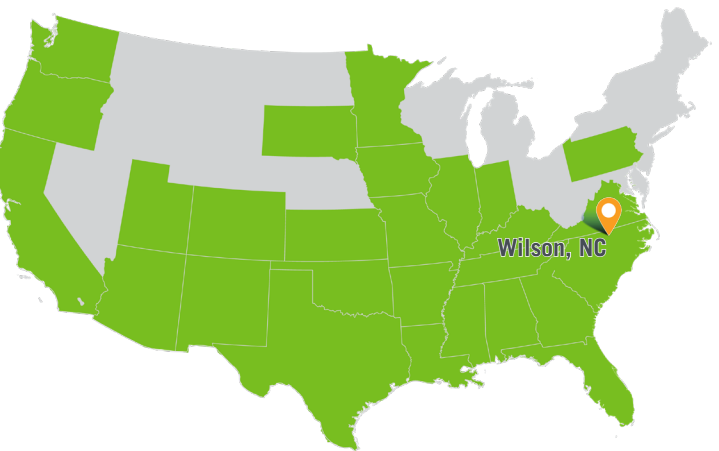
For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	38,565	54,391	80,626
Daytime Population	56,731	71,949	88,473
Median HH Income	\$40,032	\$39,745	\$41,557
Number of Households	15,631	21,706	31,660

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	20,255	49,589	66,339
Daytime Population	32,875	68,506	81,820
Median HH Income	\$42,189	\$38,804	\$40,467
Number of Households	8,230	19,893	26,270

*Source: STI PopStats

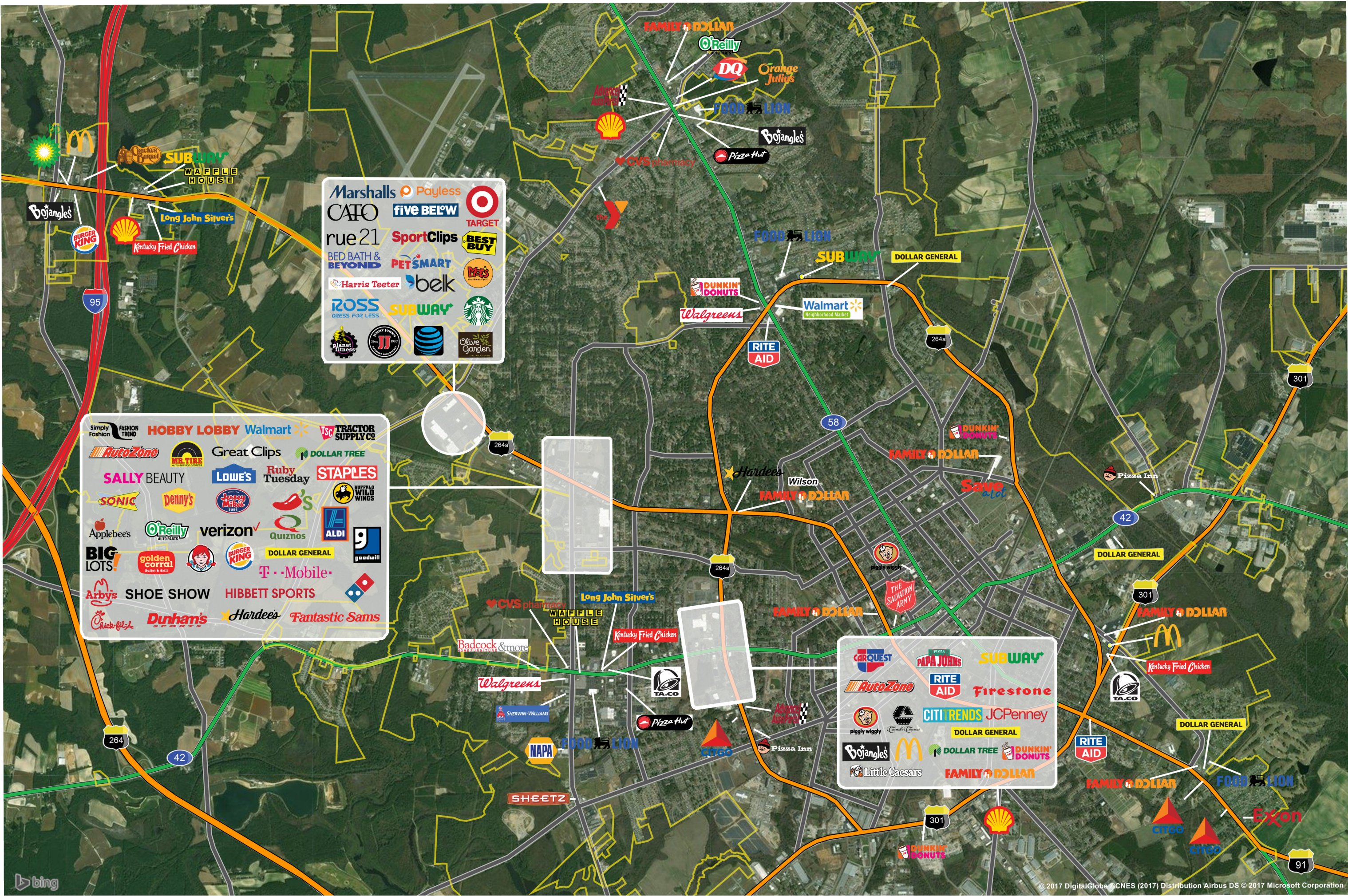


Wesley Vaughn
Portfolio Director
wvaughn@retailstrategies.com
205.490.2830 office
205.937.1090 cell



Jordan Williams
Retail Development Manager
jordan@retailstrategies.com
205.209.4598 office
205.209.5671 cell





Marshall's Payless Target
CAFO FIVE BELOW
rue21 SportClips
BED BATH & BEYOND PETSMART
Harris Teeter belk
ROSS DRESS FOR LESS SUBWAY Starbucks
Planet Fitness Jimmy John's AT&T Olive Garden

Simply Fashion FASHION TREND HOBBY LOBBY Walmart TRACTOR SUPPLY CO
AutoZone MT TIRE Great Clips DOLLAR TREE
SALLY BEAUTY Lowe's Ruby Tuesday STAPLES
SONIC Denny's Jersey Mike's BUFFALO WILD WINGS
Applebee's O'Reilly's verizon Quiznos ALDI
BIG LOTS! golden corral Burger King DOLLAR GENERAL goodwill
Arbys SHOE SHOW HIBBETT SPORTS T-Mobile domino's
Chick-fil-A Dunham's Hardee's Fantastic Sams

CARQUEST PAPA JOHN'S SUBWAY
AutoZone RITE AID Firestone
piggly wiggly CITITRENDS JCPenney
Bojangles McDonald's DOLLAR GENERAL DUNKIN' DONUTS
Little Caesars FAMILY DOLLAR