

LOCUST, NORTH CAROLINA

Market Guide

www.locustnc.com

City Contact Information



Cesar Correa | CMA-CM
City Manager, City of Locust

186 Ray Kennedy Drive
Locust, NC 28097

Phone: (704) 888-5260
citymanager@locustnc.com

www.locustnc.com

Demographics

(Custom Trade Area)



Population
61,652

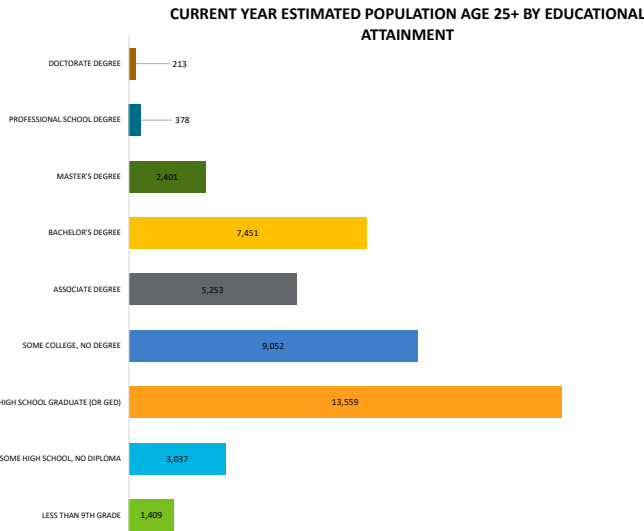


Growth Rate
5.11%



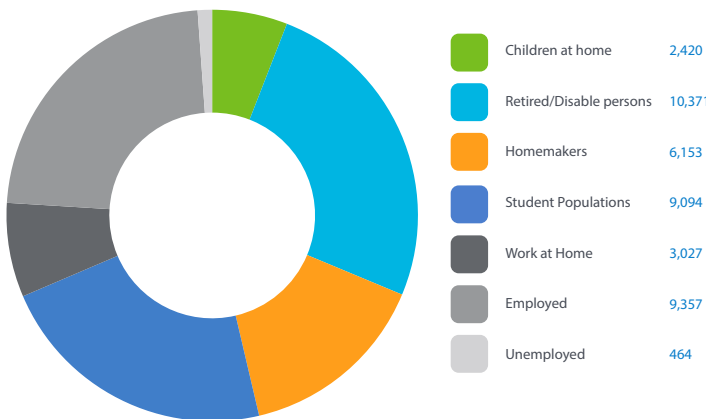
Median Household Income
\$84,773

Population Age 25+ by Educational Attainment



Daytime Population 40,886

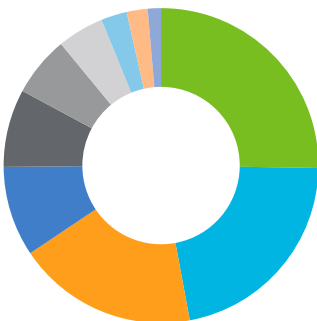
(Custom Trade Area)



GAP Analysis \$552,199,640

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



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

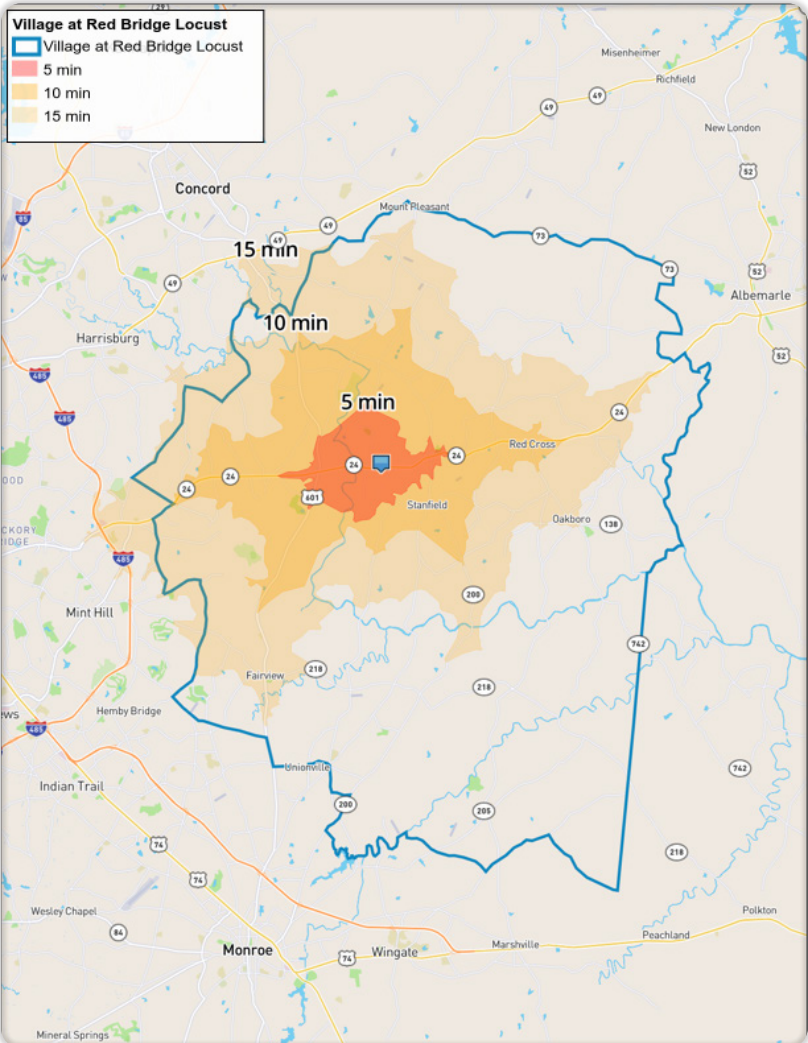
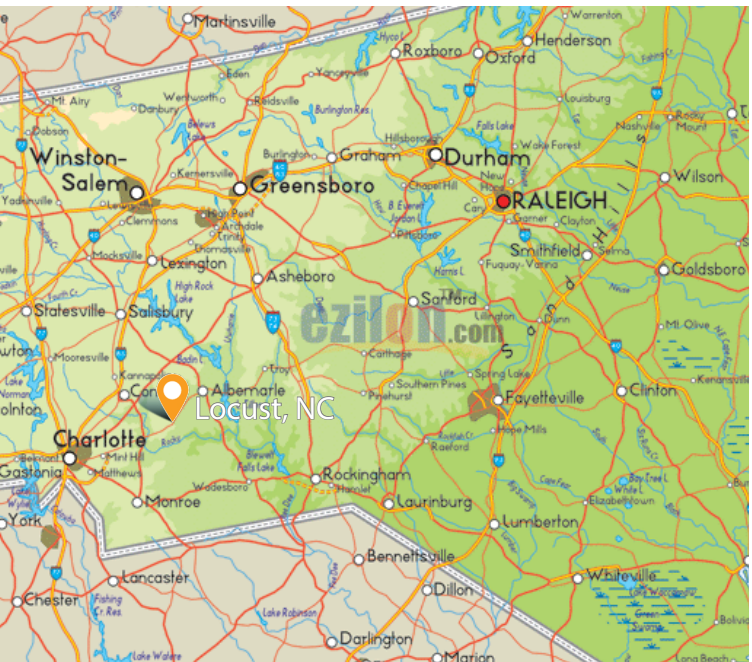
Hillsborough NC	501 Hampton Pointe B
Havelock NC	566 US Highway 70 W
King NC	204 Ingram Dr
Pickens SC	2637 Gentry Memorial Hwy
York SC	970 E Liberty St
Newport NC	6645 Highway 70
Zebulon NC	841 E Gannon Ave
Randleman NC	1021 High Point St
Surf City NC	420 Fun Center Dr
Moncks Corner SC	511 N Highway 52
Cherryville NC	2505 Lincolnton Hwy



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2024 Estimated Population	8,070	18,612	72,431
Daytime Population	6,989	12,564	49,065
Median HH Income	\$68,424	\$83,620	\$87,336
Number of Households	3,168	7,148	27,182

	5 Minute DT	10 Minute DT	15 Minute DT
2024 Estimated Population	4,078	18,782	44,968
Daytime Population	3,908	13,699	32,201
Median HH Income	\$76,844	\$84,387	\$85,159
Number of Households	1,559	7,138	17,098

*Source: STI PopStats



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