



MORGANTON, NORTH CAROLINA

Market Guide

City Contact Information



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Major Employers

Company Name	Employees
Burke County Schools	2,200
Blue Ridge Health Care	1,400
Broughton Hospital	1,200
J Iverson Riddle Dev. Center	1,000
Case Farms	725
Leviton	620
Western Piedmont	560
Burke County	499
Continental Teves	450
Viscotec Automotive	250

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

Columbia, TN	2200 Brookmeade Drive
Anniston, AL	5560 McClellan Blvd
Lebanon, TN	615 S Cumberland St
Thomasville, GA	15328 US Hwy 19 S
Tifton, GA	1830 US hwy 82 W
Bristol, VA	13245 Lee Hwy

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!*



Restaurant



Coffee/
Breakfast



Discount/Value



Pharmacy

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.

Demographics



Average Age
41.0

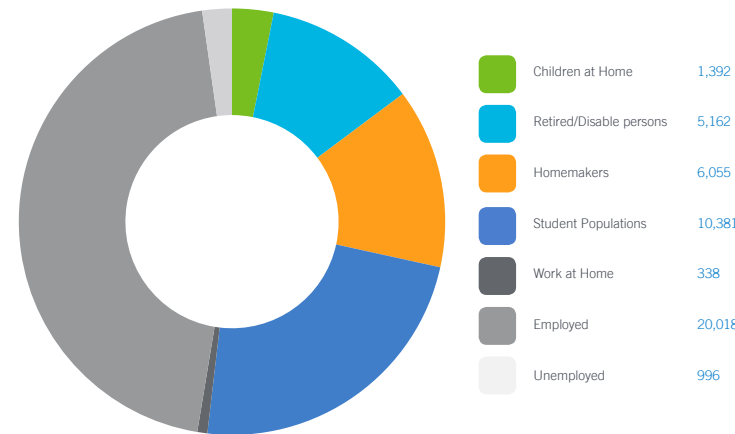


Median Household Income
\$36,562

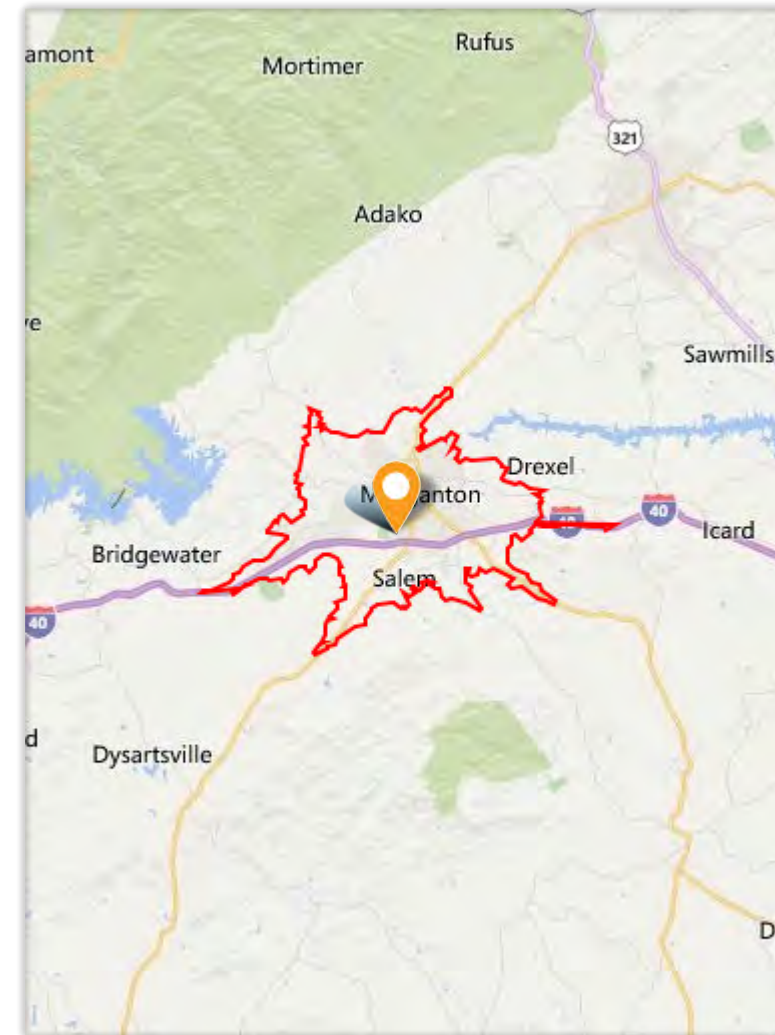


Number of Households
11,909

Daytime Population 44,342 (10 Minute Drive Time)



There's a lot of potential here.



DEMOGRAPHIC PROFILE

2015 Estimated Population
Daytime Population
Median HH Income
Number of Households

3 Mile Radius

18,966
35,034
\$35,092
7,508

5 Mile Radius

35,239
46,687
\$37,217
13,582

7 Mile Radius

50,160
56,101
\$38,180
19,628

DEMOGRAPHIC PROFILE

2015 Estimated Population
Daytime Population
Median HH Income
Number of Households

5 Minute Drive Time

9,828
26,278
\$33,389
3,758

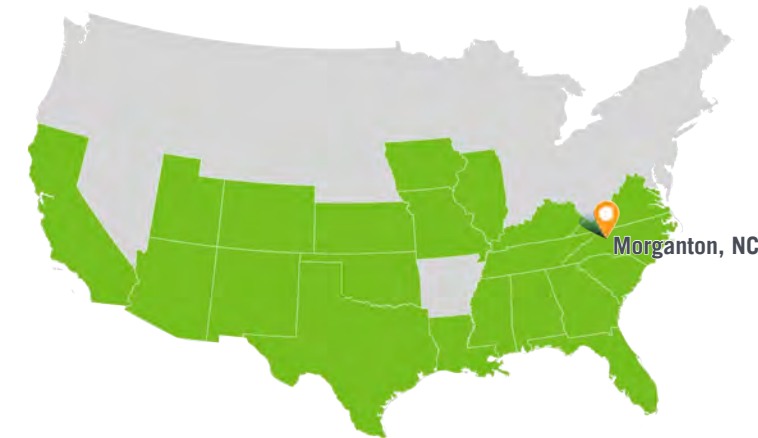
10 Minute Drive Time

29,513
44,342
\$36,562
11,909

15 Minute Drive Time

54,488
63,867
\$37,928
22,181

*Source: STI PopStats



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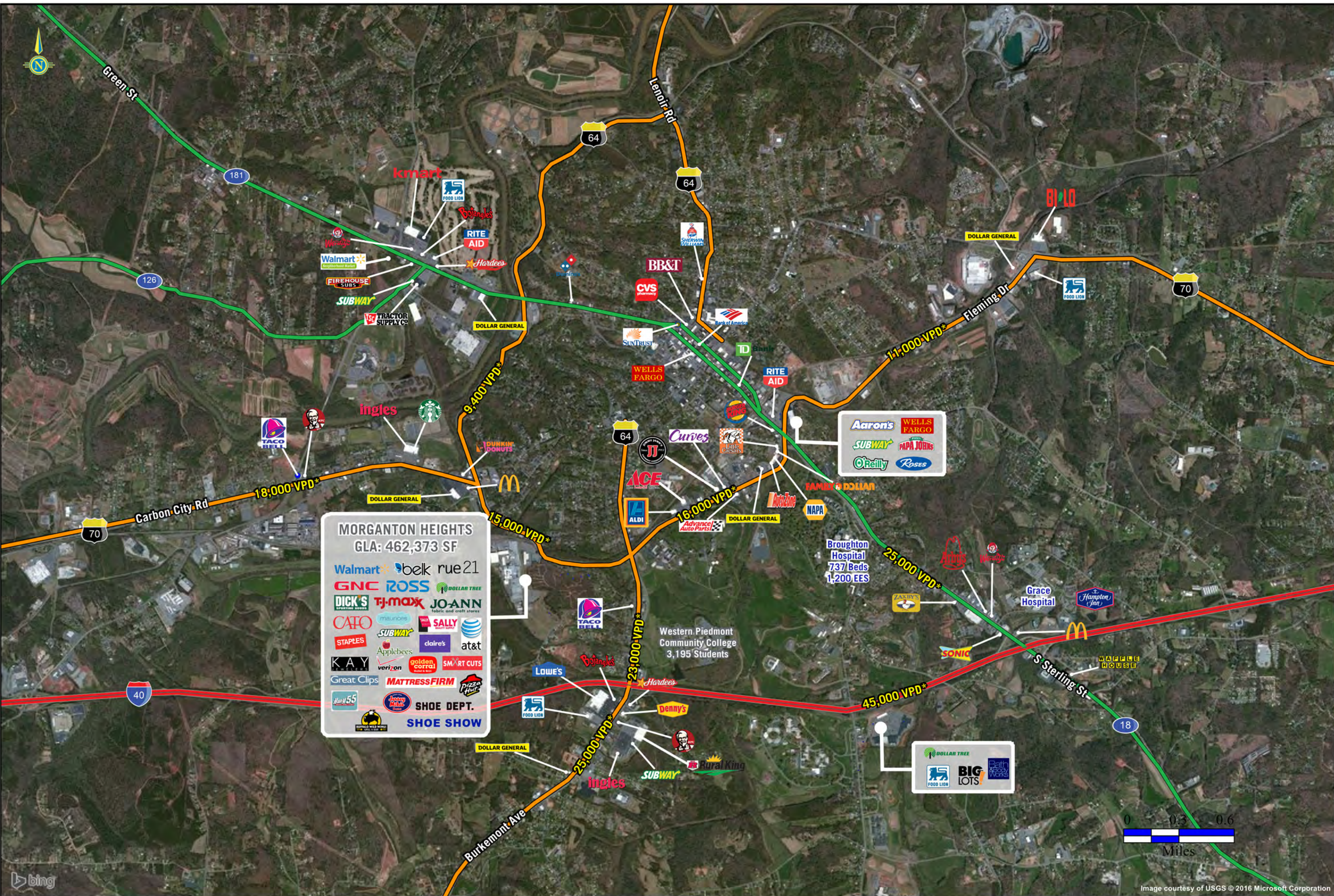
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MORGANTON HEIGHTS
GLA: 462,373 SF

- Walmart
- belk
- rue21
- GNC
- ROSS
- DOLLAR TREE
- DICK'S
- TJ-MAXX
- JO-ANN
- maunies
- SALLY
- CAFO
- STAPLES
- Applebees
- claire's
- at&t
- KAY
- golden CORN
- SMART CUTS
- Great Clips
- MATTRESS FIRM
- PIZZA HUT
- Wally 55
- SHOE DEPT.
- SHOE SHOW



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