

ROLESVILLE, NORTH CAROLINA

Market Guide

rolesvillenc.gov

City Contact Information



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Demographics

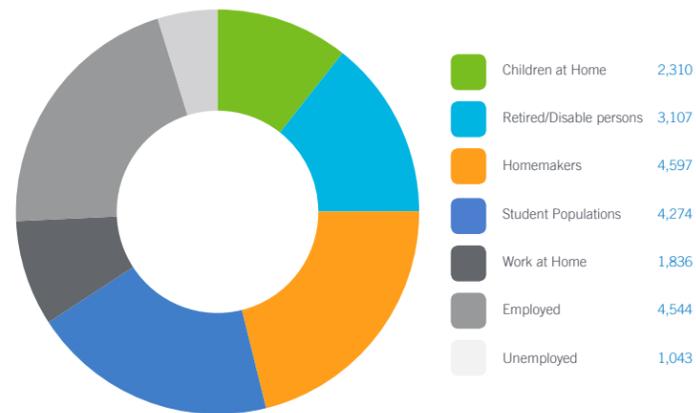


City Information

In April of 2016, Realtor.com named Rolesville a Boom Town – one of ten fastest-growing neighborhoods in America that are slated to grow even faster—places where job opportunities abound, new households are forming, and new homes are being built to meet the growing demand. Town leaders are embracing the growth and welcome new commercial growth to serve the community.

Rolesville holds great promise and opportunity for commercial growth, specifically retail businesses to serve current and future households and office and flex warehouse space for small to mid-sized companies. Most of these developers are watching the number and rate of development of “rooftops” (houses) to capture their market. Rolesville’s 2016 population of 6,500 with hundreds of new homes under development is sure to attract new businesses. And Rolesville has plentiful land available for commercial development as well as some vacant existing space.

Daytime Population 21,711 (10 Minute Drive Time)



GAP Analysis \$70,107,199 (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.

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, Rolesville’s efforts are inclusive beyond the defined list.

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DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2016 Estimated Population	20,081	63,167	268,498
Daytime Population	12,025	44,839	228,165
Median HH Income	\$84,332	\$74,607	\$63,260
Number of Households	6,818	22,222	99,740

	5 Minute DT	10 Minute DT	Custom Trade Area
2016 Estimated Population	6,687	43,124	12,289
Daytime Population	6,739	21,711	9,347
Median HH Income	\$79,371	\$77,075	\$78,438
Number of Households	2,237	14,755	4,261

