

Denver Area (NC 73 & HWY16)
 7110 NC 73, Denver, North Carolina, 28037
 Ring: 3 mile radius

Lincoln Economic Development Association

Latitude: 35.45085
 Longitude: -81.00764

Demographic Summary		2016	2021
Population		11,304	12,001
Households		4,339	4,579
Families		3,214	3,370
Median Age		43.4	44.1
Median Household Income		\$72,220	\$82,854
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	131	\$5,097.80	\$22,119,333
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	132	\$4,823.99	\$20,931,279
Value of Stocks/Bonds/Mutual Funds	142	\$10,663.96	\$46,270,912
Value of Stocks/Bonds/Mutual Funds (1 year ago)	141	\$9,416.24	\$40,857,053
Value of Other Financial Assets	137	\$1,543.98	\$6,699,348
Value of Other Financial Assets (1 year ago)	134	\$1,285.07	\$5,575,912
Value of Retirement Plans	139	\$36,536.03	\$158,529,831
Value of Retirement Plans (1 year ago)	139	\$34,201.25	\$148,399,241
Surrender Value of Whole Life Policies	134	\$1,242.80	\$5,392,516
Surrender Value of Whole Life Policies (1 year ago)"	133	\$1,063.56	\$4,614,766
Earnings			
Interest/Dividends	135	\$1,247.11	\$5,411,192
Royalty/Estate/Trust Income	137	\$524.85	\$2,277,316
Liabilities			
Original Mortgage Amount (Owned Home)	139	\$15,654.55	\$67,925,111
Vehicle Loan Amount (1)	127	\$3,095.99	\$13,433,518
Value of Credit Card Debt	125	\$715.78	\$3,105,776
Value of Credit Card Debt (1 year ago)	125	\$695.44	\$3,017,499
Value Owed on Student Loans	106	\$1,400.03	\$6,074,724
Value Owed on Student Loans (1 year ago)	108	\$1,304.55	\$5,660,456
Value Owed on Non-student Loans	107	\$235.47	\$1,021,712
Value Owed on Non-student Loans (1 year ago)	109	\$184.79	\$801,802
Amount Paid: Interest			
Home Mortgage	139	\$5,163.86	\$22,405,998
Lump Sum Home Equity Loan	132	\$75.12	\$325,930
New Car/Truck/Van Loan	132	\$159.67	\$692,787
Used Car/Truck/Van Loan	122	\$153.16	\$664,564
Finance/Late/Interest Charges for Credit Cards	127	\$100.83	\$437,522
Finance/Late/Interest Charges for Student Loans	114	\$38.63	\$167,615
Finance/Late/Interest Charges for Non-student Loans	125	\$15.10	\$65,528
Amount Paid: Principal			
Home Mortgage	140	\$2,724.54	\$11,821,797
Lump Sum Home Equity Loan	135	\$115.92	\$502,988
New Car/Truck/Van Loan	134	\$1,186.37	\$5,147,669
Used Car/Truck/Van Loan	123	\$882.53	\$3,829,278
Checking Account and Banking Service Charges	111	\$36.75	\$159,437

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Denver Area (NC 73 & HWY16)
 7110 NC 73, Denver, North Carolina, 28037
 Ring: 6 mile radius

Lincoln Economic Development Association

Latitude: 35.45085
 Longitude: -81.00764

Demographic Summary		2016	2021
Population		34,552	36,957
Households		12,971	13,794
Families		9,972	10,563
Median Age		43.6	45.0
Median Household Income		\$78,703	\$89,433
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	152	\$5,932.44	\$76,949,685
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	153	\$5,596.90	\$72,597,405
Value of Stocks/Bonds/Mutual Funds	168	\$12,591.38	\$163,322,751
Value of Stocks/Bonds/Mutual Funds (1 year ago)	166	\$11,096.15	\$143,928,125
Value of Other Financial Assets	156	\$1,758.59	\$22,810,711
Value of Other Financial Assets (1 year ago)	156	\$1,489.37	\$19,318,653
Value of Retirement Plans	166	\$43,437.84	\$563,432,186
Value of Retirement Plans (1 year ago)	165	\$40,424.35	\$524,344,198
Surrender Value of Whole Life Policies	153	\$1,420.47	\$18,424,970
Surrender Value of Whole Life Policies (1 year ago)"	152	\$1,218.45	\$15,804,543
Earnings			
Interest/Dividends	157	\$1,450.72	\$18,817,273
Royalty/Estate/Trust Income	158	\$604.67	\$7,843,110
Liabilities			
Original Mortgage Amount (Owned Home)	155	\$17,506.27	\$227,073,771
Vehicle Loan Amount (1)	143	\$3,485.64	\$45,212,175
Value of Credit Card Debt	143	\$816.54	\$10,591,386
Value of Credit Card Debt (1 year ago)	143	\$794.59	\$10,306,604
Value Owed on Student Loans	115	\$1,518.79	\$19,700,266
Value Owed on Student Loans (1 year ago)	118	\$1,415.91	\$18,365,709
Value Owed on Non-student Loans	124	\$272.59	\$3,535,752
Value Owed on Non-student Loans (1 year ago)	126	\$213.32	\$2,766,919
Amount Paid: Interest			
Home Mortgage	159	\$5,882.50	\$76,301,911
Lump Sum Home Equity Loan	155	\$88.32	\$1,145,638
New Car/Truck/Van Loan	149	\$180.49	\$2,341,104
Used Car/Truck/Van Loan	136	\$171.11	\$2,219,435
Finance/Late/Interest Charges for Credit Cards	145	\$115.02	\$1,491,894
Finance/Late/Interest Charges for Student Loans	122	\$41.48	\$538,062
Finance/Late/Interest Charges for Non-student Loans	139	\$16.82	\$218,110
Amount Paid: Principal			
Home Mortgage	161	\$3,129.32	\$40,590,347
Lump Sum Home Equity Loan	160	\$137.69	\$1,785,987
New Car/Truck/Van Loan	153	\$1,347.28	\$17,475,562
Used Car/Truck/Van Loan	137	\$987.70	\$12,811,424
Checking Account and Banking Service Charges	123	\$40.90	\$530,537

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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