

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

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		11,304	12,001
Population 18+		8,796	9,360
Households		4,339	4,579
Median Household Income		\$72,220	\$82,854

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		<b>MPI</b>
	<b>Adults</b>	<b>Percent</b>	
Typically spend 7+ hours exercising per week	1,917	21.8%	102
Typically spend 4-6 hours exercising per week	1,848	21.0%	103
Typically spend 1-3 hours exercising per week	2,005	22.8%	99
Exercise at home 2+ times per week	2,722	30.9%	109
Exercise at club 2+ times per week	1,202	13.7%	105
Exercise at other facility (not club) 2+ times/wk	714	8.1%	101
Own elliptical	483	5.5%	138
Own stationary bicycle	561	6.4%	121
Own treadmill	1,106	12.6%	129
Own weight lifting equipment	1,329	15.1%	125
Presently controlling diet	3,170	36.0%	103
Control diet for blood sugar level	600	6.8%	94
Control diet for cholesterol level	716	8.1%	97
Control diet to maintain weight	965	11.0%	104
Control diet for physical fitness	940	10.7%	108
Control diet for salt restriction	257	2.9%	99
Control diet for weight loss	1,239	14.1%	110
Used doctor`s care/diet for diet method	202	2.3%	87
Used exercise program for diet method	775	8.8%	121
Used Weight Watchers as diet method	238	2.7%	113
Buy foods specifically labeled as fat-free	909	10.3%	94
Buy foods specifically labeled as gluten-free	307	3.5%	97
Buy foods specifically labeled as high fiber	758	8.6%	104
Buy foods specifically labeled as high protein	540	6.1%	104
Buy foods specifically labeled as lactose-free	168	1.9%	82
Buy foods specifically labeled as low-calorie	802	9.1%	100
Buy foods specifically labeled as low-carb	597	6.8%	107
Buy foods specifically labeled as low-cholesterol	491	5.6%	94
Buy foods specifically labeled as low-fat	953	10.8%	106
Buy foods specifically labeled as low-sodium	791	9.0%	96
Buy foods specifically labeled as natural/organic	812	9.2%	100
Buy foods specifically labeled as sugar-free	805	9.2%	102
Used meal/dietary/weight loss supplement last 6 mo	608	6.9%	95
Used vitamins/dietary supplements in last 6 months	4,857	55.2%	105
Provide services as a primary caregiver/caretaker	505	5.7%	89

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	7,033	80.0%	105
Visited doctor in last 12 months: 1-2 times	2,103	23.9%	101
Visited doctor in last 12 months: 3-5 times	2,161	24.6%	107
Visited doctor in last 12 months: 6+ times	2,769	31.5%	108
Visited doctor in last 12 months: cardiologist	590	6.7%	98
Visited doctor in last 12 months: chiropractor	628	7.1%	103
Visited doctor in last 12 months: dentist	3,520	40.0%	113
Visited doctor in last 12 months: dermatologist	764	8.7%	110
Visited doctor in last 12 months: ear/nose/throat	425	4.8%	110
Visited doctor in last 12 months: eye	1,824	20.7%	101
Visited doctor in last 12 months: gastroenterologist	366	4.2%	105
Visited doctor in last 12 months: general/family	4,028	45.8%	112
Visited doctor in last 12 months: internist	635	7.2%	121
Visited doctor in last 12 months: physical therapist	426	4.8%	107
Visited doctor in last 12 months: podiatrist	233	2.6%	90
Visited doctor in last 12 months: urologist	305	3.5%	90
Visited nurse practitioner in last 12 months	452	5.1%	105
Wear regular/sun/tinted prescription eyeglasses	3,322	37.8%	107
Wear bifocals	1,627	18.5%	118
Wear disposable contact lenses	632	7.2%	108
Wear soft contact lenses	872	9.9%	105
Wear transition lenses	604	6.9%	122
Spent on eyeglasses in last 12 months: <\$100	237	2.7%	99
Spent on eyeglasses in last 12 months: \$100-\$199	369	4.2%	101
Spent on eyeglasses in last 12 months: \$200-\$249	293	3.3%	115
Spent on eyeglasses in last 12 months: \$250+	929	10.6%	115
Spent on contact lenses in last 12 months: <\$100	240	2.7%	112
Spent on contact lenses in last 12 months: \$100-\$199	316	3.6%	100
Spent on contact lenses in last 12 months: \$200+	297	3.4%	103
Bought prescription eyewear: discount optical ctr	848	9.6%	112
Bought prescription eyewear: private eye doctor	2,261	25.7%	107
Bought prescription eyewear: retail optical chain	1,088	12.4%	109
Bought prescription eyewear: online	209	2.4%	100
Used prescription drug for allergy/hay fever	578	6.6%	116
Used prescription drug for anxiety/panic	423	4.8%	102
Used prescription drug for arthritis/osteoarthritis	287	3.3%	100
Used prescription drug for rheumatoid arthritis	147	1.7%	63
Used prescription drug for asthma	420	4.8%	115
Used prescription drug for backache/back pain	710	8.1%	103
Used prescription drug for depression	517	5.9%	93
Used prescription drug for diabetes (insulin dependent)	168	1.9%	92
Used prescription drug for diabetes (non-insulin depend)	367	4.2%	105
Used prescription drug for heartburn/acid reflux	495	5.6%	95
Used prescription drug for high blood pressure	1,299	14.8%	111
Used prescription drug for high cholesterol	878	10.0%	110
Used prescription drug for migraine headache	257	2.9%	94
Used prescription drug for sinus congestion/headache	399	4.5%	116
Used prescription drug for urinary tract infection	227	2.6%	97
Filled prescription last 12 months: discount/dept store	501	5.7%	135
Filled prescription last 12 months: drug store/pharmacy	3,446	39.2%	108
Filled prescription last 12 months: supermarket	749	8.5%	116
Filled prescription last 12 months: mail order	796	9.0%	116
Amount spent out of pocket for prescription drugs: <\$10	671	7.6%	122
Amount spent out of pocket for prescription drugs: \$10-19	831	9.4%	111
Amount spent out of pocket for prescription drugs: \$20-29	648	7.4%	119
Amount spent out of pocket for prescription drugs: \$30-49	739	8.4%	119
Amount spent out of pocket for prescription drugs: \$50-99	677	7.7%	114
Amount spent out of pocket for prescription drugs: \$100-149	282	3.2%	96
Amount spent out of pocket for prescription drugs: \$150+	313	3.6%	108

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	1,240	14.1%	102
Used last 6 months: cold/sinus/allergy med (nonprescr)	4,352	49.5%	102
Used last 6 months: children`s cough syrup	1,245	14.2%	102
Used last 6 months: cough syrup/suppressant(nonprescr)	2,728	31.0%	94
Used last 6 months: medicated skin cream/lotion/spray	2,485	28.3%	99
Used last 6 months: nasal spray	1,448	16.5%	103
Used last 6 months: pain reliever/fever reducer (kids)	1,991	22.6%	108
Used last 6 months: pain relieving rub/liquid/patch	1,718	19.5%	88
Used last 6 months: sleeping aid/snore relief	843	9.6%	104
Used last 6 months: sore throat remedy/cough drops	4,287	48.7%	102
Used last 12 months: sunburn remedy	1,311	14.9%	107
Used last 12 months: suntan/sunscreen product	3,747	42.6%	110
Used last 12 months: SPF 15 suntan/sunscreen product	836	9.5%	107
Used last 12 months: SPF 30-49 suntan/sunscreen prod	1,700	19.3%	118
Used last 12 months: SPF 50+ suntan/sunscreen product	1,150	13.1%	109
Used last 6 months: toothache/gum/canker sore remedy	638	7.3%	76
Used last 6 months: vitamins/nutritional suppl (kids)	1,339	15.2%	107
Used body wash/shower gel in last 6 months	5,138	58.4%	100
Used breath freshener in last 6 months	3,463	39.4%	97
Used breath freshener in last 6 months: gum	2,226	25.3%	97
Used breath freshener in last 6 months: mints	1,498	17.0%	97
Used breath freshener in last 6 months: thin film	169	1.9%	86
Used breath freshener 8+ times in last 7 days	830	9.4%	91
Used complexion care product in last 6 months	4,090	46.5%	99
Used denture adhesive/fixative in last 6 months	446	5.1%	82
Used denture cleaner in last 6 months	802	9.1%	86
Used facial moisturizer in last 6 months	3,801	43.2%	103
Used personal foot care product in last 6 months	1,454	16.5%	84
Used hair coloring product (at home) last 6 months	1,539	17.5%	88
Used hair conditioning treatment (at home)/6 mo	1,810	20.6%	86
Used hair growth product in last 6 months	143	1.6%	61
Used hair spray (at home) in last 6 months	3,243	36.9%	111
Used hair styling gel/lotion/mousse in last 6 mo	3,091	35.1%	102
Used mouthwash in last 6 months	5,319	60.5%	93
Used mouthwash 8+ times in last 7 days	1,129	12.8%	83
Used whitening toothpaste in last 6 months	3,050	34.7%	108
Used tooth whitener (not toothpaste) in last 6 mo	854	9.7%	103
Used tooth whitener (gel) in last 6 mos	126	1.4%	77
Used tooth whitener (strips) in last 6 months	469	5.3%	102
Visited a day spa in last 6 months	563	6.4%	117
Purchased product at salon/day spa in last 6 mo	683	7.8%	126
Professional srv last 6 months: haircut	6,048	68.8%	112
Professional srv last 6 months: hair color/highlights	1,827	20.8%	127
Professional srv last 6 months: facial	269	3.1%	98
Professional srv last 6 months: massage	776	8.8%	107
Professional srv last 6 months: manicure	1,170	13.3%	102
Professional srv last 6 months: pedicure	1,532	17.4%	108
Spent \$150+ at barber shops in last 6 months	188	2.1%	89
Spent \$150+ at beauty salons in last 6 months	1,242	14.1%	125

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<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		34,552	36,957
Population 18+		26,650	28,815
Households		12,971	13,794
Median Household Income		\$78,703	\$89,433

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of</b>		<b>MPI</b>
	<b>Adults</b>	<b>Percent</b>	
Typically spend 7+ hours exercising per week	5,884	22.1%	103
Typically spend 4-6 hours exercising per week	5,994	22.5%	110
Typically spend 1-3 hours exercising per week	6,138	23.0%	100
Exercise at home 2+ times per week	8,431	31.6%	111
Exercise at club 2+ times per week	3,935	14.8%	113
Exercise at other facility (not club) 2+ times/wk	2,266	8.5%	105
Own elliptical	1,489	5.6%	141
Own stationary bicycle	1,799	6.8%	128
Own treadmill	3,443	12.9%	132
Own weight lifting equipment	3,987	15.0%	124
Presently controlling diet	9,854	37.0%	106
Control diet for blood sugar level	1,912	7.2%	98
Control diet for cholesterol level	2,321	8.7%	104
Control diet to maintain weight	3,225	12.1%	114
Control diet for physical fitness	2,889	10.8%	110
Control diet for salt restriction	792	3.0%	101
Control diet for weight loss	3,729	14.0%	110
Used doctor`s care/diet for diet method	695	2.6%	98
Used exercise program for diet method	2,295	8.6%	118
Used Weight Watchers as diet method	750	2.8%	118
Buy foods specifically labeled as fat-free	2,878	10.8%	98
Buy foods specifically labeled as gluten-free	937	3.5%	97
Buy foods specifically labeled as high fiber	2,409	9.0%	109
Buy foods specifically labeled as high protein	1,713	6.4%	109
Buy foods specifically labeled as lactose-free	531	2.0%	86
Buy foods specifically labeled as low-calorie	2,604	9.8%	107
Buy foods specifically labeled as low-carb	1,866	7.0%	110
Buy foods specifically labeled as low-cholesterol	1,589	6.0%	101
Buy foods specifically labeled as low-fat	3,058	11.5%	112
Buy foods specifically labeled as low-sodium	2,541	9.5%	101
Buy foods specifically labeled as natural/organic	2,724	10.2%	111
Buy foods specifically labeled as sugar-free	2,556	9.6%	107
Used meal/dietary/weight loss supplement last 6 mo	1,854	7.0%	95
Used vitamins/dietary supplements in last 6 months	15,103	56.7%	107
Provide services as a primary caregiver/caretaker	1,607	6.0%	93

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	21,645	81.2%	107
Visited doctor in last 12 months: 1-2 times	6,248	23.4%	99
Visited doctor in last 12 months: 3-5 times	6,702	25.1%	110
Visited doctor in last 12 months: 6+ times	8,694	32.6%	112
Visited doctor in last 12 months: cardiologist	1,892	7.1%	104
Visited doctor in last 12 months: chiropractor	2,003	7.5%	109
Visited doctor in last 12 months: dentist	11,083	41.6%	117
Visited doctor in last 12 months: dermatologist	2,584	9.7%	123
Visited doctor in last 12 months: ear/nose/throat	1,239	4.6%	105
Visited doctor in last 12 months: eye	6,090	22.9%	111
Visited doctor in last 12 months: gastroenterologist	1,113	4.2%	105
Visited doctor in last 12 months: general/family	12,219	45.8%	112
Visited doctor in last 12 months: internist	2,093	7.9%	132
Visited doctor in last 12 months: physical therapist	1,327	5.0%	110
Visited doctor in last 12 months: podiatrist	761	2.9%	97
Visited doctor in last 12 months: urologist	1,129	4.2%	110
Visited nurse practitioner in last 12 months	1,429	5.4%	110
Wear regular/sun/tinted prescription eyeglasses	10,533	39.5%	112
Wear bifocals	4,864	18.3%	117
Wear disposable contact lenses	2,144	8.0%	121
Wear soft contact lenses	2,759	10.4%	110
Wear transition lenses	1,778	6.7%	119
Spent on eyeglasses in last 12 months: <\$100	684	2.6%	95
Spent on eyeglasses in last 12 months: \$100-\$199	1,180	4.4%	107
Spent on eyeglasses in last 12 months: \$200-\$249	910	3.4%	118
Spent on eyeglasses in last 12 months: \$250+	2,875	10.8%	117
Spent on contact lenses in last 12 months: <\$100	688	2.6%	106
Spent on contact lenses in last 12 months: \$100-\$199	1,036	3.9%	108
Spent on contact lenses in last 12 months: \$200+	1,047	3.9%	120
Bought prescription eyewear: discount optical ctr	2,488	9.3%	109
Bought prescription eyewear: private eye doctor	7,257	27.2%	113
Bought prescription eyewear: retail optical chain	3,442	12.9%	114
Bought prescription eyewear: online	637	2.4%	100
Used prescription drug for allergy/hay fever	1,659	6.2%	110
Used prescription drug for anxiety/panic	1,277	4.8%	102
Used prescription drug for arthritis/osteoarthritis	885	3.3%	102
Used prescription drug for rheumatoid arthritis	552	2.1%	78
Used prescription drug for asthma	1,042	3.9%	95
Used prescription drug for backache/back pain	2,129	8.0%	102
Used prescription drug for depression	1,613	6.1%	96
Used prescription drug for diabetes (insulin dependent)	512	1.9%	93
Used prescription drug for diabetes (non-insulin depend)	1,100	4.1%	104
Used prescription drug for heartburn/acid reflux	1,631	6.1%	103
Used prescription drug for high blood pressure	3,870	14.5%	109
Used prescription drug for high cholesterol	2,817	10.6%	116
Used prescription drug for migraine headache	805	3.0%	97
Used prescription drug for sinus congestion/headache	1,197	4.5%	115
Used prescription drug for urinary tract infection	707	2.7%	100
Filled prescription last 12 months: discount/dept store	1,344	5.0%	120
Filled prescription last 12 months: drug store/pharmacy	10,548	39.6%	109
Filled prescription last 12 months: supermarket	2,367	8.9%	121
Filled prescription last 12 months: mail order	2,559	9.6%	123
Amount spent out of pocket for prescription drugs: <\$10	1,898	7.1%	114
Amount spent out of pocket for prescription drugs: \$10-19	2,627	9.9%	116
Amount spent out of pocket for prescription drugs: \$20-29	2,021	7.6%	123
Amount spent out of pocket for prescription drugs: \$30-49	2,160	8.1%	115
Amount spent out of pocket for prescription drugs: \$50-99	2,009	7.5%	111
Amount spent out of pocket for prescription drugs: \$100-149	979	3.7%	110
Amount spent out of pocket for prescription drugs: \$150+	992	3.7%	113

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	3,687	13.8%	100
Used last 6 months: cold/sinus/allergy med (nonprescr)	13,318	50.0%	103
Used last 6 months: children`s cough syrup	3,540	13.3%	96
Used last 6 months: cough syrup/suppressant(nonprescr)	8,114	30.4%	93
Used last 6 months: medicated skin cream/lotion/spray	8,120	30.5%	106
Used last 6 months: nasal spray	4,465	16.8%	105
Used last 6 months: pain reliever/fever reducer (kids)	5,779	21.7%	104
Used last 6 months: pain relieving rub/liquid/patch	5,328	20.0%	90
Used last 6 months: sleeping aid/snore relief	2,496	9.4%	101
Used last 6 months: sore throat remedy/cough drops	12,591	47.2%	99
Used last 12 months: sunburn remedy	4,011	15.1%	108
Used last 12 months: suntan/sunscreen product	11,991	45.0%	116
Used last 12 months: SPF 15 suntan/sunscreen product	2,852	10.7%	120
Used last 12 months: SPF 30-49 suntan/sunscreen prod	5,549	20.8%	127
Used last 12 months: SPF 50+ suntan/sunscreen product	3,665	13.8%	115
Used last 6 months: toothache/gum/canker sore remedy	1,878	7.0%	74
Used last 6 months: vitamins/nutritional suppl (kids)	3,981	14.9%	105
Used body wash/shower gel in last 6 months	15,147	56.8%	97
Used breath freshener in last 6 months	10,269	38.5%	95
Used breath freshener in last 6 months: gum	6,503	24.4%	94
Used breath freshener in last 6 months: mints	4,544	17.1%	97
Used breath freshener in last 6 months: thin film	576	2.2%	96
Used breath freshener 8+ times in last 7 days	2,511	9.4%	91
Used complexion care product in last 6 months	12,530	47.0%	101
Used denture adhesive/fixative in last 6 months	1,287	4.8%	78
Used denture cleaner in last 6 months	2,393	9.0%	85
Used facial moisturizer in last 6 months	11,752	44.1%	105
Used personal foot care product in last 6 months	4,709	17.7%	89
Used hair coloring product (at home) last 6 months	4,787	18.0%	90
Used hair conditioning treatment (at home)/6 mo	5,489	20.6%	86
Used hair growth product in last 6 months	451	1.7%	64
Used hair spray (at home) in last 6 months	9,772	36.7%	110
Used hair styling gel/lotion/mousse in last 6 mo	9,411	35.3%	102
Used mouthwash in last 6 months	16,515	62.0%	96
Used mouthwash 8+ times in last 7 days	3,594	13.5%	87
Used whitening toothpaste in last 6 months	9,185	34.5%	107
Used tooth whitener (not toothpaste) in last 6 mo	2,670	10.0%	107
Used tooth whitener (gel) in last 6 mos	367	1.4%	74
Used tooth whitener (strips) in last 6 months	1,507	5.7%	108
Visited a day spa in last 6 months	1,778	6.7%	122
Purchased product at salon/day spa in last 6 mo	2,004	7.5%	122
Professional srv last 6 months: haircut	18,290	68.6%	112
Professional srv last 6 months: hair color/highlights	5,447	20.4%	125
Professional srv last 6 months: facial	880	3.3%	106
Professional srv last 6 months: massage	2,522	9.5%	114
Professional srv last 6 months: manicure	3,864	14.5%	111
Professional srv last 6 months: pedicure	4,954	18.6%	115
Spent \$150+ at barber shops in last 6 months	637	2.4%	100
Spent \$150+ at beauty salons in last 6 months	4,077	15.3%	135

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