

Market Profile

Denver Area (NC 73 & HWY16)
 7110 NC 73, Denver, North Carolina, 28037
 Rings: 3, 6 mile radii

Lincoln Economic Development Association
 Latitude: 35.45085
 Longitude: -81.00764

	3 miles	6 miles
Population Summary		
2000 Total Population	6,992	21,283
2010 Total Population	10,581	31,539
2016 Total Population	11,304	34,552
2016 Group Quarters	0	3
2021 Total Population	12,001	36,957
2016-2021 Annual Rate	1.20%	1.35%
Household Summary		
2000 Households	2,666	8,030
2000 Average Household Size	2.60	2.64
2010 Households	4,107	11,991
2010 Average Household Size	2.58	2.63
2016 Households	4,339	12,971
2016 Average Household Size	2.61	2.66
2021 Households	4,579	13,794
2021 Average Household Size	2.62	2.68
2016-2021 Annual Rate	1.08%	1.24%
2010 Families	3,072	9,282
2010 Average Family Size	2.99	2.98
2016 Families	3,214	9,972
2016 Average Family Size	3.04	3.04
2021 Families	3,370	10,563
2021 Average Family Size	3.06	3.06
2016-2021 Annual Rate	0.95%	1.16%
Housing Unit Summary		
2000 Housing Units	2,913	8,854
Owner Occupied Housing Units	77.5%	78.6%
Renter Occupied Housing Units	14.0%	12.1%
Vacant Housing Units	8.5%	9.3%
2010 Housing Units	4,591	13,498
Owner Occupied Housing Units	74.7%	75.8%
Renter Occupied Housing Units	14.7%	13.0%
Vacant Housing Units	10.5%	11.2%
2016 Housing Units	4,840	14,491
Owner Occupied Housing Units	73.0%	74.8%
Renter Occupied Housing Units	16.7%	14.7%
Vacant Housing Units	10.4%	10.5%
2021 Housing Units	5,148	15,375
Owner Occupied Housing Units	72.0%	74.8%
Renter Occupied Housing Units	16.9%	14.9%
Vacant Housing Units	11.1%	10.3%
Median Household Income		
2016	\$72,220	\$78,703
2021	\$82,854	\$89,433
Median Home Value		
2016	\$274,813	\$312,516
2021	\$286,468	\$330,456
Per Capita Income		
2016	\$38,076	\$42,491
2021	\$41,894	\$46,167
Median Age		
2010	41.8	41.9
2016	43.4	43.6
2021	44.1	45.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Households by Income		
Household Income Base	4,339	12,971
<\$15,000	8.7%	7.3%
\$15,000 - \$24,999	7.9%	6.8%
\$25,000 - \$34,999	5.8%	6.9%
\$35,000 - \$49,999	12.8%	10.9%
\$50,000 - \$74,999	16.1%	15.7%
\$75,000 - \$99,999	14.4%	12.9%
\$100,000 - \$149,999	17.3%	17.7%
\$150,000 - \$199,999	7.4%	9.6%
\$200,000+	9.5%	12.2%
Average Household Income	\$97,382	\$111,482
2021 Households by Income		
Household Income Base	4,579	13,794
<\$15,000	8.3%	6.9%
\$15,000 - \$24,999	7.3%	6.3%
\$25,000 - \$34,999	6.5%	7.4%
\$35,000 - \$49,999	7.2%	6.1%
\$50,000 - \$74,999	14.9%	14.8%
\$75,000 - \$99,999	15.2%	13.2%
\$100,000 - \$149,999	21.3%	21.0%
\$150,000 - \$199,999	8.9%	11.3%
\$200,000+	10.4%	13.0%
Average Household Income	\$107,723	\$121,837
2016 Owner Occupied Housing Units by Value		
Total	3,533	10,844
<\$50,000	4.7%	4.9%
\$50,000 - \$99,999	4.6%	6.2%
\$100,000 - \$149,999	6.7%	7.4%
\$150,000 - \$199,999	11.0%	9.2%
\$200,000 - \$249,999	15.4%	10.5%
\$250,000 - \$299,999	15.1%	10.0%
\$300,000 - \$399,999	16.8%	14.6%
\$400,000 - \$499,999	8.9%	10.2%
\$500,000 - \$749,999	10.3%	13.2%
\$750,000 - \$999,999	2.9%	6.5%
\$1,000,000 +	3.5%	7.3%
Average Home Value	\$340,321	\$409,815
2021 Owner Occupied Housing Units by Value		
Total	3,708	11,498
<\$50,000	2.4%	2.9%
\$50,000 - \$99,999	2.1%	3.4%
\$100,000 - \$149,999	3.6%	5.4%
\$150,000 - \$199,999	8.4%	7.5%
\$200,000 - \$249,999	18.4%	12.6%
\$250,000 - \$299,999	20.6%	13.3%
\$300,000 - \$399,999	18.7%	16.4%
\$400,000 - \$499,999	9.2%	10.5%
\$500,000 - \$749,999	8.8%	11.5%
\$750,000 - \$999,999	3.6%	7.9%
\$1,000,000 +	4.2%	8.8%
Average Home Value	\$364,842	\$442,705

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age		
Total	10,581	31,540
0 - 4	6.2%	5.9%
5 - 9	6.5%	7.1%
10 - 14	6.6%	7.1%
15 - 24	9.8%	9.8%
25 - 34	10.2%	9.3%
35 - 44	15.9%	16.1%
45 - 54	16.9%	17.8%
55 - 64	14.6%	14.6%
65 - 74	8.5%	8.2%
75 - 84	3.9%	3.3%
85 +	1.0%	0.8%
18 +	76.8%	75.8%
2016 Population by Age		
Total	11,304	34,551
0 - 4	5.6%	5.3%
5 - 9	6.4%	6.5%
10 - 14	6.6%	7.2%
15 - 24	10.3%	10.2%
25 - 34	9.8%	9.1%
35 - 44	13.7%	13.9%
45 - 54	16.2%	16.6%
55 - 64	14.8%	15.3%
65 - 74	10.9%	10.7%
75 - 84	4.6%	4.2%
85 +	1.2%	1.0%
18 +	77.8%	77.1%
2021 Population by Age		
Total	12,003	36,957
0 - 4	5.3%	5.0%
5 - 9	6.2%	6.0%
10 - 14	6.8%	7.0%
15 - 24	10.0%	10.0%
25 - 34	10.4%	9.1%
35 - 44	12.6%	12.9%
45 - 54	14.7%	15.3%
55 - 64	14.8%	15.7%
65 - 74	12.2%	12.1%
75 - 84	5.7%	5.6%
85 +	1.5%	1.3%
18 +	78.0%	78.0%
2010 Population by Sex		
Males	5,222	15,678
Females	5,359	15,861
2016 Population by Sex		
Males	5,575	17,176
Females	5,728	17,376
2021 Population by Sex		
Males	5,902	18,351
Females	6,099	18,606

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity		
Total	10,581	31,538
White Alone	92.5%	91.9%
Black Alone	3.7%	4.5%
American Indian Alone	0.5%	0.4%
Asian Alone	0.9%	1.0%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	1.4%	1.0%
Two or More Races	1.0%	1.3%
Hispanic Origin	3.2%	2.7%
Diversity Index	19.5	19.8
2016 Population by Race/Ethnicity		
Total	11,305	34,553
White Alone	91.8%	90.9%
Black Alone	3.9%	4.8%
American Indian Alone	0.5%	0.4%
Asian Alone	1.0%	1.3%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	1.6%	1.1%
Two or More Races	1.3%	1.5%
Hispanic Origin	3.7%	3.1%
Diversity Index	21.6	22.2
2021 Population by Race/Ethnicity		
Total	12,001	36,957
White Alone	91.0%	89.8%
Black Alone	4.0%	5.0%
American Indian Alone	0.4%	0.4%
Asian Alone	1.2%	1.6%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	1.9%	1.3%
Two or More Races	1.5%	1.9%
Hispanic Origin	4.2%	3.5%
Diversity Index	23.7	24.6
2010 Population by Relationship and Household Type		
Total	10,581	31,539
In Households	100.0%	100.0%
In Family Households	88.0%	89.3%
Householder	29.6%	29.8%
Spouse	25.2%	25.3%
Child	29.3%	30.2%
Other relative	2.6%	2.5%
Nonrelative	1.4%	1.5%
In Nonfamily Households	12.0%	10.7%
In Group Quarters	0.0%	0.0%
Institutionalized Population	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Population 25+ by Educational Attainment		
Total	8,047	24,453
Less than 9th Grade	1.5%	1.9%
9th - 12th Grade, No Diploma	4.2%	4.7%
High School Graduate	19.3%	17.9%
GED/Alternative Credential	3.0%	3.1%
Some College, No Degree	24.6%	23.1%
Associate Degree	11.6%	10.3%
Bachelor's Degree	25.6%	26.0%
Graduate/Professional Degree	10.2%	13.0%
2016 Population 15+ by Marital Status		
Total	9,205	27,982
Never Married	22.8%	20.1%
Married	63.1%	66.6%
Widowed	4.9%	4.7%
Divorced	9.1%	8.7%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed	94.4%	95.2%
Civilian Unemployed	5.6%	4.8%
2016 Employed Population 16+ by Industry		
Total	6,081	18,165
Agriculture/Mining	0.4%	0.4%
Construction	6.5%	6.7%
Manufacturing	9.1%	11.4%
Wholesale Trade	4.8%	4.8%
Retail Trade	11.5%	11.0%
Transportation/Utilities	9.9%	8.4%
Information	2.1%	1.6%
Finance/Insurance/Real Estate	12.7%	11.9%
Services	39.6%	40.6%
Public Administration	3.4%	3.1%
2016 Employed Population 16+ by Occupation		
Total	6,080	18,163
White Collar	68.5%	70.8%
Management/Business/Financial	24.5%	24.4%
Professional	17.6%	19.7%
Sales	15.6%	15.4%
Administrative Support	10.8%	11.3%
Services	11.9%	11.3%
Blue Collar	19.6%	17.9%
Farming/Forestry/Fishing	0.1%	0.1%
Construction/Extraction	6.8%	5.8%
Installation/Maintenance/Repair	3.8%	3.5%
Production	3.1%	3.8%
Transportation/Material Moving	5.8%	4.6%
2010 Population By Urban/ Rural Status		
Total Population	10,581	31,539
Population Inside Urbanized Area	59.2%	52.5%
Population Inside Urbanized Cluster	0.5%	3.6%
Rural Population	40.3%	43.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type		
Total	4,106	11,990
Households with 1 Person	21.0%	18.4%
Households with 2+ People	79.0%	81.6%
Family Households	74.8%	77.4%
Husband-wife Families	63.6%	65.8%
With Related Children	26.4%	27.6%
Other Family (No Spouse Present)	11.2%	11.6%
Other Family with Male Householder	3.4%	3.9%
With Related Children	2.1%	2.5%
Other Family with Female Householder	7.9%	7.7%
With Related Children	4.9%	4.8%
Nonfamily Households	4.2%	4.2%
All Households with Children	33.7%	35.3%
Multigenerational Households	2.8%	3.1%
Unmarried Partner Households	4.8%	4.9%
Male-female	4.1%	4.1%
Same-sex	0.7%	0.7%
2010 Households by Size		
Total	4,107	11,990
1 Person Household	21.0%	18.4%
2 Person Household	38.5%	39.4%
3 Person Household	18.3%	18.1%
4 Person Household	14.6%	16.0%
5 Person Household	5.4%	5.8%
6 Person Household	1.5%	1.6%
7 + Person Household	0.6%	0.8%
2010 Households by Tenure and Mortgage Status		
Total	4,107	11,991
Owner Occupied	83.5%	85.4%
Owned with a Mortgage/Loan	64.0%	66.1%
Owned Free and Clear	19.6%	19.2%
Renter Occupied	16.5%	14.6%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	4,591	13,498
Housing Units Inside Urbanized Area	59.5%	53.3%
Housing Units Inside Urbanized Cluster	0.5%	3.8%
Rural Housing Units	40.0%	42.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
	1.	Middleburg (4C)	Savvy Suburbanites (1D)
	2.	Exurbanites (1E)	Middleburg (4C)
	3.	Savvy Suburbanites (1D)	Southern Satellites (10A)
2016 Consumer Spending			
Apparel & Services: Total \$		\$10,716,275	\$36,485,179
Average Spent		\$2,469.76	\$2,812.83
Spending Potential Index		123	140
Education: Total \$		\$7,493,031	\$26,593,656
Average Spent		\$1,726.90	\$2,050.24
Spending Potential Index		122	145
Entertainment/Recreation: Total \$		\$15,953,589	\$54,435,798
Average Spent		\$3,676.79	\$4,196.73
Spending Potential Index		126	144
Food at Home: Total \$		\$26,249,457	\$88,659,607
Average Spent		\$6,049.66	\$6,835.22
Spending Potential Index		121	137
Food Away from Home: Total \$		\$16,648,620	\$56,313,341
Average Spent		\$3,836.97	\$4,341.48
Spending Potential Index		124	140
Health Care: Total \$		\$29,421,645	\$100,123,911
Average Spent		\$6,780.74	\$7,719.06
Spending Potential Index		128	146
HH Furnishings & Equipment: Total \$		\$9,755,300	\$33,097,352
Average Spent		\$2,248.28	\$2,551.64
Spending Potential Index		127	145
Personal Care Products & Services: Total \$		\$3,989,954	\$13,535,870
Average Spent		\$919.56	\$1,043.55
Spending Potential Index		125	142
Shelter: Total \$		\$82,250,265	\$278,517,868
Average Spent		\$18,956.04	\$21,472.35
Spending Potential Index		122	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$13,188,536	\$44,924,009
Average Spent		\$3,039.53	\$3,463.42
Spending Potential Index		131	149
Travel: Total \$		\$10,571,586	\$36,434,317
Average Spent		\$2,436.41	\$2,808.91
Spending Potential Index		131	151
Vehicle Maintenance & Repairs: Total \$		\$5,624,574	\$19,114,449
Average Spent		\$1,296.28	\$1,473.63
Spending Potential Index		125	142

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.