

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

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Middleburg (4C)	44.8%	Population	11,304	12,001
Exurbanites (1E)	17.1%	Households	4,339	4,579
Savvy Suburbanites (1D)	14.2%	Families	3,214	3,370
Green Acres (6A)	11.2%	Median Age	43.4	44.1
Salt of the Earth (6B)	9.1%	Median Household Income	\$72,220	\$82,854
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		123	\$2,469.76	\$10,716,275
Men's		122	\$489.19	\$2,122,593
Women's		124	\$848.15	\$3,680,117
Children's		120	\$388.13	\$1,684,107
Footwear		121	\$521.00	\$2,260,615
Watches & Jewelry		127	\$132.24	\$573,792
Apparel Products and Services (1)		126	\$91.05	\$395,052
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$211.42	\$917,342
Portable Memory		126	\$5.90	\$25,599
Computer Software		123	\$15.90	\$69,008
Computer Accessories		127	\$22.66	\$98,322
<b>Entertainment &amp; Recreation</b>		126	\$3,676.79	\$15,953,589
Fees and Admissions		130	\$749.36	\$3,251,492
Membership Fees for Clubs (2)		130	\$248.71	\$1,079,140
Fees for Participant Sports, excl. Trips		135	\$121.08	\$525,362
Tickets to Theatre/Operas/Concerts		128	\$67.53	\$292,996
Tickets to Movies/Museums/Parks		122	\$81.40	\$353,200
Admission to Sporting Events, excl. Trips		130	\$69.43	\$301,253
Fees for Recreational Lessons		130	\$160.49	\$696,387
Dating Services		106	\$0.73	\$3,153
TV/Video/Audio		122	\$1,471.62	\$6,385,339
Cable and Satellite Television Services		122	\$1,095.81	\$4,754,736
Televisions		124	\$136.17	\$590,848
Satellite Dishes		136	\$1.98	\$8,572
VCRs, Video Cameras, and DVD Players		120	\$9.68	\$41,991
Miscellaneous Video Equipment		137	\$10.54	\$45,750
Video Cassettes and DVDs		116	\$21.50	\$93,303
Video Game Hardware/Accessories		118	\$30.28	\$131,392
Video Game Software		117	\$16.07	\$69,707
Streaming/Downloaded Video		118	\$21.48	\$93,182
Rental of Video Cassettes and DVDs		118	\$19.31	\$83,777
Installation of Televisions		154	\$1.42	\$6,160
Audio (3)		126	\$103.34	\$448,387
Rental and Repair of TV/Radio/Sound Equipment		103	\$4.04	\$17,533
Pets		128	\$685.92	\$2,976,201
Toys/Games/Crafts/Hobbies (4)		124	\$141.34	\$613,279
Recreational Vehicles and Fees (5)		139	\$149.13	\$647,082
Sports/Recreation/Exercise Equipment (6)		124	\$205.64	\$892,265
Photo Equipment and Supplies (7)		130	\$71.71	\$311,157
Reading (8)		126	\$165.85	\$719,620
Catered Affairs (9)		140	\$36.22	\$157,154
<b>Food</b>		122	\$9,886.63	\$42,898,078
Food at Home		121	\$6,049.66	\$26,249,457
Bakery and Cereal Products		121	\$818.80	\$3,552,785
Meats, Poultry, Fish, and Eggs		121	\$1,345.79	\$5,839,382
Dairy Products		120	\$637.14	\$2,764,532
Fruits and Vegetables		121	\$1,156.50	\$5,018,069
Snacks and Other Food at Home (10)		122	\$2,091.42	\$9,074,689
Food Away from Home		124	\$3,836.97	\$16,648,620
Alcoholic Beverages		123	\$628.65	\$2,727,731

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	142	\$10,663.96	\$46,270,912
Value of Retirement Plans	139	\$36,536.03	\$158,529,831
Value of Other Financial Assets	137	\$1,543.98	\$6,699,348
Vehicle Loan Amount excluding Interest	127	\$3,095.99	\$13,433,518
Value of Credit Card Debt	125	\$715.78	\$3,105,776
<b>Health</b>			
Nonprescription Drugs	125	\$154.89	\$672,070
Prescription Drugs	128	\$535.14	\$2,321,951
Eyeglasses and Contact Lenses	127	\$113.27	\$491,458
<b>Home</b>			
Mortgage Payment and Basics (11)	139	\$11,869.15	\$51,500,251
Maintenance and Remodeling Services	140	\$2,449.97	\$10,630,433
Maintenance and Remodeling Materials (12)	141	\$511.97	\$2,221,458
Utilities, Fuel, and Public Services	124	\$6,062.20	\$26,303,869
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	124	\$108.15	\$469,284
Furniture	126	\$617.87	\$2,680,925
Rugs	131	\$31.93	\$138,561
Major Appliances (14)	132	\$372.60	\$1,616,712
Housewares (15)	127	\$106.01	\$459,991
Small Appliances	121	\$56.91	\$246,930
Luggage	132	\$12.22	\$53,001
Telephones and Accessories	125	\$88.70	\$384,889
<b>Household Operations</b>			
Child Care	127	\$538.79	\$2,337,819
Lawn and Garden (16)	134	\$544.95	\$2,364,544
Moving/Storage/Freight Express	111	\$70.45	\$305,667
Housekeeping Supplies (17)	125	\$877.99	\$3,809,607
<b>Insurance</b>			
Owners and Renters Insurance	137	\$636.36	\$2,761,145
Vehicle Insurance	124	\$1,388.81	\$6,026,067
Life/Other Insurance	135	\$559.00	\$2,425,516
Health Insurance	128	\$4,333.75	\$18,804,159
Personal Care Products (18)	123	\$534.72	\$2,320,156
School Books and Supplies (19)	123	\$201.91	\$876,097
Smoking Products	114	\$465.66	\$2,020,485
<b>Transportation</b>			
Payments on Vehicles excluding Leases	129	\$2,675.88	\$11,610,648
Gasoline and Motor Oil	124	\$3,820.60	\$16,577,568
Vehicle Maintenance and Repairs	125	\$1,296.28	\$5,624,574
<b>Travel</b>			
Airline Fares	128	\$584.50	\$2,536,151
Lodging on Trips	134	\$619.46	\$2,687,823
Auto/Truck Rental on Trips	130	\$31.17	\$135,268
Food and Drink on Trips	131	\$572.47	\$2,483,943

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Savvy Suburbanites (1D)	17.7%	Population	34,552	36,957
Middleburg (4C)	16.7%	Households	12,971	13,794
Southern Satellites (10A)	14.5%	Families	9,972	10,563
Green Acres (6A)	13.0%	Median Age	43.6	45.0
Top Tier (1A)	11.8%	Median Household Income	\$78,703	\$89,433
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		140	\$2,812.83	\$36,485,179
Men's		139	\$559.50	\$7,257,270
Women's		141	\$967.58	\$12,550,439
Children's		135	\$435.77	\$5,652,394
Footwear		138	\$593.78	\$7,701,950
Watches & Jewelry		146	\$151.58	\$1,966,089
Apparel Products and Services (1)		145	\$104.62	\$1,357,039
<b>Computer</b>				
Computers and Hardware for Home Use		137	\$238.19	\$3,089,553
Portable Memory		140	\$6.58	\$85,293
Computer Software		138	\$17.83	\$231,271
Computer Accessories		145	\$25.71	\$333,455
<b>Entertainment &amp; Recreation</b>		144	\$4,196.73	\$54,435,798
Fees and Admissions		150	\$866.54	\$11,239,862
Membership Fees for Clubs (2)		152	\$291.01	\$3,774,747
Fees for Participant Sports, excl. Trips		153	\$136.78	\$1,774,115
Tickets to Theatre/Operas/Concerts		150	\$78.88	\$1,023,133
Tickets to Movies/Museums/Parks		138	\$91.50	\$1,186,812
Admission to Sporting Events, excl. Trips		148	\$79.06	\$1,025,519
Fees for Recreational Lessons		153	\$188.56	\$2,445,763
Dating Services		109	\$0.75	\$9,773
TV/Video/Audio		138	\$1,662.32	\$21,561,997
Cable and Satellite Television Services		138	\$1,240.17	\$16,086,201
Televisions		139	\$153.23	\$1,987,542
Satellite Dishes		153	\$2.23	\$28,879
VCRs, Video Cameras, and DVD Players		134	\$10.81	\$140,197
Miscellaneous Video Equipment		143	\$11.00	\$142,724
Video Cassettes and DVDs		130	\$24.05	\$311,933
Video Game Hardware/Accessories		131	\$33.47	\$434,111
Video Game Software		128	\$17.66	\$229,040
Streaming/Downloaded Video		131	\$23.79	\$308,529
Rental of Video Cassettes and DVDs		131	\$21.40	\$277,519
Installation of Televisions		168	\$1.55	\$20,165
Audio (3)		145	\$118.32	\$1,534,764
Rental and Repair of TV/Radio/Sound Equipment		118	\$4.66	\$60,392
Pets		147	\$784.69	\$10,178,221
Toys/Games/Crafts/Hobbies (4)		140	\$160.02	\$2,075,617
Recreational Vehicles and Fees (5)		160	\$172.22	\$2,233,930
Sports/Recreation/Exercise Equipment (6)		144	\$238.32	\$3,091,212
Photo Equipment and Supplies (7)		147	\$80.85	\$1,048,717
Reading (8)		144	\$189.41	\$2,456,774
Catered Affairs (9)		164	\$42.36	\$549,468
<b>Food</b>		138	\$11,176.70	\$144,972,948
Food at Home		137	\$6,835.22	\$88,659,607
Bakery and Cereal Products		137	\$927.08	\$12,025,138
Meats, Poultry, Fish, and Eggs		137	\$1,523.42	\$19,760,231
Dairy Products		136	\$723.45	\$9,383,850
Fruits and Vegetables		137	\$1,305.91	\$16,938,914
Snacks and Other Food at Home (10)		138	\$2,355.37	\$30,551,473
Food Away from Home		140	\$4,341.48	\$56,313,341
Alcoholic Beverages		140	\$716.33	\$9,291,483

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	168	\$12,591.38	\$163,322,751
Value of Retirement Plans	166	\$43,437.84	\$563,432,186
Value of Other Financial Assets	156	\$1,758.59	\$22,810,711
Vehicle Loan Amount excluding Interest	143	\$3,485.64	\$45,212,175
Value of Credit Card Debt	143	\$816.54	\$10,591,386
<b>Health</b>			
Nonprescription Drugs	143	\$178.28	\$2,312,446
Prescription Drugs	146	\$611.83	\$7,936,040
Eyeglasses and Contact Lenses	145	\$129.87	\$1,684,507
<b>Home</b>			
Mortgage Payment and Basics (11)	160	\$13,679.68	\$177,439,138
Maintenance and Remodeling Services	162	\$2,843.66	\$36,885,128
Maintenance and Remodeling Materials (12)	162	\$588.26	\$7,630,316
Utilities, Fuel, and Public Services	141	\$6,894.17	\$89,424,249
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	142	\$123.70	\$1,604,487
Furniture	142	\$699.02	\$9,066,962
Rugs	151	\$36.93	\$478,964
Major Appliances (14)	150	\$424.98	\$5,512,356
Housewares (15)	143	\$119.31	\$1,547,604
Small Appliances	137	\$64.77	\$840,124
Luggage	153	\$14.12	\$183,215
Telephones and Accessories	139	\$98.65	\$1,279,605
<b>Household Operations</b>			
Child Care	144	\$609.58	\$7,906,853
Lawn and Garden (16)	156	\$634.65	\$8,232,008
Moving/Storage/Freight Express	124	\$78.93	\$1,023,748
Housekeeping Supplies (17)	142	\$994.86	\$12,904,297
<b>Insurance</b>			
Owners and Renters Insurance	158	\$732.22	\$9,497,671
Vehicle Insurance	141	\$1,575.99	\$20,442,145
Life/Other Insurance	157	\$650.07	\$8,432,085
Health Insurance	146	\$4,927.90	\$63,919,832
Personal Care Products (18)	139	\$603.46	\$7,827,524
School Books and Supplies (19)	140	\$229.80	\$2,980,773
Smoking Products	129	\$527.89	\$6,847,277
<b>Transportation</b>			
Payments on Vehicles excluding Leases	145	\$3,018.84	\$39,157,321
Gasoline and Motor Oil	140	\$4,313.82	\$55,954,549
Vehicle Maintenance and Repairs	142	\$1,473.63	\$19,114,449
<b>Travel</b>			
Airline Fares	149	\$677.88	\$8,792,731
Lodging on Trips	155	\$717.33	\$9,304,500
Auto/Truck Rental on Trips	150	\$35.93	\$466,098
Food and Drink on Trips	150	\$659.20	\$8,550,442

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- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
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