

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

Summary Demographics

2016 Population	11,304
2016 Households	4,339
2016 Median Disposable Income	\$54,920
2016 Per Capita Income	\$38,076

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$229,052,302	\$243,250,825	-\$14,198,523	-3.0	153
Total Retail Trade	44-45	\$206,829,314	\$219,583,346	-\$12,754,032	-3.0	112
Total Food & Drink	722	\$22,222,987	\$23,667,479	-\$1,444,492	-3.1	41

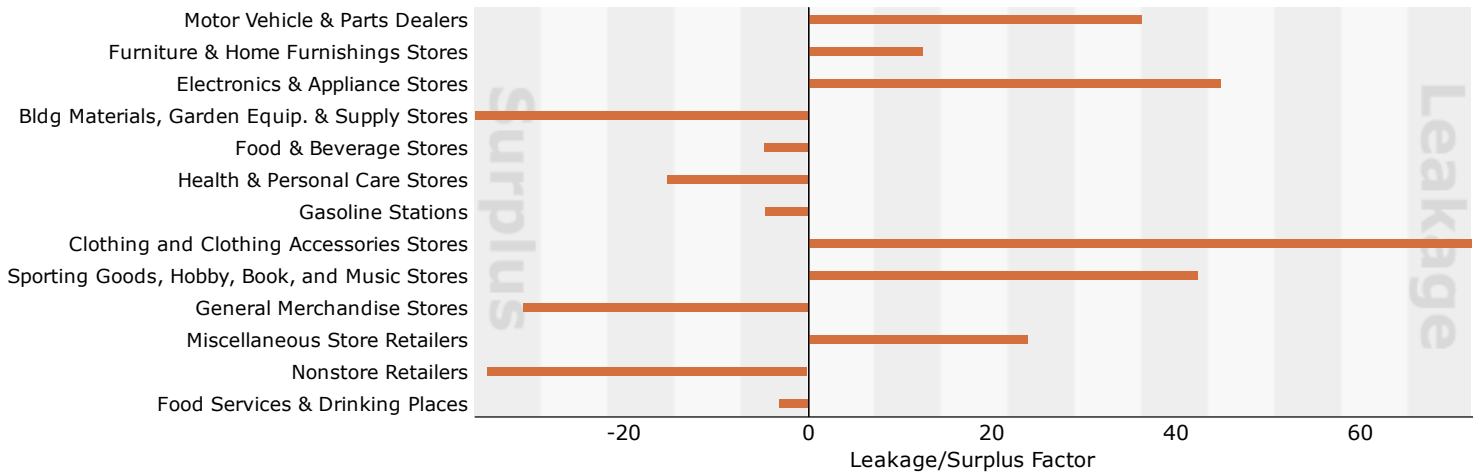
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$47,505,261	\$22,171,926	\$25,333,335	36.4	25
Automobile Dealers	4411	\$39,134,270	\$9,107,276	\$30,026,994	62.2	6
Other Motor Vehicle Dealers	4412	\$4,736,810	\$6,066,607	-\$1,329,797	-12.3	7
Auto Parts, Accessories & Tire Stores	4413	\$3,634,181	\$6,998,043	-\$3,363,862	-31.6	11
Furniture & Home Furnishings Stores	442	\$6,582,399	\$5,108,890	\$1,473,509	12.6	8
Furniture Stores	4421	\$4,146,704	\$3,615,192	\$531,512	6.8	6
Home Furnishings Stores	4422	\$2,435,694	\$1,493,698	\$941,996	24.0	2
Electronics & Appliance Stores	443	\$9,607,114	\$3,639,664	\$5,967,450	45.0	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,363,482	\$22,148,525	-\$11,785,043	-36.2	16
Bldg Material & Supplies Dealers	4441	\$9,294,274	\$19,915,832	-\$10,621,558	-36.4	12
Lawn & Garden Equip & Supply Stores	4442	\$1,069,208	\$2,232,693	-\$1,163,485	-35.2	4
Food & Beverage Stores	445	\$41,757,184	\$45,980,032	-\$4,222,848	-4.8	10
Grocery Stores	4451	\$33,007,712	\$42,993,442	-\$9,985,730	-13.1	7
Specialty Food Stores	4452	\$7,463,274	\$741,648	\$6,721,626	81.9	2
Beer, Wine & Liquor Stores	4453	\$1,286,199	\$2,244,941	-\$958,742	-27.2	1
Health & Personal Care Stores	446,4461	\$12,119,166	\$16,519,338	-\$4,400,172	-15.4	6
Gasoline Stations	447,4471	\$14,149,249	\$15,556,213	-\$1,406,964	-4.7	8
Clothing & Clothing Accessories Stores	448	\$9,832,163	\$1,582,851	\$8,249,312	72.3	5
Clothing Stores	4481	\$6,551,014	\$1,484,191	\$5,066,823	63.1	5
Shoe Stores	4482	\$1,172,654	\$0	\$1,172,654	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,108,495	\$0	\$2,108,495	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,353,749	\$2,162,747	\$3,191,002	42.5	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,072,948	\$1,490,612	\$2,582,336	46.4	4
Book, Periodical & Music Stores	4512	\$1,280,800	\$672,135	\$608,665	31.2	2
General Merchandise Stores	452	\$37,796,565	\$71,590,844	-\$33,794,279	-30.9	7
Department Stores Excluding Leased Depts.	4521	\$29,449,222	\$68,585,746	-\$39,136,524	-39.9	1
Other General Merchandise Stores	4529	\$8,347,343	\$3,005,098	\$5,342,245	47.1	6
Miscellaneous Store Retailers	453	\$7,702,089	\$4,724,469	\$2,977,620	24.0	14
Florists	4531	\$296,229	\$307,807	-\$11,578	-1.9	2
Office Supplies, Stationery & Gift Stores	4532	\$1,285,939	\$781,271	\$504,668	24.4	2
Used Merchandise Stores	4533	\$839,696	\$551,798	\$287,898	20.7	5
Other Miscellaneous Store Retailers	4539	\$5,280,226	\$3,083,592	\$2,196,634	26.3	6
Nonstore Retailers	454	\$4,060,894	\$8,397,847	-\$4,336,953	-34.8	3
Electronic Shopping & Mail-Order Houses	4541	\$2,919,057	\$8,345,057	-\$5,426,000	-48.2	3
Vending Machine Operators	4542	\$174,230	\$0	\$174,230	100.0	0
Direct Selling Establishments	4543	\$967,607	\$0	\$967,607	100.0	0
Food Services & Drinking Places	722	\$22,222,987	\$23,667,479	-\$1,444,492	-3.1	41
Full-Service Restaurants	7221	\$11,117,558	\$11,674,697	-\$557,139	-2.4	24
Limited-Service Eating Places	7222	\$9,674,517	\$11,741,528	-\$2,067,011	-9.7	15
Special Food Services	7223	\$262,261	\$55,397	\$206,864	65.1	1
Drinking Places - Alcoholic Beverages	7224	\$1,168,652	\$195,857	\$972,795	71.3	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

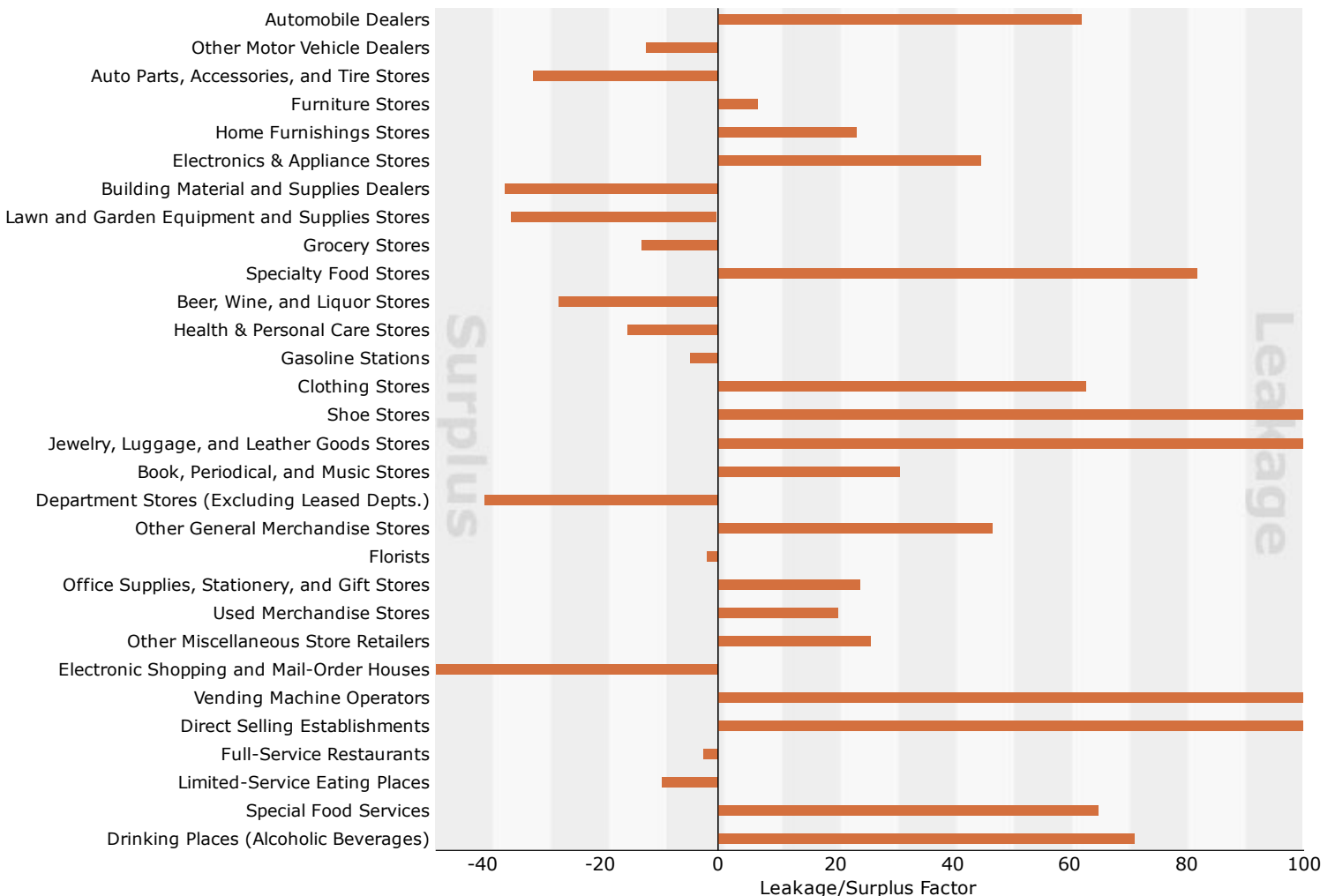
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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

Summary Demographics

2016 Population	34,552
2016 Households	12,971
2016 Median Disposable Income	\$59,006
2016 Per Capita Income	\$42,491

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$757,220,523	\$329,805,134	\$427,415,389	39.3	232
Total Retail Trade	44-45	\$683,294,840	\$300,439,658	\$382,855,182	38.9	177
Total Food & Drink	722	\$73,925,683	\$29,365,476	\$44,560,207	43.1	55

Industry Group

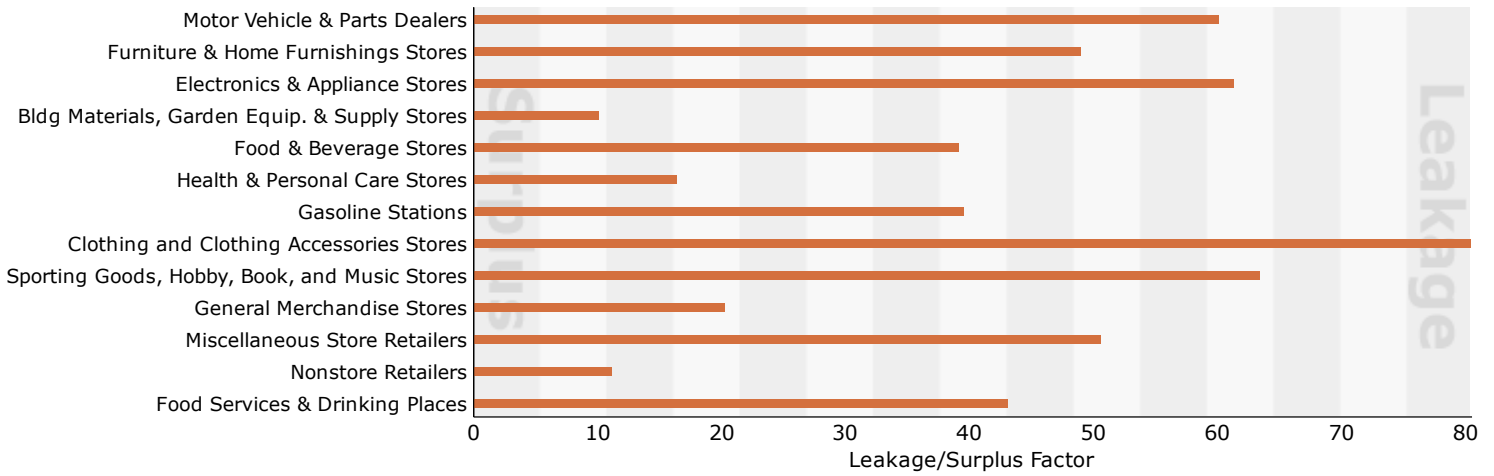
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$156,421,908	\$38,882,022	\$117,539,886	60.2	39
Automobile Dealers	4411	\$128,204,574	\$19,188,927	\$109,015,647	74.0	13
Other Motor Vehicle Dealers	4412	\$16,169,494	\$11,000,841	\$5,168,653	19.0	11
Auto Parts, Accessories & Tire Stores	4413	\$12,047,840	\$8,692,255	\$3,355,585	16.2	16
Furniture & Home Furnishings Stores	442	\$21,828,493	\$7,463,183	\$14,365,310	49.0	12
Furniture Stores	4421	\$13,701,309	\$5,222,989	\$8,478,320	44.8	9
Home Furnishings Stores	4422	\$8,127,184	\$2,240,194	\$5,886,990	56.8	3
Electronics & Appliance Stores	443	\$31,912,488	\$7,606,522	\$24,305,966	61.5	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$35,371,661	\$28,801,806	\$6,569,855	10.2	26
Bldg Material & Supplies Dealers	4441	\$31,782,296	\$23,095,934	\$8,686,362	15.8	18
Lawn & Garden Equip & Supply Stores	4442	\$3,589,365	\$5,705,872	-\$2,116,507	-22.8	8
Food & Beverage Stores	445	\$137,269,744	\$59,869,479	\$77,400,265	39.3	14
Grocery Stores	4451	\$108,410,938	\$56,332,008	\$52,078,930	31.6	10
Specialty Food Stores	4452	\$24,563,636	\$1,149,737	\$23,413,899	91.1	3
Beer, Wine & Liquor Stores	4453	\$4,295,170	\$2,387,734	\$1,907,436	28.5	1
Health & Personal Care Stores	446,4461	\$39,815,705	\$28,543,054	\$11,272,651	16.5	10
Gasoline Stations	447,4471	\$46,081,680	\$19,903,631	\$26,178,049	39.7	11
Clothing & Clothing Accessories Stores	448	\$32,764,022	\$3,526,551	\$29,237,471	80.6	8
Clothing Stores	4481	\$21,793,775	\$2,168,790	\$19,624,985	81.9	7
Shoe Stores	4482	\$3,868,523	\$0	\$3,868,523	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$7,101,724	\$1,284,183	\$5,817,541	69.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$17,826,839	\$3,983,307	\$13,843,532	63.5	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,584,278	\$3,293,006	\$10,291,272	61.0	7
Book, Periodical & Music Stores	4512	\$4,242,560	\$690,301	\$3,552,259	72.0	2
General Merchandise Stores	452	\$124,899,466	\$82,616,696	\$42,282,770	20.4	9
Department Stores Excluding Leased Depts.	4521	\$97,451,503	\$78,236,000	\$19,215,503	10.9	1
Other General Merchandise Stores	4529	\$27,447,963	\$4,380,696	\$23,067,267	72.5	8
Miscellaneous Store Retailers	453	\$25,382,776	\$8,304,971	\$17,077,805	50.7	24
Florists	4531	\$990,485	\$417,663	\$572,822	40.7	3
Office Supplies, Stationery & Gift Stores	4532	\$4,275,398	\$1,255,845	\$3,019,553	54.6	4
Used Merchandise Stores	4533	\$2,790,227	\$692,208	\$2,098,019	60.2	6
Other Miscellaneous Store Retailers	4539	\$17,326,667	\$5,939,255	\$11,387,412	48.9	11
Nonstore Retailers	454	\$13,720,057	\$10,938,436	\$2,781,621	11.3	5
Electronic Shopping & Mail-Order Houses	4541	\$9,685,570	\$10,736,073	-\$1,050,503	-5.1	4
Vending Machine Operators	4542	\$573,298	\$202,363	\$370,935	47.8	1
Direct Selling Establishments	4543	\$3,461,189	\$0	\$3,461,189	100.0	0
Food Services & Drinking Places	722	\$73,925,683	\$29,365,476	\$44,560,207	43.1	55
Full-Service Restaurants	7221	\$36,945,153	\$15,051,050	\$21,894,103	42.1	35
Limited-Service Eating Places	7222	\$32,082,184	\$13,849,672	\$18,232,512	39.7	17
Special Food Services	7223	\$889,959	\$267,922	\$622,037	53.7	2
Drinking Places - Alcoholic Beverages	7224	\$4,008,388	\$196,831	\$3,811,557	90.6	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

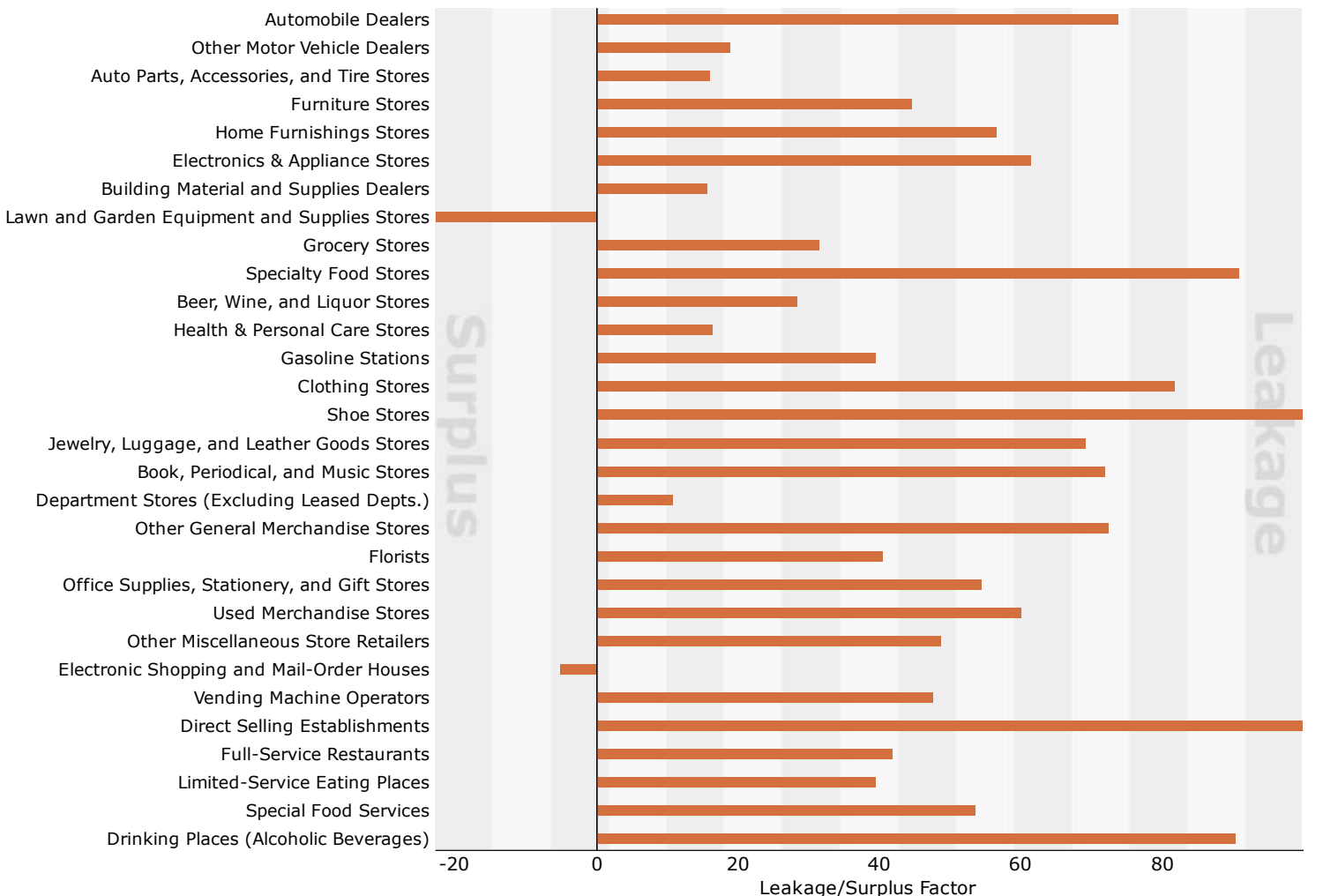
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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