



## Invest in Downtown Aberdeen, NC

### Aberdeen Demographics (U.S. Census and Claritas Retail Data)

Total retail sales per capita for Downtown Aberdeen in 2017 (the last measured year on this site) are \$56,338.

- Almost 4 times (3.8%) the Moore County average of \$14,784.
- Four times the NC average of \$13,735.
- 3.7 times the U.S. per capita average of \$15,224.
- Aberdeen accounts for 29% of Moore County retail sales
  - Only comprises 8% of the county population.
- Median Household Income: \$62,920
- Highest Income Distribution: \$50,000-\$74,999
- % earning below \$50,000: 37.5%
- % earning above \$50,000: 62.6%
- Poverty rate: 4.3% (9.2% Moore County/12.8% North Carolina/11.5% the U.S.)

### Retail Surpluses (Claritas)

Aberdeen generates retail and restaurant sales above its market size due to drawing outside consumers and tourists.

<b>Category</b>	<b>3-Minute Drive Time</b>	<b>5-Minute Drive Time</b>	<b>10-Minute Drive Time</b>
Electronics	\$ 3,644,194	\$ 2,982,147	\$ 3,542,445
Paint and Wallpaper	\$ 1,014,461	\$ 350,408	\$ 1,338,665
Nursery and Garden	\$ 1,011,579	\$ 513,156	\$ 1,650,518
Grocery	\$44,095,319	\$21,563,593	\$48,525,122
Pharmacies	\$20,878,498	\$ 1,922,771	\$51,810,536
Sporting Goods	\$ 4,203,574	\$ 2,604,177	\$ 5,389,735
Department Stores	\$ 5,245,250	\$ 3,292,891	\$ 7,193,275
Office and Stationary	\$ 862,252	\$ 625,120	\$ 1,480,618
Full-Service Restaurants	\$18,055,403	\$ 3,939,936	\$26,446,011
Limited-Service Restaurants	\$35,381,730	\$29,337,239	\$30,046,119

For more information, contact Lindy Lamielle, Downtown Planner/NC Main Street program at 910-944-4506 or [llamielle@townofaberdeen.net](mailto:llamielle@townofaberdeen.net)