



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 year measured 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.

<u>Category</u>	<u>3-Minute Drive Time</u>	<u>5-Minute Drive Time</u>	<u>10-Minute Drive Time</u>
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

Downtown Incentives:

Façade Improvement Grant (eligible properties)

Historic Tax Credits (eligible and certified properties)

Available Properties or Storefront Vacancies:

Contact Us to Inquire

For more information, contact Lissette Reynolds, Downtown Planner/NC Main Street program at 910-944-4506 or lreynolds@townofaberdeen.net