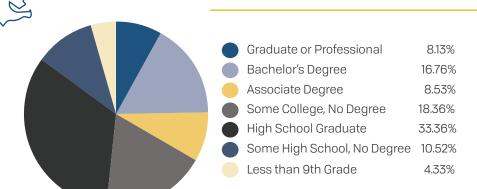
# DAVIE COUNTY

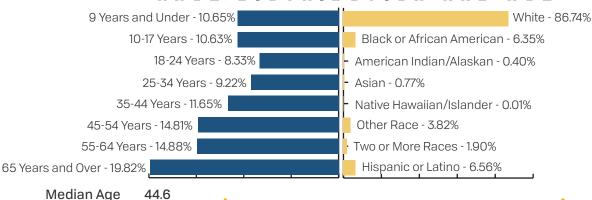




2016 Estimated Primary Retail Trade Area Population



# RACE DISTRIBUTION AND AGE



# HOUSEHOLD INCOME

### AVERAGE HOUSEHOLD INCOME

\$ 7 0 , 4 1 °

### MEDIAN HOUSEHOLD INCOME

\$ 5 2 , 2 0 3

#### PER CAPITA INCOME

\$27,939

# OPPORTUNITY IN DAVIE COUNTY

### Bermuda Run

42.5

Potential Retail Sales \$505,768,997

Average Age

- Actual Sales \$109,189,507
- Sales Leakage \$396,579,490

### Cooleemee

- Potential Retail Sales \$119,817,567
- Actual Sales

\$6,234,285

Sales Leakage \$113,583,282

### Mocksville

- Potential Retail Sales \$1,003,905,400
- Actual Sales \$329,974,601
- Sales Leakage \$673,930,799

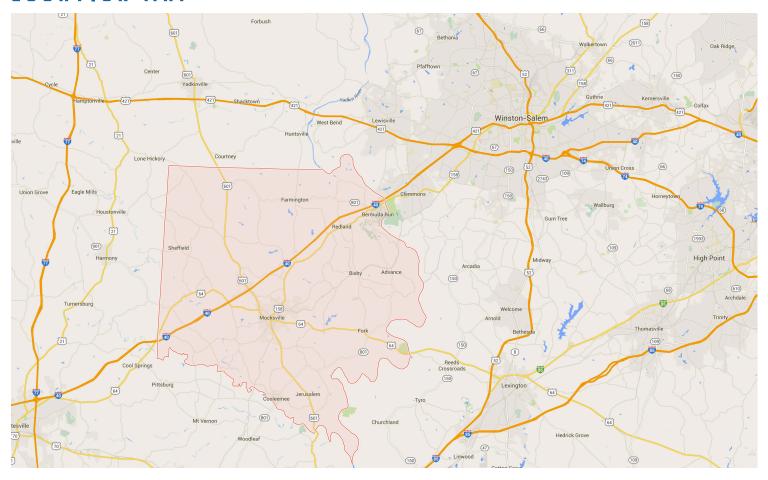
Terry Bralley, President nent Commission

Phone: 336.751.2714 Cell: 336.909.1403 terry.bradley@daviecounty.com www.daviecounty.com





### LOCATION MAP



## EXISTING RETAIL



