

**Burke County, NC\_3**  
**Burke County, NC (37023)**  
**Geography: County**

Demographic Summary	2010	2015
Population	90,059	89,989
Population 18+	69,735	70,096
Households	34,827	34,781
Median Household Income	\$43,765	\$50,464

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Use a personal computer at work	15,158	21.7%	67
HH owns a personal computer	20,705	59.5%	83
Purchased home PC in last 12 months	4,169	12.0%	78
Purchased home PC 1-2 years ago	5,982	17.2%	78
Purchased home PC 3-4 years ago	5,408	15.5%	87
Purchased home PC 5+ years ago	2,964	8.5%	93
Spent <\$500 on home PC	3,402	9.8%	108
Spent \$500-999 on home PC	6,009	17.3%	94
Spent \$1000-1499 on home PC	3,650	10.5%	71
Spent \$1500-1999 on home PC	2,014	5.8%	70
Spent \$2000-2999 on home PC	1,657	4.8%	61
Purchased home PC at computer superstore	2,624	7.5%	60
Purchased home PC at department store	2,141	6.1%	139
Purchased home PC direct from manufacturer	3,639	10.4%	74
Purchased home PC at electronics store	2,617	7.5%	77
Purchased home PC on Internet	1,702	4.9%	63
Purchased home PC at warehouse discount outlet	724	2.1%	95
HH owns desktop PC	17,769	51.0%	88
HH owns laptop/notebook/tablet PC	5,099	14.6%	57
HH owns any Apple/Apple Mac clone brand PC	809	2.3%	46
HH owns any IBM/IBM compatible brand PC	19,308	55.4%	85
Brand of PC that HH owns: Compaq	2,986	8.6%	97
Brand of PC that HH owns: Dell	7,346	21.1%	74
Brand of PC that HH owns: Gateway	2,364	6.8%	97
Brand of PC that HH owns: Hewlett Packard	4,288	12.3%	87
Brand of PC that HH owns: Lenovo/IBM	397	1.1%	62
Brand of PC that HH owns: Sony Vaio	503	1.4%	55
Child (under 18) uses home PC	6,691	19.2%	92
HH owns CD burner	10,050	28.9%	80
HH owns CD ROM drive	12,112	34.8%	88
HH owns DVD drive	5,905	17.0%	74
HH owns LAN/network interface card	2,363	6.8%	59
HH owns inkjet printer	13,429	38.6%	88
HH owns laser printer	2,936	8.4%	60
HH owns removable cartridge storage device	1,434	4.1%	65
HH owns scanner	8,699	25.0%	90
HH owns PC speakers	12,329	35.4%	85
HH owns tape backup	754	2.2%	78
HH owns modem/fax modem	6,526	18.7%	83
HH owns software: accounting	2,202	6.3%	68
HH owns software: communications/fax	1,915	5.5%	66
HH owns software: database/filing	2,067	5.9%	68
HH owns software: desktop publishing	2,876	8.3%	67

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

**Burke County, NC\_3**  
**Burke County, NC (37023)**  
**Geography: County**

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	2,959	8.5%	85
HH owns software: entertainment/games	8,977	25.8%	88
HH owns software: personal finance/tax prep	3,511	10.1%	73
HH owns software: presentation graphics	1,628	4.7%	57
HH owns software: multimedia	3,838	11.0%	73
HH owns software: networking	2,344	6.7%	62
HH owns software: spreadsheet	5,398	15.5%	68
HH owns software: utility	1,721	4.9%	69
HH owns software: web authoring	747	2.1%	64
HH owns software: word processing	8,626	24.8%	74
Spent \$500+ on software for home PC in last 12 mo	617	1.8%	70
Purchased computer book in last 12 months	931	2.7%	55
HH owns fax machine	2,105	6.0%	68
Purchased audio equipment in last 12 months	2,212	6.4%	76
Purchased headphones in last 12 months	771	2.2%	64
HH owns camcorder	5,796	16.6%	84
Purchased camcorder in last 12 months	497	1.4%	64
HH owns digital camcorder	1,766	5.1%	58
HH owns CD player	15,719	45.1%	93
Purchased CD player in last 12 months	1,832	5.3%	100
HH owns DVD player	20,571	59.1%	92
Purchased DVD player in last 12 months	3,047	8.7%	83
HH owns 1 TV	7,894	22.7%	114
HH owns 2 TVs	9,769	28.1%	106
HH owns 3 TVs	7,717	22.2%	99
HH owns 4+ TVs	6,024	17.3%	83
HH owns color floor TV	12,227	35.1%	92
HH owns color portable TV	21,454	61.6%	110
HH owns miniature screen TV (<13 in)	3,057	8.8%	103
Most recent TV purchase: miniature screen (<13 in)	1,093	3.1%	97
HH owns regular screen TV (13"-26")	17,142	49.2%	107
Most recent TV purchase: regular screen (13"-26")	10,477	30.1%	114
HH owns large screen TV (27"-35")	16,357	47.0%	98
Most recent TV purchase: large screen (27"-35")	12,214	35.1%	104
HH owns big screen TV (36"-42")	4,174	12.0%	79
Most recent TV purchase: big screen (36"-42")	3,090	8.9%	80
HH owns giant screen TV (over 42")	3,583	10.3%	84
Most recent TV purchase: giant screen (over 42")	2,756	7.9%	83
HH owns LCD TV	2,894	8.3%	66
HH owns plasma TV	1,399	4.0%	68
HH owns projection TV	1,655	4.8%	85
HH owns VCR	16,023	46.0%	97
HH owns combination TV/VCR	5,016	14.4%	95
HH owns video game system	10,037	28.8%	92
Purchased video game system in last 12 months	2,357	6.8%	78
HH owns video game system: handheld	4,470	12.8%	88
HH owns video game system: attached to TV/computer	8,553	24.6%	90
HH owns video game system: Game Boy	2,169	6.2%	86
HH owns video game system: Game Boy Advance/SP	2,240	6.4%	87
HH owns video game system: Nintendo DS	1,774	5.1%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

**Burke County, NC\_3**  
**Burke County, NC (37023)**  
**Geography: County**

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,579	4.5%	86
HH owns video game system: Sony PlayStation/PS One	1,534	4.4%	96
HH owns video game system: PlayStation 2	5,723	16.4%	95
HH owns video game system: Sony PSP	542	1.6%	67
HH owns video game system: Xbox	1,985	5.7%	85
HH owns video game system: Xbox 360	806	2.3%	57
HH purchased 5+ video games in last 12 months	3,441	9.9%	93
HH spent \$101+ on video games in last 12 months	1,708	4.9%	72
HH owns MP3 player	3,768	10.8%	54
Purchased MP3 player in last 12 months	1,608	4.6%	53
HH owns Apple iPod	1,046	3.0%	37
HH purchased Apple iPod in last 12 months	490	1.4%	47
Have any access to the Internet	51,062	73.2%	88
Have access to Internet: at home	36,780	52.7%	78
Have access to Internet: at work	17,482	25.1%	67
Have access to Internet: at school/library	14,271	20.5%	83
Have access to Internet: not hm/work/school/library	12,263	17.6%	94
Use Internet less than once a week	4,248	6.1%	149
Use Internet 1-2 times per week	3,780	5.4%	94
Use Internet 3-6 times per week	5,247	7.5%	90
Use Internet once a day	6,527	9.4%	88
Use Internet 2-4 times per day	8,291	11.9%	70
Use Internet 5 or more times per day	8,047	11.5%	53
Any Internet or online usage in last 30 days	36,141	51.8%	77
Used Internet in last 30 days: at home	29,405	42.2%	72
Used Internet in last 30 days: at work	13,410	19.2%	61
Used Internet in last 30 days: at school/library	2,857	4.1%	57
Used Internet/30 days: not home/work/school/library	4,380	6.3%	73
Internet last 30 days: used email	29,791	42.7%	72
Internet last 30 days: used Instant Messenger	11,531	16.5%	67
Internet last 30 days: paid bills online	12,357	17.7%	62
Internet last 30 days: visited online blog	3,104	4.5%	55
Internet last 30 days: wrote online blog	1,196	1.7%	52
Internet last 30 days: visited chat room	2,062	3.0%	66
Internet last 30 days: looked for employment	4,630	6.6%	63
Internet last 30 days: played games online	11,542	16.6%	87
Internet last 30 days: traded/tracked investments	3,834	5.5%	55
Internet last 30 days: downloaded music	6,668	9.6%	60
Internet last 30 days: made phone call	947	1.4%	47
Internet last 30 days: made personal purchase	12,780	18.3%	63
Internet last 30 days: made business purchase	3,857	5.5%	61
Internet last 30 days: made travel plans	5,848	8.4%	51
Internet last 30 days: watched online video	6,196	8.9%	63
Internet last 30 days: obtained new/used car info	4,479	6.4%	73
Internet last 30 days: obtained financial info	8,947	12.8%	59
Internet last 30 days: obtained medical info	8,217	11.8%	77
Internet last 30 days: obtained latest news	16,382	23.5%	67
Internet last 30 days: obtained real estate info	3,243	4.7%	45

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

**Burke County, NC\_3**  
**Burke County, NC (37023)**  
**Geography: County**

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	9,310	13.4%	63
Ordered anything on Internet in last 12 months	15,475	22.2%	67
Ordered on Internet/12 mo: airline ticket	4,499	6.5%	40
Ordered on Internet/12 mo: CD/tape	2,195	3.1%	66
Ordered on Internet/12 mo: clothing	5,521	7.9%	61
Ordered on Internet/12 mo: computer	1,630	2.3%	68
Ordered on Internet/12 mo: computer peripheral	1,514	2.2%	54
Ordered on Internet/12 mo: DVD	2,698	3.9%	60
Ordered on Internet/12 mo: flowers	1,302	1.9%	44
Ordered on Internet/12 mo: software	2,197	3.2%	58
Ordered on Internet/12 mo: ticket (concert/sports)	2,726	3.9%	46
Ordered on Internet/12 mo: toy	1,935	2.8%	59
Purchased item from amazon.com in last 12 months	4,276	6.1%	50
Purchased item from barnes&noble.com in last 12 mo	1,151	1.7%	51
Purchased item from bestbuy.com in last 12 months	1,114	1.6%	67
Purchased item from ebay.com in last 12 months	4,829	6.9%	79
Purchased item from walmart.com in last 12 months	2,087	3.0%	90
Spent on Internet orders last 12 months: <\$200	5,792	8.3%	81
Spent on Internet orders last 12 months: \$200-499	3,791	5.4%	70
Spent on Internet orders last 12 months: \$500+	5,066	7.3%	52
Connection to Internet from home: dial-up modem	13,106	18.8%	152
Connection to Internet from home: cable modem	8,236	11.8%	49
Connection to Internet from home: DSL	11,553	16.6%	71
Connection to Internet from home: wireless	2,734	3.9%	40
Connection to Internet from home: any broadband	21,578	30.9%	59
DVDs rented in last 30 days: 1	1,663	2.4%	90
DVDs rented in last 30 days: 2	2,280	3.3%	70
DVDs rented in last 30 days: 3	1,763	2.5%	81
DVDs rented in last 30 days: 4	2,579	3.7%	93
DVDs rented in last 30 days: 5+	7,108	10.2%	77
Rented video tape/DVD last month: action/adventure	12,139	17.4%	90
Rented video tape/DVD last month: classic	1,734	2.5%	63
Rented video tape/DVD last month: comedy	11,982	17.2%	86
Rented video tape/DVD last month: drama	6,814	9.8%	74
Rented video tape/DVD last month: family/children	5,529	7.9%	90
Rented video tape/DVD last month: foreign	913	1.3%	70
Rented video tape/DVD last month: horror	5,475	7.9%	105
Rented video tape/DVD last month: romance	4,602	6.6%	95
Rented video tape/DVD last month: science fiction	3,094	4.4%	85
Rented video tape/DVD last mo at Blockbuster Video	5,276	7.6%	59
Rented video tape/DVD last mo at Hollywood Video	1,653	2.4%	49
Bought video tape/DVD last month: action/adventure	5,230	7.5%	95
Bought video tape/DVD last month: classic	1,123	1.6%	77
Bought video tape/DVD last month: comedy	5,413	7.8%	96
Bought video tape/DVD last month: drama	2,721	3.9%	91
Bought video tape/DVD last month: family/children	4,382	6.3%	106
Bought video tape/DVD last month: horror	2,064	3.0%	95
Bought video tape/DVD last month: romance	1,577	2.3%	100
Bought video tape/DVD last month: science fiction	1,742	2.5%	103

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

**Burke County, NC\_3**  
**Burke County, NC (37023)**  
**Geography: County**

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,243	1.8%	72
Bought blank video tape in last 6 months	6,847	9.8%	103
Bought 7+ blank video tapes in last 6 months	1,645	2.4%	114
DVDs purchased in last 30 days: 1	3,919	5.6%	105
DVDs purchased in last 30 days: 2	3,852	5.5%	105
DVDs purchased in last 30 days: 3-4	3,217	4.6%	94
DVDs purchased in last 30 days: 5+	3,288	4.7%	87
Bought any camera in last 12 months	10,635	15.3%	103
Spent on cameras in last 12 months: <\$100	5,481	7.9%	140
Spent on cameras in last 12 months: \$100-199	1,976	2.8%	101
Spent on cameras in last 12 months: \$200+	1,883	2.7%	58
Own APS (point & shoot or SLR) camera	1,644	2.4%	84
Own digital camera	16,907	24.2%	78
Bought digital camera in last 12 months	4,082	5.9%	83
Own digital point & shoot camera	12,848	18.4%	80
Bought digital point & shoot camera in last 12 mo	3,053	4.4%	86
Own digital SLR camera	4,430	6.4%	70
Bought digital SLR camera in last 12 months	1,363	2.0%	80
Own instant developing camera	1,619	2.3%	111
Own 35mm auto focus point & shoot camera	3,512	5.0%	95
Own 35mm auto focus single lens reflex camera	1,358	1.9%	74
Own 35mm auto focus zoom camera	5,078	7.3%	116
Own 35mm single lens reflex camera	2,298	3.3%	96
Own Canon camera	7,358	10.6%	71
Bought Canon camera in last 12 months	1,089	1.6%	67
Own Fuji camera	3,753	5.4%	115
Bought Fuji camera in last 12 months	2,165	3.1%	165
Own Kodak camera	9,429	13.5%	109
Bought Kodak camera in last 12 months	2,695	3.9%	107
Own Nikon camera	2,337	3.4%	67
Own Olympus camera	2,192	3.1%	64
Own Polaroid camera	2,499	3.6%	140
Bought any camera accessory in last 12 months	10,866	15.6%	82
Bought film in last 12 months	16,633	23.9%	101
Bought film in last 12 months: <3 rolls	6,813	9.8%	98
Bought film in last 12 months: 3-6 rolls	6,262	9.0%	112
Bought film in last 12 months: 7+ rolls	3,559	5.1%	87
Bought film in last 12 mo: APS (color prints)	1,631	2.3%	82
Bought film in last 12 mo: instant developing	1,795	2.6%	111
Bought film in last 12 mo: 35mm (black & white)	608	0.9%	74
Bought film in last 12 mo: 35mm (color prints)	11,247	16.1%	108
Bought Fuji film in last 12 months	5,613	8.0%	120
Bought Kodak film in last 12 months	10,330	14.8%	98
Bought store-brand film in last 12 months	1,523	2.2%	98
Purchased film in last 12 mo: department store	4,562	6.5%	153
Purchased film in last 12 mo: discount store	6,256	9.0%	135

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

Burke County, NC\_3  
Burke County, NC (37023)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,865	4.1%	71
Purchased film in last 12 mo: grocery store	1,378	2.0%	69
Purchased film in last 12 mo: 1 hour service store	1,644	2.4%	91
Had film processed at department store	2,618	3.8%	144
Had film processed at discount store	3,831	5.5%	127
Had film processed at drug store	2,824	4.0%	76
Had film processed at grocery store	877	1.3%	74
Had film processed at 1 hour service store	2,091	3.0%	101
Bought memory card for camera in last 12 months	4,137	5.9%	78
Own memory card for camera	12,530	18.0%	79

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.