

**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	Percent	MPI
Exercise at home 2+ times per week	16,258	23.3%	79
Exercise at club 2+ times per week	3,313	4.8%	41
Exercise at other facility (not club) 2+ times/wk	3,610	5.2%	64
Own stationary bicycle	3,606	5.2%	87
Own treadmill	5,607	8.0%	83
Own weight lifting equipment	6,249	9.0%	73
Presently controlling diet	28,540	40.9%	99
Diet control for blood sugar level	7,002	10.0%	140
Diet control for cholesterol level	8,321	11.9%	118
Diet control to maintain weight	7,224	10.4%	92
Diet control for physical fitness	4,939	7.1%	75
Diet control for salt restriction	3,255	4.7%	147
Diet control for weight loss	9,605	13.8%	96
Used doctor's care/diet for diet method	2,889	4.1%	133
Used exercise program for diet method	4,098	5.9%	67
Used Weight Watchers as diet method	1,946	2.8%	92
Buy foods specifically labeled as fat-free	11,354	16.3%	93
Buy foods specifically labeled as high fiber	6,849	9.8%	88
Buy foods specifically labeled as high protein	2,828	4.1%	76
Buy foods specifically labeled as lactose-free	1,147	1.6%	87
Buy foods specifically labeled as low-calorie	6,537	9.4%	91
Buy foods specifically labeled as low-carb	5,734	8.2%	100
Buy foods specifically labeled as low-cholesterol	6,014	8.6%	100
Buy foods specifically labeled as low-fat	8,544	12.3%	91
Buy foods specifically labeled as low-sodium	5,526	7.9%	96
Buy foods specifically labeled as natural/organic	2,949	4.2%	56
Buy foods specifically labeled as sugar-free	10,128	14.5%	107
Used butter alternatives in last 6 months	2,805	4.0%	96
Used egg alternatives in last 6 months	8,284	11.9%	83
Used salt alternatives in last 6 months	17,945	25.7%	93
Drank meal/dietary supplement in last 6 months	5,851	8.4%	97
Used nutrition/energy bar in last 6 months	5,717	8.2%	62
Drank sports drink/thirst quencher in last 6 mo	19,045	27.3%	86
Used vitamin/dietary supplement in last 6 months	30,262	43.4%	91
Vitamin/dietary suppl used/6 mo: A	711	1.0%	68
Vitamin/dietary suppl used/6 mo: antioxidant	1,734	2.5%	84
Vitamin/dietary suppl used/6 mo: B complex	2,476	3.6%	74
Vitamin/dietary suppl used/6 mo: B complex+C	1,058	1.5%	78
Vitamin/dietary suppl used/6 mo: B-6	1,247	1.8%	86
Vitamin/dietary suppl used/6 mo: B-12	3,713	5.3%	104
Vitamin/dietary suppl used/6 mo: C	4,561	6.5%	75
Vitamin/dietary suppl used/6 mo: calcium	7,155	10.3%	93

**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.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	2,103	3.0%	85
Vitamin/dietary suppl used/6 mo: E	3,907	5.6%	100
Vitamin/dietary suppl used/6 mo: echinacea	924	1.3%	72
Vitamin/dietary suppl used/6 mo: garlic	1,308	1.9%	103
Vitamin/dietary suppl used/6 mo: glucosamine	2,785	4.0%	89
Vitamin/dietary suppl used/6 mo: multiple formula	5,989	8.6%	78
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,229	3.2%	73
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,488	5.0%	82
Vitamin/dietary suppl used/6 mo: zinc	1,198	1.7%	76
Vitamin/dietary suppl/6 mo: Caltrate 600	1,983	2.8%	110
Vitamin/dietary suppl/6 mo: Centrum	2,815	4.0%	67
Vitamin/dietary suppl/6 mo: Nature Made	2,603	3.7%	72
Visited doctor in last 12 months	54,731	78.5%	100
Visited doctor in last 12 months: 1-3 times	24,107	34.6%	101
Visited doctor in last 12 months: 4-7 times	15,091	21.6%	96
Visited doctor in last 12 months: 8+ times	15,528	22.3%	103
Visited doctor in last 12 mo: allergist	1,159	1.7%	73
Visited doctor in last 12 mo: cardiologist	5,367	7.7%	114
Visited doctor in last 12 mo: chiropractor	5,439	7.8%	106
Visited doctor in last 12 mo: dentist	21,273	30.5%	80
Visited doctor in last 12 mo: dermatologist	3,260	4.7%	67
Visited doctor in last 12 mo: ear/nose/throat	2,703	3.9%	84
Visited doctor in last 12 mo: eye	13,106	18.8%	93
Visited doctor in last 12 mo: general/family	33,863	48.6%	111
Visited doctor in last 12 mo: internist	3,290	4.7%	63
Visited doctor in last 12 mo: physical therapist	2,634	3.8%	82
Visited doctor in last 12 mo: podiatrist	1,604	2.3%	76
Visited nurse practitioner in last 12 months	3,484	5.0%	119
Wear regular/sun/tinted prescription eyeglasses	25,478	36.5%	107
Wear bi-focals	15,168	21.8%	137
Wear disposable contact lenses	3,398	4.9%	76
Wear soft contact lenses	4,765	6.8%	81
Spent on contact lenses in last 12 mo: <\$100	2,055	2.9%	106
Spent on contact lenses in last 12 mo: \$100-199	2,071	3.0%	80
Spent on contact lenses in last 12 mo: \$200+	1,385	2.0%	64
Bought prescription eyewear: discount optical ctr	6,442	9.2%	113
Bought prescription eyewear: from eye doctor	20,481	29.4%	116
Bought prescription eyewear: retail optical chain	6,534	9.4%	85
Used prescription drug for allergy/hay fever	5,096	7.3%	103
Used prescription drug for anxiety/panic	3,438	4.9%	130
Used prescription drug for arthritis/rheumatism	2,303	3.3%	142
Used prescription drug for asthma	2,450	3.5%	88
Used prescription drug for backache	5,759	8.3%	126
Used prescription drug for depression	5,182	7.4%	130
Used prescr drug for diabetes (insulin dependent)	1,453	2.1%	111
Used prescr drug for diabetes (non-insulin)	3,441	4.9%	144
Used prescription drug for eczema/skin itch/rash	1,404	2.0%	96

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	6,897	9.9%	141
Used prescription drug for high blood pressure	10,761	15.4%	132
Used prescription drug for high cholesterol	6,466	9.3%	118
Used prescription drug for migraine headache	2,612	3.7%	113
Used prescription drug for muscle strain/sprain	1,190	1.7%	80
Used prescription drug for sinus congest./headache	4,131	5.9%	125
Used prescription drug for urinary tract infection	1,995	2.9%	111
Used last 6 mo: adhesive bandages	42,056	60.3%	110
Used last 6 mo: athlete`s foot/foot care product	10,913	15.6%	106
Used last 6 mo: cold/sinus/allergy med (nonprescr)	33,911	48.6%	104
Used last 6 mo: children`s cold tablets/liquids	11,260	16.1%	100
Used last 6 mo: contact lens cleaning solution	6,175	8.9%	75
Used last 6 mo: cotton swabs	34,433	49.4%	101
Used last 6 mo: cough drops (nonprescription)	35,291	50.6%	106
Used last 6 mo: cough syrup/suppressant(nonprescr)	26,590	38.1%	108
Used last 6 mo: children`s cough syrup	10,662	15.3%	101
Used last 6 mo: diarrhea remedy	15,168	21.8%	126
Used last 6 mo: eye wash and drops	22,593	32.4%	106
Used last 6 mo: headache/pain reliever (nonprescr)	59,448	85.2%	102
Used last 6 mo: hemorrhoid remedy	9,552	13.7%	147
Used last 6 mo: indigestion/upset stomach remedy	34,620	49.6%	110
Used last 6 mo: lactose intolerance product	1,852	2.7%	73
Used last 6 mo: laxative	12,909	18.5%	138
Used last 6 mo: medicated skin ointment	24,207	34.7%	108
Used last 6 mo: medicated throat remedy	9,893	14.2%	121
Used last 6 mo: nasal spray	11,085	15.9%	101
Used last 6 mo: pain reliever/fever reducer (kids)	16,871	24.2%	109
Used last 6 mo: pain relieving rub (nonprescr)	20,087	28.8%	114
Used last 6 mo: sleeping tablets (nonprescription)	4,017	5.8%	109
Used last 12 mo: sunburn remedy	12,738	18.3%	119
Used last 12 mo: suntan/sunscreen product	21,542	30.9%	83
Used last 12 mo: SPF 15+ suntan/sunscreen product	16,066	23.0%	80
Used last 6 mo: toothache/gum/canker sore remedy	15,095	21.6%	124
Used last 6 mo: vitamins for children	9,232	13.2%	91
Used body powder in last 6 months	23,925	34.3%	117
Used body powder <3 times in last 7 days	10,152	14.6%	115
Used body powder 8+ times in last 7 days	1,837	2.6%	105
Used body wash/shower gel in last 6 months	36,173	51.9%	104
Used breath freshener in last 6 months	33,736	48.4%	99
Used complexion care product in last 6 months	30,355	43.5%	92
Used complexion care product <8 times last week	18,999	27.2%	96
Used complexion care product 15+ times last week	4,032	5.8%	80
Used complexion care prod: dry facial skin type	5,581	8.0%	108
Used complexion care prod: normal facial skin type	9,249	13.3%	89
Used complexion care prod: oily facial skin type	3,307	4.7%	80
Used dental floss in last 6 months	39,297	56.4%	90

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Used dental rinse in last 6 months	12,448	17.9%	94
Used denture adhesive/fixative in last 6 months	6,420	9.2%	150
Used denture cleaner in last 6 months	12,511	17.9%	155
Used deodorant/antiperspirant in last 6 months	65,052	93.3%	101
Used deodorant/antiperspirant <8 times last week	47,060	67.5%	99
Used deodorant/antiperspirant 15+ times last week	4,559	6.5%	110
Used disposable razor in last 6 months	39,983	57.3%	111
Used electric shaver in last 6 months	13,911	19.9%	104
Used hair coloring product (at home) last 6 months	13,897	19.9%	99
Used hair conditioner (at home) in last 6 months	43,239	62.0%	100
Used hair conditioning treatment (at home)/6 mo	17,020	24.4%	98
Used hair growth product in last 6 months	795	1.1%	56
Used hair mousse in last 6 months	13,900	19.9%	109
Used hair spray (at home) in last 6 months	30,336	43.5%	117
Used hair styling gel/lotion in last 6 months	16,244	23.3%	84
Used hand & body cream/lotion/oil in last 6 months	49,464	70.9%	98
Used hand & body cream in last 6 months	9,463	13.6%	77
Used hand & body lotion in last 6 months	33,515	48.1%	100
Used hand & body oil in last 6 months	3,905	5.6%	100
Used lip care in last 6 months	41,789	59.9%	102
Used liquid soap/hand sanitizer in last 6 months	51,619	74.0%	99
Used mouthwash in last 6 months	47,882	68.7%	105
Used mouthwash <6 times in last 7 days	19,428	27.9%	101
Used mouthwash 8+ times in last 7 days	12,411	17.8%	117
Used shampoo (at home) in last 6 months	64,618	92.7%	101
Used shampoo plus conditioner prod (at home)/6 mo	13,557	19.4%	101
Used shaving cream/gel in last 6 months	39,569	56.7%	108
Used personal care soap (bar) in last 6 months	59,849	85.8%	102
Use personal care soap for antibacterial purpose	13,667	19.6%	102
Use personal care soap for complexion	4,305	6.2%	86
Use personal care soap for deodorant	12,641	18.1%	108
Use personal care soap for moisturizing	14,612	21.0%	99
Bought toothbrush in last 6 months	59,820	85.8%	101
Bought electric toothbrush in last 6 months	2,303	3.3%	51
Used toothpaste in last 6 months	65,457	93.9%	98
Used toothpaste <8 times in last 7 days	24,718	35.4%	108
Used toothpaste 15+ times in last 7 days	10,207	14.6%	91
Used toothpaste with baking soda in last 6 months	8,021	11.5%	102
Used toothpaste (gel) in last 6 months	21,119	30.3%	104
Used toothpaste (paste) in last 6 months	32,259	46.3%	96
Used whitening toothpaste in last 6 months	26,541	38.1%	103
Used tooth whitener (not toothpaste) last 6 months	6,312	9.1%	82
Had professional manicure/pedicure last 6 months	6,492	9.3%	55
Had professional facial/massage last 6 months	3,101	4.4%	49
Spent \$100+ at barber shops in last 6 months	1,606	2.3%	44
Spent \$100+ at beauty parlors in last 6 months	6,877	9.9%	63

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