

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
Went to family restaurant/steak house in last 6 months	46,923	67.3%	92
Family restaurant/steak house last month: <2 times	17,710	25.4%	98
Family restaurant/steak house last month: 2-4times	17,204	24.7%	90
Family restaurant/steak house last month: 5+ times	12,012	17.2%	88
Family restaurant/steak house last 6 months: breakfast	6,717	9.6%	81
Family restaurant/steak house last 6 months: lunch	16,664	23.9%	94
Family restaurant/steak house last 6 months: snack	1,126	1.6%	58
Family restaurant/steak house last 6 months: dinner	34,715	49.8%	93
Family restaurant/steak house last 6 months: weekday	23,119	33.2%	86
Family restaurant/steak house last 6 months: weekend	30,019	43.0%	97
Family restaurant/steak house last 6 months: Applebee`s	15,167	21.7%	84
Family restaurant/steak house last 6 months: Bennigan`s	1,189	1.7%	59
Family restaurant/steak house last 6 months: Bob Evans Farm	3,379	4.8%	106
Family restaurant/steak house last 6 months: Cheesecake Factory	1,634	2.3%	36
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	5,174	7.4%	66
Family restaurant/steak house last 6 months: Cracker Barrel	13,453	19.3%	159
Family restaurant/steak house last 6 months: Denny`s	4,820	6.9%	73
Family restaurant/steak house last 6 months: Friendly`s	1,748	2.5%	66
Family restaurant/steak house last 6 months: Golden Corral	6,807	9.8%	127
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,535	7.9%	71
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,035	2.9%	96
Family restaurant/steak house last 6 months: Old Country Buffet	1,456	2.1%	66
Family restaurant/steak house last 6 months: Olive Garden	8,021	11.5%	68
Family restaurant/steak house last 6 months: Outback Steakhouse	7,082	10.2%	85
Family restaurant/steak house last 6 months: Perkins	2,103	3.0%	81
Family restaurant/steak house last 6 months: Red Lobster	8,902	12.8%	88
Family restaurant/steak house last 6 months: Red Robin	1,665	2.4%	48
Family restaurant/steak house last 6 months: Ruby Tuesday	6,069	8.7%	98
Family restaurant/steak house last 6 months: Ryan`s	8,940	12.8%	285
Family restaurant/steak house last 6 months: Sizzler	1,443	2.1%	66
Family restaurant/steak house last 6 months: T.G.I. Friday`s	4,440	6.4%	60
Went to fast food/drive-in restaurant in last 6 months	62,890	90.2%	101
Went to fast food/drive-in restaurant <5 times/month	20,308	29.1%	95
Went to fast food/drive-in restaurant 5-12 times/month	22,847	32.8%	104
Went to fast food/drive-in restaurant 13+ times/month	19,737	28.3%	102
Fast food/drive-in last 6 months: breakfast	20,845	29.9%	108
Fast food/drive-in last 6 months: lunch	41,941	60.1%	102
Fast food/drive-in last 6 months: snack	9,390	13.5%	75
Fast food/drive-in last 6 months: dinner	34,715	49.8%	102

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	Percent	MPI
Fast food/drive-in last 6 months: weekday	47,726	68.4%	102
Fast food/drive-in last 6 months: weekend	33,903	48.6%	100
Fast food/drive-in last 6 months: A & W	3,065	4.4%	86
Fast food/drive-in last 6 months: Arby's	18,862	27.0%	129
Fast food/drive-in last 6 months: Boston Market	1,437	2.1%	39
Fast food/drive-in last 6 months: Burger King	26,808	38.4%	104
Fast food/drive-in last 6 months: Captain D's	8,851	12.7%	234
Fast food/drive-in last 6 months: Carl's Jr.	1,266	1.8%	31
Fast food/drive-in last 6 months: Checkers	2,703	3.9%	114
Fast food/drive-in last 6 months: Chick-fil-A	10,275	14.7%	117
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,414	2.0%	37
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,380	3.4%	74
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,696	2.4%	55
Fast food/drive-in last 6 months: Dairy Queen	14,191	20.3%	122
Fast food/drive-in last 6 months: Del Taco	647	0.9%	29
Fast food/drive-in last 6 months: Domino's Pizza	10,145	14.5%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	3,373	4.8%	42
Fast food/drive-in last 6 months: Fuddruckers	1,184	1.7%	59
Fast food/drive-in last 6 months: Hardee's	13,354	19.1%	245
Fast food/drive-in last 6 months: Jack in the Box	4,495	6.4%	59
Fast food/drive-in last 6 months: KFC	24,118	34.6%	119
Fast food/drive-in last 6 months: Little Caesars	5,626	8.1%	118
Fast food/drive-in last 6 months: Long John Silver's	8,882	12.7%	175
Fast food/drive-in last 6 months: McDonald's	41,337	59.3%	104
Fast food/drive-in last 6 months: Panera Bread	2,861	4.1%	44
Fast food/drive-in last 6 months: Papa John's	5,386	7.7%	86
Fast food/drive-in last 6 months: Pizza Hut	18,415	26.4%	112
Fast food/drive-in last 6 months: Popeyes	3,287	4.7%	65
Fast food/drive-in last 6 months: Quiznos	4,290	6.2%	64
Fast food/drive-in last 6 months: Sonic Drive-In	12,284	17.6%	153
Fast food/drive-in last 6 months: Starbucks	3,980	5.7%	39
Fast food/drive-in last 6 months: Steak n Shake	3,627	5.2%	95
Fast food/drive-in last 6 months: Subway	21,153	30.3%	96
Fast food/drive-in last 6 months: Taco Bell	24,302	34.8%	109
Fast food/drive-in last 6 months: Wendy's	23,637	33.9%	105
Fast food/drive-in last 6 months: Whataburger	2,116	3.0%	67
Fast food/drive-in last 6 months: White Castle	2,144	3.1%	71
Fast food/drive-in last 6 months: eat in	29,053	41.7%	108
Fast food/drive-in last 6 months: home delivery	5,896	8.5%	76
Fast food/drive-in last 6 months: take-out/drive-thru	38,610	55.4%	106
Fast food/drive-in last 6 months: take-out/walk-in	13,207	18.9%	77

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.