

Burke County, NC_3
Burke County, NC (37023)
Geography: County

Demographic Summary	2010	2015
Population	90,059	89,989
Total Number of Adults	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 of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	34,170	49.0%	97
Bought any women's apparel in last 12 months	32,281	46.3%	102
Bought apparel for child <13 in last 6 months	20,125	28.9%	102
Bought any shoes in last 12 months	35,735	51.2%	98
Bought costume jewelry in last 12 months	14,007	20.1%	96
Bought any fine jewelry in last 12 months	14,119	20.2%	88
Bought a watch in last 12 months	16,197	23.2%	112
Automobiles (Households)			
HH owns/leases any vehicle	31,288	89.8%	103
HH bought new vehicle in last 12 months	2,352	6.8%	82
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	62,675	89.9%	103
Bought/changed motor oil in last 12 months	45,429	65.1%	126
Had tune-up in last 12 months	19,761	28.3%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,223	53.4%	85
Drank regular cola in last 6 months	39,504	56.6%	108
Drank beer/ale in last 6 months	22,503	32.3%	76
Cameras & Film (Adults)			
Bought any camera in last 12 months	10,635	15.3%	103
Bought film in last 12 months	16,633	23.9%	101
Bought digital camera in last 12 months	4,082	5.9%	83
Bought memory card for camera in last 12 months	4,137	5.9%	78
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	20,212	29.0%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	17,555	25.2%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	19,113	27.4%	86
Avg monthly cell/mobile phone/PDA bill: \$100+	9,394	13.5%	88
Computers (Households)			
HH owns a personal computer	20,705	59.5%	83
HH spent <\$500 on home PC	3,402	9.8%	108
HH spent \$500-\$999 on home PC	6,009	17.3%	94
HH spent \$1000-\$1499 on home PC	3,650	10.5%	71
HH spent \$1500-\$1999 on home PC	2,014	5.8%	70
Spent \$2000+ on home PC	1,657	4.8%	61

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	42,373	60.8%	102
Bought cigarettes at convenience store in last 30 days	13,706	19.7%	133
Bought gas at convenience store in last 30 days	30,425	43.6%	132
Spent at convenience store in last 30 days: <\$20	4,963	7.1%	73
Spent at convenience store in last 30 days: \$20-39	6,386	9.2%	92
Spent at convenience store in last 30 days: \$40+	29,958	43.0%	122
Entertainment (Adults)			
Attended movies in last 6 months	31,986	45.9%	78
Went to live theater in last 6 months	4,759	6.8%	54
Went to a bar/night club in last 12 months	8,745	12.5%	68
Dined out in last 12 months	30,021	43.1%	88
Gambled at a casino in last 12 months	7,617	10.9%	68
Visited a theme park in last 12 months	11,079	15.9%	71
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
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
Spent on toys/games in last 12 months: <\$50	4,937	7.1%	113
Spent on toys/games in last 12 months: \$50-\$99	1,978	2.8%	104
Spent on toys/games in last 12 months: \$100-\$199	4,831	6.9%	97
Spent on toys/games in last 12 months: \$200-\$499	6,678	9.6%	92
Spent on toys/games in last 12 months: \$500+	3,387	4.9%	88
Financial (Adults)			
Have home mortgage (1st)	9,354	13.4%	74
Used ATM/cash machine in last 12 months	27,050	38.8%	76
Own any stock	3,819	5.5%	61
Own U.S. savings bond	3,554	5.1%	72
Own shares in mutual fund (stock)	4,053	5.8%	62
Own shares in mutual fund (bonds)	2,445	3.5%	61
Used full service brokerage firm in last 12 months	2,815	4.0%	66
Used discount brokerage firm in last 12 months	875	1.3%	64
Have 401K retirement savings	8,409	12.1%	73
Own any credit/debit card (in own name)	44,506	63.8%	87
Avg monthly credit card expenditures: <\$111	10,429	15.0%	102
Avg monthly credit card expenditures: \$111-225	5,650	8.1%	90
Avg monthly credit card expenditures: \$226-450	4,681	6.7%	78
Avg monthly credit card expenditures: \$451-700	3,322	4.8%	67
Avg monthly credit card expenditures: \$701+	5,260	7.5%	55

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	51,812	74.3%	107
Used bread in last 6 months	68,404	98.1%	102
Used chicken/turkey (fresh or frozen) in last 6 months	51,664	74.1%	99
Used fish/seafood (fresh or frozen) in last 6 months	34,551	49.5%	97
Used fresh fruit/vegetables in last 6 months	61,169	87.7%	102
Used fresh milk in last 6 months	65,032	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	16,258	23.3%	79
Exercise at club 2+ times per week	3,313	4.8%	41
Visited a doctor in last 12 months	54,731	78.5%	100
Used vitamin/dietary supplement in last 6 months	30,262	43.4%	91
Home (Households)			
Any home improvement in last 12 months	10,675	30.7%	98
Used housekeeper/maid/professional cleaning service in last 12 months	4,066	11.7%	74
Purchased any HH furnishing in last 12 months	3,201	9.2%	87
Purchased bedding/bath goods in last 12 months	17,603	50.5%	93
Purchased cooking/serving product in last 12 months	8,609	24.7%	91
Bought any kitchen appliance in last 12 months	5,750	16.5%	93
Insurance (Adults)			
Currently carry any life insurance	35,005	50.2%	104
Have medical/hospital/accident insurance	50,305	72.1%	99
Carry homeowner insurance	39,221	56.2%	106
Carry renter insurance	2,556	3.7%	61
Have auto/other vehicle insurance	60,503	86.8%	103
Pets (Households)			
HH owns any pet	19,824	56.9%	119
HH owns any cat	9,811	28.2%	121
HH owns any dog	15,927	45.7%	132
Reading Materials (Adults)			
Bought book in last 12 months	29,268	42.0%	85
Read any daily newspaper	27,547	39.5%	92
Heavy magazine reader	9,859	14.1%	71
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	46,923	67.3%	92
Went to family restaurant/steak house last mo: <2 times	17,710	25.4%	98
Went to family restaurant/steak house last mo: 2-4 times	17,204	24.7%	90
Went to family restaurant/steak house last mo: 5+ times	12,012	17.2%	88
Went to fast food/drive-in restaurant in last 6 mo	62,890	90.2%	101
Went to fast food/drive-in restaurant <5 times/mo	20,308	29.1%	95
Went to fast food/drive-in 5-12 times/mo	22,847	32.8%	104
Went to fast food/drive-in restaurant 13+ times/mo	19,737	28.3%	102
Fast food/drive-in last 6 mo: eat in	29,053	41.7%	108
Fast food/drive-in last 6 mo: home delivery	5,896	8.5%	76
Fast food/drive-in last 6 mo: take-out/drive-thru	38,610	55.4%	106
Fast food/drive-in last 6 mo: take-out/walk-in	13,207	18.9%	77

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Telephones & Service (Households)			
HH owns in-home cordless telephone	22,732	65.3%	101
HH average monthly long distance phone bill: <\$16	10,278	29.5%	106
HH average monthly long distance phone bill: \$16-25	3,640	10.5%	89
HH average monthly long distance phone bill: \$26-59	2,994	8.6%	88
HH average monthly long distance phone bill: \$60+	1,541	4.4%	101
Television & Sound Equipment (Households)			
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 subscribes to cable TV	13,696	39.3%	68
HH watched 15+ hours of cable TV last week	20,818	59.8%	99
Purchased audio equipment in last 12 months	2,212	6.4%	76
Purchased CD player in last 12 months	1,832	5.3%	100
Purchased DVD player in last 12 months	3,047	8.7%	83
Purchased MP3 player in last 12 months	1,608	4.6%	53
Purchased video game system in last 12 months	2,357	6.8%	78
Travel (Adults)			
Domestic travel in last 12 months	29,299	42.0%	79
Took 3+ domestic trips in last 12 months	10,212	14.6%	71
Spent on domestic vacations last 12 mo: <\$1000	7,742	11.1%	88
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,956	5.7%	82
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,898	2.7%	68
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,908	2.7%	66
Spent on domestic vacations last 12 mo: \$3000+	1,656	2.4%	49
Foreign travel in last 3 years	8,177	11.7%	47
Took 3+ foreign trips by plane in last 3 years	1,049	1.5%	33
Spent on foreign vacations last 12 mo: <\$1000	1,665	2.4%	43
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,290	1.8%	46
Spent on foreign vacations: \$3000+	1,394	2.0%	43
Stayed 1+ nights at hotel/motel in last 12 months	23,863	34.2%	83

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