



Retail Market Potential

Wilkes County, NC
 Wilkes County, NC (37193)
 Geography: County

Prepared by Esri

Demographic Summary		2022	2027
Population		65,163	64,461
Population 18+		52,361	51,777
Households		27,369	27,224
Median Household Income		\$49,662	\$57,343

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	29,251	55.9%	102
Bought any women's clothing in last 12 months	25,171	48.1%	99
Bought any shoes in last 12 months	37,239	71.1%	98
Bought any fine jewelry in last 12 months	8,820	16.8%	88
Bought a watch in last 12 months	6,877	13.1%	92
Automobiles (Households)			
HH owns/leases any vehicle	25,533	93.3%	104
HH bought/leased new vehicle last 12 months	2,406	8.8%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	48,409	92.5%	104
Bought/changed motor oil in last 12 months	29,350	56.1%	117
Had tune-up in last 12 months	12,610	24.1%	98
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	22,926	43.8%	111
Drank beer/ale in last 6 months	18,732	35.8%	88
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,080	9.7%	99
Own digital SLR camera/camcorder	4,083	7.8%	80
Printed digital photos in last 12 months	12,209	23.3%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	17,882	34.2%	105
Have a smartphone	46,526	88.9%	97
Have a smartphone: Android phone (any brand)	23,595	45.1%	113
Have a smartphone: Apple iPhone	22,834	43.6%	83
Number of cell phones in household: 1	8,303	30.3%	99
Number of cell phones in household: 2	11,222	41.0%	107
Number of cell phones in household: 3+	7,149	26.1%	90
HH has cell phone only (no landline telephone)	17,630	64.4%	96
Computers (Households)			
HH owns a computer	20,058	73.3%	90
HH owns desktop computer	9,064	33.1%	87
HH owns laptop/notebook	15,815	57.8%	88
HH owns any Apple/Mac brand computer	3,447	12.6%	56
HH owns any PC/non-Apple brand computer	17,923	65.5%	98
HH purchased most recent computer in a store	9,942	36.3%	98
HH purchased most recent computer online	4,994	18.2%	81
HH spent \$1-\$499 on most recent home computer	4,811	17.6%	113
HH spent \$500-\$999 on most recent home computer	4,857	17.7%	94
HH spent \$1,000-\$1,499 on most recent home computer	2,722	9.9%	83
HH spent \$1,500-\$1,999 on most recent home computer	860	3.1%	60
HH spent \$2,000+ on most recent home computer	705	2.6%	55

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	34,915	66.7%	106
Bought brewed coffee at convenience store in last 30 days	6,569	12.5%	101
Bought cigarettes at convenience store in last 30 days	6,080	11.6%	162
Bought gas at convenience store in last 30 days	24,826	47.4%	126
Spent at convenience store in last 30 days: \$1-19	3,276	6.3%	82
Spent at convenience store in last 30 days: \$20-\$39	5,148	9.8%	96
Spent at convenience store in last 30 days: \$40-\$50	4,716	9.0%	105
Spent at convenience store in last 30 days: \$51-\$99	3,599	6.9%	114
Spent at convenience store in last 30 days: \$100+	13,985	26.7%	131
Entertainment (Adults)			
Attended a movie in last 6 months	22,147	42.3%	88
Went to live theater in last 12 months	3,341	6.4%	63
Went to a bar/night club in last 12 months	6,556	12.5%	74
Dined out in last 12 months	25,453	48.6%	96
Gambled at a casino in last 12 months	4,787	9.1%	80
Visited a theme park in last 12 months	6,192	11.8%	82
Viewed movie (video-on-demand) in last 30 days	4,664	8.9%	69
Viewed TV show (video-on-demand) in last 30 days	2,911	5.6%	66
Watched any pay-per-view TV in last 12 months	2,766	5.3%	82
Downloaded a movie over the Internet in last 30 days	2,958	5.6%	74
Downloaded any individual song in last 6 months	9,429	18.0%	92
Used internet to watch a movie online in the last 30 days	13,181	25.2%	74
Used internet to watch a TV program online in last 30 days	8,535	16.3%	74
Played a video/electronic game (console) in last 12 months	5,485	10.5%	89
Played a video/electronic game (portable) in last 12 months	2,580	4.9%	83
Financial (Adults)			
Have home mortgage (1st)	17,269	33.0%	91
Used ATM/cash machine in last 12 months	29,852	57.0%	95
Own any stock	4,960	9.5%	79
Own U.S. savings bond	2,746	5.2%	85
Own shares in mutual fund (stock)	4,259	8.1%	73
Own shares in mutual fund (bonds)	2,798	5.3%	76
Have interest checking account	17,879	34.1%	97
Have non-interest checking account	19,504	37.2%	105
Have savings account	33,375	63.7%	93
Have 401K retirement savings plan	9,990	19.1%	87
Own/used any credit/debit card in last 12 months	45,541	87.0%	98
Avg monthly credit card expenditures: \$1-110	6,556	12.5%	105
Avg monthly credit card expenditures: \$111-\$225	4,290	8.2%	104
Avg monthly credit card expenditures: \$226-\$450	3,526	6.7%	76
Avg monthly credit card expenditures: \$451-\$700	3,780	7.2%	90
Avg monthly credit card expenditures: \$701-\$1,000	3,422	6.5%	87
Avg monthly credit card expenditures: \$1001-2000	4,091	7.8%	78
Avg monthly credit card expenditures: \$2001+	3,201	6.1%	69
Did banking online in last 12 months	24,913	47.6%	90
Did banking on mobile device in last 12 months	19,014	36.3%	87

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Grocery (Adults)			
HH used bread in last 6 months	26,193	95.7%	101
HH used chicken (fresh or frozen) in last 6 months	18,695	68.3%	100
HH used turkey (fresh or frozen) in last 6 months	4,537	16.6%	114
HH used fish/seafood (fresh or frozen) in last 6 months	14,808	54.1%	93
HH used fresh fruit/vegetables in last 6 months	23,330	85.2%	97
HH used fresh milk in last 6 months	23,450	85.7%	103
HH used organic food in last 6 months	4,458	16.3%	65
Health (Adults)			
Exercise at home 2+ times per week	16,808	32.1%	79
Exercise at club 2+ times per week	4,105	7.8%	57
Visited a doctor in last 12 months	41,384	79.0%	100
Used vitamin/dietary supplement in last 6 months	30,227	57.7%	95
Home (Households)			
HH did any home improvement in last 12 months	9,614	35.1%	103
HH used any maid/professional cleaning service in last 12 months	4,246	15.5%	76
HH purchased low ticket HH furnishings in last 12 months	6,073	22.2%	103
HH purchased big ticket HH furnishings in last 12 months	6,702	24.5%	94
HH bought any small kitchen appliance in last 12 months	6,664	24.3%	96
HH bought any large kitchen appliance in last 12 months	4,498	16.4%	106
Insurance (Adults/Households)			
Currently carry life insurance	27,199	51.9%	107
Carry medical/hospital/accident insurance	42,767	81.7%	101
Carry homeowner/personal property insurance	32,054	61.2%	108
Carry renter's insurance	4,334	8.3%	78
HH has auto insurance: 1 vehicle in household covered	7,302	26.7%	91
HH has auto insurance: 2 vehicles in household covered	8,470	30.9%	100
HH has auto insurance: 3+ vehicles in household covered	8,565	31.3%	126
Pets (Households)			
Household owns any pet	17,529	64.0%	122
Household owns any cat	9,029	33.0%	144
Household owns any dog	14,134	51.6%	130
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	24,016	45.9%	130
Buy based on quality not price	8,201	15.7%	91
Buy on credit rather than wait	6,297	12.0%	91
Only use coupons brands: usually buy	7,820	14.9%	109
Will pay more for environmentally safe products	5,528	10.6%	77
Buy based on price not brands	16,352	31.2%	109
Am interested in how to help the environment	8,179	15.6%	76
Reading (Adults)			
Bought digital book in last 12 months	7,923	15.1%	87
Bought hardcover book in last 12 months	11,596	22.1%	91
Bought paperback book in last 12 month	14,680	28.0%	90
Read any daily newspaper (paper version)	7,270	13.9%	90
Read any digital newspaper in last 30 days	20,019	38.2%	77
Read any magazine (paper/electronic version) in last 6 months	44,816	85.6%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	35,573	67.9%	101
Went to family restaurant/steak house: 4+ times a month	11,547	22.1%	106
Went to fast food/drive-in restaurant in last 6 months	48,279	92.2%	102
Went to fast food/drive-in restaurant 9+ times/month	21,568	41.2%	109
Fast food restaurant last 6 months: eat in	13,526	25.8%	114
Fast food restaurant last 6 months: home delivery	3,585	6.8%	59
Fast food restaurant last 6 months: take-out/drive-thru	32,460	62.0%	111
Fast food restaurant last 6 months: take-out/walk-in	8,826	16.9%	79
Television & Electronics (Adults/Households)			
Own any tablet	26,772	51.1%	91
Own any e-reader	4,893	9.3%	76
Own e-reader/tablet: iPad	13,719	26.2%	75
HH has Internet connectable TV	11,564	42.3%	99
Own any portable MP3 player	6,002	11.5%	84
HH owns 1 TV	4,832	17.7%	90
HH owns 2 TVs	7,591	27.7%	101
HH owns 3 TVs	6,387	23.3%	106
HH owns 4+ TVs	5,856	21.4%	103
HH subscribes to cable TV	6,607	24.1%	65
HH subscribes to fiber optic	560	2.0%	38
HH owns portable GPS navigation device	6,313	23.1%	112
HH purchased video game system in last 12 months	1,345	4.9%	63
HH owns any Internet video device for TV	11,030	40.3%	89
Travel (Adults)			
Took domestic trip in continental US last 12 months	25,784	49.2%	92
Took 3+ domestic non-business trips in last 12 months	5,980	11.4%	91
Spent on domestic vacations in last 12 months: \$1-999	6,238	11.9%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,524	4.8%	77
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,874	3.6%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,699	3.2%	86
Spent on domestic vacations in last 12 months: \$3,000+	2,559	4.9%	76
Domestic travel in last 12 months: used general travel website	1,967	3.8%	63
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,993	21.0%	63
Took 3+ foreign trips by plane in last 3 years	1,662	3.2%	40
Spent on foreign vacations in last 12 months: \$1-999	2,326	4.4%	61
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,464	2.8%	73
Spent on foreign vacations in last 12 months: \$3,000+	1,693	3.2%	54
Foreign travel in last 3 years: used general travel website	2,000	3.8%	59
Nights spent in hotel/motel in last 12 months: any	22,648	43.3%	95
Took cruise of more than one day in last 3 years	4,430	8.5%	78
Member of any frequent flyer program	7,186	13.7%	55
Member of any hotel rewards program	11,527	22.0%	85

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