

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

Produced by NC Commerce, LEAD

Demographic Summary	2025	2030
Population	65,435	65,084
Population 18+	53,013	53,189
Households	27,639	27,646
Median Household Income	\$49,393	\$56,381

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	34,061	64.3%	101
Bought Women`s Clothing/12 Mo	27,791	52.4%	100
Bought Shoes/12 Mo	39,435	74.4%	98
Bought Fine Jewelry/12 Mo	10,579	20.0%	91
Bought Watch/12 Mo	6,855	12.9%	101
Automobiles (Households)			
HH Owns or Leases Any Vehicle	25,640	92.8%	104
HH Bought or Leased New Vehicle/12 Mo	2,025	7.3%	86
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	49,465	93.3%	105
Bought or Changed Motor Oil/12 Mo	33,306	62.8%	116
Had Vehicle Tune-Up/12 Mo	11,736	22.1%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	21,747	41.0%	108
Drank Beer or Ale/6 Mo	17,158	32.4%	87
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,925	9.3%	109
Own Digital SLR Camera or Camcorder	4,468	8.4%	87
Printed Digital Photos/12 Mo	13,533	25.5%	102
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	18,185	34.3%	99
Have a Smartphone	49,060	92.5%	98
Have Android Phone (Any Brand) Smartphone	24,266	45.8%	122
Have Apple iPhone Smartphone	25,568	48.2%	82
HH Owns 1 Cell Phone	8,651	31.3%	104
HH Owns 2 Cell Phones	11,304	40.9%	106
HH Owns 3+ Cell Phones	6,905	25.0%	87
HH Has Cell Phone Only (No Landline Telephone)	20,510	74.2%	98
Computers (Households)			
HH Owns Computer	21,144	76.5%	92
HH Owns Desktop Computer	9,765	35.3%	95
HH Owns Laptop or Notebook	17,446	63.1%	92
HH Owns Apple/Mac Brand Computer	4,344	15.7%	63
HH Owns PC/Non-Apple Brand Computer	18,871	68.3%	99
HH Purchased Most Recent Home Computer at Store	9,353	33.8%	96
HH Purchased Most Recent Home Computer Online	6,653	24.1%	89
HH Spent \$1-499 on Most Recent Home Computer	4,162	15.1%	116
HH Spent \$500-999 on Most Recent Home Computer	4,788	17.3%	98
HH Spent \$1K-1499 on Most Recent Home Computer	2,432	8.8%	79
HH Spent \$1500-1999 on Most Recent Home Computer	819	3.0%	73
HH Spent \$2K+ on Most Recent Home Computer	1,085	3.9%	62

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 2025 and 2030.

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Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	37,731	71.2%	108
Bought Brewed Coffee at C-Store/30 Days	6,799	12.8%	102
Bought Cigarettes at C-Store/30 Days	4,916	9.3%	162
Bought Gas at C-Store/30 Days	26,730	50.4%	123
Spent \$1-19 at C-Store/30 Days	2,660	5.0%	79
Spent \$20-39 at C-Store/30 Days	3,804	7.2%	89
Spent \$40-50 at C-Store/30 Days	3,741	7.1%	112
Spent \$51-99 at C-Store/30 Days	3,053	5.8%	108
Spent \$100+ at C-Store/30 Days	17,234	32.5%	132
Entertainment (Adults)			
Attended Movie/6 Mo	24,109	45.5%	85
Went to Live Theater/12 Mo	4,226	8.0%	69
Went to Bar or Night Club/12 Mo	8,247	15.6%	80
Dined Out/12 Mo	29,550	55.7%	99
Gambled at Casino/12 Mo	5,838	11.0%	86
Visited Theme Park/12 Mo	7,279	13.7%	73
Viewed Movie (Video-on-Demand)/30 Days	3,360	6.3%	77
Viewed TV Show (Video-on-Demand)/30 Days	2,105	4.0%	72
Used Internet to Download Movie/30 Days	2,657	5.0%	74
Downloaded Individual Song/6 Mo	9,091	17.1%	94
Used Internet to Watch Movie/30 Days	14,910	28.1%	80
Used Internet to Watch TV Program/30 Days	10,460	19.7%	87
Played (Console) Video or Electronic Game/12 Mo	6,156	11.6%	91
Played (Portable) Video or Electronic Game/12 Mo	3,354	6.3%	87
Financial (Adults)			
Have 1st Home Mortgage	17,818	33.6%	95
Used ATM or Cash Machine/12 Mo	30,835	58.2%	96
Own Any Stock	5,381	10.2%	74
Own U.S. Savings Bonds	3,132	5.9%	79
Own Shares in Mutual Fund (Stocks)	4,956	9.3%	78
Own Shares in Mutual Fund (Bonds)	3,291	6.2%	81
Have Interest Checking Account	19,854	37.5%	100
Have Non-Interest Checking Account	20,852	39.3%	108
Have Savings Account	35,955	67.8%	95
Have 401(k) Retirement Savings Plan	11,272	21.3%	88
Own or Used Any Credit/Debit Card/12 Mo	48,747	92.0%	100
Avg \$1-110 Monthly Credit Card Expenditures	10,885	20.5%	105
Avg \$111-225 Monthly Credit Card Expenditures	6,081	11.5%	94
Avg \$226-450 Monthly Credit Card Expenditures	4,828	9.1%	108
Avg \$451-700 Monthly Credit Card Expenditures	4,372	8.3%	94
Avg \$701-1000 Monthly Credit Card Expenditures	3,545	6.7%	86
Avg \$1001-2000 Monthly Credit Card Expenditures	5,184	9.8%	85
Avg \$2001+ Monthly Credit Card Expenditures	4,877	9.2%	69
Did Banking Online/12 Mo	28,208	53.2%	96
Did Banking by Mobile Device/12 Mo	23,921	45.1%	92

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Grocery (Adults)			
HH Used Bread/6 Mo	26,434	95.6%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	21,342	77.2%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	5,707	20.6%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	15,192	55.0%	96
HH Used Fresh Fruit or Vegetables/6 Mo	24,821	89.8%	99
HH Used Fresh Milk/6 Mo	23,416	84.7%	103
HH Used Organic Food/6 Mo	4,964	18.0%	72
Health (Adults)			
Exercise at Home 2+ Times/Wk	21,782	41.1%	90
Exercise at Club 2+ Times/Wk	5,034	9.5%	71
Visited Doctor/12 Mo	42,749	80.6%	101
Used Vitamins or Dietary Supplements/6 Mo	34,793	65.6%	101
Home (Households)			
HH Did Home Improvement/12 Mo	9,708	35.1%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	8,047	29.1%	85
HH Purchased Low Ticket HH Furnishing/12 Mo	5,878	21.3%	101
HH Purchased Big Ticket HH Furnishing/12 Mo	6,166	22.3%	93
HH Bought Small Kitchen Appliance/12 Mo	6,090	22.0%	96
HH Purchased Large Appliance/12 Mo	4,983	18.0%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	28,695	54.1%	107
Personally Carry Any Med/Hosp/Accident Insur	46,049	86.9%	103
Homeowner Carries Home/Personal Property Insurance	34,924	65.9%	112
Renter Carries Home/Pers Property Insurance	5,377	10.1%	76
HH Has 1 Vehicle Covered w/Auto Insurance	8,557	31.0%	96
HH Has 2 Vehicles Covered w/Auto Insurance	8,299	30.0%	98
HH Has 3+ Vehicles Covered w/Auto Insurance	8,469	30.6%	121
Pets (Households)			
HH Owns Any Pet	17,609	63.7%	124
HH Owns Cat	9,283	33.6%	140
HH Owns Dog	13,985	50.6%	133
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	6,464	12.2%	76
Buying American Is Important: 4-Agr Cmpl	19,333	36.5%	133
Buy Based on Quality Not Price: 4-Agr Cmpl	6,669	12.6%	89
Buy on Credit Rather Than Wait: 4-Agr Cmpl	5,742	10.8%	88
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	5,402	10.2%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	4,432	8.4%	77
Buy Based on Price Not Brands: 4-Agr Cmpl	15,972	30.1%	110
Reading (Adults)			
Bought Digital Book/12 Mo	8,224	15.5%	88
Bought Hardcover Book/12 Mo	13,148	24.8%	96
Bought Paperback Book/12 Mo	16,849	31.8%	94
Read Daily Newspaper (Paper Version)	3,856	7.3%	104
Read Digital Newspaper/30 Days	23,008	43.4%	80
Read Magazine (Paper/Electronic Vers)/6 Mo	44,448	83.8%	96

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	38,438	72.5%	100
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	12,986	24.5%	100
Went to Fast Food/Drive-In Restaurant/6 Mo	48,432	91.4%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	21,886	41.3%	104
Ordered Eat-In Fast Food/6 Mo	18,447	34.8%	105
Ordered Home Delivery Fast Food/6 Mo	4,732	8.9%	73
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	28,419	53.6%	110
Ordered Take-Out/Walk-In Fast Food/6 Mo	10,492	19.8%	86
Television & Electronics (Adults/Households)			
Own Tablet	27,462	51.8%	92
Own E-Reader	7,520	14.2%	87
Own E-Reader/Tablet: Apple iPad	14,465	27.3%	75
HH Owns Smart TV	11,137	40.3%	97
Own Portable MP3 Player	3,945	7.4%	97
HH Owns 1 TV	5,254	19.0%	96
HH Owns 2 TVs	7,482	27.1%	97
HH Owns 3 TVs	6,383	23.1%	105
HH Owns 4+ TVs	6,472	23.4%	107
HH Subscribes to Cable TV	5,821	21.1%	74
HH Subscribes to Fiber Optic TV	252	0.9%	28
HH Owns Portable GPS Device	5,473	19.8%	119
HH Purchased Video Game System/12 Mo	1,174	4.3%	60
HH Owns Internet Video Device for TV	13,663	49.4%	94
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	30,338	57.2%	93
Took 3+ Domestic Non-Business Trips/12 Mo	9,389	17.7%	97
Spent \$1-999 on Domestic Vacations/12 Mo	5,715	10.8%	98
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,481	6.6%	95
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,560	4.8%	101
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,672	5.0%	90
Spent \$3K+ on Domestic Vacations/12 Mo	4,768	9.0%	76
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,547	4.8%	75
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	9,895	18.7%	61
Took 3+ Foreign Trips by Plane/3 Yrs	1,239	2.3%	42
Spent \$1-999 on Foreign Vacations/12 Mo	1,666	3.1%	74
Spent \$1K-2999 on Foreign Vacations/12 Mo	1,198	2.3%	52
Spent \$3K+ on Foreign Vacations/12 Mo	2,805	5.3%	55
Used General Travel Site: Foreign Trip/3 Yrs	1,770	3.3%	62
Spent Night at Hotel or Motel/12 Mo	26,839	50.6%	93
Took Cruise of More Than One Day/3 Yrs	3,765	7.1%	80
Member of Frequent Flyer Program	8,969	16.9%	61
Member of Hotel Rewards Program	13,927	26.3%	89

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