

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association

Latitude: 35.47781
 Longitude: -81.22965

Demographic Summary		2016	2021
Population		18,667	18,751
Population 18+		14,722	14,815
Households		7,366	7,367
Median Household Income		\$37,139	\$37,063

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,899	46.9%	99
Bought any women's clothing in last 12 months	6,632	45.0%	103
Bought clothing for child <13 years in last 6 months	4,217	28.6%	104
Bought any shoes in last 12 months	7,730	52.5%	97
Bought costume jewelry in last 12 months	2,910	19.8%	101
Bought any fine jewelry in last 12 months	2,693	18.3%	100
Bought a watch in last 12 months	1,525	10.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	6,466	87.8%	103
HH bought/leased new vehicle last 12 mo	617	8.4%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	12,966	88.1%	104
Bought/changed motor oil in last 12 months	8,202	55.7%	113
Had tune-up in last 12 months	4,507	30.6%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	9,051	61.5%	94
Drank regular cola in last 6 months	7,210	49.0%	109
Drank beer/ale in last 6 months	5,657	38.4%	90
Cameras (Adults)			
Own digital point & shoot camera	4,178	28.4%	97
Own digital single-lens reflex (SLR) camera	971	6.6%	76
Bought any camera in last 12 months	863	5.9%	103
Printed digital photos in last 12 months	471	3.2%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,242	35.6%	99
Have a smartphone	7,494	50.9%	87
Have a smartphone: Android phone (any brand)	3,753	25.5%	95
Have a smartphone: Apple iPhone	2,772	18.8%	73
Number of cell phones in household: 1	2,651	36.0%	112
Number of cell phones in household: 2	2,724	37.0%	99
Number of cell phones in household: 3+	1,553	21.1%	83
HH has cell phone only (no landline telephone)	3,241	44.0%	105
Computers (Households)			
HH owns a computer	5,274	71.6%	93
HH owns desktop computer	3,170	43.0%	95
HH owns laptop/notebook	3,594	48.8%	90
HH owns any Apple/Mac brand computer	655	8.9%	59
HH owns any PC/non-Apple brand computer	4,916	66.7%	98
HH purchased most recent computer in a store	2,710	36.8%	98
HH purchased most recent computer online	805	10.9%	84
Spent <\$500 on most recent home computer	1,224	16.6%	114
Spent \$500-\$999 on most recent home computer	1,335	18.1%	95
Spent \$1,000-\$1,499 on most recent home computer	570	7.7%	82
Spent \$1,500-\$1,999 on most recent home computer	252	3.4%	75
Spent \$2,000+ on most recent home computer	199	2.7%	69

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	7,413	50.4%	99
Bought brewed coffee at convenience store in last 30 days	2,401	16.3%	104
Bought cigarettes at convenience store in last 30 days	2,669	18.1%	145
Bought gas at convenience store in last 30 days	6,073	41.3%	125
Spent at convenience store in last 30 days: <\$20	1,025	7.0%	86
Spent at convenience store in last 30 days: \$20-\$39	1,310	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	1,210	8.2%	108
Spent at convenience store in last 30 days: \$51-\$99	714	4.8%	110
Spent at convenience store in last 30 days: \$100+	4,240	28.8%	126
Entertainment (Adults)			
Attended a movie in last 6 months	7,721	52.4%	88
Went to live theater in last 12 months	1,405	9.5%	73
Went to a bar/night club in last 12 months	2,182	14.8%	89
Dined out in last 12 months	6,208	42.2%	94
Gambled at a casino in last 12 months	1,597	10.8%	79
Visited a theme park in last 12 months	2,175	14.8%	84
Viewed movie (video-on-demand) in last 30 days	1,919	13.0%	77
Viewed TV show (video-on-demand) in last 30 days	1,284	8.7%	68
Watched any pay-per-view TV in last 12 months	1,809	12.3%	93
Downloaded a movie over the Internet in last 30 days	695	4.7%	66
Downloaded any individual song in last 6 months	2,697	18.3%	90
Watched a movie online in the last 30 days	1,640	11.1%	70
Watched a TV program online in last 30 days	1,541	10.5%	70
Played a video/electronic game (console) in last 12 months	1,506	10.2%	98
Played a video/electronic game (portable) in last 12 months	719	4.9%	107
Financial (Adults)			
Have home mortgage (1st)	4,199	28.5%	92
Used ATM/cash machine in last 12 months	6,462	43.9%	89
Own any stock	951	6.5%	84
Own U.S. savings bond	629	4.3%	81
Own shares in mutual fund (stock)	860	5.8%	81
Own shares in mutual fund (bonds)	518	3.5%	72
Have interest checking account	3,985	27.1%	96
Have non-interest checking account	4,321	29.4%	104
Have savings account	7,246	49.2%	91
Have 401K retirement savings plan	1,923	13.1%	90
Own/used any credit/debit card in last 12 months	10,499	71.3%	96
Avg monthly credit card expenditures: <\$111	1,775	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	932	6.3%	92
Avg monthly credit card expenditures: \$226-\$450	836	5.7%	90
Avg monthly credit card expenditures: \$451-\$700	652	4.4%	83
Avg monthly credit card expenditures: \$701-\$1,000	460	3.1%	72
Avg monthly credit card expenditures: \$1,001+	826	5.6%	62
Did banking online in last 12 months	4,452	30.2%	85
Did banking on mobile device in last 12 months	1,673	11.4%	81
Paid bills online in last 12 months	5,562	37.8%	88

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,404	73.4%	106
Used bread in last 6 months	7,040	95.6%	102
Used chicken (fresh or frozen) in last 6 months	5,035	68.4%	99
Used turkey (fresh or frozen) in last 6 months	1,137	15.4%	97
Used fish/seafood (fresh or frozen) in last 6 months	3,860	52.4%	96
Used fresh fruit/vegetables in last 6 months	6,284	85.3%	99
Used fresh milk in last 6 months	6,582	89.4%	102
Used organic food in last 6 months	1,124	15.3%	78
Health (Adults)			
Exercise at home 2+ times per week	3,786	25.7%	91
Exercise at club 2+ times per week	1,229	8.3%	64
Visited a doctor in last 12 months	11,151	75.7%	100
Used vitamin/dietary supplement in last 6 months	7,466	50.7%	96
Home (Households)			
Any home improvement in last 12 months	1,998	27.1%	101
Used housekeeper/maid/professional HH cleaning service in last 12	697	9.5%	72
Purchased low ticket HH furnishings in last 12 months	1,225	16.6%	104
Purchased big ticket HH furnishings in last 12 months	1,492	20.3%	97
Bought any small kitchen appliance in last 12 months	1,607	21.8%	98
Bought any large kitchen appliance in last 12 months	960	13.0%	102
Insurance (Adults/Households)			
Currently carry life insurance	6,480	44.0%	103
Carry medical/hospital/accident insurance	9,510	64.6%	99
Carry homeowner insurance	7,307	49.6%	105
Carry renter's insurance	1,057	7.2%	88
Have auto insurance: 1 vehicle in household covered	2,446	33.2%	108
Have auto insurance: 2 vehicles in household covered	2,049	27.8%	98
Have auto insurance: 3+ vehicles in household covered	1,561	21.2%	97
Pets (Households)			
Household owns any pet	4,320	58.6%	109
Household owns any cat	1,958	26.6%	119
Household owns any dog	3,383	45.9%	113
Psychographics (Adults)			
Buying American is important to me	7,243	49.2%	116
Usually buy items on credit rather than wait	1,555	10.6%	90
Usually buy based on quality - not price	2,544	17.3%	96
Price is usually more important than brand name	4,408	29.9%	114
Usually use coupons for brands I buy often	2,980	20.2%	107
Am interested in how to help the environment	2,053	13.9%	86
Usually pay more for environ safe product	1,608	10.9%	86
Usually value green products over convenience	1,345	9.1%	87
Likely to buy a brand that supports a charity	5,239	35.6%	102
Reading (Adults)			
Bought digital book in last 12 months	1,595	10.8%	82
Bought hardcover book in last 12 months	2,784	18.9%	90
Bought paperback book in last 12 month	4,297	29.2%	93
Read any daily newspaper (paper version)	4,045	27.5%	105
Read any digital newspaper in last 30 days	4,178	28.4%	85
Read any magazine (paper/electronic version) in last 6 months	13,075	88.8%	98

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 3 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	11,073	75.2%	101
Went to family restaurant/steak house: 4+ times a month	4,199	28.5%	104
Went to fast food/drive-in restaurant in last 6 months	13,571	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,159	41.8%	106
Fast food/drive-in last 6 months: eat in	5,600	38.0%	105
Fast food/drive-in last 6 months: home delivery	1,074	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	7,514	51.0%	110
Fast food/drive-in last 6 months: take-out/walk-in	2,752	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,764	25.6%	81
Own e-reader/tablet: iPad	1,435	9.7%	64
Own any portable MP3 player	3,929	26.7%	87
HH owns 1 TV	1,411	19.2%	94
HH owns 2 TVs	1,925	26.1%	101
HH owns 3 TVs	1,720	23.4%	109
HH owns 4+ TVs	1,396	19.0%	100
HH subscribes to cable TV	3,284	44.6%	90
HH subscribes to fiber optic	248	3.4%	44
HH has satellite dish	2,479	33.7%	133
HH owns DVD/Blu-ray player	4,564	62.0%	102
HH owns camcorder	918	12.5%	89
HH owns portable GPS navigation device	1,944	26.4%	96
HH purchased video game system in last 12 mos	437	5.9%	75
HH owns Internet video device for TV	372	5.1%	72
Travel (Adults)			
Domestic travel in last 12 months	6,433	43.7%	87
Took 3+ domestic non-business trips in last 12 months	1,212	8.2%	74
Spent on domestic vacations in last 12 months: <\$1,000	1,462	9.9%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	637	4.3%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	413	2.8%	78
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	437	3.0%	76
Spent on domestic vacations in last 12 months: \$3,000+	567	3.9%	70
Domestic travel in the 12 months: used general travel website	692	4.7%	69
Foreign travel in last 3 years	2,239	15.2%	63
Took 3+ foreign trips by plane in last 3 years	331	2.2%	50
Spent on foreign vacations in last 12 months: <\$1,000	376	2.6%	61
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	332	2.3%	69
Spent on foreign vacations in last 12 months: \$3,000+	420	2.9%	57
Foreign travel in last 3 years: used general travel website	491	3.3%	60
Nights spent in hotel/motel in last 12 months: any	5,279	35.9%	88
Took cruise of more than one day in last 3 years	934	6.3%	76
Member of any frequent flyer program	1,334	9.1%	56
Member of any hotel rewards program	1,497	10.2%	72

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association

Latitude: 35.47781
 Longitude: -81.22965

Demographic Summary	2016	2021
Population	40,523	41,013
Population 18+	31,887	32,417
Households	15,631	15,748
Median Household Income	\$40,815	\$42,303

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,229	47.8%	101
Bought any women's clothing in last 12 months	14,754	46.3%	105
Bought clothing for child <13 years in last 6 months	9,280	29.1%	106
Bought any shoes in last 12 months	17,048	53.5%	99
Bought costume jewelry in last 12 months	6,393	20.0%	103
Bought any fine jewelry in last 12 months	5,934	18.6%	102
Bought a watch in last 12 months	3,389	10.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	13,945	89.2%	104
HH bought/leased new vehicle last 12 mo	1,339	8.6%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	28,726	90.1%	106
Bought/changed motor oil in last 12 months	18,798	59.0%	120
Had tune-up in last 12 months	9,701	30.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	20,008	62.7%	96
Drank regular cola in last 6 months	15,716	49.3%	110
Drank beer/ale in last 6 months	12,010	37.7%	88
Cameras (Adults)			
Own digital point & shoot camera	9,159	28.7%	99
Own digital single-lens reflex (SLR) camera	2,056	6.4%	75
Bought any camera in last 12 months	1,834	5.8%	101
Printed digital photos in last 12 months	1,097	3.4%	118
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,460	35.9%	99
Have a smartphone	16,019	50.2%	85
Have a smartphone: Android phone (any brand)	7,977	25.0%	93
Have a smartphone: Apple iPhone	5,974	18.7%	72
Number of cell phones in household: 1	5,297	33.9%	105
Number of cell phones in household: 2	5,817	37.2%	99
Number of cell phones in household: 3+	3,579	22.9%	90
HH has cell phone only (no landline telephone)	6,825	43.7%	104
Computers (Households)			
HH owns a computer	11,129	71.2%	93
HH owns desktop computer	6,708	42.9%	95
HH owns laptop/notebook	7,538	48.2%	89
HH owns any Apple/Mac brand computer	1,324	8.5%	56
HH owns any PC/non-Apple brand computer	10,402	66.5%	98
HH purchased most recent computer in a store	5,729	36.7%	97
HH purchased most recent computer online	1,661	10.6%	81
Spent <\$500 on most recent home computer	2,586	16.5%	114
Spent \$500-\$999 on most recent home computer	2,741	17.5%	92
Spent \$1,000-\$1,499 on most recent home computer	1,211	7.7%	82
Spent \$1,500-\$1,999 on most recent home computer	507	3.2%	71
Spent \$2,000+ on most recent home computer	429	2.7%	70

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	16,227	50.9%	100
Bought brewed coffee at convenience store in last 30 days	5,106	16.0%	102
Bought cigarettes at convenience store in last 30 days	5,916	18.6%	148
Bought gas at convenience store in last 30 days	13,591	42.6%	129
Spent at convenience store in last 30 days: <\$20	2,038	6.4%	79
Spent at convenience store in last 30 days: \$20-\$39	2,643	8.3%	92
Spent at convenience store in last 30 days: \$40-\$50	2,706	8.5%	111
Spent at convenience store in last 30 days: \$51-\$99	1,573	4.9%	111
Spent at convenience store in last 30 days: \$100+	9,546	29.9%	131
Entertainment (Adults)			
Attended a movie in last 6 months	16,511	51.8%	87
Went to live theater in last 12 months	2,913	9.1%	70
Went to a bar/night club in last 12 months	4,346	13.6%	82
Dined out in last 12 months	13,364	41.9%	93
Gambled at a casino in last 12 months	3,475	10.9%	80
Visited a theme park in last 12 months	4,523	14.2%	81
Viewed movie (video-on-demand) in last 30 days	3,818	12.0%	70
Viewed TV show (video-on-demand) in last 30 days	2,425	7.6%	59
Watched any pay-per-view TV in last 12 months	3,891	12.2%	93
Downloaded a movie over the Internet in last 30 days	1,346	4.2%	59
Downloaded any individual song in last 6 months	5,765	18.1%	89
Watched a movie online in the last 30 days	3,172	9.9%	62
Watched a TV program online in last 30 days	2,963	9.3%	62
Played a video/electronic game (console) in last 12 months	3,221	10.1%	97
Played a video/electronic game (portable) in last 12 months	1,494	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	9,731	30.5%	98
Used ATM/cash machine in last 12 months	14,246	44.7%	91
Own any stock	1,913	6.0%	78
Own U.S. savings bond	1,238	3.9%	73
Own shares in mutual fund (stock)	1,779	5.6%	77
Own shares in mutual fund (bonds)	1,055	3.3%	68
Have interest checking account	8,716	27.3%	97
Have non-interest checking account	9,727	30.5%	108
Have savings account	15,818	49.6%	92
Have 401K retirement savings plan	4,195	13.2%	91
Own/used any credit/debit card in last 12 months	23,342	73.2%	98
Avg monthly credit card expenditures: <\$111	4,144	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	2,124	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	1,751	5.5%	87
Avg monthly credit card expenditures: \$451-\$700	1,479	4.6%	87
Avg monthly credit card expenditures: \$701-\$1,000	882	2.8%	64
Avg monthly credit card expenditures: \$1,001+	1,592	5.0%	55
Did banking online in last 12 months	9,919	31.1%	87
Did banking on mobile device in last 12 months	3,759	11.8%	84
Paid bills online in last 12 months	12,118	38.0%	88

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association

Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,661	74.6%	107
Used bread in last 6 months	14,969	95.8%	102
Used chicken (fresh or frozen) in last 6 months	10,816	69.2%	100
Used turkey (fresh or frozen) in last 6 months	2,439	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	8,302	53.1%	97
Used fresh fruit/vegetables in last 6 months	13,475	86.2%	101
Used fresh milk in last 6 months	14,069	90.0%	102
Used organic food in last 6 months	2,229	14.3%	72
Health (Adults)			
Exercise at home 2+ times per week	8,332	26.1%	92
Exercise at club 2+ times per week	2,426	7.6%	58
Visited a doctor in last 12 months	24,516	76.9%	101
Used vitamin/dietary supplement in last 6 months	16,158	50.7%	96
Home (Households)			
Any home improvement in last 12 months	4,375	28.0%	104
Used housekeeper/maid/professional HH cleaning service in last 12	1,386	8.9%	67
Purchased low ticket HH furnishings in last 12 months	2,483	15.9%	99
Purchased big ticket HH furnishings in last 12 months	3,124	20.0%	96
Bought any small kitchen appliance in last 12 months	3,368	21.5%	97
Bought any large kitchen appliance in last 12 months	2,089	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	14,615	45.8%	107
Carry medical/hospital/accident insurance	20,649	64.8%	99
Carry homeowner insurance	16,500	51.7%	110
Carry renter's insurance	1,968	6.2%	76
Have auto insurance: 1 vehicle in household covered	4,862	31.1%	101
Have auto insurance: 2 vehicles in household covered	4,488	28.7%	101
Have auto insurance: 3+ vehicles in household covered	3,732	23.9%	109
Pets (Households)			
Household owns any pet	9,849	63.0%	117
Household owns any cat	4,548	29.1%	130
Household owns any dog	7,990	51.1%	125
Psychographics (Adults)			
Buying American is important to me	16,306	51.1%	121
Usually buy items on credit rather than wait	3,343	10.5%	89
Usually buy based on quality - not price	5,651	17.7%	99
Price is usually more important than brand name	9,651	30.3%	115
Usually use coupons for brands I buy often	6,514	20.4%	108
Am interested in how to help the environment	4,234	13.3%	82
Usually pay more for environ safe product	3,462	10.9%	85
Usually value green products over convenience	3,046	9.6%	91
Likely to buy a brand that supports a charity	11,427	35.8%	103
Reading (Adults)			
Bought digital book in last 12 months	3,416	10.7%	81
Bought hardcover book in last 12 months	5,920	18.6%	89
Bought paperback book in last 12 month	9,341	29.3%	93
Read any daily newspaper (paper version)	8,116	25.5%	97
Read any digital newspaper in last 30 days	8,877	27.8%	84
Read any magazine (paper/electronic version) in last 6 months	28,157	88.3%	97

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 6 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,223	76.0%	102
Went to family restaurant/steak house: 4+ times a month	9,055	28.4%	103
Went to fast food/drive-in restaurant in last 6 months	29,516	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,783	43.2%	110
Fast food/drive-in last 6 months: eat in	12,314	38.6%	106
Fast food/drive-in last 6 months: home delivery	2,049	6.4%	84
Fast food/drive-in last 6 months: take-out/drive-thru	16,639	52.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	5,900	18.5%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	7,862	24.7%	78
Own e-reader/tablet: iPad	2,885	9.0%	59
Own any portable MP3 player	8,454	26.5%	86
HH owns 1 TV	2,858	18.3%	89
HH owns 2 TVs	4,006	25.6%	99
HH owns 3 TVs	3,657	23.4%	109
HH owns 4+ TVs	3,190	20.4%	108
HH subscribes to cable TV	5,973	38.2%	77
HH subscribes to fiber optic	413	2.6%	35
HH has satellite dish	6,308	40.4%	159
HH owns DVD/Blu-ray player	9,731	62.3%	103
HH owns camcorder	2,059	13.2%	94
HH owns portable GPS navigation device	4,150	26.5%	97
HH purchased video game system in last 12 mos	928	5.9%	75
HH owns Internet video device for TV	716	4.6%	65
Travel (Adults)			
Domestic travel in last 12 months	14,296	44.8%	90
Took 3+ domestic non-business trips in last 12 months	2,661	8.3%	75
Spent on domestic vacations in last 12 months: <\$1,000	3,228	10.1%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,429	4.5%	77
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	910	2.9%	80
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,000	3.1%	80
Spent on domestic vacations in last 12 months: \$3,000+	1,227	3.8%	70
Domestic travel in the 12 months: used general travel website	1,587	5.0%	74
Foreign travel in last 3 years	4,558	14.3%	59
Took 3+ foreign trips by plane in last 3 years	620	1.9%	43
Spent on foreign vacations in last 12 months: <\$1,000	755	2.4%	57
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	661	2.1%	64
Spent on foreign vacations in last 12 months: \$3,000+	803	2.5%	51
Foreign travel in last 3 years: used general travel website	1,015	3.2%	57
Nights spent in hotel/motel in last 12 months: any	11,408	35.8%	88
Took cruise of more than one day in last 3 years	1,986	6.2%	74
Member of any frequent flyer program	2,594	8.1%	50
Member of any hotel rewards program	3,191	10.0%	71

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Demographic Summary		2016	2021
Population		120,685	122,737
Population 18+		94,548	96,719
Households		46,186	46,837
Median Household Income		\$44,394	\$47,716

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	45,716	48.4%	102
Bought any women's clothing in last 12 months	44,373	46.9%	107
Bought clothing for child <13 years in last 6 months	27,189	28.8%	104
Bought any shoes in last 12 months	51,139	54.1%	100
Bought costume jewelry in last 12 months	19,269	20.4%	104
Bought any fine jewelry in last 12 months	17,354	18.4%	100
Bought a watch in last 12 months	9,711	10.3%	93
Automobiles (Households)			
HH owns/leases any vehicle	41,756	90.4%	106
HH bought/leased new vehicle last 12 mo	3,903	8.5%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	86,052	91.0%	107
Bought/changed motor oil in last 12 months	56,894	60.2%	123
Had tune-up in last 12 months	28,418	30.1%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	59,567	63.0%	96
Drank regular cola in last 6 months	46,173	48.8%	109
Drank beer/ale in last 6 months	36,112	38.2%	90
Cameras (Adults)			
Own digital point & shoot camera	28,306	29.9%	103
Own digital single-lens reflex (SLR) camera	6,092	6.4%	75
Bought any camera in last 12 months	5,470	5.8%	102
Printed digital photos in last 12 months	3,318	3.5%	120
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	34,016	36.0%	100
Have a smartphone	46,603	49.3%	84
Have a smartphone: Android phone (any brand)	23,207	24.5%	91
Have a smartphone: Apple iPhone	17,314	18.3%	71
Number of cell phones in household: 1	15,393	33.3%	104
Number of cell phones in household: 2	17,367	37.6%	101
Number of cell phones in household: 3+	10,577	22.9%	90
HH has cell phone only (no landline telephone)	19,632	42.5%	101
Computers (Households)			
HH owns a computer	33,002	71.5%	93
HH owns desktop computer	19,903	43.1%	95
HH owns laptop/notebook	22,211	48.1%	89
HH owns any Apple/Mac brand computer	3,697	8.0%	53
HH owns any PC/non-Apple brand computer	30,985	67.1%	99
HH purchased most recent computer in a store	17,178	37.2%	99
HH purchased most recent computer online	4,868	10.5%	81
Spent <\$500 on most recent home computer	7,700	16.7%	115
Spent \$500-\$999 on most recent home computer	8,149	17.6%	92
Spent \$1,000-\$1,499 on most recent home computer	3,557	7.7%	81
Spent \$1,500-\$1,999 on most recent home computer	1,496	3.2%	71
Spent \$2,000+ on most recent home computer	1,274	2.8%	70

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association

Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	48,321	51.1%	101
Bought brewed coffee at convenience store in last 30 days	15,382	16.3%	104
Bought cigarettes at convenience store in last 30 days	17,139	18.1%	145
Bought gas at convenience store in last 30 days	40,724	43.1%	130
Spent at convenience store in last 30 days: <\$20	6,012	6.4%	79
Spent at convenience store in last 30 days: \$20-\$39	7,582	8.0%	89
Spent at convenience store in last 30 days: \$40-\$50	8,241	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	4,739	5.0%	113
Spent at convenience store in last 30 days: \$100+	28,533	30.2%	132
Entertainment (Adults)			
Attended a movie in last 6 months	48,885	51.7%	87
Went to live theater in last 12 months	8,981	9.5%	73
Went to a bar/night club in last 12 months	12,925	13.7%	82
Dined out in last 12 months	40,411	42.7%	95
Gambled at a casino in last 12 months	10,604	11.2%	82
Visited a theme park in last 12 months	13,205	14.0%	79
Viewed movie (video-on-demand) in last 30 days	11,126	11.8%	69
Viewed TV show (video-on-demand) in last 30 days	6,876	7.3%	56
Watched any pay-per-view TV in last 12 months	11,548	12.2%	93
Downloaded a movie over the Internet in last 30 days	3,689	3.9%	54
Downloaded any individual song in last 6 months	16,500	17.5%	86
Watched a movie online in the last 30 days	8,758	9.3%	58
Watched a TV program online in last 30 days	8,167	8.6%	58
Played a video/electronic game (console) in last 12 months	9,478	10.0%	96
Played a video/electronic game (portable) in last 12 months	4,434	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	30,361	32.1%	103
Used ATM/cash machine in last 12 months	42,991	45.5%	93
Own any stock	5,833	6.2%	81
Own U.S. savings bond	3,828	4.0%	76
Own shares in mutual fund (stock)	5,488	5.8%	80
Own shares in mutual fund (bonds)	3,234	3.4%	70
Have interest checking account	26,957	28.5%	101
Have non-interest checking account	29,706	31.4%	111
Have savings account	48,056	50.8%	94
Have 401K retirement savings plan	12,605	13.3%	92
Own/used any credit/debit card in last 12 months	70,408	74.5%	100
Avg monthly credit card expenditures: <\$111	12,587	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	6,790	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	5,339	5.6%	89
Avg monthly credit card expenditures: \$451-\$700	4,668	4.9%	93
Avg monthly credit card expenditures: \$701-\$1,000	2,641	2.8%	65
Avg monthly credit card expenditures: \$1,001+	4,578	4.8%	53
Did banking online in last 12 months	29,979	31.7%	89
Did banking on mobile device in last 12 months	11,112	11.8%	84
Paid bills online in last 12 months	35,985	38.1%	88

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association

Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	34,719	75.2%	108
Used bread in last 6 months	44,402	96.1%	102
Used chicken (fresh or frozen) in last 6 months	32,286	69.9%	101
Used turkey (fresh or frozen) in last 6 months	7,390	16.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	24,691	53.5%	98
Used fresh fruit/vegetables in last 6 months	40,212	87.1%	102
Used fresh milk in last 6 months	41,878	90.7%	103
Used organic food in last 6 months	6,389	13.8%	70
Health (Adults)			
Exercise at home 2+ times per week	25,358	26.8%	95
Exercise at club 2+ times per week	7,236	7.7%	59
Visited a doctor in last 12 months	73,425	77.7%	102
Used vitamin/dietary supplement in last 6 months	48,415	51.2%	97
Home (Households)			
Any home improvement in last 12 months	13,388	29.0%	108
Used housekeeper/maid/professional HH cleaning service in last 12	4,059	8.8%	67
Purchased low ticket HH furnishings in last 12 months	7,089	15.3%	96
Purchased big ticket HH furnishings in last 12 months	9,096	19.7%	94
Bought any small kitchen appliance in last 12 months	10,002	21.7%	98
Bought any large kitchen appliance in last 12 months	6,142	13.3%	104
Insurance (Adults/Households)			
Currently carry life insurance	44,986	47.6%	111
Carry medical/hospital/accident insurance	61,943	65.5%	100
Carry homeowner insurance	51,130	54.1%	115
Carry renter's insurance	5,425	5.7%	70
Have auto insurance: 1 vehicle in household covered	13,758	29.8%	97
Have auto insurance: 2 vehicles in household covered	13,460	29.1%	102
Have auto insurance: 3+ vehicles in household covered	12,067	26.1%	120
Pets (Households)			
Household owns any pet	29,973	64.9%	121
Household owns any cat	14,002	30.3%	135
Household owns any dog	24,582	53.2%	131
Psychographics (Adults)			
Buying American is important to me	49,101	51.9%	123
Usually buy items on credit rather than wait	9,974	10.5%	90
Usually buy based on quality - not price	17,071	18.1%	101
Price is usually more important than brand name	28,437	30.1%	115
Usually use coupons for brands I buy often	19,618	20.7%	110
Am interested in how to help the environment	11,892	12.6%	77
Usually pay more for environ safe product	10,015	10.6%	83
Usually value green products over convenience	8,900	9.4%	90
Likely to buy a brand that supports a charity	33,675	35.6%	102
Reading (Adults)			
Bought digital book in last 12 months	10,343	10.9%	83
Bought hardcover book in last 12 months	17,720	18.7%	89
Bought paperback book in last 12 month	28,091	29.7%	95
Read any daily newspaper (paper version)	24,077	25.5%	97
Read any digital newspaper in last 30 days	26,203	27.7%	83
Read any magazine (paper/electronic version) in last 6 months	83,551	88.4%	97

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Lincolnton (Exit 24)
 1815 E Main St, Lincolnton, North Carolina, 28092
 Ring: 12 mile radius

Lincoln Economic Development Association
 Latitude: 35.47781
 Longitude: -81.22965

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	72,416	76.6%	103
Went to family restaurant/steak house: 4+ times a month	27,012	28.6%	104
Went to fast food/drive-in restaurant in last 6 months	87,577	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	41,170	43.5%	110
Fast food/drive-in last 6 months: eat in	37,646	39.8%	110
Fast food/drive-in last 6 months: home delivery	5,786	6.1%	80
Fast food/drive-in last 6 months: take-out/drive-thru	49,207	52.0%	112
Fast food/drive-in last 6 months: take-out/walk-in	17,381	18.4%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	22,864	24.2%	76
Own e-reader/tablet: iPad	8,079	8.5%	56
Own any portable MP3 player	25,075	26.5%	86
HH owns 1 TV	8,292	18.0%	88
HH owns 2 TVs	11,983	25.9%	100
HH owns 3 TVs	10,817	23.4%	109
HH owns 4+ TVs	9,684	21.0%	111
HH subscribes to cable TV	16,661	36.1%	73
HH subscribes to fiber optic	1,011	2.2%	29
HH has satellite dish	20,021	43.3%	171
HH owns DVD/Blu-ray player	28,864	62.5%	103
HH owns camcorder	6,411	13.9%	99
HH owns portable GPS navigation device	12,775	27.7%	101
HH purchased video game system in last 12 mos	2,683	5.8%	73
HH owns Internet video device for TV	2,023	4.4%	62
Travel (Adults)			
Domestic travel in last 12 months	43,634	46.2%	92
Took 3+ domestic non-business trips in last 12 months	8,088	8.6%	77
Spent on domestic vacations in last 12 months: <\$1,000	9,785	10.3%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,416	4.7%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,868	3.0%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,103	3.3%	84
Spent on domestic vacations in last 12 months: \$3,000+	3,797	4.0%	73
Domestic travel in the 12 months: used general travel website	4,936	5.2%	77
Foreign travel in last 3 years	13,391	14.2%	59
Took 3+ foreign trips by plane in last 3 years	1,818	1.9%	43
Spent on foreign vacations in last 12 months: <\$1,000	2,298	2.4%	58
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,871	2.0%	61
Spent on foreign vacations in last 12 months: \$3,000+	2,367	2.5%	50
Foreign travel in last 3 years: used general travel website	3,015	3.2%	57
Nights spent in hotel/motel in last 12 months: any	34,841	36.9%	91
Took cruise of more than one day in last 3 years	5,905	6.2%	75
Member of any frequent flyer program	7,271	7.7%	47
Member of any hotel rewards program	9,739	10.3%	73

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.