



Retail Market Potential

Lincoln County, KS (20105)

Geography: County

Demographic Summary	2015	2020
Population	3,123	3,020
Population 18+	2,410	2,319
Households	1,383	1,340
Median Household Income	\$42,956	\$49,449

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,222	50.7%	105
Bought any women's clothing in last 12 months	1,101	45.7%	102
Bought clothing for child <13 years in last 6 months	622	25.8%	92
Bought any shoes in last 12 months	1,365	56.6%	104
Bought costume jewelry in last 12 months	407	16.9%	84
Bought any fine jewelry in last 12 months	424	17.6%	91
Bought a watch in last 12 months	234	9.7%	85
Automobiles (Households)			
HH owns/leases any vehicle	1,271	91.9%	108
HH bought/leased new vehicle last 12 mo	108	7.8%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,225	92.3%	109
Bought/changed motor oil in last 12 months	1,426	59.2%	119
Had tune-up in last 12 months	641	26.6%	88
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,371	56.9%	87
Drank regular cola in last 6 months	1,062	44.1%	96
Drank beer/ale in last 6 months	993	41.2%	97
Cameras (Adults)			
Own digital point & shoot camera	843	35.0%	108
Own digital single-lens reflex (SLR) camera	188	7.8%	91
Bought any camera in last 12 months	203	8.4%	117
Bought memory card for camera in last 12 months	153	6.3%	110
Printed digital photos in last 12 months	97	4.0%	119
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	872	36.2%	99
Have a smartphone	747	31.0%	64
Have an iPhone	222	9.2%	49
Number of cell phones in household: 1	480	34.7%	108
Number of cell phones in household: 2	529	38.3%	104
Number of cell phones in household: 3+	258	18.7%	74
HH has cell phone only (no landline telephone)	416	30.1%	79
Computers (Households)			
HH owns a computer	994	71.9%	94
HH owns desktop computer	659	47.7%	98
HH owns laptop/notebook	648	46.9%	92
Spent <\$500 on most recent home computer	198	14.3%	102
Spent \$500-\$999 on most recent home computer	279	20.2%	100
Spent \$1,000-\$1,499 on most recent home computer	129	9.3%	93
Spent \$1,500-\$1,999 on most recent home computer	43	3.1%	67
Spent \$2,000+ on most recent home computer	38	2.7%	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 2015 and 2020.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,570	65.1%	108
Bought brewed coffee at convenience store in last 30 days	358	14.9%	97
Bought cigarettes at convenience store in last 30 days	369	15.3%	117
Bought gas at convenience store in last 30 days	1,079	44.8%	135
Spent at convenience store in last 30 days: <\$20	120	5.0%	61
Spent at convenience store in last 30 days: \$20-\$39	174	7.2%	79
Spent at convenience store in last 30 days: \$40-\$50	243	10.1%	132
Spent at convenience store in last 30 days: \$51-\$99	85	3.5%	77
Spent at convenience store in last 30 days: \$100+	781	32.4%	141
Entertainment (Adults)			
Attended a movie in last 6 months	1,252	52.0%	86
Went to live theater in last 12 months	234	9.7%	77
Went to a bar/night club in last 12 months	393	16.3%	95
Dined out in last 12 months	1,121	46.5%	103
Gambled at a casino in last 12 months	367	15.2%	103
Visited a theme park in last 12 months	300	12.4%	69
Viewed movie (video-on-demand) in last 30 days	216	9.0%	57
Viewed TV show (video-on-demand) in last 30 days	174	7.2%	59
Watched any pay-per-view TV in last 12 months	286	11.9%	91
Downloaded a movie over the Internet in last 30 days	93	3.9%	58
Downloaded any individual song in last 6 months	341	14.1%	69
Watched a movie online in the last 30 days	173	7.2%	53
Watched a TV program online in last 30 days	172	7.1%	53
Played a video/electronic game (console) in last 12 months	243	10.1%	88
Played a video/electronic game (portable) in last 12 months	87	3.6%	81
Financial (Adults)			
Have home mortgage (1st)	778	32.3%	102
Used ATM/cash machine in last 12 months	1,050	43.6%	89
Own any stock	220	9.1%	117
Own U.S. savings bond	169	7.0%	122
Own shares in mutual fund (stock)	203	8.4%	112
Own shares in mutual fund (bonds)	122	5.1%	103
Have interest checking account	856	35.5%	123
Have non-interest checking account	755	31.3%	111
Have savings account	1,294	53.7%	100
Have 401K retirement savings plan	327	13.6%	92
Own/used any credit/debit card in last 12 months	1,791	74.3%	101
Avg monthly credit card expenditures: <\$111	379	15.7%	133
Avg monthly credit card expenditures: \$111-\$225	143	5.9%	92
Avg monthly credit card expenditures: \$226-\$450	134	5.6%	88
Avg monthly credit card expenditures: \$451-\$700	157	6.5%	120
Avg monthly credit card expenditures: \$701-\$1,000	75	3.1%	72
Avg monthly credit card expenditures: \$1,001+	181	7.5%	82
Did banking online in last 12 months	695	28.8%	82
Did banking on mobile device in last 12 months	136	5.6%	54
Paid bills online in last 12 months	803	33.3%	80

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,840	76.3%	107
Used bread in last 6 months	2,323	96.4%	101
Used chicken (fresh or frozen) in last 6 mos	1,700	70.5%	99
Used turkey (fresh or frozen) in last 6 mos	390	16.2%	88
Used fish/seafood (fresh or frozen) in last 6 months	1,262	52.4%	94
Used fresh fruit/vegetables in last 6 months	2,061	85.5%	98
Used fresh milk in last 6 months	2,212	91.8%	102
Used organic food in last 6 months	305	12.7%	64
Health (Adults)			
Exercise at home 2+ times per week	674	28.0%	98
Exercise at club 2+ times per week	219	9.1%	70
Visited a doctor in last 12 months	1,852	76.8%	102
Used vitamin/dietary supplement in last 6 months	1,302	54.0%	101
Home (Households)			
Any home improvement in last 12 months	474	34.3%	124
Used housekeeper/maid/professional HH cleaning service in last 12	140	10.1%	77
Purchased low ticket HH furnishings in last 12 months	201	14.5%	93
Purchased big ticket HH furnishings in last 12 months	254	18.4%	87
Purchased bedding/bath goods in last 12 months	721	52.1%	98
Purchased cooking/serving product in last 12 months	310	22.4%	92
Bought any small kitchen appliance in last 12 months	313	22.6%	102
Bought any large kitchen appliance in last 12 months	198	14.3%	111
Insurance (Adults/Households)			
Currently carry life insurance	1,308	54.3%	125
Carry medical/hospital/accident insurance	1,754	72.8%	113
Carry homeowner insurance	1,490	61.8%	129
Carry renter's insurance	140	5.8%	79
Have auto insurance: 1 vehicle in household covered	397	28.7%	92
Have auto insurance: 2 vehicles in household covered	366	26.5%	94
Have auto insurance: 3+ vehicles in household covered	427	30.9%	141
Pets (Households)			
Household owns any pet	848	61.3%	115
Household owns any cat	464	33.6%	148
Household owns any dog	666	48.2%	121
Psychographics (Adults)			
Buying American is important to me	1,209	50.2%	117
Usually buy items on credit rather than wait	188	7.8%	68
Usually buy based on quality - not price	376	15.6%	87
Price is usually more important than brand name	674	28.0%	102
Usually use coupons for brands I buy often	432	17.9%	95
Am interested in how to help the environment	351	14.6%	87
Usually pay more for environ safe product	265	11.0%	87
Usually value green products over convenience	222	9.2%	90
Likely to buy a brand that supports a charity	836	34.7%	101
Reading (Adults)			
Bought digital book in last 12 months	216	9.0%	80
Bought hardcover book in last 12 months	443	18.4%	82
Bought paperback book in last 12 month	706	29.3%	87
Read any daily newspaper (paper version)	697	28.9%	103
Read any digital newspaper in last 30 days	562	23.3%	75
Read any magazine (paper/electronic version) in last 6 months	2,227	92.4%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,816	75.4%	100
Went to family restaurant/steak house: 4+ times a month	628	26.1%	91
Went to fast food/drive-in restaurant in last 6 months	2,238	92.9%	103
Went to fast food/drive-in restaurant 9+ times/mo	906	37.6%	93
Fast food/drive-in last 6 months: eat in	961	39.9%	110
Fast food/drive-in last 6 months: home delivery	115	4.8%	61
Fast food/drive-in last 6 months: take-out/drive-thru	1,224	50.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	430	17.8%	91
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	351	14.6%	69
Own any portable MP3 player	642	26.6%	79
HH owns 1 TV	260	18.8%	93
HH owns 2 TVs	374	27.0%	103
HH owns 3 TVs	326	23.6%	110
HH owns 4+ TVs	266	19.2%	98
HH subscribes to cable TV	535	38.7%	76
HH subscribes to fiber optic	29	2.1%	31
HH has satellite dish	522	37.7%	148
HH owns DVD/Blu-ray player	836	60.4%	98
HH owns camcorder	230	16.6%	107
HH owns portable GPS navigation device	419	30.3%	110
HH purchased video game system in last 12 mos	69	5.0%	54
HH owns Internet video device for TV	39	2.8%	65
Travel (Adults)			
Domestic travel in last 12 months	1,173	48.7%	97
Took 3+ domestic non-business trips in last 12 months	376	15.6%	125
Spent on domestic vacations in last 12 months: <\$1,000	302	12.5%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	139	5.8%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	92	3.8%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	61	2.5%	66
Spent on domestic vacations in last 12 months: \$3,000+	133	5.5%	101
Domestic travel in the 12 months: used general travel website	159	6.6%	94
Foreign travel in last 3 years	408	16.9%	71
Took 3+ foreign trips by plane in last 3 years	68	2.8%	65
Spent on foreign vacations in last 12 months: <\$1,000	85	3.5%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	65	2.7%	89
Spent on foreign vacations in last 12 months: \$3,000+	87	3.6%	73
Foreign travel in last 3 years: used general travel website	80	3.3%	61
Nights spent in hotel/motel in last 12 months: any	1,080	44.8%	109
Took cruise of more than one day in last 3 years	120	5.0%	57
Member of any frequent flyer program	245	10.2%	61
Member of any hotel rewards program	285	11.8%	84

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