



# Retail Market Potential

Lincoln County, KS (20105)

Geography: County

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		3,174	3,142
Population 18+		2,468	2,449
Households		1,387	1,370
Median Household Income		\$44,509	\$50,709

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,192	48.3%	102
Bought any women's clothing in last 12 months	1,113	45.1%	103
Bought clothing for child <13 years in last 6 months	648	26.3%	95
Bought any shoes in last 12 months	1,320	53.5%	99
Bought costume jewelry in last 12 months	399	16.2%	83
Bought any fine jewelry in last 12 months	397	16.1%	88
Bought a watch in last 12 months	276	11.2%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,282	92.4%	108
HH bought/leased new vehicle last 12 mo	96	6.9%	74
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,242	90.8%	107
Bought/changed motor oil in last 12 months	1,493	60.5%	123
Had tune-up in last 12 months	618	25.0%	83
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,446	58.6%	90
Drank regular cola in last 6 months	1,112	45.1%	100
Drank beer/ale in last 6 months	1,019	41.3%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	806	32.7%	112
Own digital single-lens reflex (SLR) camera	150	6.1%	70
Bought any camera in last 12 months	151	6.1%	107
Printed digital photos in last 12 months	87	3.5%	120
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	878	35.6%	98
Have a smartphone	1,047	42.4%	72
Have a smartphone: Android phone (any brand)	610	24.7%	92
Have a smartphone: Apple iPhone	313	12.7%	49
Number of cell phones in household: 1	467	33.7%	105
Number of cell phones in household: 2	559	40.3%	108
Number of cell phones in household: 3+	240	17.3%	68
HH has cell phone only (no landline telephone)	457	32.9%	79
<b>Computers (Households)</b>			
HH owns a computer	1,025	73.9%	96
HH owns desktop computer	642	46.3%	102
HH owns laptop/notebook	670	48.3%	89
HH owns any Apple/Mac brand computer	90	6.5%	43
HH owns any PC/non-Apple brand computer	970	69.9%	103
HH purchased most recent computer in a store	492	35.5%	94
HH purchased most recent computer online	189	13.6%	104
Spent <\$500 on most recent home computer	231	16.7%	115
Spent \$500-\$999 on most recent home computer	289	20.8%	109
Spent \$1,000-\$1,499 on most recent home computer	95	6.8%	72
Spent \$1,500-\$1,999 on most recent home computer	36	2.6%	57
Spent \$2,000+ on most recent home computer	38	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.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	1,081	43.8%	86
Bought brewed coffee at convenience store in last 30 days	377	15.3%	97
Bought cigarettes at convenience store in last 30 days	357	14.5%	116
Bought gas at convenience store in last 30 days	1,093	44.3%	134
Spent at convenience store in last 30 days: <\$20	127	5.1%	64
Spent at convenience store in last 30 days: \$20-\$39	162	6.6%	73
Spent at convenience store in last 30 days: \$40-\$50	259	10.5%	138
Spent at convenience store in last 30 days: \$51-\$99	118	4.8%	108
Spent at convenience store in last 30 days: \$100+	803	32.5%	142
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,252	50.7%	85
Went to live theater in last 12 months	268	10.9%	84
Went to a bar/night club in last 12 months	432	17.5%	105
Dined out in last 12 months	1,125	45.6%	102
Gambled at a casino in last 12 months	362	14.7%	107
Visited a theme park in last 12 months	262	10.6%	60
Viewed movie (video-on-demand) in last 30 days	308	12.5%	73
Viewed TV show (video-on-demand) in last 30 days	166	6.7%	52
Watched any pay-per-view TV in last 12 months	323	13.1%	100
Downloaded a movie over the Internet in last 30 days	93	3.8%	52
Downloaded any individual song in last 6 months	387	15.7%	77
Watched a movie online in the last 30 days	198	8.0%	50
Watched a TV program online in last 30 days	179	7.3%	49
Played a video/electronic game (console) in last 12 months	239	9.7%	93
Played a video/electronic game (portable) in last 12 months	95	3.8%	85
<b>Financial (Adults)</b>			
Have home mortgage (1st)	752	30.5%	98
Used ATM/cash machine in last 12 months	1,049	42.5%	87
Own any stock	172	7.0%	91
Own U.S. savings bond	199	8.1%	152
Own shares in mutual fund (stock)	209	8.5%	117
Own shares in mutual fund (bonds)	122	4.9%	102
Have interest checking account	838	34.0%	120
Have non-interest checking account	750	30.4%	107
Have savings account	1,407	57.0%	106
Have 401K retirement savings plan	334	13.5%	93
Own/used any credit/debit card in last 12 months	1,868	75.7%	102
Avg monthly credit card expenditures: <\$111	309	12.5%	108
Avg monthly credit card expenditures: \$111-\$225	209	8.5%	123
Avg monthly credit card expenditures: \$226-\$450	153	6.2%	98
Avg monthly credit card expenditures: \$451-\$700	147	6.0%	112
Avg monthly credit card expenditures: \$701-\$1,000	94	3.8%	88
Avg monthly credit card expenditures: \$1,001+	173	7.0%	77
Did banking online in last 12 months	716	29.0%	81
Did banking on mobile device in last 12 months	218	8.8%	63
Paid bills online in last 12 months	876	35.5%	82

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,074	77.4%	111
Used bread in last 6 months	1,331	96.0%	102
Used chicken (fresh or frozen) in last 6 months	899	64.8%	94
Used turkey (fresh or frozen) in last 6 months	205	14.8%	94
Used fish/seafood (fresh or frozen) in last 6 months	682	49.2%	90
Used fresh fruit/vegetables in last 6 months	1,164	83.9%	98
Used fresh milk in last 6 months	1,277	92.1%	105
Used organic food in last 6 months	193	13.9%	71
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	657	26.6%	94
Exercise at club 2+ times per week	204	8.3%	64
Visited a doctor in last 12 months	1,991	80.7%	106
Used vitamin/dietary supplement in last 6 months	1,346	54.5%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	441	31.8%	119
Used housekeeper/maid/professional HH cleaning service in last 12	157	11.3%	86
Purchased low ticket HH furnishings in last 12 months	214	15.4%	96
Purchased big ticket HH furnishings in last 12 months	243	17.5%	84
Bought any small kitchen appliance in last 12 months	341	24.6%	111
Bought any large kitchen appliance in last 12 months	212	15.3%	120
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,372	55.6%	130
Carry medical/hospital/accident insurance	1,810	73.3%	112
Carry homeowner insurance	1,482	60.0%	128
Carry renter's insurance	188	7.6%	94
Have auto insurance: 1 vehicle in household covered	378	27.3%	88
Have auto insurance: 2 vehicles in household covered	401	28.9%	102
Have auto insurance: 3+ vehicles in household covered	411	29.6%	136
<b>Pets (Households)</b>			
Household owns any pet	820	59.1%	110
Household owns any cat	428	30.9%	138
Household owns any dog	659	47.5%	117
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,250	50.6%	120
Usually buy items on credit rather than wait	222	9.0%	77
Usually buy based on quality - not price	362	14.7%	82
Price is usually more important than brand name	661	26.8%	102
Usually use coupons for brands I buy often	413	16.7%	88
Am interested in how to help the environment	282	11.4%	70
Usually pay more for environ safe product	203	8.2%	64
Usually value green products over convenience	186	7.5%	72
Likely to buy a brand that supports a charity	895	36.3%	104
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	291	11.8%	89
Bought hardcover book in last 12 months	447	18.1%	86
Bought paperback book in last 12 month	646	26.2%	83
Read any daily newspaper (paper version)	694	28.1%	107
Read any digital newspaper in last 30 days	674	27.3%	82
Read any magazine (paper/electronic version) in last 6 months	2,261	91.6%	101

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,880	76.2%	102
Went to family restaurant/steak house: 4+ times a month	704	28.5%	104
Went to fast food/drive-in restaurant in last 6 months	2,286	92.6%	103
Went to fast food/drive-in restaurant 9+ times/mo	908	36.8%	93
Fast food/drive-in last 6 months: eat in	1,043	42.3%	116
Fast food/drive-in last 6 months: home delivery	139	5.6%	73
Fast food/drive-in last 6 months: take-out/drive-thru	1,189	48.2%	104
Fast food/drive-in last 6 months: take-out/walk-in	415	16.8%	86
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	571	23.1%	73
Own e-reader/tablet: iPad	225	9.1%	60
Own any portable MP3 player	668	27.1%	88
HH owns 1 TV	275	19.8%	97
HH owns 2 TVs	395	28.5%	110
HH owns 3 TVs	310	22.4%	104
HH owns 4+ TVs	264	19.0%	101
HH subscribes to cable TV	549	39.6%	80
HH subscribes to fiber optic	31	2.2%	29
HH has satellite dish	558	40.2%	158
HH owns DVD/Blu-ray player	892	64.3%	106
HH owns camcorder	179	12.9%	92
HH owns portable GPS navigation device	437	31.5%	115
HH purchased video game system in last 12 mos	69	5.0%	63
HH owns Internet video device for TV	56	4.0%	57
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,234	50.0%	100
Took 3+ domestic non-business trips in last 12 months	254	10.3%	93
Spent on domestic vacations in last 12 months: <\$1,000	234	9.5%	88
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	155	6.3%	108
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	82	3.3%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	103	4.2%	107
Spent on domestic vacations in last 12 months: \$3,000+	124	5.0%	91
Domestic travel in the 12 months: used general travel website	146	5.9%	87
Foreign travel in last 3 years	389	15.8%	65
Took 3+ foreign trips by plane in last 3 years	65	2.6%	59
Spent on foreign vacations in last 12 months: <\$1,000	92	3.7%	89
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	64	2.6%	80
Spent on foreign vacations in last 12 months: \$3,000+	83	3.4%	68
Foreign travel in last 3 years: used general travel website	87	3.5%	63
Nights spent in hotel/motel in last 12 months: any	1,105	44.8%	110
Took cruise of more than one day in last 3 years	129	5.2%	62
Member of any frequent flyer program	227	9.2%	56
Member of any hotel rewards program	281	11.4%	81

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