



Restaurant Market Potential

Bullock County, AL
 Bullock County, AL (01011)
 Geography: County

Prepared by Esri

Demographic Summary	2020	2025
Population	10,857	10,752
Population 18+	8,576	8,436
Households	3,763	3,729
Median Household Income	\$32,187	\$32,883

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	5,771	67.3%	91
Went to family restaurant/steak house 4+ times/month	2,277	26.6%	101
Spent at family restaurant last 30 days: <\$1-30	693	8.1%	103
Spent at family restaurant last 30 days: \$31-50	897	10.5%	113
Spent at family restaurant last 30 days: \$51-100	1,028	12.0%	81
Spent at family restaurant last 30 days: \$101-200	619	7.2%	77
Went to family restaurant last 6 months: for breakfast	894	10.4%	81
Went to family restaurant last 6 months: for lunch	1,438	16.8%	90
Went to family restaurant last 6 months: for dinner	3,201	37.3%	83
Went to family restaurant last 6 months: for snack	83	1.0%	49
Went to family restaurant last 6 months: on weekday	2,095	24.4%	82
Went to family restaurant last 6 months: on weekend	2,932	34.2%	85
Went to family restaurant last 6 months: Applebee`s	1,426	16.6%	84
Went to family restaurant last 6 months: Bob Evans	174	2.0%	67
Went to family restaurant last 6 months: Buffalo Wild Wings	373	4.3%	45
Went to family restaurant last 6 months: California Pizza Kitchen	40	0.5%	17
Went to family restaurant last 6 months: The Cheesecake Factory	195	2.3%	32
Went to family restaurant last 6 months: Chili`s Grill & Bar	300	3.5%	33
Went to family restaurant last 6 months: CiCi`s	322	3.8%	172
Went to family restaurant last 6 months: Cracker Barrel	1,686	19.7%	175
Went to family restaurant last 6 months: Denny`s	364	4.2%	48
Went to family restaurant last 6 months: Golden Corral	1,230	14.3%	204
Went to family restaurant last 6 months: IHOP	402	4.7%	48
Went to family restaurant last 6 months: Logan`s Roadhouse	607	7.1%	229
Went to family restaurant last 6 months: LongHorn Steakhouse	381	4.4%	83
Went to family restaurant last 6 months: Olive Garden	904	10.5%	68
Went to family restaurant last 6 months: Outback Steakhouse	612	7.1%	89
Went to family restaurant last 6 months: Red Lobster	591	6.9%	72
Went to family restaurant last 6 months: Red Robin	239	2.8%	41
Went to family restaurant last 6 months: Ruby Tuesday	466	5.4%	134
Went to family restaurant last 6 months: Texas Roadhouse	670	7.8%	75
Went to family restaurant last 6 months: T.G.I. Friday`s	275	3.2%	64
Went to family restaurant last 6 months: Waffle House	956	11.1%	176
Went to family restaurant last 6 months: fast food/drive-in	7,383	86.1%	95
Went to fast food/drive-in restaurant 9+ times/month	3,643	42.5%	109
Spent at fast food restaurant last 30 days: <\$1-10	462	5.4%	133
Spent at fast food restaurant last 30 days: \$11-\$20	998	11.6%	116
Spent at fast food restaurant last 30 days: \$21-\$40	1,162	13.5%	85
Spent at fast food restaurant last 30 days: \$41-\$50	763	8.9%	105
Spent at fast food restaurant last 30 days: \$51-\$100	1,086	12.7%	74
Spent at fast food restaurant last 30 days: \$101-\$200	860	10.0%	112
Spent at fast food restaurant last 30 days: \$201+	249	2.9%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.



Restaurant Market Potential

Bullock County, AL
 Bullock County, AL (01011)
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	2,583	30.1%	84
Went to fast food restaurant in the last 6 months: home delivery	261	3.0%	36
Went to fast food restaurant in the last 6 months: take-out/drive-thru	4,225	49.3%	107
Went to fast food restaurant in the last 6 months: take-out/walk-in	1,109	12.9%	62
Went to fast food restaurant in the last 6 months: breakfast	3,528	41.1%	119
Went to fast food restaurant in the last 6 months: lunch	3,805	44.4%	90
Went to fast food restaurant in the last 6 months: dinner	3,403	39.7%	87
Went to fast food restaurant in the last 6 months: snack	668	7.8%	63
Went to fast food restaurant in the last 6 months: weekday	4,702	54.8%	94
Went to fast food restaurant in the last 6 months: weekend	3,639	42.4%	91
Went to fast food restaurant in the last 6 months: A & W	223	2.6%	93
Went to fast food restaurant in the last 6 months: Arby`s	1,674	19.5%	112
Went to fast food restaurant in the last 6 months: Baskin-Robbins	172	2.0%	58
Went to fast food restaurant in the last 6 months: Boston Market	123	1.4%	46
Went to fast food restaurant in the last 6 months: Burger King	2,747	32.0%	112
Went to fast food restaurant in the last 6 months: Captain D`s	682	8.0%	241
Went to fast food restaurant in the last 6 months: Carl`s Jr.	252	2.9%	50
Went to fast food restaurant in the last 6 months: Checkers	250	2.9%	85
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,654	19.3%	75
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	268	3.1%	25
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	161	1.9%	71
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	341	4.0%	112
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	96	1.1%	38
Went to fast food restaurant in the last 6 months: Dairy Queen	1,896	22.1%	141
Went to fast food restaurant in the last 6 months: Del Taco	93	1.1%	27
Went to fast food restaurant in the last 6 months: Domino`s Pizza	677	7.9%	60
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	405	4.7%	35
Went to fast food restaurant in the last 6 months: Five Guys	440	5.1%	56
Went to fast food restaurant in the last 6 months: Hardee`s	1,461	17.0%	276
Went to fast food restaurant in the last 6 months: Jack in the Box	301	3.5%	46
Went to fast food restaurant in the last 6 months: Jimmy John`s	271	3.2%	55
Went to fast food restaurant in the last 6 months: KFC	2,236	26.1%	129
Went to fast food restaurant in the last 6 months: Krispy Kreme	658	7.7%	137
Went to fast food restaurant in the last 6 months: Little Caesars	1,514	17.7%	143
Went to fast food restaurant in the last 6 months: Long John Silver`s	570	6.6%	193
Went to fast food restaurant in the last 6 months: McDonald`s	4,928	57.5%	112
Went to fast food restaurant in the last 6 months: Panda Express	380	4.4%	46
Went to fast food restaurant in the last 6 months: Panera Bread	468	5.5%	43
Went to fast food restaurant in the last 6 months: Papa John`s	575	6.7%	81
Went to fast food restaurant in the last 6 months: Papa Murphy`s	253	3.0%	69
Went to fast food restaurant in the last 6 months: Pizza Hut	1,907	22.2%	141
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,029	12.0%	129
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,752	20.4%	169
Went to fast food restaurant in the last 6 months: Starbucks	287	3.3%	18
Went to fast food restaurant in the last 6 months: Steak `n Shake	463	5.4%	99
Went to fast food restaurant in the last 6 months: Subway	2,139	24.9%	102
Went to fast food restaurant in the last 6 months: Taco Bell	2,580	30.1%	104
Went to fast food restaurant in the last 6 months: Wendy`s	1,902	22.2%	87
Went to fast food restaurant in the last 6 months: Whataburger	542	6.3%	112
Went to fast food restaurant in the last 6 months: White Castle	174	2.0%	66
Went to fine dining restaurant last month	405	4.7%	46
Went to fine dining restaurant 3+ times last month	160	1.9%	65

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2020 and 2025.