



Retail 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 or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,645	42.5%	88
Bought any women's clothing in last 12 months	3,649	42.5%	97
Bought clothing for child <13 years in last 6 months	2,442	28.5%	108
Bought any shoes in last 12 months	4,127	48.1%	92
Bought costume jewelry in last 12 months	1,594	18.6%	109
Bought any fine jewelry in last 12 months	1,667	19.4%	108
Bought a watch in last 12 months	1,303	15.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	2,964	78.8%	92
HH bought/leased new vehicle last 12 months	184	4.9%	52
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,315	85.3%	100
Bought/changed motor oil in last 12 months	4,828	56.3%	121
Had tune-up in last 12 months	1,977	23.1%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,150	71.7%	100
Drank regular cola in last 6 months	4,990	58.2%	134
Drank beer/ale in last 6 months	2,176	25.4%	61
Cameras (Adults)			
Own digital point & shoot camera/camcorder	390	4.5%	54
Own digital SLR camera/camcorder	389	4.5%	60
Printed digital photos in last 12 months	1,446	16.9%	77
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,940	34.3%	102
Have a smartphone	5,691	66.4%	76
Have a smartphone: Android phone (any brand)	3,498	40.8%	99
Have a smartphone: Apple iPhone	1,897	22.1%	49
Number of cell phones in household: 1	1,449	38.5%	127
Number of cell phones in household: 2	1,257	33.4%	87
Number of cell phones in household: 3+	782	20.8%	72
HH has cell phone only (no landline telephone)	2,114	56.2%	93
Computers (Households)			
HH owns a computer	1,965	52.2%	71
HH owns desktop computer	1,036	27.5%	78
HH owns laptop/notebook	1,399	37.2%	65
HH owns any Apple/Mac brand computer	231	6.1%	32
HH owns any PC/non-Apple brand computer	1,808	48.0%	79
HH purchased most recent computer in a store	972	25.8%	73
HH purchased most recent computer online	313	8.3%	59
HH spent \$1-\$499 on most recent home computer	532	14.1%	96
HH spent \$500-\$999 on most recent home computer	341	9.1%	57
HH spent \$1,000-\$1,499 on most recent home computer	179	4.8%	49
HH spent \$1,500-\$1,999 on most recent home computer	91	2.4%	54
HH spent \$2,000+ on most recent home computer	68	1.8%	45

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 2020 and 2025.



Retail Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	5,331	62.2%	100
Bought brewed coffee at convenience store in last 30 days	860	10.0%	76
Bought cigarettes at convenience store in last 30 days	1,575	18.4%	175
Bought gas at convenience store in last 30 days	4,117	48.0%	129
Spent at convenience store in last 30 days: \$1-19	400	4.7%	69
Spent at convenience store in last 30 days: \$20-\$39	660	7.7%	83
Spent at convenience store in last 30 days: \$40-\$50	702	8.2%	103
Spent at convenience store in last 30 days: \$51-\$99	539	6.3%	116
Spent at convenience store in last 30 days: \$100+	2,441	28.5%	125
Entertainment (Adults)			
Attended a movie in last 6 months	3,748	43.7%	75
Went to live theater in last 12 months	401	4.7%	41
Went to a bar/night club in last 12 months	680	7.9%	47
Dined out in last 12 months	2,913	34.0%	67
Gambled at a casino in last 12 months	690	8.0%	59
Visited a theme park in last 12 months	1,061	12.4%	66
Viewed movie (video-on-demand) in last 30 days	714	8.3%	50
Viewed TV show (video-on-demand) in last 30 days	373	4.3%	37
Watched any pay-per-view TV in last 12 months	510	5.9%	67
Downloaded a movie over the Internet in last 30 days	501	5.8%	58
Downloaded any individual song in last 6 months	1,104	12.9%	68
Watched a movie online in the last 30 days	1,142	13.3%	44
Watched a TV program online in last 30 days	796	9.3%	46
Played a video/electronic game (console) in last 12 months	464	5.4%	60
Played a video/electronic game (portable) in last 12 months	263	3.1%	71
Financial (Adults)			
Have home mortgage (1st)	1,475	17.2%	56
Used ATM/cash machine in last 12 months	2,821	32.9%	63
Own any stock	292	3.4%	48
Own U.S. savings bond	217	2.5%	60
Own shares in mutual fund (stock)	332	3.9%	54
Own shares in mutual fund (bonds)	243	2.8%	60
Have interest checking account	1,296	15.1%	53
Have non-interest checking account	2,119	24.7%	85
Have savings account	3,250	37.9%	67
Have 401K retirement savings plan	769	9.0%	56
Own/used any credit/debit card in last 12 months	5,103	59.5%	74
Avg monthly credit card expenditures: \$1-110	617	7.2%	63
Avg monthly credit card expenditures: \$111-\$225	565	6.6%	91
Avg monthly credit card expenditures: \$226-\$450	263	3.1%	45
Avg monthly credit card expenditures: \$451-\$700	361	4.2%	68
Avg monthly credit card expenditures: \$701-\$1,000	230	2.7%	46
Avg monthly credit card expenditures: \$1,001+	453	5.3%	43
Did banking online in last 12 months	1,610	18.8%	48
Did banking on mobile device in last 12 months	1,018	11.9%	42
Paid bills online in last 12 months	2,477	28.9%	57

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 2020 and 2025.



Retail Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	2,494	66.3%	97
HH used bread in last 6 months	3,605	95.8%	103
HH used chicken (fresh or frozen) in last 6 months	2,335	62.1%	91
HH used turkey (fresh or frozen) in last 6 months	589	15.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	1,931	51.3%	93
HH used fresh fruit/vegetables in last 6 months	2,967	78.8%	94
HH used fresh milk in last 6 months	3,171	84.3%	100
HH used organic food in last 6 months	552	14.7%	61
Health (Adults)			
Exercise at home 2+ times per week	1,280	14.9%	55
Exercise at club 2+ times per week	270	3.1%	22
Visited a doctor in last 12 months	5,764	67.2%	88
Used vitamin/dietary supplement in last 6 months	4,126	48.1%	90
Home (Households)			
HH did any home improvement in last 12 months	824	21.9%	80
HH used any maid/professional cleaning service in last 12 months	344	9.1%	61
HH purchased low ticket HH furnishings in last 12 months	521	13.8%	80
HH purchased big ticket HH furnishings in last 12 months	727	19.3%	85
HH bought any small kitchen appliance in last 12 months	801	21.3%	94
HH bought any large kitchen appliance in last 12 months	410	10.9%	83
Insurance (Adults/Households)			
Currently carry life insurance	3,985	46.5%	107
Carry medical/hospital/accident insurance	5,664	66.0%	89
Carry homeowner insurance	3,685	43.0%	93
Carry renter's insurance	384	4.5%	52
HH has auto insurance: 1 vehicle in household covered	1,252	33.3%	110
HH has auto insurance: 2 vehicles in household covered	871	23.1%	83
HH has auto insurance: 3+ vehicles in household covered	646	17.2%	76
Pets (Households)			
Household owns any pet	2,145	57.0%	106
Household owns any cat	942	25.0%	110
Household owns any dog	1,820	48.4%	118
Psychographics (Adults)			
Buying American is important to me	3,997	46.6%	127
Usually buy items on credit rather than wait	950	11.1%	82
Usually buy based on quality - not price	1,200	14.0%	76
Price is usually more important than brand name	2,598	30.3%	108
Usually use coupons for brands I buy often	1,493	17.4%	109
Am interested in how to help the environment	1,445	16.8%	85
Usually pay more for environ safe product	1,297	15.1%	102
Usually value green products over convenience	984	11.5%	101
Likely to buy a brand that supports a charity	2,880	33.6%	94
Reading (Adults)			
Bought digital book in last 12 months	772	9.0%	69
Bought hardcover book in last 12 months	1,014	11.8%	59
Bought paperback book in last 12 month	1,767	20.6%	73
Read any daily newspaper (paper version)	1,141	13.3%	84
Read any digital newspaper in last 30 days	1,982	23.1%	56
Read any magazine (paper/electronic version) in last 6 months	7,235	84.4%	93

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 2020 and 2025.



Retail Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,771	67.3%	91
Went to family restaurant/steak house: 4+ times a month	2,277	26.6%	101
Went to fast food/drive-in restaurant in last 6 months	7,383	86.1%	95
Went to fast food/drive-in restaurant 9+ times/month	3,643	42.5%	109
Fast food restaurant last 6 months: eat in	2,583	30.1%	84
Fast food restaurant last 6 months: home delivery	261	3.0%	36
Fast food restaurant last 6 months: take-out/drive-thru	4,225	49.3%	107
Fast food restaurant last 6 months: take-out/walk-in	1,109	12.9%	62
Television & Electronics (Adults/Households)			
Own any tablet	3,036	35.4%	71
Own any e-reader	462	5.4%	56
Own e-reader/tablet: iPad	1,297	15.1%	52
HH has Internet connectable TV	660	17.5%	55
Own any portable MP3 player	971	11.3%	71
HH owns 1 TV	916	24.3%	114
HH owns 2 TVs	931	24.7%	94
HH owns 3 TVs	868	23.1%	110
HH owns 4+ TVs	432	11.5%	68
HH subscribes to cable TV	997	26.5%	64
HH subscribes to fiber optic	60	1.6%	25
HH owns portable GPS navigation device	577	15.3%	75
HH purchased video game system in last 12 months	163	4.3%	51
HH owns any Internet video device for TV	580	15.4%	56
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,054	35.6%	68
Took 3+ domestic non-business trips in last 12 months	524	6.1%	51
Spent on domestic vacations in last 12 months: \$1-999	698	8.1%	75
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	362	4.2%	68
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	222	2.6%	67
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	264	3.1%	70
Spent on domestic vacations in last 12 months: \$3,000+	336	3.9%	61
Domestic travel in last 12 months: used general travel website	268	3.1%	47
Took foreign trip (including Alaska and Hawaii) in last 3 years	924	10.8%	37
Took 3+ foreign trips by plane in last 3 years	125	1.5%	25
Spent on foreign vacations in last 12 months: \$1-999	180	2.1%	42
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	251	2.9%	68
Spent on foreign vacations in last 12 months: \$3,000+	207	2.4%	36
Foreign travel in last 3 years: used general travel website	202	2.4%	40
Nights spent in hotel/motel in last 12 months: any	2,621	30.6%	68
Took cruise of more than one day in last 3 years	527	6.1%	67
Member of any frequent flyer program	345	4.0%	22
Member of any hotel rewards program	798	9.3%	49

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 2020 and 2025.