



# Restaurant Market Potential

Union Springs City, AL  
 Union Springs City, AL (0177880)  
 Geography: Place

Prepared by Esri

Demographic Summary	2020	2025
Population	3,897	3,843
Population 18+	2,914	2,842
Households	1,430	1,408
Median Household Income	\$32,575	\$34,566

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,943	66.7%	91
Went to family restaurant/steak house 4+ times/month	775	26.6%	102
Spent at family restaurant last 30 days: <\$1-30	232	8.0%	101
Spent at family restaurant last 30 days: \$31-50	301	10.3%	112
Spent at family restaurant last 30 days: \$51-100	333	11.4%	77
Spent at family restaurant last 30 days: \$101-200	210	7.2%	77
Went to family restaurant last 6 months: for breakfast	306	10.5%	81
Went to family restaurant last 6 months: for lunch	463	15.9%	86
Went to family restaurant last 6 months: for dinner	1,093	37.5%	83
Went to family restaurant last 6 months: for snack	28	1.0%	49
Went to family restaurant last 6 months: on weekday	693	23.8%	80
Went to family restaurant last 6 months: on weekend	1,006	34.5%	86
Went to family restaurant last 6 months: Applebee`s	478	16.4%	83
Went to family restaurant last 6 months: Bob Evans	52	1.8%	59
Went to family restaurant last 6 months: Buffalo Wild Wings	123	4.2%	44
Went to family restaurant last 6 months: California Pizza Kitchen	14	0.5%	18
Went to family restaurant last 6 months: The Cheesecake Factory	70	2.4%	34
Went to family restaurant last 6 months: Chili`s Grill & Bar	93	3.2%	30
Went to family restaurant last 6 months: CiCi`s	113	3.9%	178
Went to family restaurant last 6 months: Cracker Barrel	555	19.0%	169
Went to family restaurant last 6 months: Denny`s	113	3.9%	44
Went to family restaurant last 6 months: Golden Corral	444	15.2%	217
Went to family restaurant last 6 months: IHOP	118	4.0%	41
Went to family restaurant last 6 months: Logan`s Roadhouse	215	7.4%	239
Went to family restaurant last 6 months: LongHorn Steakhouse	126	4.3%	81
Went to family restaurant last 6 months: Olive Garden	294	10.1%	65
Went to family restaurant last 6 months: Outback Steakhouse	213	7.3%	92
Went to family restaurant last 6 months: Red Lobster	194	6.7%	70
Went to family restaurant last 6 months: Red Robin	78	2.7%	39
Went to family restaurant last 6 months: Ruby Tuesday	156	5.4%	132
Went to family restaurant last 6 months: Texas Roadhouse	201	6.9%	67
Went to family restaurant last 6 months: T.G.I. Friday`s	93	3.2%	64
Went to family restaurant last 6 months: Waffle House	316	10.8%	171
Went to family restaurant last 6 months: fast food/drive-in	2,474	84.9%	94
Went to fast food/drive-in restaurant 9+ times/month	1,230	42.2%	108
Spent at fast food restaurant last 30 days: <\$1-10	170	5.8%	144
Spent at fast food restaurant last 30 days: \$11-\$20	333	11.4%	114
Spent at fast food restaurant last 30 days: \$21-\$40	374	12.8%	80
Spent at fast food restaurant last 30 days: \$41-\$50	258	8.9%	105
Spent at fast food restaurant last 30 days: \$51-\$100	349	12.0%	70
Spent at fast food restaurant last 30 days: \$101-\$200	285	9.8%	110
Spent at fast food restaurant last 30 days: \$201+	93	3.2%	96

**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.



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	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	859	29.5%	82
Went to fast food restaurant in the last 6 months: home delivery	76	2.6%	31
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,419	48.7%	106
Went to fast food restaurant in the last 6 months: take-out/walk-in	362	12.4%	60
Went to fast food restaurant in the last 6 months: breakfast	1,216	41.7%	120
Went to fast food restaurant in the last 6 months: lunch	1,268	43.5%	88
Went to fast food restaurant in the last 6 months: dinner	1,122	38.5%	84
Went to fast food restaurant in the last 6 months: snack	215	7.4%	60
Went to fast food restaurant in the last 6 months: weekday	1,539	52.8%	91
Went to fast food restaurant in the last 6 months: weekend	1,246	42.8%	92
Went to fast food restaurant in the last 6 months: A & W	71	2.4%	87
Went to fast food restaurant in the last 6 months: Arby`s	517	17.7%	102
Went to fast food restaurant in the last 6 months: Baskin-Robbins	57	2.0%	57
Went to fast food restaurant in the last 6 months: Boston Market	42	1.4%	46
Went to fast food restaurant in the last 6 months: Burger King	918	31.5%	110
Went to fast food restaurant in the last 6 months: Captain D`s	234	8.0%	243
Went to fast food restaurant in the last 6 months: Carl`s Jr.	94	3.2%	55
Went to fast food restaurant in the last 6 months: Checkers	76	2.6%	76
Went to fast food restaurant in the last 6 months: Chick-fil-A	546	18.7%	73
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	94	3.2%	26
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	56	1.9%	73
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	117	4.0%	113
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	33	1.1%	39
Went to fast food restaurant in the last 6 months: Dairy Queen	651	22.3%	142
Went to fast food restaurant in the last 6 months: Del Taco	32	1.1%	28
Went to fast food restaurant in the last 6 months: Domino`s Pizza	228	7.8%	60
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	130	4.5%	33
Went to fast food restaurant in the last 6 months: Five Guys	150	5.1%	56
Went to fast food restaurant in the last 6 months: Hardee`s	514	17.6%	286
Went to fast food restaurant in the last 6 months: Jack in the Box	108	3.7%	49
Went to fast food restaurant in the last 6 months: Jimmy John`s	88	3.0%	53
Went to fast food restaurant in the last 6 months: KFC	775	26.6%	132
Went to fast food restaurant in the last 6 months: Krispy Kreme	236	8.1%	144
Went to fast food restaurant in the last 6 months: Little Caesars	547	18.8%	152
Went to fast food restaurant in the last 6 months: Long John Silver`s	194	6.7%	193
Went to fast food restaurant in the last 6 months: McDonald`s	1,661	57.0%	111
Went to fast food restaurant in the last 6 months: Panda Express	124	4.3%	44
Went to fast food restaurant in the last 6 months: Panera Bread	167	5.7%	45
Went to fast food restaurant in the last 6 months: Papa John`s	180	6.2%	75
Went to fast food restaurant in the last 6 months: Papa Murphy`s	82	2.8%	66
Went to fast food restaurant in the last 6 months: Pizza Hut	656	22.5%	143
Went to fast food restaurant in the last 6 months: Popeyes Chicken	372	12.8%	137
Went to fast food restaurant in the last 6 months: Sonic Drive-In	599	20.6%	170
Went to fast food restaurant in the last 6 months: Starbucks	76	2.6%	14
Went to fast food restaurant in the last 6 months: Steak `n Shake	162	5.6%	102
Went to fast food restaurant in the last 6 months: Subway	712	24.4%	100
Went to fast food restaurant in the last 6 months: Taco Bell	870	29.9%	104
Went to fast food restaurant in the last 6 months: Wendy`s	601	20.6%	81
Went to fast food restaurant in the last 6 months: Whataburger	191	6.6%	116
Went to fast food restaurant in the last 6 months: White Castle	57	2.0%	64
Went to fine dining restaurant last month	140	4.8%	47
Went to fine dining restaurant 3+ times last month	54	1.9%	64

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