



# Retail 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 or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,189	40.8%	85
Bought any women's clothing in last 12 months	1,227	42.1%	96
Bought clothing for child <13 years in last 6 months	830	28.5%	108
Bought any shoes in last 12 months	1,367	46.9%	89
Bought costume jewelry in last 12 months	564	19.4%	114
Bought any fine jewelry in last 12 months	594	20.4%	113
Bought a watch in last 12 months	457	15.7%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,091	76.3%	89
HH bought/leased new vehicle last 12 months	60	4.2%	44
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,457	84.3%	99
Bought/changed motor oil in last 12 months	1,615	55.4%	119
Had tune-up in last 12 months	677	23.2%	95
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,095	71.9%	100
Drank regular cola in last 6 months	1,733	59.5%	137
Drank beer/ale in last 6 months	717	24.6%	60
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	116	4.0%	47
Own digital SLR camera/camcorder	123	4.2%	55
Printed digital photos in last 12 months	487	16.7%	76
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,017	34.9%	104
Have a smartphone	1,874	64.3%	74
Have a smartphone: Android phone (any brand)	1,184	40.6%	99
Have a smartphone: Apple iPhone	580	19.9%	44
Number of cell phones in household: 1	569	39.8%	132
Number of cell phones in household: 2	453	31.7%	83
Number of cell phones in household: 3+	297	20.8%	72
HH has cell phone only (no landline telephone)	808	56.5%	94
<b>Computers (Households)</b>			
HH owns a computer	711	49.7%	68
HH owns desktop computer	377	26.4%	75
HH owns laptop/notebook	501	35.0%	61
HH owns any Apple/Mac brand computer	83	5.8%	30
HH owns any PC/non-Apple brand computer	654	45.7%	76
HH purchased most recent computer in a store	347	24.3%	69
HH purchased most recent computer online	118	8.3%	58
HH spent \$1-\$499 on most recent home computer	185	12.9%	88
HH spent \$500-\$999 on most recent home computer	111	7.8%	48
HH spent \$1,000-\$1,499 on most recent home computer	67	4.7%	48
HH spent \$1,500-\$1,999 on most recent home computer	34	2.4%	53
HH spent \$2,000+ on most recent home computer	28	2.0%	48

**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.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,790	61.4%	99
Bought brewed coffee at convenience store in last 30 days	264	9.1%	68
Bought cigarettes at convenience store in last 30 days	528	18.1%	173
Bought gas at convenience store in last 30 days	1,391	47.7%	128
Spent at convenience store in last 30 days: \$1-19	145	5.0%	74
Spent at convenience store in last 30 days: \$20-\$39	210	7.2%	78
Spent at convenience store in last 30 days: \$40-\$50	240	8.2%	103
Spent at convenience store in last 30 days: \$51-\$99	180	6.2%	114
Spent at convenience store in last 30 days: \$100+	832	28.6%	126
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,283	44.0%	75
Went to live theater in last 12 months	131	4.5%	40
Went to a bar/night club in last 12 months	221	7.6%	45
Dined out in last 12 months	912	31.3%	62
Gambled at a casino in last 12 months	234	8.0%	59
Visited a theme park in last 12 months	362	12.4%	66
Viewed movie (video-on-demand) in last 30 days	239	8.2%	49
Viewed TV show (video-on-demand) in last 30 days	118	4.0%	35
Watched any pay-per-view TV in last 12 months	172	5.9%	67
Downloaded a movie over the Internet in last 30 days	166	5.7%	57
Downloaded any individual song in last 6 months	364	12.5%	66
Watched a movie online in the last 30 days	366	12.6%	42
Watched a TV program online in last 30 days	251	8.6%	42
Played a video/electronic game (console) in last 12 months	150	5.1%	57
Played a video/electronic game (portable) in last 12 months	86	3.0%	69
<b>Financial (Adults)</b>			
Have home mortgage (1st)	453	15.5%	51
Used ATM/cash machine in last 12 months	918	31.5%	60
Own any stock	96	3.3%	47
Own U.S. savings bond	74	2.5%	61
Own shares in mutual fund (stock)	107	3.7%	52
Own shares in mutual fund (bonds)	78	2.7%	56
Have interest checking account	389	13.3%	47
Have non-interest checking account	683	23.4%	81
Have savings account	1,031	35.4%	62
Have 401K retirement savings plan	254	8.7%	54
Own/used any credit/debit card in last 12 months	1,653	56.7%	71
Avg monthly credit card expenditures: \$1-110	180	6.2%	54
Avg monthly credit card expenditures: \$111-\$225	193	6.6%	92
Avg monthly credit card expenditures: \$226-\$450	72	2.5%	36
Avg monthly credit card expenditures: \$451-\$700	120	4.1%	66
Avg monthly credit card expenditures: \$701-\$1,000	79	2.7%	46
Avg monthly credit card expenditures: \$1,001+	154	5.3%	43
Did banking online in last 12 months	498	17.1%	44
Did banking on mobile device in last 12 months	308	10.6%	37
Paid bills online in last 12 months	787	27.0%	53

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<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	914	63.9%	94
HH used bread in last 6 months	1,373	96.0%	103
HH used chicken (fresh or frozen) in last 6 months	879	61.5%	90
HH used turkey (fresh or frozen) in last 6 months	224	15.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	749	52.4%	95
HH used fresh fruit/vegetables in last 6 months	1,112	77.8%	92
HH used fresh milk in last 6 months	1,197	83.7%	99
HH used organic food in last 6 months	202	14.1%	58
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	383	13.1%	48
Exercise at club 2+ times per week	76	2.6%	18
Visited a doctor in last 12 months	1,915	65.7%	86
Used vitamin/dietary supplement in last 6 months	1,399	48.0%	89
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	292	20.4%	75
HH used any maid/professional cleaning service in last 12 months	129	9.0%	61
HH purchased low ticket HH furnishings in last 12 months	201	14.1%	81
HH purchased big ticket HH furnishings in last 12 months	273	19.1%	84
HH bought any small kitchen appliance in last 12 months	315	22.0%	97
HH bought any large kitchen appliance in last 12 months	160	11.2%	85
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,365	46.8%	108
Carry medical/hospital/accident insurance	1,867	64.1%	86
Carry homeowner insurance	1,190	40.8%	88
Carry renter's insurance	126	4.3%	50
HH has auto insurance: 1 vehicle in household covered	493	34.5%	114
HH has auto insurance: 2 vehicles in household covered	303	21.2%	76
HH has auto insurance: 3+ vehicles in household covered	221	15.5%	69
<b>Pets (Households)</b>			
Household owns any pet	779	54.5%	101
Household owns any cat	330	23.1%	101
Household owns any dog	671	46.9%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,314	45.1%	122
Usually buy items on credit rather than wait	313	10.7%	80
Usually buy based on quality - not price	388	13.3%	73
Price is usually more important than brand name	892	30.6%	109
Usually use coupons for brands I buy often	498	17.1%	107
Am interested in how to help the environment	507	17.4%	88
Usually pay more for environ safe product	462	15.9%	107
Usually value green products over convenience	347	11.9%	105
Likely to buy a brand that supports a charity	970	33.3%	93
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	265	9.1%	69
Bought hardcover book in last 12 months	323	11.1%	55
Bought paperback book in last 12 month	596	20.5%	73
Read any daily newspaper (paper version)	386	13.2%	83
Read any digital newspaper in last 30 days	635	21.8%	53
Read any magazine (paper/electronic version) in last 6 months	2,445	83.9%	92

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,943	66.7%	91
Went to family restaurant/steak house: 4+ times a month	775	26.6%	102
Went to fast food/drive-in restaurant in last 6 months	2,474	84.9%	94
Went to fast food/drive-in restaurant 9+ times/month	1,230	42.2%	108
Fast food restaurant last 6 months: eat in	859	29.5%	82
Fast food restaurant last 6 months: home delivery	76	2.6%	31
Fast food restaurant last 6 months: take-out/drive-thru	1,419	48.7%	106
Fast food restaurant last 6 months: take-out/walk-in	362	12.4%	60
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	970	33.3%	66
Own any e-reader	148	5.1%	53
Own e-reader/tablet: iPad	389	13.3%	45
HH has Internet connectable TV	225	15.7%	50
Own any portable MP3 player	316	10.8%	68
HH owns 1 TV	361	25.2%	118
HH owns 2 TVs	341	23.8%	90
HH owns 3 TVs	328	22.9%	109
HH owns 4+ TVs	152	10.6%	63
HH subscribes to cable TV	393	27.5%	66
HH subscribes to fiber optic	23	1.6%	25
HH owns portable GPS navigation device	191	13.4%	66
HH purchased video game system in last 12 months	59	4.1%	49
HH owns any Internet video device for TV	206	14.4%	52
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,006	34.5%	66
Took 3+ domestic non-business trips in last 12 months	159	5.5%	46
Spent on domestic vacations in last 12 months: \$1-999	229	7.9%	73
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	121	4.2%	67
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	79	2.7%	70
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	89	3.1%	69
Spent on domestic vacations in last 12 months: \$3,000+	113	3.9%	61
Domestic travel in last 12 months: used general travel website	96	3.3%	50
Took foreign trip (including Alaska and Hawaii) in last 3 years	286	9.8%	34
Took 3+ foreign trips by plane in last 3 years	43	1.5%	25
Spent on foreign vacations in last 12 months: \$1-999	62	2.1%	43
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	83	2.8%	66
Spent on foreign vacations in last 12 months: \$3,000+	67	2.3%	34
Foreign travel in last 3 years: used general travel website	67	2.3%	39
Nights spent in hotel/motel in last 12 months: any	870	29.9%	66
Took cruise of more than one day in last 3 years	171	5.9%	64
Member of any frequent flyer program	103	3.5%	19
Member of any hotel rewards program	253	8.7%	46

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