



Market Profile

Cibolo Trade Area
 Cibolo, Texas, United States
 Ring Bands: 0-3, 3-5, 5-10 mile radii

Prepared by Esri
 Latitude: 29.56162
 Longitude: -98.22696

	0 - 3 mile	3 - 5 mile	5 - 10 mile
Population Summary			
2000 Total Population	16,232	23,232	126,387
2010 Total Population	29,667	35,872	177,779
2016 Total Population	36,130	42,594	202,687
2016 Group Quarters	189	210	1,753
2021 Total Population	41,377	48,714	224,765
2016-2021 Annual Rate	2.75%	2.72%	2.09%
Household Summary			
2000 Households	5,871	8,156	44,011
2000 Average Household Size	2.76	2.78	2.85
2010 Households	10,322	12,974	62,472
2010 Average Household Size	2.86	2.75	2.82
2016 Households	12,416	15,186	70,398
2016 Average Household Size	2.89	2.79	2.85
2021 Households	14,134	17,245	77,601
2021 Average Household Size	2.91	2.81	2.87
2016-2021 Annual Rate	2.63%	2.58%	1.97%
2010 Families	8,143	9,827	46,328
2010 Average Family Size	3.24	3.18	3.26
2016 Families	9,719	11,430	51,814
2016 Average Family Size	3.30	3.24	3.32
2021 Families	11,011	12,946	56,868
2021 Average Family Size	3.33	3.27	3.35
2016-2021 Annual Rate	2.53%	2.52%	1.88%
Housing Unit Summary			
2000 Housing Units	6,200	8,685	45,915
Owner Occupied Housing Units	74.2%	60.6%	70.4%
Renter Occupied Housing Units	20.5%	33.3%	25.5%
Vacant Housing Units	5.3%	6.1%	4.1%
2010 Housing Units	10,903	13,821	66,498
Owner Occupied Housing Units	74.5%	68.4%	66.3%
Renter Occupied Housing Units	20.2%	25.5%	27.6%
Vacant Housing Units	5.3%	6.1%	6.1%
2016 Housing Units	13,005	16,036	73,832
Owner Occupied Housing Units	73.0%	66.9%	64.3%
Renter Occupied Housing Units	22.4%	27.8%	31.0%
Vacant Housing Units	4.5%	5.3%	4.7%
2021 Housing Units	14,754	18,115	81,406
Owner Occupied Housing Units	73.0%	67.1%	64.0%
Renter Occupied Housing Units	22.8%	28.1%	31.4%
Vacant Housing Units	4.2%	4.8%	4.7%
Median Household Income			
2016	\$81,309	\$75,696	\$60,375
2021	\$88,062	\$81,247	\$68,395
Median Home Value			
2016	\$207,677	\$187,980	\$139,570
2021	\$224,359	\$211,630	\$161,119
Per Capita Income			
2016	\$31,439	\$31,407	\$26,044
2021	\$33,515	\$33,502	\$28,077
Median Age			
2010	36.7	35.0	34.3
2016	36.8	35.3	35.2
2021	36.0	35.1	35.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	12,416	15,186	70,398
<\$15,000	6.0%	5.7%	8.3%
\$15,000 - \$24,999	5.8%	5.1%	7.1%
\$25,000 - \$34,999	4.7%	6.2%	9.2%
\$35,000 - \$49,999	9.3%	11.5%	13.9%
\$50,000 - \$74,999	18.6%	20.7%	22.1%
\$75,000 - \$99,999	17.9%	19.2%	17.3%
\$100,000 - \$149,999	24.7%	20.9%	15.5%
\$150,000 - \$199,999	9.4%	6.0%	3.8%
\$200,000+	3.7%	4.8%	2.7%
Average Household Income	\$91,180	\$87,880	\$73,840
2021 Households by Income			
Household Income Base	14,134	17,245	77,601
<\$15,000	6.0%	5.7%	8.3%
\$15,000 - \$24,999	5.6%	4.9%	6.9%
\$25,000 - \$34,999	5.5%	7.3%	10.2%
\$35,000 - \$49,999	6.0%	8.4%	9.6%
\$50,000 - \$74,999	14.5%	16.5%	18.8%
\$75,000 - \$99,999	20.5%	21.9%	20.4%
\$100,000 - \$149,999	27.6%	23.6%	18.5%
\$150,000 - \$199,999	10.4%	6.5%	4.4%
\$200,000+	3.9%	5.2%	3.0%
Average Household Income	\$97,928	\$94,450	\$80,262
2016 Owner Occupied Housing Units by Value			
Total	9,500	10,729	47,487
<\$50,000	3.2%	3.7%	5.4%
\$50,000 - \$99,999	7.6%	8.6%	19.5%
\$100,000 - \$149,999	11.2%	12.9%	31.7%
\$150,000 - \$199,999	23.9%	32.7%	23.4%
\$200,000 - \$249,999	27.0%	18.1%	8.4%
\$250,000 - \$299,999	14.8%	10.9%	3.5%
\$300,000 - \$399,999	8.4%	9.6%	3.4%
\$400,000 - \$499,999	2.1%	1.9%	1.6%
\$500,000 - \$749,999	1.3%	0.9%	1.9%
\$750,000 - \$999,999	0.2%	0.5%	0.9%
\$1,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$217,032	\$206,743	\$168,019
2021 Owner Occupied Housing Units by Value			
Total	10,775	12,158	52,065
<\$50,000	1.8%	2.2%	3.5%
\$50,000 - \$99,999	5.9%	6.6%	15.9%
\$100,000 - \$149,999	7.3%	8.0%	25.0%
\$150,000 - \$199,999	18.2%	27.1%	25.1%
\$200,000 - \$249,999	34.4%	26.1%	14.6%
\$250,000 - \$299,999	20.2%	16.0%	6.2%
\$300,000 - \$399,999	7.8%	9.7%	4.0%
\$400,000 - \$499,999	2.3%	2.1%	1.8%
\$500,000 - \$749,999	1.4%	1.1%	2.3%
\$750,000 - \$999,999	0.3%	0.6%	1.1%
\$1,000,000 +	0.4%	0.3%	0.5%
Average Home Value	\$232,397	\$225,989	\$190,224

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	29,667	35,871	177,779
0 - 4	6.5%	7.2%	7.6%
5 - 9	7.8%	7.9%	7.8%
10 - 14	8.9%	8.2%	7.9%
15 - 24	12.9%	13.3%	13.4%
25 - 34	11.2%	13.5%	14.4%
35 - 44	16.4%	15.7%	14.0%
45 - 54	16.5%	14.7%	13.9%
55 - 64	9.8%	9.8%	10.9%
65 - 74	6.1%	5.7%	6.0%
75 - 84	2.8%	3.0%	3.1%
85 +	1.0%	0.9%	1.1%
18 +	71.2%	71.6%	72.0%
2016 Population by Age			
Total	36,131	42,593	202,686
0 - 4	6.6%	7.1%	7.3%
5 - 9	7.1%	7.5%	7.3%
10 - 14	7.9%	7.7%	7.4%
15 - 24	14.0%	13.4%	13.2%
25 - 34	12.1%	13.9%	14.5%
35 - 44	14.3%	14.9%	13.6%
45 - 54	15.9%	14.1%	12.8%
55 - 64	11.1%	10.7%	11.6%
65 - 74	6.9%	6.7%	7.7%
75 - 84	3.2%	3.1%	3.4%
85 +	1.0%	1.0%	1.2%
18 +	73.9%	73.4%	73.9%
2021 Population by Age			
Total	41,378	48,714	224,764
0 - 4	6.7%	7.3%	7.3%
5 - 9	6.9%	7.5%	7.2%
10 - 14	7.3%	7.5%	7.4%
15 - 24	12.4%	12.1%	12.3%
25 - 34	15.3%	15.4%	15.4%
35 - 44	13.5%	15.5%	14.1%
45 - 54	13.6%	12.6%	11.6%
55 - 64	11.9%	10.7%	11.0%
65 - 74	7.6%	7.1%	8.4%
75 - 84	3.6%	3.2%	3.9%
85 +	1.1%	1.0%	1.3%
18 +	74.9%	73.4%	74.0%
2010 Population by Sex			
Males	14,365	17,575	85,680
Females	15,302	18,297	92,099
2016 Population by Sex			
Males	17,512	20,862	97,759
Females	18,618	21,732	104,928
2021 Population by Sex			
Males	20,041	23,874	108,648
Females	21,336	24,840	116,118

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	29,666	35,872	177,779
White Alone	77.1%	77.6%	67.1%
Black Alone	9.9%	9.0%	15.6%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	2.4%	2.5%	2.7%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	5.6%	5.8%	9.2%
Two or More Races	4.1%	4.1%	4.4%
Hispanic Origin	25.5%	28.2%	39.4%
Diversity Index	62.5	63.6	75.1
2016 Population by Race/Ethnicity			
Total	36,131	42,595	202,685
White Alone	72.7%	74.0%	64.7%
Black Alone	12.3%	11.0%	16.5%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	2.7%	2.8%	3.1%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	6.3%	6.4%	9.9%
Two or More Races	5.0%	4.8%	4.8%
Hispanic Origin	28.3%	30.6%	41.7%
Diversity Index	67.6	67.8	77.0
2021 Population by Race/Ethnicity			
Total	41,378	48,713	224,766
White Alone	69.7%	71.3%	63.2%
Black Alone	14.3%	12.7%	17.2%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	3.1%	3.1%	3.5%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	6.5%	6.5%	10.0%
Two or More Races	5.4%	5.2%	5.1%
Hispanic Origin	30.4%	32.6%	43.4%
Diversity Index	70.7	70.6	78.1
2010 Population by Relationship and Household Type			
Total	29,667	35,872	177,779
In Households	99.4%	99.4%	99.0%
In Family Households	90.5%	88.8%	87.5%
Householder	27.5%	27.3%	26.1%
Spouse	21.8%	21.4%	18.6%
Child	36.3%	35.0%	35.6%
Other relative	3.4%	3.3%	4.7%
Nonrelative	1.6%	1.8%	2.5%
In Nonfamily Households	8.9%	10.6%	11.5%
In Group Quarters	0.6%	0.6%	1.0%
Institutionalized Population	0.5%	0.1%	0.8%
Noninstitutionalized Population	0.1%	0.4%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2016 Population 25+ by Educational Attainment			
Total	23,318	27,398	131,432
Less than 9th Grade	2.1%	2.7%	4.5%
9th - 12th Grade, No Diploma	3.4%	4.2%	5.6%
High School Graduate	19.8%	19.4%	22.0%
GED/Alternative Credential	3.2%	3.4%	4.3%
Some College, No Degree	23.7%	25.1%	28.4%
Associate Degree	11.0%	12.1%	10.5%
Bachelor's Degree	22.1%	20.2%	16.7%
Graduate/Professional Degree	14.7%	13.0%	8.2%
2016 Population 15+ by Marital Status			
Total	28,366	33,107	158,229
Never Married	26.3%	27.6%	31.7%
Married	60.1%	58.7%	52.0%
Widowed	4.3%	4.3%	4.4%
Divorced	9.4%	9.5%	11.9%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	96.1%	95.4%
Civilian Unemployed	4.1%	3.9%	4.6%
2016 Employed Population 16+ by Industry			
Total	16,387	20,217	94,582
Agriculture/Mining	1.0%	1.5%	1.0%
Construction	4.1%	5.5%	6.5%
Manufacturing	5.5%	6.0%	5.6%
Wholesale Trade	3.7%	2.5%	3.0%
Retail Trade	14.1%	14.0%	13.3%
Transportation/Utilities	4.1%	3.5%	6.0%
Information	2.5%	1.4%	1.3%
Finance/Insurance/Real Estate	7.9%	7.9%	6.3%
Services	44.6%	46.6%	51.0%
Public Administration	12.6%	11.0%	6.1%
2016 Employed Population 16+ by Occupation			
Total	16,386	20,213	94,583
White Collar	69.9%	68.3%	60.5%
Management/Business/Financial	18.4%	17.1%	12.5%
Professional	24.2%	24.3%	21.2%
Sales	12.0%	13.6%	11.5%
Administrative Support	15.2%	13.2%	15.4%
Services	13.4%	17.1%	19.2%
Blue Collar	16.6%	14.6%	20.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.9%	3.1%	4.5%
Installation/Maintenance/Repair	3.9%	3.2%	4.6%
Production	3.4%	3.3%	4.2%
Transportation/Material Moving	6.4%	5.0%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	29,667	35,872	177,779
Population Inside Urbanized Area	92.6%	92.4%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.4%	7.6%	5.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	10,323	12,973	62,472
Households with 1 Person	17.5%	19.8%	20.4%
Households with 2+ People	82.5%	80.2%	79.6%
Family Households	78.9%	75.7%	74.2%
Husband-wife Families	62.6%	59.4%	52.9%
With Related Children	32.8%	30.9%	26.3%
Other Family (No Spouse Present)	16.3%	16.3%	21.3%
Other Family with Male Householder	4.5%	4.7%	5.4%
With Related Children	3.0%	2.9%	3.4%
Other Family with Female Householder	11.7%	11.7%	15.8%
With Related Children	8.0%	8.2%	11.0%
Nonfamily Households	3.7%	4.4%	5.4%
All Households with Children	44.2%	42.3%	41.2%
Multigenerational Households	5.3%	4.4%	6.3%
Unmarried Partner Households	4.4%	5.2%	6.6%
Male-female	3.8%	4.7%	5.7%
Same-sex	0.6%	0.6%	0.8%
2010 Households by Size			
Total	10,322	12,973	62,473
1 Person Household	17.5%	19.8%	20.4%
2 Person Household	32.2%	32.6%	31.6%
3 Person Household	18.4%	18.3%	18.2%
4 Person Household	18.5%	16.9%	15.6%
5 Person Household	8.6%	8.2%	8.3%
6 Person Household	3.1%	2.7%	3.5%
7 + Person Household	1.6%	1.5%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	10,322	12,974	62,472
Owner Occupied	78.7%	72.9%	70.6%
Owned with a Mortgage/Loan	63.6%	57.5%	55.0%
Owned Free and Clear	15.1%	15.4%	15.6%
Renter Occupied	21.3%	27.1%	29.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,903	13,821	66,498
Housing Units Inside Urbanized Area	92.0%	92.0%	94.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	8.0%	8.0%	5.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Soccer Moms (4A)	Soccer Moms (4A)	Home Improvement (4B)
3.	Boomburbs (1C)	Middleburg (4C)	American Dreamers (7C)
2016 Consumer Spending			
Apparel & Services: Total \$	\$29,317,738	\$34,978,746	\$135,467,985
Average Spent	\$2,361.29	\$2,303.35	\$1,924.32
Spending Potential Index	117	114	96
Education: Total \$	\$19,434,508	\$22,872,191	\$88,637,885
Average Spent	\$1,565.28	\$1,506.14	\$1,259.10
Spending Potential Index	111	106	89
Entertainment/Recreation: Total \$	\$43,019,004	\$50,686,121	\$197,195,858
Average Spent	\$3,464.80	\$3,337.69	\$2,801.16
Spending Potential Index	119	114	96
Food at Home: Total \$	\$71,262,823	\$84,799,208	\$330,822,787
Average Spent	\$5,739.60	\$5,584.04	\$4,699.32
Spending Potential Index	115	112	94
Food Away from Home: Total \$	\$45,674,911	\$54,436,061	\$211,223,048
Average Spent	\$3,678.71	\$3,584.62	\$3,000.41
Spending Potential Index	119	116	97
Health Care: Total \$	\$76,398,323	\$89,203,048	\$350,832,605
Average Spent	\$6,153.22	\$5,874.03	\$4,983.56
Spending Potential Index	116	111	94
HH Furnishings & Equipment: Total \$	\$26,268,470	\$30,981,220	\$120,827,493
Average Spent	\$2,115.70	\$2,040.12	\$1,716.35
Spending Potential Index	120	116	97
Personal Care Products & Services: Total \$	\$10,716,673	\$12,666,169	\$49,582,049
Average Spent	\$863.13	\$834.07	\$704.31
Spending Potential Index	118	114	96
Shelter: Total \$	\$224,732,668	\$267,981,813	\$1,055,089,849
Average Spent	\$18,100.25	\$17,646.64	\$14,987.50
Spending Potential Index	116	113	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$33,966,449	\$39,494,820	\$155,473,496
Average Spent	\$2,735.70	\$2,600.74	\$2,208.49
Spending Potential Index	118	112	95
Travel: Total \$	\$27,802,850	\$32,475,517	\$126,892,403
Average Spent	\$2,239.28	\$2,138.52	\$1,802.50
Spending Potential Index	120	115	97
Vehicle Maintenance & Repairs: Total \$	\$15,062,671	\$17,782,348	\$69,617,048
Average Spent	\$1,213.17	\$1,170.97	\$988.91
Spending Potential Index	117	113	96

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.