



# Restaurant Market Potential

Cibolo Trade Area  
 Cibolo, Texas, United States  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56162  
 Longitude: -98.22696

Demographic Summary	2016	2021
Population	36,130	41,377
Population 18+	26,702	30,977
Households	12,416	14,134
Median Household Income	\$81,309	\$88,062

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	21,512	80.6%	108
Went to family restaurant/steak house 4+ times/mo	8,080	30.3%	110
Spent at family rest/steak hse last 6 months: <\$31	1,760	6.6%	93
Spent at family rest/steak hse last 6 months: \$31-50	2,225	8.3%	101
Spent at family rest/steak hse last 6 months: \$51-100	4,329	16.2%	107
Spent at family rest/steak hse last 6 months: \$101-200	3,911	14.6%	123
Spent at family rest/steak hse last 6 months: \$201-300	1,864	7.0%	129
Spent at family rest/steak hse last 6 months: \$301+	2,615	9.8%	133
Family restaurant/steak house last 6 months: breakfast	3,498	13.1%	104
Family restaurant/steak house last 6 months: lunch	5,356	20.1%	106
Family restaurant/steak house last 6 months: dinner	14,697	55.0%	118
Family restaurant/steak house last 6 months: snack	419	1.6%	82
Family restaurant/steak house last 6 months: weekday	9,131	34.2%	113
Family restaurant/steak house last 6 months: weekend	12,974	48.6%	118
Fam rest/steak hse/6 months: Applebee`s	7,043	26.4%	112
Fam rest/steak hse/6 months: Bob Evans Farms	951	3.6%	97
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,014	11.3%	132
Fam rest/steak hse/6 months: California Pizza Kitchen	953	3.6%	106
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,092	4.1%	131
Fam rest/steak hse/6 months: The Cheesecake Factory	2,001	7.5%	115
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,333	16.2%	134
Fam rest/steak hse/6 months: CiCi`s Pizza	1,082	4.1%	104
Fam rest/steak hse/6 months: Cracker Barrel	3,330	12.5%	124
Fam rest/steak hse/6 months: Denny`s	2,523	9.4%	102
Fam rest/steak hse/6 months: Golden Corral	2,241	8.4%	104
Fam rest/steak hse/6 months: IHOP	3,621	13.6%	121
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,020	3.8%	112
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,547	5.8%	121
Fam rest/steak hse/6 months: Old Country Buffet	352	1.3%	76
Fam rest/steak hse/6 months: Olive Garden	5,573	20.9%	120
Fam rest/steak hse/6 months: Outback Steakhouse	3,035	11.4%	120
Fam rest/steak hse/6 months: Red Lobster	3,645	13.7%	113
Fam rest/steak hse/6 months: Red Robin	2,256	8.4%	138
Fam rest/steak hse/6 months: Ruby Tuesday	1,656	6.2%	102
Fam rest/steak hse/6 months: Texas Roadhouse	2,776	10.4%	137
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,088	7.8%	104
Fam rest/steak hse/6 months: Waffle House	1,602	6.0%	113
Went to fast food/drive-in restaurant in last 6 mo	24,697	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	11,748	44.0%	111
Spent at fast food/drive-in last 6 months: <\$11	1,075	4.0%	94
Spent at fast food/drive-in last 6 months: \$11-\$20	1,677	6.3%	85
Spent at fast food/drive-in last 6 months: \$21-\$40	2,957	11.1%	94
Spent at fast food/drive-in last 6 months: \$41-\$50	2,085	7.8%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	4,821	18.1%	108
Spent at fast food/drive-in last 6 months: \$101-\$200	3,725	14.0%	116
Spent at fast food/drive-in last 6 months: \$201+	4,063	15.2%	125

**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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	10,480	39.2%	108
Fast food/drive-in last 6 months: home delivery	2,270	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	14,418	54.0%	117
Fast food/drive-in last 6 months: take-out/walk-in	5,457	20.4%	105
Fast food/drive-in last 6 months: breakfast	9,458	35.4%	109
Fast food/drive-in last 6 months: lunch	15,068	56.4%	113
Fast food/drive-in last 6 months: dinner	13,559	50.8%	115
Fast food/drive-in last 6 months: snack	3,365	12.6%	104
Fast food/drive-in last 6 months: weekday	17,313	64.8%	111
Fast food/drive-in last 6 months: weekend	13,537	50.7%	111
Fast food/drive-in last 6 months: A & W	814	3.0%	110
Fast food/drive-in last 6 months: Arby`s	4,895	18.3%	116
Fast food/drive-in last 6 months: Baskin-Robbins	892	3.3%	101
Fast food/drive-in last 6 months: Boston Market	804	3.0%	88
Fast food/drive-in last 6 months: Burger King	7,986	29.9%	98
Fast food/drive-in last 6 months: Captain D`s	866	3.2%	95
Fast food/drive-in last 6 months: Carl`s Jr.	1,706	6.4%	115
Fast food/drive-in last 6 months: Checkers	576	2.2%	75
Fast food/drive-in last 6 months: Chick-fil-A	6,942	26.0%	145
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,538	13.2%	127
Fast food/drive-in last 6 months: Chuck E. Cheese`s	737	2.8%	82
Fast food/drive-in last 6 months: Church`s Fr. Chicken	837	3.1%	96
Fast food/drive-in last 6 months: Cold Stone Creamery	1,033	3.9%	127
Fast food/drive-in last 6 months: Dairy Queen	4,085	15.3%	108
Fast food/drive-in last 6 months: Del Taco	1,178	4.4%	122
Fast food/drive-in last 6 months: Domino`s Pizza	3,423	12.8%	108
Fast food/drive-in last 6 months: Dunkin` Donuts	2,764	10.4%	87
Fast food/drive-in last 6 months: Hardee`s	1,437	5.4%	93
Fast food/drive-in last 6 months: Jack in the Box	2,778	10.4%	126
Fast food/drive-in last 6 months: KFC	5,674	21.2%	100
Fast food/drive-in last 6 months: Krispy Kreme	1,513	5.7%	123
Fast food/drive-in last 6 months: Little Caesars	3,366	12.6%	111
Fast food/drive-in last 6 months: Long John Silver`s	1,261	4.7%	93
Fast food/drive-in last 6 months: McDonald`s	15,365	57.5%	104
Went to Panda Express in last 6 months	2,617	9.8%	128
Fast food/drive-in last 6 months: Panera Bread	3,691	13.8%	122
Fast food/drive-in last 6 months: Papa John`s	3,015	11.3%	126
Fast food/drive-in last 6 months: Papa Murphy`s	1,620	6.1%	143
Fast food/drive-in last 6 months: Pizza Hut	5,570	20.9%	104
Fast food/drive-in last 6 months: Popeyes Chicken	2,076	7.8%	100
Fast food/drive-in last 6 months: Quiznos	1,056	4.0%	123
Fast food/drive-in last 6 months: Sonic Drive-In	3,467	13.0%	126
Fast food/drive-in last 6 months: Starbucks	4,887	18.3%	124
Fast food/drive-in last 6 months: Steak `n Shake	1,431	5.4%	106
Fast food/drive-in last 6 months: Subway	9,813	36.8%	113
Fast food/drive-in last 6 months: Taco Bell	8,942	33.5%	108
Fast food/drive-in last 6 months: Wendy`s	8,002	30.0%	108
Fast food/drive-in last 6 months: Whataburger	1,657	6.2%	148
Fast food/drive-in last 6 months: White Castle	671	2.5%	87

**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 2016 and 2021.



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Latitude: 29.56162  
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Went to fine dining restaurant last month	3,388	12.7%	113
Went to fine dining restaurant 3+ times last month	736	2.8%	88
Spent at fine dining rest in last 6 months: <\$51	583	2.2%	107
Spent at fine dining rest in last 6 months: \$51-\$100	1,045	3.9%	106
Spent at fine dining rest in last 6 months: \$101-\$200	1,197	4.5%	121
Spent at fine dining rest in last 6 months: \$201+	1,097	4.1%	104

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November 29, 2016



# Restaurant Market Potential

Cibolo Trade Area  
 Cibolo, Texas, United States  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 29.56162  
 Longitude: -98.22696

Demographic Summary	2016	2021
Population	42,594	48,714
Population 18+	31,265	35,772
Households	15,186	17,245
Median Household Income	\$75,696	\$81,247

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	24,777	79.2%	106
Went to family restaurant/steak house 4+ times/mo	9,195	29.4%	107
Spent at family rest/steak hse last 6 months: <\$31	1,967	6.3%	89
Spent at family rest/steak hse last 6 months: \$31-50	2,635	8.4%	102
Spent at family rest/steak hse last 6 months: \$51-100	5,105	16.3%	108
Spent at family rest/steak hse last 6 months: \$101-200	4,497	14.4%	121
Spent at family rest/steak hse last 6 months: \$201-300	2,077	6.6%	122
Spent at family rest/steak hse last 6 months: \$301+	2,888	9.2%	126
Family restaurant/steak house last 6 months: breakfast	3,978	12.7%	101
Family restaurant/steak house last 6 months: lunch	6,150	19.7%	104
Family restaurant/steak house last 6 months: dinner	16,793	53.7%	116
Family restaurant/steak house last 6 months: snack	524	1.7%	88
Family restaurant/steak house last 6 months: weekday	10,614	33.9%	112
Family restaurant/steak house last 6 months: weekend	14,758	47.2%	114
Fam rest/steak hse/6 months: Applebee`s	8,330	26.6%	113
Fam rest/steak hse/6 months: Bob Evans Farms	1,057	3.4%	92
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,406	10.9%	128
Fam rest/steak hse/6 months: California Pizza Kitchen	1,031	3.3%	98
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,174	3.8%	121
Fam rest/steak hse/6 months: The Cheesecake Factory	2,243	7.2%	110
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,933	15.8%	130
Fam rest/steak hse/6 months: CiCi`s Pizza	1,267	4.1%	104
Fam rest/steak hse/6 months: Cracker Barrel	3,823	12.2%	122
Fam rest/steak hse/6 months: Denny`s	2,923	9.3%	101
Fam rest/steak hse/6 months: Golden Corral	2,717	8.7%	108
Fam rest/steak hse/6 months: IHOP	4,108	13.1%	117
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,225	3.9%	115
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,821	5.8%	122
Fam rest/steak hse/6 months: Old Country Buffet	463	1.5%	86
Fam rest/steak hse/6 months: Olive Garden	6,549	20.9%	121
Fam rest/steak hse/6 months: Outback Steakhouse	3,470	11.1%	117
Fam rest/steak hse/6 months: Red Lobster	4,162	13.3%	111
Fam rest/steak hse/6 months: Red Robin	2,518	8.1%	132
Fam rest/steak hse/6 months: Ruby Tuesday	1,943	6.2%	102
Fam rest/steak hse/6 months: Texas Roadhouse	3,281	10.5%	138
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,507	8.0%	106
Fam rest/steak hse/6 months: Waffle House	1,912	6.1%	116
Went to fast food/drive-in restaurant in last 6 mo	28,696	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,696	43.8%	111
Spent at fast food/drive-in last 6 months: <\$11	1,164	3.7%	87
Spent at fast food/drive-in last 6 months: \$11-\$20	1,921	6.1%	83
Spent at fast food/drive-in last 6 months: \$21-\$40	3,650	11.7%	99
Spent at fast food/drive-in last 6 months: \$41-\$50	2,391	7.6%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	5,704	18.2%	109
Spent at fast food/drive-in last 6 months: \$101-\$200	4,246	13.6%	113
Spent at fast food/drive-in last 6 months: \$201+	4,575	14.6%	121

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Cibolo Trade Area  
 Cibolo, Texas, United States  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 29.56162  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	12,013	38.4%	106
Fast food/drive-in last 6 months: home delivery	2,679	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	16,816	53.8%	116
Fast food/drive-in last 6 months: take-out/walk-in	6,486	20.7%	107
Fast food/drive-in last 6 months: breakfast	10,839	34.7%	107
Fast food/drive-in last 6 months: lunch	17,394	55.6%	111
Fast food/drive-in last 6 months: dinner	15,665	50.1%	113
Fast food/drive-in last 6 months: snack	3,991	12.8%	106
Fast food/drive-in last 6 months: weekday	19,943	63.8%	110
Fast food/drive-in last 6 months: weekend	15,748	50.4%	110
Fast food/drive-in last 6 months: A & W	910	2.9%	105
Fast food/drive-in last 6 months: Arby`s	5,594	17.9%	113
Fast food/drive-in last 6 months: Baskin-Robbins	1,005	3.2%	97
Fast food/drive-in last 6 months: Boston Market	986	3.2%	93
Fast food/drive-in last 6 months: Burger King	9,462	30.3%	100
Fast food/drive-in last 6 months: Captain D`s	1,094	3.5%	103
Fast food/drive-in last 6 months: Carl`s Jr.	1,943	6.2%	112
Fast food/drive-in last 6 months: Checkers	796	2.5%	89
Fast food/drive-in last 6 months: Chick-fil-A	8,018	25.6%	143
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,925	12.6%	121
Fast food/drive-in last 6 months: Chuck E. Cheese`s	940	3.0%	90
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,049	3.4%	102
Fast food/drive-in last 6 months: Cold Stone Creamery	1,171	3.7%	123
Fast food/drive-in last 6 months: Dairy Queen	4,770	15.3%	108
Fast food/drive-in last 6 months: Del Taco	1,415	4.5%	125
Fast food/drive-in last 6 months: Domino`s Pizza	3,954	12.6%	107
Fast food/drive-in last 6 months: Dunkin` Donuts	3,131	10.0%	84
Fast food/drive-in last 6 months: Hardee`s	1,633	5.2%	91
Fast food/drive-in last 6 months: Jack in the Box	3,202	10.2%	124
Fast food/drive-in last 6 months: KFC	6,665	21.3%	101
Fast food/drive-in last 6 months: Krispy Kreme	1,754	5.6%	121
Fast food/drive-in last 6 months: Little Caesars	4,130	13.2%	117
Fast food/drive-in last 6 months: Long John Silver`s	1,425	4.6%	89
Fast food/drive-in last 6 months: McDonald`s	18,197	58.2%	106
Went to Panda Express in last 6 months	3,149	10.1%	132
Fast food/drive-in last 6 months: Panera Bread	4,140	13.2%	117
Fast food/drive-in last 6 months: Papa John`s	3,571	11.4%	128
Fast food/drive-in last 6 months: Papa Murphy`s	1,860	5.9%	140
Fast food/drive-in last 6 months: Pizza Hut	6,559	21.0%	105
Fast food/drive-in last 6 months: Popeyes Chicken	2,576	8.2%	106
Fast food/drive-in last 6 months: Quiznos	1,278	4.1%	128
Fast food/drive-in last 6 months: Sonic Drive-In	4,058	13.0%	126
Fast food/drive-in last 6 months: Starbucks	5,531	17.7%	120
Fast food/drive-in last 6 months: Steak `n Shake	1,710	5.5%	108
Fast food/drive-in last 6 months: Subway	11,319	36.2%	112
Fast food/drive-in last 6 months: Taco Bell	10,650	34.1%	110
Fast food/drive-in last 6 months: Wendy`s	9,694	31.0%	112
Fast food/drive-in last 6 months: Whataburger	1,878	6.0%	143
Fast food/drive-in last 6 months: White Castle	835	2.7%	92

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## Restaurant Market Potential

Cibolo Trade Area  
Cibolo, Texas, United States  
Ring Band: 3 - 5 mile radius

Prepared by Esri  
Latitude: 29.56162  
Longitude: -98.22696

Went to fine dining restaurant last month	3,750	12.0%	107
Went to fine dining restaurant 3+ times last month	817	2.6%	83
Spent at fine dining rest in last 6 months: <\$51	658	2.1%	103
Spent at fine dining rest in last 6 months: \$51-\$100	1,206	3.9%	104
Spent at fine dining rest in last 6 months: \$101-\$200	1,331	4.3%	115
Spent at fine dining rest in last 6 months: \$201+	1,108	3.5%	90

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# Restaurant Market Potential

Cibolo Trade Area  
 Cibolo, Texas, United States  
 Ring Band: 5 - 10 mile radius

Prepared by Esri  
 Latitude: 29.56162  
 Longitude: -98.22696

Demographic Summary	2016	2021
Population	202,687	224,765
Population 18+	149,838	166,342
Households	70,398	77,601
Median Household Income	\$60,375	\$68,395

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	117,403	78.4%	105
Went to family restaurant/steak house 4+ times/mo	44,807	29.9%	109
Spent at family rest/steak hse last 6 months: <\$31	8,399	5.6%	79
Spent at family rest/steak hse last 6 months: \$31-50	12,814	8.6%	104
Spent at family rest/steak hse last 6 months: \$51-100	24,895	16.6%	110
Spent at family rest/steak hse last 6 months: \$101-200	20,891	13.9%	117
Spent at family rest/steak hse last 6 months: \$201-300	9,307	6.2%	114
Spent at family rest/steak hse last 6 months: \$301+	11,278	7.5%	103
Family restaurant/steak house last 6 months: breakfast	18,355	12.2%	98
Family restaurant/steak house last 6 months: lunch	27,788	18.5%	98
Family restaurant/steak house last 6 months: dinner	77,525	51.7%	111
Family restaurant/steak house last 6 months: snack	2,395	1.6%	84
Family restaurant/steak house last 6 months: weekday	48,327	32.3%	106
Family restaurant/steak house last 6 months: weekend	68,361	45.6%	110
Fam rest/steak hse/6 months: Applebee`s	38,917	26.0%	110
Fam rest/steak hse/6 months: Bob Evans Farms	4,559	3.0%	83
Fam rest/steak hse/6 months: Buffalo Wild Wings	15,745	10.5%	123
Fam rest/steak hse/6 months: California Pizza Kitchen	4,244	2.8%	84
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,034	3.4%	108
Fam rest/steak hse/6 months: The Cheesecake Factory	9,793	6.5%	100
Fam rest/steak hse/6 months: Chili`s Grill & Bar	21,922	14.6%	121
Fam rest/steak hse/6 months: CiCi`s Pizza	7,192	4.8%	123
Fam rest/steak hse/6 months: Cracker Barrel	17,386	11.6%	115
Fam rest/steak hse/6 months: Denny`s	15,830	10.6%	114
Fam rest/steak hse/6 months: Golden Corral	14,394	9.6%	119
Fam rest/steak hse/6 months: IHOP	20,258	13.5%	121
Fam rest/steak hse/6 months: Logan`s Roadhouse	5,728	3.8%	112
Fam rest/steak hse/6 months: LongHorn Steakhouse	8,145	5.4%	114
Fam rest/steak hse/6 months: Old Country Buffet	2,497	1.7%	96
Fam rest/steak hse/6 months: Olive Garden	30,560	20.4%	118
Fam rest/steak hse/6 months: Outback Steakhouse	15,812	10.6%	111
Fam rest/steak hse/6 months: Red Lobster	20,394	13.6%	113
Fam rest/steak hse/6 months: Red Robin	10,730	7.2%	117
Fam rest/steak hse/6 months: Ruby Tuesday	8,554	5.7%	94
Fam rest/steak hse/6 months: Texas Roadhouse	14,200	9.5%	125
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,929	8.0%	106
Fam rest/steak hse/6 months: Waffle House	9,388	6.3%	118
Went to fast food/drive-in restaurant in last 6 mo	137,350	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	66,407	44.3%	112
Spent at fast food/drive-in last 6 months: <\$11	5,173	3.5%	81
Spent at fast food/drive-in last 6 months: \$11-\$20	9,996	6.7%	90
Spent at fast food/drive-in last 6 months: \$21-\$40	16,700	11.1%	94
Spent at fast food/drive-in last 6 months: \$41-\$50	11,353	7.6%	100
Spent at fast food/drive-in last 6 months: \$51-\$100	25,990	17.3%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	19,580	13.1%	109
Spent at fast food/drive-in last 6 months: \$201+	20,848	13.9%	115

**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 2016 and 2021.



# Restaurant Market Potential

Cibolo Trade Area  
 Cibolo, Texas, United States  
 Ring Band: 5 - 10 mile radius

Prepared by Esri  
 Latitude: 29.56162  
 Longitude: -98.22696

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	56,502	37.7%	104
Fast food/drive-in last 6 months: home delivery	12,645	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	77,320	51.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	29,681	19.8%	102
Fast food/drive-in last 6 months: breakfast	51,381	34.3%	106
Fast food/drive-in last 6 months: lunch	80,381	53.6%	107
Fast food/drive-in last 6 months: dinner	72,486	48.4%	109
Fast food/drive-in last 6 months: snack	18,316	12.2%	101
Fast food/drive-in last 6 months: weekday	92,601	61.8%	106
Fast food/drive-in last 6 months: weekend	73,580	49.1%	108
Fast food/drive-in last 6 months: A & W	3,864	2.6%	93
Fast food/drive-in last 6 months: Arby`s	26,088	17.4%	110
Fast food/drive-in last 6 months: Baskin-Robbins	5,539	3.7%	112
Fast food/drive-in last 6 months: Boston Market	5,281	3.5%	103
Fast food/drive-in last 6 months: Burger King	47,541	31.7%	104
Fast food/drive-in last 6 months: Captain D`s	5,408	3.6%	106
Fast food/drive-in last 6 months: Carl`s Jr.	10,497	7.0%	126
Fast food/drive-in last 6 months: Checkers	4,662	3.1%	109
Fast food/drive-in last 6 months: Chick-fil-A	36,464	24.3%	136
Fast food/drive-in last 6 months: Chipotle Mex. Grill	17,054	11.4%	109
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,754	3.2%	95
Fast food/drive-in last 6 months: Church`s Fr. Chicken	6,275	4.2%	128
Fast food/drive-in last 6 months: Cold Stone Creamery	4,901	3.3%	108
Fast food/drive-in last 6 months: Dairy Queen	22,032	14.7%	104
Fast food/drive-in last 6 months: Del Taco	6,448	4.3%	119
Fast food/drive-in last 6 months: Domino`s Pizza	19,899	13.3%	112
Fast food/drive-in last 6 months: Dunkin` Donuts	15,245	10.2%	86
Fast food/drive-in last 6 months: Hardee`s	7,384	4.9%	86
Fast food/drive-in last 6 months: Jack in the Box	17,267	11.5%	139
Fast food/drive-in last 6 months: KFC	33,356	22.3%	105
Fast food/drive-in last 6 months: Krispy Kreme	8,482	5.7%	122
Fast food/drive-in last 6 months: Little Caesars	21,201	14.1%	125
Fast food/drive-in last 6 months: Long John Silver`s	7,606	5.1%	100
Fast food/drive-in last 6 months: McDonald`s	85,572	57.1%	104
Went to Panda Express in last 6 months	15,412	10.3%	134
Fast food/drive-in last 6 months: Panera Bread	17,708	11.8%	104
Fast food/drive-in last 6 months: Papa John`s	17,262	11.5%	129
Fast food/drive-in last 6 months: Papa Murphy`s	8,507	5.7%	134
Fast food/drive-in last 6 months: Pizza Hut	31,639	21.1%	105
Fast food/drive-in last 6 months: Popeyes Chicken	14,134	9.4%	121
Fast food/drive-in last 6 months: Quiznos	6,033	4.0%	126
Fast food/drive-in last 6 months: Sonic Drive-In	18,954	12.6%	122
Fast food/drive-in last 6 months: Starbucks	23,783	15.9%	108
Fast food/drive-in last 6 months: Steak `n Shake	8,470	5.7%	112
Fast food/drive-in last 6 months: Subway	54,224	36.2%	112
Fast food/drive-in last 6 months: Taco Bell	51,588	34.4%	111
Fast food/drive-in last 6 months: Wendy`s	43,332	28.9%	104
Fast food/drive-in last 6 months: Whataburger	9,872	6.6%	157
Fast food/drive-in last 6 months: White Castle	3,804	2.5%	88

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## Restaurant Market Potential

Cibolo Trade Area  
Cibolo, Texas, United States  
Ring Band: 5 - 10 mile radius

Prepared by Esri  
Latitude: 29.56162  
Longitude: -98.22696

Went to fine dining restaurant last month	16,062	10.7%	95
Went to fine dining restaurant 3+ times last month	4,249	2.8%	91
Spent at fine dining rest in last 6 months: <\$51	2,998	2.0%	98
Spent at fine dining rest in last 6 months: \$51-\$100	5,602	3.7%	101
Spent at fine dining rest in last 6 months: \$101-\$200	5,300	3.5%	95
Spent at fine dining rest in last 6 months: \$201+	4,706	3.1%	79

**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.

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November 29, 2016