



Retail 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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,344	50.0%	106
Bought any women's clothing in last 12 months	12,506	46.8%	107
Bought clothing for child <13 years in last 6 months	8,828	33.1%	120
Bought any shoes in last 12 months	15,504	58.1%	108
Bought costume jewelry in last 12 months	5,666	21.2%	109
Bought any fine jewelry in last 12 months	4,982	18.7%	102
Bought a watch in last 12 months	3,253	12.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	11,467	92.4%	108
HH bought/leased new vehicle last 12 mo	1,492	12.0%	128
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	24,445	91.5%	108
Bought/changed motor oil in last 12 months	13,827	51.8%	105
Had tune-up in last 12 months	8,648	32.4%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	18,103	67.8%	104
Drank regular cola in last 6 months	11,545	43.2%	96
Drank beer/ale in last 6 months	11,748	44.0%	103
Cameras (Adults)			
Own digital point & shoot camera	8,912	33.4%	115
Own digital single-lens reflex (SLR) camera	2,768	10.4%	120
Bought any camera in last 12 months	1,734	6.5%	114
Printed digital photos in last 12 months	879	3.3%	113
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,238	38.3%	106
Have a smartphone	18,069	67.7%	115
Have a smartphone: Android phone (any brand)	7,527	28.2%	105
Have a smartphone: Apple iPhone	8,840	33.1%	128
Number of cell phones in household: 1	2,907	23.4%	73
Number of cell phones in household: 2	5,009	40.3%	108
Number of cell phones in household: 3+	4,121	33.2%	130
HH has cell phone only (no landline telephone)	5,221	42.1%	100
Computers (Households)			
HH owns a computer	10,488	84.5%	110
HH owns desktop computer	6,529	52.6%	116
HH owns laptop/notebook	7,631	61.5%	113
HH owns any Apple/Mac brand computer	2,114	17.0%	113
HH owns any PC/non-Apple brand computer	9,371	75.5%	111
HH purchased most recent computer in a store	5,336	43.0%	114
HH purchased most recent computer online	1,972	15.9%	121
Spent <\$500 on most recent home computer	1,917	15.4%	106
Spent \$500-\$999 on most recent home computer	2,815	22.7%	119
Spent \$1,000-\$1,499 on most recent home computer	1,362	11.0%	116
Spent \$1,500-\$1,999 on most recent home computer	626	5.0%	111
Spent \$2,000+ on most recent home computer	541	4.4%	111

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	14,569	54.6%	108
Bought brewed coffee at convenience store in last 30 days	4,087	15.3%	97
Bought cigarettes at convenience store in last 30 days	2,985	11.2%	89
Bought gas at convenience store in last 30 days	9,892	37.0%	112
Spent at convenience store in last 30 days: <\$20	2,384	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	2,491	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	2,115	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	1,167	4.4%	99
Spent at convenience store in last 30 days: \$100+	6,403	24.0%	105
Entertainment (Adults)			
Attended a movie in last 6 months	17,200	64.4%	108
Went to live theater in last 12 months	3,463	13.0%	100
Went to a bar/night club in last 12 months	4,653	17.4%	104
Dined out in last 12 months	13,435	50.3%	112
Gambled at a casino in last 12 months	4,059	15.2%	111
Visited a theme park in last 12 months	5,980	22.4%	127
Viewed movie (video-on-demand) in last 30 days	5,467	20.5%	120
Viewed TV show (video-on-demand) in last 30 days	3,747	14.0%	109
Watched any pay-per-view TV in last 12 months	4,140	15.5%	118
Downloaded a movie over the Internet in last 30 days	2,006	7.5%	105
Downloaded any individual song in last 6 months	6,424	24.1%	118
Watched a movie online in the last 30 days	4,309	16.1%	101
Watched a TV program online in last 30 days	4,190	15.7%	105
Played a video/electronic game (console) in last 12 months	2,944	11.0%	106
Played a video/electronic game (portable) in last 12 months	1,261	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	11,064	41.4%	133
Used ATM/cash machine in last 12 months	14,661	54.9%	112
Own any stock	2,292	8.6%	112
Own U.S. savings bond	1,445	5.4%	102
Own shares in mutual fund (stock)	2,190	8.2%	113
Own shares in mutual fund (bonds)	1,524	5.7%	117
Have interest checking account	8,711	32.6%	116
Have non-interest checking account	8,165	30.6%	108
Have savings account	16,243	60.8%	113
Have 401K retirement savings plan	4,906	18.4%	126
Own/used any credit/debit card in last 12 months	21,397	80.1%	108
Avg monthly credit card expenditures: <\$111	3,433	12.9%	111
Avg monthly credit card expenditures: \$111-\$225	1,969	7.4%	107
Avg monthly credit card expenditures: \$226-\$450	1,772	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	1,640	6.1%	115
Avg monthly credit card expenditures: \$701-\$1,000	1,274	4.8%	111
Avg monthly credit card expenditures: \$1,001+	2,838	10.6%	117
Did banking online in last 12 months	11,884	44.5%	125
Did banking on mobile device in last 12 months	5,168	19.4%	138
Paid bills online in last 12 months	13,753	51.5%	120

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	9,134	73.6%	106
Used bread in last 6 months	11,813	95.1%	101
Used chicken (fresh or frozen) in last 6 months	8,955	72.1%	105
Used turkey (fresh or frozen) in last 6 months	2,006	16.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	6,829	55.0%	101
Used fresh fruit/vegetables in last 6 months	10,901	87.8%	102
Used fresh milk in last 6 months	11,209	90.3%	103
Used organic food in last 6 months	2,460	19.8%	101
Health (Adults)			
Exercise at home 2+ times per week	8,811	33.0%	116
Exercise at club 2+ times per week	4,077	15.3%	117
Visited a doctor in last 12 months	20,881	78.2%	103
Used vitamin/dietary supplement in last 6 months	14,635	54.8%	104
Home (Households)			
Any home improvement in last 12 months	3,993	32.2%	120
Used housekeeper/maid/professional HH cleaning service in last 12	1,815	14.6%	111
Purchased low ticket HH furnishings in last 12 months	2,283	18.4%	114
Purchased big ticket HH furnishings in last 12 months	2,958	23.8%	114
Bought any small kitchen appliance in last 12 months	3,048	24.5%	111
Bought any large kitchen appliance in last 12 months	1,838	14.8%	116
Insurance (Adults/Households)			
Currently carry life insurance	13,176	49.3%	116
Carry medical/hospital/accident insurance	18,667	69.9%	107
Carry homeowner insurance	14,945	56.0%	119
Carry renter's insurance	2,261	8.5%	104
Have auto insurance: 1 vehicle in household covered	3,174	25.6%	83
Have auto insurance: 2 vehicles in household covered	4,293	34.6%	121
Have auto insurance: 3+ vehicles in household covered	3,454	27.8%	127
Pets (Households)			
Household owns any pet	7,501	60.4%	112
Household owns any cat	2,831	22.8%	102
Household owns any dog	6,009	48.4%	119
Psychographics (Adults)			
Buying American is important to me	11,281	42.2%	100
Usually buy items on credit rather than wait	2,848	10.7%	91
Usually buy based on quality - not price	4,824	18.1%	101
Price is usually more important than brand name	7,013	26.3%	100
Usually use coupons for brands I buy often	4,911	18.4%	97
Am interested in how to help the environment	3,862	14.5%	89
Usually pay more for environ safe product	3,210	12.0%	94
Usually value green products over convenience	2,462	9.2%	88
Likely to buy a brand that supports a charity	9,330	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	4,598	17.2%	130
Bought hardcover book in last 12 months	5,975	22.4%	107
Bought paperback book in last 12 month	8,652	32.4%	103
Read any daily newspaper (paper version)	5,879	22.0%	84
Read any digital newspaper in last 30 days	10,147	38.0%	114
Read any magazine (paper/electronic version) in last 6 months	24,687	92.5%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	21,512	80.6%	108
Went to family restaurant/steak house: 4+ times a month	8,080	30.3%	110
Went to fast food/drive-in restaurant in last 6 months	24,697	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	11,748	44.0%	111
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
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	10,789	40.4%	127
Own e-reader/tablet: iPad	5,595	21.0%	137
Own any portable MP3 player	9,836	36.8%	120
HH owns 1 TV	1,962	15.8%	77
HH owns 2 TVs	3,135	25.2%	97
HH owns 3 TVs	2,894	23.3%	109
HH owns 4+ TVs	2,985	24.0%	127
HH subscribes to cable TV	5,790	46.6%	94
HH subscribes to fiber optic	1,160	9.3%	123
HH has satellite dish	3,736	30.1%	118
HH owns DVD/Blu-ray player	8,238	66.3%	110
HH owns camcorder	2,318	18.7%	134
HH owns portable GPS navigation device	4,074	32.8%	119
HH purchased video game system in last 12 mos	1,081	8.7%	110
HH owns Internet video device for TV	1,150	9.3%	131
Travel (Adults)			
Domestic travel in last 12 months	15,620	58.5%	117
Took 3+ domestic non-business trips in last 12 months	3,552	13.3%	120
Spent on domestic vacations in last 12 months: <\$1,000	3,162	11.8%	110
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,838	6.9%	118
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,169	4.4%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,317	4.9%	126
Spent on domestic vacations in last 12 months: \$3,000+	1,925	7.2%	131
Domestic travel in the 12 months: used general travel website	2,279	8.5%	126
Foreign travel in last 3 years	7,320	27.4%	114
Took 3+ foreign trips by plane in last 3 years	1,350	5.1%	112
Spent on foreign vacations in last 12 months: <\$1,000	1,353	5.1%	122
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	838	3.1%	96
Spent on foreign vacations in last 12 months: \$3,000+	1,520	5.7%	115
Foreign travel in last 3 years: used general travel website	1,653	6.2%	111
Nights spent in hotel/motel in last 12 months: any	13,017	48.7%	120
Took cruise of more than one day in last 3 years	2,750	10.3%	123
Member of any frequent flyer program	5,760	21.6%	132
Member of any hotel rewards program	5,120	19.2%	136

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Retail Market Potential

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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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,524	49.7%	105
Bought any women's clothing in last 12 months	14,393	46.0%	105
Bought clothing for child <13 years in last 6 months	10,659	34.1%	124
Bought any shoes in last 12 months	18,121	58.0%	108
Bought costume jewelry in last 12 months	6,536	20.9%	107
Bought any fine jewelry in last 12 months	5,826	18.6%	102
Bought a watch in last 12 months	3,650	11.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	13,828	91.1%	106
HH bought/leased new vehicle last 12 mo	1,689	11.1%	118
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	28,230	90.3%	106
Bought/changed motor oil in last 12 months	16,250	52.0%	106
Had tune-up in last 12 months	9,880	31.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,167	67.7%	103
Drank regular cola in last 6 months	13,764	44.0%	98
Drank beer/ale in last 6 months	13,446	43.0%	101
Cameras (Adults)			
Own digital point & shoot camera	10,161	32.5%	111
Own digital single-lens reflex (SLR) camera	3,189	10.2%	118
Bought any camera in last 12 months	2,008	6.4%	113
Printed digital photos in last 12 months	953	3.0%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	12,016	38.4%	106
Have a smartphone	21,073	67.4%	115
Have a smartphone: Android phone (any brand)	9,236	29.5%	110
Have a smartphone: Apple iPhone	9,900	31.7%	123
Number of cell phones in household: 1	3,572	23.5%	73
Number of cell phones in household: 2	6,161	40.6%	108
Number of cell phones in household: 3+	5,092	33.5%	132
HH has cell phone only (no landline telephone)	6,787	44.7%	107
Computers (Households)			
HH owns a computer	12,822	84.4%	110
HH owns desktop computer	7,895	52.0%	115
HH owns laptop/notebook	9,307	61.3%	113
HH owns any Apple/Mac brand computer	2,461	16.2%	108
HH owns any PC/non-Apple brand computer	11,558	76.1%	112
HH purchased most recent computer in a store	6,553	43.2%	115
HH purchased most recent computer online	2,424	16.0%	122
Spent <\$500 on most recent home computer	2,435	16.0%	110
Spent \$500-\$999 on most recent home computer	3,375	22.2%	116
Spent \$1,000-\$1,499 on most recent home computer	1,624	10.7%	113
Spent \$1,500-\$1,999 on most recent home computer	742	4.9%	107
Spent \$2,000+ on most recent home computer	667	4.4%	112

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	17,254	55.2%	109
Bought brewed coffee at convenience store in last 30 days	4,564	14.6%	93
Bought cigarettes at convenience store in last 30 days	3,568	11.4%	91
Bought gas at convenience store in last 30 days	11,624	37.2%	113
Spent at convenience store in last 30 days: <\$20	2,815	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	2,909	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	2,428	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	1,427	4.6%	103
Spent at convenience store in last 30 days: \$100+	7,495	24.0%	105
Entertainment (Adults)			
Attended a movie in last 6 months	19,913	63.7%	107
Went to live theater in last 12 months	3,997	12.8%	98
Went to a bar/night club in last 12 months	5,319	17.0%	102
Dined out in last 12 months	15,295	48.9%	109
Gambled at a casino in last 12 months	4,624	14.8%	108
Visited a theme park in last 12 months	7,385	23.6%	134
Viewed movie (video-on-demand) in last 30 days	5,958	19.1%	112
Viewed TV show (video-on-demand) in last 30 days	4,299	13.8%	107
Watched any pay-per-view TV in last 12 months	4,625	14.8%	113
Downloaded a movie over the Internet in last 30 days	2,485	7.9%	111
Downloaded any individual song in last 6 months	7,566	24.2%	119
Watched a movie online in the last 30 days	5,390	17.2%	108
Watched a TV program online in last 30 days	5,047	16.1%	108
Played a video/electronic game (console) in last 12 months	3,705	11.9%	114
Played a video/electronic game (portable) in last 12 months	1,560	5.0%	110
Financial (Adults)			
Have home mortgage (1st)	12,449	39.8%	128
Used ATM/cash machine in last 12 months	16,939	54.2%	110
Own any stock	2,445	7.8%	102
Own U.S. savings bond	1,723	5.5%	104
Own shares in mutual fund (stock)	2,347	7.5%	103
Own shares in mutual fund (bonds)	1,651	5.3%	109
Have interest checking account	9,687	31.0%	110
Have non-interest checking account	9,578	30.6%	108
Have savings account	18,718	59.9%	111
Have 401K retirement savings plan	5,527	17.7%	122
Own/used any credit/debit card in last 12 months	24,858	79.5%	107
Avg monthly credit card expenditures: <\$111	4,158	13.3%	115
Avg monthly credit card expenditures: \$111-\$225	2,302	7.4%	107
Avg monthly credit card expenditures: \$226-\$450	2,055	6.6%	104
Avg monthly credit card expenditures: \$451-\$700	1,843	5.9%	111
Avg monthly credit card expenditures: \$701-\$1,000	1,418	4.5%	105
Avg monthly credit card expenditures: \$1,001+	2,963	9.5%	104
Did banking online in last 12 months	13,561	43.4%	122
Did banking on mobile device in last 12 months	6,027	19.3%	138
Paid bills online in last 12 months	15,881	50.8%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,157	73.5%	106
Used bread in last 6 months	14,435	95.1%	101
Used chicken (fresh or frozen) in last 6 months	10,955	72.1%	105
Used turkey (fresh or frozen) in last 6 months	2,404	15.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	8,340	54.9%	101
Used fresh fruit/vegetables in last 6 months	13,271	87.4%	102
Used fresh milk in last 6 months	13,679	90.1%	102
Used organic food in last 6 months	2,936	19.3%	98
Health (Adults)			
Exercise at home 2+ times per week	10,188	32.6%	115
Exercise at club 2+ times per week	4,626	14.8%	114
Visited a doctor in last 12 months	24,045	76.9%	101
Used vitamin/dietary supplement in last 6 months	16,649	53.3%	101
Home (Households)			
Any home improvement in last 12 months	4,729	31.1%	116
Used housekeeper/maid/professional HH cleaning service in last 12	2,012	13.2%	101
Purchased low ticket HH furnishings in last 12 months	2,818	18.6%	115
Purchased big ticket HH furnishings in last 12 months	3,597	23.7%	113
Bought any small kitchen appliance in last 12 months	3,661	24.1%	109
Bought any large kitchen appliance in last 12 months	2,181	14.4%	113
Insurance (Adults/Households)			
Currently carry life insurance	14,902	47.7%	112
Carry medical/hospital/accident insurance	21,308	68.2%	104
Carry homeowner insurance	16,738	53.5%	114
Carry renter's insurance	2,591	8.3%	102
Have auto insurance: 1 vehicle in household covered	3,921	25.8%	84
Have auto insurance: 2 vehicles in household covered	5,104	33.6%	118
Have auto insurance: 3+ vehicles in household covered	4,128	27.2%	124
Pets (Households)			
Household owns any pet	9,156	60.3%	112
Household owns any cat	3,396	22.4%	100
Household owns any dog	7,322	48.2%	118
Psychographics (Adults)			
Buying American is important to me	13,142	42.0%	99
Usually buy items on credit rather than wait	3,176	10.2%	87
Usually buy based on quality - not price	5,509	17.6%	98
Price is usually more important than brand name	8,131	26.0%	99
Usually use coupons for brands I buy often	5,635	18.0%	95
Am interested in how to help the environment	4,554	14.6%	89
Usually pay more for environ safe product	3,671	11.7%	92
Usually value green products over convenience	2,887	9.2%	88
Likely to buy a brand that supports a charity	11,039	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	5,026	16.1%	122
Bought hardcover book in last 12 months	6,966	22.3%	106
Bought paperback book in last 12 month	10,103	32.3%	103
Read any daily newspaper (paper version)	6,684	21.4%	82
Read any digital newspaper in last 30 days	11,652	37.3%	112
Read any magazine (paper/electronic version) in last 6 months	28,913	92.5%	102

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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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 29.56162
 Longitude: -98.22696

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,777	79.2%	106
Went to family restaurant/steak house: 4+ times a month	9,195	29.4%	107
Went to fast food/drive-in restaurant in last 6 months	28,696	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	13,696	43.8%	111
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
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,031	38.5%	121
Own e-reader/tablet: iPad	6,017	19.2%	125
Own any portable MP3 player	11,495	36.8%	119
HH owns 1 TV	2,468	16.3%	79
HH owns 2 TVs	3,804	25.0%	97
HH owns 3 TVs	3,550	23.4%	109
HH owns 4+ TVs	3,508	23.1%	122
HH subscribes to cable TV	7,044	46.4%	93
HH subscribes to fiber optic	1,288	8.5%	111
HH has satellite dish	4,615	30.4%	120
HH owns DVD/Blu-ray player	10,124	66.7%	110
HH owns camcorder	2,726	18.0%	129
HH owns portable GPS navigation device	4,788	31.5%	115
HH purchased video game system in last 12 mos	1,323	8.7%	110
HH owns Internet video device for TV	1,387	9.1%	130
Travel (Adults)			
Domestic travel in last 12 months	17,921	57.3%	114
Took 3+ domestic non-business trips in last 12 months	4,060	13.0%	117
Spent on domestic vacations in last 12 months: <\$1,000	3,891	12.4%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,047	6.5%	112
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,338	4.3%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,484	4.7%	122
Spent on domestic vacations in last 12 months: \$3,000+	2,096	6.7%	122
Domestic travel in the 12 months: used general travel website	2,448	7.8%	116
Foreign travel in last 3 years	8,220	26.3%	109
Took 3+ foreign trips by plane in last 3 years	1,428	4.6%	101
Spent on foreign vacations in last 12 months: <\$1,000	1,456	4.7%	112
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	976	3.1%	96
Spent on foreign vacations in last 12 months: \$3,000+	1,577	5.0%	102
Foreign travel in last 3 years: used general travel website	1,815	5.8%	104
Nights spent in hotel/motel in last 12 months: any	14,707	47.0%	116
Took cruise of more than one day in last 3 years	3,063	9.8%	117
Member of any frequent flyer program	6,107	19.5%	120
Member of any hotel rewards program	5,447	17.4%	123

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Retail 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/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	70,748	47.2%	100
Bought any women's clothing in last 12 months	67,716	45.2%	103
Bought clothing for child <13 years in last 6 months	48,023	32.0%	116
Bought any shoes in last 12 months	83,412	55.7%	103
Bought costume jewelry in last 12 months	29,712	19.8%	102
Bought any fine jewelry in last 12 months	27,879	18.6%	101
Bought a watch in last 12 months	16,879	11.3%	102
Automobiles (Households)			
HH owns/leases any vehicle	63,480	90.2%	105
HH bought/leased new vehicle last 12 mo	6,926	9.8%	105
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	134,220	89.6%	105
Bought/changed motor oil in last 12 months	77,538	51.7%	105
Had tune-up in last 12 months	47,539	31.7%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	100,372	67.0%	102
Drank regular cola in last 6 months	69,000	46.0%	103
Drank beer/ale in last 6 months	62,978	42.0%	99
Cameras (Adults)			
Own digital point & shoot camera	44,848	29.9%	103
Own digital single-lens reflex (SLR) camera	13,434	9.0%	104
Bought any camera in last 12 months	9,065	6.0%	106
Printed digital photos in last 12 months	4,518	3.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	57,845	38.6%	107
Have a smartphone	96,519	64.4%	109
Have a smartphone: Android phone (any brand)	45,899	30.6%	114
Have a smartphone: Apple iPhone	41,467	27.7%	107
Number of cell phones in household: 1	18,030	25.6%	80
Number of cell phones in household: 2	27,800	39.5%	106
Number of cell phones in household: 3+	22,104	31.4%	123
HH has cell phone only (no landline telephone)	30,923	43.9%	105
Computers (Households)			
HH owns a computer	57,976	82.4%	107
HH owns desktop computer	35,343	50.2%	111
HH owns laptop/notebook	41,489	58.9%	109
HH owns any Apple/Mac brand computer	9,893	14.1%	93
HH owns any PC/non-Apple brand computer	52,490	74.6%	110
HH purchased most recent computer in a store	29,120	41.4%	110
HH purchased most recent computer online	9,575	13.6%	104
Spent <\$500 on most recent home computer	10,593	15.0%	104
Spent \$500-\$999 on most recent home computer	15,192	21.6%	113
Spent \$1,000-\$1,499 on most recent home computer	6,680	9.5%	100
Spent \$1,500-\$1,999 on most recent home computer	3,203	4.5%	100
Spent \$2,000+ on most recent home computer	2,644	3.8%	96

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Retail Market Potential

Cibolo Trade Area
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	81,981	54.7%	108
Bought brewed coffee at convenience store in last 30 days	23,148	15.4%	98
Bought cigarettes at convenience store in last 30 days	18,928	12.6%	101
Bought gas at convenience store in last 30 days	53,775	35.9%	109
Spent at convenience store in last 30 days: <\$20	12,392	8.3%	102
Spent at convenience store in last 30 days: \$20-\$39	13,168	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	11,893	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	6,918	4.6%	104
Spent at convenience store in last 30 days: \$100+	36,847	24.6%	107
Entertainment (Adults)			
Attended a movie in last 6 months	94,883	63.3%	106
Went to live theater in last 12 months	18,379	12.3%	94
Went to a bar/night club in last 12 months	25,148	16.8%	100
Dined out in last 12 months	69,925	46.7%	104
Gambled at a casino in last 12 months	22,206	14.8%	108
Visited a theme park in last 12 months	31,302	20.9%	119
Viewed movie (video-on-demand) in last 30 days	27,450	18.3%	108
Viewed TV show (video-on-demand) in last 30 days	19,632	13.1%	102
Watched any pay-per-view TV in last 12 months	22,890	15.3%	116
Downloaded a movie over the Internet in last 30 days	11,042	7.4%	103
Downloaded any individual song in last 6 months	32,964	22.0%	108
Watched a movie online in the last 30 days	24,844	16.6%	104
Watched a TV program online in last 30 days	21,773	14.5%	97
Played a video/electronic game (console) in last 12 months	16,673	11.1%	107
Played a video/electronic game (portable) in last 12 months	7,559	5.0%	111
Financial (Adults)			
Have home mortgage (1st)	54,318	36.3%	117
Used ATM/cash machine in last 12 months	78,982	52.7%	107
Own any stock	10,113	6.7%	88
Own U.S. savings bond	6,798	4.5%	86
Own shares in mutual fund (stock)	9,752	6.5%	90
Own shares in mutual fund (bonds)	6,820	4.6%	94
Have interest checking account	42,657	28.5%	101
Have non-interest checking account	43,243	28.9%	102
Have savings account	85,643	57.2%	106
Have 401K retirement savings plan	23,490	15.7%	108
Own/used any credit/debit card in last 12 months	114,611	76.5%	103
Avg monthly credit card expenditures: <\$111	19,162	12.8%	110
Avg monthly credit card expenditures: \$111-\$225	10,821	7.2%	105
Avg monthly credit card expenditures: \$226-\$450	10,102	6.7%	107
Avg monthly credit card expenditures: \$451-\$700	8,107	5.4%	102
Avg monthly credit card expenditures: \$701-\$1,000	5,811	3.9%	90
Avg monthly credit card expenditures: \$1,001+	11,405	7.6%	84
Did banking online in last 12 months	61,509	41.1%	115
Did banking on mobile device in last 12 months	26,846	17.9%	128
Paid bills online in last 12 months	73,807	49.3%	114

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Retail Market Potential

Cibolo Trade Area
 Cibolo, Texas, United States
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	50,462	71.7%	103
Used bread in last 6 months	67,016	95.2%	101
Used chicken (fresh or frozen) in last 6 months	49,903	70.9%	103
Used turkey (fresh or frozen) in last 6 months	10,673	15.2%	96
Used fish/seafood (fresh or frozen) in last 6 months	37,994	54.0%	99
Used fresh fruit/vegetables in last 6 months	60,788	86.3%	101
Used fresh milk in last 6 months	62,724	89.1%	101
Used organic food in last 6 months	12,808	18.2%	92
Health (Adults)			
Exercise at home 2+ times per week	43,210	28.8%	102
Exercise at club 2+ times per week	20,026	13.4%	103
Visited a doctor in last 12 months	113,558	75.8%	100
Used vitamin/dietary supplement in last 6 months	79,262	52.9%	100
Home (Households)			
Any home improvement in last 12 months	21,060	29.9%	112
Used housekeeper/maid/professional HH cleaning service in last 12	8,830	12.5%	95
Purchased low ticket HH furnishings in last 12 months	11,834	16.8%	105
Purchased big ticket HH furnishings in last 12 months	15,305	21.7%	104
Bought any small kitchen appliance in last 12 months	15,909	22.6%	102
Bought any large kitchen appliance in last 12 months	9,384	13.3%	105
Insurance (Adults/Households)			
Currently carry life insurance	66,680	44.5%	104
Carry medical/hospital/accident insurance	99,272	66.3%	101
Carry homeowner insurance	76,404	51.0%	108
Carry renter's insurance	12,233	8.2%	100
Have auto insurance: 1 vehicle in household covered	19,885	28.2%	92
Have auto insurance: 2 vehicles in household covered	22,446	31.9%	112
Have auto insurance: 3+ vehicles in household covered	17,535	24.9%	114
Pets (Households)			
Household owns any pet	41,572	59.1%	110
Household owns any cat	15,755	22.4%	100
Household owns any dog	33,094	47.0%	115
Psychographics (Adults)			
Buying American is important to me	62,833	41.9%	99
Usually buy items on credit rather than wait	16,733	11.2%	95
Usually buy based on quality - not price	27,499	18.4%	102
Price is usually more important than brand name	40,522	27.0%	103
Usually use coupons for brands I buy often	28,062	18.7%	99
Am interested in how to help the environment	22,863	15.3%	94
Usually pay more for environ safe product	19,488	13.0%	102
Usually value green products over convenience	14,917	10.0%	95
Likely to buy a brand that supports a charity	50,854	33.9%	97
Reading (Adults)			
Bought digital book in last 12 months	21,299	14.2%	108
Bought hardcover book in last 12 months	31,044	20.7%	99
Bought paperback book in last 12 month	46,295	30.9%	98
Read any daily newspaper (paper version)	33,144	22.1%	85
Read any digital newspaper in last 30 days	51,538	34.4%	103
Read any magazine (paper/electronic version) in last 6 months	137,062	91.5%	101

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Retail Market Potential

Cibolo Trade Area
 Cibolo, Texas, United States
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	117,403	78.4%	105
Went to family restaurant/steak house: 4+ times a month	44,807	29.9%	109
Went to fast food/drive-in restaurant in last 6 months	137,350	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	66,407	44.3%	112
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
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	51,674	34.5%	109
Own e-reader/tablet: iPad	23,998	16.0%	104
Own any portable MP3 player	49,914	33.3%	108
HH owns 1 TV	12,029	17.1%	84
HH owns 2 TVs	17,014	24.2%	93
HH owns 3 TVs	16,380	23.3%	109
HH owns 4+ TVs	15,478	22.0%	116
HH subscribes to cable TV	34,189	48.6%	98
HH subscribes to fiber optic	6,674	9.5%	125
HH has satellite dish	18,752	26.6%	105
HH owns DVD/Blu-ray player	44,648	63.4%	105
HH owns camcorder	11,114	15.8%	113
HH owns portable GPS navigation device	20,701	29.4%	107
HH purchased video game system in last 12 mos	6,060	8.6%	108
HH owns Internet video device for TV	5,666	8.0%	114
Travel (Adults)			
Domestic travel in last 12 months	79,568	53.1%	106
Took 3+ domestic non-business trips in last 12 months	17,745	11.8%	107
Spent on domestic vacations in last 12 months: <\$1,000	16,982	11.3%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,123	6.1%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,432	3.6%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,184	4.1%	106
Spent on domestic vacations in last 12 months: \$3,000+	8,900	5.9%	108
Domestic travel in the 12 months: used general travel website	10,557	7.0%	104
Foreign travel in last 3 years	35,923	24.0%	99
Took 3+ foreign trips by plane in last 3 years	5,660	3.8%	84
Spent on foreign vacations in last 12 months: <\$1,000	6,980	4.7%	112
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,384	2.9%	90
Spent on foreign vacations in last 12 months: \$3,000+	6,173	4.1%	83
Foreign travel in last 3 years: used general travel website	8,139	5.4%	97
Nights spent in hotel/motel in last 12 months: any	65,653	43.8%	108
Took cruise of more than one day in last 3 years	13,420	9.0%	107
Member of any frequent flyer program	25,108	16.8%	103
Member of any hotel rewards program	22,271	14.9%	105

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