



# CIBOLO, TX DEMOGRAPHICS

CIBOLO ECONOMIC DEVELOPMENT CORPORATION

A comprehensive look into the City of Choice

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## WELCOME

WHAT THE CITY OF CHOICE MEANS



## RETAIL SHOPPING

VIEW CIBOLO'S RETAIL MARKET PROFILE



## RESTAURANTS

VIEW CIBOLO'S RESTAURANT MARKET POTENTIAL



## CONTACT US

STAFF DIRECTORY AND CONTACT INFORMATION

# WELCOME LETTER





# WELCOME

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Welcome to Cibolo!

In case you're wondering, Cibolo is a Native American word that means bison. But if you're a young family, an entrepreneur, or a business owner, Cibolo means so much more.

Cibolo means growth. We've maintained our small-town Texas charm, but we're also one of the fastest-growing towns in the country.

Cibolo means location. Located just minutes north of San Antonio and about an hour south of Austin, Cibolo offers fast and easy travel anywhere along the I-35 and I-10 corridors.

Cibolo means unique lifestyle. Located in Guadalupe County, Cibolo offers a growing diverse downtown area with home-grown restaurants and eateries, recreation facilities, retail shops, and offices. Meanwhile, the city also embraces the latest technology of the 21st Century in recruiting major industrial users, with the most recent addition being the announcement of Aisin AW, a Japan-based supplier for Toyota, announcing its choice to locate in Cibolo for its new automotive transmission plant.

Cibolo means smart workforce. The workforce in Cibolo is smart, young, well educated, with great public schools and colleges and universities nearby. Cibolo also benefits from a large number of military retirees bringing pride and discipline to their work. Several different training programs are also available through local and state agencies to meet the needs of employers.

Cibolo means opportunity. Two decades of fast growth have created a strong demand for many industries such as retail, food service, healthcare, and recreation.

Cibolo means business-friendly government. The City has plenty of enticing programs for businesses thinking about a new home, including: Chapter 380 agreements, sales tax & property tax abatements, freeport exemptions, and small business improvement grants. It is our hope that the information to follow demonstrates our desire to have you choose the City of Cibolo to grow your business. The City Council, City staff, and our partners are ready to assist to ensure success for the company in Cibolo for many years to come.

Cibolo means welcome.

# COMMUNITY PROFILE





# Community Profile

Cibolo City, TX  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

	Cibolo city, ...
<b>Population Summary</b>	
2000 Total Population	5,612
2010 Total Population	19,678
2019 Total Population	28,359 **
2019 Group Quarters	64
2024 Total Population	32,293
2019-2024 Annual Rate	2.63%
2019 Total Daytime Population	18,980
Workers	3,578
Residents	15,402
<b>Household Summary</b>	
2000 Households	1,979
2000 Average Household Size	2.84
2010 Households	6,384
2010 Average Household Size	3.08
2019 Households	8,998
2019 Average Household Size	3.14
2024 Households	10,210
2024 Average Household Size	3.16
2019-2024 Annual Rate	2.56%
2010 Families	5,317
2010 Average Family Size	3.40
2019 Families	7,375
2019 Average Family Size	3.50
2024 Families	8,335
2024 Average Family Size	3.53
2019-2024 Annual Rate	2.48%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,113
Owner Occupied Housing Units	80.7%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	6.3%
2010 Housing Units	6,659
Owner Occupied Housing Units	82.1%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	4.1%
2019 Housing Units	9,296
Owner Occupied Housing Units	85.3%
Renter Occupied Housing Units	11.5%
Vacant Housing Units	3.2%
2024 Housing Units	10,490
Owner Occupied Housing Units	86.4%
Renter Occupied Housing Units	10.9%
Vacant Housing Units	2.7%
<b>Median Household Income</b>	
2019	\$87,967
2024	\$93,603
<b>Median Home Value</b>	
2019	\$222,054
2024	\$239,279
<b>Per Capita Income</b>	
2019	\$32,290
2024	\$35,385
<b>Median Age</b>	
2010	33.8
2019	34.6
2024	33.2

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 12, 2020

\*\*Note: The Texas State Demographer population estimate is 31,006 as of January 1, 2019.



# Community Profile

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Prepared by Esri

	Cibolo city, ...
<b>2019 Households by Income</b>	
Household Income Base	9,000
<\$15,000	4.6%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	3.3%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	22.1%
\$100,000 - \$149,999	23.1%
\$150,000 - \$199,999	13.5%
\$200,000+	4.6%
Average Household Income	\$100,984
<b>2024 Households by Income</b>	
Household Income Base	10,210
<\$15,000	4.1%
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	2.9%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	21.4%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	15.8%
\$200,000+	5.5%
Average Household Income	\$110,976
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	7,928
<\$50,000	1.1%
\$50,000 - \$99,999	1.5%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	29.5%
\$200,000 - \$249,999	27.1%
\$250,000 - \$299,999	22.4%
\$300,000 - \$399,999	10.1%
\$400,000 - \$499,999	0.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$236,062
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	9,064
<\$50,000	0.6%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	23.1%
\$200,000 - \$249,999	27.5%
\$250,000 - \$299,999	24.7%
\$300,000 - \$399,999	15.5%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$259,725

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 12, 2020



# Community Profile

Cibolo City, TX  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

	Cibolo city, ...
<b>2010 Population by Age</b>	
Total	19,678
0 - 4	7.6%
5 - 9	8.8%
10 - 14	10.1%
15 - 24	12.8%
25 - 34	12.4%
35 - 44	18.9%
45 - 54	15.4%
55 - 64	8.1%
65 - 74	4.1%
75 - 84	1.4%
85 +	0.4%
18 +	67.3%
<b>2019 Population by Age</b>	
Total	28,358
0 - 4	7.3%
5 - 9	7.8%
10 - 14	8.1%
15 - 24	13.4%
25 - 34	14.0%
35 - 44	15.1%
45 - 54	15.1%
55 - 64	10.5%
65 - 74	5.8%
75 - 84	2.2%
85 +	0.6%
18 +	72.2%
<b>2024 Population by Age</b>	
Total	32,294
0 - 4	7.7%
5 - 9	7.8%
10 - 14	8.1%
15 - 24	12.3%
25 - 34	17.6%
35 - 44	14.3%
45 - 54	12.8%
55 - 64	10.4%
65 - 74	5.9%
75 - 84	2.5%
85 +	0.6%
18 +	71.9%
<b>2010 Population by Sex</b>	
Males	9,580
Females	10,098
<b>2019 Population by Sex</b>	
Males	13,797
Females	14,561
<b>2024 Population by Sex</b>	
Males	15,715
Females	16,579

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Cibolo City, TX  
Cibolo City, TX (4814920)  
Geography: Place

Prepared by Esri

Cibolo city, ...

## 2010 Population by Race/Ethnicity

Total	19,678
White Alone	74.0%
Black Alone	12.7%
American Indian Alone	0.6%
Asian Alone	2.7%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.2%
Two or More Races	4.5%
Hispanic Origin	25.4%
Diversity Index	64.9

## 2019 Population by Race/Ethnicity

Total	28,358
White Alone	69.0%
Black Alone	15.6%
American Indian Alone	0.6%
Asian Alone	3.3%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.8%
Two or More Races	5.4%
Hispanic Origin	28.4%
Diversity Index	70.3

## 2024 Population by Race/Ethnicity

Total	32,293
White Alone	66.1%
Black Alone	17.7%
American Indian Alone	0.6%
Asian Alone	3.8%
Pacific Islander Alone	0.3%
Some Other Race Alone	5.9%
Two or More Races	5.6%
Hispanic Origin	30.1%
Diversity Index	72.8

## 2010 Population by Relationship and Household Type

Total	19,678
In Households	100.0%
In Family Households	93.4%
Householder	27.0%
Spouse	22.3%
Child	39.1%
Other relative	3.6%
Nonrelative	1.4%
In Nonfamily Households	6.6%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 12, 2020



# Community Profile

Cibolo City, TX  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

	Cibolo city, ...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	17,986
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	3.4%
High School Graduate	17.1%
GED/Alternative Credential	2.3%
Some College, No Degree	22.1%
Associate Degree	13.1%
Bachelor's Degree	24.3%
Graduate/Professional Degree	16.3%
<b>2019 Population 15+ by Marital Status</b>	
Total	21,785
Never Married	27.1%
Married	60.7%
Widowed	4.5%
Divorced	7.7%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.2%
Civilian Unemployed (Unemployment Rate)	3.8%
<b>2019 Employed Population 16+ by Industry</b>	
Total	12,772
Agriculture/Mining	1.6%
Construction	2.7%
Manufacturing	6.6%
Wholesale Trade	2.2%
Retail Trade	11.4%
Transportation/Utilities	6.3%
Information	2.2%
Finance/Insurance/Real Estate	5.6%
Services	45.6%
Public Administration	15.8%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	12,773
White Collar	67.9%
Management/Business/Financial	16.2%
Professional	23.7%
Sales	12.4%
Administrative Support	15.6%
Services	14.1%
Blue Collar	18.0%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	4.2%
Production	3.6%
Transportation/Material Moving	7.8%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	19,678
Population Inside Urbanized Area	94.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	5.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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 Geography: Place

Prepared by Esri

	Cibolo city, ...
<b>2010 Households by Type</b>	
Total	6,384
Households with 1 Person	13.7%
Households with 2+ People	86.3%
Family Households	83.3%
Husband-wife Families	68.7%
With Related Children	42.0%
Other Family (No Spouse Present)	14.6%
Other Family with Male Householder	3.9%
With Related Children	2.7%
Other Family with Female Householder	10.7%
With Related Children	7.8%
Nonfamily Households	3.0%
All Households with Children	52.8%
Multigenerational Households	5.2%
Unmarried Partner Households	3.8%
Male-female	3.3%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	6,384
1 Person Household	13.7%
2 Person Household	28.1%
3 Person Household	19.6%
4 Person Household	22.0%
5 Person Household	10.9%
6 Person Household	3.8%
7 + Person Household	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	6,384
Owner Occupied	85.6%
Owned with a Mortgage/Loan	76.2%
Owned Free and Clear	9.4%
Renter Occupied	14.4%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	6,659
Housing Units Inside Urbanized Area	93.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	6.4%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 12, 2020



# Community Profile

Cibolo City, TX  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

## Cibolo city, ...

### Top 3 Tapestry Segments

1. Up and Coming Families (7A)
2. Boomburbs (1C)
3. Soccer Moms (4A)

### 2019 Consumer Spending

Apparel & Services: Total \$	\$22,764,424
Average Spent	\$2,529.94
Spending Potential Index	118
Education: Total \$	\$15,327,463
Average Spent	\$1,703.43
Spending Potential Index	107
Entertainment/Recreation: Total \$	\$33,975,159
Average Spent	\$3,775.86
Spending Potential Index	115
Food at Home: Total \$	\$52,922,601
Average Spent	\$5,881.60
Spending Potential Index	114
Food Away from Home: Total \$	\$39,295,867
Average Spent	\$4,367.18
Spending Potential Index	119
Health Care: Total \$	\$60,665,032
Average Spent	\$6,742.06
Spending Potential Index	114
HH Furnishings & Equipment: Total \$	\$23,342,305
Average Spent	\$2,594.17
Spending Potential Index	122
Personal Care Products & Services: Total \$	\$9,724,124
Average Spent	\$1,080.70
Spending Potential Index	122
Shelter: Total \$	\$184,707,997
Average Spent	\$20,527.67
Spending Potential Index	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,062,216
Average Spent	\$2,896.45
Spending Potential Index	117
Travel: Total \$	\$23,739,176
Average Spent	\$2,638.27
Spending Potential Index	118
Vehicle Maintenance & Repairs: Total \$	\$11,842,311
Average Spent	\$1,316.10
Spending Potential Index	115

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

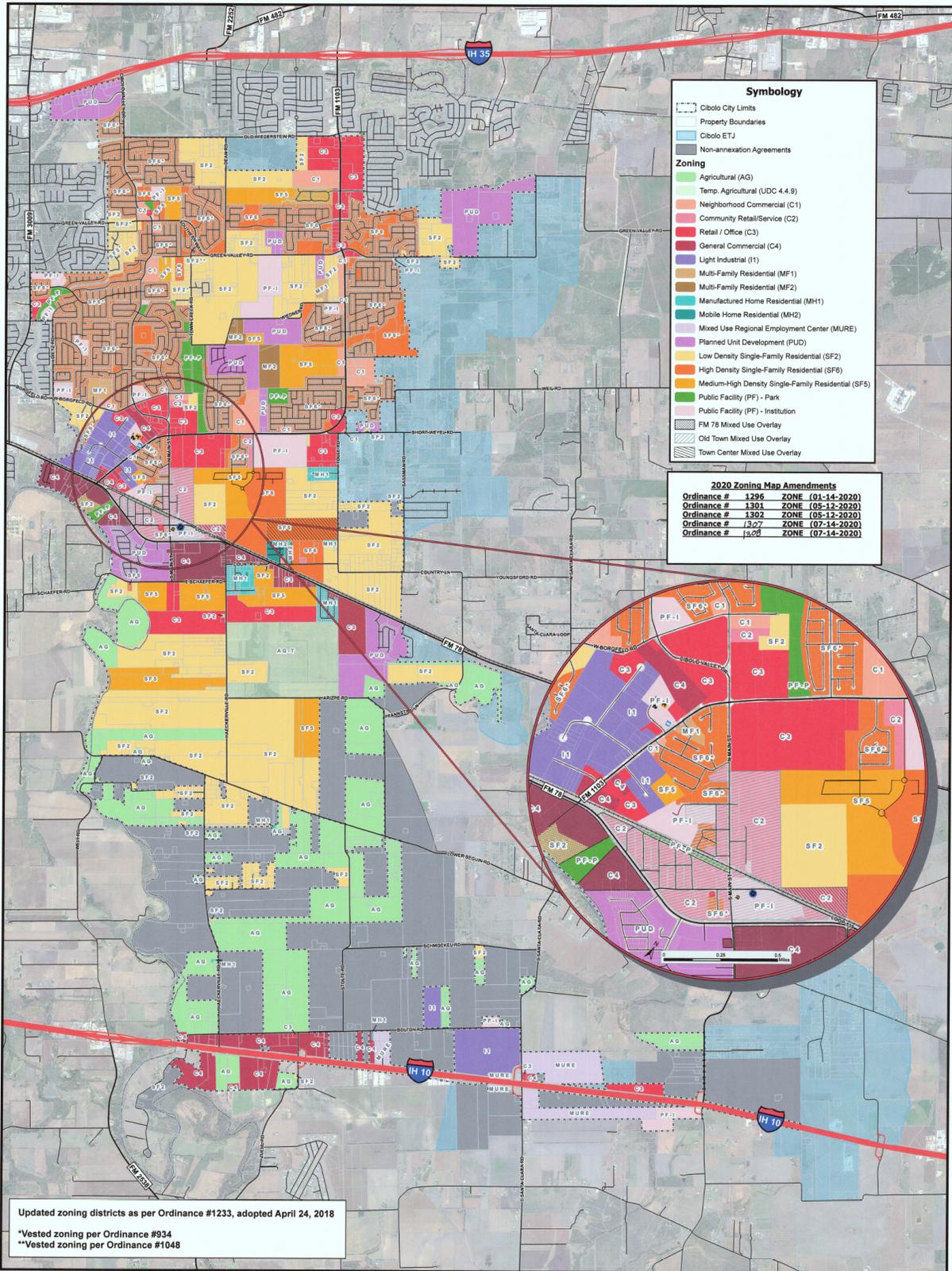
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 12, 2020

# CIBOLO, TX MAPS

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**OFFICIAL ZONING MAP**

City of Cibolo

July 14, 2020

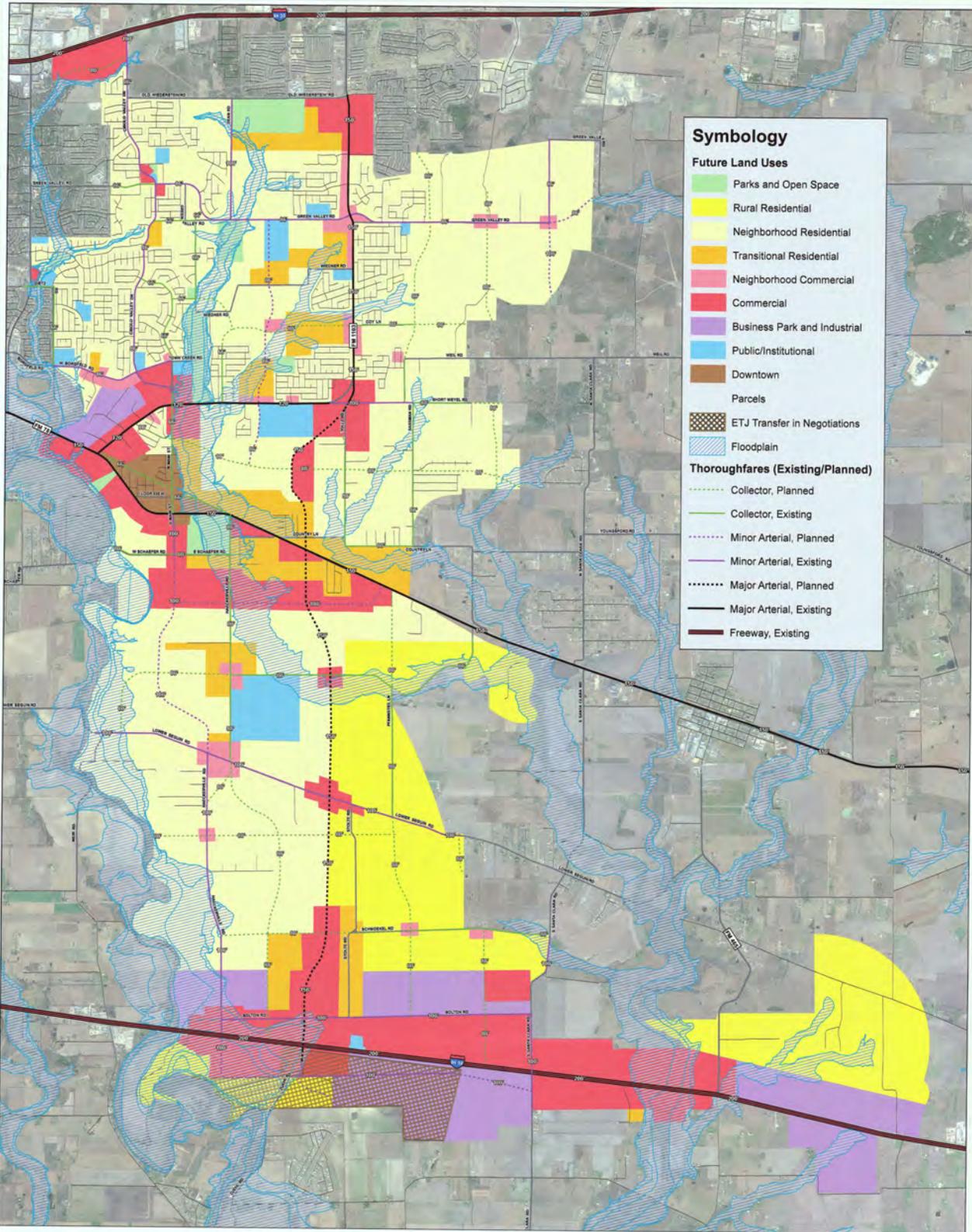


This is to certify that this is the Official Zoning Map referred to in the City of Cibolo Code of Ordinances, Appendix A, commonly referred to as the Unified Development Code (UDC), Adopted by Ordinance Number \_\_\_\_\_ on \_\_\_\_\_ by the City Council of the City of Cibolo, Texas.

SIGNED \_\_\_\_\_  
 Stosh Boyle, Mayor

ATTEST \_\_\_\_\_  
 Peggy Cimics, City Secretary





**Symbology**

**Future Land Uses**

- Parks and Open Space
- Rural Residential
- Neighborhood Residential
- Transitional Residential
- Neighborhood Commercial
- Commercial
- Business Park and Industrial
- Public/Institutional
- Downtown

**Parcels**

- ETJ Transfer in Negotiations
- Floodplain

**Thoroughfares (Existing/Planned)**

- Collector, Planned
- Collector, Existing
- Minor Arterial, Planned
- Minor Arterial, Existing
- Major Arterial, Planned
- Major Arterial, Existing
- Freeway, Existing



## Future Land Use and Thoroughfare Map

City of Cibolo

September 12, 2017

This is to certify this map as the Official Future Land Use Map/Future Thoroughfare Plan adopted on 9-12-2017 by the City Council of the City of Cibolo, Texas.

SIGNED:   
Allen Dunn, Mayor

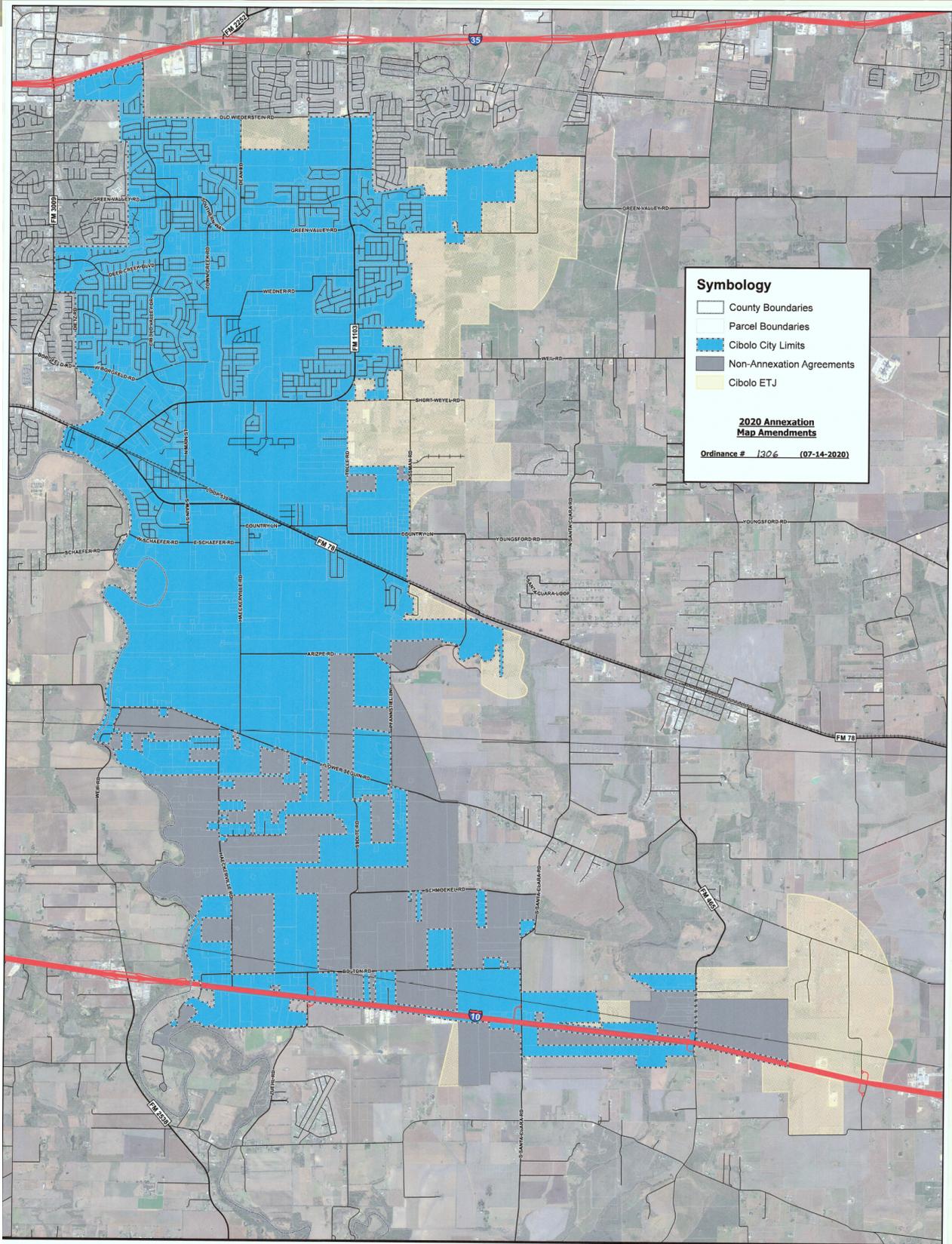
ATTEST:   
Peggy Cimics, City Secretary



DISCLAIMER: All geospatial data products on this page are for informational purposes only and are not suitable for legal, engineering, or surveying purposes. The City of Cibolo cannot accept any responsibility for any errors, omissions, or positional accuracy, and therefore, there are no warranties which accompany these products. Boundaries do not represent an on-the-ground survey conducted by or under the supervision of a registered professional land surveyor and represents only the approximate relative location of property boundaries. These products may not reflect some data otherwise available. These products are not a substitute for obtaining a survey or other professional advice about a specific property, specific question, or situation.

**\*\*\*A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries\*\*\***





1:24,000

**CITY OF CIBOLO  
OVERALL ANNEXATION MAP**

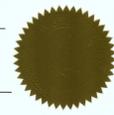
July 14, 2020



This is to certify that this is the Official City Limits/ETJ Map of the City of Cibolo as adopted by Ordinance Number 1306, on July 14, 2020, by the City Council of the City of Cibolo, Texas.

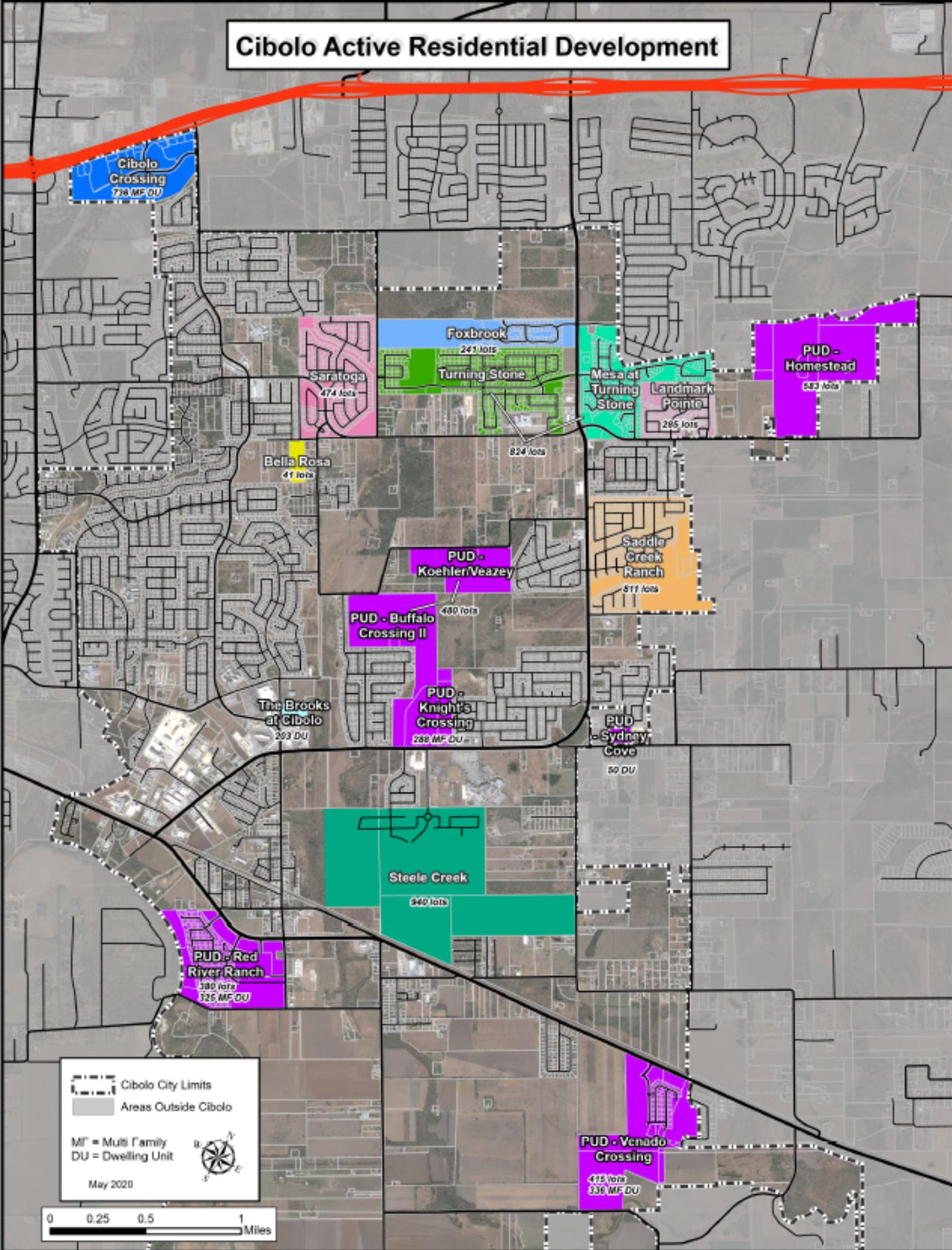
SIGNED   
Stosh Boyle, Mayor

ATTEST   
Peggy Cimics, City Secretary



Map Disclaimer: This product is for informational purposes and may not have been prepared for, or be suitable for, legal, engineering, or surveying purposes. Although we strive to provide the best data we can, we warrant no use date developed to sources outside the City. Therefore, the City of Cibolo cannot accept any responsibility for any errors, omissions, or positional accuracy, and therefore, there are no warranties which accompany this product. Users of this information should verify or obtain the primary data and information sources to ascertain the validity of the information.

# Cibolo Active Residential Development



Cibolo City Limits  
 Areas Outside Cibolo  
 MF = Multi Family  
 DU = Dwelling Unit  
  
 May 2020



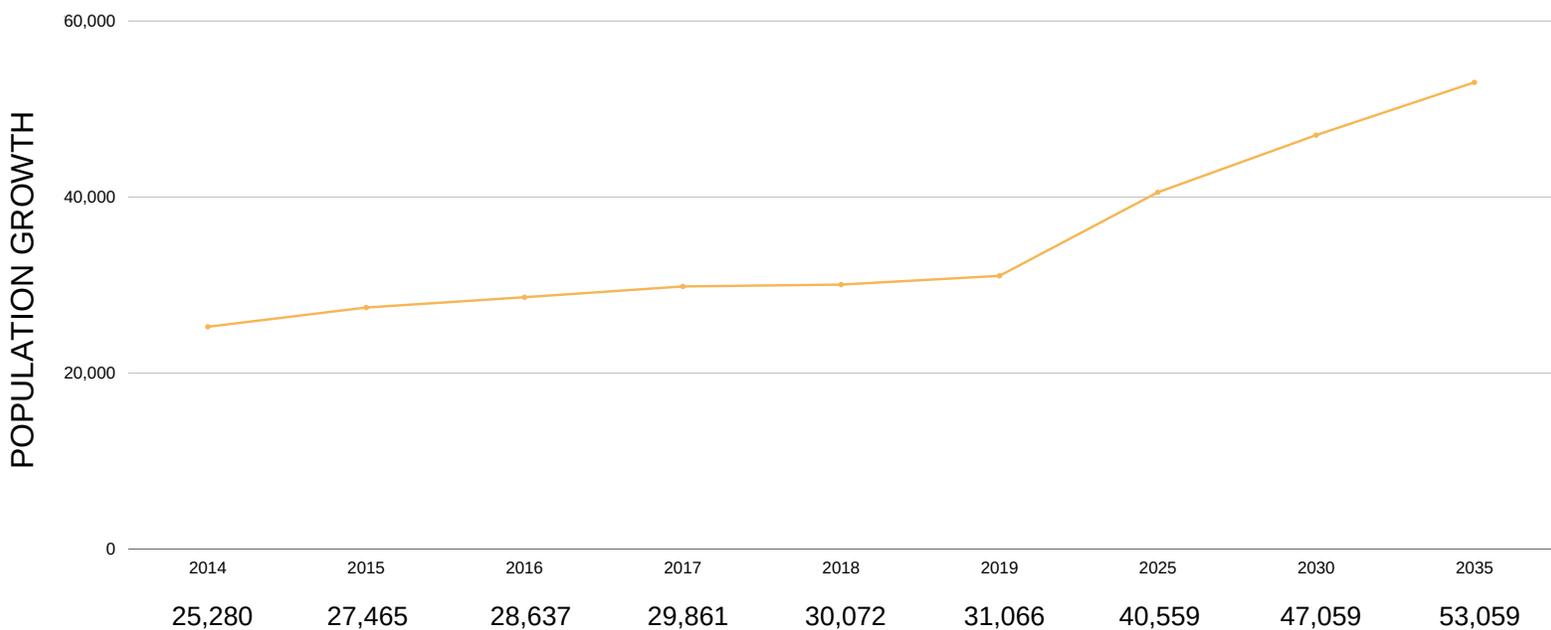


# GROWTH POTENTIAL



## RESIDENTIAL BUILDING PERMITS CITY OF CIBOLO

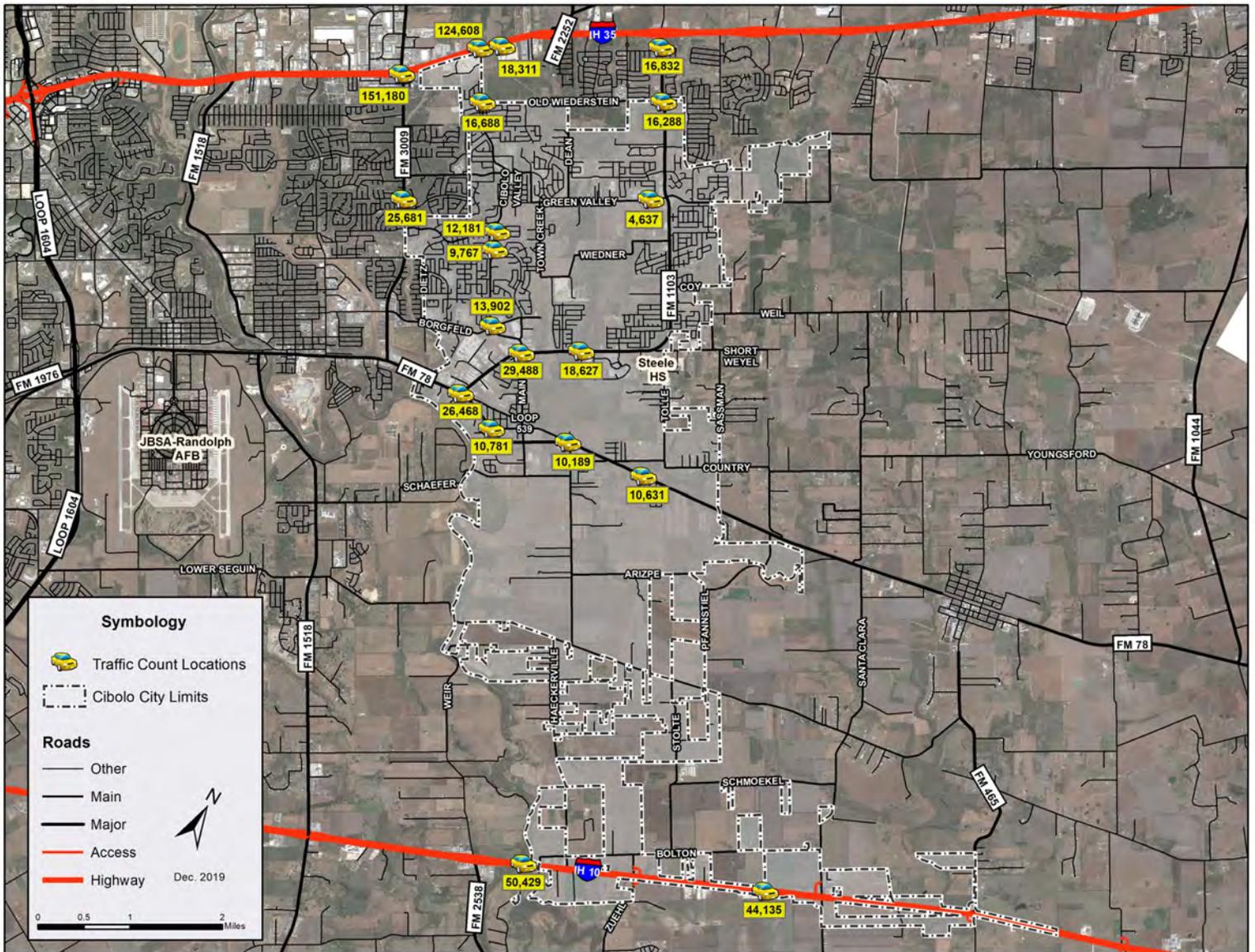
YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	ANNUAL TOTAL
2009	23	29	48	22	31	42	40	69	51	22	25	19	421
2010	23	21	47	29	63	55	21	27	27	23	6	17	359
2011	18	23	37	25	27	28	22	35	17	13	18	17	280
2012	20	26	41	36	39	37	28	33	27	36	41	24	388
2013	29	28	27	42	41	32	51	39	30	23	28	20	390
2014	38	27	21	48	46	39	39	23	31	25	26	16	379
2015	20	18	32	40	31	39	48	34	38	56	30	26	412
2016	25	22	39	42	38	34	34	38	40	22	23	20	377
2017	36	33	36	22	23	18	24	29	29	23	13	22	308
2018	18	13	29	26	54	43	28	45	24	34	33	33	380
2019	28	40	29	35	24	25	19	51	19	25	38	16	349
2020	22	25	23	16	19	27							132



Source: Cibolo Planning Department & Cibolo Comprehensive Master Plan

# TRAFFIC COUNTS

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Location	Count	Location	Count
IH-35 at FM 3009	151,180	Cibolo Valley Dr at Old Wiederstein Rd.	16,688
IH-35 at Cibolo Valley Dr.	124,608	FM 1103 at Old Wiederstein Rd.	16,288
IH-10 East of FM 2538	50,429	Cibolo Valley Dr. at Borgfeld Rd.	13,902**
IH-10 West of Santa Clara Rd.	44,135	Cibolo Valley Dr, at Deer Creek Blvd.	12,181***
FM 1103 at Main St.	29,488**	FM 78 at Loop 539	10,781
FM 1103 at FM 78	26,468**	FM 78 East of Hackerville Rd.	10,631
FM 3009 at Berry Creek Dr	25,681	FM 78 West of Haekerville Rd.	10,189
FM 1103 at Towncreek Way	18,627*	Cibolo Valley Dr. at Bentwood Ranch Dr.	9,767***
IH-35 frontage road at Cibolo Valley Dr.	18,311**	Green Valley Rd at Pevero	4,635**
FM 1103 at Corridor Oaks	16,832		

Traffic counts are from the TxDOT District 2018 Traffic Map unless otherwise noted. \*Not a TxDOT Traffic Count. Traffic Count provided by AC Group LLC taken 09/2016. \*\* Not a TxDOT Traffic Count. Traffic Count provided by AC Group LLC taken 09/2019. \*\*\* Not a TxDOT Traffic Count. Signal Warrant Analysis provided by AC Group taken 02/2017.

# RETAIL MARKET PROFILE





## Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

### Summary Demographics

2019 Population	37,412
2019 Households	12,880
2019 Median Disposable Income	\$63,933
2019 Per Capita Income	\$31,967

### 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$546,473,580	\$163,394,859	\$383,078,721	54.0	94
Total Retail Trade	44-45	\$491,282,178	\$150,629,511	\$340,652,667	53.1	61
Total Food & Drink	722	\$55,191,402	\$12,765,348	\$42,426,054	62.4	32

### 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$106,803,614	\$7,106,890	\$99,696,724	87.5	6
Automobile Dealers	4411	\$85,883,661	\$3,414,448	\$82,469,213	92.4	2
Other Motor Vehicle Dealers	4412	\$11,609,713	\$692,832	\$10,916,881	88.7	1
Auto Parts, Accessories & Tire Stores	4413	\$9,310,240	\$2,999,609	\$6,310,631	51.3	2
Furniture & Home Furnishings Stores	442	\$17,450,636	\$2,664,162	\$14,786,474	73.5	3
Furniture Stores	4421	\$10,093,793	\$2,219,298	\$7,874,495	64.0	1
Home Furnishings Stores	4422	\$7,356,843	\$444,864	\$6,911,979	88.6	2
Electronics & Appliance Stores	443	\$18,020,525	\$2,479,585	\$15,540,940	75.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$33,060,885	\$31,393,015	\$1,667,870	2.6	8
Bldg Material & Supplies Dealers	4441	\$31,242,180	\$30,998,171	\$244,009	0.4	6
Lawn & Garden Equip & Supply Stores	4442	\$1,818,706	\$394,844	\$1,423,862	64.3	2
Food & Beverage Stores	445	\$87,583,907	\$13,573,761	\$74,010,146	73.2	9
Grocery Stores	4451	\$79,420,004	\$13,070,277	\$66,349,727	71.7	8
Specialty Food Stores	4452	\$3,712,900	\$0	\$3,712,900	100.0	0
Beer, Wine & Liquor Stores	4453	\$4,451,003	\$468,948	\$3,982,055	80.9	1
Health & Personal Care Stores	446,4461	\$27,615,368	\$7,997,797	\$19,617,571	55.1	5
Gasoline Stations	447,4471	\$48,719,375	\$21,385,721	\$27,333,654	39.0	6
Clothing & Clothing Accessories Stores	448	\$22,543,011	\$1,563,163	\$20,979,848	87.0	5
Clothing Stores	4481	\$14,914,387	\$1,251,315	\$13,663,072	84.5	4
Shoe Stores	4482	\$3,201,889	\$0	\$3,201,889	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$4,426,736	\$311,848	\$4,114,888	86.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$17,114,391	\$1,765,774	\$15,348,617	81.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,293,501	\$1,738,367	\$13,555,134	79.6	4
Book, Periodical & Music Stores	4512	\$1,820,890	\$0	\$1,820,890	100.0	0
General Merchandise Stores	452	\$85,790,979	\$56,771,154	\$29,019,825	20.4	3
Department Stores Excluding Leased Depts.	4521	\$59,919,043	\$53,960,000	\$5,959,043	5.2	1
Other General Merchandise Stores	4529	\$25,871,936	\$2,811,154	\$23,060,782	80.4	2
Miscellaneous Store Retailers	453	\$19,287,037	\$3,770,826	\$15,516,211	67.3	10
Florists	4531	\$826,258	\$342,050	\$484,208	41.4	2
Office Supplies, Stationery & Gift Stores	4532	\$4,192,855	\$357,158	\$3,835,697	84.3	3
Used Merchandise Stores	4533	\$3,299,926	\$148,072	\$3,151,854	91.4	1
Other Miscellaneous Store Retailers	4539	\$10,967,998	\$2,923,546	\$8,044,452	57.9	3
Nonstore Retailers	454	\$7,292,449	\$0	\$7,292,449	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,381,575	\$0	\$5,381,575	100.0	0
Vending Machine Operators	4542	\$434,541	\$0	\$434,541	100.0	0
Direct Selling Establishments	4543	\$1,476,333	\$0	\$1,476,333	100.0	0
Food Services & Drinking Places	722	\$55,191,402	\$12,765,348	\$42,426,054	62.4	32
Special Food Services	7223	\$669,812	\$498,538	\$171,274	14.7	2
Drinking Places - Alcoholic Beverages	7224	\$1,996,743	\$190,234	\$1,806,509	82.6	1
Restaurants/Other Eating Places	7225	\$52,524,848	\$12,076,576	\$40,448,272	62.6	29

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.  
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

May 12, 2020

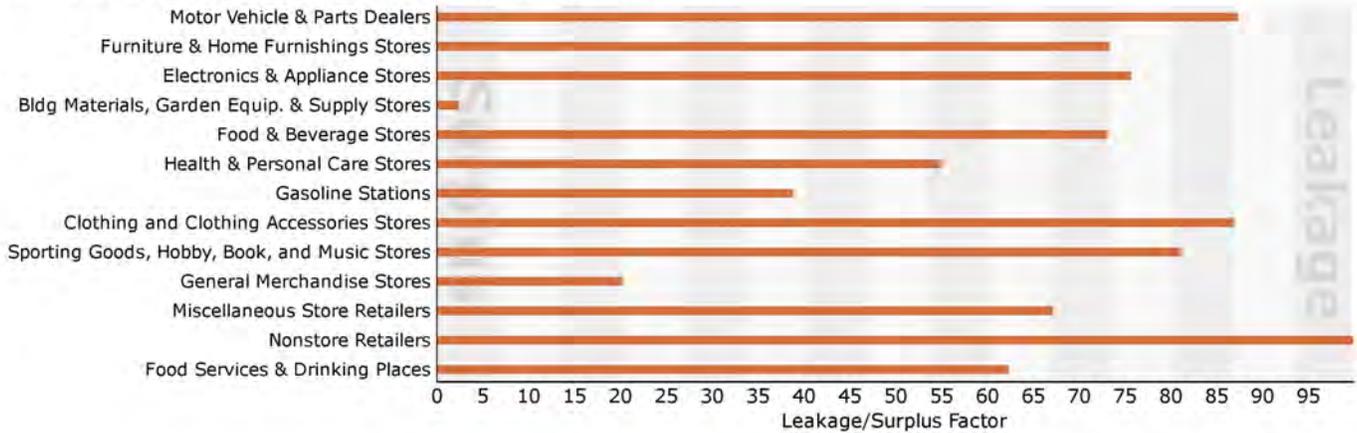


# Retail MarketPlace Profile

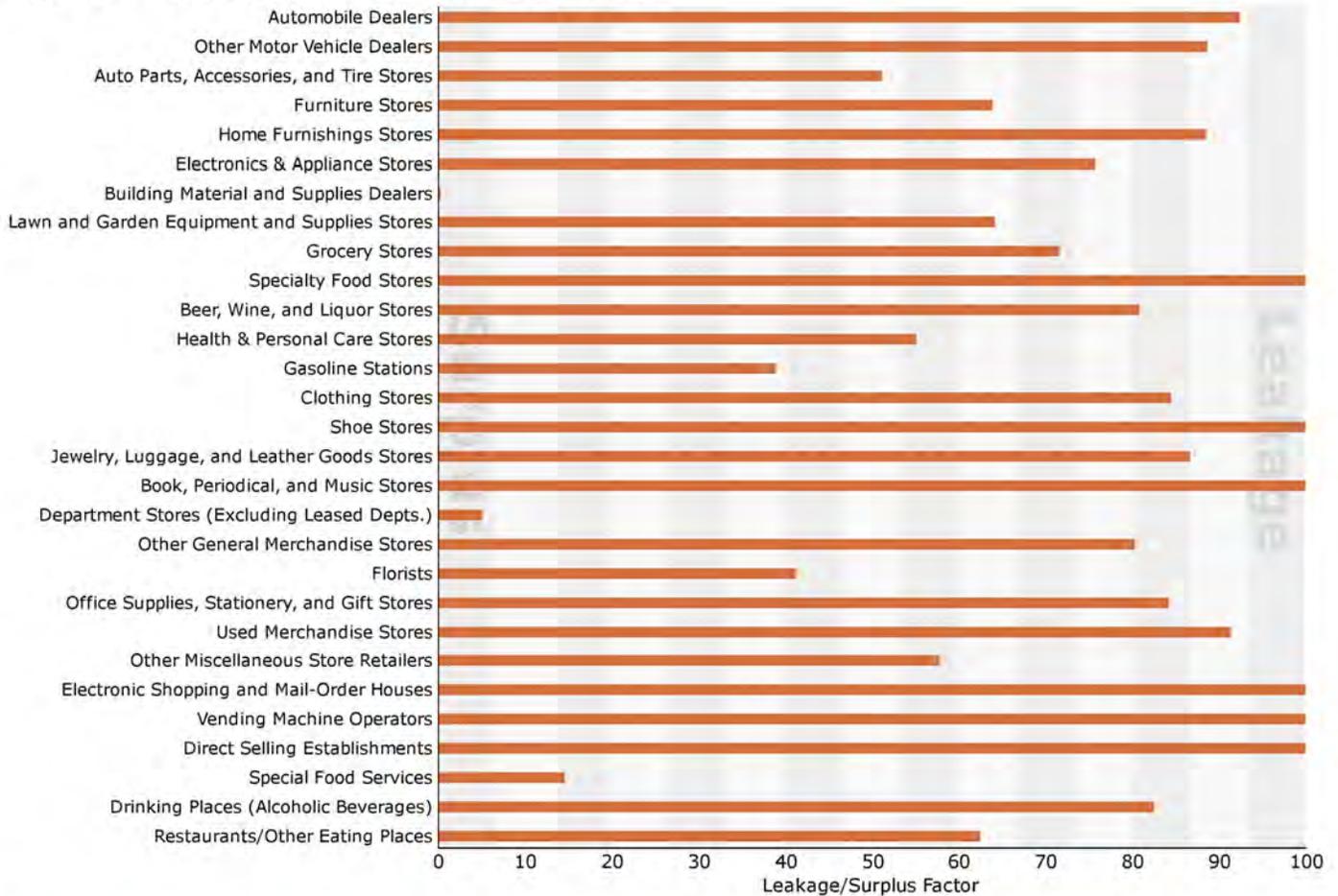
200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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# Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.59989  
 Longitude: -99.22582

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Up and Coming Families (7A)	29.2%	Population	37,412	42,124
Soccer Moms (4A)	14.5%	Households	12,880	14,466
Boomburbs (1C)	13.5%	Families	10,079	11,285
Old and Newcomers (8F)	8.5%	Median Age	36.8	36.1
Middleburg (4C)	6.9%	Median Household Income	\$81,034	\$86,161
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		109	\$2,327.01	\$29,971,837
Men's		107	\$441.91	\$5,691,797
Women's		105	\$758.47	\$9,769,031
Children's		121	\$388.65	\$5,005,841
Footwear		107	\$514.19	\$6,622,806
Watches & Jewelry		112	\$154.78	\$1,993,554
Apparel Products and Services (1)		104	\$69.01	\$888,808
<b>Computer</b>				
Computers and Hardware for Home Use		108	\$179.45	\$2,311,342
Portable Memory		109	\$4.88	\$62,879
Computer Software		104	\$10.54	\$135,719
Computer Accessories		113	\$21.50	\$276,879
<b>Entertainment &amp; Recreation</b>		108	\$3,520.19	\$45,340,089
Fees and Admissions		110	\$784.23	\$10,100,825
Membership Fees for Clubs (2)		106	\$250.09	\$3,221,211
Fees for Participant Sports, excl. Trips		118	\$126.37	\$1,627,636
Tickets to Theatre/Operas/Concerts		99	\$74.48	\$959,252
Tickets to Movies		116	\$63.62	\$819,468
Tickets to Parks or Museums		107	\$34.48	\$444,113
Admission to Sporting Events, excl. Trips		110	\$69.23	\$891,670
Fees for Recreational Lessons		115	\$165.31	\$2,129,184
Dating Services		91	\$0.64	\$8,293
TV/Video/Audio		106	\$1,299.79	\$16,741,307
Cable and Satellite Television Services		104	\$914.24	\$11,775,472
Televisions		110	\$118.97	\$1,532,284
Satellite Dishes		115	\$1.81	\$23,369
VCRs, Video Cameras, and DVD Players		123	\$7.07	\$91,075
Miscellaneous Video Equipment		118	\$30.01	\$386,533
Video Cassettes and DVDs		116	\$13.27	\$170,932
Video Game Hardware/Accessories		112	\$31.22	\$402,082
Video Game Software		109	\$16.61	\$213,920
Rental/Streaming/Downloaded Video		114	\$53.50	\$689,084
Installation of Televisions		112	\$1.28	\$16,430
Audio (3)		111	\$108.61	\$1,398,953
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.20	\$41,173
Pets		106	\$698.25	\$8,993,498
Toys/Games/Crafts/Hobbies (4)		115	\$135.25	\$1,742,061
Recreational Vehicles and Fees (5)		96	\$153.78	\$1,980,657
Sports/Recreation/Exercise Equipment (6)		123	\$253.80	\$3,268,987
Photo Equipment and Supplies (7)		113	\$58.73	\$756,455
Reading (8)		104	\$110.59	\$1,424,344
Catered Affairs (9)		97	\$25.77	\$331,954
<b>Food</b>		108	\$9,528.56	\$122,727,873
Food at Home		106	\$5,509.18	\$70,958,200
Bakery and Cereal Products		107	\$725.15	\$9,339,875
Meats, Poultry, Fish, and Eggs		105	\$1,203.94	\$15,506,706
Dairy Products		106	\$565.39	\$7,282,188
Fruits and Vegetables		106	\$1,077.19	\$13,874,203
Snacks and Other Food at Home (10)		108	\$1,937.52	\$24,955,227
Food Away from Home		109	\$4,019.38	\$51,769,672
Alcoholic Beverages		105	\$606.14	\$7,807,118

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 12, 2020



## Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
Ring: 3 mile radius

Prepared by Esri  
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Longitude: -98.22583

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	102	\$21,793.48	\$280,700,042
Value of Retirement Plans	105	\$100,325.60	\$1,292,193,739
Value of Other Financial Assets	94	\$5,320.36	\$68,526,188
Vehicle Loan Amount excluding Interest	118	\$3,385.86	\$43,609,813
Value of Credit Card Debt	109	\$2,657.44	\$34,227,810
<b>Health</b>			
Nonprescription Drugs	108	\$155.13	\$1,998,013
Prescription Drugs	106	\$387.15	\$4,986,456
Eyeglasses and Contact Lenses	106	\$96.03	\$1,236,821
<b>Home</b>			
Mortgage Payment and Basics (11)	113	\$11,403.49	\$146,876,970
Maintenance and Remodeling Services	114	\$2,436.26	\$31,379,009
Maintenance and Remodeling Materials (12)	114	\$555.98	\$7,161,048
Utilities, Fuel, and Public Services	107	\$5,201.29	\$66,992,634
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	109	\$109.15	\$1,405,912
Furniture	111	\$681.84	\$8,782,116
Rugs	111	\$35.97	\$463,297
Major Appliances (14)	114	\$402.85	\$5,188,674
Housewares (15)	109	\$116.24	\$1,497,217
Small Appliances	105	\$51.24	\$659,982
Luggage	110	\$15.41	\$198,507
Telephones and Accessories	115	\$86.69	\$1,116,544
<b>Household Operations</b>			
Child Care	117	\$595.53	\$7,670,489
Lawn and Garden (16)	108	\$509.55	\$6,562,999
Moving/Storage/Freight Express	111	\$73.99	\$953,040
Housekeeping Supplies (17)	110	\$821.69	\$10,583,365
<b>Insurance</b>			
Owners and Renters Insurance	113	\$656.41	\$8,454,515
Vehicle Insurance	108	\$1,675.21	\$21,576,702
Life/Other Insurance	107	\$492.64	\$6,345,223
Health Insurance	107	\$4,212.31	\$54,254,572
Personal Care Products (18)	111	\$555.38	\$7,153,279
School Books and Supplies (19)	110	\$170.38	\$2,194,462
Smoking Products	97	\$391.66	\$5,044,570
<b>Transportation</b>			
Payments on Vehicles excluding Leases	116	\$2,940.30	\$37,871,012
Gasoline and Motor Oil	109	\$2,496.50	\$32,154,865
Vehicle Maintenance and Repairs	108	\$1,240.74	\$15,980,695
<b>Travel</b>			
Airline Fares	107	\$581.49	\$7,489,542
Lodging on Trips	107	\$664.91	\$8,564,047
Auto/Truck Rental on Trips	109	\$28.66	\$369,166
Food and Drink on Trips	109	\$586.20	\$7,550,300

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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May 12, 2020



## Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 29.55988  
Longitude: -98.22583

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 12, 2020



## Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 29.55989  
Longitude: -98.22583

### Summary Demographics

2019 Population	86,330
2019 Households	30,150
2019 Median Disposable Income	\$61,751
2019 Per Capita Income	\$32,284

### 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,243,530,795	\$788,003,545	\$455,527,250	22.4	318
Total Retail Trade	44-45	\$1,117,928,923	\$706,962,215	\$410,966,708	22.5	198
Total Food & Drink	722	\$125,601,872	\$81,041,330	\$44,560,542	21.6	120

### 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$242,991,300	\$154,861,401	\$88,129,899	22.2	30
Automobile Dealers	4411	\$195,437,980	\$124,529,246	\$70,908,734	22.2	11
Other Motor Vehicle Dealers	4412	\$26,361,769	\$10,760,690	\$15,601,079	42.0	6
Auto Parts, Accessories & Tire Stores	4413	\$21,191,552	\$19,571,465	\$1,620,087	4.0	13
Furniture & Home Furnishings Stores	442	\$39,635,211	\$9,476,611	\$30,158,600	61.4	6
Furniture Stores	4421	\$22,943,729	\$8,642,839	\$14,300,890	45.3	4
Home Furnishings Stores	4422	\$16,691,482	\$833,772	\$15,857,710	90.5	3
Electronics & Appliance Stores	443	\$40,927,350	\$12,697,964	\$28,229,386	52.6	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$74,886,179	\$75,617,302	-\$731,123	-0.5	22
Bldg Material & Supplies Dealers	4441	\$70,769,693	\$74,413,121	-\$3,643,428	-2.5	19
Lawn & Garden Equip & Supply Stores	4442	\$4,116,486	\$1,204,181	\$2,912,305	54.7	3
Food & Beverage Stores	445	\$199,656,838	\$86,481,310	\$113,175,528	39.6	25
Grocery Stores	4451	\$181,071,375	\$82,239,771	\$98,831,604	37.5	17
Specialty Food Stores	4452	\$8,467,935	\$1,319,868	\$7,148,067	73.0	3
Beer, Wine & Liquor Stores	4453	\$10,117,528	\$2,921,671	\$7,195,857	55.2	4
Health & Personal Care Stores	446,4461	\$62,848,337	\$28,726,534	\$34,121,803	37.3	18
Gasoline Stations	447,4471	\$111,152,174	\$60,687,990	\$50,464,184	29.4	20
Clothing & Clothing Accessories Stores	448	\$51,235,951	\$6,060,571	\$45,175,380	78.8	14
Clothing Stores	4481	\$33,921,851	\$4,646,887	\$29,274,964	75.9	11
Shoe Stores	4482	\$7,286,199	\$705,164	\$6,581,035	82.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$10,027,900	\$708,521	\$9,319,379	86.8	2
Sporting Goods, Hobby, Book & Music Stores	451	\$38,904,079	\$11,677,292	\$27,226,787	53.8	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$34,756,492	\$7,352,439	\$27,404,053	65.1	9
Book, Periodical & Music Stores	4512	\$4,147,588	\$4,324,853	-\$177,265	-2.1	5
General Merchandise Stores	452	\$195,283,739	\$242,886,739	-\$47,603,000	-10.9	10
Department Stores Excluding Leased Depts.	4521	\$136,321,410	\$203,994,637	-\$67,673,227	-19.9	3
Other General Merchandise Stores	4529	\$58,962,329	\$38,892,102	\$20,070,227	20.5	7
Miscellaneous Store Retailers	453	\$43,833,234	\$17,347,919	\$26,485,315	43.3	29
Florists	4531	\$1,868,877	\$554,759	\$1,314,118	54.2	4
Office Supplies, Stationery & Gift Stores	4532	\$9,540,243	\$837,827	\$8,702,416	83.9	5
Used Merchandise Stores	4533	\$7,501,829	\$4,631,749	\$2,870,080	23.7	8
Other Miscellaneous Store Retailers	4539	\$24,922,286	\$11,323,584	\$13,598,702	37.5	13
Nonstore Retailers	454	\$16,574,530	\$440,581	\$16,133,949	94.8	1
Electronic Shopping & Mail-Order Houses	4541	\$12,240,468	\$0	\$12,240,468	100.0	0
Vending Machine Operators	4542	\$991,031	\$0	\$991,031	100.0	0
Direct Selling Establishments	4543	\$3,343,032	\$440,581	\$2,902,451	76.7	1
Food Services & Drinking Places	722	\$125,601,872	\$81,041,330	\$44,560,542	21.6	120
Special Food Services	7223	\$1,523,049	\$726,608	\$796,441	35.4	2
Drinking Places - Alcoholic Beverages	7224	\$4,538,980	\$1,988,626	\$2,550,354	39.1	7
Restaurants/Other Eating Places	7225	\$119,539,844	\$78,326,097	\$41,213,747	20.8	110

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.  
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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May 12, 2020

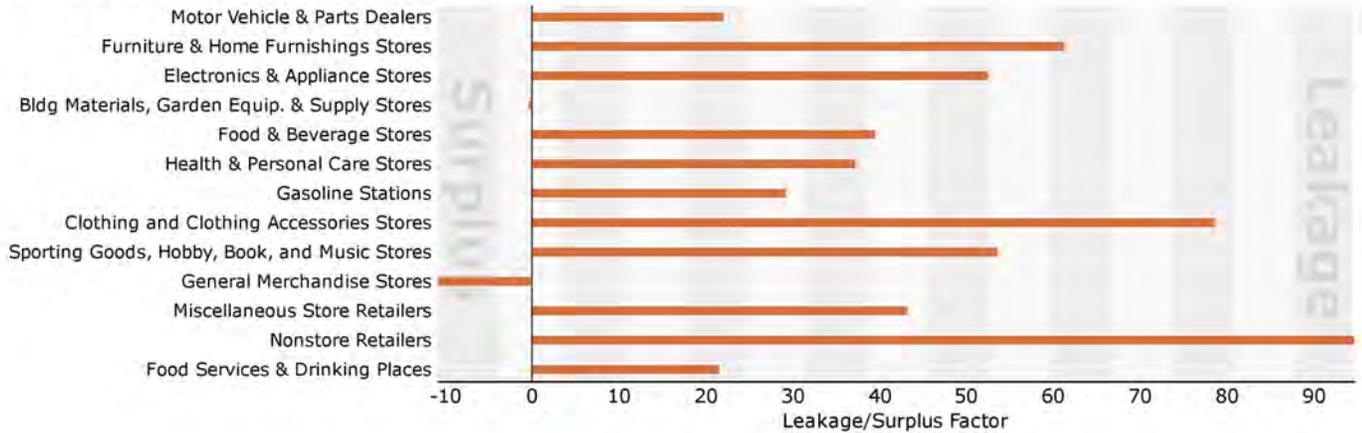


# Retail MarketPlace Profile

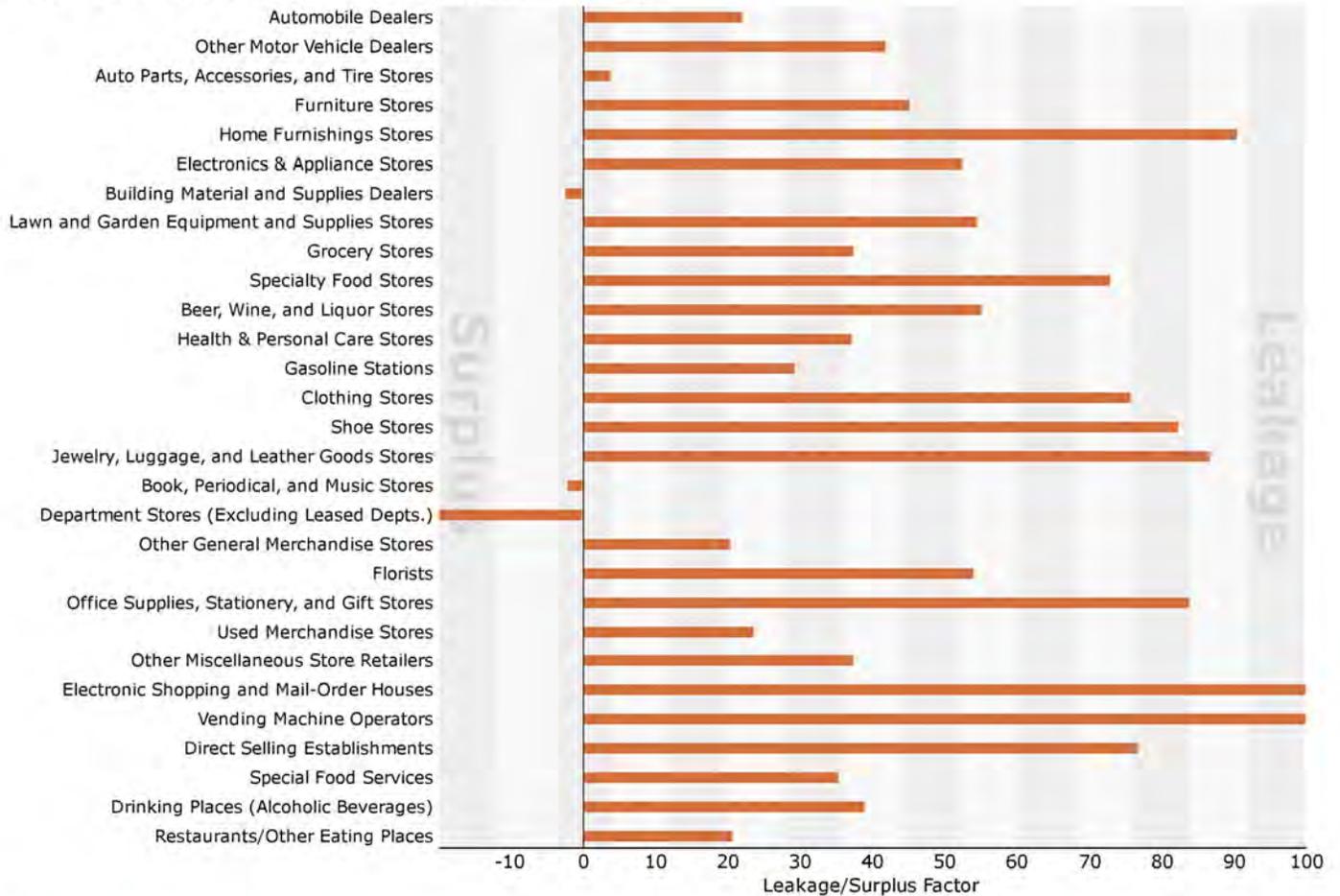
200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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May 12, 2020



# Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.59889  
 Longitude: -99.22582

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Up and Coming Families (7A)	29.6%	Population	86,330	98,106
Soccer Moms (4A)	20.6%	Households	30,150	34,115
Boomburbs (1C)	9.6%	Families	23,155	26,156
Middleburg (4C)	7.0%	Median Age	36.2	35.4
Down the Road (10D)	6.0%	Median Household Income	\$78,697	\$84,198
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		108	\$2,307.37	\$69,567,102
Men's		106	\$437.89	\$13,202,259
Women's		104	\$750.40	\$22,624,527
Children's		120	\$386.84	\$11,663,103
Footwear		106	\$511.45	\$15,420,342
Watches & Jewelry		111	\$152.80	\$4,606,862
Apparel Products and Services (1)		102	\$67.99	\$2,050,009
<b>Computer</b>				
Computers and Hardware for Home Use		108	\$178.20	\$5,372,657
Portable Memory		109	\$4.84	\$146,014
Computer Software		103	\$10.44	\$314,891
Computer Accessories		112	\$21.21	\$639,516
<b>Entertainment &amp; Recreation</b>		106	\$3,470.52	\$104,636,219
Fees and Admissions		109	\$775.50	\$23,381,195
Membership Fees for Clubs (2)		105	\$247.20	\$7,453,199
Fees for Participant Sports, excl. Trips		116	\$124.85	\$3,764,208
Tickets to Theatre/Operas/Concerts		98	\$73.81	\$2,225,229
Tickets to Movies		116	\$63.38	\$1,910,913
Tickets to Parks or Museums		106	\$34.35	\$1,035,720
Admission to Sporting Events, excl. Trips		107	\$67.75	\$2,042,528
Fees for Recreational Lessons		114	\$163.51	\$4,929,870
Dating Services		93	\$0.65	\$19,528
<b>TV/Video/Audio</b>		105	\$1,284.73	\$38,734,607
Cable and Satellite Television Services		102	\$901.12	\$27,168,821
Televisions		109	\$118.14	\$3,561,815
Satellite Dishes		113	\$1.78	\$53,721
VCRs, Video Cameras, and DVD Players		122	\$7.04	\$212,233
Miscellaneous Video Equipment		117	\$29.80	\$898,491
Video Cassettes and DVDs		115	\$13.15	\$396,443
Video Game Hardware/Accessories		112	\$31.27	\$942,840
Video Game Software		110	\$16.70	\$503,393
Rental/Streaming/Downloaded Video		115	\$53.61	\$1,616,405
Installation of Televisions		110	\$1.25	\$37,554
Audio (3)		110	\$107.69	\$3,246,904
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.18	\$95,987
<b>Pets</b>		103	\$684.18	\$20,628,079
Toys/Games/Crafts/Hobbies (4)		114	\$134.16	\$4,044,869
Recreational Vehicles and Fees (5)		93	\$149.25	\$4,499,988
Sports/Recreation/Exercise Equipment (6)		121	\$249.71	\$7,528,635
Photo Equipment and Supplies (7)		112	\$58.31	\$1,758,140
Reading (8)		102	\$108.90	\$3,283,401
Catered Affairs (9)		97	\$25.78	\$777,304
<b>Food</b>		107	\$9,446.45	\$284,810,387
<b>Food at Home</b>		106	\$5,461.38	\$164,660,698
Bakery and Cereal Products		106	\$718.48	\$21,662,184
Meats, Poultry, Fish, and Eggs		104	\$1,194.46	\$36,012,829
Dairy Products		105	\$559.90	\$16,881,028
Fruits and Vegetables		105	\$1,069.32	\$32,239,930
Snacks and Other Food at Home (10)		107	\$1,919.23	\$57,864,726
<b>Food Away from Home</b>		108	\$3,985.06	\$120,149,689
Alcoholic Beverages		104	\$600.62	\$18,108,557

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 12, 2020



## Retail Goods and Services Expenditures

200 S Main St, Cibola, Texas, 78108  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 29.55989  
Longitude: -98.22583

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	99	\$21,276.70	\$641,492,563
Value of Retirement Plans	103	\$98,066.86	\$2,956,715,722
Value of Other Financial Assets	91	\$5,178.71	\$156,138,219
Vehicle Loan Amount excluding Interest	117	\$3,348.08	\$100,944,492
Value of Credit Card Debt	108	\$2,633.40	\$79,396,978
<b>Health</b>			
Nonprescription Drugs	106	\$152.67	\$4,603,015
Prescription Drugs	104	\$378.55	\$11,413,286
Eyeglasses and Contact Lenses	104	\$94.33	\$2,844,033
<b>Home</b>			
Mortgage Payment and Basics (11)	111	\$11,166.20	\$336,661,060
Maintenance and Remodeling Services	112	\$2,382.89	\$71,844,065
Maintenance and Remodeling Materials (12)	111	\$541.85	\$16,336,830
Utilities, Fuel, and Public Services	106	\$5,140.18	\$154,976,511
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	108	\$108.05	\$3,257,791
Furniture	110	\$674.64	\$20,340,471
Rugs	109	\$35.22	\$1,061,917
Major Appliances (14)	112	\$396.13	\$11,943,260
Housewares (15)	108	\$114.57	\$3,454,341
Small Appliances	105	\$50.90	\$1,534,738
Luggage	110	\$15.31	\$461,576
Telephones and Accessories	114	\$86.18	\$2,598,192
<b>Household Operations</b>			
Child Care	116	\$593.60	\$17,897,149
Lawn and Garden (16)	106	\$497.48	\$14,999,142
Moving/Storage/Freight Express	112	\$74.14	\$2,235,230
Housekeeping Supplies (17)	108	\$810.43	\$24,434,416
<b>Insurance</b>			
Owners and Renters Insurance	111	\$640.37	\$19,307,113
Vehicle Insurance	107	\$1,659.94	\$50,047,329
Life/Other Insurance	105	\$481.78	\$14,525,783
Health Insurance	105	\$4,143.76	\$124,934,360
Personal Care Products (18)	110	\$550.01	\$16,582,652
School Books and Supplies (19)	109	\$169.61	\$5,113,737
Smoking Products	96	\$386.31	\$11,647,213
<b>Transportation</b>			
Payments on Vehicles excluding Leases	114	\$2,904.18	\$87,561,153
Gasoline and Motor Oil	108	\$2,477.36	\$74,692,319
Vehicle Maintenance and Repairs	107	\$1,224.06	\$36,905,473
<b>Travel</b>			
Airline Fares	105	\$574.93	\$17,334,100
Lodging on Trips	105	\$653.60	\$19,706,164
Auto/Truck Rental on Trips	108	\$28.32	\$853,734
Food and Drink on Trips	107	\$578.75	\$17,449,322

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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May 12, 2020



## Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 29.55989  
Longitude: -98.22593

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 12, 2020



# Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

## Summary Demographics

2019 Population	300,913
2019 Households	104,903
2019 Median Disposable Income	\$54,822
2019 Per Capita Income	\$28,886

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$3,839,228,676	\$3,762,130,589	\$77,098,087	1.0	1,278
Total Retail Trade	44-45	\$3,453,154,303	\$3,465,095,961	-\$11,941,658	-0.2	887
Total Food & Drink	722	\$386,074,372	\$297,034,629	\$89,039,743	13.0	391

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$749,357,552	\$1,011,050,845	-\$261,693,293	-14.9	156
Automobile Dealers	4411	\$602,767,174	\$851,905,078	-\$249,137,904	-17.1	72
Other Motor Vehicle Dealers	4412	\$80,769,778	\$91,688,013	-\$10,918,235	-6.3	29
Auto Parts, Accessories & Tire Stores	4413	\$65,820,600	\$67,457,754	-\$1,637,154	-1.2	54
Furniture & Home Furnishings Stores	442	\$121,969,398	\$124,432,147	-\$2,462,749	-1.0	48
Furniture Stores	4421	\$70,714,223	\$104,267,478	-\$33,553,255	-19.2	29
Home Furnishings Stores	4422	\$51,255,175	\$20,164,669	\$31,090,506	43.5	19
Electronics & Appliance Stores	443	\$126,543,695	\$73,599,190	\$52,944,505	26.5	48
Bldg Materials, Garden Equip. & Supply Stores	444	\$229,204,486	\$227,452,697	\$1,751,789	0.4	74
Bldg Material & Supplies Dealers	4441	\$216,651,204	\$220,837,127	-\$4,185,923	-1.0	60
Lawn & Garden Equip & Supply Stores	4442	\$12,553,282	\$6,615,570	\$5,937,712	31.0	14
Food & Beverage Stores	445	\$619,278,374	\$405,780,331	\$213,498,043	20.8	89
Grocery Stores	4451	\$561,714,833	\$382,722,678	\$178,992,155	19.0	62
Specialty Food Stores	4452	\$26,266,644	\$9,566,504	\$16,700,140	46.6	14
Beer, Wine & Liquor Stores	4453	\$31,296,897	\$13,491,150	\$17,805,747	39.8	13
Health & Personal Care Stores	446,4461	\$195,999,520	\$148,178,738	\$47,820,782	13.9	69
Gasoline Stations	447,4471	\$345,232,289	\$250,093,234	\$95,139,055	16.0	67
Clothing & Clothing Accessories Stores	448	\$157,544,285	\$117,636,476	\$39,907,809	14.5	98
Clothing Stores	4481	\$104,297,059	\$78,565,155	\$25,731,904	14.1	61
Shoe Stores	4482	\$22,253,438	\$23,507,962	-\$1,254,524	-2.7	17
Jewelry, Luggage & Leather Goods Stores	4483	\$30,993,788	\$15,563,359	\$15,430,429	33.1	21
Sporting Goods, Hobby, Book & Music Stores	451	\$119,287,793	\$61,051,729	\$58,236,064	32.3	49
Sporting Goods/Hobby/Musical Instr Stores	4511	\$106,482,401	\$55,682,246	\$50,800,155	31.3	41
Book, Periodical & Music Stores	4512	\$12,805,392	\$5,369,483	\$7,435,909	40.9	8
General Merchandise Stores	452	\$601,970,452	\$936,009,826	-\$334,039,374	-21.7	59
Department Stores Excluding Leased Depts.	4521	\$419,499,633	\$654,029,299	-\$234,529,666	-21.8	20
Other General Merchandise Stores	4529	\$182,470,819	\$281,980,527	-\$99,509,708	-21.4	39
Miscellaneous Store Retailers	453	\$135,248,436	\$87,511,232	\$47,737,204	21.4	109
Florists	4531	\$5,709,462	\$1,479,638	\$4,229,824	58.8	10
Office Supplies, Stationery & Gift Stores	4532	\$29,397,335	\$14,828,941	\$14,568,394	32.9	25
Used Merchandise Stores	4533	\$23,111,401	\$9,344,605	\$13,766,796	42.4	20
Other Miscellaneous Store Retailers	4539	\$77,030,238	\$61,858,047	\$15,172,191	10.9	55
Nonstore Retailers	454	\$51,518,025	\$22,299,516	\$29,218,509	39.6	22
Electronic Shopping & Mail-Order Houses	4541	\$37,915,378	\$10,464,962	\$27,450,416	56.7	6
Vending Machine Operators	4542	\$3,073,304	\$4,165,788	-\$1,092,484	-15.1	2
Direct Selling Establishments	4543	\$10,529,343	\$7,668,766	\$2,860,577	15.7	14
Food Services & Drinking Places	722	\$386,074,372	\$297,034,629	\$89,039,743	13.0	391
Special Food Services	7223	\$4,616,053	\$2,639,394	\$1,976,659	27.2	5
Drinking Places - Alcoholic Beverages	7224	\$13,978,062	\$10,517,679	\$3,460,383	14.1	28
Restaurants/Other Eating Places	7225	\$367,480,257	\$283,877,555	\$83,602,702	12.8	359

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.  
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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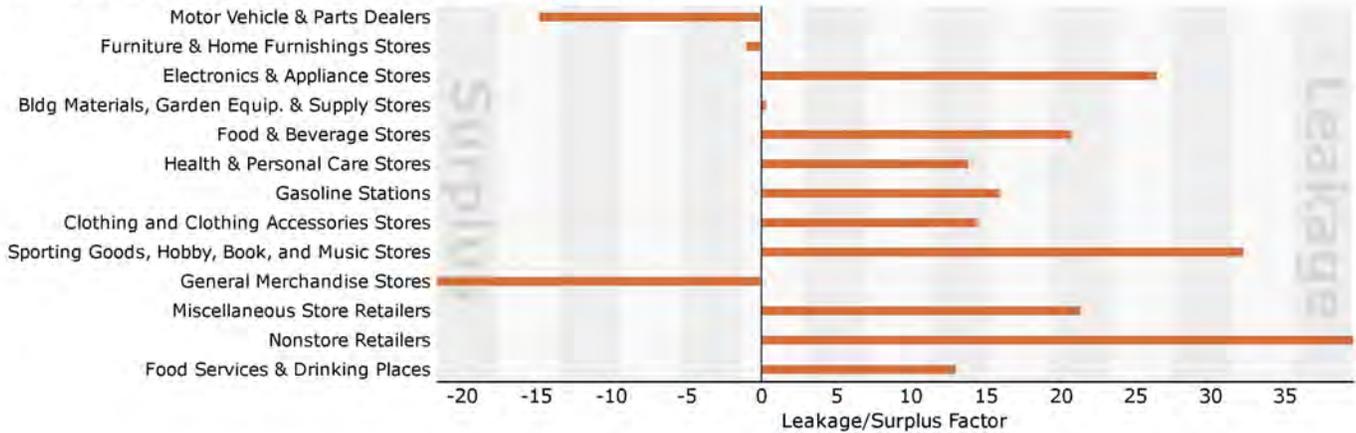


# Retail MarketPlace Profile

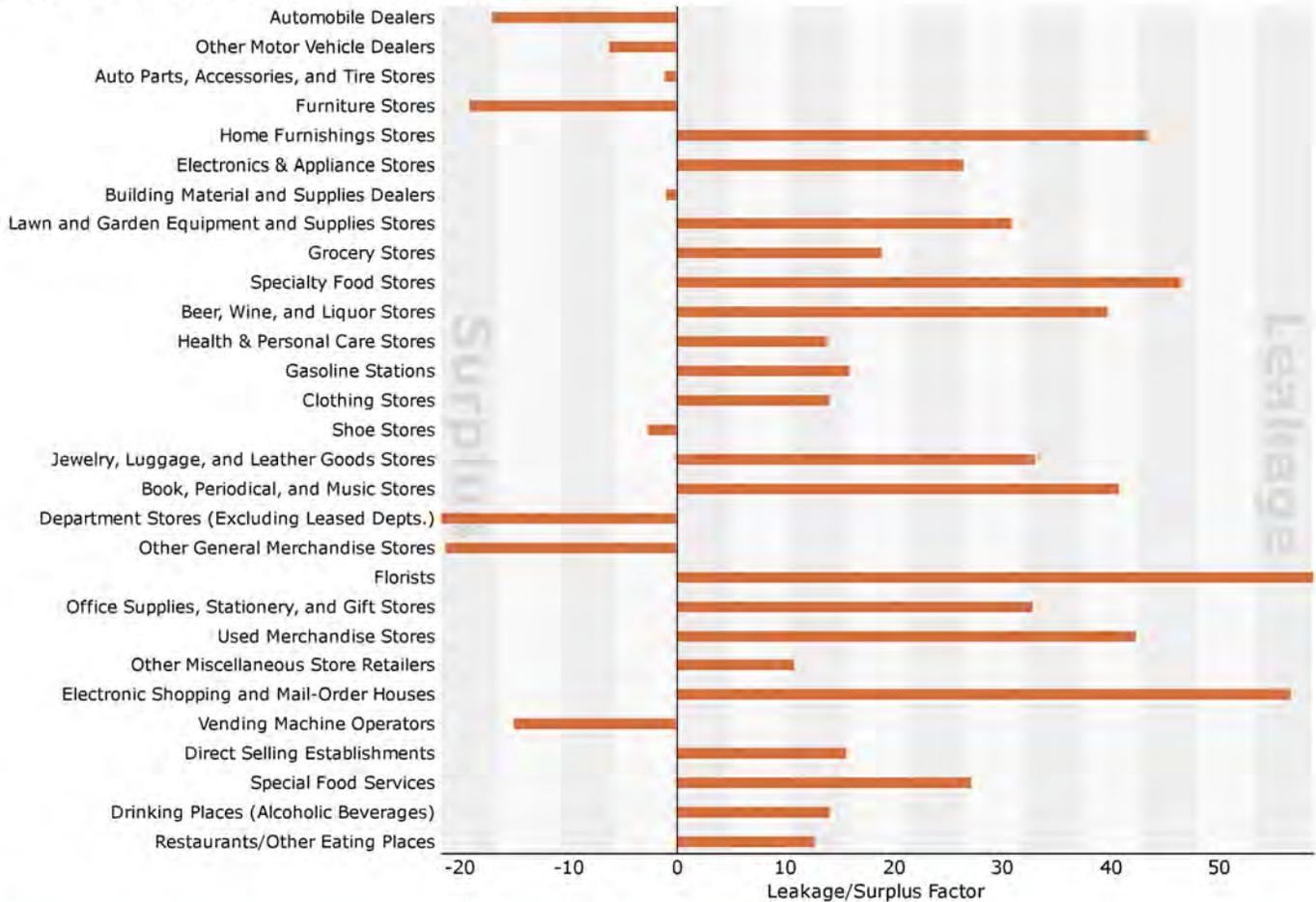
200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22582

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Up and Coming Families (7A)	24.5%	Population	300,913	335,622
Home Improvement (4B)	14.4%	Households	104,903	116,594
Middleburg (4C)	9.1%	Families	78,194	86,761
American Dreamers (7C)	7.9%	Median Age	36.0	35.7
Soccer Moms (4A)	7.9%	Median Household Income	\$67,389	\$75,589
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		96	\$2,059.56	\$216,054,023
Men's		95	\$391.53	\$41,073,103
Women's		94	\$675.68	\$70,881,365
Children's		105	\$337.63	\$35,418,134
Footwear		95	\$457.91	\$48,036,072
Watches & Jewelry		98	\$135.67	\$14,232,411
Apparel Products and Services (1)		92	\$61.13	\$6,412,938
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$159.94	\$16,778,443
Portable Memory		98	\$4.38	\$459,336
Computer Software		94	\$9.51	\$998,052
Computer Accessories		100	\$19.06	\$1,999,912
<b>Entertainment &amp; Recreation</b>		95	\$3,093.27	\$324,493,299
Fees and Admissions		96	\$687.39	\$72,109,146
Membership Fees for Clubs (2)		93	\$220.89	\$23,172,051
Fees for Participant Sports, excl. Trips		103	\$110.61	\$11,603,003
Tickets to Theatre/Operas/Concerts		88	\$66.49	\$6,974,952
Tickets to Movies		104	\$56.79	\$5,957,525
Tickets to Parks or Museums		95	\$30.60	\$3,210,048
Admission to Sporting Events, excl. Trips		95	\$59.90	\$6,283,518
Fees for Recreational Lessons		99	\$141.50	\$14,844,225
Dating Services		87	\$0.61	\$63,822
<b>TV/Video/Audio</b>		95	\$1,158.48	\$121,528,476
Cable and Satellite Television Services		93	\$814.80	\$85,474,454
Televisions		98	\$106.36	\$11,157,862
Satellite Dishes		102	\$1.60	\$168,053
VCRs, Video Cameras, and DVD Players		110	\$6.32	\$662,535
Miscellaneous Video Equipment		104	\$26.56	\$2,786,705
Video Cassettes and DVDs		102	\$11.67	\$1,223,806
Video Game Hardware/Accessories		101	\$28.02	\$2,939,540
Video Game Software		98	\$14.87	\$1,560,158
Rental/Streaming/Downloaded Video		103	\$48.00	\$5,035,128
Installation of Televisions		99	\$1.13	\$119,002
Audio (3)		99	\$96.29	\$10,101,546
Rental and Repair of TV/Radio/Sound Equipment		91	\$2.86	\$299,686
<b>Pets</b>		92	\$606.53	\$63,626,405
Toys/Games/Crafts/Hobbies (4)		101	\$118.71	\$12,453,284
Recreational Vehicles and Fees (5)		82	\$130.80	\$13,721,193
Sports/Recreation/Exercise Equipment (6)		105	\$218.37	\$22,907,693
Photo Equipment and Supplies (7)		99	\$51.70	\$5,423,083
Reading (8)		92	\$98.17	\$10,298,152
Catered Affairs (9)		87	\$23.12	\$2,425,866
<b>Food</b>		96	\$8,460.27	\$887,508,136
<b>Food at Home</b>		95	\$4,903.05	\$514,345,171
Bakery and Cereal Products		95	\$643.66	\$67,522,129
Meats, Poultry, Fish, and Eggs		94	\$1,077.86	\$113,070,595
Dairy Products		94	\$501.07	\$52,563,763
Fruits and Vegetables		95	\$962.28	\$100,946,045
Snacks and Other Food at Home (10)		95	\$1,718.18	\$180,242,638
<b>Food Away from Home</b>		97	\$3,557.22	\$373,162,964
Alcoholic Beverages		94	\$540.69	\$56,719,594

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 12, 2020



## Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 29.55989  
Longitude: -98.22583

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	89	\$19,141.28	\$2,007,977,822
Value of Retirement Plans	92	\$87,525.25	\$9,181,661,776
Value of Other Financial Assets	87	\$4,920.04	\$516,126,767
Vehicle Loan Amount excluding Interest	104	\$2,966.30	\$311,173,968
Value of Credit Card Debt	96	\$2,355.97	\$247,148,148
<b>Health</b>			
Nonprescription Drugs	96	\$137.40	\$14,413,279
Prescription Drugs	93	\$339.79	\$35,644,712
Eyeglasses and Contact Lenses	93	\$83.97	\$8,808,693
<b>Home</b>			
Mortgage Payment and Basics (11)	98	\$9,894.04	\$1,037,914,526
Maintenance and Remodeling Services	99	\$2,123.39	\$222,749,836
Maintenance and Remodeling Materials (12)	98	\$476.93	\$50,031,730
Utilities, Fuel, and Public Services	95	\$4,636.16	\$486,347,374
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	97	\$96.88	\$10,162,920
Furniture	98	\$604.40	\$63,403,807
Rugs	93	\$30.13	\$3,161,054
Major Appliances (14)	100	\$352.90	\$37,020,210
Housewares (15)	96	\$102.15	\$10,715,726
Small Appliances	94	\$45.79	\$4,803,388
Luggage	98	\$13.72	\$1,439,547
Telephones and Accessories	103	\$77.73	\$8,154,101
<b>Household Operations</b>			
Child Care	100	\$512.22	\$53,733,199
Lawn and Garden (16)	94	\$442.12	\$46,379,834
Moving/Storage/Freight Express	101	\$67.34	\$7,064,617
Housekeeping Supplies (17)	97	\$724.63	\$76,016,008
<b>Insurance</b>			
Owners and Renters Insurance	99	\$571.77	\$59,980,717
Vehicle Insurance	97	\$1,497.13	\$157,052,960
Life/Other Insurance	92	\$426.10	\$44,698,752
Health Insurance	95	\$3,721.75	\$390,422,503
Personal Care Products (18)	98	\$492.21	\$51,634,670
School Books and Supplies (19)	97	\$150.90	\$15,829,682
Smoking Products	86	\$347.53	\$36,457,197
<b>Transportation</b>			
Payments on Vehicles excluding Leases	101	\$2,566.81	\$269,265,759
Gasoline and Motor Oil	97	\$2,224.99	\$233,408,128
Vehicle Maintenance and Repairs	96	\$1,097.12	\$115,091,244
<b>Travel</b>			
Airline Fares	94	\$515.87	\$54,116,012
Lodging on Trips	94	\$581.94	\$61,046,737
Auto/Truck Rental on Trips	96	\$25.20	\$2,643,637
Food and Drink on Trips	96	\$517.00	\$54,234,577

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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May 12, 2020



## Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 29.55989  
Longitude: -98.22583

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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May 12, 2020

# RESTAURANT MARKET POTENTIAL

OPEN





# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Demographic Summary	2019	2024
Population	37,412	42,124
Population 18+	27,954	31,582
Households	12,880	14,466
Median Household Income	\$81,034	\$86,161

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	22,355	80.0%	107
Went to family restaurant/steak house 4+ times/month	8,390	30.0%	113
Spent at family restaurant/30 days: <\$1-30	2,286	8.2%	101
Spent at family restaurant/30 days: \$31-50	3,070	11.0%	114
Spent at family restaurant/30 days: \$51-100	4,754	17.0%	115
Spent at family restaurant/30 days: \$101-200	3,178	11.4%	121
Family restaurant/steak house last 6 months: breakfast	4,125	14.8%	111
Family restaurant/steak house last 6 months: lunch	6,122	21.9%	113
Family restaurant/steak house last 6 months: dinner	14,433	51.6%	112
Family restaurant/steak house last 6 months: snack	500	1.8%	91
Family restaurant/steak house last 6 months: weekday	9,337	33.4%	109
Family restaurant/steak house last 6 months: weekend	13,137	47.0%	113
Fam rest/steak hse/6 months: Applebee`s	6,023	21.5%	98
Fam rest/steak hse/6 months: Bob Evans Farms	806	2.9%	93
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,752	13.4%	128
Fam rest/steak hse/6 months: California Pizza Kitchen	816	2.9%	106
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,012	3.6%	126
Fam rest/steak hse/6 months: The Cheesecake Factory	2,191	7.8%	107
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,024	14.4%	133
Fam rest/steak hse/6 months: CiCi`s	919	3.3%	115
Fam rest/steak hse/6 months: Cracker Barrel	3,593	12.9%	117
Fam rest/steak hse/6 months: Denny`s	2,483	8.9%	105
Fam rest/steak hse/6 months: Golden Corral	2,038	7.3%	105
Fam rest/steak hse/6 months: IHOP	3,235	11.6%	115
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,214	4.3%	137
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,655	5.9%	114
Fam rest/steak hse/6 months: Olive Garden	5,507	19.7%	118
Fam rest/steak hse/6 months: Outback Steakhouse	2,772	9.9%	120
Fam rest/steak hse/6 months: Red Lobster	3,041	10.9%	112
Fam rest/steak hse/6 months: Red Robin	2,339	8.4%	120
Fam rest/steak hse/6 months: Ruby Tuesday	1,206	4.3%	94
Fam rest/steak hse/6 months: Texas Roadhouse	3,659	13.1%	132
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,343	4.8%	88
Fam rest/steak hse/6 months: Waffle House	1,810	6.5%	112
Went to fast food/drive-in restaurant in last 6 months	26,103	93.4%	103
Went to fast food/drive-in restaurant 9+ times/month	12,147	43.5%	111
Spent at fast food restaurant/30 days: <\$1-10	1,076	3.8%	85
Spent at fast food restaurant/30 days: \$11-\$20	2,901	10.4%	96
Spent at fast food restaurant/30 days: \$21-\$40	4,739	17.0%	104
Spent at fast food restaurant/30 days: \$41-\$50	2,572	9.2%	105
Spent at fast food restaurant/30 days: \$51-\$100	5,177	18.5%	112
Spent at fast food restaurant/30 days: \$101-\$200	2,850	10.2%	125
Spent at fast food restaurant/30 days: \$201+	1,204	4.3%	140

**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 2019 and 2024.

May 12, 2020



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,074	39.6%	107
Fast food/drive-in last 6 months: home delivery	2,617	9.4%	108
Fast food/drive-in last 6 months: take-out/drive-thru	15,321	54.8%	117
Fast food/drive-in last 6 months: take-out/walk-in	6,169	22.1%	106
Fast food/drive-in last 6 months: breakfast	11,140	39.9%	112
Fast food/drive-in last 6 months: lunch	15,513	55.5%	110
Fast food/drive-in last 6 months: dinner	14,708	52.6%	113
Fast food/drive-in last 6 months: snack	3,358	12.0%	102
Fast food/drive-in last 6 months: weekday	18,197	65.1%	110
Fast food/drive-in last 6 months: weekend	14,795	52.9%	112
Fast food/drive-in last 6 months: A & W	743	2.7%	93
Fast food/drive-in last 6 months: Arby's	5,788	20.7%	117
Fast food/drive-in last 6 months: Baskin-Robbins	954	3.4%	103
Fast food/drive-in last 6 months: Boston Market	608	2.2%	70
Fast food/drive-in last 6 months: Burger King	8,280	29.6%	100
Fast food/drive-in last 6 months: Captain D's	1,091	3.9%	105
Fast food/drive-in last 6 months: Carl's Jr.	2,033	7.3%	122
Fast food/drive-in last 6 months: Checkers	663	2.4%	72
Fast food/drive-in last 6 months: Chick-fil-A	9,539	34.1%	142
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,013	14.4%	115
Fast food/drive-in last 6 months: Chuck E. Cheese's	918	3.3%	112
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,155	4.1%	117
Fast food/drive-in last 6 months: Cold Stone Creamery	1,069	3.8%	130
Fast food/drive-in last 6 months: Dairy Queen	5,199	18.6%	115
Fast food/drive-in last 6 months: Del Taco	1,377	4.9%	127
Fast food/drive-in last 6 months: Domino's Pizza	3,975	14.2%	112
Fast food/drive-in last 6 months: Dunkin' Donuts	3,349	12.0%	88
Went to Five Guys in last 6 months	3,011	10.8%	115
Fast food/drive-in last 6 months: Hardee's	1,789	6.4%	96
Fast food/drive-in last 6 months: Jack in the Box	2,721	9.7%	130
Went to Jimmy John's in last 6 months	2,393	8.6%	142
Fast food/drive-in last 6 months: KFC	5,499	19.7%	96
Fast food/drive-in last 6 months: Krispy Kreme	2,059	7.4%	124
Fast food/drive-in last 6 months: Little Caesars	4,725	16.9%	126
Fast food/drive-in last 6 months: Long John Silver's	888	3.2%	90
Fast food/drive-in last 6 months: McDonald's	14,921	53.4%	101
Went to Panda Express in last 6 months	3,648	13.1%	135
Fast food/drive-in last 6 months: Panera Bread	4,248	15.2%	120
Fast food/drive-in last 6 months: Papa John's	3,163	11.3%	128
Fast food/drive-in last 6 months: Papa Murphy's	1,795	6.4%	135
Fast food/drive-in last 6 months: Pizza Hut	5,344	19.1%	110
Fast food/drive-in last 6 months: Popeyes Chicken	2,867	10.3%	113
Fast food/drive-in last 6 months: Sonic Drive-In	4,332	15.5%	129
Fast food/drive-in last 6 months: Starbucks	5,985	21.4%	115
Fast food/drive-in last 6 months: Steak 'n Shake	1,691	6.0%	109
Fast food/drive-in last 6 months: Subway	7,919	28.3%	110
Fast food/drive-in last 6 months: Taco Bell	8,665	31.0%	108
Fast food/drive-in last 6 months: Wendy's	7,785	27.8%	109
Fast food/drive-in last 6 months: Whataburger	2,223	8.0%	152
Fast food/drive-in last 6 months: White Castle	661	2.4%	77
Went to fine dining restaurant last month	3,094	11.1%	105
Went to fine dining restaurant 3+ times last month	719	2.6%	82

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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 2019 and 2024.

May 12, 2020



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Demographic Summary	2019	2024
Population	86,330	98,106
Population 18+	64,169	72,820
Households	30,150	34,115
Median Household Income	\$78,697	\$84,198

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	51,207	79.8%	106
Went to family restaurant/steak house 4+ times/month	19,106	29.8%	112
Spent at family restaurant/30 days: <\$1-30	5,283	8.2%	102
Spent at family restaurant/30 days: \$31-50	7,063	11.0%	114
Spent at family restaurant/30 days: \$51-100	10,855	16.9%	114
Spent at family restaurant/30 days: \$101-200	7,295	11.4%	121
Family restaurant/steak house last 6 months: breakfast	9,485	14.8%	111
Family restaurant/steak house last 6 months: lunch	13,935	21.7%	112
Family restaurant/steak house last 6 months: dinner	33,146	51.7%	112
Family restaurant/steak house last 6 months: snack	1,115	1.7%	89
Family restaurant/steak house last 6 months: weekday	21,269	33.1%	109
Family restaurant/steak house last 6 months: weekend	30,305	47.2%	114
Fam rest/steak hse/6 months: Applebee`s	14,018	21.8%	100
Fam rest/steak hse/6 months: Bob Evans Farms	1,813	2.8%	91
Fam rest/steak hse/6 months: Buffalo Wild Wings	8,509	13.3%	127
Fam rest/steak hse/6 months: California Pizza Kitchen	1,767	2.8%	100
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,307	3.6%	125
Fam rest/steak hse/6 months: The Cheesecake Factory	4,900	7.6%	104
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,197	14.3%	132
Fam rest/steak hse/6 months: CiCi`s	2,137	3.3%	117
Fam rest/steak hse/6 months: Cracker Barrel	8,116	12.6%	115
Fam rest/steak hse/6 months: Denny`s	5,699	8.9%	105
Fam rest/steak hse/6 months: Golden Corral	4,728	7.4%	106
Fam rest/steak hse/6 months: IHOP	7,472	11.6%	116
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,754	4.3%	135
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,848	6.0%	116
Fam rest/steak hse/6 months: Olive Garden	12,965	20.2%	121
Fam rest/steak hse/6 months: Outback Steakhouse	6,299	9.8%	119
Fam rest/steak hse/6 months: Red Lobster	7,107	11.1%	114
Fam rest/steak hse/6 months: Red Robin	5,467	8.5%	122
Fam rest/steak hse/6 months: Ruby Tuesday	2,680	4.2%	91
Fam rest/steak hse/6 months: Texas Roadhouse	8,550	13.3%	135
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,076	4.8%	88
Fam rest/steak hse/6 months: Waffle House	4,129	6.4%	111
Went to fast food/drive-in restaurant in last 6 months	59,878	93.3%	103
Went to fast food/drive-in restaurant 9+ times/month	28,252	44.0%	112
Spent at fast food restaurant/30 days: <\$1-10	2,492	3.9%	86
Spent at fast food restaurant/30 days: \$11-\$20	6,649	10.4%	96
Spent at fast food restaurant/30 days: \$21-\$40	10,787	16.8%	104
Spent at fast food restaurant/30 days: \$41-\$50	5,901	9.2%	105
Spent at fast food restaurant/30 days: \$51-\$100	11,946	18.6%	113
Spent at fast food restaurant/30 days: \$101-\$200	6,552	10.2%	125
Spent at fast food restaurant/30 days: \$201+	2,789	4.3%	142

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May 12, 2020



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of	Percent	MPI
Fast food/drive-in last 6 months: eat in	25,384	39.6%	106
Fast food/drive-in last 6 months: home delivery	6,119	9.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	34,828	54.3%	116
Fast food/drive-in last 6 months: take-out/walk-in	14,162	22.1%	106
Fast food/drive-in last 6 months: breakfast	25,859	40.3%	113
Fast food/drive-in last 6 months: lunch	35,799	55.8%	111
Fast food/drive-in last 6 months: dinner	33,464	52.1%	112
Fast food/drive-in last 6 months: snack	7,699	12.0%	102
Fast food/drive-in last 6 months: weekday	41,678	65.0%	110
Fast food/drive-in last 6 months: weekend	34,013	53.0%	112
Fast food/drive-in last 6 months: A & W	1,833	2.9%	100
Fast food/drive-in last 6 months: Arby's	13,491	21.0%	119
Fast food/drive-in last 6 months: Baskin-Robbins	2,174	3.4%	102
Fast food/drive-in last 6 months: Boston Market	1,395	2.2%	70
Fast food/drive-in last 6 months: Burger King	19,014	29.6%	100
Fast food/drive-in last 6 months: Captain D's	2,462	3.8%	103
Fast food/drive-in last 6 months: Carl's Jr.	4,734	7.4%	124
Fast food/drive-in last 6 months: Checkers	1,628	2.5%	77
Fast food/drive-in last 6 months: Chick-fil-A	21,997	34.3%	143
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,221	14.4%	115
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,183	3.4%	116
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,680	4.2%	118
Fast food/drive-in last 6 months: Cold Stone Creamery	2,384	3.7%	126
Fast food/drive-in last 6 months: Dairy Queen	11,946	18.6%	115
Fast food/drive-in last 6 months: Del Taco	3,315	5.2%	133
Fast food/drive-in last 6 months: Domino's Pizza	9,274	14.5%	114
Fast food/drive-in last 6 months: Dunkin' Donuts	7,829	12.2%	89
Went to Five Guys in last 6 months	7,010	10.9%	116
Fast food/drive-in last 6 months: Hardee's	4,161	6.5%	98
Fast food/drive-in last 6 months: Jack in the Box	6,128	9.5%	128
Went to Jimmy John's in last 6 months	5,597	8.7%	145
Fast food/drive-in last 6 months: KFC	12,834	20.0%	97
Fast food/drive-in last 6 months: Krispy Kreme	4,812	7.5%	126
Fast food/drive-in last 6 months: Little Caesars	11,009	17.2%	128
Fast food/drive-in last 6 months: Long John Silver's	1,985	3.1%	87
Fast food/drive-in last 6 months: McDonald's	34,683	54.0%	102
Went to Panda Express in last 6 months	8,413	13.1%	136
Fast food/drive-in last 6 months: Panera Bread	9,628	15.0%	118
Fast food/drive-in last 6 months: Papa John's	7,368	11.5%	130
Fast food/drive-in last 6 months: Papa Murphy's	4,231	6.6%	139
Fast food/drive-in last 6 months: Pizza Hut	12,263	19.1%	110
Fast food/drive-in last 6 months: Popeyes Chicken	6,568	10.2%	112
Fast food/drive-in last 6 months: Sonic Drive-In	9,864	15.4%	128
Fast food/drive-in last 6 months: Starbucks	13,926	21.7%	116
Fast food/drive-in last 6 months: Steak 'n Shake	3,825	6.0%	107
Fast food/drive-in last 6 months: Subway	18,431	28.7%	111
Fast food/drive-in last 6 months: Taco Bell	20,040	31.2%	108
Fast food/drive-in last 6 months: Wendy's	18,189	28.3%	111
Fast food/drive-in last 6 months: Whataburger	4,970	7.7%	148
Fast food/drive-in last 6 months: White Castle	1,556	2.4%	79
Went to fine dining restaurant last month	7,002	10.9%	104
Went to fine dining restaurant 3+ times last month	1,573	2.5%	78

**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 2019 and 2024.

May 12, 2020



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Demographic Summary	2019	2024
Population	300,913	335,622
Population 18+	224,616	249,757
Households	104,903	116,594
Median Household Income	\$67,389	\$75,589

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	176,866	78.7%	105
Went to family restaurant/steak house 4+ times/month	64,949	28.9%	109
Spent at family restaurant/30 days: <\$1-30	19,197	8.5%	106
Spent at family restaurant/30 days: \$31-50	23,157	10.3%	107
Spent at family restaurant/30 days: \$51-100	37,396	16.6%	112
Spent at family restaurant/30 days: \$101-200	22,528	10.0%	107
Family restaurant/steak house last 6 months: breakfast	33,411	14.9%	112
Family restaurant/steak house last 6 months: lunch	46,389	20.7%	107
Family restaurant/steak house last 6 months: dinner	112,032	49.9%	108
Family restaurant/steak house last 6 months: snack	4,093	1.8%	93
Family restaurant/steak house last 6 months: weekday	72,327	32.2%	105
Family restaurant/steak house last 6 months: weekend	103,525	46.1%	111
Fam rest/steak hse/6 months: Applebee`s	49,734	22.1%	101
Fam rest/steak hse/6 months: Bob Evans Farms	5,515	2.5%	79
Fam rest/steak hse/6 months: Buffalo Wild Wings	27,884	12.4%	119
Fam rest/steak hse/6 months: California Pizza Kitchen	5,776	2.6%	93
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	8,061	3.6%	125
Fam rest/steak hse/6 months: The Cheesecake Factory	16,156	7.2%	98
Fam rest/steak hse/6 months: Chili`s Grill & Bar	30,461	13.6%	125
Fam rest/steak hse/6 months: CiCi`s	7,778	3.5%	121
Fam rest/steak hse/6 months: Cracker Barrel	27,018	12.0%	110
Fam rest/steak hse/6 months: Denny`s	22,029	9.8%	116
Fam rest/steak hse/6 months: Golden Corral	17,875	8.0%	114
Fam rest/steak hse/6 months: IHOP	25,374	11.3%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	8,279	3.7%	116
Fam rest/steak hse/6 months: LongHorn Steakhouse	12,530	5.6%	108
Fam rest/steak hse/6 months: Olive Garden	42,547	18.9%	114
Fam rest/steak hse/6 months: Outback Steakhouse	20,053	8.9%	108
Fam rest/steak hse/6 months: Red Lobster	24,063	10.7%	110
Fam rest/steak hse/6 months: Red Robin	17,922	8.0%	115
Fam rest/steak hse/6 months: Ruby Tuesday	9,570	4.3%	92
Fam rest/steak hse/6 months: Texas Roadhouse	27,655	12.3%	125
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,524	5.1%	94
Fam rest/steak hse/6 months: Waffle House	14,928	6.6%	115
Went to fast food/drive-in restaurant in last 6 months	208,025	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month	95,895	42.7%	109
Spent at fast food restaurant/30 days: <\$1-10	8,777	3.9%	86
Spent at fast food restaurant/30 days: \$11-\$20	22,826	10.2%	94
Spent at fast food restaurant/30 days: \$21-\$40	36,924	16.4%	101
Spent at fast food restaurant/30 days: \$41-\$50	20,448	9.1%	104
Spent at fast food restaurant/30 days: \$51-\$100	41,437	18.4%	112
Spent at fast food restaurant/30 days: \$101-\$200	21,889	9.7%	119
Spent at fast food restaurant/30 days: \$201+	8,563	3.8%	124

**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 2019 and 2024.

May 12, 2020



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	86,904	38.7%	104
Fast food/drive-in last 6 months: home delivery	20,699	9.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	118,841	52.9%	113
Fast food/drive-in last 6 months: take-out/walk-in	48,834	21.7%	104
Fast food/drive-in last 6 months: breakfast	88,089	39.2%	110
Fast food/drive-in last 6 months: lunch	119,919	53.4%	106
Fast food/drive-in last 6 months: dinner	112,278	50.0%	108
Fast food/drive-in last 6 months: snack	25,527	11.4%	96
Fast food/drive-in last 6 months: weekday	141,518	63.0%	106
Fast food/drive-in last 6 months: weekend	115,948	51.6%	109
Fast food/drive-in last 6 months: A & W	6,145	2.7%	96
Fast food/drive-in last 6 months: Arby's	45,354	20.2%	115
Fast food/drive-in last 6 months: Baskin-Robbins	7,109	3.2%	96
Fast food/drive-in last 6 months: Boston Market	5,722	2.5%	82
Fast food/drive-in last 6 months: Burger King	68,872	30.7%	103
Fast food/drive-in last 6 months: Captain D's	8,541	3.8%	102
Fast food/drive-in last 6 months: Carl's Jr.	16,098	7.2%	120
Fast food/drive-in last 6 months: Checkers	7,291	3.2%	98
Fast food/drive-in last 6 months: Chick-fil-A	70,854	31.5%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	29,174	13.0%	104
Fast food/drive-in last 6 months: Chuck E. Cheese's	7,254	3.2%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	9,854	4.4%	124
Fast food/drive-in last 6 months: Cold Stone Creamery	7,448	3.3%	113
Fast food/drive-in last 6 months: Dairy Queen	39,481	17.6%	109
Fast food/drive-in last 6 months: Del Taco	11,437	5.1%	131
Fast food/drive-in last 6 months: Domino's Pizza	32,064	14.3%	113
Fast food/drive-in last 6 months: Dunkin' Donuts	26,455	11.8%	86
Went to Five Guys in last 6 months	22,446	10.0%	106
Fast food/drive-in last 6 months: Hardee's	13,889	6.2%	93
Fast food/drive-in last 6 months: Jack in the Box	22,268	9.9%	132
Went to Jimmy John's in last 6 months	17,475	7.8%	129
Fast food/drive-in last 6 months: KFC	46,292	20.6%	100
Fast food/drive-in last 6 months: Krispy Kreme	15,619	7.0%	117
Fast food/drive-in last 6 months: Little Caesars	37,321	16.6%	124
Fast food/drive-in last 6 months: Long John Silver's	6,997	3.1%	88
Fast food/drive-in last 6 months: McDonald's	120,308	53.6%	102
Went to Panda Express in last 6 months	28,646	12.8%	132
Fast food/drive-in last 6 months: Panera Bread	29,085	12.9%	102
Fast food/drive-in last 6 months: Papa John's	24,533	10.9%	123
Fast food/drive-in last 6 months: Papa Murphy's	12,855	5.7%	120
Fast food/drive-in last 6 months: Pizza Hut	43,156	19.2%	111
Fast food/drive-in last 6 months: Popeyes Chicken	23,609	10.5%	115
Fast food/drive-in last 6 months: Sonic Drive-In	33,710	15.0%	125
Fast food/drive-in last 6 months: Starbucks	44,941	20.0%	107
Fast food/drive-in last 6 months: Steak 'n Shake	13,356	5.9%	107
Fast food/drive-in last 6 months: Subway	61,985	27.6%	107
Fast food/drive-in last 6 months: Taco Bell	69,964	31.1%	108
Fast food/drive-in last 6 months: Wendy's	63,414	28.2%	111
Fast food/drive-in last 6 months: Whataburger	17,566	7.8%	149
Fast food/drive-in last 6 months: White Castle	5,361	2.4%	78
Went to fine dining restaurant last month	22,377	10.0%	95
Went to fine dining restaurant 3+ times last month	5,413	2.4%	77

**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 2019 and 2024.

May 12, 2020



# MEDICAL EXPENDITURES

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# Medical Expenditures

Cibolo City, TX  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

Demographic Summary		2019	2024
Population		28,359 **	32,293
Households		8,998	10,210
Families		7,375	8,335
Median Household Income		\$87,967	\$93,603
Males per 100 Females		94.8	94.8
<b>Population By Age</b>			
Population <5 Years		7.3%	7.7%
Population 65+ Years		8.7%	9.1%
Median Age		34.6	33.2
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	114	\$6,742.06	\$60,665,032
<b>Medical Care</b>	115	\$2,298.88	\$20,685,327
Physician Services	124	\$330.38	\$2,972,777
Dental Services	112	\$421.06	\$3,788,702
Eyecare Services	115	\$77.29	\$695,472
Lab Tests, X-Rays	130	\$84.35	\$758,955
Hospital Room and Hospital Services	135	\$246.69	\$2,219,729
Convalescent or Nursing Home Care	79	\$16.04	\$144,325
Other Medical services (1)	122	\$146.30	\$1,316,444
Nonprescription Drugs	113	\$162.69	\$1,463,914
Prescription Drugs	109	\$396.88	\$3,571,169
Nonprescription Vitamins	108	\$90.82	\$817,197
Medicare Prescription Drug Premium	91	\$112.39	\$1,011,274
Eyeglasses and Contact Lenses	111	\$100.14	\$901,053
Hearing Aids	95	\$21.96	\$197,595
Medical Equipment for General Use	119	\$7.48	\$67,346
Other Medical Supplies/Equipment (2)	117	\$84.39	\$759,374
<b>Health Insurance</b>	113	\$4,443.18	\$39,979,705
Blue Cross/Blue Shield	114	\$1,381.51	\$12,430,792
Fee for Service Health Plan	128	\$996.98	\$8,970,825
HMO	122	\$985.44	\$8,866,998
Medicare Payments	92	\$605.53	\$5,448,573
Long Term Care Insurance	89	\$59.34	\$533,931
Dental Care Insurance	116	\$149.18	\$1,342,340
Vision Care Insurance	125	\$33.17	\$298,500
Prescription Drug Insurance	89	\$6.79	\$61,123
Other Single Service Insurance (3)	91	\$17.01	\$153,068
Medicaid Premiums	80	\$6.00	\$53,985
Tricare/Military Premiums	150	\$9.71	\$87,362
Children's Health Ins Program Premiums	138	\$1.93	\$17,367

\*\*Note: The Texas State Demographer population estimate is 31,006 as of January 1, 2019.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

**(2) Other Medical Supplies/Equipment** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Single Service Insurance** Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 12, 2020

A woman in a white tank top and patterned leggings is performing a barbell squat in a gym. She is holding a barbell across her shoulders with her feet wide and toes slightly out. In the background, other people are working out, and there are flags hanging on the wall. The text "SPORTS & LEISURE" is overlaid in large white letters, with a yellow horizontal bar underneath it.

# SPORTS & LEISURE



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Demographic Summary		2019	2024
Population		37,412	42,124
Population 18+		27,954	31,582
Households		12,880	14,466
Median Household Income		\$81,034	\$86,161

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months	2,265	8.1%	106
Participated in archery in last 12 months	758	2.7%	99
Participated in backpacking in last 12 months	1,056	3.8%	110
Participated in baseball in last 12 months	1,417	5.1%	127
Participated in basketball in last 12 months	2,502	9.0%	112
Participated in bicycling (mountain) in last 12 months	1,265	4.5%	108
Participated in bicycling (road) in last 12 months	3,008	10.8%	111
Participated in boating (power) in last 12 months	1,629	5.8%	124
Participated in bowling in last 12 months	2,870	10.3%	116
Participated in canoeing/kayaking in last 12 months	1,868	6.7%	98
Participated in fishing (fresh water) in last 12 months	3,811	13.6%	118
Participated in fishing (salt water) in last 12 months	1,271	4.5%	116
Participated in football in last 12 months	1,437	5.1%	109
Participated in Frisbee in last 12 months	1,227	4.4%	110
Participated in golf in last 12 months	2,690	9.6%	116
Participated in hiking in last 12 months	3,945	14.1%	115
Participated in horseback riding in last 12 months	683	2.4%	105
Participated in hunting with rifle in last 12 months	1,211	4.3%	102
Participated in hunting with shotgun in last 12 months	1,000	3.6%	106
Participated in ice skating in last 12 months	829	3.0%	104
Participated in jogging/running in last 12 months	4,218	15.1%	118
Participated in motorcycling in last 12 months	1,007	3.6%	118
Participated in Pilates in last 12 months	784	2.8%	113
Participated in ping pong in last 12 months	1,244	4.5%	114
Participated in skiing (downhill) in last 12 months	815	2.9%	105
Participated in soccer in last 12 months	1,290	4.6%	115
Participated in softball in last 12 months	1,021	3.7%	129
Participated in swimming in last 12 months	5,146	18.4%	113
Participated in target shooting in last 12 months	1,431	5.1%	117
Participated in tennis in last 12 months	1,053	3.8%	109
Participated in volleyball in last 12 months	1,202	4.3%	123
Participated in walking for exercise in last 12 months	7,463	26.7%	108
Participated in weight lifting in last 12 months	3,435	12.3%	118
Participated in yoga in last 12 months	2,453	8.8%	109
Participated in Zumba in last 12 months	1,010	3.6%	110
Spent on sports/rec equip in last 12 months: \$1-99	1,852	6.6%	109
Spent on sports/rec equip in last 12 months: \$100-\$249	2,083	7.5%	121
Spent on sports/rec equip in last 12 months: \$250+	2,818	10.1%	125
Attend sports events	5,789	20.7%	124
Attend sports events: baseball game - MLB reg seas	1,761	6.3%	113
Attend sports events: basketball game-NBA reg seas	555	2.0%	117
Attend sports events: football game (college)	1,365	4.9%	138
Attend sports events: high school sports	1,345	4.8%	143

**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 2019 and 2024.

May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	3,459	12.4%	113
Watch sports on TV	17,242	61.7%	107
Watch on TV: alpine skiing/ski jumping	1,050	3.8%	105
Watch on TV: auto racing (NASCAR)	2,631	9.4%	101
Watch on TV: auto racing (not NASCAR)	1,157	4.1%	103
Watch on TV: baseball (MLB regular season)	5,904	21.1%	108
Watch on TV: baseball (MLB playoffs/World Series)	5,434	19.4%	111
Watch on TV: basketball (college)	4,175	14.9%	111
Watch on TV: basketball (NCAA tournament)	4,260	15.2%	114
Watch on TV: basketball (NBA regular season)	4,550	16.3%	109
Watch on TV: basketball (NBA playoffs/finals)	5,148	18.4%	112
Watch on TV: basketball (WNBA)	832	3.0%	95
Watch on TV: bicycle racing	582	2.1%	95
Watch on TV: bowling	504	1.8%	93
Watch on TV: boxing	1,713	6.1%	99
Watch on TV: bull riding (pro)	784	2.8%	93
Watch on TV: Equestrian events	543	1.9%	89
Watch on TV: extreme sports (summer)	1,019	3.6%	106
Watch on TV: extreme sports (winter)	1,092	3.9%	102
Watch on TV: figure skating	1,652	5.9%	96
Watch on TV: fishing	1,365	4.9%	107
Watch on TV: football (college)	7,739	27.7%	118
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	10,476	37.5%	117
Watch on TV: football (NFL weekend games)	9,803	35.1%	118
Watch on TV: football (NFL playoffs/Super Bowl)	10,180	36.4%	115
Watch on TV: golf (PGA)	3,582	12.8%	114
Watch on TV: golf (LPGA)	1,034	3.7%	106
Watch on TV: gymnastics	1,847	6.6%	110
Watch on TV: high school sports	1,738	6.2%	130
Watch on TV: horse racing (at track or OTB)	641	2.3%	90
Watch on TV: ice hockey (NHL regular season)	2,105	7.5%	93
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	2,197	7.9%	98
Watch on TV: mixed martial arts (MMA)	1,352	4.8%	116
Watch on TV: motorcycle racing	768	2.7%	103
Watch on TV: Olympics (summer)	5,096	18.2%	107
Watch on TV: Olympics (winter)	3,752	13.4%	98
Watch on TV: rodeo	755	2.7%	90
Watch on TV: soccer (MLS)	1,722	6.2%	128
Watch on TV: soccer (World Cup)	2,139	7.7%	109
Watch on TV: tennis (men`s)	1,688	6.0%	102
Watch on TV: tennis (women`s)	1,544	5.5%	95
Watch on TV: track & field	1,194	4.3%	98
Watch on TV: volleyball (pro beach)	852	3.0%	101
Watch on TV: wrestling (WWE)	1,178	4.2%	92
Interest in sports: college basketball Super Fan	1,119	4.0%	100
Interest in sports: college football Super Fan	2,485	8.9%	118
Interest in sports: golf Super Fan	499	1.8%	96
Interest in sports: high school sports Super Fan	692	2.5%	80
Interest in sports: MLB Super Fan	1,282	4.6%	90
Interest in sports: NASCAR Super Fan	550	2.0%	73
Interest in sports: NBA Super Fan	1,431	5.1%	93
Interest in sports: NFL Super Fan	3,697	13.2%	114
Interest in sports: NHL Super Fan	620	2.2%	68
Interest in sports: soccer Super Fan	817	2.9%	106

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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 2019 and 2024.

May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibola, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	2,865	10.2%	85
Member of charitable organization	1,211	4.3%	100
Member of church board	792	2.8%	109
Member of fraternal order	508	1.8%	81
Member of religious club	1,043	3.7%	109
Member of union	888	3.2%	85
Member of veterans club	671	2.4%	96
Attended adult education course in last 12 months	2,187	7.8%	97
Went to art gallery in last 12 months	1,989	7.1%	90
Attended auto show in last 12 months	1,752	6.3%	103
Did baking in last 12 months	7,148	25.6%	114
Barbecued in last 12 months	8,705	31.1%	112
Went to bar/night club in last 12 months	4,850	17.3%	101
Went to beach in last 12 months	8,905	31.9%	110
Played billiards/pool in last 12 months	1,877	6.7%	101
Played bingo in last 12 months	1,327	4.7%	107
Did birdwatching in last 12 months	1,358	4.9%	108
Played board game in last 12 months	5,212	18.6%	119
Read book in last 12 months	9,306	33.3%	104
Participated in book club in last 12 months	797	2.9%	95
Went on overnight camping trip in last 12 months	3,954	14.1%	114
Played cards in last 12 months	4,922	17.6%	108
Played chess in last 12 months	951	3.4%	95
Played computer game (offline w/software)/12 months	1,933	6.9%	95
Played computer game (online w/o software)/12 months	3,312	11.8%	101
Cooked for fun in last 12 months	5,882	21.0%	107
Did crossword puzzle in last 12 months	2,619	9.4%	97
Danced/went dancing in last 12 months	2,002	7.2%	99
Attended dance performance in last 12 months	1,308	4.7%	105
Dined out in last 12 months	15,993	57.2%	110
Participated in fantasy sports league last 12 months	1,714	6.1%	132
Participated in tailgating in last 12 months	1,593	5.7%	129
Did furniture refinishing in last 12 months	1,192	4.3%	105
Gambled at casino in last 12 months	3,797	13.6%	103
Gambled in Las Vegas in last 12 months	1,158	4.1%	117
Participate in indoor gardening/plant care	2,421	8.7%	97
Attended horse races in last 12 months	668	2.4%	98
Participated in karaoke in last 12 months	1,009	3.6%	95
Bought lottery ticket in last 12 months	9,693	34.7%	99
Played lottery 6+ times in last 30 days	2,501	8.9%	87
Bought lottery ticket in last 12 months: Daily Drawing	608	2.2%	70
Bought lottery ticket in last 12 months: Instant Game	4,626	16.5%	92
Bought lottery ticket in last 12 months: Mega Millions	4,596	16.4%	101
Bought lottery ticket in last 12 months: Powerball	6,065	21.7%	105
Attended a movie in last 6 months	18,194	65.1%	111
Attended movie in last 90 days: once/week or more	700	2.5%	105
Attended movie in last 90 days: 2-3 times a month	1,869	6.7%	109
Attended movie in last 90 days: once a month	2,995	10.7%	113
Attended movie in last 90 days: < once a month	11,142	39.9%	113
Movie genre seen at theater/6 months: action	9,206	32.9%	114

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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 2019 and 2024.

May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHS	Percent	
Movie genre seen at theater/6 months: adventure	10,522	37.6%	117
Movie genre seen at theater/6 months: comedy	8,167	29.2%	116
Movie genre seen at theater/6 months: crime	3,535	12.6%	117
Movie genre seen at theater/6 months: drama	7,237	25.9%	110
Movie genre seen at theater/6 months: family	3,995	14.3%	119
Movie genre seen at theater/6 months: fantasy	5,322	19.0%	112
Movie genre seen at theater/6 months: horror	2,001	7.2%	96
Movie genre seen at theater/6 months: romance	1,807	6.5%	106
Movie genre seen at theater/6 months: science fiction	5,983	21.4%	121
Movie genre seen at theater/6 months: thriller	4,056	14.5%	113
Went to museum in last 12 months	3,746	13.4%	98
Attended classical music/opera performance/12 months	958	3.4%	88
Attended country music performance in last 12 months	2,134	7.6%	120
Attended rock music performance in last 12 months	3,033	10.8%	113
Played musical instrument in last 12 months	2,251	8.1%	102
Did painting/drawing in last 12 months	2,188	7.8%	100
Did photo album/scrapbooking in last 12 months	1,165	4.2%	94
Did photography in last 12 months	2,642	9.5%	97
Did Sudoku puzzle in last 12 months	2,301	8.2%	104
Went to live theater in last 12 months	2,825	10.1%	92
Visited a theme park in last 12 months	6,205	22.2%	117
Visited a theme park 5+ times in last 12 months	1,496	5.4%	135
Participated in trivia games in last 12 months	1,994	7.1%	108
Played video/electronic game (console) last 12 months	2,646	9.5%	107
Played video/electronic game (portable) last 12 months	1,350	4.8%	103
Visited an indoor water park in last 12 months	914	3.3%	93
Did woodworking in last 12 months	1,455	5.2%	105
Participated in word games in last 12 months	2,849	10.2%	99
Went to zoo in last 12 months	4,285	15.3%	124
Purchased DVD/Blu-ray disc online in last 12 months	1,839	6.6%	106
Rented DVDs in last 30 days: 1	991	3.5%	113
Rented DVDs in last 30 days: 2	979	3.5%	112
Rented DVDs in last 30 days: 3+	2,522	9.0%	115
Rented movie/oth video/30 days: action/adventure	6,754	24.2%	117
Rented movie/oth video/30 days: classics	1,673	6.0%	99
Rented movie/oth video/30 days: comedy	6,207	22.2%	114
Rented movie/oth video/30 days: drama	4,370	15.6%	112
Rented movie/oth video/30 days: family/children	3,579	12.8%	131
Rented movie/oth video/30 days: foreign	508	1.8%	76
Rented movie/oth video/30 days: horror	1,837	6.6%	96
Rented movie/oth video/30 days: musical	732	2.6%	91
Rented movie/oth video/30 days: news/documentary	1,105	4.0%	102
Rented movie/oth video/30 days: romance	2,301	8.2%	113
Rented movie/oth video/30 days: science fiction	2,192	7.8%	107
Rented movie/oth video/30 days: TV show	2,286	8.2%	105
Rented movie/oth video/30 days: western	752	2.7%	94

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	2,707	9.7%	118
Rented DVD/Blu-ray/30 days: from netflix.com	4,262	15.2%	118
Rented/purch DVD/Blu-ray/30 days: from Redbox	5,170	18.5%	122
HH owns ATV/UTV	743	5.8%	95
Bought any children's toy/game in last 12 months	10,580	37.8%	117
Spent on toys/games for child last 12 months: <\$50	1,604	5.7%	101
Spent on toys/games for child last 12 months: \$50-99	725	2.6%	106
Spent on toys/games for child last 12 months: \$100-199	1,894	6.8%	117
Spent on toys/games for child last 12 months: \$200-499	3,115	11.1%	121
Spent on toys/games for child last 12 months: \$500+	1,697	6.1%	127
Bought any toys/games online in last 12 months	3,511	12.6%	121
Bought infant toy in last 12 months	2,035	7.3%	115
Bought pre-school toy in last 12 months	2,337	8.4%	118
Bought for child last 12 months: boy action figure	2,483	8.9%	123
Bought for child last 12 months: girl action figure	1,220	4.4%	120
Bought for child last 12 months: action game	909	3.3%	108
Bought for child last 12 months: bicycle	2,116	7.6%	130
Bought for child last 12 months: board game	4,060	14.5%	122
Bought for child last 12 months: builder set	1,751	6.3%	125
Bought for child last 12 months: car	2,579	9.2%	118
Bought for child last 12 months: construction toy	1,938	6.9%	122
Bought for child last 12 months: fashion doll	1,183	4.2%	100
Bought for child last 12 months: large/baby doll	2,340	8.4%	122
Bought for child last 12 months: doll accessories	1,344	4.8%	121
Bought for child last 12 months: doll clothing	1,298	4.6%	114
Bought for child last 12 months: educational toy	3,956	14.2%	123
Bought for child last 12 months: electronic doll/animal	924	3.3%	124
Bought for child last 12 months: electronic game	1,998	7.1%	123
Bought for child last 12 months: mechanical toy	1,438	5.1%	121
Bought for child last 12 months: model kit/set	960	3.4%	114
Bought for child last 12 months: plush doll/animal	3,019	10.8%	128
Bought for child last 12 months: sound game	493	1.8%	104
Bought for child last 12 months: water toy	3,229	11.6%	128
Bought for child last 12 months: word game	698	2.5%	97

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55969  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	4,165	14.9%	115
Bought hardcover book in last 12 months	5,981	21.4%	107
Bought paperback book in last 12 months	8,760	31.3%	110
Bought 1-3 books in last 12 months	5,774	20.7%	103
Bought 4-6 books in last 12 months	3,068	11.0%	111
Bought 7+ books in last 12 months	4,643	16.6%	111
Bought book (fiction) in last 12 months	7,462	26.7%	110
Bought book (non-fiction) in last 12 months	6,919	24.8%	112
Bought biography in last 12 months	1,989	7.1%	104
Bought children`s book in last 12 months	3,042	10.9%	113
Bought cookbook in last 12 months	1,837	6.6%	98
Bought history book in last 12 months	2,845	10.2%	113
Bought mystery book in last 12 months	3,005	10.7%	101
Bought novel in last 12 months	3,967	14.2%	107
Bought religious book (not bible) in last 12 months	1,990	7.1%	119
Bought romance book in last 12 months	1,553	5.6%	99
Bought science fiction book in last 12 months	1,544	5.5%	99
Bought personal/business self-help book last 12 months	2,038	7.3%	117
Bought travel book in last 12 months	634	2.3%	101
Bought book online in last 12 months	6,632	23.7%	116
Bought book last 12 months: amazon.com	6,202	22.2%	110
Bought book last 12 months: barnes&noble.com	747	2.7%	114
Bought book last 12 months: Barnes & Noble book store	4,020	14.4%	112
Bought book last 12 months: other book store (not B&N)	2,929	10.5%	107
Bought book last 12 months: mail order	500	1.8%	97
Listened to/purchased audiobook in last 6 months	1,885	6.7%	112

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Demographic Summary		2019	2024
Population		86,330	98,106
Population 18+		64,169	72,820
Households		30,150	34,115
Median Household Income		\$78,697	\$84,198

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months	5,305	8.3%	108
Participated in archery in last 12 months	1,784	2.8%	102
Participated in backpacking in last 12 months	2,473	3.9%	113
Participated in baseball in last 12 months	3,305	5.2%	129
Participated in basketball in last 12 months	5,769	9.0%	112
Participated in bicycling (mountain) in last 12 months	2,985	4.7%	111
Participated in bicycling (road) in last 12 months	6,901	10.8%	111
Participated in boating (power) in last 12 months	3,738	5.8%	124
Participated in bowling in last 12 months	6,693	10.4%	118
Participated in canoeing/kayaking in last 12 months	4,347	6.8%	99
Participated in fishing (fresh water) in last 12 months	8,839	13.8%	119
Participated in fishing (salt water) in last 12 months	2,981	4.6%	119
Participated in football in last 12 months	3,428	5.3%	113
Participated in Frisbee in last 12 months	2,879	4.5%	113
Participated in golf in last 12 months	6,126	9.5%	115
Participated in hiking in last 12 months	9,119	14.2%	115
Participated in horseback riding in last 12 months	1,636	2.5%	109
Participated in hunting with rifle in last 12 months	2,871	4.5%	106
Participated in hunting with shotgun in last 12 months	2,304	3.6%	107
Participated in ice skating in last 12 months	1,940	3.0%	106
Participated in jogging/running in last 12 months	9,726	15.2%	118
Participated in motorcycling in last 12 months	2,334	3.6%	119
Participated in Pilates in last 12 months	1,781	2.8%	112
Participated in ping pong in last 12 months	2,809	4.4%	112
Participated in skiing (downhill) in last 12 months	1,870	2.9%	105
Participated in soccer in last 12 months	3,032	4.7%	118
Participated in softball in last 12 months	2,330	3.6%	128
Participated in swimming in last 12 months	11,805	18.4%	113
Participated in target shooting in last 12 months	3,279	5.1%	117
Participated in tennis in last 12 months	2,357	3.7%	106
Participated in volleyball in last 12 months	2,821	4.4%	126
Participated in walking for exercise in last 12 months	16,860	26.3%	107
Participated in weight lifting in last 12 months	7,766	12.1%	117
Participated in yoga in last 12 months	5,632	8.8%	109
Participated in Zumba in last 12 months	2,370	3.7%	113
Spent on sports/rec equip in last 12 months: \$1-99	4,293	6.7%	110
Spent on sports/rec equip in last 12 months: \$100-\$249	4,742	7.4%	120
Spent on sports/rec equip in last 12 months: \$250+	6,347	9.9%	123
Attend sports events	13,105	20.4%	123
Attend sports events: baseball game - MLB reg seas	3,941	6.1%	110
Attend sports events: basketball game-NBA reg seas	1,229	1.9%	113
Attend sports events: football game (college)	3,083	4.8%	136
Attend sports events: high school sports	3,091	4.8%	143

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	7,860	12.2%	112
Watch sports on TV	39,572	61.7%	107
Watch on TV: alpine skiing/ski jumping	2,361	3.7%	103
Watch on TV: auto racing (NASCAR)	6,062	9.4%	102
Watch on TV: auto racing (not NASCAR)	2,628	4.1%	102
Watch on TV: baseball (MLB regular season)	13,378	20.8%	106
Watch on TV: baseball (MLB playoffs/World Series)	12,360	19.3%	110
Watch on TV: basketball (college)	9,609	15.0%	111
Watch on TV: basketball (NCAA tournament)	9,694	15.1%	113
Watch on TV: basketball (NBA regular season)	10,501	16.4%	110
Watch on TV: basketball (NBA playoffs/finals)	11,835	18.4%	112
Watch on TV: basketball (WNBA)	1,991	3.1%	99
Watch on TV: bicycle racing	1,363	2.1%	97
Watch on TV: bowling	1,196	1.9%	97
Watch on TV: boxing	3,883	6.1%	98
Watch on TV: bull riding (pro)	1,782	2.8%	92
Watch on TV: Equestrian events	1,277	2.0%	91
Watch on TV: extreme sports (summer)	2,365	3.7%	107
Watch on TV: extreme sports (winter)	2,510	3.9%	103
Watch on TV: figure skating	3,742	5.8%	94
Watch on TV: fishing	3,140	4.9%	107
Watch on TV: football (college)	17,759	27.7%	118
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	23,937	37.3%	116
Watch on TV: football (NFL weekend games)	22,535	35.1%	118
Watch on TV: football (NFL playoffs/Super Bowl)	23,354	36.4%	115
Watch on TV: golf (PGA)	8,136	12.7%	113
Watch on TV: golf (LPGA)	2,366	3.7%	106
Watch on TV: gymnastics	4,231	6.6%	110
Watch on TV: high school sports	3,990	6.2%	130
Watch on TV: horse racing (at track or OTB)	1,498	2.3%	92
Watch on TV: ice hockey (NHL regular season)	4,886	7.6%	94
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	5,006	7.8%	98
Watch on TV: mixed martial arts (MMA)	3,029	4.7%	113
Watch on TV: motorcycle racing	1,805	2.8%	105
Watch on TV: Olympics (summer)	11,557	18.0%	106
Watch on TV: Olympics (winter)	8,606	13.4%	98
Watch on TV: rodeo	1,799	2.8%	93
Watch on TV: soccer (MLS)	3,915	6.1%	127
Watch on TV: soccer (World Cup)	4,917	7.7%	109
Watch on TV: tennis (men's)	3,838	6.0%	101
Watch on TV: tennis (women's)	3,529	5.5%	94
Watch on TV: track & field	2,731	4.3%	98
Watch on TV: volleyball (pro beach)	1,945	3.0%	100
Watch on TV: wrestling (WWE)	2,736	4.3%	93
Interest in sports: college basketball Super Fan	2,603	4.1%	101
Interest in sports: college football Super Fan	5,660	8.8%	117
Interest in sports: golf Super Fan	1,178	1.8%	99
Interest in sports: high school sports Super Fan	1,588	2.5%	80
Interest in sports: MLB Super Fan	3,052	4.8%	93
Interest in sports: NASCAR Super Fan	1,226	1.9%	70
Interest in sports: NBA Super Fan	3,347	5.2%	95
Interest in sports: NFL Super Fan	8,617	13.4%	116
Interest in sports: NHL Super Fan	1,412	2.2%	68
Interest in sports: soccer Super Fan	1,904	3.0%	107

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55889  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Member of AARP	6,601	10.3%	85
Member of charitable organization	2,797	4.4%	101
Member of church board	1,833	2.9%	110
Member of fraternal order	1,206	1.9%	84
Member of religious club	2,454	3.8%	112
Member of union	2,048	3.2%	85
Member of veterans club	1,516	2.4%	94
Attended adult education course in last 12 months	5,159	8.0%	100
Went to art gallery in last 12 months	4,582	7.1%	90
Attended auto show in last 12 months	4,106	6.4%	105
Did baking in last 12 months	16,321	25.4%	113
Barbecued in last 12 months	20,012	31.2%	112
Went to bar/night club in last 12 months	11,228	17.5%	101
Went to beach in last 12 months	20,142	31.4%	108
Played billiards/pool in last 12 months	4,436	6.9%	104
Played bingo in last 12 months	2,970	4.6%	104
Did birdwatching in last 12 months	3,108	4.8%	108
Played board game in last 12 months	12,044	18.8%	119
Read book in last 12 months	21,120	32.9%	103
Participated in book club in last 12 months	1,808	2.8%	94
Went on overnight camping trip in last 12 months	9,268	14.4%	116
Played cards in last 12 months	11,240	17.5%	107
Played chess in last 12 months	2,209	3.4%	97
Played computer game (offline w/software)/12 months	4,456	6.9%	95
Played computer game (online w/o software)/12 months	7,617	11.9%	101
Cooked for fun in last 12 months	13,427	20.9%	106
Did crossword puzzle in last 12 months	5,994	9.3%	96
Danced/went dancing in last 12 months	4,662	7.3%	101
Attended dance performance in last 12 months	2,987	4.7%	104
Dined out in last 12 months	36,437	56.8%	109
Participated in fantasy sports league last 12 months	4,042	6.3%	136
Participated in tailgating in last 12 months	3,578	5.6%	126
Did furniture refinishing in last 12 months	2,773	4.3%	106
Gambled at casino in last 12 months	8,700	13.6%	103
Gambled in Las Vegas in last 12 months	2,613	4.1%	115
Participate in indoor gardening/plant care	5,427	8.5%	95
Attended horse races in last 12 months	1,501	2.3%	96
Participated in karaoke in last 12 months	2,320	3.6%	95
Bought lottery ticket in last 12 months	22,551	35.1%	100
Played lottery 6+ times in last 30 days	5,758	9.0%	87
Bought lottery ticket in last 12 months: Daily Drawing	1,477	2.3%	74
Bought lottery ticket in last 12 months: Instant Game	10,758	16.8%	93
Bought lottery ticket in last 12 months: Mega Millions	10,539	16.4%	101
Bought lottery ticket in last 12 months: Powerball	14,035	21.9%	105
Attended a movie in last 6 months	41,606	64.8%	111
Attended movie in last 90 days: once/week or more	1,572	2.4%	102
Attended movie in last 90 days: 2-3 times a month	4,281	6.7%	109
Attended movie in last 90 days: once a month	6,814	10.6%	112
Attended movie in last 90 days: < once a month	25,375	39.5%	112
Movie genre seen at theater/6 months: action	21,049	32.8%	113

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	24,058	37.5%	117
Movie genre seen at theater/6 months: comedy	18,627	29.0%	115
Movie genre seen at theater/6 months: crime	8,025	12.5%	116
Movie genre seen at theater/6 months: drama	16,283	25.4%	108
Movie genre seen at theater/6 months: family	9,175	14.3%	119
Movie genre seen at theater/6 months: fantasy	12,187	19.0%	112
Movie genre seen at theater/6 months: horror	4,719	7.4%	99
Movie genre seen at theater/6 months: romance	4,119	6.4%	105
Movie genre seen at theater/6 months: science fiction	13,589	21.2%	120
Movie genre seen at theater/6 months: thriller	9,179	14.3%	111
Went to museum in last 12 months	8,579	13.4%	97
Attended classical music/opera performance/12 months	2,256	3.5%	90
Attended country music performance in last 12 months	4,905	7.6%	120
Attended rock music performance in last 12 months	6,851	10.7%	112
Played musical instrument in last 12 months	5,146	8.0%	101
Did painting/drawing in last 12 months	5,069	7.9%	101
Did photo album/scrapbooking in last 12 months	2,737	4.3%	96
Did photography in last 12 months	6,181	9.6%	98
Did Sudoku puzzle in last 12 months	5,242	8.2%	103
Went to live theater in last 12 months	6,421	10.0%	91
Visited a theme park in last 12 months	14,230	22.2%	117
Visited a theme park 5+ times in last 12 months	3,369	5.3%	133
Participated in trivia games in last 12 months	4,594	7.2%	108
Played video/electronic game (console) last 12 months	6,092	9.5%	107
Played video/electronic game (portable) last 12 months	3,071	4.8%	102
Visited an indoor water park in last 12 months	2,172	3.4%	97
Did woodworking in last 12 months	3,346	5.2%	105
Participated in word games in last 12 months	6,648	10.4%	100
Went to zoo in last 12 months	9,806	15.3%	124
Purchased DVD/Blu-ray disc online in last 12 months	4,329	6.7%	108
Rented DVDs in last 30 days: 1	2,304	3.6%	115
Rented DVDs in last 30 days: 2	2,288	3.6%	114
Rented DVDs in last 30 days: 3+	5,887	9.2%	117
Rented movie/oth video/30 days: action/adventure	15,716	24.5%	119
Rented movie/oth video/30 days: classics	3,926	6.1%	101
Rented movie/oth video/30 days: comedy	14,579	22.7%	117
Rented movie/oth video/30 days: drama	10,144	15.8%	113
Rented movie/oth video/30 days: family/children	8,351	13.0%	133
Rented movie/oth video/30 days: foreign	1,165	1.8%	76
Rented movie/oth video/30 days: horror	4,290	6.7%	98
Rented movie/oth video/30 days: musical	1,702	2.7%	92
Rented movie/oth video/30 days: news/documentary	2,633	4.1%	106
Rented movie/oth video/30 days: romance	5,367	8.4%	115
Rented movie/oth video/30 days: science fiction	5,158	8.0%	110
Rented movie/oth video/30 days: TV show	5,364	8.4%	107
Rented movie/oth video/30 days: western	1,715	2.7%	93

**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 2019 and 2024.

May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	6,210	9.7%	118
Rented DVD/Blu-ray/30 days: from netflix.com	9,780	15.2%	118
Rented/purch DVD/Blu-ray/30 days: from Redbox	12,404	19.3%	128
HH owns ATV/UTV	1,754	5.8%	96
Bought any children's toy/game in last 12 months	24,845	38.7%	119
Spent on toys/games for child last 12 months: <\$50	3,851	6.0%	106
Spent on toys/games for child last 12 months: \$50-99	1,649	2.6%	105
Spent on toys/games for child last 12 months: \$100-199	4,297	6.7%	116
Spent on toys/games for child last 12 months: \$200-499	7,189	11.2%	122
Spent on toys/games for child last 12 months: \$500+	3,962	6.2%	129
Bought any toys/games online in last 12 months	8,188	12.8%	123
Bought infant toy in last 12 months	4,658	7.3%	115
Bought pre-school toy in last 12 months	5,428	8.5%	120
Bought for child last 12 months: boy action figure	5,812	9.1%	125
Bought for child last 12 months: girl action figure	2,851	4.4%	122
Bought for child last 12 months: action game	2,089	3.3%	108
Bought for child last 12 months: bicycle	4,866	7.6%	130
Bought for child last 12 months: board game	9,528	14.8%	125
Bought for child last 12 months: builder set	4,088	6.4%	127
Bought for child last 12 months: car	6,035	9.4%	120
Bought for child last 12 months: construction toy	4,480	7.0%	123
Bought for child last 12 months: fashion doll	2,776	4.3%	102
Bought for child last 12 months: large/baby doll	5,523	8.6%	125
Bought for child last 12 months: doll accessories	3,135	4.9%	123
Bought for child last 12 months: doll clothing	3,055	4.8%	117
Bought for child last 12 months: educational toy	9,139	14.2%	124
Bought for child last 12 months: electronic doll/animal	2,190	3.4%	128
Bought for child last 12 months: electronic game	4,653	7.3%	124
Bought for child last 12 months: mechanical toy	3,377	5.3%	124
Bought for child last 12 months: model kit/set	2,335	3.6%	121
Bought for child last 12 months: plush doll/animal	6,997	10.9%	130
Bought for child last 12 months: sound game	1,120	1.7%	103
Bought for child last 12 months: water toy	7,497	11.7%	129
Bought for child last 12 months: word game	1,578	2.5%	96

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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 2019 and 2024.

May 12, 2020



## Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	9,516	14.8%	115
Bought hardcover book in last 12 months	13,754	21.4%	107
Bought paperback book in last 12 months	20,220	31.5%	111
Bought 1-3 books in last 12 months	13,222	20.6%	103
Bought 4-6 books in last 12 months	6,942	10.8%	109
Bought 7+ books in last 12 months	10,619	16.5%	110
Bought book (fiction) in last 12 months	17,128	26.7%	110
Bought book (non-fiction) in last 12 months	15,852	24.7%	112
Bought biography in last 12 months	4,579	7.1%	104
Bought children`s book in last 12 months	7,086	11.0%	115
Bought cookbook in last 12 months	4,208	6.6%	98
Bought history book in last 12 months	6,512	10.1%	113
Bought mystery book in last 12 months	6,857	10.7%	101
Bought novel in last 12 months	8,991	14.0%	105
Bought religious book (not bible) in last 12 months	4,605	7.2%	119
Bought romance book in last 12 months	3,545	5.5%	99
Bought science fiction book in last 12 months	3,661	5.7%	102
Bought personal/business self-help book last 12 months	4,596	7.2%	115
Bought travel book in last 12 months	1,480	2.3%	103
Bought book online in last 12 months	15,080	23.5%	115
Bought book last 12 months: amazon.com	14,156	22.1%	110
Bought book last 12 months: barnes&noble.com	1,755	2.7%	116
Bought book last 12 months: Barnes & Noble book store	9,154	14.3%	111
Bought book last 12 months: other book store (not B&N)	6,652	10.4%	106
Bought book last 12 months: mail order	1,183	1.8%	100
Listened to/purchased audiobook in last 6 months	4,328	6.7%	112

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Demographic Summary		2019	2024
Population		300,913	335,622
Population 18+		224,616	249,757
Households		104,903	116,594
Median Household Income		\$67,389	\$75,589

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	18,050	8.0%	105
Participated in archery in last 12 months	6,468	2.9%	105
Participated in backpacking in last 12 months	8,433	3.8%	110
Participated in baseball in last 12 months	10,792	4.8%	120
Participated in basketball in last 12 months	19,538	8.7%	109
Participated in bicycling (mountain) in last 12 months	10,206	4.5%	109
Participated in bicycling (road) in last 12 months	22,073	9.8%	101
Participated in boating (power) in last 12 months	11,656	5.2%	110
Participated in bowling in last 12 months	22,873	10.2%	115
Participated in canoeing/kayaking in last 12 months	14,851	6.6%	97
Participated in fishing (fresh water) in last 12 months	28,734	12.8%	110
Participated in fishing (salt water) in last 12 months	10,846	4.8%	123
Participated in football in last 12 months	11,761	5.2%	111
Participated in Frisbee in last 12 months	9,438	4.2%	105
Participated in golf in last 12 months	19,169	8.5%	103
Participated in hiking in last 12 months	29,123	13.0%	105
Participated in horseback riding in last 12 months	6,316	2.8%	121
Participated in hunting with rifle in last 12 months	9,754	4.3%	102
Participated in hunting with shotgun in last 12 months	7,581	3.4%	100
Participated in ice skating in last 12 months	7,118	3.2%	111
Participated in jogging/running in last 12 months	31,716	14.1%	110
Participated in motorcycling in last 12 months	7,472	3.3%	109
Participated in Pilates in last 12 months	5,957	2.7%	107
Participated in ping pong in last 12 months	9,475	4.2%	108
Participated in skiing (downhill) in last 12 months	5,986	2.7%	96
Participated in soccer in last 12 months	9,900	4.4%	110
Participated in softball in last 12 months	8,058	3.6%	127
Participated in swimming in last 12 months	38,733	17.2%	106
Participated in target shooting in last 12 months	10,914	4.9%	111
Participated in tennis in last 12 months	8,272	3.7%	107
Participated in volleyball in last 12 months	9,558	4.3%	122
Participated in walking for exercise in last 12 months	55,456	24.7%	100
Participated in weight lifting in last 12 months	24,822	11.1%	106
Participated in yoga in last 12 months	18,849	8.4%	104
Participated in Zumba in last 12 months	8,246	3.7%	112
Spent on sports/rec equip in last 12 months: \$1-99	14,743	6.6%	108
Spent on sports/rec equip in last 12 months: \$100-\$249	14,762	6.6%	107
Spent on sports/rec equip in last 12 months: \$250+	19,523	8.7%	108
Attend sports events	41,115	18.3%	110
Attend sports events: baseball game - MLB reg seas	11,261	5.0%	90
Attend sports events: basketball game-NBA reg seas	4,055	1.8%	107
Attend sports events: football game (college)	9,202	4.1%	116
Attend sports events: high school sports	9,035	4.0%	120

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 30.55089  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	24,641	11.0%	100
Watch sports on TV	132,359	58.9%	102
Watch on TV: alpine skiing/ski jumping	7,810	3.5%	97
Watch on TV: auto racing (NASCAR)	20,451	9.1%	98
Watch on TV: auto racing (not NASCAR)	9,046	4.0%	100
Watch on TV: baseball (MLB regular season)	42,115	18.7%	96
Watch on TV: baseball (MLB playoffs/World Series)	39,266	17.5%	99
Watch on TV: basketball (college)	30,412	13.5%	101
Watch on TV: basketball (NCAA tournament)	30,969	13.8%	104
Watch on TV: basketball (NBA regular season)	36,029	16.0%	108
Watch on TV: basketball (NBA playoffs/finals)	40,004	17.8%	108
Watch on TV: basketball (WNBA)	7,113	3.2%	101
Watch on TV: bicycle racing	4,921	2.2%	100
Watch on TV: bowling	4,020	1.8%	93
Watch on TV: boxing	14,429	6.4%	104
Watch on TV: bull riding (pro)	6,010	2.7%	89
Watch on TV: Equestrian events	4,286	1.9%	88
Watch on TV: extreme sports (summer)	8,183	3.6%	105
Watch on TV: extreme sports (winter)	8,635	3.8%	101
Watch on TV: figure skating	12,648	5.6%	91
Watch on TV: fishing	10,919	4.9%	107
Watch on TV: football (college)	56,935	25.3%	108
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	78,675	35.0%	109
Watch on TV: football (NFL weekend games)	74,578	33.2%	111
Watch on TV: football (NFL playoffs/Super Bowl)	77,744	34.6%	109
Watch on TV: golf (PGA)	25,819	11.5%	102
Watch on TV: golf (LPGA)	8,194	3.6%	105
Watch on TV: gymnastics	14,610	6.5%	108
Watch on TV: high school sports	12,546	5.6%	117
Watch on TV: horse racing (at track or OTB)	5,358	2.4%	94
Watch on TV: ice hockey (NHL regular season)	16,853	7.5%	93
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	16,259	7.2%	91
Watch on TV: mixed martial arts (MMA)	10,793	4.8%	115
Watch on TV: motorcycle racing	6,089	2.7%	101
Watch on TV: Olympics (summer)	39,550	17.6%	103
Watch on TV: Olympics (winter)	28,608	12.7%	93
Watch on TV: rodeo	6,530	2.9%	96
Watch on TV: soccer (MLS)	12,284	5.5%	114
Watch on TV: soccer (World Cup)	16,640	7.4%	106
Watch on TV: tennis (men`s)	12,427	5.5%	94
Watch on TV: tennis (women`s)	12,153	5.4%	93
Watch on TV: track & field	9,943	4.4%	102
Watch on TV: volleyball (pro beach)	6,915	3.1%	102
Watch on TV: wrestling (WWE)	9,751	4.3%	95
Interest in sports: college basketball Super Fan	8,849	3.9%	98
Interest in sports: college football Super Fan	19,124	8.5%	113
Interest in sports: golf Super Fan	3,722	1.7%	89
Interest in sports: high school sports Super Fan	5,409	2.4%	78
Interest in sports: MLB Super Fan	10,401	4.6%	90
Interest in sports: NASCAR Super Fan	4,817	2.1%	79
Interest in sports: NBA Super Fan	12,832	5.7%	104
Interest in sports: NFL Super Fan	28,878	12.9%	111
Interest in sports: NHL Super Fan	5,129	2.3%	70
Interest in sports: soccer Super Fan	6,818	3.0%	110

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55889  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHS	Percent	
Member of AARP	23,575	10.5%	87
Member of charitable organization	9,189	4.1%	95
Member of church board	5,571	2.5%	95
Member of fraternal order	4,098	1.8%	81
Member of religious club	8,035	3.6%	105
Member of union	6,817	3.0%	81
Member of veterans club	5,000	2.2%	89
Attended adult education course in last 12 months	18,191	8.1%	101
Went to art gallery in last 12 months	15,424	6.9%	87
Attended auto show in last 12 months	14,322	6.4%	104
Did baking in last 12 months	52,435	23.3%	104
Barbecued in last 12 months	65,782	29.3%	105
Went to bar/night club in last 12 months	36,646	16.3%	95
Went to beach in last 12 months	66,011	29.4%	101
Played billiards/pool in last 12 months	15,685	7.0%	105
Played bingo in last 12 months	10,619	4.7%	107
Did birdwatching in last 12 months	9,585	4.3%	95
Played board game in last 12 months	39,553	17.6%	112
Read book in last 12 months	70,355	31.3%	98
Participated in book club in last 12 months	6,141	2.7%	91
Went on overnight camping trip in last 12 months	30,296	13.5%	109
Played cards in last 12 months	37,598	16.7%	102
Played chess in last 12 months	8,293	3.7%	104
Played computer game (offline w/software)/12 months	15,507	6.9%	95
Played computer game (online w/o software)/12 months	26,801	11.9%	102
Cooked for fun in last 12 months	45,627	20.3%	103
Did crossword puzzle in last 12 months	21,243	9.5%	97
Danced/went dancing in last 12 months	16,766	7.5%	104
Attended dance performance in last 12 months	10,202	4.5%	102
Dined out in last 12 months	121,126	53.9%	104
Participated in fantasy sports league last 12 months	12,571	5.6%	121
Participated in tailgating in last 12 months	10,921	4.9%	110
Did furniture refinishing in last 12 months	9,672	4.3%	106
Gambled at casino in last 12 months	30,373	13.5%	102
Gambled in Las Vegas in last 12 months	8,829	3.9%	111
Participate in indoor gardening/plant care	18,139	8.1%	90
Attended horse races in last 12 months	5,552	2.5%	102
Participated in karaoke in last 12 months	9,580	4.3%	112
Bought lottery ticket in last 12 months	77,931	34.7%	99
Played lottery 6+ times in last 30 days	20,863	9.3%	90
Bought lottery ticket in last 12 months: Daily Drawing	5,613	2.5%	80
Bought lottery ticket in last 12 months: Instant Game	38,930	17.3%	96
Bought lottery ticket in last 12 months: Mega Millions	35,660	15.9%	98
Bought lottery ticket in last 12 months: Powerball	47,418	21.1%	102
Attended a movie in last 6 months	141,380	62.9%	108
Attended movie in last 90 days: once/week or more	5,746	2.6%	107
Attended movie in last 90 days: 2-3 times a month	15,953	7.1%	116
Attended movie in last 90 days: once a month	23,067	10.3%	108
Attended movie in last 90 days: < once a month	84,478	37.6%	107
Movie genre seen at theater/6 months: action	72,318	32.2%	111

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 30.55089  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	81,979	36.5%	114
Movie genre seen at theater/6 months: comedy	63,150	28.1%	112
Movie genre seen at theater/6 months: crime	27,599	12.3%	114
Movie genre seen at theater/6 months: drama	55,995	24.9%	106
Movie genre seen at theater/6 months: family	31,682	14.1%	117
Movie genre seen at theater/6 months: fantasy	42,835	19.1%	112
Movie genre seen at theater/6 months: horror	17,226	7.7%	103
Movie genre seen at theater/6 months: romance	14,119	6.3%	103
Movie genre seen at theater/6 months: science fiction	45,550	20.3%	115
Movie genre seen at theater/6 months: thriller	32,467	14.5%	112
Went to museum in last 12 months	28,902	12.9%	94
Attended classical music/opera performance/12 months	7,557	3.4%	86
Attended country music performance in last 12 months	15,406	6.9%	107
Attended rock music performance in last 12 months	22,466	10.0%	104
Played musical instrument in last 12 months	16,646	7.4%	94
Did painting/drawing in last 12 months	16,995	7.6%	96
Did photo album/scrapbooking in last 12 months	9,416	4.2%	95
Did photography in last 12 months	21,452	9.6%	98
Did Sudoku puzzle in last 12 months	16,933	7.5%	95
Went to live theater in last 12 months	22,080	9.8%	89
Visited a theme park in last 12 months	48,094	21.4%	113
Visited a theme park 5+ times in last 12 months	11,337	5.0%	127
Participated in trivia games in last 12 months	15,602	6.9%	105
Played video/electronic game (console) last 12 months	21,410	9.5%	108
Played video/electronic game (portable) last 12 months	10,587	4.7%	101
Visited an indoor water park in last 12 months	7,174	3.2%	91
Did woodworking in last 12 months	11,499	5.1%	103
Participated in word games in last 12 months	23,153	10.3%	100
Went to zoo in last 12 months	32,564	14.5%	118
Purchased DVD/Blu-ray disc online in last 12 months	15,285	6.8%	109
Rented DVDs in last 30 days: 1	7,455	3.3%	106
Rented DVDs in last 30 days: 2	7,668	3.4%	109
Rented DVDs in last 30 days: 3+	19,142	8.5%	109
Rented movie/oth video/30 days: action/adventure	53,118	23.6%	115
Rented movie/oth video/30 days: classics	13,841	6.2%	102
Rented movie/oth video/30 days: comedy	48,128	21.4%	110
Rented movie/oth video/30 days: drama	34,951	15.6%	111
Rented movie/oth video/30 days: family/children	27,904	12.4%	127
Rented movie/oth video/30 days: foreign	4,085	1.8%	76
Rented movie/oth video/30 days: horror	14,671	6.5%	95
Rented movie/oth video/30 days: musical	6,714	3.0%	104
Rented movie/oth video/30 days: news/documentary	9,074	4.0%	104
Rented movie/oth video/30 days: romance	18,354	8.2%	112
Rented movie/oth video/30 days: science fiction	18,375	8.2%	112
Rented movie/oth video/30 days: TV show	18,699	8.3%	107
Rented movie/oth video/30 days: western	6,234	2.8%	97

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May 12, 2020



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	20,369	9.1%	111
Rented DVD/Blu-ray/30 days: from netflix.com	32,427	14.4%	111
Rented/purch DVD/Blu-ray/30 days: from Redbox	39,803	17.7%	117
HH owns ATV/UTV	5,750	5.5%	90
Bought any children`s toy/game in last 12 months	82,902	36.9%	114
Spent on toys/games for child last 12 months: <\$50	13,587	6.0%	107
Spent on toys/games for child last 12 months: \$50-99	6,062	2.7%	111
Spent on toys/games for child last 12 months: \$100-199	14,295	6.4%	110
Spent on toys/games for child last 12 months: \$200-499	23,397	10.4%	113
Spent on toys/games for child last 12 months: \$500+	12,466	5.5%	116
Bought any toys/games online in last 12 months	26,953	12.0%	116
Bought infant toy in last 12 months	15,683	7.0%	110
Bought pre-school toy in last 12 months	17,597	7.8%	111
Bought for child last 12 months: boy action figure	20,087	8.9%	124
Bought for child last 12 months: girl action figure	9,846	4.4%	120
Bought for child last 12 months: action game	6,983	3.1%	103
Bought for child last 12 months: bicycle	15,416	6.9%	118
Bought for child last 12 months: board game	31,055	13.8%	116
Bought for child last 12 months: builder set	13,168	5.9%	117
Bought for child last 12 months: car	20,824	9.3%	118
Bought for child last 12 months: construction toy	14,052	6.3%	110
Bought for child last 12 months: fashion doll	10,163	4.5%	107
Bought for child last 12 months: large/baby doll	18,689	8.3%	121
Bought for child last 12 months: doll accessories	10,474	4.7%	117
Bought for child last 12 months: doll clothing	10,986	4.9%	120
Bought for child last 12 months: educational toy	30,063	13.4%	116
Bought for child last 12 months: electronic doll/animal	6,701	3.0%	112
Bought for child last 12 months: electronic game	15,390	6.9%	117
Bought for child last 12 months: mechanical toy	11,106	4.9%	116
Bought for child last 12 months: model kit/set	7,258	3.2%	107
Bought for child last 12 months: plush doll/animal	22,546	10.0%	119
Bought for child last 12 months: sound game	3,935	1.8%	103
Bought for child last 12 months: water toy	23,701	10.6%	117
Bought for child last 12 months: word game	5,849	2.6%	101

**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 2019 and 2024.

May 12, 2020



## Sports and Leisure Market Potential

200 S Main St, Cibola, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	30,476	13.6%	105
Bought hardcover book in last 12 months	46,196	20.6%	103
Bought paperback book in last 12 months	66,552	29.6%	104
Bought 1-3 books in last 12 months	46,479	20.7%	103
Bought 4-6 books in last 12 months	23,223	10.3%	104
Bought 7+ books in last 12 months	34,227	15.2%	102
Bought book (fiction) in last 12 months	55,668	24.8%	102
Bought book (non-fiction) in last 12 months	51,718	23.0%	104
Bought biography in last 12 months	14,846	6.6%	97
Bought children`s book in last 12 months	23,247	10.3%	108
Bought cookbook in last 12 months	14,520	6.5%	97
Bought history book in last 12 months	20,529	9.1%	102
Bought mystery book in last 12 months	22,904	10.2%	96
Bought novel in last 12 months	29,619	13.2%	99
Bought religious book (not bible) in last 12 months	15,129	6.7%	112
Bought romance book in last 12 months	13,050	5.8%	104
Bought science fiction book in last 12 months	12,507	5.6%	100
Bought personal/business self-help book last 12 months	15,178	6.8%	108
Bought travel book in last 12 months	4,697	2.1%	93
Bought book online in last 12 months	47,066	21.0%	102
Bought book last 12 months: amazon.com	45,061	20.1%	100
Bought book last 12 months: barnes&noble.com	5,475	2.4%	104
Bought book last 12 months: Barnes & Noble book store	30,071	13.4%	104
Bought book last 12 months: other book store (not B&N)	22,580	10.1%	102
Bought book last 12 months: mail order	4,007	1.8%	97
Listened to/purchased audiobook in last 6 months	15,134	6.7%	112

**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 2019 and 2024.

May 12, 2020

A close-up, profile view of an elderly woman with short, wavy grey hair and glasses, smiling as she paints on a canvas. She is wearing a pink top and a white beaded bracelet. The background is a blurred art studio with other people painting. The text 'AGE 50+ POPULATION' is overlaid in large white letters, with a horizontal orange line below it.

# AGE 50+ POPULATION

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# Age 50+ Profile

City of Cibolo 2019  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

Demographic Summary	Census 2010			2019			2019-2024	
	Number	% of 50+	% of Total Pop	Number	% of 50+	% of Total Pop	Change	Annual Rate
Total Population	19,678			28,359 **			3,934	2.63%
Population 50+	3,990			7,497			805	2.06%
Median Age	33.8			34.6			-1.4	-0.82%
Households	6,384			8,998			1,212	2.56%
% Householders 55+	24.2%			31.2%			0.3	0.19%
Total Owner-Occupied Housing Units	5,464			7,929			1,136	2.71%
Total Renter-Occupied Housing Units	920			1,070			76	1.38%
Owner/Renter Ratio (per 100 renters)	594			741			50.0	1.31%
Median Home Value	-			\$222,054			\$17,225	1.51%
Average Home Value	-			\$236,062			\$23,663	1.93%
Median Household Income	-			\$87,967			\$5,636	1.25%
Median Household Income for Householder 55+	-			\$76,048			\$3,436	0.89%

Male Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	1,861	100.0%	3,524	100.0%	3,844	100.0%
50-54	578	31.1%	997	28.3%	943	24.5%
55-59	405	21.8%	871	24.7%	878	22.8%
60-64	351	18.9%	563	16.0%	732	19.0%
65-69	246	13.2%	422	12.0%	498	13.0%
70-74	136	7.3%	335	9.5%	361	9.4%
75-79	70	3.8%	186	5.3%	245	6.4%
80-84	48	2.6%	90	2.6%	121	3.1%
85+	27	1.5%	60	1.7%	66	1.7%

Female Population	Census 2010		2019		2024	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	2,129	100.0%	3,973	100.0%	4,458	100.0%
50-54	650	30.5%	1,063	26.8%	1,063	23.8%
55-59	462	21.7%	883	22.2%	946	21.2%
60-64	381	17.9%	657	16.5%	804	18.0%
65-69	249	11.7%	514	12.9%	604	13.5%
70-74	169	7.9%	386	9.7%	449	10.1%
75-79	98	4.6%	218	5.5%	291	6.5%
80-84	66	3.1%	128	3.2%	162	3.6%
85+	54	2.5%	124	3.1%	139	3.1%

Total Population	Census 2010		2019		2024	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	3,990	20.3%	7,497	26.4%	8,302	25.7%
50-54	1,228	6.2%	2,060	7.3%	2,006	6.2%
55-59	867	4.4%	1,754	6.2%	1,824	5.6%
60-64	732	3.7%	1,220	4.3%	1,536	4.8%
65-69	495	2.5%	936	3.3%	1,102	3.4%
70-74	305	1.5%	721	2.5%	810	2.5%
75-79	168	0.9%	404	1.4%	536	1.7%
80-84	114	0.6%	218	0.8%	283	0.9%
85+	81	0.4%	184	0.6%	205	0.6%
65+	1,163	5.9%	2,463	8.7%	2,936	9.1%
75+	363	1.8%	806	2.8%	1,024	3.2%

**Data Note** - A "-" indicates that the variable was not collected in the 2010 Census.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

\*\*Note: The Texas State Demographer population estimate is 31,006 as of January 1, 2019.



## Age 50+ Profile

City of Cibolo 2019  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

### 2019 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,534	100%	886	100%	387	100%	2,807	100%
<\$15,000	100	6.5%	86	9.7%	49	12.7%	235	8.4%
\$15,000-\$24,999	67	4.4%	71	8.0%	50	12.9%	188	6.7%
\$25,000-\$34,999	51	3.3%	47	5.3%	29	7.5%	127	4.5%
\$35,000-\$49,999	107	7.0%	70	7.9%	53	13.7%	230	8.2%
\$50,000-\$74,999	247	16.1%	210	23.7%	128	33.1%	585	20.8%
\$75,000-\$99,999	406	26.5%	170	19.2%	43	11.1%	619	22.1%
\$100,000-\$149,999	304	19.8%	140	15.8%	24	6.2%	468	16.7%
\$150,000-\$199,999	160	10.4%	49	5.5%	10	2.6%	219	7.8%
\$200,000+	92	6.0%	43	4.9%	1	0.3%	136	4.8%
Median HH Income	\$84,466		\$68,292		\$51,324		\$76,048	
Average HH Income	\$99,725		\$83,464		\$55,045		\$88,432	

### 2024 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,714	100%	1,017	100%	487	100%	3,218	100%
<\$15,000	98	5.7%	89	8.8%	59	12.1%	246	7.6%
\$15,000-\$24,999	61	3.6%	76	7.5%	58	11.9%	195	6.1%
\$25,000-\$34,999	47	2.7%	52	5.1%	37	7.6%	136	4.2%
\$35,000-\$49,999	100	5.8%	72	7.1%	61	12.5%	233	7.2%
\$50,000-\$74,999	249	14.5%	227	22.3%	154	31.6%	630	19.6%
\$75,000-\$99,999	438	25.6%	197	19.4%	59	12.1%	694	21.6%
\$100,000-\$149,999	363	21.2%	177	17.4%	38	7.8%	578	18.0%
\$150,000-\$199,999	232	13.5%	70	6.9%	19	3.9%	321	10.0%
\$200,000+	126	7.4%	57	5.6%	2	0.4%	185	5.7%
Median HH Income	\$90,057		\$73,801		\$52,760		\$79,484	
Average HH Income	\$112,368		\$92,025		\$60,849		\$98,142	

**Data Note:** Income is reported for households as of July 1, 2019 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2024 and represents annual income for the preceding year, expressed in 2022 dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

January 24, 2020



## Age 50+ Profile

City of Cibolo 2019  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	1,547	100.0%	24.2%
Family Households	1,125	72.7%	17.6%
Householder Age 55-64	682	44.1%	10.7%
Householder Age 65-74	338	21.8%	5.3%
Householder Age 75-84	93	6.0%	1.5%
Householder Age 85+	12	0.8%	0.2%
Nonfamily Households	422	27.3%	6.6%
Householder Age 55-64	193	12.5%	3.0%
Householder Age 65-74	139	9.0%	2.2%
Householder Age 75-84	73	4.7%	1.1%
Householder Age 85+	17	1.1%	0.3%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	1,547	100.0%	24.2%
Owner Occupied Housing Units	1,393	90.0%	21.8%
Householder Age 55-64	789	51.0%	12.4%
Householder Age 65-74	441	28.5%	6.9%
Householder Age 75-84	137	8.9%	2.1%
Householder Age 85+	26	1.7%	0.4%
Renter Occupied Housing Units	154	10.0%	2.4%
Householder Age 55-64	86	5.6%	1.3%
Householder Age 65-74	36	2.3%	0.6%
Householder Age 75-84	29	1.9%	0.5%
Householder Age 85+	3	0.2%	0.0%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

January 24, 2020



# PETS & PRODUCTS

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# Pets and Products Market Potential

200 S Main St, Cibola, Texas, 78108  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Demographic Summary		2019	2024
Population		37,412	42,124
Population 18+		27,954	31,582
Households		12,880	14,466
Median Household Income		\$81,034	\$86,161

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	7,986	62.0%	114
HH owns any cat	2,981	23.1%	102
HH owns any dog	6,423	49.9%	120
HH owns 1 cat	1,664	12.9%	105
HH owns 2+ cats	1,317	10.2%	96
HH owns 1 dog	3,658	28.4%	112
HH owns 2+ dogs	2,765	21.5%	130
HH used canned/wet cat food in last 6 months	1,620	12.6%	94
HH used packaged dry cat food in last 6 months	2,854	22.2%	101
HH used cat treats in last 6 months	1,655	12.8%	96
HH used cat litter in last 6 months	2,650	20.6%	101
HH used canned/wet dog food in last 6 months	2,292	17.8%	110
HH used packaged dry dog food in last 6 months	6,193	48.1%	120
HH used dog biscuits/treats in last 6 months	4,990	38.7%	118
HH used flea/tick/parasite prod cat/dog last 12 months	5,204	40.4%	107
HH Bought pet food in last 12 months: from discount store	1,023	7.9%	108
HH Bought pet food in last 12 months: from grocery store	3,790	29.4%	109
HH Bought pet food in last 12 months: Internet/online	806	6.3%	112
HH Bought pet food in last 12 months: from PETCO	1,269	9.9%	120
HH Bought pet food in last 12 months: from PetSmart	1,799	14.0%	125
HH Bought pet food last 12 months: other specialty pet store	892	6.9%	113
HH Bought pet food in last 12 months: from wholesale club	758	5.9%	122
HH Bought pet food in last 12 months: from veterinarian	671	5.2%	107
HH Bought flea control in last 12 months: Internet/online	605	4.7%	108
HH Bought flea control product from vet in last 12 months	1,891	14.7%	109
HH member took pet to vet in last 12 months: 1 time	2,088	16.2%	115
HH member took pet to vet in last 12 months: 2 times	1,735	13.5%	118
HH member took pet to vet in last 12 months: 3 times	887	6.9%	115
HH member took pet to vet in last 12 months: 4 times	619	4.8%	111
HH member took pet to vet in last 12 months: 5+ times	831	6.5%	113
HH used professional pet service in last 12 months	2,749	21.3%	123
HH used professional pet service 3+ times last 12	1,744	13.5%	128
HH used professional pet service: boarding/kennel	802	6.2%	133
HH used professional pet service: grooming	2,144	16.6%	125
HH has pet insurance	608	4.7%	122

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of 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 2019 and 2024.

May 12, 2020



# Pets and Products Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 29.55989  
 Longitude: -98.22583

Demographic Summary		2019	2024
Population		86,330	98,106
Population 18+		64,169	72,820
Households		30,150	34,115
Median Household Income		\$78,697	\$84,198

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	18,651	61.9%	113
HH owns any cat	6,921	23.0%	101
HH owns any dog	15,048	49.9%	120
HH owns 1 cat	3,841	12.7%	103
HH owns 2+ cats	3,081	10.2%	96
HH owns 1 dog	8,600	28.5%	113
HH owns 2+ dogs	6,425	21.3%	129
HH used canned/wet cat food in last 6 months	3,799	12.6%	94
HH used packaged dry cat food in last 6 months	6,643	22.0%	100
HH used cat treats in last 6 months	3,853	12.8%	96
HH used cat litter in last 6 months	6,184	20.5%	101
HH used canned/wet dog food in last 6 months	5,381	17.8%	111
HH used packaged dry dog food in last 6 months	14,523	48.2%	120
HH used dog biscuits/treats in last 6 months	11,680	38.7%	118
HH used flea/tick/parasite prod cat/dog last 12 months	12,157	40.3%	107
HH Bought pet food in last 12 months: from discount store	2,365	7.8%	106
HH Bought pet food in last 12 months: from grocery store	8,805	29.2%	108
HH Bought pet food in last 12 months: Internet/online	1,881	6.2%	112
HH Bought pet food in last 12 months: from PETCO	2,964	9.8%	120
HH Bought pet food in last 12 months: from PetSmart	4,199	13.9%	124
HH Bought pet food last 12 months: other specialty pet store	2,093	6.9%	114
HH Bought pet food in last 12 months: from wholesale club	1,720	5.7%	118
HH Bought pet food in last 12 months: from veterinarian	1,533	5.1%	105
HH Bought flea control in last 12 months: Internet/online	1,367	4.5%	104
HH Bought flea control product from vet in last 12 months	4,352	14.4%	108
HH member took pet to vet in last 12 months: 1 time	4,895	16.2%	115
HH member took pet to vet in last 12 months: 2 times	3,997	13.3%	117
HH member took pet to vet in last 12 months: 3 times	2,036	6.8%	112
HH member took pet to vet in last 12 months: 4 times	1,420	4.7%	109
HH member took pet to vet in last 12 months: 5+ times	1,910	6.3%	111
HH used professional pet service in last 12 months	6,385	21.2%	122
HH used professional pet service 3+ times last 12	4,060	13.5%	127
HH used professional pet service: boarding/kennel	1,846	6.1%	130
HH used professional pet service: grooming	4,996	16.6%	125
HH has pet insurance	1,401	4.6%	120

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of 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 2019 and 2024.

May 12, 2020



# Pets and Products Market Potential

200 S Main St, Cibola, Texas, 78108  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 29.55959  
 Longitude: -98.22583

Demographic Summary		2019	2024
Population		300,913	335,622
Population 18+		224,616	249,757
Households		104,903	116,594
Median Household Income		\$67,389	\$75,589

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	63,341	60.4%	111
HH owns any cat	23,941	22.8%	100
HH owns any dog	50,615	48.2%	116
HH owns 1 cat	13,210	12.6%	102
HH owns 2+ cats	10,727	10.2%	96
HH owns 1 dog	28,968	27.6%	109
HH owns 2+ dogs	21,625	20.6%	125
HH used canned/wet cat food in last 6 months	13,504	12.9%	96
HH used packaged dry cat food in last 6 months	23,145	22.1%	100
HH used cat treats in last 6 months	13,604	13.0%	97
HH used cat litter in last 6 months	21,457	20.5%	101
HH used canned/wet dog food in last 6 months	19,636	18.7%	116
HH used packaged dry dog food in last 6 months	48,829	46.5%	116
HH used dog biscuits/treats in last 6 months	39,418	37.6%	115
HH used flea/tick/parasite prod cat/dog last 12 months	41,935	40.0%	106
HH Bought pet food in last 12 months: from discount store	8,227	7.8%	106
HH Bought pet food in last 12 months: from grocery store	30,951	29.5%	109
HH Bought pet food in last 12 months: Internet/online	6,634	6.3%	113
HH Bought pet food in last 12 months: from PETCO	10,322	9.8%	120
HH Bought pet food in last 12 months: from PetSmart	14,306	13.6%	122
HH Bought pet food last 12 months: other specialty pet store	6,843	6.5%	107
HH Bought pet food in last 12 months: from wholesale club	5,865	5.6%	116
HH Bought pet food in last 12 months: from veterinarian	5,382	5.1%	106
HH Bought flea control in last 12 months: Internet/online	4,721	4.5%	103
HH Bought flea control product from vet in last 12 months	15,012	14.3%	107
HH member took pet to vet in last 12 months: 1 time	16,150	15.4%	109
HH member took pet to vet in last 12 months: 2 times	13,496	12.9%	113
HH member took pet to vet in last 12 months: 3 times	6,940	6.6%	110
HH member took pet to vet in last 12 months: 4 times	4,761	4.5%	105
HH member took pet to vet in last 12 months: 5+ times	6,530	6.2%	109
HH used professional pet service in last 12 months	21,315	20.3%	117
HH used professional pet service 3+ times last 12	13,204	12.6%	119
HH used professional pet service: boarding/kennel	5,303	5.1%	108
HH used professional pet service: grooming	16,936	16.1%	121
HH has pet insurance	4,787	4.6%	118

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of 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 2019 and 2024.

May 12, 2020



# EDUCATION



# EDUCATION

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## **SCHERTZ-CIBOLO-UNIVERSAL CITY ISD**

The Schertz-Cibolo-Universal City Independent School District (SCUC-ISD) is located on the northeast side of the San Antonio Metro Area within a 73 square mile area that includes Bexar and Guadalupe Counties. The district is currently home to seven elementary schools, three intermediate schools, two junior high schools, and three high schools. During the last 15 years, the enrollment in the district has more than doubled. The district now services over 13,500 students living in Cibolo, Schertz, Universal City, Converse St. Hedwig and occasionally Randolph Air Force Base areas. Though the district's name has evolved into perhaps the longest school district names in Texas, its roots date back to the early 1900s when the district was named Schertz School District. During the mid-1930s, the Schertz and Cibolo districts became one. On April 24, 1961, the district officially became an "Independent School District." Universal City was added to the name in 1967. During the 2011-2012 school year the Texas Education Agency (TEA) acknowledged SCUC-ISD as a "recognized" school district. For more information about the district, please visit <https://www.scuc.txed.net/>.

## **ALAMO COMMUNITY COLLEGES**

The Alamo Colleges serve the San Antonio Metro Area through their programs and services that help students succeed in acquiring the knowledge and skills needed in today's world. Students are taught by highly qualified faculty with Master's and doctorate degrees dedicated to creating a learning centered environment. Student services include counseling, computer labs, tutoring, financial services, services for the disabled, developmental instruction, veteran's services, and job placement.

The Alamo College also offer various continuing education courses as well as workforce training programs. Certification and training programs in fields such as welding, plumbing, IT, aircraft technology, and HVAC are offered at Northeast Lakeview College, St. Phillip's College, and the Central Texas Technology Center. More information on these programs and the Alamo Colleges can be found by visiting <https://www.alamo.edu/>.



## PRIVATE UNIVERSITIES

The City of Cibolo is has four outstanding private universities located within 30 miles of the City. Those institutions include Texas Lutheran University (TLU), University of the Incarnate Word (UIW), Trinity University, and St. Mary's University.

[Texas Lutheran University \(TLU\)](#) - Texas Lutheran University (TLU) is located just 16 miles away from Cibolo in Seguin, Texas. TLU was founded in 1891 in the City of Brenham, Texas but was moved to Seguin in 1912. TLU offers 27 majors, 34 minors and 13 pre-professional programs in fields such as the arts, science, music, business administration, and accounting. For more information on Texas Lutheran University, please visit <http://www.tlu.edu/>.

[University of the Incarnate Word \(UIW\)](#) - The University of the Incarnate Word (UIW) is located just north of Downtown San Antonio. The school was founded in 1881 by the Sisters of Charity of the Incarnate Word as a center of higher education for young women. In 1970, male students were first admitted into the college's undergraduate programs. In 1996 the school formally changed from Incarnate Word College to the University of the Incarnate Word. Today, UIW has an enrollment of 9,188 students. It is the largest catholic university in Texas and the fourth-largest private university in the state. For more information on UIW, please visit <https://www.uiw.edu/>.

[Trinity University](#) - Trinity University is one of the nation's top private undergraduate institutions. Founded in 1869, Trinity University offers 42 majors and 57 minors in the traditional liberal arts and sciences, fine arts and engineering, and graduate programs in accounting, teaching, school psychology, school administration, and urban studies. For more information on Trinity University, please visit <https://new.trinity.edu/>.

[St. Mary's University](#) - St. Mary's University is located on the West Side of San Antonio about 29 miles from Cibolo. The U.S. News and World Report recently ranked St. Mary's fifth in the West region for best value and quality, and eighth in the West region as a best college for veterans. St. Mary's is currently home to over 4,000 students and 75 academic programs including Ph. D. and J.D. programs, and numerous pre-professional programs. For more information on St. Mary's University, please visit <https://www.stmarytx.edu/>.



## PUBLIC UNIVERSITIES

The City of Cibolo is has four prominent public universities located within 35 miles of the City. Those institutions include The University of Texas at San Antonio (UTSA), Texas State University, Texas A&M University at San Antonio (TAMUSA), and The University of Texas Health Science Center at San Antonio (UTHSCSA).

**University of Texas at San Antonio** - The University of Texas at San Antonio is the largest public university in the San Antonio MSA with an enrollment of 28,623. The main campus located on the North Side of San Antonio near Interstate 10 and Loop 1604 occupies approximately 725 acres. Undergraduates can chose from 63 bachelor's degree programs. Popular majors span a wide range of fields in the sciences, social sciences, humanities, and profession areas. UTSA has a diverse student population, and the school wins high marks for the number of degrees it awards to Hispanic students. Established in June of 1969, UTSA has grown significantly in its short history and the campus has undergone extensive construction, renovation and expansion in recent years. For more information on UTSA please visit <https://www.utsa.edu/>.

**Texas State University** - Texas State University is located just north of Cibolo in San Marcos, Texas. Opening its doors in 1903, Texas State's student population has grown from 303 to 35,568 in 2013. The main campus encompasses 485 acres with an additional 5,038 acres in recreational, instructional, farm and ranch land. Texas State University offers 96 bachelor's, 87 master's and 12 doctoral degree programs. Texas State ranks among the top 20 universities in the nation for the number of bachelor's degrees awarded to Hispanic students. For more information on Texas State University please visit <https://www.txstate.edu/>.

**Texas A&M University at San Antonio (TAMUSA)** - Texas A&M University at San Antonio (TAMUSA) is the first upper-division institution of higher education located in the historically under-served South San Antonio. TAMUSA provided affordable higher education opportunities to students from over 30 counties in the South Texas region, and has graduated over 5,000 students in a variety of high demand fields such as education, business, information technology, cyber security, criminology and biology. Approximately 74% of the students are the first in their families to attend college. For more information on Texas A&M University at San Antonio, please visit <https://www.tamusa.edu/>.

**University of Texas Health Science Center at San Antonio (UTHSCSA)** - The University of Texas Health Science Center at San Antonio (UTHSCSA) is an institute of health science education and research located within the South Texas Medical Center in San Antonio. The UTHSCSA serves the San Antonio and South Texas region. UTHSCSA has produced more than 28,000 graduates; more than 3,000 students a year train in an environment that involves more than 100 affiliated hospitals, clinics and health care facilities in South Texas. The university offers more than 65 degrees, with the majority of them being graduate and professional degrees in the bio-medical and health science field. For more information on the University of Texas Health Science Center at San Antonio, please visit <https://www.uthscsa.edu/>.

## THE ALAMO COMMUNITY COLLEGES

	<u>Enrollment</u> **	<u>Distance from Cibolo</u>
<u>Northeast Lakeview College</u>	4,758	7.5 Miles
<u>Central Texas Technology Center</u>	Not Available	21.7 Miles
<u>St. Phillip's College</u>	7,676	21.8 Miles
<u>San Antonio College</u>	14,564	25.1 Miles
<u>Palo Alto College</u>	6,775	33.2 Miles
<u>Northwest Vista College</u>	12,378	38.5 Miles

## PRIVATE UNIVERSITIES

	<u>Enrollment</u> **	<u>Distance from Cibolo</u>
<u>Texas Lutheran University</u>	1,410	16.0 Miles
<u>University of the Incarnate Word</u>	10,226	19.8 Miles
<u>Trinity University</u>	2,462	23.9 Miles
<u>St. Mary's University</u>	2,356	28.4 Miles

## PUBLIC UNIVERSITIES

	<u>Enrollment</u> **	<u>Distance from Cibolo</u>
<u>University of Texas at San Antonio (UTSA)</u>	32,594	27.8 Miles
<u>Texas State University</u>	34,187	34.0 Miles
<u>Texas A&amp;M University at San Antonio</u>	5,673	31.6 Miles
<u>University of Texas Health Science Center at San Antonio</u>	3,270	27.3 Miles

\*\* Enrollment numbers are from 2019

A photograph of two men in business attire. The man on the left is Black, wearing a grey suit, white shirt, and red tie. The man on the right is white, wearing a dark blue suit, white shirt, and dark tie, and has glasses. They are both looking down at a document held by the man on the left. The background is a blurred office environment with a clock on the wall.

# POSSIBLE INCENTIVES

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# INCENTIVES

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The City of Cibolo offers many local development incentives that can be used to help offset the costs associated with the location and expansion of an eligible business to the community. As such, our Economic Development team is prepared to help you realize these opportunities and any incentives that may be available. Below is a list of the most common local incentives that can potentially be applied to your planned investment. All incentives are on a case-by-case basis, and interested parties are invited to contact EDC staff to explore these and other options.

**Tax Abatement/Tax Phase-In** - The City considers Tax Abatement/Phase-In based upon the new tax base value the project will bring to the city, as well as the number and type of jobs a project will create or retain.

**Municipal Grants and Loans** - The City of Cibolo may provide grants through a portion of sale tax revenue collected to promote economic development activity within the city. Eligible projects may contract with the City to receive sales tax grants, franchise fee grants, water or sewer line extensions, building permit fee waivers, grants for capital recovery fees and/or workforce development training.

**Tax Increment Financing (TIF)** - Tax increment financing is a tax reinvestment tool that allows local governments to publicly fund needed structural improvements and enhanced infrastructure within a defined area. TIFs can be created on a case-by-case basis by the Cibolo City Council.

**State of Texas, Office of the Governor** - Texas is an attractive relocation and expansion location because the state works hard to develop and sustain a business-friendly operating environment. State government provides tax incentives, financing assistance and an array of services to help companies establish or expand in Texas. For more information on incentives offered by the State of Texas, please visit [texaswideopenforbusiness.com](http://texaswideopenforbusiness.com)

**Other Incentives** - Chapter 380 Agreements, Public Improvement Agreements, Permit-Fast Tracking, Permit Fee Reimbursements, Small Business Improvement Grants

# CONTACT INFORMATION

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**CIBOLO**



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[www.cibolotx.gov/economicdevelopment](http://www.cibolotx.gov/economicdevelopment)



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