

A comprehensive look into the City of Choice



# CIBOLO, TX DEMOGRAPHICS

CIBOLO ECONOMIC DEVELOPMENT DEPARTMENT

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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

*Greetings from*



*The City of Choice*





# 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.

Most importantly, 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
2021 Total Population	29,359 **
2021 Group Quarters	62
2026 Total Population	33,796
2021-2026 Annual Rate	2.85%
2021 Total Daytime Population	24,120
Workers	7,615
Residents	16,505
<b>Household Summary</b>	
2000 Households	1,979
2000 Average Household Size	2.84
2010 Households	6,384
2010 Average Household Size	3.08
2021 Households	9,335
2021 Average Household Size	3.14
2026 Households	10,791
2026 Average Household Size	3.13
2021-2026 Annual Rate	2.94%
2010 Families	5,317
2010 Average Family Size	3.40
2021 Families	7,616
2021 Average Family Size	3.50
2026 Families	8,750
2026 Average Family Size	3.50
2021-2026 Annual Rate	2.81%
<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%
2021 Housing Units	9,577
Owner Occupied Housing Units	86.9%
Renter Occupied Housing Units	10.5%
Vacant Housing Units	2.5%
2026 Housing Units	11,015
Owner Occupied Housing Units	86.3%
Renter Occupied Housing Units	11.6%
Vacant Housing Units	2.0%
<b>Median Household Income</b>	
2021	\$102,748
2026	\$105,708
<b>Median Home Value</b>	
2021	\$244,300
2026	\$260,892
<b>Per Capita Income</b>	
2021	\$36,309
2026	\$39,054
<b>Median Age</b>	
2010	33.8
2021	34.7
2026	33.7

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 09, 2022



# Community Profile

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

Prepared by Esri

	Cibolo city, ...
<b>2021 Households by Income</b>	
Household Income Base	9,336
<\$15,000	2.6%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	3.1%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	17.8%
\$100,000 - \$149,999	30.7%
\$150,000 - \$199,999	14.9%
\$200,000+	7.4%
Average Household Income	\$113,083
<b>2026 Households by Income</b>	
Household Income Base	10,790
<\$15,000	2.3%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	3.0%
\$35,000 - \$49,999	6.5%
\$50,000 - \$74,999	12.4%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	31.7%
\$150,000 - \$199,999	16.4%
\$200,000+	7.9%
Average Household Income	\$121,076
<b>2021 Owner Occupied Housing Units by Value</b>	
Total	8,327
<\$50,000	0.8%
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	14.3%
\$200,000 - \$249,999	33.9%
\$250,000 - \$299,999	27.1%
\$300,000 - \$399,999	15.3%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$264,981
<b>2026 Owner Occupied Housing Units by Value</b>	
Total	9,508
<\$50,000	0.2%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	8.4%
\$200,000 - \$249,999	33.2%
\$250,000 - \$299,999	31.7%
\$300,000 - \$399,999	20.0%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.4%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$284,992

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 09, 2022



# 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>2021 Population by Age</b>	
Total	29,358
0 - 4	7.2%
5 - 9	7.7%
10 - 14	7.9%
15 - 24	13.0%
25 - 34	14.6%
35 - 44	15.1%
45 - 54	14.6%
55 - 64	10.7%
65 - 74	6.1%
75 - 84	2.4%
85 +	0.7%
18 +	72.7%
<b>2026 Population by Age</b>	
Total	33,797
0 - 4	7.5%
5 - 9	7.7%
10 - 14	7.9%
15 - 24	11.9%
25 - 34	17.8%
35 - 44	14.3%
45 - 54	12.5%
55 - 64	10.5%
65 - 74	6.3%
75 - 84	2.9%
85 +	0.7%
18 +	72.5%
<b>2010 Population by Sex</b>	
Males	9,580
Females	10,098
<b>2021 Population by Sex</b>	
Males	14,285
Females	15,073
<b>2026 Population by Sex</b>	
Males	16,458
Females	17,339

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

Prepared by Esri

	Cibolo city, ...
<b>2010 Population by Race/Ethnicity</b>	
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
<b>2021 Population by Race/Ethnicity</b>	
Total	29,358
White Alone	67.7%
Black Alone	16.3%
American Indian Alone	0.6%
Asian Alone	3.5%
Pacific Islander Alone	0.4%
Some Other Race Alone	5.8%
Two or More Races	5.7%
Hispanic Origin	28.6%
Diversity Index	71.3
<b>2026 Population by Race/Ethnicity</b>	
Total	33,797
White Alone	65.2%
Black Alone	18.0%
American Indian Alone	0.6%
Asian Alone	3.9%
Pacific Islander Alone	0.4%
Some Other Race Alone	6.0%
Two or More Races	5.8%
Hispanic Origin	30.7%
Diversity Index	73.6
<b>2010 Population by Relationship and Household Type</b>	
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

Prepared by Esri

	Cibolo city, ...
<b>2021 Population 25+ by Educational Attainment</b>	
Total	18,850
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	3.2%
High School Graduate	18.5%
GED/Alternative Credential	2.1%
Some College, No Degree	20.7%
Associate Degree	12.9%
Bachelor's Degree	24.6%
Graduate/Professional Degree	16.7%
<b>2021 Population 15+ by Marital Status</b>	
Total	22,661
Never Married	28.1%
Married	57.8%
Widowed	3.6%
Divorced	10.6%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	13,192
Population 16+ Employed	94.9%
Population 16+ Unemployment rate	5.1%
Population 16-24 Employed	13.0%
Population 16-24 Unemployment rate	4.8%
Population 25-54 Employed	69.5%
Population 25-54 Unemployment rate	6.0%
Population 55-64 Employed	15.1%
Population 55-64 Unemployment rate	1.7%
Population 65+ Employed	2.4%
Population 65+ Unemployment rate	0.0%
<b>2021 Employed Population 16+ by Industry</b>	
Total	12,522
Agriculture/Mining	1.5%
Construction	2.8%
Manufacturing	6.4%
Wholesale Trade	2.0%
Retail Trade	11.5%
Transportation/Utilities	6.6%
Information	1.9%
Finance/Insurance/Real Estate	6.2%
Services	44.8%
Public Administration	16.4%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	12,521
White Collar	69.5%
Management/Business/Financial	19.6%
Professional	26.4%
Sales	10.9%
Administrative Support	12.7%
Services	11.3%
Blue Collar	19.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.3%
Installation/Maintenance/Repair	3.3%
Production	3.2%
Transportation/Material Moving	10.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 09, 2022



# Community Profile

Cibolo City, TX  
 Cibolo City, TX (4814920)  
 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>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	224
Percent of Income for Mortgage	10.0%
Wealth Index	114
<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%
<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%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 09, 2022



# Community Profile

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

Prepared by Esri

		Cibolo city, ...
<b>Top 3 Tapestry Segments</b>		
1.		Up and Coming Families (7A)
2.		Boomburbs (1C)
3.		Workday Drive (4A)
<b>2021 Consumer Spending</b>		
Apparel & Services: Total \$		\$24,091,352
Average Spent		\$2,580.76
Spending Potential Index		122
Education: Total \$		\$17,464,336
Average Spent		\$1,870.84
Spending Potential Index		108
Entertainment/Recreation: Total \$		\$36,562,068
Average Spent		\$3,916.67
Spending Potential Index		121
Food at Home: Total \$		\$60,222,071
Average Spent		\$6,451.21
Spending Potential Index		118
Food Away from Home: Total \$		\$43,611,116
Average Spent		\$4,671.79
Spending Potential Index		123
Health Care: Total \$		\$70,193,694
Average Spent		\$7,519.41
Spending Potential Index		121
HH Furnishings & Equipment: Total \$		\$26,768,424
Average Spent		\$2,867.53
Spending Potential Index		127
Personal Care Products & Services: Total \$		\$10,205,884
Average Spent		\$1,093.29
Spending Potential Index		122
Shelter: Total \$		\$222,227,083
Average Spent		\$23,805.79
Spending Potential Index		118
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$30,252,413
Average Spent		\$3,240.75
Spending Potential Index		136
Travel: Total \$		\$29,425,183
Average Spent		\$3,152.14
Spending Potential Index		125
Vehicle Maintenance & Repairs: Total \$		\$12,976,700
Average Spent		\$1,390.11
Spending Potential Index		125

**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.

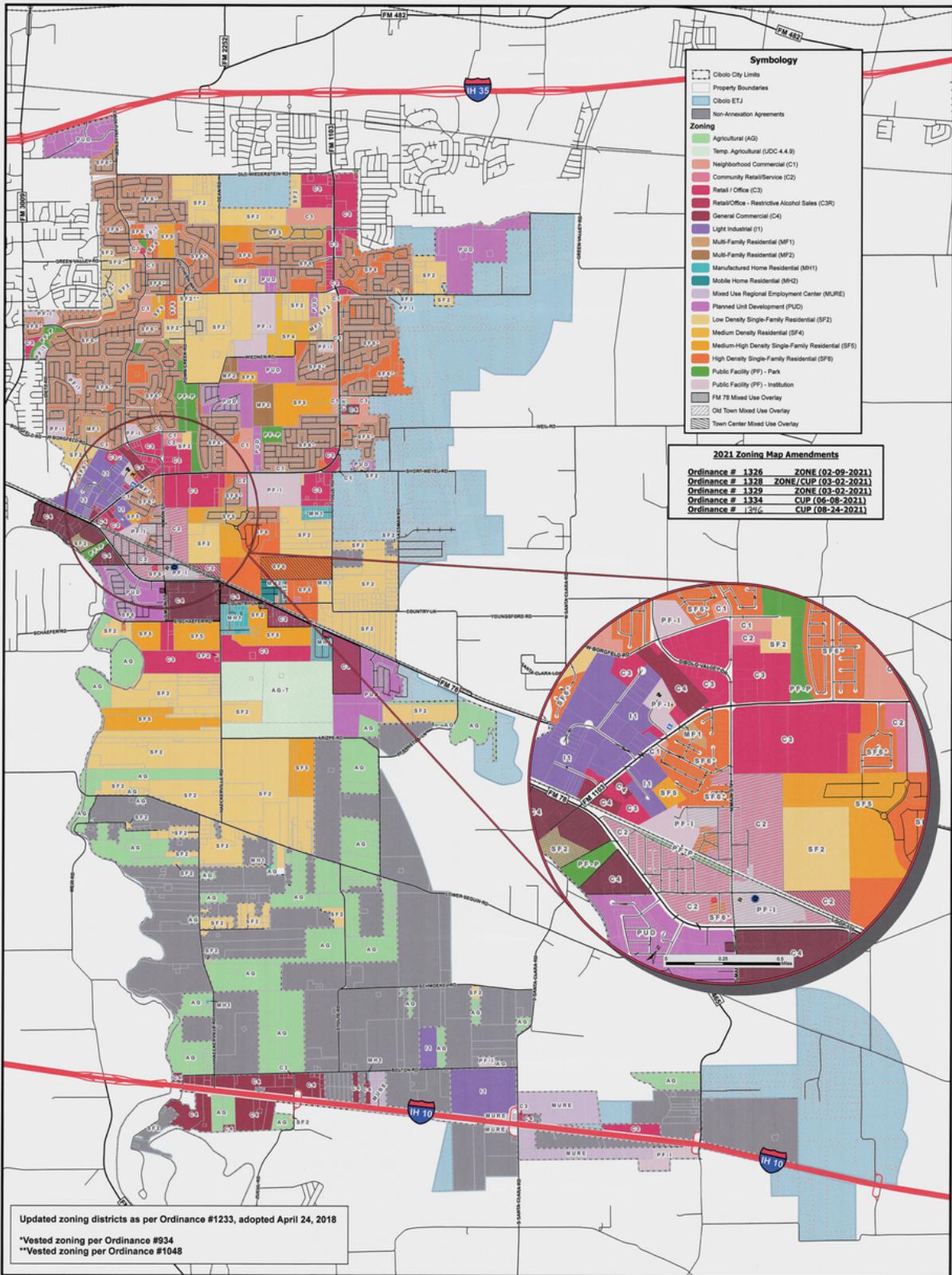
**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

March 09, 2022

# CIBOLO, TX MAPS





1:24,000

**OFFICIAL ZONING MAP**

City of Cibolo

August 24, 2021

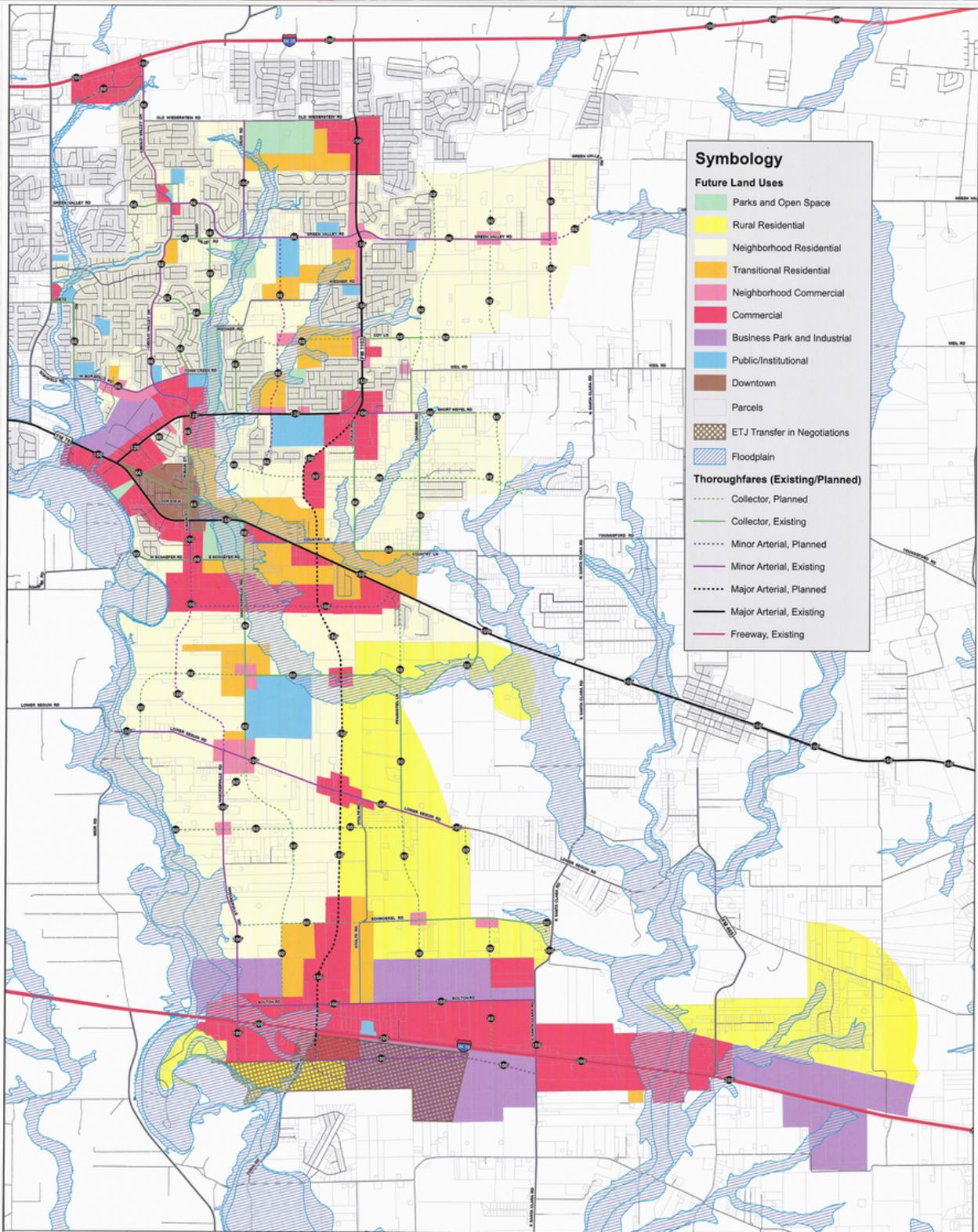


This is to certify that this is the Official Zoning Map referred to in the City of Cibolo Code of Ordinances, Appendix A, commonly referred to as the Unified Development Code (UDC). Adopted by Ordinance Number 1336 on 8-24-21 by the City Council of the City of Cibolo, Texas.

SIGNED *Stosh Boye*  
Stosh Boye, Mayor

ATTEST *Peggy Clinks*  
Peggy Clinks, City Secretary





1:24,000

## Future Land Use and Thoroughfare Map

City of Cibolo

February 9, 2021

This is to certify this map as the Official Future Land Use Map/Future Thoroughfare Plan adopted on 1 February 2021 by the City Council of the City of Cibolo, Texas.

SIGNED:   
Stosh Boyle, Mayor

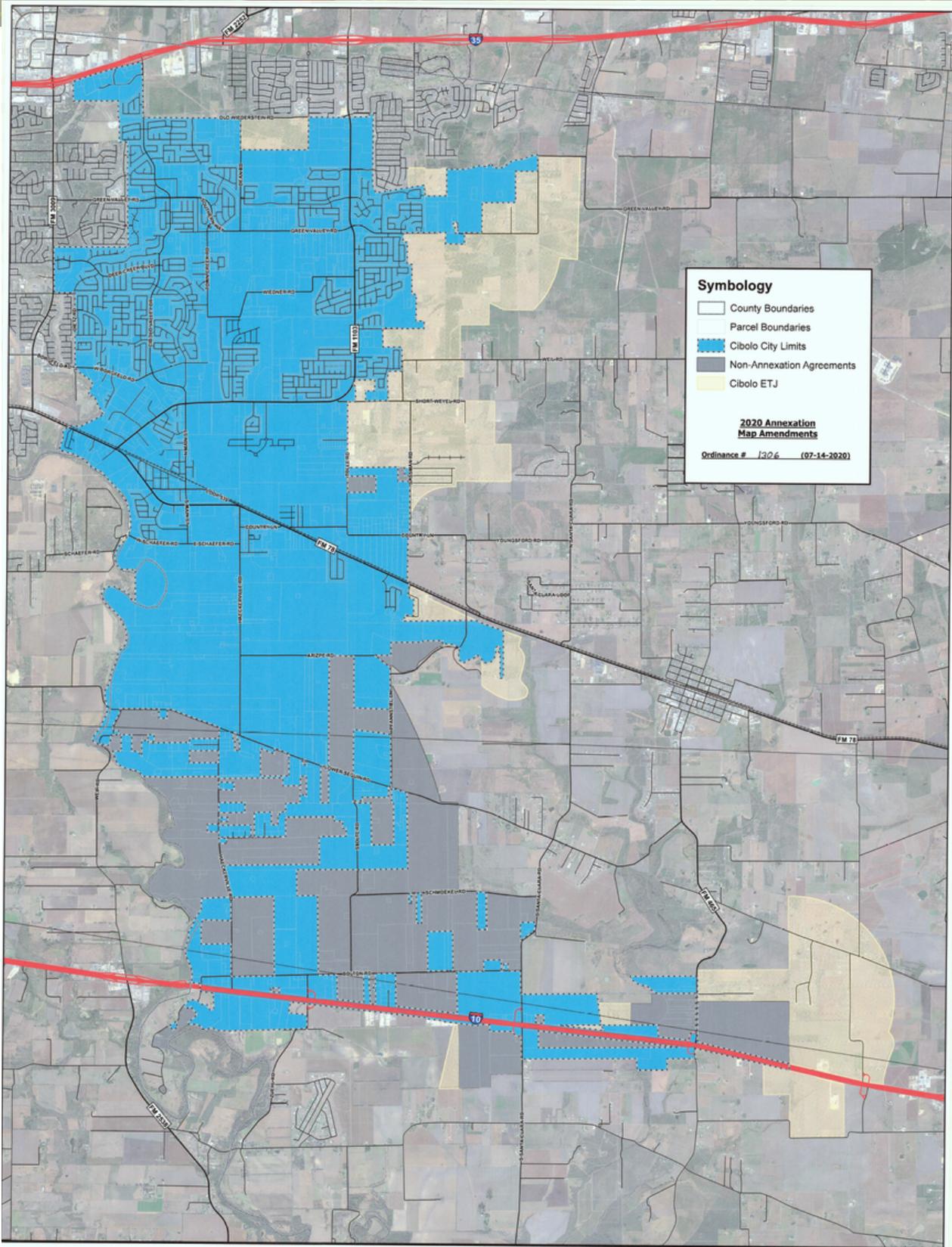
ATTEST:   
Peggy Cimics, City Secretary



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 inaccuracy 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 1326 on July 14, 2020 by the City Council of the City of Cibolo, Texas.

SIGNED [Signature]  
Stosh Boyle, Mayor

ATTEST [Signature]  
Peggy Cimica, 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 sometimes use data obtained from 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 update the primary data and information sources to ascertain the validity of the information.



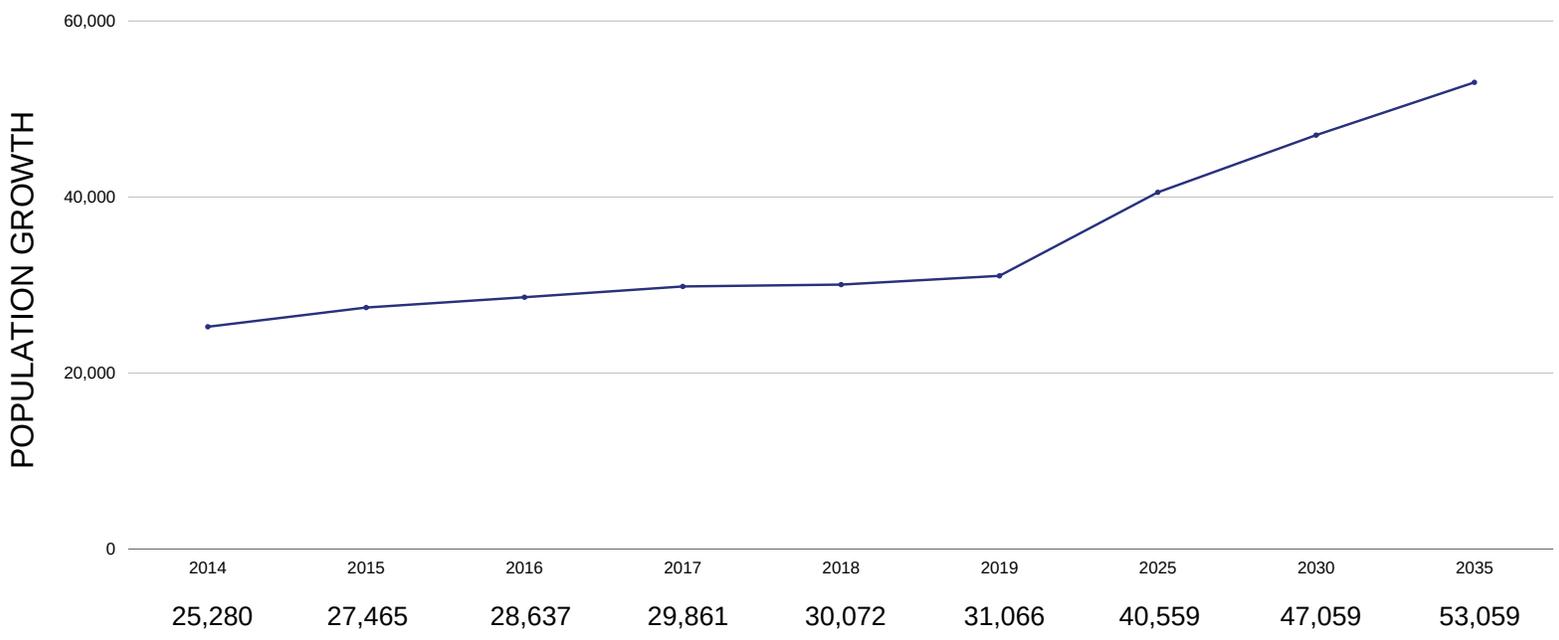
# GROWTH POTENTIAL





RESIDENTIAL BUILDING PERMITS  
CITY OF CIBOLO

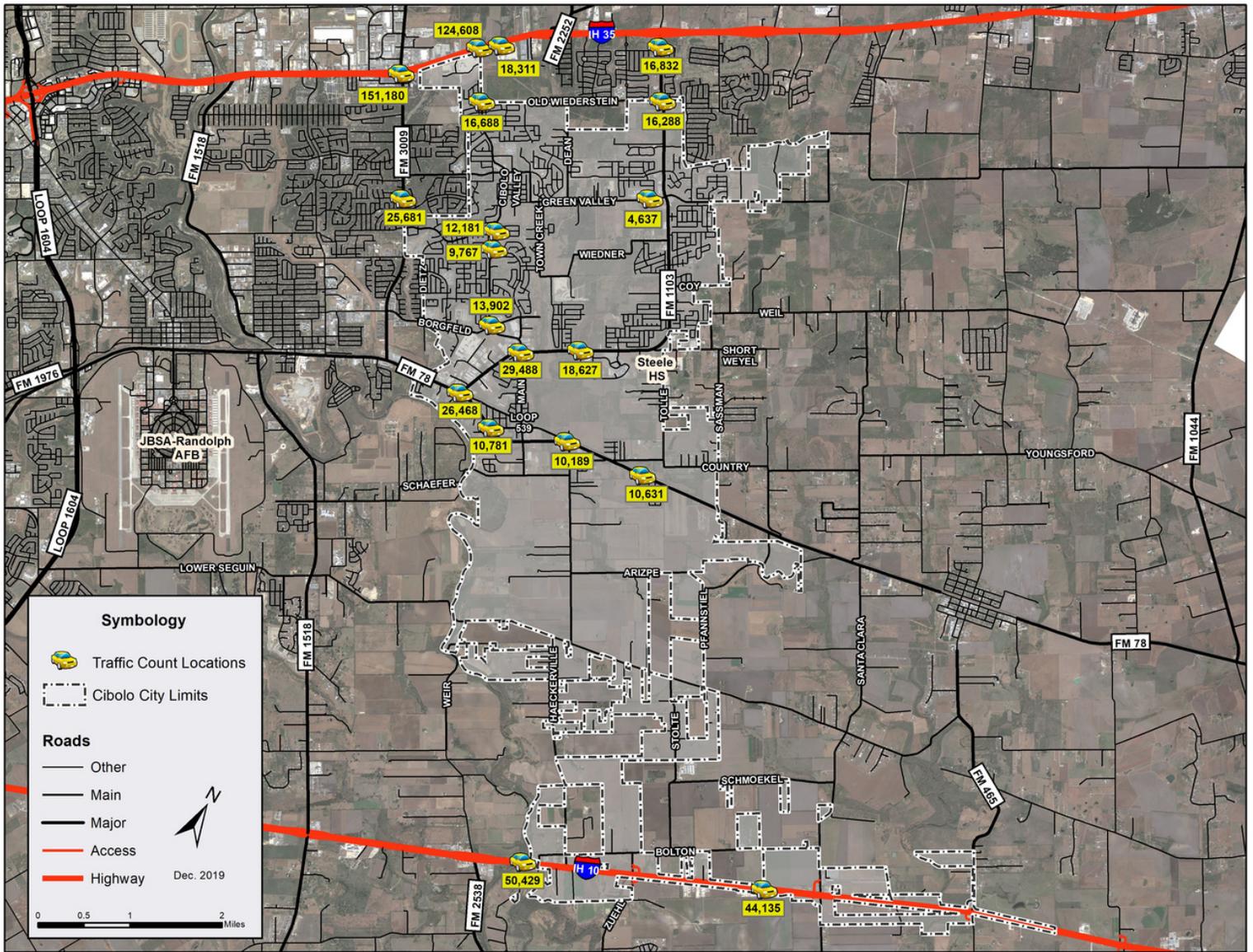
YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	ANNUAL TOTAL
2011	18	23	37	25	27	28	22	35	17	13	18	17	280
2012	20	26	41	36	39	37	28	33	27	36	41	24	388
2013	29	28	27	42	41	32	51	39	30	23	28	20	390
2014	38	27	21	48	46	39	39	23	31	25	26	16	379
2015	20	18	32	40	31	39	48	34	38	56	30	26	412
2016	25	22	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	36	31	30	21	32	78	360
2021	47	39	35	55	38	40	26	27	74	24	49	39	493
2022	64	51											115



Source: Cibolo Planning Department & Cibolo Comprehensive Master Plan

# TRAFFIC COUNTS





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

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

Prepared by Esri

## Summary Demographics

2021 Population	29,359 **
2021 Households	9,335
2021 Median Disposable Income	\$81,401
2021 Per Capita Income	\$36,309

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
<b>2017 Industry Summary</b>						
Total Retail Trade and Food & Drink	44-45,722	\$400,354,373	\$97,786,050	\$302,568,323	60.7	38
Total Retail Trade	44-45	\$359,568,041	\$91,675,322	\$267,892,719	59.4	24
Total Food & Drink	722	\$40,786,332	\$6,110,728	\$34,675,604	73.9	14
<b>2017 Industry Group</b>						
Motor Vehicle & Parts Dealers	441	\$78,282,449	\$3,623,174	\$74,659,275	91.2	3
Automobile Dealers	4411	\$62,952,689	\$3,178,969	\$59,773,720	90.4	2
Other Motor Vehicle Dealers	4412	\$8,538,421	\$444,205	\$8,094,216	90.1	1
Auto Parts, Accessories & Tire Stores	4413	\$6,791,339	\$0	\$6,791,339	100.0	0
Furniture & Home Furnishings Stores	442	\$12,911,121	\$0	\$12,911,121	100.0	0
Furniture Stores	4421	\$7,469,541	\$0	\$7,469,541	100.0	0
Home Furnishings Stores	4422	\$5,441,580	\$0	\$5,441,580	100.0	0
Electronics & Appliance Stores	443	\$13,344,275	\$1,990,272	\$11,354,003	74.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,256,433	\$18,385,040	\$5,871,393	13.8	4
Bldg Material & Supplies Dealers	4441	\$22,970,823	\$17,984,082	\$4,986,741	12.2	3
Lawn & Garden Equip & Supply Stores	4442	\$1,285,610	\$400,958	\$884,652	52.5	1
Food & Beverage Stores	445	\$63,765,802	\$3,728,223	\$60,037,579	89.0	4
Grocery Stores	4451	\$57,816,550	\$3,728,223	\$54,088,327	87.9	4
Specialty Food Stores	4452	\$2,704,955	\$0	\$2,704,955	100.0	0
Beer, Wine & Liquor Stores	4453	\$3,244,297	\$0	\$3,244,297	100.0	0
Health & Personal Care Stores	446,4461	\$19,842,759	\$6,067,050	\$13,775,709	53.2	3
Gasoline Stations	447,4471	\$35,638,322	\$4,804,035	\$30,834,287	76.2	3
Clothing & Clothing Accessories Stores	448	\$16,650,667	\$290,341	\$16,360,326	96.6	1
Clothing Stores	4481	\$10,995,321	\$0	\$10,995,321	100.0	0
Shoe Stores	4482	\$2,382,024	\$0	\$2,382,024	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,273,322	\$290,341	\$2,982,981	83.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$12,641,538	\$281,761	\$12,359,777	95.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,299,717	\$281,761	\$11,017,956	95.1	1
Book, Periodical & Music Stores	4512	\$1,341,821	\$0	\$1,341,821	100.0	0
General Merchandise Stores	452	\$62,986,225	\$50,238,621	\$12,747,604	11.3	1
Department Stores Excluding Leased Depts.	4521	\$44,125,334	\$50,238,621	-\$6,113,287	-6.5	1
Other General Merchandise Stores	4529	\$18,860,891	\$0	\$18,860,891	100.0	0
Miscellaneous Store Retailers	453	\$14,037,831	\$2,266,805	\$11,771,026	72.2	3
Florists	4531	\$584,753	\$146,492	\$438,261	59.9	1
Office Supplies, Stationery & Gift Stores	4532	\$3,091,866	\$82,189	\$3,009,677	94.8	1
Used Merchandise Stores	4533	\$2,435,545	\$0	\$2,435,545	100.0	0
Other Miscellaneous Store Retailers	4539	\$7,925,667	\$2,038,124	\$5,887,543	59.1	1
Nonstore Retailers	454	\$5,210,619	\$0	\$5,210,619	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$3,928,817	\$0	\$3,928,817	100.0	0
Vending Machine Operators	4542	\$316,909	\$0	\$316,909	100.0	0
Direct Selling Establishments	4543	\$964,893	\$0	\$964,893	100.0	0
Food Services & Drinking Places	722	\$40,786,332	\$6,110,728	\$34,675,604	73.9	14
Special Food Services	7223	\$495,017	\$0	\$495,017	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,464,779	\$71,402	\$1,393,377	90.7	1
Restaurants/Other Eating Places	7225	\$38,826,536	\$6,039,326	\$32,787,210	73.1	13

**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 Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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\*\*Note: The Texas State Demographer population estimate is 35,470 as of January 1, 2022

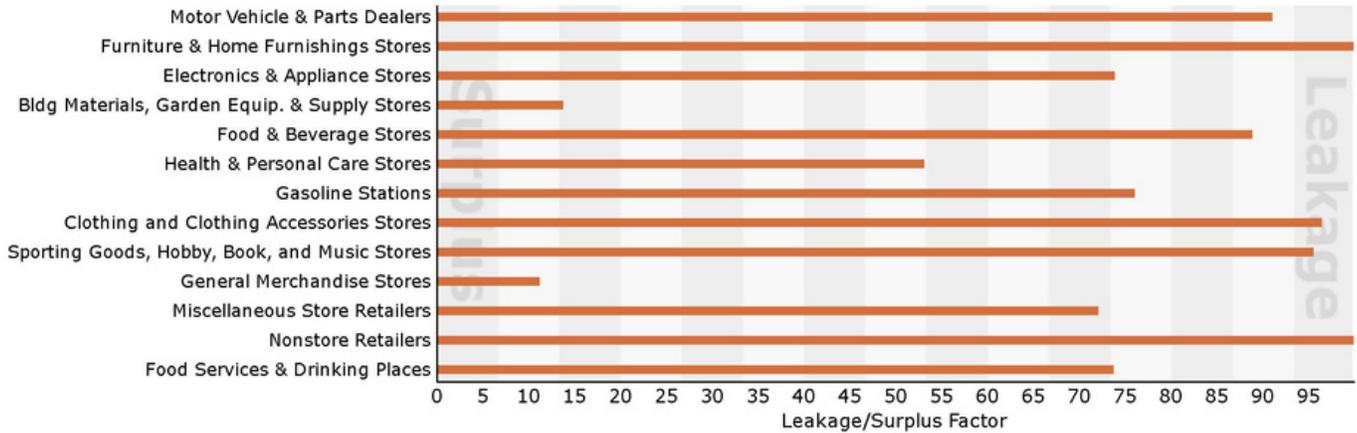


# Retail MarketPlace Profile

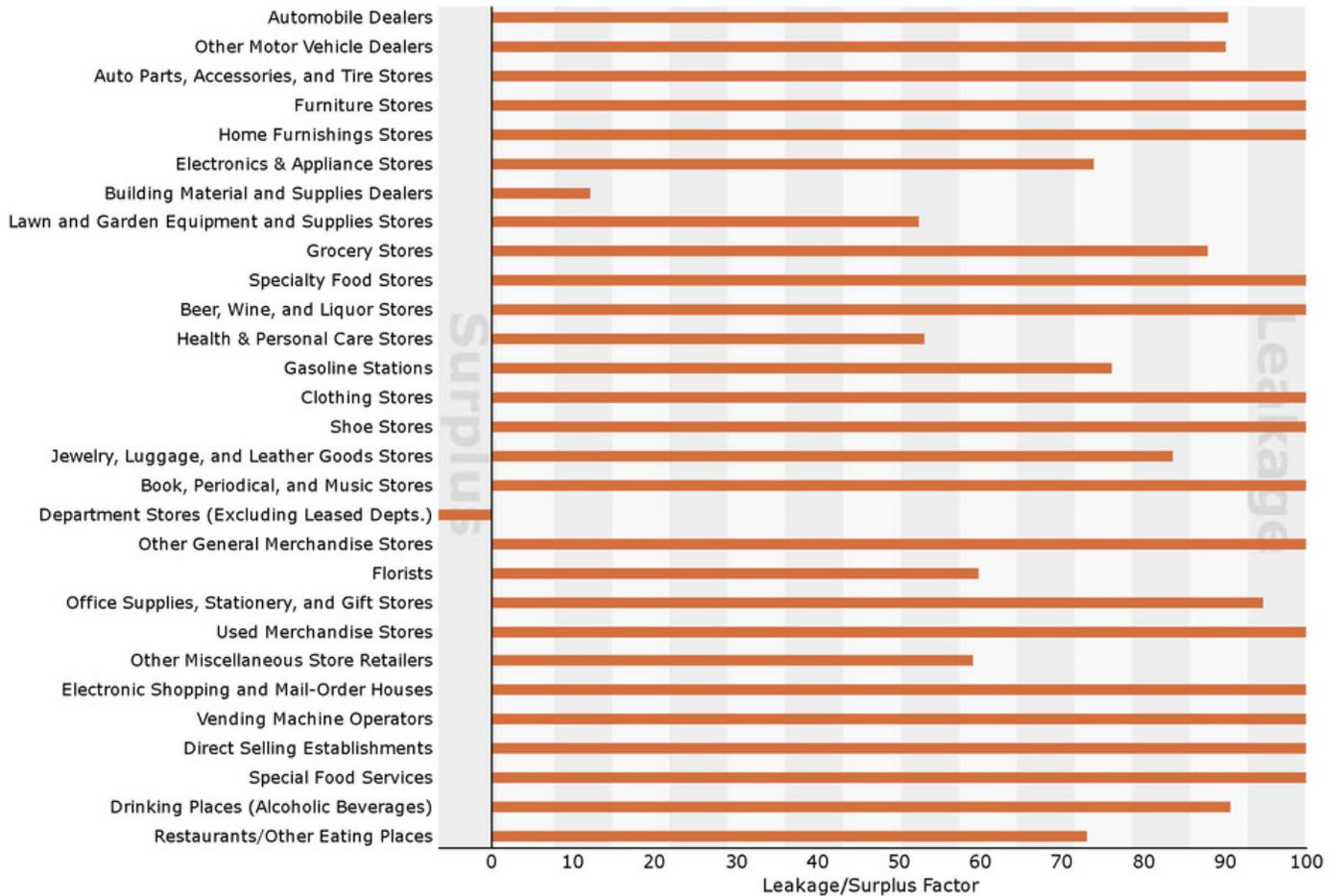
Cibolo City, TX  
 Cibolo City, TX (4814920)  
 Geography: Place

Prepared by Esri

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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# Retail Goods and Services Expenditures

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

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Up and Coming Families (7A)	52.5%	Population	29,359	33,796
Boomburbs (1C)	18.7%	Households	9,335	10,791
Workday Drive (4A)	10.7%	Families	7,616	8,750
Middleburg (4C)	8.4%	Median Age	34.7	33.7
Professional Pride (1B)	5.0%	Median Household Income	\$102,748	\$105,708
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		122	\$2,580.76	\$24,091,352
Men's		122	\$496.37	\$4,633,632
Women's		119	\$878.09	\$8,196,957
Children's		140	\$433.61	\$4,047,757
Footwear		117	\$585.48	\$5,465,418
Watches & Jewelry		119	\$153.53	\$1,433,205
Apparel Products and Services (1)		105	\$55.34	\$516,611
<b>Computer</b>				
Computers and Hardware for Home Use		126	\$211.50	\$1,974,323
Portable Memory		123	\$5.34	\$49,870
Computer Software		113	\$10.88	\$101,590
Computer Accessories		129	\$23.23	\$216,858
<b>Entertainment &amp; Recreation</b>		121	\$3,916.67	\$36,562,068
Fees and Admissions		128	\$947.80	\$8,847,709
Membership Fees for Clubs (2)		121	\$301.71	\$2,816,456
Fees for Participant Sports, excl. Trips		138	\$158.74	\$1,481,882
Tickets to Theatre/Operas/Concerts		112	\$90.47	\$844,559
Tickets to Movies		142	\$78.85	\$736,095
Tickets to Parks or Museums		140	\$47.64	\$444,691
Admission to Sporting Events, excl. Trips		127	\$81.51	\$760,937
Fees for Recreational Lessons		134	\$187.92	\$1,754,187
Dating Services		79	\$0.95	\$8,902
TV/Video/Audio		119	\$1,392.39	\$12,997,922
Cable and Satellite Television Services		112	\$905.64	\$8,454,105
Televisions		134	\$149.97	\$1,399,970
Satellite Dishes		139	\$2.18	\$20,331
VCRs, Video Cameras, and DVD Players		126	\$6.19	\$57,830
Miscellaneous Video Equipment		117	\$18.21	\$169,953
Video Cassettes and DVDs		136	\$10.43	\$97,344
Video Game Hardware/Accessories		126	\$36.49	\$340,627
Video Game Software		127	\$20.28	\$189,325
Rental/Streaming/Downloaded Video		137	\$96.04	\$896,519
Installation of Televisions		128	\$0.95	\$8,875
Audio (3)		134	\$143.29	\$1,337,644
Rental and Repair of TV/Radio/Sound Equipment		92	\$2.72	\$25,398
Pets		115	\$838.30	\$7,825,576
Toys/Games/Crafts/Hobbies (4)		134	\$154.70	\$1,444,161
Recreational Vehicles and Fees (5)		117	\$132.29	\$1,234,912
Sports/Recreation/Exercise Equipment (6)		137	\$246.88	\$2,304,605
Photo Equipment and Supplies (7)		133	\$61.04	\$569,789
Reading (8)		110	\$113.32	\$1,057,825
Catered Affairs (9)		103	\$30.17	\$281,631
<b>Food</b>		120	\$11,123.00	\$103,833,188
Food at Home		118	\$6,451.21	\$60,222,071
Bakery and Cereal Products		118	\$823.96	\$7,691,641
Meats, Poultry, Fish, and Eggs		116	\$1,367.94	\$12,769,717
Dairy Products		117	\$641.01	\$5,983,790
Fruits and Vegetables		117	\$1,241.79	\$11,592,076
Snacks and Other Food at Home (10)		121	\$2,376.52	\$22,184,847
Food Away from Home		123	\$4,671.79	\$43,611,116
Alcoholic Beverages		113	\$706.61	\$6,596,217

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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## Retail Goods and Services Expenditures

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

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	120	\$32,801.87	\$306,205,502
Value of Retirement Plans	119	\$119,031.45	\$1,111,158,543
Value of Other Financial Assets	96	\$8,216.56	\$76,701,564
Vehicle Loan Amount excluding Interest	136	\$3,897.31	\$36,381,427
Value of Credit Card Debt	119	\$3,288.59	\$30,698,953
<b>Health</b>			
Nonprescription Drugs	116	\$179.10	\$1,671,895
Prescription Drugs	115	\$384.50	\$3,589,328
Eyeglasses and Contact Lenses	119	\$115.02	\$1,073,674
<b>Home</b>			
Mortgage Payment and Basics (11)	133	\$14,148.28	\$132,074,234
Maintenance and Remodeling Services	128	\$3,671.99	\$34,278,016
Maintenance and Remodeling Materials (12)	134	\$829.94	\$7,747,503
Utilities, Fuel, and Public Services	120	\$5,992.65	\$55,941,405
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	123	\$124.51	\$1,162,295
Furniture	128	\$814.97	\$7,607,789
Rugs	124	\$38.95	\$363,622
Major Appliances (14)	133	\$500.51	\$4,672,220
Housewares (15)	123	\$108.58	\$1,013,565
Small Appliances	121	\$63.69	\$594,534
Luggage	131	\$21.97	\$205,062
Telephones and Accessories	111	\$111.40	\$1,039,882
<b>Household Operations</b>			
Child Care	142	\$753.98	\$7,038,430
Lawn and Garden (16)	122	\$610.01	\$5,694,435
Moving/Storage/Freight Express	127	\$90.23	\$842,255
Housekeeping Supplies (17)	121	\$946.88	\$8,839,149
<b>Insurance</b>			
Owners and Renters Insurance	129	\$807.04	\$7,533,715
Vehicle Insurance	127	\$2,362.62	\$22,055,015
Life/Other Insurance	122	\$737.00	\$6,879,930
Health Insurance	119	\$4,925.61	\$45,980,582
Personal Care Products (18)	123	\$611.15	\$5,705,087
School Books and Supplies (19)	127	\$165.49	\$1,544,810
Smoking Products	103	\$397.22	\$3,708,073
<b>Transportation</b>			
Payments on Vehicles excluding Leases	137	\$3,563.65	\$33,266,696
Gasoline and Motor Oil	125	\$3,010.34	\$28,101,533
Vehicle Maintenance and Repairs	125	\$1,390.11	\$12,976,700
<b>Travel</b>			
Airline Fares	124	\$782.08	\$7,300,714
Lodging on Trips	124	\$879.13	\$8,206,716
Auto/Truck Rental on Trips	127	\$70.12	\$654,529
Food and Drink on Trips	124	\$738.05	\$6,889,675

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## Retail Goods and Services Expenditures

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

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- (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 health 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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# Retail Market Potential

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

Prepared by Esri

Demographic Summary	2021	2026
Population	29,359 **	33,796
Population 18+	21,352	24,506
Households	9,335	10,791
Median Household Income	\$102,748	\$105,708

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	10,755	50.4%	103
Bought any women's clothing in last 12 months	10,163	47.6%	105
Bought any shoes in last 12 months	11,689	54.7%	102
Bought costume jewelry in last 12 months	3,726	17.5%	109
Bought any fine jewelry in last 12 months	4,114	19.3%	105
Bought a watch in last 12 months	3,362	15.7%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	8,754	93.8%	109
HH bought/leased new vehicle last 12 months	1,023	11.0%	121
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	19,717	92.3%	108
Bought/changed motor oil in last 12 months	10,255	48.0%	106
Had tune-up in last 12 months	5,801	27.2%	113
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	15,386	72.1%	101
Drank non-diet (regular) in last 6 months	9,099	42.6%	101
Drank beer/ale in last 6 months	9,358	43.8%	106
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,790	8.4%	104
Own digital SLR camera/camcorder	2,162	10.1%	127
Printed digital photos in last 12 months	5,544	26.0%	118
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,939	32.5%	101
Have a smartphone	20,339	95.3%	107
Have a smartphone: Android phone (any brand)	8,030	37.6%	92
Have a smartphone: Apple iPhone	12,401	58.1%	121
Number of cell phones in household: 1	1,734	18.6%	61
Number of cell phones in household: 2	3,652	39.1%	103
Number of cell phones in household: 3+	3,877	41.5%	140
HH has cell phone only (no landline telephone)	6,403	68.6%	106
<b>Computers (Households)</b>			
HH owns a computer	7,952	85.2%	114
HH owns desktop computer	3,909	41.9%	120
HH owns laptop/notebook	6,308	67.6%	115
HH owns any Apple/Mac brand computer	2,172	23.3%	116
HH owns any PC/non-Apple brand computer	6,599	70.7%	116
HH purchased most recent computer in a store	3,764	40.3%	115
HH purchased most recent computer online	1,720	18.4%	117
HH spent \$1-\$499 on most recent home computer	1,239	13.3%	93
HH spent \$500-\$999 on most recent home computer	1,797	19.3%	116
HH spent \$1,000-\$1,499 on most recent home computer	1,225	13.1%	127
HH spent \$1,500-\$1,999 on most recent home computer	588	6.3%	127
HH spent \$2,000+ on most recent home computer	548	5.9%	133

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

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\*\*Note: The Texas State Demographer population estimate is 35,470 as of January 1, 2022



# Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	13,952	65.3%	106
Bought brewed coffee at convenience store in last 30 days	2,633	12.3%	98
Bought cigarettes at convenience store in last 30 days	1,525	7.1%	78
Bought gas at convenience store in last 30 days	8,638	40.5%	110
Spent at convenience store in last 30 days: \$1-19	1,539	7.2%	103
Spent at convenience store in last 30 days: \$20-\$39	2,136	10.0%	107
Spent at convenience store in last 30 days: \$40-\$50	1,852	8.7%	107
Spent at convenience store in last 30 days: \$51-\$99	1,124	5.3%	95
Spent at convenience store in last 30 days: \$100+	5,022	23.5%	107
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	14,606	68.4%	115
Went to live theater in last 12 months	3,036	14.2%	115
Went to a bar/night club in last 12 months	4,094	19.2%	108
Dined out in last 12 months	12,023	56.3%	111
Gambled at a casino in last 12 months	3,156	14.8%	112
Visited a theme park in last 12 months	4,724	22.1%	119
Viewed movie (video-on-demand) in last 30 days	3,746	17.5%	117
Viewed TV show (video-on-demand) in last 30 days	2,527	11.8%	116
Watched any pay-per-view TV in last 12 months	2,088	9.8%	132
Downloaded a movie over the Internet in last 30 days	2,445	11.5%	122
Downloaded any individual song in last 6 months	4,495	21.1%	114
Used internet to watch a movie online in the last 30 days	7,966	37.3%	115
Used internet to watch a TV program online in last 30 days	5,113	23.9%	113
Played a video/electronic game (console) in last 12 months	2,245	10.5%	111
Played a video/electronic game (portable) in last 12 months	1,073	5.0%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	9,835	46.1%	141
Used ATM/cash machine in last 12 months	12,176	57.0%	106
Own any stock	2,101	9.8%	119
Own U.S. savings bond	923	4.3%	88
Own shares in mutual fund (stock)	1,931	9.0%	112
Own shares in mutual fund (bonds)	1,114	5.2%	100
Have interest checking account	6,989	32.7%	109
Have non-interest checking account	6,575	30.8%	100
Have savings account	13,901	65.1%	109
Have 401K retirement savings plan	4,818	22.6%	129
Own/used any credit/debit card in last 12 months	18,554	86.9%	105
Avg monthly credit card expenditures: \$1-110	2,209	10.3%	91
Avg monthly credit card expenditures: \$111-\$225	1,788	8.4%	115
Avg monthly credit card expenditures: \$226-\$450	1,629	7.6%	104
Avg monthly credit card expenditures: \$451-\$700	1,515	7.1%	104
Avg monthly credit card expenditures: \$701-\$1,000	1,369	6.4%	101
Avg monthly credit card expenditures: \$1001-2000	2,108	9.9%	124
Avg monthly credit card expenditures: \$2001+	1,815	8.5%	125
Did banking online in last 12 months	11,151	52.2%	121
Did banking on mobile device in last 12 months	8,539	40.0%	124
Paid bills online in last 12 months	13,801	64.6%	118

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



# Retail Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	6,602	70.7%	104
HH used bread in last 6 months	8,870	95.0%	101
HH used chicken (fresh or frozen) in last 6 months	6,527	69.9%	105
HH used turkey (fresh or frozen) in last 6 months	1,294	13.9%	99
HH used fish/seafood (fresh or frozen) in last 6 months	5,340	57.2%	104
HH used fresh fruit/vegetables in last 6 months	8,101	86.8%	103
HH used fresh milk in last 6 months	7,978	85.5%	103
HH used organic food in last 6 months	2,404	25.8%	107
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,151	33.5%	112
Exercise at club 2+ times per week	3,955	18.5%	129
Visited a doctor in last 12 months	16,575	77.6%	101
Used vitamin/dietary supplement in last 6 months	11,953	56.0%	102
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	3,260	34.9%	122
HH used any maid/professional cleaning service in last 12 months	1,887	20.2%	132
HH purchased low ticket HH furnishings in last 12 months	1,776	19.0%	106
HH purchased big ticket HH furnishings in last 12 months	2,438	26.1%	113
HH bought any small kitchen appliance in last 12 months	2,424	26.0%	111
HH bought any large kitchen appliance in last 12 months	1,466	15.7%	117
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	10,450	48.9%	111
Carry medical/hospital/accident insurance	16,645	78.0%	104
Carry homeowner/personal property insurance	12,373	57.9%	119
Carry renter's insurance	1,831	8.6%	93
HH has auto insurance: 1 vehicle in household covered	2,060	22.1%	76
HH has auto insurance: 2 vehicles in household covered	3,408	36.5%	132
HH has auto insurance: 3+ vehicles in household covered	2,591	27.8%	121
<b>Pets (Households)</b>			
Household owns any pet	5,542	59.4%	112
Household owns any cat	1,914	20.5%	89
Household owns any dog	4,533	48.6%	120
<b>Psychographics (Adults)</b>			
Buying American is important to me	7,303	34.2%	95
Usually buy items on credit rather than wait	2,824	13.2%	97
Usually buy based on quality - not price	3,548	16.6%	88
Price is usually more important than brand name	6,041	28.3%	97
Usually use coupons for brands I buy often	3,022	14.2%	90
Am interested in how to help the environment	4,041	18.9%	90
Usually pay more for environ safe product	2,994	14.0%	93
Usually value green products over convenience	2,385	11.2%	96
Likely to buy a brand that supports a charity	7,547	35.3%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,432	16.1%	113
Bought hardcover book in last 12 months	4,859	22.8%	110
Bought paperback book in last 12 month	6,417	30.1%	106
Read any daily newspaper (paper version)	1,901	8.9%	61
Read any digital newspaper in last 30 days	10,145	47.5%	106
Read any magazine (paper/electronic version) in last 6 months	19,840	92.9%	103

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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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



# Retail Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	17,069	79.9%	110
Went to family restaurant/steak house: 4+ times a month	6,121	28.7%	116
Went to fast food/drive-in restaurant in last 6 months	19,863	93.0%	103
Went to fast food/drive-in restaurant 9+ times/month	9,382	43.9%	115
Fast food restaurant last 6 months: eat in	7,806	36.6%	113
Fast food restaurant last 6 months: home delivery	2,171	10.2%	114
Fast food restaurant last 6 months: take-out/drive-thru	11,711	54.8%	115
Fast food restaurant last 6 months: take-out/walk-in	4,789	22.4%	109
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	13,156	61.6%	120
Own any e-reader	2,516	11.8%	115
Own e-reader/tablet: iPad	8,630	40.4%	132
HH has Internet connectable TV	4,034	43.2%	118
Own any portable MP3 player	3,532	16.5%	114
HH owns 1 TV	1,408	15.1%	71
HH owns 2 TVs	2,205	23.6%	89
HH owns 3 TVs	2,428	26.0%	123
HH owns 4+ TVs	2,314	24.8%	141
HH subscribes to cable TV	3,585	38.4%	97
HH subscribes to fiber optic	612	6.6%	112
HH owns portable GPS navigation device	1,796	19.2%	100
HH purchased video game system in last 12 months	897	9.6%	117
HH owns any Internet video device for TV	4,137	44.3%	132
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	13,111	61.4%	115
Took 3+ domestic non-business trips in last 12 months	3,154	14.8%	116
Spent on domestic vacations in last 12 months: \$1-999	2,300	10.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,834	8.6%	133
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	966	4.5%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,235	5.8%	133
Spent on domestic vacations in last 12 months: \$3,000+	1,901	8.9%	125
Domestic travel in last 12 months: used general travel website	1,646	7.7%	115
Took foreign trip (including Alaska and Hawaii) in last 3 years	8,070	37.8%	124
Took 3+ foreign trips by plane in last 3 years	1,719	8.1%	121
Spent on foreign vacations in last 12 months: \$1-999	1,376	6.4%	119
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,290	6.0%	135
Spent on foreign vacations in last 12 months: \$3,000+	1,864	8.7%	122
Foreign travel in last 3 years: used general travel website	1,642	7.7%	122
Nights spent in hotel/motel in last 12 months: any	11,390	53.3%	115
Took cruise of more than one day in last 3 years	2,881	13.5%	138
Member of any frequent flyer program	5,812	27.2%	132
Member of any hotel rewards program	6,020	28.2%	132

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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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022

# RESTAURANT MARKET POTENTIAL





# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Demographic Summary	2021	2026
Population	38,066	43,774
Population 18+	28,645	33,007
Households	13,177	15,146
Median Household Income	\$96,076	\$100,832

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	22,337	78.0%	108
Went to family restaurant/steak house 4+ times/month last 30 days	7,965	27.8%	113
Spent at family restaurant/steak house last 30 days: \$1-30	1,922	6.7%	90
Spent at family restaurant/steak house 30 days: \$31-50	2,673	9.3%	105
Spent at family restaurant/steak house last 30 days: \$51-100	4,657	16.3%	112
Spent at family restaurant/steak house last 30 days: \$101-200	3,167	11.1%	123
Spent at family restaurant/steak house last 30 days: \$201+	1,514	5.3%	125
Spent at fine dining last 30 days: \$1-100	983	3.4%	88
Spent at fine dining last 30 days: \$101+	1,322	4.6%	109
Went to family restaurant last 6 months: for breakfast	3,810	13.3%	110
Went to family restaurant last 6 months: for lunch	5,663	19.8%	110
Went to family restaurant last 6 months: for dinner	14,500	50.6%	114
Went to family restaurant last 6 months: for snack	616	2.2%	118
Went to family restaurant last 6 months: on weekday	9,246	32.3%	110
Went to family restaurant last 6 months: on weekend	13,014	45.4%	116
Went to family restaurant last 6 months: Applebee`s	4,917	17.2%	94
Went to family restaurant last 6 months: Bob Evans	749	2.6%	86
Went to family restaurant last 6 months: Buffalo Wild Wings	3,094	10.8%	115
Went to family restaurant last 6 months: California Pizza Kitchen	713	2.5%	100
Went to family restaurant last 6 months: The Cheesecake Factory	2,613	9.1%	130
Went to family restaurant last 6 months: Chili`s Grill & Bar	3,893	13.6%	133
Went to family restaurant last 6 months: CiCi`s Pizza	658	2.3%	108
Went to family restaurant last 6 months: Cracker Barrel	3,754	13.1%	115
Went to family restaurant last 6 months: Denny`s	2,427	8.5%	99
Went to family restaurant last 6 months: Golden Corral	2,132	7.4%	113
Went to family restaurant last 6 months: IHOP	3,267	11.4%	123
Went to family restaurant last 6 months: Logan`s Roadhouse	1,038	3.6%	129
Went to family restaurant last 6 months: LongHorn Steakhouse	1,779	6.2%	109
Went to family restaurant last 6 months: Olive Garden	5,460	19.1%	121
Went to family restaurant last 6 months: Outback Steakhouse	2,784	9.7%	119
Went to family restaurant last 6 months: Red Lobster	3,060	10.7%	115
Went to family restaurant last 6 months: Red Robin	2,733	9.5%	132
Went to family restaurant last 6 months: Ruby Tuesday	1,073	3.7%	96
Went to family restaurant last 6 months: Texas Roadhouse	4,272	14.9%	132
Went to family restaurant last 6 months: T.G.I. Friday`s	1,252	4.4%	100
Went to family restaurant last 6 months: Waffle House	2,121	7.4%	117
Went to family restaurant last 6 months: fast food/drive-in	26,374	92.1%	102
Went to fast food/drive-in restaurant 9+ times/month	12,180	42.5%	112
Spent at fast food restaurant last 30 days: <\$1-10	835	2.9%	74
Spent at fast food restaurant last 30 days: \$11-\$20	2,404	8.4%	92
Spent at fast food restaurant last 30 days: \$21-\$40	4,257	14.9%	94
Spent at fast food restaurant last 30 days: \$41-\$50	2,522	8.8%	105
Spent at fast food restaurant last 30 days: \$51-\$100	5,402	18.9%	108
Spent at fast food restaurant last 30 days: \$101-\$200	3,388	11.8%	122
Spent at fast food restaurant last 30 days: \$201+	1,479	5.2%	137

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April 11, 2022



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	10,194	35.6%	110
Went to fast food restaurant in the last 6 months: home delivery	2,748	9.6%	108
Went to fast food restaurant in the last 6 months: take-out/drive-thru	15,230	53.2%	111
Went to fast food restaurant in the last 6 months: take-out/walk-in	6,076	21.2%	103
Went to fast food restaurant in the last 6 months: breakfast	10,790	37.7%	110
Went to fast food restaurant in the last 6 months: lunch	15,609	54.5%	110
Went to fast food restaurant in the last 6 months: dinner	14,745	51.5%	110
Went to fast food restaurant in the last 6 months: snack	3,902	13.6%	109
Went to fast food restaurant in the last 6 months: weekday	17,933	62.6%	108
Went to fast food restaurant in the last 6 months: weekend	14,707	51.3%	109
Went to fast food restaurant in the last 6 months: A & W	522	1.8%	82
Went to fast food restaurant in the last 6 months: Arby's	5,263	18.4%	107
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,087	3.8%	104
Went to fast food restaurant in the last 6 months: Boston Market	538	1.9%	73
Went to fast food restaurant in the last 6 months: Burger King	7,693	26.9%	96
Went to fast food restaurant in the last 6 months: Captain D's	1,030	3.6%	105
Went to fast food restaurant in the last 6 months: Carl's Jr.	1,757	6.1%	105
Went to fast food restaurant in the last 6 months: Checkers	801	2.8%	83
Went to fast food restaurant in the last 6 months: Chick-fil-A	10,791	37.7%	137
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	4,163	14.5%	112
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	624	2.2%	96
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	853	3.0%	90
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	854	3.0%	106
Went to fast food restaurant in the last 6 months: Dairy Queen	5,181	18.1%	119
Went to fast food restaurant in the last 6 months: Del Taco	1,377	4.8%	125
Went to fast food restaurant in the last 6 months: Domino's Pizza	4,169	14.6%	106
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	3,526	12.3%	91
Went to fast food restaurant in the last 6 months: Five Guys	2,839	9.9%	108
Went to fast food restaurant in the last 6 months: Hardee's	1,411	4.9%	91
Went to fast food restaurant in the last 6 months: Jack in the Box	2,803	9.8%	120
Went to fast food restaurant in the last 6 months: Jimmy John's	2,075	7.2%	132
Went to fast food restaurant in the last 6 months: KFC	5,434	19.0%	98
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,040	7.1%	119
Went to fast food restaurant in the last 6 months: Little Caesars	4,001	14.0%	114
Went to fast food restaurant in the last 6 months: Long John Silver's	886	3.1%	97
Went to fast food restaurant in the last 6 months: McDonald's	15,053	52.6%	102
Went to fast food restaurant in the last 6 months: Panda Express	3,980	13.9%	132
Went to fast food restaurant in the last 6 months: Panera Bread	3,960	13.8%	109
Went to fast food restaurant in the last 6 months: Papa John's	3,005	10.5%	130
Went to fast food restaurant in the last 6 months: Papa Murphy's	1,541	5.4%	136
Went to fast food restaurant in the last 6 months: Pizza Hut	4,367	15.2%	111
Went to fast food restaurant in the last 6 months: Popeyes Chicken	3,424	12.0%	114
Went to fast food restaurant in the last 6 months: Sonic Drive-In	4,451	15.5%	131
Went to fast food restaurant in the last 6 months: Starbucks	6,157	21.5%	118
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,578	5.5%	110
Went to fast food restaurant in the last 6 months: Subway	6,955	24.3%	107
Went to fast food restaurant in the last 6 months: Taco Bell	9,314	32.5%	113
Went to fast food restaurant in the last 6 months: Wendy's	7,919	27.6%	107
Went to fast food restaurant in the last 6 months: Whataburger	2,743	9.6%	169
Went to fast food restaurant in the last 6 months: White Castle	567	2.0%	67
Went to fast food restaurant in the last 6 months: Wing-Stop	1,087	3.8%	128
Went to fine dining restaurant last month	2,770	9.7%	101
Went to fine dining restaurant 3+ times last month	728	2.5%	101

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April 11, 2022



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Demographic Summary	2021	2026
Population	50,469	55,976
Population 18+	37,539	41,417
Households	17,904	19,766
Median Household Income	\$88,455	\$94,523

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	29,283	78.0%	108
Went to family restaurant/steak house 4+ times/month last 30 days	10,492	27.9%	113
Spent at family restaurant/steak house last 30 days: \$1-30	2,483	6.6%	89
Spent at family restaurant/steak house 30 days: \$31-50	3,474	9.3%	104
Spent at family restaurant/steak house last 30 days: \$51-100	6,142	16.4%	113
Spent at family restaurant/steak house last 30 days: \$101-200	4,045	10.8%	120
Spent at family restaurant/steak house last 30 days: \$201+	1,963	5.2%	123
Spent at fine dining last 30 days: \$1-100	1,278	3.4%	88
Spent at fine dining last 30 days: \$101+	1,668	4.4%	105
Went to family restaurant last 6 months: for breakfast	4,932	13.1%	108
Went to family restaurant last 6 months: for lunch	7,447	19.8%	111
Went to family restaurant last 6 months: for dinner	18,818	50.1%	113
Went to family restaurant last 6 months: for snack	859	2.3%	125
Went to family restaurant last 6 months: on weekday	12,101	32.2%	110
Went to family restaurant last 6 months: on weekend	17,182	45.8%	117
Went to family restaurant last 6 months: Applebee `s	6,608	17.6%	97
Went to family restaurant last 6 months: Bob Evans	882	2.3%	77
Went to family restaurant last 6 months: Buffalo Wild Wings	4,250	11.3%	120
Went to family restaurant last 6 months: California Pizza Kitchen	852	2.3%	91
Went to family restaurant last 6 months: The Cheesecake Factory	3,423	9.1%	130
Went to family restaurant last 6 months: Chili `s Grill & Bar	5,106	13.6%	133
Went to family restaurant last 6 months: CiCi's Pizza	921	2.5%	116
Went to family restaurant last 6 months: Cracker Barrel	4,911	13.1%	115
Went to family restaurant last 6 months: Denny `s	3,340	8.9%	104
Went to family restaurant last 6 months: Golden Corral	2,869	7.6%	116
Went to family restaurant last 6 months: IHOP	4,314	11.5%	124
Went to family restaurant last 6 months: Logan `s Roadhouse	1,372	3.7%	130
Went to family restaurant last 6 months: LongHorn Steakhouse	2,329	6.2%	109
Went to family restaurant last 6 months: Olive Garden	7,039	18.8%	120
Went to family restaurant last 6 months: Outback Steakhouse	3,658	9.7%	119
Went to family restaurant last 6 months: Red Lobster	4,015	10.7%	115
Went to family restaurant last 6 months: Red Robin	3,678	9.8%	136
Went to family restaurant last 6 months: Ruby Tuesday	1,393	3.7%	95
Went to family restaurant last 6 months: Texas Roadhouse	5,684	15.1%	134
Went to family restaurant last 6 months: T.G.I. Friday `s	1,649	4.4%	100
Went to family restaurant last 6 months: Waffle House	2,914	7.8%	123
Went to family restaurant last 6 months: fast food/drive-in	34,607	92.2%	102
Went to fast food/drive-in restaurant 9+ times/month	15,915	42.4%	111
Spent at fast food restaurant last 30 days: <\$1-10	1,101	2.9%	75
Spent at fast food restaurant last 30 days: \$11-\$20	3,123	8.3%	91
Spent at fast food restaurant last 30 days: \$21-\$40	5,442	14.5%	92
Spent at fast food restaurant last 30 days: \$41-\$50	3,327	8.9%	106
Spent at fast food restaurant last 30 days: \$51-\$100	7,124	19.0%	109
Spent at fast food restaurant last 30 days: \$101-\$200	4,471	11.9%	122
Spent at fast food restaurant last 30 days: \$201+	1,940	5.2%	137

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April 11, 2022



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	13,337	35.5%	109
Went to fast food restaurant in the last 6 months: home delivery	3,548	9.5%	106
Went to fast food restaurant in the last 6 months: take-out/drive-thru	20,139	53.6%	112
Went to fast food restaurant in the last 6 months: take-out/walk-in	7,884	21.0%	102
Went to fast food restaurant in the last 6 months: breakfast	14,054	37.4%	109
Went to fast food restaurant in the last 6 months: lunch	20,553	54.8%	111
Went to fast food restaurant in the last 6 months: dinner	19,489	51.9%	111
Went to fast food restaurant in the last 6 months: snack	5,246	14.0%	112
Went to fast food restaurant in the last 6 months: weekday	23,422	62.4%	107
Went to fast food restaurant in the last 6 months: weekend	19,652	52.4%	111
Went to fast food restaurant in the last 6 months: A & W	732	1.9%	87
Went to fast food restaurant in the last 6 months: Arby's	7,029	18.7%	109
Went to fast food restaurant in the last 6 months: Baskin-Robbins	1,425	3.8%	104
Went to fast food restaurant in the last 6 months: Boston Market	670	1.8%	69
Went to fast food restaurant in the last 6 months: Burger King	10,284	27.4%	98
Went to fast food restaurant in the last 6 months: Captain D's	1,435	3.8%	111
Went to fast food restaurant in the last 6 months: Carl's Jr.	2,444	6.5%	112
Went to fast food restaurant in the last 6 months: Checkers	1,184	3.2%	94
Went to fast food restaurant in the last 6 months: Chick-fil-A	14,084	37.5%	136
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	5,436	14.5%	111
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	877	2.3%	103
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	1,293	3.4%	104
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,217	3.2%	115
Went to fast food restaurant in the last 6 months: Dairy Queen	6,774	18.0%	119
Went to fast food restaurant in the last 6 months: Del Taco	1,838	4.9%	127
Went to fast food restaurant in the last 6 months: Domino's Pizza	5,632	15.0%	109
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	4,473	11.9%	88
Went to fast food restaurant in the last 6 months: Five Guys	3,737	10.0%	108
Went to fast food restaurant in the last 6 months: Hardee's	1,870	5.0%	92
Went to fast food restaurant in the last 6 months: Jack in the Box	3,740	10.0%	122
Went to fast food restaurant in the last 6 months: Jimmy John's	2,837	7.6%	138
Went to fast food restaurant in the last 6 months: KFC	7,294	19.4%	100
Went to fast food restaurant in the last 6 months: Krispy Kreme	2,773	7.4%	124
Went to fast food restaurant in the last 6 months: Little Caesars	5,357	14.3%	117
Went to fast food restaurant in the last 6 months: Long John Silver's	1,159	3.1%	97
Went to fast food restaurant in the last 6 months: McDonald's	19,536	52.0%	101
Went to fast food restaurant in the last 6 months: Panda Express	5,359	14.3%	136
Went to fast food restaurant in the last 6 months: Panera Bread	5,135	13.7%	107
Went to fast food restaurant in the last 6 months: Papa John's	3,988	10.6%	132
Went to fast food restaurant in the last 6 months: Papa Murphy's	2,165	5.8%	146
Went to fast food restaurant in the last 6 months: Pizza Hut	5,702	15.2%	110
Went to fast food restaurant in the last 6 months: Popeyes Chicken	4,589	12.2%	116
Went to fast food restaurant in the last 6 months: Sonic Drive-In	5,775	15.4%	130
Went to fast food restaurant in the last 6 months: Starbucks	8,044	21.4%	118
Went to fast food restaurant in the last 6 months: Steak 'n Shake	1,986	5.3%	106
Went to fast food restaurant in the last 6 months: Subway	9,231	24.6%	108
Went to fast food restaurant in the last 6 months: Taco Bell	12,133	32.3%	112
Went to fast food restaurant in the last 6 months: Wendy's	10,480	27.9%	108
Went to fast food restaurant in the last 6 months: Whataburger	3,483	9.3%	164
Went to fast food restaurant in the last 6 months: White Castle	762	2.0%	69
Went to fast food restaurant in the last 6 months: Wing-Stop	1,478	3.9%	132
Went to fine dining restaurant last month	3,554	9.5%	99
Went to fine dining restaurant 3+ times last month	904	2.4%	95

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 5 - 10 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Demographic Summary	2021	2026
Population	222,146	245,287
Population 18+	166,912	183,472
Households	77,648	85,579
Median Household Income	\$66,100	\$73,091

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	128,358	76.9%	106
Went to family restaurant/steak house 4+ times/month last 30 days	46,242	27.7%	112
Spent at family restaurant/steak house last 30 days: \$1-30	11,710	7.0%	94
Spent at family restaurant/steak house 30 days: \$31-50	15,341	9.2%	104
Spent at family restaurant/steak house last 30 days: \$51-100	27,808	16.7%	115
Spent at family restaurant/steak house last 30 days: \$101-200	17,183	10.3%	115
Spent at family restaurant/steak house last 30 days: \$201+	7,465	4.5%	106
Spent at fine dining last 30 days: \$1-100	6,061	3.6%	93
Spent at fine dining last 30 days: \$101+	6,564	3.9%	93
Went to family restaurant last 6 months: for breakfast	22,504	13.5%	111
Went to family restaurant last 6 months: for lunch	33,422	20.0%	112
Went to family restaurant last 6 months: for dinner	80,140	48.0%	108
Went to family restaurant last 6 months: for snack	3,790	2.3%	124
Went to family restaurant last 6 months: on weekday	52,309	31.3%	107
Went to family restaurant last 6 months: on weekend	73,158	43.8%	112
Went to family restaurant last 6 months: Applebee`s	31,410	18.8%	103
Went to family restaurant last 6 months: Bob Evans	4,280	2.6%	84
Went to family restaurant last 6 months: Buffalo Wild Wings	16,939	10.1%	108
Went to family restaurant last 6 months: California Pizza Kitchen	3,855	2.3%	93
Went to family restaurant last 6 months: The Cheesecake Factory	12,524	7.5%	107
Went to family restaurant last 6 months: Chili`s Grill & Bar	21,738	13.0%	127
Went to family restaurant last 6 months: CiCi`s Pizza	4,816	2.9%	136
Went to family restaurant last 6 months: Cracker Barrel	20,471	12.3%	108
Went to family restaurant last 6 months: Denny`s	15,735	9.4%	110
Went to family restaurant last 6 months: Golden Corral	13,903	8.3%	127
Went to family restaurant last 6 months: IHOP	18,352	11.0%	118
Went to family restaurant last 6 months: Logan`s Roadhouse	5,113	3.1%	109
Went to family restaurant last 6 months: LongHorn Steakhouse	9,966	6.0%	105
Went to family restaurant last 6 months: Olive Garden	30,821	18.5%	118
Went to family restaurant last 6 months: Outback Steakhouse	14,998	9.0%	110
Went to family restaurant last 6 months: Red Lobster	17,165	10.3%	110
Went to family restaurant last 6 months: Red Robin	14,373	8.6%	119
Went to family restaurant last 6 months: Ruby Tuesday	5,809	3.5%	89
Went to family restaurant last 6 months: Texas Roadhouse	22,858	13.7%	122
Went to family restaurant last 6 months: T.G.I. Friday`s	7,648	4.6%	105
Went to family restaurant last 6 months: Waffle House	11,870	7.1%	113
Went to family restaurant last 6 months: fast food/drive-in	152,904	91.6%	102
Went to fast food/drive-in restaurant 9+ times/month	68,755	41.2%	108
Spent at fast food restaurant last 30 days: <\$1-10	5,049	3.0%	77
Spent at fast food restaurant last 30 days: \$11-\$20	14,040	8.4%	92
Spent at fast food restaurant last 30 days: \$21-\$40	27,238	16.3%	103
Spent at fast food restaurant last 30 days: \$41-\$50	13,876	8.3%	99
Spent at fast food restaurant last 30 days: \$51-\$100	32,209	19.3%	111
Spent at fast food restaurant last 30 days: \$101-\$200	17,982	10.8%	111
Spent at fast food restaurant last 30 days: \$201+	7,715	4.6%	123

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



# Restaurant Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 5 - 10 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	55,655	33.3%	103
Went to fast food restaurant in the last 6 months: home delivery	16,009	9.6%	108
Went to fast food restaurant in the last 6 months: take-out/drive-thru	85,944	51.5%	108
Went to fast food restaurant in the last 6 months: take-out/walk-in	33,617	20.1%	98
Went to fast food restaurant in the last 6 months: breakfast	61,698	37.0%	107
Went to fast food restaurant in the last 6 months: lunch	86,823	52.0%	105
Went to fast food restaurant in the last 6 months: dinner	83,372	49.9%	106
Went to fast food restaurant in the last 6 months: snack	22,805	13.7%	109
Went to fast food restaurant in the last 6 months: weekday	101,239	60.7%	104
Went to fast food restaurant in the last 6 months: weekend	84,068	50.4%	107
Went to fast food restaurant in the last 6 months: A & W	3,192	1.9%	86
Went to fast food restaurant in the last 6 months: Arby's	29,953	17.9%	104
Went to fast food restaurant in the last 6 months: Baskin-Robbins	7,156	4.3%	117
Went to fast food restaurant in the last 6 months: Boston Market	3,367	2.0%	78
Went to fast food restaurant in the last 6 months: Burger King	49,245	29.5%	105
Went to fast food restaurant in the last 6 months: Captain D's	5,935	3.6%	103
Went to fast food restaurant in the last 6 months: Carl's Jr.	11,641	7.0%	120
Went to fast food restaurant in the last 6 months: Checkers	5,868	3.5%	105
Went to fast food restaurant in the last 6 months: Chick-fil-A	59,950	35.9%	130
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	22,050	13.2%	102
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	4,172	2.5%	110
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	7,395	4.4%	133
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	5,365	3.2%	114
Went to fast food restaurant in the last 6 months: Dairy Queen	27,048	16.2%	107
Went to fast food restaurant in the last 6 months: Del Taco	8,642	5.2%	134
Went to fast food restaurant in the last 6 months: Domino's Pizza	24,905	14.9%	109
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	19,776	11.8%	87
Went to fast food restaurant in the last 6 months: Five Guys	15,901	9.5%	104
Went to fast food restaurant in the last 6 months: Hardee's	7,720	4.6%	86
Went to fast food restaurant in the last 6 months: Jack in the Box	18,221	10.9%	134
Went to fast food restaurant in the last 6 months: Jimmy John's	10,254	6.1%	112
Went to fast food restaurant in the last 6 months: KFC	34,266	20.5%	106
Went to fast food restaurant in the last 6 months: Krispy Kreme	12,723	7.6%	127
Went to fast food restaurant in the last 6 months: Little Caesars	24,803	14.9%	122
Went to fast food restaurant in the last 6 months: Long John Silver's	5,438	3.3%	102
Went to fast food restaurant in the last 6 months: McDonald's	86,407	51.8%	101
Went to fast food restaurant in the last 6 months: Panda Express	23,863	14.3%	136
Went to fast food restaurant in the last 6 months: Panera Bread	21,511	12.9%	101
Went to fast food restaurant in the last 6 months: Papa John's	16,455	9.9%	122
Went to fast food restaurant in the last 6 months: Papa Murphy's	8,363	5.0%	127
Went to fast food restaurant in the last 6 months: Pizza Hut	25,044	15.0%	109
Went to fast food restaurant in the last 6 months: Popeyes Chicken	20,176	12.1%	115
Went to fast food restaurant in the last 6 months: Sonic Drive-In	24,772	14.8%	125
Went to fast food restaurant in the last 6 months: Starbucks	32,403	19.4%	107
Went to fast food restaurant in the last 6 months: Steak 'n Shake	8,964	5.4%	107
Went to fast food restaurant in the last 6 months: Subway	38,689	23.2%	102
Went to fast food restaurant in the last 6 months: Taco Bell	54,656	32.7%	113
Went to fast food restaurant in the last 6 months: Wendy's	44,899	26.9%	104
Went to fast food restaurant in the last 6 months: Whataburger	15,030	9.0%	159
Went to fast food restaurant in the last 6 months: White Castle	3,737	2.2%	76
Went to fast food restaurant in the last 6 months: Wing-Stop	6,728	4.0%	135
Went to fine dining restaurant last month	15,576	9.3%	98
Went to fine dining restaurant 3+ times last month	3,908	2.3%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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April 11, 2022

# MEDICAL EXPENDITURES

24/7 EMERGENCY ROOM

AMBULANCE ENTRANCE

PHYSICIANS PREMIER

24/7 EMERGENCY ROOM

CIBOLO MEDICAL OFFICE

580

EMERGENCY ROOM

24/7 →

PHYSICIANS PREMIER

SOUTH TEXAS CENTER

CAPITAL HEALTH SERVICES



# Medical Expenditures

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

Prepared by Esri

Demographic Summary		2021	2026
Population		29,359 **	33,796
Households		9,335	10,791
Families		7,616	8,750
Median Household Income		\$102,748	\$105,708
Males per 100 Females		94.8	94.9
Population by Age			
Population <5 Years		7.2%	7.5%
Population 65+ Years		9.2%	10.0%
Median Age		34.7	33.7
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Health Care</b>	121	\$7,519.41	\$70,193,694
<b>Medical Care</b>	123	\$2,593.80	\$24,213,112
Physician Services	132	\$334.37	\$3,121,342
Dental Services	126	\$506.81	\$4,731,064
Eyecare Services	125	\$86.35	\$806,062
Lab Tests, X-rays	131	\$90.11	\$841,147
Hospital Room and Hospital Services	149	\$297.62	\$2,778,302
Convalescent or Nursing Home Care	87	\$29.43	\$274,700
Other Medical Services (1)	128	\$196.48	\$1,834,151
Nonprescription Drugs	116	\$179.10	\$1,671,895
Prescription Drugs	115	\$384.50	\$3,589,328
Nonprescription Vitamins	120	\$117.93	\$1,100,864
Medicare Prescription Drug Premium	98	\$116.83	\$1,090,647
Eyeglasses and Contact Lenses	119	\$115.02	\$1,073,674
Hearing Aids	115	\$47.07	\$439,385
Medical Equipment for General Use	137	\$8.51	\$79,415
Other Medical Supplies/Equipment (2)	112	\$83.68	\$781,138
<b>Health Insurance</b>	119	\$4,925.61	\$45,980,582
Blue Cross/Blue Shield	128	\$1,382.21	\$12,902,905
Fee for Service Health Plan	138	\$1,162.49	\$10,851,885
HMO	120	\$879.16	\$8,206,943
Medicare Payments	95	\$792.46	\$7,397,591
Long Term Care Insurance	98	\$48.64	\$454,095
Dental Care Insurance	132	\$202.39	\$1,889,267
Vision Care Insurance	140	\$48.75	\$455,049
Prescription Drug Insurance	106	\$8.10	\$75,631
Other Single Service Insurance (3)	100	\$19.01	\$177,460
Medicaid Premiums	73	\$7.38	\$68,922
Tricare/Military Premiums	138	\$10.56	\$98,622
Children's Health Ins Program Premiums	94	\$2.44	\$22,784

\*\*Note: The Texas State Demographer population estimate is 35,470 as of January 1, 2022

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 11, 2022

# SPORTS & LEISURE





# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Demographic Summary	2021	2026
Population	38,066	43,774
Population 18+	28,645	33,007
Households	13,177	15,146
Median Household Income	\$96,076	\$100,832

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,304	8.0%	110
Participated in archery in last 12 months	717	2.5%	96
Participated in backpacking in last 12 months	1,027	3.6%	102
Participated in baseball in last 12 months	1,160	4.0%	106
Participated in basketball in last 12 months	2,350	8.2%	106
Participated in bicycling (mountain) in last 12 months	1,160	4.0%	108
Participated in bicycling (road) in last 12 months	2,940	10.3%	108
Participated in boating (power) in last 12 months	1,370	4.8%	102
Participated in bowling in last 12 months	3,137	11.0%	116
Participated in canoeing/kayaking in last 12 months	1,719	6.0%	90
Participated in fishing (fresh water) in last 12 months	2,962	10.3%	100
Participated in fishing (salt water) in last 12 months	1,174	4.1%	105
Participated in football in last 12 months	1,352	4.7%	116
Participated in Frisbee in last 12 months	1,185	4.1%	110
Participated in golf in last 12 months	2,760	9.6%	115
Participated in hiking in last 12 months	3,753	13.1%	103
Participated in horseback riding in last 12 months	615	2.1%	93
Participated in hunting with rifle in last 12 months	997	3.5%	94
Participated in hunting with shotgun in last 12 months	771	2.7%	86
Participated in ice skating in last 12 months	684	2.4%	91
Participated in jogging/running in last 12 months	3,646	12.7%	116
Participated in motorcycling in last 12 months	918	3.2%	116
Participated in Pilates in last 12 months	706	2.5%	82
Participated in ping pong in last 12 months	1,101	3.8%	109
Participated in skiing (downhill) in last 12 months	586	2.0%	76
Participated in soccer in last 12 months	1,395	4.9%	114
Participated in softball in last 12 months	809	2.8%	114
Participated in swimming in last 12 months	5,141	17.9%	113
Participated in target shooting in last 12 months	1,502	5.2%	107
Participated in tennis in last 12 months	1,129	3.9%	105
Participated in volleyball in last 12 months	917	3.2%	101
Participated in walking for exercise in last 12 months	7,709	26.9%	106
Participated in weight lifting in last 12 months	3,497	12.2%	114
Participated in yoga in last 12 months	2,577	9.0%	100
Participated in Zumba in last 12 months	1,102	3.8%	112
Spent on sports/rec equip in last 12 months: \$1-99	1,911	6.7%	113
Spent on sports/rec equip in last 12 months: \$100-\$249	1,584	5.5%	105
Spent on sports/rec equip in last 12 months: \$250+	2,270	7.9%	114
Attend sports events	5,008	17.5%	115
Attend sports events: baseball game - MLB reg seas	1,429	5.0%	109
Attend sports events: football game (college)	1,115	3.9%	122
Attend sports events: high school sports	804	2.8%	115
Listen to sports on radio	2,791	9.7%	99
Watch sports on TV	17,039	59.5%	106

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	811	2.8%	80
Watch on TV: auto racing (NASCAR)	2,194	7.7%	100
Watch on TV: auto racing (not NASCAR)	1,205	4.2%	106
Watch on TV: baseball (MLB regular season)	5,554	19.4%	107
Watch on TV: baseball (MLB playoffs/World Series)	4,870	17.0%	103
Watch on TV: basketball (college)	4,313	15.1%	109
Watch on TV: basketball (NCAA tournament)	3,692	12.9%	118
Watch on TV: basketball (NBA regular season)	4,373	15.3%	109
Watch on TV: basketball (NBA playoffs/finals)	4,565	15.9%	112
Watch on TV: basketball (WNBA)	834	2.9%	101
Watch on TV: bicycle racing	619	2.2%	118
Watch on TV: bowling	567	2.0%	90
Watch on TV: boxing	1,807	6.3%	111
Watch on TV: bull riding (pro)	553	1.9%	80
Watch on TV: Equestrian events	596	2.1%	103
Watch on TV: extreme sports (summer)	807	2.8%	117
Watch on TV: extreme sports (winter)	905	3.2%	106
Watch on TV: figure skating	1,480	5.2%	92
Watch on TV: fishing	993	3.5%	97
Watch on TV: football (college)	8,036	28.1%	118
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	9,066	31.6%	109
Watch on TV: football (NFL weekend games)	8,558	29.9%	110
Watch on TV: football (NFL playoffs/Super Bowl)	9,432	32.9%	109
Watch on TV: golf (PGA)	3,683	12.9%	109
Watch on TV: golf (LPGA)	812	2.8%	90
Watch on TV: gymnastics	1,342	4.7%	100
Watch on TV: high school sports	1,303	4.5%	111
Watch on TV: horse racing (at track or OTB)	756	2.6%	97
Watch on TV: ice hockey (NHL regular season)	2,323	8.1%	105
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	2,278	8.0%	107
Watch on TV: mixed martial arts (MMA)	652	2.3%	96
Watch on TV: motorcycle racing	509	1.8%	101
Watch on TV: Olympics (summer)	3,123	10.9%	103
Watch on TV: Olympics (winter)	3,570	12.5%	102
Watch on TV: international soccer	1,510	5.3%	107
Watch on TV: soccer (MLS)	1,685	5.9%	128
Watch on TV: U.S. men`s national team	1,301	4.5%	128
Watch on TV: U.S. women`s national team	1,301	4.5%	108
Watch on TV: soccer (World Cup)	2,830	9.9%	116
Watch on TV: tennis (men`s)	1,927	6.7%	107
Watch on TV: tennis (women`s)	1,921	6.7%	107
Watch on TV: track & field	1,031	3.6%	112
Watch on TV: volleyball (pro beach)	569	2.0%	91
Watch on TV: ultimate fighting championship (UFC)	1,269	4.4%	113
Watch on TV: other mixed martial arts (MMA)	652	2.3%	96
Watch on TV: wrestling (WWE)	1,132	4.0%	100
Interest in sports: college basketball Super Fan	916	3.2%	94
Interest in sports: college football Super Fan	2,201	7.7%	114
Interest in sports: golf Super Fan	474	1.7%	83
Interest in sports: high school sports Super Fan	517	1.8%	70
Interest in sports: MLB Super Fan	1,235	4.3%	94
Interest in sports: NASCAR Super Fan	429	1.5%	66
Interest in sports: NBA Super Fan	1,156	4.0%	77
Interest in sports: NFL Super Fan	3,197	11.2%	104
Interest in sports: NHL Super Fan	823	2.9%	85
Interest in sports: soccer Super Fan	1,036	3.6%	102

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April 11, 2022



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	3,162	11.0%	87
Member of charitable organization	1,349	4.7%	105
Member of church board	782	2.7%	97
Member of fraternal order	541	1.9%	89
Member of religious club	1,088	3.8%	110
Member of union	787	2.7%	82
Member of veterans club	767	2.7%	111
Participate in indoor gardening or plant care	2,733	9.5%	97
Attended adult education course in last 12 months	2,366	8.3%	100
Visited an aquarium in last 12 months	1,807	6.3%	104
Went to art gallery in last 12 months	1,883	6.6%	89
Attended auto show in last 12 months	1,553	5.4%	95
Did baking in last 12 months	7,100	24.8%	107
Barbecued in last 12 months	8,380	29.3%	108
Went to bar/night club in last 12 months	5,223	18.2%	103
Went to beach in last 12 months	8,990	31.4%	105
Played billiards/pool in last 12 months	1,818	6.3%	105
Played bingo in last 12 months	1,276	4.5%	96
Did birdwatching in last 12 months	1,077	3.8%	82
Played board game in last 12 months	5,652	19.7%	113
Read book in last 12 months	9,846	34.4%	106
Participated in book club in last 12 months	1,004	3.5%	115
Went on overnight camping trip in last 12 months	3,618	12.6%	104
Played cards in last 12 months	5,487	19.2%	109
Played chess in last 12 months	1,004	3.5%	100
Played computer game (offline w/software)/12 months	2,013	7.0%	104
Played computer game (online w/o software)/12 months	3,932	13.7%	109
Cooked for fun in last 12 months	5,743	20.0%	100
Did crossword puzzle in last 12 months	2,727	9.5%	92
Danced/went dancing in last 12 months	2,288	8.0%	96
Attended dance performance in last 12 months	1,155	4.0%	107
Dined out in last 12 months	15,707	54.8%	108
Flew a drone in last 12 months	941	3.3%	127
Attended state/county fair in last 12 months	4,050	14.1%	104
Participated in fantasy sports league last 12 months	1,642	5.7%	129
Did furniture refinishing in last 12 months	1,188	4.1%	102
Gambled at casino in last 12 months	4,008	14.0%	106
Gambled in Las Vegas in last 12 months	1,702	5.9%	141
Participate in indoor gardening/plant care	2,733	9.5%	97
Participated in genealogy in last 12 months	1,341	4.7%	101
Attended horse races in last 12 months	655	2.3%	94
Participated in karaoke in last 12 months	1,170	4.1%	108
Bought lottery ticket in last 12 months	10,355	36.1%	103
Played lottery 6+ times in last 30 days	2,950	10.3%	94
Bought lottery ticket in last 12 months: Daily Drawing	840	2.9%	83
Bought lottery ticket in last 12 months: Instant Game	5,424	18.9%	102
Bought lottery ticket in last 12 months: Mega Millions	6,193	21.6%	111
Bought lottery ticket in last 12 months: Powerball	6,672	23.3%	112
Attended a movie in last 6 months	18,601	64.9%	109
Attended movie in last 90 days: once/week or more	599	2.1%	87
Attended movie in last 90 days: 2-3 times a month	1,858	6.5%	127
Attended movie in last 90 days: once a month	3,003	10.5%	110
Attended movie in last 90 days: < once a month	11,712	40.9%	112
Movie genre seen at theater/6 months: action	9,538	33.3%	117

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April 11, 2022



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	10,298	36.0%	118
Movie genre seen at theater/6 months: animation genre	5,391	18.8%	124
Movie genre seen at theater/6 months: biography genre	3,452	12.1%	111
Movie genre seen at theater/6 months: comedy	8,375	29.2%	116
Movie genre seen at theater/6 months: crime	3,816	13.3%	118
Movie genre seen at theater/6 months: drama	7,406	25.9%	111
Movie genre seen at theater/6 months: family	3,395	11.9%	125
Movie genre seen at theater/6 months: fantasy	5,573	19.5%	117
Movie genre seen at theater/6 months: horror	2,511	8.8%	105
Movie genre seen at theater/6 months: romance	2,754	9.6%	105
Movie genre seen at theater/6 months: science fiction	5,858	20.5%	116
Movie genre seen at theater/6 months: thriller	4,324	15.1%	112
Went to museum in last 12 months	4,392	15.3%	102
Attended classical music/opera performance/12 months	1,014	3.5%	92
Attended country music performance in last 12 months	2,019	7.0%	108
Attended rock music performance in last 12 months	3,025	10.6%	104
Played musical instrument in last 12 months	2,068	7.2%	102
Did painting/drawing in last 12 months	2,362	8.2%	97
Did photo album/scrapbooking in last 12 months	1,312	4.6%	114
Did photography in last 12 months	2,597	9.1%	100
Did Sudoku puzzle in last 12 months	2,359	8.2%	96
Participated in tailgating in last 12 months	1,360	4.7%	121
Went to live theater in last 12 months	3,840	13.4%	108
Visited a theme park in last 12 months	5,903	20.6%	111
Visited a theme park 5+ times in last 12 months	1,428	5.0%	119
Participated in trivia games in last 12 months	2,078	7.3%	110
Played video/electronic game (console) last 12 months	2,892	10.1%	106
Played video/electronic game (portable) last 12 months	1,352	4.7%	97
Visited an indoor water park in last 12 months	1,028	3.6%	111
Did woodworking in last 12 months	1,308	4.6%	93
Participated in word games in last 12 months	3,424	12.0%	107
Went to zoo in last 12 months	4,211	14.7%	121
Purchased DVD/Blu-ray disc online in last 12 months	1,908	6.7%	107
Bought 1-2 DVDs/30 Days	974	3.4%	104
Bought 3+ DVDs/30 Days	689	2.4%	91
Rented DVDs (movie or other video) in last 30 days: 1	852	3.0%	114
Rented DVDs (movie or other video) in last 30 days: 2	874	3.1%	117
Rented DVDs (movie or other video) in last 30 days: 3+	1,964	6.9%	126
Rented movie or other video/30 days: action/adventure	6,458	22.5%	116
Rented movie or other video/30 days: classics	1,750	6.1%	109
Rented movie or other video/30 days: comedy	5,675	19.8%	116
Rented movie or other video/30 days: drama	4,123	14.4%	116
Rented movie or other video/30 days: family/children	3,037	10.6%	125
Rented movie or other video/30 days: foreign	488	1.7%	82
Rented movie or other video/30 days: horror	1,854	6.5%	107
Rented movie or other video/30 days: musical	784	2.7%	98
Rented movie or other video/30 days: news/documentary	1,158	4.0%	103
Rented movie or other video/30 days: romance	2,173	7.6%	123
Rented movie or other video/30 days: science fiction	2,261	7.9%	114
Rented movie or other video/30 days: TV show	2,124	7.4%	106
Rented movie or other video/30 days: western	807	2.8%	112

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April 11, 2022



## Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	3,560	12.4%	121
Rented DVD/Blu-ray/30 days: from netflix.com	4,028	14.1%	119
Rented/purchased DVD/Blu-ray/30 days: from Redbox	4,040	14.1%	127
Bought any children`s toy/game in last 12 months	10,701	37.4%	115
Spent on toys/games for child last 12 months: \$1-49	1,673	5.8%	105
Spent on toys/games for child last 12 months: \$50-99	754	2.6%	105
Spent on toys/games for child last 12 months: \$100-199	2,014	7.0%	107
Spent on toys/games for child last 12 months: \$200-499	2,967	10.4%	115
Spent on toys/games for child last 12 months: \$500+	1,966	6.9%	142
Bought any toys/games online in last 12 months	4,490	15.7%	119
Bought infant toy in last 12 months	2,047	7.1%	115
Bought pre-school toy in last 12 months	2,252	7.9%	118
Bought for child last 12 months: boy action figure	2,503	8.7%	118
Bought for child last 12 months: girl action figure	1,134	4.0%	115
Bought for child last 12 months: action game	842	2.9%	108
Bought for child last 12 months: bicycle	2,150	7.5%	125
Bought for child last 12 months: board game	4,572	16.0%	126
Bought for child last 12 months: builder set	1,698	5.9%	113
Bought for child last 12 months: car	2,413	8.4%	116
Bought for child last 12 months: construction toy	1,855	6.5%	114
Bought for child last 12 months: fashion doll	1,315	4.6%	113
Bought for child last 12 months: large/baby doll	2,383	8.3%	126
Bought for child last 12 months: doll accessories	1,259	4.4%	112
Bought for child last 12 months: doll clothing	1,361	4.8%	121
Bought for child last 12 months: educational toy	3,855	13.5%	115
Bought for child last 12 months: electronic doll/animal	834	2.9%	107
Bought for child last 12 months: electronic game	1,887	6.6%	123
Bought for child last 12 months: mechanical toy	1,492	5.2%	122
Bought for child last 12 months: model kit/set	1,105	3.9%	119
Bought for child last 12 months: plush doll/animal	3,034	10.6%	123
Bought for child last 12 months: water toy	3,016	10.5%	122
Bought for child last 12 months: word game	796	2.8%	117

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April 11, 2022



## Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
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Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	4,450	15.5%	109
Bought hardcover book in last 12 months	6,342	22.1%	107
Bought paperback book in last 12 months	8,456	29.5%	104
Bought 1-3 books in last 12 months	5,541	19.3%	101
Bought 4-6 books in last 12 months	3,040	10.6%	109
Bought 7+ books in last 12 months	5,017	17.5%	107
Bought book (fiction) in last 12 months	7,659	26.7%	108
Bought book (non-fiction) in last 12 months	6,705	23.4%	102
Bought biography in last 12 months	2,011	7.0%	98
Bought children`s book in last 12 months	3,256	11.4%	122
Bought cookbook in last 12 months	1,913	6.7%	103
Bought history book in last 12 months	2,263	7.9%	95
Bought mystery book in last 12 months	3,218	11.2%	109
Bought novel in last 12 months	3,719	13.0%	100
Bought religious book (Not Bible) in last 12 months	1,664	5.8%	98
Bought romance book in last 12 months	1,633	5.7%	112
Bought science fiction book in last 12 months	1,829	6.4%	114
Bought personal/business self-help book last 12 months	2,200	7.7%	112
Bought travel book in last 12 months	506	1.8%	82
Bought book online in last 12 months	7,462	26.0%	110
Listened to/purchased audiobook in last 6 months	2,253	7.9%	110

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# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 3 - 5 mile radius

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Demographic Summary	2021	2026
Population	50,469	55,976
Population 18+	37,539	41,417
Households	17,904	19,766
Median Household Income	\$88,455	\$94,523

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months	2,850	7.6%	104
Participated in archery in last 12 months	891	2.4%	91
Participated in backpacking in last 12 months	1,316	3.5%	100
Participated in baseball in last 12 months	1,548	4.1%	108
Participated in basketball in last 12 months	3,166	8.4%	109
Participated in bicycling (mountain) in last 12 months	1,544	4.1%	110
Participated in bicycling (road) in last 12 months	3,753	10.0%	105
Participated in boating (power) in last 12 months	1,806	4.8%	103
Participated in bowling in last 12 months	4,282	11.4%	121
Participated in canoeing/kayaking in last 12 months	2,225	5.9%	89
Participated in fishing (fresh water) in last 12 months	3,758	10.0%	96
Participated in fishing (salt water) in last 12 months	1,539	4.1%	105
Participated in football in last 12 months	1,841	4.9%	121
Participated in Frisbee in last 12 months	1,586	4.2%	113
Participated in golf in last 12 months	3,585	9.6%	114
Participated in hiking in last 12 months	4,891	13.0%	102
Participated in horseback riding in last 12 months	818	2.2%	95
Participated in hunting with rifle in last 12 months	1,357	3.6%	97
Participated in hunting with shotgun in last 12 months	985	2.6%	84
Participated in ice skating in last 12 months	960	2.6%	97
Participated in jogging/running in last 12 months	4,806	12.8%	117
Participated in motorcycling in last 12 months	1,204	3.2%	116
Participated in Pilates in last 12 months	928	2.5%	82
Participated in ping pong in last 12 months	1,378	3.7%	104
Participated in skiing (downhill) in last 12 months	834	2.2%	83
Participated in soccer in last 12 months	1,843	4.9%	115
Participated in softball in last 12 months	1,078	2.9%	116
Participated in swimming in last 12 months	6,735	17.9%	113
Participated in target shooting in last 12 months	1,964	5.2%	106
Participated in tennis in last 12 months	1,468	3.9%	104
Participated in volleyball in last 12 months	1,248	3.3%	105
Participated in walking for exercise in last 12 months	9,822	26.2%	103
Participated in weight lifting in last 12 months	4,676	12.5%	116
Participated in yoga in last 12 months	3,364	9.0%	100
Participated in Zumba in last 12 months	1,425	3.8%	111
Spent on sports/rec equip in last 12 months: \$1-99	2,536	6.8%	115
Spent on sports/rec equip in last 12 months: \$100-\$249	2,143	5.7%	109
Spent on sports/rec equip in last 12 months: \$250+	2,955	7.9%	114
Attend sports events	6,596	17.6%	115
Attend sports events: baseball game - MLB reg seas	1,778	4.7%	104
Attend sports events: football game (college)	1,446	3.9%	120
Attend sports events: high school sports	1,077	2.9%	118
Listen to sports on radio	3,662	9.8%	99
Watch sports on TV	22,603	60.2%	107

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# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	1,127	3.0%	85
Watch on TV: auto racing (NASCAR)	2,838	7.6%	99
Watch on TV: auto racing (not NASCAR)	1,572	4.2%	105
Watch on TV: baseball (MLB regular season)	7,187	19.1%	106
Watch on TV: baseball (MLB playoffs/World Series)	6,290	16.8%	102
Watch on TV: basketball (college)	5,701	15.2%	110
Watch on TV: basketball (NCAA tournament)	4,837	12.9%	118
Watch on TV: basketball (NBA regular season)	5,682	15.1%	108
Watch on TV: basketball (NBA playoffs/finals)	5,884	15.7%	110
Watch on TV: basketball (WNBA)	1,165	3.1%	107
Watch on TV: bicycle racing	774	2.1%	113
Watch on TV: bowling	750	2.0%	91
Watch on TV: boxing	2,445	6.5%	114
Watch on TV: bull riding (pro)	748	2.0%	83
Watch on TV: Equestrian events	825	2.2%	109
Watch on TV: extreme sports (summer)	1,113	3.0%	123
Watch on TV: extreme sports (winter)	1,241	3.3%	111
Watch on TV: figure skating	1,934	5.2%	92
Watch on TV: fishing	1,370	3.6%	102
Watch on TV: football (college)	10,447	27.8%	117
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	12,179	32.4%	112
Watch on TV: football (NFL weekend games)	11,174	29.8%	109
Watch on TV: football (NFL playoffs/Super Bowl)	12,605	33.6%	112
Watch on TV: golf (PGA)	4,724	12.6%	107
Watch on TV: golf (LPGA)	1,003	2.7%	84
Watch on TV: gymnastics	1,770	4.7%	101
Watch on TV: high school sports	1,824	4.9%	119
Watch on TV: horse racing (at track or OTB)	1,003	2.7%	99
Watch on TV: ice hockey (NHL regular season)	2,972	7.9%	103
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	2,942	7.8%	105
Watch on TV: mixed martial arts (MMA)	860	2.3%	97
Watch on TV: motorcycle racing	731	1.9%	111
Watch on TV: Olympics (summer)	3,997	10.6%	101
Watch on TV: Olympics (winter)	4,611	12.3%	101
Watch on TV: international soccer	1,980	5.3%	107
Watch on TV: soccer (MLS)	2,228	5.9%	129
Watch on TV: U.S. men`s national team	1,751	4.7%	131
Watch on TV: U.S. women`s national team	1,726	4.6%	110
Watch on TV: soccer (World Cup)	3,700	9.9%	115
Watch on TV: tennis (men`s)	2,377	6.3%	101
Watch on TV: tennis (women`s)	2,488	6.6%	106
Watch on TV: track & field	1,361	3.6%	113
Watch on TV: volleyball (pro beach)	796	2.1%	98
Watch on TV: ultimate fighting championship (UFC)	1,689	4.5%	114
Watch on TV: other mixed martial arts (MMA)	860	2.3%	97
Watch on TV: wrestling (WWE)	1,602	4.3%	108
Interest in sports: college basketball Super Fan	1,183	3.2%	93
Interest in sports: college football Super Fan	2,826	7.5%	112
Interest in sports: golf Super Fan	584	1.6%	78
Interest in sports: high school sports Super Fan	725	1.9%	75
Interest in sports: MLB Super Fan	1,546	4.1%	90
Interest in sports: NASCAR Super Fan	539	1.4%	63
Interest in sports: NBA Super Fan	1,486	4.0%	76
Interest in sports: NFL Super Fan	4,101	10.9%	101
Interest in sports: NHL Super Fan	1,045	2.8%	83
Interest in sports: soccer Super Fan	1,365	3.6%	103

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,039	10.8%	85
Member of charitable organization	1,689	4.5%	101
Member of church board	1,004	2.7%	95
Member of fraternal order	675	1.8%	85
Member of religious club	1,440	3.8%	111
Member of union	991	2.6%	79
Member of veterans club	989	2.6%	109
Participate in indoor gardening or plant care	3,605	9.6%	97
Attended adult education course in last 12 months	3,135	8.4%	101
Visited an aquarium in last 12 months	2,434	6.5%	107
Went to art gallery in last 12 months	2,414	6.4%	87
Attended auto show in last 12 months	2,077	5.5%	97
Did baking in last 12 months	9,164	24.4%	106
Barbecued in last 12 months	10,928	29.1%	107
Went to bar/night club in last 12 months	7,034	18.7%	106
Went to beach in last 12 months	11,517	30.7%	102
Played billiards/pool in last 12 months	2,340	6.2%	103
Played bingo in last 12 months	1,530	4.1%	88
Did birdwatching in last 12 months	1,429	3.8%	83
Played board game in last 12 months	7,308	19.5%	111
Read book in last 12 months	12,493	33.3%	103
Participated in book club in last 12 months	1,246	3.3%	109
Went on overnight camping trip in last 12 months	4,866	13.0%	107
Played cards in last 12 months	7,137	19.0%	108
Played chess in last 12 months	1,355	3.6%	103
Played computer game (offline w/software)/12 months	2,679	7.1%	106
Played computer game (online w/o software)/12 months	5,103	13.6%	108
Cooked for fun in last 12 months	7,508	20.0%	100
Did crossword puzzle in last 12 months	3,426	9.1%	88
Danced/went dancing in last 12 months	3,083	8.2%	98
Attended dance performance in last 12 months	1,529	4.1%	108
Dined out in last 12 months	20,309	54.1%	106
Flew a drone in last 12 months	1,241	3.3%	127
Attended state/county fair in last 12 months	5,343	14.2%	104
Participated in fantasy sports league last 12 months	2,171	5.8%	130
Did furniture refinishing in last 12 months	1,506	4.0%	99
Gambled at casino in last 12 months	5,268	14.0%	106
Gambled in Las Vegas in last 12 months	2,248	6.0%	142
Participate in indoor gardening/plant care	3,605	9.6%	97
Participated in genealogy in last 12 months	1,743	4.6%	100
Attended horse races in last 12 months	923	2.5%	101
Participated in karaoke in last 12 months	1,548	4.1%	109
Bought lottery ticket in last 12 months	13,366	35.6%	102
Played lottery 6+ times in last 30 days	3,794	10.1%	93
Bought lottery ticket in last 12 months: Daily Drawing	1,088	2.9%	82
Bought lottery ticket in last 12 months: Instant Game	6,992	18.6%	100
Bought lottery ticket in last 12 months: Mega Millions	8,027	21.4%	109
Bought lottery ticket in last 12 months: Powerball	8,508	22.7%	109
Attended a movie in last 6 months	24,369	64.9%	109
Attended movie in last 90 days: once/week or more	856	2.3%	95
Attended movie in last 90 days: 2-3 times a month	2,356	6.3%	123
Attended movie in last 90 days: once a month	3,880	10.3%	108
Attended movie in last 90 days: < once a month	15,364	40.9%	112
Movie genre seen at theater/6 months: action	12,661	33.7%	119

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April 11, 2022



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	13,613	36.3%	119
Movie genre seen at theater/6 months: animation genre	7,159	19.1%	125
Movie genre seen at theater/6 months: biography genre	4,564	12.2%	112
Movie genre seen at theater/6 months: comedy	11,055	29.4%	117
Movie genre seen at theater/6 months: crime	5,067	13.5%	119
Movie genre seen at theater/6 months: drama	9,640	25.7%	110
Movie genre seen at theater/6 months: family	4,346	11.6%	122
Movie genre seen at theater/6 months: fantasy	7,311	19.5%	117
Movie genre seen at theater/6 months: horror	3,277	8.7%	104
Movie genre seen at theater/6 months: romance	3,707	9.9%	108
Movie genre seen at theater/6 months: science fiction	7,744	20.6%	117
Movie genre seen at theater/6 months: thriller	5,787	15.4%	114
Went to museum in last 12 months	5,538	14.8%	98
Attended classical music/opera performance/12 months	1,331	3.5%	92
Attended country music performance in last 12 months	2,646	7.0%	108
Attended rock music performance in last 12 months	3,821	10.2%	100
Played musical instrument in last 12 months	2,618	7.0%	98
Did painting/drawing in last 12 months	3,180	8.5%	100
Did photo album/scrapbooking in last 12 months	1,663	4.4%	110
Did photography in last 12 months	3,413	9.1%	100
Did Sudoku puzzle in last 12 months	2,956	7.9%	92
Participated in tailgating in last 12 months	1,757	4.7%	119
Went to live theater in last 12 months	5,146	13.7%	111
Visited a theme park in last 12 months	7,696	20.5%	111
Visited a theme park 5+ times in last 12 months	1,825	4.9%	116
Participated in trivia games in last 12 months	2,623	7.0%	106
Played video/electronic game (console) last 12 months	3,852	10.3%	108
Played video/electronic game (portable) last 12 months	1,841	4.9%	101
Visited an indoor water park in last 12 months	1,398	3.7%	115
Did woodworking in last 12 months	1,677	4.5%	91
Participated in word games in last 12 months	4,401	11.7%	105
Went to zoo in last 12 months	5,411	14.4%	118
Purchased DVD/Blu-ray disc online in last 12 months	2,545	6.8%	109
Bought 1-2 DVDs/30 Days	1,353	3.6%	110
Bought 3+ DVDs/30 Days	901	2.4%	91
Rented DVDs (movie or other video) in last 30 days: 1	1,127	3.0%	115
Rented DVDs (movie or other video) in last 30 days: 2	1,171	3.1%	119
Rented DVDs (movie or other video) in last 30 days: 3+	2,580	6.9%	127
Rented movie or other video/30 days: action/adventure	8,471	22.6%	116
Rented movie or other video/30 days: classics	2,198	5.9%	104
Rented movie or other video/30 days: comedy	7,330	19.5%	114
Rented movie or other video/30 days: drama	5,354	14.3%	115
Rented movie or other video/30 days: family/children	4,060	10.8%	127
Rented movie or other video/30 days: foreign	653	1.7%	84
Rented movie or other video/30 days: horror	2,509	6.7%	111
Rented movie or other video/30 days: musical	1,017	2.7%	97
Rented movie or other video/30 days: news/documentary	1,502	4.0%	102
Rented movie or other video/30 days: romance	2,853	7.6%	124
Rented movie or other video/30 days: science fiction	2,914	7.8%	113
Rented movie or other video/30 days: TV show	2,829	7.5%	108
Rented movie or other video/30 days: western	1,029	2.7%	109

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April 11, 2022



## Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	4,688	12.5%	121
Rented DVD/Blu-ray/30 days: from netflix.com	5,131	13.7%	116
Rented/purchased DVD/Blu-ray/30 days: from Redbox	5,380	14.3%	129
Bought any children`s toy/game in last 12 months	13,749	36.6%	113
Spent on toys/games for child last 12 months: \$1-49	1,959	5.2%	94
Spent on toys/games for child last 12 months: \$50-99	999	2.7%	106
Spent on toys/games for child last 12 months: \$100-199	2,584	6.9%	105
Spent on toys/games for child last 12 months: \$200-499	3,775	10.1%	112
Spent on toys/games for child last 12 months: \$500+	2,604	6.9%	143
Bought any toys/games online in last 12 months	5,916	15.8%	120
Bought infant toy in last 12 months	2,614	7.0%	112
Bought pre-school toy in last 12 months	2,895	7.7%	116
Bought for child last 12 months: boy action figure	3,311	8.8%	119
Bought for child last 12 months: girl action figure	1,526	4.1%	118
Bought for child last 12 months: action game	1,146	3.1%	112
Bought for child last 12 months: bicycle	2,837	7.6%	126
Bought for child last 12 months: board game	5,867	15.6%	123
Bought for child last 12 months: builder set	2,212	5.9%	112
Bought for child last 12 months: car	3,080	8.2%	113
Bought for child last 12 months: construction toy	2,385	6.4%	112
Bought for child last 12 months: fashion doll	1,749	4.7%	115
Bought for child last 12 months: large/baby doll	3,096	8.2%	124
Bought for child last 12 months: doll accessories	1,700	4.5%	115
Bought for child last 12 months: doll clothing	1,777	4.7%	121
Bought for child last 12 months: educational toy	5,046	13.4%	115
Bought for child last 12 months: electronic doll/animal	1,137	3.0%	112
Bought for child last 12 months: electronic game	2,454	6.5%	122
Bought for child last 12 months: mechanical toy	1,931	5.1%	120
Bought for child last 12 months: model kit/set	1,386	3.7%	114
Bought for child last 12 months: plush doll/animal	3,976	10.6%	123
Bought for child last 12 months: water toy	3,894	10.4%	120
Bought for child last 12 months: word game	1,043	2.8%	117

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April 11, 2022



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	5,738	15.3%	107
Bought hardcover book in last 12 months	8,098	21.6%	104
Bought paperback book in last 12 months	10,922	29.1%	103
Bought 1-3 books in last 12 months	7,336	19.5%	102
Bought 4-6 books in last 12 months	3,796	10.1%	104
Bought 7+ books in last 12 months	6,464	17.2%	105
Bought book (fiction) in last 12 months	9,799	26.1%	106
Bought book (non-fiction) in last 12 months	8,616	23.0%	100
Bought biography in last 12 months	2,639	7.0%	99
Bought children`s book in last 12 months	4,168	11.1%	119
Bought cookbook in last 12 months	2,457	6.5%	101
Bought history book in last 12 months	2,728	7.3%	87
Bought mystery book in last 12 months	4,067	10.8%	105
Bought novel in last 12 months	4,648	12.4%	95
Bought religious book (Not Bible) in last 12 months	2,162	5.8%	97
Bought romance book in last 12 months	2,097	5.6%	110
Bought science fiction book in last 12 months	2,418	6.4%	115
Bought personal/business self-help book last 12 months	2,794	7.4%	108
Bought travel book in last 12 months	623	1.7%	77
Bought book online in last 12 months	9,503	25.3%	107
Listened to/purchased audiobook in last 6 months	3,015	8.0%	112

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# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
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Demographic Summary		2021	2026	
Population		222,146	245,287	
Population 18+		166,912	183,472	
Households		77,648	85,579	
Median Household Income		\$66,100	\$73,091	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		12,382	7.4%	102
Participated in archery in last 12 months		3,601	2.2%	82
Participated in backpacking in last 12 months		5,336	3.2%	91
Participated in baseball in last 12 months		6,736	4.0%	106
Participated in basketball in last 12 months		14,092	8.4%	110
Participated in bicycling (mountain) in last 12 months		6,400	3.8%	102
Participated in bicycling (road) in last 12 months		14,318	8.6%	90
Participated in boating (power) in last 12 months		6,577	3.9%	84
Participated in bowling in last 12 months		16,362	9.8%	104
Participated in canoeing/kayaking in last 12 months		9,234	5.5%	83
Participated in fishing (fresh water) in last 12 months		15,865	9.5%	92
Participated in fishing (salt water) in last 12 months		6,775	4.1%	104
Participated in football in last 12 months		7,469	4.5%	110
Participated in Frisbee in last 12 months		5,797	3.5%	93
Participated in golf in last 12 months		14,031	8.4%	101
Participated in hiking in last 12 months		20,106	12.0%	95
Participated in horseback riding in last 12 months		3,289	2.0%	86
Participated in hunting with rifle in last 12 months		5,036	3.0%	81
Participated in hunting with shotgun in last 12 months		3,888	2.3%	75
Participated in ice skating in last 12 months		3,633	2.2%	83
Participated in jogging/running in last 12 months		18,255	10.9%	100
Participated in motorcycling in last 12 months		5,245	3.1%	114
Participated in Pilates in last 12 months		4,327	2.6%	86
Participated in ping pong in last 12 months		5,275	3.2%	89
Participated in skiing (downhill) in last 12 months		3,309	2.0%	74
Participated in soccer in last 12 months		8,414	5.0%	118
Participated in softball in last 12 months		4,027	2.4%	98
Participated in swimming in last 12 months		26,707	16.0%	101
Participated in target shooting in last 12 months		8,322	5.0%	101
Participated in tennis in last 12 months		5,404	3.2%	87
Participated in volleyball in last 12 months		5,240	3.1%	99
Participated in walking for exercise in last 12 months		40,128	24.0%	95
Participated in weight lifting in last 12 months		18,894	11.3%	106
Participated in yoga in last 12 months		13,830	8.3%	92
Participated in Zumba in last 12 months		6,186	3.7%	108
Spent on sports/rec equip in last 12 months: \$1-99		10,274	6.2%	104
Spent on sports/rec equip in last 12 months: \$100-\$249		7,952	4.8%	91
Spent on sports/rec equip in last 12 months: \$250+		11,873	7.1%	103
Attend sports events		25,969	15.6%	102
Attend sports events: baseball game - MLB reg seas		7,089	4.2%	93
Attend sports events: football game (college)		5,057	3.0%	95
Attend sports events: high school sports		3,709	2.2%	91
Listen to sports on radio		15,270	9.1%	93
Watch sports on TV		96,517	57.8%	103

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April 11, 2022



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 5 - 10 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	5,105	3.1%	86
Watch on TV: auto racing (NASCAR)	11,979	7.2%	94
Watch on TV: auto racing (not NASCAR)	6,959	4.2%	105
Watch on TV: baseball (MLB regular season)	29,671	17.8%	98
Watch on TV: baseball (MLB playoffs/World Series)	26,342	15.8%	96
Watch on TV: basketball (college)	22,318	13.4%	97
Watch on TV: basketball (NCAA tournament)	19,819	11.9%	109
Watch on TV: basketball (NBA regular season)	26,294	15.8%	112
Watch on TV: basketball (NBA playoffs/finals)	25,986	15.6%	109
Watch on TV: basketball (WNBA)	5,193	3.1%	108
Watch on TV: bicycle racing	3,168	1.9%	104
Watch on TV: bowling	3,295	2.0%	90
Watch on TV: boxing	12,060	7.2%	127
Watch on TV: bull riding (pro)	3,574	2.1%	89
Watch on TV: Equestrian events	3,415	2.0%	101
Watch on TV: extreme sports (summer)	4,147	2.5%	103
Watch on TV: extreme sports (winter)	4,789	2.9%	96
Watch on TV: figure skating	8,826	5.3%	94
Watch on TV: fishing	5,509	3.3%	93
Watch on TV: football (college)	41,738	25.0%	105
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	51,244	30.7%	106
Watch on TV: football (NFL weekend games)	48,430	29.0%	106
Watch on TV: football (NFL playoffs/Super Bowl)	52,905	31.7%	105
Watch on TV: golf (PGA)	19,246	11.5%	98
Watch on TV: golf (LPGA)	4,726	2.8%	89
Watch on TV: gymnastics	8,002	4.8%	103
Watch on TV: high school sports	6,496	3.9%	95
Watch on TV: horse racing (at track or OTB)	4,533	2.7%	100
Watch on TV: ice hockey (NHL regular season)	11,899	7.1%	92
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	11,517	6.9%	93
Watch on TV: mixed martial arts (MMA)	3,824	2.3%	97
Watch on TV: motorcycle racing	3,192	1.9%	109
Watch on TV: Olympics (summer)	17,952	10.8%	102
Watch on TV: Olympics (winter)	20,692	12.4%	102
Watch on TV: international soccer	9,095	5.4%	111
Watch on TV: soccer (MLS)	9,606	5.8%	126
Watch on TV: U.S. men's national team	6,998	4.2%	118
Watch on TV: U.S. women's national team	6,914	4.1%	99
Watch on TV: soccer (World Cup)	16,597	9.9%	116
Watch on TV: tennis (men's)	9,884	5.9%	94
Watch on TV: tennis (women's)	10,608	6.4%	102
Watch on TV: track & field	6,505	3.9%	122
Watch on TV: volleyball (pro beach)	3,767	2.3%	104
Watch on TV: ultimate fighting championship (UFC)	6,976	4.2%	106
Watch on TV: other mixed martial arts (MMA)	3,824	2.3%	97
Watch on TV: wrestling (WWE)	7,552	4.5%	115
Interest in sports: college basketball Super Fan	4,675	2.8%	83
Interest in sports: college football Super Fan	11,758	7.0%	105
Interest in sports: golf Super Fan	2,812	1.7%	84
Interest in sports: high school sports Super Fan	2,981	1.8%	70
Interest in sports: MLB Super Fan	7,093	4.2%	93
Interest in sports: NASCAR Super Fan	2,771	1.7%	73
Interest in sports: NBA Super Fan	8,269	5.0%	95
Interest in sports: NFL Super Fan	18,440	11.0%	103
Interest in sports: NHL Super Fan	5,224	3.1%	93
Interest in sports: soccer Super Fan	6,006	3.6%	102

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April 11, 2022



# Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 5 - 10 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	19,218	11.5%	90
Member of charitable organization	6,662	4.0%	89
Member of church board	4,410	2.6%	94
Member of fraternal order	2,805	1.7%	79
Member of religious club	5,870	3.5%	102
Member of union	4,586	2.7%	82
Member of veterans club	4,172	2.5%	104
Participate in indoor gardening or plant care	14,948	9.0%	91
Attended adult education course in last 12 months	13,446	8.1%	98
Visited an aquarium in last 12 months	10,078	6.0%	100
Went to art gallery in last 12 months	10,874	6.5%	88
Attended auto show in last 12 months	9,483	5.7%	99
Did baking in last 12 months	38,714	23.2%	100
Barbecued in last 12 months	45,270	27.1%	100
Went to bar/night club in last 12 months	29,717	17.8%	100
Went to beach in last 12 months	48,331	29.0%	97
Played billiards/pool in last 12 months	9,749	5.8%	97
Played bingo in last 12 months	7,391	4.4%	96
Did birdwatching in last 12 months	6,418	3.8%	84
Played board game in last 12 months	30,322	18.2%	104
Read book in last 12 months	52,566	31.5%	97
Participated in book club in last 12 months	5,271	3.2%	103
Went on overnight camping trip in last 12 months	20,566	12.3%	101
Played cards in last 12 months	28,460	17.1%	97
Played chess in last 12 months	5,379	3.2%	92
Played computer game (offline w/software)/12 months	11,244	6.7%	100
Played computer game (online w/o software)/12 months	21,558	12.9%	103
Cooked for fun in last 12 months	32,078	19.2%	96
Did crossword puzzle in last 12 months	15,591	9.3%	90
Danced/went dancing in last 12 months	13,837	8.3%	99
Attended dance performance in last 12 months	6,773	4.1%	107
Dined out in last 12 months	84,697	50.7%	100
Flew a drone in last 12 months	4,837	2.9%	112
Attended state/county fair in last 12 months	22,878	13.7%	100
Participated in fantasy sports league last 12 months	7,513	4.5%	101
Did furniture refinishing in last 12 months	6,690	4.0%	99
Gambled at casino in last 12 months	22,818	13.7%	103
Gambled in Las Vegas in last 12 months	9,263	5.5%	132
Participate in indoor gardening/plant care	14,948	9.0%	91
Participated in genealogy in last 12 months	7,845	4.7%	101
Attended horse races in last 12 months	3,557	2.1%	87
Participated in karaoke in last 12 months	6,242	3.7%	99
Bought lottery ticket in last 12 months	58,055	34.8%	99
Played lottery 6+ times in last 30 days	16,683	10.0%	92
Bought lottery ticket in last 12 months: Daily Drawing	4,996	3.0%	85
Bought lottery ticket in last 12 months: Instant Game	30,096	18.0%	97
Bought lottery ticket in last 12 months: Mega Millions	34,253	20.5%	105
Bought lottery ticket in last 12 months: Powerball	36,459	21.8%	105
Attended a movie in last 6 months	105,647	63.3%	107
Attended movie in last 90 days: once/week or more	3,994	2.4%	99
Attended movie in last 90 days: 2-3 times a month	10,088	6.0%	118
Attended movie in last 90 days: once a month	17,806	10.7%	112
Attended movie in last 90 days: < once a month	64,267	38.5%	105
Movie genre seen at theater/6 months: action	55,036	33.0%	116

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	58,648	35.1%	115
Movie genre seen at theater/6 months: animation genre	30,821	18.5%	121
Movie genre seen at theater/6 months: biography genre	20,491	12.3%	114
Movie genre seen at theater/6 months: comedy	48,693	29.2%	115
Movie genre seen at theater/6 months: crime	23,336	14.0%	123
Movie genre seen at theater/6 months: drama	43,439	26.0%	112
Movie genre seen at theater/6 months: family	19,575	11.7%	123
Movie genre seen at theater/6 months: fantasy	31,899	19.1%	115
Movie genre seen at theater/6 months: horror	15,632	9.4%	112
Movie genre seen at theater/6 months: romance	17,320	10.4%	113
Movie genre seen at theater/6 months: science fiction	35,262	21.1%	120
Movie genre seen at theater/6 months: thriller	26,631	16.0%	118
Went to museum in last 12 months	23,372	14.0%	93
Attended classical music/opera performance/12 months	5,610	3.4%	87
Attended country music performance in last 12 months	10,398	6.2%	95
Attended rock music performance in last 12 months	16,348	9.8%	96
Played musical instrument in last 12 months	11,825	7.1%	100
Did painting/drawing in last 12 months	14,077	8.4%	99
Did photo album/scrapbooking in last 12 months	7,076	4.2%	105
Did photography in last 12 months	14,374	8.6%	95
Did Sudoku puzzle in last 12 months	12,819	7.7%	89
Participated in tailgating in last 12 months	6,594	4.0%	100
Went to live theater in last 12 months	20,587	12.3%	100
Visited a theme park in last 12 months	32,889	19.7%	106
Visited a theme park 5+ times in last 12 months	8,064	4.8%	115
Participated in trivia games in last 12 months	9,930	5.9%	90
Played video/electronic game (console) last 12 months	17,020	10.2%	107
Played video/electronic game (portable) last 12 months	8,405	5.0%	104
Visited an indoor water park in last 12 months	5,117	3.1%	95
Did woodworking in last 12 months	7,428	4.5%	91
Participated in word games in last 12 months	17,907	10.7%	96
Went to zoo in last 12 months	22,046	13.2%	108
Purchased DVD/Blu-ray disc online in last 12 months	10,607	6.4%	102
Bought 1-2 DVDs/30 Days	5,100	3.1%	93
Bought 3+ DVDs/30 Days	3,841	2.3%	87
Rented DVDs (movie or other video) in last 30 days: 1	4,043	2.4%	93
Rented DVDs (movie or other video) in last 30 days: 2	4,799	2.9%	110
Rented DVDs (movie or other video) in last 30 days: 3+	10,500	6.3%	116
Rented movie or other video/30 days: action/adventure	34,764	20.8%	107
Rented movie or other video/30 days: classics	9,436	5.7%	101
Rented movie or other video/30 days: comedy	28,746	17.2%	101
Rented movie or other video/30 days: drama	21,306	12.8%	103
Rented movie or other video/30 days: family/children	15,846	9.5%	112
Rented movie or other video/30 days: foreign	2,659	1.6%	77
Rented movie or other video/30 days: horror	10,754	6.4%	107
Rented movie or other video/30 days: musical	4,348	2.6%	93
Rented movie or other video/30 days: news/documentary	7,113	4.3%	109
Rented movie or other video/30 days: romance	11,024	6.6%	108
Rented movie or other video/30 days: science fiction	11,927	7.1%	104
Rented movie or other video/30 days: TV show	11,184	6.7%	96
Rented movie or other video/30 days: western	4,355	2.6%	103

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



## Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 5 - 10 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	18,079	10.8%	105
Rented DVD/Blu-ray/30 days: from netflix.com	21,181	12.7%	107
Rented/purchased DVD/Blu-ray/30 days: from Redbox	22,013	13.2%	119
Bought any children`s toy/game in last 12 months	59,846	35.9%	110
Spent on toys/games for child last 12 months: \$1-49	9,547	5.7%	103
Spent on toys/games for child last 12 months: \$50-99	4,382	2.6%	105
Spent on toys/games for child last 12 months: \$100-199	11,101	6.7%	101
Spent on toys/games for child last 12 months: \$200-499	17,187	10.3%	115
Spent on toys/games for child last 12 months: \$500+	9,850	5.9%	122
Bought any toys/games online in last 12 months	23,354	14.0%	107
Bought infant toy in last 12 months	11,276	6.8%	109
Bought pre-school toy in last 12 months	12,236	7.3%	110
Bought for child last 12 months: boy action figure	14,247	8.5%	116
Bought for child last 12 months: girl action figure	6,263	3.8%	109
Bought for child last 12 months: action game	5,313	3.2%	117
Bought for child last 12 months: bicycle	11,836	7.1%	118
Bought for child last 12 months: board game	23,286	14.0%	110
Bought for child last 12 months: builder set	9,455	5.7%	108
Bought for child last 12 months: car	13,737	8.2%	113
Bought for child last 12 months: construction toy	10,716	6.4%	113
Bought for child last 12 months: fashion doll	7,805	4.7%	115
Bought for child last 12 months: large/baby doll	12,422	7.4%	112
Bought for child last 12 months: doll accessories	7,029	4.2%	107
Bought for child last 12 months: doll clothing	6,853	4.1%	105
Bought for child last 12 months: educational toy	22,727	13.6%	116
Bought for child last 12 months: electronic doll/animal	5,011	3.0%	111
Bought for child last 12 months: electronic game	10,330	6.2%	115
Bought for child last 12 months: mechanical toy	8,746	5.2%	123
Bought for child last 12 months: model kit/set	5,734	3.4%	106
Bought for child last 12 months: plush doll/animal	16,079	9.6%	112
Bought for child last 12 months: water toy	14,974	9.0%	104
Bought for child last 12 months: word game	4,460	2.7%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



## Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 5 - 10 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	22,848	13.7%	96
Bought hardcover book in last 12 months	33,338	20.0%	96
Bought paperback book in last 12 months	46,314	27.7%	98
Bought 1-3 books in last 12 months	32,900	19.7%	103
Bought 4-6 books in last 12 months	15,233	9.1%	93
Bought 7+ books in last 12 months	26,257	15.7%	96
Bought book (fiction) in last 12 months	39,840	23.9%	97
Bought book (non-fiction) in last 12 months	37,264	22.3%	98
Bought biography in last 12 months	11,752	7.0%	99
Bought children`s book in last 12 months	16,355	9.8%	105
Bought cookbook in last 12 months	10,357	6.2%	96
Bought history book in last 12 months	12,250	7.3%	88
Bought mystery book in last 12 months	16,686	10.0%	97
Bought novel in last 12 months	19,915	11.9%	92
Bought religious book (Not Bible) in last 12 months	9,692	5.8%	98
Bought romance book in last 12 months	8,775	5.3%	104
Bought science fiction book in last 12 months	9,889	5.9%	105
Bought personal/business self-help book last 12 months	11,983	7.2%	104
Bought travel book in last 12 months	2,992	1.8%	83
Bought book online in last 12 months	38,410	23.0%	97
Listened to/purchased audiobook in last 6 months	12,466	7.5%	105

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



# AGE 50+ POPULATION



# Age 50+ Profile

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

Prepared by Esri

Demographic Summary	Census 2010			2021			2026	
	Number	% of 50+	% of Total Pop	Number	% of 50+	% of Total Pop	Change	Annual Rate
Total Population	19,678			29,359 **			4,437	2.85%
Population 50+	3,990			7,944			950	2.28%
Median Age	33.8			34.7			-1.0	-0.58%
Households	6,384			9,335			1,456	2.94%
% Householders 55+	24.2%			32.2%			0.8	0.49%
Total Owner-Occupied Housing Units	5,464			8,326			1,182	2.69%
Total Renter-Occupied Housing Units	920			1,009			274	4.92%
Owner/Renter Ratio (per 100 renters)	594			825			-84.0	-2.12%
Median Home Value	-			\$244,300			\$16,592	1.32%
Average Home Value	-			\$264,981			\$20,011	1.47%
Median Household Income	-			\$102,748			\$2,960	0.57%
Median Household Income for Householder 55+	-			\$87,734			\$3,787	0.85%

Male Population	Census 2010		2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	1,861	100.0%	3,738	100.0%	4,119	100.0%
50-54	578	31.1%	1,002	26.8%	927	22.5%
55-59	405	21.8%	923	24.7%	911	22.1%
60-64	351	18.9%	610	16.3%	794	19.3%
65-69	246	13.2%	445	11.9%	560	13.6%
70-74	136	7.3%	374	10.0%	402	9.8%
75-79	70	3.8%	216	5.8%	296	7.2%
80-84	48	2.6%	104	2.8%	150	3.6%
85+	27	1.5%	64	1.7%	79	1.9%

Female Population	Census 2010		2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	2,129	100.0%	4,206	100.0%	4,775	100.0%
50-54	650	30.5%	1,087	25.8%	1,047	21.9%
55-59	462	21.7%	918	21.8%	995	20.8%
60-64	381	17.9%	698	16.6%	852	17.8%
65-69	249	11.7%	550	13.1%	673	14.1%
70-74	169	7.9%	436	10.4%	503	10.5%
75-79	98	4.6%	248	5.9%	354	7.4%
80-84	66	3.1%	142	3.4%	196	4.1%
85+	54	2.5%	127	3.0%	155	3.2%

Total Population	Census 2010		2021		2026	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	3,990	20.3%	7,944	27.1%	8,894	26.3%
50-54	1,228	6.2%	2,089	7.1%	1,974	5.8%
55-59	867	4.4%	1,841	6.3%	1,906	5.6%
60-64	732	3.7%	1,308	4.5%	1,646	4.9%
65-69	495	2.5%	995	3.4%	1,233	3.6%
70-74	305	1.5%	810	2.8%	905	2.7%
75-79	168	0.9%	464	1.6%	650	1.9%
80-84	114	0.6%	246	0.8%	346	1.0%
85+	81	0.4%	191	0.7%	234	0.7%
65+	1,163	5.9%	2,706	9.2%	3,368	10.0%
75+	363	1.8%	901	3.1%	1,230	3.6%

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 2021 and 2026.

\*\*Note: The Texas State Demographer population estimate is 35,470 as of January 1, 2022



## Age 50+ Profile

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

Prepared by Esri

### 2021 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,612	100%	959	100%	432	100%	3,003	100%
<\$15,000	62	3.8%	58	6.0%	35	8.1%	155	5.2%
\$15,000-\$24,999	55	3.4%	59	6.2%	50	11.6%	164	5.5%
\$25,000-\$34,999	55	3.4%	51	5.3%	38	8.8%	144	4.8%
\$35,000-\$49,999	112	6.9%	76	7.9%	60	13.9%	248	8.3%
\$50,000-\$74,999	170	10.5%	173	18.0%	119	27.5%	462	15.4%
\$75,000-\$99,999	335	20.8%	160	16.7%	62	14.4%	557	18.5%
\$100,000-\$149,999	425	26.4%	230	24.0%	45	10.4%	700	23.3%
\$150,000-\$199,999	233	14.5%	66	6.9%	14	3.2%	313	10.4%
\$200,000+	165	10.2%	86	9.0%	9	2.1%	260	8.7%

Median HH Income	\$101,172	\$82,950	\$54,638	\$87,734
Average HH Income	\$117,673	\$101,278	\$65,519	\$104,935

### 2026 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,802	100%	1,154	100%	605	100%	3,561	100%
<\$15,000	51	2.8%	63	5.5%	49	8.1%	163	4.6%
\$15,000-\$24,999	51	2.8%	76	6.6%	82	13.6%	209	5.9%
\$25,000-\$34,999	53	2.9%	67	5.8%	52	8.6%	172	4.8%
\$35,000-\$49,999	109	6.0%	104	9.0%	77	12.7%	290	8.1%
\$50,000-\$74,999	181	10.0%	187	16.2%	139	23.0%	507	14.2%
\$75,000-\$99,999	343	19.0%	175	15.2%	88	14.5%	606	17.0%
\$100,000-\$149,999	504	28.0%	282	24.4%	68	11.2%	854	24.0%
\$150,000-\$199,999	309	17.1%	91	7.9%	33	5.5%	433	12.2%
\$200,000+	201	11.2%	109	9.4%	17	2.8%	327	9.2%

Median HH Income	\$107,220	\$84,613	\$55,445	\$91,521
Average HH Income	\$129,282	\$106,841	\$72,954	\$112,440

**Data Note:** Income is reported for households as of July 1, 2021 and represents annual income for the preceding year, expressed in 2021 dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

April 11, 2022



## Age 50+ Profile

Cibolo City, TX  
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 2021 and 2026.

April 11, 2022



# PETS & PRODUCTS



# Pets and Products Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 0 - 3 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Demographic Summary		2021	2026
Population		38,066	43,774
Population 18+		28,645	33,007
Households		13,177	15,146
Median Household Income		\$96,076	\$100,832

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	7,760	58.9%	111
HH owns any cat	2,936	22.3%	97
HH owns any dog	6,205	47.1%	117
HH owns 1 cat	1,592	12.1%	100
HH owns 2+ cats	1,345	10.2%	93
HH owns 1 dog	3,568	27.1%	112
HH owns 2+ dogs	2,637	20.0%	124
HH used canned/wet cat food in last 6 months	1,649	12.5%	93
HH used packaged dry cat food in last 6 months	2,769	21.0%	97
HH used cat treats in last 6 months	1,641	12.5%	99
HH used cat litter in last 6 months	2,611	19.8%	98
HH used canned/wet dog food in last 6 months	2,491	18.9%	115
HH used packaged dry dog food in last 6 months	5,934	45.0%	117
HH used dog biscuits/treats in last 6 months	4,613	35.0%	115
HH used flea/tick/parasite prod cat/dog last 12 months	5,009	38.0%	108
HH purchased pet food in last 12 months: from discount store	858	6.5%	100
HH purchased pet food in last 12 months: from grocery store	3,637	27.6%	109
HH purchased pet food in last 12 months: from PETCO	949	7.2%	109
HH purchased pet food in last 12 months: from PetSmart	1,464	11.1%	116
HH purchased pet food last 12 months: other specialty pet store	798	6.1%	108
HH purchased pet food in last 12 months: from wholesale club	746	5.7%	124
HH purchased pet food in last 12 months: Internet/online	1,374	10.4%	112
HH purchased pet food in last 12 months: from veterinarian	577	4.4%	109
HH purchased flea control in last 12 months: Internet/online	753	5.7%	101
HH purchased flea control in last 12 months: from veterinarian	1,871	14.2%	113
HH member took pet to vet in last 12 months: 1 time	1,892	14.4%	106
HH member took pet to vet in last 12 months: 2 times	1,743	13.2%	115
HH member took pet to vet in last 12 months: 3 times	927	7.0%	114
HH member took pet to vet in last 12 months: 4 times	722	5.5%	118
HH member took pet to vet in last 12 months: 5+ times	899	6.8%	109
HH used professional pet service in last 12 months	2,926	22.2%	124
HH used professional pet service 3+ times last 12	1,890	14.3%	129
HH used professional pet service: boarding/kennel	804	6.1%	136
HH used professional pet service: grooming	2,272	17.2%	123
HH has pet insurance	610	4.6%	110

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



## Pets and Products Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 3 - 5 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Demographic Summary		2021	2026
Population		50,469	55,976
Population 18+		37,539	41,417
Households		17,904	19,766
Median Household Income		\$88,455	\$94,523

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	10,527	58.8%	111
HH owns any cat	3,970	22.2%	96
HH owns any dog	8,361	46.7%	116
HH owns 1 cat	2,107	11.8%	97
HH owns 2+ cats	1,865	10.4%	95
HH owns 1 dog	4,834	27.0%	112
HH owns 2+ dogs	3,525	19.7%	122
HH used canned/wet cat food in last 6 months	2,228	12.4%	93
HH used packaged dry cat food in last 6 months	3,720	20.8%	96
HH used cat treats in last 6 months	2,151	12.0%	95
HH used cat litter in last 6 months	3,523	19.7%	97
HH used canned/wet dog food in last 6 months	3,327	18.6%	113
HH used packaged dry dog food in last 6 months	8,020	44.8%	117
HH used dog biscuits/treats in last 6 months	6,208	34.7%	114
HH used flea/tick/parasite prod cat/dog last 12 months	6,752	37.7%	107
HH purchased pet food in last 12 months: from discount store	1,140	6.4%	98
HH purchased pet food in last 12 months: from grocery store	4,933	27.6%	109
HH purchased pet food in last 12 months: from PETCO	1,358	7.6%	115
HH purchased pet food in last 12 months: from PetSmart	2,004	11.2%	117
HH purchased pet food last 12 months: other specialty pet store	1,059	5.9%	106
HH purchased pet food in last 12 months: from wholesale club	996	5.6%	122
HH purchased pet food in last 12 months: Internet/online	1,822	10.2%	109
HH purchased pet food in last 12 months: from veterinarian	752	4.2%	104
HH purchased flea control in last 12 months: Internet/online	1,024	5.7%	101
HH purchased flea control in last 12 months: from veterinarian	2,491	13.9%	111
HH member took pet to vet in last 12 months: 1 time	2,546	14.2%	105
HH member took pet to vet in last 12 months: 2 times	2,294	12.8%	111
HH member took pet to vet in last 12 months: 3 times	1,276	7.1%	115
HH member took pet to vet in last 12 months: 4 times	971	5.4%	117
HH member took pet to vet in last 12 months: 5+ times	1,224	6.8%	109
HH used professional pet service in last 12 months	3,925	21.9%	123
HH used professional pet service 3+ times last 12	2,528	14.1%	127
HH used professional pet service: boarding/kennel	1,071	6.0%	133
HH used professional pet service: grooming	3,046	17.0%	121
HH has pet insurance	789	4.4%	105

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



## Pets and Products Market Potential

200 S Main St, Cibolo, Texas, 78108  
 Ring Band: 5 - 10 mile radius

Prepared by Esri  
 Latitude: 29.56023  
 Longitude: -98.22539

Demographic Summary		2021	2026
Population		222,146	245,287
Population 18+		166,912	183,472
Households		77,648	85,579
Median Household Income		\$66,100	\$73,091

Product/Consumer Behavior	Expected Number of		MPI
	Households	Percent	
HH owns any pet	44,435	57.2%	108
HH owns any cat	17,074	22.0%	95
HH owns any dog	35,258	45.4%	113
HH owns 1 cat	8,946	11.5%	95
HH owns 2+ cats	8,123	10.5%	96
HH owns 1 dog	19,819	25.5%	105
HH owns 2+ dogs	15,438	19.9%	123
HH used canned/wet cat food in last 6 months	9,748	12.6%	93
HH used packaged dry cat food in last 6 months	16,313	21.0%	97
HH used cat treats in last 6 months	9,346	12.0%	95
HH used cat litter in last 6 months	15,158	19.5%	96
HH used canned/wet dog food in last 6 months	14,000	18.0%	109
HH used packaged dry dog food in last 6 months	33,711	43.4%	113
HH used dog biscuits/treats in last 6 months	26,126	33.6%	110
HH used flea/tick/parasite prod cat/dog last 12 months	28,704	37.0%	105
HH purchased pet food in last 12 months: from discount store	4,989	6.4%	99
HH purchased pet food in last 12 months: from grocery store	21,740	28.0%	111
HH purchased pet food in last 12 months: from PETCO	5,666	7.3%	111
HH purchased pet food in last 12 months: from PetSmart	8,412	10.8%	114
HH purchased pet food last 12 months: other specialty pet store	4,565	5.9%	105
HH purchased pet food in last 12 months: from wholesale club	4,179	5.4%	118
HH purchased pet food in last 12 months: Internet/online	7,637	9.8%	106
HH purchased pet food in last 12 months: from veterinarian	3,276	4.2%	105
HH purchased flea control in last 12 months: Internet/online	4,359	5.6%	99
HH purchased flea control in last 12 months: from veterinarian	10,059	13.0%	103
HH member took pet to vet in last 12 months: 1 time	11,036	14.2%	105
HH member took pet to vet in last 12 months: 2 times	9,800	12.6%	110
HH member took pet to vet in last 12 months: 3 times	5,241	6.7%	109
HH member took pet to vet in last 12 months: 4 times	4,018	5.2%	112
HH member took pet to vet in last 12 months: 5+ times	5,095	6.6%	105
HH used professional pet service in last 12 months	16,024	20.6%	116
HH used professional pet service 3+ times last 12	9,771	12.6%	113
HH used professional pet service: boarding/kennel	3,841	4.9%	110
HH used professional pet service: grooming	12,790	16.5%	118
HH has pet insurance	3,599	4.6%	110

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

April 11, 2022



# 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 has five outstanding, large private universities located within 35 miles of the City. Those institutions include Texas Lutheran University (TLU), University of the Incarnate Word (UIW), Trinity University, Our Lady of the Lake 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>	5,510	7.5 Miles
<u>Central Texas Technology Center</u>	2,000	21.7 Miles
<u>St. Phillip's College</u>	11,590	21.8 Miles
<u>San Antonio College</u>	17,573	25.1 Miles
<u>Palo Alto College</u>	9,852	33.2 Miles
<u>Northwest Vista College</u>	16,293	38.5 Miles

## PRIVATE UNIVERSITIES

	<u>Enrollment</u> **	<u>Distance from Cibolo</u>
<u>Texas Lutheran University</u>	1,445	16.0 Miles
<u>University of the Incarnate Word</u>	7,917	19.8 Miles
<u>Trinity University</u>	2,637	23.9 Miles
<u>St. Mary's University</u>	3,648	28.4 Miles

## PUBLIC UNIVERSITIES

	<u>Enrollment</u> **	<u>Distance from Cibolo</u>
<u>University of Texas at San Antonio (UTSA)</u>	32,264	27.8 Miles
<u>Texas State University</u>	38,644	34.0 Miles
<u>Texas A&amp;M University at San Antonio</u>	6,557	31.6 Miles
<u>University of Texas Health Science Center at San Antonio</u>	3,292	27.3 Miles

\*\* Enrollment numbers are from 2020

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, who is holding a white marker. The background is a blurred office environment with a clock on the wall.

# POSSIBLE INCENTIVES



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

