



Health and Beauty Market Potential

Cibolo, Texas
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 29.55852
 Longitude: -98.22513

Demographic Summary		2022	2027	
Population		3,076	4,287	
Population 18+		2,333	3,225	
Households		1,170	1,571	
Median Household Income		\$60,590	\$78,973	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week		481	20.6%	86
Typically spend 4-6 hours exercising per week		557	23.9%	110
Typically spend 7+ hours exercising per week		527	22.6%	97
Exercise at home 2+ times per week		963	41.3%	102
Exercise at club 2+ times per week		310	13.3%	97
Exercise at other facility 2+ times per week		159	6.8%	86
Member of LA Fitness club/gym		32	1.4%	70
Member of Planet Fitness club/gym		148	6.3%	131
Member of YMCA Fitness club/gym		50	2.1%	73
Own elliptical		126	5.4%	114
Own stationary bicycle		182	7.8%	103
Own treadmill		239	10.2%	104
Own weight lifting equipment		377	16.2%	103
Control diet for blood sugar level		312	13.4%	117
Control diet for cholesterol level		282	12.1%	101
Control diet for food allergies		66	2.8%	120
Control diet to maintain weight		263	11.3%	106
Control diet for physical fitness		297	12.7%	104
Control diet for salt restriction		136	5.8%	142
Control diet for weight loss		438	18.8%	103
Used doctor`s care/diet for diet method		74	3.2%	96
Used exercise program for diet method		200	8.6%	97
Buy foods specifically labeled as fat-free		210	9.0%	100
Buy foods specifically labeled as gluten-free		130	5.6%	96
Buy foods specifically labeled as high fiber		156	6.7%	93
Buy foods specifically labeled as high protein		218	9.3%	102
Buy foods specifically labeled as hormone-free		100	4.3%	129
Buy foods specifically labeled as lactose-free		86	3.7%	74
Buy foods specifically labeled as low-calorie		159	6.8%	98
Buy foods specifically labeled as low-carb		251	10.8%	114
Buy foods specifically labeled as low-cholesterol		134	5.7%	116
Buy foods specifically labeled as low-fat		247	10.6%	125
Buy foods specifically labeled as low-sodium		305	13.1%	112
Buy foods specifically labeled as natural/organic		397	17.0%	104
Buy foods specifically labeled as probiotic		122	5.2%	123
Buy foods specifically labeled as sugar-free		333	14.3%	124
Consider self to be semi-vegetarian		161	6.9%	87
Used meal/dietary/weight loss supplement last 6 months		227	9.7%	102
Used vitamins/dietary supplements in last 6 months		1,397	59.9%	99
Provide services as a primary caregiver/caretaker		145	6.2%	97
Assist with chores as caregiver/caretaker		91	3.9%	99
Assist with personal care as caregiver/caretaker		80	3.4%	104
Give medication as caregiver/caretaker		80	3.4%	121
Make doctor appointments as caregiver/caretaker		102	4.4%	118
Provide transportation as caregiver/caretaker		106	4.5%	107

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 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	1,853	79.4%	100
Visited doctor in last 12 months: 1-2 times	541	23.2%	98
Visited doctor in last 12 months: 3-5 times	591	25.3%	106
Visited doctor in last 12 months: 6+ times	720	30.9%	97
Visited doctor in last 12 months: acupuncturist	17	0.7%	45
Visited doctor in last 12 months: allergist	55	2.4%	111
Visited doctor in last 12 months: cardiologist	220	9.4%	117
Visited doctor in last 12 months: chiropractor	208	8.9%	107
Visited doctor in last 12 months: dentist	899	38.5%	96
Visited doctor in last 12 months: dermatologist	179	7.7%	72
Visited doctor in last 12 months: ear/nose/throat	126	5.4%	112
Visited doctor in last 12 months: eye	545	23.4%	104
Visited doctor in last 12 months: gastroenterologist	152	6.5%	132
Visited doctor in last 12 months: general/family	1,043	44.7%	102
Visited doctor in last 12 months: internist	114	4.9%	90
Visited doctor in last 12 months: physical therapist	126	5.4%	95
Visited doctor in last 12 months: podiatrist	77	3.3%	113
Visited doctor in last 12 months: psychiatrist/psychologist	108	4.6%	121
Filled prescription online in the last 12 months	117	5.0%	87
Visited doctor in last 12 months: urologist	103	4.4%	100
Visited nurse practitioner in last 12 months	176	7.5%	106
Wear regular/sun/tinted prescription eyeglasses	1,030	44.1%	101
Wear bi-focal/multi-focal/progressive glasses	481	20.6%	108
Wear soft contact lenses	374	16.0%	122
Spent on eyeglasses in last 12 months: \$1-99	92	3.9%	114
Spent on eyeglasses in last 12 months: \$100-\$199	130	5.6%	107
Spent on eyeglasses in last 12 months: \$200-\$249	70	3.0%	94
Spent on eyeglasses in last 12 months: \$250+	173	7.4%	72
Spent on contact lenses in last 12 months: \$1-\$199	160	6.9%	127
Spent on contact lenses in last 12 months: \$200+	136	5.8%	116
Bought prescription eyewear: discount optical ctr	173	7.4%	92
Bought prescription eyewear: private eye doctor	607	26.0%	102
Bought prescription eyewear: retail optical chain	351	15.0%	111
Bought prescription eyewear: online	143	6.1%	106
Used prescription drug for acne	56	2.4%	86
Used prescription drug for allergy/hay fever	137	5.9%	95
Used prescription drug for anxiety/panic	196	8.4%	117
Used prescription drug for arthritis/osteoarthritis	79	3.4%	104
Used prescription drug for rheumatoid arthritis	49	2.1%	84
Used prescription drug for asthma	113	4.8%	106
Used prescription drug for backache/back pain	168	7.2%	102
Used prescription drug for depression	184	7.9%	114
Used prescription drug for diabetes (non-insulin dependent Type-2)	140	6.0%	108
Used prescription drug for heartburn/acid reflux	171	7.3%	110
Used prescription drug for high blood pressure	405	17.4%	119
Used prescription drug for high cholesterol	255	10.9%	103
Used prescription drug for insomnia	56	2.4%	105
Used prescription drug for migraine headache	63	2.7%	90
Used prescription drug for sinus congestion/headache	107	4.6%	145
Used prescription drug for urinary tract infection	76	3.3%	94
Filled prescription last 12 months: at discount/dept store	142	6.1%	129
Filled prescription last 12 months: at drug store/pharmacy	780	33.4%	100
Filled prescription last 12 months: at supermarket	233	10.0%	103
Filled prescription last 12 months: by mail order	257	11.0%	116
Spent out of pocket prescription drugs/30 days: <\$1-9	162	6.9%	98
Spent out of pocket prescription drugs/30 days: \$10-19	247	10.6%	108
Spent out of pocket prescription drugs/30 days: \$20-29	162	6.9%	105
Spent out of pocket prescription drugs/30 days: \$30-49	206	8.8%	120
Spent out of pocket prescription drugs/30 days: \$50-99	180	7.7%	117
Spent out of pocket prescription drugs/30 days: \$100-149	98	4.2%	149
Spent out of pocket prescription drugs/30 days: \$150+	68	2.9%	96

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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,119	48.0%	104
Used last 6 months: cough syrup/suppressant(nonprescr)	621	26.6%	98
Used last 6 months: medicated skin cream/lotion/spray	630	27.0%	92
Used last 6 months: non-medicated nasal spray	292	12.5%	107
Used last 6 months: pain relieving rub/liquid/patch	620	26.6%	99
Used last 6 months: sleeping aid/snore relief	314	13.5%	106
Used last 6 months: sore throat remedy/cough drops	901	38.6%	94
Used last 12 months: sunburn remedy	311	13.3%	104
Used last 12 months: suntan/sunscreen product	892	38.2%	99
Used last 6 months: toothache/gum/canker sore remedy	210	9.0%	109
HH used last 6 months: children`s cold tablets/liquids	117	10.0%	116
HH used last 6 months: children`s cough syrup	94	8.0%	109
HH used kids pain reliever/fever reducer last 6 months	224	19.1%	121
HH used kids vitamins/nutritional suppl last 6 months	153	13.1%	111
Used body wash/shower gel in last 6 months	1,582	67.8%	105
Used breath freshener in last 6 months	823	35.3%	101
Used breath freshener in last 6 months: gum	464	19.9%	96
Used breath freshener in last 6 months: mints	395	16.9%	108
Used breath freshener in last 6 months: thin film	53	2.3%	99
Used complexion care product in last 6 months	1,215	52.1%	100
Used denture adhesive/fixative in last 6 months	128	5.5%	122
Used denture cleaner in last 6 months	226	9.7%	117
Used facial moisturizer in last 6 months	1,062	45.5%	95
Used personal foot care product in last 6 months	363	15.6%	84
Used hair coloring product (at home) last 6 months	422	18.1%	103
Used hair conditioning treatment (at home) in last 6 months	575	24.6%	92
Used hair growth product in last 6 months	57	2.4%	70
Used hair spray (at home) in last 6 months	644	27.6%	101
Used hair styling gel/lotion/mousse in last 6 months	769	33.0%	93
Used mouthwash in last 6 months	1,520	65.2%	100
Used mouthwash 8+ times in last 7 days	374	16.0%	99
Used sensitive toothpaste in last 6 months	473	20.3%	109
Used whitening toothpaste in last 6 months	833	35.7%	96
Used tooth whitener (not toothpaste) in last 6 months	260	11.1%	112
Used tooth whitener (gel) in last 6 months	53	2.3%	130
Used tooth whitener (strips) in last 6 months	130	5.6%	103
Visited a day spa in last 6 months	88	3.8%	96
Purchased product at salon/day spa in last 6 months	91	3.9%	99
Used professional service last 6 months: haircut	1,393	59.7%	103
Used professional service last 6 months: hair color/highlights	362	15.5%	106
Used professional service last 6 months: facial	61	2.6%	116
Used professional service last 6 months: massage	143	6.1%	91
Used professional service last 6 months: manicure	218	9.3%	86
Used professional service last 6 months: pedicure	331	14.2%	105
Spent \$1-99 at barber shops in last 6 months	372	15.9%	109
Spent \$100+ at barber shops in last 6 months	174	7.5%	103
Spent \$1-99 at beauty salons in last 6 months	348	14.9%	119
Spent \$100+ at beauty salons in last 6 months	382	16.4%	94

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Demographic Summary		2022	2027
Population		36,608	38,103
Population 18+		27,427	28,541
Households		12,451	12,897
Median Household Income		\$102,932	\$109,634
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	6,345	23.1%	96
Typically spend 4-6 hours exercising per week	6,457	23.5%	108
Typically spend 7+ hours exercising per week	6,347	23.1%	100
Exercise at home 2+ times per week	11,607	42.3%	104
Exercise at club 2+ times per week	4,066	14.8%	108
Exercise at other facility 2+ times per week	2,197	8.0%	101
Member of LA Fitness club/gym	570	2.1%	106
Member of Planet Fitness club/gym	1,284	4.7%	97
Member of YMCA Fitness club/gym	832	3.0%	104
Own elliptical	1,551	5.7%	119
Own stationary bicycle	2,216	8.1%	106
Own treadmill	3,026	11.0%	112
Own weight lifting equipment	4,693	17.1%	109
Control diet for blood sugar level	2,755	10.0%	88
Control diet for cholesterol level	3,276	11.9%	100
Control diet for food allergies	625	2.3%	97
Control diet to maintain weight	2,665	9.7%	92
Control diet for physical fitness	3,510	12.8%	104
Control diet for salt restriction	962	3.5%	85
Control diet for weight loss	5,228	19.1%	104
Used doctor`s care/diet for diet method	875	3.2%	97
Used exercise program for diet method	2,522	9.2%	104
Buy foods specifically labeled as fat-free	2,318	8.5%	94
Buy foods specifically labeled as gluten-free	1,669	6.1%	105
Buy foods specifically labeled as high fiber	2,004	7.3%	101
Buy foods specifically labeled as high protein	2,697	9.8%	108
Buy foods specifically labeled as hormone-free	901	3.3%	99
Buy foods specifically labeled as lactose-free	1,480	5.4%	109
Buy foods specifically labeled as low-calorie	1,899	6.9%	100
Buy foods specifically labeled as low-carb	2,764	10.1%	107
Buy foods specifically labeled as low-cholesterol	1,228	4.5%	91
Buy foods specifically labeled as low-fat	2,271	8.3%	98
Buy foods specifically labeled as low-sodium	3,182	11.6%	99
Buy foods specifically labeled as natural/organic	4,615	16.8%	103
Buy foods specifically labeled as probiotic	1,102	4.0%	95
Buy foods specifically labeled as sugar-free	3,240	11.8%	103
Consider self to be semi-vegetarian	2,155	7.9%	99
Used meal/dietary/weight loss supplement last 6 months	2,846	10.4%	108
Used vitamins/dietary supplements in last 6 months	16,720	61.0%	100
Provide services as a primary caregiver/caretaker	1,654	6.0%	94
Assist with chores as caregiver/caretaker	919	3.4%	85
Assist with personal care as caregiver/caretaker	844	3.1%	94
Give medication as caregiver/caretaker	663	2.4%	85
Make doctor appointments as caregiver/caretaker	910	3.3%	89
Provide transportation as caregiver/caretaker	1,124	4.1%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	22,028	80.3%	101
Visited doctor in last 12 months: 1-2 times	6,652	24.3%	103
Visited doctor in last 12 months: 3-5 times	6,469	23.6%	99
Visited doctor in last 12 months: 6+ times	8,907	32.5%	102
Visited doctor in last 12 months: acupuncturist	430	1.6%	97
Visited doctor in last 12 months: allergist	733	2.7%	126
Visited doctor in last 12 months: cardiologist	2,018	7.4%	91
Visited doctor in last 12 months: chiropractor	2,342	8.5%	103
Visited doctor in last 12 months: dentist	11,402	41.6%	104
Visited doctor in last 12 months: dermatologist	2,779	10.1%	95
Visited doctor in last 12 months: ear/nose/throat	1,130	4.1%	86
Visited doctor in last 12 months: eye	5,988	21.8%	97
Visited doctor in last 12 months: gastroenterologist	1,263	4.6%	94
Visited doctor in last 12 months: general/family	12,150	44.3%	101
Visited doctor in last 12 months: internist	1,347	4.9%	90
Visited doctor in last 12 months: physical therapist	1,584	5.8%	102
Visited doctor in last 12 months: podiatrist	609	2.2%	76
Visited doctor in last 12 months: psychiatrist/psychologist	997	3.6%	95
Filled prescription online in the last 12 months	1,434	5.2%	91
Visited doctor in last 12 months: urologist	1,153	4.2%	96
Visited nurse practitioner in last 12 months	1,655	6.0%	85
Wear regular/sun/tinted prescription eyeglasses	12,063	44.0%	101
Wear bi-focal/multi-focal/progressive glasses	4,633	16.9%	88
Wear soft contact lenses	4,129	15.1%	115
Spent on eyeglasses in last 12 months: \$1-99	1,176	4.3%	124
Spent on eyeglasses in last 12 months: \$100-\$199	1,410	5.1%	99
Spent on eyeglasses in last 12 months: \$200-\$249	966	3.5%	111
Spent on eyeglasses in last 12 months: \$250+	2,879	10.5%	101
Spent on contact lenses in last 12 months: \$1-\$199	1,716	6.3%	116
Spent on contact lenses in last 12 months: \$200+	1,608	5.9%	117
Bought prescription eyewear: discount optical ctr	1,984	7.2%	89
Bought prescription eyewear: private eye doctor	6,807	24.8%	97
Bought prescription eyewear: retail optical chain	4,133	15.1%	112
Bought prescription eyewear: online	1,742	6.4%	110
Used prescription drug for acne	845	3.1%	111
Used prescription drug for allergy/hay fever	2,021	7.4%	119
Used prescription drug for anxiety/panic	1,877	6.8%	95
Used prescription drug for arthritis/osteoarthritis	770	2.8%	86
Used prescription drug for rheumatoid arthritis	594	2.2%	87
Used prescription drug for asthma	1,309	4.8%	104
Used prescription drug for backache/back pain	1,836	6.7%	95
Used prescription drug for depression	1,805	6.6%	95
Used prescription drug for diabetes (non-insulin dependent Type-2)	1,231	4.5%	81
Used prescription drug for heartburn/acid reflux	1,728	6.3%	95
Used prescription drug for high blood pressure	3,848	14.0%	96
Used prescription drug for high cholesterol	2,814	10.3%	96
Used prescription drug for insomnia	502	1.8%	80
Used prescription drug for migraine headache	910	3.3%	110
Used prescription drug for sinus congestion/headache	982	3.6%	113
Used prescription drug for urinary tract infection	919	3.4%	97
Filled prescription last 12 months: at discount/dept store	1,314	4.8%	101
Filled prescription last 12 months: at drug store/pharmacy	9,245	33.7%	100
Filled prescription last 12 months: at supermarket	3,255	11.9%	123
Filled prescription last 12 months: by mail order	2,302	8.4%	89
Spent out of pocket prescription drugs/30 days: <\$1-9	1,820	6.6%	93
Spent out of pocket prescription drugs/30 days: \$10-19	2,793	10.2%	104
Spent out of pocket prescription drugs/30 days: \$20-29	1,848	6.7%	102
Spent out of pocket prescription drugs/30 days: \$30-49	2,015	7.3%	100
Spent out of pocket prescription drugs/30 days: \$50-99	1,714	6.2%	95
Spent out of pocket prescription drugs/30 days: \$100-149	773	2.8%	100
Spent out of pocket prescription drugs/30 days: \$150+	671	2.4%	81

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	13,178	48.0%	104
Used last 6 months: cough syrup/suppressant(nonprescr)	7,474	27.3%	100
Used last 6 months: medicated skin cream/lotion/spray	7,807	28.5%	96
Used last 6 months: non-medicated nasal spray	3,256	11.9%	102
Used last 6 months: pain relieving rub/liquid/patch	6,945	25.3%	94
Used last 6 months: sleeping aid/snore relief	3,566	13.0%	102
Used last 6 months: sore throat remedy/cough drops	10,917	39.8%	97
Used last 12 months: sunburn remedy	3,695	13.5%	105
Used last 12 months: suntan/sunscreen product	11,063	40.3%	105
Used last 6 months: toothache/gum/canker sore remedy	2,407	8.8%	106
HH used last 6 months: children`s cold tablets/liquids	1,349	10.8%	125
HH used last 6 months: children`s cough syrup	1,122	9.0%	122
HH used kids pain reliever/fever reducer last 6 months	2,413	19.4%	123
HH used kids vitamins/nutritional suppl last 6 months	1,900	15.3%	129
Used body wash/shower gel in last 6 months	18,111	66.0%	103
Used breath freshener in last 6 months	9,931	36.2%	104
Used breath freshener in last 6 months: gum	6,320	23.0%	111
Used breath freshener in last 6 months: mints	4,249	15.5%	99
Used breath freshener in last 6 months: thin film	508	1.9%	81
Used complexion care product in last 6 months	14,891	54.3%	104
Used denture adhesive/fixative in last 6 months	879	3.2%	71
Used denture cleaner in last 6 months	1,653	6.0%	73
Used facial moisturizer in last 6 months	13,604	49.6%	103
Used personal foot care product in last 6 months	5,067	18.5%	100
Used hair coloring product (at home) last 6 months	4,916	17.9%	102
Used hair conditioning treatment (at home) in last 6 months	7,429	27.1%	101
Used hair growth product in last 6 months	858	3.1%	90
Used hair spray (at home) in last 6 months	7,906	28.8%	106
Used hair styling gel/lotion/mousse in last 6 months	10,306	37.6%	107
Used mouthwash in last 6 months	17,747	64.7%	99
Used mouthwash 8+ times in last 7 days	4,353	15.9%	98
Used sensitive toothpaste in last 6 months	5,373	19.6%	105
Used whitening toothpaste in last 6 months	11,002	40.1%	107
Used tooth whitener (not toothpaste) in last 6 months	2,761	10.1%	101
Used tooth whitener (gel) in last 6 months	453	1.7%	95
Used tooth whitener (strips) in last 6 months	1,491	5.4%	100
Visited a day spa in last 6 months	1,100	4.0%	102
Purchased product at salon/day spa in last 6 months	1,119	4.1%	103
Used professional service last 6 months: haircut	16,027	58.4%	101
Used professional service last 6 months: hair color/highlights	4,578	16.7%	114
Used professional service last 6 months: facial	624	2.3%	101
Used professional service last 6 months: massage	1,988	7.2%	108
Used professional service last 6 months: manicure	3,330	12.1%	112
Used professional service last 6 months: pedicure	4,103	15.0%	110
Spent \$1-99 at barber shops in last 6 months	3,867	14.1%	96
Spent \$100+ at barber shops in last 6 months	2,378	8.7%	120
Spent \$1-99 at beauty salons in last 6 months	3,279	12.0%	95
Spent \$100+ at beauty salons in last 6 months	5,270	19.2%	110

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Cibolo, Texas
 Ring Band: 3 - 5 mile radius

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 Longitude: -98.22513

Demographic Summary		2022	2027
Population		51,623	54,636
Population 18+		38,395	40,402
Households		17,921	18,956
Median Household Income		\$94,673	\$104,017
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	9,018	23.5%	98
Typically spend 4-6 hours exercising per week	9,004	23.5%	108
Typically spend 7+ hours exercising per week	8,689	22.6%	97
Exercise at home 2+ times per week	16,141	42.0%	104
Exercise at club 2+ times per week	5,712	14.9%	109
Exercise at other facility 2+ times per week	3,017	7.9%	99
Member of LA Fitness club/gym	759	2.0%	101
Member of Planet Fitness club/gym	1,913	5.0%	103
Member of YMCA Fitness club/gym	1,176	3.1%	105
Own elliptical	2,110	5.5%	116
Own stationary bicycle	3,047	7.9%	105
Own treadmill	4,179	10.9%	111
Own weight lifting equipment	6,581	17.1%	109
Control diet for blood sugar level	3,977	10.4%	91
Control diet for cholesterol level	4,487	11.7%	98
Control diet for food allergies	882	2.3%	97
Control diet to maintain weight	3,736	9.7%	92
Control diet for physical fitness	4,867	12.7%	103
Control diet for salt restriction	1,406	3.7%	89
Control diet for weight loss	7,098	18.5%	101
Used doctor`s care/diet for diet method	1,309	3.4%	103
Used exercise program for diet method	3,429	8.9%	101
Buy foods specifically labeled as fat-free	3,270	8.5%	94
Buy foods specifically labeled as gluten-free	2,411	6.3%	108
Buy foods specifically labeled as high fiber	2,750	7.2%	99
Buy foods specifically labeled as high protein	3,730	9.7%	106
Buy foods specifically labeled as hormone-free	1,280	3.3%	100
Buy foods specifically labeled as lactose-free	2,015	5.2%	106
Buy foods specifically labeled as low-calorie	2,661	6.9%	100
Buy foods specifically labeled as low-carb	3,800	9.9%	105
Buy foods specifically labeled as low-cholesterol	1,828	4.8%	96
Buy foods specifically labeled as low-fat	3,216	8.4%	99
Buy foods specifically labeled as low-sodium	4,535	11.8%	101
Buy foods specifically labeled as natural/organic	6,386	16.6%	102
Buy foods specifically labeled as probiotic	1,540	4.0%	94
Buy foods specifically labeled as sugar-free	4,508	11.7%	102
Consider self to be semi-vegetarian	2,950	7.7%	97
Used meal/dietary/weight loss supplement last 6 months	3,968	10.3%	108
Used vitamins/dietary supplements in last 6 months	23,130	60.2%	99
Provide services as a primary caregiver/caretaker	2,336	6.1%	95
Assist with chores as caregiver/caretaker	1,338	3.5%	89
Assist with personal care as caregiver/caretaker	1,227	3.2%	97
Give medication as caregiver/caretaker	955	2.5%	88
Make doctor appointments as caregiver/caretaker	1,287	3.4%	90
Provide transportation as caregiver/caretaker	1,589	4.1%	97

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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Health and Beauty Market Potential

Cibolo, Texas
Ring Band: 3 - 5 mile radius

Prepared by Esri
Latitude: 29.55852
Longitude: -98.22513

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	30,565	79.6%	100
Visited doctor in last 12 months: 1-2 times	9,308	24.2%	103
Visited doctor in last 12 months: 3-5 times	8,990	23.4%	98
Visited doctor in last 12 months: 6+ times	12,262	31.9%	100
Visited doctor in last 12 months: acupuncturist	566	1.5%	91
Visited doctor in last 12 months: allergist	1,005	2.6%	124
Visited doctor in last 12 months: cardiologist	2,780	7.2%	90
Visited doctor in last 12 months: chiropractor	3,417	8.9%	107
Visited doctor in last 12 months: dentist	15,922	41.5%	103
Visited doctor in last 12 months: dermatologist	3,713	9.7%	91
Visited doctor in last 12 months: ear/nose/throat	1,629	4.2%	88
Visited doctor in last 12 months: eye	8,277	21.6%	96
Visited doctor in last 12 months: gastroenterologist	1,813	4.7%	96
Visited doctor in last 12 months: general/family	16,705	43.5%	99
Visited doctor in last 12 months: internist	1,822	4.7%	87
Visited doctor in last 12 months: physical therapist	2,192	5.7%	101
Visited doctor in last 12 months: podiatrist	851	2.2%	76
Visited doctor in last 12 months: psychiatrist/psychologist	1,350	3.5%	92
Filled prescription online in the last 12 months	1,996	5.2%	91
Visited doctor in last 12 months: urologist	1,599	4.2%	95
Visited nurse practitioner in last 12 months	2,330	6.1%	85
Wear regular/sun/tinted prescription eyeglasses	16,448	42.8%	98
Wear bi-focal/multi-focal/progressive glasses	6,485	16.9%	88
Wear soft contact lenses	5,869	15.3%	117
Spent on eyeglasses in last 12 months: \$1-99	1,633	4.3%	123
Spent on eyeglasses in last 12 months: \$100-\$199	1,899	4.9%	95
Spent on eyeglasses in last 12 months: \$200-\$249	1,275	3.3%	104
Spent on eyeglasses in last 12 months: \$250+	3,870	10.1%	97
Spent on contact lenses in last 12 months: \$1-\$199	2,426	6.3%	117
Spent on contact lenses in last 12 months: \$200+	2,191	5.7%	114
Bought prescription eyewear: discount optical ctr	2,823	7.4%	91
Bought prescription eyewear: private eye doctor	9,336	24.3%	95
Bought prescription eyewear: retail optical chain	5,747	15.0%	111
Bought prescription eyewear: online	2,488	6.5%	112
Used prescription drug for acne	1,099	2.9%	103
Used prescription drug for allergy/hay fever	2,817	7.3%	118
Used prescription drug for anxiety/panic	2,749	7.2%	100
Used prescription drug for arthritis/osteoarthritis	1,042	2.7%	83
Used prescription drug for rheumatoid arthritis	811	2.1%	84
Used prescription drug for asthma	1,879	4.9%	107
Used prescription drug for backache/back pain	2,490	6.5%	92
Used prescription drug for depression	2,543	6.6%	96
Used prescription drug for diabetes (non-insulin dependent Type-2)	1,772	4.6%	83
Used prescription drug for heartburn/acid reflux	2,399	6.2%	94
Used prescription drug for high blood pressure	5,371	14.0%	96
Used prescription drug for high cholesterol	3,768	9.8%	92
Used prescription drug for insomnia	726	1.9%	83
Used prescription drug for migraine headache	1,302	3.4%	113
Used prescription drug for sinus congestion/headache	1,411	3.7%	116
Used prescription drug for urinary tract infection	1,317	3.4%	99
Filled prescription last 12 months: at discount/dept store	1,781	4.6%	98
Filled prescription last 12 months: at drug store/pharmacy	12,633	32.9%	98
Filled prescription last 12 months: at supermarket	4,466	11.6%	120
Filled prescription last 12 months: by mail order	3,251	8.5%	89
Spent out of pocket prescription drugs/30 days: <\$1-9	2,525	6.6%	93
Spent out of pocket prescription drugs/30 days: \$10-19	3,768	9.8%	100
Spent out of pocket prescription drugs/30 days: \$20-29	2,578	6.7%	101
Spent out of pocket prescription drugs/30 days: \$30-49	2,782	7.2%	99
Spent out of pocket prescription drugs/30 days: \$50-99	2,422	6.3%	96
Spent out of pocket prescription drugs/30 days: \$100-149	1,083	2.8%	100
Spent out of pocket prescription drugs/30 days: \$150+	914	2.4%	79

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Health and Beauty Market Potential

Cibolo, Texas
Ring Band: 3 - 5 mile radius

Prepared by Esri
Latitude: 29.55852
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	18,294	47.6%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	10,458	27.2%	100
Used last 6 months: medicated skin cream/lotion/spray	10,879	28.3%	96
Used last 6 months: non-medicated nasal spray	4,375	11.4%	97
Used last 6 months: pain relieving rub/liquid/patch	9,878	25.7%	96
Used last 6 months: sleeping aid/snore relief	5,108	13.3%	105
Used last 6 months: sore throat remedy/cough drops	15,113	39.4%	96
Used last 12 months: sunburn remedy	5,150	13.4%	104
Used last 12 months: suntan/sunscreen product	15,267	39.8%	103
Used last 6 months: toothache/gum/canker sore remedy	3,316	8.6%	104
HH used last 6 months: children`s cold tablets/liquids	1,998	11.1%	129
HH used last 6 months: children`s cough syrup	1,682	9.4%	127
HH used kids pain reliever/fever reducer last 6 months	3,581	20.0%	126
HH used kids vitamins/nutritional suppl last 6 months	2,767	15.4%	131
Used body wash/shower gel in last 6 months	25,241	65.7%	102
Used breath freshener in last 6 months	13,926	36.3%	104
Used breath freshener in last 6 months: gum	8,828	23.0%	111
Used breath freshener in last 6 months: mints	6,096	15.9%	101
Used breath freshener in last 6 months: thin film	765	2.0%	87
Used complexion care product in last 6 months	20,738	54.0%	104
Used denture adhesive/fixative in last 6 months	1,250	3.3%	72
Used denture cleaner in last 6 months	2,313	6.0%	73
Used facial moisturizer in last 6 months	18,943	49.3%	103
Used personal foot care product in last 6 months	7,079	18.4%	100
Used hair coloring product (at home) last 6 months	6,861	17.9%	102
Used hair conditioning treatment (at home) in last 6 months	10,453	27.2%	102
Used hair growth product in last 6 months	1,204	3.1%	90
Used hair spray (at home) in last 6 months	10,939	28.5%	104
Used hair styling gel/lotion/mousse in last 6 months	14,354	37.4%	106
Used mouthwash in last 6 months	24,861	64.8%	99
Used mouthwash 8+ times in last 7 days	6,176	16.1%	100
Used sensitive toothpaste in last 6 months	7,490	19.5%	104
Used whitening toothpaste in last 6 months	15,248	39.7%	106
Used tooth whitener (not toothpaste) in last 6 months	3,848	10.0%	100
Used tooth whitener (gel) in last 6 months	684	1.8%	102
Used tooth whitener (strips) in last 6 months	2,081	5.4%	100
Visited a day spa in last 6 months	1,580	4.1%	105
Purchased product at salon/day spa in last 6 months	1,601	4.2%	105
Used professional service last 6 months: haircut	22,205	57.8%	99
Used professional service last 6 months: hair color/highlights	6,243	16.3%	111
Used professional service last 6 months: facial	847	2.2%	98
Used professional service last 6 months: massage	2,694	7.0%	105
Used professional service last 6 months: manicure	4,571	11.9%	110
Used professional service last 6 months: pedicure	5,755	15.0%	110
Spent \$1-99 at barber shops in last 6 months	5,465	14.2%	97
Spent \$100+ at barber shops in last 6 months	3,312	8.6%	119
Spent \$1-99 at beauty salons in last 6 months	4,624	12.0%	96
Spent \$100+ at beauty salons in last 6 months	7,245	18.9%	108

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