



# Pets and Products 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 Households	MPI
		Percent	
HH owns any pet		721	118
HH owns any bird		19	88
HH owns any cat		308	115
HH owns any dog		577	125
HH owns 1 cat		148	106
HH owns 2+ cats		160	123
HH owns 1 dog		305	109
HH owns 2+ dogs		271	148
HH used canned/wet cat food in last 6 months		173	107
HH used packaged dry cat food in last 6 months		290	112
HH used cat treats in last 6 months		171	111
HH used cat litter in last 6 months		273	112
HH used canned/wet dog food in last 6 months		241	129
HH used packaged dry dog food in last 6 months		554	125
HH used dog biscuits/treats in last 6 months		446	125
HH used flea/tick/parasite prod cat/dog last 12 months		528	129
HH purchased pet food in last 12 months: from discount store		84	126
HH purchased pet food in last 12 months: from grocery store		363	126
HH purchased pet food in last 12 months: from PETCO		73	94
HH purchased pet food in last 12 months: from PetSmart		121	109
HH purchased pet food last 12 months: other specialty pet store		75	110
HH purchased pet food in last 12 months: from wholesale club		64	115
HH purchased pet food in last 12 months: Internet/online		172	114
HH purchased pet food in last 12 months: from veterinarian		48	114
HH spent \$1-99 on pet food in last 12 months		84	111
HH spent \$100 -199 on pet food in last 12 months		100	101
HH spent \$200-499 on pet food in last 12 months		211	120
HH spent pet food in last 12 months: \$500+		180	120
HH purchased flea control in last 12 months: Internet/online		101	121
HH purchased flea control in last 12 months: from veterinarian		207	140
HH member took pet to vet in last 12 months: 1 time		183	118
HH member took pet to vet in last 12 months: 2 times		155	113
HH member took pet to vet in last 12 months: 3 times		85	109
HH member took pet to vet in last 12 months: 4 times		70	127
HH member took pet to vet in last 12 months: 5+ times		110	135
HH spent \$1-99 on veterinarian care in the last 12 months		39	118
HH spent \$100 -199 on veterinarian care in the last 12 months		83	135
HH spent \$200-499 on veterinarian care in the last 12 months		160	106
HH spent \$500-799 on veterinarian care in the last 12 months		83	119
HH spent \$800+ on veterinarian care in the last 12 months		122	125
HH used professional pet service in last 12 months		272	130
HH used professional pet service 3+ times last 12		177	133
HH used professional pet service: boarding/kennel		70	146
HH used professional pet service: grooming		214	130
HH has pet insurance		50	95

**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 2022 and 2027.



# Pets and Products Market Potential

Cibolo, Texas  
Ring Band: 1 - 3 mile radius

Prepared by Esri  
Latitude: 29.55852  
Longitude: -98.22513

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 Households	Percent	MPI
HH owns any pet	7,116	57.2%	109
HH owns any bird	224	1.8%	97
HH owns any cat	2,712	21.8%	95
HH owns any dog	5,695	45.7%	116
HH owns 1 cat	1,368	11.0%	92
HH owns 2+ cats	1,344	10.8%	97
HH owns 1 dog	3,252	26.1%	109
HH owns 2+ dogs	2,444	19.6%	126
HH used canned/wet cat food in last 6 months	1,534	12.3%	89
HH used packaged dry cat food in last 6 months	2,608	20.9%	95
HH used cat treats in last 6 months	1,561	12.5%	95
HH used cat litter in last 6 months	2,441	19.6%	94
HH used canned/wet dog food in last 6 months	2,259	18.1%	114
HH used packaged dry dog food in last 6 months	5,507	44.2%	117
HH used dog biscuits/treats in last 6 months	4,284	34.4%	113
HH used flea/tick/parasite prod cat/dog last 12 months	4,651	37.4%	107
HH purchased pet food in last 12 months: from discount store	726	5.8%	102
HH purchased pet food in last 12 months: from grocery store	3,295	26.5%	107
HH purchased pet food in last 12 months: from PETCO	873	7.0%	106
HH purchased pet food in last 12 months: from PetSmart	1,331	10.7%	113
HH purchased pet food last 12 months: other specialty pet store	713	5.7%	98
HH purchased pet food in last 12 months: from wholesale club	713	5.7%	120
HH purchased pet food in last 12 months: Internet/online	1,747	14.0%	109
HH purchased pet food in last 12 months: from veterinarian	476	3.8%	106
HH spent \$1-99 on pet food in last 12 months	822	6.6%	102
HH spent \$100 -199 on pet food in last 12 months	1,045	8.4%	99
HH spent \$200-499 on pet food in last 12 months	2,146	17.2%	115
HH spent pet food in last 12 months: \$500+	1,843	14.8%	115
HH purchased flea control in last 12 months: Internet/online	950	7.6%	107
HH purchased flea control in last 12 months: from veterinarian	1,740	14.0%	111
HH member took pet to vet in last 12 months: 1 time	1,714	13.8%	104
HH member took pet to vet in last 12 months: 2 times	1,694	13.6%	116
HH member took pet to vet in last 12 months: 3 times	943	7.6%	114
HH member took pet to vet in last 12 months: 4 times	694	5.6%	119
HH member took pet to vet in last 12 months: 5+ times	904	7.3%	104
HH spent \$1-99 on veterinarian care in the last 12 months	347	2.8%	98
HH spent \$100 -199 on veterinarian care in the last 12 months	701	5.6%	107
HH spent \$200-499 on veterinarian care in the last 12 months	1,779	14.3%	111
HH spent \$500-799 on veterinarian care in the last 12 months	879	7.1%	118
HH spent \$800+ on veterinarian care in the last 12 months	1,189	9.5%	115
HH used professional pet service in last 12 months	2,613	21.0%	117
HH used professional pet service 3+ times last 12	1,709	13.7%	121
HH used professional pet service: boarding/kennel	680	5.5%	133
HH used professional pet service: grooming	2,012	16.2%	114
HH has pet insurance	597	4.8%	107

**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 2022 and 2027.



# Pets and Products Market Potential

Cibolo, Texas  
Ring Band: 3 - 5 mile radius

Prepared by Esri  
Latitude: 29.55852  
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 Households	Percent	MPI
HH owns any pet		10,192	56.9%	108
HH owns any bird		317	1.8%	96
HH owns any cat		3,923	21.9%	95
HH owns any dog		8,178	45.6%	115
HH owns 1 cat		1,900	10.6%	89
HH owns 2+ cats		2,023	11.3%	102
HH owns 1 dog		4,648	25.9%	108
HH owns 2+ dogs		3,518	19.6%	126
HH used canned/wet cat food in last 6 months		2,221	12.4%	90
HH used packaged dry cat food in last 6 months		3,758	21.0%	95
HH used cat treats in last 6 months		2,246	12.5%	95
HH used cat litter in last 6 months		3,543	19.8%	95
HH used canned/wet dog food in last 6 months		3,211	17.9%	112
HH used packaged dry dog food in last 6 months		7,932	44.3%	117
HH used dog biscuits/treats in last 6 months		6,201	34.6%	113
HH used flea/tick/parasite prod cat/dog last 12 months		6,706	37.4%	107
HH purchased pet food in last 12 months: from discount store		1,018	5.7%	100
HH purchased pet food in last 12 months: from grocery store		4,728	26.4%	107
HH purchased pet food in last 12 months: from PETCO		1,252	7.0%	106
HH purchased pet food in last 12 months: from PetSmart		1,930	10.8%	114
HH purchased pet food last 12 months: other specialty pet store		1,019	5.7%	97
HH purchased pet food in last 12 months: from wholesale club		1,017	5.7%	119
HH purchased pet food in last 12 months: Internet/online		2,442	13.6%	106
HH purchased pet food in last 12 months: from veterinarian		664	3.7%	103
HH spent \$1-99 on pet food in last 12 months		1,154	6.4%	99
HH spent \$100 -199 on pet food in last 12 months		1,499	8.4%	99
HH spent \$200-499 on pet food in last 12 months		3,100	17.3%	116
HH spent pet food in last 12 months: \$500+		2,615	14.6%	114
HH purchased flea control in last 12 months: Internet/online		1,407	7.9%	110
HH purchased flea control in last 12 months: from veterinarian		2,482	13.8%	110
HH member took pet to vet in last 12 months: 1 time		2,420	13.5%	102
HH member took pet to vet in last 12 months: 2 times		2,347	13.1%	111
HH member took pet to vet in last 12 months: 3 times		1,365	7.6%	114
HH member took pet to vet in last 12 months: 4 times		1,005	5.6%	119
HH member took pet to vet in last 12 months: 5+ times		1,328	7.4%	106
HH spent \$1-99 on veterinarian care in the last 12 months		493	2.8%	97
HH spent \$100 -199 on veterinarian care in the last 12 months		1,017	5.7%	108
HH spent \$200-499 on veterinarian care in the last 12 months		2,571	14.3%	112
HH spent \$500-799 on veterinarian care in the last 12 months		1,223	6.8%	114
HH spent \$800+ on veterinarian care in the last 12 months		1,680	9.4%	112
HH used professional pet service in last 12 months		3,706	20.7%	116
HH used professional pet service 3+ times last 12		2,409	13.4%	119
HH used professional pet service: boarding/kennel		957	5.3%	130
HH used professional pet service: grooming		2,835	15.8%	112
HH has pet insurance		874	4.9%	108

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