



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Demographic Summary		2017	2022
Population		5,655	6,580
Population 18+		4,090	4,767
Households		1,834	2,126
Median Household Income		\$81,083	\$88,334

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	948	23.2%	107
Typically spend 4-6 hours exercising per week	947	23.2%	110
Typically spend 1-3 hours exercising per week	917	22.4%	99
Exercise at home 2+ times per week	1,333	32.6%	113
Exercise at club 2+ times per week	635	15.5%	116
Exercise at other facility (not club) 2+ times/wk	391	9.6%	117
Own elliptical	264	6.5%	154
Own stationary bicycle	205	5.0%	99
Own treadmill	493	12.1%	133
Own weight lifting equipment	651	15.9%	128
Presently controlling diet	1,472	36.0%	103
Control diet for blood sugar level	251	6.1%	83
Control diet for cholesterol level	268	6.6%	84
Control diet to maintain weight	423	10.3%	96
Control diet for physical fitness	482	11.8%	116
Control diet for salt restriction	84	2.1%	76
Control diet for weight loss	582	14.2%	111
Used doctor`s care/diet for diet method	104	2.5%	93
Used exercise program for diet method	370	9.0%	126
Buy foods specifically labeled as fat-free	407	10.0%	98
Buy foods specifically labeled as gluten-free	178	4.4%	107
Buy foods specifically labeled as high fiber	262	6.4%	88
Buy foods specifically labeled as high protein	274	6.7%	108
Buy foods specifically labeled as lactose-free	89	2.2%	91
Buy foods specifically labeled as low-calorie	350	8.6%	102
Buy foods specifically labeled as low-carb	237	5.8%	95
Buy foods specifically labeled as low-cholesterol	174	4.3%	81
Buy foods specifically labeled as low-fat	384	9.4%	103
Buy foods specifically labeled as low-sodium	330	8.1%	90
Buy foods specifically labeled as natural/organic	432	10.6%	110
Buy foods specifically labeled as sugar-free	383	9.4%	110
Used meal/dietary/weight loss supplement last 6 mo	304	7.4%	105
Used vitamins/dietary supplements in last 6 months	2,187	53.5%	102
Provide services as a primary caregiver/caretaker	233	5.7%	83

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	3,111	76.1%	101
Visited doctor in last 12 months: 1-2 times	987	24.1%	101
Visited doctor in last 12 months: 3-5 times	885	21.6%	95
Visited doctor in last 12 months: 6+ times	1,238	30.3%	104
Visited doctor in last 12 months: cardiologist	240	5.9%	86
Visited doctor in last 12 months: chiropractor	286	7.0%	104
Visited doctor in last 12 months: dentist	1,528	37.4%	107
Visited doctor in last 12 months: dermatologist	276	6.7%	85
Visited doctor in last 12 months: ear/nose/throat	176	4.3%	95
Visited doctor in last 12 months: eye	818	20.0%	96
Visited doctor in last 12 months: gastroenterologist	132	3.2%	79
Visited doctor in last 12 months: general/family	1,606	39.3%	97
Visited doctor in last 12 months: internist	183	4.5%	77
Visited doctor in last 12 months: physical therapist	146	3.6%	79
Visited doctor in last 12 months: podiatrist	82	2.0%	67
Visited doctor in last 12 months: urologist	120	2.9%	77
Visited nurse practitioner in last 12 months	157	3.8%	76
Wear regular/sun/tinted prescription eyeglasses	1,418	34.7%	97
Wear bifocals	507	12.4%	82
Wear disposable contact lenses	344	8.4%	130
Wear soft contact lenses	457	11.2%	119
Wear transition lenses	193	4.7%	88
Spent on eyeglasses in last 12 months: <\$100	123	3.0%	108
Spent on eyeglasses in last 12 months: \$100-\$199	157	3.8%	83
Spent on eyeglasses in last 12 months: \$200-\$249	115	2.8%	103
Spent on eyeglasses in last 12 months: \$250+	372	9.1%	103
Spent on contact lenses in last 12 months: <\$100	113	2.8%	114
Spent on contact lenses in last 12 months: \$100-\$199	157	3.8%	110
Spent on contact lenses in last 12 months: \$200+	199	4.9%	139
Bought prescription eyewear: discount optical ctr	307	7.5%	91
Bought prescription eyewear: private eye doctor	916	22.4%	93
Bought prescription eyewear: retail optical chain	504	12.3%	107
Bought prescription eyewear: online	132	3.2%	118
Used prescription drug for allergy/hay fever	676	16.5%	112
Used prescription drug for anxiety/panic	304	7.4%	99
Used prescription drug for arthritis/osteoarthritis	213	5.2%	73
Used prescription drug for rheumatoid arthritis	125	3.1%	62
Used prescription drug for asthma	229	5.6%	108
Used prescription drug for backache/back pain	864	21.1%	101
Used prescription drug for depression	312	7.6%	85
Used prescription drug for diabetes (insulin dependent)	74	1.8%	69
Used prescription drug for diabetes (non-insulin depend)	194	4.7%	87
Used prescription drug for heartburn/acid reflux	535	13.1%	101
Used prescription drug for high blood pressure	549	13.4%	86
Used prescription drug for high cholesterol	373	9.1%	77
Used prescription drug for migraine headache	277	6.8%	100
Used prescription drug for sinus congestion/headache	509	12.4%	112
Used prescription drug for urinary tract infection	155	3.8%	105
Filled prescription last 12 months: discount/dept store	147	3.6%	90
Filled prescription last 12 months: drug store/pharmacy	1,411	34.5%	94
Filled prescription last 12 months: supermarket	382	9.3%	124
Filled prescription last 12 months: mail order	300	7.3%	98
Amount spent out of pocket for prescription drugs: <\$10	251	6.1%	102
Amount spent out of pocket for prescription drugs: \$10-19	385	9.4%	113
Amount spent out of pocket for prescription drugs: \$20-29	237	5.8%	97
Amount spent out of pocket for prescription drugs: \$30-49	275	6.7%	99
Amount spent out of pocket for prescription drugs: \$50-99	229	5.6%	85
Amount spent out of pocket for prescription drugs: \$100-149	157	3.8%	114
Amount spent out of pocket for prescription drugs: \$150+	135	3.3%	104

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	734	17.9%	136
Used last 6 months: cold/sinus/allergy med (nonprescr)	2,010	49.1%	102
Used last 6 months: children`s cough syrup	731	17.9%	135
Used last 6 months: cough syrup/suppressant(nonprescr)	1,332	32.6%	99
Used last 6 months: medicated skin cream/lotion/spray	1,177	28.8%	99
Used last 6 months: nasal spray	678	16.6%	103
Used last 6 months: pain reliever/fever reducer (kids)	772	18.9%	85
Used last 6 months: pain relieving rub/liquid/patch	772	18.9%	85
Used last 6 months: sleeping aid/snore relief	409	10.0%	99
Used last 6 months: sore throat remedy/cough drops	1,871	45.7%	97
Used last 12 months: sunburn remedy	609	14.9%	103
Used last 12 months: suntan/sunscreen product	1,809	44.2%	113
Used last 12 months: SPF 15 suntan/sunscreen product	360	8.8%	101
Used last 12 months: SPF 30-49 suntan/sunscreen prod	774	18.9%	113
Used last 12 months: SPF 50+ suntan/sunscreen product	676	16.5%	130
Used last 6 months: toothache/gum/canker sore remedy	318	7.8%	82
Used last 6 months: vitamins/nutritional suppl (kids)	944	23.1%	160
Used body wash/shower gel in last 6 months	2,475	60.5%	104
Used breath freshener in last 6 months	1,730	42.3%	103
Used breath freshener in last 6 months: gum	1,181	28.9%	112
Used breath freshener in last 6 months: mints	772	18.9%	106
Used breath freshener in last 6 months: thin film	78	1.9%	81
Used breath freshener 8+ times in last 7 days	414	10.1%	97
Used complexion care product in last 6 months	2,077	50.8%	108
Used denture adhesive/fixative in last 6 months	172	4.2%	68
Used denture cleaner in last 6 months	313	7.7%	69
Used facial moisturizer in last 6 months	1,851	45.3%	106
Used personal foot care product in last 6 months	632	15.5%	79
Used hair coloring product (at home) last 6 months	761	18.6%	94
Used hair conditioning treatment (at home)/6 mo	947	23.2%	92
Used hair growth product in last 6 months	114	2.8%	102
Used hair spray (at home) in last 6 months	1,389	34.0%	104
Used hair styling gel/lotion/mousse in last 6 mo	1,509	36.9%	108
Used mouthwash in last 6 months	2,582	63.1%	96
Used mouthwash 8+ times in last 7 days	688	16.8%	91
Used whitening toothpaste in last 6 months	1,501	36.7%	116
Used tooth whitener (not toothpaste) in last 6 mo	369	9.0%	94
Used tooth whitener (gel) in last 6 mos	52	1.3%	66
Used tooth whitener (strips) in last 6 months	194	4.7%	91
Visited a day spa in last 6 months	313	7.7%	145
Purchased product at salon/day spa in last 6 mo	289	7.1%	131
Professional srv last 6 months: haircut	2,611	63.8%	105
Professional srv last 6 months: hair color/highlights	711	17.4%	109
Professional srv last 6 months: facial	120	2.9%	103
Professional srv last 6 months: massage	357	8.7%	120
Professional srv last 6 months: manicure	566	13.8%	114
Professional srv last 6 months: pedicure	755	18.5%	121
Spent \$150+ at barber shops in last 6 months	103	2.5%	98
Spent \$150+ at beauty salons in last 6 months	595	14.5%	126

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Demographic Summary		2017	2022	
Population		43,808	49,123	
Population 18+		32,603	36,831	
Households		14,981	16,733	
Median Household Income		\$83,122	\$89,144	
Product/Consumer Behavior		Expected Number of	Percent	MPI
		Adults		
Typically spend 7+ hours exercising per week		7,245	22.2%	103
Typically spend 4-6 hours exercising per week		7,450	22.9%	109
Typically spend 1-3 hours exercising per week		7,492	23.0%	101
Exercise at home 2+ times per week		10,458	32.1%	111
Exercise at club 2+ times per week		5,225	16.0%	120
Exercise at other facility (not club) 2+ times/wk		2,986	9.2%	112
Own elliptical		1,896	5.8%	139
Own stationary bicycle		1,805	5.5%	109
Own treadmill		4,002	12.3%	135
Own weight lifting equipment		5,057	15.5%	125
Presently controlling diet		11,734	36.0%	103
Control diet for blood sugar level		2,289	7.0%	96
Control diet for cholesterol level		2,406	7.4%	94
Control diet to maintain weight		3,601	11.0%	103
Control diet for physical fitness		3,648	11.2%	110
Control diet for salt restriction		785	2.4%	89
Control diet for weight loss		4,589	14.1%	109
Used doctor`s care/diet for diet method		840	2.6%	94
Used exercise program for diet method		2,752	8.4%	117
Buy foods specifically labeled as fat-free		3,266	10.0%	99
Buy foods specifically labeled as gluten-free		1,427	4.4%	108
Buy foods specifically labeled as high fiber		2,315	7.1%	98
Buy foods specifically labeled as high protein		2,180	6.7%	108
Buy foods specifically labeled as lactose-free		680	2.1%	87
Buy foods specifically labeled as low-calorie		2,778	8.5%	101
Buy foods specifically labeled as low-carb		2,203	6.8%	110
Buy foods specifically labeled as low-cholesterol		1,487	4.6%	87
Buy foods specifically labeled as low-fat		2,992	9.2%	100
Buy foods specifically labeled as low-sodium		2,796	8.6%	96
Buy foods specifically labeled as natural/organic		3,438	10.5%	110
Buy foods specifically labeled as sugar-free		2,883	8.8%	104
Used meal/dietary/weight loss supplement last 6 mo		2,293	7.0%	100
Used vitamins/dietary supplements in last 6 months		17,686	54.2%	103
Provide services as a primary caregiver/caretaker		2,081	6.4%	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.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	25,410	77.9%	103
Visited doctor in last 12 months: 1-2 times	7,759	23.8%	99
Visited doctor in last 12 months: 3-5 times	7,609	23.3%	103
Visited doctor in last 12 months: 6+ times	10,043	30.8%	106
Visited doctor in last 12 months: cardiologist	1,973	6.1%	89
Visited doctor in last 12 months: chiropractor	2,415	7.4%	110
Visited doctor in last 12 months: dentist	12,322	37.8%	108
Visited doctor in last 12 months: dermatologist	2,478	7.6%	96
Visited doctor in last 12 months: ear/nose/throat	1,395	4.3%	94
Visited doctor in last 12 months: eye	6,698	20.5%	99
Visited doctor in last 12 months: gastroenterologist	1,151	3.5%	86
Visited doctor in last 12 months: general/family	13,442	41.2%	102
Visited doctor in last 12 months: internist	1,804	5.5%	95
Visited doctor in last 12 months: physical therapist	1,438	4.4%	97
Visited doctor in last 12 months: podiatrist	733	2.2%	75
Visited doctor in last 12 months: urologist	1,079	3.3%	87
Visited nurse practitioner in last 12 months	1,522	4.7%	93
Wear regular/sun/tinted prescription eyeglasses	11,820	36.3%	102
Wear bifocals	4,486	13.8%	91
Wear disposable contact lenses	2,707	8.3%	129
Wear soft contact lenses	3,745	11.5%	123
Wear transition lenses	1,597	4.9%	92
Spent on eyeglasses in last 12 months: <\$100	991	3.0%	110
Spent on eyeglasses in last 12 months: \$100-\$199	1,317	4.0%	88
Spent on eyeglasses in last 12 months: \$200-\$249	885	2.7%	100
Spent on eyeglasses in last 12 months: \$250+	2,990	9.2%	104
Spent on contact lenses in last 12 months: <\$100	843	2.6%	107
Spent on contact lenses in last 12 months: \$100-\$199	1,334	4.1%	117
Spent on contact lenses in last 12 months: \$200+	1,568	4.8%	138
Bought prescription eyewear: discount optical ctr	2,615	8.0%	97
Bought prescription eyewear: private eye doctor	7,822	24.0%	99
Bought prescription eyewear: retail optical chain	4,102	12.6%	110
Bought prescription eyewear: online	987	3.0%	111
Used prescription drug for allergy/hay fever	5,214	16.0%	109
Used prescription drug for anxiety/panic	2,482	7.6%	102
Used prescription drug for arthritis/osteoarthritis	1,988	6.1%	86
Used prescription drug for rheumatoid arthritis	1,186	3.6%	73
Used prescription drug for asthma	1,688	5.2%	100
Used prescription drug for backache/back pain	7,032	21.6%	103
Used prescription drug for depression	2,880	8.8%	98
Used prescription drug for diabetes (insulin dependent)	658	2.0%	77
Used prescription drug for diabetes (non-insulin depend)	1,718	5.3%	96
Used prescription drug for heartburn/acid reflux	4,226	13.0%	100
Used prescription drug for high blood pressure	4,822	14.8%	95
Used prescription drug for high cholesterol	3,474	10.7%	90
Used prescription drug for migraine headache	2,311	7.1%	105
Used prescription drug for sinus congestion/headache	4,000	12.3%	110
Used prescription drug for urinary tract infection	1,215	3.7%	104
Filled prescription last 12 months: discount/dept store	1,271	3.9%	98
Filled prescription last 12 months: drug store/pharmacy	11,878	36.4%	100
Filled prescription last 12 months: supermarket	3,142	9.6%	128
Filled prescription last 12 months: mail order	2,577	7.9%	106
Amount spent out of pocket for prescription drugs: <\$10	2,097	6.4%	107
Amount spent out of pocket for prescription drugs: \$10-19	3,167	9.7%	117
Amount spent out of pocket for prescription drugs: \$20-29	1,898	5.8%	97
Amount spent out of pocket for prescription drugs: \$30-49	2,371	7.3%	107
Amount spent out of pocket for prescription drugs: \$50-99	2,069	6.3%	96
Amount spent out of pocket for prescription drugs: \$100-149	1,300	4.0%	119
Amount spent out of pocket for prescription drugs: \$150+	1,126	3.5%	109

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 1 - 3 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	5,215	16.0%	121
Used last 6 months: cold/sinus/allergy med (nonprescr)	15,932	48.9%	101
Used last 6 months: children`s cough syrup	5,190	15.9%	120
Used last 6 months: cough syrup/suppressant(nonprescr)	10,267	31.5%	95
Used last 6 months: medicated skin cream/lotion/spray	9,501	29.1%	100
Used last 6 months: nasal spray	5,432	16.7%	103
Used last 6 months: pain reliever/fever reducer (kids)	6,623	20.3%	91
Used last 6 months: pain relieving rub/liquid/patch	6,623	20.3%	91
Used last 6 months: sleeping aid/snore relief	3,391	10.4%	103
Used last 6 months: sore throat remedy/cough drops	14,608	44.8%	95
Used last 12 months: sunburn remedy	4,815	14.8%	102
Used last 12 months: suntan/sunscreen product	14,608	44.8%	114
Used last 12 months: SPF 15 suntan/sunscreen product	3,233	9.9%	114
Used last 12 months: SPF 30-49 suntan/sunscreen prod	6,349	19.5%	116
Used last 12 months: SPF 50+ suntan/sunscreen product	5,026	15.4%	121
Used last 6 months: toothache/gum/canker sore remedy	2,653	8.1%	86
Used last 6 months: vitamins/nutritional suppl (kids)	6,205	19.0%	132
Used body wash/shower gel in last 6 months	19,650	60.3%	103
Used breath freshener in last 6 months	13,783	42.3%	103
Used breath freshener in last 6 months: gum	9,044	27.7%	108
Used breath freshener in last 6 months: mints	6,015	18.4%	104
Used breath freshener in last 6 months: thin film	758	2.3%	99
Used breath freshener 8+ times in last 7 days	3,396	10.4%	100
Used complexion care product in last 6 months	16,130	49.5%	105
Used denture adhesive/fixative in last 6 months	1,569	4.8%	78
Used denture cleaner in last 6 months	2,847	8.7%	79
Used facial moisturizer in last 6 months	14,724	45.2%	106
Used personal foot care product in last 6 months	5,441	16.7%	85
Used hair coloring product (at home) last 6 months	6,198	19.0%	97
Used hair conditioning treatment (at home)/6 mo	7,496	23.0%	92
Used hair growth product in last 6 months	822	2.5%	93
Used hair spray (at home) in last 6 months	11,126	34.1%	105
Used hair styling gel/lotion/mousse in last 6 mo	11,729	36.0%	105
Used mouthwash in last 6 months	21,004	64.4%	98
Used mouthwash 8+ times in last 7 days	5,408	16.6%	90
Used whitening toothpaste in last 6 months	11,430	35.1%	110
Used tooth whitener (not toothpaste) in last 6 mo	2,899	8.9%	92
Used tooth whitener (gel) in last 6 mos	438	1.3%	70
Used tooth whitener (strips) in last 6 months	1,617	5.0%	95
Visited a day spa in last 6 months	2,188	6.7%	127
Purchased product at salon/day spa in last 6 mo	2,187	6.7%	125
Professional srv last 6 months: haircut	20,690	63.5%	105
Professional srv last 6 months: hair color/highlights	5,857	18.0%	113
Professional srv last 6 months: facial	998	3.1%	107
Professional srv last 6 months: massage	2,772	8.5%	117
Professional srv last 6 months: manicure	4,364	13.4%	110
Professional srv last 6 months: pedicure	5,610	17.2%	113
Spent \$150+ at barber shops in last 6 months	831	2.5%	99
Spent \$150+ at beauty salons in last 6 months	4,586	14.1%	122

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Demographic Summary		2017	2022
Population		35,317	40,404
Population 18+		26,099	29,725
Households		12,974	14,755
Median Household Income		\$71,648	\$78,934

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	5,766	22.1%	102
Typically spend 4-6 hours exercising per week	6,070	23.3%	111
Typically spend 1-3 hours exercising per week	5,993	23.0%	101
Exercise at home 2+ times per week	8,295	31.8%	110
Exercise at club 2+ times per week	3,977	15.2%	114
Exercise at other facility (not club) 2+ times/wk	2,397	9.2%	112
Own elliptical	1,444	5.5%	132
Own stationary bicycle	1,367	5.2%	103
Own treadmill	2,963	11.4%	125
Own weight lifting equipment	3,952	15.1%	122
Presently controlling diet	9,266	35.5%	102
Control diet for blood sugar level	1,720	6.6%	90
Control diet for cholesterol level	1,816	7.0%	89
Control diet to maintain weight	2,781	10.7%	99
Control diet for physical fitness	2,914	11.2%	110
Control diet for salt restriction	590	2.3%	83
Control diet for weight loss	3,580	13.7%	107
Used doctor`s care/diet for diet method	667	2.6%	93
Used exercise program for diet method	2,200	8.4%	117
Buy foods specifically labeled as fat-free	2,515	9.6%	95
Buy foods specifically labeled as gluten-free	1,123	4.3%	106
Buy foods specifically labeled as high fiber	1,768	6.8%	94
Buy foods specifically labeled as high protein	1,691	6.5%	104
Buy foods specifically labeled as lactose-free	555	2.1%	89
Buy foods specifically labeled as low-calorie	2,232	8.6%	102
Buy foods specifically labeled as low-carb	1,648	6.3%	103
Buy foods specifically labeled as low-cholesterol	1,164	4.5%	85
Buy foods specifically labeled as low-fat	2,383	9.1%	100
Buy foods specifically labeled as low-sodium	2,157	8.3%	92
Buy foods specifically labeled as natural/organic	2,674	10.2%	107
Buy foods specifically labeled as sugar-free	2,266	8.7%	102
Used meal/dietary/weight loss supplement last 6 mo	1,907	7.3%	104
Used vitamins/dietary supplements in last 6 months	13,767	52.7%	100
Provide services as a primary caregiver/caretaker	1,607	6.2%	89

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	19,664	75.3%	100
Visited doctor in last 12 months: 1-2 times	6,181	23.7%	99
Visited doctor in last 12 months: 3-5 times	5,828	22.3%	98
Visited doctor in last 12 months: 6+ times	7,847	30.1%	103
Visited doctor in last 12 months: cardiologist	1,546	5.9%	87
Visited doctor in last 12 months: chiropractor	1,859	7.1%	106
Visited doctor in last 12 months: dentist	9,423	36.1%	103
Visited doctor in last 12 months: dermatologist	1,907	7.3%	92
Visited doctor in last 12 months: ear/nose/throat	1,106	4.2%	93
Visited doctor in last 12 months: eye	5,424	20.8%	100
Visited doctor in last 12 months: gastroenterologist	911	3.5%	85
Visited doctor in last 12 months: general/family	10,456	40.1%	99
Visited doctor in last 12 months: internist	1,328	5.1%	88
Visited doctor in last 12 months: physical therapist	1,077	4.1%	91
Visited doctor in last 12 months: podiatrist	601	2.3%	77
Visited doctor in last 12 months: urologist	783	3.0%	79
Visited nurse practitioner in last 12 months	1,180	4.5%	90
Wear regular/sun/tinted prescription eyeglasses	9,286	35.6%	100
Wear bifocals	3,559	13.6%	90
Wear disposable contact lenses	2,042	7.8%	121
Wear soft contact lenses	2,803	10.7%	115
Wear transition lenses	1,269	4.9%	91
Spent on eyeglasses in last 12 months: <\$100	778	3.0%	107
Spent on eyeglasses in last 12 months: \$100-\$199	1,110	4.3%	92
Spent on eyeglasses in last 12 months: \$200-\$249	697	2.7%	98
Spent on eyeglasses in last 12 months: \$250+	2,268	8.7%	98
Spent on contact lenses in last 12 months: <\$100	710	2.7%	113
Spent on contact lenses in last 12 months: \$100-\$199	970	3.7%	106
Spent on contact lenses in last 12 months: \$200+	1,164	4.5%	128
Bought prescription eyewear: discount optical ctr	2,010	7.7%	93
Bought prescription eyewear: private eye doctor	6,087	23.3%	97
Bought prescription eyewear: retail optical chain	3,248	12.4%	108
Bought prescription eyewear: online	800	3.1%	112
Used prescription drug for allergy/hay fever	4,127	15.8%	108
Used prescription drug for anxiety/panic	2,015	7.7%	103
Used prescription drug for arthritis/osteoarthritis	1,564	6.0%	84
Used prescription drug for rheumatoid arthritis	1,028	3.9%	79
Used prescription drug for asthma	1,409	5.4%	104
Used prescription drug for backache/back pain	5,581	21.4%	102
Used prescription drug for depression	2,262	8.7%	96
Used prescription drug for diabetes (insulin dependent)	541	2.1%	79
Used prescription drug for diabetes (non-insulin depend)	1,372	5.3%	96
Used prescription drug for heartburn/acid reflux	3,440	13.2%	102
Used prescription drug for high blood pressure	3,756	14.4%	92
Used prescription drug for high cholesterol	2,725	10.4%	89
Used prescription drug for migraine headache	1,888	7.2%	107
Used prescription drug for sinus congestion/headache	3,125	12.0%	108
Used prescription drug for urinary tract infection	967	3.7%	103
Filled prescription last 12 months: discount/dept store	975	3.7%	94
Filled prescription last 12 months: drug store/pharmacy	9,247	35.4%	97
Filled prescription last 12 months: supermarket	2,352	9.0%	120
Filled prescription last 12 months: mail order	1,952	7.5%	100
Amount spent out of pocket for prescription drugs: <\$10	1,601	6.1%	102
Amount spent out of pocket for prescription drugs: \$10-19	2,337	9.0%	108
Amount spent out of pocket for prescription drugs: \$20-29	1,494	5.7%	95
Amount spent out of pocket for prescription drugs: \$30-49	1,784	6.8%	100
Amount spent out of pocket for prescription drugs: \$50-99	1,612	6.2%	94
Amount spent out of pocket for prescription drugs: \$100-149	940	3.6%	107
Amount spent out of pocket for prescription drugs: \$150+	883	3.4%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	4,205	16.1%	122
Used last 6 months: cold/sinus/allergy med (nonprescr)	12,603	48.3%	100
Used last 6 months: children`s cough syrup	4,130	15.8%	119
Used last 6 months: cough syrup/suppressant(nonprescr)	8,333	31.9%	97
Used last 6 months: medicated skin cream/lotion/spray	7,505	28.8%	99
Used last 6 months: nasal spray	4,240	16.2%	101
Used last 6 months: pain reliever/fever reducer (kids)	5,282	20.2%	91
Used last 6 months: pain relieving rub/liquid/patch	5,282	20.2%	91
Used last 6 months: sleeping aid/snore relief	2,665	10.2%	101
Used last 6 months: sore throat remedy/cough drops	11,765	45.1%	96
Used last 12 months: sunburn remedy	3,863	14.8%	102
Used last 12 months: suntan/sunscreen product	11,011	42.2%	108
Used last 12 months: SPF 15 suntan/sunscreen product	2,408	9.2%	106
Used last 12 months: SPF 30-49 suntan/sunscreen prod	4,948	19.0%	113
Used last 12 months: SPF 50+ suntan/sunscreen product	3,887	14.9%	117
Used last 6 months: toothache/gum/canker sore remedy	2,146	8.2%	87
Used last 6 months: vitamins/nutritional suppl (kids)	5,017	19.2%	133
Used body wash/shower gel in last 6 months	15,661	60.0%	103
Used breath freshener in last 6 months	10,792	41.4%	101
Used breath freshener in last 6 months: gum	7,161	27.4%	107
Used breath freshener in last 6 months: mints	4,786	18.3%	103
Used breath freshener in last 6 months: thin film	562	2.2%	92
Used breath freshener 8+ times in last 7 days	2,759	10.6%	102
Used complexion care product in last 6 months	13,027	49.9%	106
Used denture adhesive/fixative in last 6 months	1,261	4.8%	78
Used denture cleaner in last 6 months	2,310	8.9%	80
Used facial moisturizer in last 6 months	11,439	43.8%	103
Used personal foot care product in last 6 months	4,363	16.7%	85
Used hair coloring product (at home) last 6 months	4,822	18.5%	94
Used hair conditioning treatment (at home)/6 mo	6,194	23.7%	95
Used hair growth product in last 6 months	686	2.6%	97
Used hair spray (at home) in last 6 months	8,721	33.4%	102
Used hair styling gel/lotion/mousse in last 6 mo	9,260	35.5%	104
Used mouthwash in last 6 months	16,835	64.5%	98
Used mouthwash 8+ times in last 7 days	4,427	17.0%	92
Used whitening toothpaste in last 6 months	9,181	35.2%	111
Used tooth whitener (not toothpaste) in last 6 mo	2,364	9.1%	94
Used tooth whitener (gel) in last 6 mos	394	1.5%	78
Used tooth whitener (strips) in last 6 months	1,269	4.9%	93
Visited a day spa in last 6 months	1,699	6.5%	124
Purchased product at salon/day spa in last 6 mo	1,648	6.3%	117
Professional srv last 6 months: haircut	16,122	61.8%	102
Professional srv last 6 months: hair color/highlights	4,447	17.0%	107
Professional srv last 6 months: facial	747	2.9%	100
Professional srv last 6 months: massage	2,159	8.3%	114
Professional srv last 6 months: manicure	3,365	12.9%	106
Professional srv last 6 months: pedicure	4,414	16.9%	111
Spent \$150+ at barber shops in last 6 months	653	2.5%	97
Spent \$150+ at beauty salons in last 6 months	3,458	13.2%	115

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.