



Market Profile

Main St. and FM 1103
 700-762 N Main St, Cibolo, Texas, 78108
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 29.57080
 Longitude: -98.23315

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2000 Total Population	1,920	20,003	19,437
2010 Total Population	4,559	36,429	27,335
2017 Total Population	5,655	43,808	35,317
2017 Group Quarters	26	209	174
2022 Total Population	6,580	49,123	40,404
2017-2022 Annual Rate	3.08%	2.32%	2.73%
2017 Total Daytime Population	4,804	28,106	41,356
Workers	1,821	5,470	22,954
Residents	2,983	22,636	18,402
Household Summary			
2000 Households	714	7,056	7,032
2000 Average Household Size	2.69	2.82	2.69
2010 Households	1,519	12,603	10,284
2010 Average Household Size	2.98	2.87	2.64
2017 Households	1,834	14,981	12,974
2017 Average Household Size	3.07	2.91	2.71
2022 Households	2,126	16,733	14,755
2022 Average Household Size	3.08	2.92	2.73
2017-2022 Annual Rate	3.00%	2.24%	2.61%
2010 Families	1,192	10,084	7,501
2010 Average Family Size	3.41	3.23	3.11
2017 Families	1,431	11,878	9,481
2017 Average Family Size	3.52	3.29	3.18
2022 Families	1,650	13,213	10,775
2022 Average Family Size	3.54	3.31	3.21
2017-2022 Annual Rate	2.89%	2.15%	2.59%
Housing Unit Summary			
2000 Housing Units	752	7,461	7,482
Owner Occupied Housing Units	76.3%	75.8%	55.4%
Renter Occupied Housing Units	18.6%	18.8%	38.5%
Vacant Housing Units	5.1%	5.4%	6.0%
2010 Housing Units	1,577	13,261	11,047
Owner Occupied Housing Units	78.2%	76.2%	63.1%
Renter Occupied Housing Units	18.1%	18.9%	30.0%
Vacant Housing Units	3.7%	5.0%	6.9%
2017 Housing Units	1,894	15,625	13,711
Owner Occupied Housing Units	77.2%	74.8%	62.5%
Renter Occupied Housing Units	19.6%	21.1%	32.1%
Vacant Housing Units	3.2%	4.1%	5.4%
2022 Housing Units	2,189	17,475	15,430
Owner Occupied Housing Units	76.5%	74.1%	62.9%
Renter Occupied Housing Units	20.6%	21.6%	32.7%
Vacant Housing Units	2.9%	4.2%	4.4%
Median Household Income			
2017	\$81,083	\$83,122	\$71,648
2022	\$88,334	\$89,144	\$78,934
Median Home Value			
2017	\$214,719	\$199,228	\$197,612
2022	\$235,655	\$226,414	\$237,136
Per Capita Income			
2017	\$30,235	\$32,824	\$32,573
2022	\$33,896	\$36,413	\$36,801
Median Age			
2010	33.3	36.7	34.9
2017	33.8	37.2	35.2
2022	32.6	36.5	34.9

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	1,834	14,981	12,974
<\$15,000	5.2%	3.9%	5.5%
\$15,000 - \$24,999	5.2%	4.5%	5.6%
\$25,000 - \$34,999	4.2%	4.7%	7.0%
\$35,000 - \$49,999	8.0%	9.7%	13.5%
\$50,000 - \$74,999	21.4%	19.3%	20.3%
\$75,000 - \$99,999	19.0%	19.3%	17.1%
\$100,000 - \$149,999	23.1%	24.7%	18.4%
\$150,000 - \$199,999	10.3%	9.3%	6.8%
\$200,000+	3.5%	4.5%	5.7%
Average Household Income	\$92,610	\$95,160	\$89,052
2022 Households by Income			
Household Income Base	2,126	16,733	14,755
<\$15,000	5.0%	3.8%	5.3%
\$15,000 - \$24,999	4.6%	4.1%	4.9%
\$25,000 - \$34,999	3.6%	4.0%	5.9%
\$35,000 - \$49,999	6.7%	8.3%	11.6%
\$50,000 - \$74,999	18.8%	17.4%	18.7%
\$75,000 - \$99,999	18.4%	19.4%	17.6%
\$100,000 - \$149,999	25.8%	27.0%	21.0%
\$150,000 - \$199,999	12.6%	10.8%	8.1%
\$200,000+	4.5%	5.3%	6.9%
Average Household Income	\$104,584	\$106,028	\$101,311
2017 Owner Occupied Housing Units by Value			
Total	1,462	11,685	8,574
<\$50,000	1.6%	3.3%	2.4%
\$50,000 - \$99,999	3.6%	6.1%	8.4%
\$100,000 - \$149,999	16.4%	11.7%	13.6%
\$150,000 - \$199,999	21.5%	29.4%	26.9%
\$200,000 - \$249,999	23.1%	20.0%	18.2%
\$250,000 - \$299,999	24.1%	13.9%	15.5%
\$300,000 - \$399,999	7.7%	12.2%	10.7%
\$400,000 - \$499,999	1.8%	1.6%	1.9%
\$500,000 - \$749,999	0.1%	1.1%	1.7%
\$750,000 - \$999,999	0.0%	0.4%	0.6%
\$1,000,000 +	0.0%	0.4%	0.1%
Average Home Value	\$215,161	\$219,168	\$217,448
2022 Owner Occupied Housing Units by Value			
Total	1,675	12,956	9,708
<\$50,000	1.5%	2.4%	1.5%
\$50,000 - \$99,999	3.3%	4.5%	5.7%
\$100,000 - \$149,999	14.6%	8.9%	9.3%
\$150,000 - \$199,999	15.3%	23.8%	19.8%
\$200,000 - \$249,999	21.4%	19.8%	18.4%
\$250,000 - \$299,999	27.9%	17.1%	20.0%
\$300,000 - \$399,999	12.3%	17.0%	16.1%
\$400,000 - \$499,999	3.5%	2.6%	3.7%
\$500,000 - \$749,999	0.2%	2.2%	3.9%
\$750,000 - \$999,999	0.0%	0.8%	1.3%
\$1,000,000 +	0.0%	1.0%	0.2%
Average Home Value	\$232,712	\$252,504	\$259,233

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	4,557	36,428	27,336
0 - 4	7.8%	6.6%	7.3%
5 - 9	8.6%	7.8%	7.7%
10 - 14	9.6%	8.8%	7.7%
15 - 24	13.0%	12.9%	13.4%
25 - 34	13.5%	11.2%	14.1%
35 - 44	17.7%	16.4%	15.0%
45 - 54	15.3%	16.4%	14.2%
55 - 64	7.8%	9.9%	10.3%
65 - 74	4.2%	6.1%	5.9%
75 - 84	1.8%	2.8%	3.4%
85 +	0.7%	0.9%	1.0%
18 +	68.1%	71.2%	72.5%
2017 Population by Age			
Total	5,656	43,808	35,316
0 - 4	7.5%	6.5%	7.2%
5 - 9	7.7%	7.0%	7.5%
10 - 14	7.9%	7.6%	7.4%
15 - 24	14.4%	13.5%	12.8%
25 - 34	14.0%	12.4%	14.9%
35 - 44	14.7%	14.0%	14.7%
45 - 54	15.5%	15.7%	13.3%
55 - 64	9.9%	11.6%	10.8%
65 - 74	5.4%	7.4%	7.1%
75 - 84	2.1%	3.2%	3.3%
85 +	0.7%	1.0%	1.0%
18 +	72.3%	74.4%	73.9%
2022 Population by Age			
Total	6,580	49,121	40,403
0 - 4	7.8%	6.6%	7.4%
5 - 9	7.8%	6.9%	7.6%
10 - 14	7.7%	7.3%	7.4%
15 - 24	12.4%	12.2%	11.8%
25 - 34	18.8%	15.1%	16.0%
35 - 44	14.1%	13.6%	15.6%
45 - 54	12.2%	13.5%	12.0%
55 - 64	10.6%	12.0%	10.3%
65 - 74	5.4%	8.0%	7.3%
75 - 84	2.4%	3.8%	3.6%
85 +	0.7%	1.1%	1.1%
18 +	72.4%	75.0%	73.6%
2010 Population by Sex			
Males	2,213	17,602	13,441
Females	2,346	18,827	13,894
2017 Population by Sex			
Males	2,730	21,214	17,345
Females	2,924	22,593	17,971
2022 Population by Sex			
Males	3,160	23,811	19,836
Females	3,420	25,312	20,567

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	4,559	36,429	27,335
White Alone	76.4%	77.1%	77.7%
Black Alone	9.6%	10.2%	8.4%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	2.4%	2.5%	2.6%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	6.1%	5.3%	6.2%
Two or More Races	4.5%	4.1%	4.1%
Hispanic Origin	28.1%	25.4%	29.3%
Diversity Index	64.7	62.4	64.1
2017 Population by Race/Ethnicity			
Total	5,655	43,809	35,315
White Alone	71.0%	72.5%	73.9%
Black Alone	12.5%	12.8%	10.4%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	2.8%	2.8%	3.0%
Pacific Islander Alone	0.5%	0.2%	0.3%
Some Other Race Alone	7.0%	6.1%	6.8%
Two or More Races	5.6%	5.0%	4.8%
Hispanic Origin	30.9%	28.3%	31.8%
Diversity Index	70.2	67.8	68.4
2022 Population by Race/Ethnicity			
Total	6,580	49,124	40,403
White Alone	68.0%	69.5%	71.5%
Black Alone	14.5%	14.9%	11.9%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	3.1%	3.1%	3.4%
Pacific Islander Alone	0.5%	0.3%	0.3%
Some Other Race Alone	7.1%	6.2%	6.9%
Two or More Races	6.0%	5.4%	5.2%
Hispanic Origin	32.8%	30.2%	33.6%
Diversity Index	72.9	70.7	70.9
2010 Population by Relationship and Household Type			
Total	4,559	36,429	27,335
In Households	99.4%	99.4%	99.4%
In Family Households	90.9%	91.0%	87.2%
Householder	26.2%	27.7%	27.1%
Spouse	20.7%	22.1%	21.0%
Child	38.7%	36.1%	33.9%
Other relative	3.6%	3.4%	3.3%
Nonrelative	1.7%	1.6%	1.9%
In Nonfamily Households	8.5%	8.4%	12.2%
In Group Quarters	0.6%	0.6%	0.6%
Institutionalized Population	0.6%	0.5%	0.0%
Noninstitutionalized Population	0.0%	0.1%	0.6%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	3,526	28,654	23,001
Less than 9th Grade	2.8%	2.7%	3.1%
9th - 12th Grade, No Diploma	3.2%	3.6%	3.9%
High School Graduate	15.2%	21.0%	20.7%
GED/Alternative Credential	2.7%	2.9%	3.3%
Some College, No Degree	22.6%	21.8%	24.2%
Associate Degree	10.8%	12.0%	11.9%
Bachelor's Degree	27.2%	22.0%	20.0%
Graduate/Professional Degree	15.5%	14.0%	12.9%
2017 Population 15+ by Marital Status			
Total	4,343	34,577	27,515
Never Married	29.2%	26.9%	29.2%
Married	57.9%	58.2%	57.0%
Widowed	5.1%	4.3%	4.3%
Divorced	7.9%	10.6%	9.5%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.7%	95.7%	95.4%
Civilian Unemployed (Unemployment Rate)	4.3%	4.3%	4.6%
2017 Employed Population 16+ by Industry			
Total	2,576	20,794	16,483
Agriculture/Mining	0.3%	1.2%	1.2%
Construction	1.6%	4.6%	6.1%
Manufacturing	5.1%	5.6%	5.6%
Wholesale Trade	6.5%	2.6%	2.5%
Retail Trade	17.7%	15.4%	12.1%
Transportation/Utilities	3.7%	4.0%	3.6%
Information	4.9%	1.9%	1.0%
Finance/Insurance/Real Estate	7.5%	7.5%	8.8%
Services	38.0%	45.0%	48.3%
Public Administration	14.7%	12.1%	10.9%
2017 Employed Population 16+ by Occupation			
Total	2,576	20,792	16,484
White Collar	76.1%	68.4%	68.3%
Management/Business/Financial	17.6%	17.6%	17.7%
Professional	27.8%	23.6%	23.5%
Sales	12.0%	13.0%	13.2%
Administrative Support	18.8%	14.3%	13.9%
Services	10.6%	15.1%	17.6%
Blue Collar	13.2%	16.5%	14.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	0.9%	3.0%	3.0%
Installation/Maintenance/Repair	1.0%	4.1%	3.1%
Production	3.5%	3.3%	3.4%
Transportation/Material Moving	7.9%	6.0%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	4,559	36,429	27,335
Population Inside Urbanized Area	99.2%	94.2%	91.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.8%	5.8%	9.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	1,519	12,603	10,284
Households with 1 Person	18.0%	16.5%	22.1%
Households with 2+ People	82.0%	83.5%	77.9%
Family Households	78.5%	80.0%	72.9%
Husband-wife Families	61.9%	63.8%	56.6%
With Related Children	37.9%	33.2%	28.3%
Other Family (No Spouse Present)	16.5%	16.2%	16.4%
Other Family with Male Householder	4.5%	4.4%	4.8%
With Related Children	3.2%	2.8%	3.0%
Other Family with Female Householder	12.0%	11.8%	11.6%
With Related Children	8.8%	8.0%	8.2%
Nonfamily Households	3.6%	3.5%	5.0%
All Households with Children	50.4%	44.5%	39.8%
Multigenerational Households	5.7%	5.1%	4.2%
Unmarried Partner Households	4.7%	4.3%	5.7%
Male-female	4.3%	3.7%	5.1%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	1,520	12,603	10,284
1 Person Household	18.0%	16.5%	22.1%
2 Person Household	27.2%	32.5%	33.5%
3 Person Household	18.4%	19.2%	17.2%
4 Person Household	20.3%	18.6%	15.7%
5 Person Household	10.3%	8.7%	7.5%
6 Person Household	4.0%	2.9%	2.6%
7 + Person Household	1.8%	1.6%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	1,519	12,603	10,284
Owner Occupied	81.2%	80.1%	67.8%
Owned with a Mortgage/Loan	70.6%	65.5%	51.3%
Owned Free and Clear	10.6%	14.7%	16.5%
Renter Occupied	18.8%	19.9%	32.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,577	13,261	11,047
Housing Units Inside Urbanized Area	99.0%	93.8%	90.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.0%	6.2%	9.3%

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.

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Top 3 Tapestry Segments			
1.	Up and Coming Families	Soccer Moms (4A)	Up and Coming Families
2.	Middleburg (4C)	Up and Coming Families	Soccer Moms (4A)
3.	Soccer Moms (4A)	Boomburbs (1C)	Middleburg (4C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$4,690,465	\$38,859,945	\$31,733,350
Average Spent	\$2,557.51	\$2,593.95	\$2,445.92
Spending Potential Index	118	120	113
Education: Total \$	\$2,800,924	\$24,239,169	\$19,738,693
Average Spent	\$1,527.22	\$1,617.99	\$1,521.40
Spending Potential Index	105	111	105
Entertainment/Recreation: Total \$	\$6,563,418	\$55,185,619	\$44,694,694
Average Spent	\$3,578.74	\$3,683.71	\$3,444.94
Spending Potential Index	115	118	110
Food at Home: Total \$	\$10,331,981	\$87,108,865	\$71,509,334
Average Spent	\$5,633.58	\$5,814.62	\$5,511.74
Spending Potential Index	112	115	109
Food Away from Home: Total \$	\$7,254,692	\$59,914,916	\$49,153,789
Average Spent	\$3,955.67	\$3,999.39	\$3,788.64
Spending Potential Index	119	120	114
Health Care: Total \$	\$11,421,499	\$97,273,575	\$78,107,351
Average Spent	\$6,227.64	\$6,493.13	\$6,020.30
Spending Potential Index	111	116	108
HH Furnishings & Equipment: Total \$	\$4,223,921	\$35,148,934	\$28,435,737
Average Spent	\$2,303.12	\$2,346.23	\$2,191.75
Spending Potential Index	118	121	113
Personal Care Products & Services: Total \$	\$1,688,779	\$14,168,686	\$11,484,431
Average Spent	\$920.82	\$945.78	\$885.19
Spending Potential Index	116	119	111
Shelter: Total \$	\$33,602,183	\$279,804,225	\$230,304,791
Average Spent	\$18,321.80	\$18,677.27	\$17,751.26
Spending Potential Index	113	115	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,915,932	\$41,532,989	\$33,248,977
Average Spent	\$2,680.44	\$2,772.38	\$2,562.74
Spending Potential Index	114	118	109
Travel: Total \$	\$4,398,304	\$36,965,936	\$29,613,810
Average Spent	\$2,398.20	\$2,467.52	\$2,282.55
Spending Potential Index	116	119	110
Vehicle Maintenance & Repairs: Total \$	\$2,227,375	\$18,786,026	\$15,274,878
Average Spent	\$1,214.49	\$1,253.99	\$1,177.35
Spending Potential Index	113	117	110

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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