

Demographic Summary		2020	2025
Population		2,009,703	2,152,771
Population 18+		1,511,844	1,624,326
Households		711,859	762,187
Median Household Income		\$54,139	\$57,101

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	711,460	47.1%	97
Bought any women's clothing in last 12 months	669,229	44.3%	101
Bought clothing for child <13 years in last 6 months	439,137	29.0%	110
Bought any shoes in last 12 months	778,454	51.5%	98
Bought costume jewelry in last 12 months	278,750	18.4%	108
Bought any fine jewelry in last 12 months	279,434	18.5%	102
Bought a watch in last 12 months	235,441	15.6%	101
Automobiles (Households)			
HH owns/leases any vehicle	611,101	85.8%	100
HH bought/leased new vehicle last 12 months	66,233	9.3%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,298,042	85.9%	101
Bought/changed motor oil in last 12 months	707,862	46.8%	101
Had tune-up in last 12 months	384,471	25.4%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,128,993	74.7%	104
Drank regular cola in last 6 months	695,470	46.0%	106
Drank beer/ale in last 6 months	622,299	41.2%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	112,380	7.4%	88
Own digital SLR camera/camcorder	113,573	7.5%	99
Printed digital photos in last 12 months	334,647	22.1%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	538,787	35.6%	106
Have a smartphone	1,349,995	89.3%	102
Have a smartphone: Android phone (any brand)	661,064	43.7%	106
Have a smartphone: Apple iPhone	672,890	44.5%	99
Number of cell phones in household: 1	210,443	29.6%	98
Number of cell phones in household: 2	261,139	36.7%	96
Number of cell phones in household: 3+	225,427	31.7%	109
HH has cell phone only (no landline telephone)	472,266	66.3%	110
Computers (Households)			
HH owns a computer	497,931	69.9%	95
HH owns desktop computer	234,713	33.0%	94
HH owns laptop/notebook	392,381	55.1%	96
HH owns any Apple/Mac brand computer	128,551	18.1%	95
HH owns any PC/non-Apple brand computer	410,811	57.7%	95
HH purchased most recent computer in a store	232,003	32.6%	92
HH purchased most recent computer online	92,268	13.0%	92
HH spent \$1-\$499 on most recent home computer	94,065	13.2%	90
HH spent \$500-\$999 on most recent home computer	104,757	14.7%	92
HH spent \$1,000-\$1,499 on most recent home computer	70,630	9.9%	102
HH spent \$1,500-\$1,999 on most recent home computer	30,625	4.3%	97
HH spent \$2,000+ on most recent home computer	29,708	4.2%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

Retail Market Potential

Bexar County
Area: 1,256.99 square miles

Prepared by Bexar County IT GIS Team

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	936,633	62.0%	99
Bought brewed coffee at convenience store in last 30 days	201,326	13.3%	100
Bought cigarettes at convenience store in last 30 days	145,657	9.6%	92
Bought gas at convenience store in last 30 days	570,172	37.7%	101
Spent at convenience store in last 30 days: \$1-19	103,740	6.9%	102
Spent at convenience store in last 30 days: \$20-\$39	143,092	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	121,171	8.0%	100
Spent at convenience store in last 30 days: \$51-\$99	89,440	5.9%	109
Spent at convenience store in last 30 days: \$100+	352,610	23.3%	103
Entertainment (Adults)			
Attended a movie in last 6 months	905,685	59.9%	102
Went to live theater in last 12 months	157,492	10.4%	92
Went to a bar/night club in last 12 months	236,577	15.6%	92
Dined out in last 12 months	728,514	48.2%	95
Gambled at a casino in last 12 months	205,375	13.6%	99
Visited a theme park in last 12 months	311,283	20.6%	110
Viewed movie (video-on-demand) in last 30 days	248,212	16.4%	99
Viewed TV show (video-on-demand) in last 30 days	173,925	11.5%	99
Watched any pay-per-view TV in last 12 months	128,290	8.5%	96
Downloaded a movie over the Internet in last 30 days	155,669	10.3%	102
Downloaded any individual song in last 6 months	280,962	18.6%	99
Watched a movie online in the last 30 days	484,779	32.1%	107
Watched a TV program online in last 30 days	311,129	20.6%	102
Played a video/electronic game (console) in last 12 months	150,627	10.0%	110
Played a video/electronic game (portable) in last 12 months	65,627	4.3%	101
Financial (Adults)			
Have home mortgage (1st)	441,883	29.2%	95
Used ATM/cash machine in last 12 months	767,947	50.8%	97
Own any stock	96,561	6.4%	91
Own U.S. savings bond	54,615	3.6%	86
Own shares in mutual fund (stock)	92,156	6.1%	86
Own shares in mutual fund (bonds)	61,713	4.1%	86
Have interest checking account	392,902	26.0%	91
Have non-interest checking account	411,315	27.2%	94
Have savings account	824,916	54.6%	96
Have 401K retirement savings plan	236,018	15.6%	97
Own/used any credit/debit card in last 12 months	1,181,197	78.1%	97
Avg monthly credit card expenditures: \$1-110	171,649	11.4%	100
Avg monthly credit card expenditures: \$111-\$225	106,667	7.1%	98
Avg monthly credit card expenditures: \$226-\$450	101,294	6.7%	97
Avg monthly credit card expenditures: \$451-\$700	89,190	5.9%	95
Avg monthly credit card expenditures: \$701-\$1,000	78,756	5.2%	89
Avg monthly credit card expenditures: \$1,001+	179,148	11.8%	97
Did banking online in last 12 months	575,846	38.1%	97
Did banking on mobile device in last 12 months	424,487	28.1%	99
Paid bills online in last 12 months	780,546	51.6%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	491,448	69.0%	101
HH used bread in last 6 months	664,587	93.4%	100
HH used chicken (fresh or frozen) in last 6 months	499,501	70.2%	103
HH used turkey (fresh or frozen) in last 6 months	106,188	14.9%	100
HH used fish/seafood (fresh or frozen) in last 6 months	416,182	58.5%	106
HH used fresh fruit/vegetables in last 6 months	603,129	84.7%	101
HH used fresh milk in last 6 months	605,832	85.1%	101
HH used organic food in last 6 months	172,523	24.2%	100
Health (Adults)			
Exercise at home 2+ times per week	412,384	27.3%	100
Exercise at club 2+ times per week	223,691	14.8%	105
Visited a doctor in last 12 months	1,114,361	73.7%	97
Used vitamin/dietary supplement in last 6 months	794,297	52.5%	98
Home (Households)			
HH did any home improvement in last 12 months	191,128	26.8%	98
HH used any maid/professional cleaning service in last 12 months	109,038	15.3%	103
HH purchased low ticket HH furnishings in last 12 months	119,971	16.9%	97
HH purchased big ticket HH furnishings in last 12 months	163,672	23.0%	101
HH bought any small kitchen appliance in last 12 months	163,314	22.9%	101
HH bought any large kitchen appliance in last 12 months	93,910	13.2%	100
Insurance (Adults/Households)			
Currently carry life insurance	610,496	40.4%	93
Carry medical/hospital/accident insurance	1,055,363	69.8%	94
Carry homeowner insurance	628,546	41.6%	90
Carry renter's insurance	142,870	9.5%	109
HH has auto insurance: 1 vehicle in household covered	230,252	32.3%	107
HH has auto insurance: 2 vehicles in household covered	201,166	28.3%	102
HH has auto insurance: 3+ vehicles in household covered	139,675	19.6%	87
Pets (Households)			
Household owns any pet	371,516	52.2%	97
Household owns any cat	134,338	18.9%	83
Household owns any dog	293,523	41.2%	100
Psychographics (Adults)			
Buying American is important to me	504,357	33.4%	91
Usually buy items on credit rather than wait	196,915	13.0%	96
Usually buy based on quality - not price	283,859	18.8%	102
Price is usually more important than brand name	431,935	28.6%	102
Usually use coupons for brands I buy often	244,791	16.2%	101
Am interested in how to help the environment	324,868	21.5%	109
Usually pay more for environ safe product	241,212	16.0%	108
Usually value green products over convenience	203,100	13.4%	118
Likely to buy a brand that supports a charity	516,436	34.2%	96
Reading (Adults)			
Bought digital book in last 12 months	194,500	12.9%	98
Bought hardcover book in last 12 months	288,861	19.1%	96
Bought paperback book in last 12 month	421,469	27.9%	99
Read any daily newspaper (paper version)	196,144	13.0%	82
Read any digital newspaper in last 30 days	579,334	38.3%	93
Read any magazine (paper/electronic version) in last 6 months	1,368,827	90.5%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,136,144	75.1%	102
Went to family restaurant/steak house: 4+ times a month	429,077	28.4%	108
Went to fast food/drive-in restaurant in last 6 months	1,380,849	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	604,764	40.0%	103
Fast food restaurant last 6 months: eat in	573,838	38.0%	106
Fast food restaurant last 6 months: home delivery	144,641	9.6%	113
Fast food restaurant last 6 months: take-out/drive-thru	700,179	46.3%	101
Fast food restaurant last 6 months: take-out/walk-in	310,344	20.5%	99
Television & Electronics (Adults/Households)			
Own any tablet	743,439	49.2%	98
Own any e-reader	144,743	9.6%	99
Own e-reader/tablet: iPad	435,467	28.8%	98
HH has Internet connectable TV	224,626	31.6%	100
Own any portable MP3 player	228,708	15.1%	95
HH owns 1 TV	150,067	21.1%	99
HH owns 2 TVs	192,292	27.0%	103
HH owns 3 TVs	149,852	21.1%	100
HH owns 4+ TVs	116,975	16.4%	98
HH subscribes to cable TV	290,378	40.8%	99
HH subscribes to fiber optic	44,958	6.3%	98
HH owns portable GPS navigation device	125,304	17.6%	86
HH purchased video game system in last 12 months	60,719	8.5%	100
HH owns any Internet video device for TV	201,671	28.3%	102
Travel (Adults)			
Took domestic trip in continental US last 12 months	756,616	50.0%	95
Took 3+ domestic non-business trips in last 12 months	172,603	11.4%	95
Spent on domestic vacations in last 12 months: \$1-999	161,153	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	92,101	6.1%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	58,110	3.8%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	66,830	4.4%	100
Spent on domestic vacations in last 12 months: \$3,000+	86,196	5.7%	89
Domestic travel in last 12 months: used general travel website	99,147	6.6%	99
Took foreign trip (including Alaska and Hawaii) in last 3 years	439,758	29.1%	101
Took 3+ foreign trips by plane in last 3 years	83,189	5.5%	94
Spent on foreign vacations in last 12 months: \$1-999	78,008	5.2%	104
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	65,447	4.3%	100
Spent on foreign vacations in last 12 months: \$3,000+	96,839	6.4%	96
Foreign travel in last 3 years: used general travel website	84,716	5.6%	96
Nights spent in hotel/motel in last 12 months: any	654,571	43.3%	96
Took cruise of more than one day in last 3 years	145,157	9.6%	104
Member of any frequent flyer program	262,762	17.4%	94
Member of any hotel rewards program	287,293	19.0%	100

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