

Ring: 1 mile radius

Demographic Summary	2019	2024
Population	5,519	5,637
Population 18+	3,862	3,972
Households	1,709	1,745
Median Household Income	\$26,660	\$29,197

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	1,696	43.9%	93
Bought any women's clothing in last 12 months	1,593	41.2%	96
Bought clothing for child <13 years in last 6 months	1,078	27.9%	105
Bought any shoes in last 12 months	1,995	51.7%	99
Bought costume jewelry in last 12 months	838	21.7%	124
Bought any fine jewelry in last 12 months	924	23.9%	134
Bought a watch in last 12 months	858	22.2%	143
Automobiles (Households)			
HH owns/leases any vehicle	1,350	79.0%	92
HH bought/leased new vehicle last 12 months	118	6.9%	70
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,044	78.8%	92
Bought/changed motor oil in last 12 months	1,881	48.7%	102
Had tune-up in last 12 months	1,084	28.1%	113
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,828	73.2%	102
Drank regular cola in last 6 months	2,173	56.3%	127
Drank beer/ale in last 6 months	1,686	43.7%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	134	3.5%	35
Own digital SLR camera/camcorder	229	5.9%	75
Printed digital photos in last 12 months	598	15.5%	68
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,545	40.0%	116
Have a smartphone	3,140	81.3%	97
Have a smartphone: Android phone (any brand)	1,869	48.4%	120
Have a smartphone: Apple iPhone	1,233	31.9%	76
Number of cell phones in household: 1	614	35.9%	118
Number of cell phones in household: 2	486	28.4%	74
Number of cell phones in household: 3+	528	30.9%	110
HH has cell phone only (no landline telephone)	1,269	74.3%	132
Computers (Households)			
HH owns a computer	849	49.7%	68
HH owns desktop computer	384	22.5%	61
HH owns laptop/notebook	617	36.1%	64
HH owns any Apple/Mac brand computer	164	9.6%	53
HH owns any PC/non-Apple brand computer	709	41.5%	68
HH purchased most recent computer in a store	413	24.2%	67
HH purchased most recent computer online	71	4.2%	31
Spent <\$1-499 on most recent home computer	189	11.1%	75
Spent \$500-\$999 on most recent home computer	176	10.3%	61
Spent \$1,000-\$1,499 on most recent home computer	76	4.4%	46
Spent \$1,500-\$1,999 on most recent home computer	50	2.9%	66
Spent \$2,000+ on most recent home computer	55	3.2%	81

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 2019 and 2024.

Retail Market Potential

Prepared by Data Center-UTRGV

Latitude: 26.19422

Longitude: -97.72055

Ring: 1 mile radius

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	2,132	55.2%	87
Bought brewed coffee at convenience store in last 30 days	519	13.4%	97
Bought cigarettes at convenience store in last 30 days	226	5.9%	54
Bought gas at convenience store in last 30 days	1,144	29.6%	79
Spent at convenience store in last 30 days: <\$1-19	221	5.7%	83
Spent at convenience store in last 30 days: \$20-\$39	232	6.0%	63
Spent at convenience store in last 30 days: \$40-\$50	445	11.5%	140
Spent at convenience store in last 30 days: \$51-\$99	199	5.2%	93
Spent at convenience store in last 30 days: \$100+	774	20.0%	90
Entertainment (Adults)			
Attended a movie in last 6 months	1,896	49.1%	84
Went to live theater in last 12 months	269	7.0%	63
Went to a bar/night club in last 12 months	308	8.0%	46
Dined out in last 12 months	1,170	30.3%	58
Gambled at a casino in last 12 months	498	12.9%	98
Visited a theme park in last 12 months	834	21.6%	114
Viewed movie (video-on-demand) in last 30 days	224	5.8%	33
Viewed TV show (video-on-demand) in last 30 days	108	2.8%	22
Watched any pay-per-view TV in last 12 months	401	10.4%	106
Downloaded a movie over the Internet in last 30 days	573	14.8%	155
Downloaded any individual song in last 6 months	522	13.5%	71
Watched a movie online in the last 30 days	875	22.7%	84
Watched a TV program online in last 30 days	449	11.6%	61
Played a video/electronic game (console) in last 12 months	261	6.8%	76
Played a video/electronic game (portable) in last 12 months	168	4.4%	93
Financial (Adults)			
Have home mortgage (1st)	488	12.6%	41
Used ATM/cash machine in last 12 months	1,528	39.6%	75
Own any stock	129	3.3%	47
Own U.S. savings bond	83	2.1%	49
Own shares in mutual fund (stock)	127	3.3%	46
Own shares in mutual fund (bonds)	90	2.3%	49
Have interest checking account	590	15.3%	53
Have non-interest checking account	1,067	27.6%	94
Have savings account	1,465	37.9%	66
Have 401K retirement savings plan	207	5.4%	33
Own/used any credit/debit card in last 12 months	2,708	70.1%	88
Avg monthly credit card expenditures: <\$1-110	447	11.6%	101
Avg monthly credit card expenditures: \$111-\$225	286	7.4%	101
Avg monthly credit card expenditures: \$226-\$450	273	7.1%	104
Avg monthly credit card expenditures: \$451-\$700	151	3.9%	64
Avg monthly credit card expenditures: \$701-\$1,000	142	3.7%	66
Avg monthly credit card expenditures: \$1,001+	286	7.4%	64
Did banking online in last 12 months	731	18.9%	49
Did banking on mobile device in last 12 months	471	12.2%	47
Paid bills online in last 12 months	1,302	33.7%	67

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Ring: 1 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,295	75.8%	110
Used bread in last 6 months	1,593	93.2%	100
Used chicken (fresh or frozen) in last 6 months	1,296	75.8%	109
Used turkey (fresh or frozen) in last 6 months	314	18.4%	123
Used fish/seafood (fresh or frozen) in last 6 months	1,278	74.8%	135
Used fresh fruit/vegetables in last 6 months	1,467	85.8%	100
Used fresh milk in last 6 months	1,485	86.9%	101
Used organic food in last 6 months	417	24.4%	102
Health (Adults)			
Exercise at home 2+ times per week	668	17.3%	63
Exercise at club 2+ times per week	405	10.5%	73
Visited a doctor in last 12 months	2,872	74.4%	97
Used vitamin/dietary supplement in last 6 months	2,181	56.5%	104
Home (Households)			
Did any home improvement in last 12 months	440	25.7%	93
Used any housekeeper/professional cleaning service in last 12	167	9.8%	67
Purchased low ticket HH furnishings in last 12 months	306	17.9%	105
Purchased big ticket HH furnishings in last 12 months	275	16.1%	72
Bought any small kitchen appliance in last 12 months	307	18.0%	81
Bought any large kitchen appliance in last 12 months	167	9.8%	70
Insurance (Adults/Households)			
Currently carry life insurance	669	17.3%	39
Carry medical/hospital/accident insurance	2,028	52.5%	70
Carry homeowner insurance	718	18.6%	39
Carry renter's insurance	253	6.6%	77
Have auto insurance: 1 vehicle in household covered	638	37.3%	120
Have auto insurance: 2 vehicles in household covered	395	23.1%	81
Have auto insurance: 3+ vehicles in household covered	202	11.8%	52
Pets (Households)			
Household owns any pet	679	39.7%	73
Household owns any cat	131	7.7%	34
Household owns any dog	633	37.0%	89
Psychographics (Adults)			
Buying American is important to me	1,058	27.4%	70
Usually buy items on credit rather than wait	406	10.5%	80
Usually buy based on quality - not price	561	14.5%	76
Price is usually more important than brand name	937	24.3%	88
Usually use coupons for brands I buy often	603	15.6%	90
Am interested in how to help the environment	1,191	30.8%	159
Usually pay more for environ safe product	897	23.2%	164
Usually value green products over convenience	797	20.6%	183
Likely to buy a brand that supports a charity	1,329	34.4%	98
Reading (Adults)			
Bought digital book in last 12 months	266	6.9%	53
Bought hardcover book in last 12 months	399	10.3%	52
Bought paperback book in last 12 month	610	15.8%	55
Read any daily newspaper (paper version)	351	9.1%	49
Read any digital newspaper in last 30 days	1,091	28.2%	71
Read any magazine (paper/electronic version) in last 6 months	3,170	82.1%	90

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,794	72.3%	96
Went to family restaurant/steak house: 4+ times a month	988	25.6%	96
Went to fast food/drive-in restaurant in last 6 months	3,544	91.8%	101
Went to fast food/drive-in restaurant 9+ times/month	1,336	34.6%	88
Fast food restaurant last 6 months: eat in	1,714	44.4%	119
Fast food restaurant last 6 months: home delivery	572	14.8%	171
Fast food restaurant last 6 months: take-out/drive-thru	1,363	35.3%	75
Fast food restaurant last 6 months: take-out/walk-in	441	11.4%	55
Television & Electronics (Adults/Households)			
Own any tablet	1,290	33.4%	69
Own any e-reader	259	6.7%	80
Own e-reader/tablet: iPad	687	17.8%	63
HH has Internet connectable TV	414	24.2%	85
Own any portable MP3 player	499	12.9%	70
HH owns 1 TV	445	26.0%	124
HH owns 2 TVs	505	29.5%	110
HH owns 3 TVs	298	17.4%	83
HH owns 4+ TVs	113	6.6%	38
HH subscribes to cable TV	618	36.2%	83
HH subscribes to fiber optic	91	5.3%	75
HH owns portable GPS navigation device	154	9.0%	39
HH purchased video game system in last 12 months	78	4.6%	55
HH owns any Internet video device for TV	245	14.3%	60
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,140	29.5%	56
Took 3+ domestic non-business trips in last 12 months	201	5.2%	44
Spent on domestic vacations in last 12 months: <\$1-999	235	6.1%	56
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	174	4.5%	72
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	134	3.5%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	120	3.1%	75
Spent on domestic vacations in last 12 months: \$3,000+	124	3.2%	50
Domestic travel in last 12 months: used general travel website	175	4.5%	66
Took foreign trip (including Alaska and Hawaii) in last 3 years	959	24.8%	90
Took 3+ foreign trips by plane in last 3 years	107	2.8%	51
Spent on foreign vacations in last 12 months: <\$1-999	157	4.1%	87
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	107	2.8%	69
Spent on foreign vacations in last 12 months: \$3,000+	158	4.1%	65
Foreign travel in last 3 years: used general travel website	166	4.3%	75
Nights spent in hotel/motel in last 12 months: any	948	24.5%	55
Took cruise of more than one day in last 3 years	226	5.9%	66
Member of any frequent flyer program	133	3.4%	19
Member of any hotel rewards program	471	12.2%	68

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Ring: 3 mile radius

Demographic Summary	2019	2024
Population	58,783	60,642
Population 18+	42,148	43,824
Households	19,103	19,714
Median Household Income	\$38,217	\$44,334

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	18,764	44.5%	94
Bought any women's clothing in last 12 months	17,327	41.1%	96
Bought clothing for child <13 years in last 6 months	11,572	27.5%	103
Bought any shoes in last 12 months	21,549	51.1%	98
Bought costume jewelry in last 12 months	8,187	19.4%	111
Bought any fine jewelry in last 12 months	8,537	20.3%	113
Bought a watch in last 12 months	7,783	18.5%	119
Automobiles (Households)			
HH owns/leases any vehicle	15,925	83.4%	97
HH bought/leased new vehicle last 12 months	1,526	8.0%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	34,948	82.9%	97
Bought/changed motor oil in last 12 months	20,778	49.3%	104
Had tune-up in last 12 months	11,278	26.8%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	30,455	72.3%	101
Drank regular cola in last 6 months	21,717	51.5%	116
Drank beer/ale in last 6 months	17,722	42.0%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,645	6.3%	63
Own digital SLR camera/camcorder	2,605	6.2%	78
Printed digital photos in last 12 months	7,741	18.4%	80
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	15,560	36.9%	107
Have a smartphone	34,402	81.6%	97
Have a smartphone: Android phone (any brand)	19,541	46.4%	115
Have a smartphone: Apple iPhone	14,235	33.8%	81
Number of cell phones in household: 1	6,299	33.0%	108
Number of cell phones in household: 2	6,413	33.6%	87
Number of cell phones in household: 3+	5,685	29.8%	106
HH has cell phone only (no landline telephone)	12,511	65.5%	117
Computers (Households)			
HH owns a computer	11,438	59.9%	81
HH owns desktop computer	5,576	29.2%	79
HH owns laptop/notebook	8,485	44.4%	78
HH owns any Apple/Mac brand computer	2,345	12.3%	68
HH owns any PC/non-Apple brand computer	9,713	50.8%	83
HH purchased most recent computer in a store	5,547	29.0%	80
HH purchased most recent computer online	1,452	7.6%	56
Spent <\$1-499 on most recent home computer	2,445	12.8%	87
Spent \$500-\$999 on most recent home computer	2,524	13.2%	79
Spent \$1,000-\$1,499 on most recent home computer	1,263	6.6%	69
Spent \$1,500-\$1,999 on most recent home computer	645	3.4%	76
Spent \$2,000+ on most recent home computer	645	3.4%	85

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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	25,164	59.7%	94
Bought brewed coffee at convenience store in last 30 days	5,836	13.8%	100
Bought cigarettes at convenience store in last 30 days	3,769	8.9%	83
Bought gas at convenience store in last 30 days	14,641	34.7%	93
Spent at convenience store in last 30 days: <\$1-19	2,684	6.4%	93
Spent at convenience store in last 30 days: \$20-\$39	3,171	7.5%	79
Spent at convenience store in last 30 days: \$40-\$50	4,125	9.8%	119
Spent at convenience store in last 30 days: \$51-\$99	2,124	5.0%	91
Spent at convenience store in last 30 days: \$100+	9,163	21.7%	97
Entertainment (Adults)			
Attended a movie in last 6 months	22,125	52.5%	90
Went to live theater in last 12 months	3,663	8.7%	79
Went to a bar/night club in last 12 months	4,845	11.5%	67
Dined out in last 12 months	16,519	39.2%	75
Gambled at a casino in last 12 months	5,350	12.7%	96
Visited a theme park in last 12 months	8,321	19.7%	104
Viewed movie (video-on-demand) in last 30 days	4,386	10.4%	59
Viewed TV show (video-on-demand) in last 30 days	2,851	6.8%	54
Watched any pay-per-view TV in last 12 months	4,117	9.8%	100
Downloaded a movie over the Internet in last 30 days	4,959	11.8%	123
Downloaded any individual song in last 6 months	6,312	15.0%	79
Watched a movie online in the last 30 days	9,700	23.0%	85
Watched a TV program online in last 30 days	5,885	14.0%	73
Played a video/electronic game (console) in last 12 months	3,223	7.6%	86
Played a video/electronic game (portable) in last 12 months	1,768	4.2%	90
Financial (Adults)			
Have home mortgage (1st)	8,623	20.5%	66
Used ATM/cash machine in last 12 months	18,998	45.1%	85
Own any stock	2,057	4.9%	68
Own U.S. savings bond	1,296	3.1%	70
Own shares in mutual fund (stock)	2,102	5.0%	70
Own shares in mutual fund (bonds)	1,513	3.6%	75
Have interest checking account	8,880	21.1%	73
Have non-interest checking account	11,799	28.0%	95
Have savings account	19,243	45.7%	80
Have 401K retirement savings plan	4,119	9.8%	61
Own/used any credit/debit card in last 12 months	31,213	74.1%	93
Avg monthly credit card expenditures: <\$1-110	4,859	11.5%	100
Avg monthly credit card expenditures: \$111-\$225	3,290	7.8%	106
Avg monthly credit card expenditures: \$226-\$450	2,908	6.9%	101
Avg monthly credit card expenditures: \$451-\$700	1,967	4.7%	76
Avg monthly credit card expenditures: \$701-\$1,000	1,789	4.2%	76
Avg monthly credit card expenditures: \$1,001+	3,541	8.4%	72
Did banking online in last 12 months	11,592	27.5%	71
Did banking on mobile device in last 12 months	7,391	17.5%	68
Paid bills online in last 12 months	17,016	40.4%	80

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,197	74.3%	108
Used bread in last 6 months	17,853	93.5%	100
Used chicken (fresh or frozen) in last 6 months	13,870	72.6%	105
Used turkey (fresh or frozen) in last 6 months	3,095	16.2%	108
Used fish/seafood (fresh or frozen) in last 6 months	12,499	65.4%	118
Used fresh fruit/vegetables in last 6 months	16,485	86.3%	100
Used fresh milk in last 6 months	16,597	86.9%	101
Used organic food in last 6 months	4,437	23.2%	97
Health (Adults)			
Exercise at home 2+ times per week	9,251	21.9%	80
Exercise at club 2+ times per week	4,770	11.3%	79
Visited a doctor in last 12 months	31,776	75.4%	98
Used vitamin/dietary supplement in last 6 months	23,389	55.5%	103
Home (Households)			
Did any home improvement in last 12 months	5,290	27.7%	100
Used any housekeeper/professional cleaning service in last 12	2,339	12.2%	84
Purchased low ticket HH furnishings in last 12 months	3,363	17.6%	103
Purchased big ticket HH furnishings in last 12 months	3,691	19.3%	87
Bought any small kitchen appliance in last 12 months	3,909	20.5%	92
Bought any large kitchen appliance in last 12 months	2,275	11.9%	86
Insurance (Adults/Households)			
Currently carry life insurance	12,346	29.3%	66
Carry medical/hospital/accident insurance	26,044	61.8%	83
Carry homeowner insurance	13,787	32.7%	69
Carry renter's insurance	2,885	6.8%	80
Have auto insurance: 1 vehicle in household covered	6,721	35.2%	113
Have auto insurance: 2 vehicles in household covered	4,956	25.9%	91
Have auto insurance: 3+ vehicles in household covered	3,260	17.1%	75
Pets (Households)			
Household owns any pet	9,166	48.0%	88
Household owns any cat	2,864	15.0%	66
Household owns any dog	7,679	40.2%	96
Psychographics (Adults)			
Buying American is important to me	14,409	34.2%	87
Usually buy items on credit rather than wait	4,999	11.9%	90
Usually buy based on quality - not price	6,873	16.3%	86
Price is usually more important than brand name	11,159	26.5%	97
Usually use coupons for brands I buy often	7,185	17.0%	99
Am interested in how to help the environment	10,525	25.0%	129
Usually pay more for environ safe product	7,981	18.9%	134
Usually value green products over convenience	6,795	16.1%	143
Likely to buy a brand that supports a charity	14,723	34.9%	99
Reading (Adults)			
Bought digital book in last 12 months	3,668	8.7%	67
Bought hardcover book in last 12 months	5,890	14.0%	70
Bought paperback book in last 12 month	8,769	20.8%	73
Read any daily newspaper (paper version)	5,776	13.7%	74
Read any digital newspaper in last 30 days	12,755	30.3%	76
Read any magazine (paper/electronic version) in last 6 months	35,606	84.5%	93

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	31,009	73.6%	98
Went to family restaurant/steak house: 4+ times a month	11,001	26.1%	98
Went to fast food/drive-in restaurant in last 6 months	38,377	91.1%	100
Went to fast food/drive-in restaurant 9+ times/month	15,363	36.5%	93
Fast food restaurant last 6 months: eat in	17,139	40.7%	109
Fast food restaurant last 6 months: home delivery	4,780	11.3%	131
Fast food restaurant last 6 months: take-out/drive-thru	17,157	40.7%	87
Fast food restaurant last 6 months: take-out/walk-in	6,209	14.7%	71
Television & Electronics (Adults/Households)			
Own any tablet	16,417	39.0%	81
Own any e-reader	3,053	7.2%	87
Own e-reader/tablet: iPad	8,936	21.2%	75
HH has Internet connectable TV	4,829	25.3%	88
Own any portable MP3 player	6,346	15.1%	81
HH owns 1 TV	4,469	23.4%	111
HH owns 2 TVs	5,288	27.7%	103
HH owns 3 TVs	3,800	19.9%	95
HH owns 4+ TVs	2,325	12.2%	70
HH subscribes to cable TV	7,697	40.3%	92
HH subscribes to fiber optic	1,044	5.5%	77
HH owns portable GPS navigation device	2,986	15.6%	68
HH purchased video game system in last 12 months	1,123	5.9%	71
HH owns any Internet video device for TV	3,484	18.2%	76
Travel (Adults)			
Took domestic trip in continental US last 12 months	16,485	39.1%	74
Took 3+ domestic non-business trips in last 12 months	3,358	8.0%	67
Spent on domestic vacations in last 12 months: <\$1-999	3,434	8.1%	75
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,118	5.0%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,459	3.5%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,496	3.5%	85
Spent on domestic vacations in last 12 months: \$3,000+	1,936	4.6%	71
Domestic travel in last 12 months: used general travel website	2,226	5.3%	77
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,216	24.2%	88
Took 3+ foreign trips by plane in last 3 years	1,485	3.5%	65
Spent on foreign vacations in last 12 months: <\$1-999	1,715	4.1%	87
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,309	3.1%	77
Spent on foreign vacations in last 12 months: \$3,000+	1,968	4.7%	74
Foreign travel in last 3 years: used general travel website	1,854	4.4%	77
Nights spent in hotel/motel in last 12 months: any	13,654	32.4%	73
Took cruise of more than one day in last 3 years	2,987	7.1%	80
Member of any frequent flyer program	4,033	9.6%	53
Member of any hotel rewards program	5,922	14.1%	78

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Ring: 5 mile radius

Demographic Summary	2019	2024
Population	95,609	99,024
Population 18+	68,975	71,920
Households	31,401	32,509
Median Household Income	\$41,772	\$48,889

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	30,877	44.8%	95
Bought any women's clothing in last 12 months	28,551	41.4%	97
Bought clothing for child <13 years in last 6 months	18,768	27.2%	102
Bought any shoes in last 12 months	35,199	51.0%	97
Bought costume jewelry in last 12 months	12,934	18.8%	108
Bought any fine jewelry in last 12 months	13,214	19.2%	107
Bought a watch in last 12 months	11,840	17.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	26,350	83.9%	98
HH bought/leased new vehicle last 12 months	2,504	8.0%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	57,551	83.4%	98
Bought/changed motor oil in last 12 months	34,011	49.3%	104
Had tune-up in last 12 months	17,857	25.9%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	49,615	71.9%	100
Drank regular cola in last 6 months	34,598	50.2%	113
Drank beer/ale in last 6 months	28,481	41.3%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,867	7.1%	70
Own digital SLR camera/camcorder	4,413	6.4%	81
Printed digital photos in last 12 months	13,288	19.3%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	24,634	35.7%	103
Have a smartphone	56,357	81.7%	97
Have a smartphone: Android phone (any brand)	31,671	45.9%	113
Have a smartphone: Apple iPhone	23,479	34.0%	81
Number of cell phones in household: 1	10,188	32.4%	106
Number of cell phones in household: 2	11,146	35.5%	92
Number of cell phones in household: 3+	9,013	28.7%	102
HH has cell phone only (no landline telephone)	19,951	63.5%	113
Computers (Households)			
HH owns a computer	19,691	62.7%	85
HH owns desktop computer	9,564	30.5%	82
HH owns laptop/notebook	14,777	47.1%	83
HH owns any Apple/Mac brand computer	4,062	12.9%	72
HH owns any PC/non-Apple brand computer	16,802	53.5%	87
HH purchased most recent computer in a store	9,435	30.0%	83
HH purchased most recent computer online	2,750	8.8%	64
Spent <\$1-499 on most recent home computer	4,238	13.5%	92
Spent \$500-\$999 on most recent home computer	4,383	14.0%	83
Spent \$1,000-\$1,499 on most recent home computer	2,190	7.0%	73
Spent \$1,500-\$1,999 on most recent home computer	1,045	3.3%	75
Spent \$2,000+ on most recent home computer	1,032	3.3%	83

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Retail Market Potential

Prepared by Data Center-UTRGV

Latitude: 26.19422

Longitude: -97.72055

Ring: 5 mile radius

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	41,785	60.6%	96
Bought brewed coffee at convenience store in last 30 days	9,551	13.8%	100
Bought cigarettes at convenience store in last 30 days	6,916	10.0%	93
Bought gas at convenience store in last 30 days	25,196	36.5%	98
Spent at convenience store in last 30 days: <\$1-19	4,335	6.3%	91
Spent at convenience store in last 30 days: \$20-\$39	5,465	7.9%	84
Spent at convenience store in last 30 days: \$40-\$50	6,474	9.4%	114
Spent at convenience store in last 30 days: \$51-\$99	3,615	5.2%	95
Spent at convenience store in last 30 days: \$100+	15,322	22.2%	100
Entertainment (Adults)			
Attended a movie in last 6 months	36,473	52.9%	90
Went to live theater in last 12 months	6,026	8.7%	79
Went to a bar/night club in last 12 months	8,607	12.5%	72
Dined out in last 12 months	28,908	41.9%	80
Gambled at a casino in last 12 months	8,624	12.5%	95
Visited a theme park in last 12 months	13,053	18.9%	100
Viewed movie (video-on-demand) in last 30 days	7,964	11.5%	66
Viewed TV show (video-on-demand) in last 30 days	5,367	7.8%	62
Watched any pay-per-view TV in last 12 months	6,541	9.5%	97
Downloaded a movie over the Internet in last 30 days	7,348	10.7%	111
Downloaded any individual song in last 6 months	10,761	15.6%	82
Watched a movie online in the last 30 days	15,832	23.0%	85
Watched a TV program online in last 30 days	10,034	14.5%	76
Played a video/electronic game (console) in last 12 months	5,319	7.7%	87
Played a video/electronic game (portable) in last 12 months	2,846	4.1%	88
Financial (Adults)			
Have home mortgage (1st)	15,483	22.4%	72
Used ATM/cash machine in last 12 months	32,207	46.7%	88
Own any stock	3,623	5.3%	73
Own U.S. savings bond	2,290	3.3%	76
Own shares in mutual fund (stock)	3,623	5.3%	74
Own shares in mutual fund (bonds)	2,553	3.7%	77
Have interest checking account	15,829	22.9%	80
Have non-interest checking account	19,467	28.2%	96
Have savings account	33,268	48.2%	84
Have 401K retirement savings plan	7,621	11.0%	69
Own/used any credit/debit card in last 12 months	51,761	75.0%	95
Avg monthly credit card expenditures: <\$1-110	8,004	11.6%	101
Avg monthly credit card expenditures: \$111-\$225	5,252	7.6%	103
Avg monthly credit card expenditures: \$226-\$450	4,495	6.5%	95
Avg monthly credit card expenditures: \$451-\$700	3,357	4.9%	79
Avg monthly credit card expenditures: \$701-\$1,000	3,009	4.4%	78
Avg monthly credit card expenditures: \$1,001+	6,058	8.8%	75
Did banking online in last 12 months	20,675	30.0%	77
Did banking on mobile device in last 12 months	13,403	19.4%	75
Paid bills online in last 12 months	29,327	42.5%	85

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Retail Market Potential

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Ring: 5 mile radius

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	22,965	73.1%	106
Used bread in last 6 months	29,380	93.6%	100
Used chicken (fresh or frozen) in last 6 months	22,476	71.6%	103
Used turkey (fresh or frozen) in last 6 months	4,904	15.6%	104
Used fish/seafood (fresh or frozen) in last 6 months	19,613	62.5%	113
Used fresh fruit/vegetables in last 6 months	27,032	86.1%	100
Used fresh milk in last 6 months	27,264	86.8%	101
Used organic food in last 6 months	7,192	22.9%	96
Health (Adults)			
Exercise at home 2+ times per week	15,811	22.9%	84
Exercise at club 2+ times per week	8,090	11.7%	82
Visited a doctor in last 12 months	52,147	75.6%	98
Used vitamin/dietary supplement in last 6 months	37,828	54.8%	101
Home (Households)			
Did any home improvement in last 12 months	8,433	26.9%	97
Used any housekeeper/professional cleaning service in last 12	3,884	12.4%	85
Purchased low ticket HH furnishings in last 12 months	5,353	17.0%	100
Purchased big ticket HH furnishings in last 12 months	6,317	20.1%	90
Bought any small kitchen appliance in last 12 months	6,515	20.7%	93
Bought any large kitchen appliance in last 12 months	3,788	12.1%	87
Insurance (Adults/Households)			
Currently carry life insurance	22,787	33.0%	75
Carry medical/hospital/accident insurance	44,874	65.1%	87
Carry homeowner insurance	25,136	36.4%	77
Carry renter's insurance	4,981	7.2%	85
Have auto insurance: 1 vehicle in household covered	10,875	34.6%	112
Have auto insurance: 2 vehicles in household covered	8,198	26.1%	92
Have auto insurance: 3+ vehicles in household covered	5,738	18.3%	80
Pets (Households)			
Household owns any pet	15,629	49.8%	91
Household owns any cat	5,558	17.7%	78
Household owns any dog	12,732	40.5%	97
Psychographics (Adults)			
Buying American is important to me	25,155	36.5%	93
Usually buy items on credit rather than wait	8,557	12.4%	94
Usually buy based on quality - not price	11,601	16.8%	89
Price is usually more important than brand name	18,720	27.1%	99
Usually use coupons for brands I buy often	12,025	17.4%	101
Am interested in how to help the environment	15,913	23.1%	119
Usually pay more for environ safe product	12,058	17.5%	123
Usually value green products over convenience	10,183	14.8%	131
Likely to buy a brand that supports a charity	23,920	34.7%	99
Reading (Adults)			
Bought digital book in last 12 months	6,394	9.3%	72
Bought hardcover book in last 12 months	10,553	15.3%	76
Bought paperback book in last 12 month	15,437	22.4%	79
Read any daily newspaper (paper version)	9,999	14.5%	79
Read any digital newspaper in last 30 days	21,486	31.2%	78
Read any magazine (paper/electronic version) in last 6 months	59,246	85.9%	94

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Retail Market Potential

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Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	50,875	73.8%	98
Went to family restaurant/steak house: 4+ times a month	17,896	25.9%	98
Went to fast food/drive-in restaurant in last 6 months	62,767	91.0%	100
Went to fast food/drive-in restaurant 9+ times/month	25,765	37.4%	95
Fast food restaurant last 6 months: eat in	27,227	39.5%	106
Fast food restaurant last 6 months: home delivery	7,093	10.3%	119
Fast food restaurant last 6 months: take-out/drive-thru	29,437	42.7%	91
Fast food restaurant last 6 months: take-out/walk-in	10,940	15.9%	76
Television & Electronics (Adults/Households)			
Own any tablet	28,275	41.0%	85
Own any e-reader	4,950	7.2%	86
Own e-reader/tablet: iPad	15,155	22.0%	78
HH has Internet connectable TV	7,900	25.2%	88
Own any portable MP3 player	10,900	15.8%	85
HH owns 1 TV	7,302	23.3%	111
HH owns 2 TVs	8,413	26.8%	100
HH owns 3 TVs	6,335	20.2%	96
HH owns 4+ TVs	4,213	13.4%	77
HH subscribes to cable TV	12,829	40.9%	94
HH subscribes to fiber optic	1,633	5.2%	74
HH owns portable GPS navigation device	5,549	17.7%	77
HH purchased video game system in last 12 months	2,007	6.4%	78
HH owns any Internet video device for TV	6,023	19.2%	80
Travel (Adults)			
Took domestic trip in continental US last 12 months	28,987	42.0%	80
Took 3+ domestic non-business trips in last 12 months	6,105	8.9%	75
Spent on domestic vacations in last 12 months: <\$1-999	6,224	9.0%	84
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,540	5.1%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,399	3.5%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,394	3.5%	83
Spent on domestic vacations in last 12 months: \$3,000+	3,318	4.8%	74
Domestic travel in last 12 months: used general travel website	3,672	5.3%	78
Took foreign trip (including Alaska and Hawaii) in last 3 years	16,672	24.2%	88
Took 3+ foreign trips by plane in last 3 years	2,615	3.8%	69
Spent on foreign vacations in last 12 months: <\$1-999	2,749	4.0%	86
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,212	3.2%	80
Spent on foreign vacations in last 12 months: \$3,000+	3,321	4.8%	76
Foreign travel in last 3 years: used general travel website	2,996	4.3%	76
Nights spent in hotel/motel in last 12 months: any	23,826	34.5%	78
Took cruise of more than one day in last 3 years	5,136	7.4%	84
Member of any frequent flyer program	7,778	11.3%	62
Member of any hotel rewards program	10,014	14.5%	81

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