

Retail Market Potential

405 E Loop St, Buda, Texas, 78610 2

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Drive time (Mon 12:00 PM): 5 minute radius



Demographic Summary	2025	2030
Population	4,658	5,028
Population 18+	3,595	3,948
Households	2,004	2,222
Median Household Income	\$89,206	\$95,491


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	2,259	62.8%	99
Bought Women's Clothing Last 12 Mo	1,955	54.4%	104
Bought Shoes Last 12 Mo	2,729	75.9%	100
Bought Fine Jewelry Last 12 Mo	803	22.3%	102
Bought Watch Last 12 Mo	485	13.5%	105
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	1,838	91.7%	103
HH Bought or Leased New Vehicle Last 12 Mo	165	8.2%	97
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	3,284	91.3%	102
Bought or Changed Motor Oil Last 12 Mo	1,923	53.5%	99
Had Vehicle Tune-Up Last 12 Mo	791	22.0%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	1,344	37.4%	98
Drank Beer or Ale Last 6 Mo	1,333	37.1%	100

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	319	8.9%	104
Own Digital SLR Camera or Camcorder	378	10.5%	109
Printed Digital Photos Last 12 Mo	885	24.6%	99
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,220	33.9%	98
Have a Smartphone	3,412	94.9%	101
Have Android Phone (Any Brand) Smartphone	1,281	35.6%	95
Have Apple iPhone Smartphone	2,215	61.6%	105
HH Owns 1 Cell Phone	675	33.7%	112
HH Owns 2 Cell Phones	765	38.2%	99
HH Owns 3+ Cell Phones	520	25.9%	90
HH Has Cell Phone Only (No Landline Telephone)	1,572	78.4%	104
Computers (Households)			
HH Owns Computer	1,741	86.9%	105
HH Owns Desktop Computer	767	38.3%	103
HH Owns Laptop or Notebook	1,449	72.3%	105
HH Owns Apple or Mac Brand Computer	529	26.4%	106
HH Owns PC or Non-Apple Brand Computer	1,453	72.5%	105
HH Purchased Most Recent Home Computer at Store	715	35.7%	102
HH Purchased Most Recent Home Computer Online	592	29.5%	110
HH Spent \$1-499 on Most Recent Home Computer	253	12.6%	97
HH Spent \$500-999 on Most Recent Home Computer	382	19.1%	108
HH Spent \$1K-1499 on Most Recent Home Computer	235	11.7%	105
HH Spent \$1500-1999 on Most Recent Home Computer	101	5.0%	124
HH Spent \$2000+ on Most Recent Home Computer	137	6.8%	108

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	2,377	66.1%	100
Bought Brewed Coffee at Convenience Store Last 30 Days	443	12.3%	98
Bought Cigarettes at Convenience Store Last 30 Days	170	4.7%	83
Bought Gas at Convenience Store Last 30 Days	1,472	41.0%	100
Spent \$1-19 at Convenience Store Last 30 Days	240	6.7%	106
Spent \$20-39 at Convenience Store Last 30 Days	297	8.3%	102
Spent \$40-50 at Convenience Store Last 30 Days	232	6.5%	102
Spent \$51-99 at Convenience Store Last 30 Days	201	5.6%	105
Spent \$100+ at Convenience Store Last 30 Days	828	23.0%	93
Entertainment (Adults)			
Attended Movie Last 6 Mo	2,079	57.8%	109
Went to Live Theater Last 12 Mo	483	13.4%	116
Went to Bar or Night Club Last 12 Mo	702	19.5%	101
Dined Out Last 12 Mo	2,070	57.6%	103
Gambled at Casino Last 12 Mo	460	12.8%	100
Visited Theme Park Last 12 Mo	795	22.1%	117
Viewed Movie (Video-on-Demand) Last 30 Days	320	8.9%	108
Viewed TV Show (Video-on-Demand) Last 30 Days	207	5.8%	105
Used Internet to Download Movie Last 30 Days	265	7.4%	109
Downloaded Individual Song Last 6 Mo	657	18.3%	101
Used Internet to Watch Movie Last 30 Days	1,436	39.9%	113
Used Internet to Watch TV Program Last 30 Days	891	24.8%	109
Played (Console) Video or Electronic Game Last 12 Mo	528	14.7%	115
Played (Portable) Video or Electronic Game Last 12 Mo	296	8.2%	113

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	1,295	36.0%	102
Used ATM or Cash Machine Last 12 Mo	2,179	60.6%	100
Own Any Stock	543	15.1%	110
Own U.S. Savings Bonds	270	7.5%	100
Own Shares in Mutual Fund (Stocks)	430	12.0%	99
Own Shares in Mutual Fund (Bonds)	256	7.1%	93
Have Interest Checking Account	1,389	38.6%	103
Have Non-Interest Checking Account	1,290	35.9%	99
Have Savings Account	2,681	74.6%	104
Have 401(k) Retirement Savings Plan	956	26.6%	110
Own or Used Any Credit or Debit Card Last 12 Mo	3,359	93.4%	101
Avg \$1-110 Monthly Credit Card Expenditures	692	19.3%	98
Avg \$111-225 Monthly Credit Card Expenditures	476	13.2%	108
Avg \$226-450 Monthly Credit Card Expenditures	339	9.4%	112
Avg \$451-700 Monthly Credit Card Expenditures	321	8.9%	102
Avg \$701-1000 Monthly Credit Card Expenditures	333	9.3%	119
Avg \$1001-2000 Monthly Credit Card Expenditures	472	13.1%	114
Avg \$2001+ Monthly Credit Card Expenditures	520	14.5%	108
Did Online Banking Last 12 Mo	2,070	57.6%	104
Did Mobile Device Banking Last 12 Mo	1,902	52.9%	108
Grocery (Adults)			
HH Used Bread Last 6 Mo	1,870	93.3%	99
HH Used Chicken (Fresh or Frozen) Last 6 Mo	1,508	75.3%	98
HH Used Turkey (Fresh or Frozen) Last 6 Mo	384	19.2%	96
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,146	57.2%	100
HH Used Fresh Fruit or Vegetables Last 6 Mo	1,813	90.5%	100
HH Used Fresh Milk Last 6 Mo	1,616	80.6%	98
HH Used Organic Food Last 6 Mo	517	25.8%	104

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	1,679	46.7%	102
Exercise at Club 2+ Times Per Week	568	15.8%	119
Visited Doctor Last 12 Mo	2,926	81.4%	102
Used Vitamins or Dietary Supplements Last 6 Mo	2,436	67.8%	104
Home (Households)			
HH Did Home Improvement Last 12 Mo	620	30.9%	91
HH Used Maid/Prof Cleaning Srv (Incl Furn/Carpet) Last 12 Mo	683	34.1%	100
HH Purchased Low Ticket HH Furnishing Last 12 Mo	413	20.6%	98
HH Purchased Big Ticket HH Furnishing Last 12 Mo	500	24.9%	104
HH Bought Small Kitchen Appliance Last 12 Mo	489	24.4%	107
HH Purchased Large Appliance/12 Mo	332	16.6%	92
Insurance (Adults/Households)			
Currently Carry Life Insurance	1,884	52.4%	104
Personally Carry Any Medical or Hospital or Accident Insurance	3,046	84.7%	100
Homeowner Carries Insurance on Home/Personal Property	1,967	54.7%	93
Renter Carries Insurance on Home/Personal Property	659	18.3%	138
HH Has 1 Vehicle Covered with Auto Insurance	755	37.7%	117
HH Has 2 Vehicles Covered with Auto Insurance	616	30.7%	100
HH Has 3+ Vehicles Covered with Auto Insurance	438	21.9%	86

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	898	44.8%	87
HH Owns 1+ Cats	392	19.6%	82
HH Owns 1+ Dogs	615	30.7%	80
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	606	16.9%	105
Buying American Is Important: 4-Agr Cmpl	816	22.7%	83
Buy Based on Quality Not Price: 4-Agr Cmpl	515	14.3%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	453	12.6%	103
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	351	9.8%	98
Will Pay More for Environ Safe Products: 4-Agr Cmpl	428	11.9%	109
Buy Based on Price Not Brands: 4-Agr Cmpl	1,055	29.4%	107
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	146	4.1%	103
Reading (Adults)			
Bought Digital Book Last 12 Mo	688	19.1%	108
Bought Hardcover Book Last 12 Mo	980	27.3%	105
Bought Paperback Book Last 12 Mo	1,277	35.5%	105
Read Daily Newspaper (Paper Version)	212	5.9%	84
Read Digital Newspaper Last 30 Days	2,039	56.7%	104
Read Magazine (Paper or Electronic Version) Last 6 Mo	3,157	87.8%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	2,727	75.9%	104
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	998	27.8%	114
Went to Fast Food or Drive-In Restaurant Last 6 Mo	3,325	92.5%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,489	41.4%	104
Ordered Eat-In Fast Food Last 6 Mo	1,224	34.0%	102
Ordered Home Delivery Fast Food Last 6 Mo	525	14.6%	119
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	1,803	50.1%	103
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	880	24.5%	107
Television & Electronics (Adults/Households)			
Own Tablet	2,092	58.2%	103
Own E-Reader	668	18.6%	113
Own E-Reader or Tablet: Apple iPad	1,413	39.3%	108
HH Owns Internet Connectable TV	869	43.4%	105
Own Portable MP3 Player	268	7.5%	97
HH Owns 1 TV	427	21.3%	108
HH Owns 2 TVs	615	30.7%	110
HH Owns 3 TVs	417	20.8%	95
HH Owns 4+ TVs	379	18.9%	86
HH Subscribes to Cable TV	601	30.0%	106
HH Subscribes to Fiber Optic TV	74	3.7%	114
HH Owns Portable GPS Device	284	14.2%	85
HH Purchased Video Game System Last 12 Mo	133	6.6%	94
HH Owns Internet Video Device for TV	1,061	52.9%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	2,380	66.2%	107
Took 3+ Domestic Non-Business Trips Last 12 Mo	673	18.7%	102
Spent \$1-999 on Domestic Vacations Last 12 Mo	432	12.0%	109
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	288	8.0%	116
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	169	4.7%	98
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	221	6.2%	110
Spent \$3K+ on Domestic Vacations Last 12 Mo	430	12.0%	101
Used Internet Travel Site for Domestic Trip Last 12 Mo	278	7.7%	120
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,241	34.5%	113
Took 3+ Foreign Trips by Plane Last 3 Yrs	205	5.7%	103
Spent \$1-999 on Foreign Vacations Last 12 Mo	169	4.7%	111
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	202	5.6%	130
Spent \$3K+ on Foreign Vacations Last 12 Mo	356	9.9%	102
Used General Travel Site: Foreign Trip Last 3 Yrs	243	6.8%	126
Spent Night at Hotel or Motel Last 12 Mo	2,113	58.8%	108
Took Cruise of More Than One Day Last 3 Yrs	391	10.9%	123
Member of Frequent Flyer Program	1,113	31.0%	112
Member of Hotel Rewards Program	1,166	32.4%	110

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Drive time (Mon 12:00 PM): 10 minute radius



Demographic Summary	2025	2030
Population	40,118	43,554
Population 18+	30,246	33,341
Households	15,327	17,075
Median Household Income	\$105,657	\$116,955


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	19,640	64.9%	102
Bought Women's Clothing Last 12 Mo	16,324	54.0%	103
Bought Shoes Last 12 Mo	23,474	77.6%	102
Bought Fine Jewelry Last 12 Mo	6,713	22.2%	101
Bought Watch Last 12 Mo	3,997	13.2%	103
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	14,236	92.9%	104
HH Bought or Leased New Vehicle Last 12 Mo	1,629	10.6%	125
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	27,857	92.1%	103
Bought or Changed Motor Oil Last 12 Mo	16,696	55.2%	102
Had Vehicle Tune-Up Last 12 Mo	7,131	23.6%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	11,104	36.7%	96
Drank Beer or Ale Last 6 Mo	11,657	38.5%	103

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	2,679	8.9%	104
Own Digital SLR Camera or Camcorder	3,554	11.8%	121
Printed Digital Photos Last 12 Mo	8,241	27.3%	109
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	10,277	34.0%	98
Have a Smartphone	28,945	95.7%	102
Have Android Phone (Any Brand) Smartphone	10,140	33.5%	89
Have Apple iPhone Smartphone	19,474	64.4%	110
HH Owns 1 Cell Phone	3,841	25.1%	84
HH Owns 2 Cell Phones	6,085	39.7%	103
HH Owns 3+ Cell Phones	5,108	33.3%	116
HH Has Cell Phone Only (No Landline Telephone)	12,075	78.8%	105
Computers (Households)			
HH Owns Computer	13,560	88.5%	107
HH Owns Desktop Computer	6,240	40.7%	109
HH Owns Laptop or Notebook	11,378	74.2%	108
HH Owns Apple or Mac Brand Computer	4,436	28.9%	116
HH Owns PC or Non-Apple Brand Computer	11,273	73.5%	106
HH Purchased Most Recent Home Computer at Store	5,740	37.5%	107
HH Purchased Most Recent Home Computer Online	4,615	30.1%	112
HH Spent \$1-499 on Most Recent Home Computer	1,832	11.9%	92
HH Spent \$500-999 on Most Recent Home Computer	2,950	19.3%	109
HH Spent \$1K-1499 on Most Recent Home Computer	2,095	13.7%	123
HH Spent \$1500-1999 on Most Recent Home Computer	727	4.7%	116
HH Spent \$2000+ on Most Recent Home Computer	1,159	7.6%	120

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	20,410	67.5%	102
Bought Brewed Coffee at Convenience Store Last 30 Days	3,745	12.4%	99
Bought Cigarettes at Convenience Store Last 30 Days	1,186	3.9%	69
Bought Gas at Convenience Store Last 30 Days	12,701	42.0%	103
Spent \$1-19 at Convenience Store Last 30 Days	2,149	7.1%	113
Spent \$20-39 at Convenience Store Last 30 Days	2,526	8.3%	103
Spent \$40-50 at Convenience Store Last 30 Days	1,990	6.6%	104
Spent \$51-99 at Convenience Store Last 30 Days	1,710	5.7%	106
Spent \$100+ at Convenience Store Last 30 Days	7,267	24.0%	97
Entertainment (Adults)			
Attended Movie Last 6 Mo	17,271	57.1%	107
Went to Live Theater Last 12 Mo	3,893	12.9%	111
Went to Bar or Night Club Last 12 Mo	6,238	20.6%	106
Dined Out Last 12 Mo	18,112	59.9%	107
Gambled at Casino Last 12 Mo	4,076	13.5%	105
Visited Theme Park Last 12 Mo	6,353	21.0%	111
Viewed Movie (Video-on-Demand) Last 30 Days	2,856	9.4%	115
Viewed TV Show (Video-on-Demand) Last 30 Days	1,862	6.2%	112
Used Internet to Download Movie Last 30 Days	2,292	7.6%	112
Downloaded Individual Song Last 6 Mo	5,575	18.4%	101
Used Internet to Watch Movie Last 30 Days	11,904	39.4%	112
Used Internet to Watch TV Program Last 30 Days	7,660	25.3%	112
Played (Console) Video or Electronic Game Last 12 Mo	4,164	13.8%	108
Played (Portable) Video or Electronic Game Last 12 Mo	2,384	7.9%	108

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	13,424	44.4%	126
Used ATM or Cash Machine Last 12 Mo	18,900	62.5%	103
Own Any Stock	4,647	15.4%	112
Own U.S. Savings Bonds	2,440	8.1%	108
Own Shares in Mutual Fund (Stocks)	3,815	12.6%	105
Own Shares in Mutual Fund (Bonds)	2,473	8.2%	107
Have Interest Checking Account	12,328	40.8%	108
Have Non-Interest Checking Account	10,796	35.7%	98
Have Savings Account	23,258	76.9%	107
Have 401(k) Retirement Savings Plan	8,571	28.3%	117
Own or Used Any Credit or Debit Card Last 12 Mo	28,404	93.9%	102
Avg \$1-110 Monthly Credit Card Expenditures	5,998	19.8%	101
Avg \$111-225 Monthly Credit Card Expenditures	3,861	12.8%	104
Avg \$226-450 Monthly Credit Card Expenditures	2,442	8.1%	96
Avg \$451-700 Monthly Credit Card Expenditures	2,791	9.2%	106
Avg \$701-1000 Monthly Credit Card Expenditures	2,569	8.5%	109
Avg \$1001-2000 Monthly Credit Card Expenditures	4,007	13.3%	115
Avg \$2001+ Monthly Credit Card Expenditures	4,963	16.4%	122
Did Online Banking Last 12 Mo	18,136	60.0%	108
Did Mobile Device Banking Last 12 Mo	16,295	53.9%	110
Grocery (Adults)			
HH Used Bread Last 6 Mo	14,486	94.5%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	11,877	77.5%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	3,115	20.3%	101
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	8,893	58.0%	101
HH Used Fresh Fruit or Vegetables Last 6 Mo	14,067	91.8%	101
HH Used Fresh Milk Last 6 Mo	12,528	81.7%	100
HH Used Organic Food Last 6 Mo	4,068	26.5%	107

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	14,987	49.5%	108
Exercise at Club 2+ Times Per Week	4,617	15.3%	115
Visited Doctor Last 12 Mo	24,421	80.7%	101
Used Vitamins or Dietary Supplements Last 6 Mo	20,140	66.6%	102
Home (Households)			
HH Did Home Improvement Last 12 Mo	5,601	36.5%	108
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	5,996	39.1%	115
HH Purchased Low Ticket HH Furnishing Last 12 Mo	3,353	21.9%	104
HH Purchased Big Ticket HH Furnishing Last 12 Mo	4,018	26.2%	110
HH Bought Small Kitchen Appliance Last 12 Mo	3,618	23.6%	103
HH Purchased Large Appliance/12 Mo	2,908	19.0%	106
Insurance (Adults/Households)			
Currently Carry Life Insurance	16,784	55.5%	110
Personally Carry Any Medical or Hospital or Accident Insurance	26,140	86.4%	102
Homeowner Carries Insurance on Home/Personal Property	19,485	64.4%	110
Renter Carries Insurance on Home/Personal Property	4,197	13.9%	104
HH Has 1 Vehicle Covered with Auto Insurance	4,674	30.5%	94
HH Has 2 Vehicles Covered with Auto Insurance	5,239	34.2%	111
HH Has 3+ Vehicles Covered with Auto Insurance	4,116	26.9%	106

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	8,031	52.4%	102
HH Owns 1+ Cats	3,175	20.7%	86
HH Owns 1+ Dogs	6,056	39.5%	104
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	4,766	15.8%	98
Buying American Is Important: 4-Agr Cmpl	7,607	25.1%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	4,293	14.2%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	3,890	12.9%	105
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	2,714	9.0%	90
Will Pay More for Environ Safe Products: 4-Agr Cmpl	3,084	10.2%	93
Buy Based on Price Not Brands: 4-Agr Cmpl	8,037	26.6%	97
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	1,213	4.0%	102
Reading (Adults)			
Bought Digital Book Last 12 Mo	6,019	19.9%	112
Bought Hardcover Book Last 12 Mo	8,174	27.0%	105
Bought Paperback Book Last 12 Mo	10,846	35.9%	106
Read Daily Newspaper (Paper Version)	1,417	4.7%	67
Read Digital Newspaper Last 30 Days	17,398	57.5%	106
Read Magazine (Paper or Electronic Version) Last 6 Mo	26,885	88.9%	102

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	23,077	76.3%	105
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	7,840	25.9%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	28,007	92.6%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	12,717	42.0%	106
Ordered Eat-In Fast Food Last 6 Mo	10,772	35.6%	107
Ordered Home Delivery Fast Food Last 6 Mo	3,819	12.6%	103
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	15,696	51.9%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	7,146	23.6%	103
Television & Electronics (Adults/Households)			
Own Tablet	18,272	60.4%	107
Own E-Reader	5,720	18.9%	116
Own E-Reader or Tablet: Apple iPad	12,864	42.5%	117
HH Owns Internet Connectable TV	6,911	45.1%	109
Own Portable MP3 Player	2,244	7.4%	97
HH Owns 1 TV	2,648	17.3%	88
HH Owns 2 TVs	4,074	26.6%	96
HH Owns 3 TVs	3,493	22.8%	104
HH Owns 4+ TVs	4,018	26.2%	120
HH Subscribes to Cable TV	4,249	27.7%	98
HH Subscribes to Fiber Optic TV	634	4.1%	128
HH Owns Portable GPS Device	2,507	16.4%	98
HH Purchased Video Game System Last 12 Mo	1,106	7.2%	102
HH Owns Internet Video Device for TV	8,862	57.8%	110

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	20,605	68.1%	110
Took 3+ Domestic Non-Business Trips Last 12 Mo	6,101	20.2%	110
Spent \$1-999 on Domestic Vacations Last 12 Mo	3,433	11.3%	103
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	2,260	7.5%	108
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	1,481	4.9%	102
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	2,013	6.7%	119
Spent \$3K+ on Domestic Vacations Last 12 Mo	4,301	14.2%	120
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,139	7.1%	110
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	10,853	35.9%	118
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,923	6.4%	115
Spent \$1-999 on Foreign Vacations Last 12 Mo	1,394	4.6%	109
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	1,481	4.9%	114
Spent \$3K+ on Foreign Vacations Last 12 Mo	3,564	11.8%	122
Used General Travel Site: Foreign Trip Last 3 Yrs	1,862	6.2%	115
Spent Night at Hotel or Motel Last 12 Mo	18,169	60.1%	110
Took Cruise of More Than One Day Last 3 Yrs	3,313	10.9%	124
Member of Frequent Flyer Program	10,280	34.0%	123
Member of Hotel Rewards Program	10,430	34.5%	117

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Retail Market Potential

405 E Loop St, Buda, Texas, 78610 2

405 E Loop St, Buda, Texas, 78610


Drive time (Mon 12:00 PM): 15 minute radius



Demographic Summary	2025	2030
Population	154,962	171,927
Population 18+	119,259	133,892
Households	60,120	67,878
Median Household Income	\$100,942	\$110,030


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	76,909	64.5%	102
Bought Women's Clothing Last 12 Mo	63,744	53.5%	102
Bought Shoes Last 12 Mo	92,018	77.2%	102
Bought Fine Jewelry Last 12 Mo	27,285	22.9%	104
Bought Watch Last 12 Mo	16,085	13.5%	105
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	55,194	91.8%	103
HH Bought or Leased New Vehicle Last 12 Mo	5,777	9.6%	113
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	108,785	91.2%	102
Bought or Changed Motor Oil Last 12 Mo	66,050	55.4%	102
Had Vehicle Tune-Up Last 12 Mo	27,481	23.0%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	47,241	39.6%	104
Drank Beer or Ale Last 6 Mo	45,279	38.0%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	9,614	8.1%	95
Own Digital SLR Camera or Camcorder	12,345	10.3%	107
Printed Digital Photos Last 12 Mo	30,670	25.7%	103
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	41,682	35.0%	101
Have a Smartphone	113,718	95.3%	101
Have Android Phone (Any Brand) Smartphone	42,303	35.5%	95
Have Apple iPhone Smartphone	74,296	62.3%	106
HH Owns 1 Cell Phone	16,100	26.8%	89
HH Owns 2 Cell Phones	23,187	38.6%	100
HH Owns 3+ Cell Phones	19,539	32.5%	113
HH Has Cell Phone Only (No Landline Telephone)	48,211	80.2%	106
Computers (Households)			
HH Owns Computer	51,747	86.1%	104
HH Owns Desktop Computer	23,319	38.8%	104
HH Owns Laptop or Notebook	43,448	72.3%	105
HH Owns Apple or Mac Brand Computer	16,386	27.3%	109
HH Owns PC or Non-Apple Brand Computer	43,289	72.0%	104
HH Purchased Most Recent Home Computer at Store	21,514	35.8%	102
HH Purchased Most Recent Home Computer Online	17,597	29.3%	109
HH Spent \$1-499 on Most Recent Home Computer	7,436	12.4%	95
HH Spent \$500-999 on Most Recent Home Computer	11,041	18.4%	104
HH Spent \$1K-1499 on Most Recent Home Computer	7,384	12.3%	110
HH Spent \$1500-1999 on Most Recent Home Computer	2,757	4.6%	113
HH Spent \$2000+ on Most Recent Home Computer	4,226	7.0%	111

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	81,348	68.2%	103
Bought Brewed Coffee at Convenience Store Last 30 Days	14,759	12.4%	99
Bought Cigarettes at Convenience Store Last 30 Days	5,539	4.6%	81
Bought Gas at Convenience Store Last 30 Days	51,041	42.8%	105
Spent \$1-19 at Convenience Store Last 30 Days	8,035	6.7%	107
Spent \$20-39 at Convenience Store Last 30 Days	9,911	8.3%	103
Spent \$40-50 at Convenience Store Last 30 Days	7,511	6.3%	100
Spent \$51-99 at Convenience Store Last 30 Days	7,018	5.9%	110
Spent \$100+ at Convenience Store Last 30 Days	29,654	24.9%	101
Entertainment (Adults)			
Attended Movie Last 6 Mo	68,059	57.1%	107
Went to Live Theater Last 12 Mo	14,194	11.9%	102
Went to Bar or Night Club Last 12 Mo	23,956	20.1%	104
Dined Out Last 12 Mo	67,673	56.7%	101
Gambled at Casino Last 12 Mo	15,737	13.2%	103
Visited Theme Park Last 12 Mo	25,885	21.7%	115
Viewed Movie (Video-on-Demand) Last 30 Days	10,025	8.4%	102
Viewed TV Show (Video-on-Demand) Last 30 Days	6,527	5.5%	100
Used Internet to Download Movie Last 30 Days	9,262	7.8%	115
Downloaded Individual Song Last 6 Mo	22,242	18.6%	103
Used Internet to Watch Movie Last 30 Days	47,659	40.0%	113
Used Internet to Watch TV Program Last 30 Days	29,658	24.9%	110
Played (Console) Video or Electronic Game Last 12 Mo	17,797	14.9%	117
Played (Portable) Video or Electronic Game Last 12 Mo	9,956	8.3%	115

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	48,113	40.3%	114
Used ATM or Cash Machine Last 12 Mo	73,301	61.5%	101
Own Any Stock	16,275	13.7%	99
Own U.S. Savings Bonds	8,493	7.1%	95
Own Shares in Mutual Fund (Stocks)	12,950	10.9%	90
Own Shares in Mutual Fund (Bonds)	8,171	6.8%	90
Have Interest Checking Account	44,262	37.1%	99
Have Non-Interest Checking Account	41,936	35.2%	97
Have Savings Account	88,910	74.5%	104
Have 401(k) Retirement Savings Plan	31,938	26.8%	111
Own or Used Any Credit or Debit Card Last 12 Mo	110,790	92.9%	101
Avg \$1-110 Monthly Credit Card Expenditures	23,722	19.9%	102
Avg \$111-225 Monthly Credit Card Expenditures	15,033	12.6%	103
Avg \$226-450 Monthly Credit Card Expenditures	9,778	8.2%	97
Avg \$451-700 Monthly Credit Card Expenditures	10,814	9.1%	104
Avg \$701-1000 Monthly Credit Card Expenditures	9,691	8.1%	104
Avg \$1001-2000 Monthly Credit Card Expenditures	14,307	12.0%	104
Avg \$2001+ Monthly Credit Card Expenditures	16,542	13.9%	103
Did Online Banking Last 12 Mo	68,923	57.8%	104
Did Mobile Device Banking Last 12 Mo	64,125	53.8%	110
Grocery (Adults)			
HH Used Bread Last 6 Mo	56,578	94.1%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	46,390	77.2%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	11,647	19.4%	97
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	34,566	57.5%	101
HH Used Fresh Fruit or Vegetables Last 6 Mo	54,610	90.8%	100
HH Used Fresh Milk Last 6 Mo	48,967	81.5%	99
HH Used Organic Food Last 6 Mo	15,722	26.1%	105

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	56,284	47.2%	103
Exercise at Club 2+ Times Per Week	17,610	14.8%	111
Visited Doctor Last 12 Mo	93,627	78.5%	98
Used Vitamins or Dietary Supplements Last 6 Mo	77,788	65.2%	100
Home (Households)			
HH Did Home Improvement Last 12 Mo	20,429	34.0%	100
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	21,172	35.2%	103
HH Purchased Low Ticket HH Furnishing Last 12 Mo	12,948	21.5%	103
HH Purchased Big Ticket HH Furnishing Last 12 Mo	15,781	26.3%	110
HH Bought Small Kitchen Appliance Last 12 Mo	14,549	24.2%	106
HH Purchased Large Appliance/12 Mo	11,053	18.4%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	62,778	52.6%	104
Personally Carry Any Medical or Hospital or Accident Insurance	99,774	83.7%	99
Homeowner Carries Insurance on Home/Personal Property	70,120	58.8%	100
Renter Carries Insurance on Home/Personal Property	18,482	15.5%	116
HH Has 1 Vehicle Covered with Auto Insurance	19,549	32.5%	101
HH Has 2 Vehicles Covered with Auto Insurance	19,646	32.7%	106
HH Has 3+ Vehicles Covered with Auto Insurance	15,181	25.3%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	30,382	50.5%	98
HH Owns 1+ Cats	12,368	20.6%	86
HH Owns 1+ Dogs	22,825	38.0%	99
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	19,819	16.6%	104
Buying American Is Important: 4-Agr Cmpl	28,628	24.0%	88
Buy Based on Quality Not Price: 4-Agr Cmpl	17,199	14.4%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	14,858	12.5%	101
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	10,982	9.2%	92
Will Pay More for Environ Safe Products: 4-Agr Cmpl	12,708	10.7%	98
Buy Based on Price Not Brands: 4-Agr Cmpl	32,728	27.4%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	5,346	4.5%	114
Reading (Adults)			
Bought Digital Book Last 12 Mo	22,609	19.0%	107
Bought Hardcover Book Last 12 Mo	31,050	26.0%	101
Bought Paperback Book Last 12 Mo	41,777	35.0%	104
Read Daily Newspaper (Paper Version)	5,062	4.2%	61
Read Digital Newspaper Last 30 Days	68,558	57.5%	105
Read Magazine (Paper or Electronic Version) Last 6 Mo	105,242	88.3%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	90,502	75.9%	104
Went to Family Restrnrt/SteakHse 4+ Times Last 30 Days	31,432	26.4%	108
Went to Fast Food or Drive-In Restaurant Last 6 Mo	110,773	92.9%	102
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	51,652	43.3%	109
Ordered Eat-In Fast Food Last 6 Mo	41,623	34.9%	105
Ordered Home Delivery Fast Food Last 6 Mo	16,617	13.9%	113
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	61,891	51.9%	106
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	27,896	23.4%	102
Television & Electronics (Adults/Households)			
Own Tablet	69,250	58.1%	103
Own E-Reader	20,423	17.1%	105
Own E-Reader or Tablet: Apple iPad	47,242	39.6%	109
HH Owns Internet Connectable TV	26,280	43.7%	105
Own Portable MP3 Player	8,435	7.1%	92
HH Owns 1 TV	11,032	18.4%	93
HH Owns 2 TVs	16,624	27.6%	100
HH Owns 3 TVs	13,257	22.1%	100
HH Owns 4+ TVs	14,465	24.1%	110
HH Subscribes to Cable TV	15,173	25.2%	89
HH Subscribes to Fiber Optic TV	2,108	3.5%	108
HH Owns Portable GPS Device	8,929	14.8%	89
HH Purchased Video Game System Last 12 Mo	4,598	7.7%	108
HH Owns Internet Video Device for TV	33,518	55.8%	106

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	77,514	65.0%	105
Took 3+ Domestic Non-Business Trips Last 12 Mo	22,047	18.5%	101
Spent \$1-999 on Domestic Vacations Last 12 Mo	13,434	11.3%	102
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	8,825	7.4%	107
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	5,637	4.7%	99
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	7,212	6.0%	108
Spent \$3K+ on Domestic Vacations Last 12 Mo	14,769	12.4%	104
Used Internet Travel Site for Domestic Trip Last 12 Mo	8,216	6.9%	107
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	40,738	34.2%	112
Took 3+ Foreign Trips by Plane Last 3 Yrs	7,013	5.9%	106
Spent \$1-999 on Foreign Vacations Last 12 Mo	5,339	4.5%	106
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	6,077	5.1%	118
Spent \$3K+ on Foreign Vacations Last 12 Mo	12,457	10.4%	108
Used General Travel Site: Foreign Trip Last 3 Yrs	7,042	5.9%	110
Spent Night at Hotel or Motel Last 12 Mo	68,541	57.5%	105
Took Cruise of More Than One Day Last 3 Yrs	12,209	10.2%	116
Member of Frequent Flyer Program	36,016	30.2%	110
Member of Hotel Rewards Program	37,813	31.7%	108

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.

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