

DEMOGRAPHIC ANALYSIS



THE MARKETPLACE AT OLD TOWN HELOTES

Aug 1-2, 2015 ★ Helotes, TX

DLB Industries, LLC 2015

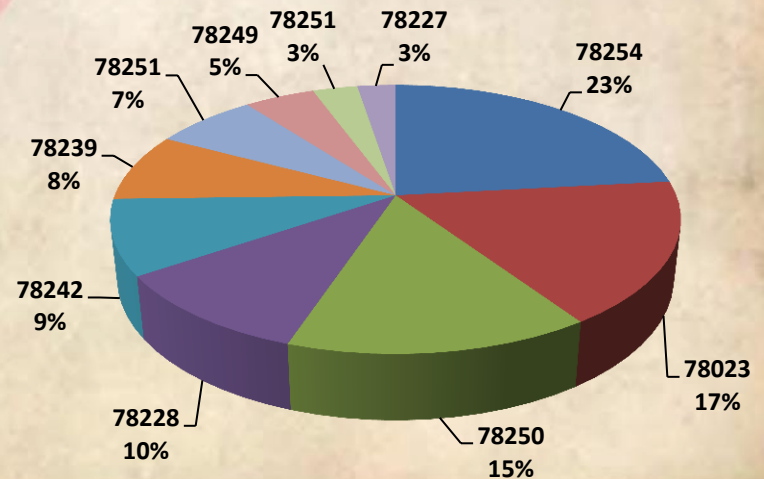
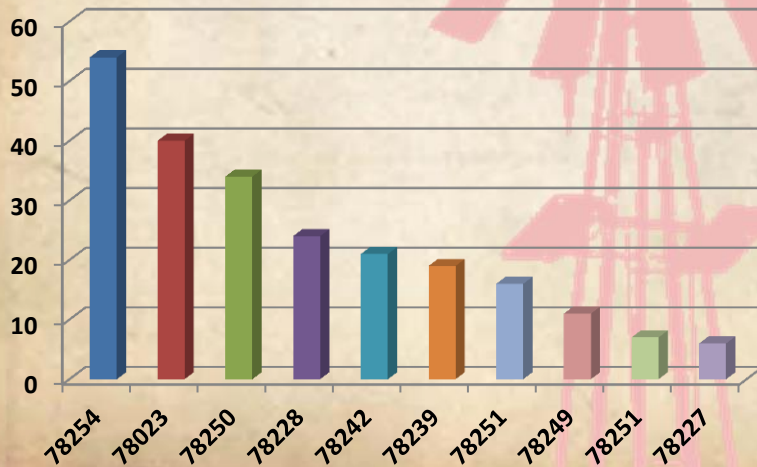
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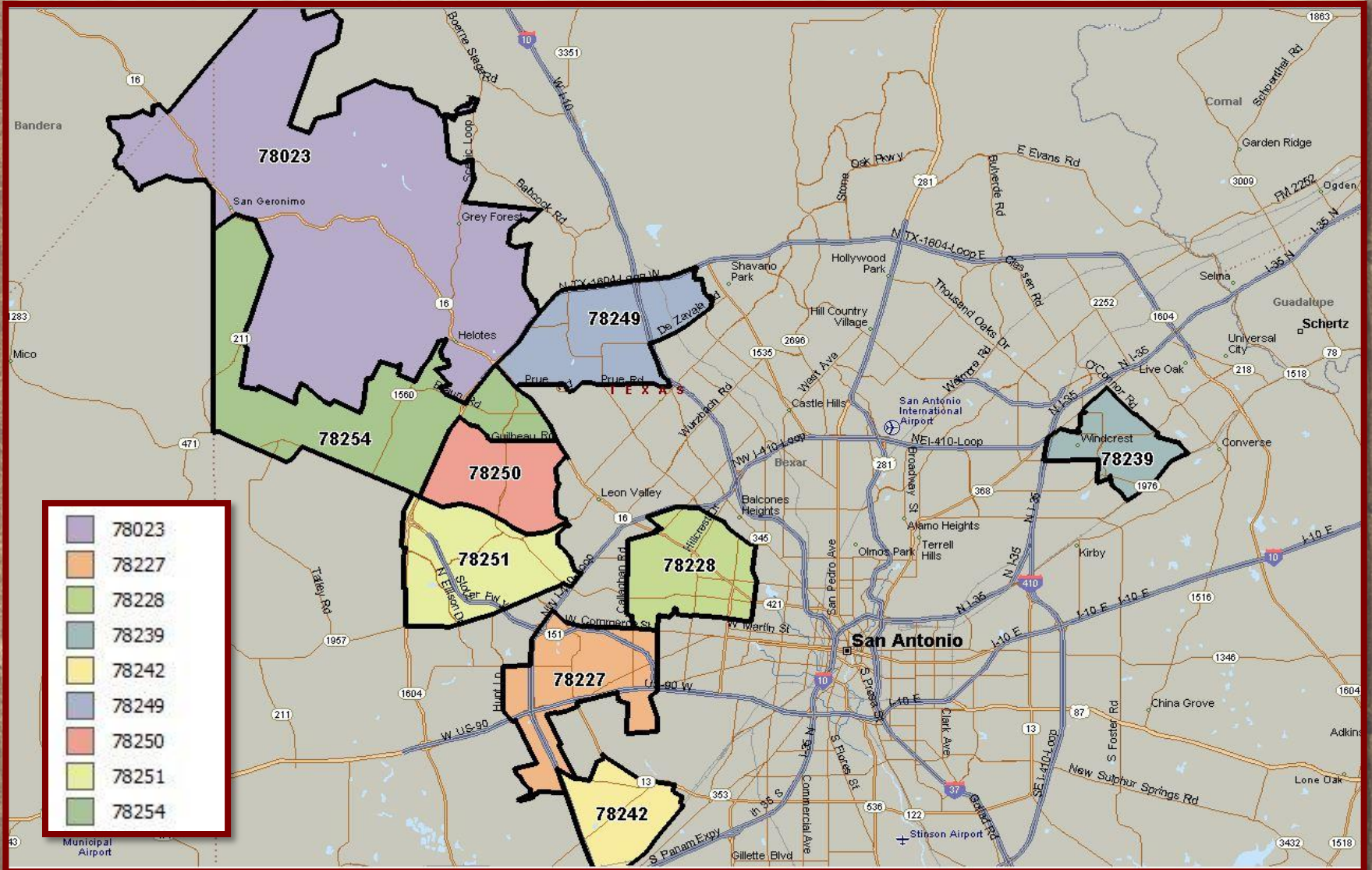


Top Ten Zip Codes

Zip Code	Count	Percentage
78254	54	23.28%
78023	40	17.24%
78250	34	14.66%
78228	24	10.34%
78242	21	9.05%
78239	19	8.19%
78251	16	6.90%
78249	11	4.74%
78251	7	3.02%
78227	6	2.59%
Total	232	100.00%



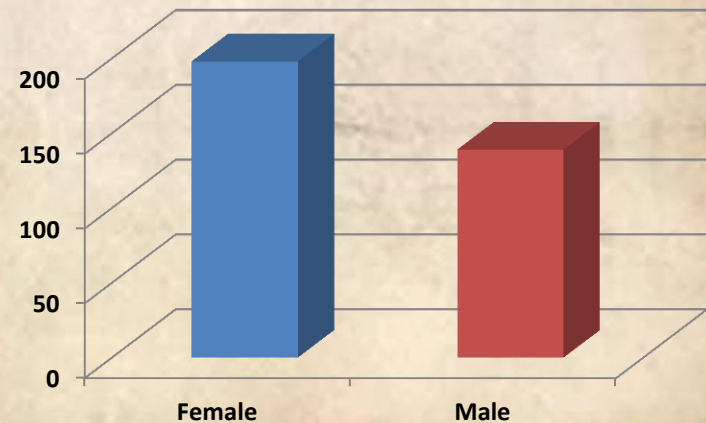
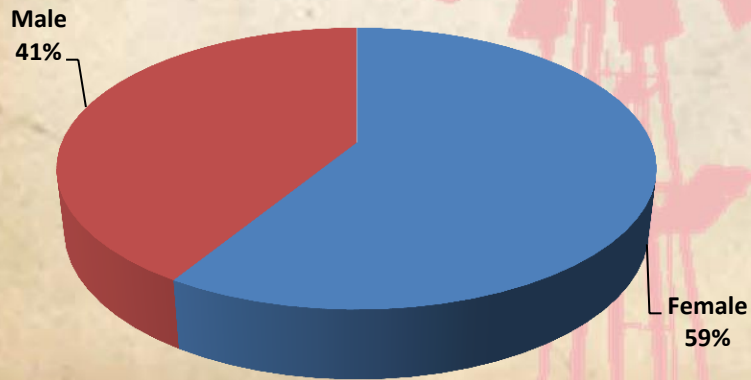
Map Of The Top Ten Zip Codes



Gender Distribution

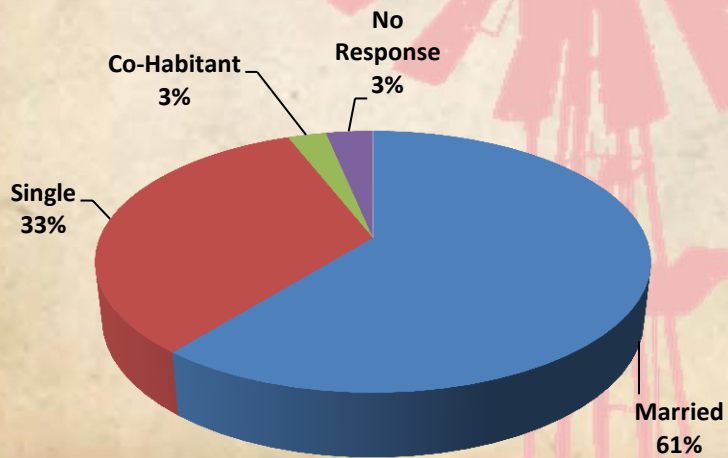
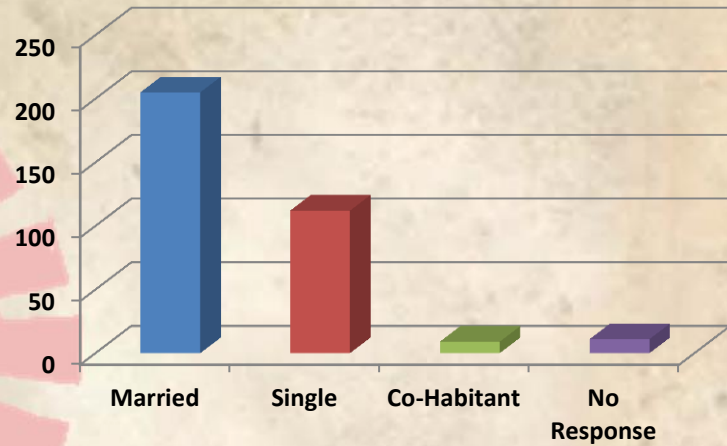
Gender	Count	Percentage
Female	198	58.75%
Male	139	41.25%
Total	337	100.00%

Female persons represent 51.1% of Helotes. (US Census 2010)



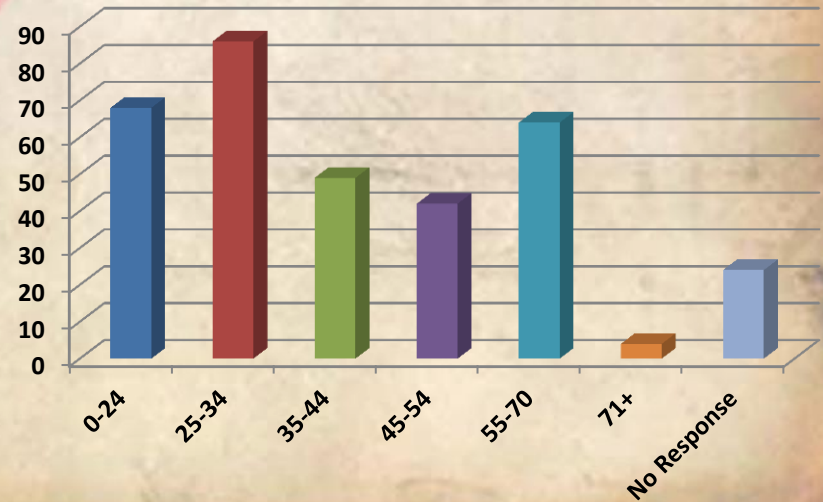
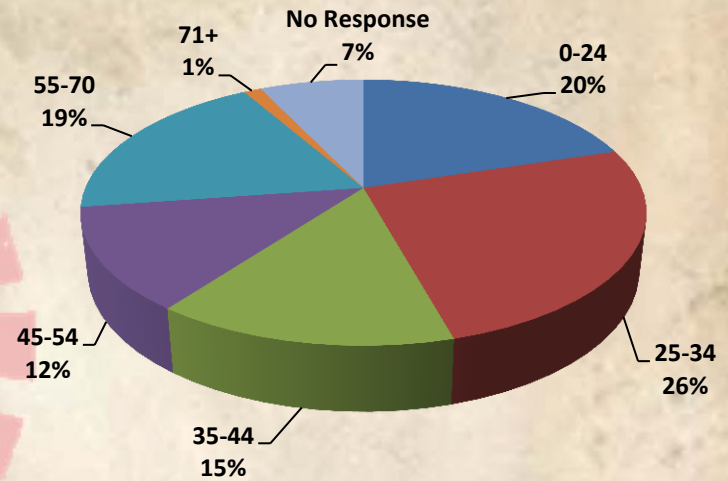
Marital Status

Marital Status	Count	Percentage
Married	205	60.83%
Single	112	33.23%
Co-Habitant	9	2.67%
No Response	11	3.26%
Total	337	100.00%



Age Distribution

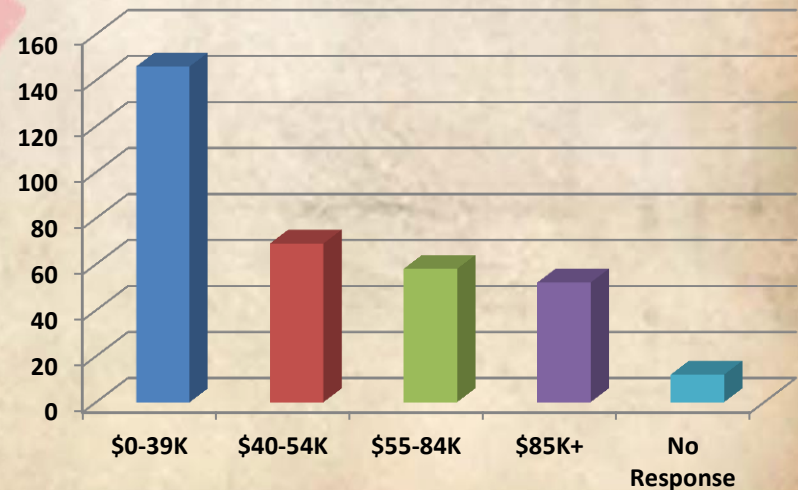
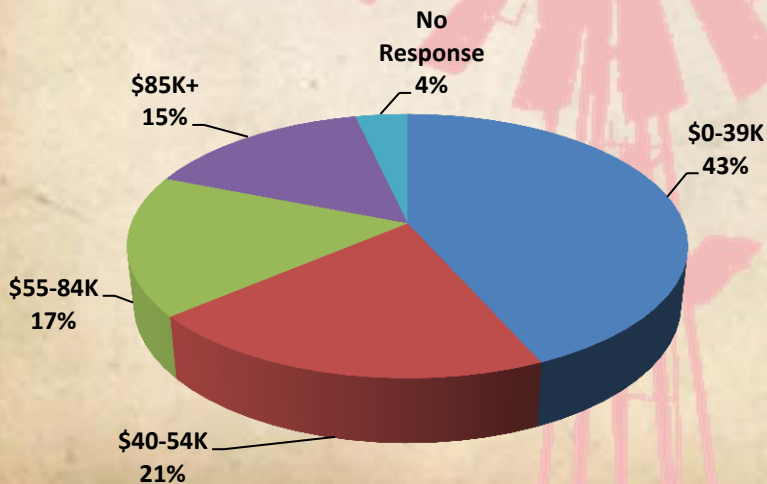
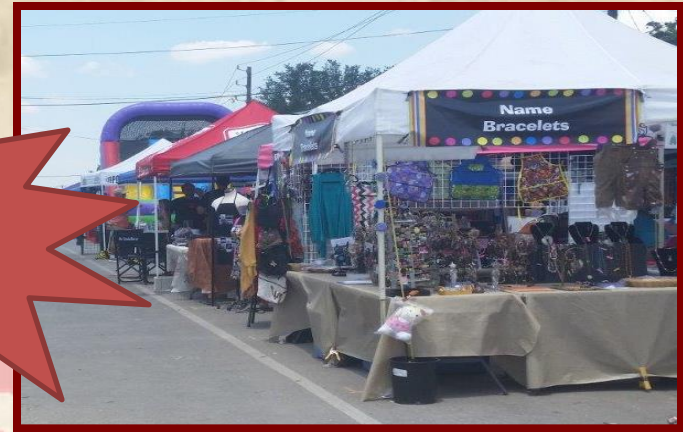
Age	Count	Percentage
0-24	68	20.18%
25-34	86	25.52%
35-44	49	14.54%
45-54	42	12.46%
55-70	64	18.99%
71+	4	1.19%
No Response	24	7.12%
Total	337	100.00%



Income Distribution

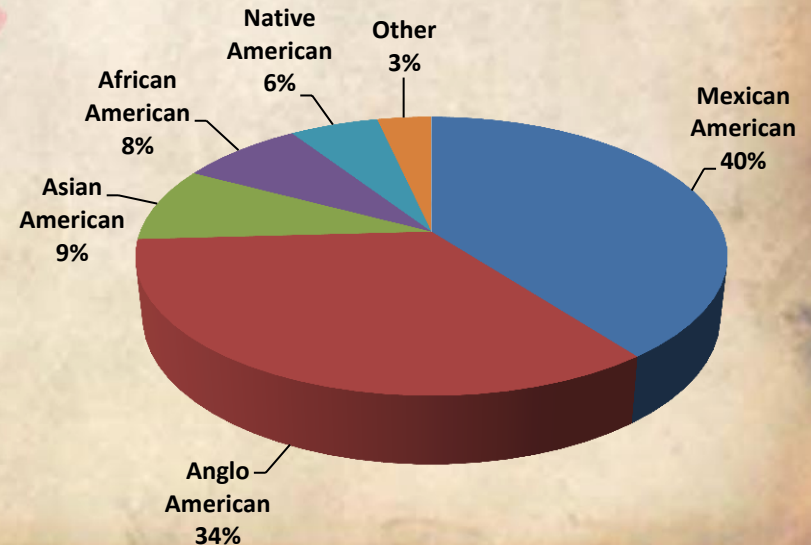
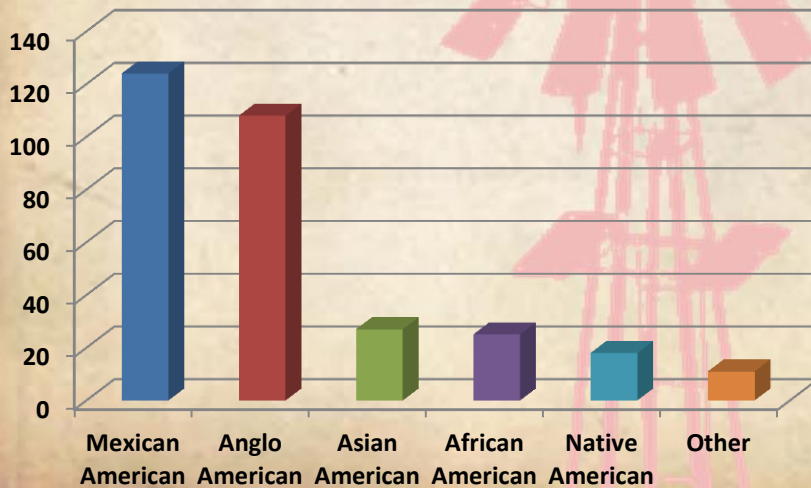
Income	Count	Percentage
\$0-39K	146	43.32%
\$40-54K	69	20.47%
\$55-84K	58	17.21%
\$85K+	52	15.43%
No Response	12	3.56%
Total	337	100.00%

Median household income is \$109,313 in Helotes. (US Census 2010)



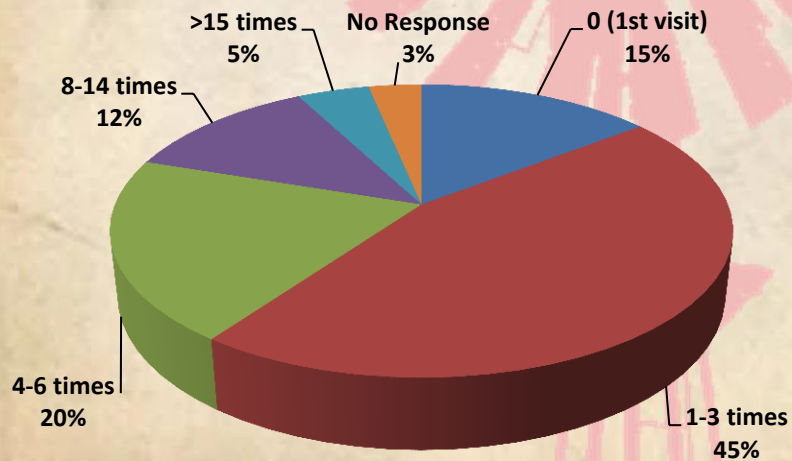
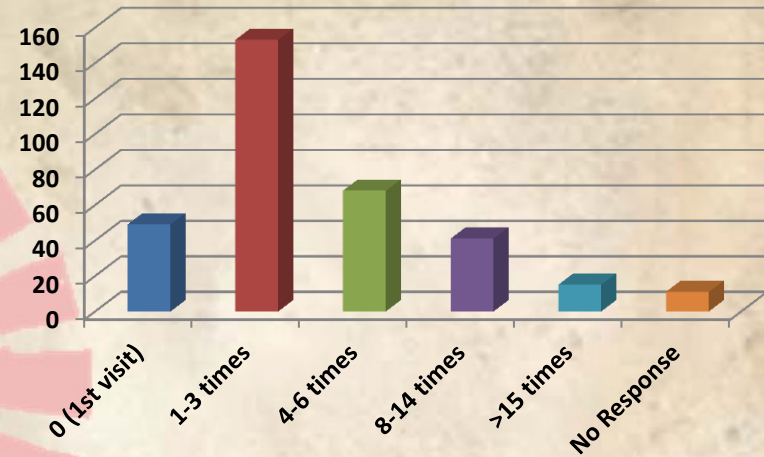
Ethnicity Distribution

Ethnicity	Count	Percentage
Mexican American	124	36.80%
Anglo American	108	32.05%
Asian American	27	8.01%
African American	25	7.42%
Native American	18	5.34%
Other	11	3.26%
No Response	24	7.12%
Total	337	100.00%



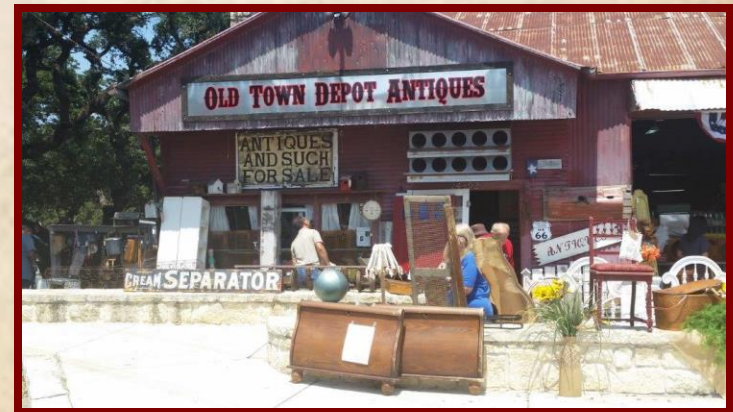
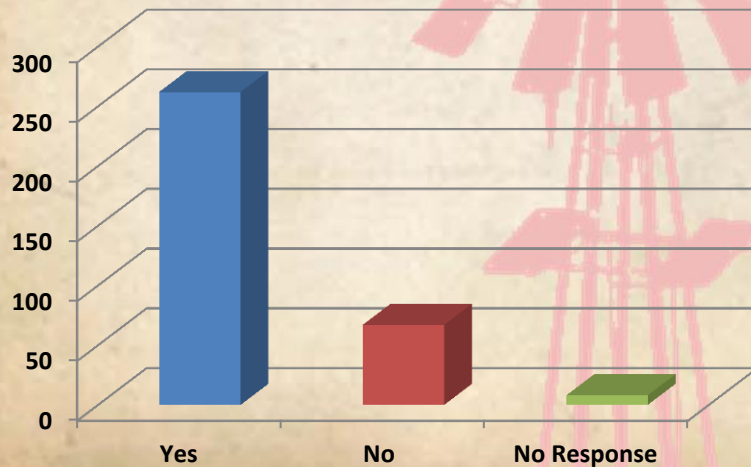
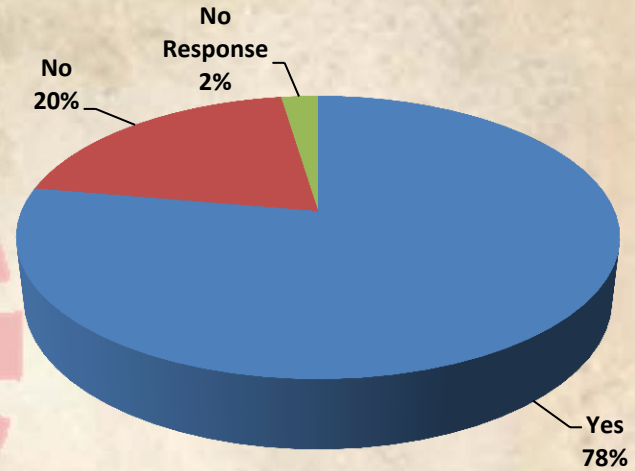
How Often Have You Visited MarketPlace In The Past Year?

Times Visited	Count	Percentage
0 (1st visit)	49	14.54%
1-3 times	153	45.40%
4-6 times	68	20.18%
8-14 times	41	12.17%
>15 times	15	4.45%
No Response	11	3.26%
Total	337	100.00%



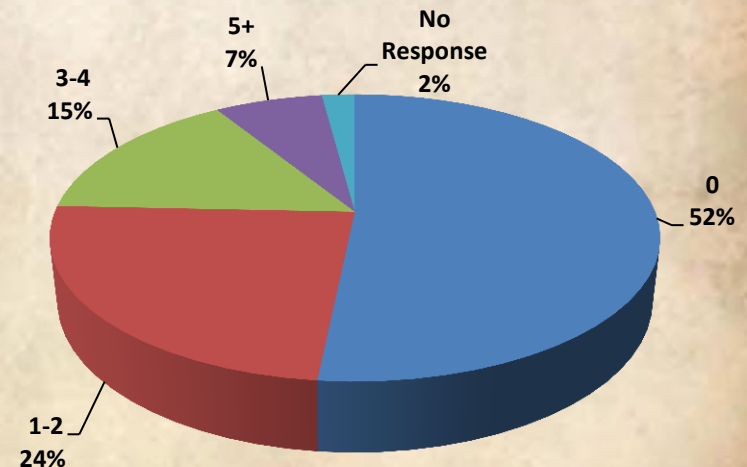
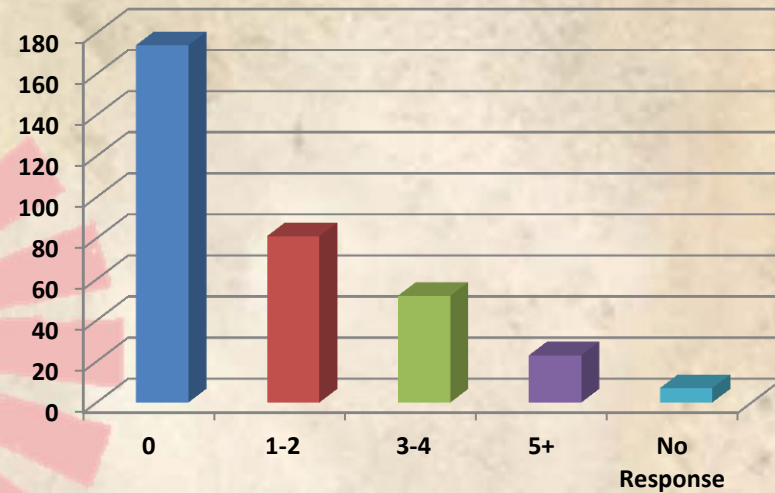
Are You Registered To Vote?

Are You Registered To Vote?	Count	Percentage
Yes	262	77.74%
No	67	19.88%
No Response	8	2.37%
Total	337	100.00%



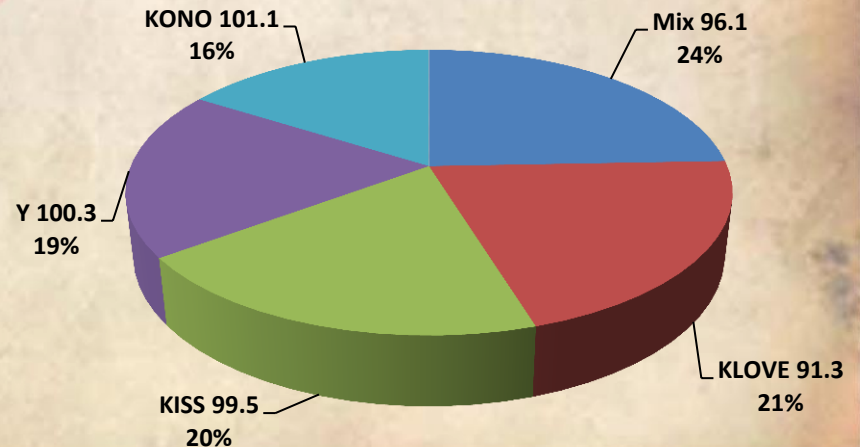
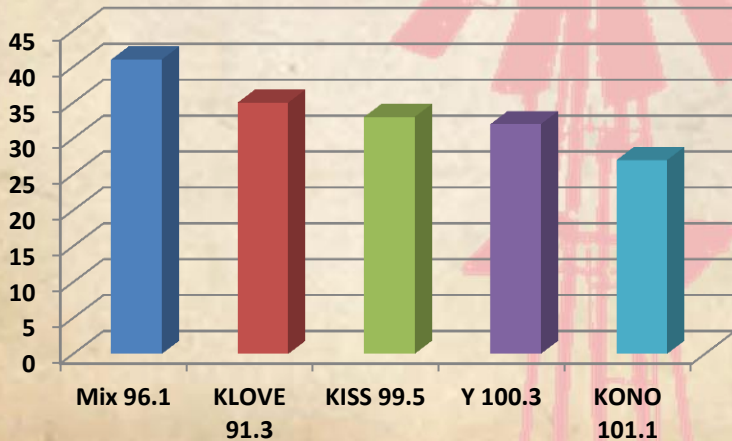
How Many Children 0-17 Years Old Did You Bring?

Number Of Children	Count	Percentage
0	174	51.63%
1-2	81	24.04%
3-4	52	15.43%
5+	23	6.82%
No Response	7	2.08%
Total	337	100.00%



Top Five Favorite Radio Stations

Top 5 Favorite Radio Stations	Genre	Count	Percentage
Mix 96.1	Pop	41	24.40%
KLOVE 91.3	Christian	35	20.83%
KISS 99.5	Rock	33	19.64%
Y 100.3	Country	32	19.05%
KONO 101.1	Classic Rock	27	16.07%
Total		168	100.00%



Survey Format



VISITORS SURVEY

Name _____

Address _____

City _____ Zip _____

Married ___ Co-Hab ___ Single ___ Year of Birth _____

Email address _____

For event use only.

Please check annual household income:

\$0-39k ___ \$40-54k ___ \$55-84k ___ \$85k+ _____

Ph (H) _____ (c) _____

Ethnic Background (optional) ___ African American

___ Asian American ___ Mexican American

___ Native American ___ Anglo American ___ other

How often have you visited Market Place in the past year? _____

Are you registered to vote? Yes ___ No ___

What is your favorite radio station? _____

How many children 0-17 yrs old did you bring? _____

Thanks You! See reverse for details of participation.

DLB Industries LLC

DEMOGRAPHICS CONSUMER ANALYSIS FOCUS GROUPS TELE-SURVEYS POLLING
PROMOTIONS GET OUT THE VOTE TELEMARKETING

Partial Client List

The State of Texas University of Texas Systems Institute of Texan Cultures Texas Folklife Festival



San Antonio Rodeo

Wurstfest

Houston Boat Show

Central Texas State Fair

Houston Home Show



Katy, Texas City of Pflugerville San Antonio Parks City of Schertz Galveston Historic District City of Austin
Bell County Comal County Brazos County City of Pasadena Waller County Ft. Bend County Sugarland Buda
San Antonio River Walk NSAA Brazoria County City of Kyle Taylor County Travis County Harris County

WE ARE THE DIRECTORS OF FIRST IMPRESSIONS.

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