

THE MARKETPLACE

← AT →

OLD TOWN HELOTES



DEMOGRAPHIC ANALYSIS

June 6, 2015

Helotes, TX

DLB Industries, LLC 2015

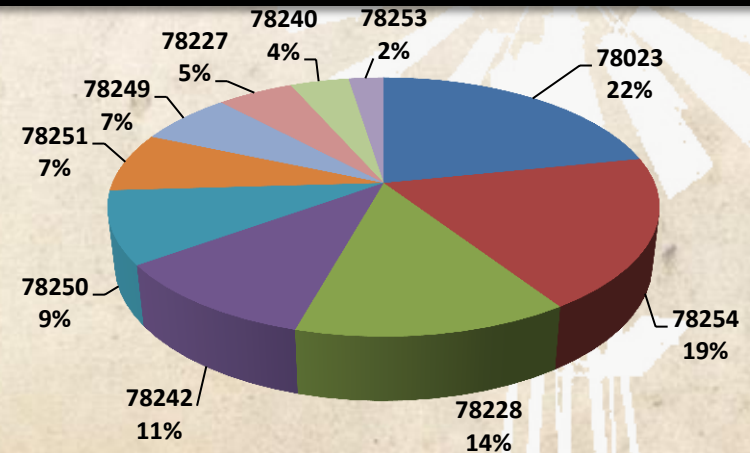
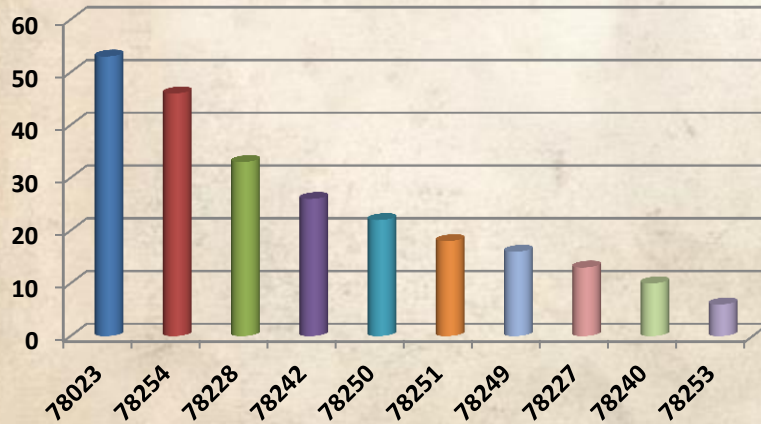
Table Of Contents

1. Cover Page
2. Table Of Contents
3. Top Ten Zip Codes
4. Map Of The Top Ten Zip Codes
5. Gender Distribution
6. Marital Status
7. Age Distribution
8. Income Distribution
9. Ethnicity Distribution
10. How Often Have You Visited Marketplace In The Past Year?
11. Are You Registered To Vote?
12. How Many Children 0-17 Years Old Did You Bring?
13. Top Five Favorite Radio Stations
14. Survey Format



Top Ten Zip Codes

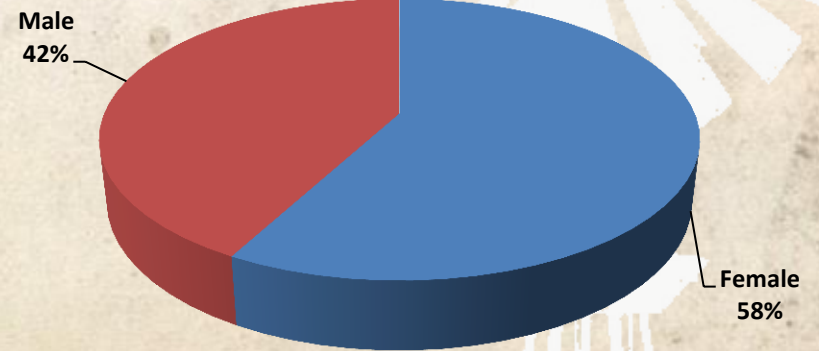
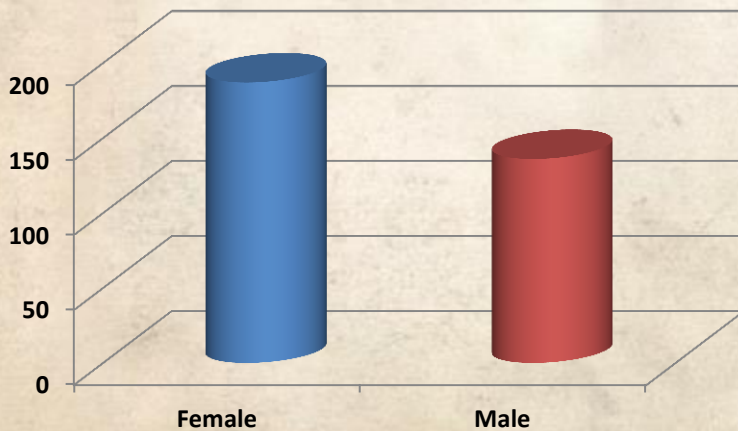
| Zip Code | Count | Percentage |
|--------------|------------|----------------|
| 78023 | 53 | 21.81% |
| 78254 | 46 | 18.93% |
| 78228 | 33 | 13.58% |
| 78242 | 26 | 10.70% |
| 78250 | 22 | 9.05% |
| 78251 | 18 | 7.41% |
| 78249 | 16 | 6.58% |
| 78227 | 13 | 5.35% |
| 78240 | 10 | 4.12% |
| 78253 | 6 | 2.47% |
| Total | 243 | 100.00% |



Gender Distribution

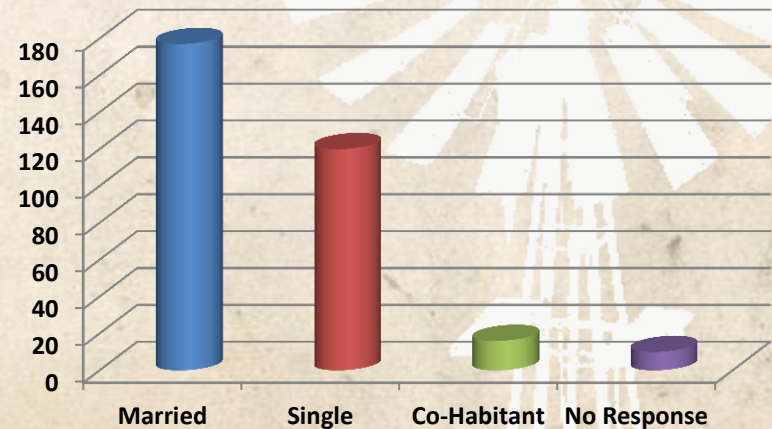
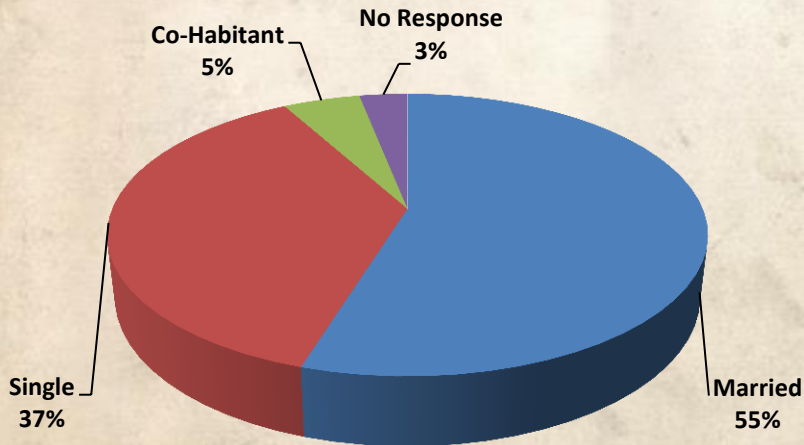
| Gender | Count | Percentage |
|--------------|------------|----------------|
| Female | 187 | 57.89% |
| Male | 136 | 42.11% |
| Total | 323 | 100.00% |

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



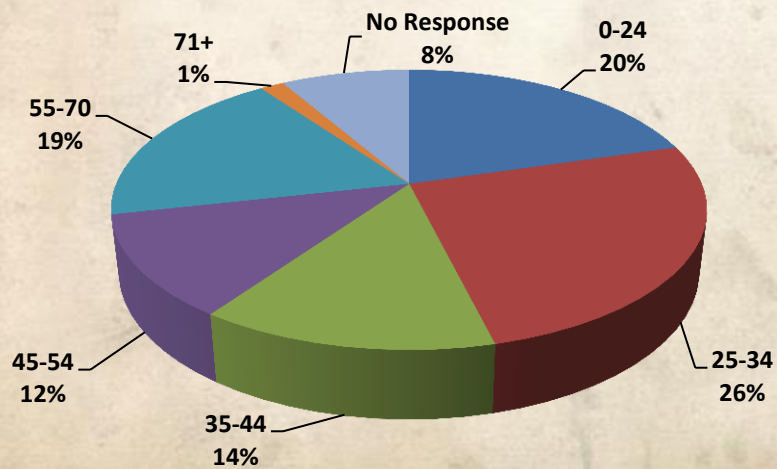
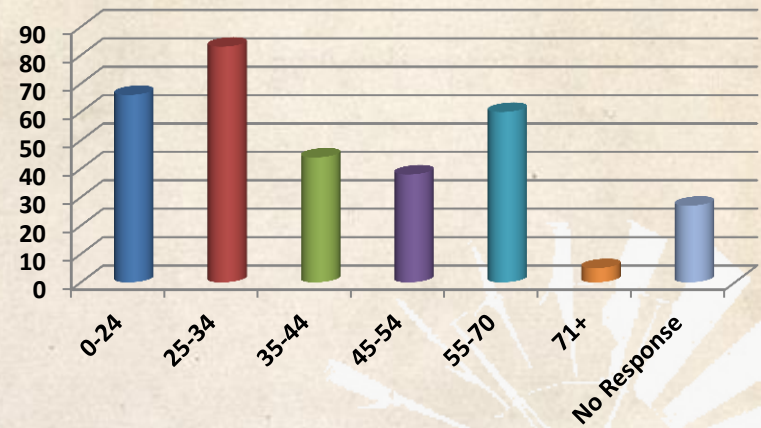
Marital Status

| Marital Status | Count | Percentage |
|----------------|------------|----------------|
| Married | 177 | 54.80% |
| Single | 120 | 37.15% |
| Co-Habitant | 16 | 4.95% |
| No Response | 10 | 3.10% |
| Total | 323 | 100.00% |



Age Distribution

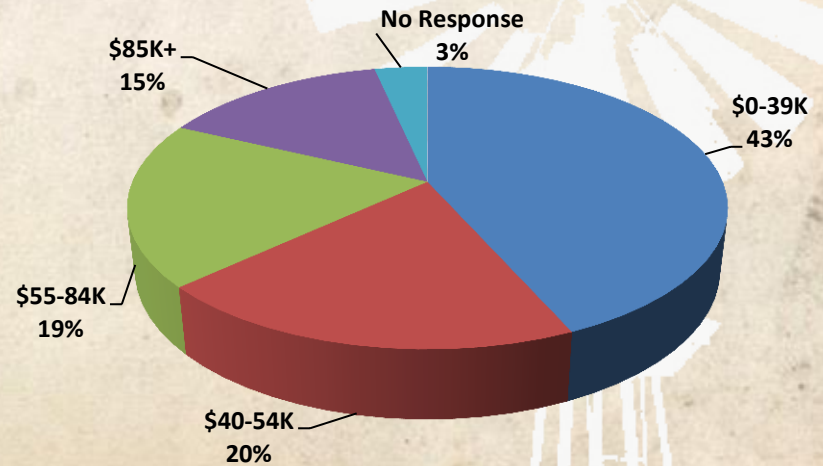
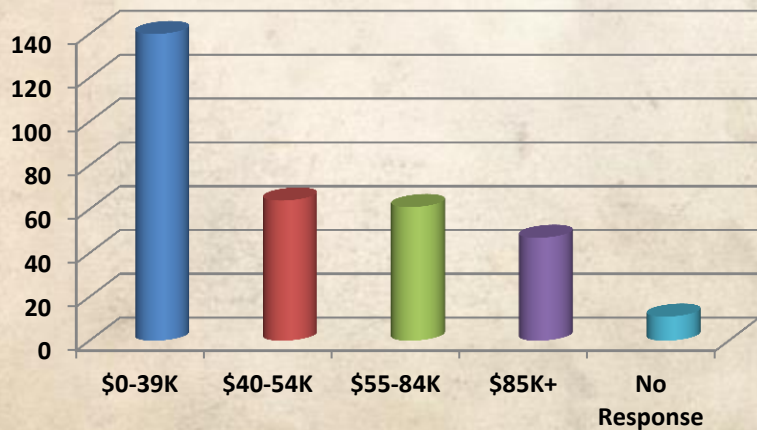
| Age | Count | Percentage |
|--------------|------------|----------------|
| 0-24 | 66 | 20.43% |
| 25-34 | 83 | 25.70% |
| 35-44 | 44 | 13.62% |
| 45-54 | 38 | 11.76% |
| 55-70 | 60 | 18.58% |
| 71+ | 5 | 1.55% |
| No Response | 27 | 8.36% |
| Total | 323 | 100.00% |



Income Distribution

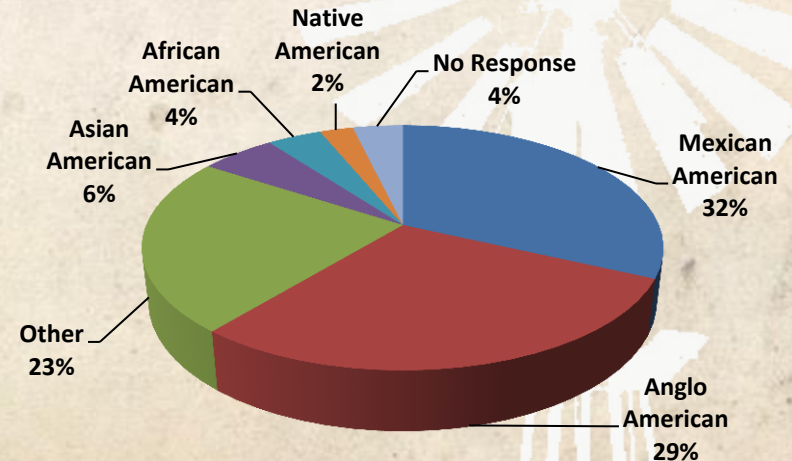
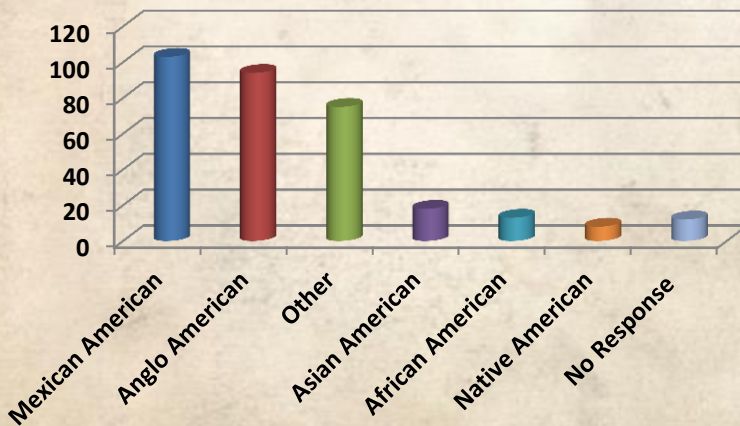
| Income | Count | Percentage |
|--------------|------------|----------------|
| \$0-39K | 140 | 43.34% |
| \$40-54K | 64 | 19.81% |
| \$55-84K | 61 | 18.89% |
| \$85K+ | 47 | 14.55% |
| No Response | 11 | 3.41% |
| Total | 323 | 100.00% |

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



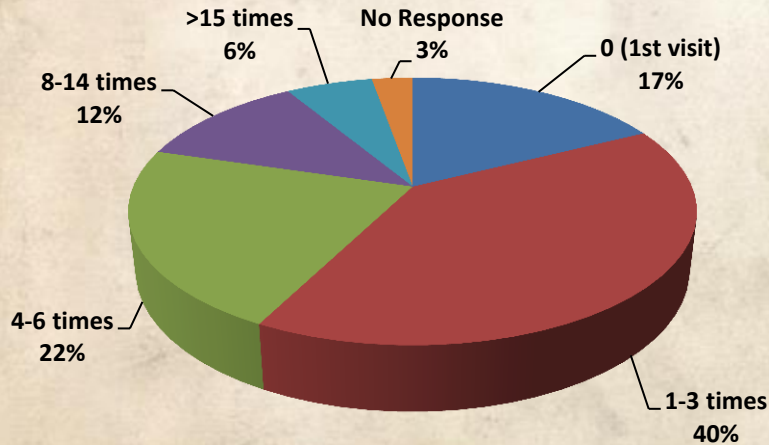
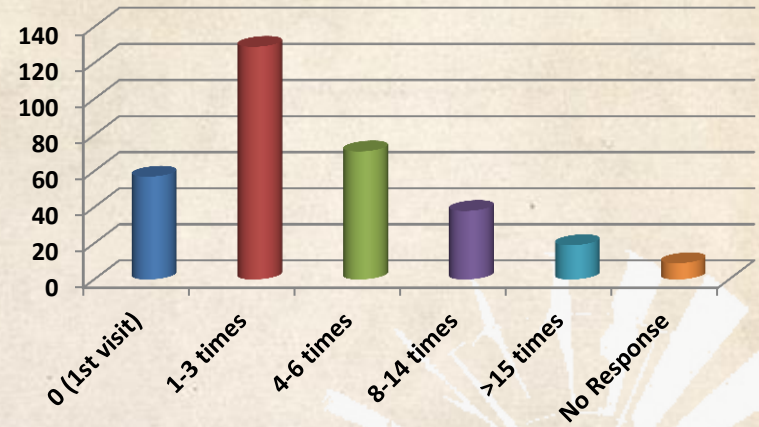
Ethnicity Distribution

| Ethnicity | Count | Percentage |
|------------------|------------|----------------|
| Mexican American | 103 | 31.89% |
| Anglo American | 94 | 29.10% |
| Other | 75 | 23.22% |
| Asian American | 18 | 5.57% |
| African American | 13 | 4.02% |
| Native American | 8 | 2.48% |
| No Response | 12 | 3.72% |
| Total | 323 | 100.00% |



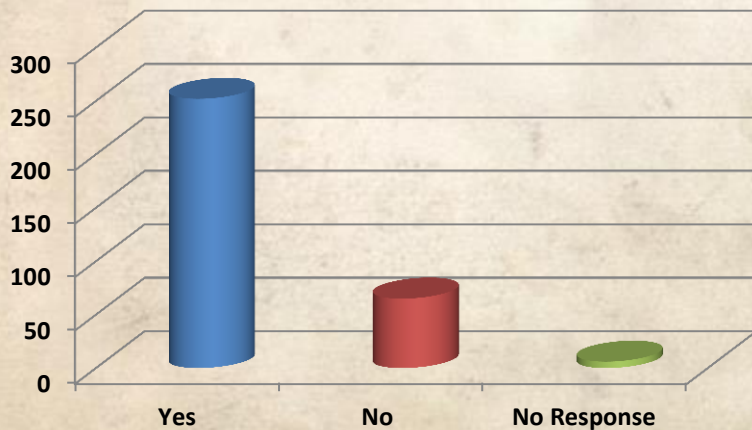
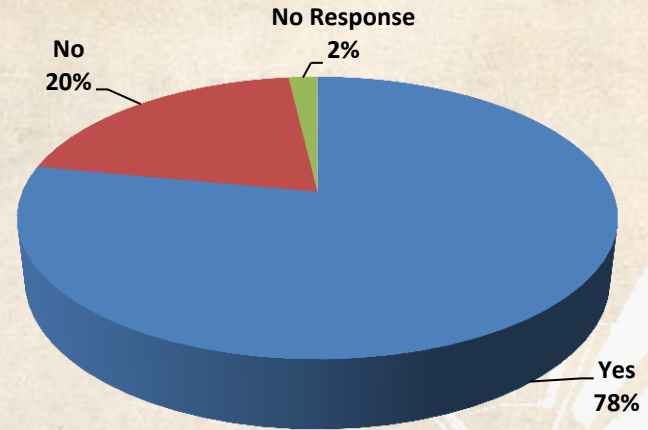
How Often Have You Visited Marketplace In The Past Year?

| Times Visited | Count | Percentage |
|---------------------------|------------|----------------|
| 0 (1 st visit) | 57 | 17.65% |
| 1-3 | 129 | 39.94% |
| 4-6 | 71 | 21.98% |
| 8-14 | 38 | 11.76% |
| >15 | 19 | 5.88% |
| No Response | 9 | 2.79% |
| Total | 323 | 100.00% |



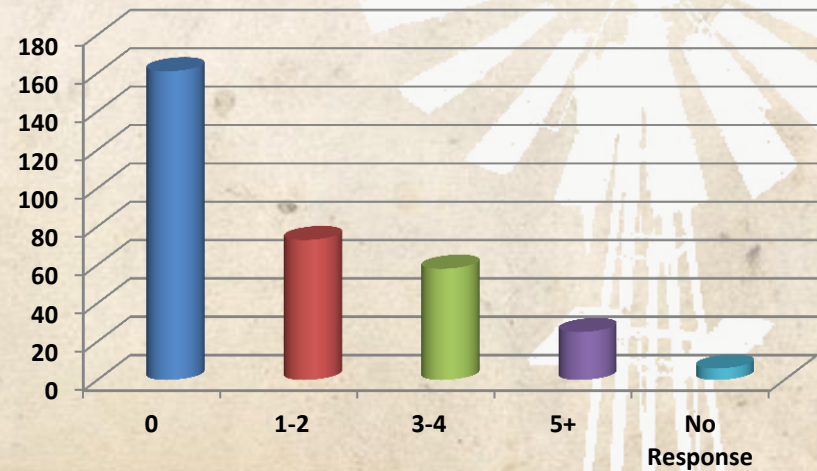
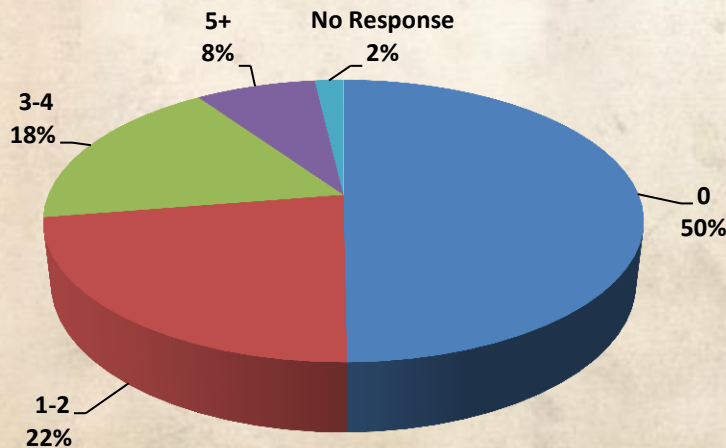
Are You Registered To Vote?

| Are You Registered To Vote? | Count | Percentage |
|-----------------------------|------------|----------------|
| Yes | 252 | 78.02% |
| No | 65 | 20.12% |
| No Response | 6 | 1.86% |
| Total | 323 | 100.00% |



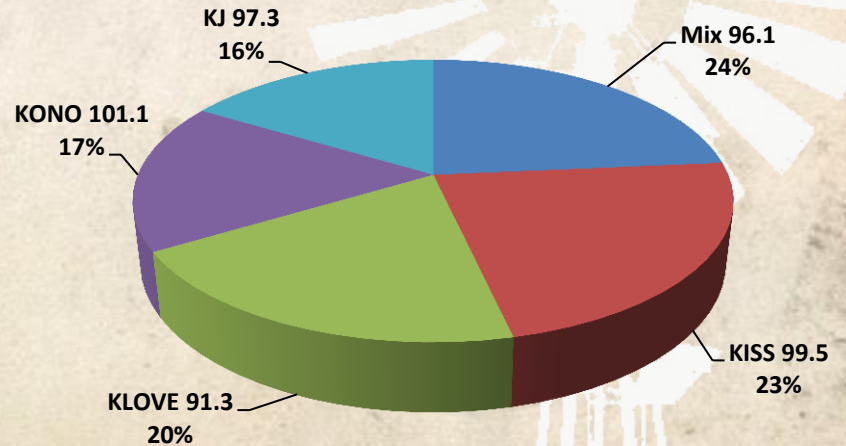
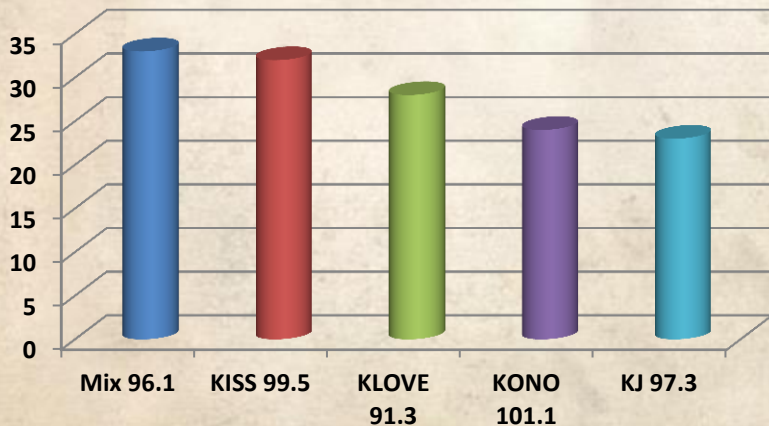
How Many Children 0-17 Years Old Did You Bring?

| Number Of Children Brought | Count | Percentage |
|----------------------------|------------|----------------|
| 0 | 161 | 49.85% |
| 1-2 | 73 | 22.60% |
| 3-4 | 58 | 17.96% |
| 5+ | 25 | 7.74% |
| No Response | 6 | 1.86% |
| Total | 323 | 100.00% |




Top Five Favorite Radio Stations

| Top 5 Favorite Radio Stations | Genre | Count | Percentage |
|-------------------------------|--------------|------------|----------------|
| Mix 96.1 | Pop | 33 | 23.57% |
| KISS 99.5 | Rock | 32 | 22.86% |
| KLOVE 91.3 | Christian | 28 | 20.00% |
| KONO 101.1 | Classic Rock | 24 | 17.14% |
| KJ 97.3 | Country | 23 | 16.43% |
| Total | | 140 | 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.

DLB Industries LLC 1111 West 24th Austin Texas 78705 512-637-4229 www.dlbindustriesllc.com