

PAW TRENDS

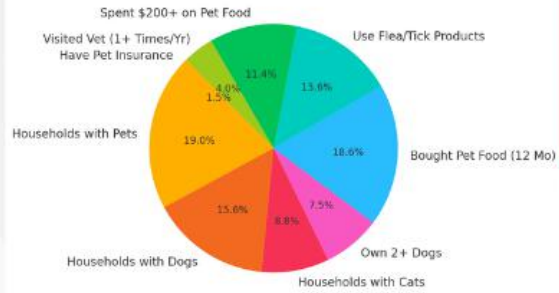
As of 2024, 57.4% of households in Hondo own a pet, with dogs [47.1%] being more common than cats [26.5%]. Many households [22.8%] own two or more dogs, showing strong pet engagement.

Over half [56.1%] purchased pet food in the past year, mainly from Walmart [24.4%], Amazon [9.9%], and PetSmart [8.4%]. 34.4% of households spend over \$200 annually on pet food.

Health-related care is notable too—41.2% use flea/tick products, and 12.2% visit the vet at least once a year. Pet insurance is still low at 4.5%.

Hondo shows a solid market for pet products and services.

Pet Ownership and Spending in Hondo, TX (2024)

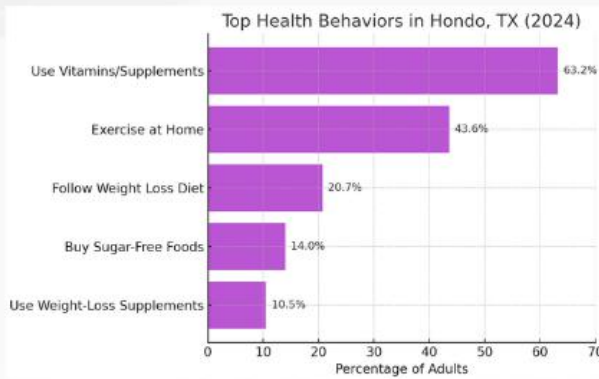


VITAL TRENDS

In Hondo, TX, health and wellness are important to residents, with 63.2% using vitamins or supplements and 43.6% exercising at home regularly. Gym and facility workouts are less common, with fewer than 10% participating weekly.

Diet-conscious behavior is strong—over 20% follow a weight loss diet, and many buy sugar-free [14%], low-fat [9.6%], or low-carb [9.6%] foods. Vegetarian and vegan lifestyles remain rare.

6% use doctor-supervised diets, and 10.5% use weight-loss supplements. Caregiving is also notable, with 6.5% providing care and 4.6% offering transportation.



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DEBT SURGE

This chart illustrates the trend of U.S. public debt as a percentage of GDP from 1930 to 2024. It shows major spikes in debt during significant historical events: the Great Depression, World War II (peaking at 106%), the Great Recession, and the COVID-19 pandemic (reaching 98%). The title suggests that America's public debt is again approaching the size of its economy, similar to the post-WWII era. The data highlights how economic crises have historically led to sharp increases in public debt.

America's Public Debt Is Catching Up With Its Economy... Just Like After World War II

Debt Held By The Public* As A Percent Of GDP, US [%], FY 1930-2024



Source: Congressional Budget Office | *Total national debt = Debt held by the public + Intragovernmental debt

BOOMER BOOM

In 2024, Baby Boomers made up the largest share of U.S. home buyers at 42%, nearly half of all buyers. Millennials followed at 29%, then Gen Xers at 24%. Gen Zers and the Silent Generation accounted for just 3% and 4%, respectively. Boomers lead home buying in 2024 thanks to greater wealth, home equity, and less reliance on mortgages, making them less affected by high interest rates.

Boomers Made Up Almost Half Of US Home Buyers in 2024

Share of Home Buyers [By generation, %]



Source: 2025 NAR Home Buyers and Sellers Generational Trends | Doesn't add to 100% due to rounding.



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THE BUILDING TEXAS SHOW

In this episode of The Building Texas Show, Airport Director Ryan Elder shares how Hondo's South Texas Regional Airport is becoming a hub for aerospace innovation. With over 2,400 acres, multiple runways, rail access, and highway connectivity, the airport is uniquely positioned for growth in aerospace R&D, logistics, MRO, and even future spaceport development. Backed by the Hondo Economic Development Corporation, this strategic infrastructure is paving the way for long-term opportunity in South Texas. Check out their Youtube channel "The Texas Building Show"



STX REGIONAL AIRPORT

South Texas Regional Airport in Hondo is a general aviation hub and former military facility offering four runways and easy access from U.S. 90 and FM 462. It serves local businesses, the FAA, and TxDOT, with staff trained to deliver safe, professional service. Amenities include 24-hour terminal access, full and self-serve fuel, showers, a conference room, pilot lounge, free Wi-Fi, and a courtesy vehicle—making it a well-equipped and underutilized asset for aviation in South Texas.



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WATCH THE BUILDING TEXAS SHOW HERE

FEATURED PROPERTY

TRIPLE NET LEASE AVAILABLE -CALL FOR DETAILS ON RENT - SEE THE POTENTIAL THIS HISTORIC BUILDING IN DOWNTOWN HONDO HAS TO OFFER!! FEATURING 2,320 SF OF RETAIL SPACE, PARKING ON AVE M, COVERED PARKING IN THE REAR, UPGRADED CEILINGS, UPGRADED TRIM, UPGRADED BATHROOMS, & CONCRETE COUNTER IN MAIN PUBLIC AREA. THE LOCATION OFFERS MAIN PUBLIC SERVICE AREA IN FRONT, 4 OFFICE SPACES, LARGE COMMON AREA/CONFERENCE ROOM, & KITCHEN/UTILITY AREA. BRING YOUR BUSINESS TO DOWNTOWN HONDO!

**FOR MORE INFO ON THIS PROPERTY CONTACT
HOMESTEAD AND RANCH REAL ESTATE
[512] 466 - 1460**



YOUR IMPACT ON HONDO

We want to hear from YOU, Hondo! This quick and easy survey is your chance to share how and where you spend your money—from shopping and dining to services and entertainment. Your input will help shape the future of Hondo's economy by attracting the businesses and opportunities you want to see. Let's grow together—take the survey and make your voice count!



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TAKE SURVEY

JOB CENTER

THE HONDO EDC HAS LAUNCHED A NEW JOB CENTER ON THEIR WEBSITE, GIVING BUSINESSES THE OPPORTUNITY TO POST AVAILABLE POSITIONS FOR FREE. THIS WILL ALSO SERVE AS A GREAT RESOURCE FOR PEOPLE IN THE HONDO AREA LOOKING FOR JOB OPPORTUNITIES. IF YOU HAVE A POSITION YOU'D LIKE TO POST, CONTACT BRE COORDINATOR, KAITLYNN JENSEN, AT KJENSEN@HONDO-TX.ORG.



POWER HOUR

The Hondo EDC and Hondo Area Chamber of Commerce are excited to kick off a brand-new series of Lunch & Learn workshops designed to empower local businesses and connect them with fresh resources and ideas. The first session is happening on June 14th from 12 PM to 1 PM at the STX Regional Training Center—lunch is included, and it's just \$5 to attend! Special guest Justin McKenzie will be sharing insights on the Connect Platform, an exciting new tool to help bring communities closer together. Don't miss this chance to learn, grow, and network!



THE HONDO AREA
CHAMBER of
COMMERCE



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[REGISTER HERE](#)

RESOURCE ROUNDUP

HONDO FACADE IMPROVEMENT GRANT

The Hondo Façade Improvement Grant Program offers 50% matching grants up to \$10,000 to enhance commercial building exteriors in downtown Hondo. Eligible upgrades include signage, lighting, painting, and window replacements.

The program is reimbursement-based, requires pre-approval, and work must be finished within 6 months. It's a great way for business owners to boost curb appeal and support downtown revitalization. Learn more at GrowHondoTX.com.



UPCOMING EVENTS

May 2:

Shop Hop

Downtown Hondo, Tx 78861

4pm - 9pm

May 10:

Hondo Collective Market

901 18th St. Hondo, Texas 78861

9am - 2pm

May 17:

Hondo Music Series

Downtown Hondo, 16th Street

7pm - 11pm



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LOCAL EVENT CALENDAR