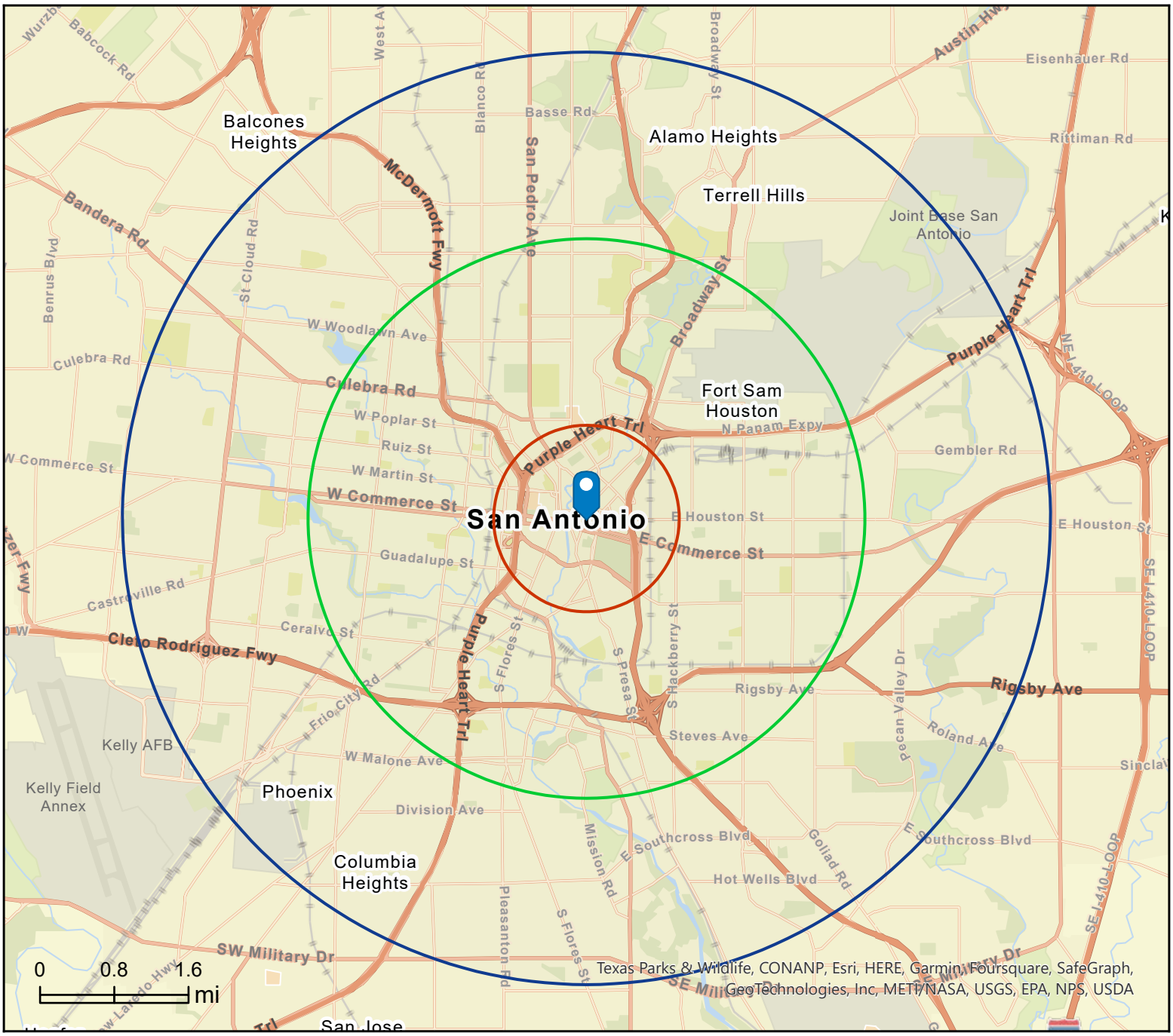
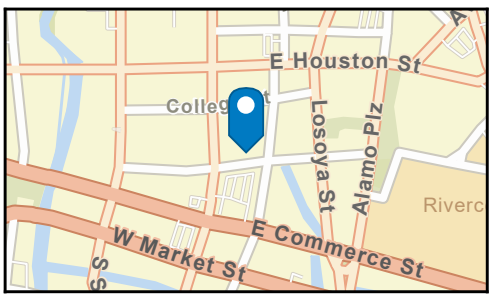
Demographic Market Profile - Study Area

111 W Crockett St, San Antonio, Texas, 78205
Rings: 1, 3, 5 mile radii

Prepared by Business Geographer, LLC
Latitude: 29.42522
Longitude: -98.48916





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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	7,960	141,155	358,448
2020 Total Population	9,103	135,073	345,267
2020 Group Quarters	1,132	9,379	14,399
2022 Total Population	10,164	136,001	345,625
2022 Group Quarters	1,133	9,380	14,399
2027 Total Population	11,517	137,854	345,468
2022-2027 Annual Rate	2.53%	0.27%	-0.01%
2022 Total Daytime Population	80,268	214,922	416,327
Workers	75,068	136,951	215,303
Residents	5,200	77,971	201,024
Household Summary			
2010 Households	3,835	47,887	120,621
2010 Average Household Size	1.65	2.72	2.83
2020 Total Households	5,021	51,030	124,597
2020 Average Household Size	1.59	2.46	2.66
2022 Households	5,778	52,388	126,376
2022 Average Household Size	1.56	2.42	2.62
2027 Households	6,746	54,144	127,884
2027 Average Household Size	1.54	2.37	2.59
2022-2027 Annual Rate	3.15%	0.66%	0.24%
2010 Families	1,182	29,081	79,864
2010 Average Family Size	2.84	3.54	3.51
2022 Families	1,640	29,309	78,645
2022 Average Family Size	2.71	3.30	3.39
2027 Families	1,845	29,802	78,856
2027 Average Family Size	2.67	3.26	3.36
2022-2027 Annual Rate	2.38%	0.33%	0.05%
Housing Unit Summary			
2000 Housing Units	3,962	54,357	131,401
Owner Occupied Housing Units	17.5%	43.8%	53.0%
Renter Occupied Housing Units	68.9%	45.9%	39.2%
Vacant Housing Units	13.6%	10.2%	7.8%
2010 Housing Units	4,585	55,202	135,386
Owner Occupied Housing Units	17.2%	40.5%	48.3%
Renter Occupied Housing Units	66.5%	46.3%	40.8%
Vacant Housing Units	16.4%	13.3%	10.9%
2020 Housing Units	6,516	60,600	141,758
Vacant Housing Units	22.9%	15.8%	12.1%
2022 Housing Units	7,648	62,627	144,414
Owner Occupied Housing Units	16.4%	36.6%	45.1%
Renter Occupied Housing Units	59.2%	47.1%	42.4%
Vacant Housing Units	24.5%	16.3%	12.5%
2027 Housing Units	8,677	65,091	147,653
Owner Occupied Housing Units	14.7%	35.7%	44.5%
Renter Occupied Housing Units	63.1%	47.5%	42.1%
Vacant Housing Units	22.3%	16.8%	13.4%
Median Household Income			
2022	$52,762	$38,913	$40,979
2027	$58,072	$47,762	$49,681
Median Home Value			
2022	$350,601	$118,181	$121,087
2027	$379,798	$239,996	$233,094
Per Capita Income			
2022	$45,861	$24,052	$24,217
2027	$52,027	$28,536	$28,181
Median Age			
2010	39.4	33.0	33.4
2022	41.3	34.9	35.1
2027	42.0	36.4	36.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	5,778	52,388	126,376
<$15,000	19.7%	19.6%	17.5%
$15,000 - $24,999	9.2%	14.1%	13.7%
$25,000 - $34,999	9.3%	11.9%	11.8%
$35,000 - $49,999	9.2%	13.6%	14.5%
$50,000 - $74,999	16.7%	16.8%	18.0%
$75,000 - $99,999	14.2%	9.6%	9.5%
$100,000 - $149,999	10.4%	7.9%	7.9%
$150,000 - $199,999	4.8%	3.4%	3.3%
$200,000+	6.4%	3.2%	3.7%
Average Household Income	$79,078	$61,619	$65,471
2027 Households by Income			
Household Income Base	6,746	54,144	127,884
<$15,000	13.7%	15.9%	14.4%
$15,000 - $24,999	7.8%	11.8%	11.6%
$25,000 - $34,999	10.4%	10.8%	10.5%
$35,000 - $49,999	10.3%	13.0%	13.7%
$50,000 - $74,999	18.5%	19.3%	20.2%
$75,000 - $99,999	15.6%	11.3%	11.2%
$100,000 - $149,999	11.0%	9.6%	9.7%
$150,000 - $199,999	6.2%	4.7%	4.6%
$200,000+	6.4%	3.6%	4.0%
Average Household Income	$87,886	$71,906	$75,386
2022 Owner Occupied Housing Units by Value			
Total	1,243	22,894	65,074
<$50,000	2.6%	15.0%	12.5%
$50,000 - $99,999	5.6%	31.4%	32.1%
$100,000 - $149,999	2.3%	9.8%	12.8%
$150,000 - $199,999	5.4%	10.2%	11.4%
$200,000 - $249,999	9.7%	6.7%	5.8%
$250,000 - $299,999	7.4%	4.5%	4.6%
$300,000 - $399,999	33.5%	9.2%	6.4%
$400,000 - $499,999	17.0%	6.0%	5.0%
$500,000 - $749,999	13.1%	4.4%	4.7%
$750,000 - $999,999	2.3%	1.6%	2.4%
$1,000,000 - $1,499,999	0.7%	0.7%	1.1%
$1,500,000 - $1,999,999	0.0%	0.1%	0.4%
$2,000,000 +	0.3%	0.4%	0.8%
Average Home Value	$371,661	$204,413	$224,287
2027 Owner Occupied Housing Units by Value			
Total	1,266	23,206	65,755
<$50,000	1.1%	7.2%	5.6%
$50,000 - $99,999	0.6%	10.3%	10.7%
$100,000 - $149,999	0.7%	9.2%	9.5%
$150,000 - $199,999	4.6%	14.9%	16.5%
$200,000 - $249,999	5.9%	10.5%	11.6%
$250,000 - $299,999	5.9%	7.9%	8.3%
$300,000 - $399,999	39.1%	13.5%	10.1%
$400,000 - $499,999	24.6%	11.9%	10.9%
$500,000 - $749,999	15.1%	9.8%	9.3%
$750,000 - $999,999	1.6%	3.2%	4.2%
$1,000,000 - $1,499,999	0.8%	1.1%	2.0%
$1,500,000 - $1,999,999	0.0%	0.1%	0.4%
$2,000,000 +	0.1%	0.5%	1.0%
Average Home Value	$406,378	$308,492	$331,650

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	7,961	141,155	358,449
0 - 4	4.7%	8.1%	7.9%
5 - 9	3.5%	7.1%	7.4%
10 - 14	3.4%	6.6%	7.1%
15 - 24	11.6%	16.5%	16.2%
25 - 34	20.2%	14.3%	13.4%
35 - 44	14.8%	12.4%	12.2%
45 - 54	15.5%	13.2%	13.1%
55 - 64	12.1%	10.2%	10.4%
65 - 74	7.9%	5.8%	6.2%
75 - 84	4.8%	3.9%	4.3%
85 +	1.6%	1.8%	1.9%
18 +	86.6%	74.1%	73.1%
2022 Population by Age			
Total	10,166	136,001	345,626
0 - 4	4.5%	7.2%	7.1%
5 - 9	3.8%	6.8%	7.0%
10 - 14	3.6%	6.4%	6.8%
15 - 24	11.7%	14.9%	14.5%
25 - 34	17.4%	14.9%	14.4%
35 - 44	13.8%	12.1%	11.9%
45 - 54	12.1%	11.0%	10.9%
55 - 64	13.9%	11.5%	11.5%
65 - 74	10.2%	8.8%	9.0%
75 - 84	6.5%	4.6%	4.9%
85 +	2.4%	1.9%	2.0%
18 +	85.8%	76.0%	75.2%
2027 Population by Age			
Total	11,517	137,854	345,468
0 - 4	4.5%	7.1%	7.1%
5 - 9	3.7%	6.5%	6.7%
10 - 14	3.6%	6.2%	6.7%
15 - 24	11.6%	14.8%	14.3%
25 - 34	16.9%	13.6%	13.0%
35 - 44	13.6%	12.6%	12.6%
45 - 54	11.8%	10.9%	10.7%
55 - 64	12.7%	10.9%	10.9%
65 - 74	11.6%	9.7%	9.8%
75 - 84	7.4%	5.7%	6.0%
85 +	2.6%	2.0%	2.2%
18 +	86.0%	76.6%	75.7%
2010 Population by Sex			
Males	4,743	72,674	178,370
Females	3,217	68,481	180,077
2022 Population by Sex			
Males	5,719	70,095	173,319
Females	4,444	65,906	172,305
2027 Population by Sex			
Males	6,417	71,065	173,524
Females	5,100	66,789	171,943

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	7,960	141,155	358,448
White Alone	71.9%	68.8%	71.1%
Black Alone	8.2%	7.4%	6.3%
American Indian Alone	1.4%	1.3%	1.1%
Asian Alone	1.6%	0.6%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	13.3%	18.7%	17.9%
Two or More Races	3.4%	3.1%	2.9%
Hispanic Origin	63.7%	79.8%	79.5%
Diversity Index	70.8	65.1	63.4
2020 Population by Race/Ethnicity			
Total	9,103	135,073	345,267
White Alone	51.9%	41.5%	41.5%
Black Alone	7.2%	6.4%	6.0%
American Indian Alone	1.4%	1.6%	1.5%
Asian Alone	3.0%	1.1%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.3%	22.3%	22.2%
Two or More Races	22.1%	27.1%	27.8%
Hispanic Origin	52.7%	75.0%	77.0%
Diversity Index	82.7	81.3	80.5
2022 Population by Race/Ethnicity			
Total	10,165	136,001	345,624
White Alone	50.8%	40.3%	40.2%
Black Alone	7.0%	6.3%	6.0%
American Indian Alone	1.4%	1.6%	1.5%
Asian Alone	3.1%	1.2%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.4%	22.2%	22.2%
Two or More Races	23.1%	28.4%	29.1%
Hispanic Origin	53.0%	75.4%	77.4%
Diversity Index	83.0	81.3	80.5
2027 Population by Race/Ethnicity			
Total	11,517	137,855	345,467
White Alone	47.3%	36.7%	36.4%
Black Alone	7.0%	6.2%	6.0%
American Indian Alone	1.5%	1.6%	1.6%
Asian Alone	3.4%	1.3%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.8%	22.7%	22.7%
Two or More Races	25.9%	31.4%	32.2%
Hispanic Origin	53.8%	75.7%	77.8%
Diversity Index	83.9	81.7	80.9
2010 Population by Relationship and Household Type			
Total	7,960	141,155	358,448
In Households	79.5%	92.4%	95.3%
In Family Households	43.6%	75.9%	81.4%
Householder	14.0%	20.5%	22.3%
Spouse	7.7%	10.7%	12.4%
Child	16.8%	35.2%	37.3%
Other relative	3.6%	6.4%	6.3%
Nonrelative	1.5%	3.0%	3.1%
In Nonfamily Households	35.9%	16.5%	13.9%
In Group Quarters	20.5%	7.6%	4.7%
Institutionalized Population	12.1%	4.2%	1.9%
Noninstitutionalized Population	8.4%	3.4%	2.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	7,766	88,102	223,015
Less than 9th Grade	7.4%	13.6%	12.8%
9th - 12th Grade, No Diploma	10.1%	14.1%	14.2%
High School Graduate	14.0%	24.2%	25.9%
GED/Alternative Credential	4.7%	6.3%	6.4%
Some College, No Degree	16.3%	16.9%	16.9%
Associate Degree	4.2%	5.5%	5.5%
Bachelor's Degree	23.4%	11.7%	11.5%
Graduate/Professional Degree	19.9%	7.7%	6.8%
2022 Population 15+ by Marital Status			
Total	8,955	108,329	273,265
Never Married	48.7%	46.1%	43.4%
Married	32.6%	35.6%	38.5%
Widowed	3.7%	6.0%	6.1%
Divorced	15.1%	12.2%	12.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,975	58,693	148,490
Population 16+ Employed	96.2%	93.8%	94.2%
Population 16+ Unemployment rate	3.8%	6.2%	5.8%
Population 16-24 Employed	14.2%	15.6%	15.0%
Population 16-24 Unemployment rate	7.7%	14.4%	13.3%
Population 25-54 Employed	61.9%	63.8%	63.9%
Population 25-54 Unemployment rate	3.1%	4.8%	4.8%
Population 55-64 Employed	13.6%	14.5%	14.8%
Population 55-64 Unemployment rate	4.7%	3.4%	3.4%
Population 65+ Employed	10.3%	6.1%	6.3%
Population 65+ Unemployment rate	1.0%	3.9%	2.5%
2022 Employed Population 16+ by Industry			
Total	4,785	55,041	139,853
Agriculture/Mining	0.8%	0.5%	0.6%
Construction	5.4%	12.7%	13.4%
Manufacturing	3.6%	6.6%	6.2%
Wholesale Trade	1.9%	2.3%	2.4%
Retail Trade	9.9%	10.8%	11.1%
Transportation/Utilities	4.3%	4.9%	5.1%
Information	1.3%	1.2%	1.2%
Finance/Insurance/Real Estate	6.9%	5.3%	6.2%
Services	58.7%	52.1%	50.8%
Public Administration	7.2%	3.6%	3.1%
2022 Employed Population 16+ by Occupation			
Total	4,785	55,043	139,854
White Collar	67.1%	46.2%	46.3%
Management/Business/Financial	21.4%	10.5%	10.8%
Professional	31.2%	16.1%	15.1%
Sales	8.0%	8.8%	9.1%
Administrative Support	6.6%	10.7%	11.3%
Services	19.0%	23.3%	23.5%
Blue Collar	13.8%	30.5%	30.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.6%	11.6%	11.6%
Installation/Maintenance/Repair	1.1%	2.8%	2.9%
Production	1.8%	5.7%	5.5%
Transportation/Material Moving	6.4%	10.3%	9.9%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Households by Type			
Total	3,836	47,886	120,621
Households with 1 Person	60.6%	32.1%	27.9%
Households with 2+ People	39.4%	67.9%	72.1%
Family Households	30.8%	60.7%	66.2%
Husband-wife Families	17.0%	31.9%	36.8%
With Related Children	5.5%	16.6%	18.9%
Other Family (No Spouse Present)	13.8%	28.8%	29.4%
Other Family with Male Householder	4.2%	7.4%	7.3%
With Related Children	1.8%	3.7%	3.8%
Other Family with Female Householder	9.6%	21.4%	22.1%
With Related Children	6.4%	14.0%	14.2%
Nonfamily Households	8.6%	7.2%	5.9%
All Households with Children	14.0%	34.7%	37.4%
Multigenerational Households	2.6%	9.0%	9.5%
Unmarried Partner Households	6.6%	8.2%	7.9%
Male-female	5.4%	7.1%	6.9%
Same-sex	1.1%	1.1%	0.9%
2010 Households by Size			
Total	3,837	47,886	120,620
1 Person Household	60.6%	32.1%	27.9%
2 Person Household	23.0%	25.1%	25.9%
3 Person Household	7.0%	14.4%	15.7%
4 Person Household	4.5%	11.7%	13.1%
5 Person Household	2.7%	8.0%	8.7%
6 Person Household	1.0%	4.3%	4.4%
7 + Person Household	1.3%	4.4%	4.2%
2010 Households by Tenure and Mortgage Status			
Total	3,835	47,887	120,621
Owner Occupied	20.5%	46.7%	54.2%
Owned with a Mortgage/Loan	11.3%	23.2%	28.1%
Owned Free and Clear	9.3%	23.5%	26.2%
Renter Occupied	79.5%	53.3%	45.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	59	133	137
Percent of Income for Mortgage	35.0%	16.0%	15.6%
Wealth Index	50	41	50
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,585	55,202	135,386
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	7,960	141,155	358,448
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
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Top 3 Tapestry Segments			
1.	Social Security Set (9F)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Emerald City (8B)	Set to Impress (11D)	Hometown Heritage (8G)
3.	Hometown Heritage (8G)	Social Security Set (9F)	Social Security Set (9F)
2022 Consumer Spending			
Apparel & Services: Total $	$11,366,890	$78,080,337	$197,744,527
Average Spent	$1,967.27	$1,490.42	$1,564.73
Spending Potential Index	82	62	65
Education: Total $	$8,706,328	$56,577,393	$142,493,984
Average Spent	$1,506.81	$1,079.97	$1,127.54
Spending Potential Index	77	55	57
Entertainment/Recreation: Total $	$15,788,126	$109,901,673	$280,985,108
Average Spent	$2,732.46	$2,097.84	$2,223.41
Spending Potential Index	74	57	61
Food at Home: Total $	$29,413,579	$202,808,074	$515,655,713
Average Spent	$5,090.62	$3,871.27	$4,080.33
Spending Potential Index	82	63	66
Food Away from Home: Total $	$20,024,365	$141,691,024	$360,877,456
Average Spent	$3,465.62	$2,704.65	$2,855.59
Spending Potential Index	80	63	66
Health Care: Total $	$31,400,845	$223,788,259	$576,848,712
Average Spent	$5,434.55	$4,271.75	$4,564.54
Spending Potential Index	77	60	64
HH Furnishings & Equipment: Total $	$10,837,779	$78,600,433	$202,234,093
Average Spent	$1,875.70	$1,500.35	$1,600.26
Spending Potential Index	73	59	62
Personal Care Products & Services: Total $	$4,782,827	$32,715,344	$83,284,349
Average Spent	$827.77	$624.48	$659.02
Spending Potential Index	81	61	65
Shelter: Total $	$108,454,804	$726,893,761	$1,841,594,256
Average Spent	$18,770.30	$13,875.20	$14,572.34
Spending Potential Index	82	61	64
Support Payments/Cash Contributions/Gifts in Kind: Total $	$10,716,089	$80,462,205	$209,150,798
Average Spent	$1,854.64	$1,535.89	$1,654.99
Spending Potential Index	68	57	61
Travel: Total $	$11,247,017	$82,084,326	$212,549,181
Average Spent	$1,946.52	$1,566.85	$1,681.88
Spending Potential Index	68	55	59
Vehicle Maintenance & Repairs: Total $	$5,681,780	$40,545,181	$103,483,326
Average Spent	$983.35	$773.94	$818.85
Spending Potential Index	78	61	65

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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