



COMMERCIAL TRADE AREA REPORT

San Antonio, TX 78257



Presented by
Anthony Lagred | REALTOR®
Texas Real Estate License: 664432



Mobile: (210) 216-8925

Main: anthony.lagred@remax.net
Office: <https://www.aelagred-remaxcommercial.com/>

RE/MAX Corridor Commercial Division

17156 IH 35 N
Schertz, TX 78154

Criteria Used for Analysis

Income:
Median Household Income
\$112,265

Age:
Median Age
35.2

Population Stats:
Total Population
9,027

Segmentation:
1st Dominant Segment
Metro Renters

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Uptown Individuals
Younger, urban singles on the move

Urbanization

Where do people like this usually live?

Principal Urban Centers

Young, mobile, diverse in metros of 2.5 + million people

Top Tapestry Segments

	Metro Renters	Exurbanites	Emerald City	Savvy Suburbanites
% of Households	2,344 (55.6%)	1,868 (44.3%)	2 (0.0%)	1 (0.0%)
% of San Antonio	4,470 (0.8%)	9,340 (1.8%)	11,078 (2.1%)	9,113 (1.7%)
Lifestyle Group	Uptown Individuals	Affluent Estates	Middle Ground	Affluent Estates
Urbanization Group	Principal Urban Centers	Suburban Periphery	Metro Cities	Suburban Periphery
Residence Type	Multi-Unit Rentals	Single Family	Multi-Units, Single Family	Single Family
Household Type	Singles	Married Couples	Singles	Married Couples
Average Household Size	1.66	2.48	2.05	2.83
Median Age	31.8	49.6	36.6	44.1
Diversity Index	59.3	32.6	48.1	33.2
Median Household Income	\$52,000	\$98,000	\$52,000	\$104,000
Median Net Worth	\$14,000	\$451,000	\$37,000	\$502,000
Median Home Value	–	\$346,000	–	\$311,000
Homeownership	20.8 %	85.4 %	49.6 %	91 %
Average Monthly Rent	\$1,310	–	\$1,030	–
Employment	Professional or Management	Professional or Management	Professional or Management	Professional or Management
Education	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Prefer environmentally safe products. Practice yoga, Pilates, ski.	Contract for home care services. Prefer natural, organic products	Travel frequently. Buy, eat organic foods.	Enjoy good food, wine. DIY gardening, home remodeling.
Financial	Spend wages on rent	Invest actively; use financial planners	Contribute to NPR, PBS	Carry first, second mortgages
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Support public TV/radio	Read books, magazines on tablets	Shop, bank online
Vehicle	Take public transportation, taxis; walk; bike	Choose late-model luxury cars, SUVs	Take public transportation	Prefer late-model SUVs, minivans, station wagons

About this segment

Metro Renters

This is the
#1
dominant segment
for this area

In this area
55.6%
of households fall
into this segment

In the United States
1.7%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in the highly mobile and educated Metro Renters market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Residents' income is close to the U.S. average, but they spend a large portion of their wages on rent, clothes and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking and biking are popular ways to navigate the city.

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.

Market Profile

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates and downhill skiing.
- Shop for clothes at Banana Republic, The Gap and Nordstrom.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment Exurbanites

This is the
#2
dominant segment
for this area

In this area
44.3%
of households fall
into this segment

In the United States
1.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Exurbanites residents are approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.48.
- Primarily single-family homes with a high median value of \$346,000, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits

- Residents are college educated; more than half have a bachelor's degree or higher, almost 80% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- Unemployment remains low at 5.5%; more of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile

- Exurbanites residents' preferred vehicles are late-model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading and the Internet to handle their money.

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About this segment Emerald City

This is the
#3
dominant segment
for this area

In this area
0.0%
of households fall
into this segment

In the United States
1.4%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the U.S. median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Our Neighborhood

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.
- Just over half of all homes are renter occupied.
- Single-person and non-family types make up over half of all households.
- Median home value and average rent are slightly above the U.S. levels; around half of owned homes are worth \$150,000-\$300,000.

Socioeconomic Traits

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.

Market Profile

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging and online dating.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Go to art galleries and make art at home.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment

Savvy Suburbanites

This is the

#4

dominant segment for this area

In this area

0.0%

of households fall into this segment

In the United States

3.0%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Savvy Suburbanites residents are well educated, well read and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged.
- Primarily single-family homes, with a median value of \$311,000.
- Low vacancy rate at 4.5%.

Socioeconomic Traits

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8%; higher labor force participation rate at 68.5% with proportionately more two-worker households at 65.4%.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

San Antonio, TX 78257: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 78257



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 78257



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



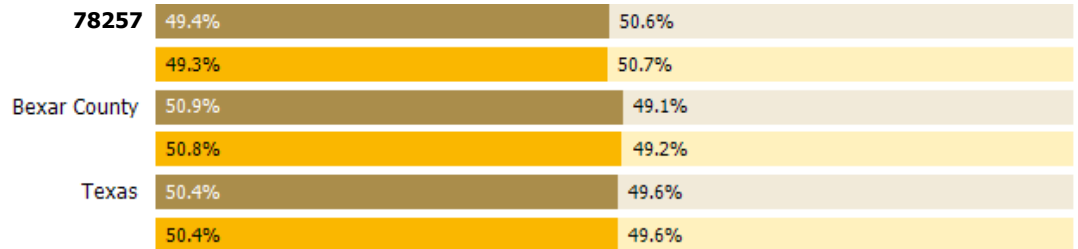
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ Women 2018
■ Men 2018
■ Women 2023 (Projected)
■ Men 2023 (Projected)



San Antonio, TX 78257: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



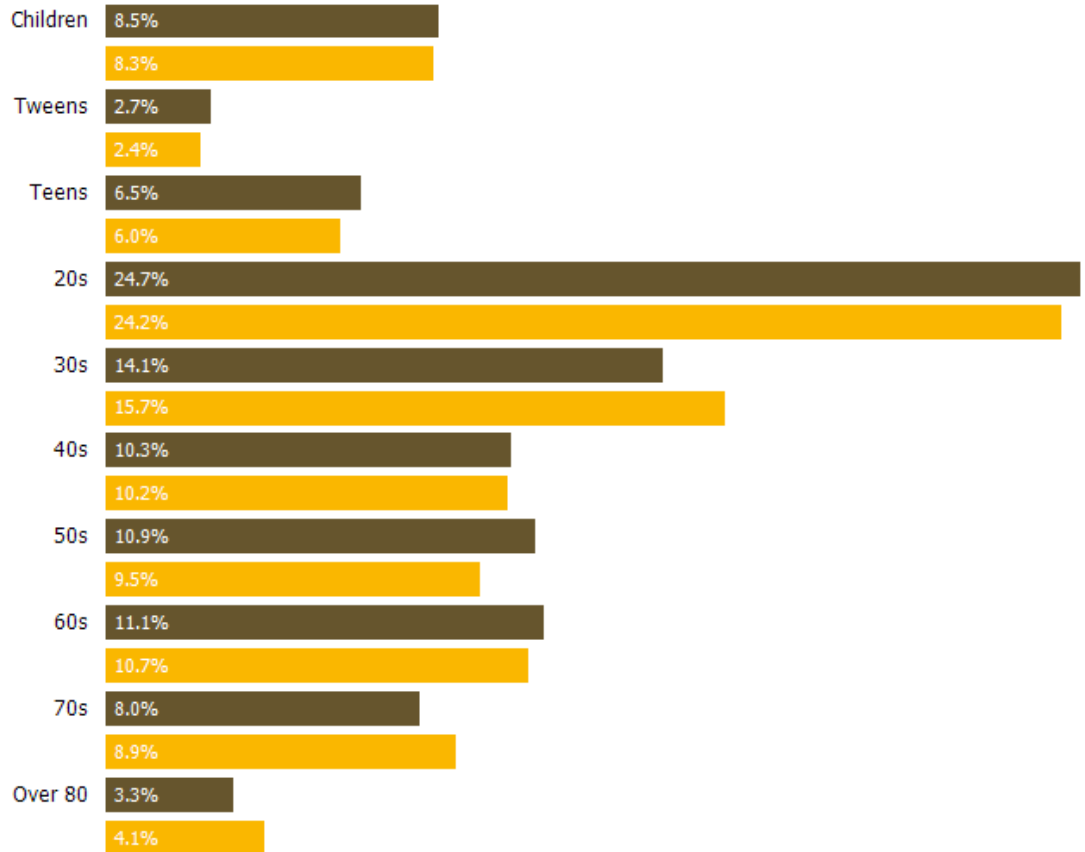
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



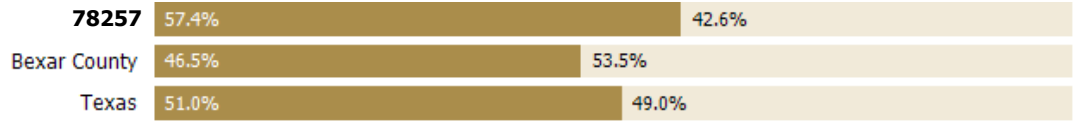
San Antonio, TX 78257: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



San Antonio, TX 78257: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



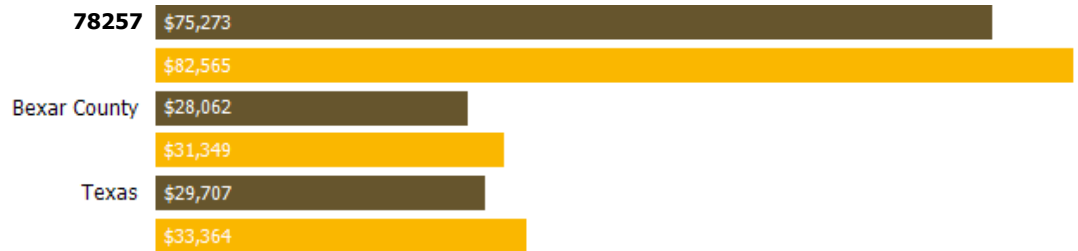
Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



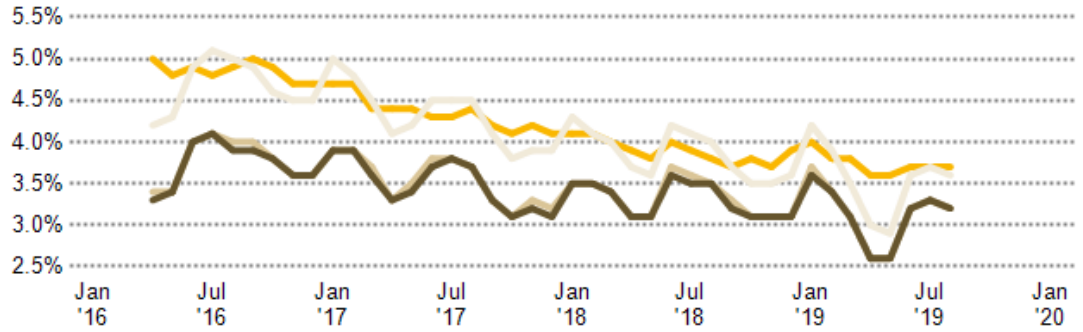
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- San Antonio
- Bexar County
- Texas
- USA

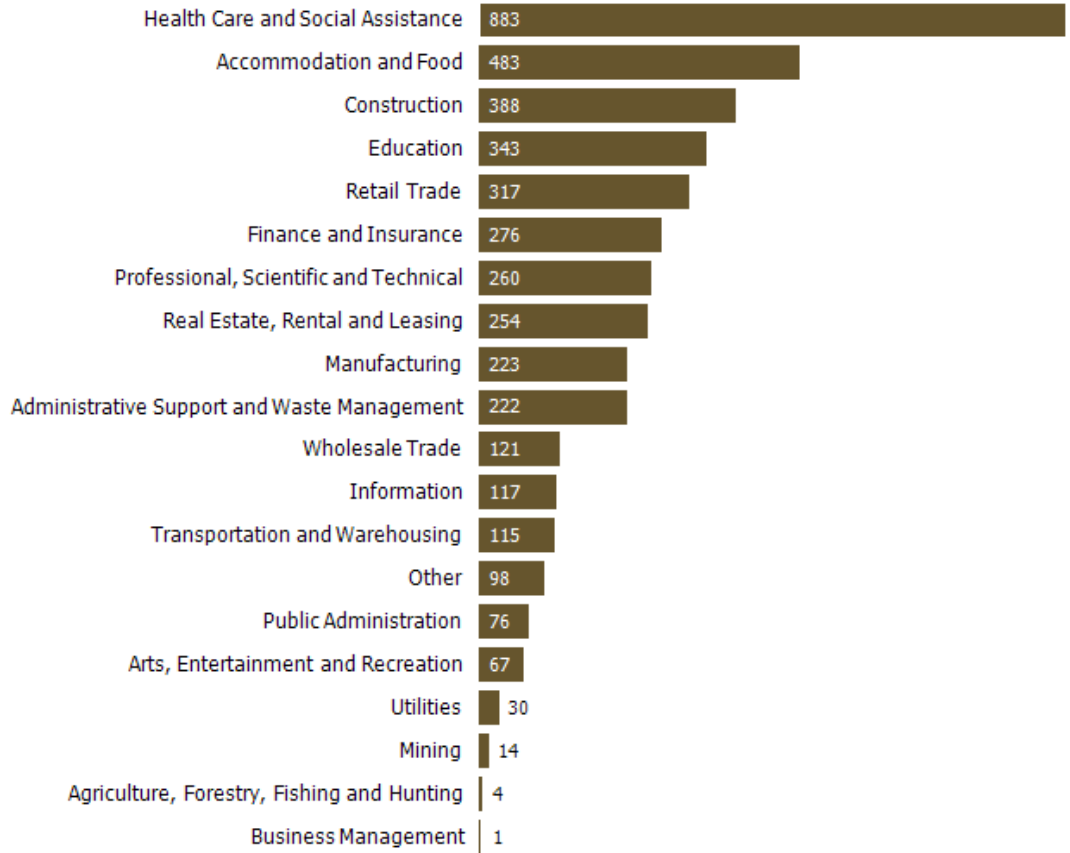


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually



San Antonio, TX 78257: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually



San Antonio, TX 78257: Commute Comparison

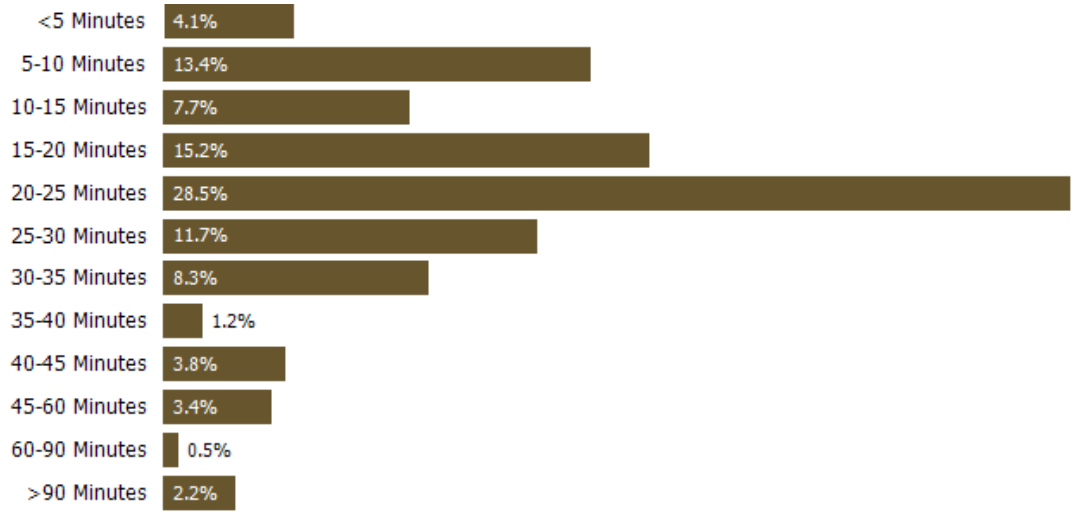
Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

 78257



How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

 78257



San Antonio, TX 78257: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

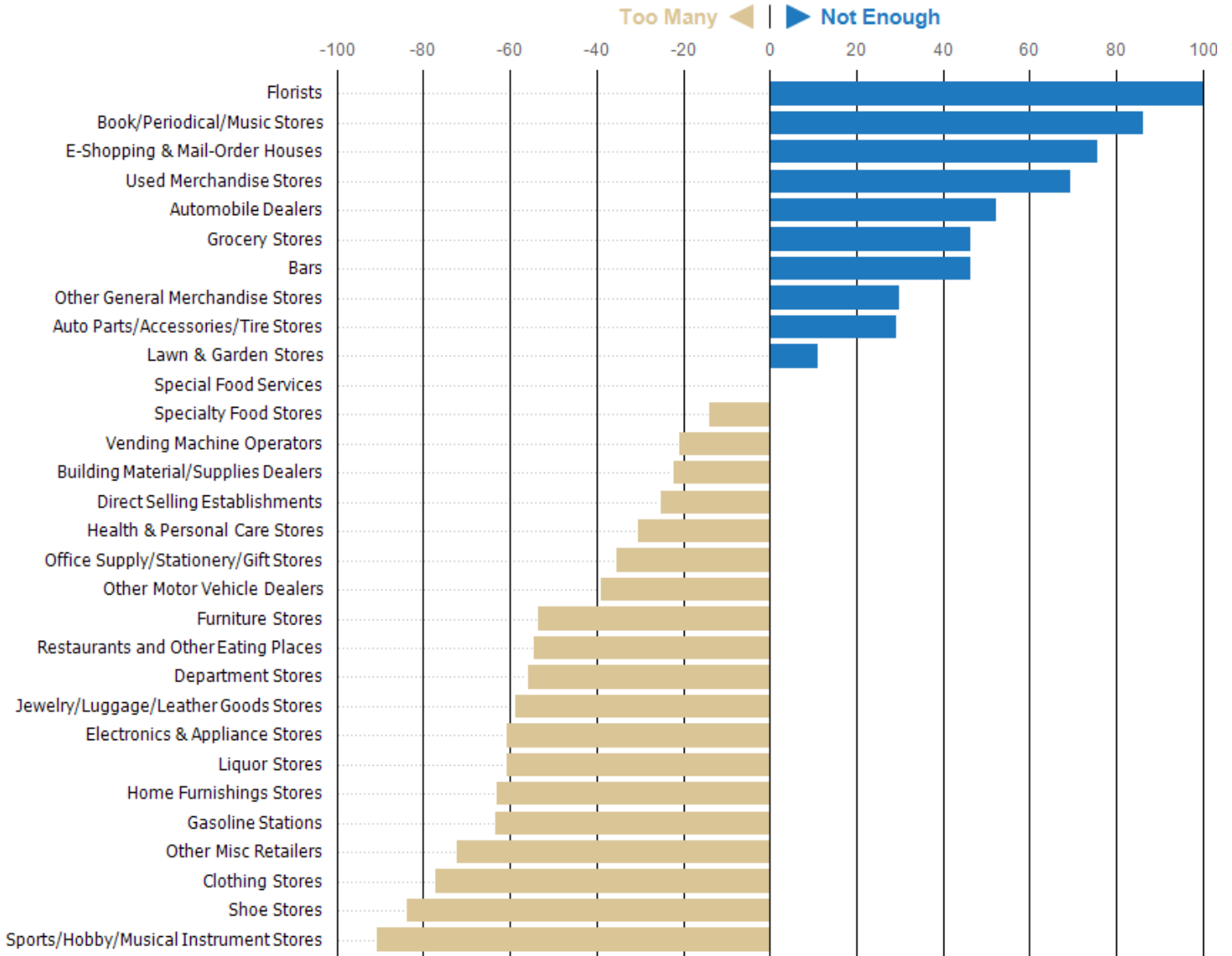


Best Retail Businesses: San Antonio, TX 78257

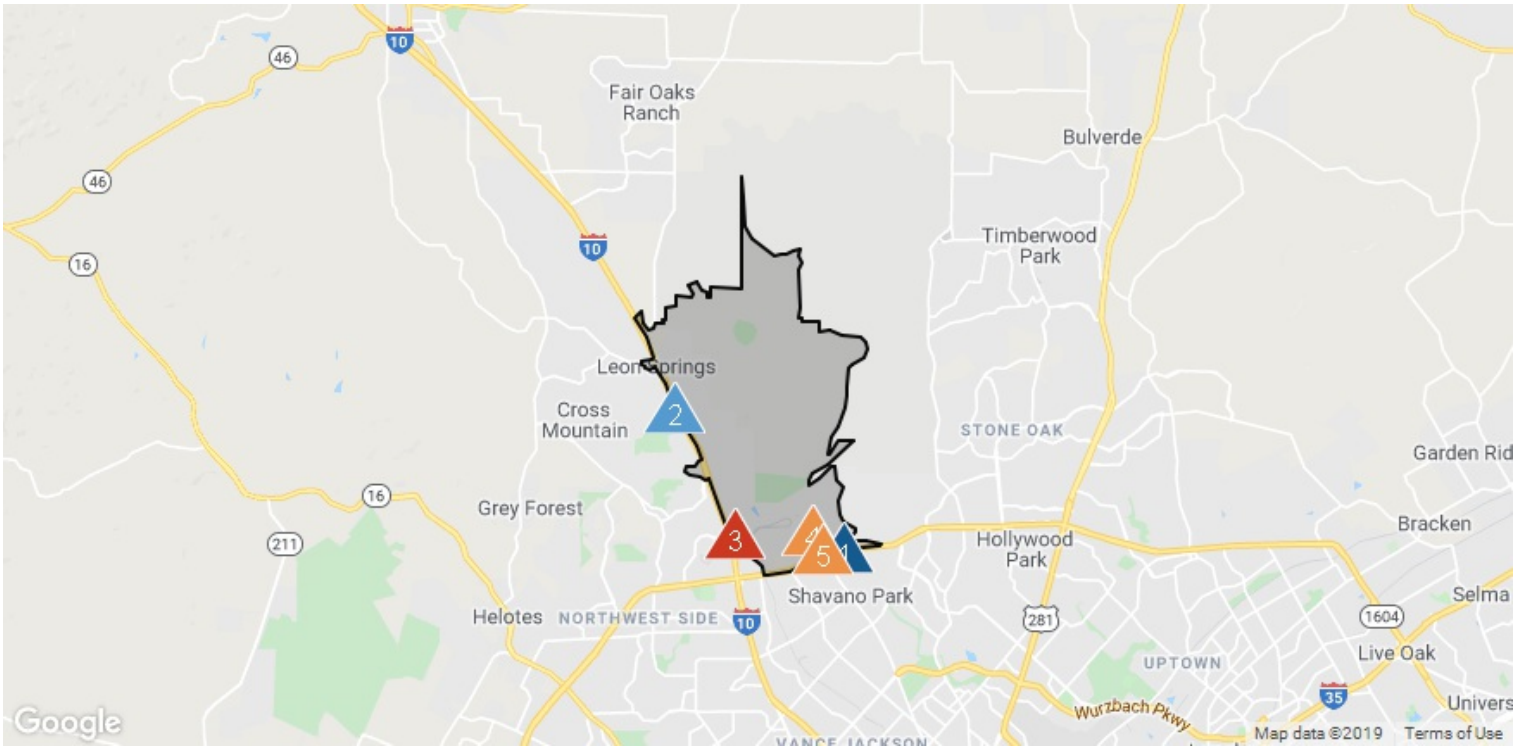
This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually



Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

131,852

2018 Est. daily traffic counts

Street: C W Anderson Loop
 Cross: State Hwy 1604 Access Rd
 Cross Dir: W
 Dist: 0.46 miles

Historical counts

Year	Count	Type
2004	105,000	AA DT
2002	85,000	AA DT
1998	70,000	AA DT
1997	59,000	AA DT
1995	47,000	AA DT

2

97,109

2018 Est. daily traffic counts

Street: I- 10
 Cross: Boerne Stage Rd
 Cross Dir: NW
 Dist: 1.22 miles

Historical counts

Year	Count	Type
2013	87,480	AA DT
2011	74,000	AA DT
2010	79,000	AA DT
2008	79,000	AA DT
2004	66,000	AA DT

3

19,150

2010 Est. daily traffic counts

Street: la Cantera Pkwy
 Cross: I- 10
 Cross Dir: SW
 Dist: 0.14 miles

Historical counts

Year	Count	Type

4

7,822

2018 Est. daily traffic counts

Street: NW Military Hwy
 Cross: Cll del Oro
 Cross Dir: SE
 Dist: 0.23 miles

Historical counts

Year	Count	Type
2011	5,500	AA DT
2010	4,200	AA DT
2008	4,500	AA DT
2005	3,320	AA DT
2004	3,300	AA DT

5

7,459

2013 Est. daily traffic counts

Street: NW Military Hwy
 Cross: N Loop 1604 W
 Cross Dir: SE
 Dist: 0.07 miles

Historical counts

Year	Count	Type

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)