



# Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
 Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 29.49663  
 Longitude: -98.38182

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Edge Families (7C)	24.0%	Population	15,020	15,533
Metro Fusion (11C)	18.2%	Households	5,410	5,603
City Commons (11E)	16.7%	Families	3,596	3,732
Front Porches (8E)	14.8%	Median Age	32.5	33.1
Southwestern Families (7F)	9.9%	Median Household Income	\$44,678	\$50,984
		2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$7,503,410	\$8,946,868	\$1,443,458
Men's		\$1,434,972	\$1,712,713	\$277,741
Women's		\$2,522,326	\$3,008,169	\$485,843
Children's		\$1,178,925	\$1,406,644	\$227,719
Footwear		\$1,844,688	\$2,196,861	\$352,173
Watches & Jewelry		\$406,257	\$484,017	\$77,760
Apparel Products and Services (1)		\$175,691	\$209,345	\$33,654
<b>Computer</b>				
Computers and Hardware for Home Use		\$586,373	\$701,130	\$114,757
Portable Memory		\$14,663	\$17,510	\$2,847
Computer Software		\$34,108	\$40,725	\$6,617
Computer Accessories		\$62,561	\$74,673	\$12,112
<b>Entertainment &amp; Recreation</b>		\$10,648,669	\$12,701,552	\$2,052,883
Fees and Admissions		\$2,344,773	\$2,803,217	\$458,444
Membership Fees for Clubs (2)		\$780,416	\$932,256	\$151,840
Fees for Participant Sports, excl. Trips		\$371,839	\$445,379	\$73,540
Tickets to Theatre/Operas/Concerts		\$244,964	\$292,264	\$47,300
Tickets to Movies		\$206,200	\$246,664	\$40,464
Tickets to Parks or Museums		\$116,272	\$139,259	\$22,987
Admission to Sporting Events, excl. Trips		\$189,614	\$226,367	\$36,753
Fees for Recreational Lessons		\$431,227	\$515,987	\$84,760
Dating Services		\$4,241	\$5,040	\$799
TV/Video/Audio		\$4,150,698	\$4,944,840	\$794,142
Cable and Satellite Television Services		\$2,797,520	\$3,330,175	\$532,655
Televisions		\$429,142	\$511,862	\$82,720
Satellite Dishes		\$5,383	\$6,418	\$1,035
VCRs, Video Cameras, and DVD Players		\$17,232	\$20,555	\$3,323
Miscellaneous Video Equipment		\$50,024	\$59,531	\$9,507
Video Cassettes and DVDs		\$28,868	\$34,435	\$5,567
Video Game Hardware/Accessories		\$112,646	\$134,201	\$21,555
Video Game Software		\$62,754	\$74,739	\$11,985
Rental/Streaming/Downloaded Video		\$265,785	\$317,299	\$51,514
Installation of Televisions		\$2,433	\$2,924	\$491
Audio (3)		\$367,774	\$439,530	\$71,756
Rental and Repair of TV/Radio/Sound Equipment		\$11,136	\$13,171	\$2,035
Pets		\$2,278,639	\$2,716,979	\$438,340
Toys/Games/Crafts/Hobbies (4)		\$409,272	\$488,206	\$78,934
Recreational Vehicles and Fees (5)		\$297,863	\$355,239	\$57,376
Sports/Recreation/Exercise Equipment (6)		\$592,724	\$707,552	\$114,828
Photo Equipment and Supplies (7)		\$155,449	\$185,649	\$30,200
Reading (8)		\$328,352	\$391,469	\$63,117
Catered Affairs (9)		\$91,779	\$109,451	\$17,672
<b>Food</b>		\$32,920,381	\$39,266,614	\$6,346,233
Food at Home		\$19,335,354	\$23,056,649	\$3,721,295
Bakery and Cereal Products		\$2,451,017	\$2,921,948	\$470,931
Meats, Poultry, Fish, and Eggs		\$4,222,549	\$5,032,686	\$810,137
Dairy Products		\$1,895,624	\$2,261,304	\$365,680
Fruits and Vegetables		\$3,755,630	\$4,480,563	\$724,933
Snacks and Other Food at Home (10)		\$7,010,535	\$8,360,147	\$1,349,612
Food Away from Home		\$13,585,027	\$16,209,965	\$2,624,938
Alcoholic Beverages		\$2,057,443	\$2,454,883	\$397,440

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
 Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
 Ring Band: 0 - 1 mile radius

Prepared by Esri  
 Latitude: 29.49663  
 Longitude: -98.38182

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$78,810,298	\$94,212,390	\$15,402,092
Value of Retirement Plans	\$277,626,653	\$331,517,348	\$53,890,695
Value of Other Financial Assets	\$23,831,447	\$28,417,786	\$4,586,339
Vehicle Loan Amount excluding Interest	\$10,972,864	\$13,091,520	\$2,118,656
Value of Credit Card Debt	\$9,314,717	\$11,113,263	\$1,798,546
<b>Health</b>			
Nonprescription Drugs	\$520,815	\$620,481	\$99,666
Prescription Drugs	\$1,097,057	\$1,304,704	\$207,647
Eyeglasses and Contact Lenses	\$310,987	\$370,593	\$59,606
<b>Home</b>			
Mortgage Payment and Basics (11)	\$32,031,956	\$38,304,402	\$6,272,446
Maintenance and Remodeling Services	\$8,376,280	\$10,014,605	\$1,638,325
Maintenance and Remodeling Materials (12)	\$1,824,734	\$2,182,051	\$357,317
Utilities, Fuel, and Public Services	\$18,044,916	\$21,499,979	\$3,455,063
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$357,319	\$426,137	\$68,818
Furniture	\$2,235,229	\$2,666,910	\$431,681
Rugs	\$96,530	\$115,210	\$18,680
Major Appliances (14)	\$1,257,192	\$1,501,120	\$243,928
Housewares (15)	\$298,902	\$356,810	\$57,908
Small Appliances	\$190,284	\$227,004	\$36,720
Luggage	\$59,453	\$71,087	\$11,634
Telephones and Accessories	\$322,497	\$384,327	\$61,830
<b>Household Operations</b>			
Child Care	\$1,761,425	\$2,105,882	\$344,457
Lawn and Garden (16)	\$1,517,225	\$1,809,696	\$292,471
Moving/Storage/Freight Express	\$276,734	\$330,765	\$54,031
Housekeeping Supplies (17)	\$2,767,215	\$3,299,068	\$531,853
<b>Insurance</b>			
Owners and Renters Insurance	\$2,014,609	\$2,401,107	\$386,498
Vehicle Insurance	\$7,063,577	\$8,424,115	\$1,360,538
Life/Other Insurance	\$1,856,181	\$2,211,867	\$355,686
Health Insurance	\$13,924,722	\$16,594,198	\$2,669,476
Personal Care Products (18)	\$1,789,074	\$2,133,639	\$344,565
School Books and Supplies (19)	\$481,462	\$574,892	\$93,430
Smoking Products	\$1,427,280	\$1,693,064	\$265,784
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$9,573,390	\$11,418,836	\$1,845,446
Gasoline and Motor Oil	\$8,935,907	\$10,660,785	\$1,724,878
Vehicle Maintenance and Repairs	\$3,905,824	\$4,658,602	\$752,778
<b>Travel</b>			
Airline Fares	\$2,059,773	\$2,463,406	\$403,633
Lodging on Trips	\$2,201,621	\$2,630,033	\$428,412
Auto/Truck Rental on Trips	\$183,682	\$219,798	\$36,116
Food and Drink on Trips	\$1,953,075	\$2,333,338	\$380,263

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
Ring Band: 0 - 1 mile radius

Prepared by Esri  
Latitude: 29.49663  
Longitude: -98.38182

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
 Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
 Ring Band: 1 - 2 mile radius

Prepared by Esri  
 Latitude: 29.49663  
 Longitude: -98.38182

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Edge Families (7C)	23.0%	Population	33,006	33,781
Up and Coming Families (7A)	15.3%	Households	11,541	11,873
Rustbelt Traditions (5D)	8.8%	Families	8,008	8,243
Hometown Heritage (8G)	8.2%	Median Age	35.1	34.9
Midlife Constants (5E)	5.6%	Median Household Income	\$55,218	\$62,134
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$19,881,946	\$23,983,874	\$4,101,928
Men's		\$3,806,704	\$4,593,958	\$787,254
Women's		\$6,822,144	\$8,224,493	\$1,402,349
Children's		\$3,070,282	\$3,709,232	\$638,950
Footwear		\$4,717,777	\$5,689,882	\$972,105
Watches & Jewelry		\$1,152,242	\$1,388,920	\$236,678
Apparel Products and Services (1)		\$474,961	\$572,809	\$97,848
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,571,738	\$1,898,120	\$326,382
Portable Memory		\$40,932	\$49,370	\$8,438
Computer Software		\$88,190	\$106,407	\$18,217
Computer Accessories		\$172,952	\$208,602	\$35,650
<b>Entertainment &amp; Recreation</b>		\$29,704,377	\$35,803,290	\$6,098,913
Fees and Admissions		\$6,761,125	\$8,160,021	\$1,398,896
Membership Fees for Clubs (2)		\$2,227,398	\$2,686,353	\$458,955
Fees for Participant Sports, excl. Trips		\$1,095,477	\$1,322,853	\$227,376
Tickets to Theatre/Operas/Concerts		\$712,125	\$858,120	\$145,995
Tickets to Movies		\$549,994	\$664,860	\$114,866
Tickets to Parks or Museums		\$326,056	\$394,019	\$67,963
Admission to Sporting Events, excl. Trips		\$570,441	\$687,551	\$117,110
Fees for Recreational Lessons		\$1,268,937	\$1,533,352	\$264,415
Dating Services		\$10,697	\$12,914	\$2,217
TV/Video/Audio		\$11,078,365	\$13,350,619	\$2,272,254
Cable and Satellite Television Services		\$7,508,696	\$9,042,898	\$1,534,202
Televisions		\$1,114,321	\$1,345,051	\$230,730
Satellite Dishes		\$15,029	\$18,129	\$3,100
VCRs, Video Cameras, and DVD Players		\$47,049	\$56,717	\$9,668
Miscellaneous Video Equipment		\$138,187	\$166,315	\$28,128
Video Cassettes and DVDs		\$76,122	\$91,847	\$15,725
Video Game Hardware/Accessories		\$281,084	\$339,132	\$58,048
Video Game Software		\$155,322	\$187,318	\$31,996
Rental/Streaming/Downloaded Video		\$691,762	\$834,901	\$143,139
Installation of Televisions		\$7,064	\$8,550	\$1,486
Audio (3)		\$1,017,708	\$1,228,480	\$210,772
Rental and Repair of TV/Radio/Sound Equipment		\$26,022	\$31,281	\$5,259
Pets		\$6,502,406	\$7,828,626	\$1,326,220
Toys/Games/Crafts/Hobbies (4)		\$1,118,701	\$1,349,441	\$230,740
Recreational Vehicles and Fees (5)		\$957,338	\$1,151,704	\$194,366
Sports/Recreation/Exercise Equipment (6)		\$1,690,406	\$2,039,576	\$349,170
Photo Equipment and Supplies (7)		\$431,641	\$520,972	\$89,331
Reading (8)		\$923,399	\$1,112,091	\$188,692
Catered Affairs (9)		\$243,139	\$292,826	\$49,687
<b>Food</b>		\$86,760,445	\$104,645,804	\$17,885,359
Food at Home		\$51,023,949	\$61,526,625	\$10,502,676
Bakery and Cereal Products		\$6,517,313	\$7,857,637	\$1,340,324
Meats, Poultry, Fish, and Eggs		\$11,023,811	\$13,291,013	\$2,267,202
Dairy Products		\$5,070,757	\$6,114,416	\$1,043,659
Fruits and Vegetables		\$9,895,714	\$11,936,353	\$2,040,639
Snacks and Other Food at Home (10)		\$18,516,353	\$22,327,206	\$3,810,853
Food Away from Home		\$35,736,496	\$43,119,179	\$7,382,683
Alcoholic Beverages		\$5,621,106	\$6,774,798	\$1,153,692

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
 Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
 Ring Band: 1 - 2 mile radius

Prepared by Esri  
 Latitude: 29.49663  
 Longitude: -98.38182

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$245,785,457	\$296,238,665	\$50,453,208
Value of Retirement Plans	\$887,615,847	\$1,068,844,040	\$181,228,193
Value of Other Financial Assets	\$74,389,181	\$89,492,395	\$15,103,214
Vehicle Loan Amount excluding Interest	\$28,312,775	\$34,164,449	\$5,851,674
Value of Credit Card Debt	\$25,544,466	\$30,793,742	\$5,249,276
<b>Health</b>			
Nonprescription Drugs	\$1,420,263	\$1,709,831	\$289,568
Prescription Drugs	\$3,091,085	\$3,717,573	\$626,488
Eyeglasses and Contact Lenses	\$889,745	\$1,071,721	\$181,976
<b>Home</b>			
Mortgage Payment and Basics (11)	\$99,586,251	\$120,134,914	\$20,548,663
Maintenance and Remodeling Services	\$25,980,856	\$31,327,906	\$5,347,050
Maintenance and Remodeling Materials (12)	\$5,719,217	\$6,894,713	\$1,175,496
Utilities, Fuel, and Public Services	\$47,530,031	\$57,293,566	\$9,763,535
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$950,038	\$1,146,208	\$196,170
Furniture	\$6,061,852	\$7,313,412	\$1,251,560
Rugs	\$285,649	\$344,367	\$58,718
Major Appliances (14)	\$3,618,265	\$4,364,229	\$745,964
Housewares (15)	\$822,151	\$991,542	\$169,391
Small Appliances	\$497,740	\$600,342	\$102,602
Luggage	\$159,834	\$193,049	\$33,215
Telephones and Accessories	\$917,394	\$1,104,805	\$187,411
<b>Household Operations</b>			
Child Care	\$4,914,543	\$5,937,541	\$1,022,998
Lawn and Garden (16)	\$4,561,260	\$5,492,705	\$931,445
Moving/Storage/Freight Express	\$681,425	\$823,168	\$141,743
Housekeeping Supplies (17)	\$7,382,605	\$8,901,537	\$1,518,932
<b>Insurance</b>			
Owners and Renters Insurance	\$5,953,061	\$7,170,858	\$1,217,797
Vehicle Insurance	\$18,136,762	\$21,881,373	\$3,744,611
Life/Other Insurance	\$5,485,297	\$6,606,549	\$1,121,252
Health Insurance	\$38,646,021	\$46,558,629	\$7,912,608
Personal Care Products (18)	\$4,722,378	\$5,695,876	\$973,498
School Books and Supplies (19)	\$1,242,229	\$1,499,905	\$257,676
Smoking Products	\$3,519,062	\$4,230,010	\$710,948
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$25,566,491	\$30,843,829	\$5,277,338
Gasoline and Motor Oil	\$23,110,352	\$27,877,409	\$4,767,057
Vehicle Maintenance and Repairs	\$10,561,376	\$12,733,920	\$2,172,544
<b>Travel</b>			
Airline Fares	\$5,784,700	\$6,984,561	\$1,199,861
Lodging on Trips	\$6,425,553	\$7,747,765	\$1,322,212
Auto/Truck Rental on Trips	\$510,933	\$617,070	\$106,137
Food and Drink on Trips	\$5,492,070	\$6,625,553	\$1,133,483

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
Ring Band: 1 - 2 mile radius

Prepared by Esri  
Latitude: 29.49663  
Longitude: -98.38182

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
 Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
 Ring Band: 2 - 3 mile radius

Prepared by Esri  
 Latitude: 29.49663  
 Longitude: -98.38182

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Urban Edge Families (7C)	19.4%	Population	66,129	66,825
Home Improvement (4B)	12.4%	Households	24,207	24,570
Rustbelt Traditions (5D)	8.5%	Families	15,606	15,858
Old and Newcomers (8F)	7.9%	Median Age	35.6	36.4
Set to Impress (11D)	6.4%	Median Household Income	\$56,367	\$63,793
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$42,743,144	\$50,130,063	\$7,386,919
Men's		\$8,227,762	\$9,647,379	\$1,419,617
Women's		\$14,687,733	\$17,235,296	\$2,547,563
Children's		\$6,579,036	\$7,709,404	\$1,130,368
Footwear		\$10,158,343	\$11,910,532	\$1,752,189
Watches & Jewelry		\$2,445,078	\$2,869,745	\$424,667
Apparel Products and Services (1)		\$994,615	\$1,167,737	\$173,122
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,389,646	\$3,974,883	\$585,237
Portable Memory		\$87,606	\$102,794	\$15,188
Computer Software		\$193,181	\$226,454	\$33,273
Computer Accessories		\$378,206	\$443,608	\$65,402
<b>Entertainment &amp; Recreation</b>		\$63,596,969	\$74,643,966	\$11,046,997
Fees and Admissions		\$14,331,285	\$16,819,768	\$2,488,483
Membership Fees for Clubs (2)		\$4,762,864	\$5,590,824	\$827,960
Fees for Participant Sports, excl. Trips		\$2,328,849	\$2,733,711	\$404,862
Tickets to Theatre/Operas/Concerts		\$1,510,902	\$1,774,161	\$263,259
Tickets to Movies		\$1,196,835	\$1,401,934	\$205,099
Tickets to Parks or Museums		\$694,877	\$815,001	\$120,124
Admission to Sporting Events, excl. Trips		\$1,203,800	\$1,413,940	\$210,140
Fees for Recreational Lessons		\$2,611,274	\$3,064,518	\$453,244
Dating Services		\$21,882	\$25,678	\$3,796
TV/Video/Audio		\$23,848,609	\$27,981,879	\$4,133,270
Cable and Satellite Television Services		\$16,011,294	\$18,797,060	\$2,785,766
Televisions		\$2,435,363	\$2,854,101	\$418,738
Satellite Dishes		\$33,680	\$39,470	\$5,790
VCRs, Video Cameras, and DVD Players		\$103,278	\$121,107	\$17,829
Miscellaneous Video Equipment		\$294,600	\$345,914	\$51,314
Video Cassettes and DVDs		\$169,012	\$197,936	\$28,924
Video Game Hardware/Accessories		\$623,496	\$730,293	\$106,797
Video Game Software		\$350,886	\$410,839	\$59,953
Rental/Streaming/Downloaded Video		\$1,545,888	\$1,810,788	\$264,900
Installation of Televisions		\$14,640	\$17,158	\$2,518
Audio (3)		\$2,209,885	\$2,590,897	\$381,012
Rental and Repair of TV/Radio/Sound Equipment		\$56,587	\$66,319	\$9,732
Pets		\$13,909,408	\$16,337,471	\$2,428,063
Toys/Games/Crafts/Hobbies (4)		\$2,428,290	\$2,847,157	\$418,867
Recreational Vehicles and Fees (5)		\$1,985,653	\$2,335,966	\$350,313
Sports/Recreation/Exercise Equipment (6)		\$3,641,048	\$4,270,244	\$629,196
Photo Equipment and Supplies (7)		\$942,847	\$1,105,400	\$162,553
Reading (8)		\$1,989,204	\$2,335,287	\$346,083
Catered Affairs (9)		\$525,336	\$616,295	\$90,959
<b>Food</b>		\$186,704,748	\$218,985,537	\$32,280,789
Food at Home		\$109,592,699	\$128,561,004	\$18,968,305
Bakery and Cereal Products		\$13,931,569	\$16,344,942	\$2,413,373
Meats, Poultry, Fish, and Eggs		\$23,635,665	\$27,728,063	\$4,092,398
Dairy Products		\$10,851,585	\$12,731,931	\$1,880,346
Fruits and Vegetables		\$21,203,530	\$24,872,615	\$3,669,085
Snacks and Other Food at Home (10)		\$39,970,350	\$46,883,453	\$6,913,103
Food Away from Home		\$77,112,049	\$90,424,533	\$13,312,484
Alcoholic Beverages		\$12,125,199	\$14,231,629	\$2,106,430

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
 Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
 Ring Band: 2 - 3 mile radius

Prepared by Esri  
 Latitude: 29.49663  
 Longitude: -98.38182

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$523,654,021	\$615,394,121	\$91,740,100
Value of Retirement Plans	\$1,861,126,238	\$2,188,439,032	\$327,312,794
Value of Other Financial Assets	\$153,954,884	\$181,306,309	\$27,351,425
Vehicle Loan Amount excluding Interest	\$62,154,735	\$72,871,516	\$10,716,781
Value of Credit Card Debt	\$54,767,660	\$64,279,206	\$9,511,546
<b>Health</b>			
Nonprescription Drugs	\$3,074,405	\$3,609,576	\$535,171
Prescription Drugs	\$6,638,827	\$7,799,015	\$1,160,188
Eyeglasses and Contact Lenses	\$1,894,577	\$2,224,343	\$329,766
<b>Home</b>			
Mortgage Payment and Basics (11)	\$205,809,696	\$241,851,764	\$36,042,068
Maintenance and Remodeling Services	\$53,923,160	\$63,379,488	\$9,456,328
Maintenance and Remodeling Materials (12)	\$11,874,972	\$13,955,006	\$2,080,034
Utilities, Fuel, and Public Services	\$102,253,386	\$119,959,583	\$17,706,197
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,043,480	\$2,396,518	\$353,038
Furniture	\$13,035,826	\$15,291,040	\$2,255,214
Rugs	\$601,346	\$706,538	\$105,192
Major Appliances (14)	\$7,647,576	\$8,978,392	\$1,330,816
Housewares (15)	\$1,776,045	\$2,083,609	\$307,564
Small Appliances	\$1,086,233	\$1,273,590	\$187,357
Luggage	\$346,376	\$406,137	\$59,761
Telephones and Accessories	\$1,960,507	\$2,300,192	\$339,685
<b>Household Operations</b>			
Child Care	\$10,508,073	\$12,322,063	\$1,813,990
Lawn and Garden (16)	\$9,542,927	\$11,220,123	\$1,677,196
Moving/Storage/Freight Express	\$1,527,571	\$1,788,503	\$260,932
Housekeeping Supplies (17)	\$15,820,487	\$18,563,151	\$2,742,664
<b>Insurance</b>			
Owners and Renters Insurance	\$12,549,449	\$14,744,729	\$2,195,280
Vehicle Insurance	\$39,439,445	\$46,237,274	\$6,797,829
Life/Other Insurance	\$11,539,901	\$13,560,022	\$2,020,121
Health Insurance	\$82,631,950	\$97,022,303	\$14,390,353
Personal Care Products (18)	\$10,209,647	\$11,973,859	\$1,764,212
School Books and Supplies (19)	\$2,701,974	\$3,167,023	\$465,049
Smoking Products	\$7,741,923	\$9,077,324	\$1,335,401
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$55,332,384	\$64,896,817	\$9,564,433
Gasoline and Motor Oil	\$50,129,119	\$58,781,080	\$8,651,961
Vehicle Maintenance and Repairs	\$22,851,917	\$26,805,961	\$3,954,044
<b>Travel</b>			
Airline Fares	\$12,314,699	\$14,449,771	\$2,135,072
Lodging on Trips	\$13,610,384	\$15,985,804	\$2,375,420
Auto/Truck Rental on Trips	\$1,093,497	\$1,282,982	\$189,485
Food and Drink on Trips	\$11,733,191	\$13,771,857	\$2,038,666

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.





## Retail Demand Outlook

Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218 2  
Eisenhower Rd & Amber Palm, San Antonio, Texas, 78218  
Ring Band: 2 - 3 mile radius

Prepared by Esri  
Latitude: 29.49663  
Longitude: -98.38182

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.