



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

8150 Potranco Rd, San Antonio, Texas, 78251

Tapestry Segments

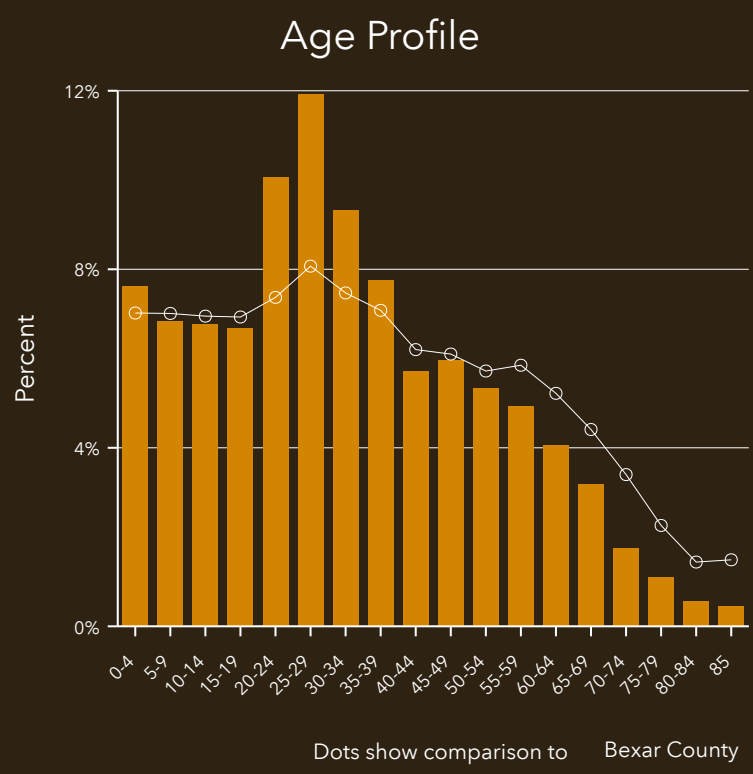
	11B Young and Restless 2,543 households	49.9% of Households
	4C Middleburg 2,351 households	46.2% of Households
	4B Home Improvement 174 households	3.4% of Households

Key Facts

- \$180,366**
Median Home Value
- \$51,322**
Median HH Income
- 3.5**
Home Value to Income Ratio
- 30.1**
Median Age
- 5,093**
Households

Education

- 8%**
No HS Diploma
- 30%**
HS Graduate
- 39%**
Some College
- 23%**
Degree or Higher



Households By Income

The largest group: \$50,000 - \$74,999 (18.8%)
The smallest group: \$200,000+ (0.9%)

Indicator	Value	Difference
<\$15,000	7.2%	-4.8%
\$15,000 - \$24,999	12.4%	+2.4%
\$25,000 - \$34,999	13.7%	+4.3%
\$35,000 - \$49,999	15.2%	+1.8%
\$50,000 - \$74,999	18.8%	+0.2%
\$75,000 - \$99,999	12.9%	+0.5%
\$100,000 - \$149,999	17.2%	+3.1%
\$150,000 - \$199,999	1.6%	-3.6%
\$200,000+	0.9%	-4.0%

Bars show deviation from Bexar County



HOUSING STATS

- \$180,366**
Median Home Value
- \$5,884**
Average Spent on Mortgage & Basics
- \$830**
Median Contract Rent

CRIME INDEX

- 200**
Property Crime
- 190**
Overall Crime
- 129**
Personal Crime

ANNUAL HOUSEHOLD SPENDING

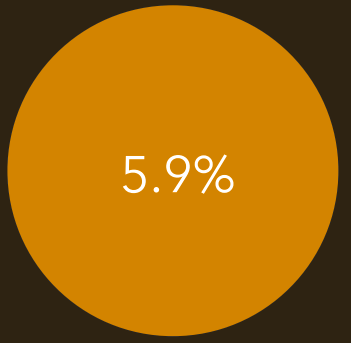
- \$1,660**
Apparel & Services
- \$3,946**
Groceries
- \$131**
Computers & Hardware
- \$2,876**
Eating Out
- \$4,181**
Health Care

ANNUAL LIFESTYLE SPENDING

- \$1,507**
Travel
- \$48**
Theatre/Operas/Concerts
- \$68**
Movies/Museums/Parks
- \$42**
Sports Events
- \$3**
Online Games

EMPLOYMENT

- 72%**
White Collar
- 18%**
Blue Collar
- 10%**
Services





TAPESTRY SEGMENTATION

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8150 Potranco Rd, San Antonio, Texas, 78251

Tapestry Segments

	11B Young and Restless 7,933 households	20.4% of Households
	7A Up and Coming Families 6,620 households	17.0% of Households
	4B Home Improvement 4,499 households	11.6% of Households

Key Facts

\$151,043
Median Home Value

\$52,542
Median HH Income

2.9
Home Value to Income Ratio

31.5
Median Age

38,869
Households

Education

15%
No HS Diploma

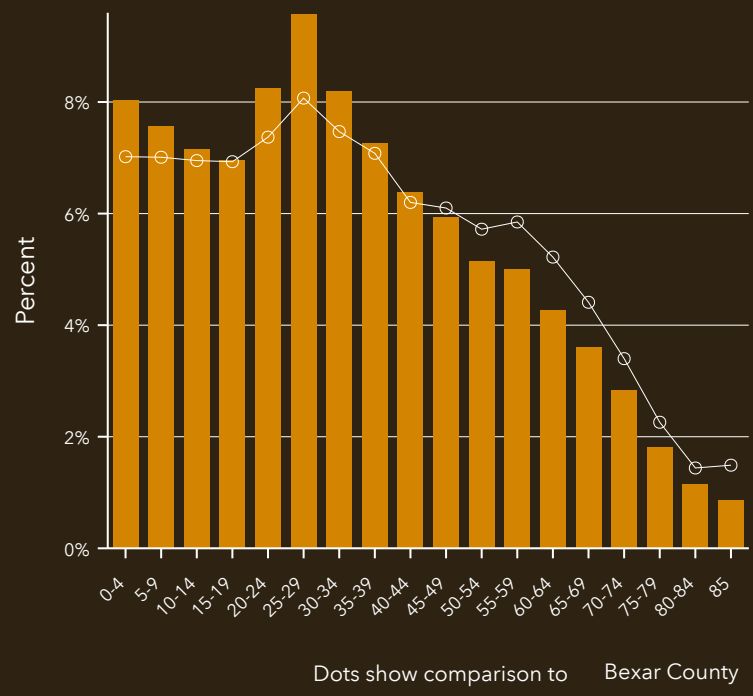
29%
HS Graduate

35%
Some College

21%
Degree or Higher



Age Profile



Households By Income

The largest group: \$50,000 - \$74,999 (21.1%)
The smallest group: \$200,000+ (1.6%)

Indicator	Value	Difference
<\$15,000	11.6%	-0.4%
\$15,000 - \$24,999	9.8%	-0.2%
\$25,000 - \$34,999	11.1%	+1.7%
\$35,000 - \$49,999	14.3%	+0.9%
\$50,000 - \$74,999	21.1%	+2.5%
\$75,000 - \$99,999	14.3%	+1.9%
\$100,000 - \$149,999	13.3%	-0.8%
\$150,000 - \$199,999	2.8%	-2.4%
\$200,000+	1.6%	-3.3%

Bars show deviation from Bexar County

HOUSING STATS

\$151,043
Median Home Value

\$6,668
Average Spent on Mortgage & Basics

\$817
Median Contract Rent

CRIME INDEX

211
Property Crime

203
Overall Crime

150
Personal Crime

166
Number of Restaurants

ANNUAL HOUSEHOLD SPENDING

\$1,672
Apparel & Services

\$3,964
Groceries

\$129
Computers & Hardware

\$2,878
Eating Out

\$4,288
Health Care

ANNUAL LIFESTYLE SPENDING

\$1,572
Travel

\$49
Theatre/Operas/Concerts

\$71
Movies/Museums/Parks

\$43
Sports Events

\$3
Online Games

EMPLOYMENT

60%

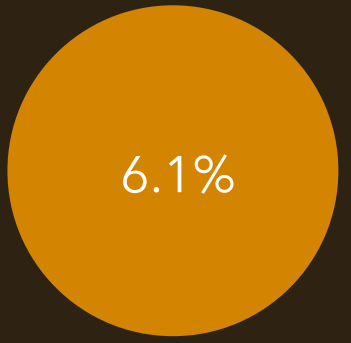
White Collar

21%

Blue Collar

19%

Services








TAPESTRY SEGMENTATION


The Fabric of America's Neighborhoods


8150 Potranco Rd, San Antonio, Texas, 78251

Tapestry Segments

 7A Up and Coming Families 12,797 households	19.9% of Households
 7F Southwestern Families 10,493 households	16.3% of Households
 4B Home Improvement 9,033 households	14.0% of Households

Key Facts

 **\$157,117**
Median Home Value


 **\$55,288**
Median HH Income


2.8
Home Value to Income Ratio


32.4
Median Age


64,459
Households

Education

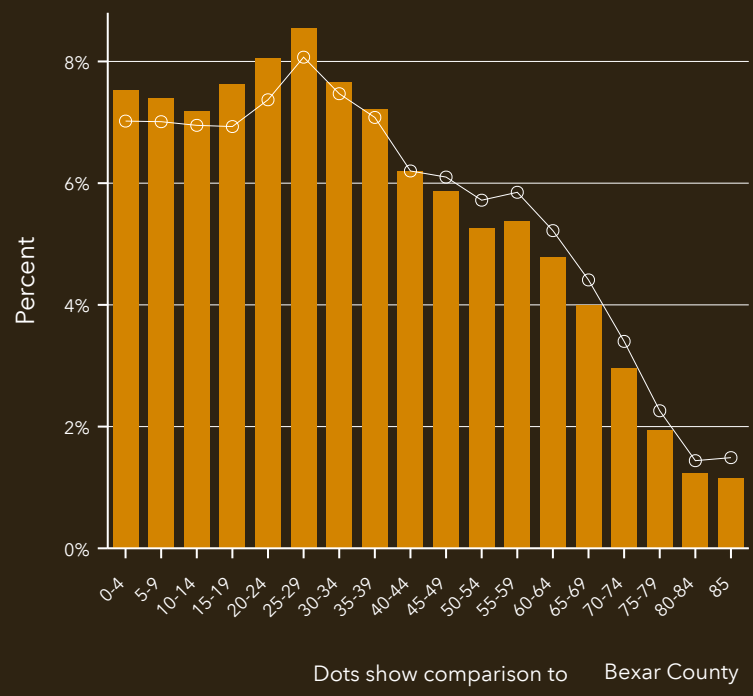
 **16%**
No HS Diploma

 **27%**
HS Graduate

 **34%**
Some College

 **23%**
Degree or Higher

Age Profile



Households By Income


The largest group: \$50,000 - \$74,999 (21.0%)
The smallest group: \$200,000+ (2.2%)


Indicator	Value	Difference
<\$15,000	10.7%	-1.3%
\$15,000 - \$24,999	9.1%	-0.9%
\$25,000 - \$34,999	9.5%	+0.1%
\$35,000 - \$49,999	14.6%	+1.2%
\$50,000 - \$74,999	21.0%	+2.4%
\$75,000 - \$99,999	13.1%	+0.7%
\$100,000 - \$149,999	15.1%	+1.0%
\$150,000 - \$199,999	4.7%	-0.5%
\$200,000+	2.2%	-2.7%


Bars show deviation from Bexar County



HOUSING STATS

 **\$157,117**
Median Home Value

 **\$7,896**
Average Spent on Mortgage & Basics

 **\$761**
Median Contract Rent

CRIME INDEX


 **145**
Property Crime


 **140**
Overall Crime


 **113**
Personal Crime


 **273**
Number of Restaurants


ANNUAL HOUSEHOLD SPENDING

 **\$1,792**
Apparel & Services

 **\$136**
Computers & Hardware

 **\$3,084**
Eating Out

 **\$4,244**
Groceries

 **\$4,717**
Health Care

ANNUAL LIFESTYLE SPENDING

 **\$1,752**
Travel

 **\$53**
Theatre/Operas/Concerts

 **\$3**
Online Games

 **\$76**
Movies/Museums/Parks

 **\$49**
Sports Events

EMPLOYMENT

 **61%**

White Collar



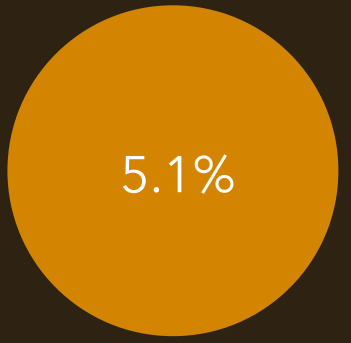
21%

Blue Collar



Services

17%



Unemployment Rate

DEMOGRAPHIC SUMMARY

8150 Potranco Rd, San Antonio, Texas, 78251



Ring band of 0 - 1 miles

KEY FACTS

12,878

Population



5,093

Households

30.1

Median Age

\$42,757

Median Disposable Income

EDUCATION

8%

No High School Diploma



30%

High School Graduate



39%

Some College



23%

Bachelor's/Grad/Prof Degree

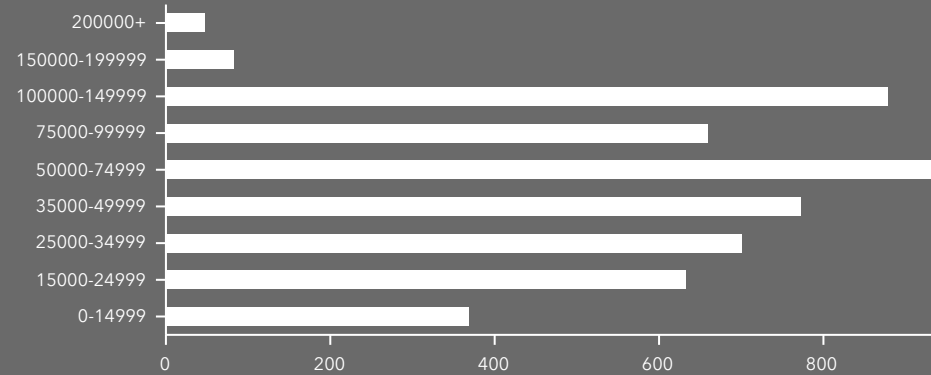
Race and Ethnicity

The largest group: Hispanic Origin (Any Race) (68.99)

The smallest group: Pacific Islander Alone (0.17)

Indicator	Value	Difference
White Alone	67.19	-3.58
Black Alone	10.88	+2.82
American Indian/Alaska Native Alone	0.72	-0.12
Asian Alone	2.76	-0.28
Pacific Islander Alone	0.17	+0.01
Other Race	12.87	-0.37
Two or More Races	5.41	+1.52
Hispanic Origin (Any Race)	68.99	+8.26

Bars show deviation from Bexar County



HOUSEHOLD INCOME

BUSINESS



272

Total Businesses



4,938

Total Employees



Households By Income

The largest group: \$50,000 - \$74,999 (18.8%)

The smallest group: \$200,000+ (0.9%)

Indicator	Value	Difference
<\$15,000	7.2%	-4.8%
\$15,000 - \$24,999	12.4%	+2.4%
\$25,000 - \$34,999	13.7%	+4.3%
\$35,000 - \$49,999	15.2%	+1.8%
\$50,000 - \$74,999	18.8%	+0.2%
\$75,000 - \$99,999	12.9%	+0.5%
\$100,000 - \$149,999	17.2%	+3.1%
\$150,000 - \$199,999	1.6%	-3.6%
\$200,000+	0.9%	-4.0%

Bars show deviation from Bexar County

DEMOGRAPHIC SUMMARY

8150 Potranco Rd, San Antonio, Texas, 78251



Ring band of 1 - 3 miles

KEY FACTS

113,779

Population



38,869

Households

31.5

Median Age

\$43,459

Median Disposable Income

EDUCATION

15%

No High School Diploma



29%

High School Graduate



35%

Some College



21%

Bachelor's/Grad/Prof Degree

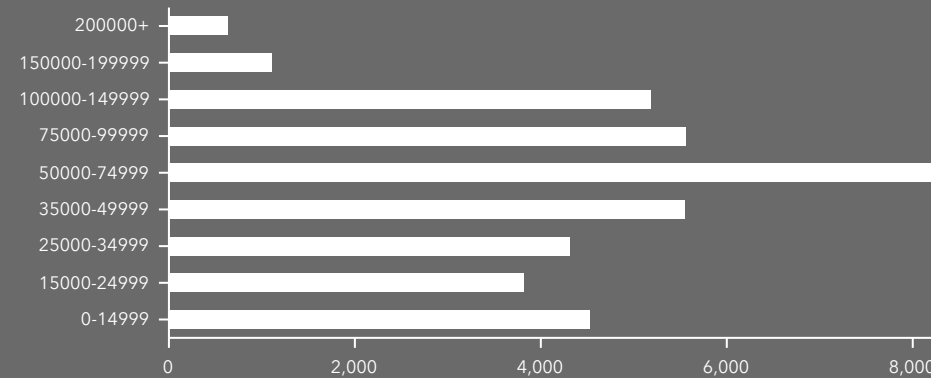
Race and Ethnicity

The largest group: Hispanic Origin (Any Race) (71.59)

The smallest group: Pacific Islander Alone (0.18)

Indicator	Value	Difference
White Alone	67.74	-3.03
Black Alone	8.67	+0.61
American Indian/Alaska Native Alone	0.83	-0.01
Asian Alone	2.65	-0.39
Pacific Islander Alone	0.18	+0.02
Other Race	15.65	+2.41
Two or More Races	4.28	+0.39
Hispanic Origin (Any Race)	71.59	+10.86

Bars show deviation from Bexar County



HOUSEHOLD INCOME

BUSINESS



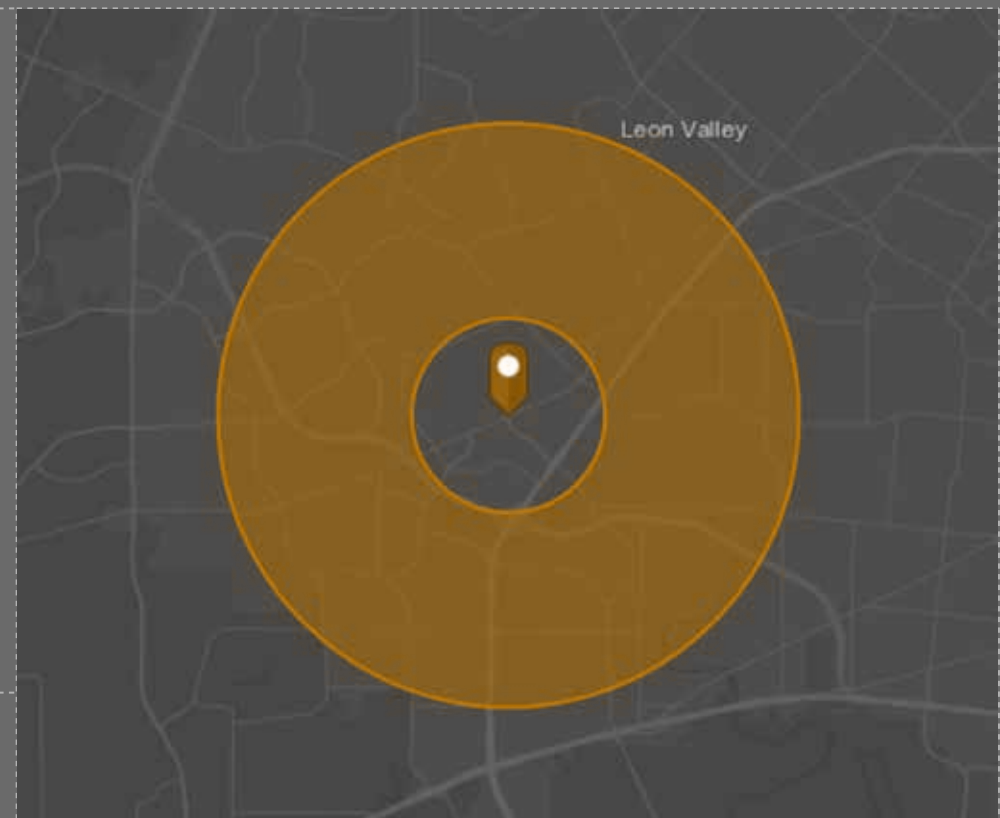
2,028

Total Businesses



29,920

Total Employees



Households By Income

The largest group: \$50,000 - \$74,999 (21.1%)

The smallest group: \$200,000+ (1.6%)

Indicator	Value	Difference
<\$15,000	11.6%	-0.4%
\$15,000 - \$24,999	9.8%	-0.2%
\$25,000 - \$34,999	11.1%	+1.7%
\$35,000 - \$49,999	14.3%	+0.9%
\$50,000 - \$74,999	21.1%	+2.5%
\$75,000 - \$99,999	14.3%	+1.9%
\$100,000 - \$149,999	13.3%	-0.8%
\$150,000 - \$199,999	2.8%	-2.4%
\$200,000+	1.6%	-3.3%

Bars show deviation from Bexar County

DEMOGRAPHIC SUMMARY

8150 Potranco Rd, San Antonio, Texas, 78251



Ring band of 3 - 5 miles

KEY FACTS

200,214

Population



64,459

Households

32.4

Median Age

\$46,365

Median Disposable Income

EDUCATION

16%

No High School Diploma



27%

High School Graduate



34%

Some College



23%

Bachelor's/Grad/Prof Degree

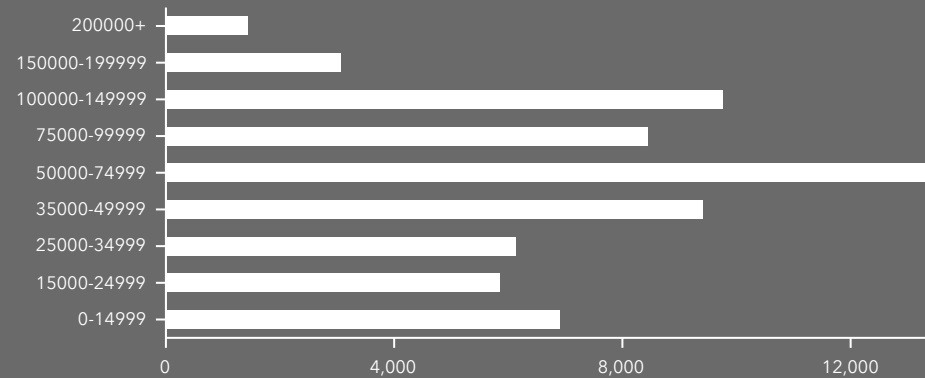
Race and Ethnicity

The largest group: White Alone (70.37)

The smallest group: Pacific Islander Alone (0.20)

Indicator	Value	Difference
White Alone	70.37	-0.40
Black Alone	6.92	-1.14
American Indian/Alaska Native Alone	0.94	+0.10
Asian Alone	2.34	-0.70
Pacific Islander Alone	0.20	+0.04
Other Race	15.04	+1.80
Two or More Races	4.18	+0.29
Hispanic Origin (Any Race)	69.99	+9.26

Bars show deviation from Bexar County



HOUSEHOLD INCOME

BUSINESS



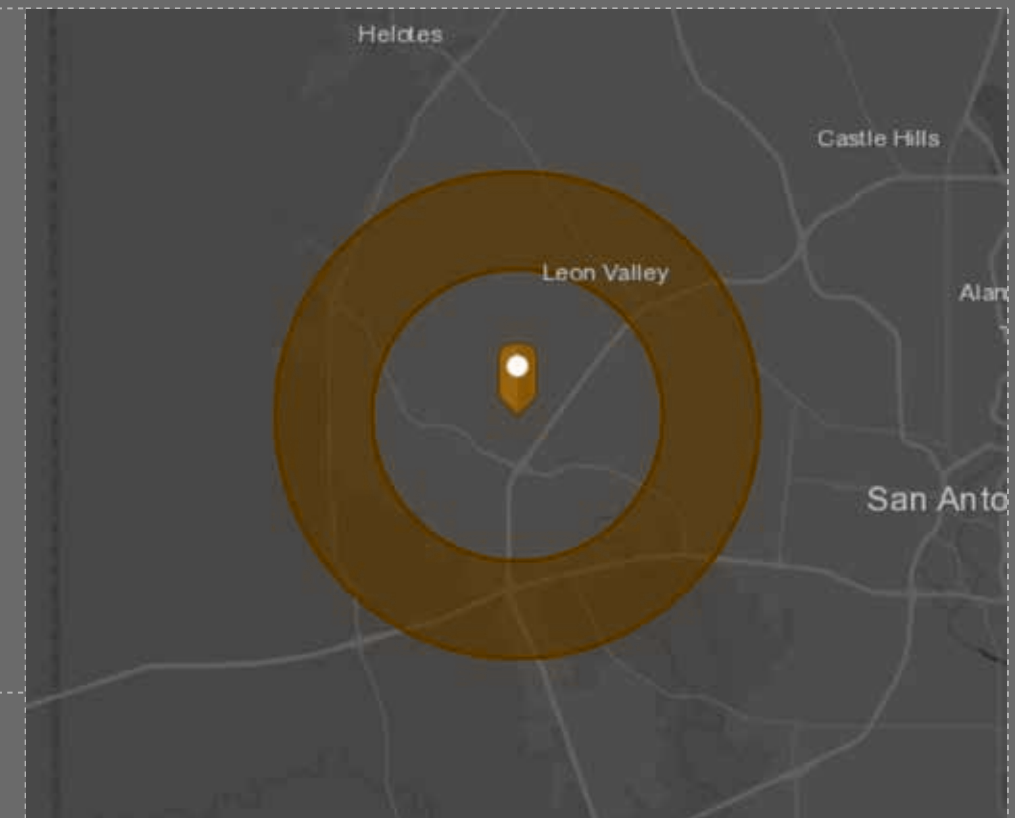
3,865

Total Businesses



51,285

Total Employees



Households By Income

The largest group: \$50,000 - \$74,999 (21.0%)

The smallest group: \$200,000+ (2.2%)

Indicator	Value	Difference
<\$15,000	10.7%	-1.3%
\$15,000 - \$24,999	9.1%	-0.9%
\$25,000 - \$34,999	9.5%	+0.1%
\$35,000 - \$49,999	14.6%	+1.2%
\$50,000 - \$74,999	21.0%	+2.4%
\$75,000 - \$99,999	13.1%	+0.7%
\$100,000 - \$149,999	15.1%	+1.0%
\$150,000 - \$199,999	4.7%	-0.5%
\$200,000+	2.2%	-2.7%

Bars show deviation from Bexar County