

2020 LABOR SHED ANALYSIS

NEW BRAUNFELS, TEXAS

New Braunfels
EDC



EXECUTIVE SUMMARY

Laborshed studies showcase the labor availability from the labor–supply perspective. The data provides community leadership, along with current and future employers an adaptable tool for comprehending workforce characteristics.

In this laborshed study, we analyzed the psychographic qualities of the local workforce – from their age, income and technical expertise to their likes, lifestyle choices and hobbies. This helped the community and employers understand ways to motivate employees to remain on the job or help recruit new talent in the talent pool.

IN-COMMUTER AND OUT-COMMUTER PROFILES

- » GPS data was used to capture workplace visits for New Braunfels, San Marcos, and Seguin. A third-party, consumer-intelligence company called Buxton identified 633,764 home locations and 371,964 work locations with unique devices found within these city limits.
- » New Braunfels out-commuter and in-commuter profiles:
 - Top segments (3% or more) for both profiles include suburban families, established couples, and young singles and couples.
- » New Braunfels compared to San Marcos and Seguin
 - San Marcos had very similar in-commuter profiles when compared to New Braunfels. Their out-commuter profiles had additional college-aged and young adult segments within their top segments.
 - Seguin’s in-commuter profile had fewer suburban-dwelling segments than the New Braunfels in-commuter. Their out-commuter profile had a slightly higher percentage of rural segments than the New Braunfels out-commuter profile.
- » Index scores centered around 100 showed how each segment of New Braunfels out-commuters and in-commuters compared to that of other cities within the study.



CGT FACTORY



MCCOY'S MILLWORK EXPANSION

LABOR SHED ANALYSIS

Labor shed is the average drive time of in-commuters and out-commuters.

In-commuters' visits to non-work locations were primarily restaurants, financial institutions, schools, and other places in-commuters would frequent as part of their daily lives (grocers, gasoline, etc.).

	OUT-COMMUTER TRADE AREA (MINS)	IN-COMMUTER TRADE AREA (MINS)	PERCENT OF NEW BRAUNFELS OUT-COMMUTERS	PERCENT OF NEW BRAUNFELS IN-COMMUTERS
NEW BRAUNFELS	50	40	-	-
SAN MARCOS	52	42	14%	8%
SEGUIN	44	35	10%	11%



VERAMENDI

GENERAL LABOR SHED COMPARISON

In an effort to help determine the profile of workers that commuted to New Braunfels for work, a labor shed study analysis was used to help identify the New Braunfels workforce based on the average drive time for both in-commuters and out-commuters.

New Braunfels labor shed drive times captured 75%+ of in-commuter and out-commuter observations.

- » Out-commuters drove 50 minutes.
- » In-commuters drove 40 minutes.

The labor shed of San Marcos and Seguin were calculated for comparison.

Out-commuters

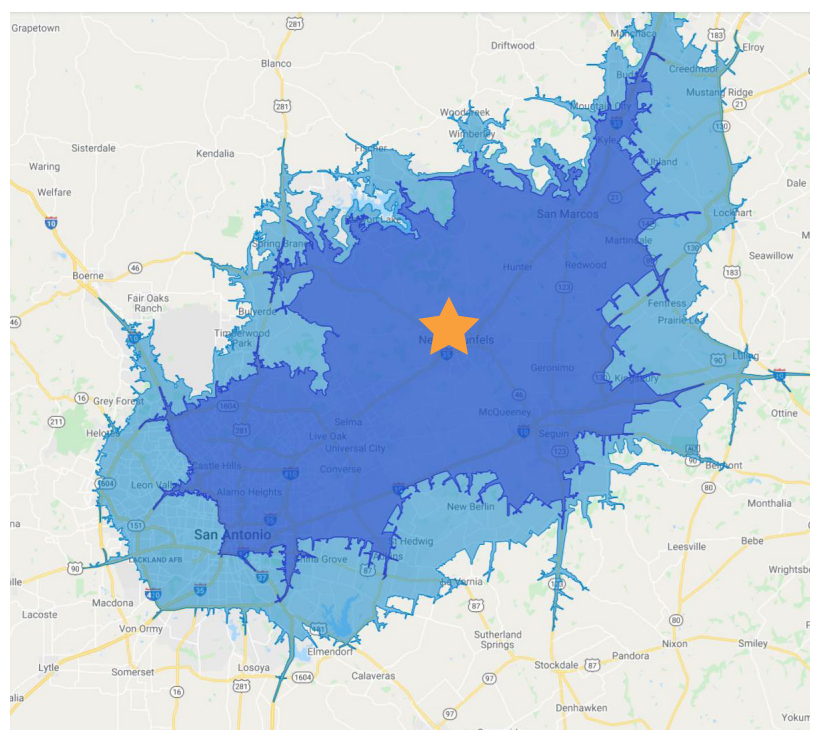
- » San Marcos - 52 minutes
- » Seguin - 44 minutes

In-commuters

- » San Marcos - 42 minutes
- » Seguin - 35 minutes

San Marcos recorded similar commute habits for people that commuted inside for work and/or outside of New Braunfels.

However, Seguin had lower drive times for both out-commuters and in-commuters.



NEW BRAUNFELS



50-MINUTE OUT-COMMUTER DRIVE TIME



40-MINUTE IN-COMMUTER DRIVE TIME



OUT-COMMUTER INSIGHTS

What percentage of New Braunfels out-commuters traveled to Seguin or San Marcos?

- » 14% of out-commuters work in San Marcos.
- » 10% of out-commuters work in Seguin.

The zip codes of out-commuters showed San Marcos and Seguin captured a high percentage of out-commuters.

Other cities included Austin and Schertz, with each capturing 5% or more of New Braunfels out-commuters. However, San Antonio zip codes captured ~30% of New Braunfels out-commuters when added together with Austin and Schertz.

New Braunfels drew commuters from the cities of San Marcos, Seguin, Canyon Lake, Cibolo, and zip codes that surround New Braunfels.

OUT-COMMUTER INDEX

To determine the difference in workers that commuted from New Braunfels to San Marcos and Seguin, an out-commuter index was created to

score the percentages compared to the base workforce and created an index. Segments more likely to be a specific city's out-commuter when compared to their base workforce are shown.

Index scores for New Braunfels of 80 or more are shown.

Segments that were highly likely to be an out-commuter for New Braunfels may or may not be true for that of San Marcos or Seguin. This chart showed how New Braunfels workforce differed from that of San Marcos or Seguin.

OUT-COMMUTER SCORE

SEGMENT	NEW BRAUNFELS	SAN MARCOS	SEGUIN
A05: COUPLES WITH CLOUT	91	80	245
B08: BABIES AND BLISS	216	53	32
C12: GOLF CARTS AND GOURMETS	104	20	0
C13: SILVER SOPHISTICATES	80	27	0
C14: BOOMERS AND BOOMERANGS	122	19	30
D16: SETTLED IN SUBURBIA	164	25	0
D17: CUL DE SAC DIVERSITY	237	81	81
E19: FULL POCKETS, EMPTY NESTS	146	54	0
F22: FAST TRACK COUPLES	231	108	147
F23: FAMILIES MATTER MOST	158	64	185
G24: STATUS-SEEKING SINGLES	223	229	0
H27: BIRKENSTOCKS AND BEEMERS	127	61	148
H28: EVERYDAY MODERATES	141	14	0
H29: DESTINATION RECREATION	135	99	103
I32: STEADFAST CONVENTIONALISTS	88	0	112
I33: BALANCE AND HARMONY	111	66	123
J34: AGING IN PLACE	83	43	138
K37: WIRED FOR SUCCESS	183	29	134
K38: GOTHAM BLEND	117	194	0
K40: BOHEMIAN GROOVE	137	316	104
N46: TRUE GRIT AMERICANS	118	77	212
O50: FULL STEAM AHEAD	175	227	169
O51: DIGITAL DEPENDENTS	173	138	128
O54: STRIVING SINGLE SCENE	90	247	84
O55: FAMILY TROOPERS	150	159	215
P56: MID-SCALE MEDLEY	103	308	209
Q62: REAPING REWARDS	184	104	40
Q64: TOWN ELDERS	101	183	117
R66: DARE TO DREAM	169	446	291

IN-COMMUTER INSIGHTS

The zip code in-commuter map showed New Braunfels had the in-commuters primarily traveled from those surrounding the city and zip codes in Seguin.

In addition to their work locations, in-commuters visited the types of places listed below, within the New Braunfels city boundaries. The top categories reflected places in-commuters would frequent as part of their daily lives. Other frequented places included retailers, medical services, and entertainment-centered places.

Average dwell times reflected the average visit length to a location within the category. The index (average is 100) is measured of how likely an in-commuter was to visit a specific category when compared to all categories visited.

TOP CATEGORY	PERCENT	INDEX	AVERAGE DWELL TIME (HRS. ARE ROUNDED)
RESTAURANTS AND OTHER EATING PLACES	11.72%	1,090	1.5 hr.
DEPOSITORY CREDIT INTERMEDIATION	9.22%	858	2 hrs.
ELEMENTARY AND SECONDARY SCHOOLS	5.67%	528	2.5 hrs.
GASOLINE STATIONS	5.62%	523	32 min.
GROCERY STORES	5.40%	503	1 hr.
HEALTH AND PERSONAL CARE STORES	5.00%	465	1 hr.
PERSONAL CARE SERVICES	4.22%	393	1 hr.
OFFICES OF PHYSICIANS	4.17%	388	3.5 hrs.
HOME HEALTH CARE SERVICES	3.97%	369	3.5 hrs.
ACCOUNTING, TAX PREPARATION, BOOKKEEPING, AND PAYROLL SERVICES	2.95%	274	2 hrs.
GENERAL MERCHANDISE STORES, INCLUDING WAREHOUSE CLUBS & SUPERCENTERS	2.78%	259	1 hr.
OTHER AMUSEMENT AND RECREATION INDUSTRIES	2.77%	257	54 min.
OFFICES OF OTHER HEALTH PRACTITIONERS	2.64%	245	3.5 hrs.
AUTOMOBILE DEALERS	2.61%	243	3 hrs.
GENERAL MEDICAL AND SURGICAL HOSPITALS	2.23%	207	4 hrs.
BUILDING MATERIAL AND SUPPLIES DEALERS	2.08%	194	1 hr.
AGENCIES, BROKERAGES, AND OTHER INSURANCE-RELATED ACTIVITIES	1.99%	185	2 hrs.
DEPARTMENT STORES	1.91%	177	1.5 hr.
OFFICES OF DENTISTS	1.81%	169	2 hrs.
AUTOMOTIVE REPAIR AND MAINTENANCE	1.79%	166	2 hrs.

TOP NON-WORK VISIT CATEGORIES

New Braunfels' in-commuters drove from Canyon Lake, Cibolo, and other surrounding zip codes. Since it is a larger city, New Braunfels offers a larger variety of restaurants, retailers, and businesses than many in-commuters' origin city.

- » Restaurants and other Eating Places categories had the largest percent of non-workplace visits for in-commuters.
 - Chain and local coffee places (Starbucks, On the Grind Coffee)
 - Quick-service restaurants (McDonalds, Whataburger, Chick-fil-A)
 - Fast-casual restaurants (BJ's Restaurants, Olive Garden)
- » Depository Credit Intermediation category had the second-largest percent of non-working visits for in-commuters. Top banks include BBVA Compass, Wells Fargo, and Chase Bank.

IN-COMMUTER SCORE

SEGMENT	NEW BRAUNFELS	SAN MARCOS	SEGUIN
A01: AMERICAN ROYALTY	198	174	186
A03: KIDS AND CABERNET	179	104	189
A05: COUPLES WITH CLOUT	100	188	119
A06: JET-SET URBANITES	182	313	0
B07: GENERATIONAL SOUP	183	312	163
B10: COSMOPOLITAN ACHIEVERS	1181	189	0
C13: SILVER SOPHISTICATES	159	218	346
D15: SPORTS UTILITY FAMILIES	116	174	110
D16: SETTLED IN SUBURBIA	209	180	182
D17: CUL DE SAC DIVERSITY	122	213	164
D18: SUBURBAN ATTAINMENT	334	189	317
E21: UNSPOILED SPLENDOR	109	103	75
F22: FAST-TRACK COUPLES	115	220	213
G24: STATUS-SEEKING SINGLES	192	117	481
G25: URBAN EDGE	281	206	286
H27: BIRKENSTOCKS AND BEEMERS	135	145	64
I30: STOCKCARS AND STATE PARKS	147	121	126
I32: STEADFAST CONVENTIONALISTS	133	166	73
I33: BALANCE AND HARMONY	100	152	111
J35: RURAL ESCAPE	146	134	123
K39: METRO FUSION	121	30	208
L41: BOOMING AND CONSUMING	138	172	77
L43: HOMEMADE HAPPINESS	134	136	55
M44: RED, WHITE, AND BLUEGRASS	131	131	109
M45: DIAPERS AND DEBIT CARDS	195	59	33
N47: COUNTRIFIED PRAGMATICS	283	201	178
N48: RURAL SOUTHERN BLISS	197	175	37
N49: TOUCH OF TRADITION	135	115	38
O51: DIGITAL DEPENDENTS	115	167	124
O52: URBAN AMBITION	454	158	208
O53: COLLEGES AND CAFES	139	8	77
O54: STRIVING SINGLE SCENE	139	47	173
O55: FAMILY TROOPERS	115	137	97
P57: MODEST METRO MEANS	591	921	1146
P60: STRIVING FORWARD	194	97	62
P61: HUMBLE BEGINNINGS	114	28	36
Q62: REAPING REWARDS	126	165	149
Q64: TOWN ELDERS	128	136	66
R66: DARE TO DREAM	156	91	55
R67: HOPE FOR TOMORROW	169	205	164
S68: SMALL-TOWN SHALLOW POCKETS	133	136	25
S69: URBAN SURVIVORS	394	0	0

IN-COMMUTER INDEX

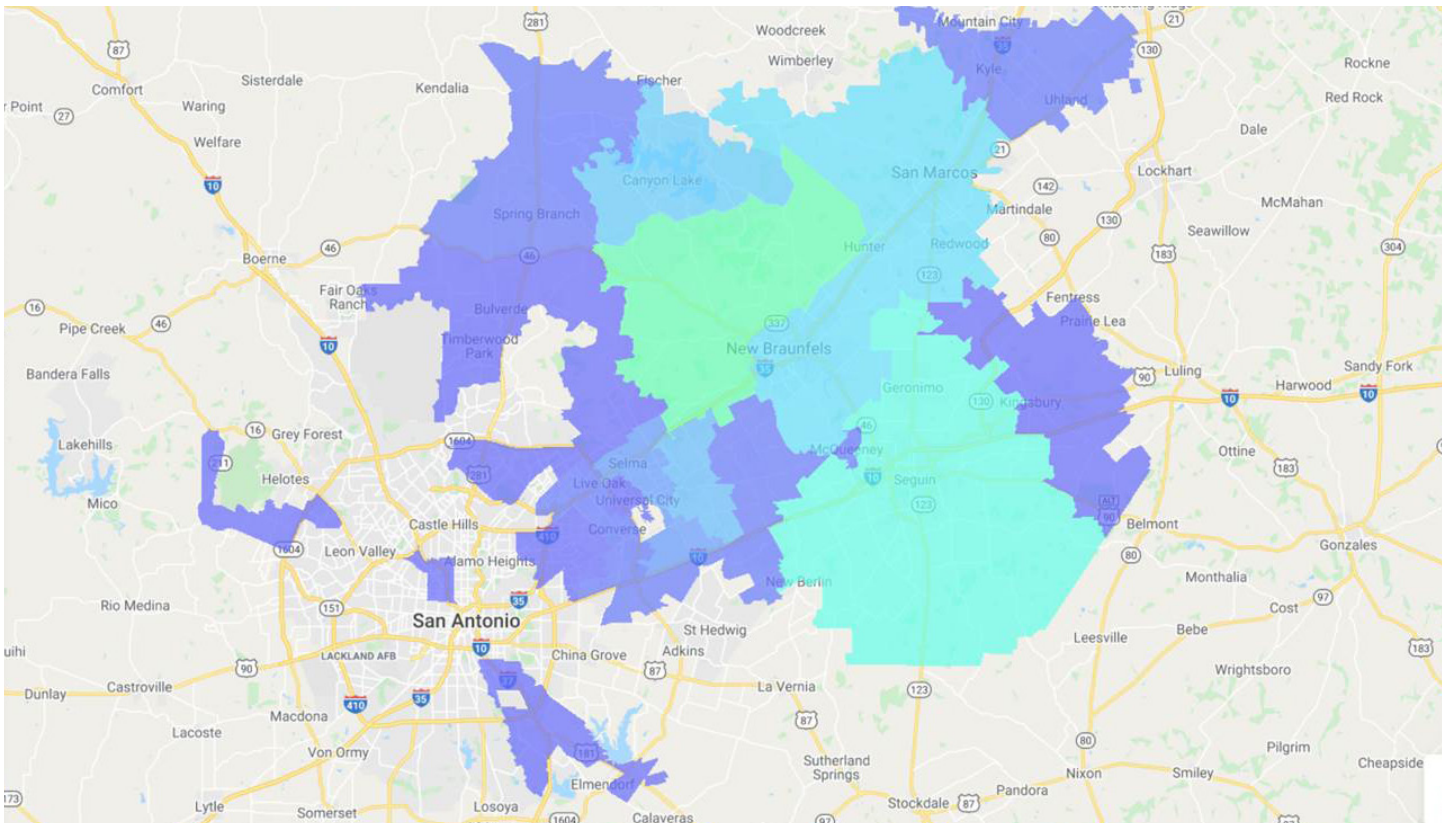
The index scores compared the in-commuter (from San Marcos and Seguin to New Braunfels) percentages to that of the base workforce and created an index. Segments more likely to be a specific city's in-commuter when compared to their base workforce are shown below.

Index scores for New Braunfels of 100 or more are shown.

The top categories for in-commuter visits showed that New Braunfels is a hub for daily life for their in-commuter workforce. The in-commuters not only work in New Braunfels, but frequent places that would be considered common for a resident.



IN COMMUTERS



SUMMERTIME LABOR SHED INSIGHTS

Did the New Braunfels labor shed shift during the summer-tourist season?

Commute times from Memorial Day weekend to Labor Day weekend were evaluated to determine if there were shifts in labor shed.

» General All-Year Drive Times

- Out-commuters drove 50 minutes.
- In-commuters drove 40 minutes.

» Summertime Drive Times

- Out-commuters drove 30 minutes.
- In-commuters drove 27 minutes.

However, summertime average drive times only captured 65-70% of in-commuter and out-commuter observations.

» Summertime 75% Observation Drive Times

- Out-commuters drove 38 minutes.
- In-commuters drove 30 minutes.

When 75% of observations were evaluated, the drive times were ~10 minutes less than the general commutes. This decrease could be caused by college-aged in-commuters returning home for the summer and vacationing families. Both segment groups were top segments for the New Braunfels in-commuter profile.



NEW BRAUNFELS OUT-COMMUTER PROFILE

The out-commuter profile counts each captured residents inside of New Braunfels whose place of work was outside the New Braunfels city boundary. Top segments (3% or more) included suburban families (D17, B08, F22), established couples (I33) and young singles (051).

F22 FAST TRACK COUPLES

ACTIVE, YOUNG, UPPER ESTABLISHED SUBURBAN COUPLES AND FAMILIES LIVING UPWARDLY MOBILE LIFESTYLES.



HEAD OF HOUSEHOLD AGE:
31-35



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$100,000-\$124,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
7-9

KEY FEATURES:

» COMFORTABLE SPENDER

» CREDIT-AWARE

D17 CUL DE SAC DIVERSITY

CULTURED FAMILIES SETTLED IN NEW SUBURBAN NEIGHBORHOODS.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$75,000-\$99,999



HOUSEHOLD SIZE:
2 PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» FINANCIALLY CONSERVATIVE

» BILINGUAL

051 DIGITALLY SAVVY

YOUNG SINGLES WHO LIVE DIGITAL-DRIVEN SMALLER CITY LIFESTYLES.



HEAD OF HOUSEHOLD AGE:
25-30



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$50,000-\$74,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
UNKNOWN



AGE OF CHILDREN:
7-9

KEY FEATURES:

» EAGER TO SPEND

» SINGLE ADULTS

B08 BABIES AND BLISS

MIDDLE-AGED COUPLES WITH FAMILIES AND ACTIVE LIVES IN AFFLUENT SUBURBIA.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$123,000-\$149,999



HOUSEHOLD SIZE:
2 PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
10-12

KEY FEATURES:

» ONLINE SHOPPERS

» MODERN HOUSING

I33 BALANCE AND HARMONY

ESTABLISHED FAMILIES LIVING LIVELY LIFESTYLES IN CITY NEIGHBORHOODS.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$50,000-\$74,999



HOUSEHOLD SIZE:
2 PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» BILINGUAL HOUSEHOLDS

» BLUE-COLLAR INCOME

COMAL COUNTY

NEW BRAUNFELS









NEW BRAUNFELS IN-COMMUTER PROFILE

The in-commuter profile counts each captured resident outside of New Braunfels whose place of work was within the New Braunfels city boundary. Top Segments (3% or more) included suburban families (E21, F22), established couples (C11, I33), and young singles and couples (O51).

E21 UNSPOILED SPLENDOR

COMFORTABLY ESTABLISHED BABY BOOMER COUPLES IN TOWN AND COUNTRY COMMUNITIES.

 HEAD OF HOUSEHOLD AGE: 51-65	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$50,000-\$74,999	 HOUSEHOLD SIZE: 2 PERSONS
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 0-3







KEY FEATURES:

» PRICE-CONSCIOUS

» DO-IT-YOURSELFERS

C11 SOPHISTICATED CITY DWELLERS

WEALTHY BOOMER-AGED COUPLES LIVING IN CITIES AND CLOSED-IN SUBURBS.

 HEAD OF HOUSEHOLD AGE: 51-65	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$175,000-\$199,999	 HOUSEHOLD SIZE: 3 PERSONS
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 0-3







KEY FEATURES:

» HIGHLY EDUCATED

» UPSCALE HOUSING

O51 DIGITALLY SAVVY

YOUNG SINGLES WHO LIVE DIGITAL-DRIVEN SMALLER CITY LIFESTYLES.

 HEAD OF HOUSEHOLD AGE: 25-30	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$50,000-\$74,999	 HOUSEHOLD SIZE: 1 PERSON
 HOME OWNERSHIP: UNKNOWN	 AGE OF CHILDREN: 7-9







KEY FEATURES:

» EAGER TO SPEND

» SINGLE ADULTS

F22 FAST TRACK COUPLES

ACTIVE, YOUNG, UPPER ESTABLISHED SUBURBAN COUPLES AND FAMILIES LIVING UPWARDLY MOBILE LIFESTYLES.

 HEAD OF HOUSEHOLD AGE: 31-35	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$100,000-\$124,999	 HOUSEHOLD SIZE: 1 PERSON
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 7-9







KEY FEATURES:

» COMFORTABLE SPENDER

» CREDIT-AWARE

I33 BALANCE AND HARMONY

ESTABLISHED FAMILIES LIVING LIVELY LIFESTYLES IN CITY NEIGHBORHOODS.

 HEAD OF HOUSEHOLD AGE: 36-45	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$50,000-\$74,999	 HOUSEHOLD SIZE: 2 PERSONS
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 13-18

KEY FEATURES:

» BILINGUAL HOUSEHOLDS

» BLUE-COLLAR INCOME

COMAL COUNTY

NEW BRAUNFELS



SAN MARCOS OUT-COMMUTER PROFILE

The San Marcos out-commuter top segments (3% or more) included more young singles and couples than the New Braunfels profile (053, 054). This showed a more expected profile where there were more heavily weighed segments leaving a town to commute to a larger metropolitan area for work.

053 COLLEGE AND CAFES

YOUTHFUL SINGLES AND RECENT COLLEGE GRADUATES LIVING IN COLLEGE COMMUNITIES.



HEAD OF HOUSEHOLD AGE:
19-24



TYPE OF PROPERTY:
MULTI-FAMILY



HOUSEHOLD INCOME:
LESS THAN \$15,000



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
RENTER



AGE OF CHILDREN:
7-9

KEY FEATURES:

» SINGLE ADULTS

» ACTIVE LIFESTYLE

R66 AMBITIOUS DREAMERS

LIVELY SINGLES AND SINGLE PARENTS WITH COST-CONSCIOUS MINDSETS STARTING OUT IN CITY APARTMENTS.



HEAD OF HOUSEHOLD AGE:
25-30



TYPE OF PROPERTY:
MULTI-FAMILY



HOUSEHOLD INCOME:
LESS THAN \$15,000



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
RENTER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» SINGLE PARENTS

» BILINGUAL

054 INFLUENCED BY INFLUENCERS

YOUNG SINGLES LIVING IN MIDWEST AND SOUTHERN CITY CENTERS.



HEAD OF HOUSEHOLD AGE:
25-30



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
LESS THAN \$15,000



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
RENTER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» CAREER-DRIVEN

» FIRST-TIME BUYERS

F22 FAST TRACK COUPLES

ACTIVE, YOUNG, UPPER ESTABLISHED SUBURBAN COUPLES AND FAMILIES LIVING UPWARDLY MOBILE LIFESTYLES.



HEAD OF HOUSEHOLD AGE:
31-35



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$100,000-\$124,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
7-9

KEY FEATURES:

» COMFORTABLE SPENDER

» CREDIT-AWARE

051 DIGITALLY SAVVY

YOUNG SINGLES WHO LIVE DIGITAL-DRIVEN SMALLER CITY LIFESTYLES.



HEAD OF HOUSEHOLD AGE:
25-30



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$50,000-\$74,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
UNKNOWN



AGE OF CHILDREN:
7-9

KEY FEATURES:

» EAGER TO SPEND

» SINGLE ADULTS

HAYS COUNTY

SAN MARCOS





SAN MARCOS IN-COMMUTER PROFILE

The San Marcos in-commuter top segments were (3% or more) suburban families and established couples (F22, C14). They did have a higher percentage of rural dwelling segments driving into work (I33, P59), but was consistent overall with the type of segments in the New Braunfels in-commuter profile (051).

F22 FAST TRACK COUPLES

ACTIVE, YOUNG, UPPER ESTABLISHED SUBURBAN COUPLES AND FAMILIES LIVING UPWARDLY MOBILE LIFESTYLES.



HEAD OF HOUSEHOLD AGE:
31-35



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$100,000-\$124,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
7-9

KEY FEATURES:

» COMFORTABLE SPENDER

» CREDIT-AWARE

C14 BOOMERS AND BOOMERANGS

BABY BOOMER ADULTS AND THEIR TEENAGE AND YOUNG ADULT CHILDREN SHARING SUBURBAN HOMES.



HEAD OF HOUSEHOLD AGE:
51-65



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$75,000-\$99,999



HOUSEHOLD SIZE:
5+ PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
0-3

KEY FEATURES:

» CHARITABLE

» MIDDLE-CLASS FAMILIES

I33 BALANCE AND HARMONY

ESTABLISHED FAMILIES LIVING LIVELY LIFESTYLES IN CITY NEIGHBORHOODS.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$50,000-\$74,999



HOUSEHOLD SIZE:
2 PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» BILINGUAL HOUSEHOLDS

» BLUE-COLLAR INCOME

P59 EXPANDING HORIZONS

MIDDLE-AGED FAMILIES EARNING MODEST TO AVERAGE INCOMES FROM BLUE-COLLAR JOBS.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$35,000-\$49,999



HOUSEHOLD SIZE:
5+ PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» BILINGUAL HOUSEHOLDS

» BLUE-COLLAR JOBS

051 DIGITALLY SAVVY

YOUNG SINGLES WHO LIVE DIGITAL-DRIVEN SMALLER CITY LIFESTYLES.



HEAD OF HOUSEHOLD AGE:
25-30



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$50,000-\$74,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
UNKNOWN



AGE OF CHILDREN:
7-9

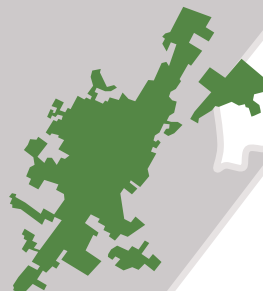
KEY FEATURES:

» EAGER TO SPEND

» SINGLE ADULTS

HAYS COUNTY

SAN MARCOS





SEGUIN OUT-COMMUTER PROFILE

The Seguin out-commuter top segments (3% or more) looked very different from the New Braunfels out-commuter profile. Seguin included more rural couple segments than New Braunfels (P59, N46). Top segments were the family segments (I33, F22) and young singles (O50). The out-commuter profiles for Seguin were somewhat unique given the heavy influence of manufacturing and the specific segments that were found inside of a (large) manufacturing facility.

P59 EXPANDING HORIZONS

MIDDLE-AGED FAMILIES EARNING MODEST TO AVERAGE INCOMES FROM BLUE-COLLAR JOBS.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$35,000-\$49,999



HOUSEHOLD SIZE:
5+ PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» BILINGUAL HOUSEHOLDS

» BLUE-COLLAR JOBS

F22 FAST TRACK COUPLES

ACTIVE, YOUNG, UPPER ESTABLISHED SUBURBAN COUPLES AND FAMILIES LIVING UPWARDLY MOBILE LIFESTYLES.



HEAD OF HOUSEHOLD AGE:
31-35



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$100,000-\$124,999



HOUSEHOLD SIZE:
1 PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
7-9

KEY FEATURES:

» ONLINE SHOPPERS

» MODERN HOUSING

O50 FULL STEAM AHEAD

YOUNGER AND MIDDLE-AGED SINGLES GRAVITATING TO SECOND-TIER CITIES.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
MULTI-FAMILY



HOUSEHOLD INCOME:
\$35,000-\$49,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
RENTER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» SPONTANEOUS BUYERS

» SAVVY RESEARCHERS

N46 TRUE GRIT AMERICANS

MIDDLE-AGED, LOWER MIDDLE-CLASS HOUSEHOLDS IN TOWN AND COUNTRY COMMUNITIES.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$50,000-\$74,999



HOUSEHOLD SIZE:
1 PERSON



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
7-9

KEY FEATURES:

» RURAL RESIDENCES

» BLUE-COLLAR JOBS

I33 BALANCE AND HARMONY

ESTABLISHED FAMILIES LIVING LIVELY LIFESTYLES IN CITY NEIGHBORHOODS.



HEAD OF HOUSEHOLD AGE:
36-45



TYPE OF PROPERTY:
SINGLE FAMILY



HOUSEHOLD INCOME:
\$50,000-\$74,999



HOUSEHOLD SIZE:
2 PERSONS



HOME OWNERSHIP:
HOMEOWNER



AGE OF CHILDREN:
13-18

KEY FEATURES:

» BILINGUAL HOUSEHOLDS

» BLUE-COLLAR INCOME



GUADALUPE COUNTY









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SEGUIN IN-COMMUTER PROFILE







The Seguin in-commuter top segments (3% or more) included suburban family and older couples. But the Seguin profile had a much higher percentage of rural-dwelling segments (N47, E21) than the New Braunfels profile. Other top segments were suburban family segments (F22, I30). Young singles (051) also made the top list.

F22 FAST TRACK COUPLES ACTIVE, YOUNG, UPPER ESTABLISHED SUBURBAN COUPLES AND FAMILIES LIVING UPWARDLY MOBILE LIFESTYLES.

 HEAD OF HOUSEHOLD AGE: 31-35	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$100,000-\$124,999	 HOUSEHOLD SIZE: 1 PERSON
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 7-9







KEY FEATURES:
 » COMFORTABLE SPENDER » CREDIT-AWARE

N47 COUNTRIFIED PRAGMATICS MODEST INCOME COUPLES AND SINGLES LIVING RURAL, CASUAL LIVES.

 HEAD OF HOUSEHOLD AGE: 31-35	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$50,000-\$74,999	 HOUSEHOLD SIZE: 1 PERSON
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 7-9







KEY FEATURES:
 » FARMING JOBS » MODEST HOUSING

I30 POTLUCKS & GREAT OUTDOORS COMFORTABLY ESTABLISHED, MIDDLE-INCOME COUPLES WITH CHILDREN LIVING IN SUBURBIA.

 HEAD OF HOUSEHOLD AGE: 36-45	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$50,000-\$74,999	 HOUSEHOLD SIZE: 2 PERSONS
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 7-9







KEY FEATURES:
 » BLUE-COLLAR JOBS » COUNTRY LIVING

E21 UNSPOILED SPLENDOR COMFORTABLY ESTABLISHED BABY BOOMER COUPLES IN TOWN AND COUNTRY COMMUNITIES.

 HEAD OF HOUSEHOLD AGE: 51-65	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$50,000-\$74,999	 HOUSEHOLD SIZE: 2 PERSONS
 HOME OWNERSHIP: HOMEOWNER	 AGE OF CHILDREN: 0-3

KEY FEATURES:
 » PRICE-CONSCIOUS » DO-IT-YOURSELFERS

051 DIGITALLY SAVVY YOUNG SINGLES WHO LIVE DIGITAL- DRIVEN SMALLER CITY LIFESTYLES.

 HEAD OF HOUSEHOLD AGE: 25-30	 TYPE OF PROPERTY: SINGLE FAMILY
 HOUSEHOLD INCOME: \$50,000-\$74,999	 HOUSEHOLD SIZE: 1 PERSONS
 HOME OWNERSHIP: UNKNOWN	 AGE OF CHILDREN: 7-9

KEY FEATURES:
 » EAGER TO SPEND » SINGLE ADULTS

