



The**Retail**Coach.®

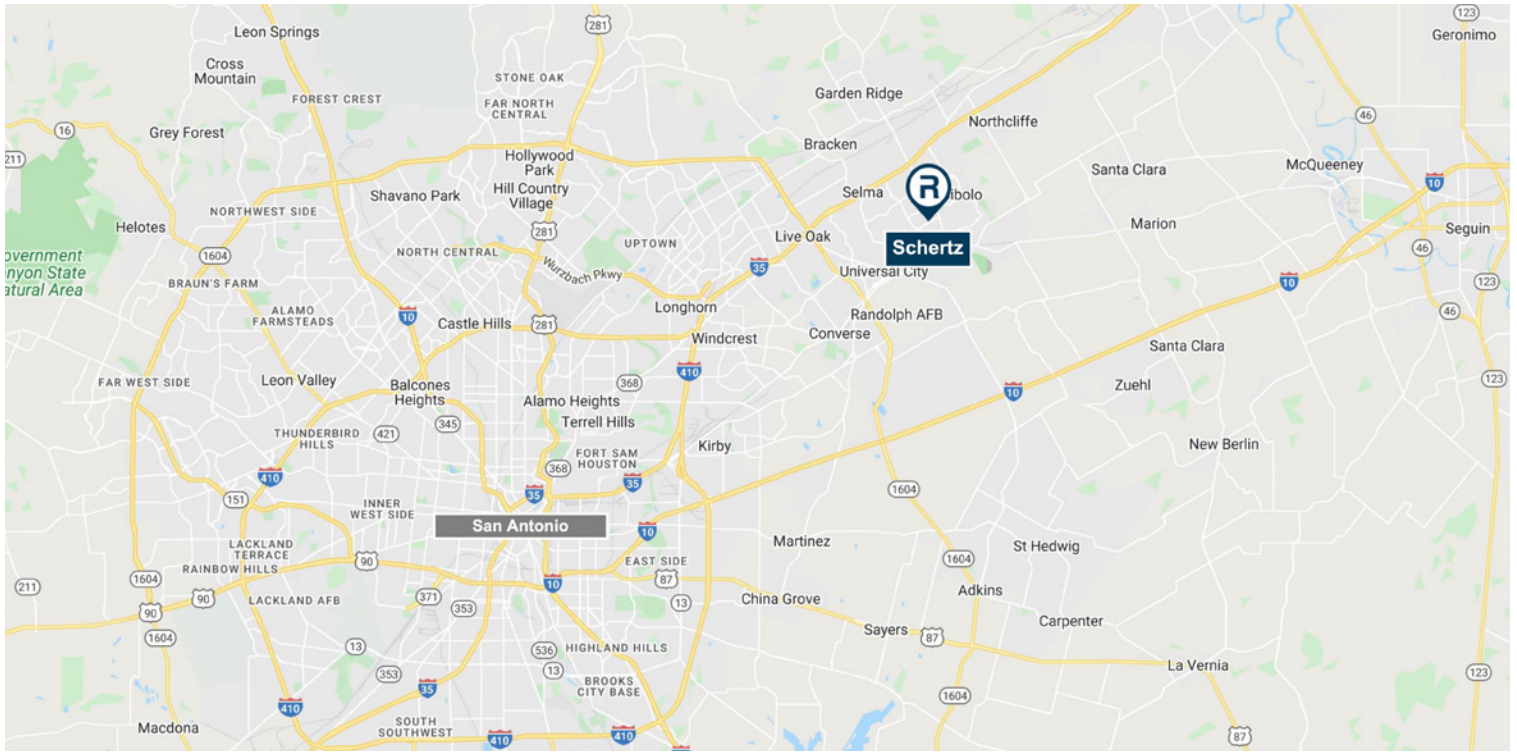
Community Demographic Profile

SCHERTZ, TEXAS

Prepared for Schertz Economic Development Corporation (SEDC)
November 2023

Community • Demographic Snapshot

Schertz, Texas



Population

2010	31,465	0 - 9 Years	11.69%
2022	43,283	10 - 17 Years	11.09%
2027	46,560	18 - 24 Years	9.14%

Randolph Air Force Base Population

2022	12,500	25 - 34 Years	12.69%
		35 - 44 Years	14.09%
		45 - 54 Years	14.21%

Educational Attainment (%)

Graduate or Professional Degree	13.38%	55 - 64 Years	12.77%
Bachelors Degree	23.72%	65 and Older	14.32%
Associate Degree	11.96%	Median Age	38.90
Some College	21.79%	Average Age	39.00

Income

Average HH	\$118,618	Race Distribution (%)	
Median HH	\$100,485	White	70.12%
Per Capita	\$42,091	Black/African American	13.30%
		American Indian/Alaskan	0.74%
		Asian	2.94%
		Native Hawaiian/Islander	0.26%
		Other Race	7.25%
		Two or More Races	5.37%
		Hispanic	32.78%

SCHERTZ

ECONOMIC DEVELOPMENT CORPORATION

Schertz Economic Development Corporation (SEDC)
 1400 Schertz Parkway, Building 2
 Schertz, Texas 78154
 SchertzEDC.com

Scott Wayman
 Executive Director
 Office 210.619.1071
 Cell 210.380.5033
 SWayman@Schertz.com

Holly Malish
 Deputy Director
 Office 210.619.1070
 Direct 201.619.1072
 Hmalish@Schertz.com

The Retail Coach, LLC
Aaron Farmer
 President

Office 662.844.2155
 Cell 662.231.0608
 AFarmer@theretailcoach.net
 www.TheRetailCoach.net



Community • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	46,560	
2022 Estimate	43,283	
2010 Census	31,465	
2000 Census	17,481	
Growth 2022 - 2027		7.57%
Growth 2010 - 2022		37.56%
Growth 2000 - 2010		80.00%
Daytime Population	38,556	
Employees	14,781	
Residents	22,775	
2022 Est. Population by Single-Classification Race	43,283	
White Alone	30,351	70.12%
Black or African American Alone	5,758	13.30%
Amer. Indian and Alaska Native Alone	321	0.74%
Asian Alone	1,275	2.95%
Native Hawaiian and Other Pacific Island Alone	114	0.26%
Some Other Race Alone	3,140	7.26%
Two or More Races	2,324	5.37%
2022 Est. Population by Hispanic or Latino Origin	43,283	
Not Hispanic or Latino	29,093	67.22%
Hispanic or Latino	14,190	32.79%
Mexican	33,438	77.26%
Puerto Rican	2,562	5.92%
Cuban	283	0.65%
All Other Hispanic or Latino	7,000	16.17%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	14,190	
White Alone	9,921	69.92%
Black or African American Alone	193	1.36%
American Indian and Alaska Native Alone	176	1.24%
Asian Alone	52	0.37%
Native Hawaiian and Other Pacific Islander Alone	23	0.17%
Some Other Race Alone	3,105	21.88%
Two or More Races	719	5.07%
2022 Est. Pop by Race, Asian Alone, by Category	1,275	
Chinese, except Taiwanese	74	5.83%
Filipino	381	29.87%
Japanese	117	9.19%
Asian Indian	95	7.43%
Korean	292	22.92%
Vietnamese	198	15.50%
Cambodian	10	0.80%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	25	2.00%
All Other Asian Races Including 2+ Category	82	6.47%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	43,283	
Arab	235	0.54%
Czech	136	0.32%
Danish	119	0.28%
Dutch	251	0.58%
English	2,265	5.23%
French (except Basque)	1,101	2.54%
French Canadian	180	0.42%
German	5,065	11.70%
Greek	59	0.14%
Hungarian	77	0.18%
Irish	2,994	6.92%
Italian	1,194	2.76%
Lithuanian	74	0.17%
United States or American	1,430	3.30%
Norwegian	187	0.43%
Polish	778	1.80%
Portuguese	61	0.14%
Russian	98	0.23%
Scottish	540	1.25%
Scotch-Irish	487	1.12%
Slovak	37	0.09%
Subsaharan African	387	0.89%
Swedish	318	0.73%
Swiss	21	0.05%
Ukrainian	26	0.06%
Welsh	230	0.53%
West Indian (except Hisp. groups)	273	0.63%
Other ancestries	18,280	42.23%
Ancestry Unclassified	6,379	14.74%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,060	82.53%
Speak Asian/Pacific Island Language at Home	265	1.98%
Speak IndoEuropean Language at Home	134	1.00%
Speak Spanish at Home	1,918	14.31%
Speak Other Language at Home	24	0.18%



Community • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	43,283	
Age 0 - 4	2,406	5.56%
Age 5 - 9	2,652	6.13%
Age 10 - 14	2,890	6.68%
Age 15 - 17	1,912	4.42%
Age 18 - 20	1,710	3.95%
Age 21 - 24	2,247	5.19%
Age 25 - 34	5,493	12.69%
Age 35 - 44	6,100	14.09%
Age 45 - 54	6,149	14.21%
Age 55 - 64	5,528	12.77%
Age 65 - 74	3,795	8.77%
Age 75 - 84	1,833	4.23%
Age 85 and over	570	1.32%
Age 16 and over	34,708	80.19%
Age 18 and over	33,423	77.22%
Age 21 and over	31,713	73.27%
Age 65 and over	6,198	14.32%
2022 Est. Median Age		38.90
2022 Est. Average Age		39.00
2022 Est. Population by Sex	43,283	
Male	21,109	48.77%
Female	22,174	51.23%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	21,109	
Age 0 - 4	1,200	5.69%
Age 5 - 9	1,355	6.42%
Age 10 - 14	1,502	7.12%
Age 15 - 17	982	4.65%
Age 18 - 20	883	4.18%
Age 21 - 24	1,131	5.36%
Age 25 - 34	2,763	13.09%
Age 35 - 44	2,972	14.08%
Age 45 - 54	2,955	14.00%
Age 55 - 64	2,639	12.50%
Age 65 - 74	1,730	8.20%
Age 75 - 84	793	3.76%
Age 85 and over	204	0.97%
2022 Est. Median Age, Male		37.53
2022 Est. Average Age, Male		37.90
2022 Est. Female Population by Age	22,174	
Age 0 - 4	1,205	5.44%
Age 5 - 9	1,297	5.85%
Age 10 - 14	1,388	6.26%
Age 15 - 17	931	4.20%
Age 18 - 20	827	3.73%
Age 21 - 24	1,116	5.03%
Age 25 - 34	2,730	12.31%
Age 35 - 44	3,128	14.11%
Age 45 - 54	3,194	14.40%
Age 55 - 64	2,888	13.03%
Age 65 - 74	2,065	9.31%
Age 75 - 84	1,040	4.69%
Age 85 and over	367	1.65%
2022 Est. Median Age, Female		40.19
2022 Est. Average Age, Female		40.00

Community • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,289	26.29%
Males, Never Married	5,076	14.36%
Females, Never Married	4,213	11.92%
Married, Spouse present	18,770	53.12%
Married, Spouse absent	1,104	3.12%
Widowed	1,701	4.82%
Males Widowed	457	1.29%
Females Widowed	1,244	3.52%
Divorced	4,472	12.66%
Males Divorced	1,674	4.74%
Females Divorced	2,798	7.92%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	522	1.8%
Some High School, no diploma	1,259	4.3%
High School Graduate (or GED)	6,807	23.1%
Some College, no degree	6,420	21.8%
Associate Degree	3,525	12.0%
Bachelor's Degree	6,991	23.7%
Master's Degree	3,360	11.4%
Professional School Degree	327	1.1%
Doctorate Degree	255	0.9%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	944	9.77%
High School Graduate	2,887	29.88%
Some College or Associate's Degree	3,177	32.88%
Bachelor's Degree or Higher	2,654	27.47%
Households		
2027 Projection	16,395	
2022 Estimate	15,302	
2010 Census	11,321	
2000 Census	6,268	
Growth 2022 - 2027		7.14%
Growth 2010 - 2022		35.16%
Growth 2000 - 2010		80.62%
2022 Est. Households by Household Type	15,302	
Family Households	11,865	77.54%
Nonfamily Households	3,437	22.46%
2022 Est. Group Quarters Population	160	
2022 Households by Ethnicity, Hispanic/Latino	3,971	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	15,302	
Income < \$15,000	434	2.84%
Income \$15,000 - \$24,999	600	3.92%
Income \$25,000 - \$34,999	626	4.09%
Income \$35,000 - \$49,999	1,432	9.36%
Income \$50,000 - \$74,999	2,199	14.37%
Income \$75,000 - \$99,999	2,317	15.15%
Income \$100,000 - \$124,999	2,068	13.51%
Income \$125,000 - \$149,999	1,831	11.97%
Income \$150,000 - \$199,999	2,041	13.34%
Income \$200,000 - \$249,999	888	5.80%
Income \$250,000 - \$499,999	681	4.45%
Income \$500,000+	185	1.21%
2022 Est. Average Household Income		\$118,618
2022 Est. Median Household Income		\$100,485
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$96,290
Black or African American Alone		\$119,168
American Indian and Alaska Native Alone		\$84,992
Asian Alone		\$93,818
Native Hawaiian and Other Pacific Islander Alone		\$91,678
Some Other Race Alone		\$92,129
Two or More Races		\$122,648
Hispanic or Latino		\$92,574
Not Hispanic or Latino		\$104,155
2022 Est. Family HH Type by Presence of Own Child.	11,865	
Married-Couple Family, own children	4,385	36.96%
Married-Couple Family, no own children	4,911	41.39%
Male Householder, own children	396	3.34%
Male Householder, no own children	330	2.78%
Female Householder, own children	1,091	9.20%
Female Householder, no own children	751	6.33%
2022 Est. Households by Household Size	15,302	
1-person	2,839	18.56%
2-person	4,937	32.26%
3-person	2,896	18.92%
4-person	2,538	16.58%
5-person	1,285	8.40%
6-person	533	3.49%
7-or-more-person	274	1.79%
2022 Est. Average Household Size		2.83

Community • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	15,302	
Households with 1 or More People under Age 18:	6,464	42.24%
Married-Couple Family	4,682	72.43%
Other Family, Male Householder	469	7.25%
Other Family, Female Householder	1,269	19.64%
Nonfamily, Male Householder	32	0.49%
Nonfamily, Female Householder	12	0.19%
Households with No People under Age 18:	8,838	57.76%
Married-Couple Family	4,613	52.20%
Other Family, Male Householder	258	2.92%
Other Family, Female Householder	574	6.50%
Nonfamily, Male Householder	1,529	17.30%
Nonfamily, Female Householder	1,863	21.08%
2022 Est. Households by Number of Vehicles	15,302	
No Vehicles	139	0.91%
1 Vehicle	3,956	25.86%
2 Vehicles	6,776	44.28%
3 Vehicles	3,075	20.10%
4 Vehicles	1,069	6.98%
5 or more Vehicles	287	1.87%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	12,421	
2022 Estimate	11,865	
2010 Census	8,778	
2000 Census	4,938	
Growth 2022 - 2027		4.69%
Growth 2010 - 2022		35.16%
Growth 2000 - 2010		77.76%
2022 Est. Families by Poverty Status	11,865	
2022 Families at or Above Poverty	11,372	95.85%
2022 Families at or Above Poverty with Children	6,032	50.84%
2022 Families Below Poverty	492	4.15%
2022 Families Below Poverty with Children	363	3.06%
2022 Est. Pop 16+ by Employment Status	34,708	
Civilian Labor Force, Employed	22,024	63.46%
Civilian Labor Force, Unemployed	942	2.71%
Armed Forces	1,035	2.98%
Not in Labor Force	10,707	30.85%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	24,001	
For-Profit Private Workers	15,485	64.52%
Non-Profit Private Workers	1,660	6.92%
Local Government Workers	3,162	13.18%
State Government Workers	749	3.12%
Federal Government Workers	1,672	6.97%
Self-Employed Workers	1,256	5.23%
Unpaid Family Workers	17	0.07%
2022 Est. Civ. Employed Pop 16+ by Occupation	24,001	
Architect/Engineer	338	1.41%
Arts/Entertainment/Sports	384	1.60%
Building Grounds Maintenance	518	2.16%
Business/Financial Operations	1,694	7.06%
Community/Social Services	463	1.93%
Computer/Mathematical	1,045	4.36%
Construction/Extraction	844	3.52%
Education/Training/Library	1,477	6.16%
Farming/Fishing/Forestry	2	0.01%
Food Prep/Serving	1,313	5.47%
Health Practitioner/Technician	1,746	7.28%
Healthcare Support	493	2.05%
Maintenance Repair	712	2.97%
Legal	227	0.95%
Life/Physical/Social Science	198	0.82%
Management	2,859	11.91%
Office/Admin. Support	2,835	11.81%
Production	838	3.49%
Protective Services	736	3.07%
Sales/Related	2,759	11.50%
Personal Care/Service	569	2.37%
Transportation/Moving	1,950	8.12%
2022 Est. Pop 16+ by Occupation Classification	24,001	
White Collar	16,027	66.78%
Blue Collar	4,344	18.10%
Service and Farm	3,630	15.13%
2022 Est. Workers Age 16+ by Transp. to Work	24,001	
Drove Alone	20,870	86.96%
Car Pooled	1,597	6.65%
Public Transportation	24	0.10%
Walked	77	0.32%
Bicycle	18	0.07%
Other Means	335	1.39%
Worked at Home	1,081	4.51%

Community • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,211	18.37%
15 - 29 Minutes	7,521	32.81%
30 - 44 Minutes	6,640	28.97%
45 - 59 Minutes	2,671	11.65%
60 or more Minutes	1,878	8.19%
2022 Est. Avg Travel Time to Work in Minutes		32
2022 Est. Occupied Housing Units by Tenure	15,302	
Owner Occupied	11,807	77.16%
Renter Occupied	3,495	22.84%
2022 Owner Occ. HUs: Avg. Length of Residence		12.20†
2022 Renter Occ. HUs: Avg. Length of Residence		5.30†
2022 Est. Owner-Occupied Housing Units by Value	11,807	
Value Less than \$20,000	234	1.99%
Value \$20,000 - \$39,999	136	1.15%
Value \$40,000 - \$59,999	102	0.87%
Value \$60,000 - \$79,999	72	0.61%
Value \$80,000 - \$99,999	141	1.20%
Value \$100,000 - \$149,999	931	7.89%
Value \$150,000 - \$199,999	1,437	12.17%
Value \$200,000 - \$299,999	4,551	38.54%
Value \$300,000 - \$399,999	2,530	21.43%
Value \$400,000 - \$499,999	1,202	10.18%
Value \$500,000 - \$749,999	303	2.57%
Value \$750,000 - \$999,999	87	0.74%
Value \$1,000,000 or \$1,499,999	40	0.34%
Value \$1,500,000 or \$1,999,999	18	0.16%
Value \$2,000,000+	21	0.18%
2022 Est. Median All Owner-Occupied Housing Value		\$261,734
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	13,014	85.05%
1 Unit Attached	99	0.65%
2 Units	61	0.40%
3 or 4 Units	184	1.20%
5 to 19 Units	779	5.09%
20 to 49 Units	252	1.64%
50 or More Units	148	0.97%
Mobile Home or Trailer	759	4.96%
Boat, RV, Van, etc.	7	0.05%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,083	20.15%
Housing Units Built 2010 to 2014	1,263	8.25%
Housing Units Built 2000 to 2009	4,358	28.48%
Housing Units Built 1990 to 1999	2,818	18.42%
Housing Units Built 1980 to 1989	1,445	9.44%
Housing Units Built 1970 to 1979	1,377	9.00%
Housing Units Built 1960 to 1969	356	2.33%
Housing Units Built 1950 to 1959	456	2.98%
Housing Units Built 1940 to 1949	55	0.36%
Housing Unit Built 1939 or Earlier	91	0.60%
2022 Est. Median Year Structure Built		2003

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.