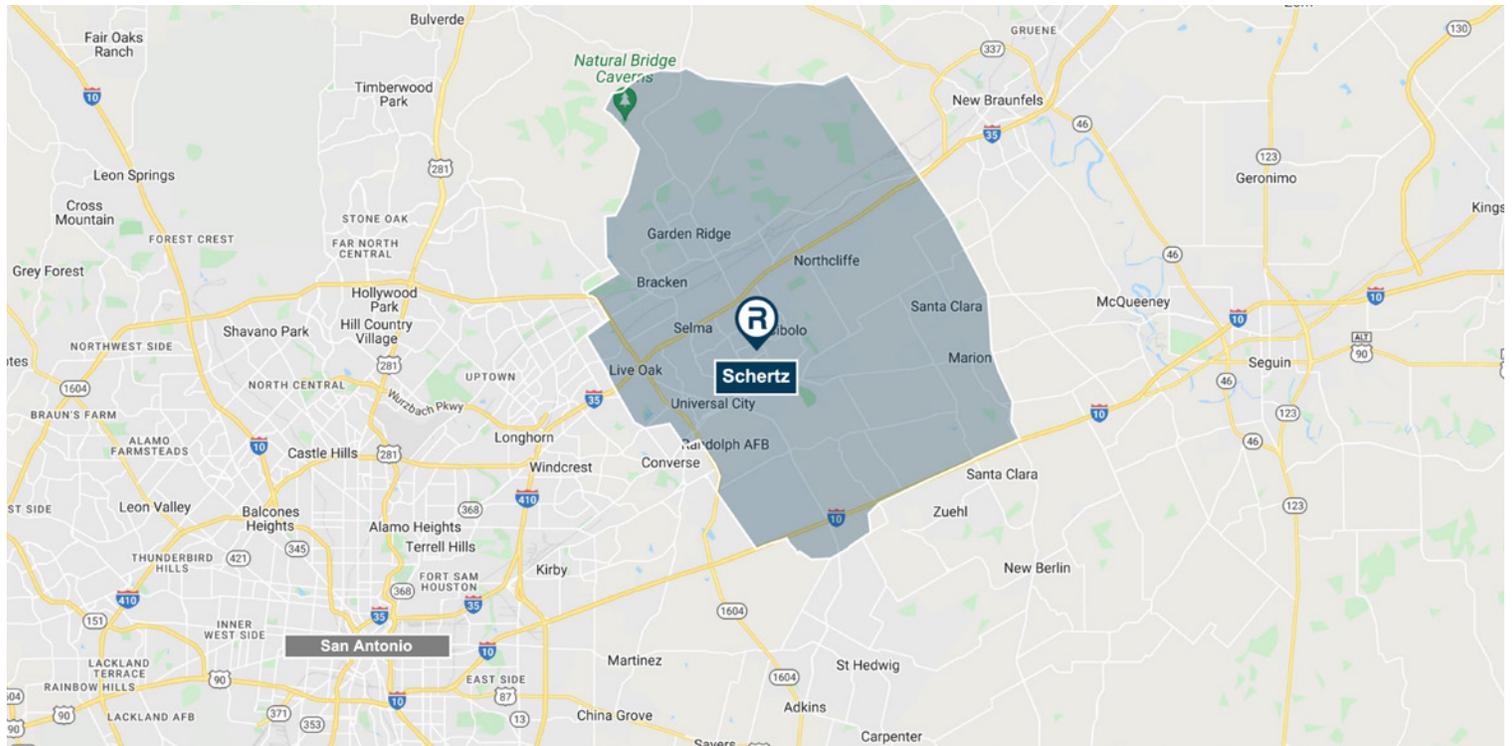# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

SCHERTZ, TEXAS

Prepared for Schertz Economic Development Corporation (SEDC)
November 2023

Primary Retail Trade Area • Demographic Snapshot

Schertz, Texas

Population

2010	102,623
2022	142,541
2027	152,601

Randolph Air Force Base Population

2022	12,500

Educational Attainment (%)

Graduate or Professional Degree	13.53%
Bachelors Degree	22.53%
Associate Degree	11.96%
Some College	22.18%
High School Graduate (GED)	23.67%
Some High School, No Degree	3.95%
Less than 9th Grade	2.18%

Income

Average HH	$112,358
Median HH	$92,796
Per Capita	$40,716

Age

0 - 9 Years	12.54%
10 - 17 Years	11.32%
18 - 24 Years	8.86%
25 - 34 Years	13.11%
35 - 44 Years	14.35%
45 - 54 Years	13.76%
55 - 64 Years	12.32%
65 and Older	13.74%
Median Age	37.95
Average Age	38.26

Race Distribution (%)

White	69.02%
Black/African American	13.25%
American Indian/Alaskan	0.64%
Asian	3.32%
Native Hawaiian/Islander	0.29%
Other Race	8.16%
Two or More Races	5.32%
Hispanic	35.39%

SCHERTZ
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Primary Retail Trade Area • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	152,601	
2022 Estimate	142,541	
2010 Census	102,623	
2000 Census	62,543	
Growth 2022 - 2027		7.06%
Growth 2010 - 2022		38.90%
Growth 2000 - 2010		64.08%
2022 Est. Population by Single-Classification Race	**142,541**	
White Alone	98,382	69.02%
Black or African American Alone	18,879	13.25%
Amer. Indian and Alaska Native Alone	915	0.64%
Asian Alone	4,733	3.32%
Native Hawaiian and Other Pacific Island Alone	416	0.29%
Some Other Race Alone	11,639	8.16%
Two or More Races	7,577	5.32%
2022 Est. Population by Hispanic or Latino Origin	**142,541**	
Not Hispanic or Latino	92,092	64.61%
Hispanic or Latino	50,449	35.39%
Mexican	39,272	77.84%
Puerto Rican	2,968	5.88%
Cuban	356	0.71%
All Other Hispanic or Latino	7,853	15.57%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**50,449**	
White Alone	34,642	68.67%
Black or African American Alone	869	1.72%
American Indian and Alaska Native Alone	463	0.92%
Asian Alone	199	0.39%
Native Hawaiian and Other Pacific Islander Alone	54	0.11%
Some Other Race Alone	11,443	22.68%
Two or More Races	2,780	5.51%
2022 Est. Pop by Race, Asian Alone, by Category	**4,733**	
Chinese, except Taiwanese	376	7.94%
Filipino	1,573	33.24%
Japanese	319	6.74%
Asian Indian	394	8.33%
Korean	899	18.99%
Vietnamese	611	12.91%
Cambodian	50	1.06%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	72	1.52%
All Other Asian Races Including 2+ Category	440	9.30%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**142,541**	
Arab	748	0.53%
Czech	437	0.31%
Danish	320	0.23%
Dutch	847	0.59%
English	7,679	5.39%
French (except Basque)	2,726	1.91%
French Canadian	408	0.29%
German	16,986	11.92%
Greek	158	0.11%
Hungarian	218	0.15%
Irish	8,965	6.29%
Italian	3,546	2.49%
Lithuanian	115	0.08%
United States or American	5,076	3.56%
Norwegian	663	0.47%
Polish	2,743	1.92%
Portuguese	251	0.18%
Russian	252	0.18%
Scottish	1,689	1.18%
Scotch-Irish	1,327	0.93%
Slovak	48	0.03%
Subsaharan African	1,283	0.90%
Swedish	1,261	0.89%
Swiss	130	0.09%
Ukrainian	46	0.03%
Welsh	552	0.39%
West Indian (except Hisp. groups)	772	0.54%
Other ancestries	63,641	44.65%
Ancestry Unclassified	19,653	13.79%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	107,428	80.28%
Speak Asian/Pacific Island Language at Home	2,823	2.11%
Speak IndoEuropean Language at Home	1,665	1.24%
Speak Spanish at Home	21,715	16.23%
Speak Other Language at Home	193	0.14%

Primary Retail Trade Area • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	**142,541**	
Age 0 - 4	8,717	6.12%
Age 5 - 9	9,159	6.43%
Age 10 - 14	9,998	7.01%
Age 15 - 17	6,132	4.30%
Age 18 - 20	5,499	3.86%
Age 21 - 24	7,136	5.01%
Age 25 - 34	18,685	13.11%
Age 35 - 44	20,448	14.35%
Age 45 - 54	19,614	13.76%
Age 55 - 64	17,566	12.32%
Age 65 - 74	12,159	8.53%
Age 75 - 84	5,773	4.05%
Age 85 and over	1,654	1.16%
Age 16 and over	112,655	79.03%
Age 18 and over	108,535	76.14%
Age 21 and over	103,035	72.28%
Age 65 and over	19,587	13.74%
2022 Est. Median Age		37.95
2022 Est. Average Age		38.26
2022 Est. Population by Sex	**142,541**	
Male	69,891	49.03%
Female	72,650	50.97%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**69,891**	
Age 0 - 4	4,483	6.41%
Age 5 - 9	4,664	6.67%
Age 10 - 14	5,154	7.37%
Age 15 - 17	3,116	4.46%
Age 18 - 20	2,829	4.05%
Age 21 - 24	3,650	5.22%
Age 25 - 34	9,277	13.27%
Age 35 - 44	10,005	14.32%
Age 45 - 54	9,507	13.60%
Age 55 - 64	8,490	12.15%
Age 65 - 74	5,539	7.92%
Age 75 - 84	2,559	3.66%
Age 85 and over	620	0.89%
2022 Est. Median Age, Male		36.80
2022 Est. Average Age, Male		37.32
2022 Est. Female Population by Age	**72,650**	
Age 0 - 4	4,235	5.83%
Age 5 - 9	4,495	6.19%
Age 10 - 14	4,844	6.67%
Age 15 - 17	3,017	4.15%
Age 18 - 20	2,670	3.67%
Age 21 - 24	3,486	4.80%
Age 25 - 34	9,408	12.95%
Age 35 - 44	10,443	14.37%
Age 45 - 54	10,107	13.91%
Age 55 - 64	9,076	12.49%
Age 65 - 74	6,620	9.11%
Age 75 - 84	3,215	4.42%
Age 85 and over	1,034	1.42%
2022 Est. Median Age, Female		39.05
2022 Est. Average Age, Female		39.12

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	32,996	28.77%
Males, Never Married	17,812	15.53%
Females, Never Married	15,184	13.24%
Married, Spouse present	57,285	49.96%
Married, Spouse absent	4,355	3.80%
Widowed	5,575	4.86%
Males Widowed	1,526	1.33%
Females Widowed	4,049	3.53%
Divorced	14,456	12.61%
Males Divorced	5,395	4.71%
Females Divorced	9,061	7.90%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,089	2.18%
Some High School, no diploma	3,791	3.95%
High School Graduate (or GED)	22,695	23.67%
Some College, no degree	21,272	22.18%
Associate Degree	11,472	11.96%
Bachelor's Degree	21,607	22.53%
Master's Degree	10,743	11.20%
Professional School Degree	1,101	1.15%
Doctorate Degree	1,129	1.18%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,379	11.42%
High School Graduate	8,478	28.64%
Some College or Associate's Degree	9,664	32.65%
Bachelor's Degree or Higher	8,077	27.29%
Households		
2027 Projection	55,083	
2022 Estimate	51,497	
2010 Census	37,492	
2000 Census	22,604	
Growth 2022 - 2027		6.96%
Growth 2010 - 2022		37.35%
Growth 2000 - 2010		65.86%
2022 Est. Households by Household Type	51,497	
Family Households	38,781	75.31%
Nonfamily Households	12,716	24.69%
2022 Est. Group Quarters Population	431	
2022 Households by Ethnicity, Hispanic/Latino	14,840	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	51,497	
Income < $15,000	1,855	3.60%
Income $15,000 - $24,999	2,270	4.41%
Income $25,000 - $34,999	2,719	5.28%
Income $35,000 - $49,999	4,933	9.58%
Income $50,000 - $74,999	8,399	16.31%
Income $75,000 - $99,999	7,676	14.91%
Income $100,000 - $124,999	6,459	12.54%
Income $125,000 - $149,999	5,460	10.60%
Income $150,000 - $199,999	6,355	12.34%
Income $200,000 - $249,999	2,784	5.41%
Income $250,000 - $499,999	1,987	3.86%
Income $500,000+	599	1.16%
2022 Est. Average Household Income		$112,358
2022 Est. Median Household Income		$92,796
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$91,657
Black or African American Alone		$107,954
American Indian and Alaska Native Alone		$69,619
Asian Alone		$79,907
Native Hawaiian and Other Pacific Islander Alone		$99,230
Some Other Race Alone		$82,498
Two or More Races		$96,571
Hispanic or Latino		$81,582
Not Hispanic or Latino		$98,686
2022 Est. Family HH Type by Presence of Own Child.	38,781	
Married-Couple Family, own children	14,304	36.88%
Married-Couple Family, no own children	16,153	41.65%
Male Householder, own children	1,261	3.25%
Male Householder, no own children	1,088	2.81%
Female Householder, own children	3,612	9.31%
Female Householder, no own children	2,363	6.09%
2022 Est. Households by Household Size	51,497	
1-person	10,538	20.46%
2-person	16,760	32.55%
3-person	9,331	18.12%
4-person	8,203	15.93%
5-person	4,122	8.00%
6-person	1,672	3.25%
7-or-more-person	870	1.69%
2022 Est. Average Household Size		2.76

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Primary Retail Trade Area • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**51,497**	
Households with 1 or More People under Age 18:	21,068	40.91%
Married-Couple Family	15,277	72.51%
Other Family, Male Householder	1,489	7.07%
Other Family, Female Householder	4,148	19.69%
Nonfamily, Male Householder	116	0.55%
Nonfamily, Female Householder	38	0.18%
Households with No People under Age 18:	**30,429**	
Married-Couple Family	15,184	49.90%
Other Family, Male Householder	864	2.84%
Other Family, Female Householder	1,822	5.99%
Nonfamily, Male Householder	6,044	19.86%
Nonfamily, Female Householder	6,514	21.41%
2022 Est. Households by Number of Vehicles	**51,497**	
No Vehicles	1,178	2.29%
1 Vehicle	14,604	28.36%
2 Vehicles	21,809	42.35%
3 Vehicles	9,462	18.37%
4 Vehicles	3,572	6.94%
5 or more Vehicles	871	1.69%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	41,485	
2022 Estimate	38,781	
2010 Census	28,063	
2000 Census	17,480	
Growth 2022 - 2027		6.97%
Growth 2010 - 2022		38.19%
Growth 2000 - 2010		60.54%
2022 Est. Families by Poverty Status	**38,781**	
2022 Families at or Above Poverty	36,827	94.96%
2022 Families at or Above Poverty with Children	18,773	48.41%
2022 Families Below Poverty	1,954	5.04%
2022 Families Below Poverty with Children	1,412	3.64%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	69,872	62.02%
Civilian Labor Force, Unemployed	2,881	2.56%
Armed Forces	2,703	2.40%
Not in Labor Force	37,198	33.02%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**68,848**	
For-Profit Private Workers	46,303	67.25%
Non-Profit Private Workers	4,289	6.23%
Local Government Workers	7,151	10.39%
State Government Workers	2,056	2.99%
Federal Government Workers	4,690	6.81%
Self-Employed Workers	4,279	6.21%
Unpaid Family Workers	81	0.12%
2022 Est. Civ. Employed Pop 16+ by Occupation	**68,848**	
Architect/Engineer	764	1.11%
Arts/Entertainment/Sports	1,148	1.67%
Building Grounds Maintenance	1,594	2.31%
Business/Financial Operations	4,094	5.95%
Community/Social Services	1,163	1.69%
Computer/Mathematical	2,679	3.89%
Construction/Extraction	2,974	4.32%
Education/Training/Library	4,754	6.91%
Farming/Fishing/Forestry	54	0.08%
Food Prep/Serving	3,784	5.50%
Health Practitioner/Technician	4,807	6.98%
Healthcare Support	1,896	2.75%
Maintenance Repair	2,098	3.05%
Legal	512	0.74%
Life/Physical/Social Science	568	0.83%
Management	7,856	11.41%
Office/Admin. Support	8,597	12.49%
Production	2,520	3.66%
Protective Services	1,958	2.84%
Sales/Related	7,788	11.31%
Personal Care/Service	1,935	2.81%
Transportation/Moving	5,304	7.70%
2022 Est. Pop 16+ by Occupation Classification	**68,848**	
White Collar	44,730	64.97%
Blue Collar	12,897	18.73%
Service and Farm	11,221	16.30%
2022 Est. Workers Age 16+ by Transp. to Work	**70,217**	
Drove Alone	59,646	84.94%
Car Pooled	5,584	7.95%
Public Transportation	159	0.23%
Walked	577	0.82%
Bicycle	81	0.12%
Other Means	906	1.29%
Worked at Home	3,264	4.65%

Primary Retail Trade Area • Demographic Profile

Schertz, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,564	
15 - 29 Minutes	24,495	
30 - 44 Minutes	17,729	
45 - 59 Minutes	7,098	
60 or more Minutes	5,056	
2022 Est. Avg Travel Time to Work in Minutes		31
2022 Est. Occupied Housing Units by Tenure	51,497	
Owner Occupied	37,996	73.78%
Renter Occupied	13,501	26.22%
2022 Owner Occ. HUs: Avg. Length of Residence		12.75†
2022 Renter Occ. HUs: Avg. Length of Residence		5.43†
2022 Est. Owner-Occupied Housing Units by Value	**51,497**	
Value Less than $20,000	512	1.35%
Value $20,000 - $39,999	276	0.73%
Value $40,000 - $59,999	253	0.67%
Value $60,000 - $79,999	269	0.71%
Value $80,000 - $99,999	632	1.66%
Value $100,000 - $149,999	3,351	8.82%
Value $150,000 - $199,999	5,342	14.06%
Value $200,000 - $299,999	13,744	36.17%
Value $300,000 - $399,999	6,805	17.91%
Value $400,000 - $499,999	3,517	9.26%
Value $500,000 - $749,999	1,880	4.95%
Value $750,000 - $999,999	845	2.22%
Value $1,000,000 or $1,499,999	423	1.11%
Value $1,500,000 or $1,999,999	101	0.27%
Value $2,000,000+	45	0.12%
2022 Est. Median All Owner-Occupied Housing Value		$258,647
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	42,559	79.05%
1 Unit Attached	544	1.01%
2 Units	233	0.43%
3 or 4 Units	1,114	2.07%
5 to 19 Units	4,348	8.08%
20 to 49 Units	1,689	3.14%
50 or More Units	784	1.46%
Mobile Home or Trailer	2,498	4.64%
Boat, RV, Van, etc.	67	0.13%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	12,321	22.89%
Housing Units Built 2010 to 2014	4,535	8.42%
Housing Units Built 2000 to 2009	15,422	28.65%
Housing Units Built 1990 to 1999	7,216	13.40%
Housing Units Built 1980 to 1989	5,143	9.55%
Housing Units Built 1970 to 1979	5,116	9.50%
Housing Units Built 1960 to 1969	2,205	4.10%
Housing Units Built 1950 to 1959	1,059	1.97%
Housing Units Built 1940 to 1949	258	0.48%
Housing Unit Built 1939 or Earlier	560	1.04%
2022 Est. Median Year Structure Built		2004

† 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.

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.

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