TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

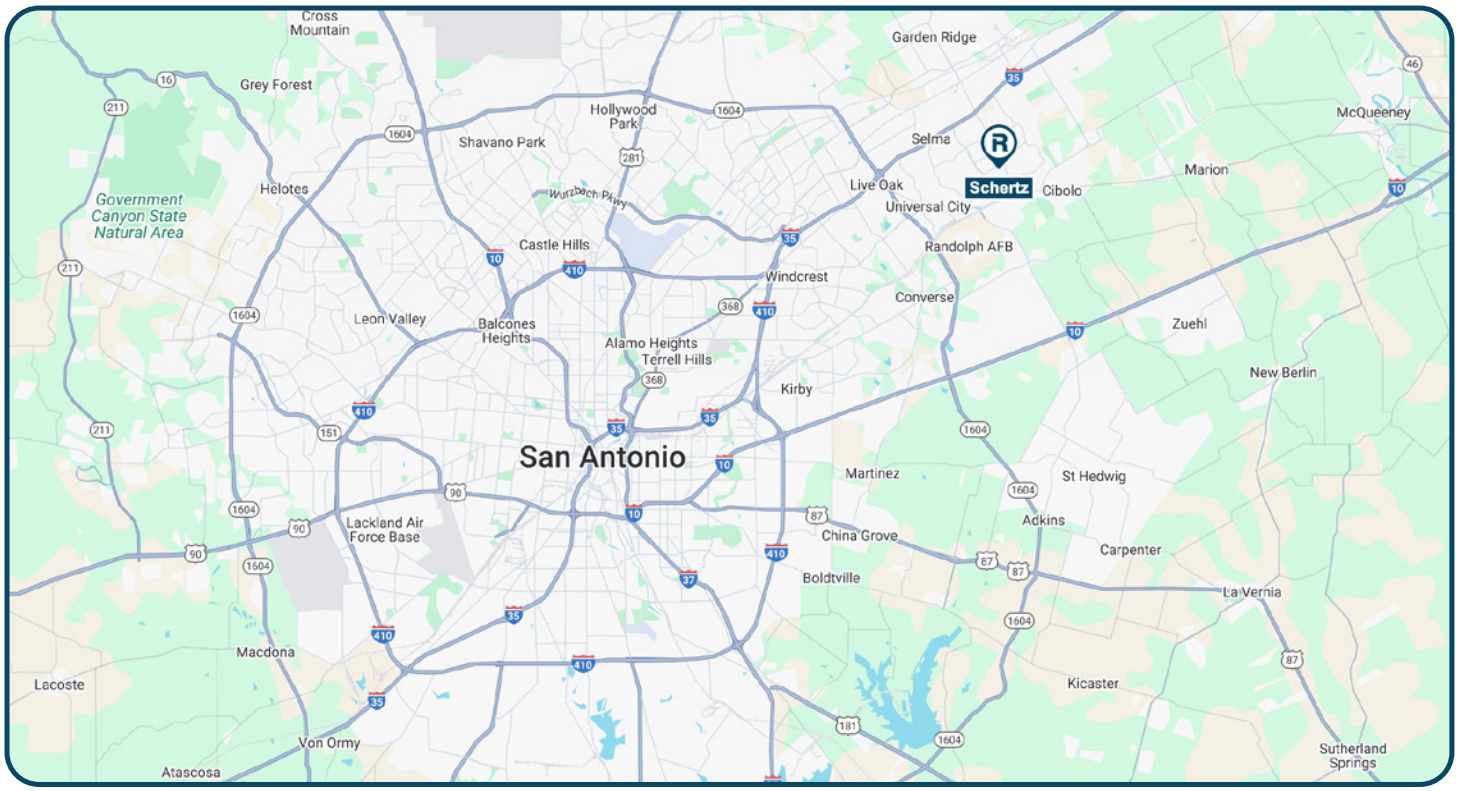
SCHERTZ, TEXAS

PREPARED FOR SCHERTZ ECONOMIC DEVELOPMENT CORPORATION (SEDC)
NOVEMBER 2026

Community — Schertz, Texas

DEMOGRAPHIC SNAPSHOT

SCHERTZ
ECONOMIC DEVELOPMENT CORPORATION
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Population

2020	42,002
2026	47,411
2031	51,930

Age

0-9 Years	11.38%
10 - 17 Years	11.18%
18 - 24 Years	9.41%
25 - 34 Years	11.57%
35 - 44 Years	14.75%
45 - 54 Years	14.04%
55 - 64 Years	12.17%
65 and Older	15.50%
Median Age	39.50
Average Age	39.40

Educational Attainment (%)

Graduate or Professional Degree	16.02%
Bachelors Degree	25.22%
Associate Degree	10.55%
Some College	20.58%
High School Graduate (GED)	21.98%
Some High School, No Degree	3.18%
Less than 9th Grade	2.46%

Income

Average HH	$135,645
Median HH	$107,888
Per Capita	$47,500

Race Distribution

White	52.34%
Black/African American	13.36%
American Indian/Alaskan	0.84%
Asian	3.34%
Native Hawaiian/Islander	0.39%
Other Race	7.89%
Two or More Races	21.85%
Hispanic	35.52%
Non-Hispanic	64.48%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	51,930	
2026 Estimate	47,411	
2020 Census	42,002	
2010 Census	30,614	
Growth 2026 - 2031		9.53%
Growth 2020 - 2026		12.88%
Growth 2010 - 2020		37.20%
2026 Est. Population by Single-Classification Race	**47,411**	
White Alone	24,817	52.34%
Black or African American Alone	6,334	13.36%
Amer. Indian and Alaska Native Alone	396	0.84%
Asian Alone	1,582	3.34%
Native Hawaiian and Other Pacific Island Alone	183	0.39%
Some Other Race Alone	3,739	7.89%
Two or More Races	10,360	21.85%
2026 Est. Population by Hispanic or Latino Origin	**47,411**	
Not Hispanic or Latino	30,571	64.48%
Hispanic or Latino	16,840	35.52%
Mexican	13,721	81.48%
Puerto Rican	758	4.50%
Cuban	236	1.40%
All Other Hispanic or Latino	2,125	12.62%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**16,840**	
White Alone	4,893	29.06%
Black or African American Alone	453	2.69%
American Indian and Alaska Native Alone	259	1.54%
Asian Alone	98	0.58%
Native Hawaiian and Other Pacific Islander Alone	21	0.13%
Some Other Race Alone	3,507	20.82%
Two or More Races	7,609	45.18%
2026 Est. Pop by Race, Asian Alone, by Category	**1,582**	
Chinese, except Taiwanese	165	10.43%
Filipino	382	24.15%
Japanese	125	7.90%
Asian Indian	106	6.70%
Korean	49	3.10%
Vietnamese	482	30.47%
Cambodian	21	1.33%
Hmong	0	0.00%
Laotian	56	3.54%
Thai	74	4.68%
All Other Asian Races Including 2+ Category	122	7.71%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**47,411**	
Arab	47	0.10%
Czech	143	0.30%
Danish	100	0.21%
Dutch	232	0.49%
English	3,038	6.41%
French (except Basque)	506	1.07%
French Canadian	88	0.19%
German	5,473	11.54%
Greek	62	0.13%
Hungarian	31	0.07%
Irish	3,139	6.62%
Italian	1,197	2.52%
Lithuanian	10	0.02%
United States or American	1,401	2.96%
Norwegian	254	0.54%
Polish	787	1.66%
Portuguese	29	0.06%
Russian	43	0.09%
Scottish	677	1.43%
Scotch-Irish	470	0.99%
Slovak	29	0.06%
Subsaharan African	233	0.49%
Swedish	262	0.55%
Swiss	28	0.06%
Ukrainian	40	0.08%
Welsh	312	0.66%
West Indian (except Hisp. groups)	514	1.08%
Other ancestries	18,427	38.87%
Ancestry Unclassified	9,839	20.75%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	35,979	80.30%
Speak Asian/Pacific Island Language at Home	779	1.74%
Speak IndoEuropean Language at Home	483	1.08%
Speak Spanish at Home	7,553	16.86%
Speak Other Language at Home	14	0.03%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**47,411**	
Age 0 - 4	2,603	5.49%
Age 5 - 9	2,791	5.89%
Age 10 - 14	3,305	6.97%
Age 15 - 17	1,996	4.21%
Age 18 - 20	1,966	4.15%
Age 21 - 24	2,495	5.26%
Age 25 - 34	5,487	11.57%
Age 35 - 44	6,993	14.75%
Age 45 - 54	6,657	14.04%
Age 55 - 64	5,769	12.17%
Age 65 - 74	4,284	9.04%
Age 75 - 84	2,307	4.87%
Age 85 and over	758	1.60%
Age 16 and over	38,047	80.25%
Age 18 and over	36,716	77.44%
Age 21 and over	34,750	73.29%
Age 65 and over	7,349	15.50%
2026 Est. Median Age		39.50
2026 Est. Average Age		39.40
2026 Est. Population by Sex	**47,411**	
Male	23,244	49.03%
Female	24,167	50.97%
2026 Est. Male Population by Age	**23,244**	
Age 0 - 4	1,354	5.83%
Age 5 - 9	1,416	6.09%
Age 10 - 14	1,651	7.10%
Age 15 - 17	1,013	4.36%
Age 18 - 20	998	4.29%
Age 21 - 24	1,276	5.49%
Age 25 - 34	2,790	12.00%
Age 35 - 44	3,439	14.80%
Age 45 - 54	3,251	13.99%
Age 55 - 64	2,793	12.02%
Age 65 - 74	1,967	8.46%
Age 75 - 84	1,019	4.38%
Age 85 and over	277	1.19%
2026 Est. Median Age, Male		38.38
2026 Est. Average Age, Male		38.50

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**24,167**	
Age 0 - 4	1,249	5.17%
Age 5 - 9	1,375	5.69%
Age 10 - 14	1,654	6.84%
Age 15 - 17	983	4.07%
Age 18 - 20	968	4.00%
Age 21 - 24	1,219	5.04%
Age 25 - 34	2,697	11.16%
Age 35 - 44	3,554	14.71%
Age 45 - 54	3,406	14.09%
Age 55 - 64	2,976	12.31%
Age 65 - 74	2,317	9.59%
Age 75 - 84	1,288	5.33%
Age 85 and over	481	1.99%
2026 Est. Median Age, Female		40.56
2026 Est. Average Age, Female		40.40
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,654	27.52%
Males, Never Married	5,903	15.25%
Females, Never Married	4,751	12.27%
Married, Spouse present	20,934	54.08%
Married, Spouse absent	1,317	3.40%
Widowed	1,866	4.82%
Males Widowed	475	1.23%
Females Widowed	1,391	3.59%
Divorced	3,941	10.18%
Males Divorced	1,279	3.30%
Females Divorced	2,662	6.88%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	793	2.46%
Some High School, no diploma	1,027	3.18%
High School Graduate (or GED)	7,089	21.98%
Some College, no degree	6,638	20.58%
Associate Degree	3,404	10.55%
Bachelor's Degree	8,136	25.22%
Master's Degree	4,222	13.09%
Professional School Degree	435	1.35%
Doctorate Degree	511	1.58%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,380	13.72%
High School Graduate	2,472	24.58%
Some College or Associate's Degree	3,049	30.32%
Bachelor's Degree or Higher	3,155	31.37%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	18,018	
2026 Estimate	16,506	
2020 Census	14,819	
2010 Census	10,970	
Growth 2026 - 2031		9.16%
Growth 2020 - 2026		11.38%
Growth 2010 - 2020		35.09%
2026 Est. Households by Household Type	**16,506**	
Family Households	12,790	77.49%
Nonfamily Households	3,716	22.51%
2026 Est. Group Quarters Population	275	
2026 Households by Ethnicity, Hispanic/Latino	4,725	
2026 Est. Households by Household Income	**16,506**	
Income < $15,000	516	3.13%
Income $15,000 - $24,999	498	3.02%
Income $25,000 - $34,999	689	4.17%
Income $35,000 - $49,999	1,223	7.41%
Income $50,000 - $74,999	2,155	13.06%
Income $75,000 - $99,999	2,467	14.95%
Income $100,000 - $124,999	2,096	12.70%
Income $125,000 - $149,999	1,640	9.94%
Income $150,000 - $199,999	2,316	14.03%
Income $200,000 - $249,999	1,387	8.40%
Income $250,000 - $499,999	1,064	6.45%
Income $500,000+	455	2.76%
2026 Est. Average Household Income		$135,645
2026 Est. Median Household Income		$107,888
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$107,157
Black or African American Alone		$104,341
American Indian and Alaska Native Alone		$116,807
Asian Alone		$134,783
Native Hawaiian and Other Pacific Islander Alone		$200,000
Some Other Race Alone		$89,674
Two or More Races		$119,743
Hispanic or Latino		$104,449
Not Hispanic or Latino		$109,596

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**16,506**	
Family Households with Children	5,573	33.76%
Family Households without Children	10,933	66.24%
Married-Couple Families	**9,797**	**59.35%**
Married-Couple Family, own children	4,276	25.91%
Married-Couple Family, no own children	5,521	33.45%
Cohabitating-Couple Families	**959**	**5.81%**
Cohabitating-Couple Family, own children	364	2.20%
Cohabitating-Couple Family, no own children	595	3.60%
Male Householder Families	**2,250**	**13.63%**
Male Householder, own children	190	1.15%
Male Householder, no own children	480	2.91%
Male Householder, only Nonrelatives	102	0.62%
Male Householder, Living Alone	1,478	8.95%
Female Householder Families	**3,500**	**21.20%**
Female Householder, own children	743	4.50%
Female Householder, no own children	996	6.03%
Female Householder, only Nonrelatives	75	0.45%
Female Householder, Living Alone	1,686	10.21%
2026 Est. Households by Household Size	**16,506**	
1-person	2,987	18.10%
2-person	5,204	31.53%
3-person	3,095	18.75%
4-person	2,905	17.60%
5-person	1,421	8.61%
6-person	529	3.20%
7-or-more-person	365	2.21%
2026 Est. Average Household Size		2.86
2026 Est. Households by Number of Vehicles	**16,506**	
No Vehicles	402	2.44%
1 Vehicle	3,848	23.31%
2 Vehicles	8,311	50.35%
3 Vehicles	2,528	15.32%
4 Vehicles	1,123	6.80%
5 or more Vehicles	294	1.78%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	13,973	
2026 Estimate	12,790	
2020 Estimate	11,469	
2010 Census	8,545	
Growth 2026 - 2031		9.25%
Growth 2020 - 2026		11.52%
Growth 2010 - 2020		34.22%
2026 Est. Families by Poverty Status	**12,790**	
2026 Families at or Above Poverty	12,176	95.20%
2026 Families at or Above Poverty with Children	5,864	45.85%
2026 Families Below Poverty	614	4.80%
2026 Families Below Poverty with Children	450	3.52%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	23,539	61.87%
Civilian Labor Force, Unemployed	1,037	2.73%
Armed Forces	992	2.61%
Not in Labor Force	12,479	32.80%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	13,364	59.17%
Non-Profit Private Workers	1,820	8.06%
Local Government Workers	2,500	11.07%
State Government Workers	539	2.39%
Federal Government Workers	2,053	9.09%
Self-Employed Workers	2,301	10.19%
Unpaid Family Workers	8	0.04%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	346	1.53%
Arts/Entertainment/Sports	467	2.07%
Building Grounds Maintenance	605	2.68%
Business/Financial Operations	2,146	9.50%
Community/Social Services	449	1.99%
Computer/Mathematical	967	4.28%
Construction/Extraction	1,143	5.06%
Education/Training/Library	1,399	6.19%
Farming/Fishing/Forestry	4	0.02%
Food Prep/Serving	1,071	4.74%
Health Practitioner/Technician	1,773	7.85%
Healthcare Support	520	2.30%
Maintenance Repair	550	2.43%
Legal	219	0.97%
Life/Physical/Social Science	119	0.53%
Management	2,709	12.00%
Office/Admin. Support	2,376	10.52%
Production	917	4.06%
Protective Services	689	3.05%
Sales/Related	1,819	8.05%
Personal Care/Service	742	3.29%
Transportation/Moving	1,555	6.88%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	14,789	65.48%
Blue Collar	4,165	18.44%
Service and Farm	3,631	16.08%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	17,714	75.90%
Car Pooled	1,857	7.96%
Public Transportation	5	0.02%
Walked	90	0.39%
Bicycle	15	0.06%
Other Means	185	0.79%
Worked at Home	3,474	14.88%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,927	
15 - 29 Minutes	6,019	
30 - 44 Minutes	5,547	
45 - 59 Minutes	2,637	
60 or more Minutes	1,789	
2026 Est. Avg Travel Time to Work in Minutes		32

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**16,506**	
Owner Occupied	13,017	78.86%
Renter Occupied	3,489	21.14%
2026 Owner Occ. HUs: Avg. Length of Residence		13.90†
2026 Renter Occ. HUs: Avg. Length of Residence		5.80†
2026 Est. Owner-Occupied Housing Units by Value	**13,017**	
Value Less than $20,000	291	2.24%
Value $20,000 - $39,999	167	1.28%
Value $40,000 - $59,999	41	0.32%
Value $60,000 - $79,999	90	0.69%
Value $80,000 - $99,999	57	0.44%
Value $100,000 - $149,999	512	3.93%
Value $150,000 - $199,999	683	5.25%
Value $200,000 - $299,999	3,320	25.50%
Value $300,000 - $399,999	3,832	29.44%
Value $400,000 - $499,999	2,087	16.03%
Value $500,000 - $749,999	1,349	10.36%
Value $750,000 - $999,999	315	2.42%
Value $1,000,000 or $1,499,999	72	0.55%
Value $1,500,000 or $1,999,999	37	0.28%
Value $2,000,000+	164	1.26%
2026 Est. Median All Owner-Occupied Housing Value		$334,076
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	15,084	87.34%
1 Unit Attached	8	0.05%
2 Units	164	0.95%
3 or 4 Units	99	0.57%
5 to 19 Units	896	5.19%
20 to 49 Units	230	1.33%
50 or More Units	189	1.09%
Mobile Home or Trailer	589	3.41%
Boat, RV, Van, etc.	12	0.07%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,243	12.99%
Housing Units Built 2010 to 2019	4,086	23.66%
Housing Units Built 2000 to 2009	3,907	22.62%
Housing Units Built 1990 to 1999	2,667	15.44%
Housing Units Built 1980 to 1989	1,716	9.94%
Housing Units Built 1970 to 1979	1,361	7.88%
Housing Units Built 1960 to 1969	483	2.80%
Housing Units Built 1950 to 1959	507	2.94%
Housing Units Built 1940 to 1949	213	1.23%
Housing Unit Built 1939 or Earlier	88	0.51%
2026 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.

TheRetailCoach®

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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