TheRetailCoach®

ENTERTAINMENT RETAIL TRADE AREA DEMOGRAPHIC PROFILE

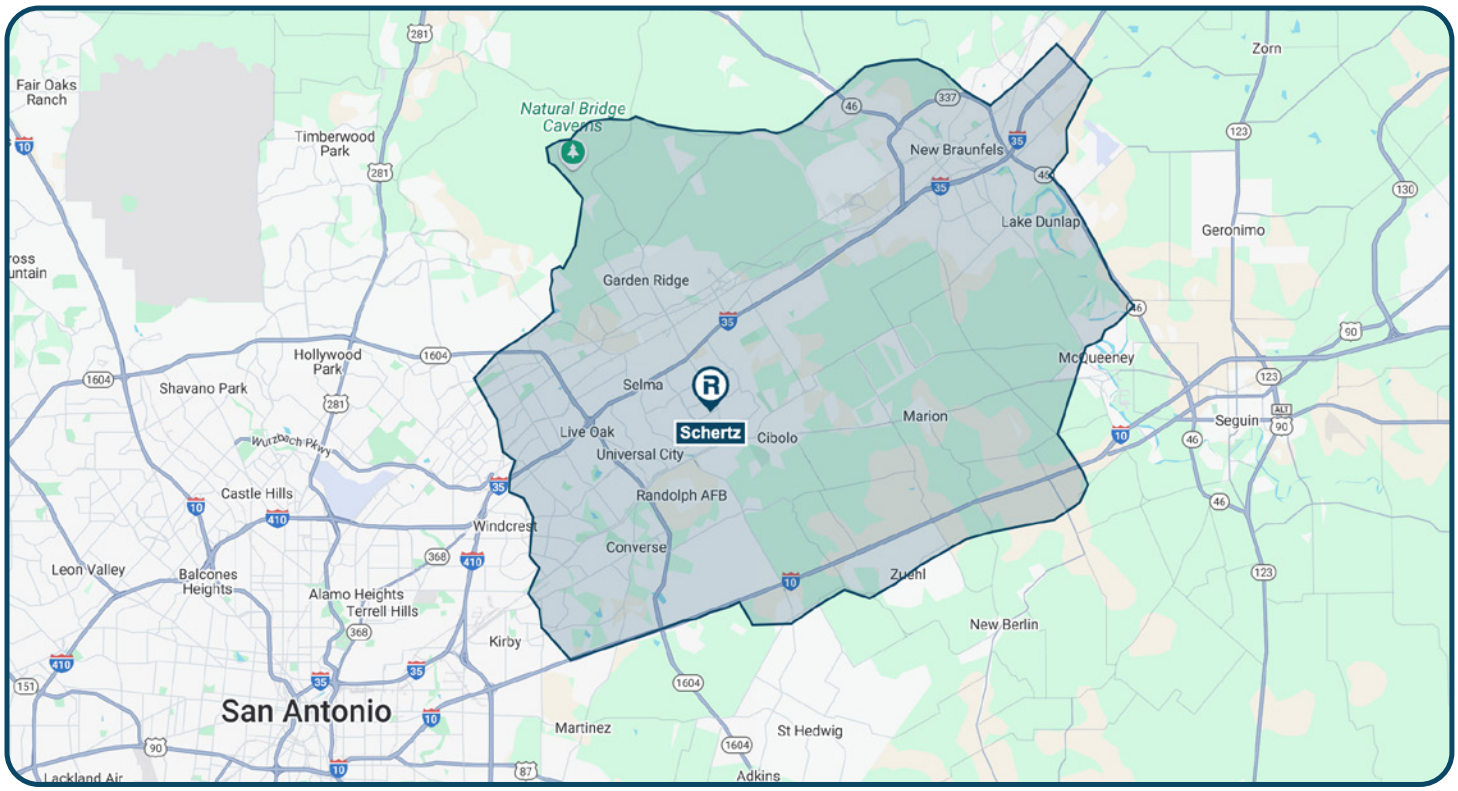
SCHERTZ, TEXAS

PREPARED FOR SCHERTZ ECONOMIC DEVELOPMENT CORPORATION (SEDC)
NOVEMBER 2026

Entertainment Retail Trade Area — Schertz, Texas

DEMOGRAPHIC SNAPSHOT

SCHERTZ
ECONOMIC DEVELOPMENT CORPORATION
Amy Madison | Interim Director of Economic Development | Schertz Economic Development Corporation (SEDC) |210.619.1072 | 512.757.1810
AMadison@Schertz.com | www.SchertzEDC.com



Population

2020	371,849
2026	431,850
2031	471,674

Age

0-9 Years	12.59%
10 - 17 Years	11.14%
18 - 24 Years	9.16%
25 - 34 Years	13.27%
35 - 44 Years	15.20%
45 - 54 Years	13.03%
55 - 64 Years	10.97%
65 and Older	14.65%
Median Age	37.57
Average Age	38.25

Educational Attainment (%)

Graduate or Professional Degree	12.30%
Bachelors Degree	22.77%
Associate Degree	9.99%
Some College	22.35%
High School Graduate (GED)	24.26%
Some High School, No Degree	4.59%
Less than 9th Grade	3.74%

Income

Average HH	$123,024
Median HH	$96,967
Per Capita	$44,135

Race Distribution

White	49.66%
Black/African American	12.52%
American Indian/Alaskan	0.98%
Asian	3.00%
Native Hawaiian/Islander	0.34%
Other Race	11.34%
Two or More Races	22.16%
Hispanic	42.22%
Non-Hispanic	57.78%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	471,674	
2026 Estimate	431,850	
2020 Census	371,849	
2010 Census	279,895	
Growth 2026 - 2031		9.22%
Growth 2020 - 2026		16.14%
Growth 2010 - 2020		32.85%
2026 Est. Population by Single-Classification Race	**431,850**	
White Alone	214,468	49.66%
Black or African American Alone	54,079	12.52%
Amer. Indian and Alaska Native Alone	4,218	0.98%
Asian Alone	12,969	3.00%
Native Hawaiian and Other Pacific Island Alone	1,462	0.34%
Some Other Race Alone	48,972	11.34%
Two or More Races	95,683	22.16%
2026 Est. Population by Hispanic or Latino Origin	**431,850**	
Not Hispanic or Latino	249,538	57.78%
Hispanic or Latino	182,312	42.22%
Mexican	141,992	77.88%
Puerto Rican	10,674	5.86%
Cuban	3,143	1.72%
All Other Hispanic or Latino	26,504	14.54%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**182,312**	
White Alone	52,489	28.79%
Black or African American Alone	3,578	1.96%
American Indian and Alaska Native Alone	2,963	1.62%
Asian Alone	728	0.40%
Native Hawaiian and Other Pacific Islander Alone	179	0.10%
Some Other Race Alone	47,121	25.85%
Two or More Races	75,256	41.28%
2026 Est. Pop by Race, Asian Alone, by Category	**12,969**	
Chinese, except Taiwanese	691	5.33%
Filipino	3,853	29.71%
Japanese	730	5.63%
Asian Indian	870	6.71%
Korean	998	7.70%
Vietnamese	3,403	26.24%
Cambodian	175	1.35%
Hmong	17	0.13%
Laotian	190	1.46%
Thai	610	4.70%
All Other Asian Races Including 2+ Category	1,433	11.05%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**431,850**	
Arab	438	0.10%
Czech	2,010	0.47%
Danish	599	0.14%
Dutch	1,829	0.42%
English	29,033	6.72%
French (except Basque)	5,439	1.26%
French Canadian	1,222	0.28%
German	46,511	10.77%
Greek	402	0.09%
Hungarian	686	0.16%
Irish	26,443	6.12%
Italian	9,371	2.17%
Lithuanian	88	0.02%
United States or American	14,458	3.35%
Norwegian	2,580	0.60%
Polish	5,837	1.35%
Portuguese	1,021	0.24%
Russian	604	0.14%
Scottish	6,009	1.39%
Scotch-Irish	3,125	0.72%
Slovak	270	0.06%
Subsaharan African	3,338	0.77%
Swedish	2,334	0.54%
Swiss	435	0.10%
Ukrainian	304	0.07%
Welsh	1,539	0.36%
West Indian (except Hisp. groups)	2,552	0.59%
Other ancestries	174,839	40.49%
Ancestry Unclassified	88,535	20.50%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	310,698	76.60%
Speak Asian/Pacific Island Language at Home	6,059	1.49%
Speak IndoEuropean Language at Home	4,494	1.11%
Speak Spanish at Home	83,409	20.56%
Speak Other Language at Home	960	0.24%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**431,850**	
Age 0 - 4	26,231	6.07%
Age 5 - 9	28,120	6.51%
Age 10 - 14	30,177	6.99%
Age 15 - 17	17,932	4.15%
Age 18 - 20	17,593	4.07%
Age 21 - 24	21,956	5.08%
Age 25 - 34	57,288	13.27%
Age 35 - 44	65,636	15.20%
Age 45 - 54	56,286	13.03%
Age 55 - 64	47,374	10.97%
Age 65 - 74	36,982	8.56%
Age 75 - 84	20,321	4.71%
Age 85 and over	5,955	1.38%
Age 16 and over	341,346	79.04%
Age 18 and over	329,390	76.27%
Age 21 and over	311,797	72.20%
Age 65 and over	63,258	14.65%
2026 Est. Median Age		37.57
2026 Est. Average Age		38.25
2026 Est. Population by Sex	**431,850**	
Male	212,679	49.25%
Female	219,172	50.75%
2026 Est. Male Population by Age	**212,679**	
Age 0 - 4	13,469	6.33%
Age 5 - 9	14,417	6.78%
Age 10 - 14	15,323	7.20%
Age 15 - 17	9,155	4.30%
Age 18 - 20	9,021	4.24%
Age 21 - 24	11,352	5.34%
Age 25 - 34	28,664	13.48%
Age 35 - 44	32,971	15.50%
Age 45 - 54	27,690	13.02%
Age 55 - 64	22,847	10.74%
Age 65 - 74	16,680	7.84%
Age 75 - 84	8,886	4.18%
Age 85 and over	2,204	1.04%
2026 Est. Median Age, Male		36.53
2026 Est. Average Age, Male		37.23

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**219,172**	
Age 0 - 4	12,762	5.82%
Age 5 - 9	13,704	6.25%
Age 10 - 14	14,855	6.78%
Age 15 - 17	8,777	4.00%
Age 18 - 20	8,572	3.91%
Age 21 - 24	10,604	4.84%
Age 25 - 34	28,623	13.06%
Age 35 - 44	32,665	14.90%
Age 45 - 54	28,596	13.05%
Age 55 - 64	24,527	11.19%
Age 65 - 74	20,302	9.26%
Age 75 - 84	11,435	5.22%
Age 85 and over	3,751	1.71%
2026 Est. Median Age, Female		38.61
2026 Est. Average Age, Female		39.22
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	108,130	31.13%
Males, Never Married	56,435	16.25%
Females, Never Married	51,694	14.88%
Married, Spouse present	170,495	49.09%
Married, Spouse absent	14,232	4.10%
Widowed	16,275	4.69%
Males Widowed	3,921	1.13%
Females Widowed	12,354	3.56%
Divorced	38,190	11.00%
Males Divorced	13,175	3.79%
Females Divorced	25,015	7.20%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	10,847	3.74%
Some High School, no diploma	13,300	4.59%
High School Graduate (or GED)	70,330	24.26%
Some College, no degree	64,769	22.35%
Associate Degree	28,956	9.99%
Bachelor's Degree	66,000	22.77%
Master's Degree	28,042	9.68%
Professional School Degree	3,391	1.17%
Doctorate Degree	4,207	1.45%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	17,242	15.91%
High School Graduate	30,405	28.05%
Some College or Associate's Degree	32,179	29.69%
Bachelor's Degree or Higher	28,568	26.36%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	168,420	
2026 Estimate	153,979	
2020 Census	132,381	
2010 Census	99,265	
Growth 2026 - 2031		9.38%
Growth 2020 - 2026		16.32%
Growth 2010 - 2020		33.36%
2026 Est. Households by Household Type	**153,979**	
Family Households	113,052	73.42%
Nonfamily Households	40,927	26.58%
2026 Est. Group Quarters Population	2,645	
2026 Households by Ethnicity, Hispanic/Latino	53,421	
2026 Est. Households by Household Income	**153,979**	
Income < $15,000	6,154	4.00%
Income $15,000 - $24,999	6,055	3.93%
Income $25,000 - $34,999	7,042	4.57%
Income $35,000 - $49,999	13,509	8.77%
Income $50,000 - $74,999	24,728	16.06%
Income $75,000 - $99,999	22,034	14.31%
Income $100,000 - $124,999	19,412	12.61%
Income $125,000 - $149,999	15,773	10.24%
Income $150,000 - $199,999	17,885	11.62%
Income $200,000 - $249,999	9,630	6.25%
Income $250,000 - $499,999	8,016	5.21%
Income $500,000+	3,741	2.43%
2026 Est. Average Household Income		$123,024
2026 Est. Median Household Income		$96,967
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$102,805
Black or African American Alone		$85,603
American Indian and Alaska Native Alone		$93,308
Asian Alone		$96,614
Native Hawaiian and Other Pacific Islander Alone		$133,814
Some Other Race Alone		$81,430
Two or More Races		$96,556
Hispanic or Latino		$90,869
Not Hispanic or Latino		$100,792

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**153,979**	
Family Households with Children	50,196	32.60%
Family Households without Children	103,783	67.40%
Married-Couple Families	**81,189**	**52.73%**
Married-Couple Family, own children	34,777	22.59%
Married-Couple Family, no own children	46,412	30.14%
Cohabitating-Couple Families	**12,184**	**7.91%**
Cohabitating-Couple Family, own children	4,357	2.83%
Cohabitating-Couple Family, no own children	7,827	5.08%
Male Householder Families	**21,812**	**14.17%**
Male Householder, own children	2,084	1.35%
Male Householder, no own children	3,184	2.07%
Male Householder, only Nonrelatives	1,105	0.72%
Male Householder, Living Alone	15,439	10.03%
Female Householder Families	**38,794**	**25.19%**
Female Householder, own children	8,978	5.83%
Female Householder, no own children	9,171	5.96%
Female Householder, only Nonrelatives	1,086	0.71%
Female Householder, Living Alone	19,559	12.70%
2026 Est. Households by Household Size	**153,979**	
1-person	32,695	21.23%
2-person	48,023	31.19%
3-person	26,989	17.53%
4-person	24,222	15.73%
5-person	13,081	8.50%
6-person	5,504	3.58%
7-or-more-person	3,464	2.25%
2026 Est. Average Household Size		2.79
2026 Est. Households by Number of Vehicles	**153,979**	
No Vehicles	3,726	2.42%
1 Vehicle	45,800	29.74%
2 Vehicles	67,391	43.77%
3 Vehicles	25,878	16.81%
4 Vehicles	8,251	5.36%
5 or more Vehicles	2,933	1.90%
2026 Est. Average Number of Vehicles		2.0

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	123,821	
2026 Estimate	113,052	
2020 Estimate	97,010	
2010 Census	73,939	
Growth 2026 - 2031		9.53%
Growth 2020 - 2026		16.54%
Growth 2010 - 2020		31.20%
2026 Est. Families by Poverty Status	**113,052**	
2026 Families at or Above Poverty	105,758	93.55%
2026 Families at or Above Poverty with Children	52,347	46.30%
2026 Families Below Poverty	7,294	6.45%
2026 Families Below Poverty with Children	4,896	4.33%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	216,865	63.53%
Civilian Labor Force, Unemployed	9,656	2.83%
Armed Forces	5,336	1.56%
Not in Labor Force	109,488	32.08%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	139,869	65.17%
Non-Profit Private Workers	14,593	6.80%
Local Government Workers	14,952	6.97%
State Government Workers	5,958	2.78%
Federal Government Workers	18,471	8.61%
Self-Employed Workers	20,374	9.49%
Unpaid Family Workers	400	0.19%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,516	1.64%
Arts/Entertainment/Sports	3,703	1.73%
Building Grounds Maintenance	6,955	3.24%
Business/Financial Operations	15,301	7.13%
Community/Social Services	3,124	1.46%
Computer/Mathematical	7,462	3.48%
Construction/Extraction	8,878	4.14%
Education/Training/Library	15,216	7.09%
Farming/Fishing/Forestry	207	0.10%
Food Prep/Serving	12,363	5.76%
Health Practitioner/Technician	14,103	6.57%
Healthcare Support	7,427	3.46%
Maintenance Repair	7,100	3.31%
Legal	1,525	0.71%
Life/Physical/Social Science	1,157	0.54%
Management	23,673	11.03%
Office/Admin. Support	24,320	11.33%
Production	7,624	3.55%
Protective Services	6,183	2.88%
Sales/Related	20,830	9.71%
Personal Care/Service	5,392	2.51%
Transportation/Moving	18,556	8.65%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	133,932	62.41%
Blue Collar	42,158	19.64%
Service and Farm	38,527	17.95%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	160,796	74.52%
Car Pooled	21,850	10.13%
Public Transportation	767	0.36%
Walked	1,463	0.68%
Bicycle	438	0.20%
Other Means	2,105	0.98%
Worked at Home	28,349	13.14%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	39,404	
15 - 29 Minutes	72,813	
30 - 44 Minutes	43,849	
45 - 59 Minutes	17,713	
60 or more Minutes	14,082	
2026 Est. Avg Travel Time to Work in Minutes		29

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**153,979**	
Owner Occupied	106,706	69.30%
Renter Occupied	47,273	30.70%
2026 Owner Occ. HUs: Avg. Length of Residence		13.91†
2026 Renter Occ. HUs: Avg. Length of Residence		6.05†
2026 Est. Owner-Occupied Housing Units by Value	**106,706**	
Value Less than $20,000	2,364	2.21%
Value $20,000 - $39,999	1,785	1.67%
Value $40,000 - $59,999	912	0.86%
Value $60,000 - $79,999	1,103	1.03%
Value $80,000 - $99,999	1,100	1.03%
Value $100,000 - $149,999	3,612	3.38%
Value $150,000 - $199,999	9,231	8.65%
Value $200,000 - $299,999	31,970	29.96%
Value $300,000 - $399,999	26,417	24.76%
Value $400,000 - $499,999	13,393	12.55%
Value $500,000 - $749,999	9,593	8.99%
Value $750,000 - $999,999	3,042	2.85%
Value $1,000,000 or $1,499,999	1,217	1.14%
Value $1,500,000 or $1,999,999	253	0.24%
Value $2,000,000+	714	0.67%
2026 Est. Median All Owner-Occupied Housing Value		$304,233
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	125,658	76.87%
1 Unit Attached	4,264	2.61%
2 Units	1,459	0.89%
3 or 4 Units	3,466	2.12%
5 to 19 Units	10,281	6.29%
20 to 49 Units	4,233	2.59%
50 or More Units	4,496	2.75%
Mobile Home or Trailer	9,383	5.74%
Boat, RV, Van, etc.	225	0.14%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	24,068	14.72%
Housing Units Built 2010 to 2019	36,424	22.28%
Housing Units Built 2000 to 2009	35,160	21.51%
Housing Units Built 1990 to 1999	17,991	11.01%
Housing Units Built 1980 to 1989	20,890	12.78%
Housing Units Built 1970 to 1979	16,943	10.37%
Housing Units Built 1960 to 1969	5,243	3.21%
Housing Units Built 1950 to 1959	3,271	2.00%
Housing Units Built 1940 to 1949	1,395	0.85%
Housing Unit Built 1939 or Earlier	2,080	1.27%
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.

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