TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

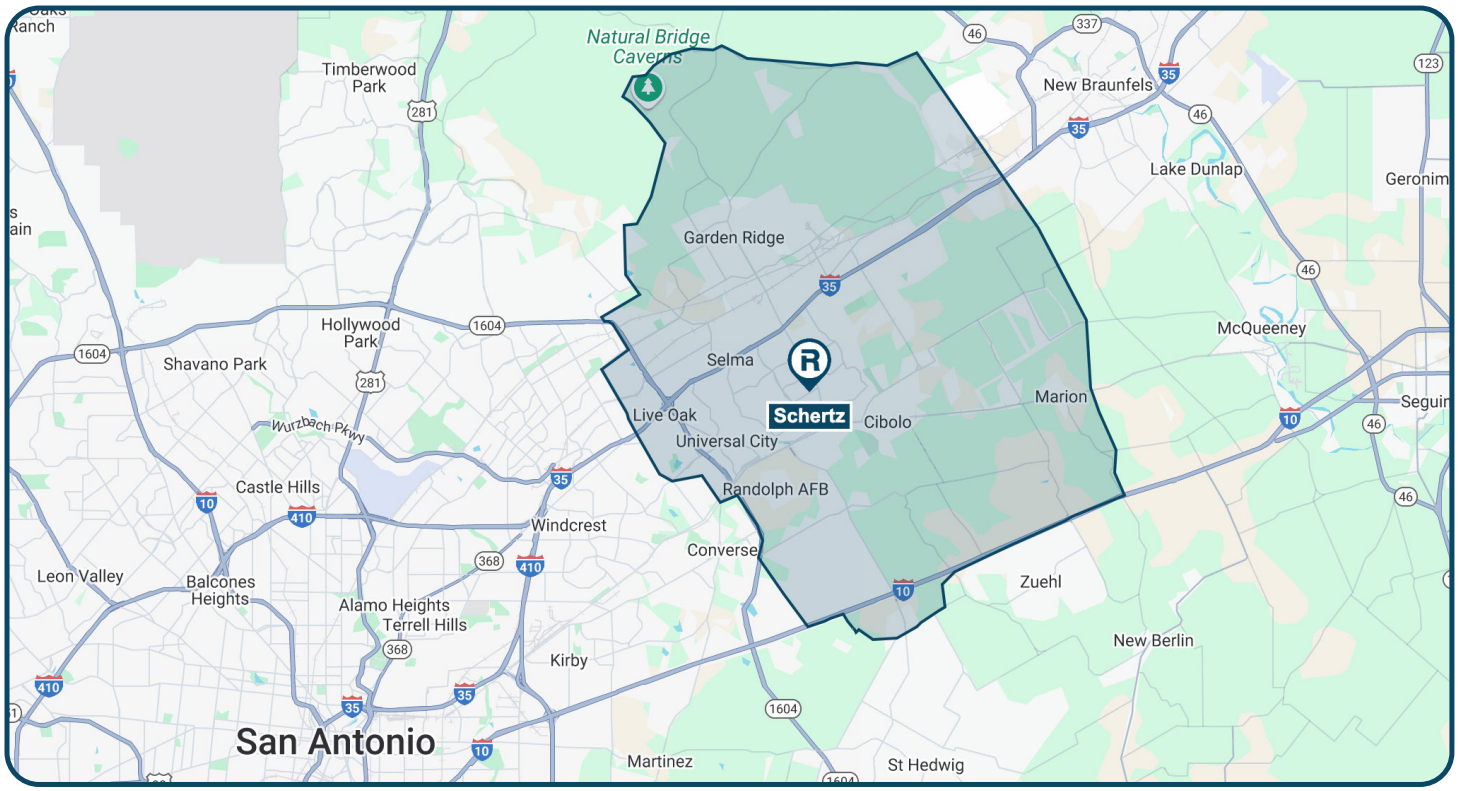
SCHERTZ, TEXAS

PREPARED FOR SCHERTZ ECONOMIC DEVELOPMENT CORPORATION (SEDC)
NOVEMBER 2026

Primary Retail Trade Area — Schertz, Texas

DEMOGRAPHIC SNAPSHOT

SCHERTZ
ECONOMIC DEVELOPMENT CORPORATION
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Population

2020	142,485
2026	163,796
2031	179,591

Age

0-9 Years	11.92%
10 - 17 Years	11.33%
18 - 24 Years	9.42%
25 - 34 Years	12.18%
35 - 44 Years	14.76%
45 - 54 Years	13.81%
55 - 64 Years	11.91%
65 and Older	14.68%
Median Age	38.59
Average Age	38.75

Educational Attainment (%)

Graduate or Professional Degree	15.48%
Bachelors Degree	24.62%
Associate Degree	10.38%
Some College	21.01%
High School Graduate (GED)	22.38%
Some High School, No Degree	3.68%
Less than 9th Grade	2.45%

Income

Average HH	$136,973
Median HH	$107,513
Per Capita	$48,655

Race Distribution

White	50.53%
Black/African American	13.35%
American Indian/Alaskan	0.89%
Asian	3.58%
Native Hawaiian/Islander	0.42%
Other Race	9.22%
Two or More Races	22.01%
Hispanic	37.66%
Non-Hispanic	62.34%

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DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	179,591	
2026 Estimate	163,796	
2020 Census	142,485	
2010 Census	104,827	
Growth 2026 - 2031		9.64%
Growth 2020 - 2026		14.96%
Growth 2010 - 2020		35.92%
2026 Est. Population by Single-Classification Race	**163,796**	
White Alone	82,766	50.53%
Black or African American Alone	21,873	13.35%
Amer. Indian and Alaska Native Alone	1,465	0.89%
Asian Alone	5,856	3.58%
Native Hawaiian and Other Pacific Island Alone	679	0.42%
Some Other Race Alone	15,107	9.22%
Two or More Races	36,051	22.01%
2026 Est. Population by Hispanic or Latino Origin	**163,796**	
Not Hispanic or Latino	102,113	62.34%
Hispanic or Latino	61,683	37.66%
Mexican	47,923	77.69%
Puerto Rican	3,881	6.29%
Cuban	872	1.41%
All Other Hispanic or Latino	9,006	14.60%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**61,683**	
White Alone	17,620	28.57%
Black or African American Alone	1,419	2.30%
American Indian and Alaska Native Alone	976	1.58%
Asian Alone	337	0.55%
Native Hawaiian and Other Pacific Islander Alone	73	0.12%
Some Other Race Alone	14,387	23.32%
Two or More Races	26,872	43.57%
2026 Est. Pop by Race, Asian Alone, by Category	**5,856**	
Chinese, except Taiwanese	414	7.07%
Filipino	1,945	33.21%
Japanese	266	4.54%
Asian Indian	448	7.65%
Korean	496	8.47%
Vietnamese	1,346	22.98%
Cambodian	82	1.40%
Hmong	2	0.03%
Laotian	85	1.45%
Thai	222	3.79%
All Other Asian Races Including 2+ Category	550	9.39%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**163,796**	
Arab	251	0.15%
Czech	591	0.36%
Danish	273	0.17%
Dutch	723	0.44%
English	10,719	6.54%
French (except Basque)	2,057	1.26%
French Canadian	450	0.28%
German	18,423	11.25%
Greek	203	0.12%
Hungarian	212	0.13%
Irish	10,606	6.47%
Italian	3,922	2.39%
Lithuanian	28	0.02%
United States or American	4,831	2.95%
Norwegian	893	0.55%
Polish	2,606	1.59%
Portuguese	293	0.18%
Russian	132	0.08%
Scottish	2,326	1.42%
Scotch-Irish	1,235	0.75%
Slovak	88	0.05%
Subsaharan African	1,350	0.82%
Swedish	1,305	0.80%
Swiss	125	0.08%
Ukrainian	185	0.11%
Welsh	709	0.43%
West Indian (except Hisp. groups)	1,357	0.83%
Other ancestries	65,466	39.97%
Ancestry Unclassified	32,435	19.80%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	125,097	81.00%
Speak Asian/Pacific Island Language at Home	2,694	1.74%
Speak IndoEuropean Language at Home	1,780	1.15%
Speak Spanish at Home	24,602	15.93%
Speak Other Language at Home	262	0.17%

Primary Retail Trade Area — Schertz, Texas

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**163,796**	
Age 0 - 4	9,360	5.71%
Age 5 - 9	10,160	6.20%
Age 10 - 14	11,550	7.05%
Age 15 - 17	7,016	4.28%
Age 18 - 20	6,908	4.22%
Age 21 - 24	8,524	5.20%
Age 25 - 34	19,943	12.18%
Age 35 - 44	24,170	14.76%
Age 45 - 54	22,626	13.81%
Age 55 - 64	19,503	11.91%
Age 65 - 74	14,300	8.73%
Age 75 - 84	7,520	4.59%
Age 85 and over	2,216	1.35%
Age 16 and over	130,390	79.60%
Age 18 and over	125,709	76.75%
Age 21 and over	118,801	72.53%
Age 65 and over	24,037	14.68%
2026 Est. Median Age		38.59
2026 Est. Average Age		38.75
2026 Est. Population by Sex	**163,796**	
Male	80,820	49.34%
Female	82,976	50.66%
2026 Est. Male Population by Age	**80,820**	
Age 0 - 4	4,837	5.99%
Age 5 - 9	5,199	6.43%
Age 10 - 14	5,856	7.25%
Age 15 - 17	3,555	4.40%
Age 18 - 20	3,518	4.35%
Age 21 - 24	4,404	5.45%
Age 25 - 34	10,088	12.48%
Age 35 - 44	12,037	14.89%
Age 45 - 54	11,034	13.65%
Age 55 - 64	9,531	11.79%
Age 65 - 74	6,586	8.15%
Age 75 - 84	3,337	4.13%
Age 85 and over	840	1.04%
2026 Est. Median Age, Male		37.53
2026 Est. Average Age, Male		37.84

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**82,976**	
Age 0 - 4	4,524	5.45%
Age 5 - 9	4,961	5.98%
Age 10 - 14	5,694	6.86%
Age 15 - 17	3,462	4.17%
Age 18 - 20	3,390	4.09%
Age 21 - 24	4,120	4.96%
Age 25 - 34	9,855	11.88%
Age 35 - 44	12,133	14.62%
Age 45 - 54	11,592	13.97%
Age 55 - 64	9,972	12.02%
Age 65 - 74	7,715	9.30%
Age 75 - 84	4,183	5.04%
Age 85 and over	1,377	1.66%
2026 Est. Median Age, Female		39.62
2026 Est. Average Age, Female		39.62
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	38,903	29.31%
Males, Never Married	21,098	15.90%
Females, Never Married	17,805	13.41%
Married, Spouse present	68,878	51.90%
Married, Spouse absent	5,208	3.92%
Widowed	6,494	4.89%
Males Widowed	1,722	1.30%
Females Widowed	4,772	3.60%
Divorced	13,242	9.98%
Males Divorced	4,591	3.46%
Females Divorced	8,651	6.52%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,703	2.45%
Some High School, no diploma	4,063	3.68%
High School Graduate (or GED)	24,676	22.38%
Some College, no degree	23,171	21.01%
Associate Degree	11,441	10.38%
Bachelor's Degree	27,149	24.62%
Master's Degree	13,764	12.48%
Professional School Degree	1,211	1.10%
Doctorate Degree	2,099	1.90%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,674	12.77%
High School Graduate	8,690	23.75%
Some College or Associate's Degree	11,246	30.73%
Bachelor's Degree or Higher	11,980	32.74%

Primary Retail Trade Area — Schertz, Texas

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	63,346	
2026 Estimate	57,893	
2020 Census	50,771	
2010 Census	38,290	
Growth 2026 - 2031		9.42%
Growth 2020 - 2026		14.03%
Growth 2010 - 2020		32.60%
2026 Est. Households by Household Type	**57,893**	
Family Households	43,740	75.55%
Nonfamily Households	14,153	24.45%
2026 Est. Group Quarters Population	816	
2026 Households by Ethnicity, Hispanic/Latino	17,916	
2026 Est. Households by Household Income	**57,893**	
Income < $15,000	2,194	3.79%
Income $15,000 - $24,999	1,673	2.89%
Income $25,000 - $34,999	2,296	3.97%
Income $35,000 - $49,999	4,462	7.71%
Income $50,000 - $74,999	8,069	13.94%
Income $75,000 - $99,999	8,053	13.91%
Income $100,000 - $124,999	6,899	11.92%
Income $125,000 - $149,999	5,611	9.69%
Income $150,000 - $199,999	8,156	14.09%
Income $200,000 - $249,999	4,790	8.27%
Income $250,000 - $499,999	3,866	6.68%
Income $500,000+	1,825	3.15%
2026 Est. Average Household Income		$136,973
2026 Est. Median Household Income		$107,513
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$111,212
Black or African American Alone		$108,195
American Indian and Alaska Native Alone		$105,626
Asian Alone		$105,455
Native Hawaiian and Other Pacific Islander Alone		$199,091
Some Other Race Alone		$87,011
Two or More Races		$106,214
Hispanic or Latino		$99,227
Not Hispanic or Latino		$111,737

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**57,893**	
Family Households with Children	19,223	33.20%
Family Households without Children	38,670	66.80%
Married-Couple Families	**32,820**	**56.69%**
Married-Couple Family, own children	14,140	24.42%
Married-Couple Family, no own children	18,679	32.27%
Cohabitating-Couple Families	**3,882**	**6.71%**
Cohabitating-Couple Family, own children	1,357	2.34%
Cohabitating-Couple Family, no own children	2,525	4.36%
Male Householder Families	**8,416**	**14.54%**
Male Householder, own children	732	1.26%
Male Householder, no own children	1,408	2.43%
Male Householder, only Nonrelatives	304	0.53%
Male Householder, Living Alone	5,972	10.32%
Female Householder Families	**12,776**	**22.07%**
Female Householder, own children	2,993	5.17%
Female Householder, no own children	3,256	5.62%
Female Householder, only Nonrelatives	281	0.49%
Female Householder, Living Alone	6,245	10.79%
2026 Est. Households by Household Size	**57,893**	
1-person	12,195	21.07%
2-person	17,281	29.85%
3-person	10,386	17.94%
4-person	9,608	16.60%
5-person	4,952	8.55%
6-person	2,124	3.67%
7-or-more-person	1,346	2.33%
2026 Est. Average Household Size		2.82
2026 Est. Households by Number of Vehicles	**57,893**	
No Vehicles	1,601	2.77%
1 Vehicle	15,602	26.95%
2 Vehicles	25,564	44.16%
3 Vehicles	10,348	17.87%
4 Vehicles	3,626	6.26%
5 or more Vehicles	1,153	1.99%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	47,952	
2026 Estimate	43,740	
2020 Estimate	38,181	
2010 Census	28,710	
Growth 2026 - 2031		9.63%
Growth 2020 - 2026		14.56%
Growth 2010 - 2020		32.99%
2026 Est. Families by Poverty Status	**43,740**	
2026 Families at or Above Poverty	41,553	95.00%
2026 Families at or Above Poverty with Children	20,431	46.71%
2026 Families Below Poverty	2,187	5.00%
2026 Families Below Poverty with Children	1,373	3.14%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	81,451	62.47%
Civilian Labor Force, Unemployed	3,707	2.84%
Armed Forces	3,156	2.42%
Not in Labor Force	42,076	32.27%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	49,344	62.04%
Non-Profit Private Workers	5,340	6.71%
Local Government Workers	8,176	10.28%
State Government Workers	2,134	2.68%
Federal Government Workers	7,043	8.86%
Self-Employed Workers	7,398	9.30%
Unpaid Family Workers	99	0.13%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,092	1.37%
Arts/Entertainment/Sports	1,481	1.86%
Building Grounds Maintenance	1,812	2.28%
Business/Financial Operations	6,546	8.23%
Community/Social Services	1,415	1.78%
Computer/Mathematical	3,474	4.37%
Construction/Extraction	3,065	3.85%
Education/Training/Library	5,341	6.71%
Farming/Fishing/Forestry	78	0.10%
Food Prep/Serving	3,398	4.27%
Health Practitioner/Technician	5,829	7.33%
Healthcare Support	2,369	2.98%
Maintenance Repair	2,116	2.66%
Legal	656	0.83%
Life/Physical/Social Science	582	0.73%
Management	9,796	12.32%
Office/Admin. Support	8,715	10.96%
Production	2,703	3.40%
Protective Services	2,627	3.30%
Sales/Related	7,391	9.29%
Personal Care/Service	2,162	2.72%
Transportation/Moving	6,886	8.66%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	52,318	65.78%
Blue Collar	14,771	18.57%
Service and Farm	12,445	15.65%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	61,557	75.50%
Car Pooled	6,739	8.27%
Public Transportation	42	0.05%
Walked	628	0.77%
Bicycle	77	0.09%
Other Means	1,006	1.23%
Worked at Home	11,487	14.09%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,107	
15 - 29 Minutes	24,305	
30 - 44 Minutes	18,692	
45 - 59 Minutes	8,093	
60 or more Minutes	6,079	
2026 Est. Avg Travel Time to Work in Minutes		31

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**57,893**	
Owner Occupied	42,282	73.03%
Renter Occupied	15,611	26.96%
2026 Owner Occ. HUs: Avg. Length of Residence		14.34†
2026 Renter Occ. HUs: Avg. Length of Residence		5.92†
2026 Est. Owner-Occupied Housing Units by Value	**42,282**	
Value Less than $20,000	864	2.04%
Value $20,000 - $39,999	577	1.36%
Value $40,000 - $59,999	125	0.30%
Value $60,000 - $79,999	302	0.71%
Value $80,000 - $99,999	290	0.69%
Value $100,000 - $149,999	1,184	2.80%
Value $150,000 - $199,999	2,398	5.67%
Value $200,000 - $299,999	10,533	24.91%
Value $300,000 - $399,999	11,753	27.80%
Value $400,000 - $499,999	6,698	15.84%
Value $500,000 - $749,999	4,687	11.09%
Value $750,000 - $999,999	1,624	3.84%
Value $1,000,000 or $1,499,999	686	1.62%
Value $1,500,000 or $1,999,999	142	0.34%
Value $2,000,000+	419	0.99%
2026 Est. Median All Owner-Occupied Housing Value		$339,900
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	48,777	80.20%
1 Unit Attached	557	0.92%
2 Units	322	0.53%
3 or 4 Units	1,417	2.33%
5 to 19 Units	4,443	7.30%
20 to 49 Units	1,374	2.26%
50 or More Units	1,241	2.04%
Mobile Home or Trailer	2,672	4.39%
Boat, RV, Van, etc.	15	0.03%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	7,580	12.46%
Housing Units Built 2010 to 2019	14,675	24.13%
Housing Units Built 2000 to 2009	15,935	26.20%
Housing Units Built 1990 to 1999	7,020	11.54%
Housing Units Built 1980 to 1989	5,712	9.39%
Housing Units Built 1970 to 1979	5,108	8.40%
Housing Units Built 1960 to 1969	2,577	4.24%
Housing Units Built 1950 to 1959	1,166	1.92%
Housing Units Built 1940 to 1949	412	0.68%
Housing Unit Built 1939 or Earlier	633	1.04%
2026 Est. Median Year Structure Built		2005

† 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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