Primary Retail Trade Area • Retail Market Profile
Schertz, Texas

Population

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

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
ECONOMIC DEVELOPMENT CORPORATION

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

Adrian G. Perez
Executive Director
Office   210.619.1070
Cell   210.383.8915
APerez@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
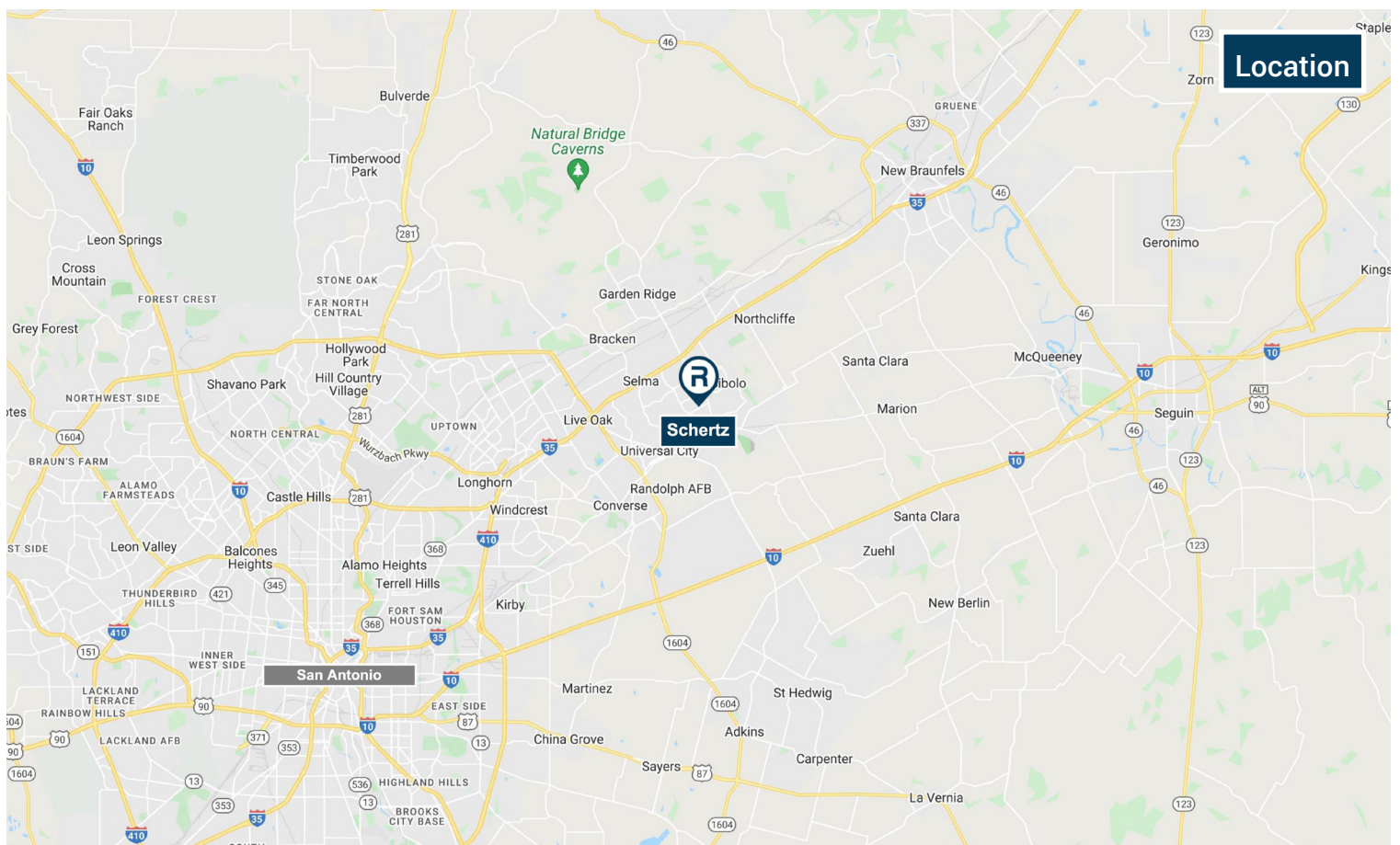Cell   662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net

Primary Retail Trade Area • Retail Market Profile

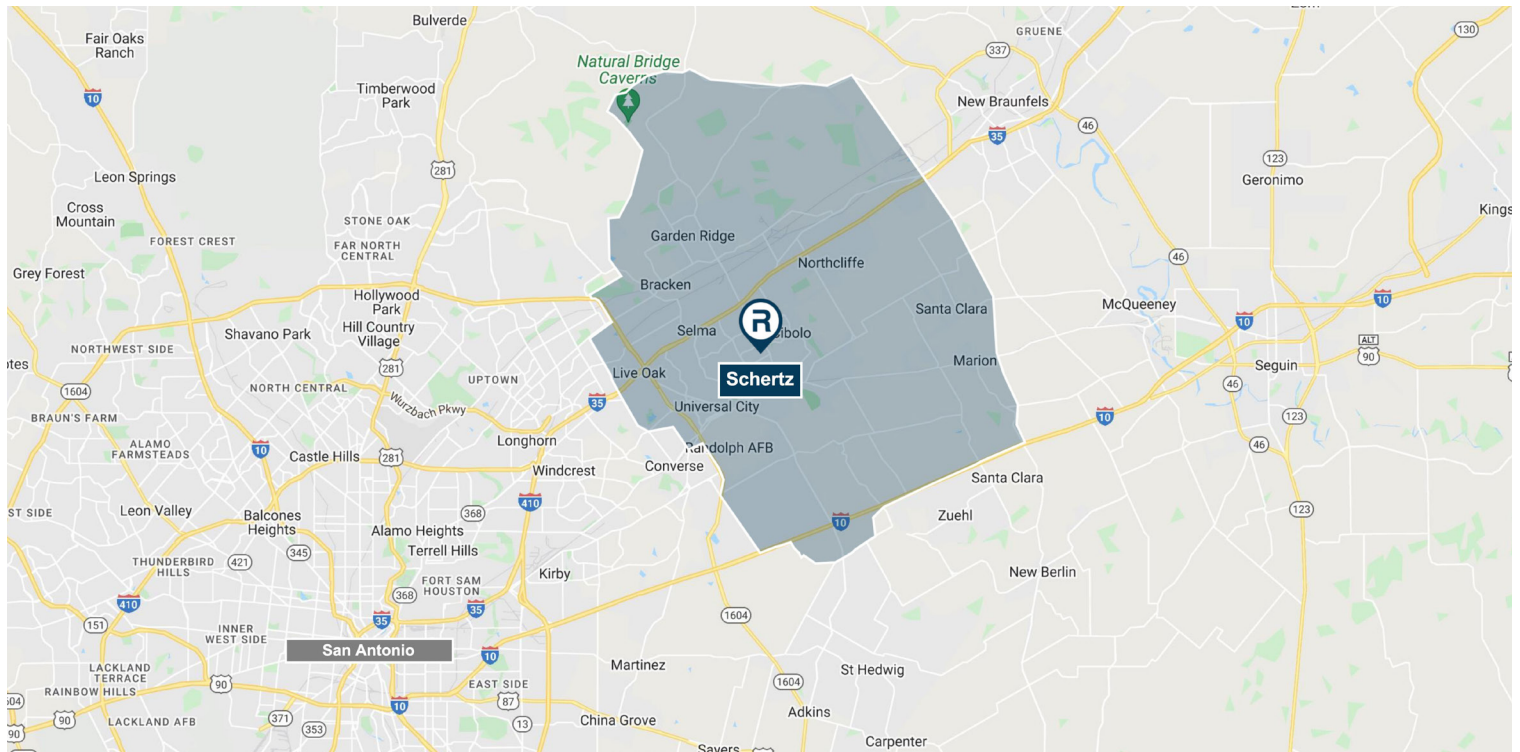## Schertz, Texas

Area Retail

Location

Primary Retail Trade Area Retail Demand Outlook

SCHERTZ, TEXAS

Prepared for Schertz Economic Development Corporation (SEDC)
April 2022

Primary Retail Trade Area • Demographic Snapshot

Schertz, Texas

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2027	152,601

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Primary Retail Trade Area • Retail Demand Outlook

Schertz, Texas

NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
44, 45, 722	**Total retail trade including food and drinking places**	**$1,531,502,619**	**$1,774,141,752**	**$242,639,133**	**2.99%**
441	Motor vehicle and parts dealers	$344,813,923	$401,081,221	$56,267,298	3.07%
4411	Automobile dealers	$305,120,160	$353,296,714	$48,176,554	2.98%
4412	Other motor vehicle dealers	$15,735,356	$18,618,187	$2,882,831	3.42%
4413	Automotive parts, accessories, and tire stores	$23,958,408	$29,166,320	$5,207,913	4.01%
442	Furniture and home furnishings stores	$15,048,034	$16,634,992	$1,586,959	2.03%
4421	Furniture stores	$9,951,165	$10,995,949	$1,044,783	2.02%
4422	Home furnishings stores	$5,096,869	$5,639,044	$542,175	2.04%
443	Electronics and appliance stores	$26,161,473	$29,720,983	$3,559,509	2.58%
443141	Household appliance stores	$7,493,269	$8,836,570	$1,343,302	3.35%
443142	Electronics stores	$18,668,205	$20,884,412	$2,216,208	2.27%
444	Building material and garden equipment and supplies dealers	$83,322,001	$98,994,493	$15,672,492	3.51%
4441	Building material and supplies dealers	$73,028,301	$86,906,292	$13,877,991	3.54%
44411	Home centers	$41,874,175	$49,845,221	$7,971,047	3.55%
44412	Paint and wallpaper stores	$2,549,403	$3,037,414	$488,011	3.57%
44413	Hardware stores	$7,007,623	$8,249,430	$1,241,808	3.32%
44419	Other building material dealers	$21,597,100	$25,774,226	$4,177,126	3.60%
4442	Lawn and garden equipment and supplies stores	$10,293,700	$12,088,201	$1,794,501	3.27%
44421	Outdoor power equipment stores	$1,895,041	$2,231,950	$336,909	3.33%
44422	Nursery, garden center, and farm supply stores	$8,398,659	$9,856,252	$1,457,593	3.25%
445	Food and beverage stores	$213,131,534	$244,824,171	$31,692,637	2.81%
4451	Grocery stores	$196,688,878	$225,719,770	$29,030,892	2.79%
44511	Supermarkets and other grocery (except convenience) stores	$188,712,631	$216,515,984	$27,803,353	2.79%
44512	Convenience stores	$7,976,247	$9,203,786	$1,227,539	2.90%
4452	Specialty food stores	$6,116,608	$6,993,103	$876,495	2.71%
4453	Beer, wine, and liquor stores	$10,326,048	$12,111,298	$1,785,250	3.24%
446	Health and personal care stores	$35,699,623	$42,452,879	$6,753,255	3.53%
44611	Pharmacies and drug stores	$27,721,778	$33,067,989	$5,346,211	3.59%
44612	Cosmetics, beauty supplies, and perfume stores	$1,465,459	$1,774,679	$309,221	3.90%
44613	Optical goods stores	$5,169,521	$5,999,972	$830,452	3.02%
44619	Other health and personal care stores	$1,342,867	$1,610,238	$267,372	3.70%
447	Gasoline stations	$131,354,776	$158,765,301	$27,410,525	3.86%

Primary Retail Trade Area • Retail Demand Outlook

Schertz, Texas

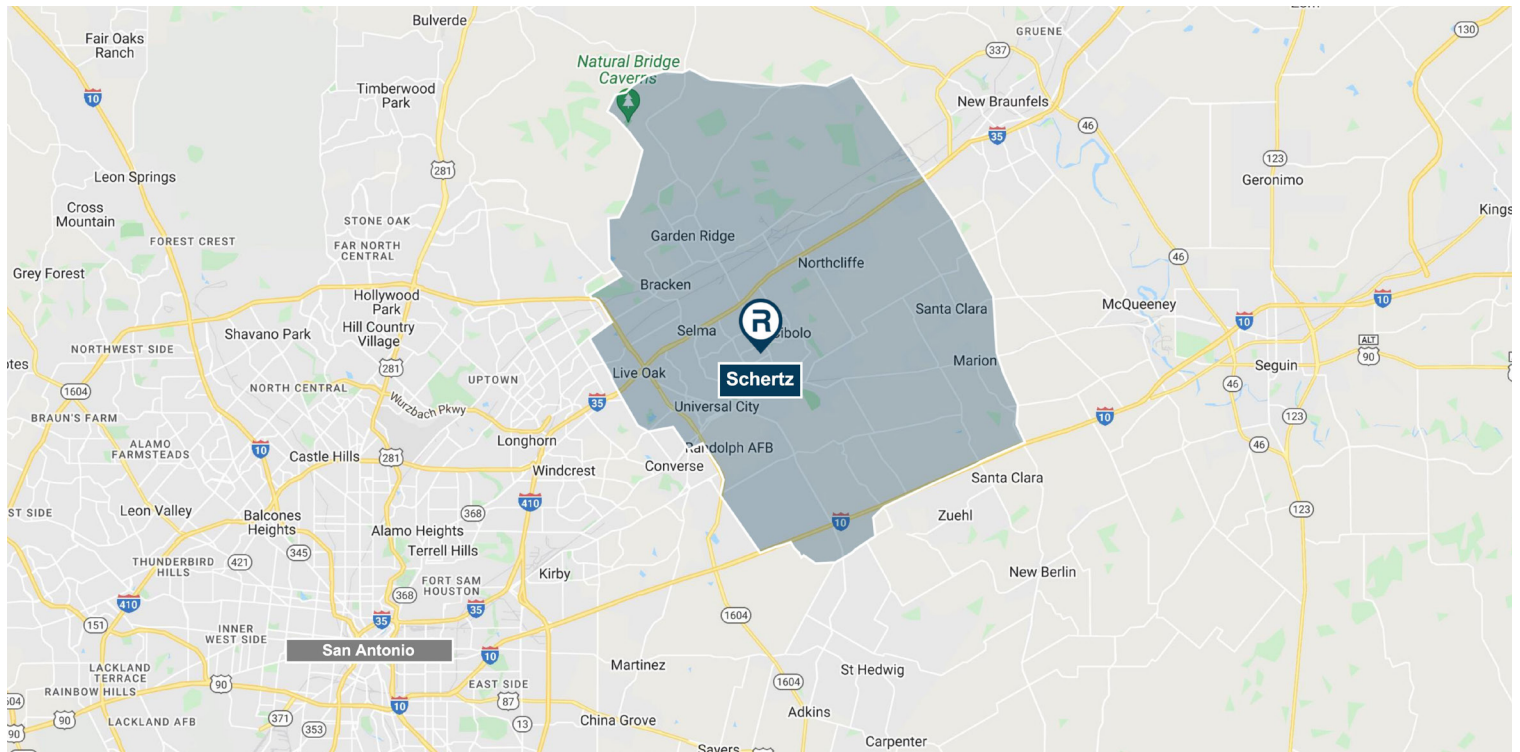| NAICS	DESCRIPTION	2022 DEMAND	2027 DEMAND	GROWTH	CAGR (%)*
448	Clothing and clothing accessories stores	$43,012,500	$45,081,237	$2,068,737	0.94%
4481	Clothing stores	$29,300,269	$30,710,172	$1,409,903	0.94%
44811	Men's clothing stores	$1,320,655	$1,390,983	$70,327	1.04%
44812	Women's clothing stores	$4,684,090	$4,855,322	$171,233	0.72%
44813	Children's and infants' clothing stores	$1,817,824	$1,929,639	$111,815	1.20%
44814	Family clothing stores	$17,897,948	$18,818,366	$920,418	1.01%
44815	Clothing accessories stores	$1,147,507	$1,194,691	$47,184	0.81%
44819	Other clothing stores	$2,432,246	$2,521,171	$88,925	0.72%
4482	Shoe stores	$8,221,906	$8,654,471	$432,565	1.03%
4483	Jewelry, luggage, and leather goods stores	$5,490,324	$5,716,593	$226,269	0.81%
44831	Jewelry stores	$2,087,575	$2,153,562	$65,987	0.62%
44832	Luggage and leather goods stores	$3,402,750	$3,563,032	$160,282	0.92%
451	Sporting goods, hobby, musical instrument, and book stores	$18,869,999	$21,088,951	$2,218,952	2.25%
4511	Sporting goods, hobby, and musical instrument stores	$14,234,671	$15,871,732	$1,637,061	2.20%
45111	Sporting goods stores	$8,974,886	$10,258,387	$1,283,501	2.71%
45112	Hobby, toy, and game stores	$2,857,850	$3,010,204	$152,354	1.04%
45113	Sewing, needlework, and piece goods stores	$377,566	$391,895	$14,329	0.75%
45114	Musical instrument and supplies stores	$2,024,370	$2,211,247	$186,877	1.78%
4512	Book stores and news dealers	$4,635,328	$5,217,219	$581,891	2.39%
452	General merchandise stores	$182,130,138	$207,079,202	$24,949,063	2.60%
4522	Department stores	$19,642,847	$21,568,425	$1,925,578	1.89%
4523	Other general merchandise stores	$162,487,291	$185,510,776	$23,023,485	2.69%
453	Miscellaneous store retailers	$29,076,163	$32,737,815	$3,661,651	2.40%
4531	Florists	$931,306	$1,093,231	$161,925	3.26%
4532	Office supplies, stationery, and gift stores	$5,482,841	$6,119,444	$636,603	2.22%
45321	Office supplies and stationery stores	$2,116,415	$2,396,414	$279,999	2.52%
45322	Gift, novelty, and souvenir stores	$3,366,426	$3,723,030	$356,604	2.03%
4533	Used merchandise stores	$5,137,644	$5,665,678	$528,034	1.98%
4539	Other miscellaneous store retailers	$17,524,373	$19,859,461	$2,335,089	2.53%
45391	Pet and pet supplies stores	$7,201,376	$8,075,341	$873,965	2.32%
45399	All other miscellaneous store retailers	$10,322,997	$11,784,120	$1,461,124	2.68%
454	Non-store retailers	$196,640,562	$222,614,373	$25,973,810	2.51%
722	Food services and drinking places	$212,241,892	$253,066,136	$40,824,244	3.58%
7223	Special food services	$17,225,566	$20,537,362	$3,311,796	3.58%
7224	Drinking places (alcoholic beverages)	$4,582,083	$5,460,584	$878,501	3.57%
7225	Restaurants and other eating places	$190,434,243	$227,068,190	$36,633,947	3.58%
722511	Full-service restaurants	$91,672,218	$109,311,524	$17,639,306	3.58%
722513	Limited-service restaurants	$83,821,730	$99,956,456	$16,134,726	3.58%
722514	Cafeterias, grill buffets, and buffets	$2,136,892	$2,548,353	$411,461	3.58%
722515	Snack and nonalcoholic beverage bars	$12,803,404	$15,251,857	$2,448,453	3.56%

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Primary Retail Trade Area Psychographic Profile

SCHERTZ, TEXAS

Prepared for Schertz Economic Development Corporation (SEDC)
April 2022

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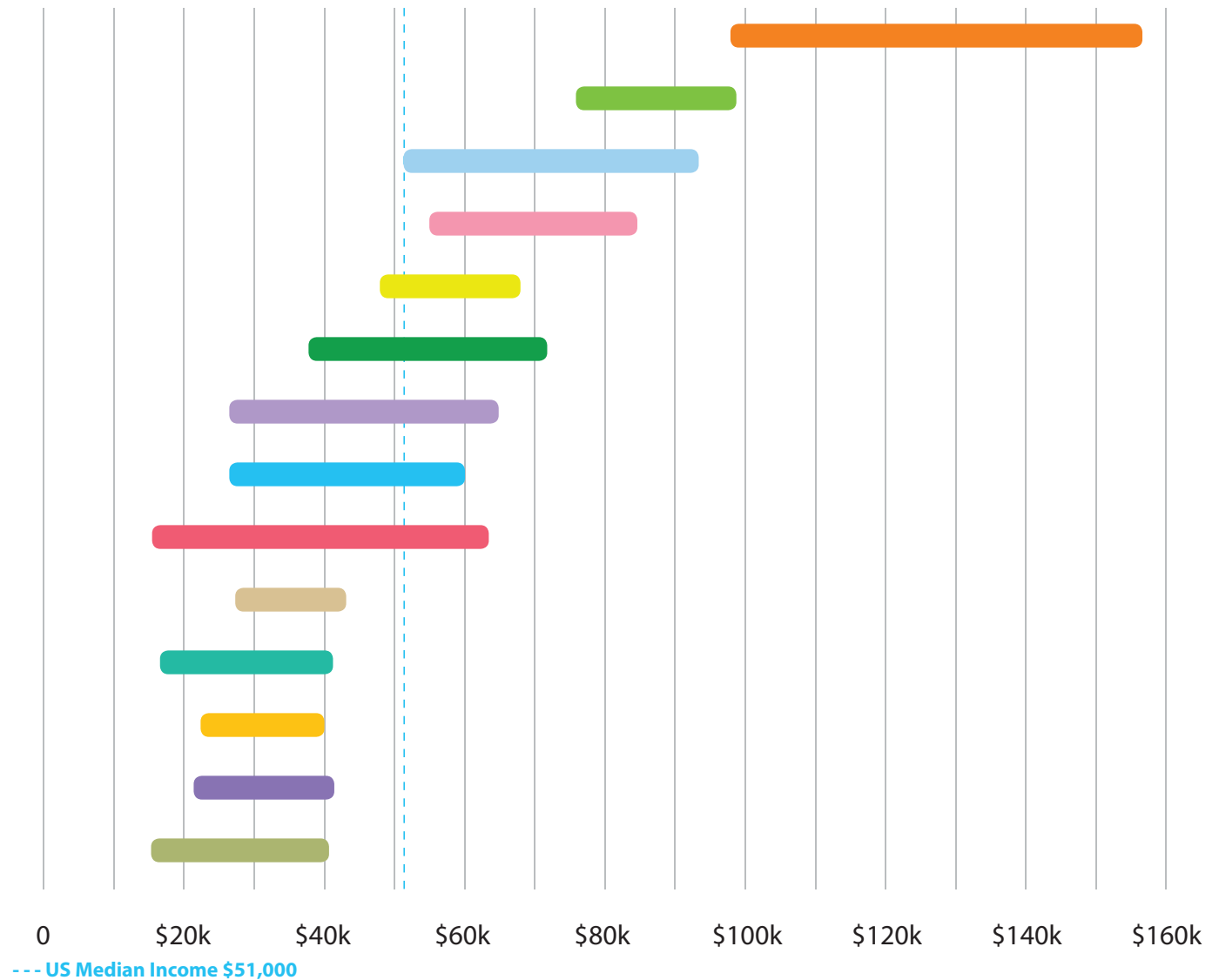Office   210.619.1070
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Income Range of Lifemode Summary Groups

Schertz, Texas

- - - US Median Income $51,000

+ L1 AFFLUENT ESTATES
Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES
Prosperous, married couples
in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS
Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES
Successful younger families in newer housing

+ L5 GENXURBAN
Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY
Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES
Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND
Lifestyles of thirtysomethings

+ L9 SENIOR STYLES
Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS
Country life with older families, older homes

+ L11 MIDTOWN SINGLES
Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN
Growing up and staying close to home; single householders

+ L13 NEXT WAVE
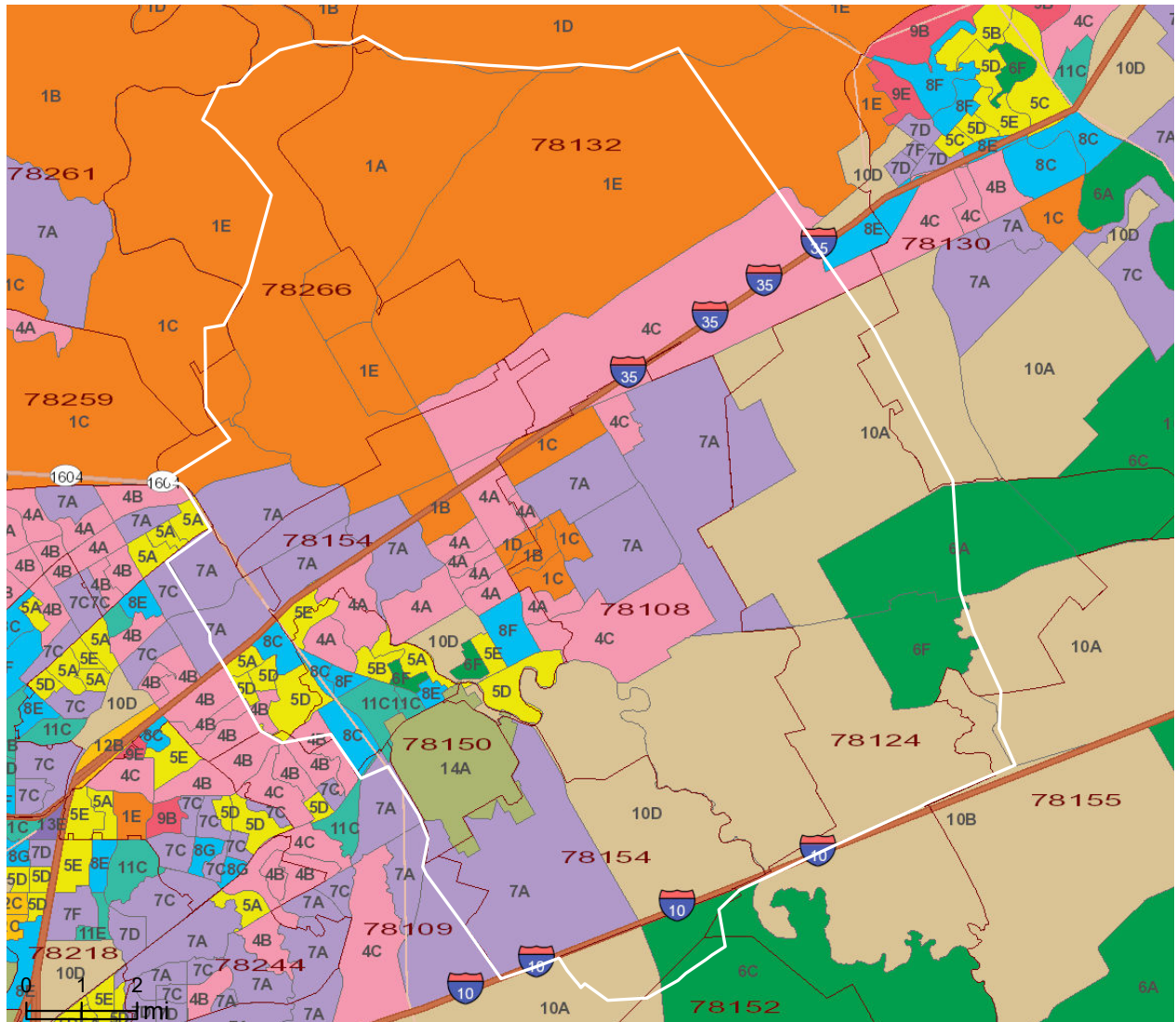Urban denizens; young, diverse,
hardworking families

+ L14 SCHOLARS AND PATRIOTS
College campuses and military neighborhoods

Primary Retail Trade Area • Lifemode Summary Groups Map
Schertz, Texas

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The Retail Coach

Primary Retail Trade Area • Top Tapestry Segments

Schertz, Texas

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	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Up and Coming Families (7A)	29.9%	29.9%	2.6%	2.6%	1,147
2	Workday Drive (4A)	15.2%	45.1%	3.0%	5.6%	512
3	Middleburg (4C)	7.4%	52.5%	3.0%	8.5%	248
4	Bright Young Professionals (8C)	7.2%	59.7%	2.3%	10.8%	318
5	Boomburbs (1C)	5.9%	65.6%	1.8%	12.6%	324
	Subtotal	65.6%		12.7%		
6	Exurbanites (1E)	3.8%	69.4%	1.9%	14.6%	199
7	Down the Road (10D)	3.8%	73.3%	1.2%	15.7%	330
8	Rustbelt Traditions (5D)	3.2%	76.5%	2.2%	17.9%	150
9	Old and Newcomers (8F)	3.2%	79.7%	2.3%	20.2%	138
10	Professional Pride (1B)	2.2%	81.8%	1.6%	21.8%	132
	Subtotal	16.2%		9.2%		
11	Midlife Constants (5E)	2.1%	83.9%	2.5%	24.3%	86
12	Heartland Communities (6F)	2.1%	86.0%	2.3%	26.5%	92
13	Southern Satellites (10A)	1.9%	87.9%	3.2%	29.7%	61
14	Top Tier (1A)	1.9%	89.9%	1.7%	31.4%	116
15	Metro Fusion (11C)	1.9%	91.7%	1.4%	32.8%	132
	Subtotal	9.9%		11.1%		
16	Home Improvement (4B)	1.4%	93.2%	1.7%	34.5%	86
17	Rooted Rural (10B)	1.3%	94.5%	2.0%	36.5%	65
18	Comfortable Empty Nesters (5A)	1.1%	95.6%	2.4%	38.9%	47
19	In Style (5B)	1.1%	96.7%	2.2%	41.1%	51
20	Front Porches (8E)	0.9%	97.7%	1.6%	42.7%	60
	Subtotal	5.8%		9.9%		
	Total	97.7%		42.7%		229

7A LifeMode Group: Ethnic Enclaves
Up and Coming Families

US Households: 2,901,200
Average Household Size: 3.12

Median Age: 31.4
Median Household Income: $72,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
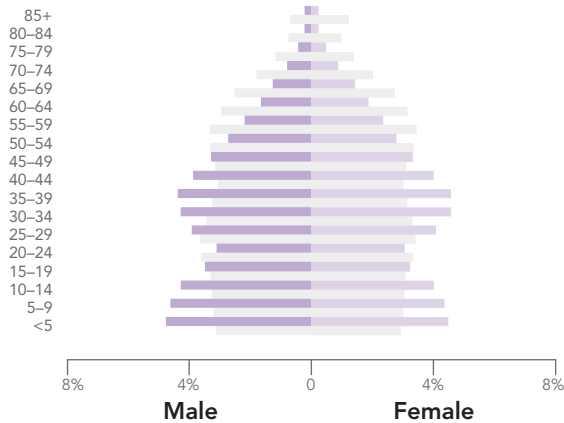- Young families still feathering the nest and establishing their style.

7A LifeMode Group: Ethnic Enclaves
Up and Coming Families

AGE BY SEX (Esri data)
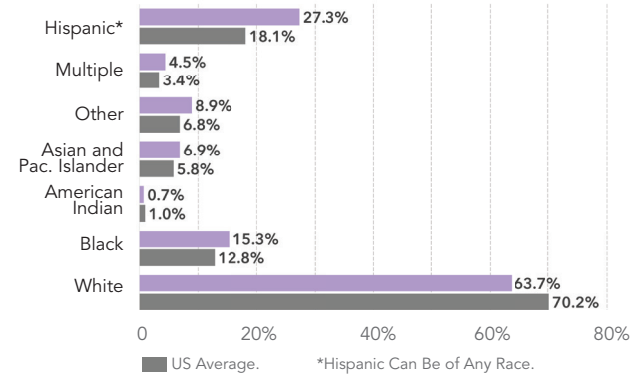
Median Age: 31.4 US: 38.2

■ Indicates US

Male Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
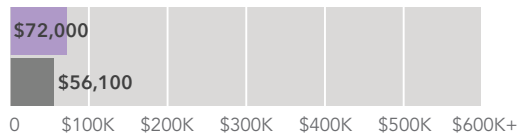
Diversity Index: 73.9 US: 64.0

Group	%	US %
Hispanic*	27.3%	18.1%
Multiple	4.5%	3.4%
Other	8.9%	6.8%
Asian and Pac. Islander	6.9%	5.8%
American Indian	0.7%	1.0%
Black	15.3%	12.8%
White	63.7%	70.2%

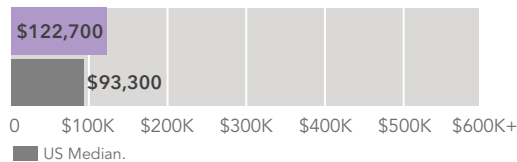■ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$72,000
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$122,700
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
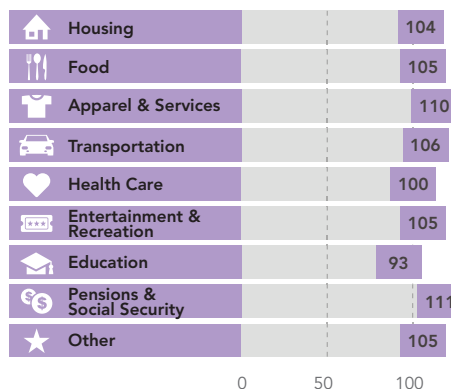
Typical Housing:
Single Family

Median Value:
$194,400

US Median: $207,300
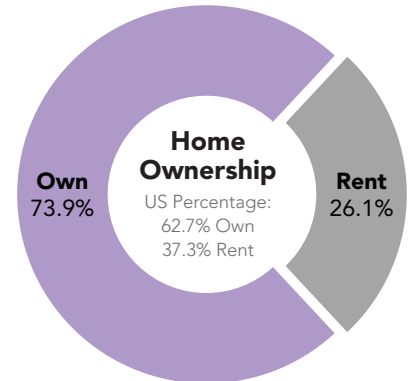
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.9%   **Rent 26.1%**

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	104
Food	105
Apparel & Services	110
Transportation	106
Health Care	100
Entertainment & Recreation	105
Education	93
Pensions & Social Security	111
Other	105

0 50 100 150 200 250 300

The Retail Coach.

7A LifeMode Group: Ethnic Enclaves
Up and Coming Families

Market Profile

• Rely on the Internet for entertainment, information, shopping, and banking.
• Prefer imported SUVs or compact cars, late models.
• Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
• Busy with work and family; use home and landscaping services to save time.
• Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.
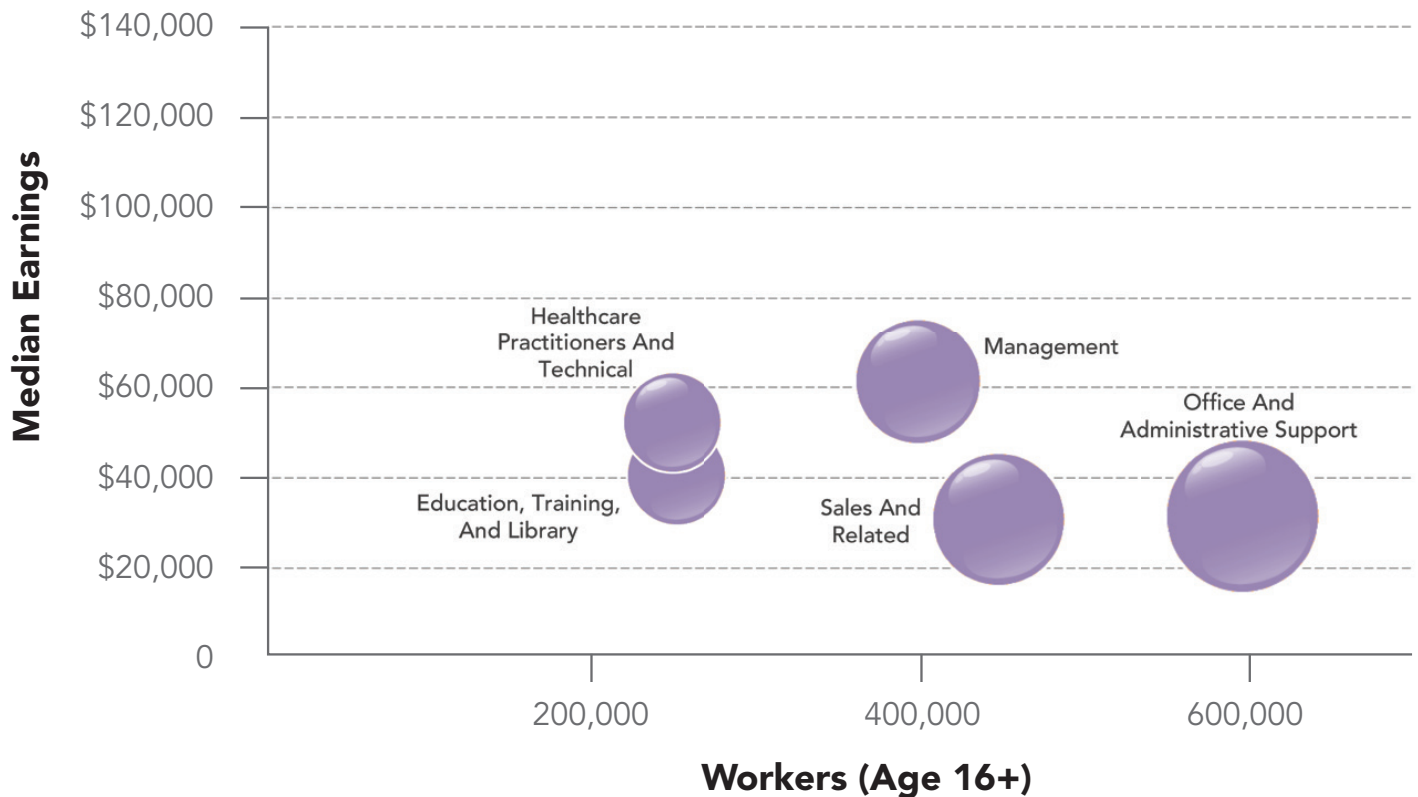
4A LifeMode Group: Family Landscapes
Soccer Moms

US Households: 3,541,300
Average Household Size: 2.97

Median Age: 37.0
Median Household Income: $90,500

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).

4A
LifeMode Group: Family Landscapes
Soccer Moms

AGE BY SEX (Esri data)

Median Age: 37.0 US: 38.2

■ Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5
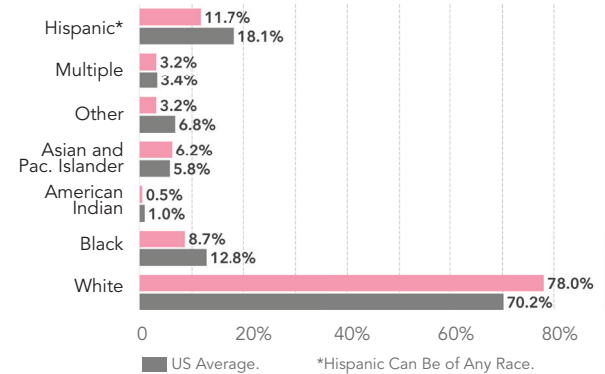
Scale: 8% 4% 0 4% 8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
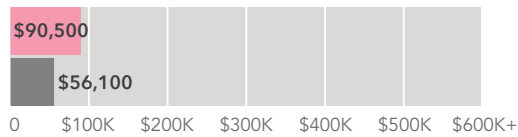
Diversity Index: 50.8 US: 64.0

Category	Value	US Average
Hispanic*	11.7%	18.1%
Multiple	3.2%	3.4%
Other	3.2%	6.8%
Asian and Pac. Islander	6.2%	5.8%
American Indian	0.5%	1.0%
Black	8.7%	12.8%
White	78.0%	70.2%

Scale: 0 20% 40% 60% 80%

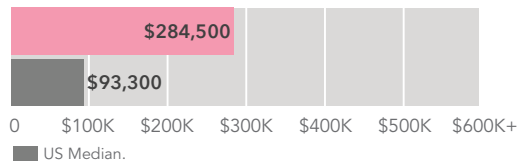■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$90,500
$56,100

Scale: 0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$284,500
$93,300

Scale: 0 $100K $200K $300K $400K $500K $600K+
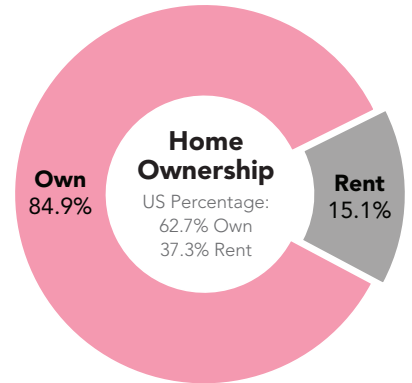
■ US Median.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$257,400

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 84.9%
Rent 15.1%

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	127
Food	128
Apparel & Services	134
Transportation	128
Health Care	129
Entertainment & Recreation	132
Education	132
Pensions & Social Security	141
Other	134

Scale: 0 50 100 150 200 250 300

The**Retail**Coach.
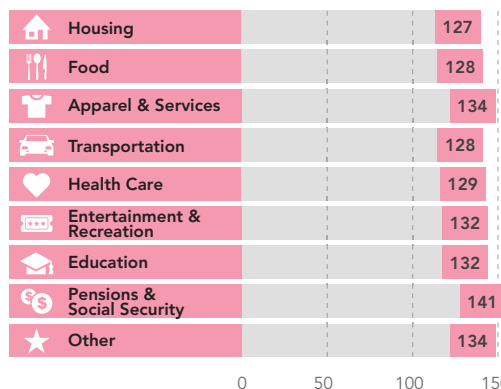
4A LifeMode Group: Family Landscapes
Soccer Moms

Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
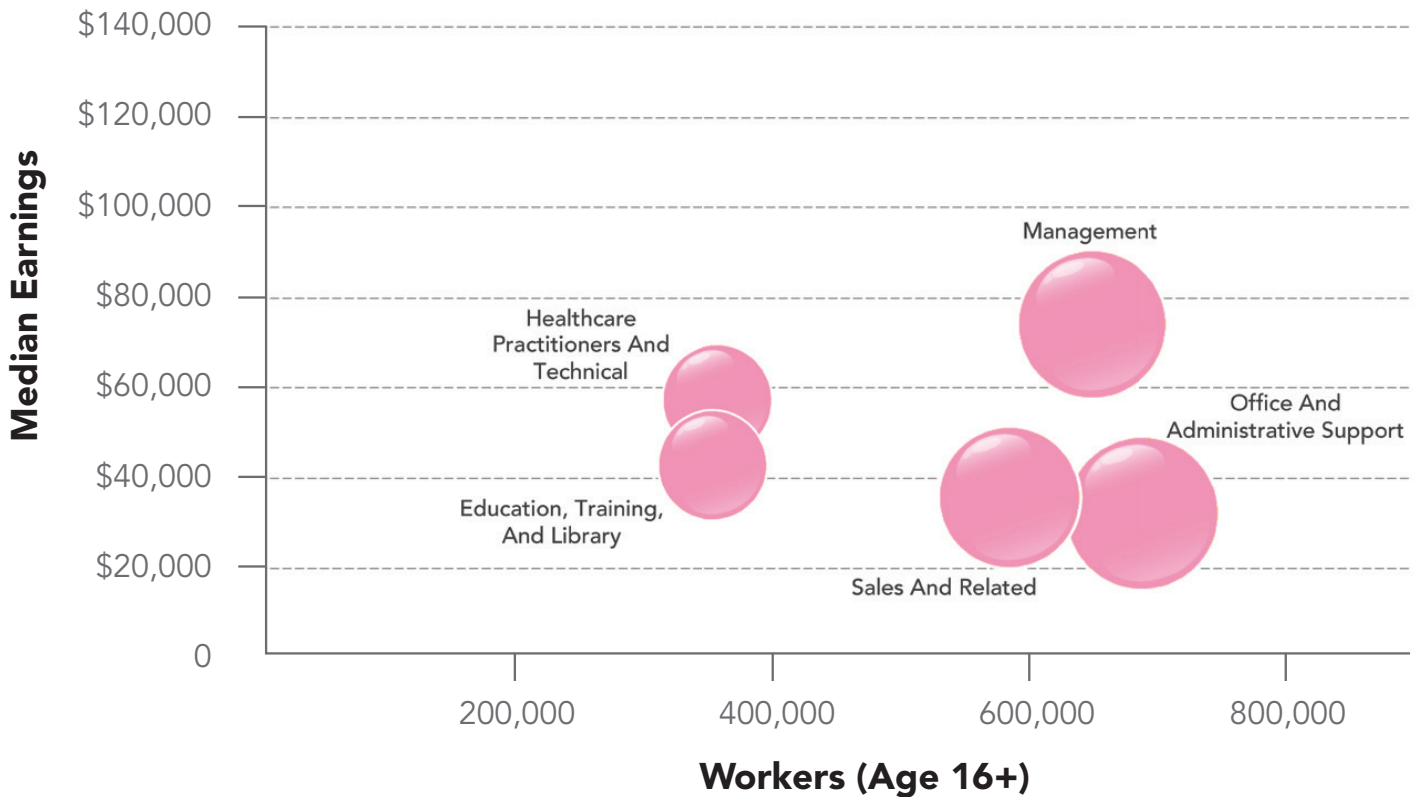- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Bubble chart titled with y-axis "Median Earnings" (ranging from $0 to $140,000) and x-axis "Workers (Age 16+)" (ranging from 200,000 to 800,000). Bubbles labeled: Management, Healthcare Practitioners And Technical, Education, Training, And Library, Sales And Related, Office And Administrative Support.

TheRetailCoach

4C LifeMode Group: Family Landscapes
Middleburg

US Households: 3,511,200
Average Household Size: 2.75

Median Age: 36.1
Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

• Semirural locales within metropolitan areas.
• Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
• Include a number of mobile homes (Index 150).
• Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
• Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

• Education: 65% with a high school diploma or some college.
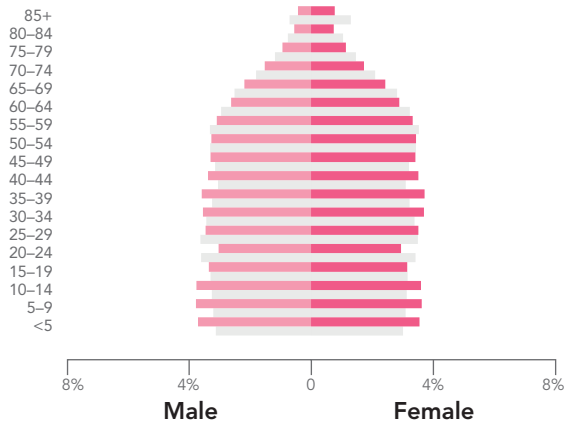• Unemployment rate lower at 4.7% (Index 86).
• Labor force participation typical of a younger population at 66.7% (Index 107).
• Traditional values are the norm here—faith, country, and family.
• Prefer to buy American and for a good price.
• Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

4C LifeMode Group: Family Landscapes
Middleburg

AGE BY SEX (Esri data)

Median Age: 36.1 US: 38.2

▨ Indicates US

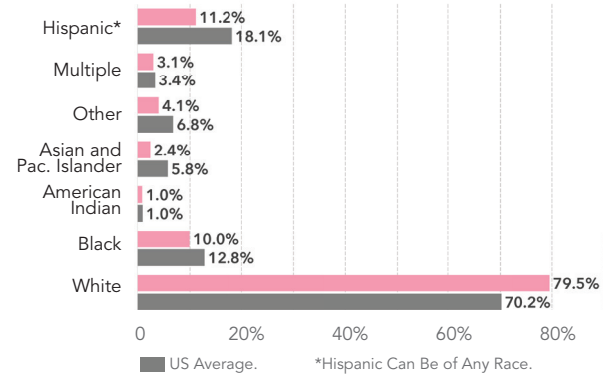| Age |
|-----|
| 85+ |
| 80–84 |
| 75–79 |
| 70–74 |
| 65–69 |
| 60–64 |
| 55–59 |
| 50–54 |
| 45–49 |
| 40–44 |
| 35–39 |
| 30–34 |
| 25–29 |
| 20–24 |
| 15–19 |
| 10–14 |
| 5–9 |
| <5 |

8%   4%   0   4%   8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
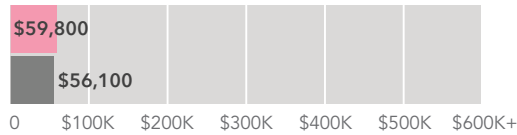
Diversity Index: 48.5 US: 64.0

Group	%
Hispanic*	11.2% / 18.1%
Multiple	3.1% / 3.4%
Other	4.1% / 6.8%
Asian and Pac. Islander	2.4% / 5.8%
American Indian	1.0% / 1.0%
Black	10.0% / 12.8%
White	79.5% / 70.2%

0   20%   40%   60%   80%

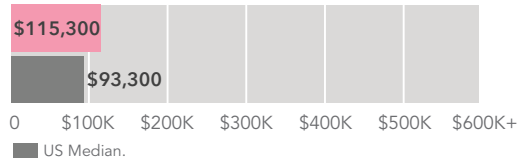■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$59,800
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$115,300
$93,300

0   $100K $200K $300K $400K $500K $600K+
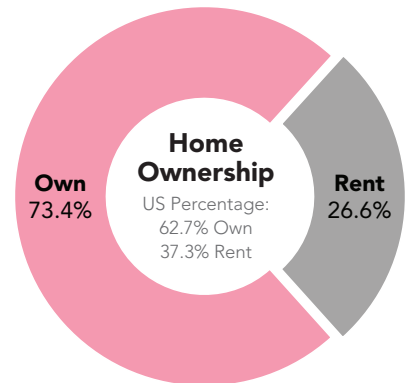
■ US Median.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$175,000

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.4%   **Rent 26.6%**

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	90
Food	93
Apparel & Services	93
Transportation	95
Health Care	94
Entertainment & Recreation	93
Education	83
Pensions & Social Security	94
Other	93

0   50   100   150   200   250   300   350

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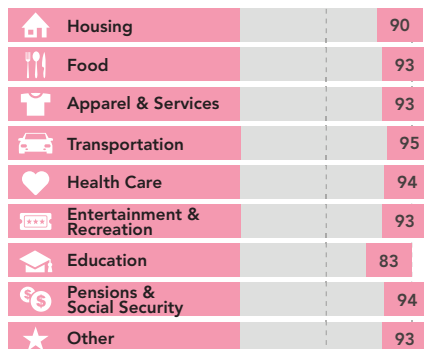
4C LifeMode Group: Family Landscapes
Middleburg

Market Profile
- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.
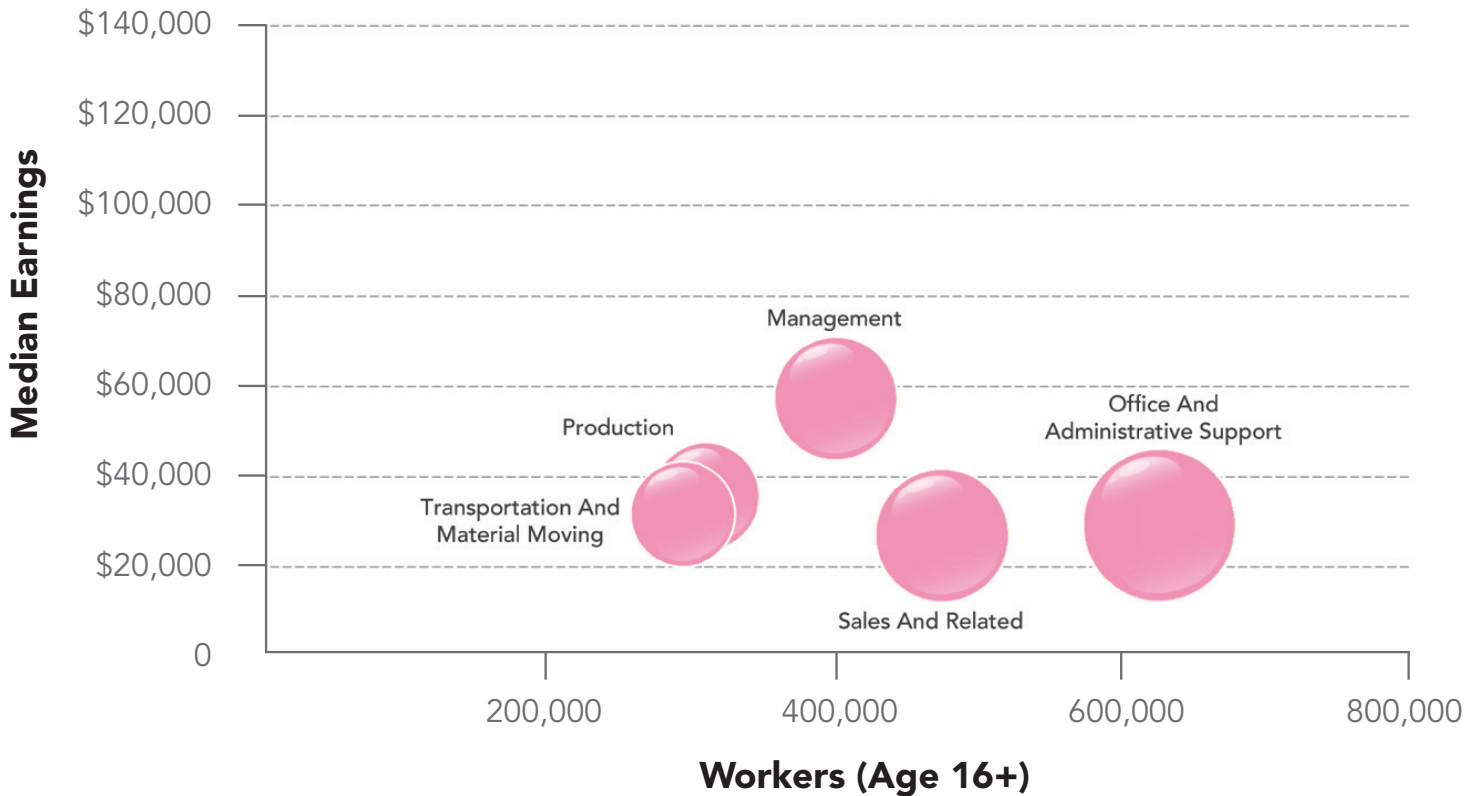
8C
LifeMode Group: Middle Ground
Bright Young Professionals

US Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: $54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing (Index 178), buildings with 5–19 units (Index 275)); 43% built 1980–99.
- Average rent mirrors the US (Index 100).
- Lower vacancy rate is at 8.2%.

SOCIOECONOMIC TRAITS
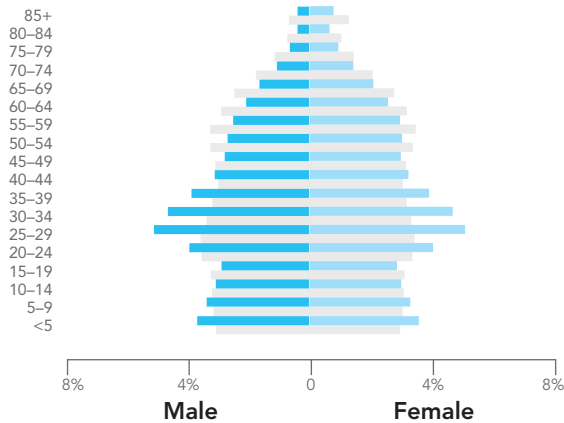
- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

8C LifeMode Group: Middle Ground
Bright Young Professionals

AGE BY SEX (Esri data)

Median Age: 33.0 US: 38.2

▨ Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

Horizontal axis: 8%, 4%, 0, 4%, 8%

Male **Female**

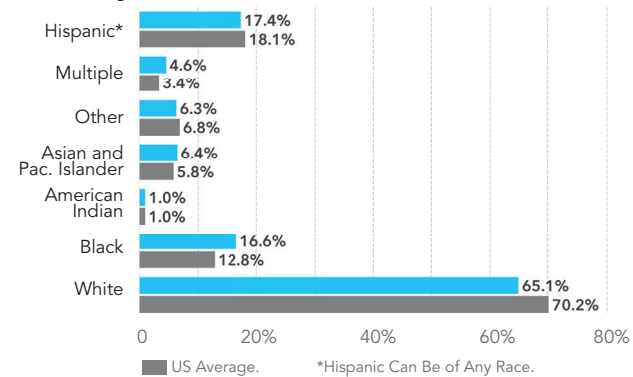## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
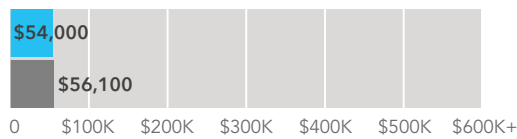
Diversity Index: 67.5 US: 64.0

Category	Value	US Average
Hispanic*	17.4%	18.1%
Multiple	4.6%	3.4%
Other	6.3%	6.8%
Asian and Pac. Islander	6.4%	5.8%
American Indian	1.0%	1.0%
Black	16.6%	12.8%
White	65.1%	70.2%

Axis: 0, 20%, 40%, 60%, 80%

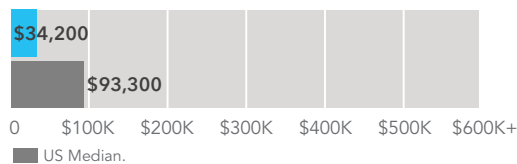▨ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income
$54,000
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth
$34,200
$93,300

0 $100K $200K $300K $400K $500K $600K+

▨ US Median.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Multi-Units

Average Rent:
$1,042
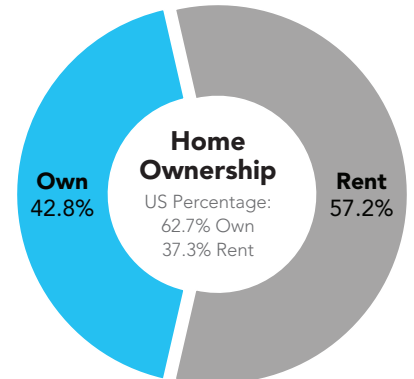
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 42.8%   **Rent** 57.2%

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	88
Food	90
Apparel & Services	89
Transportation	88
Health Care	80
Entertainment & Recreation	85
Education	84
Pensions & Social Security	85
Other	84

Axis: 0, 50, 100, 150, 200, 250, 300, 350

The**Retail**Coach®
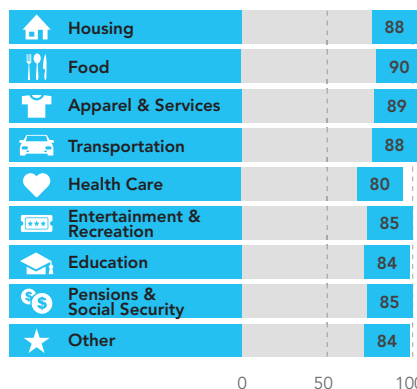
8C LifeMode Group: Middle Ground
Bright Young Professionals

Market Profile
- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.
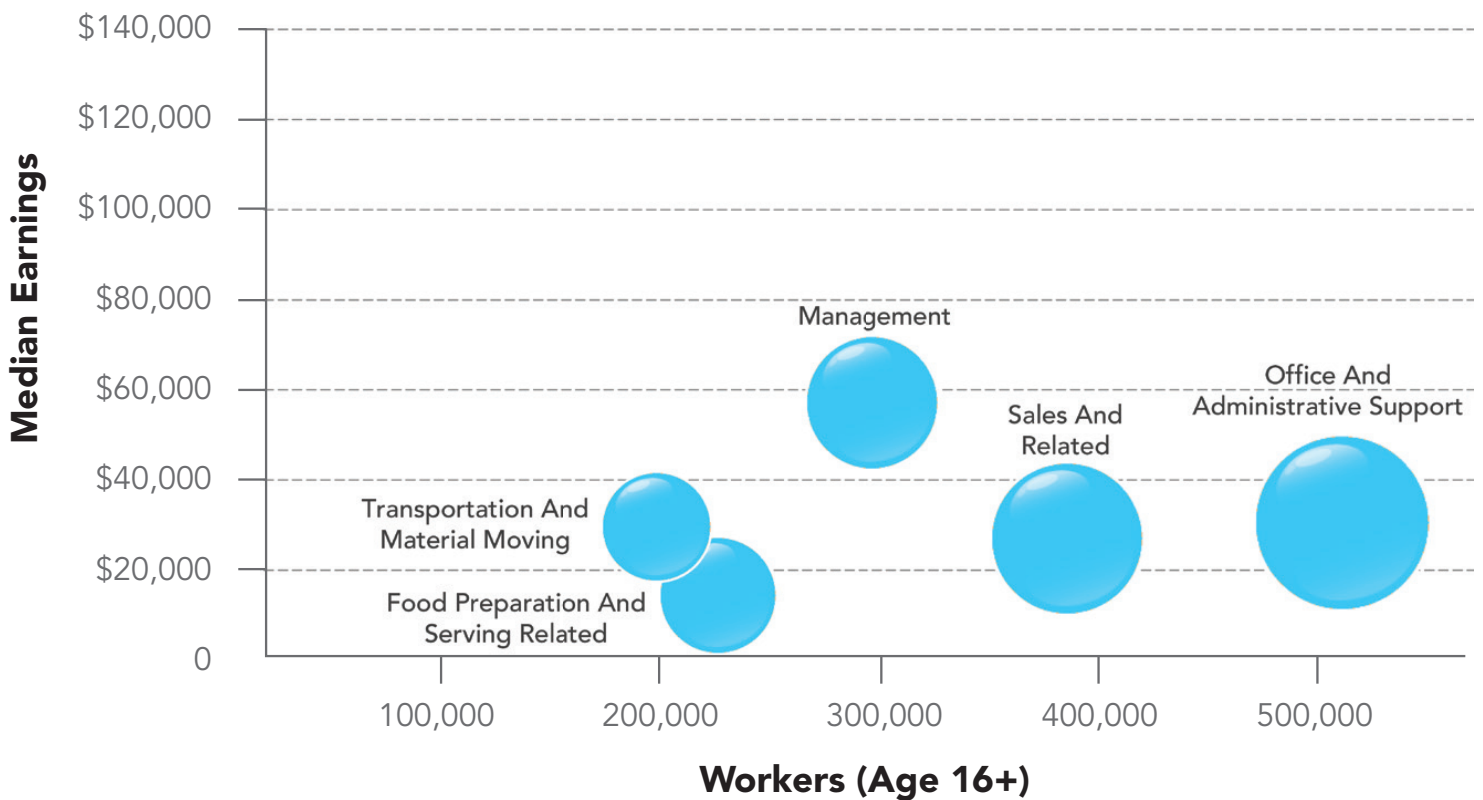
1C LifeMode Group: Affluent Estates
Boomburbs

US Households: 2,004,400
Average Household Size: 3.25

Median Age: 34.0
Median Household Income: $113,400

WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 220); average household size is 3.25.
- Home ownership is 84% (Index 134), with the highest rate of mortgages, 71.5% (Index 173).
- Primarily single-family homes, in new neighborhoods, 66% built since 2000 (Index 441).
- Median home value is $350,000 (Index 169).
- Lower housing vacancy rate at 3.7%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines (Index 141).

SOCIOECONOMIC TRAITS

- Well educated young professionals, 55% are college graduates (Index 178).
- Unemployment is low at 3.3% (Index 61); high labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

1C LifeMode Group: Affluent Estates
Boomburbs

AGE BY SEX (Esri data)

Median Age: 34.0 US: 38.2

■ Indicates US
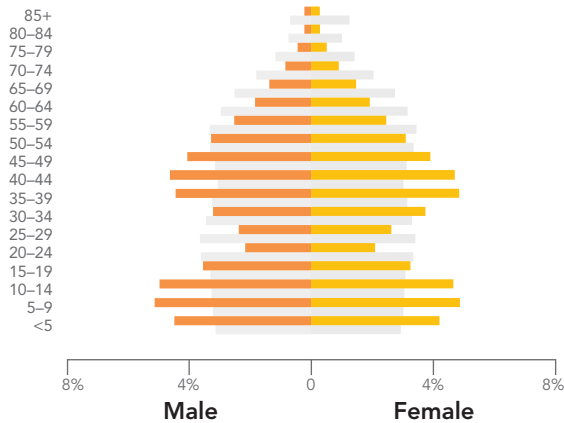
Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

Axis: 8%   4%   0   4%   8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 63.2 US: 64.0

Group	Value	US Average
Hispanic*	15.0%	18.1%
Multiple	4.2%	3.4%
Other	3.8%	6.8%
Asian and Pac. Islander	15.6%	5.8%
American Indian	0.4%	1.0%
Black	8.0%	12.8%
White	68.1%	70.2%

Axis: 0   20%   40%   60%   80%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$113,400
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$357,600
$93,300

0   $100K $200K $300K $400K $500K $600K+
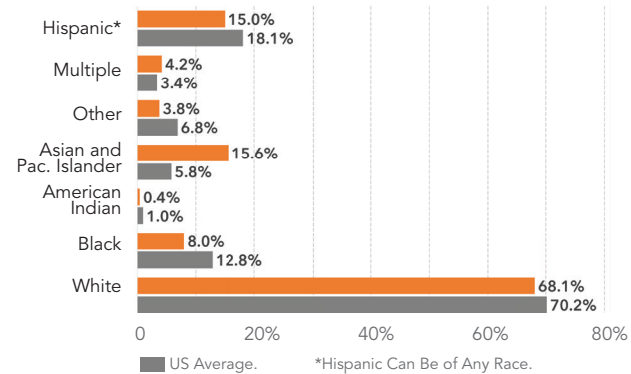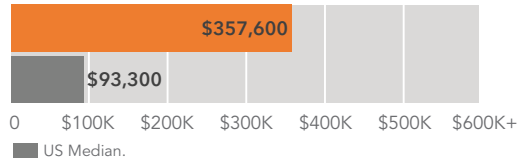
■ US Median.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$350,000
US Median: $207,300
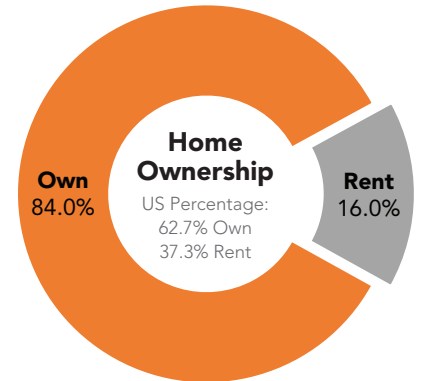
Home Ownership
Own 84.0%
Rent 16.0%
US Percentage:
62.7% Own
37.3% Rent

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	161
Food	164
Apparel & Services	179
Transportation	162
Health Care	157
Entertainment & Recreation	169
Education	163
Pensions & Social Security	186
Other	172

Axis: 0   50   100   150   200   250   300   350

The**Retail**Coach.
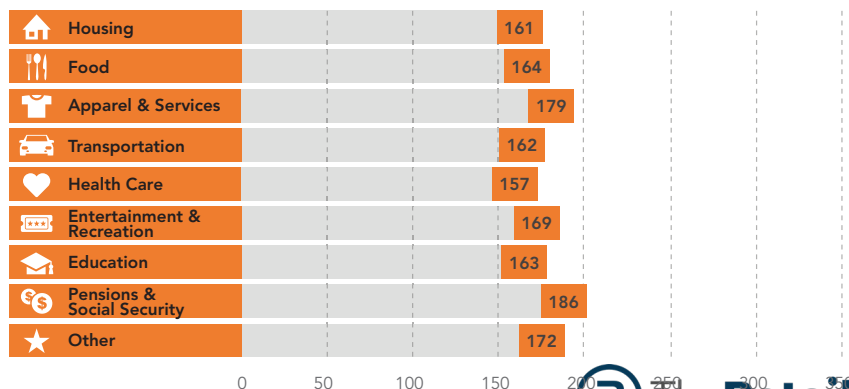
1C LifeMode Group: Affluent Estates
Boomburbs

Market Profile

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Primary Retail Trade Area Demographic Profile

SCHERTZ, TEXAS

Prepared for Schertz Economic Development Corporation (SEDC)
April 2022

Primary Retail Trade Area • Demographic Snapshot
Schertz, Texas

Population

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

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
ECONOMIC DEVELOPMENT CORPORATION

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

Adrian G. Perez
Executive Director
Office   210.619.1070
Cell   210.383.8915
APerez@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

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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%

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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

Primary Retail Trade Area • Demographic Profile

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

The Retail Coach®

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%

TheRetailCoach®

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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* Compound annual growth rate (CAGR) is the geometric progression ratio that provides a constant rate of return over the time period. CAGR dampens the effect of volatility of periodic growth.