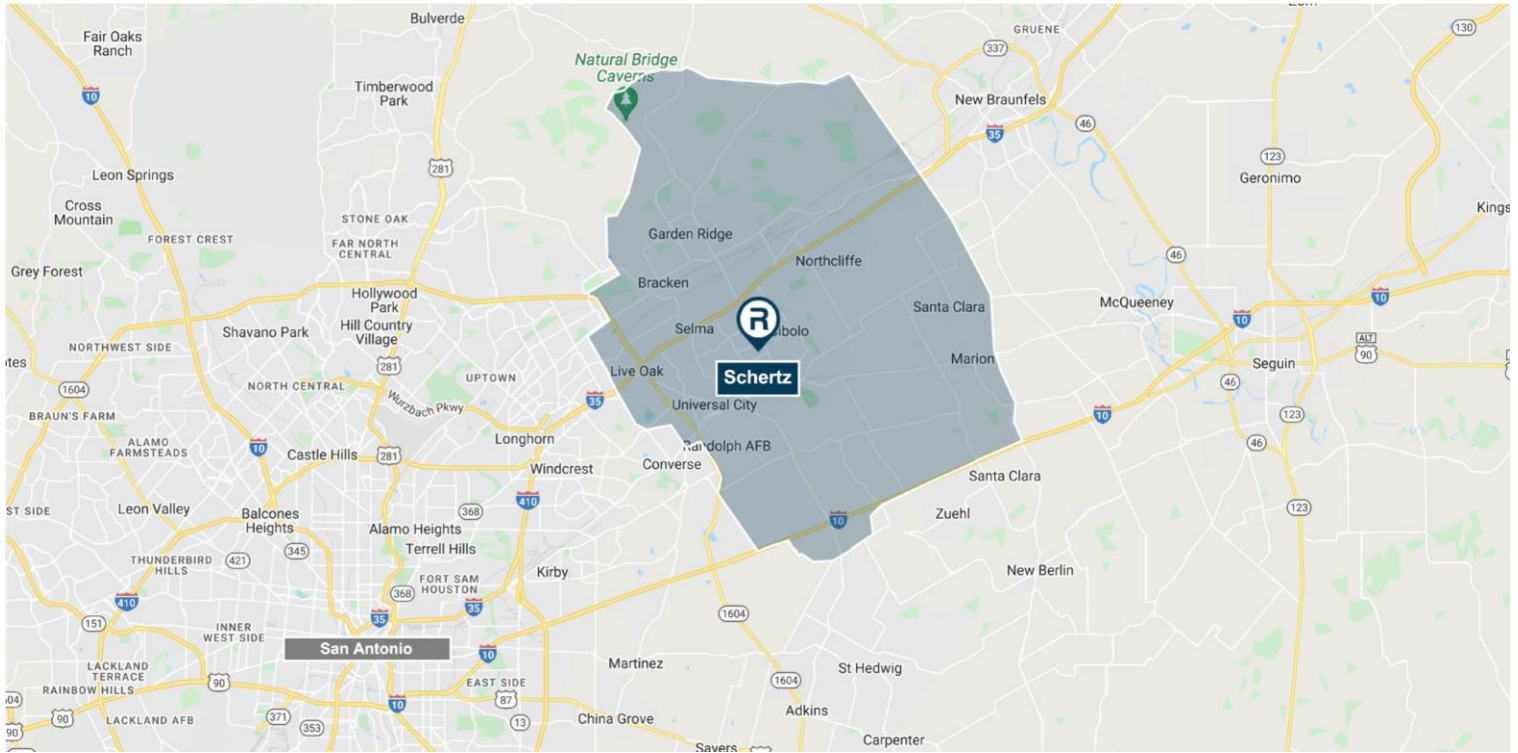


# Primary Retail Trade Area • Retail Market Profile

Schertz, Texas



## Population

2010	102,623	0 - 9 Years	12.54%
2022	142,541	10 - 17 Years	11.32%
2027	152,601	18 - 24 Years	8.86%

## Educational Attainment (%)

Graduate or Professional Degree	13.53%	25 - 34 Years	13.11%
Bachelors Degree	22.53%	35 - 44 Years	14.35%
Associate Degree	11.96%	45 - 54 Years	13.76%
Some College	22.18%	55 - 64 Years	12.32%
High School Graduate (GED)	23.67%	65 and Older	13.74%
Some High School, No Degree	3.95%	Median Age	37.95
Less than 9th Grade	2.18%	Average Age	38.26

## Income

Average HH	\$112,358	<b>Race Distribution (%)</b>	
Median HH	\$92,796	White	69.02%
Per Capita	\$40,716	Black/African American	13.25%
		American Indian/Alaskan	0.64%
		Asian	3.32%
		Native Hawaiian/Islander	0.29%
		Other Race	8.16%
		Two or More Races	5.32%
		Hispanic	35.39%

# SCHERTZ

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# Primary Retail Trade Area • Retail Market Profile

