

Guadalupe County, TX

greater: SATX
REGIONAL ECONOMIC PARTNERSHIP

San Antonio, Texas

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Report Parameters

1 County

48187 Guadalupe County, TX

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

201,111

Population (2025)

Population **grew by 27,389** over the last 5 years and is projected to **grow by 27,670** over the next 5 years.

57,284

Total Regional Employment

Jobs **grew by 9,507** over the last 5 years and are projected to **grow by 6,293** over the next 5 years.

$92.4K

Median Household Income (2024)

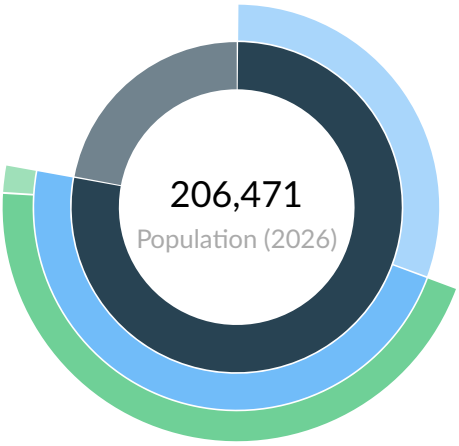
Median household income is **$11.6K above** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 15.8%** since 2020, growing by 27,389. Population is expected to **increase by 13.8%** between 2025 and 2030, adding 27,670.
- From 2020 to 2025, jobs **increased by 19.9%** in Guadalupe County, TX from 47,777 to **57,284**. This change **outpaced the national growth rate of 10.7% by 9.2%**. As the number of jobs increased, the **labor force participation rate decreased from 62.7% to 62.2% between 2020 and 2025**.
- Concerning educational attainment, **20.8% of Guadalupe County, TX residents possess a Bachelor's Degree** (1.0% below the national average), and **9.2% hold an Associate's Degree** (0.3% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Warehousing and Storage.

	Population (2026)	Labor Force (Sep 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	206,471	97,656	57,284	96.1	$8.90B	$15.84B	$9.60B
State	32,157,198	16,001,837	16,028,367	96.7	$2.93T	$1.64T	$2.23T

Sep 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	160,727
Not in Labor Force (16+)	63,071
Labor Force	97,656
Employed	93,644
Unemployed	4,012
Under 16, Military, and institutionalized Population	45,744

Educational Attainment

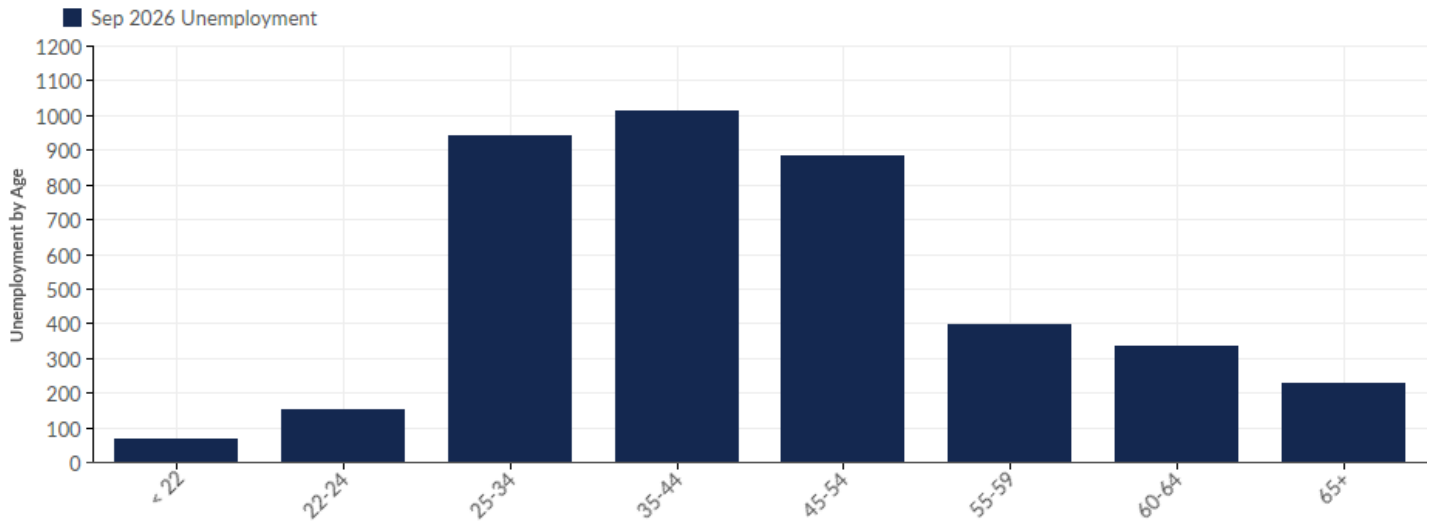
Concerning educational attainment, **20.8% of Guadalupe County, TX residents possess a Bachelor's Degree** (1.0% below the national average), and **9.2% hold an Associate's Degree** (0.3% above the national average).



	% of Population	Population
Less Than 9th Grade	5.2%	7,004
9th Grade to 12th Grade	5.4%	7,303
High School Diploma	28.8%	39,080
Some College	19.9%	27,029
Associate's Degree	9.2%	12,440
Bachelor's Degree	20.8%	28,230
Graduate Degree and Higher	10.8%	14,684

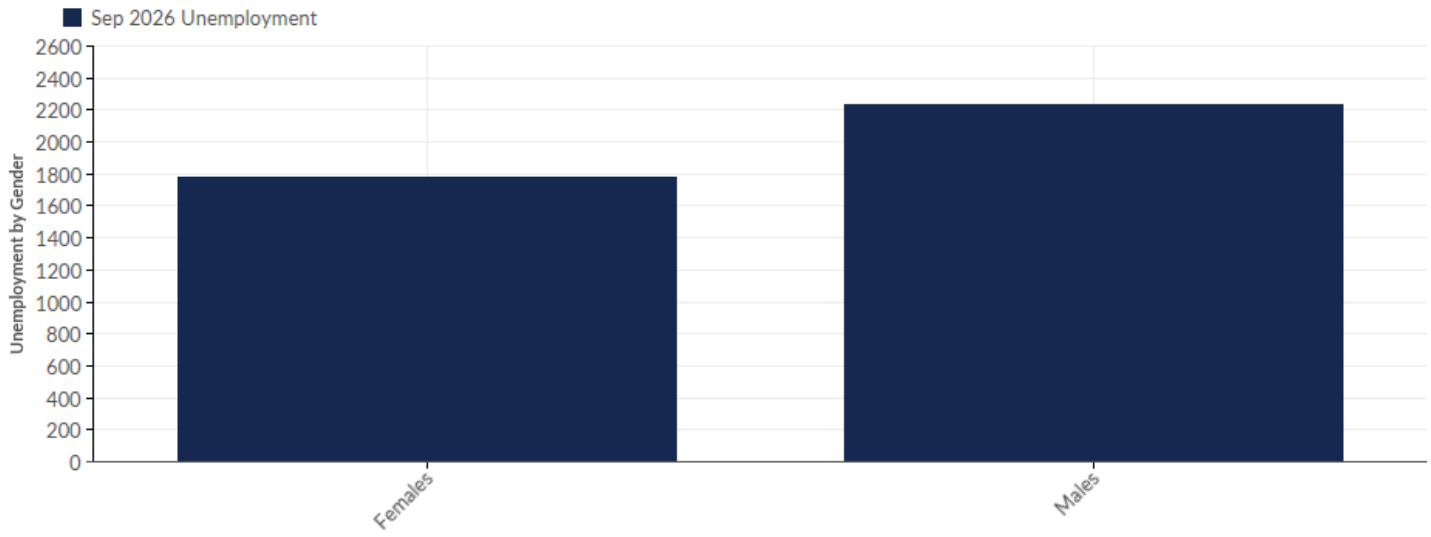
Unemployment by Demographics

Unemployment by Age



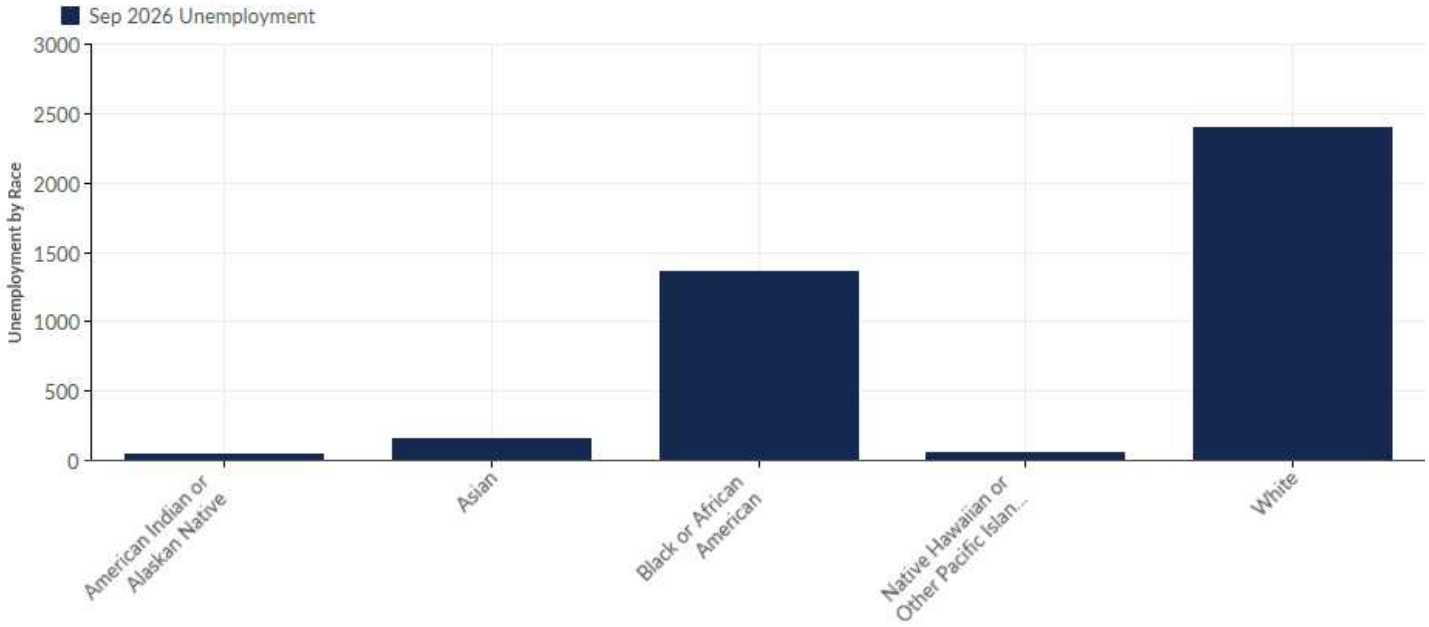
Age	Unemployment (Sep 2026)	% of Unemployed
< 22	68	1.69%
22-24	151	3.76%
25-34	943	23.50%
35-44	1,012	25.22%
45-54	881	21.96%
55-59	396	9.87%
60-64	334	8.33%
65+	227	5.66%
Total	4,012	100.00%

Unemployment by Gender



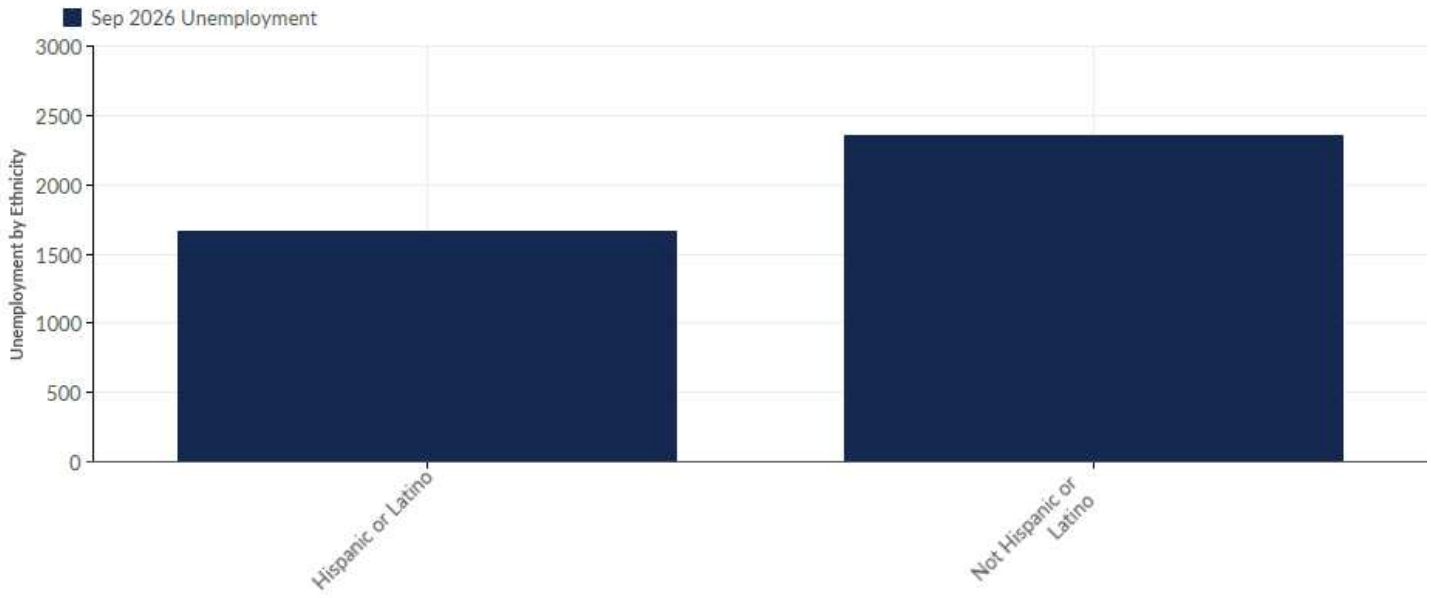
Gender	Unemployment (Sep 2026)	% of Unemployed
Females	1,781	44.39%
Males	2,231	55.61%
Total	4,012	100.00%

Unemployment by Race



Race	Unemployment (Sep 2026)	% of Unemployed
American Indian or Alaskan Native	39	0.97%
Asian	157	3.91%
Black or African American	1,362	33.95%
Native Hawaiian or Other Pacific Islander	52	1.30%
White	2,401	59.85%
Total	4,012	100.00%

Unemployment by Ethnicity

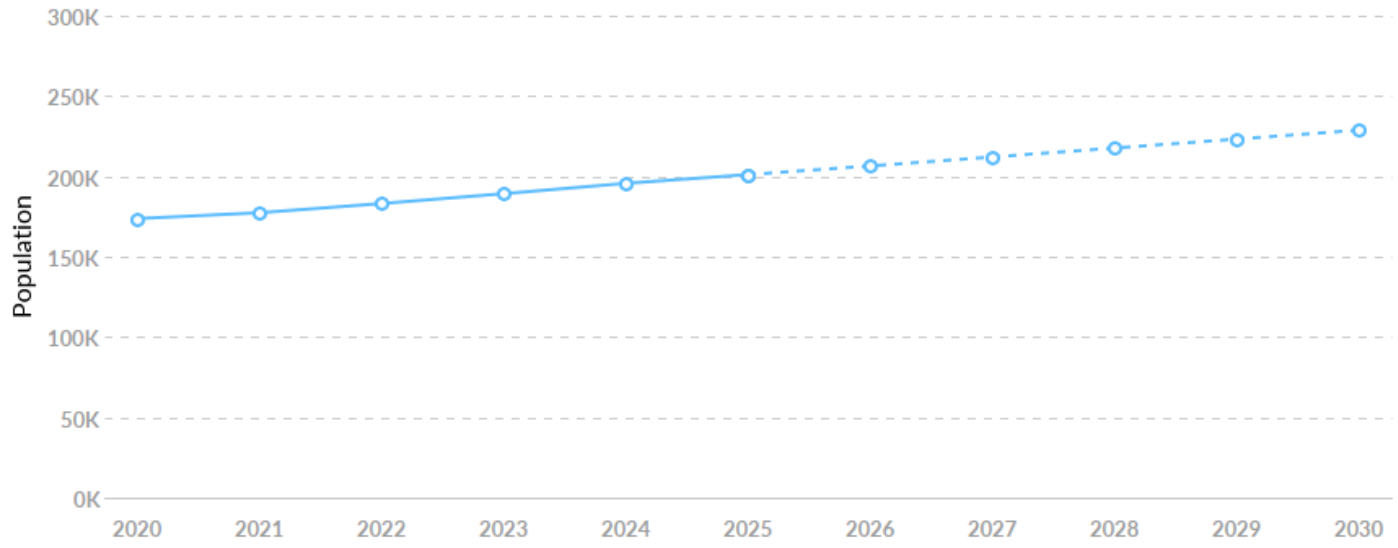


Ethnicity		Unemployment (Sep 2026)	% of Unemployed
Hispanic or Latino		1,664	41.48%
Not Hispanic or Latino		2,348	58.52%
	Total	4,012	100.00%

Historic & Projected Trends

Population Trends

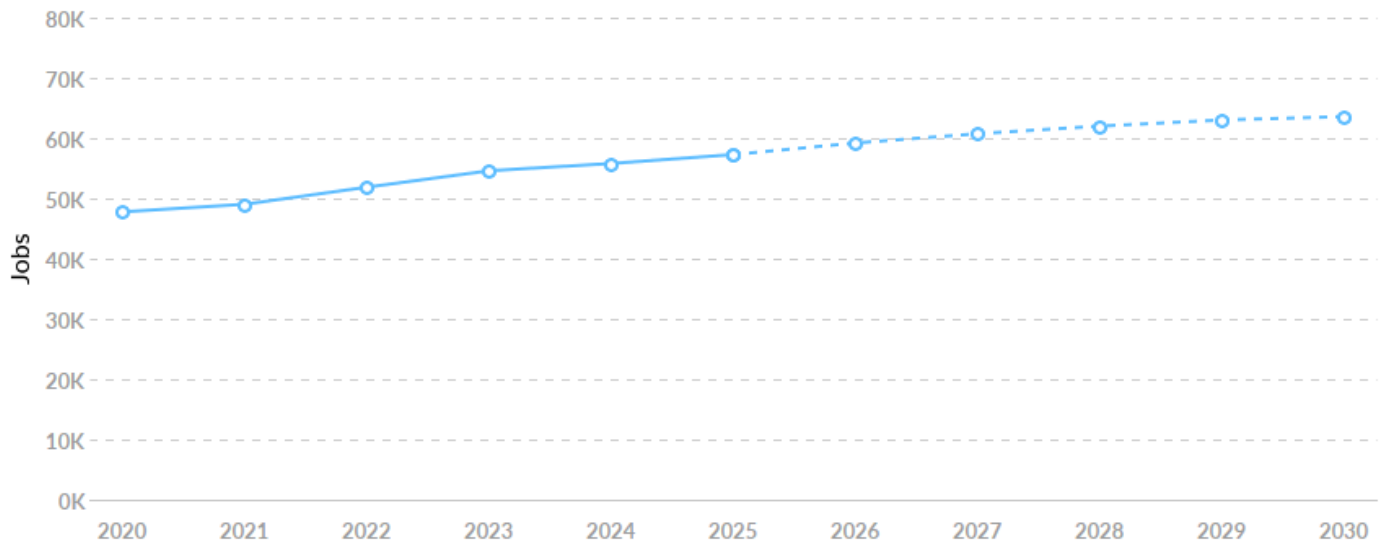
As of 2025 the region's population **increased by 15.8%** since 2020, growing by 27,389. Population is expected to **increase by 13.8%** between 2025 and 2030, adding 27,670.



Timeframe	Population
2020	173,722
2021	177,363
2022	183,092
2023	189,244
2024	195,674
2025	201,111
2026	206,471
2027	212,051
2028	217,629
2029	223,205
2030	228,781

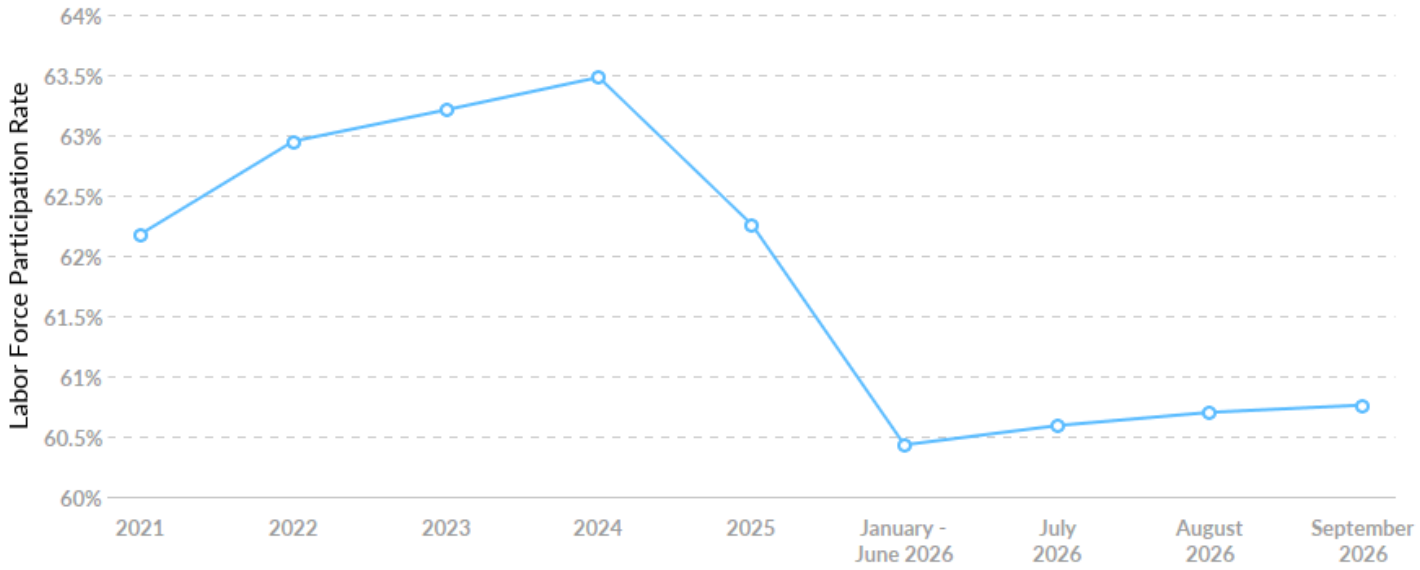
Job Trends

From 2020 to 2025, jobs **increased by 19.9%** in Guadalupe County, TX from 47,777 to **57,284**. This change **outpaced the national growth rate of 10.7% by 9.2%.**



Timeframe	Jobs
2020	47,777
2021	49,035
2022	51,868
2023	54,591
2024	55,796
2025	57,284
2026	59,205
2027	60,740
2028	62,002
2029	63,021
2030	63,578

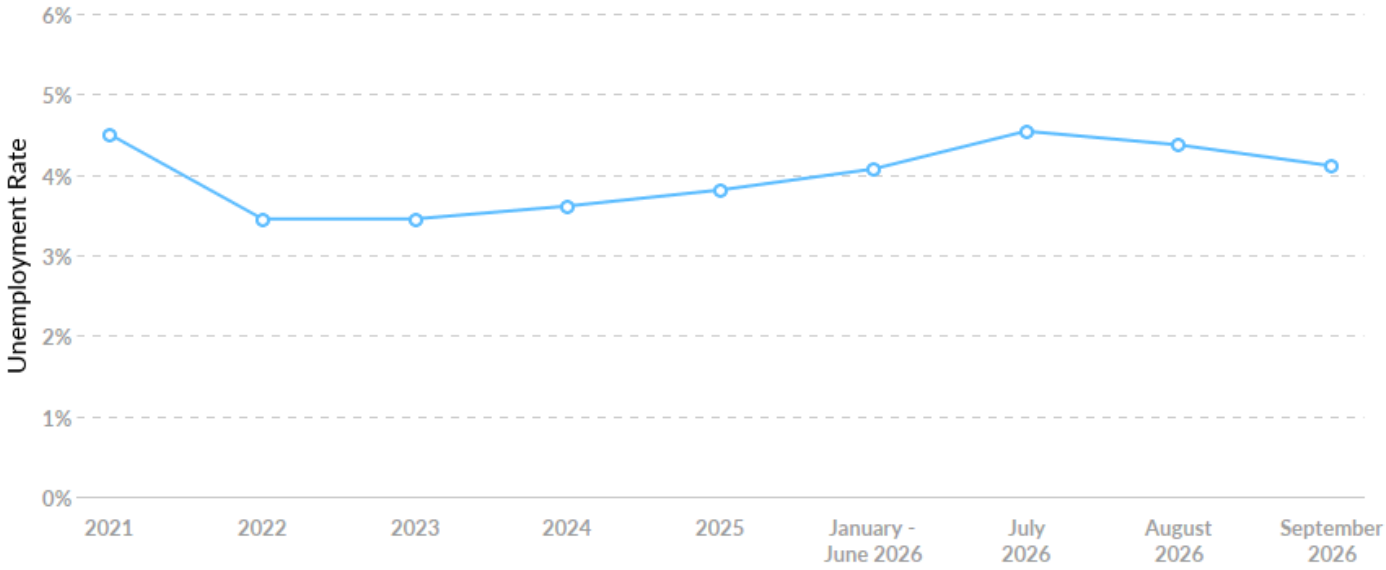
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	62.18%
2022	62.95%
2023	63.21%
2024	63.48%
2025	62.26%
January - June 2026	60.43%
July 2026	60.59%
August 2026	60.70%
September 2026	60.76%

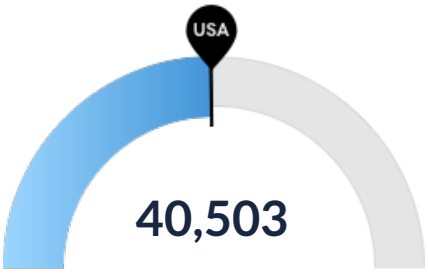
Unemployment Rate Trends

Guadalupe County, TX had a September 2026 unemployment rate of 4.11%, **decreasing from 4.50%** 5 years before.



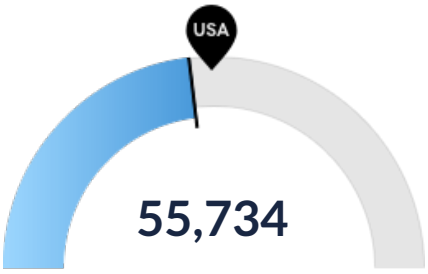
Timeframe	Unemployment Rate
2021	4.50%
2022	3.45%
2023	3.45%
2024	3.61%
2025	3.81%
January - June 2026	4.07%
July 2026	4.54%
August 2026	4.37%
September 2026	4.11%

Population Characteristics



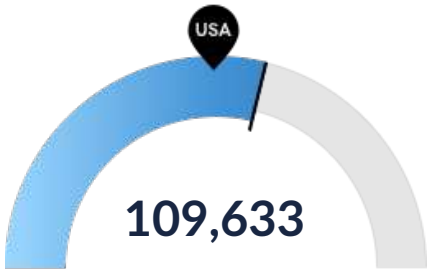
Millennials

Guadalupe County, TX has 40,503 millennials (ages 25-39). The national average for an area this size is 41,033.



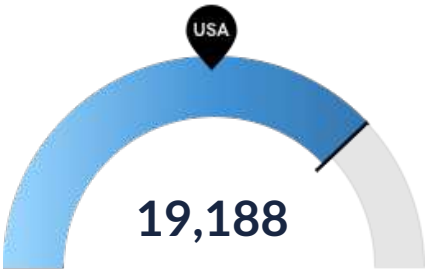
Retiring Soon

Retirement risk is low in Guadalupe County, TX. The national average for an area this size is 62,258 people 55 or older, while there are 55,734 here.



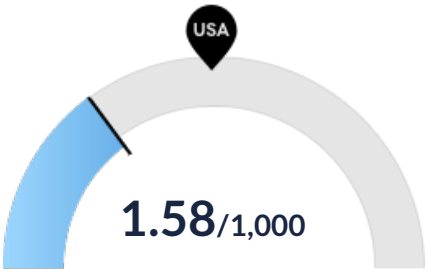
Racial Diversity

Racial diversity is high in Guadalupe County, TX. The national average for an area this size is 88,273 racially diverse people, while there are 109,633 here.



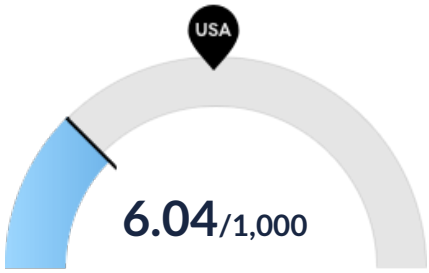
Veterans

Guadalupe County, TX has 19,188 veterans. The national average for an area this size is 9,315.



Violent Crime

Guadalupe County, TX has 1.58 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

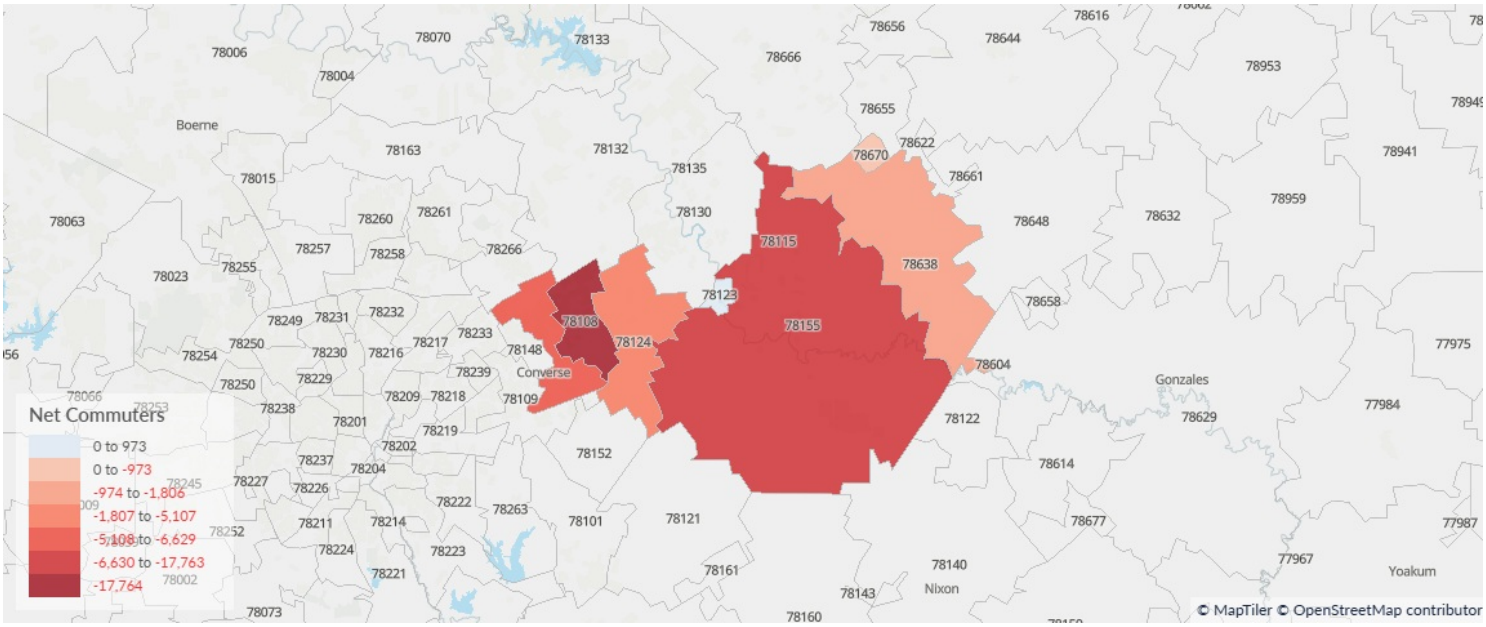


Property Crime

Guadalupe County, TX has 6.04 property crimes per 1,000 people. The national rate is 14.58 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Guadalupe County, TX currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
78155	Seguin, TX (in Guadalup…	26,106
78154	Schertz, TX (in Guadalu…	19,301
78108	Cibolo, TX (in Guadalup…	7,039
78124	Marion, TX (in Guadalup…	2,461
78123	Mc Queeney, TX (in Gu…	1,580

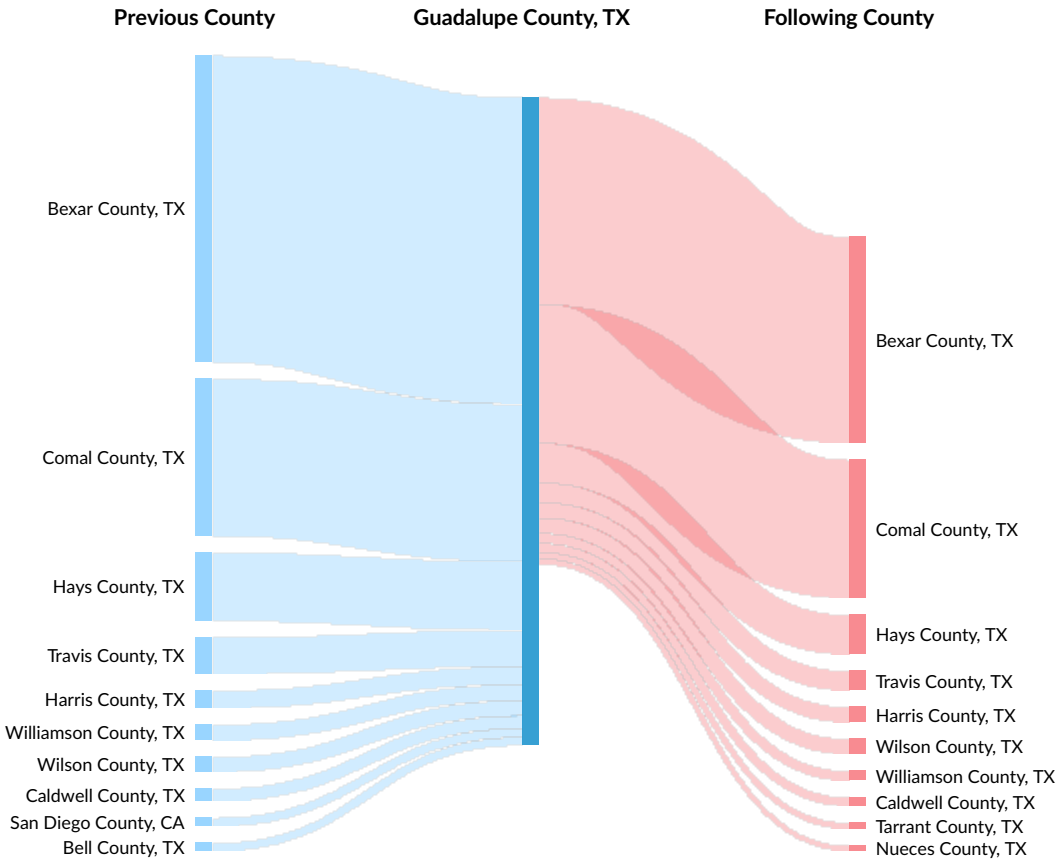
Where Talent Lives

ZIP	Name	2025 Workers
78155	Seguin, TX (in Guadalup…	32,736
78108	Cibolo, TX (in Guadalup…	24,803
78154	Schertz, TX (in Guadalu…	24,409
78124	Marion, TX (in Guadalup…	4,268
78638	Kingsbury, TX (in Guada…	1,555

Inbound and Outbound Migration

The table below analyzes past and current residents of Guadalupe County, TX. The left column shows residents of other counties migrating to Guadalupe County, TX. The right column shows residents migrating from Guadalupe County, TX to other counties.

As of 2023, 4,507 people have migrated from Bexar County, TX to Guadalupe County, TX. In the same year, 3,036 people left Guadalupe County, TX migrating to Bexar County, TX. The total Net Migration for Guadalupe County, TX in 2023 was 4,256.



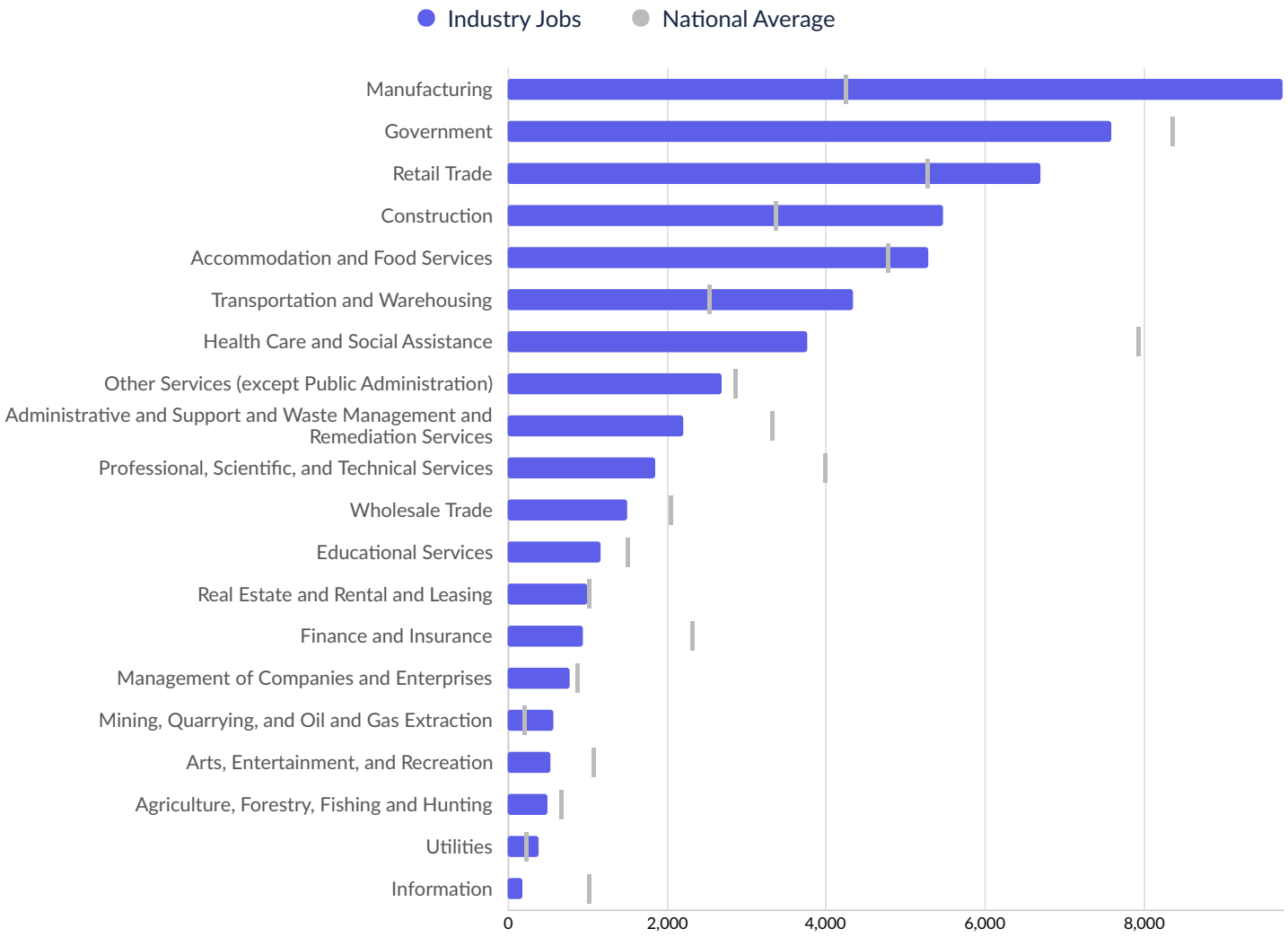
Top Previous Counties	Migrations
Bexar County, TX	4,507
Comal County, TX	2,312
Hays County, TX	1,006
Travis County, TX	539
Harris County, TX	262
Williamson County, TX	235

Top Previous Counties	Migrations
Wilson County, TX	222
Caldwell County, TX	185
San Diego County, CA	130
Bell County, TX	122
Honolulu County, HI	122
Los Angeles County, CA	108
Gonzales County, TX	107
Nueces County, TX	104
Maricopa County, AZ	87

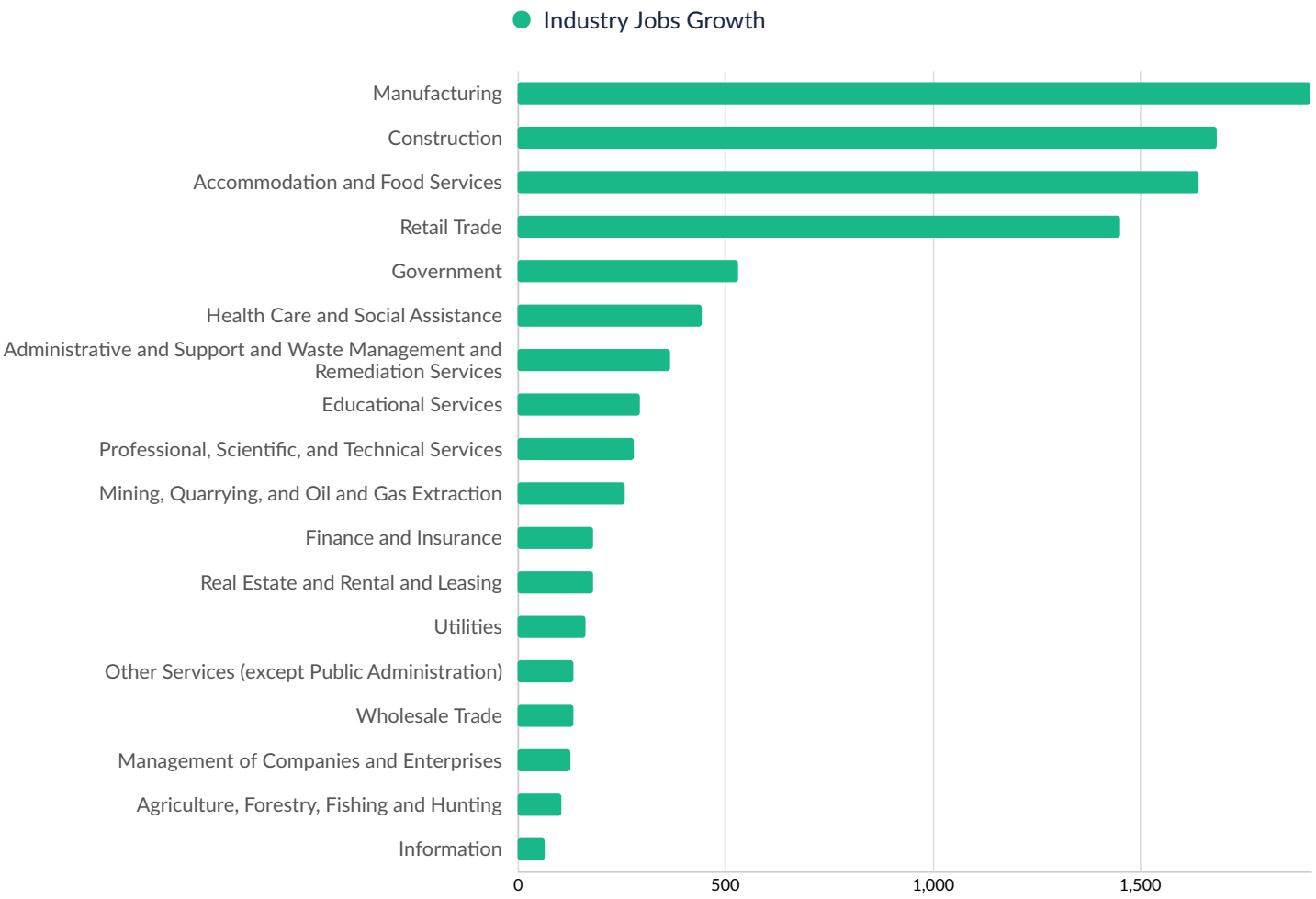
Top Following Counties	Migrations
Bexar County, TX	3,036
Comal County, TX	2,041
Hays County, TX	582
Travis County, TX	288
Harris County, TX	228
Wilson County, TX	227
Williamson County, TX	146
Caldwell County, TX	131
Tarrant County, TX	95
Nueces County, TX	83
El Paso County, CO	78
Bell County, TX	73
Dallas County, TX	72
Collin County, TX	65
Gonzales County, TX	61

Industry Characteristics

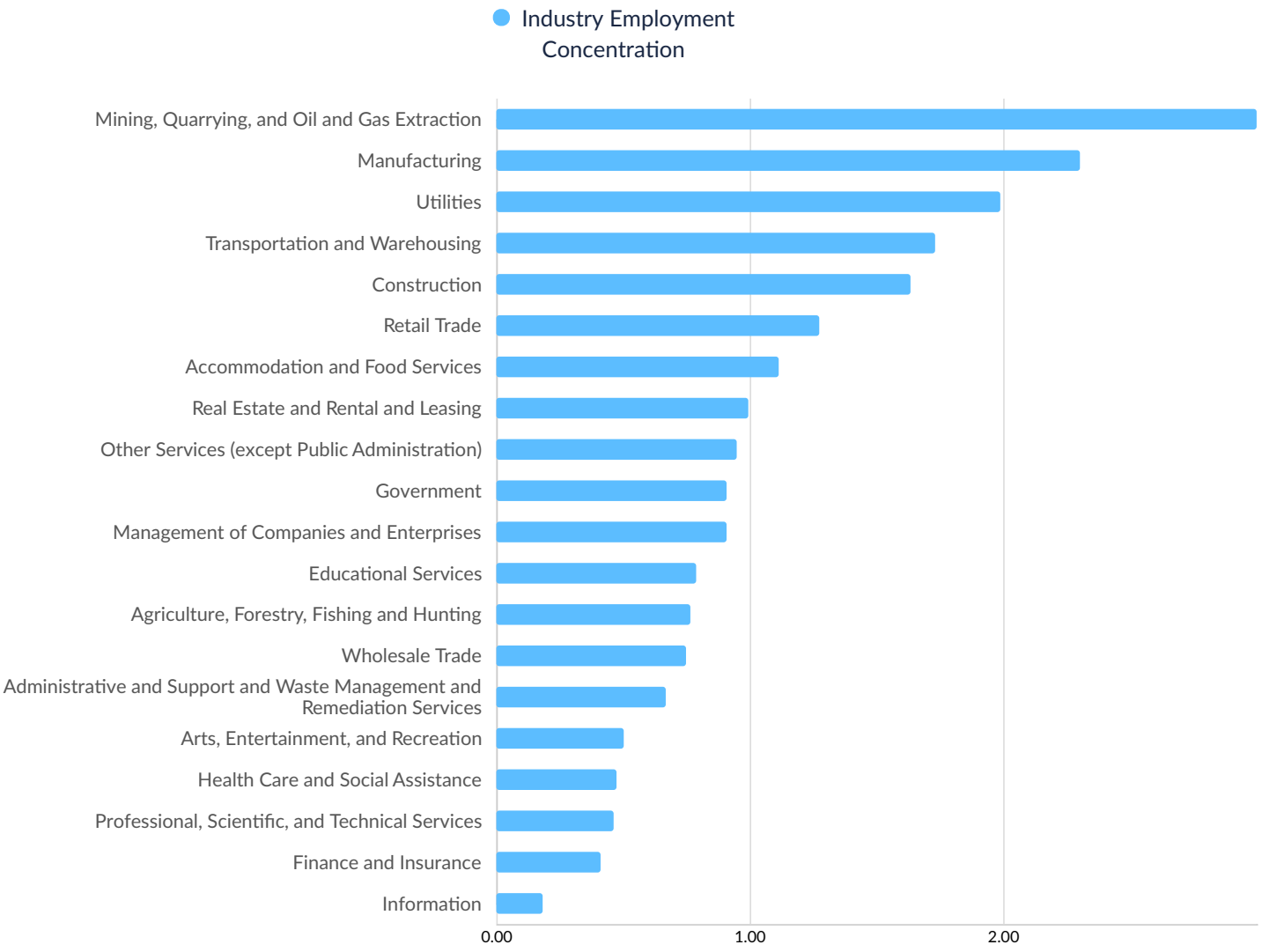
Largest Industries



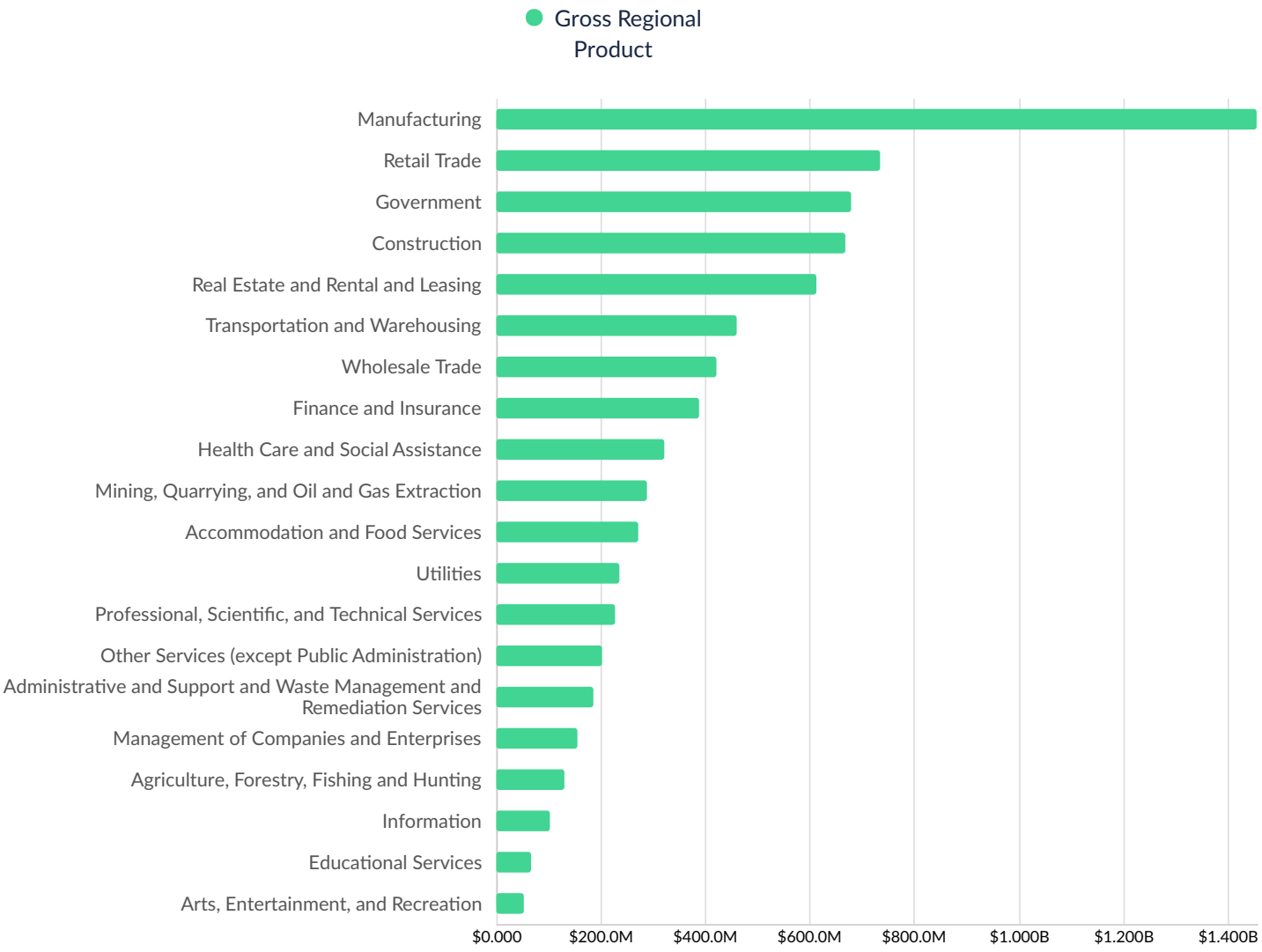
Top Growing Industries



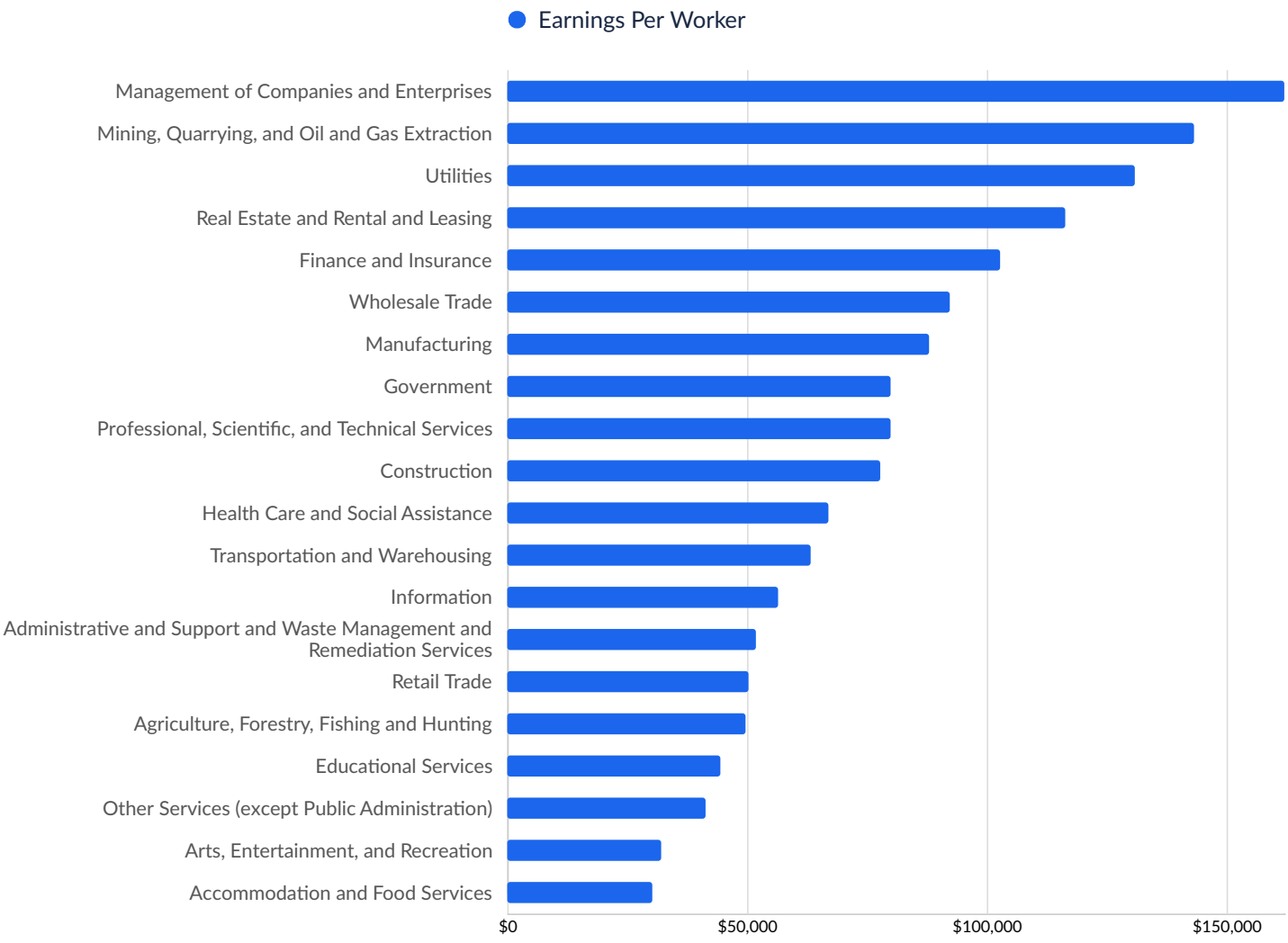
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

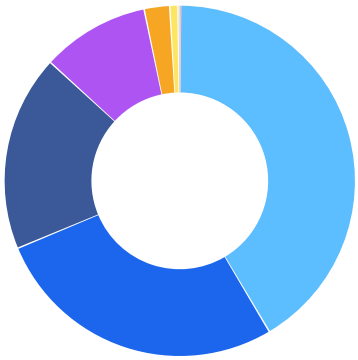
12,812 Companies Employ Your Workers

Online profiles for your workers mention 12,812 companies as employers, with the top 10 appearing below. In the last 12 months, 1,570 companies in Guadalupe County, TX posted job postings, with the top 10 appearing below.

Top Companies	Profiles
United States Air Force	1,318
United States Army	689
H-E-B	412
Seguin Isd	363
USAA	307
Schaeffler Group	264
Texas Lutheran University	247
Caterpillar	238
Schertz-Cibolo-Universal City Isd	211
Amazon	188

Top Companies Posting	Unique Postings
University Health	1,819
Methodist Healthcare	1,586
CHRISTUS Health	553
Soliant Health	391
Caterpillar	216
Southland Industries	129
H-E-B	113
Walmart	110
GPAC	100
Visionworks	95

Business Size



	Percentage	Business Count
1 to 4 employees	41.4%	2,096
5 to 9 employees	27.3%	1,380
10 to 19 employees	18.1%	915
20 to 49 employees	9.9%	503
50 to 99 employees	2.4%	119
100 to 249 employees	0.8%	38
250 to 499 employees	0.2%	8
500+ employees	0.1%	4

**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

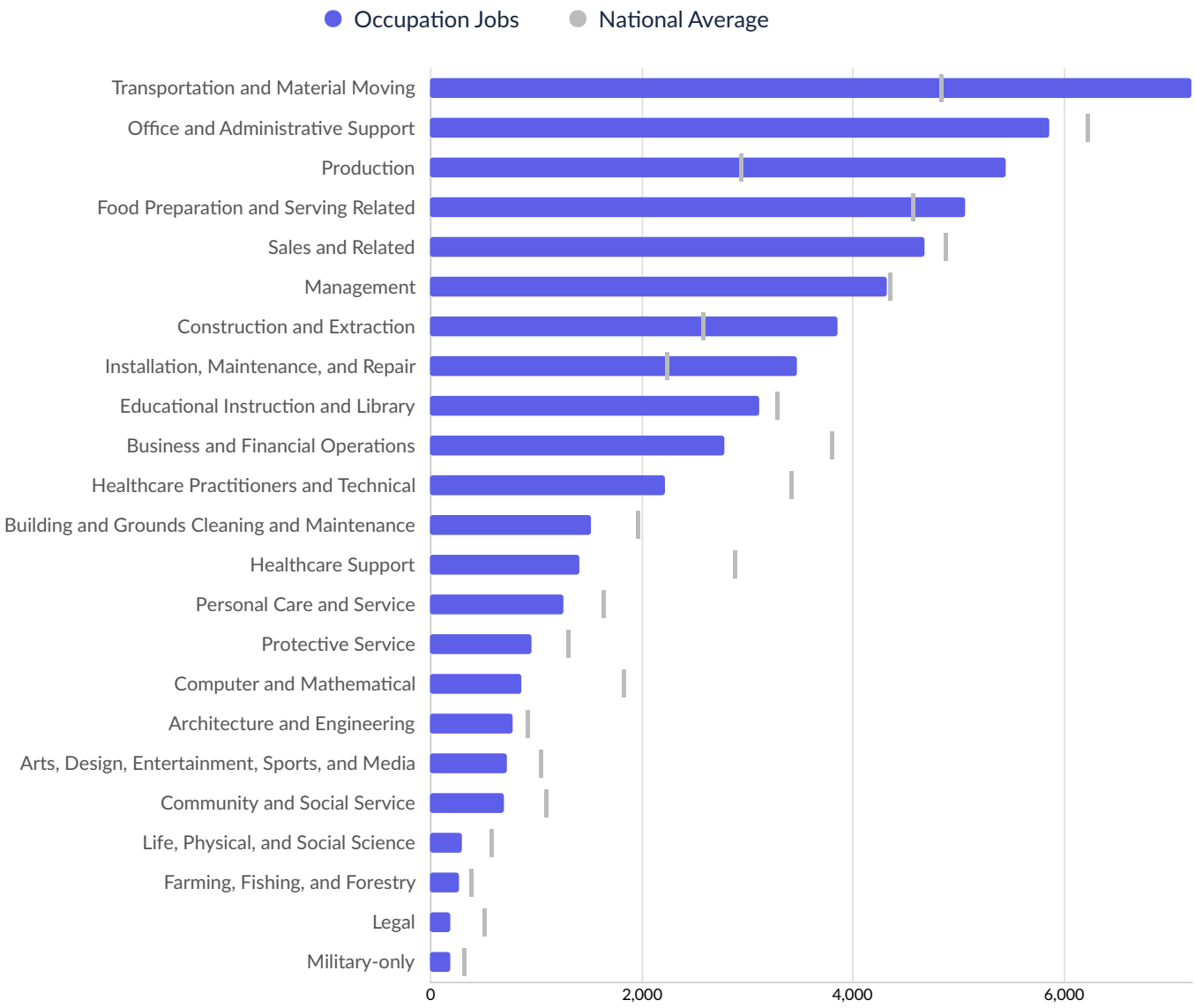
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to learn more.

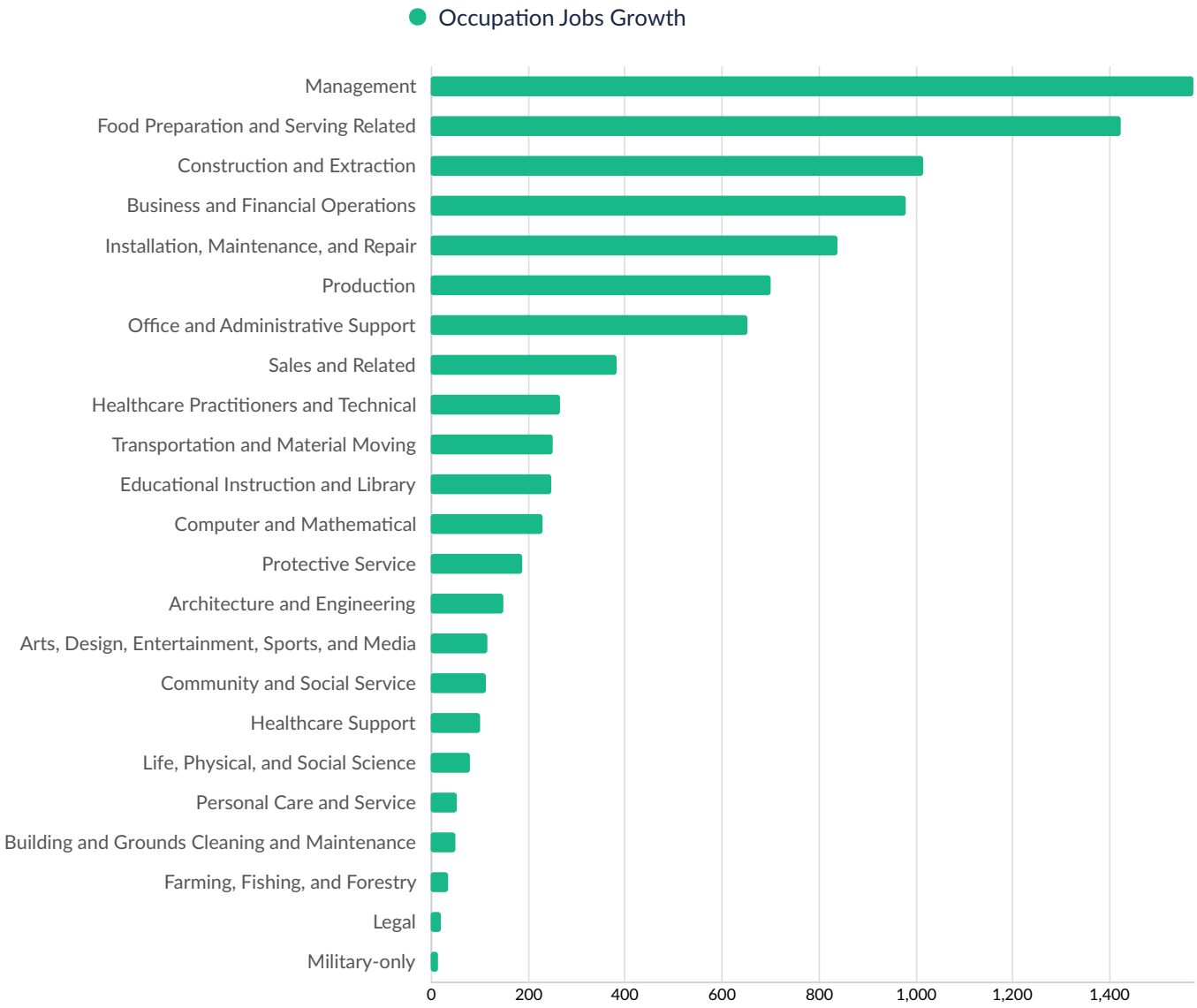
Region	Company	Event Date	Employees Affected
Guadalupe	Republic National Distributing Company	04-23-2026	372

Workforce Characteristics

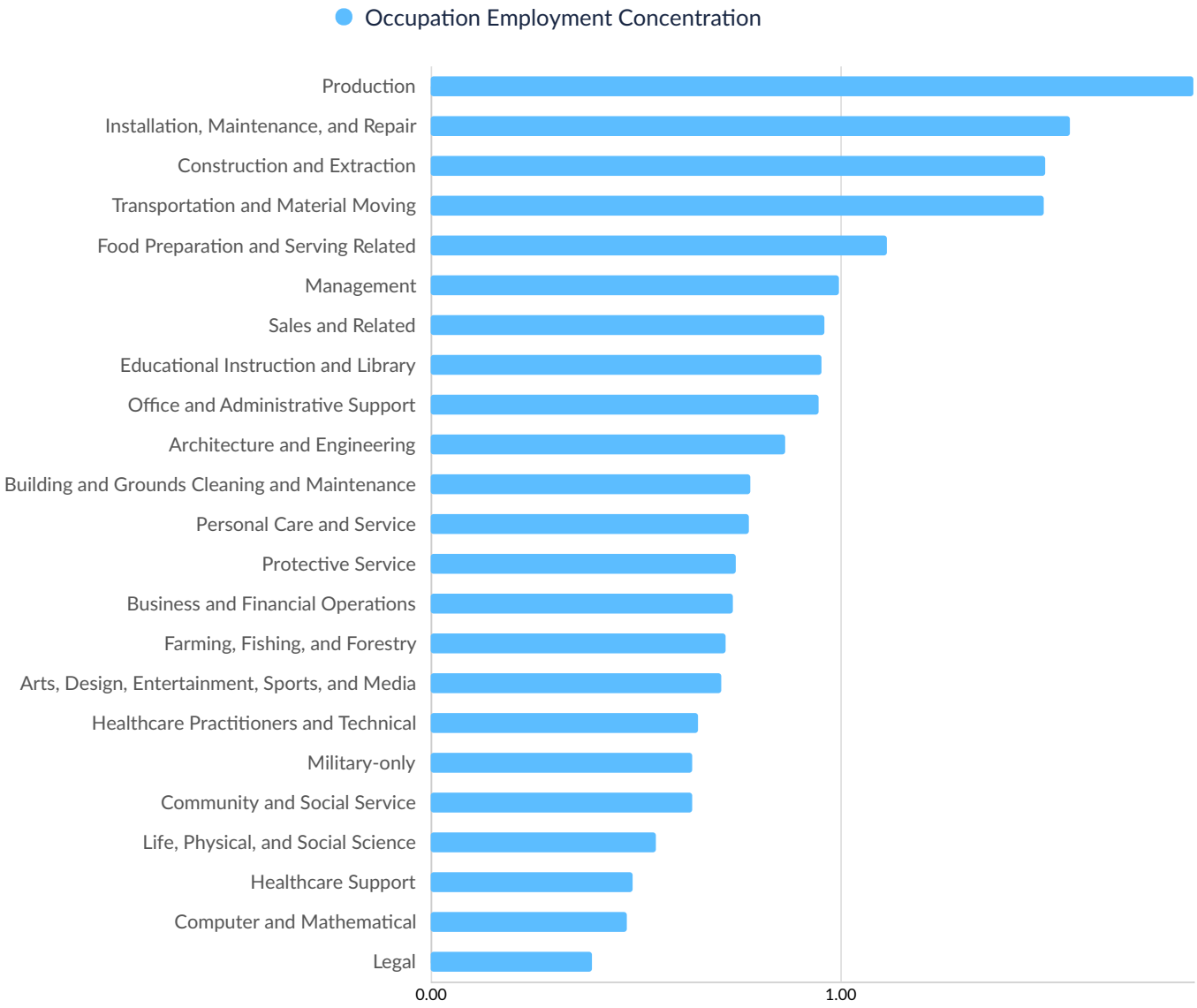
Largest Occupations



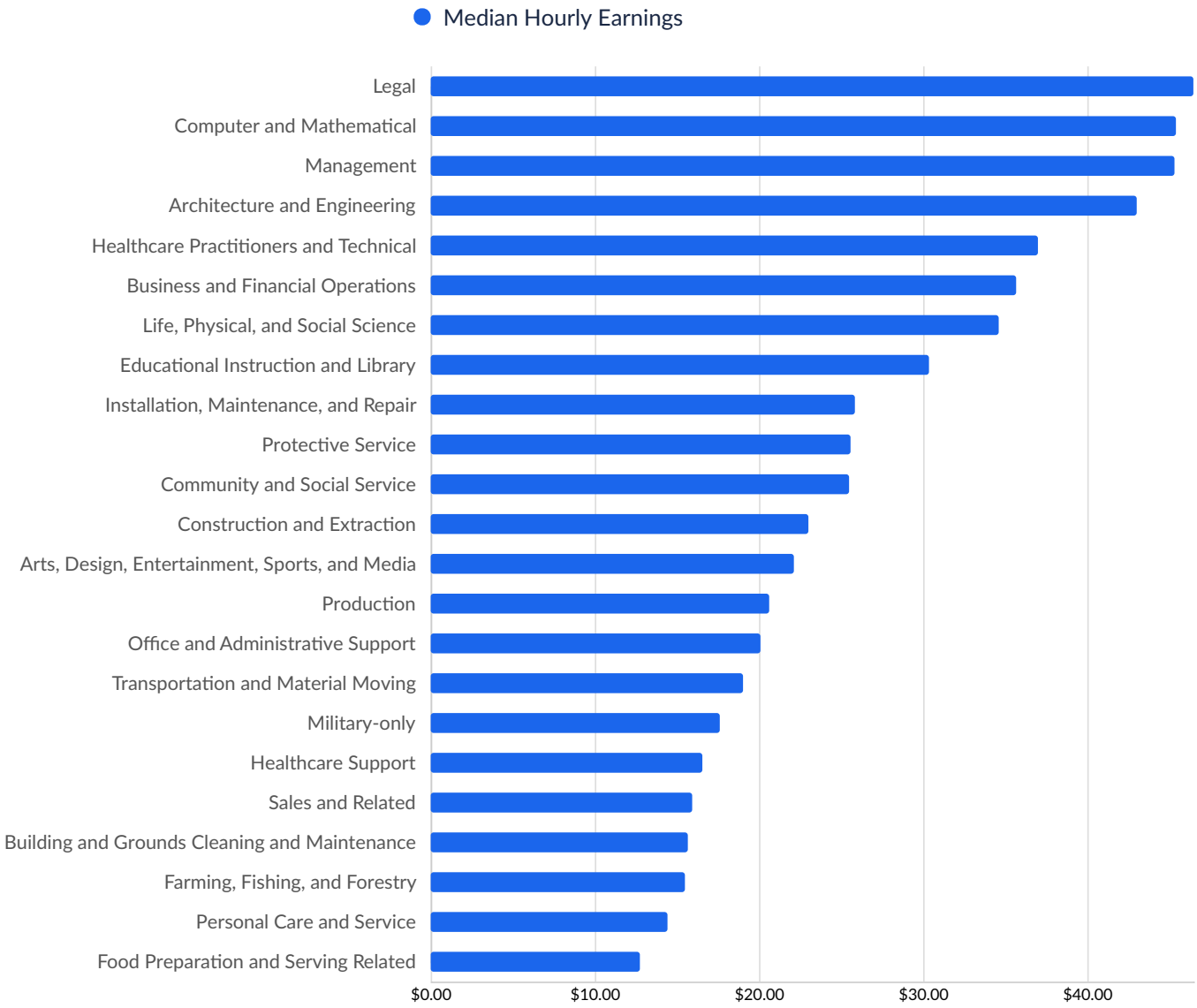
Top Growing Occupations



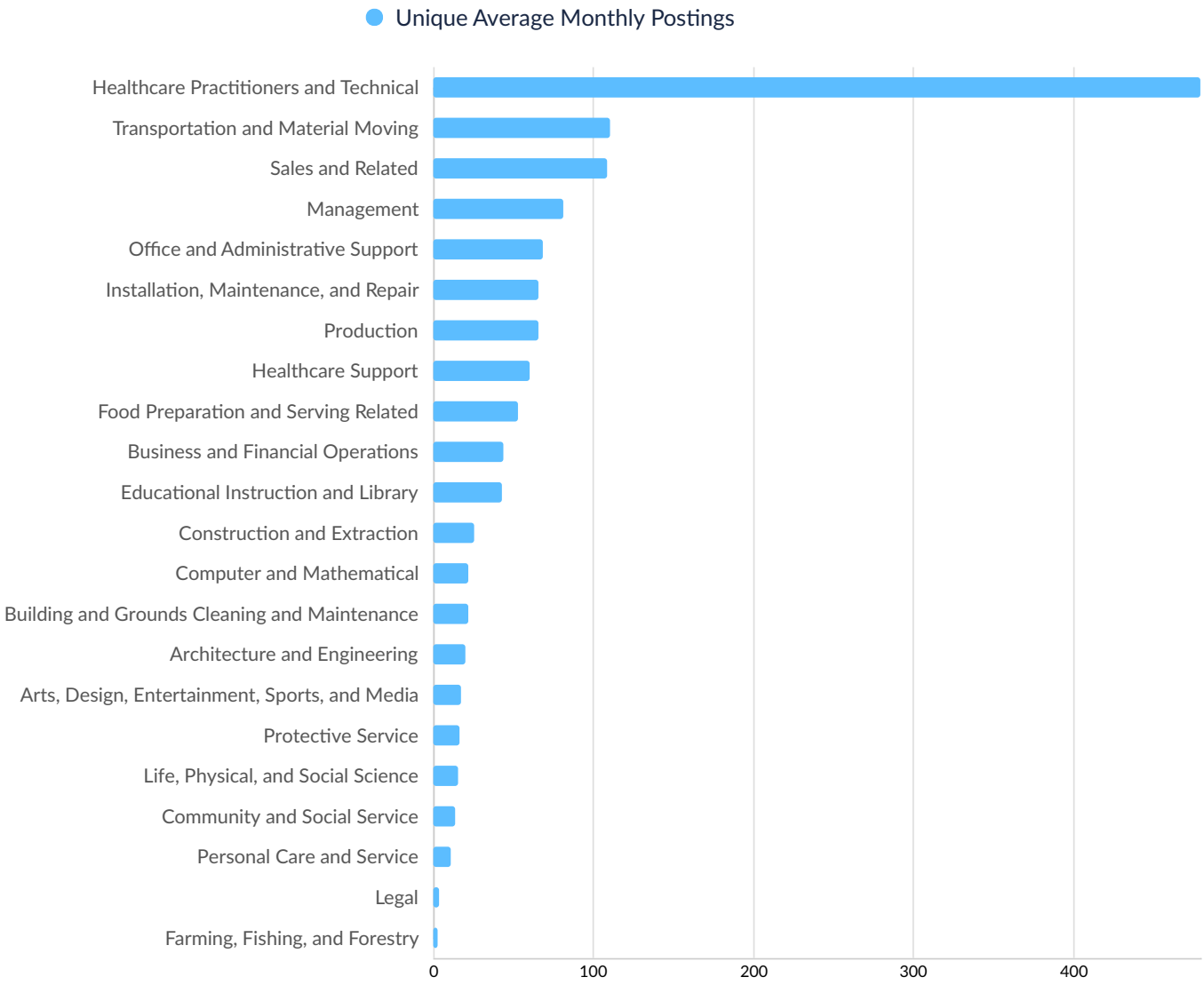
Top Occupation Employment Concentration



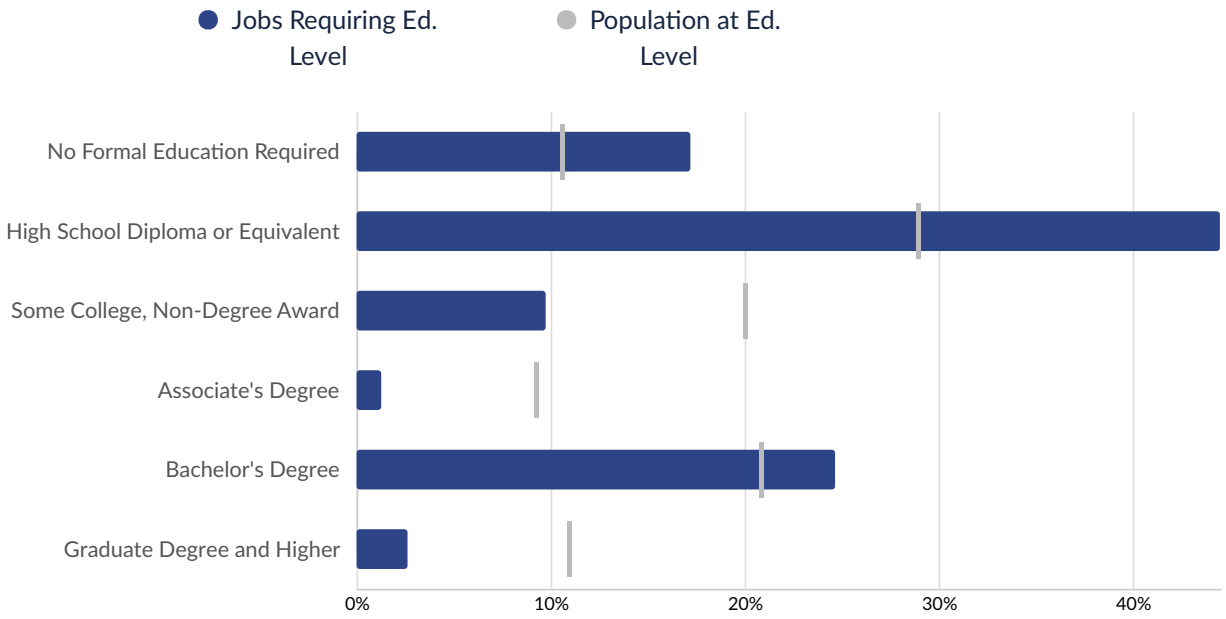
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 712 graduates in Guadalupe County, TX. This pipeline has grown by 95% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Biomedical Technology/Technician" (Certificate), and "Biomedical Technology/Technician" (Associate's).

School	Total Graduates (2025)		Graduate Trend (2021 - 2025)
Texas Lutheran University	450		
College of Biomedical Equipment Technology	235		
Seguin Beauty School-Seguin	27		



In-Demand Skills

