

Medina County, TX

greater: SATX
REGIONAL ECONOMIC PARTNERSHIP

San Antonio, Texas

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Report Parameters

1 County

48325 Medina 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

56,881

Population (2025)

Population **grew by 5,823** over the last 5 years and is projected to **grow by 3,748** over the next 5 years.

14,049

Total Regional Employment

Jobs **grew by 1,554** over the last 5 years and are projected to **grow by 1,330** over the next 5 years.

$78.1K

Median Household Income (2024)

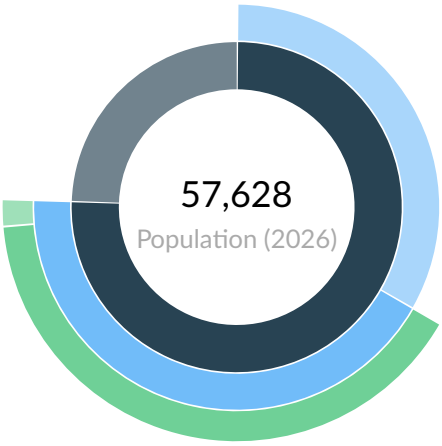
Median household income is **$2.7K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 11.4%** since 2020, growing by 5,823. Population is expected to **increase by 6.6%** between 2025 and 2030, adding 3,748.
- From 2020 to 2025, jobs **increased by 12.4%** in Medina County, TX from 12,496 to **14,049**. This change **outpaced the national growth rate of 10.7% by 1.7%**. As the number of jobs increased, the **labor force participation rate increased from 56.0% to 56.4% between 2020 and 2025**.
- Concerning educational attainment, **14.8% of Medina County, TX residents possess a Bachelor's Degree** (7.0% below the national average), and **8.0% hold an Associate's Degree** (0.8% below the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Warehouse Clubs, Supercenters, and Other General Merchandise Retailers.

	Population (2026)	Labor Force (Sep 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	57,628	24,342	14,049	94.6	$2.02B	$4.13B	$2.01B
State	32,157,198	16,001,837	16,028,367	96.7	$2.93T	$1.64T	$2.23T

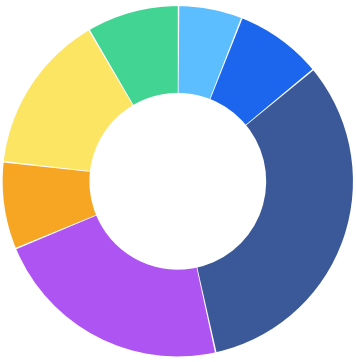
Sep 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	43,491
Not in Labor Force (16+)	19,149
Labor Force	24,342
Employed	23,268
Unemployed	1,074
Under 16, Military, and institutionalized Population	14,137

Educational Attainment

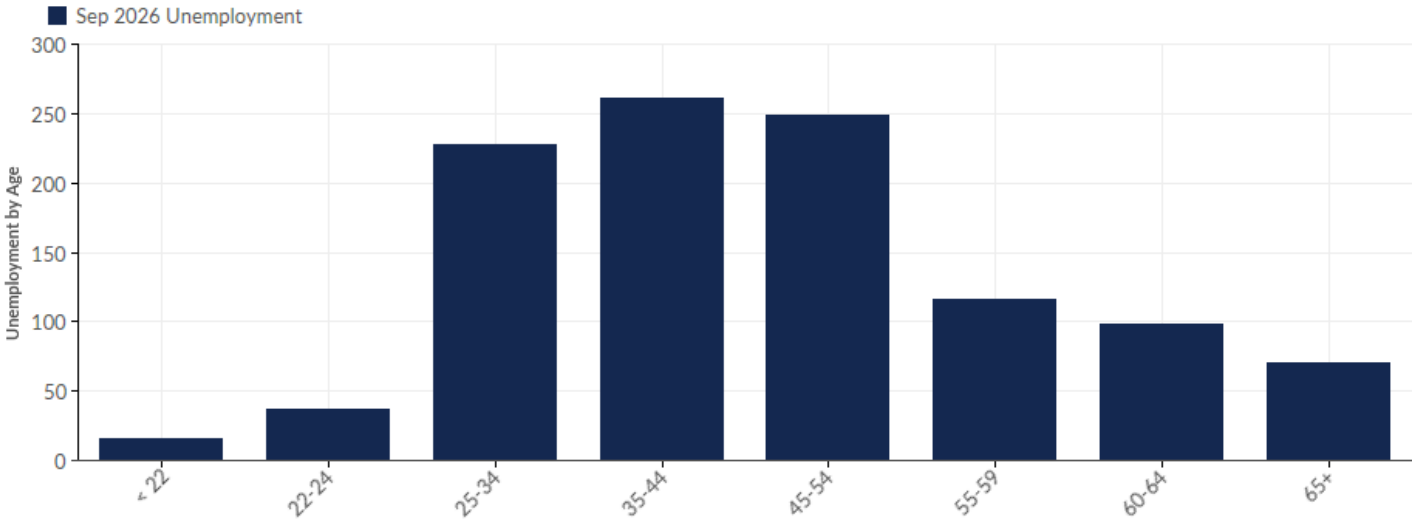
Concerning educational attainment, **14.8% of Medina County, TX residents possess a Bachelor's Degree** (7.0% below the national average), and **8.0% hold an Associate's Degree** (0.8% below the national average).



	% of Population	Population
Less Than 9th Grade	5.9%	2,291
9th Grade to 12th Grade	8.1%	3,142
High School Diploma	32.5%	12,663
Some College	22.2%	8,652
Associate's Degree	8.0%	3,134
Bachelor's Degree	14.8%	5,760
Graduate Degree and Higher	8.5%	3,314

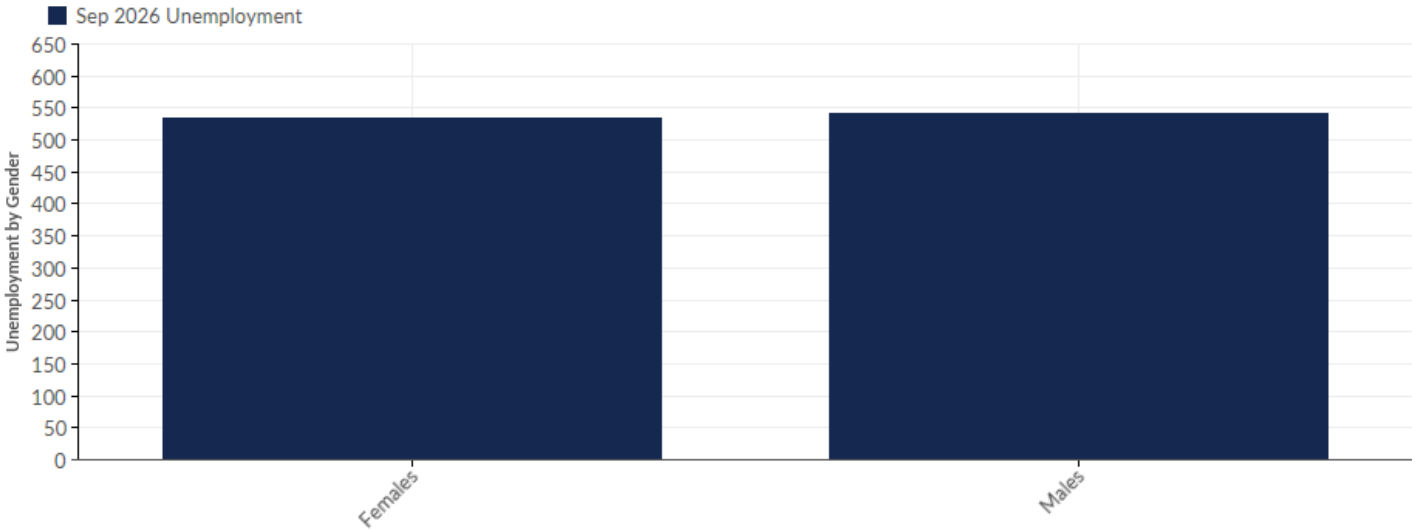
Unemployment by Demographics

Unemployment by Age



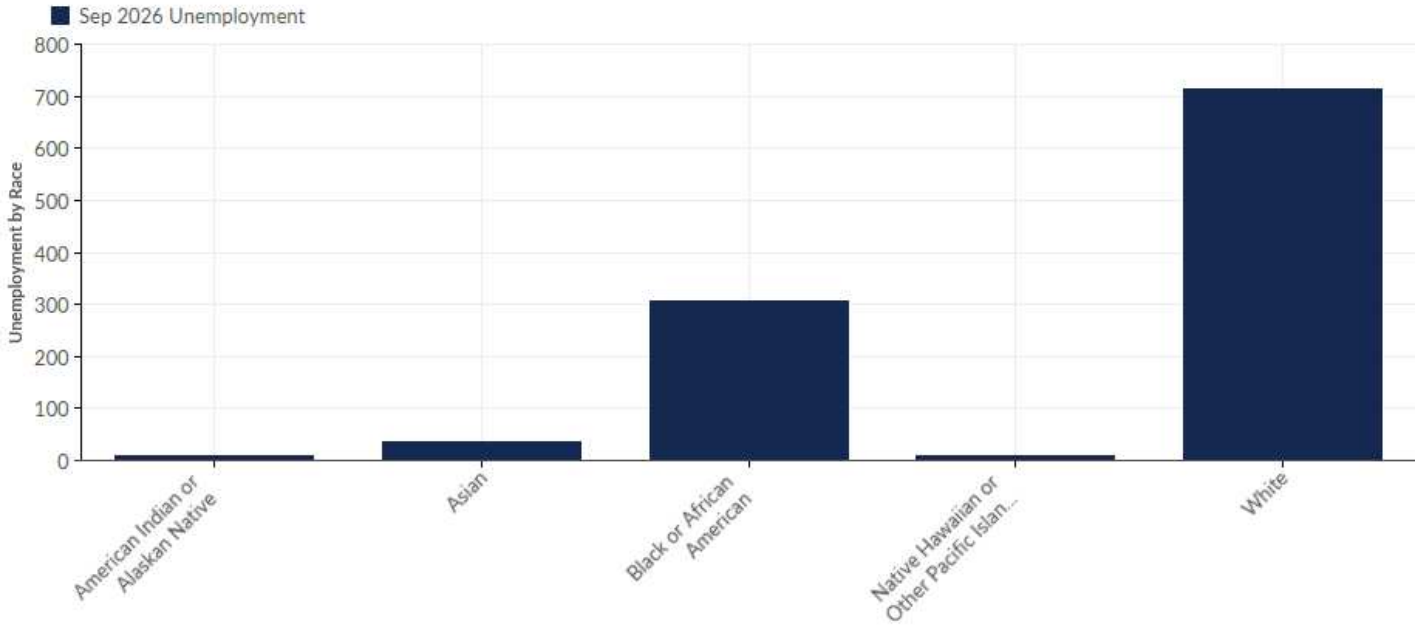
Age	Unemployment (Sep 2026)	% of Unemployed
< 22	16	1.49%
22-24	37	3.45%
25-34	227	21.14%
35-44	261	24.30%
45-54	248	23.09%
55-59	116	10.80%
60-64	98	9.12%
65+	71	6.61%
Total	1,074	100.00%

Unemployment by Gender



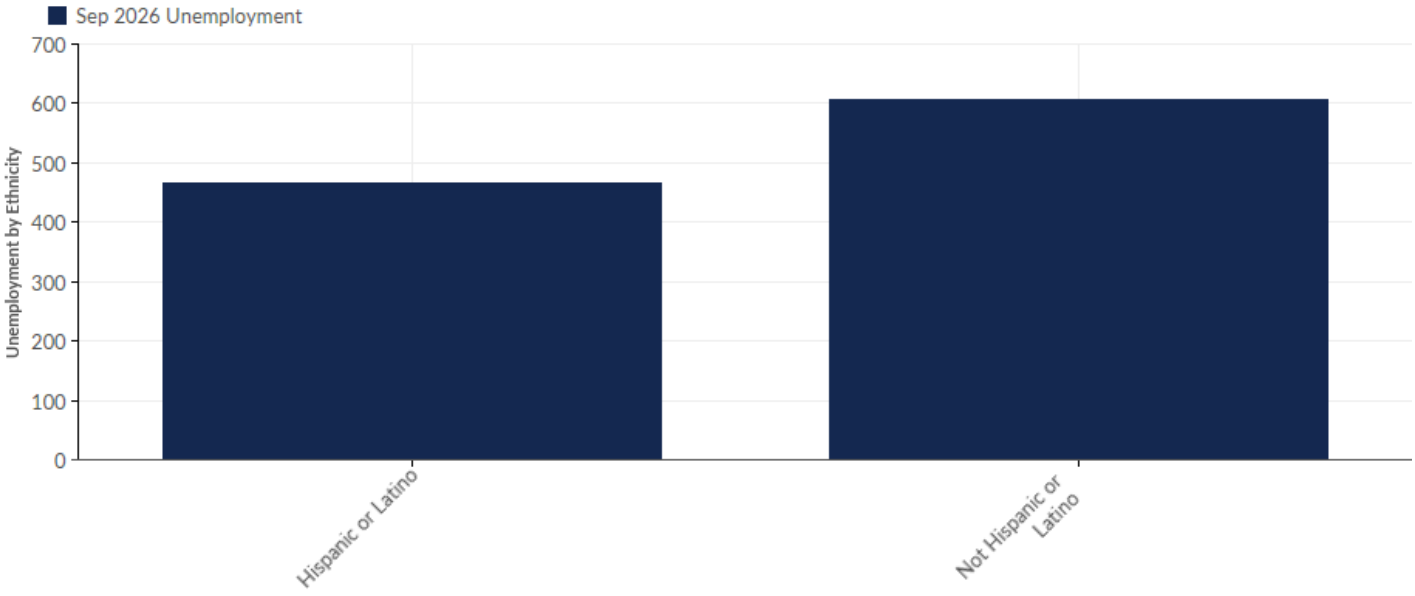
Gender		Unemployment (Sep 2026)	% of Unemployed
Females		533	49.63%
Males		541	50.37%
	Total	1,074	100.00%

Unemployment by Race



Race	Unemployment (Sep 2026)	% of Unemployed
American Indian or Alaskan Native	9	0.84%
Asian	35	3.26%
Black or African American	308	28.68%
Native Hawaiian or Other Pacific Islander	9	0.84%
White	713	66.39%
Total	1,074	100.00%

Unemployment by Ethnicity

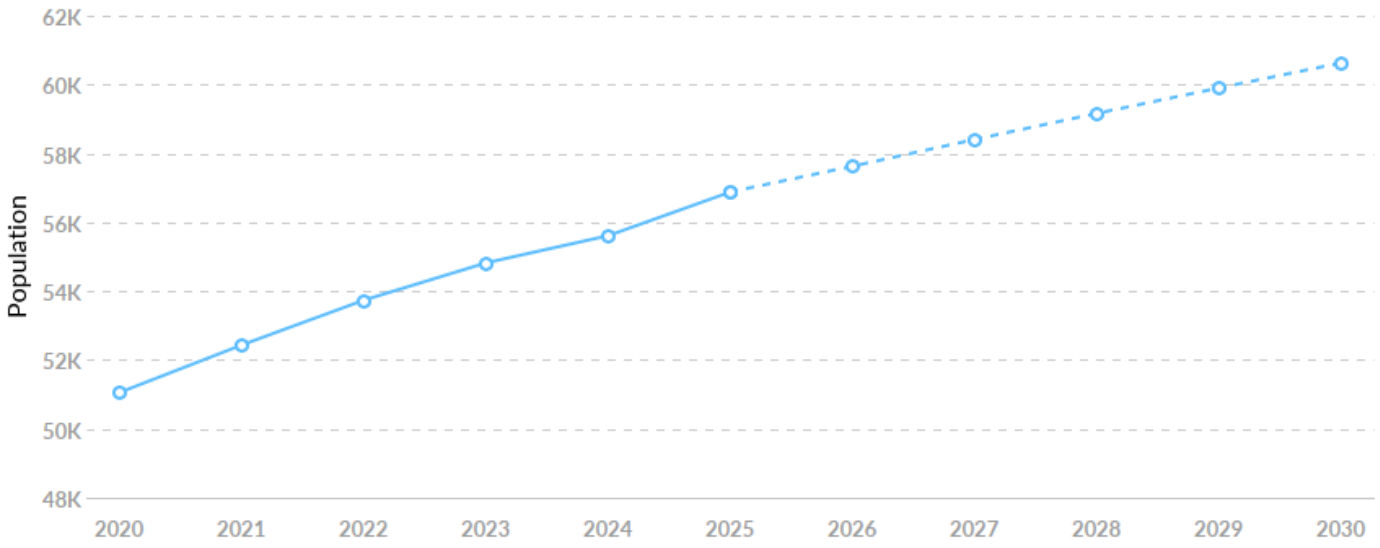


Ethnicity		Unemployment (Sep 2026)	% of Unemployed
Hispanic or Latino		467	43.48%
Not Hispanic or Latino		607	56.52%
	Total	1,074	100.00%

Historic & Projected Trends

Population Trends

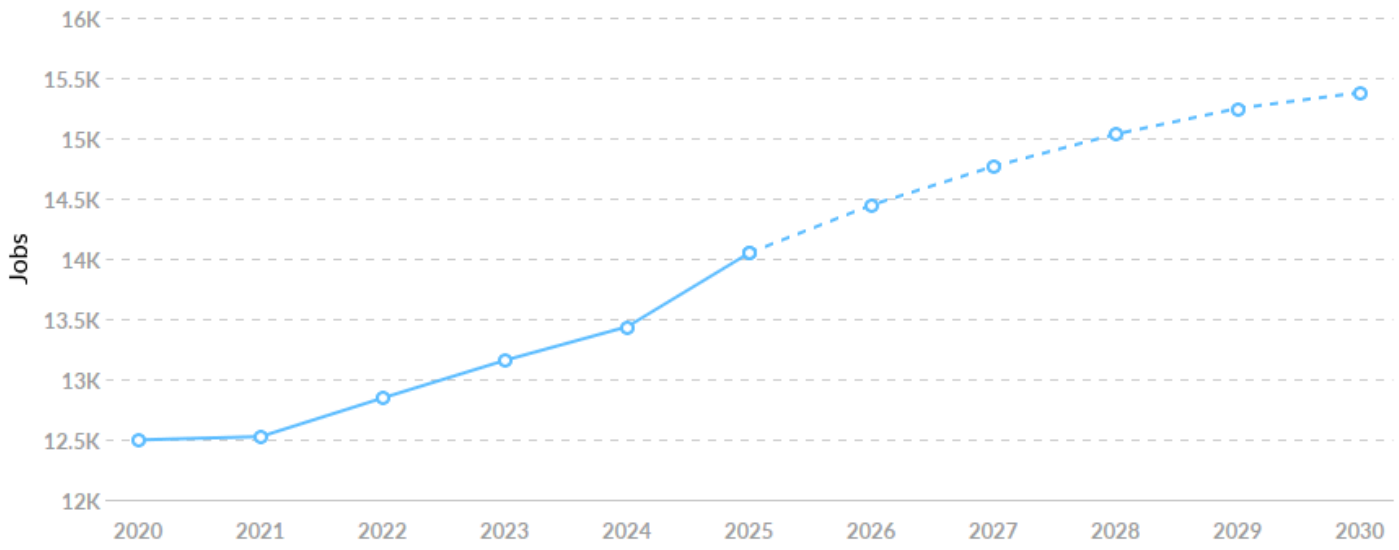
As of 2025 the region's population **increased by 11.4%** since 2020, growing by 5,823. Population is expected to **increase by 6.6%** between 2025 and 2030, adding 3,748.



Timeframe	Population
2020	51,058
2021	52,436
2022	53,739
2023	54,822
2024	55,611
2025	56,881
2026	57,628
2027	58,405
2028	59,163
2029	59,902
2030	60,629

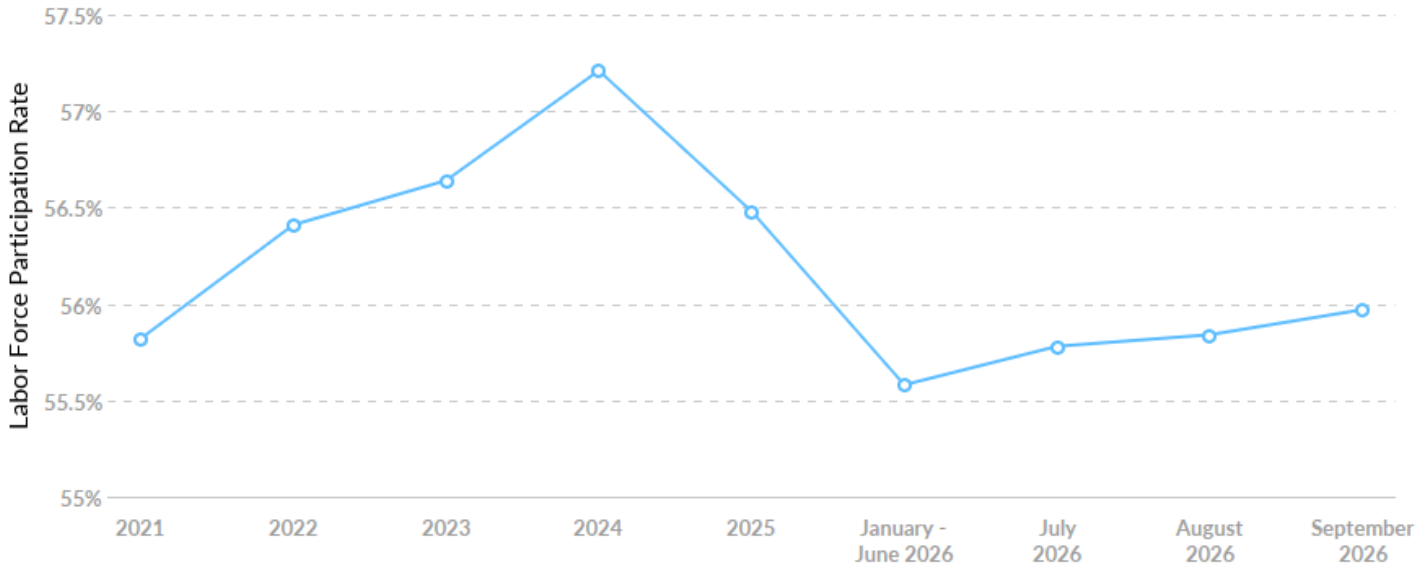
Job Trends

From 2020 to 2025, jobs **increased by 12.4%** in Medina County, TX from 12,496 to **14,049**. This change **outpaced the national growth rate of 10.7% by 1.7%.**



Timeframe	Jobs
2020	12,496
2021	12,524
2022	12,845
2023	13,157
2024	13,436
2025	14,049
2026	14,446
2027	14,767
2028	15,034
2029	15,248
2030	15,379

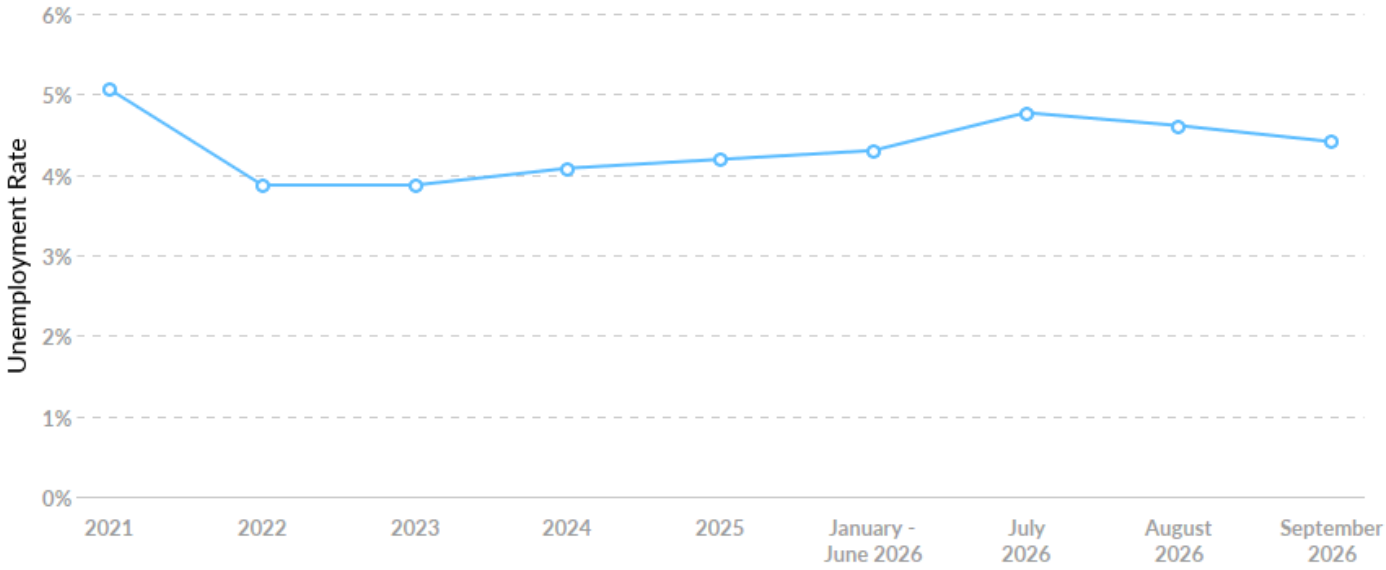
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	55.82%
2022	56.41%
2023	56.64%
2024	57.21%
2025	56.48%
January - June 2026	55.58%
July 2026	55.78%
August 2026	55.84%
September 2026	55.97%

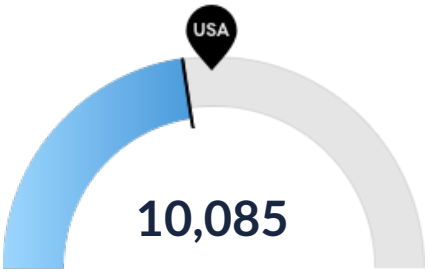
Unemployment Rate Trends

Medina County, TX had a September 2026 unemployment rate of 4.41%, **decreasing from 5.06%** 5 years before.



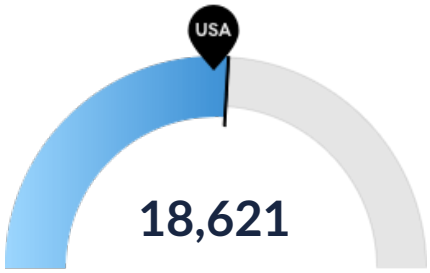
Timeframe	Unemployment Rate
2021	5.06%
2022	3.87%
2023	3.87%
2024	4.08%
2025	4.19%
January - June 2026	4.30%
July 2026	4.77%
August 2026	4.61%
September 2026	4.41%

Population Characteristics



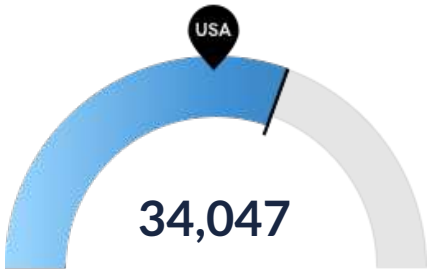
Millennials

Medina County, TX has 10,085 millennials (ages 25-39). The national average for an area this size is 11,606.



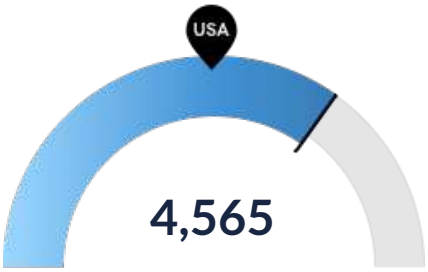
Retiring Soon

Retirement risk is about average in Medina County, TX. The national average for an area this size is 17,609 people 55 or older, while there are 18,621 here.



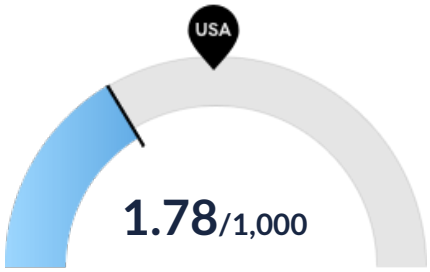
Racial Diversity

Racial diversity is high in Medina County, TX. The national average for an area this size is 24,967 racially diverse people, while there are 34,047 here.



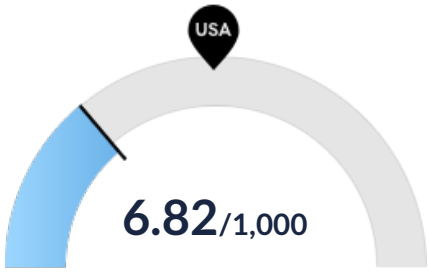
Veterans

Medina County, TX has 4,565 veterans. The national average for an area this size is 2,647.



Violent Crime

Medina County, TX has 1.78 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

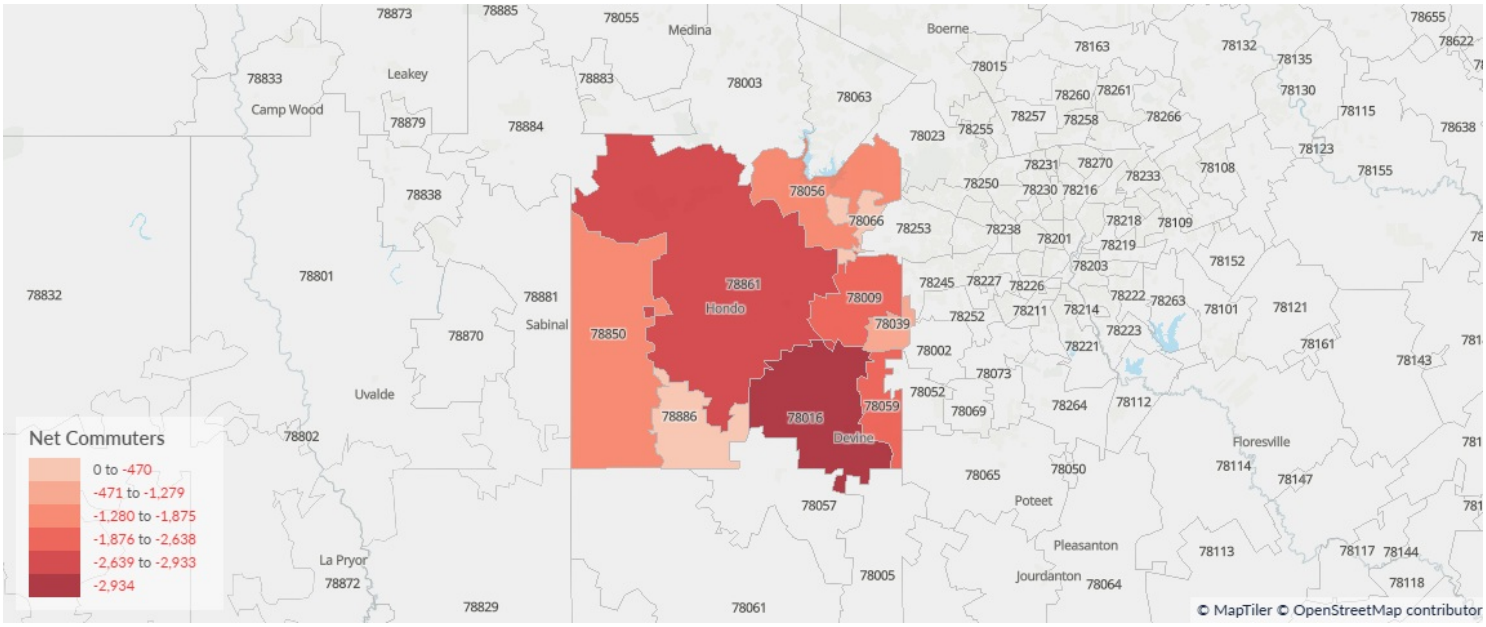


Property Crime

Medina County, TX has 6.82 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 Medina County, TX currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
78861	Hondo, TX (in Medina c...	5,010
78009	Castroville, TX (in Medi...	3,531
78016	Devine, TX (in Medina c...	3,180
78059	Natalia, TX (in Medina c...	858
78039	La Coste, TX (in Medina...	480

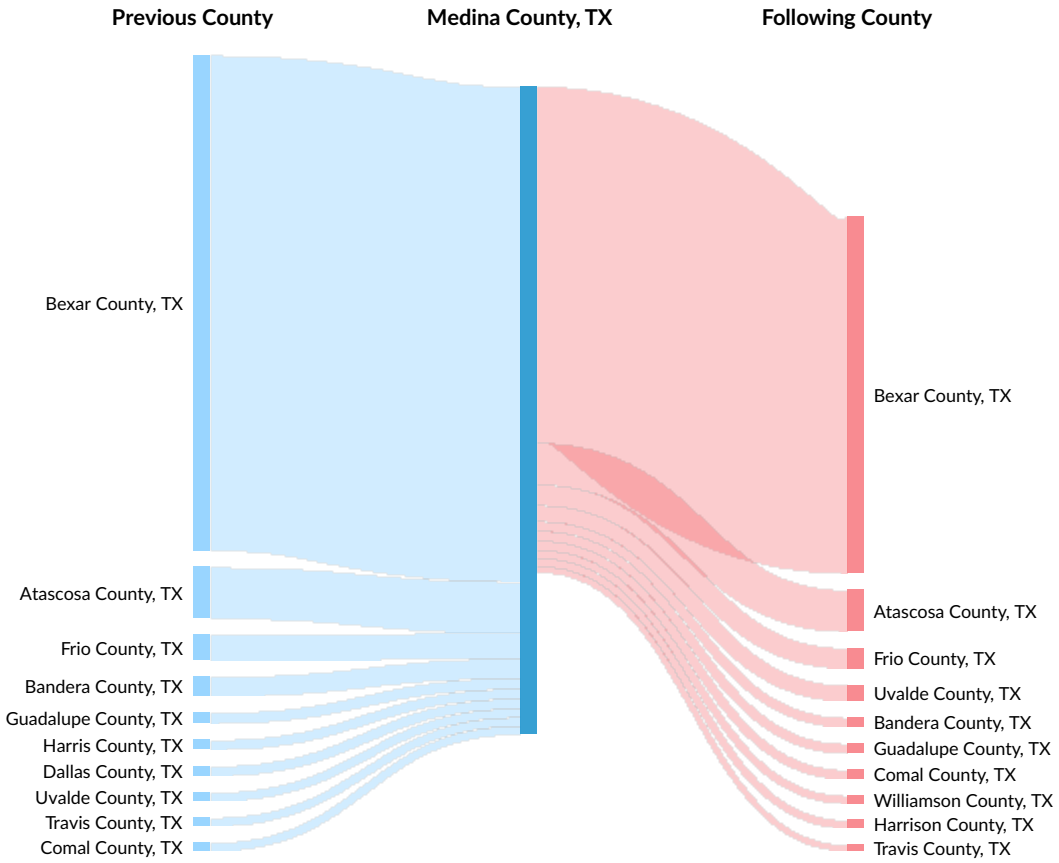
Where Talent Lives

ZIP	Name	2025 Workers
78861	Hondo, TX (in Medina c...	7,648
78016	Devine, TX (in Medina c...	6,114
78009	Castroville, TX (in Medi...	5,520
78059	Natalia, TX (in Medina c...	2,733
78850	D Hanis, TX (in Medina ...	1,841

Inbound and Outbound Migration

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

As of 2023, 1,770 people have migrated from Bexar County, TX to Medina County, TX. In the same year, 1,274 people left Medina County, TX migrating to Bexar County, TX. The total Net Migration for Medina County, TX in 2023 was 594.



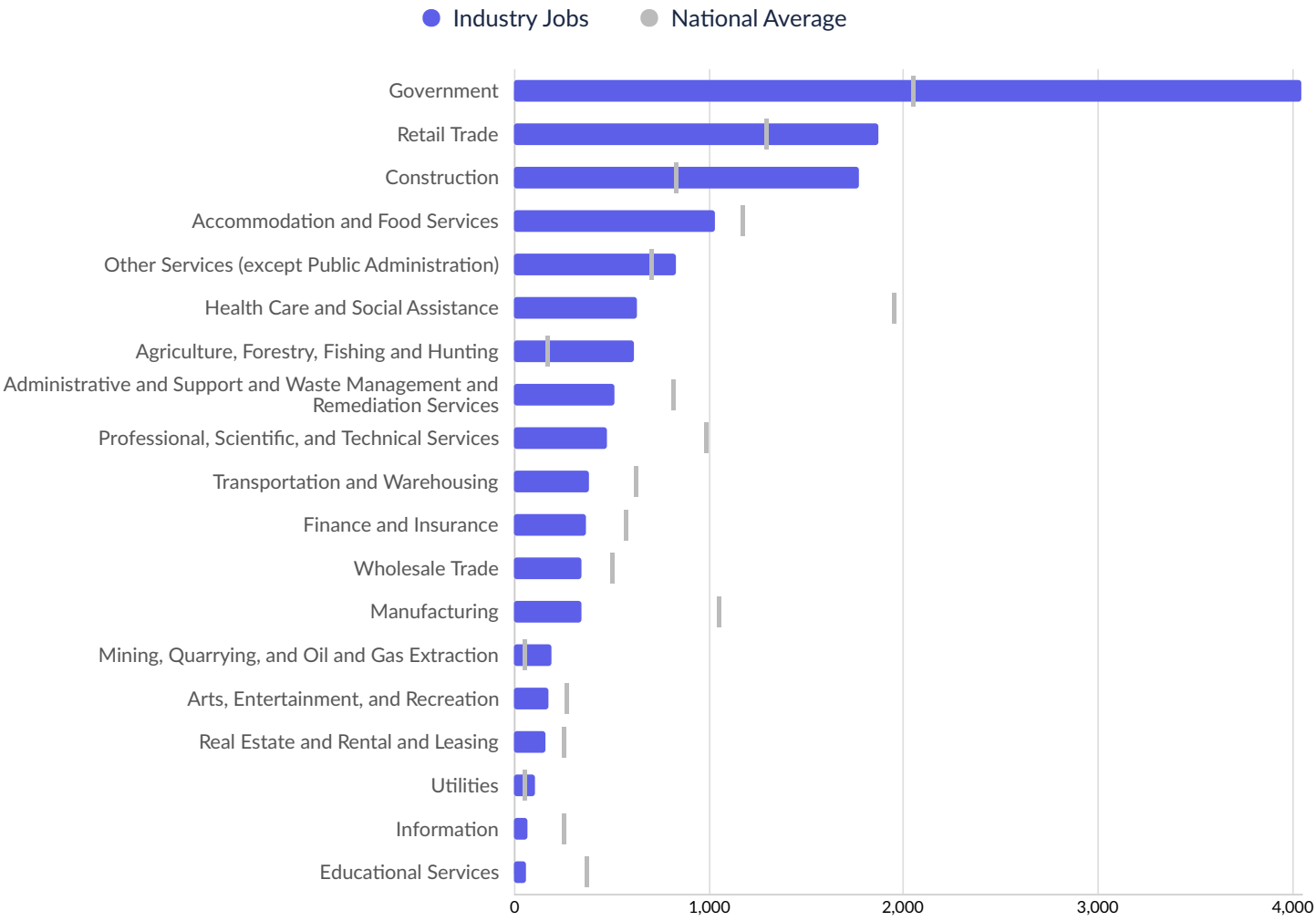
Top Previous Counties	Migrations
Bexar County, TX	1,770
Atascosa County, TX	183
Frio County, TX	91
Bandera County, TX	69
Guadalupe County, TX	38
Harris County, TX	35

Top Previous Counties	Migrations
Dallas County, TX	35
Uvalde County, TX	31
Travis County, TX	31
Comal County, TX	30
Bell County, TX	19
Montgomery County, TX	17
El Paso County, TX	17
Lubbock County, TX	15
Randall County, TX	15

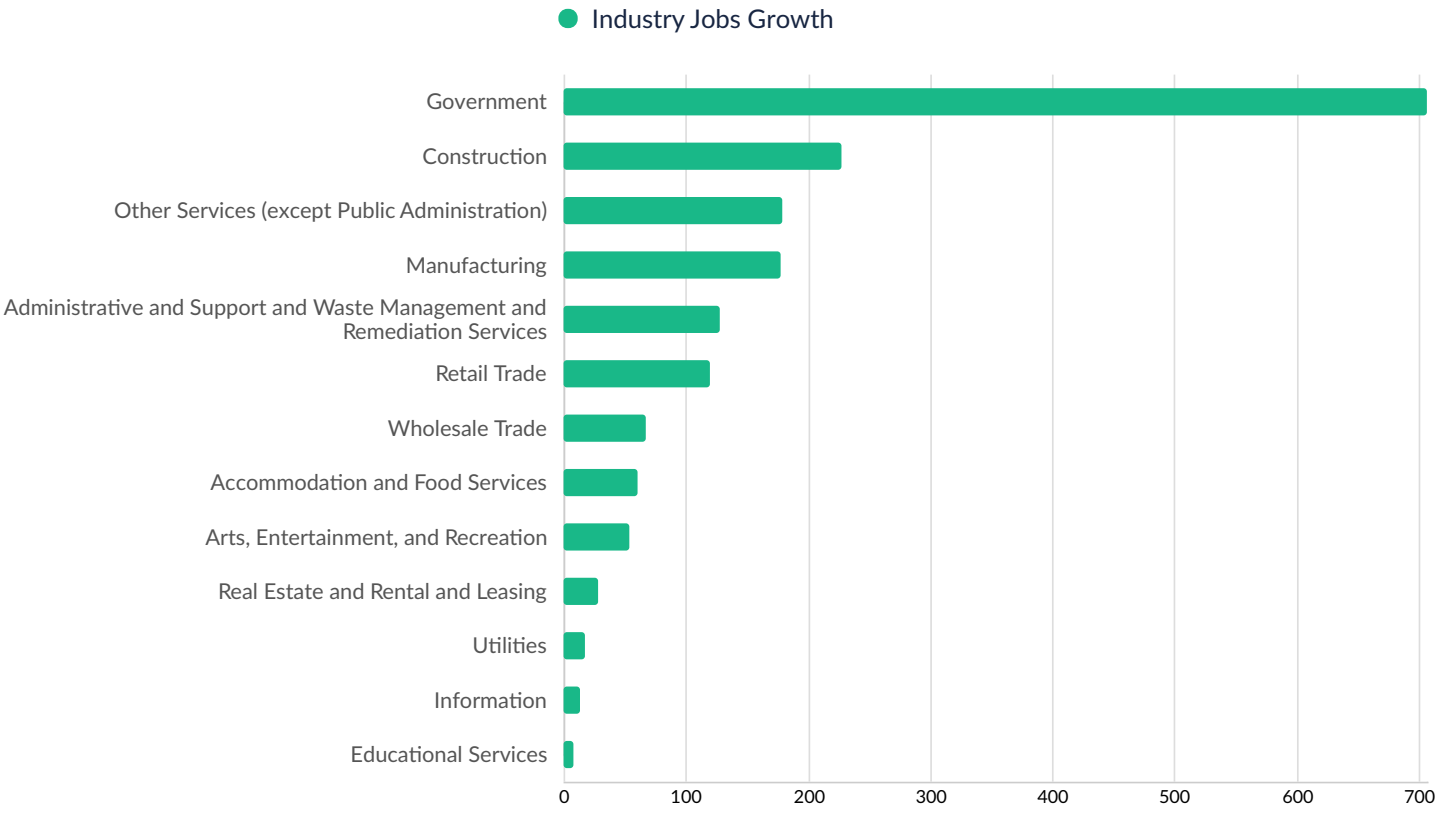
Top Following Counties	Migrations
Bexar County, TX	1,274
Atascosa County, TX	149
Frio County, TX	73
Uvalde County, TX	57
Bandera County, TX	35
Guadalupe County, TX	35
Comal County, TX	33
Williamson County, TX	29
Harrison County, TX	29
Travis County, TX	23
Lubbock County, TX	18
Lowndes County, GA	17
Henderson County, TX	17
Hidalgo County, TX	16
Brazos County, TX	16

Industry Characteristics

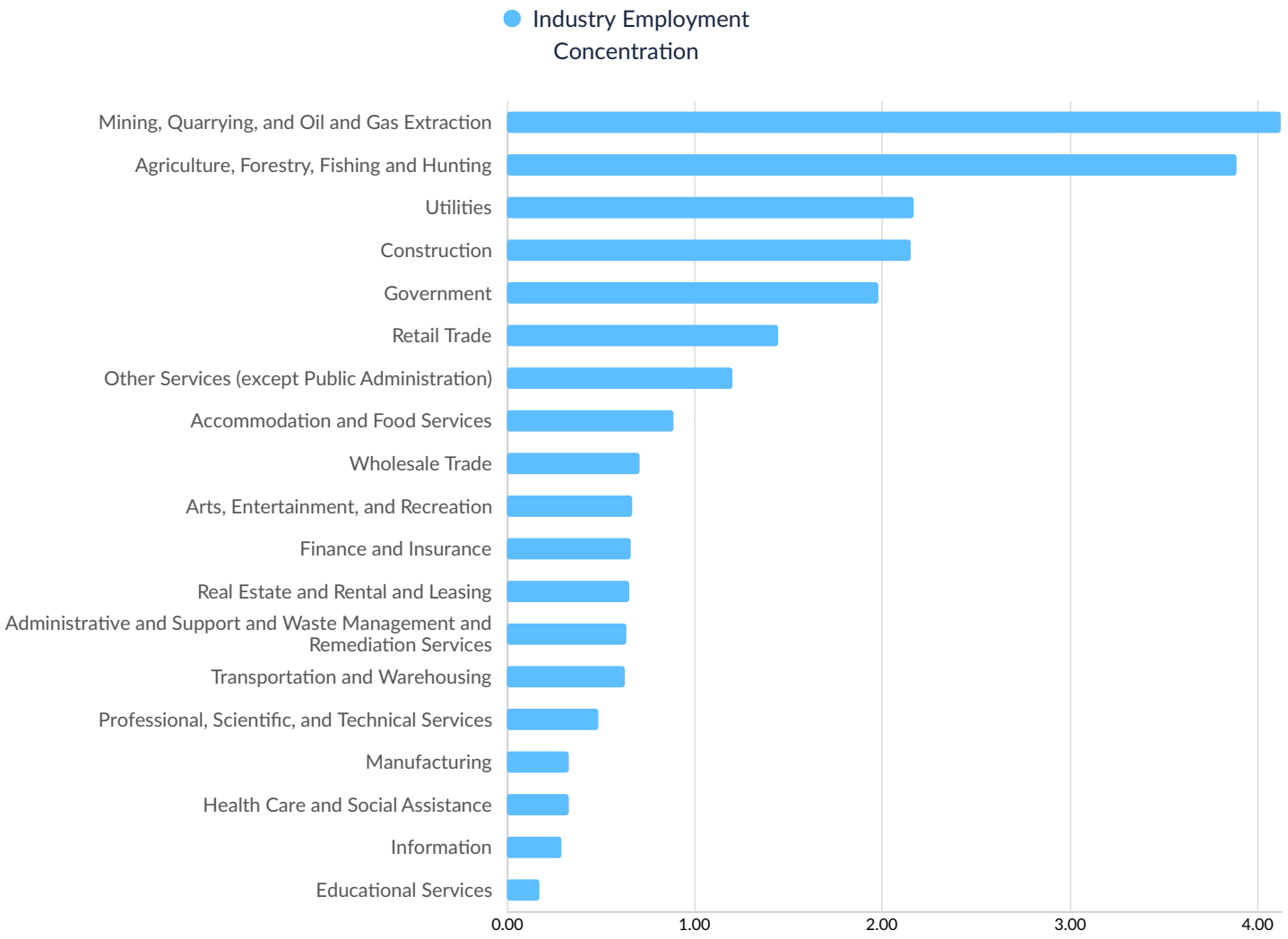
Largest Industries



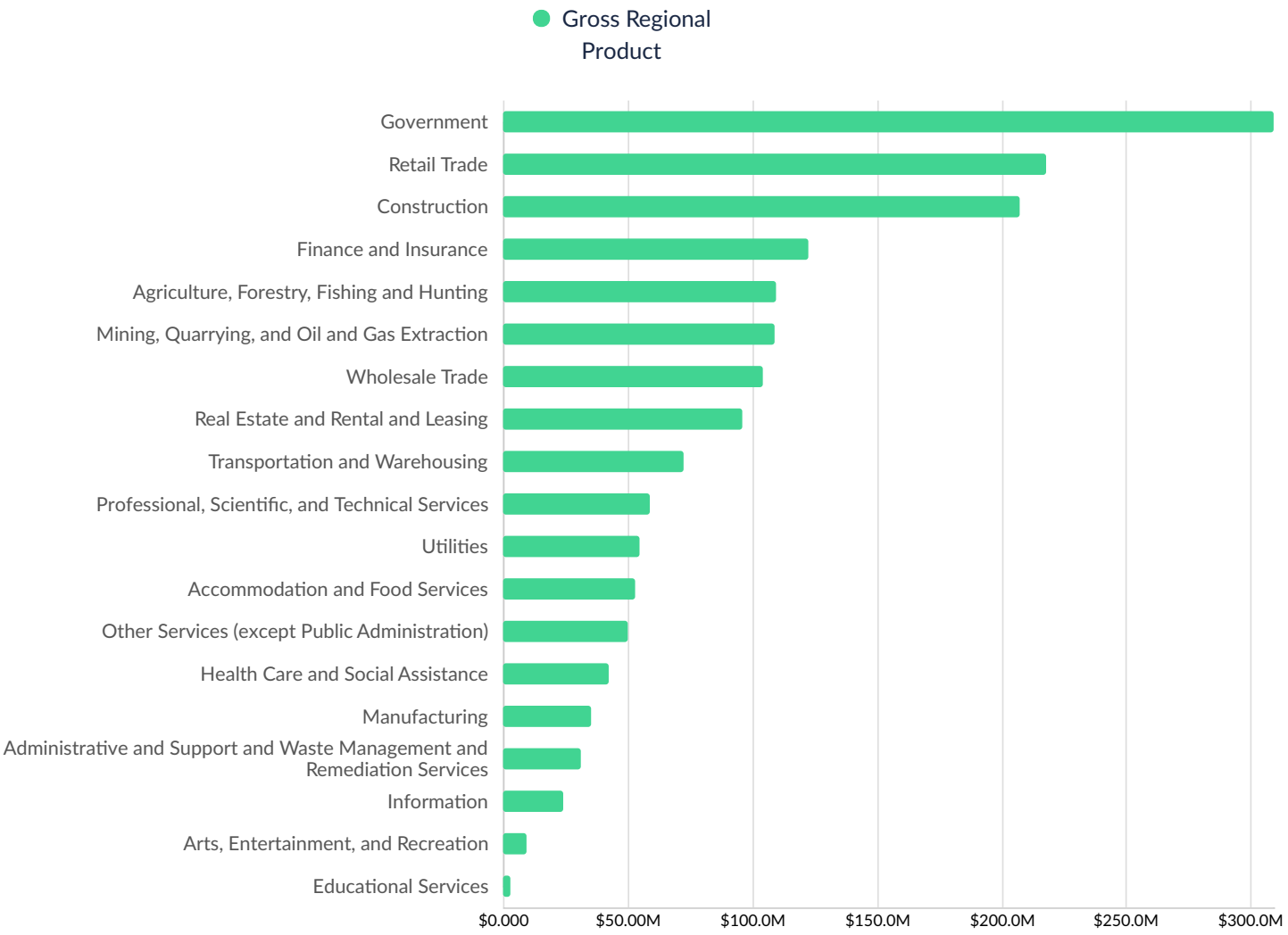
Top Growing Industries



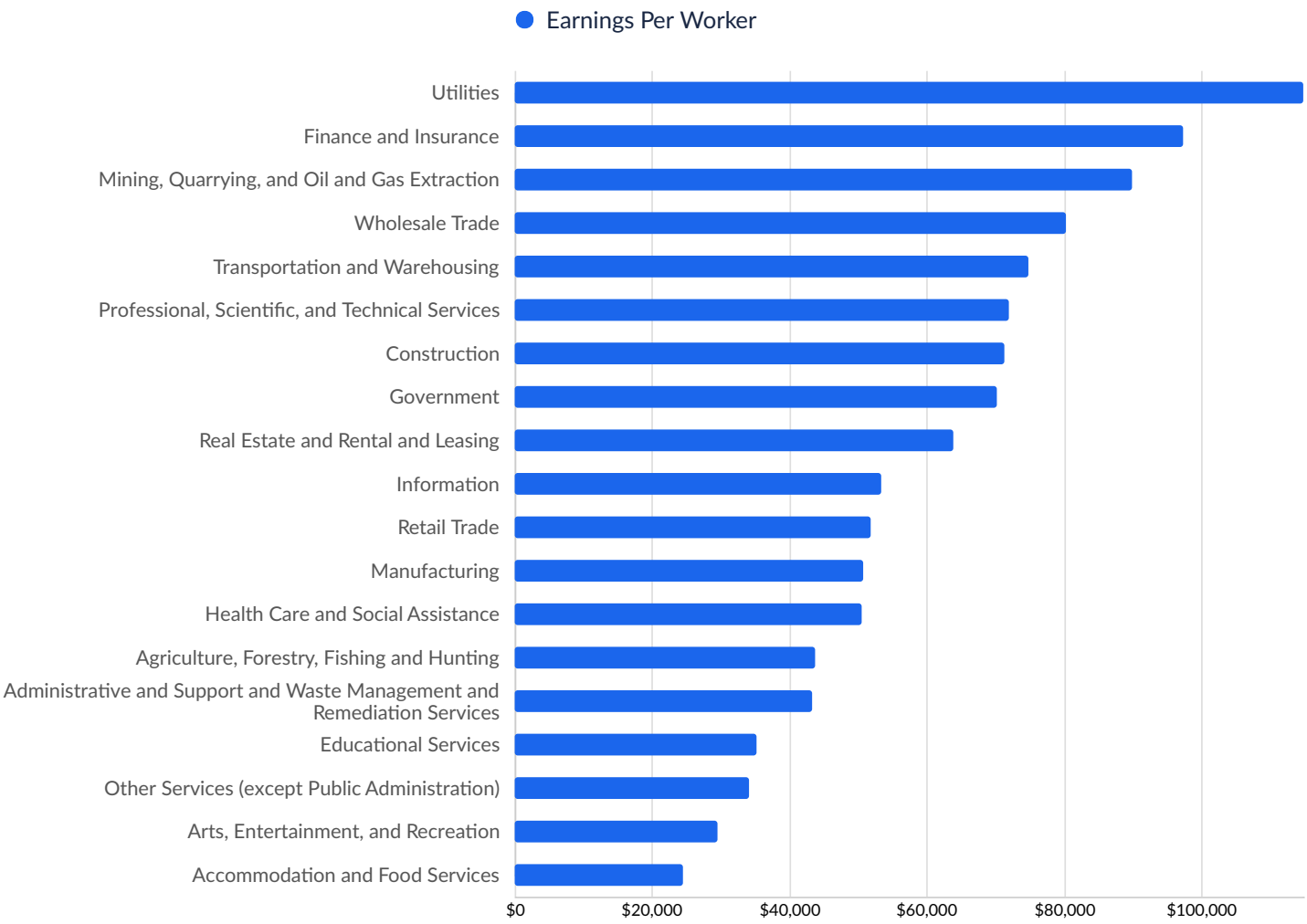
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

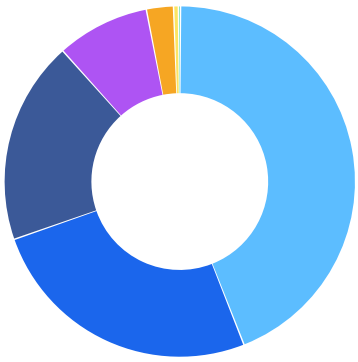
3,556 Companies Employ Your Workers

Online profiles for your workers mention 3,556 companies as employers, with the top 10 appearing below. In the last 12 months, 494 companies in Medina County, TX posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Medina Valley Isd	92
USAA	84
Devine Isd	73
H-E-B	72
Hondo Isd	66
United States Air Force	59
State Of Texas	57
Northside Isd	51
City Of Hondo	49
James Avery	45

Top Companies Posting	Unique Postings
University Health	1,679
CHRISTUS Health	179
Indigo Dental Staffing	105
Medina County Hospital District	93
Walmart	74
Love's	56
Encompass Health	53
State Of Texas	52
Maximus	43
Domino's Pizza	42

Business Size



	Percentage	Business Count
1 to 4 employees	44.0%	688
5 to 9 employees	25.6%	401
10 to 19 employees	18.7%	293
20 to 49 employees	8.6%	134
50 to 99 employees	2.5%	39
100 to 249 employees	0.4%	7
250 to 499 employees	0.2%	3

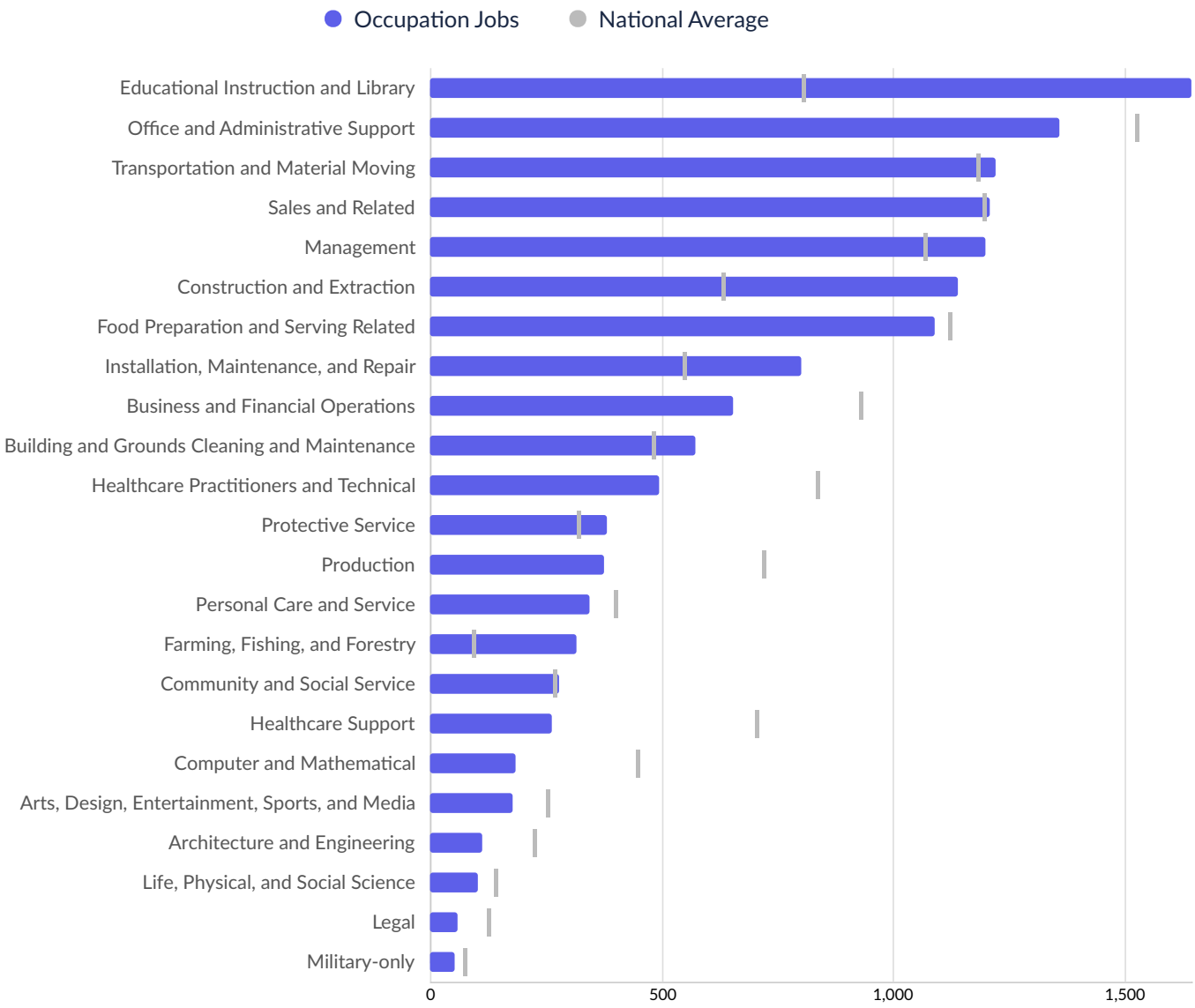
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

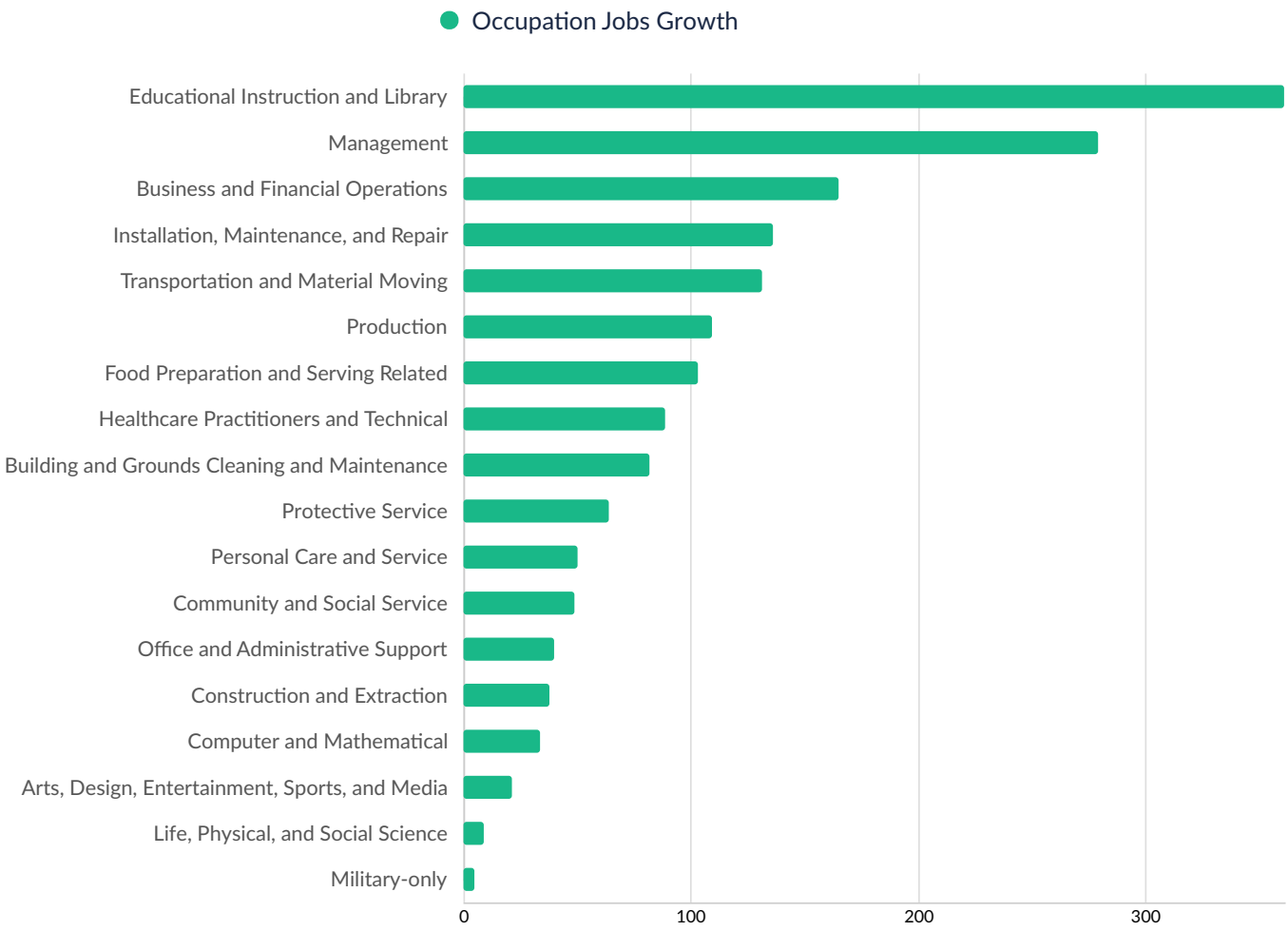
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

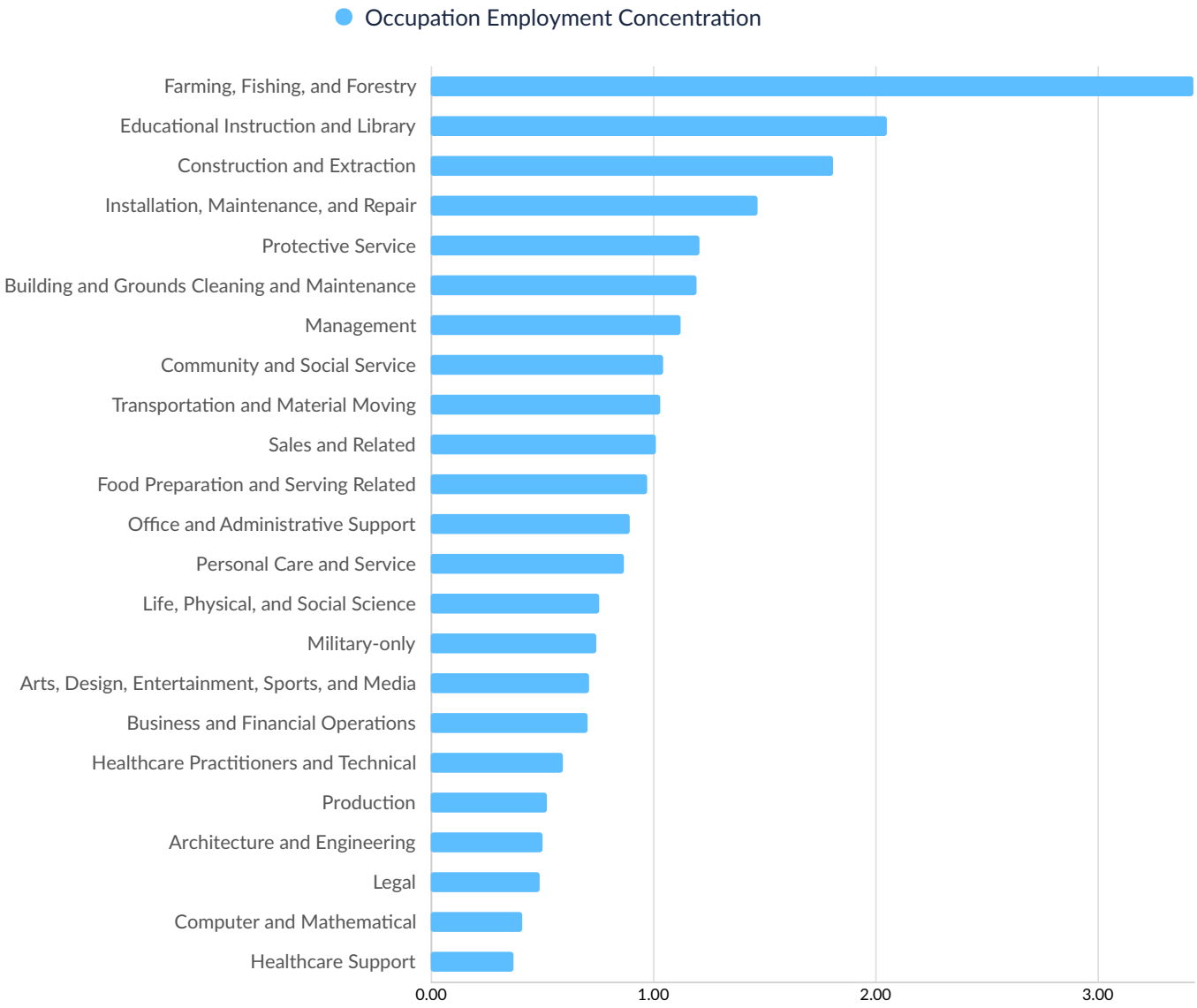
Largest Occupations



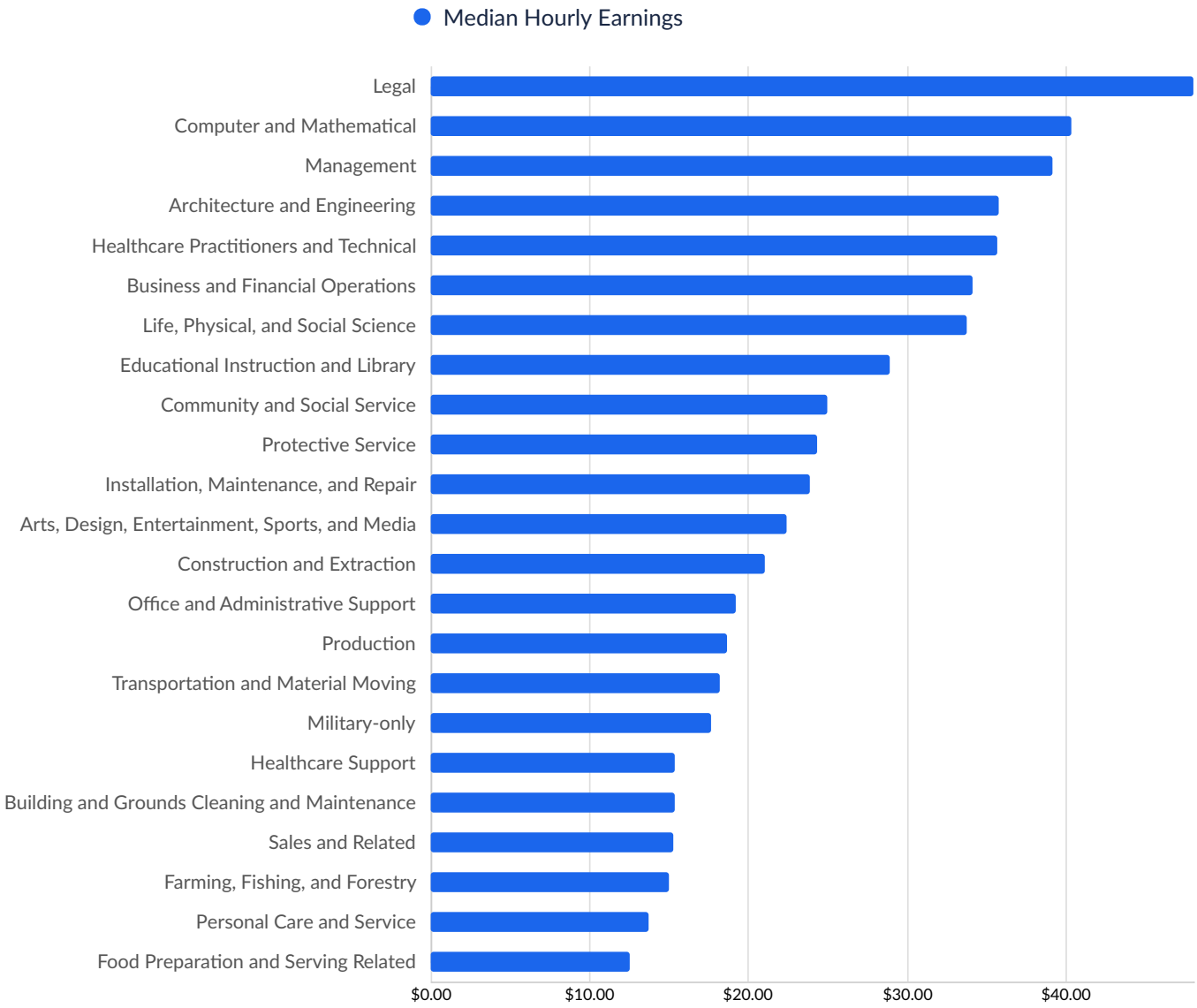
Top Growing Occupations



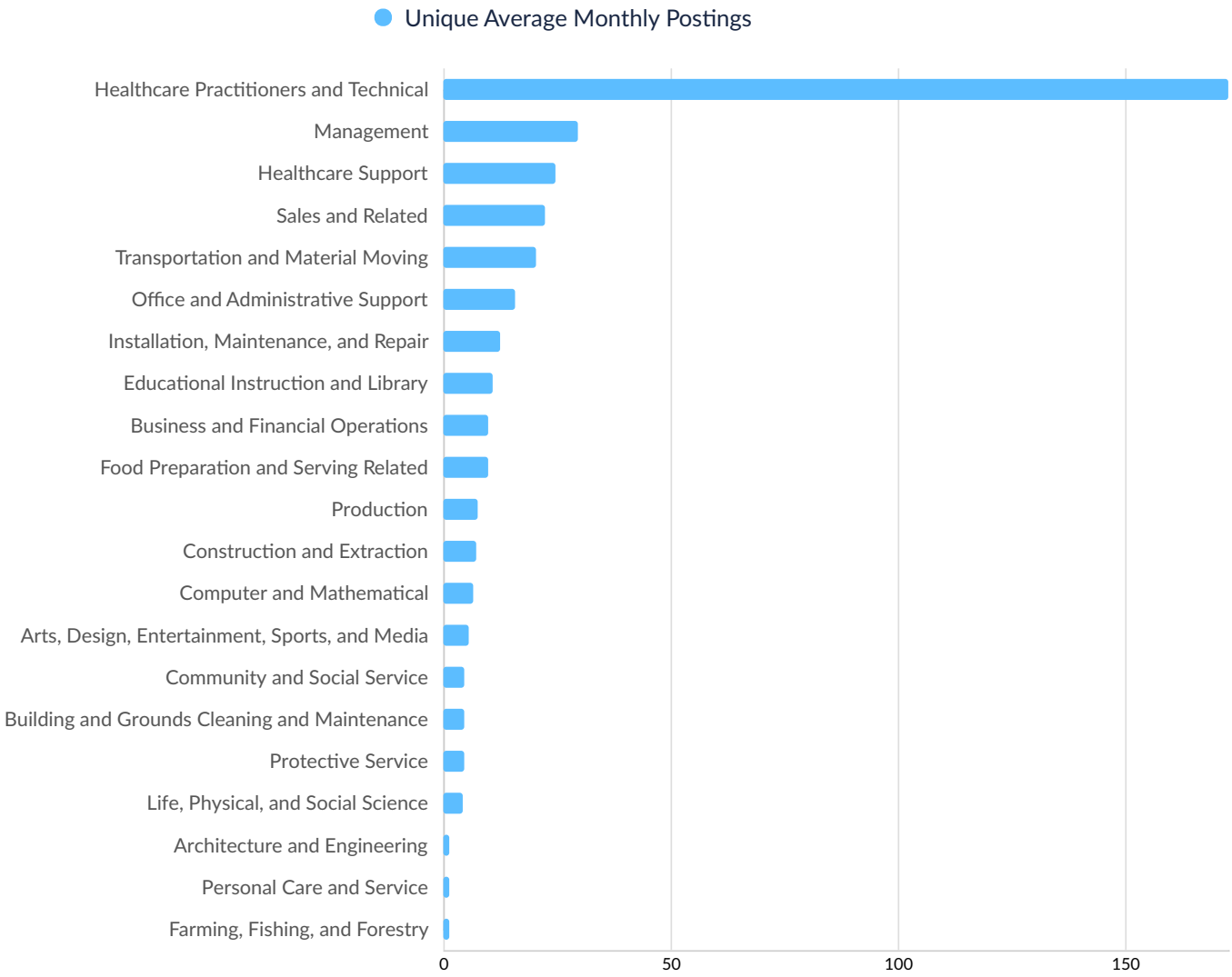
Top Occupation Employment Concentration



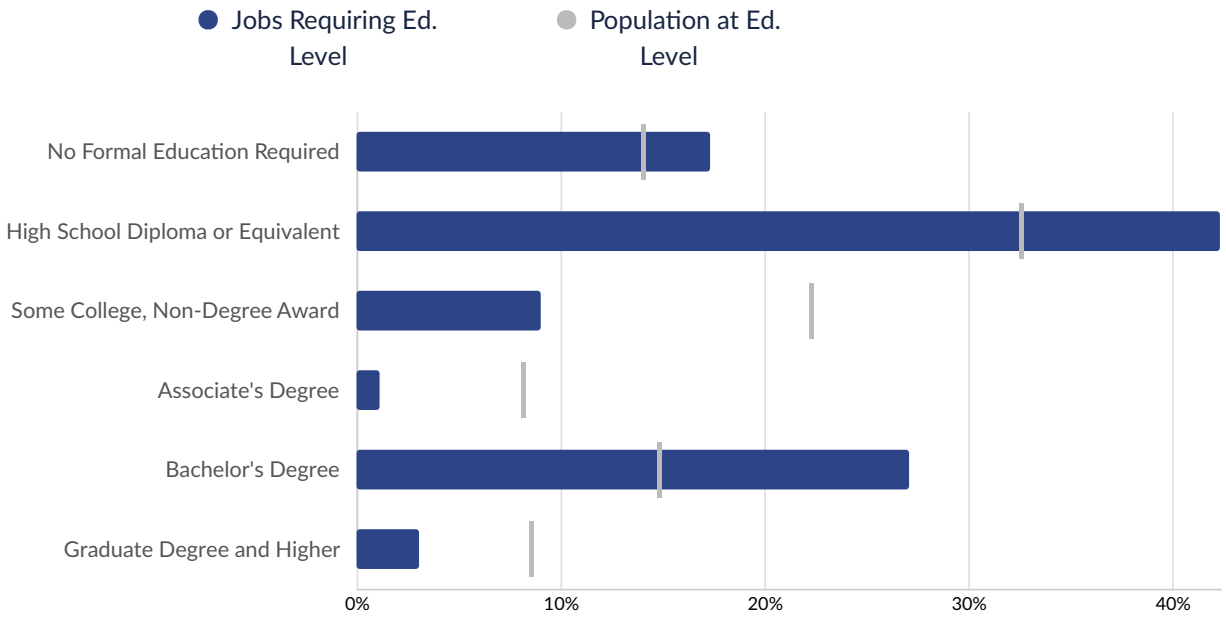
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 5 years, no schools in Medina County, TX produced graduates.

In-Demand Skills

