

San Antonio-New Braunfels, TX

greater: SATX
REGIONAL ECONOMIC PARTNERSHIP

San Antonio, Texas

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Report Parameters

1 MSA

41700 San Antonio-New Braunfels, 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

2,813,140

Population (2025)

Population **grew by 244,368** over the last 5 years and is projected to **grow by 218,287** over the next 5 years.

1,297,884

Total Regional Employment

Jobs **grew by 143,984** over the last 5 years and are projected to **grow by 75,227** over the next 5 years.

$76.2K

Median Household Income (2024)

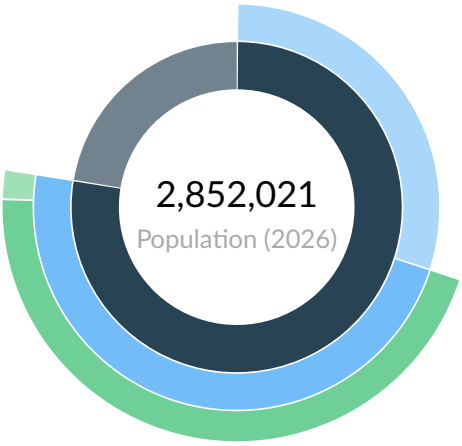
Median household income is **$4.5K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 9.5%** since 2020, growing by 244,368. Population is expected to **increase by 7.8%** between 2025 and 2030, adding 218,287.
- From 2020 to 2025, jobs **increased by 12.5%** in San Antonio-New Braunfels, TX from 1,153,900 to **1,297,884**. This change **outpaced the national growth rate of 10.7% by 1.8%**. As the number of jobs increased, the **labor force participation rate increased from 61.2% to 62.1% between 2020 and 2025**.
- Concerning educational attainment, **20.3% of San Antonio-New Braunfels, TX residents possess a Bachelor's Degree** (1.5% below the national average), and **8.6% hold an Associate's Degree** (0.2% below the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Federal Government, Civilian.

	Population (2026)	Labor Force (Sep 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	2,852,021	1,357,304	1,297,884	98.2	$211.32B	$188.03B	$225.60B
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	2,210,423
Not in Labor Force (16+)	853,119
Labor Force	1,357,304
Employed	1,299,407
Unemployed	57,897
Under 16, Military, and institutionalized Population	641,599

Educational Attainment

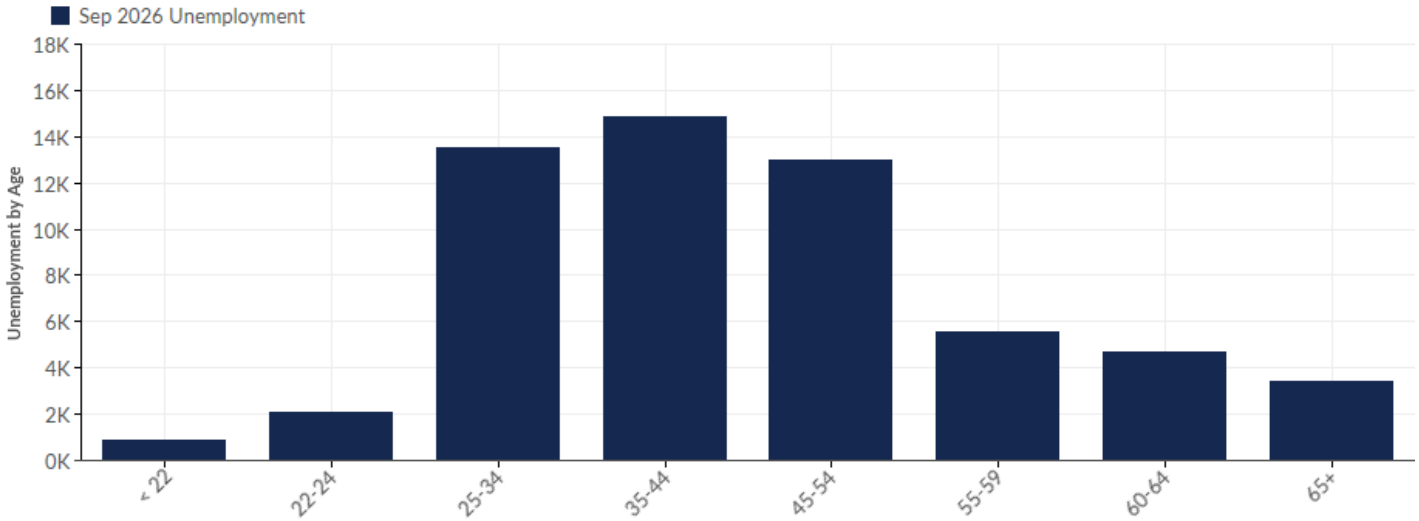
Concerning educational attainment, **20.3% of San Antonio-New Braunfels, TX residents possess a Bachelor's Degree** (1.5% below the national average), and **8.6% hold an Associate's Degree** (0.2% below the national average).



	% of Population	Population
Less Than 9th Grade	5.7%	107,764
9th Grade to 12th Grade	6.6%	124,215
High School Diploma	25.5%	479,049
Some College	20.9%	393,052
Associate's Degree	8.6%	162,100
Bachelor's Degree	20.3%	380,626
Graduate Degree and Higher	12.3%	230,430

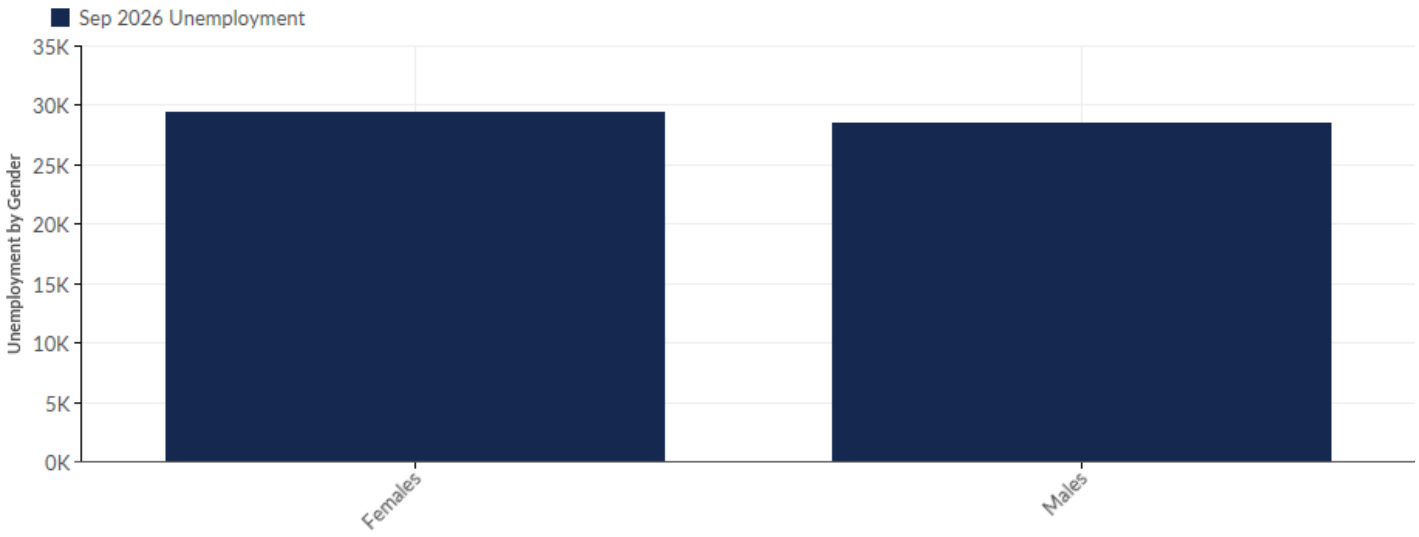
Unemployment by Demographics

Unemployment by Age



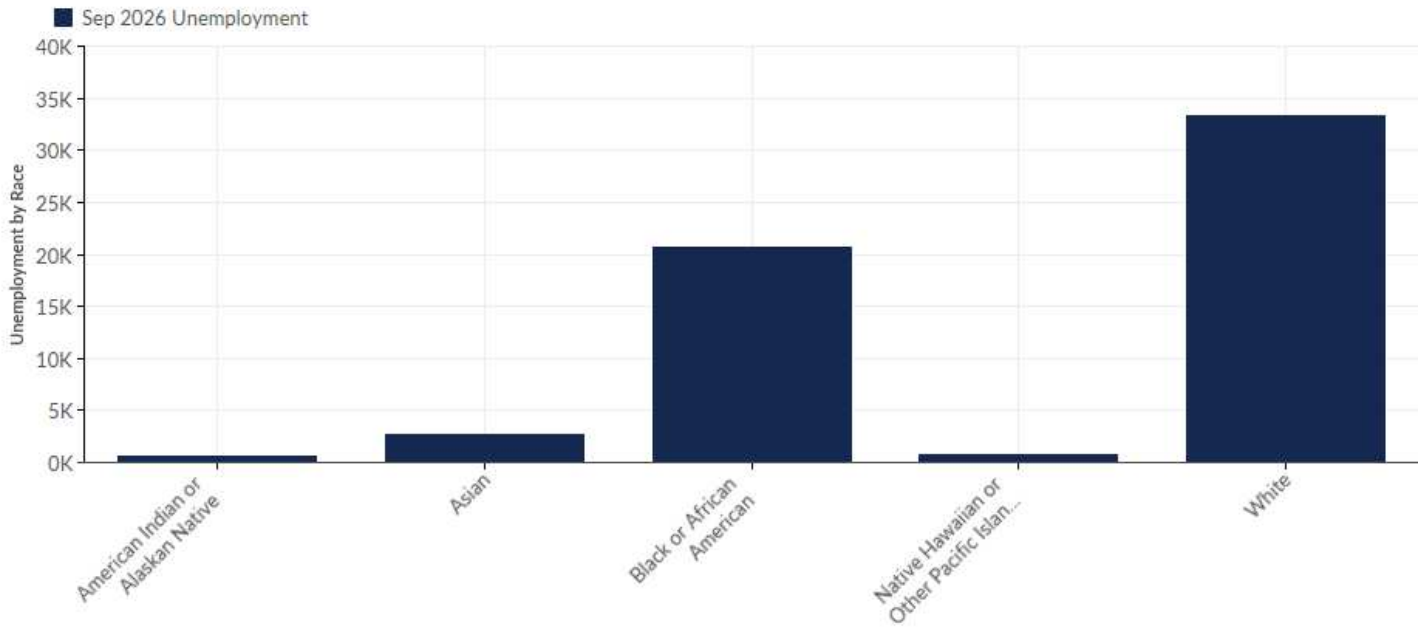
Age	Unemployment (Sep 2026)	% of Unemployed
< 22	860	1.49%
22-24	2,044	3.53%
25-34	13,495	23.31%
35-44	14,862	25.67%
45-54	12,988	22.43%
55-59	5,562	9.61%
60-64	4,697	8.11%
65+	3,389	5.85%
Total	57,897	100.00%

Unemployment by Gender



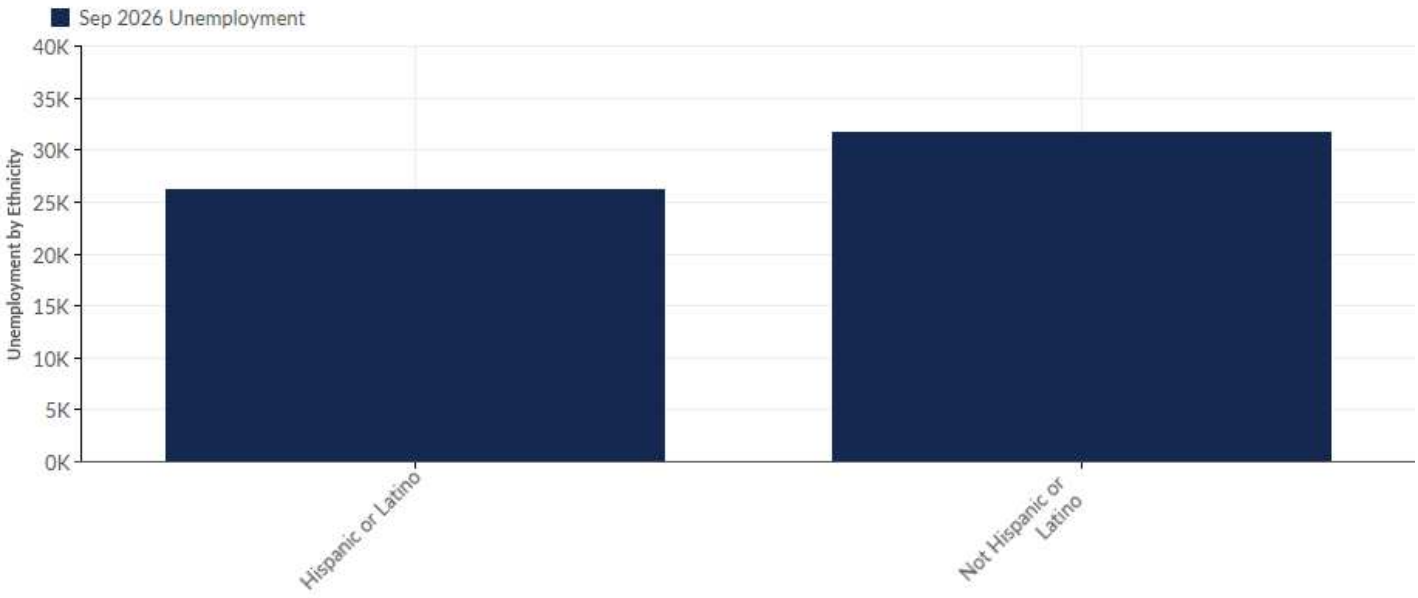
Gender		Unemployment (Sep 2026)	% of Unemployed
Females		29,458	50.88%
Males		28,439	49.12%
	Total	57,897	100.00%

Unemployment by Race



Race	Unemployment (Sep 2026)	% of Unemployed
American Indian or Alaskan Native	569	0.98%
Asian	2,619	4.52%
Black or African American	20,657	35.68%
Native Hawaiian or Other Pacific Islander	767	1.32%
White	33,285	57.49%
Total	57,897	100.00%

Unemployment by Ethnicity

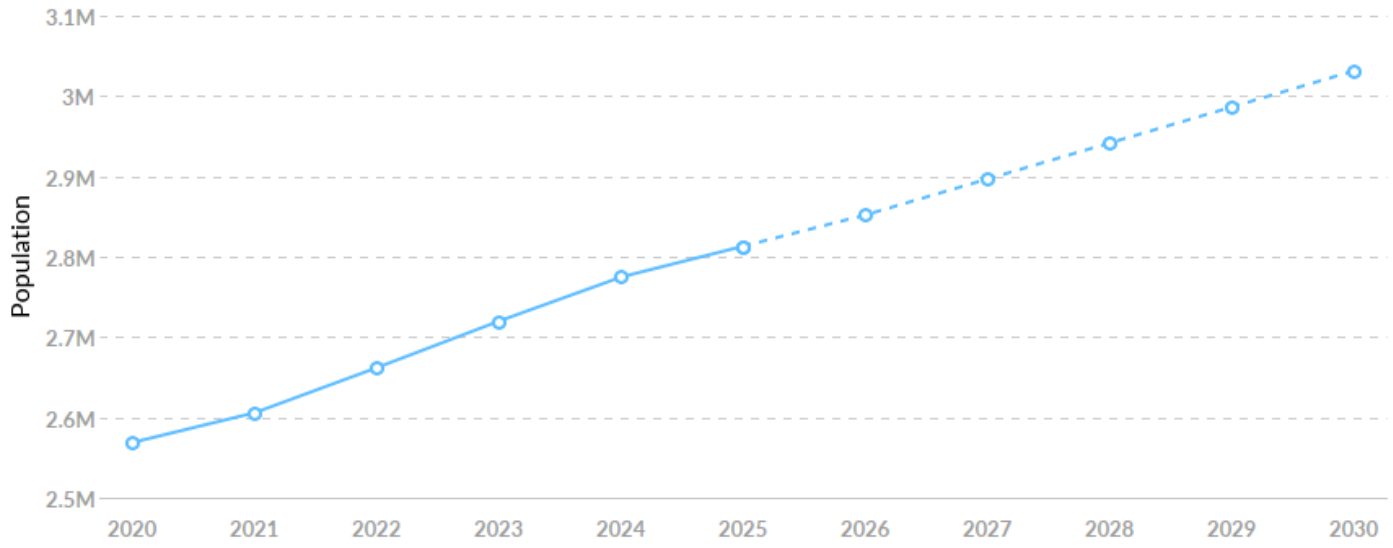


Ethnicity		Unemployment (Sep 2026)	% of Unemployed
Hispanic or Latino		26,245	45.33%
Not Hispanic or Latino		31,652	54.67%
	Total	57,897	100.00%

Historic & Projected Trends

Population Trends

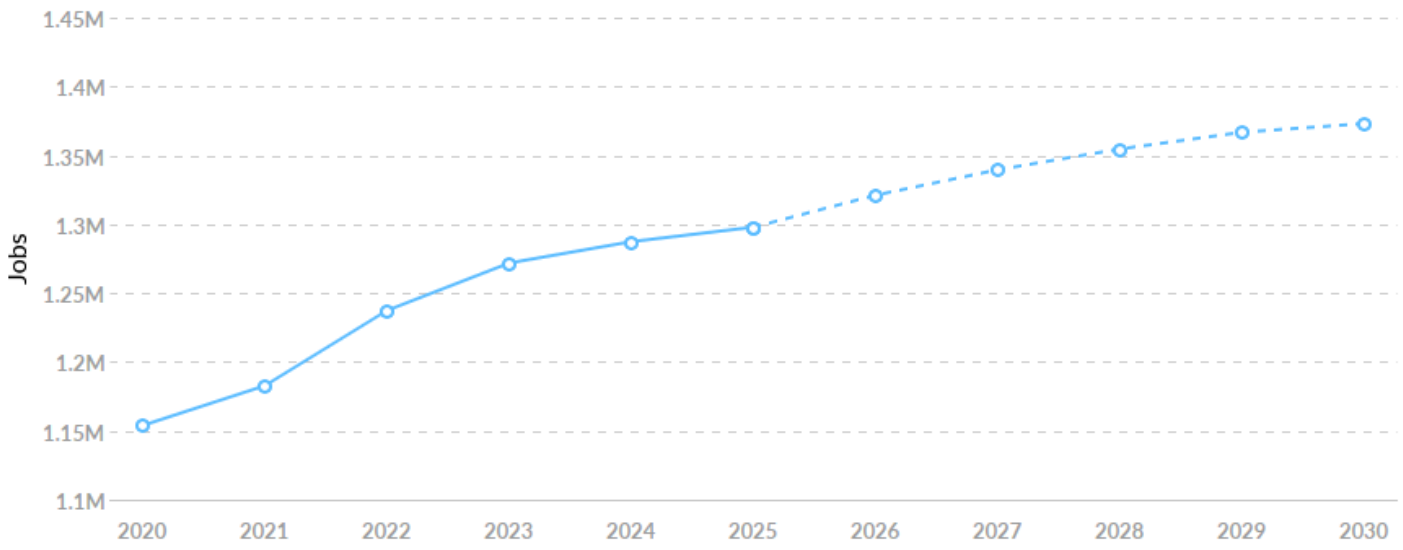
As of 2025 the region's population **increased by 9.5%** since 2020, growing by 244,368. Population is expected to **increase by 7.8%** between 2025 and 2030, adding 218,287.



Timeframe	Population
2020	2,568,772
2021	2,605,822
2022	2,661,946
2023	2,719,892
2024	2,774,738
2025	2,813,140
2026	2,852,021
2027	2,896,819
2028	2,941,659
2029	2,986,476
2030	3,031,427

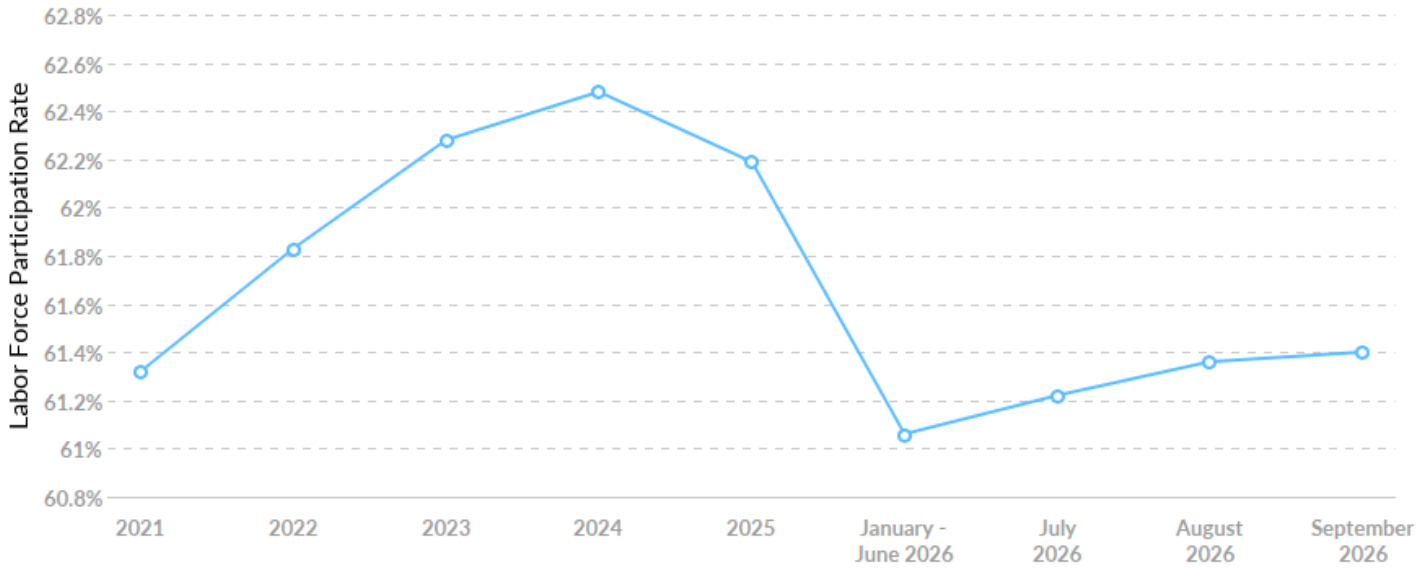
Job Trends

From 2020 to 2025, jobs **increased by 12.5%** in San Antonio-New Braunfels, TX from 1,153,900 to **1,297,884**. This change **outpaced the national growth rate of 10.7% by 1.8%**.



Timeframe	Jobs
2020	1,153,900
2021	1,182,785
2022	1,237,402
2023	1,271,844
2024	1,287,364
2025	1,297,884
2026	1,321,128
2027	1,339,578
2028	1,354,658
2029	1,366,815
2030	1,373,111

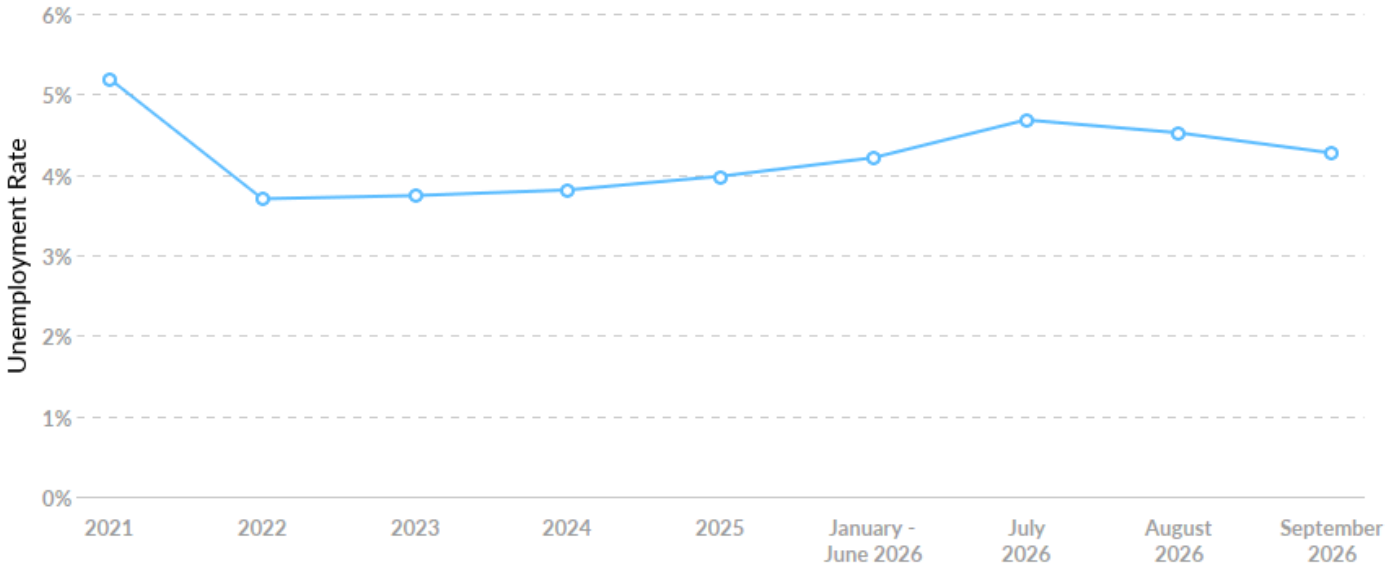
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	61.32%
2022	61.83%
2023	62.28%
2024	62.48%
2025	62.19%
January - June 2026	61.06%
July 2026	61.22%
August 2026	61.36%
September 2026	61.40%

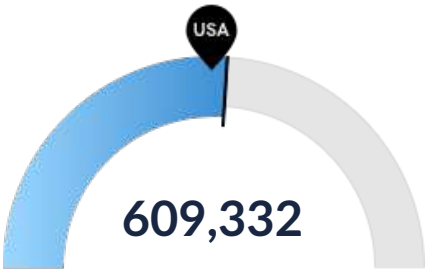
Unemployment Rate Trends

San Antonio-New Braunfels, TX had a September 2026 unemployment rate of 4.27%, **decreasing from 5.19%** 5 years before.



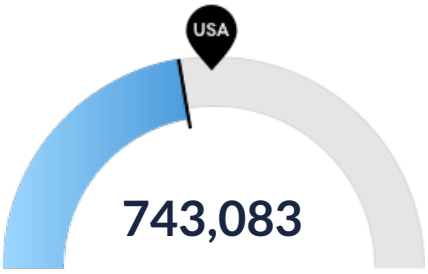
Timeframe	Unemployment Rate
2021	5.19%
2022	3.70%
2023	3.74%
2024	3.81%
2025	3.98%
January - June 2026	4.21%
July 2026	4.68%
August 2026	4.52%
September 2026	4.27%

Population Characteristics



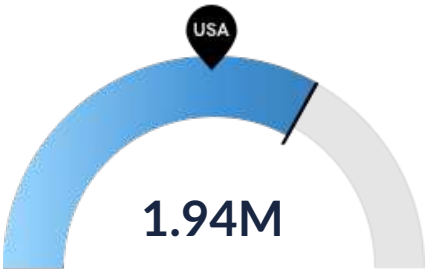
Millennials

San Antonio-New Braunfels, TX has 609,332 millennials (ages 25-39). The national average for an area this size is 573,973.



Retiring Soon

Retirement risk is low in San Antonio-New Braunfels, TX. The national average for an area this size is 870,868 people 55 or older, while there are 743,083 here.



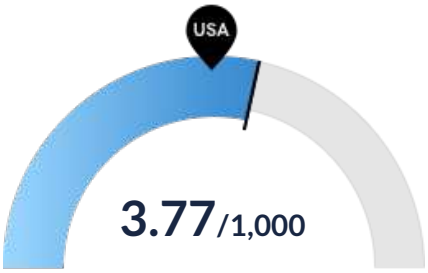
Racial Diversity

Racial diversity is high in San Antonio-New Braunfels, TX. The national average for an area this size is 1,234,759 racially diverse people, while there are 1,937,923 here.



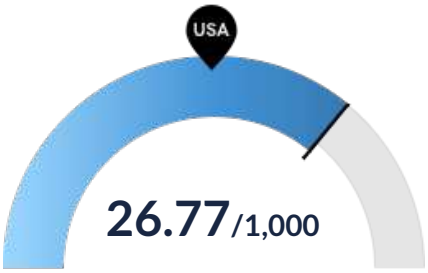
Veterans

San Antonio-New Braunfels, TX has 200,411 veterans. The national average for an area this size is 132,091.



Violent Crime

San Antonio-New Braunfels, TX has 3.77 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

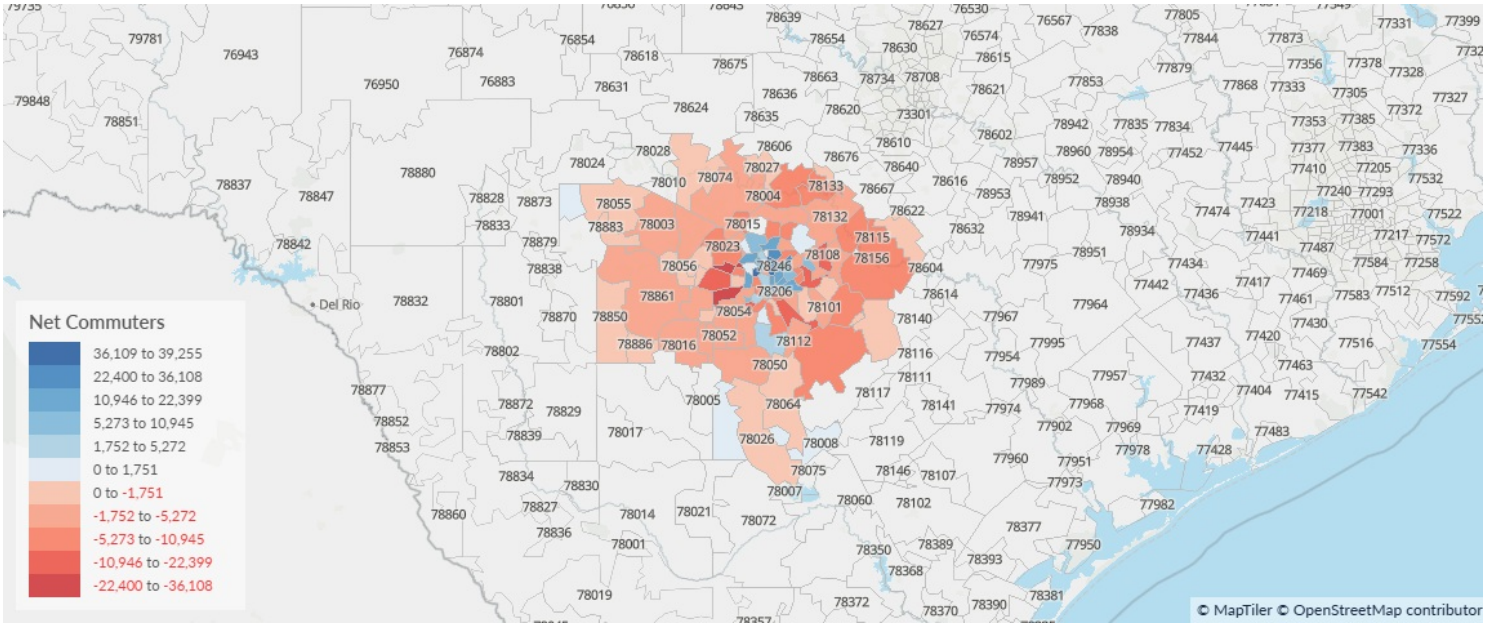


Property Crime

San Antonio-New Braunfels, TX has 26.77 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 San Antonio-New Braunfels, TX currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #14 for resident workers. The top ZIP for resident workers is 78130.



Where Talent Works

ZIP	Name	2025 Employment
78216	San Antonio, TX (in Bex...	65,273
78229	San Antonio, TX (in Bex...	51,809
78130	New Braunfels, TX (in C...	47,929
78217	San Antonio, TX (in Bex...	47,512
78249	San Antonio, TX (in Bex...	47,140

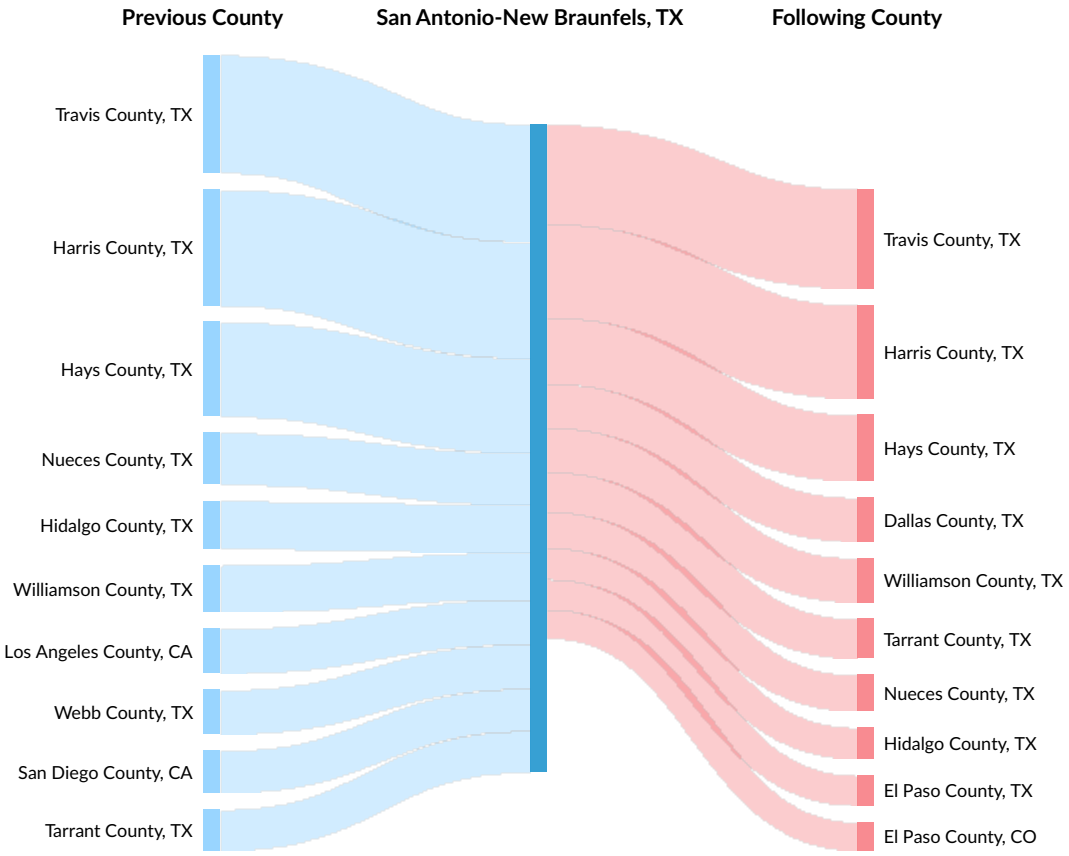
Where Talent Lives

ZIP	Name	2025 Workers
78130	New Braunfels, TX (in C...	54,767
78245	San Antonio, TX (in Bex...	48,862
78254	San Antonio, TX (in Bex...	40,669
78253	San Antonio, TX (in Bex...	34,999
78155	Seguin, TX (in Guadalup...	32,736

Inbound and Outbound Migration

The table below analyzes past and current residents of San Antonio-New Braunfels, TX. The left column shows residents of other counties migrating to San Antonio-New Braunfels, TX. The right column shows residents migrating from San Antonio-New Braunfels, TX to other counties.

As of 2023, 3,911 people have migrated from Travis County, TX to San Antonio-New Braunfels, TX. In the same year, 3,311 people left San Antonio-New Braunfels, TX migrating to Travis County, TX. The total Net Migration for San Antonio-New Braunfels, TX in 2023 was 15,811.



Top Previous Counties	Migrations
Travis County, TX	3,911
Harris County, TX	3,854
Hays County, TX	3,136
Nueces County, TX	1,714
Hidalgo County, TX	1,587

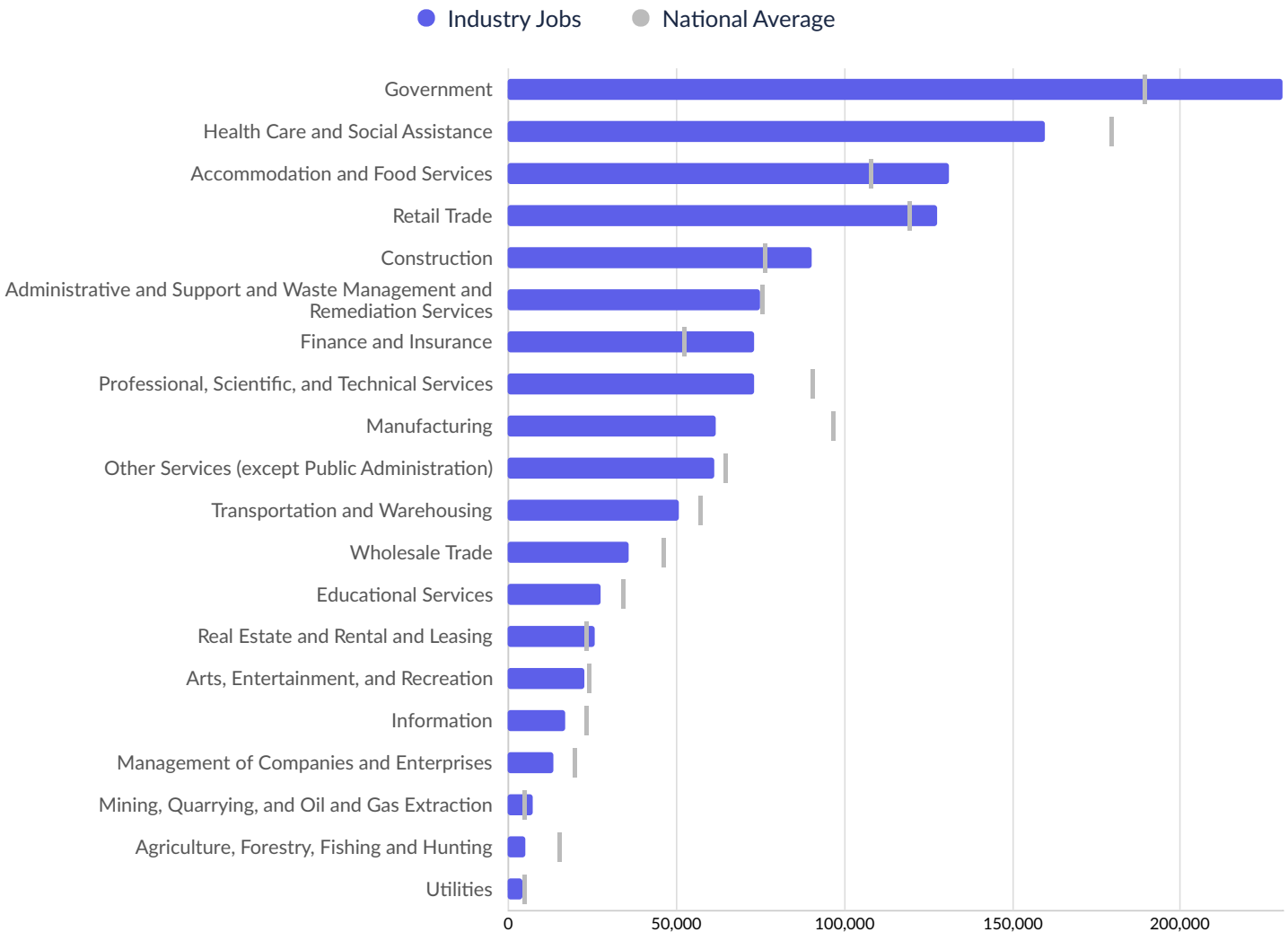
Top Previous Counties	Migrations
Williamson County, TX	1,557
Los Angeles County, CA	1,490
Webb County, TX	1,470
San Diego County, CA	1,402
Tarrant County, TX	1,369
Dallas County, TX	1,337
El Paso County, TX	1,319
Cameron County, TX	1,172
Bell County, TX	1,107
Maricopa County, AZ	1,000

Top Following Counties	Migrations
Travis County, TX	3,311
Harris County, TX	3,098
Hays County, TX	2,195
Dallas County, TX	1,465
Williamson County, TX	1,463
Tarrant County, TX	1,325
Nueces County, TX	1,196
Hidalgo County, TX	1,038
El Paso County, TX	1,003
El Paso County, CO	953
Collin County, TX	946
Bell County, TX	827
Denton County, TX	802
Fort Bend County, TX	800

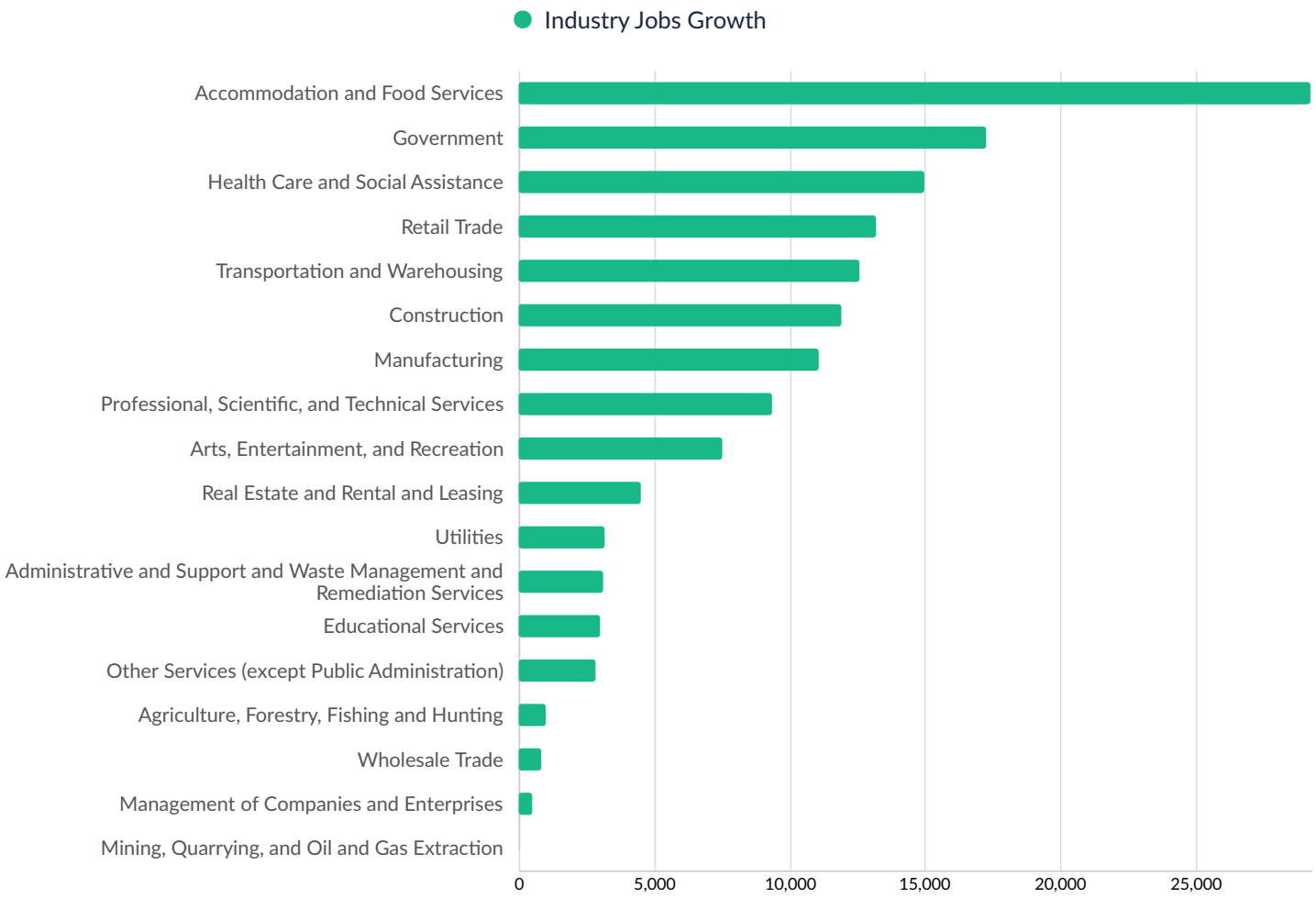
Top Following Counties	Migrations
Montgomery County, TX	742

Industry Characteristics

Largest Industries



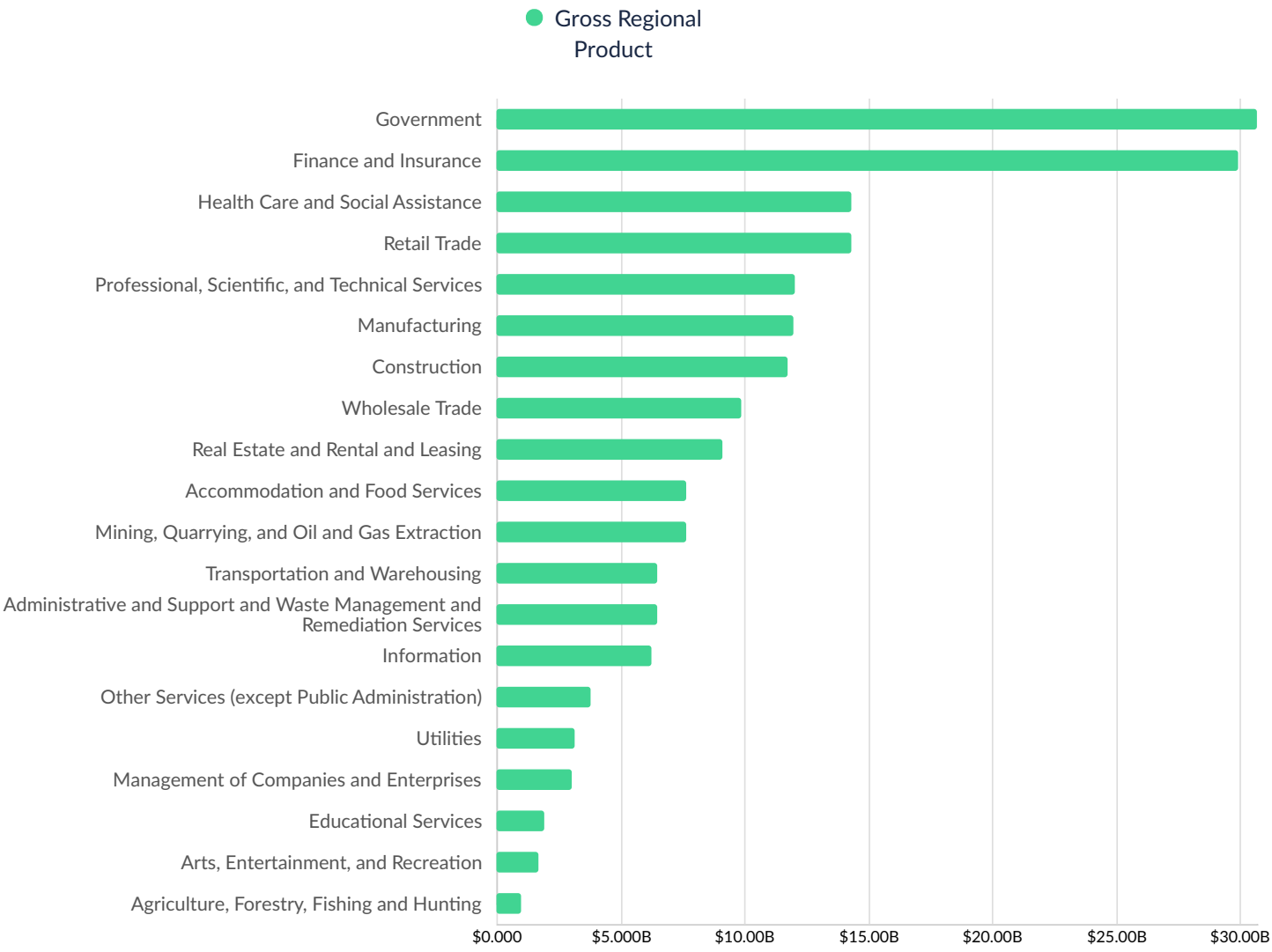
Top Growing Industries



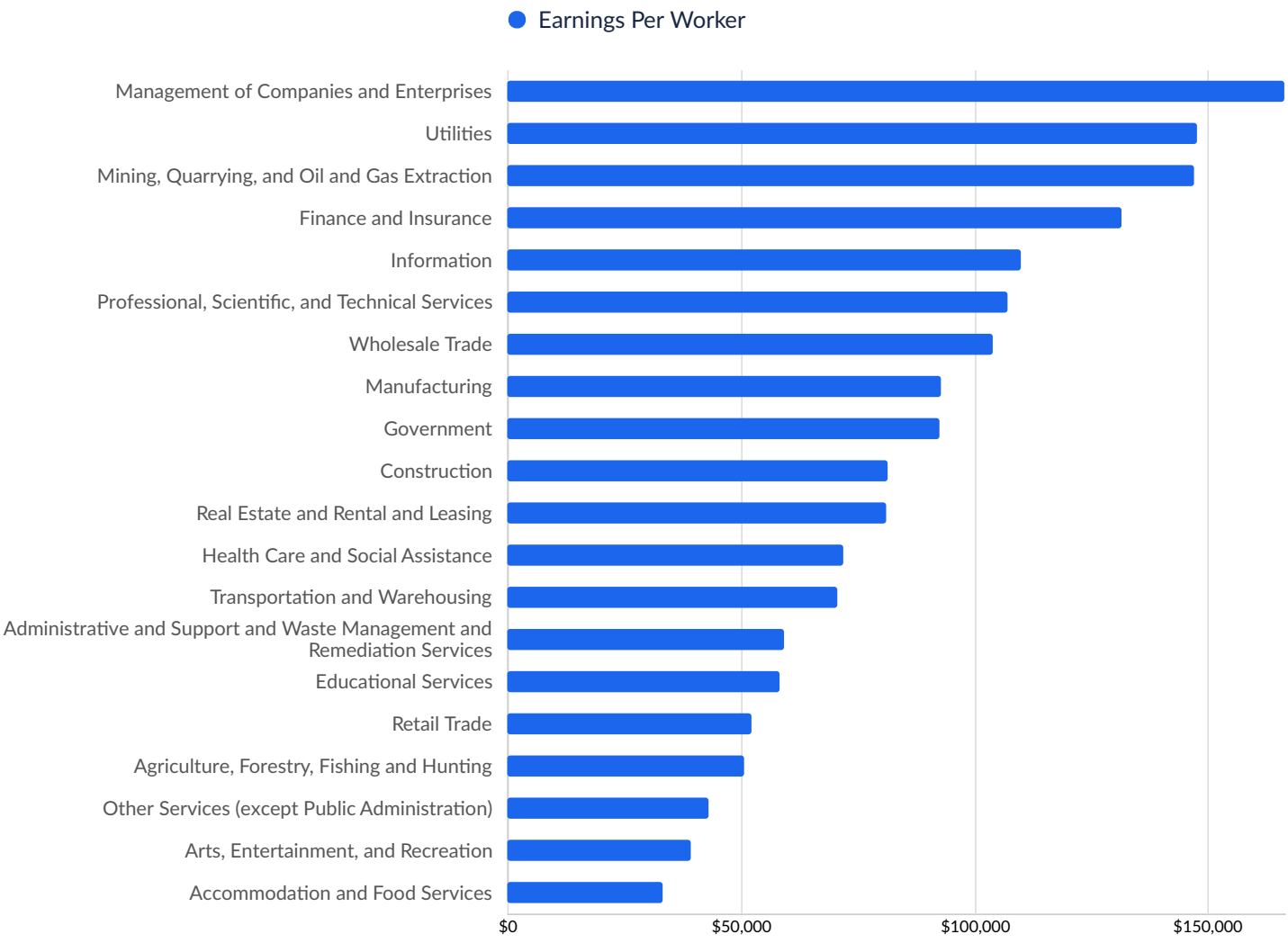
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

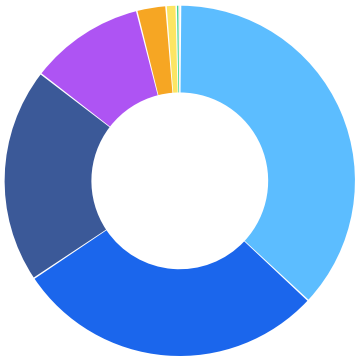
143,006 Companies Employ Your Workers

Online profiles for your workers mention 143,006 companies as employers, with the top 10 appearing below. In the last 12 months, 19,460 companies in San Antonio-New Braunfels, TX posted job postings, with the top 10 appearing below.

Top Companies	Profiles
USAA	17,648
United States Air Force	15,195
H-E-B	12,235
United States Army	10,288
The University of Texas at San A...	7,660
UT Health	6,815
Northside Isd	6,773
City of San Antonio	4,697
Neisd	4,439
University Health	3,872

Top Companies Posting	Unique Postings
University Health	10,870
CHRISTUS Health	6,323
Methodist Healthcare	5,787
H-E-B	2,613
USAA	2,058
HCA Healthcare	1,976
Soliant Health	1,510
Allied Universal	1,367
GPAC	1,176
Robert Half	1,100

Business Size



	Percentage	Business Count
1 to 4 employees	36.9%	34,466
5 to 9 employees	28.7%	26,821
10 to 19 employees	19.8%	18,535
20 to 49 employees	10.6%	9,906
50 to 99 employees	2.7%	2,522
100 to 249 employees	0.9%	869
250 to 499 employees	0.3%	248
500+ employees	0.1%	121

**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.*

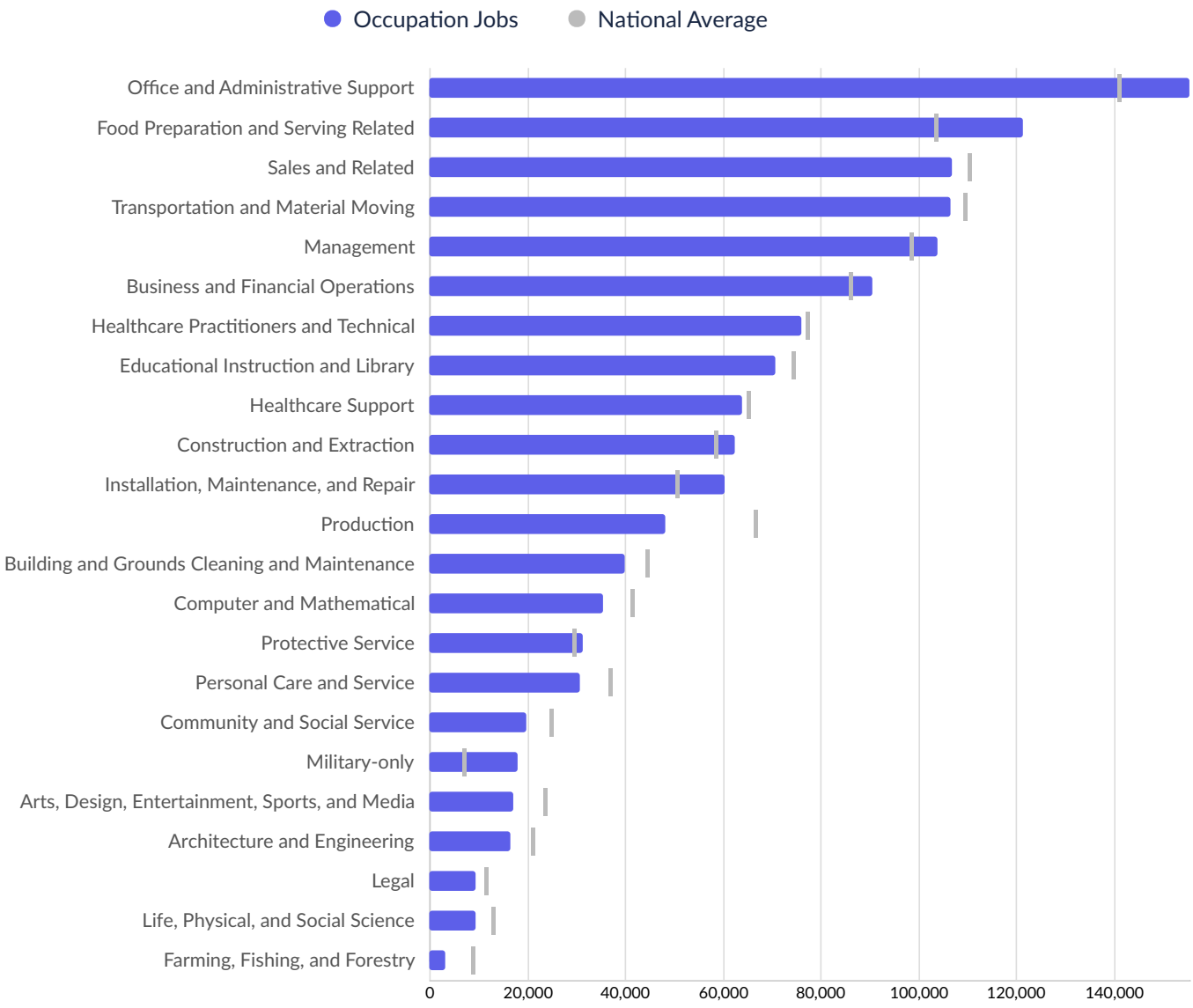
Layoff Activity (Reported WARN Notices)

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.

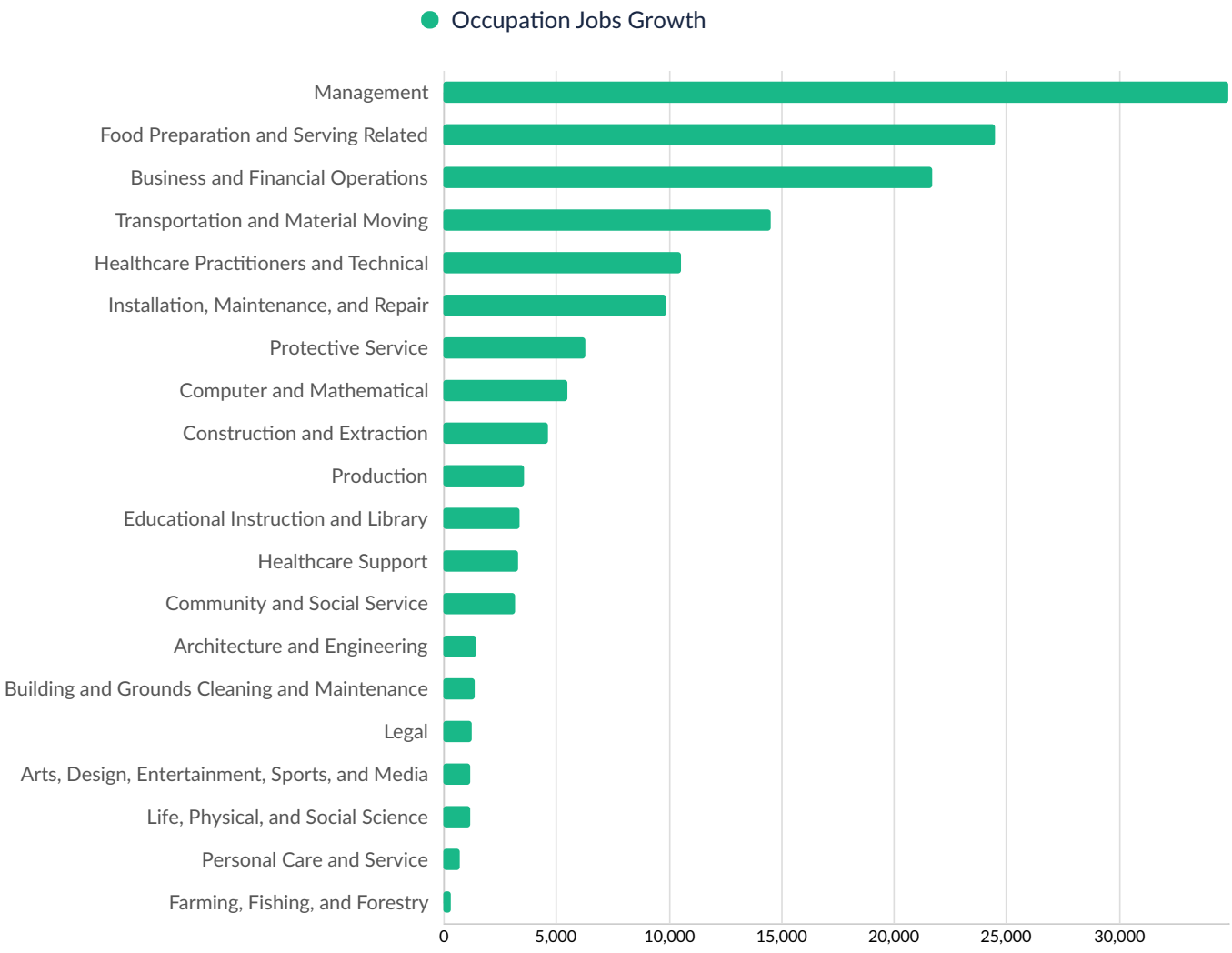
Region	Company	Event Date	Employees Affected
San Antonio-New Braunfels, TX	Endeavors	10-29-2026	3
San Antonio-New Braunfels, TX	Endeavors	10-29-2026	5
San Antonio-New Braunfels, TX	Family Endeavors	10-29-2026	19
San Antonio-New Braunfels, TX	Family Endeavors	10-29-2026	27
San Antonio-New Braunfels, TX	Grunt Style	10-02-2026	19
San Antonio-New Braunfels, TX	4Xh Logistics	09-11-2026	230
San Antonio-New Braunfels, TX	Postal Center International	08-11-2026	164
San Antonio-New Braunfels, TX	80 Acres Farms	08-03-2026	166
San Antonio-New Braunfels, TX	Laurel Ridge Treatment Center	04-27-2026	648
San Antonio-New Braunfels, TX	Republic National Distributing Company	04-23-2026	372
San Antonio-New Braunfels, TX	National Safety Apparel	04-23-2026	50
San Antonio-New Braunfels, TX	Saks Fifth Avenue	03-06-2026	71

Workforce Characteristics

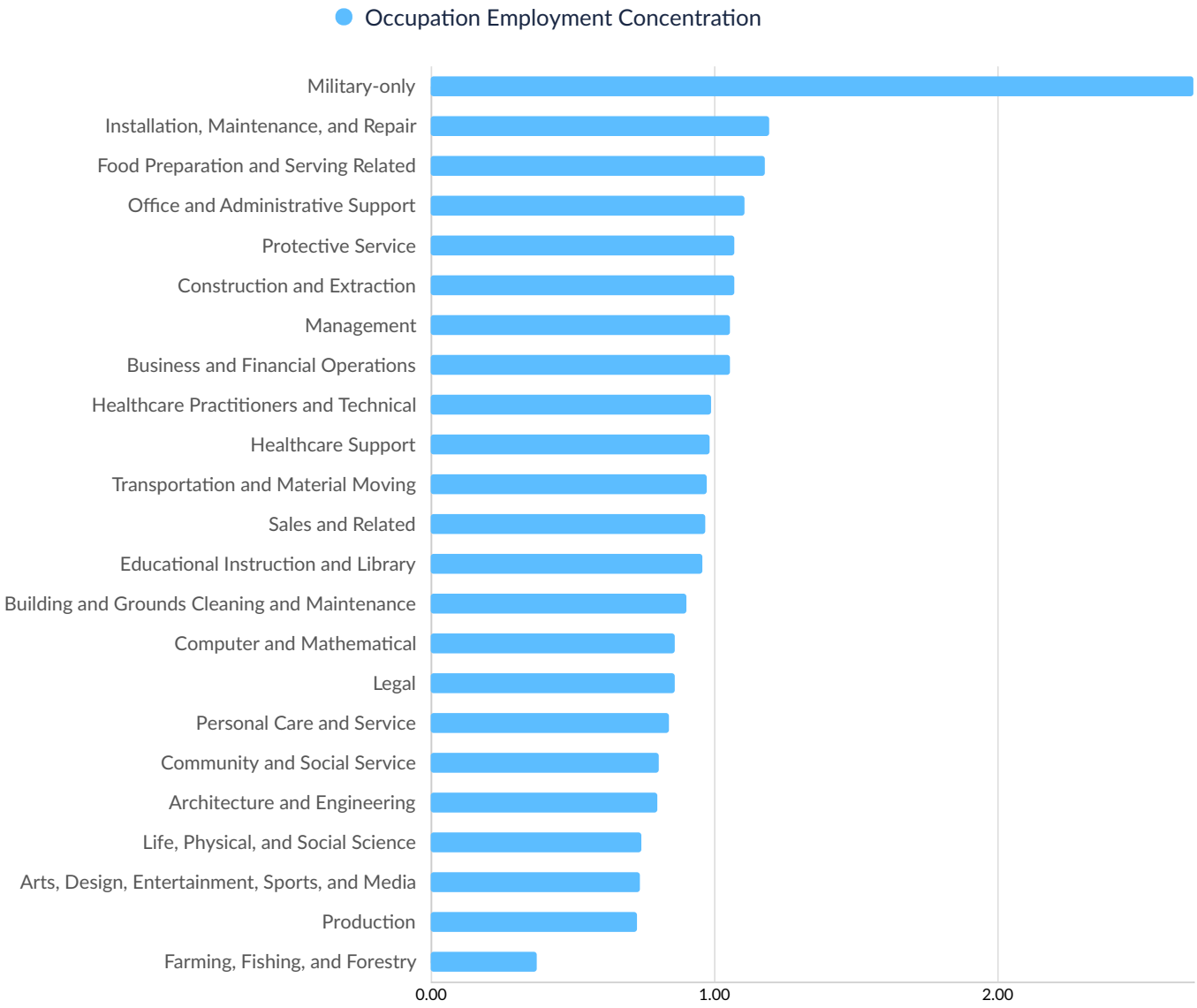
Largest Occupations



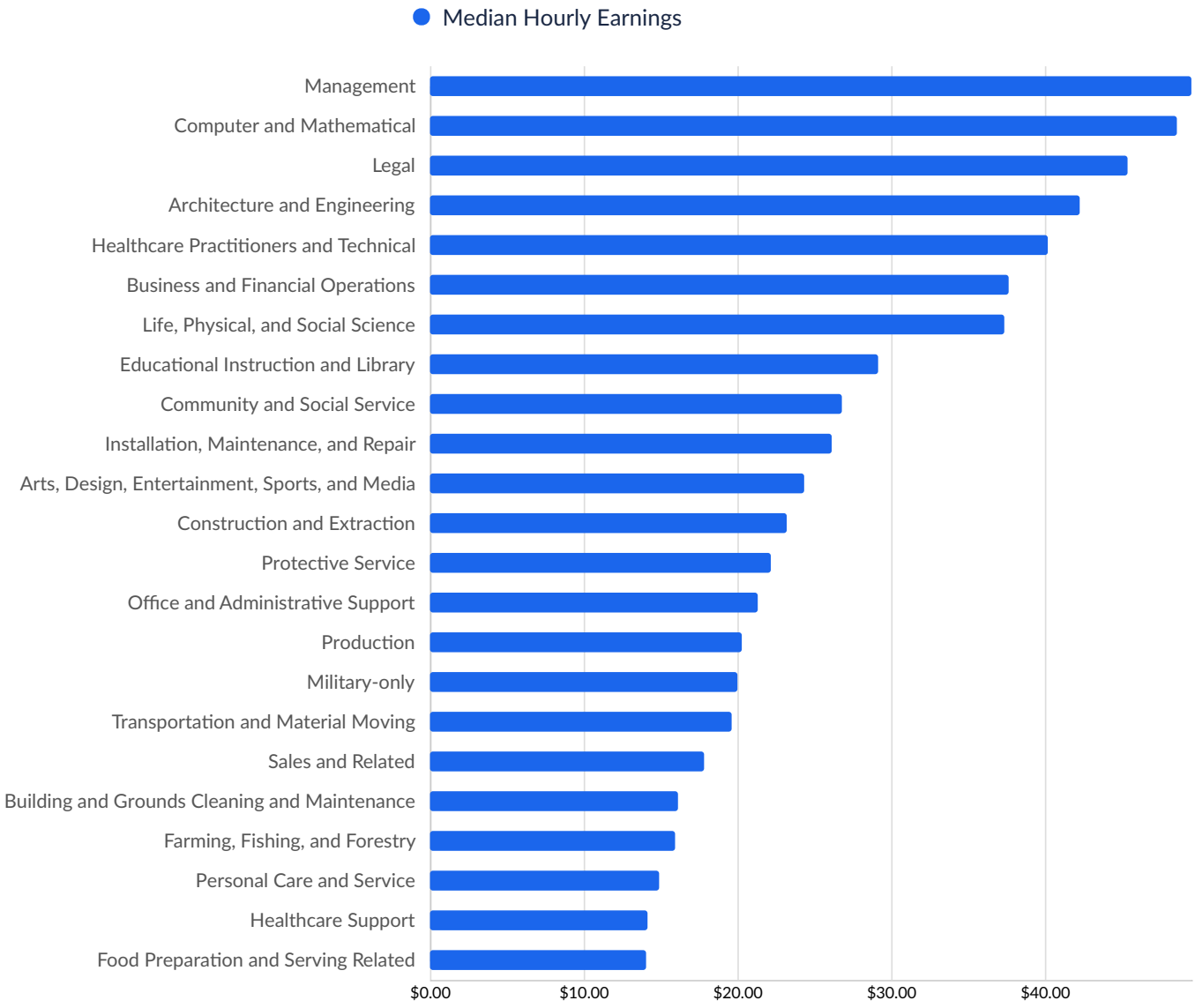
Top Growing Occupations



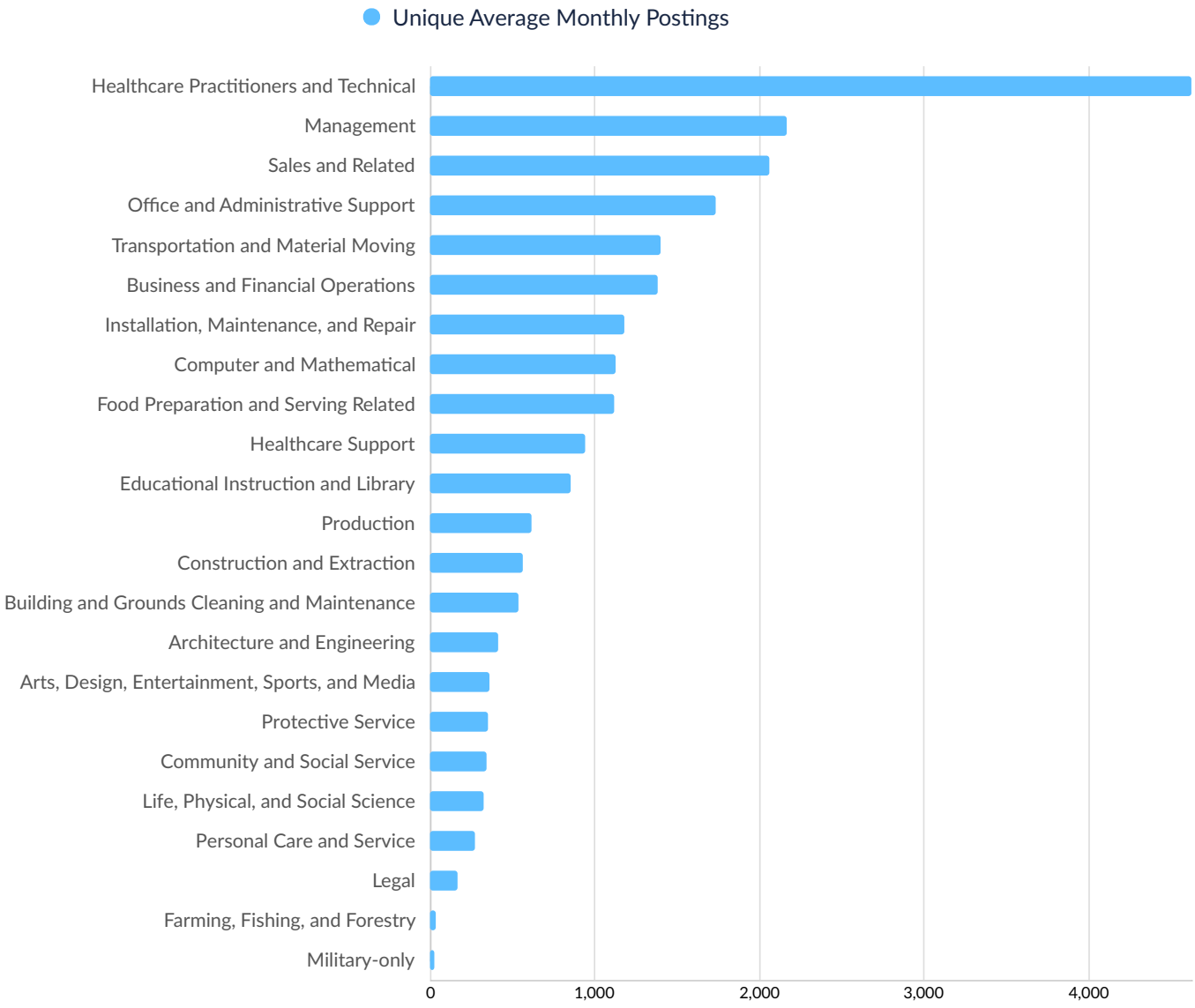
Top Occupation Employment Concentration



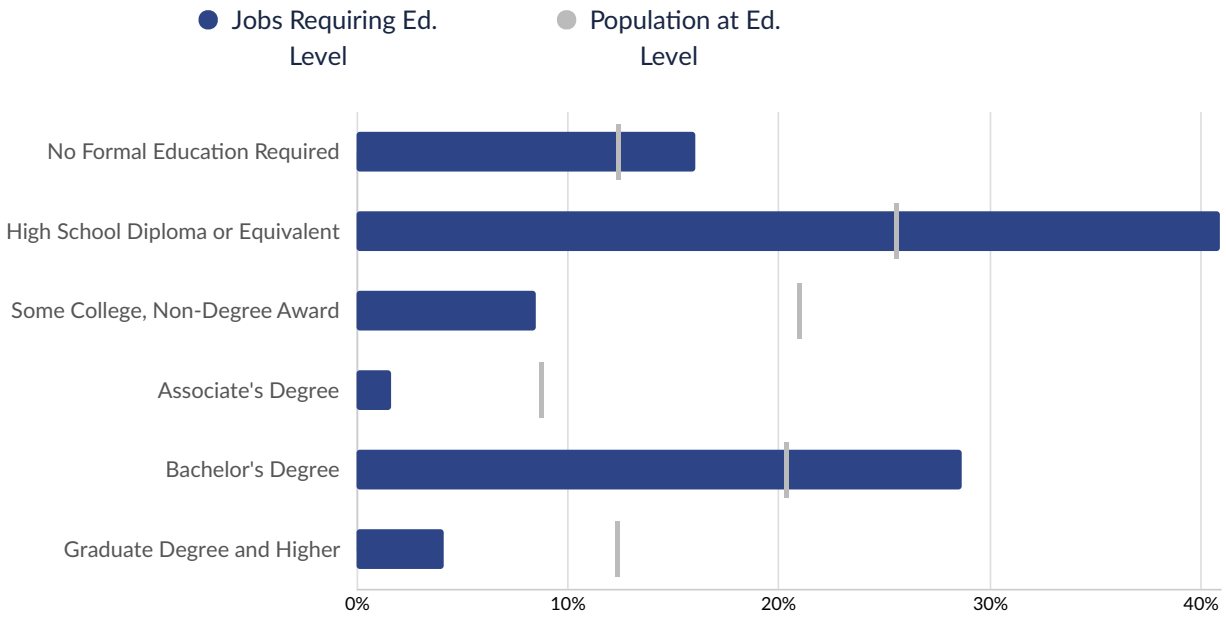
Top Occupation Earnings



Top Posted Occupations

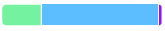
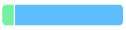


Underemployment



Educational Pipeline

In 2025, there were 36,652 graduates in San Antonio-New Braunfels, TX. This pipeline has grown by 8% over the last 5 years. The highest share of these graduates come from "General Studies" (Associate's), "Registered Nursing/Registered Nurse" (Associate's), and "Registered Nursing/Registered Nurse" (Bachelor's).

School	Total Graduates (2025)		Graduate Trend (2021 - 2025)
The University of Texas at San Antonio	7,939		
San Antonio College	3,825		
St Philip's College	3,247		
Northwest Vista College	2,928		
Palo Alto College	2,103		
University of the Incarnate Word	1,816		
Texas A&M University-San Antonio	1,616		
Northeast Lakeview College	1,416		
The University of Texas Health Science Center at San Antonio	1,334		
Galen College of Nursing-San Antonio	1,029		

Certificate · Associate's · Bachelor's · Master's or Higher

In-Demand Skills

