

Wilson County, TX

greater: SATX
REGIONAL ECONOMIC PARTNERSHIP

San Antonio, Texas

Contents

Report Parameters 1
Economy Overview 2
Unemployment by Demographics 4
Historic & Projected Trends 8
Population Characteristics 12
Inbound and Outbound Migration 14
Industry Characteristics 16
Business Characteristics 21
Layoff Activity 23
Workforce Characteristics 24
Educational Pipeline 30
In-Demand Skills 31

Report Parameters

1 County

48493 Wilson 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

56,139

Population (2025)

Population **grew by 6,088** over the last 5 years and is projected to **grow by 4,455** over the next 5 years.

12,064

Total Regional Employment

Jobs **grew by 1,132** over the last 5 years and are projected to **grow by 1,079** over the next 5 years.

$94.6K

Median Household Income (2024)

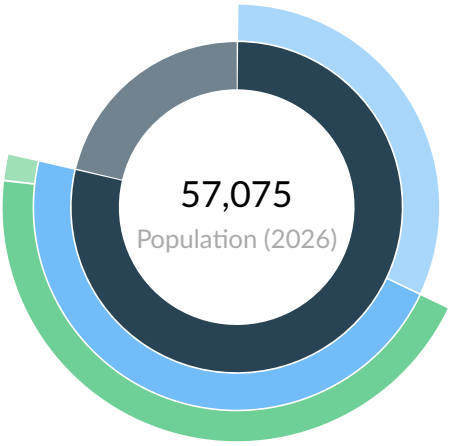
Median household income is **$13.8K above** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 12.2%** since 2020, growing by 6,088. Population is expected to **increase by 7.9%** between 2025 and 2030, adding 4,455.
- From 2020 to 2025, jobs **increased by 10.4%** in Wilson County, TX from 10,932 to **12,064**. This change **fell short of the national growth rate of 10.7% by 0.3%**. As the number of jobs increased, the **labor force participation rate increased from 59.3% to 60.0% between 2020 and 2025**.
- Concerning educational attainment, **18.4% of Wilson County, TX residents possess a Bachelor's Degree** (3.4% below the national average), and **11.2% hold an Associate's Degree** (2.3% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Grocery Stores, and Restaurants and Other Eating Places.

	Population (2026)	Labor Force (Sep 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	57,075	26,612	12,064	96.7	$1.98B	$4.40B	$1.85B
State	32,157,198	16,001,837	16,028,367	96.7	$2.93T	$1.64T	$2.23T

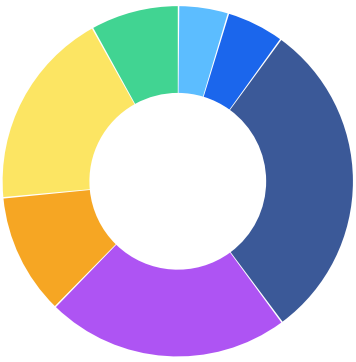
Sep 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	44,865
Not in Labor Force (16+)	18,253
Labor Force	26,612
Employed	25,550
Unemployed	1,062
Under 16, Military, and institutionalized Population	12,210

Educational Attainment

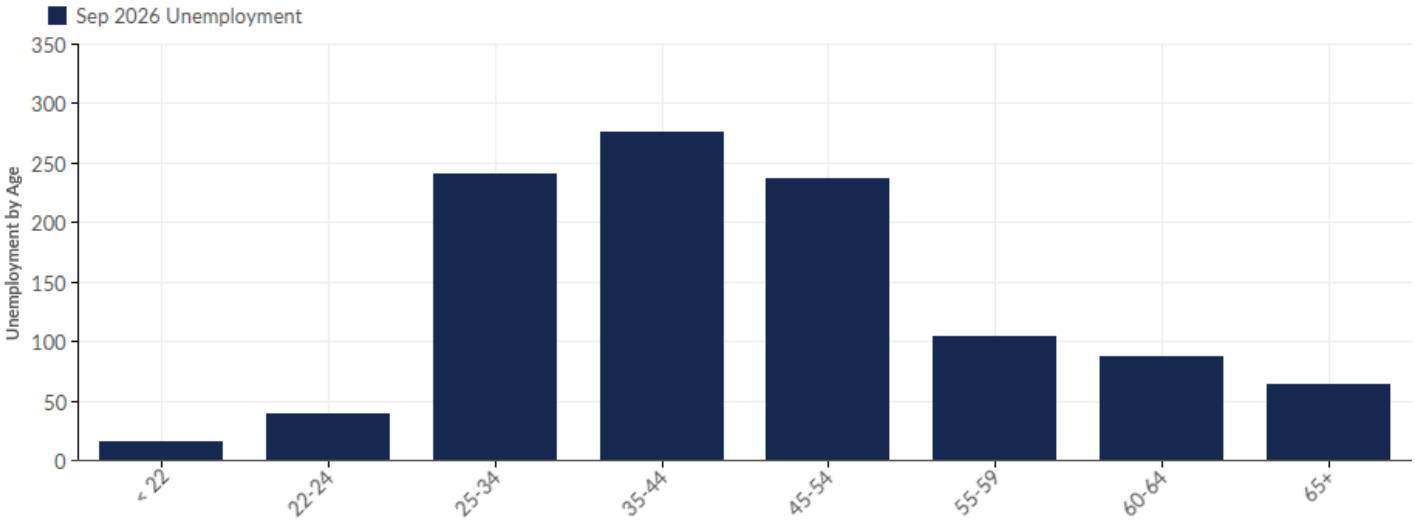
Concerning educational attainment, **18.4% of Wilson County, TX residents possess a Bachelor's Degree** (3.4% below the national average), and **11.2% hold an Associate's Degree** (2.3% above the national average).



	% of Population	Population
Less Than 9th Grade	4.6%	1,781
9th Grade to 12th Grade	5.3%	2,064
High School Diploma	29.9%	11,571
Some College	22.5%	8,698
Associate's Degree	11.2%	4,332
Bachelor's Degree	18.4%	7,136
Graduate Degree and Higher	8.2%	3,158

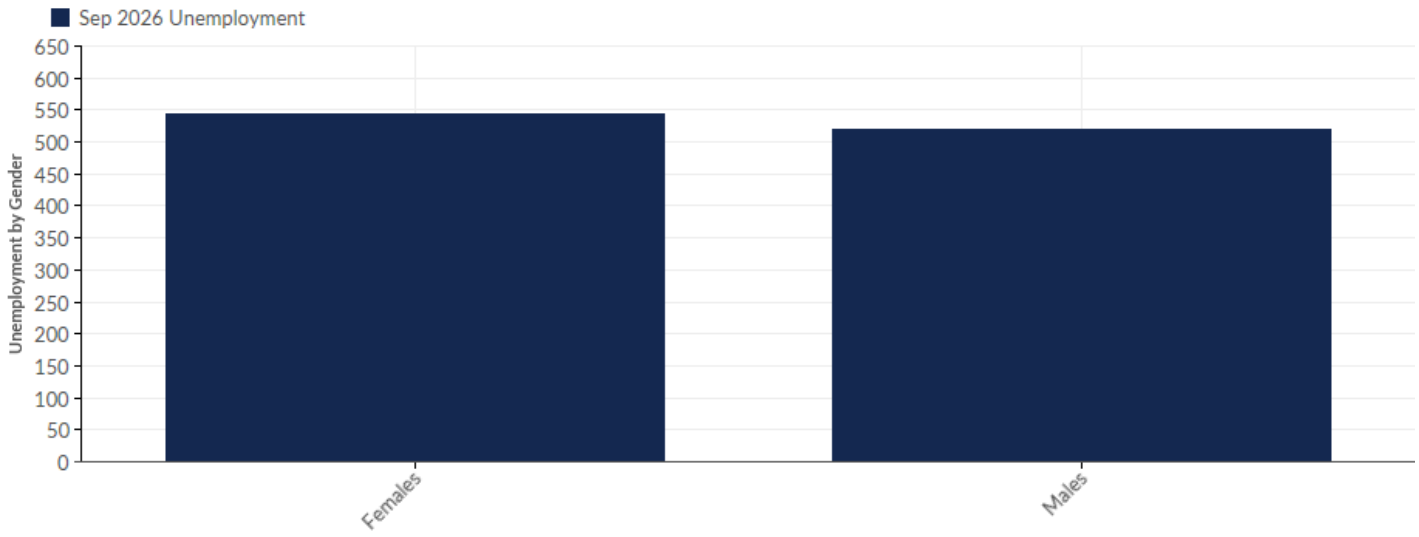
Unemployment by Demographics

Unemployment by Age



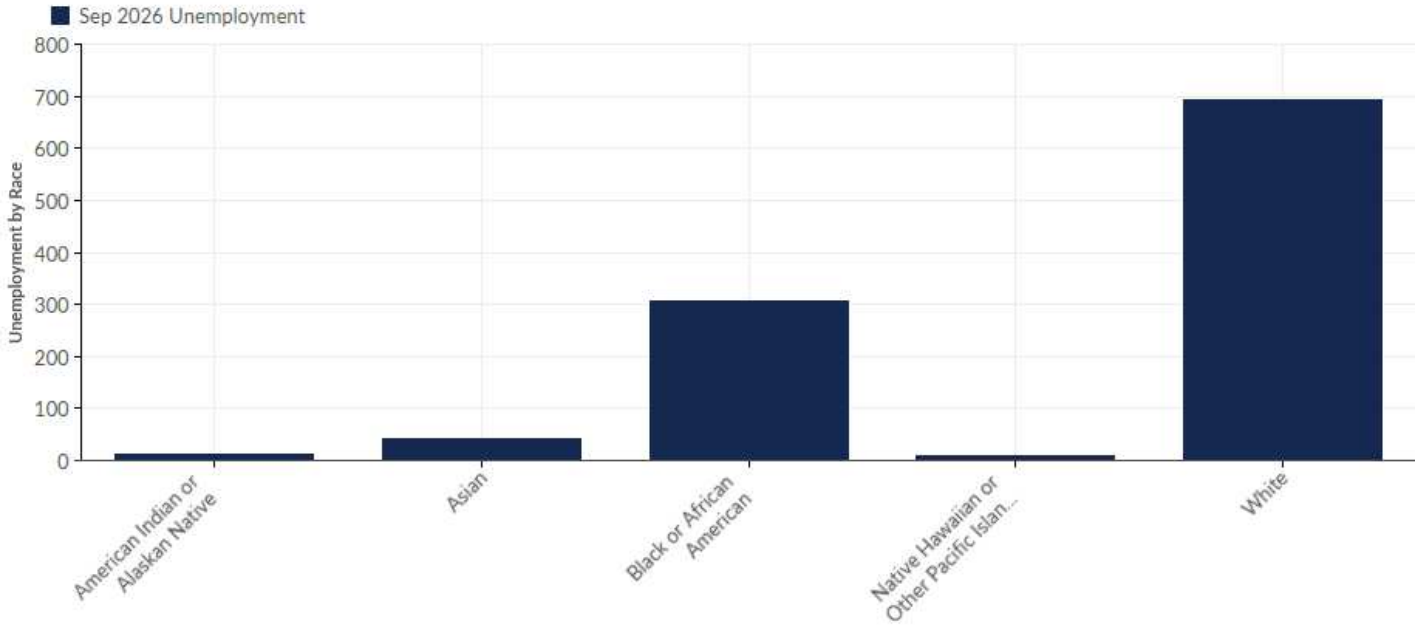
Age	Unemployment (Sep 2026)	% of Unemployed
< 22	16	1.51%
22-24	39	3.67%
25-34	241	22.69%
35-44	276	25.99%
45-54	236	22.22%
55-59	104	9.79%
60-64	87	8.19%
65+	64	6.03%
Total	1,062	100.00%

Unemployment by Gender



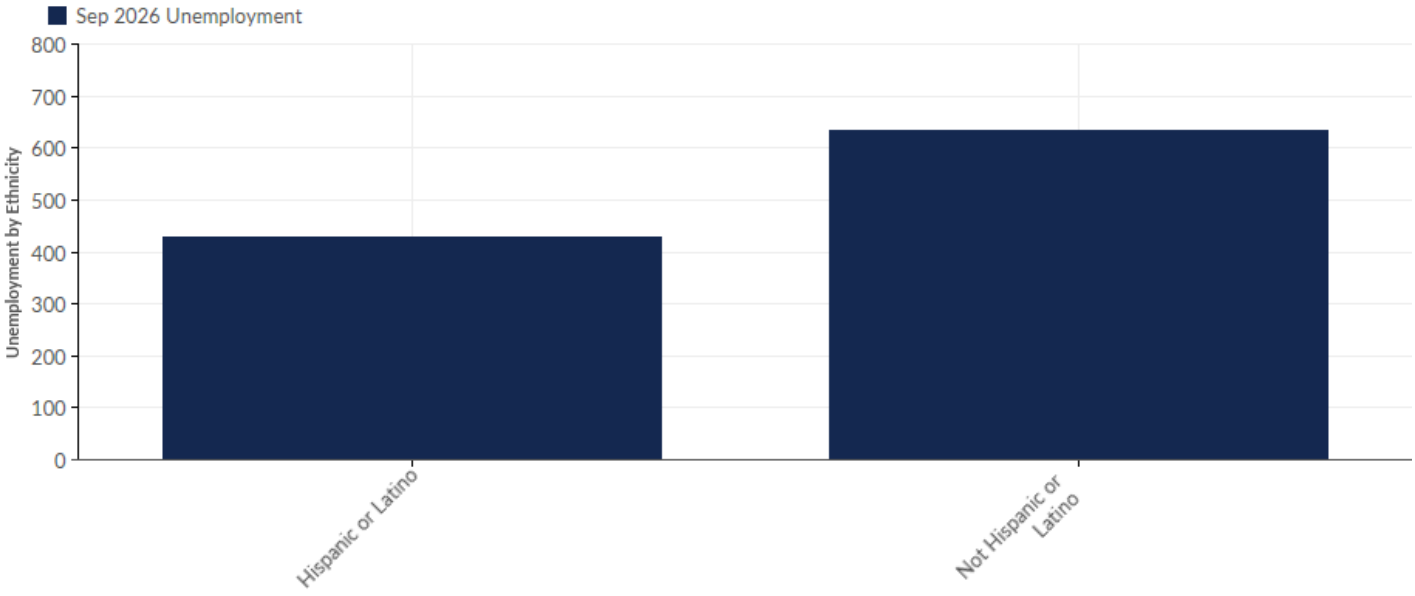
Gender		Unemployment (Sep 2026)	% of Unemployed
Females		543	51.13%
Males		519	48.87%
	Total	1,062	100.00%

Unemployment by Race



Race	Unemployment (Sep 2026)	% of Unemployed
American Indian or Alaskan Native	11	1.04%
Asian	43	4.05%
Black or African American	306	28.81%
Native Hawaiian or Other Pacific Islander	9	0.85%
White	694	65.35%
Total	1,062	100.00%

Unemployment by Ethnicity

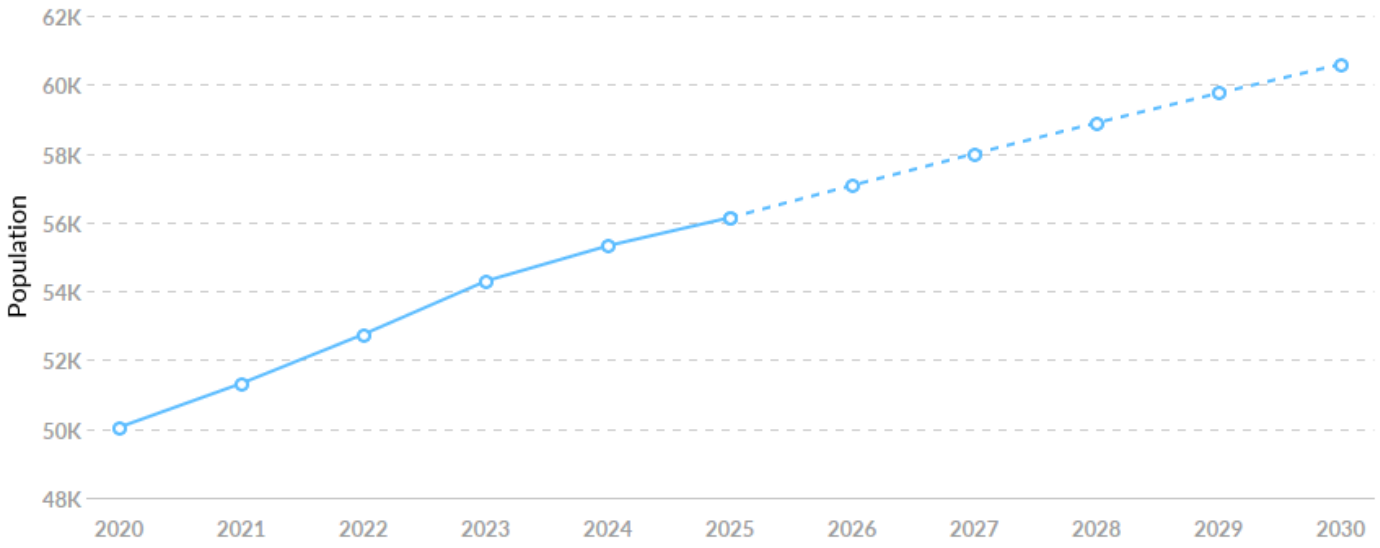


Ethnicity		Unemployment (Sep 2026)	% of Unemployed
Hispanic or Latino		429	40.40%
Not Hispanic or Latino		633	59.60%
	Total	1,062	100.00%

Historic & Projected Trends

Population Trends

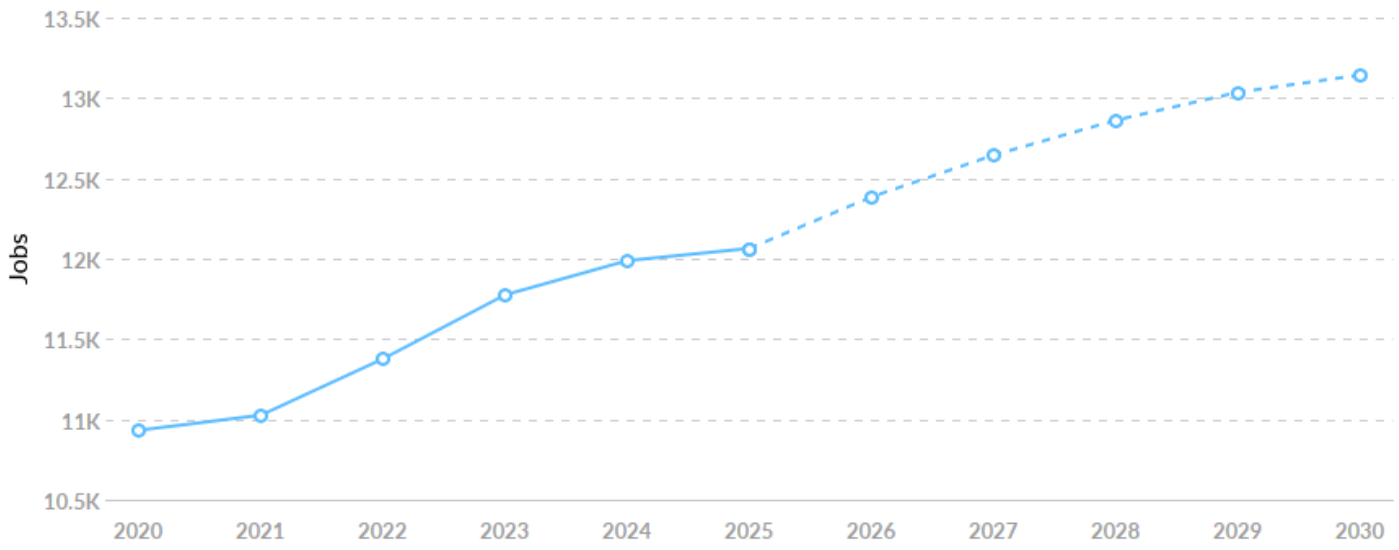
As of 2025 the region's population **increased by 12.2%** since 2020, growing by 6,088. Population is expected to **increase by 7.9%** between 2025 and 2030, adding 4,455.



Timeframe	Population
2020	50,051
2021	51,325
2022	52,752
2023	54,296
2024	55,321
2025	56,139
2026	57,075
2027	57,996
2028	58,891
2029	59,754
2030	60,594

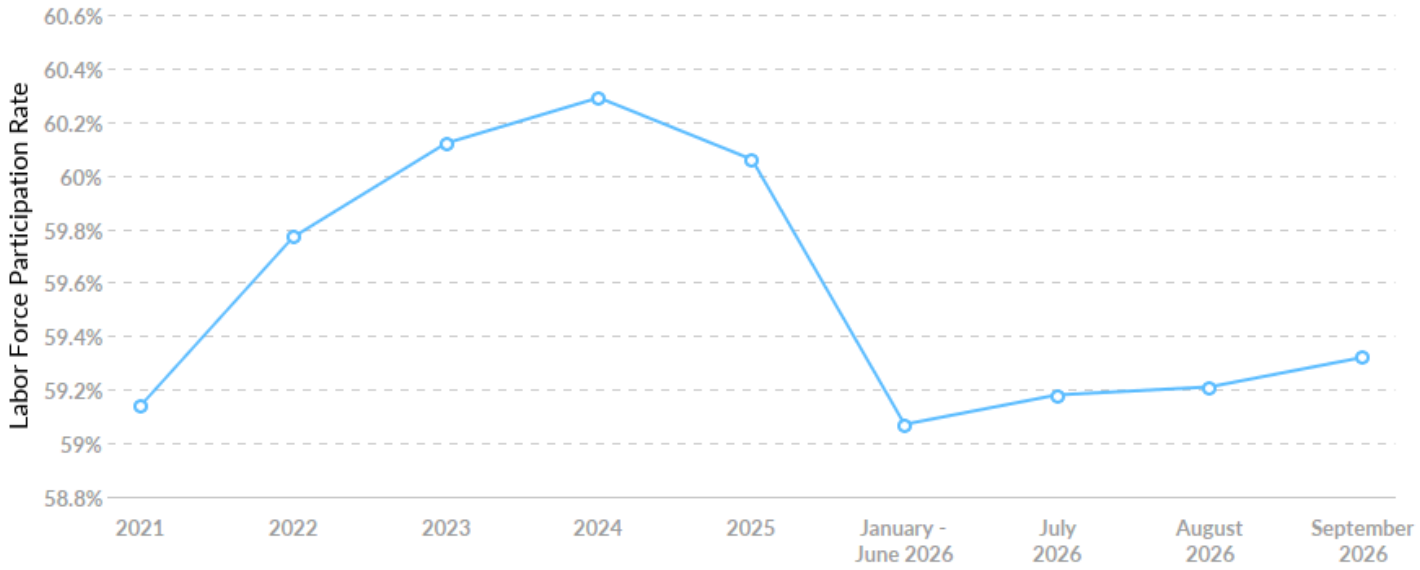
Job Trends

From 2020 to 2025, jobs **increased by 10.4%** in Wilson County, TX from 10,932 to **12,064**. This change **fell short of the national growth rate of 10.7% by 0.3%.**



Timeframe	Jobs
2020	10,932
2021	11,026
2022	11,377
2023	11,775
2024	11,988
2025	12,064
2026	12,385
2027	12,645
2028	12,862
2029	13,036
2030	13,143

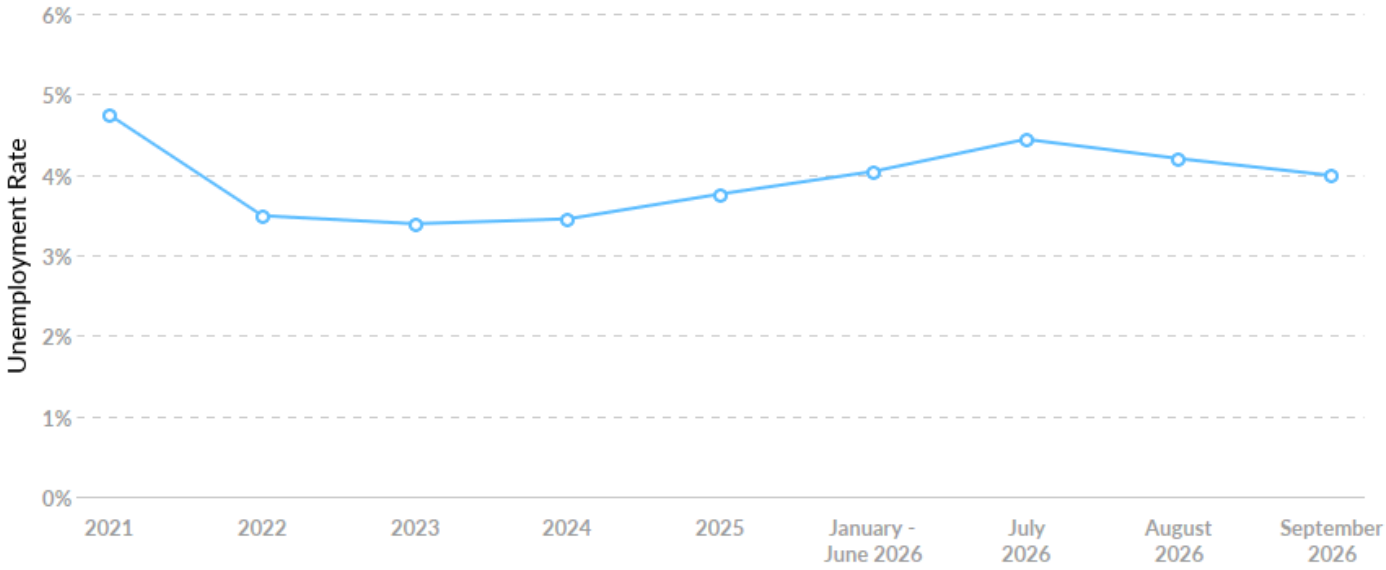
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	59.14%
2022	59.77%
2023	60.12%
2024	60.29%
2025	60.06%
January - June 2026	59.07%
July 2026	59.18%
August 2026	59.21%
September 2026	59.32%

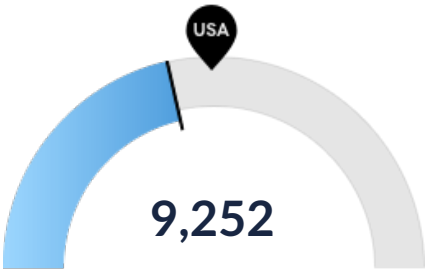
Unemployment Rate Trends

Wilson County, TX had a September 2026 unemployment rate of 3.99%, **decreasing from 4.74%** 5 years before.



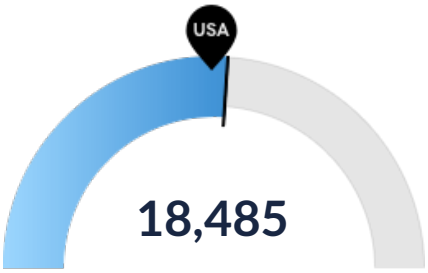
Timeframe	Unemployment Rate
2021	4.74%
2022	3.49%
2023	3.39%
2024	3.45%
2025	3.76%
January - June 2026	4.04%
July 2026	4.44%
August 2026	4.20%
September 2026	3.99%

Population Characteristics



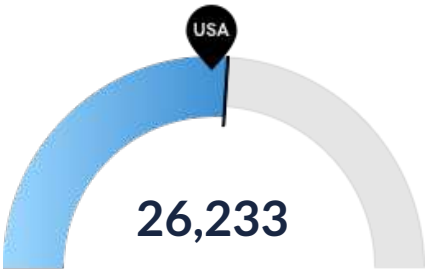
Millennials

Wilson County, TX has 9,252 millennials (ages 25-39). The national average for an area this size is 11,454.



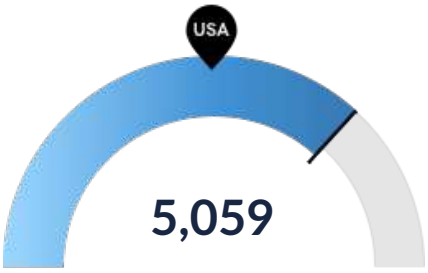
Retiring Soon

Retirement risk is about average in Wilson County, TX. The national average for an area this size is 17,379 people 55 or older, while there are 18,485 here.



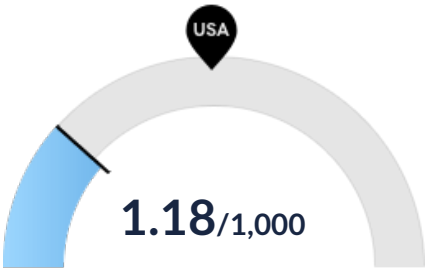
Racial Diversity

Racial diversity is about average in Wilson County, TX. The national average for an area this size is 24,641 racially diverse people, while there are 26,233 here.



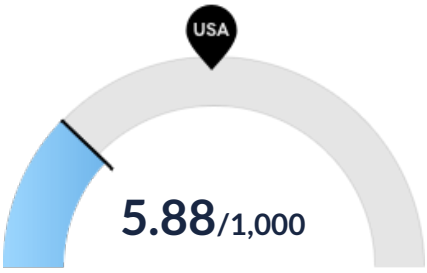
Veterans

Wilson County, TX has 5,059 veterans. The national average for an area this size is 2,634.



Violent Crime

Wilson County, TX has 1.18 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

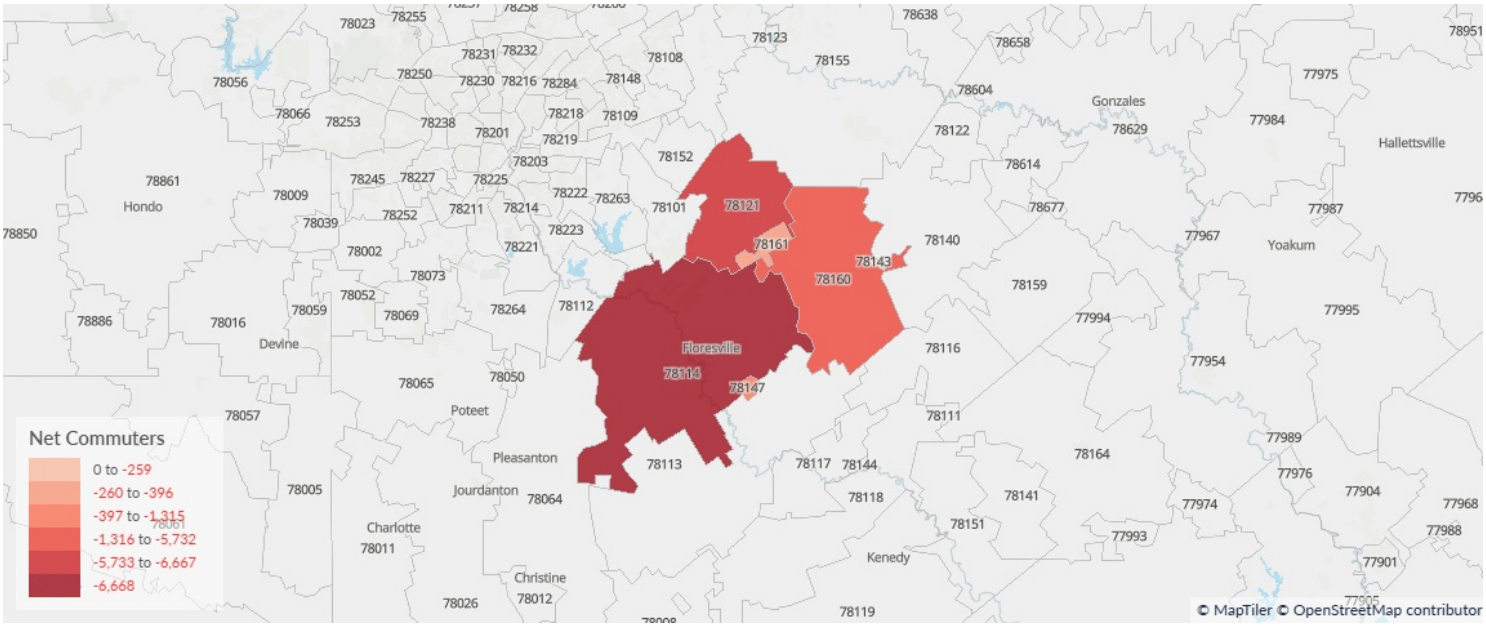


Property Crime

Wilson County, TX has 5.88 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 Wilson County, TX currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
78114	Floresville, TX (in Wilso...	6,886
78121	La Vernia, TX (in Wilson...	3,615
78160	Stockdale, TX (in Wilson...	1,061
78147	Poth, TX (in Wilson cou...	415
78161	Sutherland Springs, TX (...	72

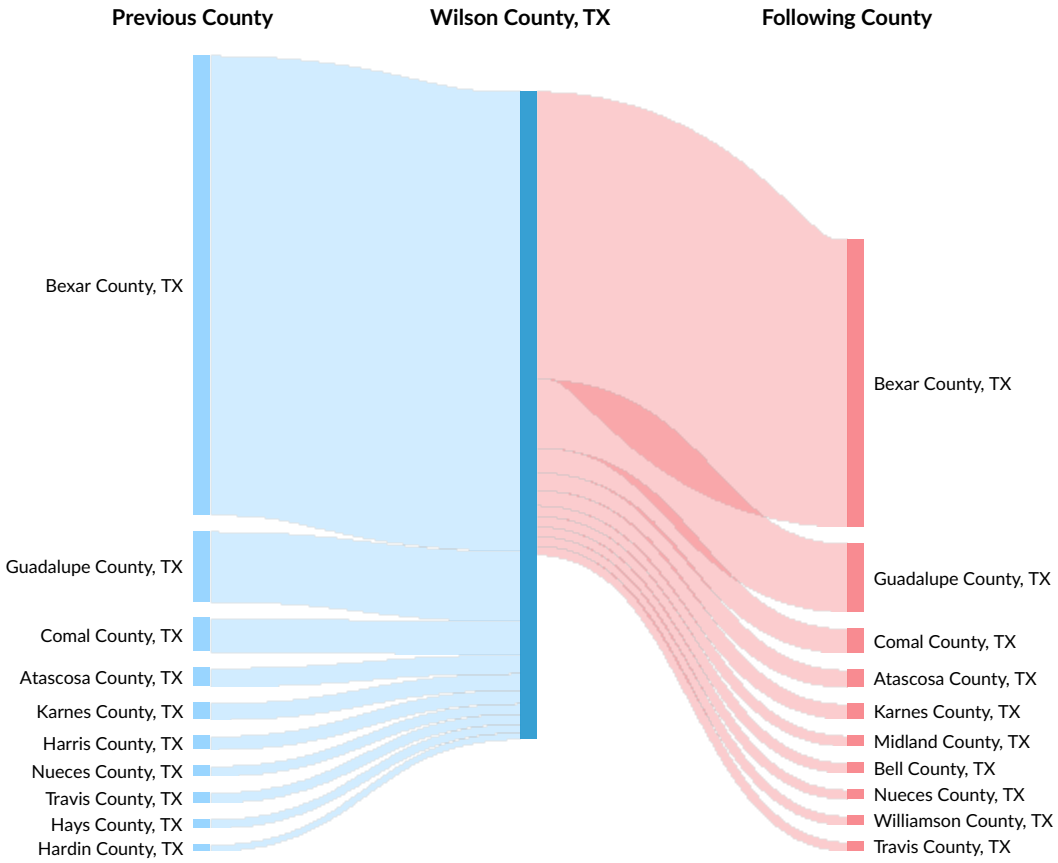
Where Talent Lives

ZIP	Name	2025 Workers
78114	Floresville, TX (in Wilso...	13,554
78121	La Vernia, TX (in Wilson...	9,348
78160	Stockdale, TX (in Wilson...	2,377
78147	Poth, TX (in Wilson cou...	812
78161	Sutherland Springs, TX (...	333

Inbound and Outbound Migration

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

As of 2023, 1,485 people have migrated from Bexar County, TX to Wilson County, TX. In the same year, 929 people left Wilson County, TX migrating to Bexar County, TX. The total Net Migration for Wilson County, TX in 2023 was 727.



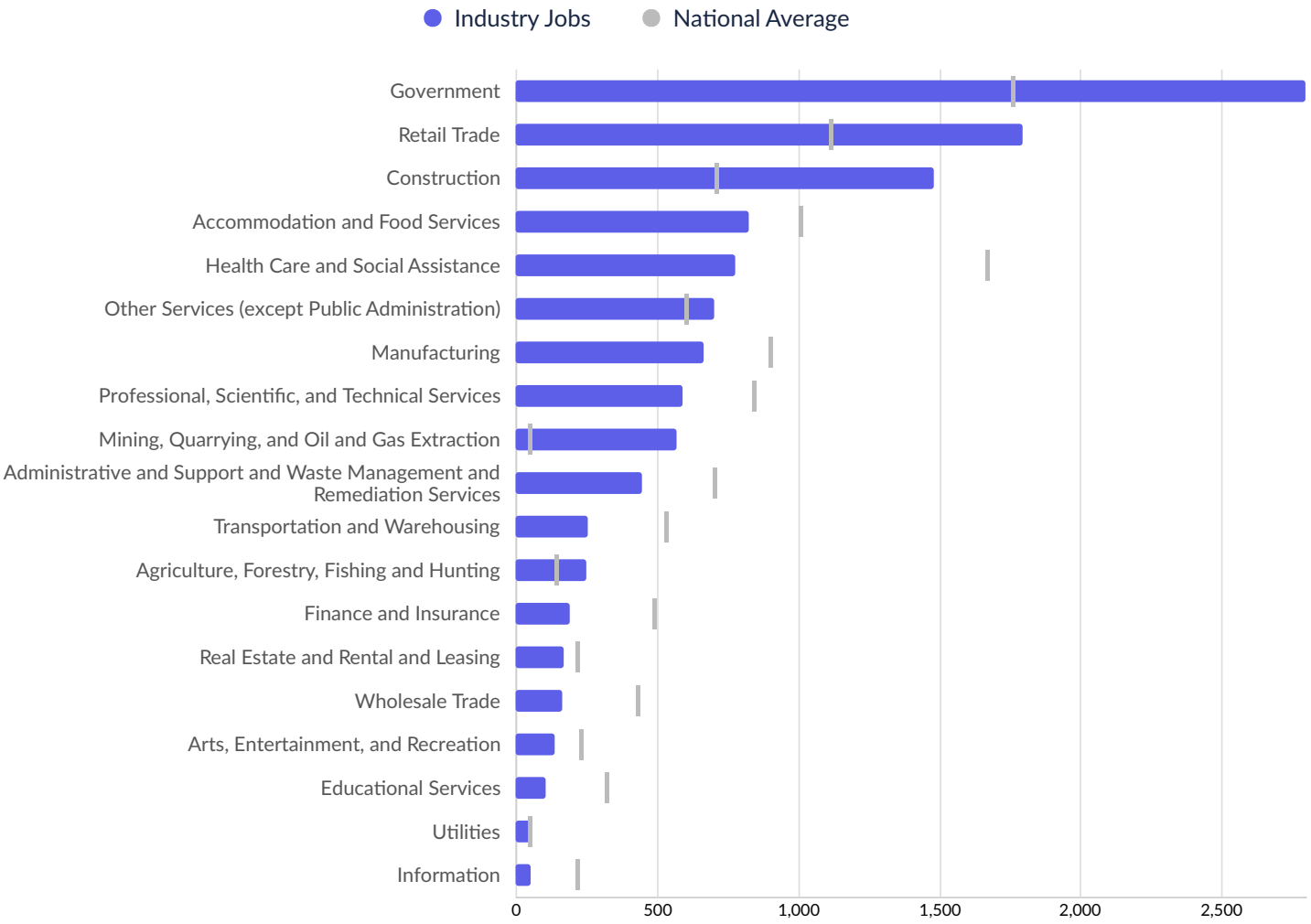
Top Previous Counties	Migrations
Bexar County, TX	1,485
Guadalupe County, TX	227
Comal County, TX	108
Atascosa County, TX	61
Karnes County, TX	54
Harris County, TX	44

Top Previous Counties	Migrations
Nueces County, TX	33
Travis County, TX	33
Hays County, TX	28
Hardin County, TX	21
Taylor County, TX	20
Dallas County, TX	19
Wise County, TX	17
DeWitt County, TX	15
Bee County, TX	15

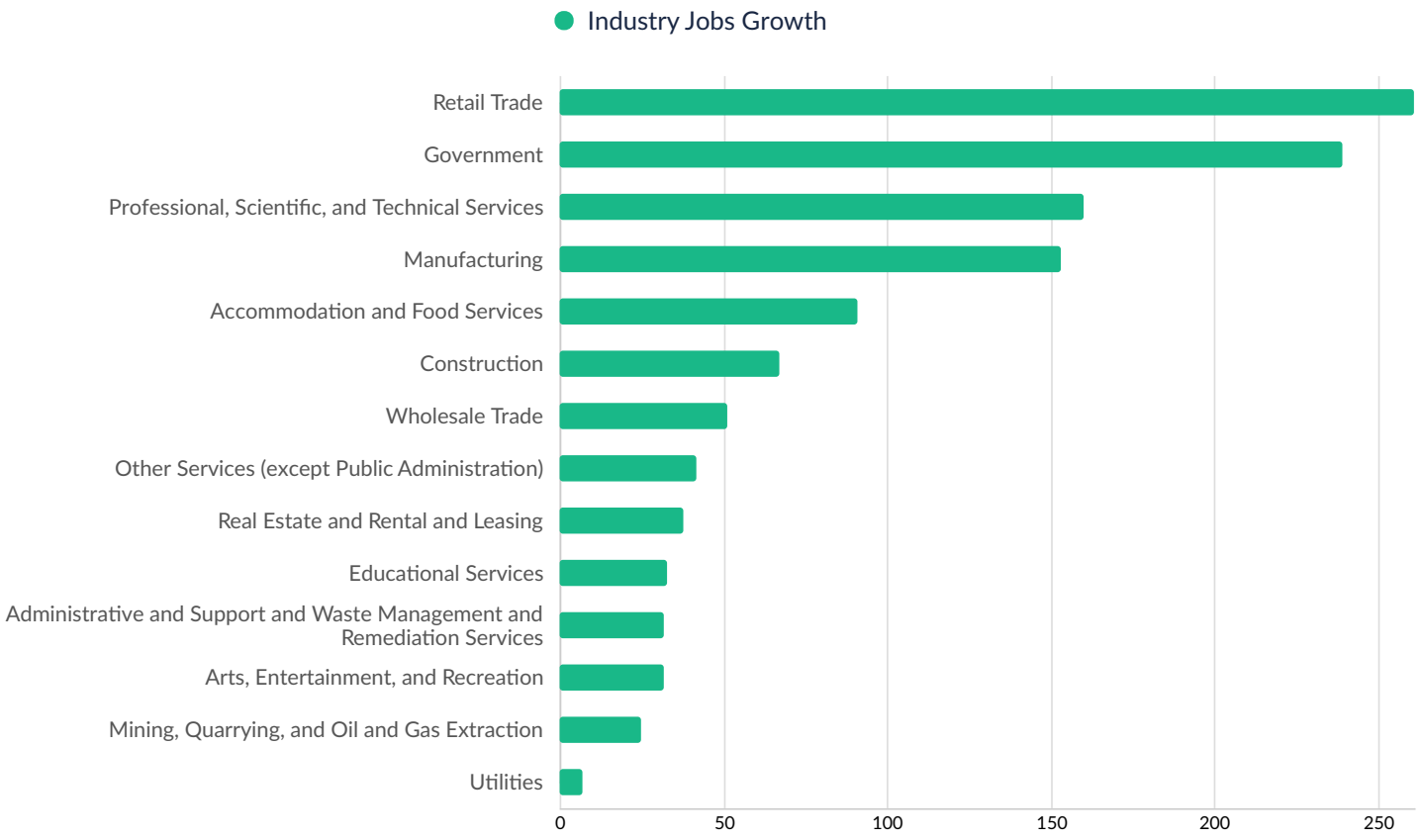
Top Following Counties	Migrations
Bexar County, TX	929
Guadalupe County, TX	222
Comal County, TX	80
Atascosa County, TX	57
Karnes County, TX	49
Midland County, TX	34
Bell County, TX	34
Nueces County, TX	31
Williamson County, TX	31
Travis County, TX	30
Brazoria County, TX	29
Hidalgo County, TX	27
Fort Bend County, TX	24
Brazos County, TX	21
Bernalillo County, NM	21

Industry Characteristics

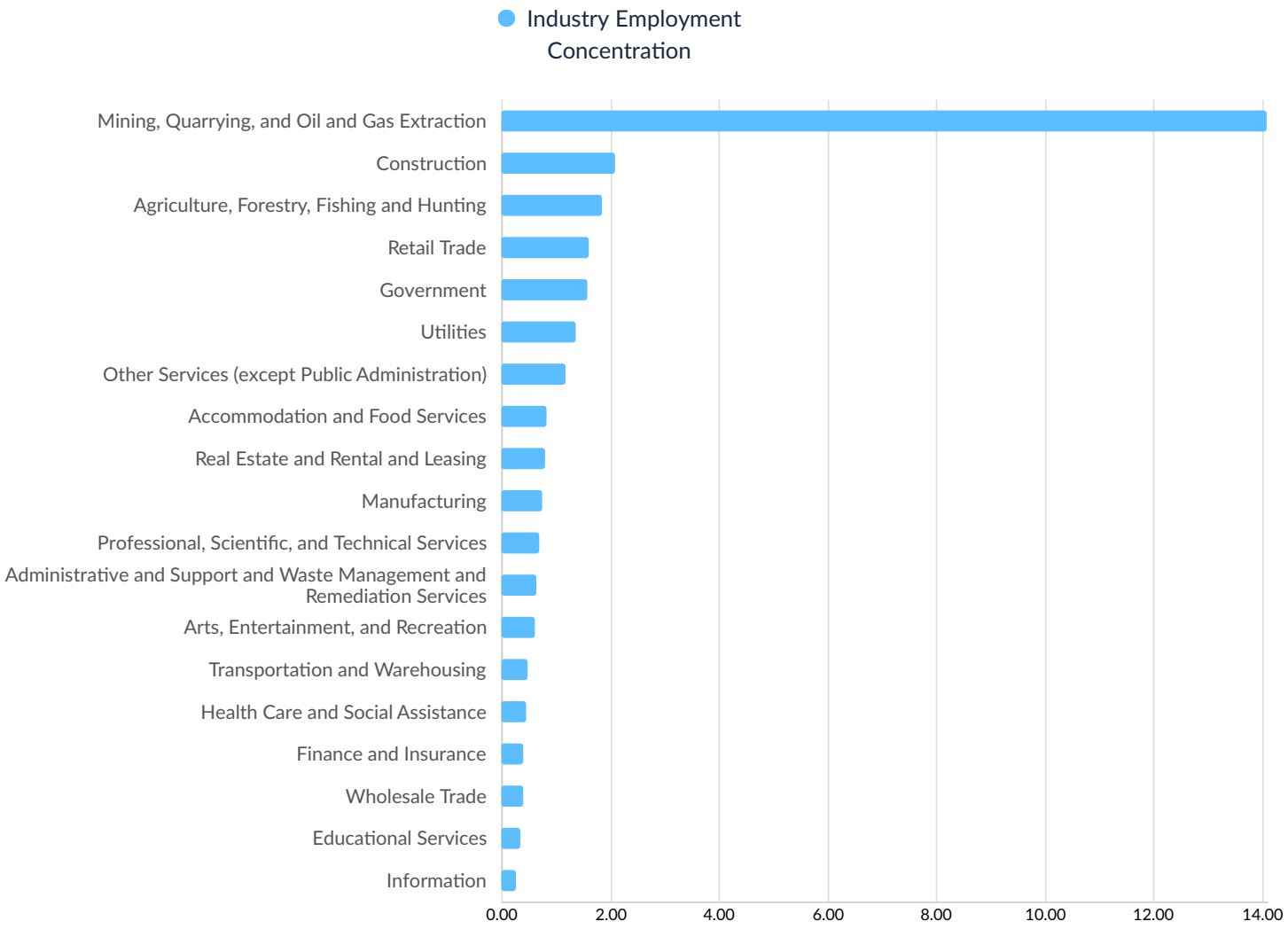
Largest Industries



Top Growing Industries



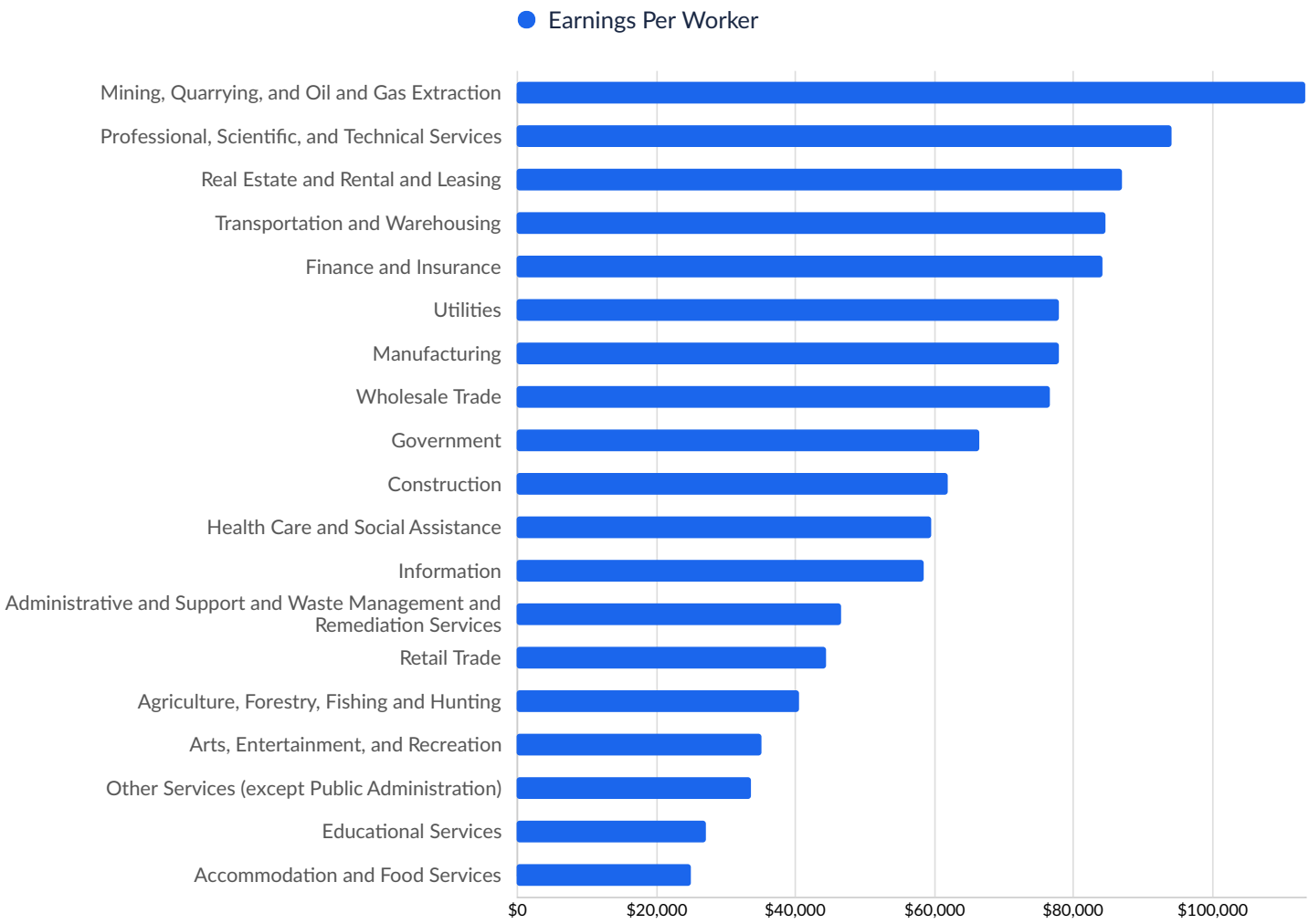
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

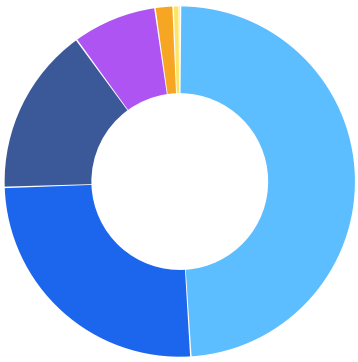
3,925 Companies Employ Your Workers

Online profiles for your workers mention 3,925 companies as employers, with the top 10 appearing below. In the last 12 months, 409 companies in Wilson County, TX posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Floresville Isd	166
La Vernia Isd	151
H-E-B	141
United States Army	73
United States Air Force	69
Connally Memorial Medical Cen...	68
Cps Energy	65
USAA	63
EOG Resources	37
City of San Antonio	33

Top Companies Posting	Unique Postings
Touchstone Communities	121
CHRISTUS Health	79
H-E-B	70
Dollar General	49
Soliant Health	48
Wilson County Memorial Hospit...	47
Walmart	34
Healthcare Services Group	33
Maximus	33
Indigo Dental Staffing	32

Business Size



	Percentage	Business Count
1 to 4 employees	48.9%	795
5 to 9 employees	25.5%	414
10 to 19 employees	15.5%	252
20 to 49 employees	7.8%	126
50 to 99 employees	1.7%	27
100 to 249 employees	0.6%	9
250 to 499 employees	0.1%	2

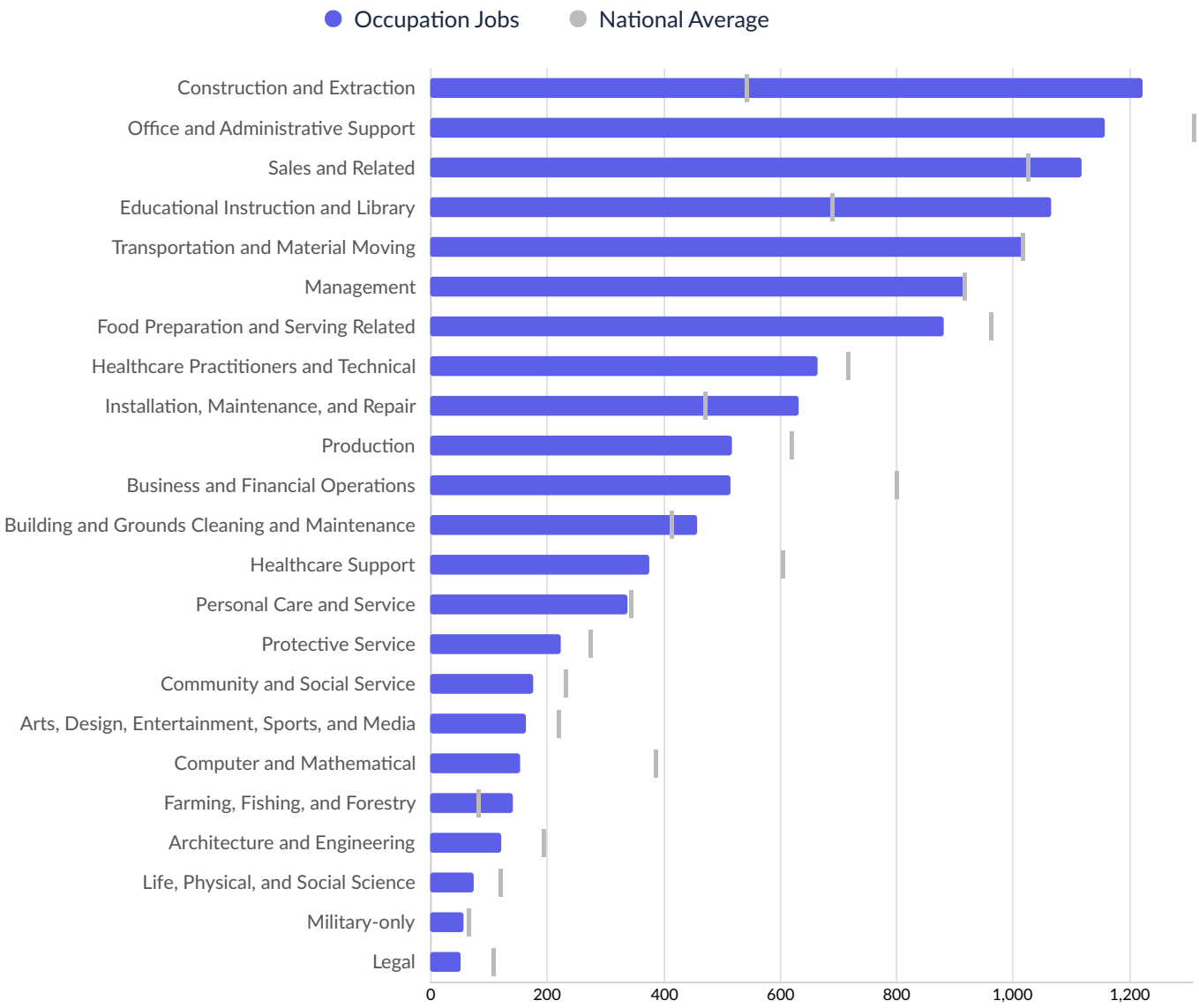
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

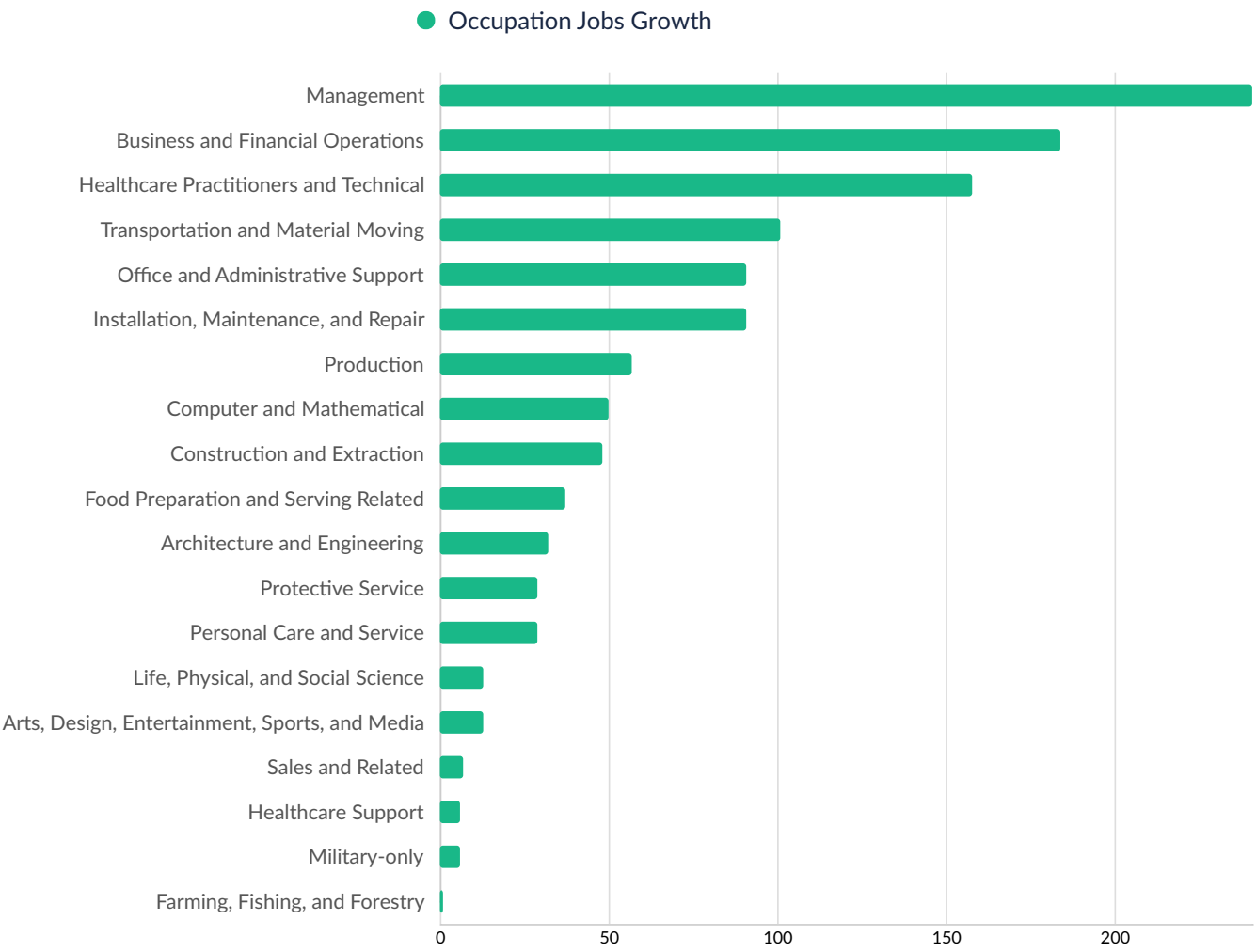
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

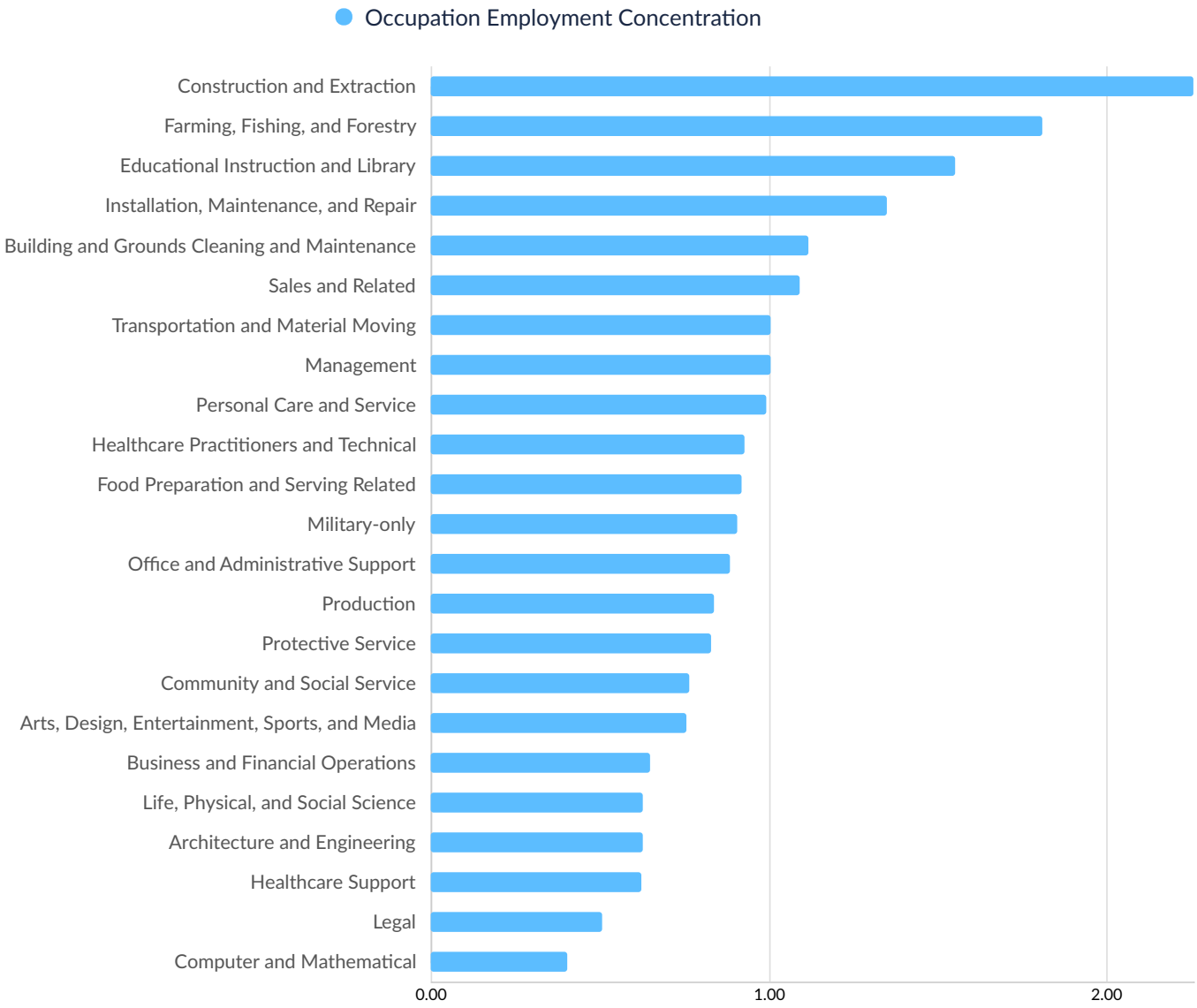
Largest Occupations



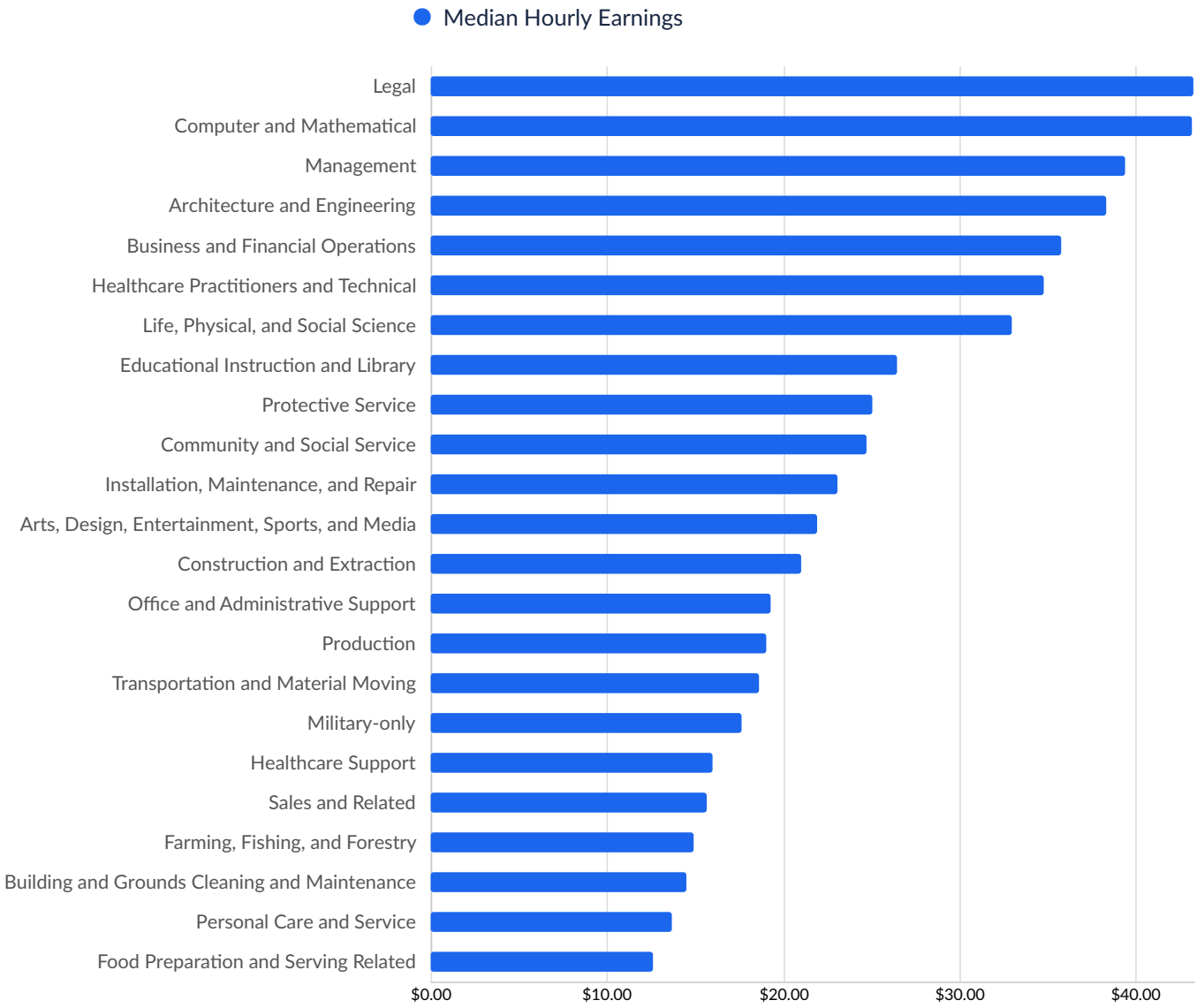
Top Growing Occupations



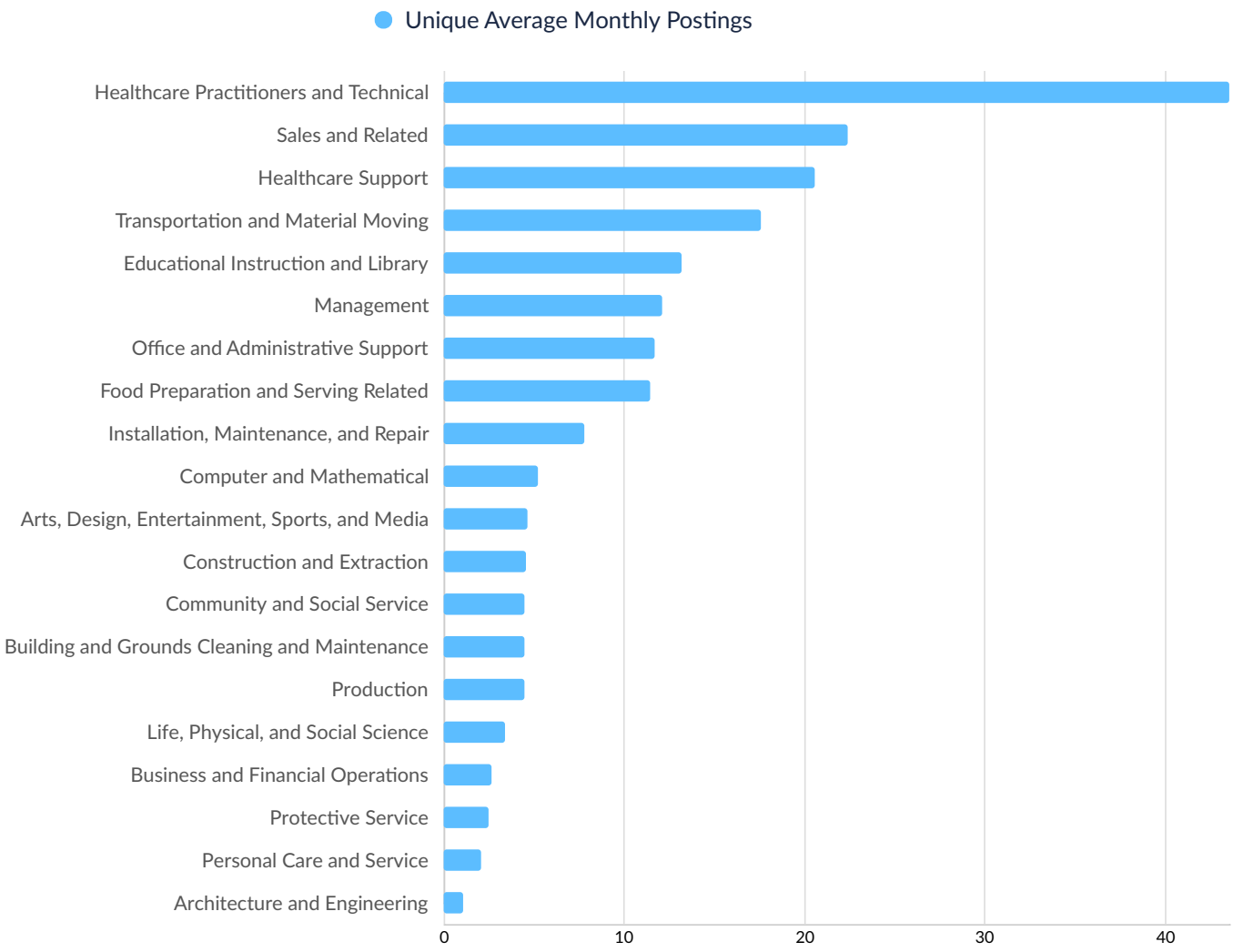
Top Occupation Employment Concentration



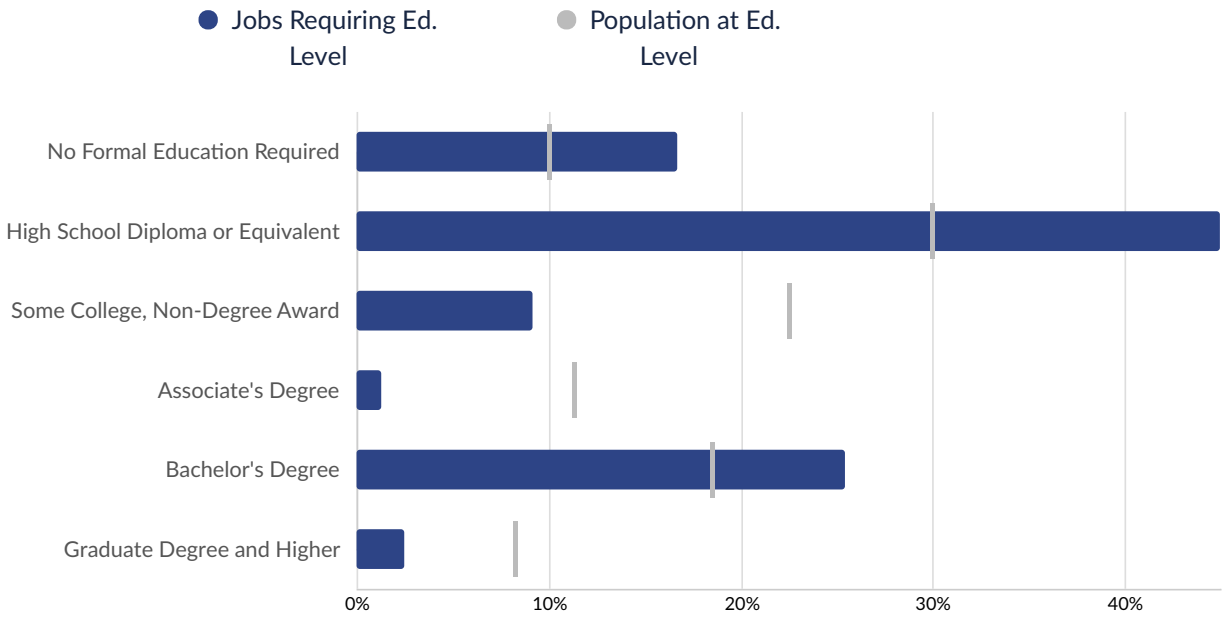
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

