TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

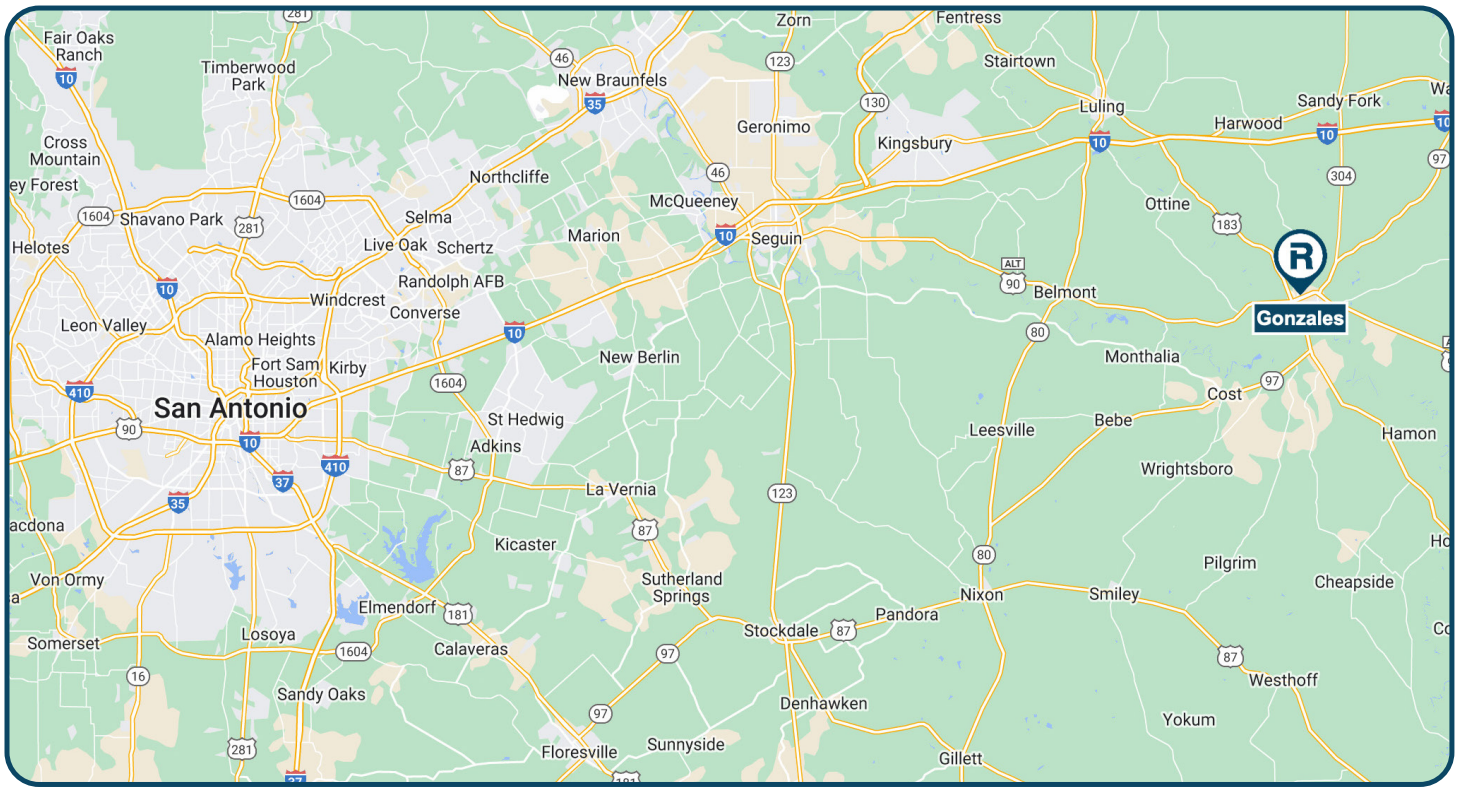
GONZALES, TEXAS

PREPARED FOR GONZALES ECONOMIC DEVELOPMENT CORPORATION
OCTOBER 2026

Community — Gonzales, Texas

DEMOGRAPHIC SNAPSHOT

GONZALES ECONOMIC DEVELOPMENT CORPORATION
Michael Edwards | Executive Director
Gonzales Economic Development Corporation
830.519.4008 | MEdwards@Gonzales.Texas.gov
www.GonzalesEDC.org



Population

2020	7,165
2026	7,223
2031	7,256

Age

0-9 Years	14.57%
10 - 17 Years	12.27%
18 - 24 Years	10.32%
25 - 34 Years	12.03%
35 - 44 Years	12.02%
45 - 54 Years	10.99%
55 - 64 Years	10.33%
65 and Older	17.49%
Median Age	35.68
Average Age	38.00

Educational Attainment (%)

Graduate or Professional Degree	3.30%
Bachelors Degree	8.35%
Associate Degree	5.92%
Some College	17.62%
High School Graduate (GED)	37.51%
Some High School, No Degree	14.80%
Less than 9th Grade	12.49%

Income

Average HH	$82,169
Median HH	$58,201
Per Capita	$30,215

Race Distribution

White	44.30%
Black/African American	8.31%
American Indian/Alaskan	1.08%
Asian	0.65%
Native Hawaiian/Islander	0.03%
Other Race	23.45%
Two or More Races	22.18%
Hispanic	59.73%
Non-Hispanic	40.27%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	7,256	
2026 Estimate	7,223	
2020 Census	7,165	
2010 Census	6,774	
Growth 2026 - 2031		0.46%
Growth 2020 - 2026		0.81%
Growth 2010 - 2020		5.77%
2026 Est. Population by Single-Classification Race	**7,223**	
White Alone	3,200	44.30%
Black or African American Alone	600	8.31%
Amer. Indian and Alaska Native Alone	78	1.08%
Asian Alone	47	0.65%
Native Hawaiian and Other Pacific Island Alone	2	0.03%
Some Other Race Alone	1,694	23.45%
Two or More Races	1,602	22.18%
2026 Est. Population by Hispanic or Latino Origin	**7,223**	
Not Hispanic or Latino	2,909	40.27%
Hispanic or Latino	4,314	59.73%
Mexican	4,007	92.88%
Puerto Rican	67	1.55%
Cuban	12	0.28%
All Other Hispanic or Latino	228	5.29%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**4,314**	
White Alone	1,059	24.55%
Black or African American Alone	60	1.39%
American Indian and Alaska Native Alone	49	1.14%
Asian Alone	4	0.09%
Native Hawaiian and Other Pacific Islander Alone	2	0.05%
Some Other Race Alone	1,678	38.90%
Two or More Races	1,462	33.89%
2026 Est. Pop by Race, Asian Alone, by Category	**47**	
Chinese, except Taiwanese	1	2.13%
Filipino	28	59.58%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	11	23.40%
Vietnamese	6	12.77%
Cambodian	1	2.13%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**7,223**	
Arab	0	0.00%
Czech	118	1.63%
Danish	0	0.00%
Dutch	0	0.00%
English	332	4.60%
French (except Basque)	168	2.33%
French Canadian	6	0.08%
German	662	9.16%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	170	2.35%
Italian	20	0.28%
Lithuanian	35	0.49%
United States or American	274	3.79%
Norwegian	6	0.08%
Polish	50	0.69%
Portuguese	0	0.00%
Russian	6	0.08%
Scottish	28	0.39%
Scotch-Irish	127	1.76%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	26	0.36%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,843	53.21%
Ancestry Unclassified	1,352	18.72%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,613	68.91%
Speak Asian/Pacific Island Language at Home	21	0.31%
Speak IndoEuropean Language at Home	7	0.11%
Speak Spanish at Home	2,053	30.67%
Speak Other Language at Home	0	0.00%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**7,223**	
Age 0 - 4	529	7.32%
Age 5 - 9	523	7.24%
Age 10 - 14	543	7.52%
Age 15 - 17	343	4.75%
Age 18 - 20	338	4.68%
Age 21 - 24	407	5.63%
Age 25 - 34	869	12.03%
Age 35 - 44	868	12.02%
Age 45 - 54	794	10.99%
Age 55 - 64	746	10.33%
Age 65 - 74	673	9.32%
Age 75 - 84	407	5.63%
Age 85 and over	183	2.53%
Age 16 and over	5,515	76.35%
Age 18 and over	5,285	73.17%
Age 21 and over	4,947	68.49%
Age 65 and over	1,263	17.49%
2026 Est. Median Age		35.68
2026 Est. Average Age		38.00
2026 Est. Population by Sex	**7,223**	
Male	3,554	49.20%
Female	3,669	50.80%
2026 Est. Male Population by Age	**3,554**	
Age 0 - 4	271	7.62%
Age 5 - 9	261	7.34%
Age 10 - 14	284	7.99%
Age 15 - 17	179	5.04%
Age 18 - 20	178	5.01%
Age 21 - 24	217	6.11%
Age 25 - 34	411	11.56%
Age 35 - 44	424	11.93%
Age 45 - 54	398	11.20%
Age 55 - 64	358	10.07%
Age 65 - 74	329	9.26%
Age 75 - 84	177	4.98%
Age 85 and over	67	1.88%
2026 Est. Median Age, Male		34.39
2026 Est. Average Age, Male		36.90

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**3,669**	
Age 0 - 4	258	7.03%
Age 5 - 9	262	7.14%
Age 10 - 14	259	7.06%
Age 15 - 17	164	4.47%
Age 18 - 20	160	4.36%
Age 21 - 24	190	5.18%
Age 25 - 34	458	12.48%
Age 35 - 44	444	12.10%
Age 45 - 54	396	10.79%
Age 55 - 64	388	10.58%
Age 65 - 74	344	9.38%
Age 75 - 84	230	6.27%
Age 85 and over	116	3.16%
2026 Est. Median Age, Female		36.84
2026 Est. Average Age, Female		39.00
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,001	35.55%
Males, Never Married	1,105	19.63%
Females, Never Married	896	15.92%
Married, Spouse present	2,161	38.40%
Married, Spouse absent	457	8.12%
Widowed	342	6.08%
Males Widowed	59	1.05%
Females Widowed	283	5.03%
Divorced	667	11.85%
Males Divorced	337	5.99%
Females Divorced	330	5.86%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	567	12.49%
Some High School, no diploma	672	14.80%
High School Graduate (or GED)	1,703	37.51%
Some College, no degree	800	17.62%
Associate Degree	269	5.92%
Bachelor's Degree	379	8.35%
Master's Degree	91	2.00%
Professional School Degree	34	0.75%
Doctorate Degree	25	0.55%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,005	41.27%
High School Graduate	1,021	41.93%
Some College or Associate's Degree	300	12.32%
Bachelor's Degree or Higher	109	4.48%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	2,599	
2026 Estimate	2,588	
2020 Census	2,578	
2010 Census	2,360	
Growth 2026 - 2031		0.43%
Growth 2020 - 2026		0.39%
Growth 2010 - 2020		9.24%
2026 Est. Households by Household Type	**2,588**	
Family Households	1,784	68.93%
Nonfamily Households	804	31.07%
2026 Est. Group Quarters Population	185	
2026 Households by Ethnicity, Hispanic/Latino	1,322	
2026 Est. Households by Household Income	**2,588**	
Income < $15,000	410	15.84%
Income $15,000 - $24,999	245	9.47%
Income $25,000 - $34,999	225	8.69%
Income $35,000 - $49,999	249	9.62%
Income $50,000 - $74,999	501	19.36%
Income $75,000 - $99,999	305	11.79%
Income $100,000 - $124,999	182	7.03%
Income $125,000 - $149,999	130	5.02%
Income $150,000 - $199,999	158	6.11%
Income $200,000 - $249,999	69	2.67%
Income $250,000 - $499,999	81	3.13%
Income $500,000+	33	1.27%
2026 Est. Average Household Income		$82,169
2026 Est. Median Household Income		$58,201
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$64,034
Black or African American Alone		$18,049
American Indian and Alaska Native Alone		$50,000
Asian Alone		$75,000
Native Hawaiian and Other Pacific Islander Alone		$62,894
Some Other Race Alone		$53,300
Two or More Races		$62,373
Hispanic or Latino		$58,149
Not Hispanic or Latino		$58,335

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**2,588**	
Family Households with Children	758	29.29%
Family Households without Children	1,830	70.71%
Married-Couple Families	**941**	**36.36%**
Married-Couple Family, own children	363	14.03%
Married-Couple Family, no own children	578	22.33%
Cohabitating-Couple Families	**160**	**6.18%**
Cohabitating-Couple Family, own children	102	3.94%
Cohabitating-Couple Family, no own children	58	2.24%
Male Householder Families	**470**	**18.16%**
Male Householder, own children	13	0.50%
Male Householder, no own children	81	3.13%
Male Householder, only Nonrelatives	2	0.08%
Male Householder, Living Alone	374	14.45%
Female Householder Families	**1,017**	**39.30%**
Female Householder, own children	280	10.82%
Female Householder, no own children	197	7.61%
Female Householder, only Nonrelatives	44	1.70%
Female Householder, Living Alone	496	19.16%
2026 Est. Households by Household Size	**2,588**	
1-person	676	26.12%
2-person	795	30.72%
3-person	384	14.84%
4-person	316	12.21%
5-person	212	8.19%
6-person	141	5.45%
7-or-more-person	64	2.47%
2026 Est. Average Household Size		2.72
2026 Est. Households by Number of Vehicles	**2,588**	
No Vehicles	412	15.92%
1 Vehicle	862	33.31%
2 Vehicles	818	31.61%
3 Vehicles	369	14.26%
4 Vehicles	110	4.25%
5 or more Vehicles	17	0.66%
2026 Est. Average Number of Vehicles		1.6

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	1,794	
2026 Estimate	1,784	
2020 Estimate	1,781	
2010 Census	1,651	
Growth 2026 - 2031		0.56%
Growth 2020 - 2026		0.17%
Growth 2010 - 2020		7.87%
2026 Est. Families by Poverty Status	**1,784**	
2026 Families at or Above Poverty	1,554	87.11%
2026 Families at or Above Poverty with Children	734	41.14%
2026 Families Below Poverty	230	12.89%
2026 Families Below Poverty with Children	162	9.08%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,160	57.30%
Civilian Labor Force, Unemployed	17	0.31%
Armed Forces	0	0.00%
Not in Labor Force	2,338	42.39%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,328	71.37%
Non-Profit Private Workers	205	6.28%
Local Government Workers	92	2.82%
State Government Workers	61	1.87%
Federal Government Workers	281	8.61%
Self-Employed Workers	283	8.68%
Unpaid Family Workers	12	0.37%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	5	0.15%
Arts/Entertainment/Sports	1	0.03%
Building Grounds Maintenance	134	4.11%
Business/Financial Operations	19	0.58%
Community/Social Services	24	0.74%
Computer/Mathematical	6	0.18%
Construction/Extraction	93	2.85%
Education/Training/Library	138	4.23%
Farming/Fishing/Forestry	41	1.26%
Food Prep/Serving	263	8.06%
Health Practitioner/Technician	125	3.83%
Healthcare Support	239	7.33%
Maintenance Repair	113	3.46%
Legal	2	0.06%
Life/Physical/Social Science	67	2.05%
Management	430	13.18%
Office/Admin. Support	547	16.77%
Production	222	6.81%
Protective Services	17	0.52%
Sales/Related	342	10.48%
Personal Care/Service	50	1.53%
Transportation/Moving	384	11.77%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	1,706	52.30%
Blue Collar	812	24.89%
Service and Farm	744	22.81%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	2,633	81.06%
Car Pooled	375	11.55%
Public Transportation	0	0.00%
Walked	50	1.54%
Bicycle	0	0.00%
Other Means	147	4.53%
Worked at Home	43	1.32%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,944	
15 - 29 Minutes	535	
30 - 44 Minutes	407	
45 - 59 Minutes	156	
60 or more Minutes	171	
2026 Est. Avg Travel Time to Work in Minutes		20

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**2,588**	
Owner Occupied	1,551	59.93%
Renter Occupied	1,037	40.07%
2026 Owner Occ. HUs: Avg. Length of Residence		23.50†
2026 Renter Occ. HUs: Avg. Length of Residence		7.50†
2026 Est. Owner-Occupied Housing Units by Value	**1,551**	
Value Less than $20,000	16	1.03%
Value $20,000 - $39,999	42	2.71%
Value $40,000 - $59,999	166	10.70%
Value $60,000 - $79,999	78	5.03%
Value $80,000 - $99,999	81	5.22%
Value $100,000 - $149,999	245	15.80%
Value $150,000 - $199,999	113	7.29%
Value $200,000 - $299,999	359	23.15%
Value $300,000 - $399,999	285	18.37%
Value $400,000 - $499,999	79	5.09%
Value $500,000 - $749,999	60	3.87%
Value $750,000 - $999,999	13	0.84%
Value $1,000,000 or $1,499,999	10	0.65%
Value $1,500,000 or $1,999,999	1	0.07%
Value $2,000,000+	3	0.19%
2026 Est. Median All Owner-Occupied Housing Value		$211,231
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	2,136	70.54%
1 Unit Attached	47	1.55%
2 Units	168	5.55%
3 or 4 Units	293	9.68%
5 to 19 Units	29	0.96%
20 to 49 Units	14	0.46%
50 or More Units	17	0.56%
Mobile Home or Trailer	292	9.64%
Boat, RV, Van, etc.	32	1.06%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	40	1.32%
Housing Units Built 2010 to 2019	225	7.43%
Housing Units Built 2000 to 2009	315	10.40%
Housing Units Built 1990 to 1999	240	7.93%
Housing Units Built 1980 to 1989	340	11.23%
Housing Units Built 1970 to 1979	361	11.92%
Housing Units Built 1960 to 1969	269	8.88%
Housing Units Built 1950 to 1959	296	9.78%
Housing Units Built 1940 to 1949	612	20.21%
Housing Unit Built 1939 or Earlier	330	10.90%
2026 Est. Median Year Structure Built		1970

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

TheRetailCoach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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