Community Profile

La Plaza Del Norte
125 NW Loop 410, San Antonio, Texas, 78216
Rings: 1, 3, 5 mile radii

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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	11,660	96,952	303,904
2020 Total Population	10,862	97,318	308,577
2020 Group Quarters	36	540	5,636
2026 Total Population	11,219	94,892	301,461
2026 Group Quarters	38	572	5,950
2031 Total Population	11,306	93,291	296,958
2026-2031 Annual Rate	0.15%	-0.34%	-0.30%
2026 Total Daytime Population	39,459	170,315	420,800
Workers	33,961	125,260	277,253
Residents	5,498	45,055	143,547

Household Summary			
2010 Total Households	4,737	41,032	130,329
2010 Average Household Size	2.43	2.34	2.28
2020 Total Households	4,451	40,876	132,875
2020 Average Household Size	2.43	2.37	2.28
2026 Total Households	4,861	41,432	134,908
2026 Average Household Size	2.30	2.28	2.19
2031 Total Households	4,989	41,539	135,557
2031 Average Household Size	2.26	2.23	2.15
2026-2031 Annual Rate	0.52%	0.05%	0.10%
2026 Families	2,627	22,565	72,037
2026 Average Family Size	3.09	3.10	3.02
2031 Families	2,650	22,216	71,027
2031 Average Family Size	3.07	3.07	2.98
2026-2031 Growth Rate	0.17%	-0.31%	-0.28%

Median Household Income			
2026	$61,668	$63,338	$66,800
2031	$66,261	$69,771	$74,103

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$36,967	$43,733	$48,066
2031	$41,919	$49,530	$54,179

2026 Households by Income			
Household Income Base	4,860	41,430	134,906
<$10,000	8.6%	6.5%	7.3%
$10,000-14,999	4.7%	3.7%	3.6%
$15,000-19,999	3.5%	3.0%	2.8%
$20,000-24,999	3.3%	4.4%	3.8%
$25,000-29,999	4.4%	4.7%	3.9%
$30,000-34,999	7.9%	5.0%	4.9%
$35,000-39,999	2.3%	3.7%	3.3%
$40,000-44,999	2.4%	4.0%	3.8%
$45,000-49,999	3.9%	4.3%	3.9%
$50,000-59,999	7.2%	7.8%	7.7%
$60,000-74,999	13.0%	10.7%	10.1%
$75000-99999	11.8%	10.9%	11.0%
$100,000-124,999	7.9%	8.9%	8.7%
$125,000-149,999	6.8%	5.2%	5.7%
$150000-199999	5.6%	6.7%	7.7%
$200,000-249,999	2.8%	3.9%	4.7%
$250,000-299,999	1.1%	1.6%	1.9%
$300,000-399,999	1.1%	2.0%	2.3%
$400,000-499,999	0.5%	0.8%	0.9%
$500,000+	1.2%	1.9%	2.1%
Average Household Income	$83,367	$99,478	$107,098

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	68	66	67
Percent of Income for Mortgage	30.1%	31.0%	30.8%
Wealth Index	62	77	85

Median Home Value			
2026	$315,181	$334,133	$349,819
2031	$362,266	$393,829	$421,014

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,801	18,575	62,844
<$50,000	1.3%	0.8%	0.9%
$50,000 - $99,999	1.0%	1.5%	1.5%
$100,000 - $149,999	3.9%	5.6%	4.6%
$150,000 - $199,999	7.5%	9.0%	7.3%
$200,000 - $249,999	12.4%	10.1%	9.7%
$250,000 - $299,999	18.4%	14.7%	13.7%
$300,000 - $399,999	36.8%	24.4%	24.7%
$400,000 - $499,999	7.5%	12.8%	15.0%
$500,000 - $749,999	8.9%	12.4%	13.1%
$750,000 - $999,999	2.0%	4.1%	4.1%
$1,000,000 - $1,499,999	0.2%	2.8%	3.2%
$1,500,000 - $1,999,999	0.1%	0.9%	0.9%
$2,000,000 +	0.1%	0.9%	1.3%
Average Home Value	$338,669	$414,409	$435,464

Housing Unit Summary			
2010 Total Housing Units	5,607	45,516	144,176
Owner Occupied Housing Units	37.7%	45.6%	48.1%
Renter Occupied Housing Units	62.3%	54.4%	51.9%
Vacant Housing Units	15.5%	9.8%	9.6%
2020 Housing Units	5,643	46,080	147,954
Owner Occupied Housing Units	39.5%	45.1%	47.0%
Renter Occupied Housing Units	60.5%	54.9%	53.0%
Vacant Housing Units	19.6%	11.2%	10.2%
2026 Housing Units	6,113	46,836	150,609
Owner Occupied Housing Units	37.1%	44.8%	46.6%
Renter Occupied Housing Units	62.9%	55.2%	53.4%
Vacant Housing Units	20.5%	11.5%	10.4%
2031 Total Housing Units	6,346	47,891	154,285
Owner Occupied Housing Units	37.8%	45.5%	47.0%
Renter Occupied Housing Units	62.2%	54.5%	53.0%
Vacant Housing Units	21.4%	13.3%	12.1%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	5,780	46,725	148,194
Females	5,439	48,167	153,267

Median Age			
2010	33.8	35.7	36.0
2020	36.8	37.4	37.7
2026	38.5	38.8	38.9
2031	40.1	40.1	40.4

2026 Population by Age			
Total	11,217	94,892	301,461
0 - 4	5.5%	5.3%	5.2%
5 - 9	5.7%	5.5%	5.3%
10 - 14	6.1%	5.8%	5.4%
15 - 24	11.9%	13.4%	13.3%
25 - 34	15.7%	14.6%	14.9%
35 - 44	14.3%	14.1%	14.0%
45 - 54	13.7%	12.2%	11.8%
55 - 64	11.3%	11.1%	11.2%
65 - 74	9.5%	9.9%	10.2%
75 - 84	4.8%	5.7%	6.3%
85 +	2.2%	2.4%	2.4%
18 +	78.8%	79.8%	80.7%

2026 Population 15+ by Marital Status			
Total	9,274	79,123	253,268
Never Married	45.8%	41.1%	39.9%
Married	37.2%	42.0%	42.5%
Widowed	6.8%	6.1%	5.7%
Divorced	10.2%	10.8%	11.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	7,941	66,424	213,162
Less than 9th Grade	0.9%	4.8%	4.4%
9th - 12th Grade, No Diploma	9.2%	6.1%	5.7%
High School Graduate	23.4%	22.1%	18.4%
GED/Alternative Credential	3.6%	3.7%	4.3%
Some College, No Degree	27.4%	19.8%	18.7%
Associate Degree	7.8%	8.4%	7.6%
Bachelor's Degree	14.1%	19.9%	23.2%
Graduate/Professional Degree	13.5%	15.2%	17.6%

2020 Population by Race/Ethnicity			
Total	10,862	97,318	308,577
White Alone	42.1%	47.9%	50.6%
Black Alone	6.5%	5.2%	5.9%
American Indian Alone	1.4%	1.2%	1.1%
Asian Alone	2.2%	2.1%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.1%	15.6%	13.5%
Two or More Races	19.1%	15.6%	13.5%
Hispanic Origin	64.3%	59.6%	52.7%
Diversity Index	83.7	82.7	82.8

2026 Population by Race/Ethnicity			
Total	11,219	94,892	301,461
White Alone	40.2%	46.0%	48.7%
Black Alone	6.4%	5.3%	6.1%
American Indian Alone	1.4%	1.3%	1.2%
Asian Alone	2.5%	2.4%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.7%	16.1%	13.8%
Two or More Races	29.7%	28.8%	26.3%
Hispanic Origin	66.1%	61.1%	54.0%
Diversity Index	83.8	83.0	83.3

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	6,093	52,510	165,614
White Collar	49.7%	63.5%	65.9%
Management/Business/Financial	14.5%	16.6%	17.0%
Professional	14.1%	22.2%	25.1%
Sales	9.9%	8.7%	9.6%
Administrative Support	11.2%	16.0%	14.2%
Services	28.1%	19.6%	18.0%

2026 Employed Pop 16+ by Occupation			
Total	6,093	52,510	165,614
Blue Collar	22.1%	16.9%	16.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	9.3%	6.0%	5.4%
Installation/Maintenance/Repair	2.6%	2.2%	2.2%
Production	2.2%	2.4%	2.6%
Transportation/Material Moving	8.0%	6.2%	5.8%
White Collar	49.7%	63.5%	65.9%
Management/Business/Financial	14.5%	16.6%	17.0%
Professional	14.1%	22.2%	25.1%
Sales	9.9%	8.7%	9.6%
Administrative Support	11.2%	16.0%	14.2%
Services	28.1%	19.6%	18.0%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,093	52,510	165,614
Population 16+ Employed	95.8%	96.4%	95.7%
Population 16+ Unemployment rate	4.2%	3.6%	4.3%
Population 16-24 Employed	10.9%	13.7%	13.4%
Population 16-24 Unemployment rate	7.1%	6.7%	7.9%
Population 25-54 Employed	62.0%	59.8%	59.1%
Population 25-54 Unemployment rate	4.2%	3.4%	4.0%
Population 55-64 Employed	14%	14%	14%
Population 55-64 Unemployment rate	3.8%	3.1%	3.6%
Population 65+ Employed	9%	9%	9%
Population 65+ Unemployment rate	0.5%	1.1%	1.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	5,840	50,606	158,464
Agriculture/Mining	0.1%	0.7%	0.6%
Construction	10.4%	7.6%	7.7%
Manufacturing	5.8%	4.6%	5.0%
Wholesale Trade	2.2%	1.4%	1.4%
Retail Trade	8.5%	9.7%	10.5%
Transportation/Utilities	4.4%	5.5%	5.0%
Information	2%	1%	2%
Finance/Insurance/Real Estate	9.7%	9.4%	8.8%
Services	54.4%	56.6%	56.3%
Public Administration	2.9%	3.1%	3.0%

2026 Consumer Spending			
Apparel & Services: Total $	$8,872,048	$89,174,410	$310,059,373
Average Spent	$1,825.15	$2,152.31	$2,298.30
Spending Potential Index	72	84	90
Education: Total $	$6,425,037	$65,923,223	$233,887,902
Average Spent	$1,321.75	$1,591.12	$1,733.68
Spending Potential Index	66	79	87
Entertainment/Recreation: Total $	$14,033,273	$141,520,653	$498,979,279
Average Spent	$2,886.91	$3,415.73	$3,698.66
Spending Potential Index	67	79	86
Food at Home: Total $	$27,372,412	$273,740,594	$954,202,376
Average Spent	$5,631.02	$6,606.98	$7,072.99
Spending Potential Index	71	84	90
Food Away from Home: Total $	$15,305,056	$156,563,208	$544,746,936
Average Spent	$3,148.54	$3,778.80	$4,037.91
Spending Potential Index	71	85	90
Health Care: Total $	$26,222,186	$265,113,669	$933,374,285
Average Spent	$5,394.40	$6,398.77	$6,918.60
Spending Potential Index	67	80	86
HH Furnishings & Equipment: Total $	$9,351,296	$95,368,042	$335,188,356
Average Spent	$1,923.74	$2,301.80	$2,484.57
Spending Potential Index	68	81	87
Personal Care Products & Services: Total $	$3,863,225	$39,597,326	$138,695,312
Average Spent	$794.74	$955.72	$1,028.07
Spending Potential Index	70	84	90

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$94,315,479	$957,217,309	$3,341,984,524
Average Spent	$19,402.48	$23,103.33	$24,772.32
Spending Potential Index	70	84	90
Support Payments/Gifts in Kind: Total $	$9,478,130	$97,117,891	$346,904,662
Average Spent	$1,949.83	$2,344.03	$2,571.42
Spending Potential Index	64	77	84
Travel: Total $	$11,364,798	$114,977,990	$407,346,919
Average Spent	$2,337.95	$2,775.10	$3,019.44
Spending Potential Index	64	76	83
Vehicle Maintenance & Repairs: Total $	$4,223,698	$42,779,388	$149,965,224
Average Spent	$868.89	$1,032.52	$1,111.61
Spending Potential Index	70	83	90

Top Tapestry Segment

1 mile	3 miles	5 miles
Welcome Waves (A5):	**Young and Restless (A6)**:	**Young and Restless (A6)**:
This segment is characterized by young, culturally diverse families in urban neighborhoods.	This segment is characterized by young, mobile labor force in urban areas.	This segment is characterized by young, mobile labor force in urban areas.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.