



GOLDEN ROCK

# Local Market *Report*

Plumber · San Antonio, Bexar County, Texas

October 13, 2026

## SUMMARY

**523**

plumbing, heating and  
A/C contractors in Bexar  
County (2023)

**+17%**

change since 2018

**2.6**

per 10,000 residents  
(Texas: 3.0)

**4.6%**

unemployment, Aug 2026

There are about 523 plumbing, heating and A/C contractors in Bexar County (Census 2023), up 17% since 2018. Unemployment in Bexar County was 4.6% in August 2026, up from 4.4% a year before.

This report looks at the businesses you compete with in your county and nearby, how that has changed, and how the local economy is doing. Every number comes from a public source listed at the end, with its year.

## HOW CROWDED IS YOUR MARKET?

# 523 plumbing, heating and A/C contractors in *Bexar County*

That's the official count of business locations with paid employees in 2023. They employ about 6,167 people.

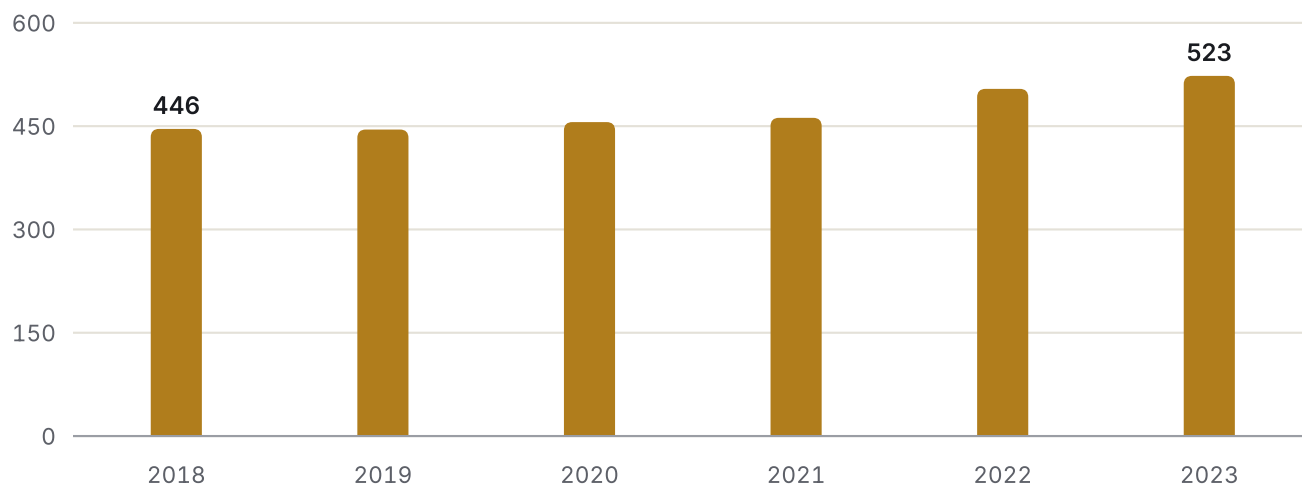


Plumbing, heating and A/C contractors per 10,000 residents, 2023 (population: Census ACS 5-year 2023).

**What the count includes.** Business locations with paid employees. One-person businesses with no employees aren't included. The industry is "Plumbing, heating, and air-conditioning contractors" (NAICS 238220), which may include related businesses.

## The trend

Plumbing, heating and A/C contractors in Bexar County went from 446 in 2018 to 523 in 2023 (+77).

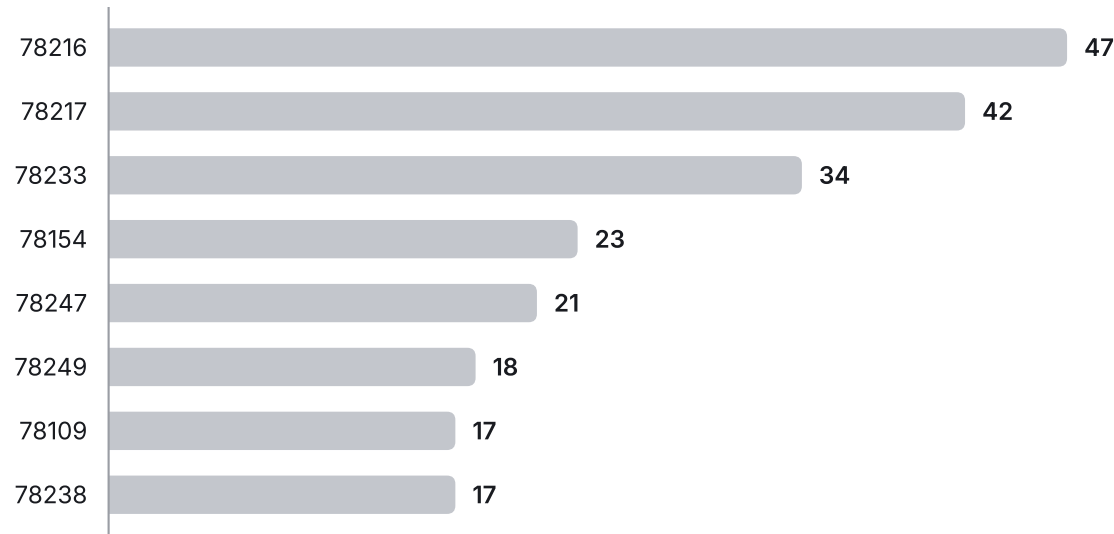


Business locations with paid employees, each year (Census County Business Patterns).

WHERE COMPETITORS CLUSTER

# The busiest ZIP codes *for your trade*

The 8 ZIP codes in Bexar County with the most plumbing, heating and A/C contractors in 2023.



Business locations with paid employees by ZIP code, 2023. Each ZIP is counted in the county that holds most of its land.

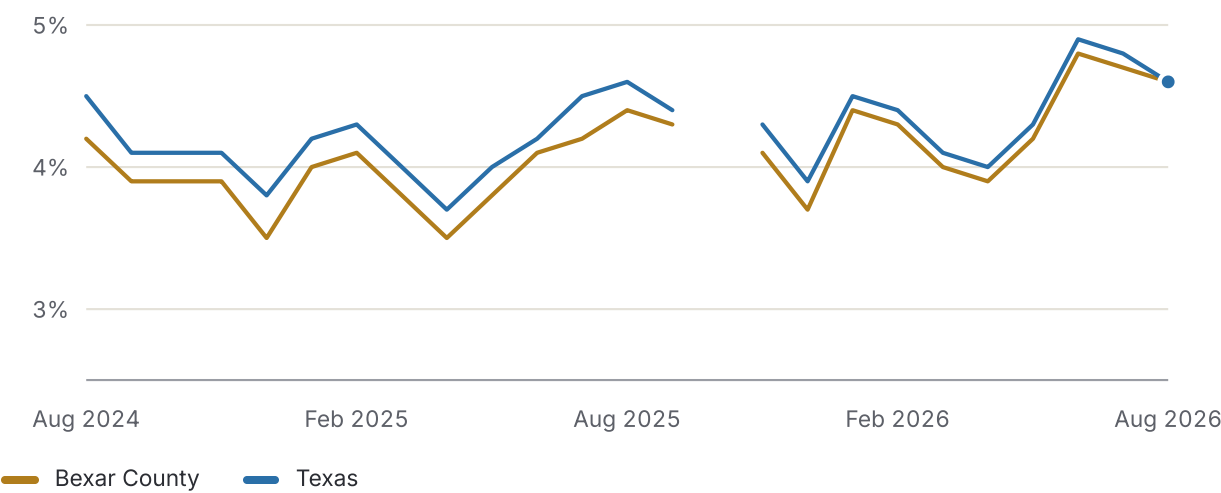
## On the open map near you

The open map has too few listings for this trade here to say much.

YOUR LOCAL ECONOMY

# Jobs and *household income*

Unemployment in Bexar County over the last 24 months, next to Texas. Lower means more people have jobs.



Unemployment rate, not seasonally adjusted (U.S. Bureau of Labor Statistics, via FRED). Months with no published figure are left out (e.g. October 2025).

## Typical household income

Median household income, 2024: half of households earn more, half less.



Census Small Area Income and Poverty Estimates, via FRED.

## Reading the numbers, *plainly*

These notes follow simple rules from the numbers above. They describe your market; they don't predict sales or results.

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### **A bit fewer than Texas as a whole**

Bexar County has 2.6 plumbing, heating and A/C contractors per 10,000 residents; Texas as a whole has 3.0, so about 13% fewer here. Fewer local choices can mean customers search further afield: make sure the ones near you find you first.

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### **More competitors than five years ago**

The count grew 17% since 2018. New businesses often compete on price; established ones can compete on proof: reviews, photos of real work, and how long they've served the area.

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### **A steady jobs picture**

Unemployment in Bexar County was 4.6% in August 2026, up slightly from 4.4% a year before.

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### **Household budgets**

The typical household in Bexar County earns about 9% less than in Texas as a whole (2024). Keep that in mind when you set prices and offers.

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## Simple next steps most local businesses can take

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### **Make it easy to find you.**

Keep your name, address, phone and hours identical everywhere you're listed, including your Google Business Profile.

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### **Show proof.**

Recent reviews, real photos of your work and your service area answer "can I trust them?" before anyone calls.

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### **Answer the first question fast.**

A website that loads quickly on a phone and says what you do, where, and how to book.

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**Want help with any of this?** Golden Rock builds fast, clear websites for local businesses. Reply to the email this report came with, or write to [hello@goldenrockadvancements.com](mailto:hello@goldenrockadvancements.com).

## Where every number *comes from*

- **Business counts:** U.S. Census Bureau, County Business Patterns 2018–2023, industry Plumbing, heating, and air-conditioning contractors (NAICS 2017 code 238220), county, state and ZIP code level, via the Census Data API. This product uses the Census Bureau Data API but is not endorsed or certified by the Census Bureau.
- **Population:** U.S. Census Bureau, American Community Survey 5-year estimates ending 2023, table B01003.
- **ZIP codes to counties:** U.S. Census Bureau 2020 ZCTA-to-county relationship file.
- **Local economy:** U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, and U.S. Census Bureau, Small Area Income and Poverty Estimates, retrieved from FRED, Federal Reserve Bank of St. Louis (series [TXBEXA9URN](#), [TXURN](#), [MHITX48029A052NCEN](#), [MHITX48000A052NCEN](#)). This product uses the FRED® API but is not endorsed or certified by the Federal Reserve Bank of St. Louis.
- **Map listings:** © OpenStreetMap contributors, available under the Open Database License (ODbL), [openstreetmap.org/copyright](https://openstreetmap.org/copyright). Extract from Geofabrik (data as of 2026-10-12).
- **Place search:** Nominatim, © OpenStreetMap contributors (ODbL); county from the FCC Area API or the Census Geocoder.

### How we worked it out

Business counts are for the industry code that matches your trade. “Per 10,000 residents” divides the business count by the population and multiplies by 10,000, for both your county and your state, so places of different sizes can be compared. Map counts include listings with a name within 15 km of your location; we never point out which business is missing a website.

### Limits to keep in mind

- The newest Census business counts are for 2023: official counts are published a few years after the fact.
- The Census counts only business locations with paid employees; one-person businesses aren’t included. To protect privacy the Census adds small amounts of noise, so small counts can be slightly off.
- ZIP code counts are by business address. A ZIP that crosses county lines is counted in the county holding most of its land, so ZIP totals don’t add up exactly to the county count.
- OpenStreetMap is mapped by volunteers and can be incomplete; it only shows what people have added.
- Unemployment rates are not seasonally adjusted, so they rise and fall a little with the seasons. Income figures are estimates with margins of error.
- Nothing here predicts your sales, rankings or results.

### The numbers behind the charts

| Year                                                 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|------------------------------------------------------|------|------|------|------|------|------|
| Plumbing, heating and A/C contractors (Bexar County) | 446  | 445  | 456  | 462  | 504  | 523  |

| ZIP code | Business locations | Share of the county's ZIP total |
|----------|--------------------|---------------------------------|
| 78216    | 47                 | 9.1%                            |
| 78217    | 42                 | 8.1%                            |
| 78233    | 34                 | 6.6%                            |
| 78154    | 23                 | 4.4%                            |
| 78247    | 21                 | 4.0%                            |
| 78249    | 18                 | 3.5%                            |
| 78109    | 17                 | 3.3%                            |
| 78238    | 17                 | 3.3%                            |

| Month    | Bexar County unemployment | Texas unemployment |
|----------|---------------------------|--------------------|
| Aug 2025 | 4.4%                      | 4.6%               |
| Sep 2025 | 4.3%                      | 4.4%               |
| Nov 2025 | 4.1%                      | 4.3%               |
| Dec 2025 | 3.7%                      | 3.9%               |
| Jan 2026 | 4.4%                      | 4.5%               |
| Feb 2026 | 4.3%                      | 4.4%               |
| Mar 2026 | 4.0%                      | 4.1%               |
| Apr 2026 | 3.9%                      | 4.0%               |
| May 2026 | 4.2%                      | 4.3%               |
| Jun 2026 | 4.8%                      | 4.9%               |
| Jul 2026 | 4.7%                      | 4.8%               |
| Aug 2026 | 4.6%                      | 4.6%               |

Months with no published figure are left out (e.g. October 2025).

Prepared by Golden Rock ([goldenrockadvancements.com](https://goldenrockadvancements.com)) on October 13, 2026. Questions: [hello@goldenrockadvancements.com](mailto:hello@goldenrockadvancements.com).