



Demographic and Socioeconomic Profile 2010

UNIFIED: San Marcos

Population by Race

	Population	Percent
Total Population	113,766	100%
White	61,229	54%
Hispanic	36,392	32%
Asian	9,472	8%
Two or More	3,322	3%
Black	2,365	2%
Pacific Islander	373	<1%
American Indian	347	<1%
Other	266	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	113,766	55,583	58,183	51%
Under 5	8,995	4,622	4,373	49%
5 to 9	8,449	4,175	4,274	51%
10 to 14	7,839	4,129	3,710	47%
15 to 17	4,605	2,389	2,216	48%
18 and 19	3,674	1,726	1,948	53%
20 to 24	7,775	3,937	3,838	49%
25 to 29	7,627	3,833	3,794	50%
30 to 34	7,842	3,840	4,002	51%
35 to 39	8,628	4,275	4,353	50%
40 to 44	8,573	4,283	4,290	50%
45 to 49	7,841	3,871	3,970	51%
50 to 54	6,931	3,422	3,509	51%
55 to 59	5,725	2,646	3,079	54%
60 and 61	2,207	1,083	1,124	51%
62 to 64	3,184	1,301	1,883	59%
65 to 69	3,980	1,816	2,164	54%
70 to 74	2,948	1,330	1,618	55%
75 to 79	2,457	1,129	1,328	54%
80 to 84	2,337	1,029	1,308	56%
85 and Older	2,149	747	1,402	65%
Under 18	29,888	15,315	14,573	49%
65 and older	13,871	6,051	7,820	56%
Median	35.0	33.9	36.1	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	88,483	100%
Never Married	24,142	27%
Married, excluding separated	49,631	56%
Separated	1,259	1%
Widowed	4,440	5%
Divorced	9,011	10%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B12001

Pop. by Household / Group Quarters Status

	Number	Percent
Total population	113,766	100%
Household	112,723	99%
Group Quarters - College	617	1%
Group Quarters - Other	426	<1%
Group Quarters - Military	0	0%

Source: SANDAG, Current Estimates (2010)

Population by Age and Race

	Total	Hispanic	White	Black	American Indian	Asian	Pacific Islander	Other	Two or More
Total Pop.	113,766	36,392	61,229	2,365	347	9,472	373	266	3,322
Under 5	8,995	3,854	3,796	148	19	615	18	28	517
5 to 9	8,449	3,554	3,620	151	19	519	36	20	530
10 to 14	7,839	3,464	3,206	133	24	570	26	16	400
15 to 17	4,605	2,186	1,825	110	13	263	11	25	172
18 and 19	3,674	1,536	1,747	80	10	178	11	6	106
20 to 24	7,775	3,245	3,431	245	23	548	29	17	237
25 to 29	7,627	3,066	3,454	196	23	634	25	29	200
30 to 34	7,842	2,986	3,705	168	15	756	34	14	164
35 to 39	8,628	2,888	4,270	203	12	1,034	30	12	179
40 to 44	8,573	2,646	4,568	170	19	943	37	35	155
45 to 49	7,841	2,167	4,558	211	51	642	39	13	160
50 to 54	6,931	1,483	4,520	166	18	597	23	14	110
55 to 59	5,725	1,054	3,888	128	29	520	15	11	80
60 and 61	2,207	323	1,542	47	21	226	5	2	41
62 to 64	3,184	411	2,369	51	10	265	10	9	59
65 to 69	3,980	562	2,899	59	10	376	6	6	62
70 to 74	2,948	354	2,156	38	10	329	11	4	46
75 to 79	2,457	302	1,843	32	7	216	3	1	53
80 to 84	2,337	186	1,953	14	10	144	1	2	27
85 and Older	2,149	125	1,879	15	4	97	3	2	24
Under 18	29,888	13,058	12,447	542	75	1,967	91	89	1,619
65 and older	13,871	1,529	10,730	158	41	1,162	24	15	212
Median		25.6	41.7	33.6	44.1	38.2	34.5	28.6	18.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	104,771	100%
Speak Only English	70,333	67%
Speak Spanish:	25,524	24%
Speak English "well" or "very well"	17,644	17%
Speak English "not well" or "not at all"	7,880	8%
Speak Asian/Pacific Island language:	5,420	5%
Speak English "well" or "very well"	4,324	4%
Speak English "not well" or "not at all"	1,096	1%
Speak other language:	3,494	3%
Speak English "well" or "very well"	3,025	3%
Speak English "not well" or "not at all"	469	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B16004

Educational Attainment

	Number	Percent
Total population age 25 and older	72,429	100%
Less than 9th grade	6,101	8%
9th through 12th grade, no diploma	4,402	6%
High school grad (incl. equivalency)	13,599	19%
Some college, no degree	15,729	22%
Associate degree	7,286	10%
Bachelor's degree	17,270	24%
Master's degree	5,550	8%
Professional school degree	1,446	2%
Doctorate degree	1,046	1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B15002

School Enrollment

	Total		Public School		Private School	
	Number	Percent	Number	Percent	Number	Percent
Total population age 3 and older	108,612	100%	---	---	---	---
Enrolled in school	31,897	29%	27,733	26%	4,164	4%
Nursery / Preschool	2,212	7%	877	3%	1,335	32%
Kindergarten to grade 4	7,968	25%	7,323	26%	645	15%
Grade 5 to grade 8	5,932	19%	5,508	20%	424	10%
Grade 9 to grade 12	6,203	19%	5,768	21%	435	10%
College, undergraduate	8,006	25%	7,449	27%	557	13%
Graduate or Professional school	1,576	5%	808	3%	768	18%
Not enrolled in school	76,715	71%	---	---	---	---

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B14002

Households by Type and Presence of Children Under 18

	Total		With Persons Under 18		Without Persons Under 18	
	Number	Percent	Number	Percent	Number	Percent
Total households	39,093	100%	15,089	100%	24,004	100%
Family Households:	27,665	71%	14,984	99%	12,681	53%
Married couple family	22,203	57%	11,613	77%	10,590	44%
Other family:	5,462	14%	3,371	22%	2,091	9%
Male householder, no wife	1,633	4%	793	5%	840	3%
Female householder, no husband	3,829	10%	2,578	17%	1,251	5%
Nonfamily households:	11,428	29%	105	1%	11,323	47%
Householder living alone	8,473	22%	----	----	----	----
Other nonfamily households	2,955	8%	----	----	----	----

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B11005

Housing Units by Type

	Number	Percent	Occupied	Unoccupied	Vacancy Rate	Persons per Household
Total Housing Units	41,022	100%	39,093	1,929	5%	2.88
Single family (detached)	21,571	53%	20,802	769	4%	2.98
Single family (attached)	2,393	6%	2,205	188	8%	2.81
2 to 4 units	1,891	5%	1,783	108	6%	2.71
5 to 9 units	3,264	8%	3,038	226	7%	2.74
10 or more units	8,077	20%	7,677	400	5%	2.88
Mobile home and Other	3,826	9%	3,588	238	6%	2.61

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25024

Housing Value

	Number	Percent
Total Owner-Occupied Units	26,450	100%
Less than \$150,000	2,513	10%
\$150,000 to \$199,999	806	3%
\$200,000 to \$249,999	968	4%
\$250,000 to \$299,999	1,074	4%
\$300,000 to \$399,999	4,341	16%
\$400,000 to \$499,999	4,478	17%
\$500,000 to \$749,999	8,500	32%
\$750,000 to \$999,999	2,339	9%
\$1,000,000 or more	1,431	5%

Median Value **\$479,059**

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25075

Year Structure Built

	Number	Percent
Total Housing units	41,022	100%
2005 or Later	2,968	7%
2000 to 2004	7,446	18%
1990 to 1999	7,747	19%
1980 to 1989	9,407	23%
1970 to 1979	10,299	25%
1960 to 1969	2,225	5%
1950 to 1959	643	2%
1940 to 1949	124	<1%
1939 or earlier	163	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25034

Housing Units by Tenure and Occupants per Room

	Total		Renter Occupied		Owner Occupied	
	Number	Percent	Number	Percent	Number	Percent
Total occupied housing units	39,093	100%	12,643	100%	26,450	100%
1.00 occupant housing per room or less	37,531	96%	11,504	91%	26,027	98%
1.01 to 1.50 occupants per room	1,081	3%	754	6%	327	1%
1.51 to 2.00 occupants per room	339	1%	264	2%	75	<1%
2.01 or more occupants per room	142	<1%	121	1%	21	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25014

Contract Rent

Renter Occupied Housing Units	Number	Percent
Total Units	12,643	100%
Less than \$500	579	5%
\$500 to \$599	185	1%
\$600 to \$699	256	2%
\$700 to \$799	475	4%
\$800 to \$899	786	6%
\$900 to \$999	1,007	8%
\$1,000 to \$1,249	3,397	27%
\$1,250 to \$1,499	2,276	18%
\$1,500 to \$1,999	2,128	17%
\$2,000 or more	1,296	10%
No cash rent	258	2%
Median contract rent	\$1,224	

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25056

Gross Rent as a Percentage of Household Income

Renter Occupied Housing Units	Number	Percent
Total Units	12,643	100%
Less than 20 percent	1,449	11%
20.0 to 24.9 percent	1,299	10%
25.0 to 29.9 percent	1,451	11%
30.0 to 34.9 percent	1,267	10%
35.0 to 39.9 percent	1,004	8%
40.0 to 49.9 percent	1,882	15%
50.0 percent or more	3,690	29%
Not computed	601	5%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25070

Vehicle Availability

Occupied Housing Units	Number	Percent
Total Availability	39,093	100%
No vehicle	1,612	4%
1 vehicle	11,497	29%
2 vehicles	17,356	44%
3 vehicles	6,126	16%
4 or more vehicles	2,502	6%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25044

Place of Work

Workers age 16 and older	Number	Percent
Total Workers	51,256	100%
Worked in state of residence	50,982	99%
Worked in county of residence	48,428	94%
Worked outside county of residence	2,554	5%
Worked outside state of residence	274	1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08007

Employment Status

	Male		Female	
	Total	Percent	Number	Percent
Population age 16 and older	86,910	100%	41,860	48%
In labor force	53,303	61%	29,894	56%
Armed forces	974	2%	844	87%
Civilian (employed)	48,249	91%	26,771	55%
Civilian (unemployed)	4,080	8%	2,279	56%
Not in labor force	33,607	39%	11,966	36%
Pct. of civilian labor force unemployed	7.8%		7.8%	

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B23025

Means of Transportation to Work

Workers age 16 and older	Number	Percent
Total Workers	51,256	100%
Car, truck or van:	45,958	90%
Drove Alone	40,221	78%
Carpooled	5,737	11%
Public Transportation:	890	2%
Bus	408	1%
Trolley / Streetcar	0	0%
Railroad	418	1%
Other public transportation	64	<1%
Motorcycle	246	<1%
Bicycle	35	<1%
Walked	642	1%
Other means	306	1%
Worked at home	3,179	6%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08301

Travel Time to Work

Workers age 16 and older	Number	Percent
Total Workers	51,256	100%
Did not work at home	48,077	94%
Less than 10 minutes	4,360	9%
10 to 19 minutes	14,459	28%
20 to 29 minutes	9,903	19%
30 to 44 minutes	9,241	18%
45 to 59 minutes	5,903	12%
60 to 89 minutes	3,057	6%
90 minutes or more	1,154	2%
Worked at home	3,179	6%
Average time to work (minutes)	32	--

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08303

Industry

Employed civilian population age 16 and older	Number	Percent
Total employed civilian age 16+	50,278	100%
Agriculture, forestry, mining	838	2%
Utilities	507	1%
Construction	3,281	7%
Manufacturing	5,802	12%
Wholesale trade	2,347	5%
Retail trade	5,195	10%
Transportation & warehousing	910	2%
Information & communications	1,223	2%
Finance, insurance, & real estate	4,106	8%
Professional, scientific, management, administration	1,591	3%
Educational, social, & health services	8,830	18%
Art, entertainment, recreation, accommodations, food	5,087	10%
Other services	2,610	5%
Public administration	7,951	16%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24030

Occupation

Employed civilian population age 16 and older	Number	Percent
Total employed civilian age 16+	50,278	100%
Management, professional & related:	20,337	40%
Management (incl. farm managers)	5,941	12%
Business & financial	3,178	6%
Computer & mathematical	1,993	4%
Architecture & engineering	1,601	3%
Life, physical & social science	789	2%
Community & social service	715	1%
Legal	247	<1%
Education, training, & library	2,868	6%
Art, entertainment, sports & media	1,134	2%
Healthcare practitioners	1,871	4%
Service:	8,562	17%
Healthcare support	694	1%
Protective service	988	2%
Food preparation & serving	2,478	5%
Building & grounds cleaning / maintenance	2,375	5%
Personal care & service	2,027	4%
Sales & office	13,017	26%
Farming, fishing & forestry	584	1%
Construction, extraction & maintenance	3,531	7%
Production, transport & material moving	4,247	8%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24010

Household Income

	Number	Percent
Total Households	39,093	100%
Less than \$15,000	2,983	8%
\$15,000 to \$29,999	4,947	13%
\$30,000 to \$44,999	5,955	15%
\$45,000 to \$59,999	4,441	11%
\$60,000 to \$74,999	3,971	10%
\$75,000 to \$99,999	4,802	12%
\$100,000 to \$124,999	3,702	9%
\$125,000 to \$149,999	2,477	6%
\$150,000 to \$199,999	2,952	8%
\$200,000 or more	2,863	7%
Median Income	\$64,610	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	39,093	100%
With earnings	31,574	81%
With wage and salary income	29,894	76%
With self-employment income	5,399	14%
With interest, dividend, or net rental income	11,375	29%
With Social Security income	9,481	24%
With Supplemental Security income	821	2%
With public assistance income	585	1%
With retirement income	6,890	18%
With other types of income	5,466	14%

Note: "Earnings" is the sum of households with wage and salary income and/or self-employment income. Also, a household may have more than one income. Therefore, subsets will not sum to the total.

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B19051 - B19060

Ratio of Income to Poverty Level

Population for whom poverty status is determined

	Number	Percent
Total	113,584	100%
Under .50	5,234	5%
.50 to .99	6,467	6%
1.00 to 1.24	4,877	4%
1.25 to 1.49	5,481	5%
1.50 to 1.84	7,571	7%
1.85 to 1.99	3,263	3%
2.00 and over	80,691	71%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C17002

Poverty Status

Population for whom poverty status is determined

	Number	Percent
Total	113,584	100%
Above Poverty	101,883	90%
Below Poverty	11,701	10%

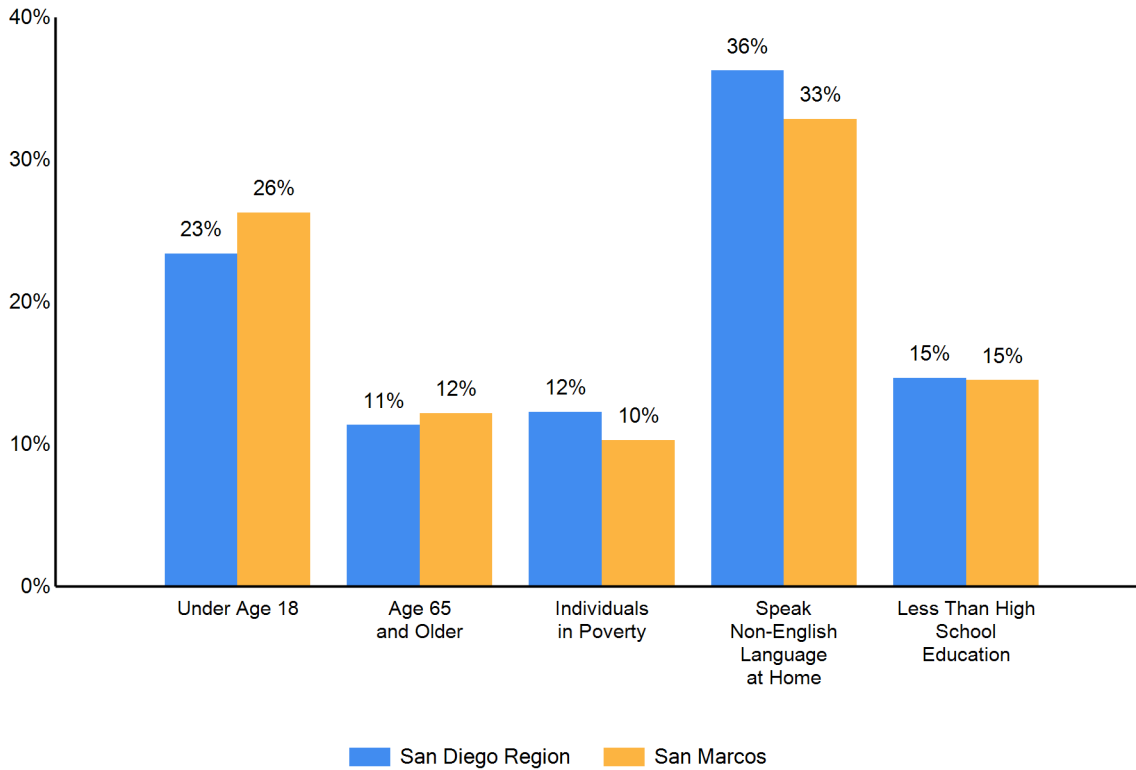
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
Total Families	27,665	14,984	12,681	25,728	13,604	12,124	1,937	1,380	557
Married couple family	22,203	11,613	10,590	21,038	10,898	10,140	1,165	715	450
Male householder, no wife present	1,633	793	840	1,488	678	810	145	115	30
Female householder, no husband present	3,829	2,578	1,251	3,202	2,028	1,174	627	550	77

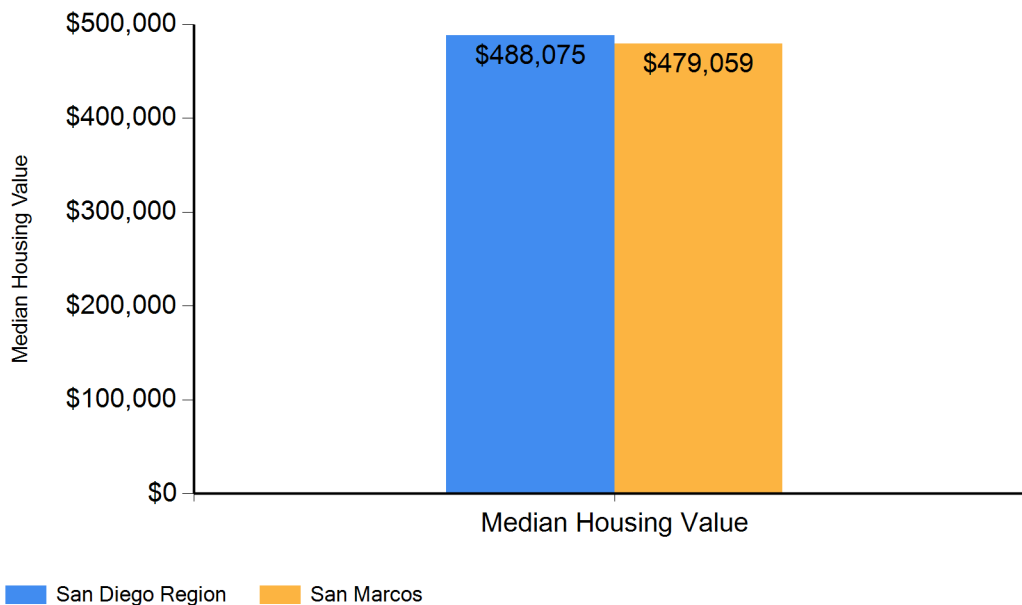
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Demographic and Socioeconomic Characteristics



Source: SANDAG, Current Estimates (2010) and constructed from U.S. Census Bureau's American Community survey 2010 5 - year file

Median Housing Value



Source: SANDAG, Constructed from U.S. Census Bureau's American Community survey 2010 5 - year file, Table B25075