



Demographic and Socioeconomic Profile 2010

JURISDICTION: San Marcos

Population by Race

	Population	Percent
Total Population	83,772	100%
White	40,730	49%
Hispanic	30,695	37%
Asian	7,362	9%
Two or More	2,489	3%
Black	1,756	2%
Pacific Islander	289	<1%
American Indian	255	<1%
Other	196	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	83,772	41,229	42,543	51%
Under 5	6,718	3,480	3,238	48%
5 to 9	6,326	3,184	3,142	50%
10 to 14	5,995	3,210	2,785	46%
15 to 17	3,678	1,944	1,734	47%
18 and 19	3,035	1,390	1,645	54%
20 to 24	6,253	3,193	3,060	49%
25 to 29	5,821	2,977	2,844	49%
30 to 34	5,749	2,840	2,909	51%
35 to 39	6,190	3,111	3,079	50%
40 to 44	6,150	3,090	3,060	50%
45 to 49	5,611	2,778	2,833	50%
50 to 54	4,805	2,409	2,396	50%
55 to 59	3,919	1,815	2,104	54%
60 and 61	1,501	759	742	49%
62 to 64	2,172	873	1,299	60%
65 to 69	2,710	1,226	1,484	55%
70 to 74	2,011	858	1,153	57%
75 to 79	1,748	787	961	55%
80 to 84	1,729	757	972	56%
85 and Older	1,651	548	1,103	67%
Under 18	22,717	11,818	10,899	48%
65 and older	9,849	4,176	5,673	58%
Median	33.5	32.2	34.9	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	64,733	100%
Never Married	18,039	28%
Married, excluding separated	36,464	56%
Separated	983	2%
Widowed	3,058	5%
Divorced	6,189	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	83,772	100%
Household	82,928	99%
Group Quarters - College	617	1%
Group Quarters - Other	227	<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.	83,772	30,695	40,730	1,756	255	7,362	289	196	2,489
Under 5	6,718	3,281	2,456	118	14	463	12	16	358
5 to 9	6,326	3,018	2,304	113	18	417	32	13	411
10 to 14	5,995	3,008	2,093	99	22	468	19	14	272
15 to 17	3,678	1,895	1,306	87	13	222	7	18	130
18 and 19	3,035	1,298	1,414	64	7	152	11	5	84
20 to 24	6,253	2,721	2,610	198	14	479	25	13	193
25 to 29	5,821	2,550	2,422	144	13	495	17	27	153
30 to 34	5,749	2,520	2,352	128	8	601	22	13	105
35 to 39	6,190	2,417	2,693	153	9	768	23	6	121
40 to 44	6,150	2,232	2,926	115	16	697	32	27	105
45 to 49	5,611	1,806	2,940	163	37	490	29	10	136
50 to 54	4,805	1,202	2,924	102	8	454	20	8	87
55 to 59	3,919	883	2,460	90	17	384	12	9	64
60 and 61	1,501	260	985	32	18	168	3	2	33
62 to 64	2,172	342	1,502	41	8	212	8	4	55
65 to 69	2,710	470	1,846	35	8	285	5	4	57
70 to 74	2,011	297	1,373	26	9	257	7	4	38
75 to 79	1,748	246	1,260	26	5	166	2	1	42
80 to 84	1,729	153	1,426	11	9	106	1	0	23
85 and Older	1,651	96	1,438	11	2	78	2	2	22
Under 18	22,717	11,202	8,159	417	67	1,570	70	61	1,171
65 and older	9,849	1,262	7,343	109	33	892	17	11	182
Median		25.2	41.2	32.1	43.0	37.5	34.9	28.5	19.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	77,054	100%
Speak Only English	48,352	63%
Speak Spanish:	21,869	28%
Speak English "well" or "very well"	14,789	19%
Speak English "not well" or "not at all"	7,080	9%
Speak Asian/Pacific Island language:	4,467	6%
Speak English "well" or "very well"	3,560	5%
Speak English "not well" or "not at all"	907	1%
Speak other language:	2,366	3%
Speak English "well" or "very well"	2,003	3%
Speak English "not well" or "not at all"	363	<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	51,767	100%
Less than 9th grade	5,486	11%
9th through 12th grade, no diploma	3,771	7%
High school grad (incl. equivalency)	10,413	20%
Some college, no degree	10,923	21%
Associate degree	5,411	10%
Bachelor's degree	10,666	21%
Master's degree	3,544	7%
Professional school degree	836	2%
Doctorate degree	717	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	79,915	100%	---	---	---	---
Enrolled in school	24,453	31%	21,491	27%	2,962	4%
Nursery / Preschool	1,567	6%	742	3%	825	28%
Kindergarten to grade 4	6,033	25%	5,553	26%	480	16%
Grade 5 to grade 8	4,658	19%	4,302	20%	356	12%
Grade 9 to grade 12	4,836	20%	4,476	21%	360	12%
College, undergraduate	6,323	26%	5,896	27%	427	14%
Graduate or Professional school	1,036	4%	522	2%	514	17%
Not enrolled in school	55,462	69%	---	---	---	---

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	27,199	100%	11,566	100%	15,633	100%
Family Households:	19,970	73%	11,489	99%	8,481	54%
Married couple family	15,974	59%	8,897	77%	7,077	45%
Other family:	3,996	15%	2,592	22%	1,404	9%
Male householder, no wife	1,236	5%	632	5%	604	4%
Female householder, no husband	2,760	10%	1,960	17%	800	5%
Nonfamily households:	7,229	27%	77	1%	7,152	46%
Householder living alone	5,188	19%	----	----	----	----
Other nonfamily households	2,041	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	28,171	100%	27199	972	3%	3.05
Single family (detached)	14,263	51%	13,891	372	3%	3.19
Single family (attached)	810	3%	808	2	<1%	3.53
2 to 4 units	1,174	4%	1,122	52	4%	2.85
5 to 9 units	1,933	7%	1,857	76	4%	2.93
10 or more units	6,351	23%	6,110	241	4%	2.95
Mobile home and Other	3,640	13%	3,411	229	6%	2.64

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	17,720	100%
Less than \$150,000	2,143	12%
\$150,000 to \$199,999	644	4%
\$200,000 to \$249,999	764	4%
\$250,000 to \$299,999	797	4%
\$300,000 to \$399,999	2,848	16%
\$400,000 to \$499,999	2,981	17%
\$500,000 to \$749,999	5,421	31%
\$750,000 to \$999,999	1,353	8%
\$1,000,000 or more	769	4%

Median Value **\$456,315**

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	28,171	100%
2005 or Later	2,051	7%
2000 to 2004	5,719	20%
1990 to 1999	5,241	19%
1980 to 1989	5,739	20%
1970 to 1979	7,166	25%
1960 to 1969	1,555	6%
1950 to 1959	487	2%
1940 to 1949	97	<1%
1939 or earlier	116	<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	27,199	100%	9,479	100%	17,720	100%
1.00 occupant housing per room or less	25,822	95%	8,489	90%	17,333	98%
1.01 to 1.50 occupants per room	947	3%	644	7%	303	2%
1.51 to 2.00 occupants per room	305	1%	230	2%	75	<1%
2.01 or more occupants per room	125	<1%	116	1%	9	<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	9,479	100%
Less than \$500	506	5%
\$500 to \$599	154	2%
\$600 to \$699	237	3%
\$700 to \$799	405	4%
\$800 to \$899	622	7%
\$900 to \$999	838	9%
\$1,000 to \$1,249	2,474	26%
\$1,250 to \$1,499	1,526	16%
\$1,500 to \$1,999	1,576	17%
\$2,000 or more	966	10%
No cash rent	175	2%
Median contract rent	\$1,200	

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	9,479	100%
Less than 20 percent	1,054	11%
20.0 to 24.9 percent	1,008	11%
25.0 to 29.9 percent	1,084	11%
30.0 to 34.9 percent	918	10%
35.0 to 39.9 percent	744	8%
40.0 to 49.9 percent	1,429	15%
50.0 percent or more	2,785	29%
Not computed	457	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	27,199	100%
No vehicle	1,260	5%
1 vehicle	7,614	28%
2 vehicles	11,729	43%
3 vehicles	4,435	16%
4 or more vehicles	2,161	8%

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	36,791	100%
Worked in state of residence	36,654	100%
Worked in county of residence	35,014	95%
Worked outside county of residence	1,640	4%
Worked outside state of residence	137	<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	63,471	100%	30,699	48%
In labor force	38,407	61%	21,642	56%
Armed forces	710	2%	624	88%
Civilian (employed)	34,643	90%	19,409	56%
Civilian (unemployed)	3,054	8%	1,609	53%
Not in labor force	25,064	39%	9,057	36%
Pct. of civilian labor force unemployed	8.1%		7.7%	

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	36,791	100%
Car, truck or van:	33,189	90%
Drove Alone	28,831	78%
Carpooled	4,358	12%
Public Transportation:	632	2%
Bus	334	1%
Trolley / Streetcar	0	0%
Railroad	235	1%
Other public transportation	63	<1%
Motorcycle	170	<1%
Bicycle	24	<1%
Walked	583	2%
Other means	162	<1%
Worked at home	2,031	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	36,791	100%
Did not work at home	34,760	94%
Less than 10 minutes	3,291	9%
10 to 19 minutes	10,933	30%
20 to 29 minutes	7,157	19%
30 to 44 minutes	6,417	17%
45 to 59 minutes	4,161	11%
60 to 89 minutes	2,107	6%
90 minutes or more	694	2%
Worked at home	2,031	6%
Average time to work (minutes)	31	--

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+	36,058	100%
Agriculture, forestry, mining	727	2%
Utilities	391	1%
Construction	2,633	7%
Manufacturing	4,218	12%
Wholesale trade	1,712	5%
Retail trade	3,525	10%
Transportation & warehousing	746	2%
Information & communications	865	2%
Finance, insurance, & real estate	2,862	8%
Professional, scientific, management, administration	1,074	3%
Educational, social, & health services	6,448	18%
Art, entertainment, recreation, accommodations, food	3,663	10%
Other services	1,860	5%
Public administration	5,334	15%

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+	36,058	100%
Management, professional & related:	13,355	37%
Management (incl. farm managers)	4,074	11%
Business & financial	1,815	5%
Computer & mathematical	1,216	3%
Architecture & engineering	1,141	3%
Life, physical & social science	550	2%
Community & social service	476	1%
Legal	178	<1%
Education, training, & library	1,964	5%
Art, entertainment, sports & media	684	2%
Healthcare practitioners	1,257	3%
Service:	6,541	18%
Healthcare support	467	1%
Protective service	612	2%
Food preparation & serving	1,937	5%
Building & grounds cleaning / maintenance	2,102	6%
Personal care & service	1,423	4%
Sales & office	9,171	25%
Farming, fishing & forestry	550	2%
Construction, extraction & maintenance	2,966	8%
Production, transport & material moving	3,475	10%

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

Household Income

Number Percent

Total Households	27,199	100%
Less than \$15,000	2,194	8%
\$15,000 to \$29,999	3,972	15%
\$30,000 to \$44,999	4,464	16%
\$45,000 to \$59,999	3,293	12%
\$60,000 to \$74,999	2,791	10%
\$75,000 to \$99,999	3,055	11%
\$100,000 to \$124,999	2,366	9%
\$125,000 to \$149,999	1,642	6%
\$150,000 to \$199,999	1,770	7%
\$200,000 or more	1,652	6%
Median Income	\$58,526	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	27,199	100%
With earnings	22,062	81%
With wage and salary income	21,100	78%
With self-employment income	3,568	13%
With interest, dividend, or net rental income	7,248	27%
With Social Security income	6,193	23%
With Supplemental Security income	577	2%
With public assistance income	379	1%
With retirement income	4,722	17%
With other types of income	4,072	15%

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	83,592	100%
Under .50	4,093	5%
.50 to .99	5,228	6%
1.00 to 1.24	3,875	5%
1.25 to 1.49	4,504	5%
1.50 to 1.84	6,644	8%
1.85 to 1.99	2,542	3%
2.00 and over	56,706	68%

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	83,592	100%
Above Poverty	74,271	89%
Below Poverty	9,321	11%

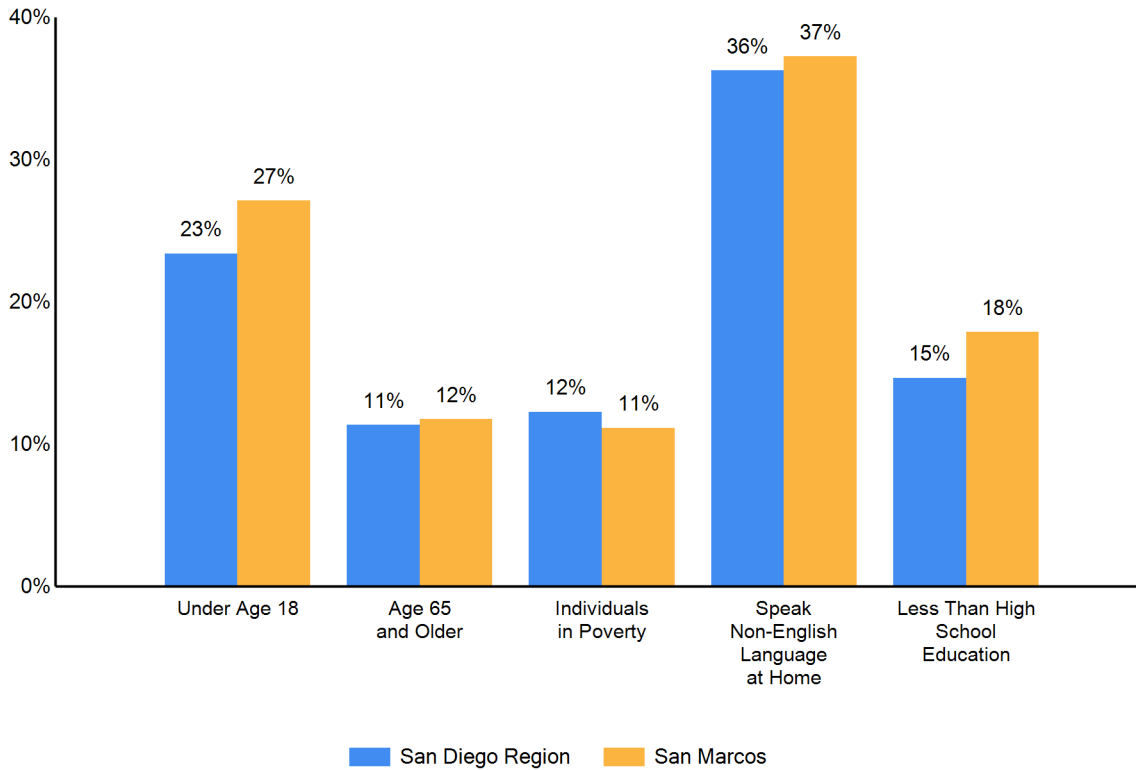
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	19,970	11,489	8,481	18,406	10,298	8,108	1,564	1,191	373
Married couple family	15,974	8,897	7,077	15,034	8,265	6,769	940	632	308
Male householder, no wife present	1,236	632	604	1,094	520	574	142	112	30
Female householder, no husband present	2,760	1,960	800	2,278	1,513	765	482	447	35

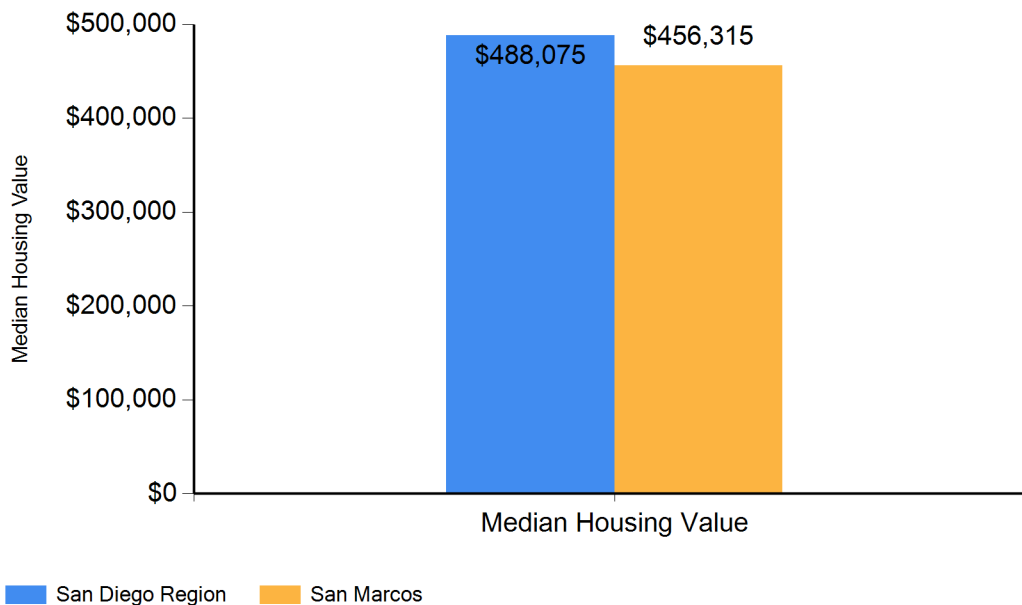
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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