



Demographic and Socioeconomic Profile 2010

SRA: San Marcos

Population by Race

	Population	Percent
Total Population	89,365	100%
White	44,816	50%
Hispanic	32,772	37%
Asian	6,895	8%
Two or More	2,332	3%
Black	1,742	2%
American Indian	307	<1%
Pacific Islander	294	<1%
Other	207	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	89,365	43,549	45,816	51%
Under 5	6,893	3,491	3,402	49%
5 to 9	6,644	3,315	3,329	50%
10 to 14	6,195	3,349	2,846	46%
15 to 17	3,808	1,964	1,844	48%
18 and 19	2,753	1,330	1,423	52%
20 to 24	6,097	3,193	2,904	48%
25 to 29	5,944	2,947	2,997	50%
30 to 34	6,109	3,119	2,990	49%
35 to 39	6,452	3,130	3,322	51%
40 to 44	6,598	3,301	3,297	50%
45 to 49	6,263	3,066	3,197	51%
50 to 54	5,430	2,669	2,761	51%
55 to 59	4,452	2,099	2,353	53%
60 and 61	1,578	724	854	54%
62 to 64	2,426	949	1,477	61%
65 to 69	3,072	1,375	1,697	55%
70 to 74	2,373	1,032	1,341	57%
75 to 79	2,167	950	1,217	56%
80 to 84	2,014	859	1,155	57%
85 and Older	2,097	687	1,410	67%
Under 18	23,540	12,119	11,421	49%
65 and older	11,723	4,903	6,820	58%
Median	35.2	33.5	36.8	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	69,633	100%
Never Married	19,241	28%
Married, excluding separated	38,613	55%
Separated	1,068	2%
Widowed	4,041	6%
Divorced	6,670	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	89,365	100%
Household	88,959	100%
Group Quarters - Other	406	<1%
Group Quarters - College	0	0%
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.	89,365	32,772	44,816	1,742	307	6,895	294	207	2,332
Under 5	6,893	3,466	2,553	106	18	389	15	21	325
5 to 9	6,644	3,206	2,512	139	20	378	28	17	344
10 to 14	6,195	3,052	2,251	115	19	425	15	12	306
15 to 17	3,808	2,029	1,313	79	15	196	7	20	149
18 and 19	2,753	1,327	1,134	54	10	132	12	6	78
20 to 24	6,097	2,867	2,407	158	22	450	25	13	155
25 to 29	5,944	2,795	2,354	142	23	451	20	14	145
30 to 34	6,109	2,681	2,618	106	11	545	23	15	110
35 to 39	6,452	2,565	2,894	171	14	656	26	9	117
40 to 44	6,598	2,413	3,226	108	20	673	19	31	108
45 to 49	6,263	2,010	3,386	147	41	509	34	13	123
50 to 54	5,430	1,395	3,314	127	15	469	22	10	78
55 to 59	4,452	955	2,881	106	23	406	13	9	59
60 and 61	1,578	286	1,091	36	9	128	5	3	20
62 to 64	2,426	374	1,730	43	9	205	7	6	52
65 to 69	3,072	501	2,183	34	6	292	5	2	49
70 to 74	2,373	306	1,752	28	7	235	10	2	33
75 to 79	2,167	251	1,670	18	7	176	3	2	40
80 to 84	2,014	174	1,680	13	11	110	2	1	23
85 and Older	2,097	119	1,867	12	7	70	3	1	18
Under 18	23,540	11,753	8,629	439	72	1,388	65	70	1,124
65 and older	11,723	1,351	9,152	105	38	883	23	8	163
Median		25.8	43.7	33.7	40.4	38.7	35.4	30.2	19.1

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	82,472	100%
Speak Only English	51,516	62%
Speak Spanish:	24,167	29%
Speak English "well" or "very well"	16,518	20%
Speak English "not well" or "not at all"	7,649	9%
Speak Asian/Pacific Island language:	4,268	5%
Speak English "well" or "very well"	3,313	4%
Speak English "not well" or "not at all"	955	1%
Speak other language:	2,521	3%
Speak English "well" or "very well"	2,164	3%
Speak English "not well" or "not at all"	357	<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	56,975	100%
Less than 9th grade	5,842	10%
9th through 12th grade, no diploma	4,278	8%
High school grad (incl. equivalency)	12,327	22%
Some college, no degree	12,616	22%
Associate degree	5,635	10%
Bachelor's degree	10,818	19%
Master's degree	3,823	7%
Professional school degree	934	2%
Doctorate degree	702	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	85,386	100%	---	---	---	---
Enrolled in school	24,857	29%	22,065	26%	2,792	3%
Nursery / Preschool	1,714	7%	883	4%	831	30%
Kindergarten to grade 4	6,363	26%	5,926	27%	437	16%
Grade 5 to grade 8	4,710	19%	4,400	20%	310	11%
Grade 9 to grade 12	4,998	20%	4,715	21%	283	10%
College, undergraduate	6,088	24%	5,687	26%	401	14%
Graduate or Professional school	984	4%	454	2%	530	19%
Not enrolled in school	60,529	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	30,131	100%	12,108	100%	18,023	100%
Family Households:	21,613	72%	11,983	99%	9,630	53%
Married couple family	17,303	57%	9,411	78%	7,892	44%
Other family:	4,310	14%	2,572	21%	1,738	10%
Male householder, no wife	1,520	5%	761	6%	759	4%
Female householder, no husband	2,790	9%	1,811	15%	979	5%
Nonfamily households:	8,518	28%	125	1%	8,393	47%
Householder living alone	6,452	21%	----	----	----	----
Other nonfamily households	2,066	7%	----	----	----	----

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	31,439	100%	30131	1,308	4%	2.95
Single family (detached)	17,548	56%	17,049	499	3%	2.99
Single family (attached)	1,516	5%	1,477	39	3%	2.94
2 to 4 units	1,259	4%	1,165	94	7%	2.83
5 to 9 units	1,903	6%	1,774	129	7%	2.99
10 or more units	5,814	18%	5,481	333	6%	3.01
Mobile home and Other	3,399	11%	3,185	214	6%	2.65

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	19,981	100%
Less than \$150,000	2,113	11%
\$150,000 to \$199,999	648	3%
\$200,000 to \$249,999	815	4%
\$250,000 to \$299,999	1,016	5%
\$300,000 to \$399,999	3,661	18%
\$400,000 to \$499,999	3,744	19%
\$500,000 to \$749,999	6,401	32%
\$750,000 to \$999,999	1,246	6%
\$1,000,000 or more	337	2%

Median Value **\$446,588**

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	31,439	100%
2005 or Later	1,632	5%
2000 to 2004	4,558	14%
1990 to 1999	6,026	19%
1980 to 1989	7,480	24%
1970 to 1979	8,878	28%
1960 to 1969	2,006	6%
1950 to 1959	635	2%
1940 to 1949	116	<1%
1939 or earlier	108	<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	30,131	100%	10,150	100%	19,981	100%
1.00 occupant housing per room or less	28,618	95%	9,039	89%	19,579	98%
1.01 to 1.50 occupants per room	1,080	4%	755	7%	325	2%
1.51 to 2.00 occupants per room	305	1%	240	2%	65	<1%
2.01 or more occupants per room	128	<1%	116	1%	12	<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	10,150	100%
Less than \$500	406	4%
\$500 to \$599	185	2%
\$600 to \$699	235	2%
\$700 to \$799	429	4%
\$800 to \$899	669	7%
\$900 to \$999	933	9%
\$1,000 to \$1,249	2,995	30%
\$1,250 to \$1,499	1,669	16%
\$1,500 to \$1,999	1,652	16%
\$2,000 or more	814	8%
No cash rent	163	2%
Median contract rent	\$1,185	

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	10,150	100%
Less than 20 percent	1,192	12%
20.0 to 24.9 percent	1,154	11%
25.0 to 29.9 percent	1,075	11%
30.0 to 34.9 percent	1,003	10%
35.0 to 39.9 percent	796	8%
40.0 to 49.9 percent	1,607	16%
50.0 percent or more	2,857	28%
Not computed	466	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	30,131	100%
No vehicle	1,462	5%
1 vehicle	9,239	31%
2 vehicles	12,416	41%
3 vehicles	4,745	16%
4 or more vehicles	2,269	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	39,006	100%
Worked in state of residence	38,873	100%
Worked in county of residence	37,267	96%
Worked outside county of residence	1,606	4%
Worked outside state of residence	133	<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	68,352	100%	32,750	48%
In labor force	41,113	60%	23,072	56%
Armed forces	679	2%	641	94%
Civilian (employed)	37,176	90%	20,645	56%
Civilian (unemployed)	3,258	8%	1,786	55%
Not in labor force	27,239	40%	9,678	36%
Pct. of civilian labor force unemployed	8.1%		8.0%	

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	39,006	100%
Car, truck or van:	35,342	91%
Drove Alone	30,686	79%
Carpooled	4,656	12%
Public Transportation:	634	2%
Bus	372	1%
Trolley / Streetcar	0	0%
Railroad	211	1%
Other public transportation	51	<1%
Motorcycle	238	1%
Bicycle	16	<1%
Walked	414	1%
Other means	256	1%
Worked at home	2,106	5%

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	39,006	100%
Did not work at home	36,900	95%
Less than 10 minutes	3,312	8%
10 to 19 minutes	11,831	30%
20 to 29 minutes	7,635	20%
30 to 44 minutes	6,538	17%
45 to 59 minutes	4,310	11%
60 to 89 minutes	2,532	6%
90 minutes or more	742	2%
Worked at home	2,106	5%
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+	38,376	100%
Agriculture, forestry, mining	670	2%
Utilities	505	1%
Construction	2,833	7%
Manufacturing	4,497	12%
Wholesale trade	1,699	4%
Retail trade	4,328	11%
Transportation & warehousing	721	2%
Information & communications	837	2%
Finance, insurance, & real estate	2,920	8%
Professional, scientific, management, administration	1,300	3%
Educational, social, & health services	6,510	17%
Art, entertainment, recreation, accommodations, food	3,900	10%
Other services	2,178	6%
Public administration	5,478	14%

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+	38,376	100%
Management, professional & related:	13,612	35%
Management (incl. farm managers)	4,161	11%
Business & financial	1,981	5%
Computer & mathematical	1,211	3%
Architecture & engineering	1,168	3%
Life, physical & social science	490	1%
Community & social service	470	1%
Legal	150	<1%
Education, training, & library	2,083	5%
Art, entertainment, sports & media	578	2%
Healthcare practitioners	1,320	3%
Service:	7,212	19%
Healthcare support	544	1%
Protective service	741	2%
Food preparation & serving	1,914	5%
Building & grounds cleaning / maintenance	2,425	6%
Personal care & service	1,588	4%
Sales & office	9,698	25%
Farming, fishing & forestry	480	1%
Construction, extraction & maintenance	3,317	9%
Production, transport & material moving	4,057	11%

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

Household Income

Number Percent

Total Households	30,131	100%
Less than \$15,000	2,312	8%
\$15,000 to \$29,999	4,431	15%
\$30,000 to \$44,999	4,811	16%
\$45,000 to \$59,999	3,905	13%
\$60,000 to \$74,999	3,032	10%
\$75,000 to \$99,999	3,732	12%
\$100,000 to \$124,999	2,586	9%
\$125,000 to \$149,999	2,003	7%
\$150,000 to \$199,999	1,821	6%
\$200,000 or more	1,498	5%
Median Income	\$58,488	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	30,131	100%
With earnings	23,740	79%
With wage and salary income	22,618	75%
With self-employment income	4,004	13%
With interest, dividend, or net rental income	8,458	28%
With Social Security income	8,316	28%
With Supplemental Security income	668	2%
With public assistance income	479	2%
With retirement income	5,907	20%
With other types of income	4,070	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	89,052	100%
Under .50	4,069	5%
.50 to .99	5,840	7%
1.00 to 1.24	4,258	5%
1.25 to 1.49	4,375	5%
1.50 to 1.84	6,934	8%
1.85 to 1.99	3,072	3%
2.00 and over	60,504	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	89,052	100%
Above Poverty	79,143	89%
Below Poverty	9,909	11%

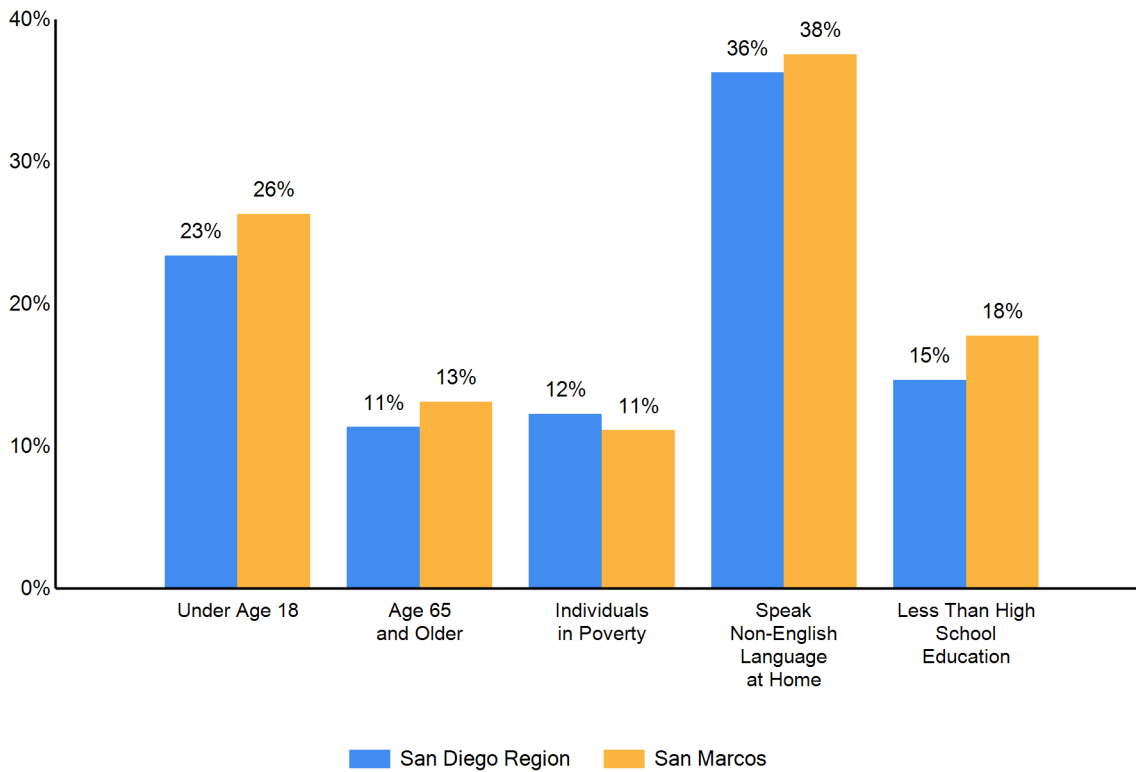
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	21,613	11,983	9,630	20,073	10,757	9,316	1,540	1,226	314
Married couple family	17,303	9,411	7,892	16,476	8,786	7,690	827	625	202
Male householder, no wife present	1,520	761	759	1,322	593	729	198	168	30
Female householder, no husband present	2,790	1,811	979	2,275	1,378	897	515	433	82

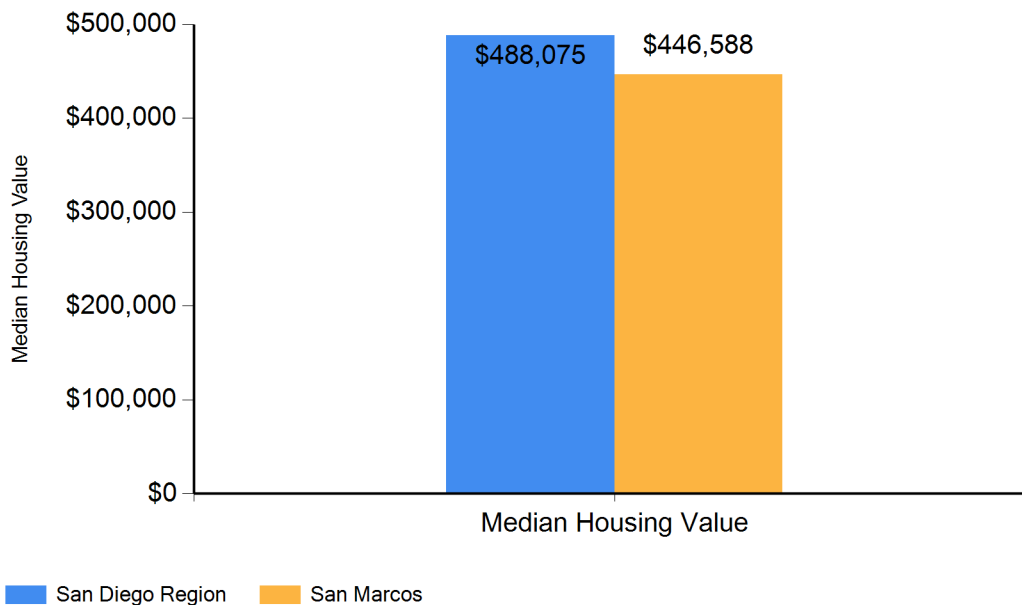
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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