

Summary Report

Rancho San Marcos Village
San Marcos Blvd at Rancho Santa Fe Rd - San Marcos, CA

WEINGARTEN REALTY
Real Estate for Everyday Retail

Longitude: -117.207101

Latitude: 33.131817

Key Variables	1.00 Mile Radius	2.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	13,926	43,261	99,824	211,701
Average Household Income	\$76,402	\$89,798	\$103,157	\$111,681

Population				
2024 Population	15,057	46,885	106,277	222,840
2019 Population	13,926	43,261	99,824	211,701
2010 Population	11,896	36,300	87,499	190,064
2000 Population	9,753	25,973	60,558	141,707
Absolute Growth 2010 to 2019	17.06%	19.18%	14.09%	11.38%
Projected Growth 2019 to 2024	8.12%	8.38%	6.46%	5.26%

Race & Ethnicity				
% White	59.10%	49.36%	50.78%	58.47%
% Black	1.63%	2.06%	2.18%	2.03%
% Asian	5.77%	7.31%	8.48%	7.82%
% Other	2.80%	3.42%	3.71%	3.88%
% Hispanic	30.71%	37.85%	34.86%	27.80%

Income & Education				
Median Household Income	\$60,110	\$69,274	\$78,672	\$85,142
Average Household Income	\$76,402	\$89,798	\$103,157	\$111,681
% College Graduates	42.41%	42.78%	47.01%	51.70%

Age				
Median Age	46.6	38.7	37.0	38.4
% Age < 18	20.06%	24.94%	26.31%	24.05%
% Age 65 +	27.83%	17.32%	13.97%	15.40%

Households & Housing				
Households	5,795	15,501	34,344	74,378
Average Household Size	2.39	2.78	2.89	2.82
Median Housing Value	\$507,406	\$663,029	\$786,074	\$858,784
% Owner Occupied Housing	66.63%	60.59%	58.40%	61.91%
% Renter Occupied Housing	27.05%	34.05%	36.52%	33.00%
% Vacant Housing	6.32%	5.35%	5.07%	5.08%

Workplace & Workers				
Number of Businesses	427	1,983	3,328	7,208
Total Number of Employees (FTE)	5,774	30,656	50,925	108,112
% White Collar	60.26%	60.81%	64.06%	67.85%
% Blue Collar	39.74%	39.19%	35.94%	32.15%