

Summary Report

San Marcos Plaza
San Marcos Blvd at Rancho Santa Fe Rd - San Marcos



Longitude: -117.209455

Latitude: 33.131302

Key Variables	1.00 Mile Radius	2.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	13,665	42,990	99,791	211,790
Average Household Income	\$68,427	\$85,438	\$94,253	\$102,155

Population				
2023 Population	14,753	46,488	105,677	221,872
2018 Population	13,665	42,990	99,791	211,790
2010 Population	11,627	36,110	87,960	190,639
2000 Population	9,506	25,093	60,942	141,899
Absolute Growth 2010 to 2018	17.52%	19.05%	13.45%	11.09%
Projected Growth 2018 to 2023	7.97%	8.14%	5.90%	4.76%

Race & Ethnicity				
% White	61.71%	52.29%	51.91%	59.37%
% Black	1.70%	2.18%	2.25%	2.08%
% Asian	5.17%	7.10%	8.19%	7.62%
% Other	3.14%	3.55%	3.75%	3.84%
% Hispanic	28.28%	34.88%	33.91%	27.09%

Income & Education				
Median Household Income	\$53,596	\$65,690	\$71,574	\$78,189
Average Household Income	\$68,427	\$85,438	\$94,253	\$102,155
% College Graduates	44.66%	44.98%	47.80%	52.59%

Age				
Median Age	46.9	39.2	36.8	38.3
% Age < 18	19.87%	24.93%	26.51%	24.24%
% Age 65 +	28.28%	17.68%	13.71%	15.10%

Households & Housing				
Households	5,727	15,596	34,420	74,503
Average Household Size	2.38	2.75	2.88	2.82
Median Housing Value	\$494,433	\$660,375	\$746,799	\$833,220
% Owner Occupied Housing	67.01%	61.66%	58.35%	61.94%
% Renter Occupied Housing	26.78%	32.94%	36.50%	32.82%
% Vacant Housing	6.20%	5.41%	5.14%	5.24%

Workplace & Workers				
Number of Businesses	403	2,052	3,271	7,174
Total Number of Employees (FTE)	5,428	30,999	48,418	104,578
% White Collar	60.43%	62.41%	64.26%	68.49%
% Blue Collar	39.57%	37.59%	35.74%	31.51%