

Summary Report

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

WEINGARTEN REALTY
Real Estate for Everyday Retail

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	13,605	42,969	100,335	212,314
Average Household Income	\$76,725	\$93,209	\$103,615	\$112,482

Population				
2024 Population	14,707	46,533	106,801	223,484
2019 Population	13,605	42,969	100,335	212,314
2010 Population	11,627	36,110	87,960	190,639
2000 Population	9,506	25,093	60,942	141,899
Absolute Growth 2010 to 2019	17.01%	19.00%	14.07%	11.37%
Projected Growth 2019 to 2024	8.10%	8.29%	6.44%	5.26%

Race & Ethnicity				
% White	60.12%	51.24%	51.05%	58.75%
% Black	1.67%	2.00%	2.17%	2.01%
% Asian	5.74%	7.32%	8.46%	7.81%
% Other	2.77%	3.43%	3.71%	3.86%
% Hispanic	29.70%	36.00%	34.61%	27.56%

Income & Education				
Median Household Income	\$60,443	\$72,124	\$78,820	\$85,602
Average Household Income	\$76,725	\$93,209	\$103,615	\$112,482
% College Graduates	42.86%	44.65%	47.26%	52.03%

Age				
Median Age	46.8	39.3	37.0	38.4
% Age < 18	20.02%	24.80%	26.34%	24.02%
% Age 65 +	28.13%	17.81%	13.97%	15.43%

Households & Housing				
Households	5,696	15,582	34,589	74,653
Average Household Size	2.38	2.75	2.88	2.82
Median Housing Value	\$507,244	\$683,739	\$791,217	\$867,358
% Owner Occupied Housing	66.95%	61.66%	58.36%	61.98%
% Renter Occupied Housing	26.69%	32.96%	36.57%	32.92%
% Vacant Housing	6.37%	5.38%	5.07%	5.10%

Workplace & Workers				
Number of Businesses	388	2,053	3,299	7,212
Total Number of Employees (FTE)	5,451	31,800	49,992	108,168
% White Collar	61.25%	62.50%	64.25%	68.04%
% Blue Collar	38.75%	37.50%	35.75%	31.96%