

Summary Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.1312/-117.1667

300 S Twin Oaks Valley Rd San Marcos, CA 92078	1 mi radius	3 mi radius	5 mi radius
Population			
2024 Estimated Population	20,115	92,150	198,667
2029 Projected Population	19,893	90,295	194,312
2020 Census Population	20,334	94,147	201,670
2010 Census Population	16,225	81,718	182,379
Projected Annual Growth 2024 to 2029	-0.2%	-0.4%	-0.4%
Historical Annual Growth 2010 to 2024	1.7%	0.9%	0.6%
2024 Median Age	30.6	37.7	38.3
Households			
2024 Estimated Households	6,216	30,703	68,904
2029 Projected Households	6,146	30,045	67,341
2020 Census Households	6,008	30,725	69,010
2010 Census Households	5,236	27,222	62,917
Projected Annual Growth 2024 to 2029	-0.2%	-0.4%	-0.5%
Historical Annual Growth 2010 to 2024	1.3%	0.9%	0.7%
Race and Ethnicity			
2024 Estimated White	46.7%	51.8%	53.3%
2024 Estimated Black or African American	4.1%	3.2%	3.2%
2024 Estimated Asian or Pacific Islander	13.7%	12.7%	11.7%
2024 Estimated American Indian or Native Alaskan	0.9%	1.1%	1.1%
2024 Estimated Other Races	34.5%	31.1%	30.7%
2024 Estimated Hispanic	41.1%	36.3%	35.5%
Income			
2024 Estimated Average Household Income	\$147,053	\$147,480	\$148,311
2024 Estimated Median Household Income	\$122,572	\$117,899	\$116,886
2024 Estimated Per Capita Income	\$46,046	\$49,409	\$51,658
Education (Age 25+)			
2024 Estimated Elementary (Grade Level 0 to 8)	9.0%	7.2%	7.5%
2024 Estimated Some High School (Grade Level 9 to 11)	4.5%	5.0%	4.8%
2024 Estimated High School Graduate	16.1%	17.0%	17.0%
2024 Estimated Some College	20.6%	19.6%	20.8%
2024 Estimated Associates Degree Only	7.6%	9.1%	8.8%
2024 Estimated Bachelors Degree Only	29.0%	27.0%	25.9%
2024 Estimated Graduate Degree	13.2%	15.1%	15.3%
Business			
2024 Estimated Total Businesses	708	3,927	10,230
2024 Estimated Total Employees	5,905	33,071	102,745
2024 Estimated Employee Population per Business	8.3	8.4	10.0
2024 Estimated Residential Population per Business	28.4	23.5	19.4

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