

Summary Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 33.1303/-117.1662

Campus Marketplace 300 S. Twin Oaks Valley Road, San Marcos, CA92078	1 mi radius	3 mi radius	5 mi radius
Population			
2022 Estimated Population	19,896	94,162	200,614
2027 Projected Population	19,829	96,164	203,150
2020 Census Population	20,044	94,529	201,213
2010 Census Population	15,957	81,936	182,012
Projected Annual Growth 2022 to 2027	-	0.4%	0.3%
Historical Annual Growth 2010 to 2022	2.1%	1.2%	0.9%
2022 Median Age	29.6	37.2	37.6
Households			
2022 Estimated Households	5,963	30,897	69,053
2027 Projected Households	6,057	32,110	71,190
2020 Census Households	5,941	30,826	68,812
2010 Census Households	5,182	27,271	62,748
Projected Annual Growth 2022 to 2027	0.3%	0.8%	0.6%
Historical Annual Growth 2010 to 2022	1.3%	1.1%	0.8%
Race and Ethnicity			
2022 Estimated White	43.9%	51.5%	53.0%
2022 Estimated Black or African American	3.6%	3.0%	3.1%
2022 Estimated Asian or Pacific Islander	19.5%	13.5%	11.7%
2022 Estimated American Indian or Native Alaskan	0.9%	1.1%	1.1%
2022 Estimated Other Races	32.2%	30.9%	31.1%
2022 Estimated Hispanic	38.8%	36.0%	36.1%
Income			
2022 Estimated Average Household Income	\$95,087	\$107,232	\$113,705
2022 Estimated Median Household Income	\$93,069	\$94,262	\$94,266
2022 Estimated Per Capita Income	\$29,007	\$35,426	\$39,331
Education (Age 25+)			
2022 Estimated Elementary (Grade Level 0 to 8)	9.2%	7.1%	7.0%
2022 Estimated Some High School (Grade Level 9 to 11)	3.6%	5.1%	4.6%
2022 Estimated High School Graduate	16.9%	18.6%	18.0%
2022 Estimated Some College	23.6%	20.6%	21.5%
2022 Estimated Associates Degree Only	7.8%	9.1%	8.5%
2022 Estimated Bachelors Degree Only	27.1%	26.3%	26.0%
2022 Estimated Graduate Degree	11.9%	13.2%	14.2%
Business			
2022 Estimated Total Businesses	714	3,873	10,181
2022 Estimated Total Employees	7,107	35,403	112,736
2022 Estimated Employee Population per Business	10.0	9.1	11.1
2022 Estimated Residential Population per Business	27.9	24.3	19.7

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