	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,010	24,734	46,040
2010 Total Population	4,734	30,375	55,393
2019 Total Population	5,813	37,255	68,694
2019 Group Quarters	144	5,706	7,192
2024 Total Population	7,141	42,936	78,943
2019-2024 Annual Rate	4.20%	2.88%	2.82%
2019 Total Daytime Population	13,607	52,282	77,340
Workers	10,762	33,168	43,229
Residents	2,845	19,114	34,111
Household Summary			
2000 Households	1,246	7,950	15,906
2000 Average Household Size	2.32	2.53	2.47
2010 Households	2,159	10,815	20,577
2010 Average Household Size	2.13	2.34	2.38
2019 Households	2,708	13,493	26,008
2019 Average Household Size	2.09	2.34	2.36
2024 Households	3,306	15,930	30,375
2024 Average Household Size	2.12	2.34	2.36
2019-2024 Annual Rate	4.07%	3.38%	3.15%
2010 Families	954	5,295	9,428
2010 Average Family Size	2.92	3.03	3.12
2019 Families	1,120	6,321	11,194
2019 Average Family Size	2.95	3.05	3.15
2024 Families	1,363	7,403	12,899
2024 Average Family Size	2.98	3.06	3.15
2019-2024 Annual Rate	4.01%	3.21%	2.88%
Housing Unit Summary			
2000 Housing Units	1,344	8,433	16,728
Owner Occupied Housing Units	36.9%	42.9%	40.4%
Renter Occupied Housing Units	55.8%	51.4%	54.7%
Vacant Housing Units	7.3%	5.7%	4.9%
2010 Housing Units	2,353	11,593	21,890
Owner Occupied Housing Units	28.0%	37.1%	34.5%
Renter Occupied Housing Units	63.7%	56.2%	59.5%
Vacant Housing Units	8.2%	6.7%	6.0%
2019 Housing Units	2,835	14,069	27,032
Owner Occupied Housing Units	30.2%	37.5%	32.9%
Renter Occupied Housing Units	65.3%	58.4%	63.4%
Vacant Housing Units	4.5%	4.1%	3.8%
2024 Housing Units	3,441	16,498	31,425
Owner Occupied Housing Units	34.3%	41.4%	35.0%
Renter Occupied Housing Units	61.8%	55.1%	61.7%
Vacant Housing Units	3.9%	3.4%	3.3%
Median Household Income			
2019	$41,017	$41,988	$38,623
2024	$48,144	$47,912	$42,466
Median Home Value			
2019	$146,094	$180,103	$180,376
2024	$160,009	$193,897	$198,583
Per Capita Income			
2019	$23,518	$22,515	$21,072
2024	$26,955	$25,915	$23,857
Median Age			
2010	28.9	24.5	24.3
2019	30.6	25.6	24.9
2024	31.5	26.9	25.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.
Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019

	1 mile	3 mile	5 mile
2019 Households by Income			
Household Income Base	2,708	13,493	26,008
<$15,000	14.1%	14.0%	16.7%
$15,000 - $24,999	14.5%	14.0%	14.4%
$25,000 - $34,999	11.4%	11.3%	12.9%
$35,000 - $49,999	20.1%	19.3%	18.8%
$50,000 - $74,999	18.2%	16.3%	16.0%
$75,000 - $99,999	12.8%	11.2%	10.0%
$100,000 - $149,999	5.5%	6.8%	5.7%
$150,000 - $199,999	2.3%	4.6%	3.4%
$200,000+	1.1%	2.6%	2.2%
Average Household Income	$52,852	$60,431	$54,701
2024 Households by Income			
Household Income Base	3,306	15,930	30,375
<$15,000	10.8%	11.4%	14.0%
$15,000 - $24,999	11.5%	11.9%	12.8%
$25,000 - $34,999	9.6%	9.9%	12.0%
$35,000 - $49,999	19.9%	18.8%	18.8%
$50,000 - $74,999	21.7%	18.6%	17.9%
$75,000 - $99,999	15.9%	13.2%	11.4%
$100,000 - $149,999	6.7%	7.8%	6.6%
$150,000 - $199,999	2.8%	5.5%	4.0%
$200,000+	1.2%	2.9%	2.3%
Average Household Income	$61,043	$68,665	$61,346
2019 Owner Occupied Housing Units by Value			
Total	856	5,276	8,880
<$50,000	10.6%	9.4%	11.7%
$50,000 - $99,999	11.8%	10.9%	11.6%
$100,000 - $149,999	29.9%	16.0%	14.3%
$150,000 - $199,999	40.1%	22.9%	20.5%
$200,000 - $249,999	3.4%	12.8%	13.3%
$250,000 - $299,999	3.7%	9.5%	9.5%
$300,000 - $399,999	0.0%	12.2%	13.6%
$400,000 - $499,999	0.2%	2.5%	2.4%
$500,000 - $749,999	0.0%	2.5%	1.8%
$750,000 - $999,999	0.0%	0.7%	0.8%
$1,000,000 - $1,499,999	0.2%	0.6%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$140,888	$209,106	$206,170
2024 Owner Occupied Housing Units by Value			
Total	1,181	6,833	10,988
<$50,000	7.7%	7.0%	9.0%
$50,000 - $99,999	8.6%	7.7%	8.4%
$100,000 - $149,999	24.6%	13.5%	11.9%
$150,000 - $199,999	45.5%	24.8%	21.4%
$200,000 - $249,999	5.6%	12.8%	13.7%
$250,000 - $299,999	7.3%	10.5%	10.3%
$300,000 - $399,999	0.0%	14.5%	17.2%
$400,000 - $499,999	0.4%	3.9%	3.9%
$500,000 - $749,999	0.0%	3.1%	2.4%
$750,000 - $999,999	0.0%	1.1%	1.0%
$1,000,000 - $1,499,999	0.3%	1.0%	0.8%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$157,409	$235,414	$234,378

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	4,735	30,373	55,392
0 - 4	5.1%	4.8%	4.9%
5 - 9	4.5%	4.3%	4.5%
10 - 14	4.6%	4.4%	4.7%
15 - 24	28.3%	38.8%	39.7%
25 - 34	15.2%	13.7%	14.1%
35 - 44	9.2%	8.6%	8.5%
45 - 54	9.1%	8.2%	8.3%
55 - 64	8.0%	7.7%	7.3%
65 - 74	5.9%	4.8%	4.2%
75 - 84	5.9%	3.2%	2.6%
85 +	4.1%	1.6%	1.2%
18 +	82.9%	83.7%	82.9%
2019 Population by Age			
Total	5,813	37,257	68,693
0 - 4	4.4%	4.3%	4.4%
5 - 9	3.9%	4.0%	4.1%
10 - 14	4.0%	4.0%	4.1%
15 - 24	27.4%	36.6%	38.1%
25 - 34	15.9%	14.6%	15.4%
35 - 44	8.7%	8.3%	7.9%
45 - 54	8.0%	7.5%	7.3%
55 - 64	8.8%	8.0%	7.8%
65 - 74	8.1%	6.8%	6.2%
75 - 84	6.3%	3.9%	3.2%
85 +	4.6%	1.9%	1.5%
18 +	85.0%	85.0%	84.6%
2024 Population by Age			
Total	7,140	42,935	78,943
0 - 4	4.5%	4.4%	4.5%
5 - 9	3.9%	4.0%	4.1%
10 - 14	3.9%	4.0%	4.1%
15 - 24	26.9%	34.6%	36.5%
25 - 34	14.9%	13.8%	14.8%
35 - 44	9.5%	9.5%	9.0%
45 - 54	7.7%	7.5%	7.0%
55 - 64	8.3%	7.8%	7.5%
65 - 74	8.7%	7.6%	6.8%
75 - 84	7.2%	4.9%	4.1%
85 +	4.4%	2.0%	1.6%
18 +	85.1%	84.9%	84.5%
2010 Population by Sex			
Males	2,236	14,958	27,644
Females	2,498	15,417	27,749
2019 Population by Sex			
Males	2,796	18,577	34,559
Females	3,016	18,678	34,135
2024 Population by Sex			
Males	3,450	21,392	39,598
Females	3,690	21,544	39,345

September 03, 2019

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	4,734	30,373	55,394
White Alone	76.0%	79.0%	78.2%
Black Alone	4.6%	4.8%	4.7%
American Indian Alone	2.2%	1.0%	0.9%
Asian Alone	1.0%	1.6%	1.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	12.7%	10.5%	11.7%
Two or More Races	3.3%	3.1%	2.9%
Hispanic Origin	48.1%	40.3%	41.3%
Diversity Index	71.0	67.5	68.4
2019 Population by Race/Ethnicity			
Total	5,812	37,253	68,694
White Alone	69.6%	72.7%	71.9%
Black Alone	6.1%	6.5%	6.4%
American Indian Alone	2.5%	1.1%	1.0%
Asian Alone	1.5%	2.4%	2.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	15.9%	13.1%	14.4%
Two or More Races	4.2%	4.0%	3.9%
Hispanic Origin	59.5%	49.6%	50.3%
Diversity Index	74.7	73.3	73.9
2024 Population by Race/Ethnicity			
Total	7,141	42,936	78,942
White Alone	67.1%	70.3%	69.5%
Black Alone	7.2%	7.6%	7.6%
American Indian Alone	2.6%	1.2%	1.1%
Asian Alone	1.6%	2.7%	2.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	16.8%	13.8%	15.1%
Two or More Races	4.5%	4.3%	4.1%
Hispanic Origin	62.0%	52.1%	52.8%
Diversity Index	75.9	74.9	75.4
2010 Population by Relationship and Household Type			
Total	4,734	30,375	55,393
In Households	97.1%	83.4%	88.5%
In Family Households	61.3%	55.2%	55.6%
Householder	19.1%	17.2%	16.8%
Spouse	12.4%	11.3%	11.1%
Child	23.3%	20.6%	21.3%
Other relative	3.9%	3.7%	3.9%
Nonrelative	2.5%	2.3%	2.4%
In Nonfamily Households	35.9%	28.3%	32.9%
In Group Quarters	2.9%	16.6%	11.5%
Institutionalized Population	2.7%	0.6%	1.1%
Noninstitutionalized Population	0.2%	16.0%	10.4%

September 03, 2019

	1 mile	3 mile	5 mile
2019 Population 25+ by Educational Attainment			
Total	3,506	19,024	33,840
Less than 9th Grade	4.8%	4.8%	5.6%
9th - 12th Grade, No Diploma	14.5%	7.8%	8.5%
High School Graduate	21.2%	21.6%	22.6%
GED/Alternative Credential	3.1%	4.5%	4.5%
Some College, No Degree	19.8%	20.1%	21.9%
Associate Degree	6.3%	4.8%	5.7%
Bachelor's Degree	20.1%	24.2%	21.3%
Graduate/Professional Degree	10.1%	12.2%	10.0%
2019 Population 15+ by Marital Status			
Total	5,100	32,679	60,015
Never Married	57.0%	60.1%	63.1%
Married	24.0%	27.6%	26.5%
Widowed	6.0%	3.6%	3.0%
Divorced	13.1%	8.7%	7.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.4%	92.9%	93.4%
Civilian Unemployed (Unemployment Rate)	4.6%	7.1%	6.6%
2019 Employed Population 16+ by Industry			
Total	3,036	18,661	35,633
Agriculture/Mining	2.4%	1.1%	0.9%
Construction	4.2%	4.1%	6.6%
Manufacturing	6.7%	6.1%	6.4%
Wholesale Trade	3.7%	2.3%	1.9%
Retail Trade	22.6%	17.4%	18.1%
Transportation/Utilities	6.3%	4.9%	4.3%
Information	0.6%	1.4%	1.4%
Finance/Insurance/Real Estate	5.2%	5.3%	3.8%
Services	45.7%	54.1%	53.7%
Public Administration	2.6%	3.2%	3.0%
2019 Employed Population 16+ by Occupation			
Total	3,035	18,664	35,634
White Collar	60.7%	61.0%	56.5%
Management/Business/Financial	10.0%	11.7%	9.4%
Professional	17.4%	20.8%	18.3%
Sales	17.6%	15.6%	16.2%
Administrative Support	15.7%	12.9%	12.7%
Services	16.4%	22.4%	24.7%
Blue Collar	22.9%	16.7%	18.7%
Farming/Forestry/Fishing	0.2%	0.5%	0.4%
Construction/Extraction	4.0%	3.3%	4.9%
Installation/Maintenance/Repair	3.4%	2.7%	2.6%
Production	6.0%	3.3%	4.8%
Transportation/Material Moving	9.3%	6.8%	6.0%
2010 Population By Urban/ Rural Status			
Total Population	4,734	30,375	55,393
Population Inside Urbanized Area	84.8%	93.0%	84.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	15.2%	7.0%	15.2%

September 03, 2019

Community Profile

1050 McKinley Pl Dr, San Marcos, TX 78666,
Latitude: 29.8524
Longitude: -97.95391

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	2,159	10,814	20,577
Households with 1 Person	37.8%	31.0%	30.8%
Households with 2+ People	62.2%	69.0%	69.2%
Family Households	44.2%	49.0%	45.8%
Husband-wife Families	28.6%	32.2%	30.1%
With Related Children	11.9%	13.8%	13.6%
Other Family (No Spouse Present)	15.6%	16.7%	15.8%
Other Family with Male Householder	5.0%	5.4%	5.4%
With Related Children	2.7%	2.7%	2.7%
Other Family with Female Householder	10.5%	11.3%	10.4%
With Related Children	6.1%	7.0%	6.6%
Nonfamily Households	18.0%	20.0%	23.4%
All Households with Children	21.0%	23.8%	23.2%
Multigenerational Households	3.8%	3.8%	3.9%
Unmarried Partner Households	6.6%	7.6%	8.0%
Male-female	6.1%	6.9%	7.3%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	2,158	10,815	20,577
1 Person Household	37.8%	31.0%	30.8%
2 Person Household	31.1%	34.4%	33.5%
3 Person Household	14.0%	16.0%	16.2%
4 Person Household	9.5%	10.4%	11.0%
5 Person Household	4.1%	4.6%	4.6%
6 Person Household	1.9%	2.0%	2.0%
7 + Person Household	1.5%	1.6%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	2,159	10,815	20,577
Owner Occupied	30.5%	39.8%	36.7%
Owned with a Mortgage/Loan	19.3%	25.3%	22.8%
Owned Free and Clear	11.3%	14.4%	13.9%
Renter Occupied	69.5%	60.2%	63.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,353	11,593	21,890
Housing Units Inside Urbanized Area	86.4%	92.3%	85.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	13.6%	7.7%	14.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Young and Restless (11B)	College Towns (14B)	Dorms to Diplomas (14C)
2.	College Towns (14B)	Set to Impress (11D)	College Towns (14B)
3.	Set to Impress (11D)	Young and Restless (11B)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total $	$3,916,332	$21,540,165	$37,983,038
Average Spent	$1,446.21	$1,596.40	$1,460.44
Spending Potential Index	68	75	68
Education: Total $	$2,644,763	$16,068,912	$29,661,206
Average Spent	$976.65	$1,190.91	$1,140.46
Spending Potential Index	61	75	72
Entertainment/Recreation: Total $	$5,281,840	$30,130,067	$52,547,954
Average Spent	$1,950.46	$2,233.01	$2,020.45
Spending Potential Index	60	68	62
Food at Home: Total $	$9,223,004	$50,578,092	$88,311,436
Average Spent	$3,405.84	$3,748.47	$3,395.55
Spending Potential Index	66	72	66
Food Away from Home: Total $	$6,727,742	$37,272,161	$66,246,539
Average Spent	$2,484.40	$2,762.33	$2,547.16
Spending Potential Index	68	75	69
Health Care: Total $	$9,228,211	$53,182,228	$91,607,606
Average Spent	$3,407.76	$3,941.47	$3,522.29
Spending Potential Index	57	66	59
HH Furnishings & Equipment: Total $	$3,578,246	$20,278,426	$35,438,067
Average Spent	$1,321.36	$1,502.88	$1,362.58
Spending Potential Index	62	70	64
Personal Care Products & Services: Total $	$1,537,800	$8,612,885	$15,057,869
Average Spent	$567.87	$638.32	$578.97
Spending Potential Index	64	72	65
Shelter: Total $	$32,475,210	$182,233,779	$321,191,498
Average Spent	$11,992.32	$13,505.80	$12,349.72
Spending Potential Index	65	73	67
Support Payments/Cash Contributions/Gifts in Kind: Total $	$3,880,839	$22,445,942	$38,384,204
Average Spent	$1,433.10	$1,663.52	$1,475.86
Spending Potential Index	58	67	60
Travel: Total $	$3,297,615	$19,592,031	$33,880,371
Average Spent	$1,217.73	$1,452.01	$1,302.69
Spending Potential Index	54	65	58
Vehicle Maintenance & Repairs: Total $	$2,163,868	$11,904,878	$20,858,562
Average Spent	$799.06	$882.30	$802.01
Spending Potential Index	70	77	70

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 03, 2019