



Community Profile

Rings: 1, 3, 5 mile radii

V23W+29 San Marcos, TX, USA

Latitude: 29.8526

Longitude: -97.95405

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,014	24,909	46,040
2010 Total Population	4,738	30,568	55,393
2021 Total Population	5,732	36,262	67,908
2021 Group Quarters	141	5,520	6,941
2026 Total Population	7,451	42,811	79,658
2021-2026 Annual Rate	5.39%	3.38%	3.24%
2021 Total Daytime Population	9,277	43,816	70,887
Workers	6,464	25,239	37,035
Residents	2,813	18,577	33,852
Household Summary			
2000 Households	1,247	8,017	15,906
2000 Average Household Size	2.32	2.54	2.47
2010 Households	2,161	10,881	20,577
2010 Average Household Size	2.13	2.34	2.38
2021 Households	2,684	13,330	26,060
2021 Average Household Size	2.08	2.31	2.34
2026 Households	3,432	16,160	31,126
2026 Average Household Size	2.13	2.31	2.34
2021-2026 Annual Rate	5.04%	3.93%	3.62%
2010 Families	955	5,334	9,428
2010 Average Family Size	2.92	3.03	3.12
2021 Families	1,079	5,993	10,976
2021 Average Family Size	2.94	3.03	3.11
2026 Families	1,389	7,204	12,993
2026 Average Family Size	2.99	3.04	3.11
2021-2026 Annual Rate	5.18%	3.75%	3.43%
Housing Unit Summary			
2000 Housing Units	1,345	8,502	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	2,355	11,664	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%
2021 Housing Units	2,898	14,507	27,936
Owner Occupied Housing Units	26.9%	35.5%	32.8%
Renter Occupied Housing Units	65.7%	56.3%	60.5%
Vacant Housing Units	7.4%	8.1%	6.7%
2026 Housing Units	3,618	17,379	33,111
Owner Occupied Housing Units	29.2%	37.6%	34.2%
Renter Occupied Housing Units	65.6%	55.3%	59.8%
Vacant Housing Units	5.1%	7.0%	6.0%
Median Household Income			
2021	\$48,712	\$49,885	\$43,369
2026	\$52,871	\$53,941	\$47,820
Median Home Value			
2021	\$160,563	\$214,235	\$217,499
2026	\$176,413	\$250,466	\$253,794
Per Capita Income			
2021	\$26,551	\$25,065	\$23,086
2026	\$29,854	\$28,626	\$26,222
Median Age			
2010	28.9	24.5	24.3
2021	31.0	25.9	25.0
2026	31.4	27.0	25.8

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	2,684	13,330	26,060
<\$15,000	13.5%	13.3%	17.9%
\$15,000 - \$24,999	11.3%	12.1%	11.3%
\$25,000 - \$34,999	8.3%	7.9%	8.7%
\$35,000 - \$49,999	18.0%	16.8%	18.8%
\$50,000 - \$74,999	23.3%	20.5%	18.4%
\$75,000 - \$99,999	13.2%	10.7%	10.0%
\$100,000 - \$149,999	8.1%	9.7%	8.1%
\$150,000 - \$199,999	2.2%	5.3%	4.1%
\$200,000+	2.1%	3.6%	2.8%
Average Household Income	\$59,410	\$67,443	\$59,713
2026 Households by Income			
Household Income Base	3,432	16,160	31,126
<\$15,000	11.4%	11.3%	15.4%
\$15,000 - \$24,999	9.2%	10.3%	10.1%
\$25,000 - \$34,999	7.3%	7.1%	8.1%
\$35,000 - \$49,999	17.7%	16.4%	18.5%
\$50,000 - \$74,999	24.6%	21.6%	19.7%
\$75,000 - \$99,999	14.7%	11.9%	11.3%
\$100,000 - \$149,999	9.3%	11.0%	9.1%
\$150,000 - \$199,999	3.2%	6.5%	5.0%
\$200,000+	2.5%	3.9%	3.0%
Average Household Income	\$67,479	\$75,519	\$66,875
2021 Owner Occupied Housing Units by Value			
Total	781	5,157	9,169
<\$50,000	7.4%	5.4%	7.3%
\$50,000 - \$99,999	7.9%	7.4%	8.2%
\$100,000 - \$149,999	26.9%	12.9%	11.3%
\$150,000 - \$199,999	36.4%	19.3%	16.3%
\$200,000 - \$249,999	13.1%	17.7%	19.7%
\$250,000 - \$299,999	6.0%	13.6%	11.9%
\$300,000 - \$399,999	1.4%	13.5%	15.9%
\$400,000 - \$499,999	0.1%	5.0%	4.9%
\$500,000 - \$749,999	0.0%	3.5%	2.5%
\$750,000 - \$999,999	0.6%	1.5%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$162,308	\$241,739	\$240,671
2026 Owner Occupied Housing Units by Value			
Total	1,057	6,543	11,316
<\$50,000	3.7%	2.6%	3.3%
\$50,000 - \$99,999	3.3%	2.9%	3.8%
\$100,000 - \$149,999	20.0%	9.4%	7.5%
\$150,000 - \$199,999	43.5%	17.8%	14.3%
\$200,000 - \$249,999	16.6%	17.1%	20.1%
\$250,000 - \$299,999	8.1%	16.4%	14.2%
\$300,000 - \$399,999	3.3%	18.0%	21.1%
\$400,000 - \$499,999	0.4%	8.4%	8.8%
\$500,000 - \$749,999	0.1%	5.2%	3.9%
\$750,000 - \$999,999	0.9%	1.8%	2.5%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$186,482	\$283,205	\$289,279

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	4,739	30,567	55,392
0 - 4	5.1%	4.8%	4.9%
5 - 9	4.5%	4.4%	4.5%
10 - 14	4.6%	4.4%	4.7%
15 - 24	28.3%	38.8%	39.7%
25 - 34	15.3%	13.7%	14.1%
35 - 44	9.2%	8.7%	8.5%
45 - 54	9.1%	8.2%	8.3%
55 - 64	8.1%	7.7%	7.3%
65 - 74	5.9%	4.7%	4.2%
75 - 84	5.9%	3.2%	2.6%
85 +	4.1%	1.5%	1.2%
18 +	82.9%	83.7%	82.9%
2021 Population by Age			
Total	5,732	36,261	67,908
0 - 4	4.2%	4.1%	4.3%
5 - 9	3.8%	4.0%	4.0%
10 - 14	3.9%	3.9%	4.1%
15 - 24	27.7%	36.6%	37.7%
25 - 34	15.6%	14.8%	15.5%
35 - 44	8.8%	8.5%	8.1%
45 - 54	7.6%	7.2%	7.1%
55 - 64	8.5%	7.7%	7.7%
65 - 74	8.4%	7.2%	6.6%
75 - 84	6.7%	4.2%	3.5%
85 +	4.7%	2.0%	1.5%
18 +	85.4%	85.4%	84.9%
2026 Population by Age			
Total	7,451	42,810	79,658
0 - 4	4.4%	4.2%	4.4%
5 - 9	3.8%	3.9%	4.0%
10 - 14	3.9%	3.9%	4.1%
15 - 24	27.5%	34.8%	36.0%
25 - 34	14.4%	13.8%	14.6%
35 - 44	9.7%	9.7%	9.3%
45 - 54	7.5%	7.3%	7.0%
55 - 64	7.9%	7.4%	7.4%
65 - 74	8.8%	7.7%	7.1%
75 - 84	7.5%	5.2%	4.4%
85 +	4.4%	2.1%	1.7%
18 +	85.2%	85.3%	84.8%
2010 Population by Sex			
Males	2,238	15,057	27,644
Females	2,500	15,511	27,749
2021 Population by Sex			
Males	2,750	18,083	34,151
Females	2,981	18,179	33,757
2026 Population by Sex			
Males	3,595	21,334	39,949
Females	3,856	21,476	39,709

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	4,738	30,568	55,394
White Alone	76.0%	78.9%	78.2%
Black Alone	4.6%	4.9%	4.7%
American Indian Alone	2.2%	1.0%	0.9%
Asian Alone	1.0%	1.5%	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%	40.4%	41.3%
Diversity Index	71.0	67.6	68.4
2021 Population by Race/Ethnicity			
Total	5,732	36,262	67,909
White Alone	69.0%	71.9%	71.2%
Black Alone	6.6%	7.1%	6.9%
American Indian Alone	2.3%	1.1%	1.0%
Asian Alone	1.5%	2.5%	2.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	16.1%	13.1%	14.5%
Two or More Races	4.3%	4.1%	3.9%
Hispanic Origin	60.6%	50.4%	51.1%
Diversity Index	74.9	73.8	74.4
2026 Population by Race/Ethnicity			
Total	7,452	42,810	79,658
White Alone	66.2%	69.5%	68.9%
Black Alone	7.2%	7.6%	7.4%
American Indian Alone	2.4%	1.2%	1.0%
Asian Alone	1.5%	2.6%	2.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	18.1%	14.7%	15.9%
Two or More Races	4.5%	4.3%	4.2%
Hispanic Origin	63.2%	53.4%	54.0%
Diversity Index	76.3	75.4	75.8
2010 Population by Relationship and Household Type			
Total	4,738	30,568	55,393
In Households	97.2%	83.5%	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%	20.7%	21.3%
Other relative	3.9%	3.7%	3.9%
Nonrelative	2.5%	2.3%	2.4%
In Nonfamily Households	35.9%	28.2%	32.9%
In Group Quarters	2.8%	16.5%	11.5%
Institutionalized Population	2.7%	0.6%	1.1%
Noninstitutionalized Population	0.2%	15.9%	10.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	3,463	18,653	33,915
Less than 9th Grade	5.0%	5.2%	4.6%
9th - 12th Grade, No Diploma	15.2%	8.4%	9.0%
High School Graduate	25.6%	22.9%	25.0%
GED/Alternative Credential	2.1%	4.0%	3.9%
Some College, No Degree	20.4%	19.3%	21.1%
Associate Degree	5.9%	5.0%	5.7%
Bachelor's Degree	16.2%	22.3%	19.7%
Graduate/Professional Degree	9.5%	12.9%	11.0%
2021 Population 15+ by Marital Status			
Total	5,049	31,927	59,493
Never Married	58.8%	60.8%	61.6%
Married	22.1%	27.2%	28.1%
Widowed	5.4%	3.4%	3.0%
Divorced	13.7%	8.6%	7.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,134	19,582	37,550
Population 16+ Employed	94.5%	91.7%	92.2%
Population 16+ Unemployment rate	5.5%	8.3%	7.8%
Population 16-24 Employed	33.2%	33.6%	38.1%
Population 16-24 Unemployment rate	3.7%	14.7%	11.8%
Population 25-54 Employed	51.0%	50.9%	48.2%
Population 25-54 Unemployment rate	6.7%	4.6%	5.4%
Population 55-64 Employed	10.1%	10.6%	9.6%
Population 55-64 Unemployment rate	6.2%	6.8%	4.9%
Population 65+ Employed	5.7%	4.9%	4.1%
Population 65+ Unemployment rate	2.3%	1.8%	1.1%
2021 Employed Population 16+ by Industry			
Total	2,963	17,950	34,635
Agriculture/Mining	2.2%	1.0%	0.8%
Construction	4.5%	4.3%	6.9%
Manufacturing	6.7%	6.0%	6.5%
Wholesale Trade	3.6%	2.2%	1.9%
Retail Trade	22.9%	17.8%	18.6%
Transportation/Utilities	6.5%	5.0%	4.5%
Information	0.6%	1.3%	1.2%
Finance/Insurance/Real Estate	5.8%	5.9%	4.2%
Services	44.5%	53.2%	52.3%
Public Administration	2.7%	3.3%	3.1%
2021 Employed Population 16+ by Occupation			
Total	2,964	17,948	34,634
White Collar	61.7%	64.2%	59.7%
Management/Business/Financial	12.7%	14.7%	12.0%
Professional	19.7%	23.5%	21.0%
Sales	16.2%	14.7%	15.5%
Administrative Support	13.2%	11.2%	11.2%
Services	13.3%	17.7%	19.6%
Blue Collar	25.0%	18.1%	20.7%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	4.3%	3.5%	5.4%
Installation/Maintenance/Repair	2.8%	2.2%	2.3%
Production	5.3%	3.0%	4.6%
Transportation/Material Moving	12.5%	9.0%	8.2%

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2010 Households by Type			
Total	2,161	10,882	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	12.0%	13.8%	13.6%
Other Family (No Spouse Present)	15.6%	16.8%	15.8%
Other Family with Male Householder	5.0%	5.5%	5.4%
With Related Children	2.7%	2.7%	2.7%
Other Family with Female Householder	10.6%	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%	23.9%	23.2%
Multigenerational Households	3.7%	3.8%	3.9%
Unmarried Partner Households	6.7%	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	2,161	10,880	20,577
1 Person Household	37.8%	31.0%	30.8%
2 Person Household	31.1%	34.3%	33.5%
3 Person Household	14.0%	16.0%	16.2%
4 Person Household	9.6%	10.5%	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	2,161	10,881	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	11.2%	14.4%	13.9%
Renter Occupied	69.5%	60.2%	63.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	142	111	95
Percent of Income for Mortgage	13.8%	18.0%	21.0%
Wealth Index	40	58	50
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,355	11,664	21,890
Housing Units Inside Urbanized Area	86.4%	92.4%	85.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	13.6%	7.6%	14.2%
2010 Population By Urban/ Rural Status			
Total Population	4,738	30,568	55,393
Population Inside Urbanized Area	84.8%	93.1%	84.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	15.2%	6.9%	15.2%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,064,082	\$22,172,892	\$38,610,175
Average Spent	\$1,514.19	\$1,663.38	\$1,481.59
Spending Potential Index	71	78	70
Education: Total \$	\$3,291,885	\$19,524,503	\$35,960,523
Average Spent	\$1,226.48	\$1,464.70	\$1,379.91
Spending Potential Index	71	85	80
Entertainment/Recreation: Total \$	\$5,514,404	\$31,131,561	\$53,851,227
Average Spent	\$2,054.55	\$2,335.45	\$2,066.43
Spending Potential Index	64	72	64
Food at Home: Total \$	\$9,993,108	\$54,447,401	\$93,848,677
Average Spent	\$3,723.21	\$4,084.58	\$3,601.25
Spending Potential Index	68	75	66
Food Away from Home: Total \$	\$7,261,218	\$39,781,654	\$69,690,918
Average Spent	\$2,705.37	\$2,984.37	\$2,674.25
Spending Potential Index	71	79	70
Health Care: Total \$	\$10,280,690	\$58,289,332	\$99,751,188
Average Spent	\$3,830.36	\$4,372.79	\$3,827.75
Spending Potential Index	61	70	61
HH Furnishings & Equipment: Total \$	\$3,866,670	\$21,736,965	\$37,429,174
Average Spent	\$1,440.64	\$1,630.68	\$1,436.27
Spending Potential Index	64	72	64
Personal Care Products & Services: Total \$	\$1,631,371	\$9,025,111	\$15,592,139
Average Spent	\$607.81	\$677.05	\$598.32
Spending Potential Index	68	75	67
Shelter: Total \$	\$36,898,714	\$205,807,706	\$358,471,207
Average Spent	\$13,747.66	\$15,439.44	\$13,755.61
Spending Potential Index	68	77	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,784,796	\$21,754,031	\$36,857,304
Average Spent	\$1,410.13	\$1,631.96	\$1,414.32
Spending Potential Index	59	68	59
Travel: Total \$	\$4,006,599	\$23,301,079	\$40,049,768
Average Spent	\$1,492.77	\$1,748.02	\$1,536.83
Spending Potential Index	59	69	61
Vehicle Maintenance & Repairs: Total \$	\$2,088,263	\$11,480,076	\$19,971,407
Average Spent	\$778.04	\$861.22	\$766.36
Spending Potential Index	70	78	69

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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