



San Marcos, California.

Current market data.

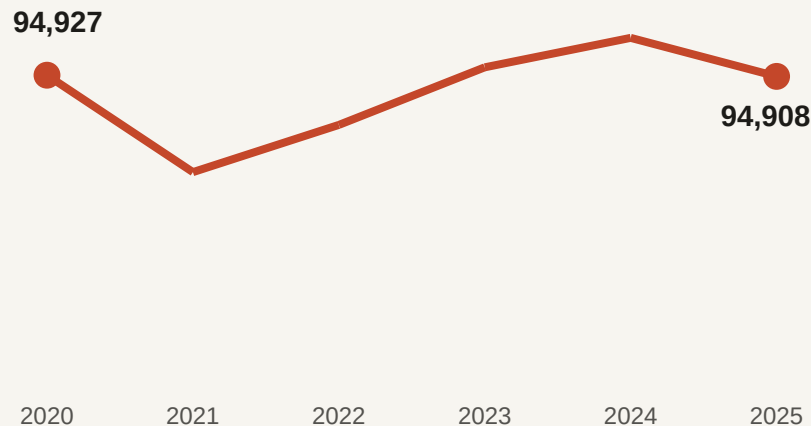
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 0.0% since 2020.

94,908

people, the 82nd-largest of California's cities and towns.



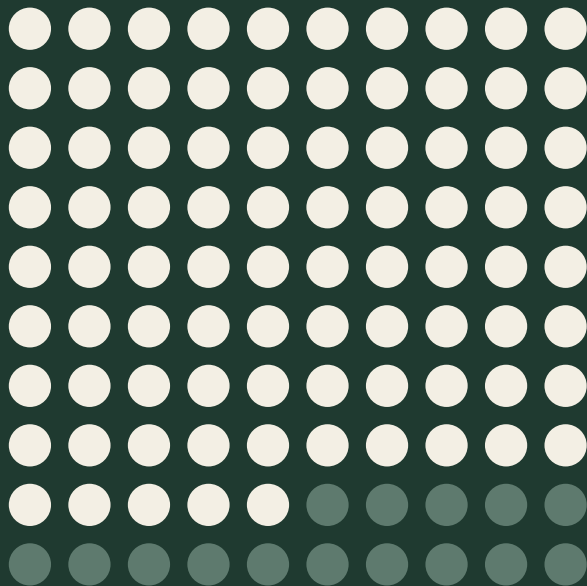
THE WORKDAY

8 in 10 jobs here go to
people who live somewhere
else.

84.8%

of 39,999 jobs located in San Marcos are filled by
in-commuters.

Source: Census LEHD LODES, 2023



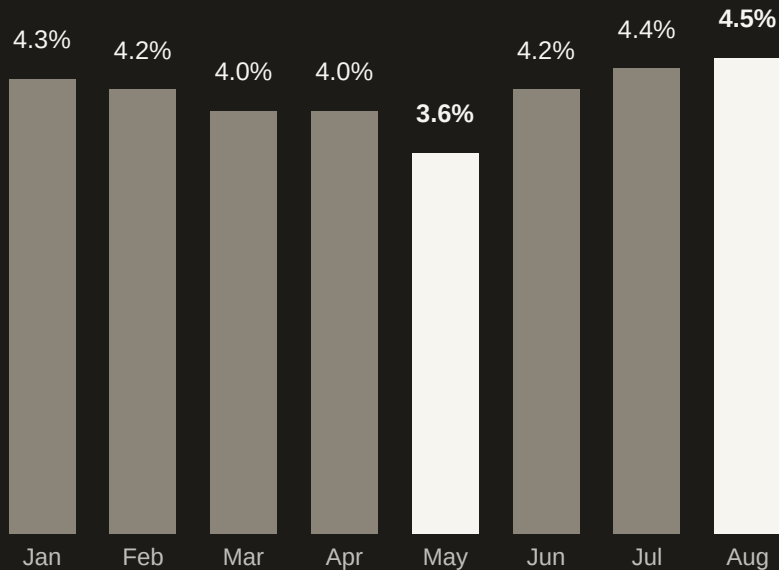
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
3.6%.

4.5%

in August 2026, the latest month released. A year earlier it was 4.8%.



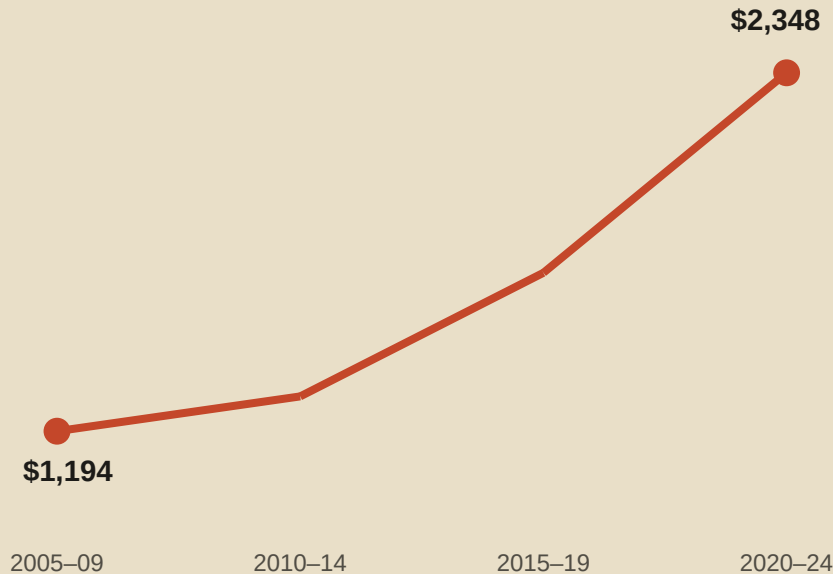


RENT

Median rent is up 97%
since the 2005–2009
survey, before inflation.

\$2,348

a month. California's median is \$2,036.





THE SEAM

Cross one tract line and median rent doubles.

A \$2,412 gap between neighbors, the sharpest rent edge between adjacent tracts in San Diego County.

TRACT 51.03

\$1,023

TRACT 216

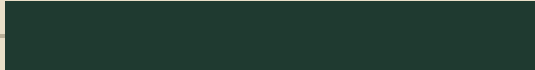
\$3,435



ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,153–\$1,729



\$2,348 median

is the monthly rent range local workforce wages support.

BUILDING

57% of the housing here was built before 2000.

4,279

homes permitted in ten years,
2016–2025

46%

of those were in multifamily
buildings

57%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–1.2% to the 32,557 homes here.

143–400

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 18%
more than California's.

\$868,000

median home value in San Marcos.

San Marcos



\$868,000

California



\$734,700

U.S.



\$332,700

THAT WAS SAN MARCOS'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at [**almanacdata.ai/e/ca/san-marcos/**](https://almanacdata.ai/e/ca/san-marcos/)

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