



San Marcos, Texas.

Current market data.

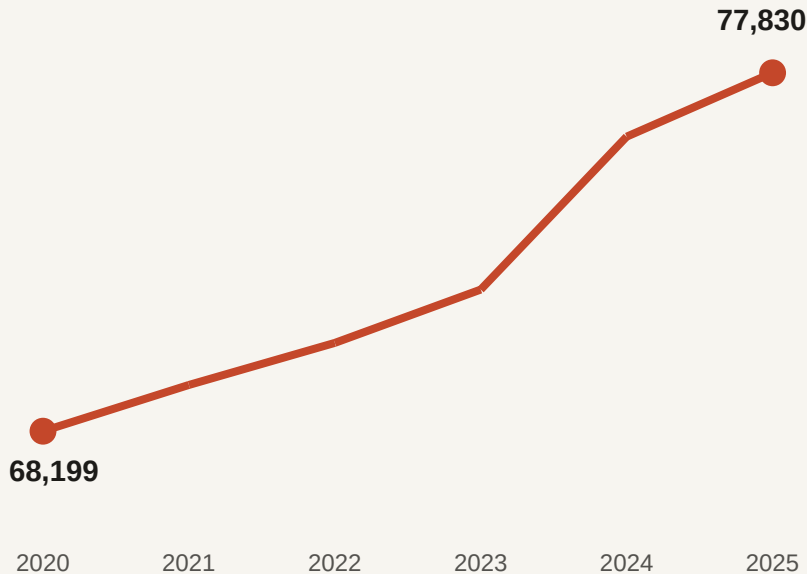
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 14.1% since 2020.

77,830

people, the 55th-largest of Texas's cities and towns.



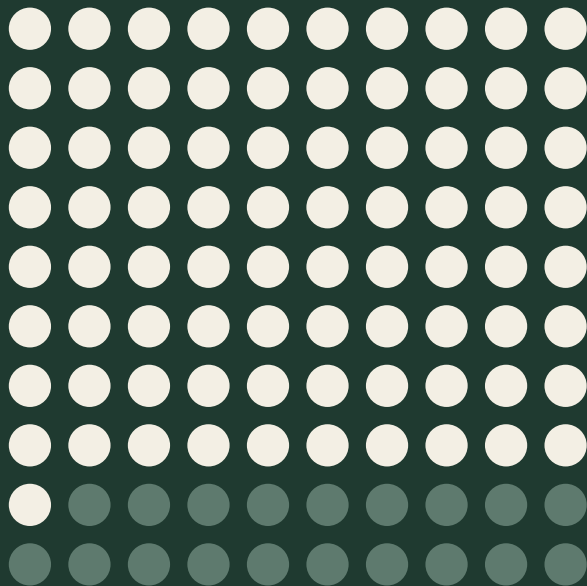
THE WORKDAY

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

80.8%

of 41,271 jobs located in San Marcos are filled by
in-commuters.

Source: Census LEHD LODES, 2023



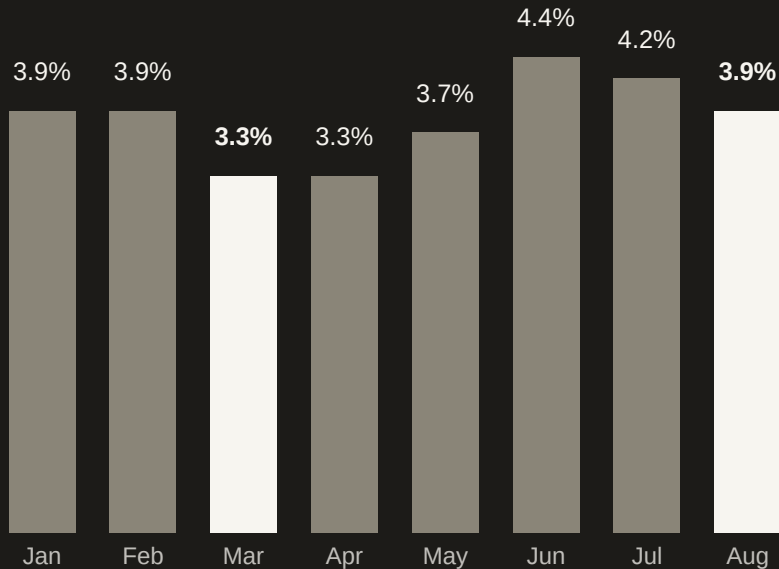
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in March:
3.3%.

3.9%

in August 2026, the latest month released. A year earlier it was 3.9%.

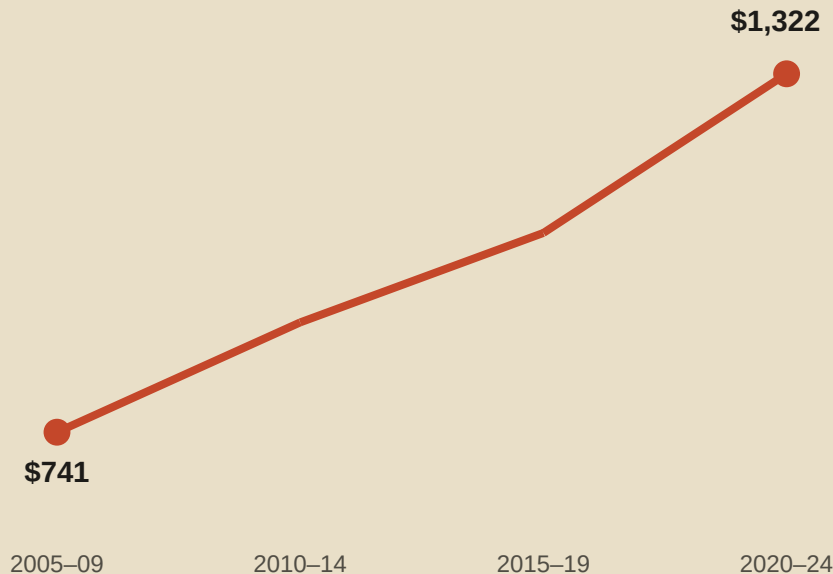


RENT

Median rent is up 78%
since the 2005–2009
survey, before inflation.

\$1,322

a month. Texas's median is \$1,403.





THE SEAM

Cross one tract line and median rent doubles.

A \$2,290 gap between neighbors, the sharpest rent edge between adjacent tracts in Hays County.

TRACT 108.11

\$585

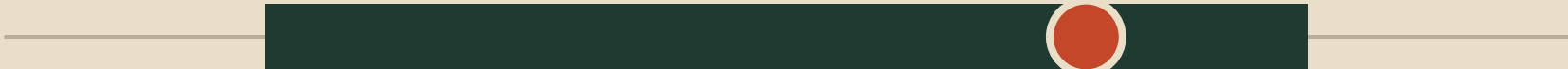
TRACT 108.13

\$2,875

ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$948–\$1,423



\$1,322 median

is the monthly rent range local workforce wages support.

BUILDING

48% of the housing here was built before 2000.

7,635

homes permitted in ten years,
2016–2025

20%

of those were in multifamily
buildings

48%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 1% to the 30,349 homes here.

223–413

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



HOME VALUE

A median home costs 9% more than Texas's.

\$310,400

median home value in San Marcos.

San Marcos



Texas



U.S.



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/tx/san-marcos/**](https://almanacdata.ai/e/tx/san-marcos/)

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