



ZIP 78666, San Marcos, Texas.

Current market data.

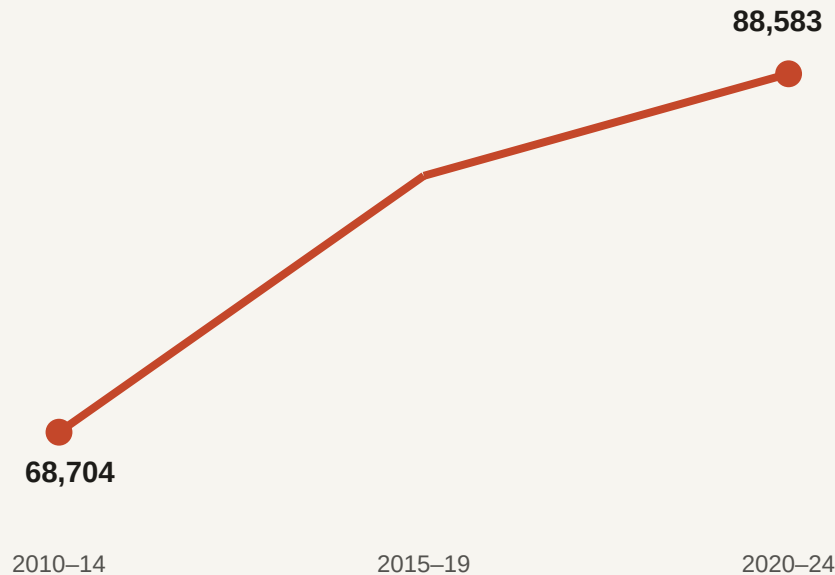
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

88,583 people call ZIP
78666 home.

88,583

people.



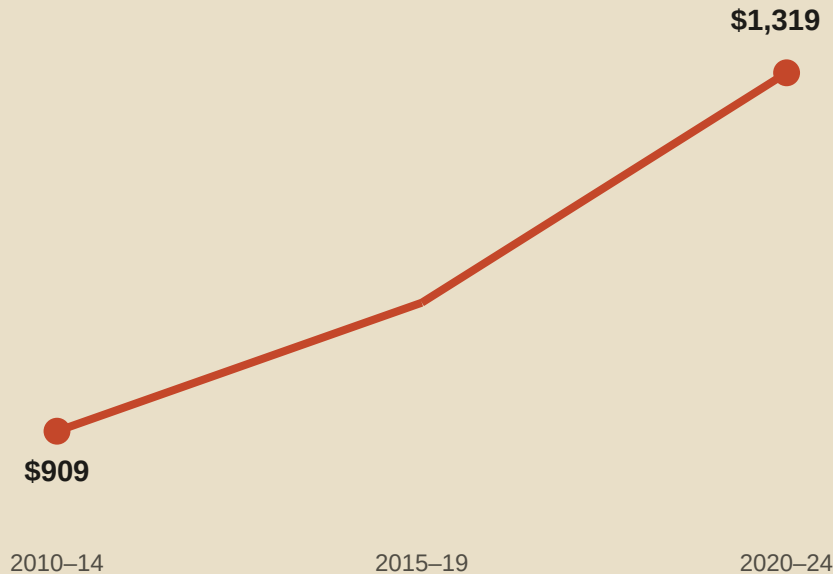


RENT

Median rent is up 45%
since the 2010–2014
survey, before inflation.

\$1,319

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

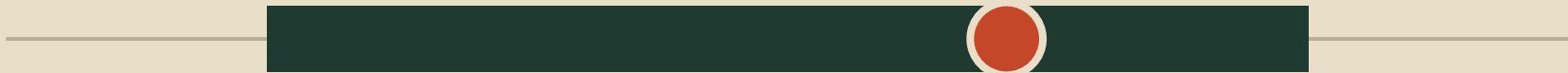




ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$973–\$1,460



\$1,319 median

is the monthly rent range local workforce wages support.



BUILDING

52% of the housing here was built before 2000.

52%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 1% to the 36,580 homes here.

228–448

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



HOME VALUE

A median home costs 8% more than Texas's.

\$306,700

median home value in ZIP 78666.

ZIP 78666



Texas



U.S.



THAT WAS ZIP 78666'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/zip/78666/**](https://almanacdata.ai/e/zip/78666/)

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