



ZIP 92078, San Marcos, California.

Current market data.

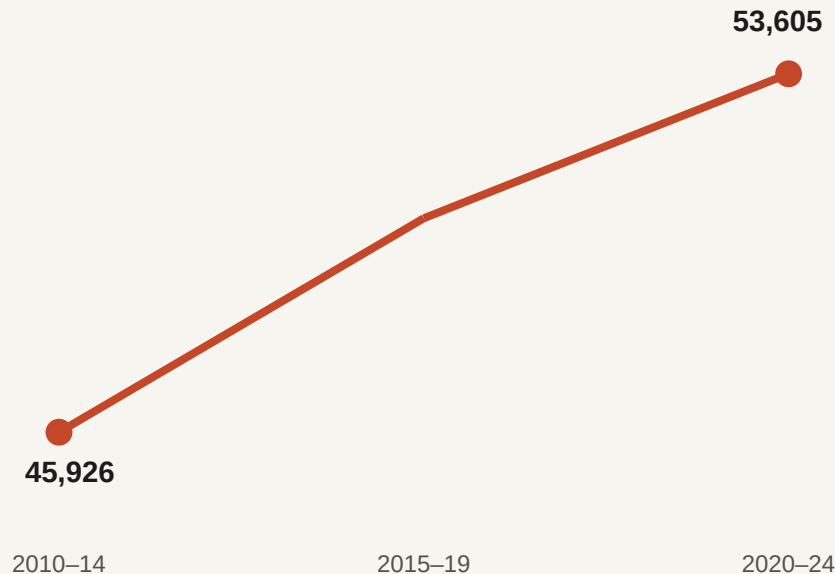
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**53,605 people call ZIP
92078 home.**

53,605

people.

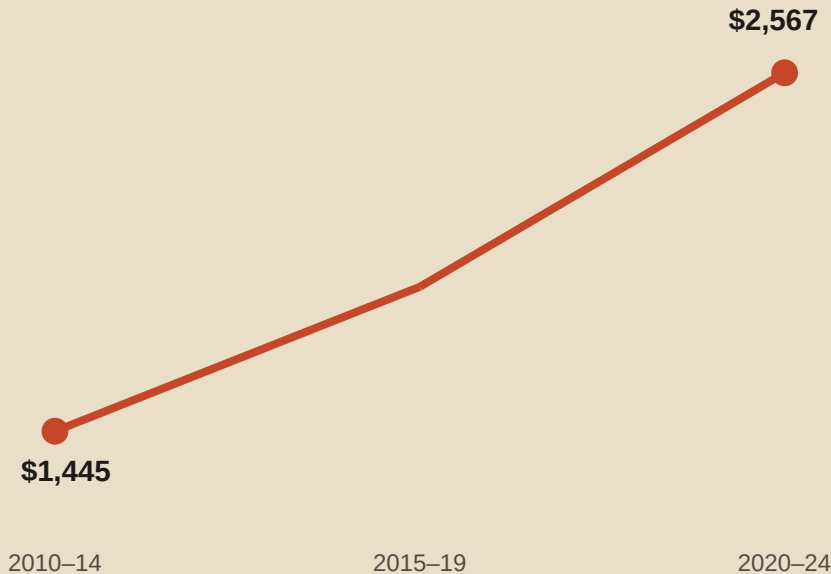


RENT

Median rent is up 78%
since the 2010–2014
survey, before inflation.

\$2,567

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

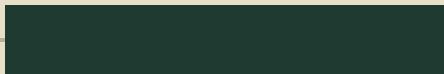




ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,141–\$1,712



\$2,567 median

is the monthly rent range local workforce wages support.



BUILDING

51% of the housing here was built before 2000.

51%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.3–1.0% to the 19,339 homes here.

62–188

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



HOME VALUE

A median home costs 28% more than California's.

\$942,300

median home value in ZIP 92078.

ZIP 92078



\$942,300

California



\$734,700

U.S.



\$332,700

THAT WAS ZIP 92078'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/92078/

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