

SAN MARCOS, TX

— COMPREHENSIVE REPORT —

**COMPILED BY
PAUL RECORDS
2/1/2018**



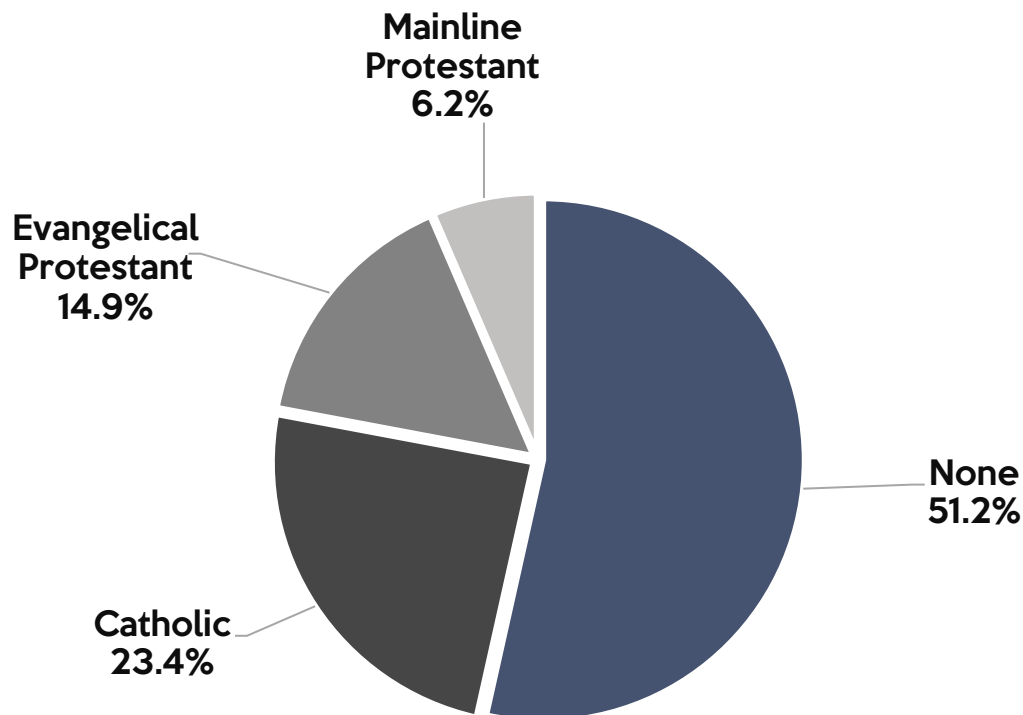
THE INNOVATION CORRIDOR

The region between Austin and San Antonio is known by many as America's innovation corridor. This is due in large part to its expansive growth along Interstate 35. This corridor is expanding more rapidly than any other in the nation. The area is home to three of the 10 counties with more than 100,000 residents that have logged the fastest population growth in the country since 2010.

In fact, there is no regional economy that has more momentum than the one that straddles the 74 miles between Austin and San Antonio.

The region around I-35 is known as Hill Country and is home to some of the nicest land in the state of Texas, attracting a growing populace of wealthy boomers seeking rural retreats.

THE STATE OF RELIGION IN SAN MARCOS



THE FACTS

- In San Marcos, the unchurched population (51.2%) exceeds that of all religious groups combined (44.5%).
- Over the last 10 years, the nonreligious/unchurched population has increased substantially more than all religious groups combined.
- The largest increase among religious groups is seen among the number of Catholic churches. The smallest increase among religious groups is seen among protestant churches.
- Half of all the people who live in San Marcos and the larger Hays County do not attend a church or classify themselves as religious. For every two people that live in the area, one does not have a relationship with Jesus Christ (or may not even believe in God). If the total population of San Marcos is 62,000, then we can gather that over 30,000 people over a land area of under 20 square miles do not believe in the Christian faith.

KEY STATISTICS

POPULATION : 61,980

POPULATION DENSITY : 3,234 people per square mile

MEDIAN AGE : 23.8 (below state average)

MEDIAN HOUSEHOLD INCOME : \$33,117
(below state average)

LAND AREA : 18.2 square miles

NEVER MARRIED : 63.9%

MARRIED : 24.4%

DIVORCED OR SEPARATED : 8.6%

AVERAGE HOUSEHOLD SIZE : 2.3
(below state average)

PERCENTAGE OF FAMILY HOUSEHOLDS : 38.1%
(below state average)

**PERCENTAGE OF HOUSEHOLDS WITH UNMARRIED
PARTNERS :** 8.3% (above state average)

HIGH SCHOOLS : 6

ELEMENTARY/MIDDLE SCHOOLS : 13

LARGEST EMPLOYERS : Retail (#1), Hotel & Food Services (#2), & Education (#3).

RESIDENTS WITH INCOME BELOW THE POVERTY LEVEL : 35.9% (above state average)

SECTOR OF POPULATION WITH HIGHEST POVERTY RATE : 18-24-year-olds (32% below half of poverty line)

37.6% of all children live in poverty (above state average)

54.7% of all families in poverty consist of single-mother households

AVERAGE HOME SALE PRICE : \$175,000

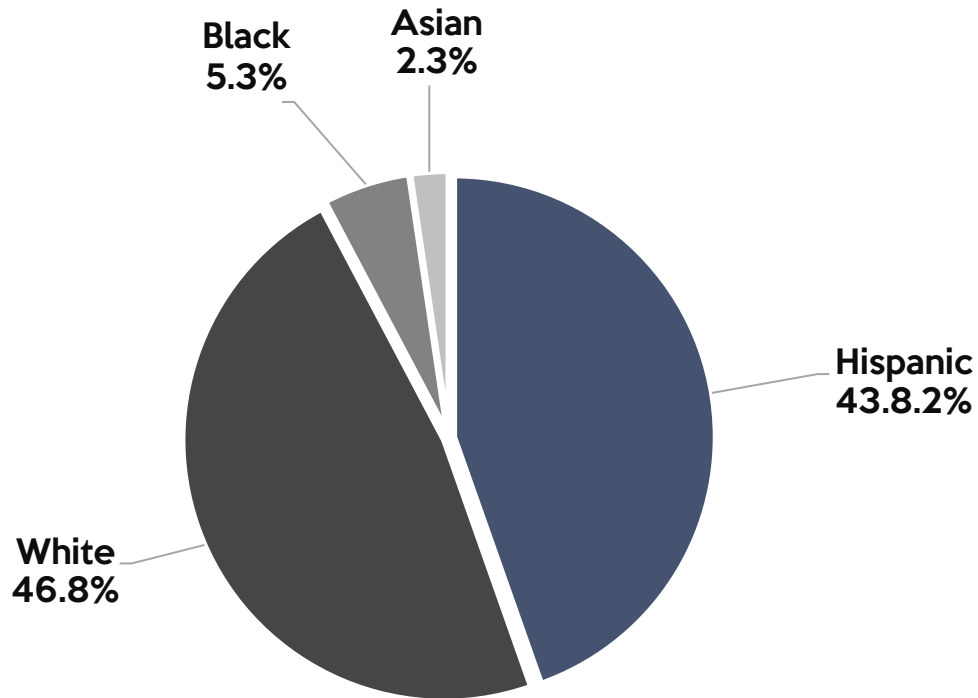
- The San Marcos population has grown by nearly 24% since 2012.
- From 2012-2014, no city in the U.S. grew faster than San Marcos. During these years, the United States Census Bureau named it the fastest-growing city in the U.S.
- Hays County is the fastest growing large county (population above 50,000) in the nation for the 2nd consecutive year.
- In 2010, San Marcos was listed in *Business Week's* annual survey of the "Best Places to Raise Your Kids."
- In December 2013, it was named #9 on *Business Insider's* list of the "10 Most Exciting Small Cities in America."
- In June 2006, *The View* named the San Marcos Outlet Malls as the 3rd best place to shop in the world. About six million visit them annually.

MAJOR EMPLOYERS IN SAN MARCOS

Texas State University	3,606
Amazon	3,000
San Marcos Premium Outlets	1,600
Tanger Factory Outlets	1,540
San Marcos Consolidated Independent School District	1,209
Hays County	832
CFAN	700
Central Medical Center (CTMC)	700
HEB Distribution Center	680
City of San Marcos	679



RACIAL BREAKDOWN IN SAN MARCOS



POPULATION COUNT

White	Hispanic	Black	Asian	Other
29,760	27,863	3,373	1,455	1,414

- In San Marcos, 71.7% of residents speak English at home. 25.9% speak Spanish at home. 18.3% speak English less than very well (2,860 residents).
- Nearly 75% of all Asian residents are foreign born (most common country of birth is China).
- The city's number of Hispanic residents is above the state average (most common country of birth is Mexico). Most children born in San Marcos are of Hispanic descent (367 over the last 12 months).
- The 3rd largest country of birth for foreign-born residents is India.
- 48.8% of white children are raised by their grandparents.

TEXAS STATE STATS

Texas State University. Founded in 1899. Mascot: Bobcat.

38,694 students registered in Fall of 2017. Nearly 7,000 students live on campus. 5TH largest college in Texas.

58% Female
42% Male

More than 1,300 full-time faculty. More than 2,000 full-time staff

491 acres at the San Marcos campus. About 4,000 additional acres of academic, agricultural, research and recreational areas. 209 buildings on the San Marcos Campus.

Offers 98 bachelor's programs, 91 master's, 13 doctoral.

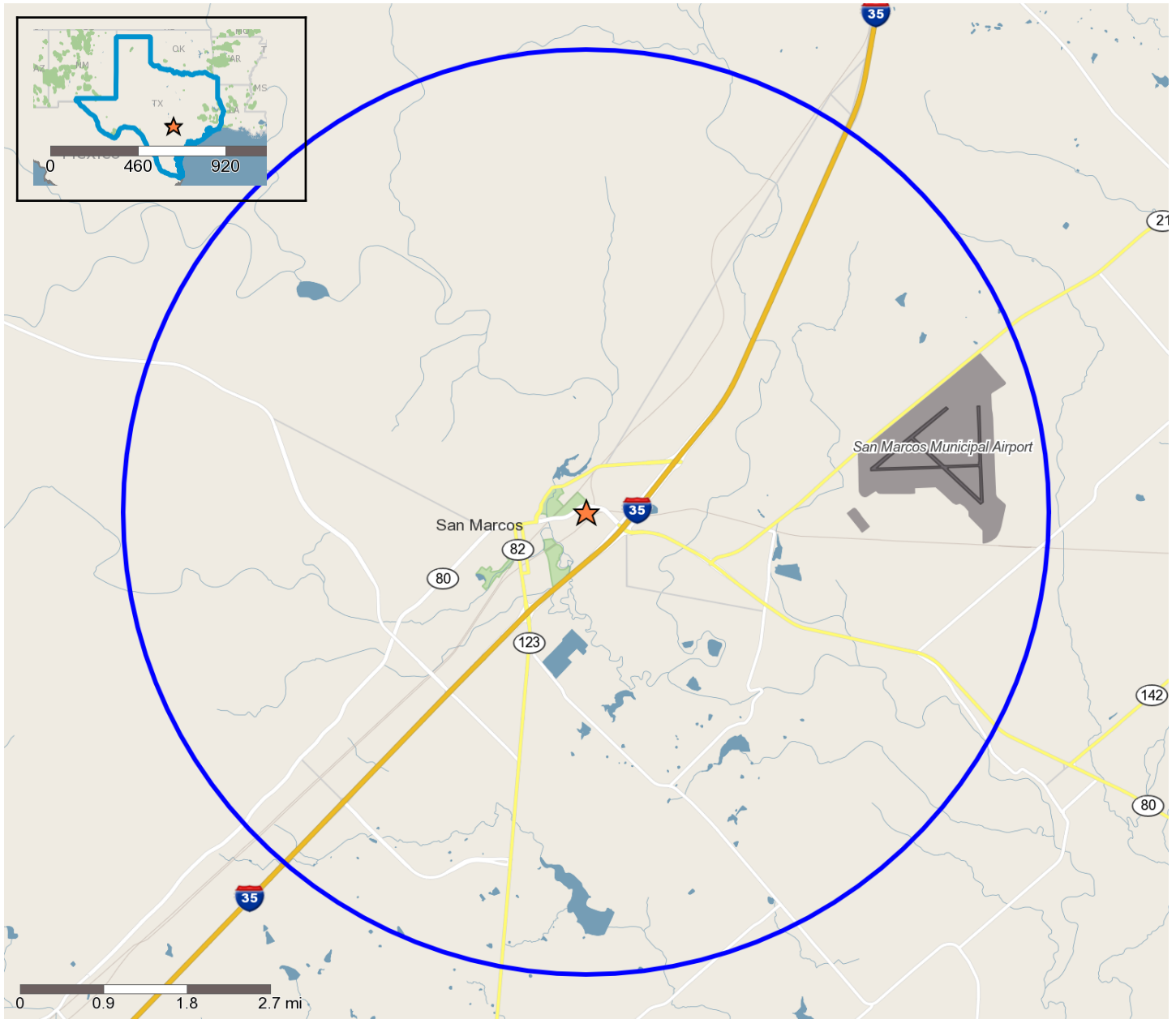
The university attracts students from every region of Texas, as well as 52 states or territories, and 65 countries.

Over 50% of the student body is ethnically diverse.

Rated #1 on the list of "Top 100 cities with highest percentage of college students." The number of college students living in the city of San Marcos is substantially higher than the state average.



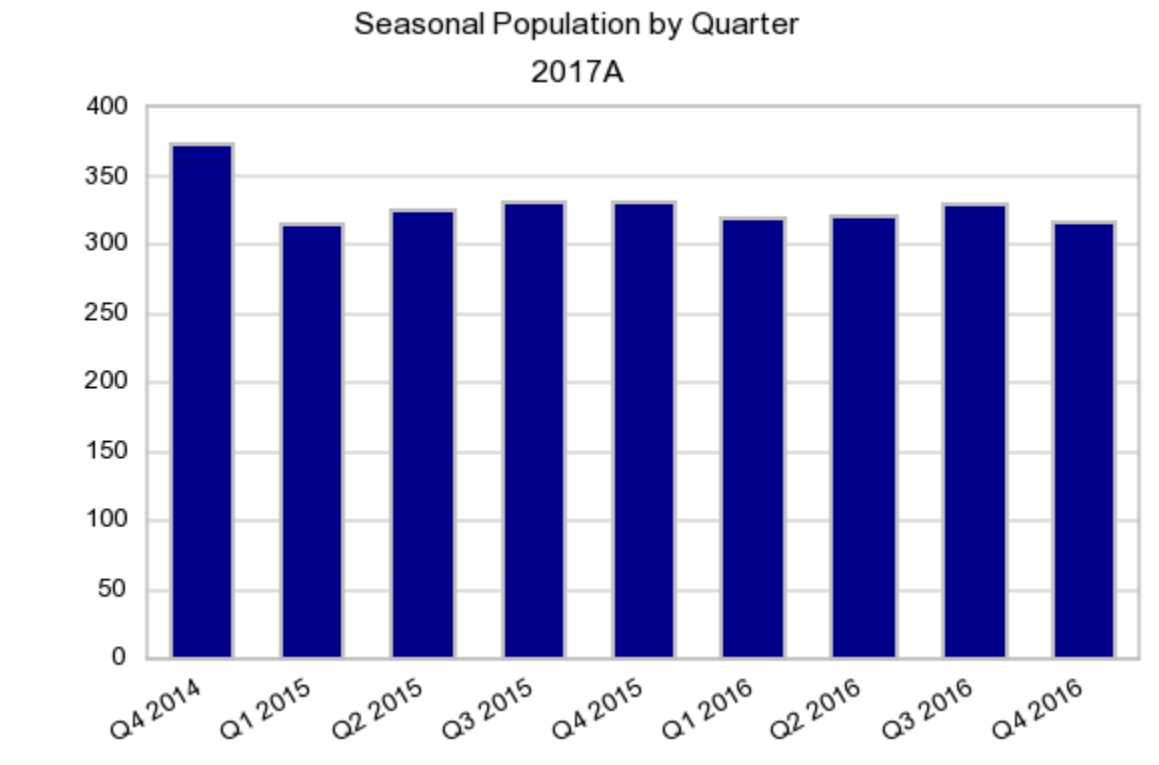
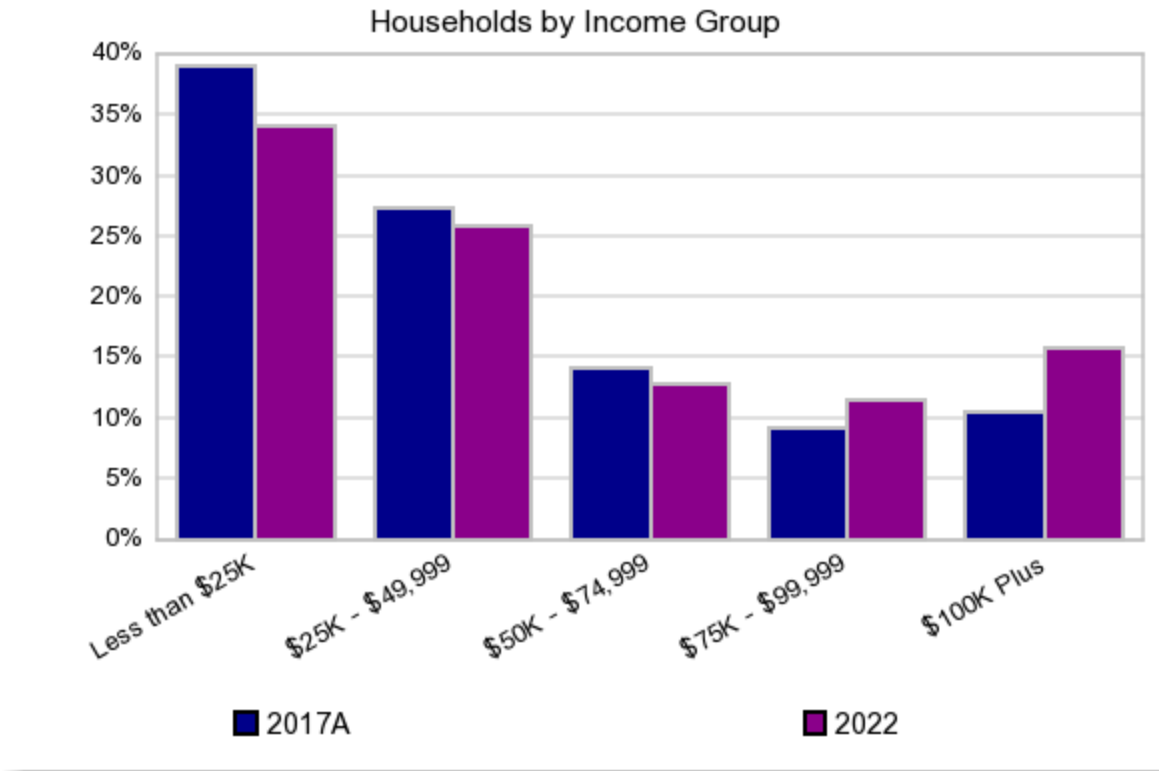
Overview map showing the requested trade area(s) around ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666:



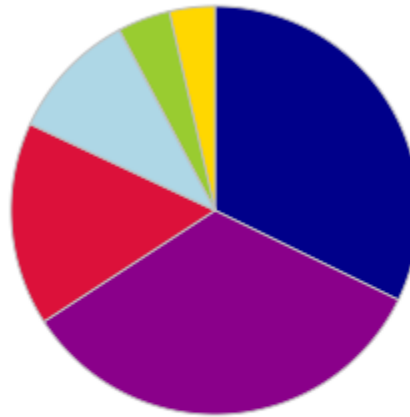
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N Trade Areas (in miles) - 5

Basic Demographic Summary Chart for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):



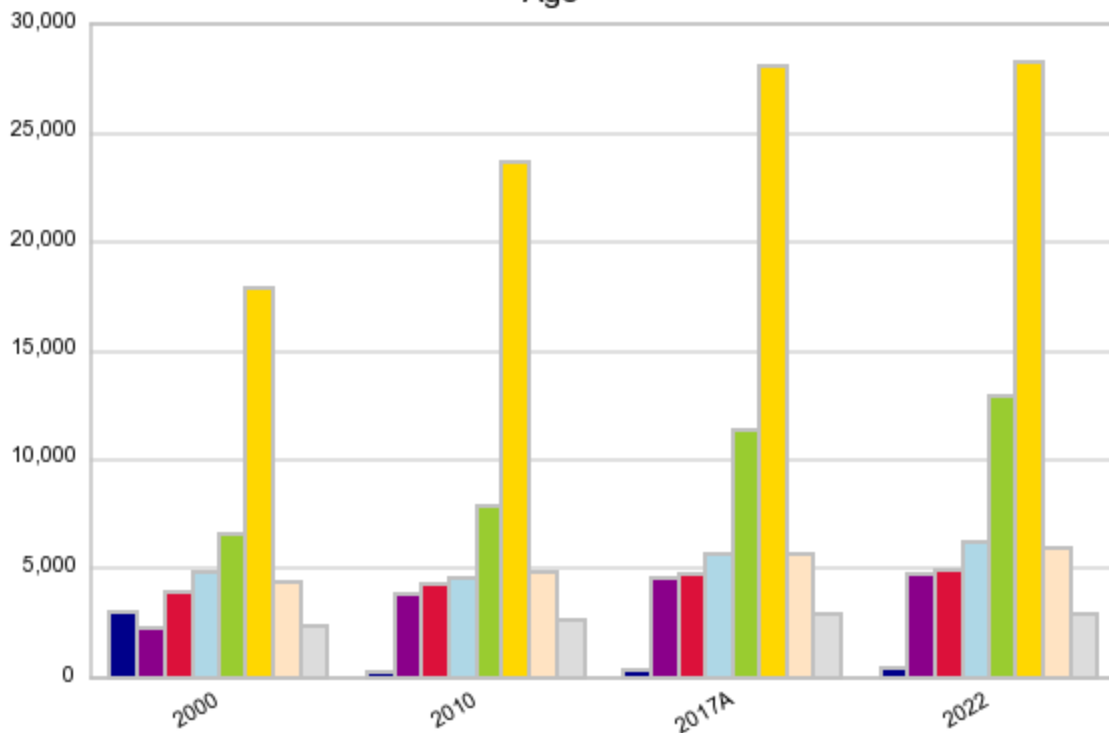
Household Size
2017A



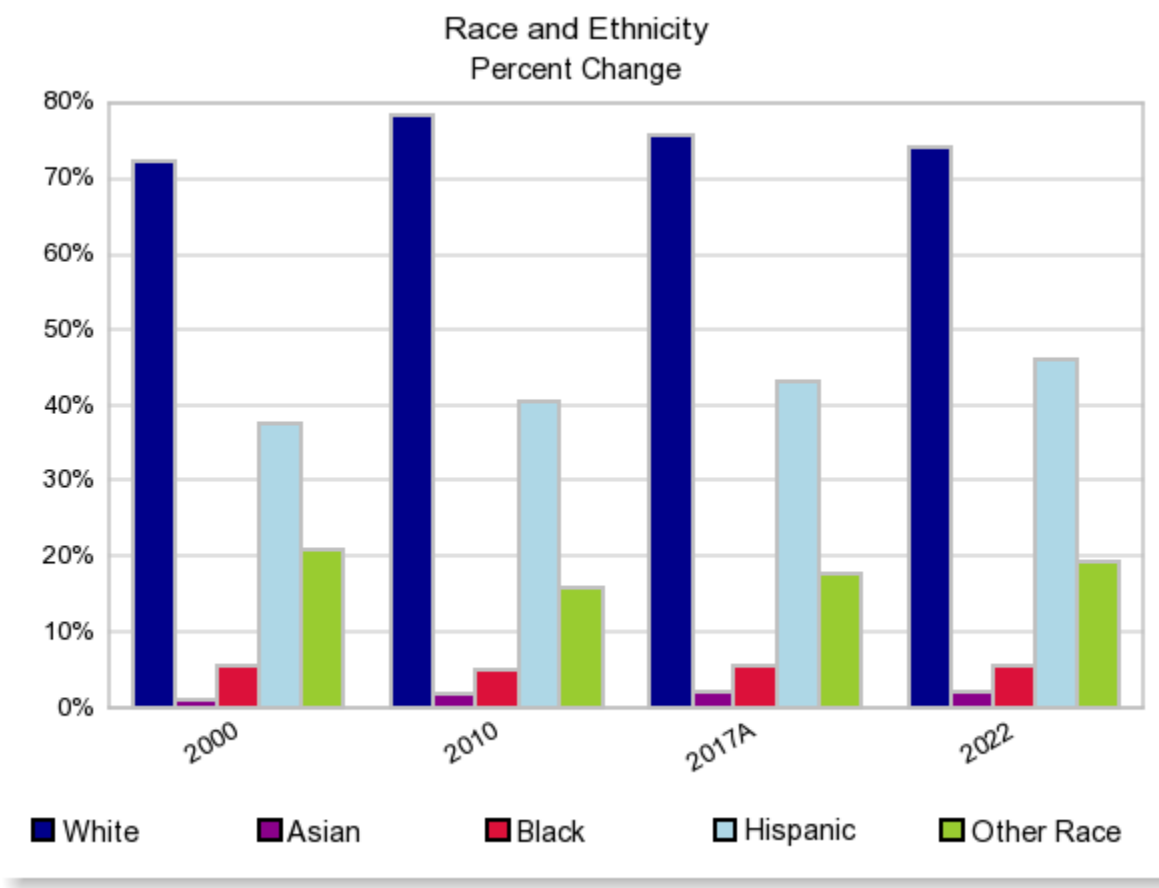
A 32.3%
 B 33.6%
 C 16.1%
 D 10.3%
 E 4.2%
 F 3.5%

A: 1 Person per Household **C: 3 People per Household** **E: 5 People per Household**
B: 2 People per Household **D: 4 People per Household** **F: 6+ People per Household**

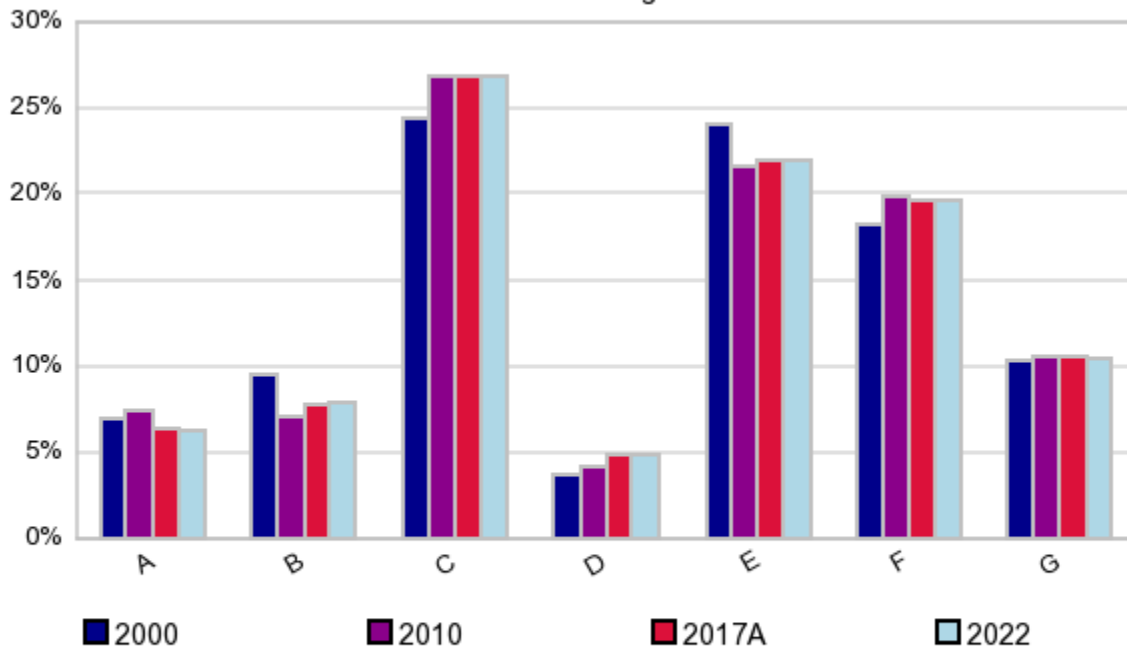
Age



65+ **45 to 54** **25 to 34** **5 to 14**
 55 to 64 **35 to 44** **15 to 24** **Under 5**



Educational Attainment
Percent Change

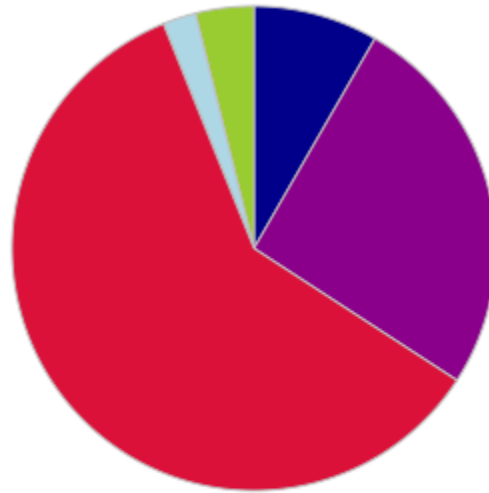


A: Grade K - 8
 B: Grade 9 - 11
 C: High School Grad

D: Associates Degree
 E: Some College
 F: Bachelors Degree

G: Graduate Degree

Marital Status 2017A



Divorced
8.4%

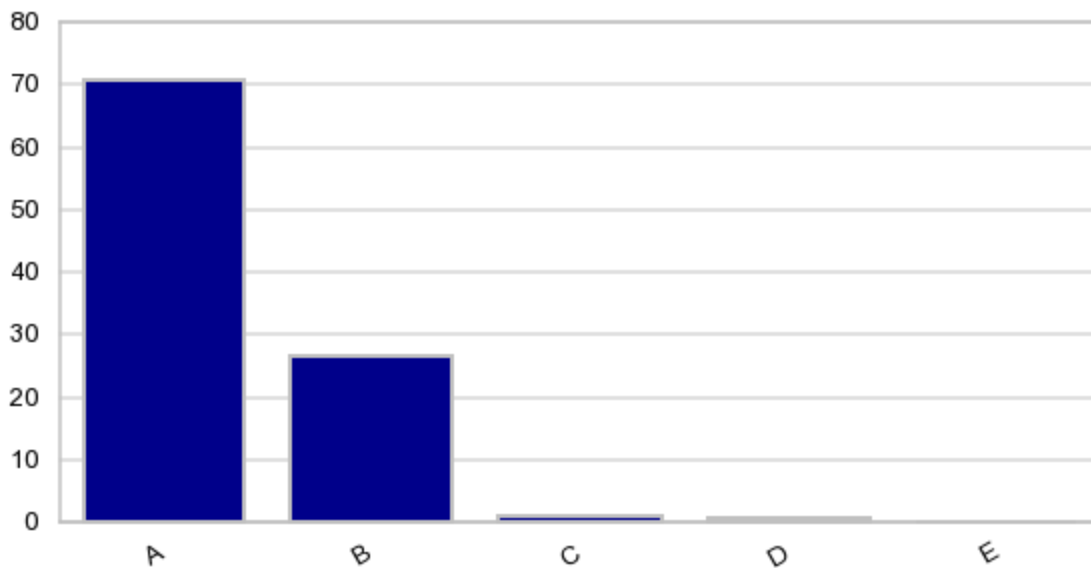
Never Married
59.9%

Widowed
4.0%

Married
25.6%

Separated
2.1%

% Language Spoken at Home 2017A



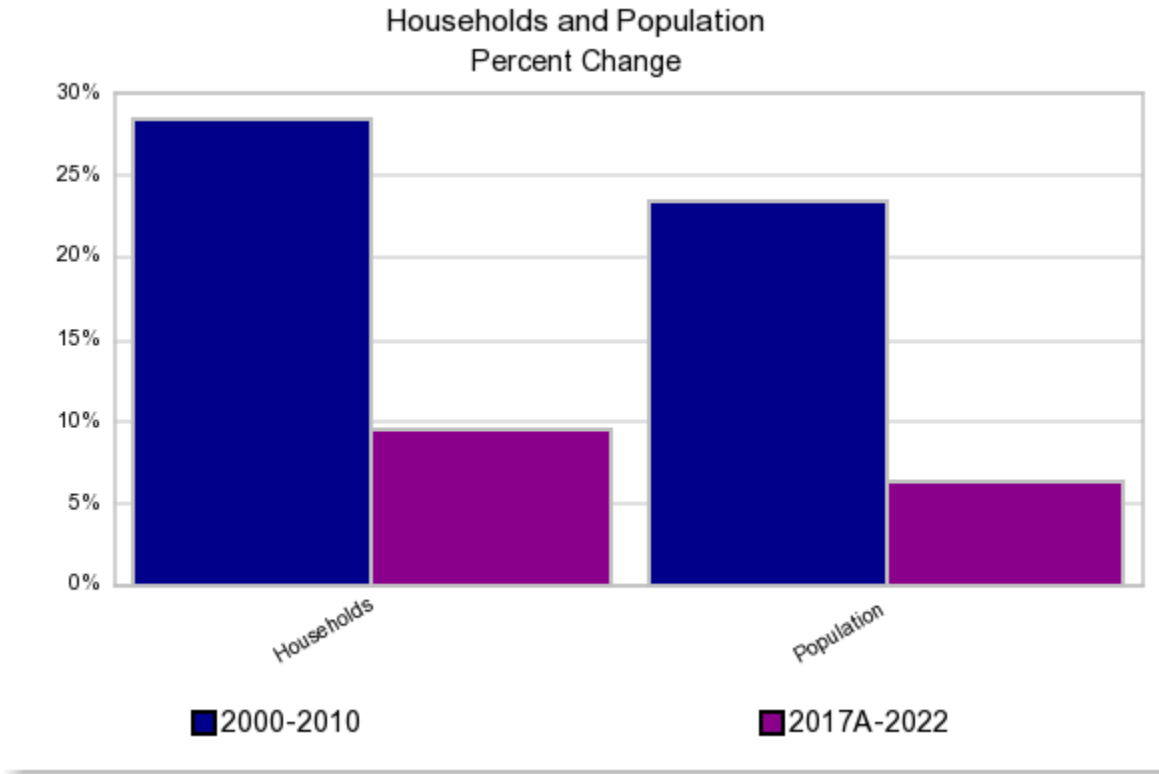
A: Only English

B: Spanish/Spanish Creole

C: Other Indo-European

D: Asian/Pacific Island

E: Other Language



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Complete Demographic Summary Report for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Population Demographics										
	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
Total Population	45,414		56,073		68,662		72,972		23.5%	6.3%
Population Density (Pop/Sq Mi)	578.65		527.19		874.86		929.78		-8.9%	6.3%
Total Households	15,816		20,321		25,316		27,726		28.5%	9.5%
Population by Gender:										
Male	22,889	50.4%	28,174	50.2%	34,458	50.2%	36,612	50.2%	23.1%	6.3%
Female	22,525	49.6%	27,900	49.8%	34,204	49.8%	36,360	49.8%	23.9%	6.3%
Population by Race										
	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
White	32,783	72.2%	43,798	78.1%	51,887	75.6%	54,154	74.2%	33.6%	4.4%
Black	2,598	5.7%	2,840	5.1%	3,868	5.6%	4,114	5.6%	9.3%	6.4%
American Indian or Alaska Native	357	0.8%	472	0.8%	644	0.9%	706	1.0%	32.1%	9.6%
Asian/Native Hawaiian/Other Pacific Islander	575	1.3%	1,026	1.8%	1,645	2.4%	1,800	2.5%	78.5%	9.4%
Some Other Race	7,835	17.3%	6,322	11.3%	8,403	12.2%	9,609	13.2%	-19.3%	14.4%
Two or More Races	1,267	2.8%	1,616	2.9%	2,215	3.2%	2,587	3.6%	27.5%	16.8%
Population by Ethnicity										
	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
Hispanic	17,027	37.5%	22,825	40.7%	29,725	43.3%	33,519	45.9%	34.1%	12.8%
Not Hispanic or Latino	28,387	62.5%	33,248	59.3%	38,937	56.7%	39,453	54.1%	17.1%	1.3%
Population by Age										
	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
0 to 4	2,368	5.2%	2,668	4.8%	2,944	4.3%	3,222	4.4%	12.6%	9.4%
5 to 14	4,431	9.8%	4,836	8.6%	5,629	8.2%	5,906	8.1%	9.1%	4.9%
15 to 19	5,564	12.3%	7,763	13.8%	8,621	12.6%	8,934	12.2%	39.5%	3.6%
20 to 24	12,337	27.2%	15,867	28.3%	19,465	28.3%	19,402	26.6%	28.6%	-0.3%
25 to 34	6,670	14.7%	7,908	14.1%	11,347	16.5%	12,898	17.7%	18.6%	13.7%

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
35 to 44	4,821	10.6%	4,547	8.1%	5,601	8.2%	6,305	8.6%	-5.7%	12.6%
45 to 54	3,896	8.6%	4,312	7.7%	4,752	6.9%	4,936	6.8%	10.7%	3.9%
55 to 64	2,268	5.0%	3,874	6.9%	4,565	6.6%	4,715	6.5%	70.8%	3.3%
65 to 74	1,627	3.6%	2,240	4.0%	3,085	4.5%	3,642	5.0%	37.7%	18.1%
75 to 84	1,008	2.2%	1,400	2.5%	1,719	2.5%	2,021	2.8%	38.8%	17.6%
85+	423	0.9%	658	1.2%	934	1.4%	991	1.4%	55.4%	6.0%
Median Age:										
Total Population	23.9		23.6		24.2		24.6			

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
\$0 - \$15,000	4,211	26.6%	5,353	26.3%	6,158	24.3%	5,641	20.3%	27.1%	-8.4%
\$15,000 - \$24,999	2,389	15.1%	3,128	15.4%	3,739	14.8%	3,822	13.8%	30.9%	2.2%
\$25,000 - \$34,999	2,480	15.7%	2,496	12.3%	3,124	12.3%	3,216	11.6%	0.6%	3.0%
\$35,000 - \$49,999	2,486	15.7%	3,179	15.6%	3,789	15.0%	3,929	14.2%	27.9%	3.7%
\$50,000 - \$74,999	2,424	15.3%	2,687	13.2%	3,547	14.0%	3,566	12.9%	10.8%	0.5%
\$75,000 - \$99,999	1,035	6.5%	1,675	8.2%	2,295	9.1%	3,173	11.4%	61.8%	38.3%
\$100,000 - \$149,999	548	3.5%	1,231	6.1%	1,742	6.9%	2,891	10.4%	124.4%	65.9%
\$150,000 +	305	1.9%	574	2.8%	922	3.6%	1,487	5.4%	88.3%	61.3%
Average Hhld Income	\$40,688		\$46,017		\$49,657		\$59,611		13.1%	20.0%
Median Hhld Income	\$30,395		\$31,521		\$33,695		\$39,440		3.7%	17.0%
Per Capita Income	\$14,170		\$17,702		\$19,234		\$23,534		24.9%	22.4%

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2017 to 2022
Total Population 16+	38,229		48,068		59,493		63,204		25.7%	31.5%
Total Labor Force	26,703	69.9%	29,984	62.4%	42,302	71.1%	48,768	77.2%	12.3%	15.3%
Civilian, Employed	23,854	89.3%	26,285	87.7%	39,324	93.0%	45,122	92.5%	10.2%	14.7%
Civilian, Unemployed	2,796	10.5%	3,575	11.9%	2,832	6.7%	3,510	7.2%	27.8%	23.9%
In Armed Forces	53	0.2%	125	0.4%	146	0.4%	137	0.3%	136.4%	-6.6%
Not In Labor Force	11,525	30.2%	18,083	37.6%	17,191	28.9%	14,436	22.8%	56.9%	-16.0%
% Blue Collar	8,723	36.5%	11,479	43.7%	17,187	43.7%	19,687	50.1%	31.6%	14.5%
% White Collar	15,176	63.5%	14,806	56.3%	22,137	56.3%	25,435	64.7%	-2.4%	14.9%

Housing Units

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
Total Housing Units	16,724		21,716		26,435		28,903		29.9%	9.3%
Total Occupied Housing Units	n/a	n/a	20,321	93.6%	25,316	95.8%	27,726	95.9%	n/a	9.5%
Owner Occupied: Owned with a mortgage or loan	n/a	n/a	4,324	21.3%	4,524	17.9%	4,941	17.8%	n/a	9.2%
Owner Occupied: Owned free and clear	n/a	n/a	2,689	13.2%	3,438	13.6%	3,817	13.8%	n/a	11.0%
Renter Occupied	n/a	n/a	13,308	65.5%	17,355	68.6%	18,967	68.4%	n/a	9.3%
Vacant	908	5.4%	1,395	6.4%	1,118	4.2%	1,177	4.1%	53.6%	5.3%

Vehicles Available

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
0 Vehicles Available	1,072	6.8%	995	4.9%	1,416	5.6%	1,544	5.6%	-7.2%	9.0%
1 Vehicle Available	5,944	37.6%	7,991	39.3%	10,520	41.6%	11,480	41.4%	34.4%	9.1%
2+ Vehicles Available	8,800	55.6%	11,335	55.8%	13,380	52.9%	14,702	53.0%	28.8%	9.9%
Average Vehicles Per Household	1.60		1.79		1.78		1.78		10.6%	0.5%

Marital Status

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
Married, Spouse Present	12,264	31.8%	12,450	25.6%	13,196	22.0%	13,792	21.6%	1.5%	4.5%
Married, Spouse Absent	2,362	6.1%	2,150	4.4%	2,531	4.2%	2,756	4.3%	-9.0%	8.9%
Divorced	2,686	7.0%	3,871	8.0%	5,154	8.6%	5,439	8.5%	44.1%	5.5%
Widowed	1,526	4.0%	1,730	3.6%	2,426	4.0%	2,614	4.1%	13.4%	7.7%
Never Married	19,836	51.4%	28,368	58.4%	36,782	61.2%	39,243	61.5%	43.0%	6.7%
Age 15+ Population	38,615		48,569		60,089		63,844		25.8%	6.2%

Educational Attainment

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
Grade K - 8	1,434	6.9%	1,837	7.4%	2,019	6.3%	2,225	6.3%	28.1%	10.2%
Grade 9 - 11	1,971	9.5%	1,739	7.0%	2,458	7.7%	2,782	7.8%	-11.8%	13.2%
High School Graduate	5,041	24.4%	6,682	26.8%	8,586	26.8%	9,528	26.8%	32.5%	11.0%
Some College, No Degree	4,958	24.0%	5,406	21.7%	7,035	22.0%	7,790	21.9%	9.0%	10.7%

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2017 to 2022
Associates Degree	756	3.7%	1,049	4.2%	1,543	4.8%	1,737	4.9%	38.7%	12.6%
Bachelor's Degree	3,776	18.3%	4,936	19.8%	6,278	19.6%	6,942	19.6%	30.7%	10.6%
Graduate Degree	2,139	10.3%	2,811	11.3%	3,383	10.6%	3,718	10.5%	31.5%	9.9%
No Schooling Completed	608	2.9%	478	1.9%	700	2.2%	785	2.2%	-21.3%	12.2%
Age 25+ Population	20,684		24,939		32,003		35,508		20.6%	11.0%

Seasonal Population by Quarter

	2017
	Estimates
Q4 2014	374
Q1 2015	314
Q2 2015	326
Q3 2015	331
Q4 2015	331
Q1 2016	318
Q2 2016	320
Q3 2016	329
Q4 2016	316

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Demographic Snapshot Summary Chart for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

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Demographic Trend Summary for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
Total Population	45,414		56,073		68,662		72,972		23.5%	6.3%
Total Households	15,816		20,321		25,316		27,726		28.5%	9.5%
Employed Civilian Population 16+	23,898		26,285		39,324		45,122		10.0%	14.7%
Blue Collar	8,723	36.5%	11,479	43.7%	17,187	43.7%	19,687	43.6%	31.6%	14.5%
White Collar	15,176	63.5%	14,806	56.3%	22,137	56.3%	25,435	56.4%	-2.4%	14.9%
Q2 2017 Employees	n/a		n/a		32,834		n/a		n/a	n/a
Q2 2017 Establishments*	n/a		n/a		2,135		n/a		n/a	n/a

Gender:

Male	22,889	50.4%	28,174	50.2%	34,458	50.2%	36,612	50.2%	23.1%	6.3%
Female	22,525	49.6%	27,900	49.8%	34,204	49.8%	36,360	49.8%	23.9%	6.3%

Population by Race/Ethnicity

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
White	32,783	72.2%	43,798	78.1%	51,887	75.6%	54,154	74.2%	33.6%	4.4%
Black	2,598	5.7%	2,840	5.1%	3,868	5.6%	4,114	5.6%	9.3%	6.4%
American Indian or Alaska Native	357	0.8%	472	0.8%	644	0.9%	706	1.0%	32.1%	9.6%
Asian/Hawaiian/PI	575	1.3%	1,026	1.8%	1,645	2.4%	1,800	2.5%	78.5%	9.4%
Some Other Race	7,835	17.3%	6,322	11.3%	8,403	12.2%	9,609	13.2%	-19.3%	14.4%
Two or More Races	1,267	2.8%	1,616	2.9%	2,215	3.2%	2,587	3.6%	27.5%	16.8%
Hispanic Ethnicity	17,027	37.5%	22,825	40.7%	29,725	43.3%	33,519	45.9%	34.1%	12.8%
Not Hispanic or Latino	28,387	62.5%	33,248	59.3%	38,937	56.7%	39,453	54.1%	17.1%	1.3%

Population by Age

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
0 to 4	2,368	5.2%	2,668	4.8%	2,944	4.3%	3,222	4.4%	12.6%	9.4%
5 to 14	4,431	9.8%	4,836	8.6%	5,629	8.2%	5,906	8.1%	9.1%	4.9%
15 to 19	5,564	12.3%	7,763	13.8%	8,621	12.6%	8,934	12.2%	39.5%	3.6%
20 to 24	12,337	27.2%	15,867	28.3%	19,465	28.3%	19,402	26.6%	28.6%	-0.3%
25 to 34	6,670	14.7%	7,908	14.1%	11,347	16.5%	12,898	17.7%	18.6%	13.7%
35 to 44	4,821	10.6%	4,547	8.1%	5,601	8.2%	6,305	8.6%	-5.7%	12.6%
45 to 54	3,896	8.6%	4,312	7.7%	4,752	6.9%	4,936	6.8%	10.7%	3.9%
55 to 64	2,268	5.0%	3,874	6.9%	4,565	6.6%	4,715	6.5%	70.8%	3.3%

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
65 to 74	1,627	3.6%	2,240	4.0%	3,085	4.5%	3,642	5.0%	37.7%	18.1%
75 to 84	1,008	2.2%	1,400	2.5%	1,719	2.5%	2,021	2.8%	38.8%	17.6%
85+	423	0.9%	658	1.2%	934	1.4%	991	1.4%	55.4%	6.0%
Median Age	23.9		23.6		24.2		24.6		-1.0%	1.9%

Households by Income

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2017 to 2022
\$0 - \$15,000	4,211	26.6%	5,353	26.3%	6,158	24.3%	5,641	20.3%	27.1%	-8.4%
\$15,000 - \$24,999	2,389	15.1%	3,128	15.4%	3,739	14.8%	3,822	13.8%	30.9%	2.2%
\$25,000 - \$34,999	2,480	15.7%	2,496	12.3%	3,124	12.3%	3,216	11.6%	0.6%	3.0%
\$35,000 - \$49,999	2,486	15.7%	3,179	15.6%	3,789	15.0%	3,929	14.2%	27.9%	3.7%
\$50,000 - \$74,999	2,424	15.3%	2,687	13.2%	3,547	14.0%	3,566	12.9%	10.8%	0.5%
\$75,000 - \$99,999	1,035	6.5%	1,675	8.2%	2,295	9.1%	3,173	11.4%	61.8%	38.3%
\$100,000 - \$149,999	548	3.5%	1,231	6.1%	1,742	6.9%	2,891	10.4%	124.4%	65.9%
\$150,000 +	305	1.9%	574	2.8%	922	3.6%	1,487	5.4%	88.3%	61.3%
Average Hhld Income	\$40,688		\$46,017		\$49,657		\$59,611		13.1%	20.0%
Median Hhld Income	\$30,395		\$31,521		\$33,695		\$39,440		3.7%	17.0%
Per Capita Income	\$14,170		\$17,702		\$19,234		\$23,534		24.9%	22.4%

*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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Executive Demographic for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Population

The 2017A population estimate in this selected geography is 68,662 . The 2010 Census revealed a population of 56,073 , and in 2000 it was 45,414 representing a 23.5% change. It is projected the population in this area will be 72,972 in 2022, representing a change of 6.3% from 2017A. The current population is 50.2% male and 49.8% female. In 2017A, the median age of the population in this area was 24.2 , compared to the Entire US median age which was 37.8 . The population density in your area is 874.9 people per square mile.

Households

There are currently 25,316 estimated households in this selected geography. The Census revealed household counts of 20,321 in 2010 and 15,816 in 2000, representing a change of 28.5% . It is projected the number of households in this area will be 27,726 in 2022, representing a change of 9.5% from the current year.

In 2010, the average number of years in residence in this geography's population is 9.0 . The average household size in this geography was 2.4 people and the average family size was 3.3 people. The average number of vehicles per household in this geography was 1.8 .

Income

In 2017A, the median household income in this selected geography was \$33,695 , compared to the Entire US median which was \$56,286 . The Census revealed median household incomes of \$31,521 in 2010. It is projected the median household income in this area will be \$39,440 in 2022, which would represent a change of 17.0% from the current year.

In 2017A, the per capita income in this area was \$17,702 , compared to the Entire US per capita, which was \$28,088 . The 2017A average household income for this area was \$19,234 , compared to the Entire US average which was \$30,982 .

Race & Ethnicity

In 2017A, the racial makeup of this selected area was as follows: 75.6% White; 5.6% Black; 0.9% Native American; 2.4% Asian/Pacific Islander; and 15.5% Other. Compare these to the Entire US racial makeup which was: 70.4% White, 12.8% Black, 1.0% Native American, 5.7% Asian/Pacific Islander and 10.0% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 43.3% of the current year population in this selected area. Compare this to the Entire US makeup of 17.9% . Changes in the population within each race and ethnicity category from the 2000 Census to the 2010 Census are as follows: 32.1% American Indian, Eskimo, Aleut Population; 78.5% Asian, Pacific Islander; 9.3% Black; 34.1% Hispanic Ethnicity; -12.8% Other; White 33.6% .

Housing

The median housing value in this area was \$83,667 in 2000; compare this to the Entire US median of \$110,813 for the same year. The estimated median housing value in 2017A in this area is \$159,279 ; compare this to the Entire US median of \$193,953 for the same year. In 2010 there were 95.8% owner occupied housing units in this area vs. 95.8% estimated in 2017A. Also in 2010, there were 0.7% renter occupied housing units in this area vs. 0.7% estimated in 2017A. The average rent in 2017A was \$750 .

Employment

In 2017A, there were 59,493 people over the age of 16 in the labor force in your geography. Of these 93.0% were employed, 6.7% were unemployed, 28.9% were not in the labor force and 0.3% were in the Armed Forces. In 2017A, Civilian unemployment in this area was 6.7% .

In Q2 2017, there were 32,834 employees in this selected area (daytime population) and there were 2,135 establishments*. For this area in 2017A, white collar workers made up 56.3% of the population, and those employed in blue collar occupations made up 16.9% . Service and Farm workers made up 26.8% of the population. In 2010, the average time traveled to work was 24 minutes.

*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

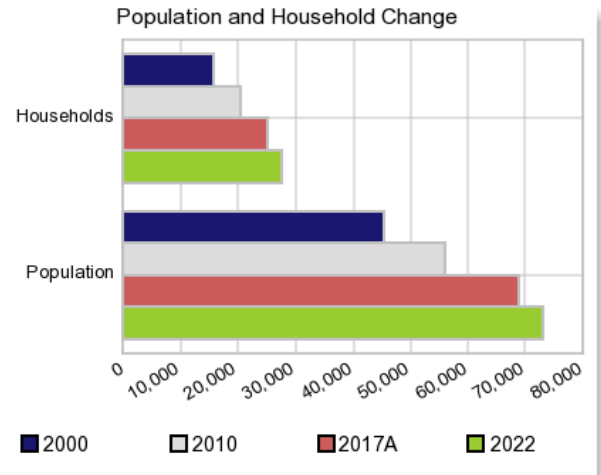
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Executive Summary Report with Charts for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Population Demographics:

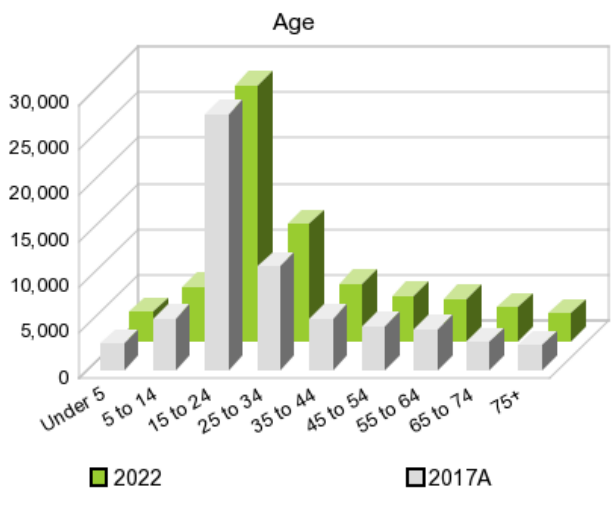
The number of households in the study area in 2000 was **15,816** and changed to **20,321** in 2010, representing a change of **28.5%**. The household count in 2017A was **25,316** and the household projection for 2022 is **27,726**, a change of **9.5%**.

The population in the study area in 2000 was **45,414** and in 2010 it was **56,073**, roughly a **23.5%** change. The population in 2017A was **68,662** and the projection for 2022 is **72,972** representing a change of **6.3%**.



	2000 Census	2010 Census	2017A Estimate	2022 Projection	Percent Change	
					2000 to 2010	2010 to 2022
Total Population	45,414	56,073	68,662	72,972	23.5%	6.3%
Total Households	15,816	20,321	25,316	27,726	28.5%	9.5%

Population by Age

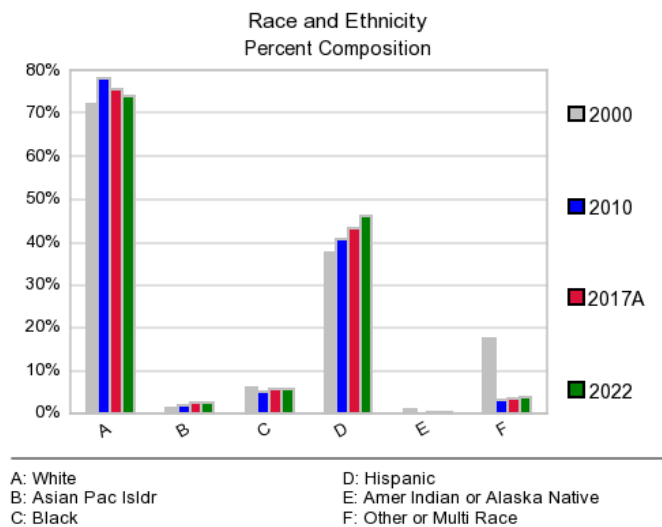


In 2000, the median age of the total population in the study area was **23.9**, and in 2010, it was **23.6**. The median age in 2017A is **24.2** and it is predicted to change in five years to **24.6** years. In 2017A, females represented **49.8%** of the population with a median age of **23.9** and males represented **50.2%** of the population with a median age of **24.4** years. In 2017A, the most prominent age group in this geography is **Age 20 to 24** years. The age group least represented in this geography is **Age 75 +** years.

Age Groups

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
0 to 4	2,368	5.2%	2,668	4.8%	2,944	4.3%	3,222	4.4%	12.6%	9.4%
5 to 14	4,431	9.8%	4,836	8.6%	5,629	8.2%	5,906	8.1%	9.1%	4.9%
15 to 19	5,564	12.3%	7,763	13.8%	8,621	12.6%	8,934	12.2%	39.5%	3.6%
20 to 24	12,337	27.2%	15,867	28.3%	19,465	28.3%	19,402	26.6%	28.6%	-0.3%
25 to 34	6,670	14.7%	7,908	14.1%	11,347	16.5%	12,898	17.7%	18.6%	13.7%
35 to 44	4,821	10.6%	4,547	8.1%	5,601	8.2%	6,305	8.6%	-5.7%	12.6%
45 to 54	3,896	8.6%	4,312	7.7%	4,752	6.9%	4,936	6.8%	10.7%	3.9%
55 to 64	2,268	5.0%	3,874	6.9%	4,565	6.6%	4,715	6.5%	70.8%	3.3%
65 to 74	1,627	3.6%	2,240	4.0%	3,085	4.5%	3,642	5.0%	37.7%	18.1%
75 +	1,431	3.2%	2,058	3.7%	2,653	3.9%	3,012	4.1%	43.8%	13.5%

Population by Race/Ethnicity



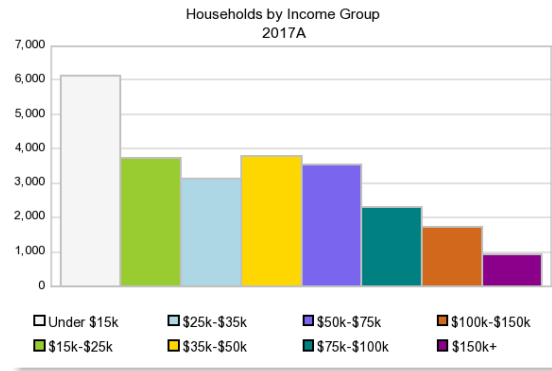
In 2017A, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2017 to 2022
White	32,783	72.2%	43,798	78.1%	51,887	75.6%	54,154	74.2%	33.6%	4.4%
Black	2,598	5.7%	2,840	5.1%	3,868	5.6%	4,114	5.6%	9.3%	6.4%
American Indian or Alaska Native	357	0.8%	472	0.8%	644	0.9%	706	1.0%	32.1%	9.6%
Asian/Hawaiian/PI	575	1.3%	1,026	1.8%	1,645	2.4%	1,800	2.5%	78.5%	9.4%
Some Other Race	7,835	17.3%	6,322	11.3%	8,403	12.2%	9,609	13.2%	-19.3%	14.4%
Two or More Races	1,267	2.8%	1,616	2.9%	2,215	3.2%	2,587	3.5%	27.5%	16.8%
Hispanic Ethnicity	17,027	37.5%	22,825	40.7%	29,725	43.3%	33,519	45.9%	34.1%	12.8%
Not Hispanic or Latino	28,387	62.5%	33,248	59.3%	38,937	56.7%	39,453	54.1%	17.1%	1.3%

Households by Income

In 2017A the predominant household Current Year income category in this study area is **\$0 - \$15K**, and the income group that is least represented in this geography is **\$150K +**.



HH Income Categories

Percent Change

	2000 Census	%	2010 Census	%	2017A Estimate	%	2022 Projection	%	2000 to 2010	2017 to 2022
\$0 - \$15,000	4,211	26.6%	5,353	26.3%	6,158	24.3%	5,641	20.3%	27.1%	-8.4%
\$15,000 - \$24,999	2,389	15.1%	3,128	15.4%	3,739	14.8%	3,822	13.8%	30.9%	2.2%
\$25,000 - \$34,999	2,480	15.7%	2,496	12.3%	3,124	12.3%	3,216	11.6%	0.6%	3.0%
\$35,000 - \$49,999	2,486	15.7%	3,179	15.6%	3,789	15.0%	3,929	14.2%	27.9%	3.7%
\$50,000 - \$74,999	2,424	15.3%	2,687	13.2%	3,547	14.0%	3,566	12.9%	10.8%	0.5%
\$75,000 - \$99,999	1,035	6.5%	1,675	8.2%	2,295	9.1%	3,173	11.4%	61.8%	38.3%
\$100,000 - \$149,999	548	3.5%	1,231	6.1%	1,742	6.9%	2,891	10.4%	124.4%	65.9%
\$150,000 +	305	1.9%	574	2.8%	922	3.6%	1,487	5.4%	88.3%	61.3%
Average Hhld Income	\$40,688		\$46,017		\$49,657		\$59,611		13.1%	20.0%
Median Hhld Income	\$30,395		\$31,521		\$33,695		\$39,440		3.7%	17.0%
Per Capita Income	\$14,170		\$17,702		\$19,234		\$23,534		24.9%	22.4%

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Household Summary Report for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Household Status										
Households:	2000 Census		2010 Census		2017A Estimate		2022 Projection		2000 to 2010	2017 to 2022
Total Households	15,816		20,321		25,316		27,726		28.5%	9.5%
Size of Household:	2000 Census		2010 Census		2017A Estimate		2022 Projection		2000 to 2010	2017 to 2022
1 Person	4,356	27.5%	6,336	31.2%	8,167	32.3%	9,202	33.2%	45.4%	12.7%
2 Person	5,554	35.1%	6,832	33.6%	8,513	33.6%	9,143	33.0%	23.0%	7.4%
3 Person	2,704	17.1%	3,325	16.4%	4,076	16.1%	4,408	15.9%	23.0%	8.1%
4 Person	1,855	11.7%	2,190	10.8%	2,612	10.3%	2,880	10.4%	18.0%	10.3%
5 Person	846	5.4%	896	4.4%	1,052	4.2%	1,128	4.1%	5.9%	7.2%
6 Person	295	1.9%	393	1.9%	477	1.9%	514	1.9%	33.3%	7.7%
7 + Person	263	1.7%	349	1.7%	417	1.7%	451	1.6%	32.9%	8.2%
Avg Hhld Size	2.44		2.38		2.34		2.33		-2.57	-0.65
Length of Residence (Years):										
Average Length of Residence	n/a		9		9		12		n/a	27.37
Family Status										
Households Type and Presence of Children:	2000 Census		2010 Census		2017A Estimate		2022 Projection		2000 to 2010	2017 to 2022
Total Households	15,816		20,321		25,316		27,726		28.5%	9.5%
Family Households	8,219		12,180		14,811		16,134		48.2%	8.9%
One Person, Female Householder	n/a	n/a	3,266	16.1%	4,301	17.0%	4,916	17.7%	n/a	14.3%
One Person, Male Householder	n/a	n/a	3,070	15.1%	3,867	15.3%	4,286	15.5%	n/a	10.8%
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	2,371	11.7%	2,641	10.4%	2,764	10.0%	n/a	4.7%
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	3,473	17.1%	4,002	15.8%	4,169	15.0%	n/a	4.2%
Non-family Hhlds										
Two+ people, Female Householder	n/a	n/a	2,336	11.5%	3,169	12.5%	3,664	13.2%	n/a	15.6%
Two+ people, Male Householder	n/a	n/a	2,616	12.9%	3,202	12.6%	3,584	12.9%	n/a	12.0%
Other Family Hhlds										

Female Householder, No Own Children	n/a	n/a	984	3.9%	1,289	5.1%	1,359	4.9%	n/a	5.4%
Male Householder, No Own Children	n/a	n/a	659	2.6%	859	3.4%	906	3.3%	n/a	5.5%
Female Householder, Own Children	n/a	n/a	1,115	4.4%	1,362	5.4%	1,408	5.1%	n/a	3.4%
Male Householder, Own Children	n/a	n/a	431	1.7%	625	2.5%	670	2.4%	n/a	7.3%

Vehicles Available

Size of Household:	2000 Census		2010 Census		2017A Estimate		2022 Projection		2000 to 2010	2017 to 2022
0 Vehicles	1,072	6.8%	995	4.9%	1,416	5.6%	1,544	5.6%	-7.2%	9.0%
1 Vehicle	5,944	37.6%	7,991	39.3%	10,520	41.6%	11,480	41.4%	34.4%	9.1%
2 Vehicles	6,021	38.1%	8,345	41.1%	9,497	37.5%	10,330	37.3%	38.6%	8.8%
3 Vehicles	2,779	17.6%	2,990	14.7%	3,883	15.3%	4,373	15.8%	7.6%	12.6%
Avg Vehicles Per Hhld	1.6		1.8		1.8		1.8		10.6	0.5

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Housing Units Summary Report for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Housing Units										
	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	00 to 10	2017 to 2022
Total Housing Units	16,724		21,716		26,435		28,903		29.9%	9.3%
Occupied	15,816	94.6%	20,321	93.6%	25,316	95.8%	27,726	95.9%	28.5%	9.5%
Owner-Occupied	6,462	38.6%	7,013	32.3%	7,962	30.1%	8,759	30.3%	8.5%	10.0%
Renter-Occupied	9,354	55.9%	13,308	61.3%	17,355	65.7%	18,967	65.6%	42.3%	9.3%
Vacant	908	5.4%	1,395	6.4%	1,118	4.2%	1,177	4.1%	53.6%	5.3%

Housing Value										
	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	00 to 10	2017 to 2022
\$ 0 - \$14,999	326	5.0%	354	5.0%	312	3.9%	275	3.1%	8.6%	-12.0%
\$ 15,000 - \$19,999	112	1.7%	248	3.5%	193	2.4%	174	2.0%	121.2%	-9.9%
\$ 20,000 - \$29,999	406	6.3%	135	1.9%	218	2.7%	236	2.7%	-66.8%	8.5%
\$ 30,000 - \$39,999	475	7.3%	297	4.2%	297	3.7%	269	3.1%	-37.4%	-9.3%
\$ 40,000 - \$49,999	398	6.2%	184	2.6%	167	2.1%	152	1.7%	-53.9%	-9.3%
\$ 50,000 - \$99,999	2,280	35.3%	1,579	22.5%	1,416	17.8%	1,261	14.4%	-30.7%	-11.0%
\$ 100,000 - \$ 149,999	1,349	20.9%	1,287	18.4%	1,130	14.2%	952	10.9%	-4.5%	-15.8%
\$ 150,000 - \$ 199,999	683	10.6%	1,333	19.0%	1,219	15.3%	1,113	12.7%	95.3%	-8.7%
\$ 200,000 - \$ 299,999	304	4.7%	968	13.8%	1,593	20.0%	1,521	17.4%	218.7%	-4.5%
\$ 300,000 - \$ 399,999	54	0.8%	285	4.1%	631	7.9%	1,119	12.8%	427.4%	77.2%
\$ 400,000 - \$ 499,999	13	0.2%	115	1.6%	326	4.1%	783	8.9%	804.0%	139.8%
\$ 500,000 or More	64	1.0%	228	3.3%	459	5.8%	905	10.3%	256.3%	97.2%

Median Home Value	\$83,667	\$124,997	\$159,279	\$197,308	1.5%	1.2%
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Units in Structure

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	00 to 10	2017 to 2022
Total Housing Units	16,724		21,716		26,435		28,903		29.9%	9.3%
1 Detached	6,186	37.0%	7,713	35.5%	8,788	33.2%	9,641	33.4%	24.7%	9.7%
1 Attached	439	2.6%	316	1.5%	558	2.1%	630	2.2%	-28.1%	12.9%
2 Units	47	0.3%	1,858	8.6%	1,821	6.9%	1,878	6.5%	3,828.8%	3.1%
3 or 4 Units	53	0.3%	2,599	12.0%	2,749	10.4%	2,887	10.0%	4,772.2%	5.0%
5-9 Units	32	0.2%	2,820	13.0%	3,550	13.4%	3,860	13.4%	8,712.2%	8.7%
10-19 Units	7	0.0%	2,054	9.5%	2,914	11.0%	3,233	11.2%	29,244.7%	10.9%
20-49 Units	0	0.0%	1,238	5.7%	2,046	7.7%	2,303	8.0%	N/A%	12.6%
50+ Units	1,549	9.3%	888	4.1%	1,408	5.3%	1,573	5.4%	-42.7%	63.6%
Boat, RV, Van, Etc.	8	0.1%	87	0.4%	88	0.3%	93	0.3%	923.0%	6.0%
Mobile Home	1,407	8.4%	2,143	9.9%	2,512	9.5%	2,805	9.7%	-36.9%	11.7%

Monthly Cash Rent*

	2000		2017A		% Change 00 to 2017
	Census	%	Estimate	%	
\$ 0 - \$99	118	1.3%	1	0.0%	-98.8%
\$ 100 - \$199	254	2.7%	97	0.6%	-61.7%
\$ 200 - \$299	386	4.1%	323	1.9%	-16.5%
\$ 300 - \$399	994	10.6%	337	1.9%	-66.1%
\$ 400 - \$499	1,946	20.8%	1,519	8.8%	-22.0%
\$ 500 - \$599	2,178	23.3%	2,631	15.2%	20.8%
\$ 600 - \$699	1,581	16.9%	4,040	23.3%	155.6%
\$ 700 - \$999	1,121	12.0%	5,547	32.0%	395.0%
\$1,000+	481	5.1%	2,456	14.2%	411.1%
No Cash Rent	296	3.2%	403	2.3%	36.2%

Year Structure Built

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	00 to 10	2017 to 2022
Total Housing Units	16,724		21,716		26,435		28,903		29.9%	9.3%
2005 or later	NA	NA	1,428	6.6%	2,267	8.6%	4,932	17.1%	NA	117.6%
2000-2004	NA	NA	3,253	15.0%	7,918	30.0%	7,899	27.3%	NA	-0.2%
1990-1999	4,147	24.8%	3,775	17.4%	3,728	14.1%	3,718	12.9%	-9.0%	-0.3%
1980-1989	4,841	29.0%	5,363	24.7%	5,240	19.8%	5,208	18.0%	10.8%	-0.6%
1970-1979	3,573	21.4%	4,676	21.5%	4,350	16.5%	4,265	14.8%	30.9%	-2.0%
1960-1969	1,628	9.7%	1,056	4.9%	1,004	3.8%	986	3.4%	-35.1%	-1.8%
1950-1959	1,079	6.5%	783	3.6%	730	2.8%	717	2.5%	-27.5%	-1.8%
1940-1949	800	4.8%	896	4.1%	815	3.1%	799	2.8%	12.1%	-1.9%
1939 or Earlier	655	3.9%	487	2.2%	383	1.4%	380	1.3%	-25.7%	-1.0%

Year Structure Built

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	00 to 10	2017 to 2022
Total Housing Units	16,724		21,716		26,435		28,903		29.9%	9.3%
2005 or later	NA	NA	1,428	6.6%	2,267	8.6%	4,932	17.1%	NA	117.6%
2000-2004	NA	NA	3,253	15.0%	7,918	30.0%	7,899	27.3%	NA	-0.2%
1990-1999	4,147	24.8%	3,775	17.4%	3,728	14.1%	3,718	12.9%	-9.0%	-0.3%
1980-1989	4,841	29.0%	5,363	24.7%	5,240	19.8%	5,208	18.0%	10.8%	-0.6%
1970-1979	3,573	21.4%	4,676	21.5%	4,350	16.5%	4,265	14.8%	30.9%	-2.0%
1960-1969	1,628	9.7%	1,056	4.9%	1,004	3.8%	986	3.4%	-35.1%	-1.8%

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	00 to 10	2017 to 2022
1950-1959	1,079	6.5%	783	3.6%	730	2.8%	717	2.5%	-27.5%	-1.8%
1940-1949	800	4.8%	896	4.1%	815	3.1%	799	2.8%	12.1%	-1.9%
1939 or Earlier	655	3.9%	487	2.2%	383	1.4%	380	1.3%	-25.7%	-1.0%

*Comparable fields may not be available for every Census, Estimate or Projection year

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Income Summary Report for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Household Demographics

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimate		Projection		2000 to 2010	2017A to 2022
Total Households	15,816		20,321		25,316		27,726		28.5%	9.5%

Households By Income

	2000		2010		2017A		2022		Percent Change	
	Census		Census		Estimate		Projection		2000 to 2010	2017A to 2022
\$0 - \$9,999	2,702	17.1%	3,508	17.3%	3,909	15.4%	3,150	11.4%	29.8%	-19.4%
\$10,000 - \$14,999	1,508	9.5%	1,845	9.1%	2,250	8.9%	2,491	9.0%	22.3%	10.7%
\$15,000 - \$19,999	1,134	7.2%	1,604	7.9%	1,929	7.6%	1,982	7.1%	41.5%	2.8%
\$20,000 - \$24,999	1,256	7.9%	1,524	7.5%	1,810	7.2%	1,840	6.6%	21.3%	1.6%
\$25,000 - \$29,999	1,238	7.8%	1,303	6.4%	1,665	6.6%	1,700	6.1%	5.2%	2.1%
\$30,000 - \$34,999	1,241	7.8%	1,193	5.9%	1,459	5.8%	1,516	5.5%	-3.9%	3.9%
\$35,000 - \$39,999	959	6.1%	1,009	5.0%	1,278	5.0%	1,332	4.8%	5.2%	4.2%
\$40,000 - \$49,999	1,527	9.7%	2,170	10.7%	2,512	9.9%	2,598	9.4%	42.1%	3.4%
\$50,000 - \$59,999	1,168	7.4%	1,406	6.9%	1,531	6.0%	1,540	5.6%	20.4%	0.6%
\$60,000 - \$74,999	1,257	7.9%	1,280	6.3%	2,017	8.0%	2,027	7.3%	1.9%	0.5%
\$75,000 - \$99,999	1,035	6.5%	1,675	8.2%	2,295	9.1%	3,173	11.4%	61.8%	38.3%
\$100,000 - \$124,999	397	2.5%	858	4.2%	1,152	4.5%	1,926	6.9%	116.0%	67.2%
\$125,000 - \$149,999	151	1.0%	373	1.8%	591	2.3%	965	3.5%	146.7%	63.4%
\$150,000 +	305	1.9%	574	2.8%	922	3.6%	1,487	5.4%	88.3%	61.3%
Average Hhld Income	\$40,688		\$46,017		\$49,657		\$59,611		13.1%	20.0%
Median Hhld Income	\$30,395		\$31,521		\$33,695		\$39,440		3.7%	17.0%
Per Capita Income	\$14,170		\$17,702		\$19,234		\$23,534		24.9%	22.4%

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Population Summary for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile (s):

Population Demographics										
	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2017 to 2022
Total Population	45,414		56,073		68,662		72,972		23.5%	6.3%
Population Density (Pop/Sq Mi)	578.65		527.19		874.86		929.78		-8.9%	6.3%
Total Households	15,816		20,321		25,316		27,726		28.5%	9.5%
Employed Civilian Population 16+	23,898		26,285		39,324		45,122		10.0%	14.7%
Blue Collar	8,723	36.5%	11,479	43.7%	17,187	43.7%	19,687	43.6%	31.6%	14.5%
White Collar	15,176	63.5%	14,806	56.3%	22,137	56.3%	25,435	56.4%	45.9%	14.9%
(Q2 2017) Employees	n/a		n/a		32,834		n/a		n/a	n/a
(Q2 2017) Establishments*	n/a		n/a		2,135		n/a		n/a	n/a
Population by Gender:										
Male	22,889	50.4%	28,174	50.2%	34,458	50.2%	36,612	50.2%	23.1%	6.3%
Female	22,525	49.6%	27,900	49.8%	34,204	49.8%	36,360	49.8%	23.9%	6.3%
Population by Race/Ethnicity										
	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2017 to 2022
White	32,783	72.2%	43,798	78.1%	51,887	75.6%	54,154	74.2%	33.6%	4.4%
Black	2,598	5.7%	2,840	5.1%	3,868	5.6%	4,114	5.6%	9.3%	6.4%
American Indian or Alaska Native	357	0.8%	472	1.0%	644	0.9%	706	1.0%	32.1%	9.6%
Asian/Native Hawaiian/Other Pacific Islander	575	1.3%	1,026	1.8%	1,645	2.4%	1,800	2.5%	6.1%	9.4%
Some Other Race	7,835	17.3%	6,322	11.3%	8,403	12.2%	9,609	13.2%	-19.3%	14.4%
Two or More Races	1,267	2.8%	1,616	2.9%	2,215	3.2%	2,587	3.6%	27.5%	16.8%
Hispanic Ethnicity	17,027	37.5%	22,825	40.7%	29,725	43.3%	33,519	45.9%	34.1%	12.8%
Not Hispanic or Latino	28,387	62.5%	33,248	59.3%	38,937	56.7%	39,453	54.1%	17.1%	1.3%
Marital Status										
	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2017 to 2022
Married, Spouse Present	12,264	31.8%	12,450	25.6%	13,196	22.0%	13,792	21.6%	1.5%	4.5%

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2017 to 2022
Married, Spouse	2,362	6.1%	2,150	4.4%	2,531	4.2%	2,756	4.3%	-9.0%	8.9%
Absent										
Divorced	2,686	7.0%	3,871	8.0%	5,154	8.6%	5,439	8.5%	44.1%	5.5%
Widowed	1,526	4.0%	1,730	3.6%	2,426	4.0%	2,614	4.1%	13.4%	7.7%
Never Married	19,836	51.4%	28,368	58.4%	36,782	61.2%	39,243	61.5%	43.0%	6.7%
Age 15+ Population	38,615		48,569		60,089		63,844		25.8%	6.2%

Educational Attainment

	2000		2010		2017A		2022		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2017 to 2022
Grade K - 8	1,434	6.9%	1,837	7.4%	2,019	6.3%	2,225	6.3%	28.1%	10.2%
Grade 9 - 11	1,971	9.5%	1,739	7.0%	2,458	7.7%	2,782	7.8%	-11.8%	13.2%
High School Graduate	5,041	24.4%	6,682	26.8%	8,586	26.8%	9,528	26.8%	32.5%	11.0%
Some College, No Degree	4,958	24.0%	5,406	21.7%	7,035	22.0%	7,790	21.9%	9.0%	10.7%
Associates Degree	756	3.7%	1,049	4.2%	1,543	4.8%	1,737	4.9%	38.7%	12.6%
Bachelor's Degree	3,776	18.3%	4,936	19.8%	6,278	19.6%	6,942	19.6%	30.7%	10.6%
Graduate Degree	2,139	10.3%	2,811	11.3%	3,383	10.6%	3,718	10.5%	31.5%	9.9%
No Schooling Completed	608	2.9%	478	1.9%	700	2.2%	785	2.2%	-21.3%	12.2%
Age 25+ Population	20,684		24,939		32,003		35,508		20.6%	11.0%

Seasonal Population Trending

	Estimate
Q4 2014	374
Q1 2015	314
Q2 2015	326
Q3 2015	331
Q4 2015	331
Q1 2016	318
Q2 2016	320
Q3 2016	329
Q4 2016	316

Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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US Census 2010 Overview Summary for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Population Summary		Household Summary	
Total Population	56,073	Total Households	20,321
Population Under Age 18	16.6%		
Population Over Age 18	83.4%	Housing Units	21,716
		Occupied Units	20,321
		Vacant Units	1,395
Race & Ethnicity		Population by Group Quarters	
American Indian, Eskimo, Aleut	0.8%	Population in Group Quarters	8,012
Asian	1.7%	Institutionalized	709
Black	5.1%	Correctional Institutions	36.5%
Native Hawaiian/Other Pacific Islander	0.1%	Juvenile Institutions	22.1%
White	78.1%	Nursing Homes	39.5%
Other	11.3%	Other Institutions	1.8%
Two or More Races	2.9%	Non Institutional	7,302
		College Dormitories	75.3%
Hispanic Ethnicity	40.7%	Military Quarters	0.0%
Not Hispanic or Latino	59.3%	Other Non Institutional	24.7%
Race by Hispanic Origin			
Non Hispanic	33,248		
American Indian/AK Nat	0.3%		
Asian	1.6%		
Black	4.6%		
Hawaiian/Pacific Islander	0.1%		
White	51.2%		
Other Race	0.2%		
Multiple Races	1.3%		
Hispanic Origin	22,825		
American Indian/AK Nat	0.5%		
Asian	0.1%		
Black	0.5%		
Hawaiian/Pacific Islander	0.0%		
White	26.9%		
Other	11.1%		
Multiple Races	1.5%		

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US Census 2010 Race Ethnicity Summary for ehopkinsTX, 630 E Hopkins St, San Marcos, TX, 78666, trade area of 5 mile(s):

Race & Ethnicity: Total Population

56,073

American Indian/AK Nat	472	0.8%
Asian	967	1.7%
Black	2,840	5.1%
Hawaiian/Pacific Islander	21	0.1%
Other	6,322	11.3%
Multiple Race	1,616	2.9%
White	43,798	78.1%
Hispanic Ethnicity	22,825	40.7%
Not Hispanic or Latino	33,248	59.3%

Non Hispanic Race by Origin

American Indian	164	0.5%
Asian	922	2.8%
Black	2,582	7.8%
Hawaiian/Pacific Islander	38	0.1%
Other Population	95	0.3%
Multiple Race	751	2.3%
White	28,696	86.3%

Race by Hispanic Origin

American Indian/AK Nat	308	1.3%
Asian	44	0.2%
Black	258	1.1%
Hawaiian/Pacific Islander	21	0.1%
White	15,102	66.2%
Other	6,227	27.3%
Multiple Races	865	3.8%

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