



Your Complete Guide to Moving to San Marcos, TX

Welcome to your comprehensive relocation guide for San Marcos, Texas—a vibrant university community just 30 miles northeast of San Antonio and 48 miles south of Austin. This guide provides everything you need to make an informed decision about your move, featuring current data, market comparisons, and essential insights. Based on the latest 2025 data, the current population of San Marcos is 90,988. San Marcos has grown 96.5% since the 2000, growing faster than 87% of similarly sized cities, making it one of Central Texas's most dynamic and sought-after destinations.

San Marcos at a Glance: Key Statistics & Demographics

Population & Growth

San Marcos has a population of 90,988 (99% urban, 1% rural), with a population change since 2000 of +114.0%. The median age is 25.5 years, creating a youthful, energetic community anchored by Texas State University with a dynamic blend of students, young professionals, and established residents.

91K

Population

As of 2025

114%

Growth Rate

Since 2000

Income & Employment

In 2023, the median household income of San Marcos households was \$51,030. The city is strategically located 30 miles northeast of San Antonio, 48 miles south of Austin, and home to Texas State University, one of the largest universities in Texas.

Many residents work in education, healthcare, government, technology, and service industries, with easy access to employment centers in San Antonio and Austin. The unemployment rate in San Marcos is 7.5%, with growing opportunities in tech, healthcare, and educational sectors driven by the university's presence and regional growth.

\$51K

Median Income

Household annual

7.5%

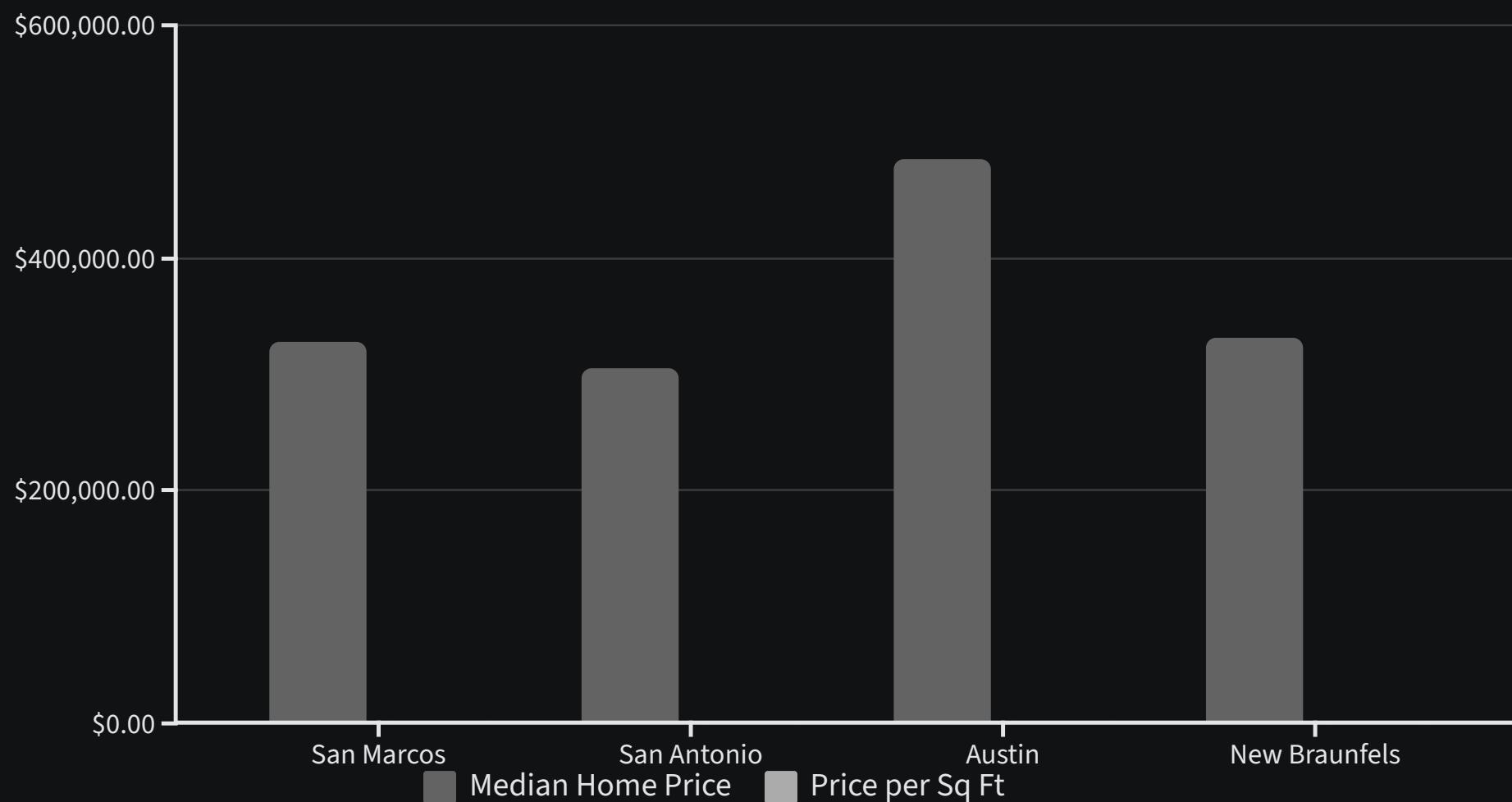
Unemployment

Current rate

Housing Market Analysis: What to Expect

The median sale price of a home in San Marcos was \$327K last month, up 1.7% since last year. The median sale price per square foot in San Marcos is \$200, down 3.1% since last year. The average San Marcos, TX home value is \$326,154, down 4.9% over the past year and goes to pending in around 54 days.

The San Marcos housing market is somewhat competitive. Homes in San Marcos receive 1 offers on average and sell in around 61 days. San Marcos's median sale price is 27% lower than the national average, creating opportunities for qualified buyers across all income levels while maintaining affordability compared to nearby Austin.



The city has a mixture of owners and renters, with 29.7% owning and 70.3% renting. Most development happened in recent decades, with 16.8% of homes added from 2000 to 2009, 27.3% between 2010 and 2019, and 3.8% part of the newest wave of development. Texas has no state income tax, providing additional financial benefits for residents.

Education Excellence: Schools & Universities

San Marcos is served by San Marcos Consolidated Independent School District, which covers 210 miles and serves more than 7,500 students who attend six elementary schools, two middle schools, and one high school. The district provides comprehensive education from Pre-K through 12th grade, with strong connections to higher education through Texas State University.



Elementary Schools

In San Marcos CISD, 47% of elementary students tested at or above the proficient level for reading, and 29% tested at or above that level for math. The district operates six elementary campuses serving diverse communities with comprehensive early childhood programs and specialized services for gifted and talented students.



Middle Schools

34% of middle school students tested at or above the proficient level for reading, and 20% tested at or above that level for math. The district's two middle schools offer comprehensive programs including athletics, fine arts, and academic competitions to prepare students for high school success.



High School & University

In the Class of 2023, 86.3% of students received their high school diplomas on time or earlier. San Marcos High School offers advanced placement courses, career technology courses and dual enrollment at Texas State and Austin Community College. Texas State University awarded 8,781 degrees in 2023, providing exceptional higher education opportunities.

Students have access to Career and Technical Education programs, and the proximity to Texas State University creates unique opportunities for dual enrollment, research collaboration, and seamless transition to higher education. The university's presence also enriches the community with cultural events, athletics, and academic resources.



Resources for School Research: Visit GreatSchools.org and the Texas Education Agency website for detailed school ratings, test scores, and enrollment information. District websites provide calendars, boundary maps, and program details to help families identify the best educational fit.

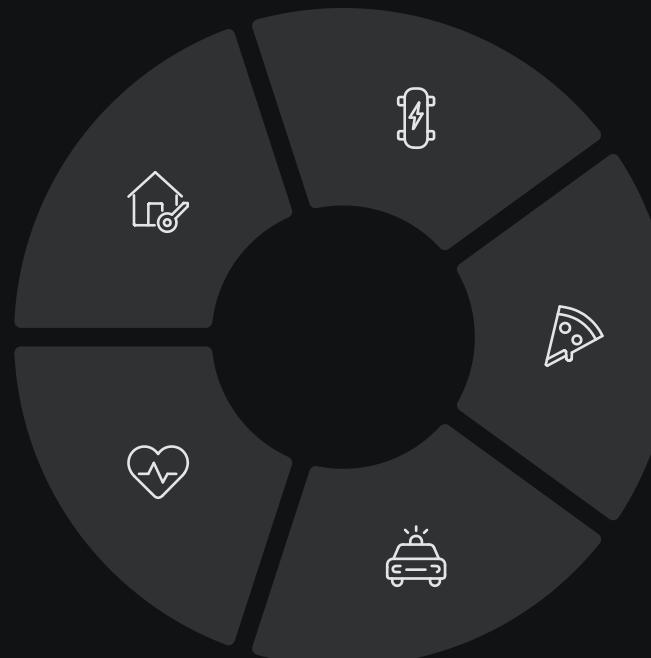
Cost of Living Breakdown

December 2024 cost of living index in San Marcos: 93.1 (less than average, U.S. average is 100). Percentage of residents living in poverty in 2023: 30.8%. This affordability attracts families, students, and young professionals seeking high quality of life while maintaining reasonable living expenses within easy commuting distance of major employment centers.

Housing

40% of budget

- Rent/mortgage payments
- Property taxes (competitive rates)
- Utilities and maintenance
- Higher rental market due to university



Healthcare

8% of budget

- Insurance premiums
- Co-pays and prescriptions
- Access to university health services

Utilities

12% of budget

- Electricity (\$110-\$180/month, seasonal)
- Water/sewer (\$60-\$90/month)
- Internet/cable (\$65-\$115/month)

Food & Goods

25% of budget

- Groceries (\$425-\$650/month for family of 4)
- Dining out (\$200-\$350/month)
- University area restaurants and cafes

Transportation

15% of budget

- Vehicle payments/insurance
- Fuel costs (\$100-\$170/month)
- Commute to Austin/San Antonio



Tax Resources: Use SmartAsset's Texas Property Tax Calculator to estimate your specific property tax burden based on home value and location. Remember, Texas has no state income tax, which significantly reduces overall tax burden compared to other states.

Comparative Market Analysis: San Marcos vs. Competing Cities

When choosing where to relocate in Central Texas, most homebuyers compare San Marcos with Austin, San Antonio, New Braunfels, and other regional communities. Each offers distinct advantages, and understanding these differences helps you make the best choice for your lifestyle and financial goals. San Marcos stands out for its university atmosphere, river recreation, affordable housing, and strategic location between major metropolitan areas.

Factor	San Marcos	San Antonio	Austin	New Braunfels	Boerne
Median Home Price	\$327,000	\$305,000	\$485,000	\$331,000	\$425,000
Unemployment Rate	7.5%	4.0%	3.5%	4.2%	3.8%
Population	90,988	1.53 million	975,000	116,477	18,000
Distance to Austin	48 miles	80 miles	0 miles	48 miles	52 miles
Cost of Living	Below National Avg	Below National Avg	Above National Avg	Below National Avg	Above National Avg
Development Stage	University Town	Established	Rapidly Growing	Rapidly Growing	Established

San Marcos' competitive advantage lies in its combination of university culture, vibrant student life, exceptional recreational opportunities along the San Marcos River, affordable housing, and strategic location between Austin and San Antonio. While larger cities may offer more amenities, they come with higher costs and urban challenges that many individuals and families prefer to avoid.

The Pros: Why People Choose San Marcos



Outstanding Growth & University Presence

The average population projection for the year 2035 is approximately 142,000. Texas State University awarded 8,781 degrees in 2023, creating a dynamic, educated community. This combination of growth and educational excellence creates opportunities for both residents and businesses in an expanding market with a highly educated workforce.



Strategic Location & Connectivity

San Marcos is strategically located 48 miles south of Austin, 30 miles northeast of San Antonio, with easy access to major employment centers. Austin-Bergstrom International Airport is approximately 45 miles away. The city sits at the intersection of I-35 and Highway 123, providing excellent connectivity while maintaining a distinct community identity.



Recreation & Quality of Life

San Marcos offers world-class river recreation on the crystal-clear San Marcos River, including tubing, swimming, and kayaking year-round. The city combines small-town charm with university energy, featuring live music venues, diverse dining options, and numerous parks. The community provides excellent recreational facilities, cultural events, and outdoor activities for residents of all ages and interests.