DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Statistical Reference Area
Poway

	Jan 1, 2012
Total Population	87,082
Household Population	86,630
Group Quarters Population	452
Persons Per Household	2.79

HOUSING AND OCCUPANCY

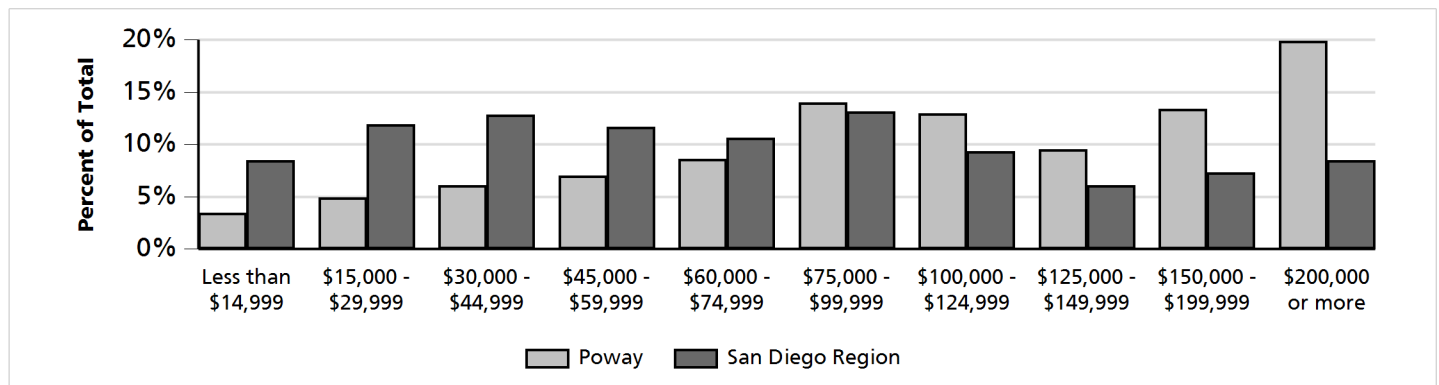|	Total Housing Units	Households	Vacancy Rate
Total Housing Units	31,634	31,013	2.0%
Single Family - Detached	21,793	21,419	1.7%
Single Family - Multiple-Unit	3,343	3,303	1.2%
Multi-Family	5,796	5,598	3.4%
Mobile Home and Other	702	693	1.3%

HOUSEHOLD INCOME
Households by Income Category (2010 $, adjusted for inflation)

	Less than $15,000	$15,000-$29,999	$30,000-$44,999	$45,000-$59,999	$60,000-$74,999	$75,000-$99,999	$100,000-$124,999	$125,000-$149,999	$150,000-$199,999	$200,000 or more
% of Total	3%	5%	6%	7%	9%	14%	13%	10%	13%	20%

Median Household Income

Adjusted for Inflation (2010 $)	$111,241
Not adjusted for inflation (current 2011$)	$114,615

IMPORTANT ADVISORY:

Caution should be taken when using data for small population groups, particularly at small levels of geography. Minor adjustments were made (such as correcting the location of housing units that were erroneously allocated by the Census Bureau to roads and open space) to more accurately reflect the region's true population and housing distribution.
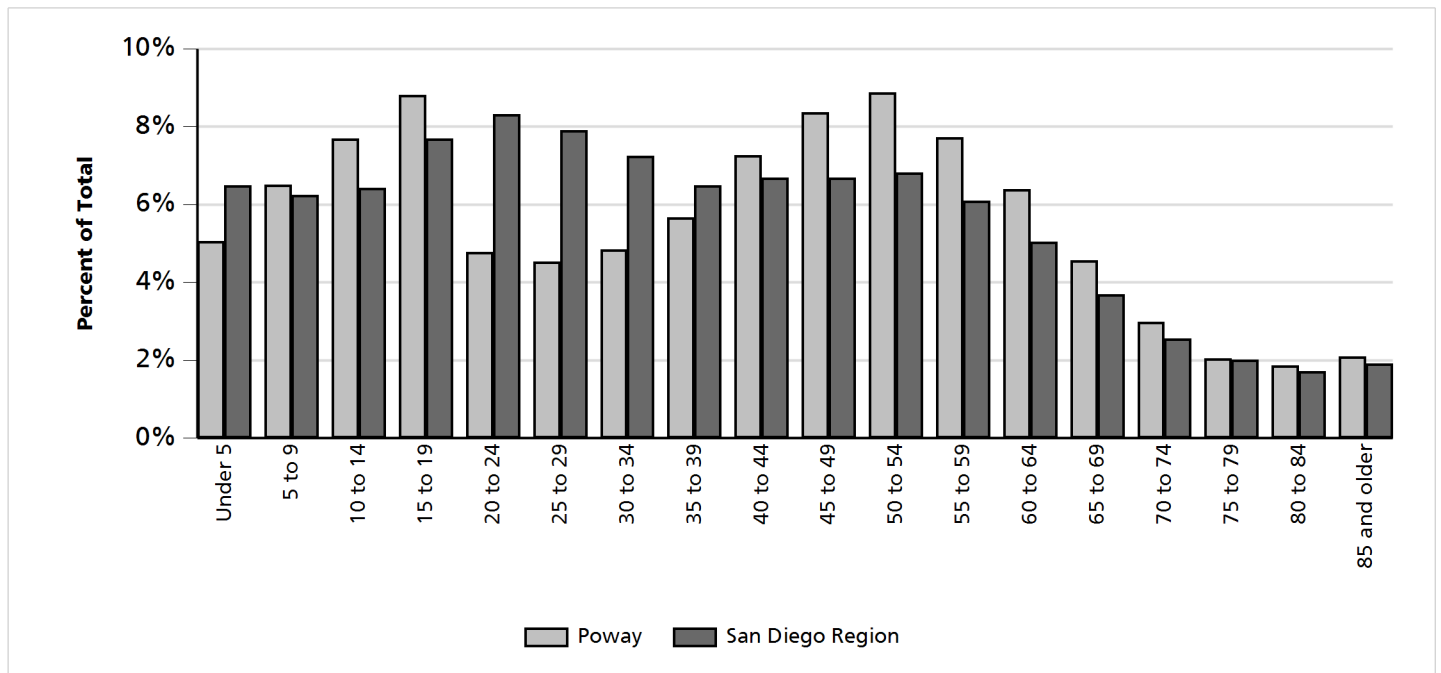
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

Caution should always be taken when using data for small population groups, particularly at small levels of geography.

Source: SANDAG, Current Estimates
SANDAG
www.sandag.org

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POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
Total Population	**87,082**	42,568	44,514	51%
Under 5	4,400	2,325	2,075	47%
5 to 9	5,665	2,849	2,816	50%
10 to 14	6,695	3,516	3,179	47%
15 to 17	4,543	2,301	2,242	49%
18 and 19	3,126	1,643	1,483	47%
20 to 24	4,164	2,162	2,002	48%
25 to 29	3,939	2,035	1,904	48%
30 to 34	4,217	2,041	2,176	52%
35 to 39	4,929	2,344	2,585	52%
40 to 44	6,319	2,985	3,334	53%
45 to 49	7,282	3,425	3,857	53%
50 to 54	7,728	3,764	3,964	51%
55 to 59	6,717	3,224	3,493	52%
60 and 61	2,233	1,088	1,145	51%
62 to 64	3,329	1,564	1,765	53%
65 to 69	3,969	1,946	2,023	51%
70 to 74	2,595	1,197	1,398	54%
75 to 79	1,776	816	960	54%
80 to 84	1,629	686	943	58%
85 and older	1,827	657	1,170	64%
Under 18	21,303	10,991	10,312	48%
65 and older	11,796	5,302	6,494	55%
Median Age	41.5	40.1	42.7	N/A

POPULATION BY AGE

Poway   San Diego Region

Source: SANDAG, Current Estimates
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POPULATION BY RACE, ETHNICITY AND AGE

	Hispanic	Non-Hispanic				
		White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	10,907	57,740	1,404	228	13,584	3,219
Under 5	887	2,256	71	8	832	346
5 to 9	1,078	2,976	86	17	1,029	479
10 to 14	1,101	3,944	90	18	1,050	492
15 to 17	738	2,890	71	10	576	258
18 and 19	469	2,068	45	14	353	177
20 to 24	769	2,560	82	12	520	221
25 to 29	731	2,352	74	11	597	174
30 to 34	713	2,302	90	16	959	137
35 to 39	731	2,611	86	15	1,317	169
40 to 44	807	3,833	115	16	1,397	151
45 to 49	786	4,960	138	22	1,211	165
50 to 54	665	5,770	135	12	989	157
55 to 59	492	5,164	97	16	833	115
60 and 61	119	1,761	37	4	277	35
62 to 64	184	2,642	55	9	395	44
65 to 69	214	3,212	39	14	453	37
70 to 74	161	2,072	35	8	291	28
75 to 79	99	1,429	20	1	213	14
80 to 84	77	1,367	19	4	148	14
85 and older	86	1,571	19	1	144	6
Under 18	3,804	12,066	318	53	3,487	1,575
65 and older	637	9,651	132	28	1,249	99
Median Age	27.8	46.1	40.3	37.7	38.3	18.4

Source: SANDAG, Current Estimates
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