

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Jurisdiction

### Poway



Jan 1, 2012

<b>Total Population</b>	<b>48,118</b>
Household Population	47,568
Group Quarters Population	550
<b>Persons Per Household</b>	<b>2.93</b>

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
<b>Total Housing Units</b>	<b>16,545</b>	<b>16,219</b>	<b>2.0%</b>
Single Family - Detached	12,269	12,158	0.9%
Single Family - Multiple-Unit	874	704	19.5%
Multi-Family	2,700	2,664	1.3%
Mobile Home and Other	702	693	1.3%

## HOUSEHOLD INCOME

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

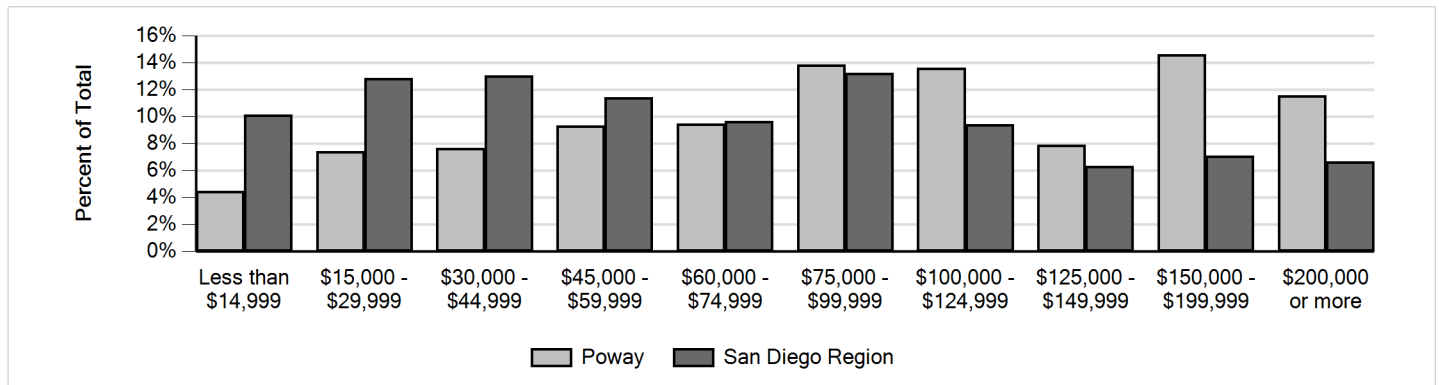
	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	4%	7%	8%	9%	9%	14%	14%	8%	15%	12%

### Median Household Income

2012

Adjusted for Inflation (2010 \$) \$95,920

Not adjusted for inflation (current 2011\$) \$98,830



## 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.

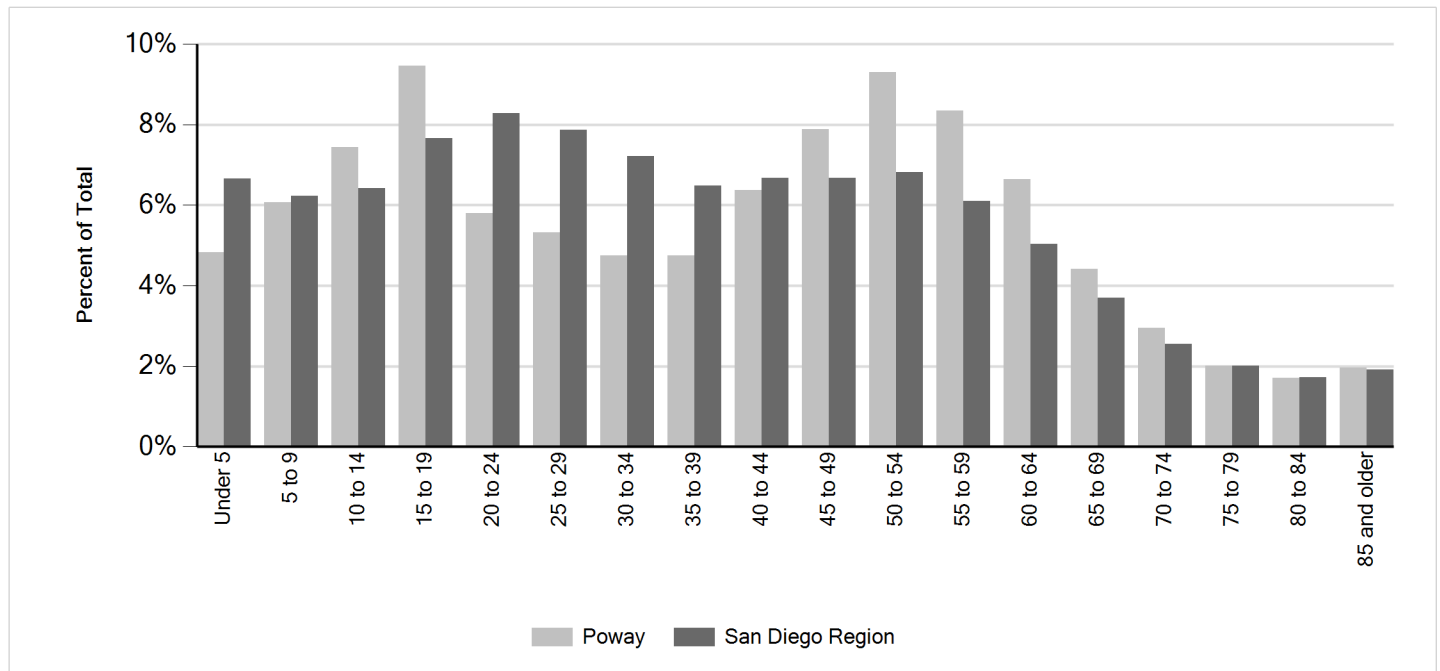
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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.

## POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>48,118</b>	<b>23,651</b>	<b>24,467</b>	<b>51%</b>
Under 5	2,321	1,175	1,146	49%
5 to 9	2,921	1,513	1,408	48%
10 to 14	3,580	1,882	1,698	47%
15 to 17	2,649	1,317	1,332	50%
18 and 19	1,901	998	903	48%
20 to 24	2,790	1,474	1,316	47%
25 to 29	2,564	1,397	1,167	46%
30 to 34	2,286	1,143	1,143	50%
35 to 39	2,281	1,082	1,199	53%
40 to 44	3,062	1,418	1,644	54%
45 to 49	3,795	1,760	2,035	54%
50 to 54	4,473	2,159	2,314	52%
55 to 59	4,019	1,940	2,079	52%
60 and 61	1,370	659	711	52%
62 to 64	1,829	919	910	50%
65 to 69	2,125	1,069	1,056	50%
70 to 74	1,417	662	755	53%
75 to 79	967	431	536	55%
80 to 84	822	331	491	60%
85 and older	946	322	624	66%
Under 18	11,471	5,887	5,584	49%
65 and older	6,277	2,815	3,462	55%
Median Age	41.3	39.3	42.8	N/A

## POPULATION BY AGE



# POPULATION BY RACE, ETHNICITY AND AGE

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
<b>Total Population</b>	<b>7,989</b>	<b>32,515</b>	<b>679</b>	<b>144</b>	<b>5,163</b>	<b>1,628</b>
Under 5	683	1,190	38	5	256	149
5 to 9	817	1,528	44	12	297	223
10 to 14	789	2,105	47	14	385	240
15 to 17	538	1,669	35	12	239	156
18 and 19	332	1,279	17	7	163	103
20 to 24	607	1,750	40	3	267	123
25 to 29	625	1,515	46	1	288	89
30 to 34	538	1,312	50	14	318	54
35 to 39	507	1,315	40	15	333	71
40 to 44	558	1,949	40	12	430	73
45 to 49	528	2,720	53	9	414	71
50 to 54	458	3,433	62	9	424	87
55 to 59	355	3,143	46	12	392	71
60 and 61	93	1,087	23	3	139	25
62 to 64	113	1,484	26	3	185	18
65 to 69	127	1,732	15	4	220	27
70 to 74	103	1,138	18	6	134	18
75 to 79	84	753	14	1	104	11
80 to 84	67	641	16	2	86	10
85 and older	67	772	9	0	89	9
Under 18	2,827	6,492	164	43	1,177	768
65 and older	448	5,036	72	13	633	75
Median Age	26.8	46.2	37.8	36.3	40.4	18.9