



Demographic and Socioeconomic Profile 2010

SRA: Poway

Population by Race

	Population	Percent
Total Population	86,311	100%
White	57,964	67%
Asian	12,969	15%
Hispanic	10,326	12%
Two or More	2,973	3%
Black	1,511	2%
American Indian	229	<1%
Other	173	<1%
Pacific Islander	166	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	86,311	42,170	44,141	51%
Under 5	4,985	2,563	2,422	49%
5 to 9	6,032	3,092	2,940	49%
10 to 14	6,695	3,371	3,324	50%
15 to 17	4,362	2,251	2,111	48%
18 and 19	1,818	970	848	47%
20 to 24	3,929	2,094	1,835	47%
25 to 29	4,018	2,024	1,994	50%
30 to 34	4,484	2,140	2,344	52%
35 to 39	5,576	2,691	2,885	52%
40 to 44	6,725	3,150	3,575	53%
45 to 49	7,815	3,784	4,031	52%
50 to 54	7,586	3,686	3,900	51%
55 to 59	6,190	2,975	3,215	52%
60 and 61	2,251	1,063	1,188	53%
62 to 64	3,025	1,494	1,531	51%
65 to 69	3,413	1,649	1,764	52%
70 to 74	2,358	1,099	1,259	53%
75 to 79	1,842	823	1,019	55%
80 to 84	1,602	667	935	58%
85 and Older	1,605	584	1,021	64%
Under 18	22,074	11,277	10,797	49%
65 and older	10,820	4,822	5,998	55%
Median	40.9	39.8	41.9	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	68,599	100%
Never Married	16,622	24%
Married, excluding separated	42,877	63%
Separated	529	<1%
Widowed	2,920	4%
Divorced	5,651	8%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B12001

Pop. by Household / Group Quarters Status

	Number	Percent
Total population	86,311	100%
Household	85,859	99%
Group Quarters - Other	452	1%
Group Quarters - College	0	0%
Group Quarters - Military	0	0%

Source: SANDAG, Current Estimates (2010)

Population by Age and Race

	Total	Hispanic	White	Black	American Indian	Asian	Pacific Islander	Other	Two or More
Total Pop.	86,311	10,326	57,964	1,511	229	12,969	166	173	2,973
Under 5	4,985	997	2,540	84	20	904	1	15	424
5 to 9	6,032	1,045	3,390	87	11	998	7	16	478
10 to 14	6,695	1,052	4,120	110	25	924	9	18	437
15 to 17	4,362	674	2,839	74	18	488	6	12	251
18 and 19	1,818	329	1,165	35	3	192	3	5	86
20 to 24	3,929	710	2,396	83	13	525	7	7	188
25 to 29	4,018	710	2,345	85	11	700	8	11	148
30 to 34	4,484	675	2,456	105	14	1,067	9	12	146
35 to 39	5,576	777	3,097	108	7	1,403	19	14	151
40 to 44	6,725	804	4,309	141	20	1,292	17	9	133
45 to 49	7,815	764	5,569	160	14	1,106	17	18	167
50 to 54	7,586	590	5,770	135	16	920	16	10	129
55 to 59	6,190	380	4,838	93	14	753	15	16	81
60 and 61	2,251	121	1,790	44	3	261	3	2	27
62 to 64	3,025	160	2,431	34	8	345	9	1	37
65 to 69	3,413	185	2,765	40	17	367	10	2	27
70 to 74	2,358	125	1,892	39	6	268	4	3	21
75 to 79	1,842	96	1,495	23	6	200	1	1	20
80 to 84	1,602	74	1,330	19	0	162	3	1	13
85 and Older	1,605	58	1,427	12	3	94	2	0	9
Under 18	22,074	3,768	12,889	355	74	3,314	23	61	1,590
65 and older	10,820	538	8,909	133	32	1,091	20	7	90
Median		27.5	45.3	39.3	34.8	37.4	44.1	31.0	16.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	81,326	100%
Speak Only English	63,156	78%
Speak Spanish:	5,653	7%
Speak English "well" or "very well"	4,606	6%
Speak English "not well" or "not at all"	1,047	1%
Speak Asian/Pacific Island language:	7,912	10%
Speak English "well" or "very well"	7,085	9%
Speak English "not well" or "not at all"	827	1%
Speak other language:	4,605	5%
Speak English "well" or "very well"	4,287	5%
Speak English "not well" or "not at all"	318	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B16004

Educational Attainment

	Number	Percent
Total population age 25 and older	58,490	100%
Less than 9th grade	1,080	2%
9th through 12th grade, no diploma	1,373	2%
High school grad (incl. equivalency)	7,434	13%
Some college, no degree	11,841	20%
Associate degree	4,837	8%
Bachelor's degree	18,641	32%
Master's degree	9,101	16%
Professional school degree	2,654	5%
Doctorate degree	1,529	3%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B15002

School Enrollment

	Total		Public School		Private School	
	Number	Percent	Number	Percent	Number	Percent
Total population age 3 and older	83,463	100%	---	---	---	---
Enrolled in school	25,468	31%	21,113	25%	4,355	5%
Nursery / Preschool	1,655	6%	516	2%	1,139	26%
Kindergarten to grade 4	6,261	25%	5,570	26%	691	16%
Grade 5 to grade 8	5,134	20%	4,580	22%	554	13%
Grade 9 to grade 12	6,340	25%	5,896	28%	444	10%
College, undergraduate	5,006	20%	4,056	19%	950	22%
Graduate or Professional school	1,072	4%	495	2%	577	13%
Not enrolled in school	57,995	69%	---	---	---	---

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B14002

Households by Type and Presence of Children Under 18

	Total		With Persons Under 18		Without Persons Under 18	
	Number	Percent	Number	Percent	Number	Percent
Total households	30,721	100%	12,473	100%	18,248	100%
Family Households:	24,132	79%	12,374	99%	11,758	64%
Married couple family	20,811	68%	10,340	83%	10,471	57%
Other family:	3,321	11%	2,034	16%	1,287	7%
Male householder, no wife	1,004	3%	490	4%	514	3%
Female householder, no husband	2,317	8%	1,544	12%	773	4%
Nonfamily households:	6,589	21%	99	1%	6,490	36%
Householder living alone	5,275	17%	----	----	----	----
Other nonfamily households	1,314	4%	----	----	----	----

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B11005

Housing Units by Type

	Number	Percent	Occupied	Unoccupied	Vacancy Rate	Persons per Household
Total Housing Units	31,446	100%	30721	725	2%	2.79
Single family (detached)	21,627	69%	21,210	417	2%	2.89
Single family (attached)	3,329	11%	3,253	76	2%	2.40
2 to 4 units	1,550	5%	1,487	63	4%	2.83
5 to 9 units	1,362	4%	1,311	51	4%	2.56
10 or more units	2,876	9%	2,767	109	4%	2.61
Mobile home and Other	702	2%	693	9	1%	2.73

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25024

Housing Value

	Number	Percent
Total Owner-Occupied Units	24,559	100%
Less than \$150,000	882	4%
\$150,000 to \$199,999	198	1%
\$200,000 to \$249,999	470	2%
\$250,000 to \$299,999	308	1%
\$300,000 to \$399,999	2,648	11%
\$400,000 to \$499,999	3,658	15%
\$500,000 to \$749,999	8,960	36%
\$750,000 to \$999,999	4,600	19%
\$1,000,000 or more	2,835	12%

Median Value **\$614,860**

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25075

Year Structure Built

	Number	Percent
Total Housing units	31,446	100%
2005 or Later	679	2%
2000 to 2004	2,600	8%
1990 to 1999	7,567	24%
1980 to 1989	7,038	22%
1970 to 1979	9,835	31%
1960 to 1969	2,367	8%
1950 to 1959	1,181	4%
1940 to 1949	109	<1%
1939 or earlier	70	<1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25034

Housing Units by Tenure and Occupants per Room

	Total		Renter Occupied		Owner Occupied	
	Number	Percent	Number	Percent	Number	Percent
Total occupied housing units	30,721	100%	6,162	100%	24,559	100%
1.00 occupant housing per room or less	30,203	98%	5,793	94%	24,410	99%
1.01 to 1.50 occupants per room	393	1%	285	5%	108	<1%
1.51 to 2.00 occupants per room	124	<1%	83	1%	41	<1%
2.01 or more occupants per room	1	<1%	1	<1%	0	0%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25014

Contract Rent

Renter Occupied Housing Units	Number	Percent
Total Units	6,162	100%
Less than \$500	80	1%
\$500 to \$599	163	3%
\$600 to \$699	53	1%
\$700 to \$799	216	4%
\$800 to \$899	189	3%
\$900 to \$999	316	5%
\$1,000 to \$1,249	854	14%
\$1,250 to \$1,499	871	14%
\$1,500 to \$1,999	2,094	34%
\$2,000 or more	1,166	19%
No cash rent	160	3%
Median contract rent	\$1,581	

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25056

Gross Rent as a Percentage of Household Income

Renter Occupied Housing Units	Number	Percent
Total Units	6,162	100%
Less than 20 percent	1,161	19%
20.0 to 24.9 percent	1,294	21%
25.0 to 29.9 percent	677	11%
30.0 to 34.9 percent	559	9%
35.0 to 39.9 percent	486	8%
40.0 to 49.9 percent	599	10%
50.0 percent or more	1,189	19%
Not computed	197	3%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25070

Vehicle Availability

Occupied Housing Units	Number	Percent
Total Availability	30,721	100%
No vehicle	753	2%
1 vehicle	6,441	21%
2 vehicles	14,366	47%
3 vehicles	6,580	21%
4 or more vehicles	2,581	8%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B25044

Place of Work

Workers age 16 and older	Number	Percent
Total Workers	43,388	100%
Worked in state of residence	43,097	99%
Worked in county of residence	42,203	97%
Worked outside county of residence	894	2%
Worked outside state of residence	291	1%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08007

Employment Status

	Male		Female	
	Total	Percent	Number	Percent
Population age 16 and older	67,198	100%	32,447	48%
In labor force	45,518	68%	24,410	54%
Armed forces	471	1%	327	69%
Civilian (employed)	42,426	93%	22,456	53%
Civilian (unemployed)	2,621	6%	1,627	62%
Not in labor force	21,680	32%	8,037	37%
Pct. of civilian labor force unemployed	5.8%		6.8%	

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B23025

Means of Transportation to Work

Workers age 16 and older	Number	Percent
Total Workers	43,388	100%
Car, truck or van:	39,202	90%
Drove Alone	35,084	81%
Carpooled	4,118	9%
Public Transportation:	357	1%
Bus	255	1%
Trolley / Streetcar	35	<1%
Railroad	67	<1%
Other public transportation	0	0%
Motorcycle	128	<1%
Bicycle	241	1%
Walked	509	1%
Other means	329	1%
Worked at home	2,622	6%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08301

Travel Time to Work

Workers age 16 and older	Number	Percent
Total Workers	43,388	100%
Did not work at home	40,766	94%
Less than 10 minutes	4,408	10%
10 to 19 minutes	11,540	27%
20 to 29 minutes	11,034	25%
30 to 44 minutes	10,154	23%
45 to 59 minutes	2,354	5%
60 to 89 minutes	577	1%
90 minutes or more	699	2%
Worked at home	2,622	6%
Average time to work (minutes)	27	--

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B08303

Industry

Employed civilian population age 16 and older	Number	Percent
Total employed civilian age 16+	42,913	100%
Agriculture, forestry, mining	24	<1%
Utilities	399	1%
Construction	2,199	5%
Manufacturing	5,817	14%
Wholesale trade	1,549	4%
Retail trade	3,951	9%
Transportation & warehousing	1,033	2%
Information & communications	1,332	3%
Finance, insurance, & real estate	3,674	9%
Professional, scientific, management, administration	2,115	5%
Educational, social, & health services	8,587	20%
Art, entertainment, recreation, accommodations, food	2,817	7%
Other services	1,762	4%
Public administration	7,654	18%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24030

Occupation

Employed civilian population age 16 and older

Number Percent

Total employed civilian age 16+	42,913	100%
Management, professional & related:	23,770	55%
Management (incl. farm managers)	7,039	16%
Business & financial	3,048	7%
Computer & mathematical	2,516	6%
Architecture & engineering	2,570	6%
Life, physical & social science	937	2%
Community & social service	485	1%
Legal	746	2%
Education, training, & library	2,554	6%
Art, entertainment, sports & media	969	2%
Healthcare practitioners	2,906	7%
Service:	4,643	11%
Healthcare support	470	1%
Protective service	797	2%
Food preparation & serving	1,222	3%
Building & grounds cleaning / maintenance	851	2%
Personal care & service	1,303	3%
Sales & office	10,153	24%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	2,230	5%
Production, transport & material moving	2,117	5%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24010

Household Income

Number Percent

Total Households	30,721	100%
Less than \$15,000	1,107	4%
\$15,000 to \$29,999	1,613	5%
\$30,000 to \$44,999	2,453	8%
\$45,000 to \$59,999	2,277	7%
\$60,000 to \$74,999	2,539	8%
\$75,000 to \$99,999	4,419	14%
\$100,000 to \$124,999	4,075	13%
\$125,000 to \$149,999	2,858	9%
\$150,000 to \$199,999	4,963	16%
\$200,000 or more	4,417	14%
Median Income	\$105,844	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	30,721	100%
With earnings	25,477	83%
With wage and salary income	24,441	80%
With self-employment income	4,434	14%
With interest, dividend, or net rental income	13,514	44%
With Social Security income	7,143	23%
With Supplemental Security income	532	2%
With public assistance income	283	1%
With retirement income	6,220	20%
With other types of income	3,952	13%

Note: "Earnings" is the sum of households with wage and salary income and/or self-employment income. Also, a household may have more than one income. Therefore, subsets will not sum to the total.

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B19051 - B19060

Ratio of Income to Poverty Level

Population for whom poverty status is determined

	Number	Percent
Total	85,800	100%
Under .50	1,345	2%
.50 to .99	1,407	2%
1.00 to 1.24	1,095	1%
1.25 to 1.49	701	1%
1.50 to 1.84	1,900	2%
1.85 to 1.99	1,038	1%
2.00 and over	78,314	91%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C17002

Poverty Status

Population for whom poverty status is determined

	Number	Percent
Total	85,800	100%
Above Poverty	83,048	97%
Below Poverty	2,752	3%

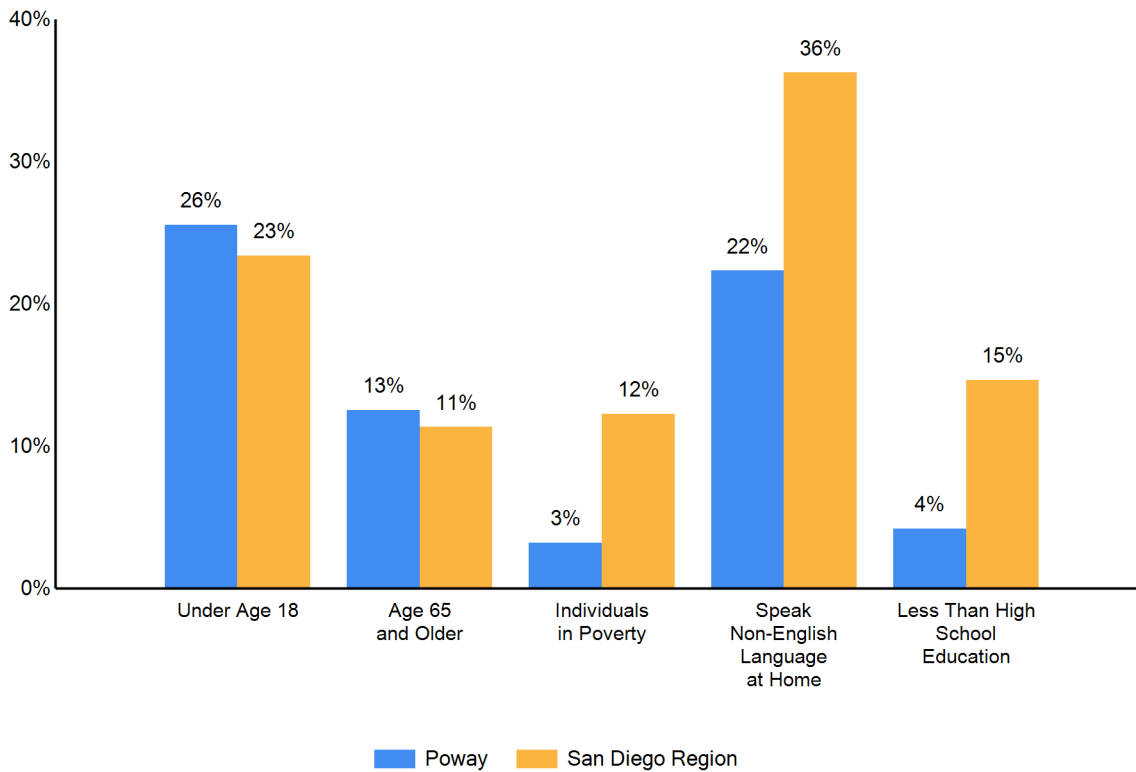
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Poverty Status of Families by Family Type and Presence of Related Children Under 18

	Total Families			Above Poverty			Below Poverty		
	Total	With Children	No Children	Total	With Children	No Children	Total	With Children	No Children
Total Families	24,132	12,374	11,758	23,723	12,017	11,706	409	357	52
Married couple family	20,811	10,340	10,471	20,600	10,181	10,419	211	159	52
Male householder, no wife present	1,004	490	514	966	452	514	38	38	0
Female householder, no husband present	2,317	1,544	773	2,157	1,384	773	160	160	0

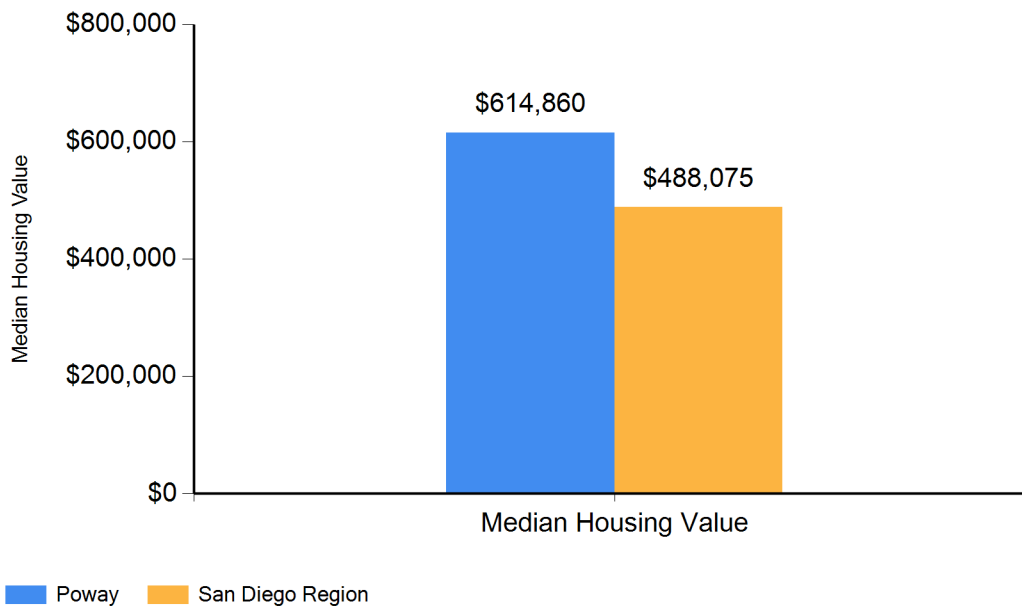
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

Demographic and Socioeconomic Characteristics



Source: SANDAG, Current Estimates (2010) and constructed from U.S. Census Bureau's American Community survey 2010 5 - year file

Median Housing Value



Source: SANDAG, Constructed from U.S. Census Bureau's American Community survey 2010 5 - year file, Table B25075