

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Jurisdiction

### Poway



	Jan 1, 2014
Total Population	48,979
Household Population	48,429
Group Quarters Population	550
Persons Per Household	2.96

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	16,575	16,383	1.2%
Single Family - Detached	12,299	12,150	1.2%
Single Family - Multiple-Unit	874	872	0.2%
Multi-Family	2,700	2,668	1.2%
Mobile Home and Other	702	693	1.3%

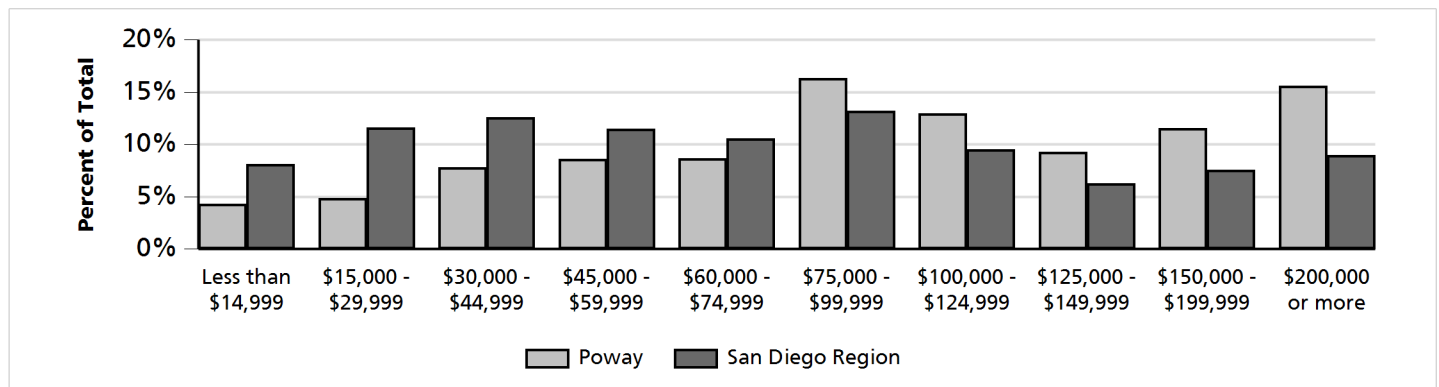
## HOUSEHOLD INCOME

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%	5%	8%	9%	9%	16%	13%	9%	12%	16%

### Median Household Income

Adjusted for Inflation (2010 \$)	\$99,107
Not adjusted for inflation (current 2013\$)	\$105,104



## 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.

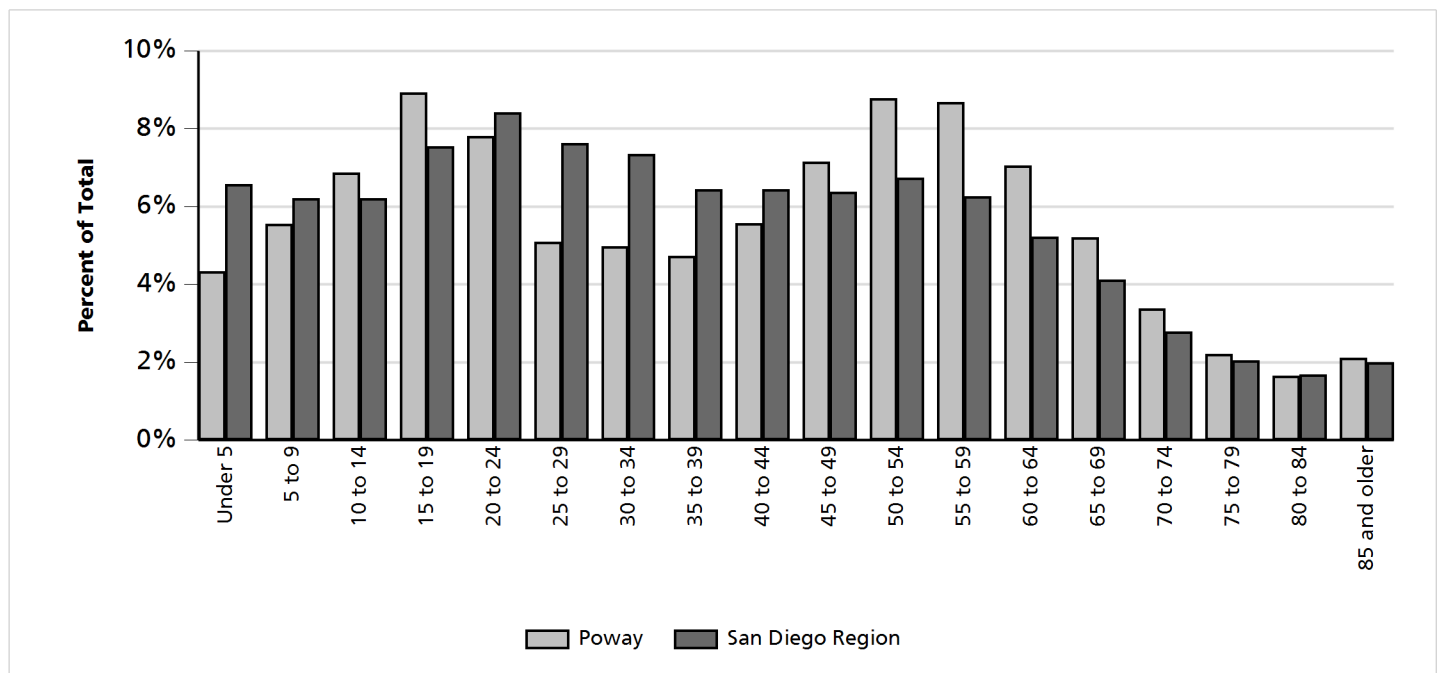
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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
Total Population	<b>48,979</b>	24,090	24,889	51%
Under 5	2,120	1,099	1,021	48%
5 to 9	2,715	1,397	1,318	49%
10 to 14	3,361	1,773	1,588	47%
15 to 17	2,521	1,314	1,207	48%
18 and 19	1,851	930	921	50%
20 to 24	3,820	2,022	1,798	47%
25 to 29	2,495	1,326	1,169	47%
30 to 34	2,433	1,258	1,175	48%
35 to 39	2,313	1,089	1,224	53%
40 to 44	2,729	1,273	1,456	53%
45 to 49	3,502	1,608	1,894	54%
50 to 54	4,295	2,095	2,200	51%
55 to 59	4,247	2,007	2,240	53%
60 and 61	1,463	687	776	53%
62 to 64	1,988	979	1,009	51%
65 to 69	2,548	1,262	1,286	50%
70 to 74	1,654	800	854	52%
75 to 79	1,082	491	591	55%
80 to 84	807	347	460	57%
85 and older	1,035	333	702	68%
Under 18	10,717	5,583	5,134	48%
65 and older	7,126	3,233	3,893	55%
Median Age	41.6	39.3	43.5	N/A

## POPULATION BY AGE



# POPULATION BY RACE, ETHNICITY AND AGE

	Hispanic	Non-Hispanic				
		White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	<b>8,319</b>	32,748	688	<b>147</b>	<b>5,399</b>	<b>1,678</b>
Under 5	592	1,119	40	8	248	113
5 to 9	808	1,323	52	8	308	216
10 to 14	861	1,874	43	11	343	229
15 to 17	543	1,534	26	7	272	139
18 and 19	362	1,186	25	3	175	100
20 to 24	770	2,474	44	13	345	174
25 to 29	588	1,490	26	9	288	94
30 to 34	582	1,392	43	11	328	77
35 to 39	490	1,331	41	13	370	68
40 to 44	542	1,648	50	11	391	87
45 to 49	553	2,397	46	14	433	59
50 to 54	491	3,225	42	8	428	101
55 to 59	386	3,315	54	7	396	89
60 and 61	101	1,160	25	2	150	25
62 to 64	137	1,583	30	4	203	31
65 to 69	165	2,056	31	9	256	31
70 to 74	134	1,328	17	4	159	12
75 to 79	86	830	13	2	135	16
80 to 84	54	639	18	2	83	11
85 and older	74	844	22	1	88	6
Under 18	2,804	5,850	161	34	1,171	697
65 and older	513	5,697	101	18	721	76
Median Age	26.9	47.1	40.4	36.3	40.3	21.2