# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
## Jurisdiction
## Poway

|  | Jan 1, 2012 |
|---|---|
| **Total Population** | **48,587** |
| Household Population | 48,037 |
| Group Quarters Population | 550 |
| **Persons Per Household** | 2.96 |

## HOUSING AND OCCUPANCY

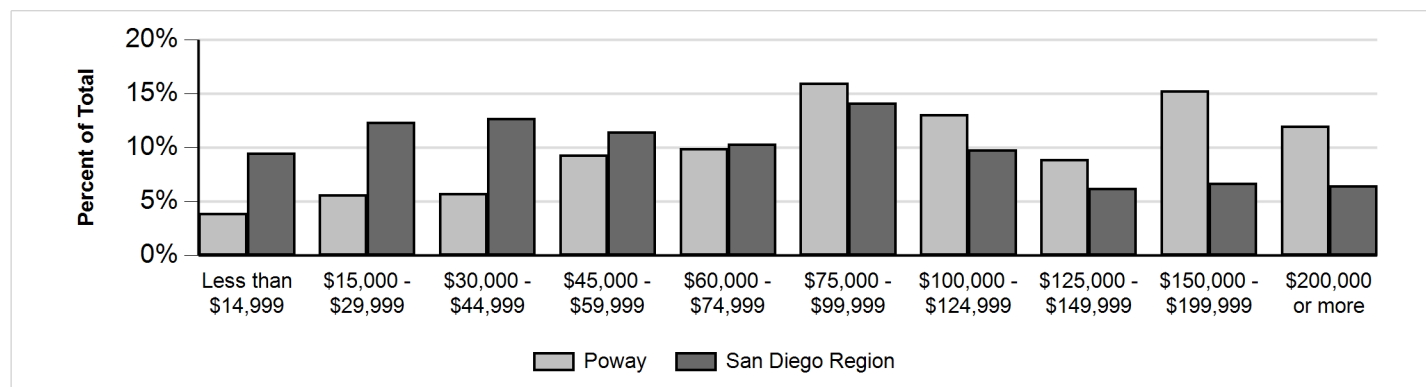|  | Total Housing Units | Households | Vacancy Rate |
|---|---|---|---|
| **Total Housing Units** | **16,545** | **16,229** | **1.9%** |
| Single Family - Detached | 12,419 | 12,185 | 1.9% |
| Single Family - Multiple-Unit | 724 | 712 | 1.7% |
| Multi-Family | 2,700 | 2,644 | 2.1% |
| Mobile Home and Other | 702 | 688 | 2.0% |

## 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% | 6% | 6% | 9% | 10% | 16% | 13% | 9% | 15% | 12% |

| **Median Household Income** | 2012 |
|---|---|
| Adjusted for Inflation (2010 $) | $98,988 |
| Not adjusted for inflation (current 2011$) | $101,991 |



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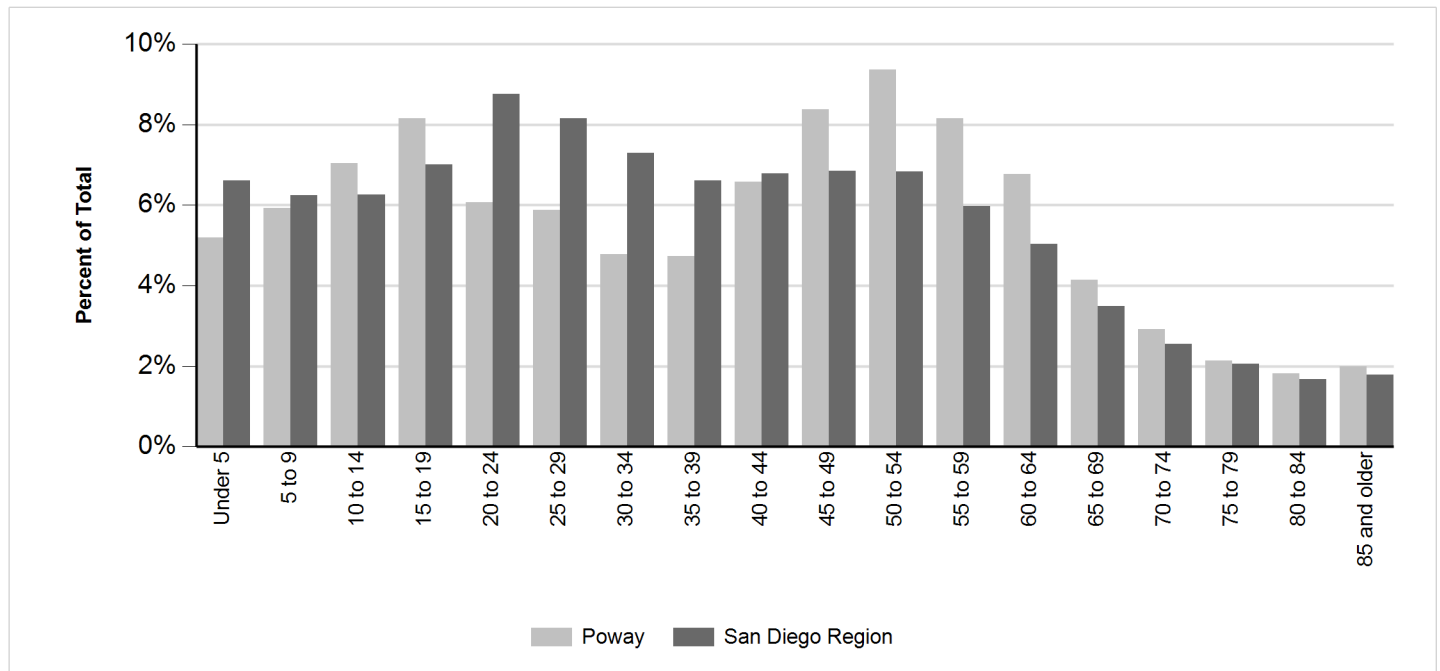
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County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

March 8, 2017
Poway
Page 1 of 3

# POPULATION BY GENDER AND AGE

|  | Total | Male | Female | Percent Female |
|---|---|---|---|---|
| **Total Population** | **48,587** | **23,923** | **24,664** | **51%** |
| Under 5 | 2,524 | 1,272 | 1,252 | 50% |
| 5 to 9 | 2,880 | 1,495 | 1,385 | 48% |
| 10 to 14 | 3,417 | 1,789 | 1,628 | 48% |
| 15 to 17 | 2,345 | 1,218 | 1,127 | 48% |
| 18 and 19 | 1,616 | 830 | 786 | 49% |
| 20 to 24 | 2,949 | 1,540 | 1,409 | 48% |
| 25 to 29 | 2,858 | 1,570 | 1,288 | 45% |
| 30 to 34 | 2,320 | 1,170 | 1,150 | 50% |
| 35 to 39 | 2,298 | 1,123 | 1,175 | 51% |
| 40 to 44 | 3,199 | 1,493 | 1,706 | 53% |
| 45 to 49 | 4,071 | 1,901 | 2,170 | 53% |
| 50 to 54 | 4,547 | 2,177 | 2,370 | 52% |
| 55 to 59 | 3,959 | 1,959 | 2,000 | 51% |
| 60 and 61 | 1,345 | 668 | 677 | 50% |
| 62 to 64 | 1,943 | 973 | 970 | 50% |
| 65 to 69 | 2,015 | 973 | 1,042 | 52% |
| 70 to 74 | 1,416 | 644 | 772 | 55% |
| 75 to 79 | 1,039 | 463 | 576 | 55% |
| 80 to 84 | 880 | 345 | 535 | 61% |
| 85 and older | 966 | 320 | 646 | 67% |
| Under 18 | 11,166 | 5,774 | 5,392 | 48% |
| 65 and older | 6,316 | 2,745 | 3,571 | 57% |
| Median Age | 41.7 | 39.8 | 43.3 | N/A |

# POPULATION BY AGE

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

March 8, 2017
Poway
Page 2 of 3

# POPULATION BY RACE, ETHNICITY AND AGE

| | Hispanic | Non-Hispanic | | | | |
| | | White | Black | American Indian | Asian & Pacific Isl. | All Other |
|---|---|---|---|---|---|---|
| **Total Population** | **8,182** | **32,792** | **780** | **159** | **5,233** | **1,441** |
| Under 5 | 810 | 1,223 | 42 | 14 | 248 | 187 |
| 5 to 9 | 791 | 1,581 | 39 | 10 | 261 | 198 |
| 10 to 14 | 768 | 2,093 | 44 | 8 | 324 | 180 |
| 15 to 17 | 503 | 1,474 | 35 | 11 | 201 | 121 |
| 18 and 19 | 361 | 1,013 | 22 | 5 | 136 | 79 |
| 20 to 24 | 660 | 1,810 | 72 | 7 | 292 | 108 |
| 25 to 29 | 666 | 1,726 | 52 | 10 | 318 | 86 |
| 30 to 34 | 562 | 1,321 | 59 | 10 | 311 | 57 |
| 35 to 39 | 521 | 1,325 | 51 | 2 | 343 | 56 |
| 40 to 44 | 586 | 2,056 | 51 | 12 | 438 | 56 |
| 45 to 49 | 555 | 2,892 | 71 | 12 | 467 | 74 |
| 50 to 54 | 449 | 3,485 | 74 | 7 | 450 | 82 |
| 55 to 59 | 315 | 3,123 | 46 | 10 | 408 | 57 |
| 60 and 61 | 88 | 1,075 | 15 | 5 | 144 | 18 |
| 62 to 64 | 120 | 1,558 | 26 | 6 | 212 | 21 |
| 65 to 69 | 134 | 1,612 | 25 | 11 | 211 | 22 |
| 70 to 74 | 99 | 1,113 | 20 | 7 | 164 | 13 |
| 75 to 79 | 68 | 808 | 19 | 6 | 124 | 14 |
| 80 to 84 | 68 | 687 | 7 | 3 | 109 | 6 |
| 85 and older | 58 | 817 | 10 | 3 | 72 | 6 |
| Under 18 | 2,872 | 6,371 | 160 | 43 | 1,034 | 686 |
| 65 and older | 427 | 5,037 | 81 | 30 | 680 | 61 |
| Median Age | 26.5 | 46.3 | 37.5 | 41.0 | 42.1 | 18.9 |