



Demographic and Socioeconomic Profile 2010

UNIFIED: Poway

Population by Race

	Population	Percent
Total Population	186,236	100%
White	113,055	61%
Asian	40,394	22%
Hispanic	20,272	11%
Two or More	7,376	4%
Black	3,920	2%
Pacific Islander	436	<1%
American Indian	400	<1%
Other	383	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	186,236	91,613	94,623	51%
Under 5	11,786	6,187	5,599	48%
5 to 9	12,834	6,560	6,274	49%
10 to 14	13,871	7,363	6,508	47%
15 to 17	8,922	4,583	4,339	49%
18 and 19	3,886	2,123	1,763	45%
20 to 24	9,243	4,759	4,484	49%
25 to 29	10,257	5,269	4,988	49%
30 to 34	11,510	5,524	5,986	52%
35 to 39	13,060	6,262	6,798	52%
40 to 44	14,255	6,948	7,307	51%
45 to 49	15,934	7,668	8,266	52%
50 to 54	14,662	7,027	7,635	52%
55 to 59	12,318	5,974	6,344	52%
60 and 61	4,618	2,325	2,293	50%
62 to 64	6,064	3,196	2,868	47%
65 to 69	6,830	3,247	3,583	52%
70 to 74	4,985	2,189	2,796	56%
75 to 79	3,905	1,600	2,305	59%
80 to 84	3,322	1,332	1,990	60%
85 and Older	3,974	1,477	2,497	63%
Under 18	47,413	24,693	22,720	48%
65 and older	23,016	9,845	13,171	57%
Median	39.1	37.7	40.4	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	147,745	100%
Never Married	35,446	24%
Married, excluding separated	91,995	62%
Separated	1,383	<1%
Widowed	6,896	5%
Divorced	12,025	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	186,236	100%
Household	184,958	99%
Group Quarters - Other	1,278	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.	186,236	20,272	113,055	3,920	400	40,394	436	383	7,376
Under 5	11,786	1,892	5,681	193	26	2,785	26	21	1,162
5 to 9	12,834	1,975	6,382	228	28	3,005	19	36	1,161
10 to 14	13,871	1,944	7,524	251	35	2,998	21	41	1,057
15 to 17	8,922	1,240	5,325	193	20	1,482	15	30	617
18 and 19	3,886	566	2,190	126	6	769	9	8	212
20 to 24	9,243	1,425	5,464	225	22	1,655	11	34	407
25 to 29	10,257	1,556	5,491	301	20	2,478	21	23	367
30 to 34	11,510	1,517	5,697	328	33	3,450	46	21	418
35 to 39	13,060	1,584	6,588	297	27	4,141	44	17	362
40 to 44	14,255	1,635	8,100	348	38	3,742	57	40	295
45 to 49	15,934	1,358	10,311	457	23	3,372	44	28	341
50 to 54	14,662	1,136	10,018	295	27	2,784	23	33	346
55 to 59	12,318	741	8,858	244	29	2,154	27	24	241
60 and 61	4,618	255	3,305	82	9	904	12	4	47
62 to 64	6,064	311	4,519	81	10	1,047	19	5	72
65 to 69	6,830	412	4,967	91	25	1,240	13	6	76
70 to 74	4,985	263	3,522	82	9	1,030	6	7	66
75 to 79	3,905	187	2,933	40	8	681	5	4	47
80 to 84	3,322	151	2,692	40	0	392	5	1	41
85 and Older	3,974	124	3,488	18	5	285	13	0	41
Under 18	47,413	7,051	24,912	865	109	10,270	81	128	3,997
65 and older	23,016	1,137	17,602	271	47	3,628	42	18	271
Median		28.5	43.8	36.9	36.9	36.9	40.5	29.7	16.5

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	174,450	100%
Speak Only English	125,819	72%
Speak Spanish:	11,152	6%
Speak English "well" or "very well"	9,637	6%
Speak English "not well" or "not at all"	1,515	1%
Speak Asian/Pacific Island language:	24,318	14%
Speak English "well" or "very well"	20,965	12%
Speak English "not well" or "not at all"	3,353	2%
Speak other language:	13,161	7%
Speak English "well" or "very well"	11,880	7%
Speak English "not well" or "not at all"	1,281	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	125,694	100%
Less than 9th grade	2,378	2%
9th through 12th grade, no diploma	3,116	2%
High school grad (incl. equivalency)	16,044	13%
Some college, no degree	25,405	20%
Associate degree	9,912	8%
Bachelor's degree	40,746	32%
Master's degree	18,798	15%
Professional school degree	4,932	4%
Doctorate degree	4,363	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	179,548	100%	---	---	---	---
Enrolled in school	54,171	30%	45,734	25%	8,437	5%
Nursery / Preschool	4,167	8%	1,792	4%	2,375	28%
Kindergarten to grade 4	13,422	25%	12,111	26%	1,311	16%
Grade 5 to grade 8	10,954	20%	9,862	22%	1,092	13%
Grade 9 to grade 12	12,207	23%	11,355	25%	852	10%
College, undergraduate	11,257	21%	9,456	21%	1,801	21%
Graduate or Professional school	2,164	4%	1,158	3%	1,006	12%
Not enrolled in school	125,377	70%	---	---	---	---

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	66,353	100%	27,599	100%	38,754	100%
Family Households:	51,427	78%	27,450	99%	23,977	62%
Married couple family	43,294	65%	22,531	82%	20,763	54%
Other family:	8,133	12%	4,919	18%	3,214	8%
Male householder, no wife	2,294	3%	1,243	5%	1,051	3%
Female householder, no husband	5,839	9%	3,676	13%	2,163	6%
Nonfamily households:	14,926	22%	149	1%	14,777	38%
Householder living alone	12,116	18%	----	----	----	----
Other nonfamily households	2,810	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	68,526	100%	66353	2,173	3%	2.79
Single family (detached)	43,696	64%	42,454	1,242	3%	2.93
Single family (attached)	5,774	8%	5,511	263	5%	2.35
2 to 4 units	4,040	6%	3,895	145	4%	2.68
5 to 9 units	4,770	7%	4,598	172	4%	2.52
10 or more units	9,544	14%	9,202	342	4%	2.58
Mobile home and Other	702	1%	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	48,383	100%
Less than \$150,000	1,205	2%
\$150,000 to \$199,999	621	1%
\$200,000 to \$249,999	1,348	3%
\$250,000 to \$299,999	1,569	3%
\$300,000 to \$399,999	5,110	11%
\$400,000 to \$499,999	6,633	14%
\$500,000 to \$749,999	19,565	40%
\$750,000 to \$999,999	7,604	16%
\$1,000,000 or more	4,728	10%

Median Value **\$598,541**

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	68,526	100%
2005 or Later	3,886	6%
2000 to 2004	7,747	11%
1990 to 1999	12,323	18%
1980 to 1989	21,028	31%
1970 to 1979	16,850	25%
1960 to 1969	4,765	7%
1950 to 1959	1,582	2%
1940 to 1949	166	<1%
1939 or earlier	179	<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	66,353	100%	17,970	100%	48,383	100%
1.00 occupant housing per room or less	65,195	98%	17,137	95%	48,058	99%
1.01 to 1.50 occupants per room	847	1%	629	4%	218	<1%
1.51 to 2.00 occupants per room	297	<1%	190	1%	107	<1%
2.01 or more occupants per room	14	<1%	14	<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	17,970	100%
Less than \$500	779	4%
\$500 to \$599	416	2%
\$600 to \$699	155	1%
\$700 to \$799	282	2%
\$800 to \$899	390	2%
\$900 to \$999	645	4%
\$1,000 to \$1,249	2,212	12%
\$1,250 to \$1,499	3,681	20%
\$1,500 to \$1,999	5,587	31%
\$2,000 or more	3,340	19%
No cash rent	483	3%
Median contract rent	\$1,538	

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	17,970	100%
Less than 20 percent	3,681	20%
20.0 to 24.9 percent	3,102	17%
25.0 to 29.9 percent	2,465	14%
30.0 to 34.9 percent	1,816	10%
35.0 to 39.9 percent	1,260	7%
40.0 to 49.9 percent	1,474	8%
50.0 percent or more	3,554	20%
Not computed	618	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	66,353	100%
No vehicle	1,891	3%
1 vehicle	16,425	25%
2 vehicles	30,703	46%
3 vehicles	11,976	18%
4 or more vehicles	5,358	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	92,438	100%
Worked in state of residence	91,813	99%
Worked in county of residence	89,521	97%
Worked outside county of residence	2,292	2%
Worked outside state of residence	625	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	143,908	100%	69,093	48%
In labor force	98,655	69%	53,302	54%
Armed forces	1,345	1%	1,047	78%
Civilian (employed)	91,013	92%	48,638	53%
Civilian (unemployed)	6,297	6%	3,617	57%
Not in labor force	45,253	31%	15,791	35%
Pct. of civilian labor force unemployed	6.5%		6.9%	

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	92,438	100%
Car, truck or van:	83,987	91%
Drove Alone	75,571	82%
Carpooled	8,416	9%
Public Transportation:	871	1%
Bus	768	1%
Trolley / Streetcar	15	<1%
Railroad	77	<1%
Other public transportation	11	<1%
Motorcycle	299	<1%
Bicycle	343	<1%
Walked	942	1%
Other means	742	1%
Worked at home	5,254	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	92,438	100%
Did not work at home	87,184	94%
Less than 10 minutes	8,434	9%
10 to 19 minutes	24,194	26%
20 to 29 minutes	23,765	26%
30 to 44 minutes	23,384	25%
45 to 59 minutes	4,714	5%
60 to 89 minutes	1,403	2%
90 minutes or more	1,290	1%
Worked at home	5,254	6%
Average time to work (minutes)	28	--

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+	91,020	100%
Agriculture, forestry, mining	60	<1%
Utilities	755	1%
Construction	4,161	5%
Manufacturing	11,713	13%
Wholesale trade	3,123	3%
Retail trade	7,818	9%
Transportation & warehousing	2,219	2%
Information & communications	3,467	4%
Finance, insurance, & real estate	7,901	9%
Professional, scientific, management, administration	4,589	5%
Educational, social, & health services	19,459	21%
Art, entertainment, recreation, accommodations, food	5,709	6%
Other services	3,423	4%
Public administration	16,623	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+	91,020	100%
Management, professional & related:	52,255	57%
Management (incl. farm managers)	13,576	15%
Business & financial	7,281	8%
Computer & mathematical	6,917	8%
Architecture & engineering	5,303	6%
Life, physical & social science	2,521	3%
Community & social service	1,125	1%
Legal	1,605	2%
Education, training, & library	5,797	6%
Art, entertainment, sports & media	2,084	2%
Healthcare practitioners	6,046	7%
Service:	9,766	11%
Healthcare support	1,130	1%
Protective service	1,624	2%
Food preparation & serving	2,640	3%
Building & grounds cleaning / maintenance	1,398	2%
Personal care & service	2,974	3%
Sales & office	20,896	23%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	3,887	4%
Production, transport & material moving	4,216	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	66,353	100%
Less than \$15,000	3,106	5%
\$15,000 to \$29,999	4,076	6%
\$30,000 to \$44,999	5,098	8%
\$45,000 to \$59,999	5,217	8%
\$60,000 to \$74,999	5,957	9%
\$75,000 to \$99,999	10,067	15%
\$100,000 to \$124,999	8,950	13%
\$125,000 to \$149,999	6,106	9%
\$150,000 to \$199,999	9,388	14%
\$200,000 or more	8,388	13%
Median Income	\$99,144	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	66,353	100%
With earnings	55,961	84%
With wage and salary income	54,133	82%
With self-employment income	9,301	14%
With interest, dividend, or net rental income	26,625	40%
With Social Security income	14,049	21%
With Supplemental Security income	1,583	2%
With public assistance income	592	1%
With retirement income	12,248	18%
With other types of income	8,675	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	185,295	100%
Under .50	4,122	2%
.50 to .99	3,512	2%
1.00 to 1.24	2,477	1%
1.25 to 1.49	2,826	2%
1.50 to 1.84	4,578	2%
1.85 to 1.99	1,987	1%
2.00 and over	165,793	89%

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	185,295	100%
Above Poverty	177,661	96%
Below Poverty	7,634	4%

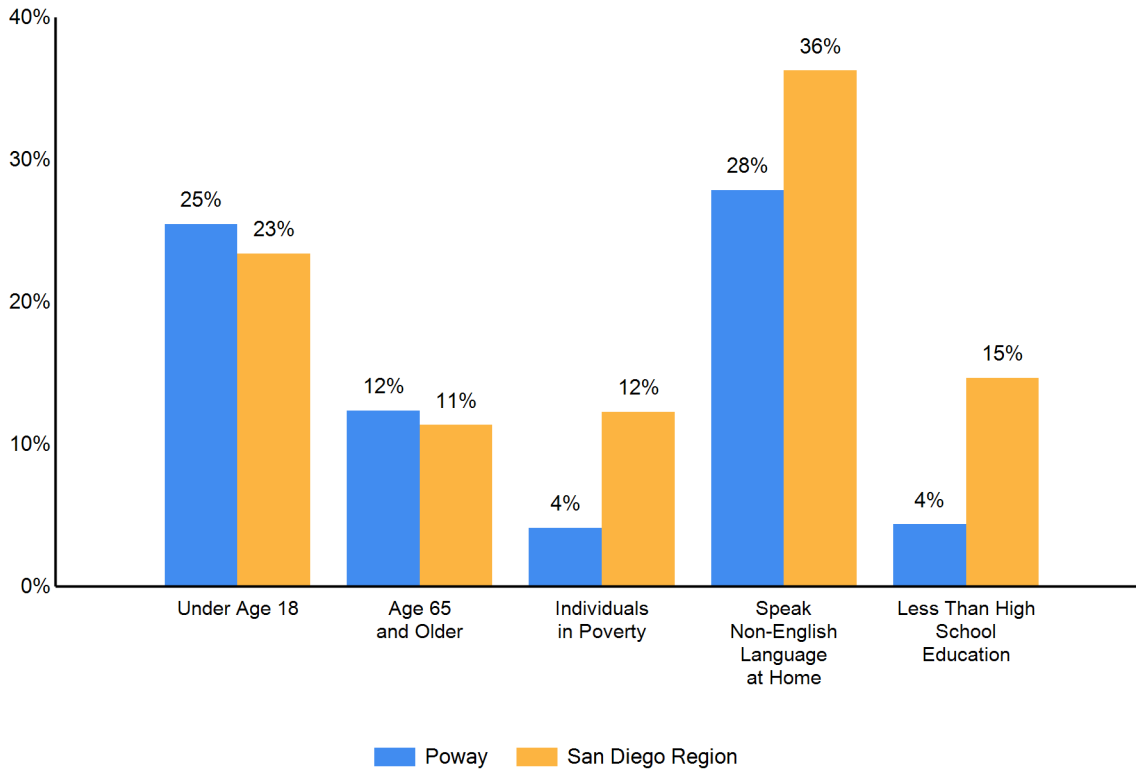
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	51,427	27,450	23,977	50,050	26,457	23,593	1,377	993	384
Married couple family	43,294	22,531	20,763	42,691	22,103	20,588	603	428	175
Male householder, no wife present	2,294	1,243	1,051	2,151	1,187	964	143	56	87
Female householder, no husband present	5,839	3,676	2,163	5,208	3,167	2,041	631	509	122

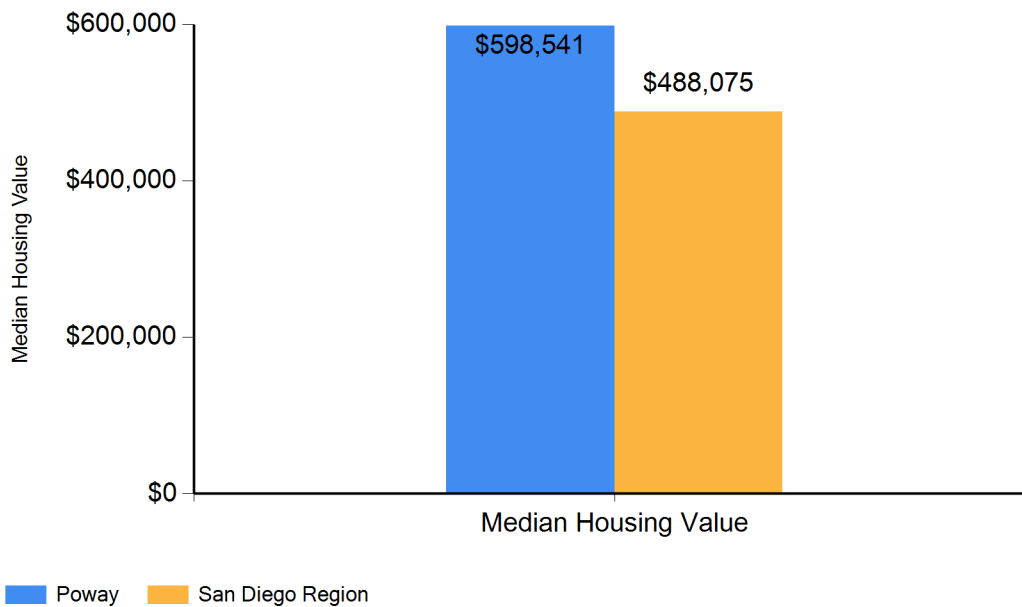
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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