

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Jurisdiction

### Poway



	Jan 1, 2013
Total Population	48,732
Household Population	48,182
Group Quarters Population	550
Persons Per Household	2.97

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	16,559	16,243	1.9%
Single Family - Detached	12,272	12,023	2.0%
Single Family - Multiple-Unit	874	870	0.5%
Multi-Family	2,711	2,657	2.0%
Mobile Home and Other	702	693	1.3%

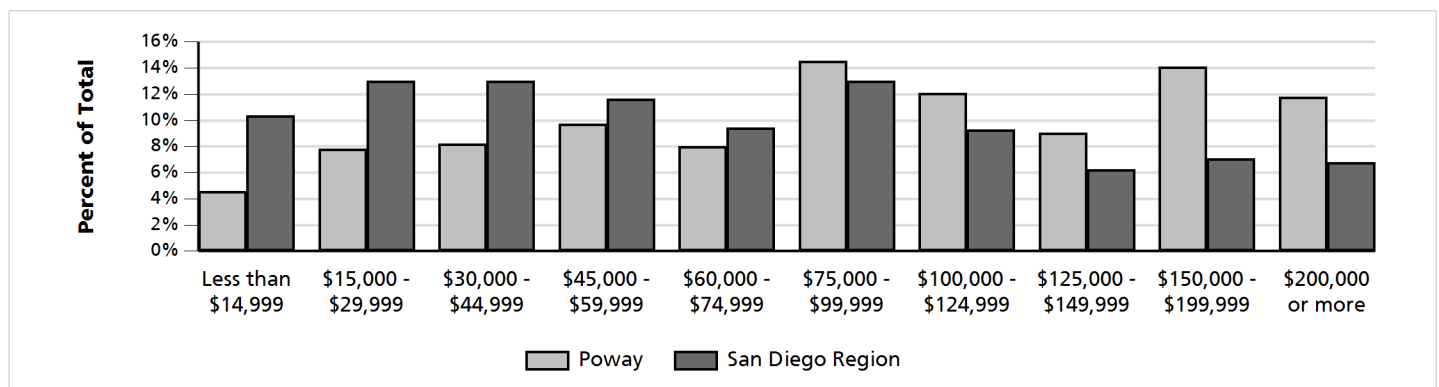
## HOUSEHOLD INCOME

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	5%	8%	8%	10%	8%	15%	12%	9%	14%	12%

### Median Household Income

Adjusted for Inflation (2010 \$)	\$94,957
Not adjusted for inflation (current 2012\$)	\$99,405



## 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.

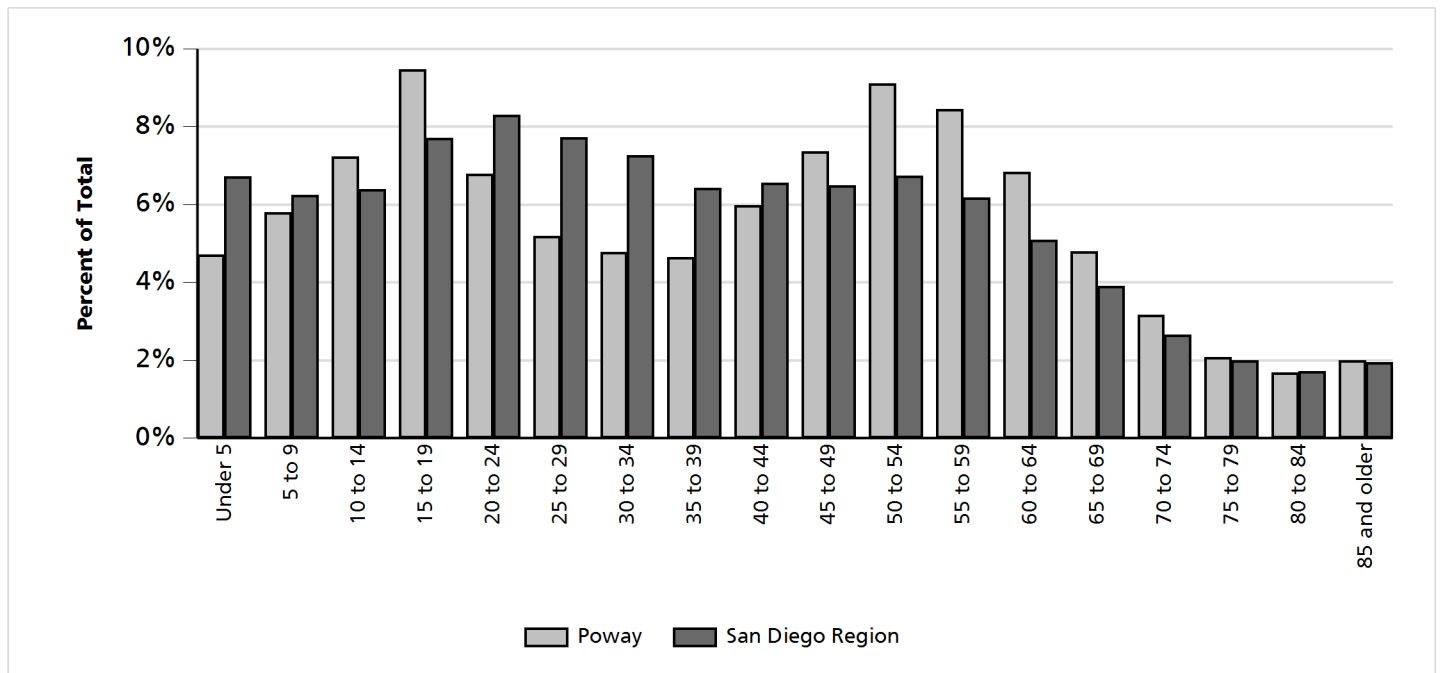
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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>48,732</b>	23,968	24,764	51%
Under 5	2,292	1,190	1,102	48%
5 to 9	2,821	1,440	1,381	49%
10 to 14	3,525	1,844	1,681	48%
15 to 17	2,645	1,353	1,292	49%
18 and 19	1,964	1,027	937	48%
20 to 24	3,306	1,726	1,580	48%
25 to 29	2,525	1,366	1,159	46%
30 to 34	2,327	1,192	1,135	49%
35 to 39	2,260	1,060	1,200	53%
40 to 44	2,911	1,334	1,577	54%
45 to 49	3,590	1,673	1,917	53%
50 to 54	4,436	2,127	2,309	52%
55 to 59	4,114	1,958	2,156	52%
60 and 61	1,433	704	729	51%
62 to 64	1,894	945	949	50%
65 to 69	2,332	1,164	1,168	50%
70 to 74	1,545	728	817	53%
75 to 79	1,015	454	561	55%
80 to 84	824	349	475	58%
85 and older	973	334	639	66%
Under 18	11,283	5,827	5,456	48%
65 and older	6,689	3,029	3,660	55%
Median Age	41.2	39.0	42.9	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>8,230</b>	32,670	657	<b>150</b>	<b>5,399</b>	<b>1,626</b>
Under 5	656	1,188	44	4	281	119
5 to 9	840	1,387	38	11	319	226
10 to 14	815	2,016	49	13	385	247
15 to 17	538	1,660	29	12	261	145
18 and 19	385	1,278	25	9	165	102
20 to 24	664	2,122	42	13	315	150
25 to 29	607	1,478	40	6	306	88
30 to 34	562	1,350	43	14	301	57
35 to 39	500	1,298	37	9	349	67
40 to 44	557	1,786	36	6	446	80
45 to 49	561	2,513	48	6	398	64
50 to 54	486	3,365	51	8	430	96
55 to 59	367	3,237	45	8	390	67
60 and 61	107	1,130	23	8	138	27
62 to 64	116	1,514	27	5	206	26
65 to 69	138	1,900	18	13	238	25
70 to 74	112	1,240	22	4	150	17
75 to 79	88	768	19	0	131	9
80 to 84	60	644	11	1	99	9
85 and older	71	796	10	0	91	5
Under 18	2,849	6,251	160	40	1,246	737
65 and older	469	5,348	80	18	709	65
Median Age	26.8	46.5	37.5	32.5	40.2	19.5