

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

Statistical Reference Area

Poway



Jan 1, 2012

Total Population	87,695
Household Population	87,241
Group Quarters Population	454
Persons Per Household	2.83

HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	31,634	30,869	2.4%
Single Family - Detached	21,796	21,306	2.2%
Single Family - Multiple-Unit	3,361	3,270	2.7%
Multi-Family	5,775	5,605	2.9%
Mobile Home and Other	702	688	2.0%

HOUSEHOLD INCOME

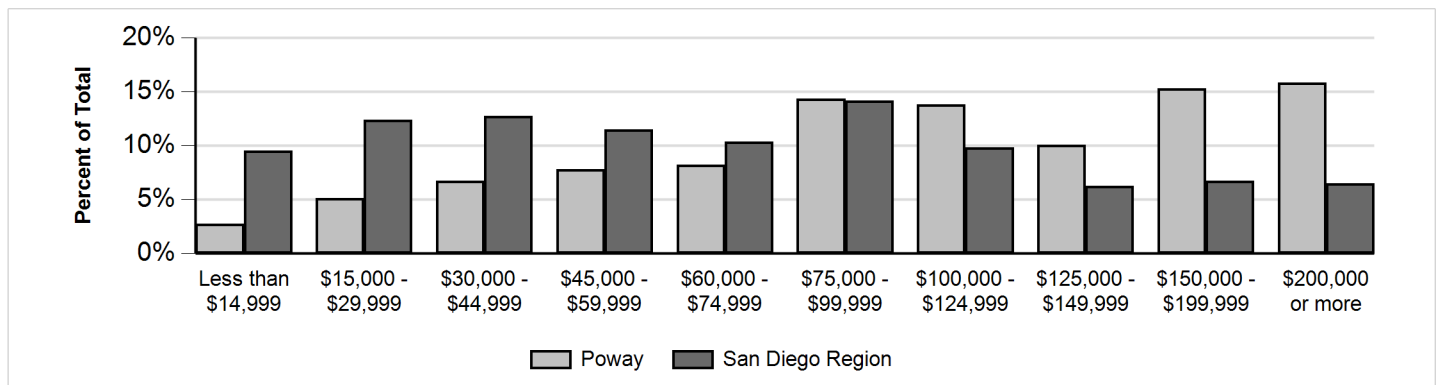
Households by Income Category (2010 \$, adjusted for inflation)

	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	3%	5%	7%	8%	8%	14%	14%	10%	15%	16%

Median Household Income

2012

Adjusted for Inflation (2010 \$)	\$109,124
Not adjusted for inflation (current 2011\$)	\$112,434



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.

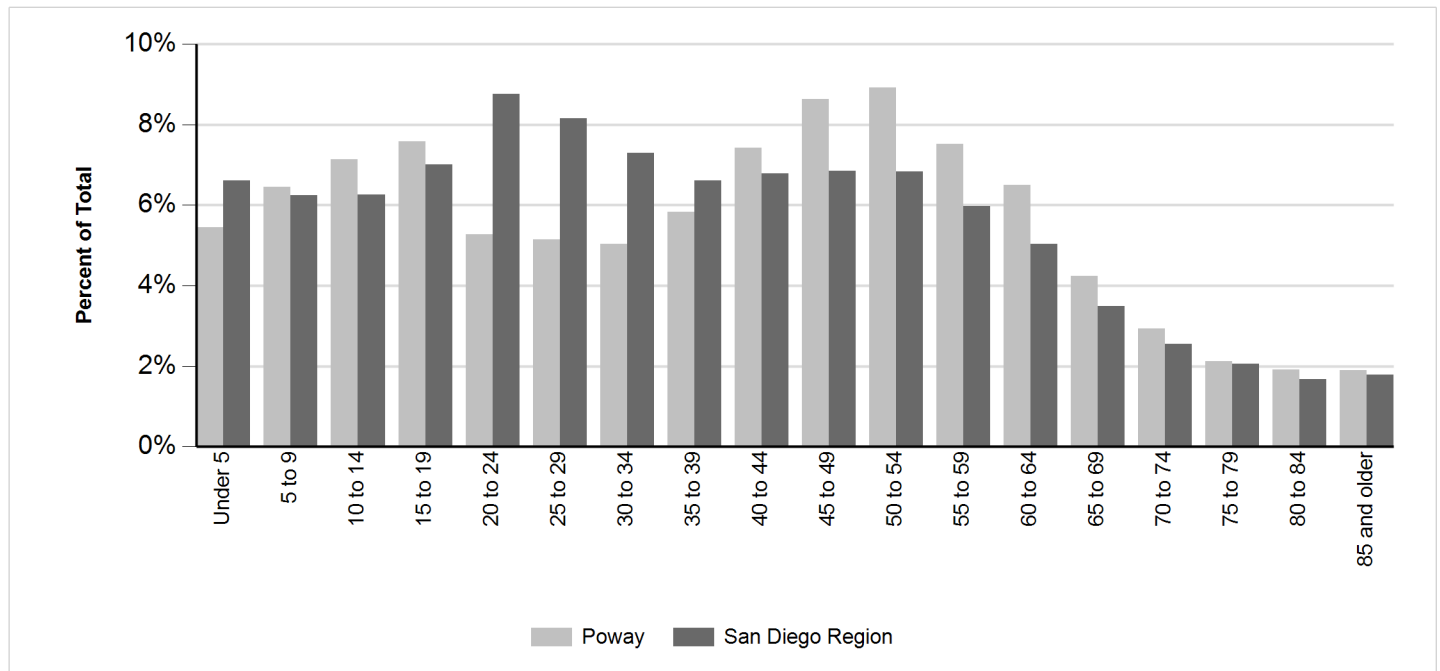
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

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POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
Total Population	87,695	42,852	44,843	51%
Under 5	4,782	2,442	2,340	49%
5 to 9	5,652	2,819	2,833	50%
10 to 14	6,255	3,236	3,019	48%
15 to 17	4,054	2,078	1,976	49%
18 and 19	2,597	1,363	1,234	48%
20 to 24	4,631	2,428	2,203	48%
25 to 29	4,510	2,349	2,161	48%
30 to 34	4,419	2,152	2,267	51%
35 to 39	5,118	2,478	2,640	52%
40 to 44	6,508	3,060	3,448	53%
45 to 49	7,568	3,568	4,000	53%
50 to 54	7,822	3,822	4,000	51%
55 to 59	6,593	3,192	3,401	52%
60 and 61	2,264	1,107	1,157	51%
62 to 64	3,436	1,621	1,815	53%
65 to 69	3,718	1,811	1,907	51%
70 to 74	2,566	1,167	1,399	55%
75 to 79	1,854	857	997	54%
80 to 84	1,679	696	983	59%
85 and older	1,669	606	1,063	64%
Under 18	20,743	10,575	10,168	49%
65 and older	11,486	5,137	6,349	55%
Median Age	41.4	40.1	42.5	N/A

POPULATION BY AGE



POPULATION BY RACE, ETHNICITY AND AGE

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	11,895	57,269	1,754	254	13,612	2,911
Under 5	1,188	2,282	86	26	805	395
5 to 9	1,165	2,994	103	14	955	421
10 to 14	1,115	3,704	120	14	892	410
15 to 17	741	2,508	74	15	485	231
18 and 19	489	1,620	48	12	293	135
20 to 24	926	2,676	141	15	681	192
25 to 29	897	2,662	100	15	678	158
30 to 34	795	2,351	126	13	999	135
35 to 39	774	2,689	115	8	1,383	149
40 to 44	884	3,945	132	18	1,408	121
45 to 49	819	5,204	175	17	1,197	156
50 to 54	676	5,785	157	16	1,047	141
55 to 59	471	5,077	101	17	826	101
60 and 61	128	1,780	44	5	274	33
62 to 64	183	2,720	67	7	415	44
65 to 69	210	2,972	56	20	429	31
70 to 74	150	2,020	50	10	316	20
75 to 79	104	1,458	27	5	243	17
80 to 84	94	1,378	19	3	174	11
85 and older	86	1,444	13	4	112	10
Under 18	4,209	11,488	383	69	3,137	1,457
65 and older	644	9,272	165	42	1,274	89
Median Age	26.8	46.2	38.4	36.9	38.7	19.0