

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Statistical Reference Area

### Poway



Jan 1, 2012

<b>Total Population</b>	<b>86,733</b>
Household Population	86,281
Group Quarters Population	452
<b>Persons Per Household</b>	<b>2.80</b>

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
<b>Total Housing Units</b>	<b>31,634</b>	<b>30,846</b>	<b>2.5%</b>
Single Family - Detached	21,216	21,123	0.4%
Single Family - Multiple-Unit	3,941	3,426	13.1%
Multi-Family	5,775	5,604	3.0%
Mobile Home and Other	702	693	1.3%

## HOUSEHOLD INCOME

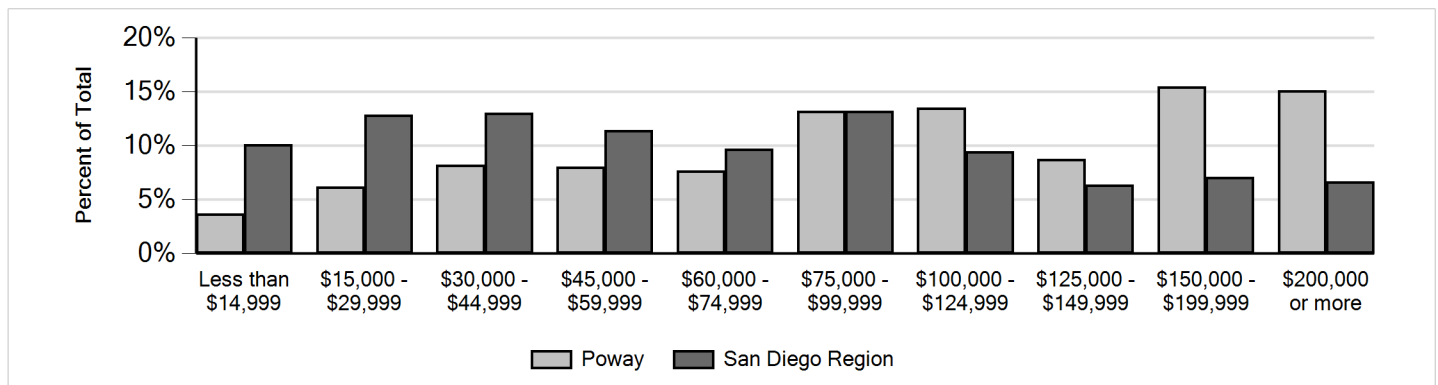
Households by Income Category (2010 \$, adjusted for inflation)

	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	4%	6%	8%	8%	8%	13%	14%	9%	15%	15%

## Median Household Income

2012

Adjusted for Inflation (2010 \$)	\$105,439
Not adjusted for inflation (current 2011\$)	\$108,637



## 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.

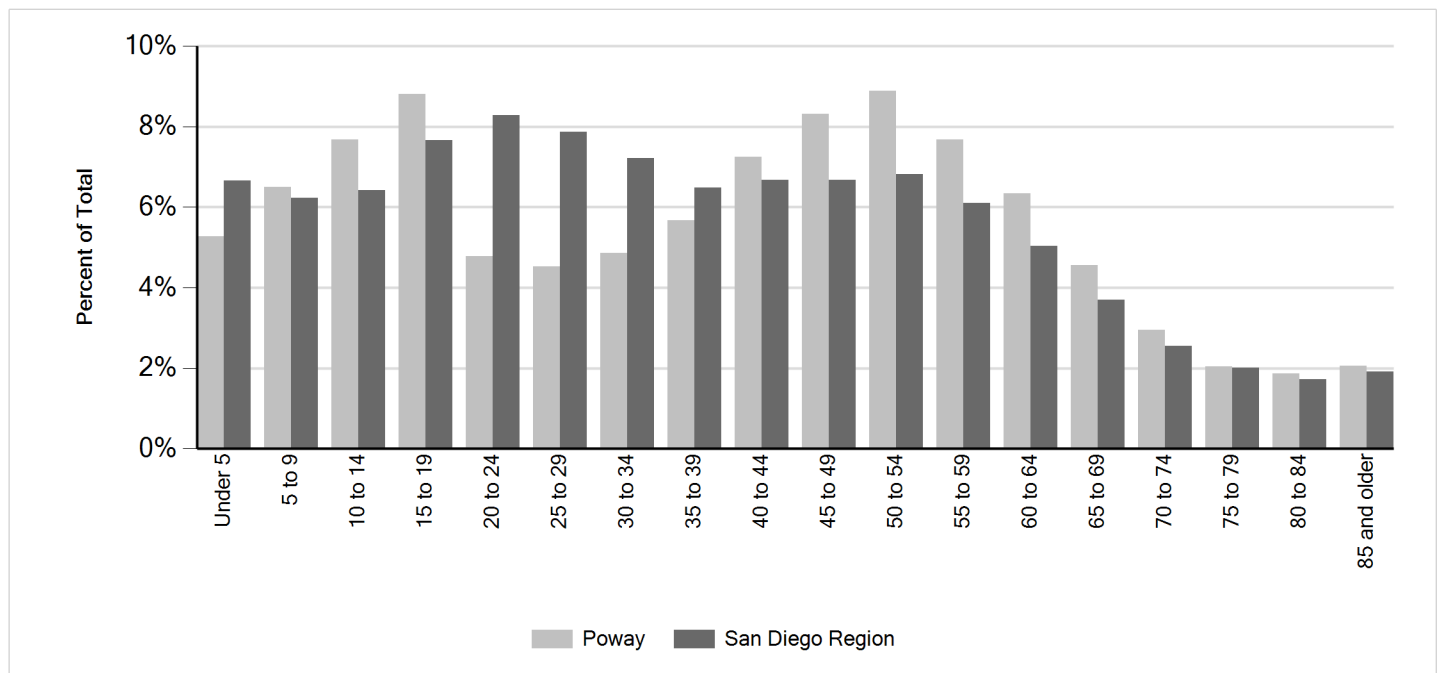
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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
<b>Total Population</b>	<b>86,733</b>	<b>42,345</b>	<b>44,388</b>	<b>51%</b>
Under 5	4,573	2,361	2,212	48%
5 to 9	5,633	2,827	2,806	50%
10 to 14	6,658	3,493	3,165	48%
15 to 17	4,530	2,288	2,242	49%
18 and 19	3,106	1,636	1,470	47%
20 to 24	4,139	2,158	1,981	48%
25 to 29	3,919	2,030	1,889	48%
30 to 34	4,213	2,036	2,177	52%
35 to 39	4,918	2,341	2,577	52%
40 to 44	6,286	2,963	3,323	53%
45 to 49	7,213	3,385	3,828	53%
50 to 54	7,704	3,756	3,948	51%
55 to 59	6,663	3,204	3,459	52%
60 and 61	2,217	1,075	1,142	52%
62 to 64	3,288	1,544	1,744	53%
65 to 69	3,946	1,944	2,002	51%
70 to 74	2,553	1,176	1,377	54%
75 to 79	1,776	824	952	54%
80 to 84	1,619	677	942	58%
85 and older	1,779	627	1,152	65%
Under 18	21,394	10,969	10,425	49%
65 and older	11,673	5,248	6,425	55%
Median Age	41.3	40.0	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
<b>Total Population</b>	<b>10,921</b>	<b>57,435</b>	<b>1,413</b>	<b>220</b>	<b>13,601</b>	<b>3,143</b>
Under 5	930	2,366	75	7	909	286
5 to 9	1,072	2,963	83	18	1,024	473
10 to 14	1,087	3,916	98	17	1,050	490
15 to 17	733	2,869	73	15	576	264
18 and 19	462	2,054	47	14	353	176
20 to 24	764	2,556	84	10	516	209
25 to 29	729	2,342	80	3	597	168
30 to 34	711	2,282	92	21	961	146
35 to 39	727	2,603	91	20	1,312	165
40 to 44	804	3,809	110	18	1,393	152
45 to 49	784	4,913	137	21	1,199	159
50 to 54	661	5,741	141	11	992	158
55 to 59	494	5,131	87	16	823	112
60 and 61	123	1,747	35	3	270	39
62 to 64	182	2,602	52	5	400	47
65 to 69	217	3,199	36	8	446	40
70 to 74	151	2,049	34	8	285	26
75 to 79	110	1,427	18	1	209	11
80 to 84	84	1,335	24	3	160	13
85 and older	96	1,531	16	1	126	9
Under 18	3,822	12,114	329	57	3,559	1,513
65 and older	658	9,541	128	21	1,226	99
Median Age	27.8	46.0	39.1	36.3	38.1	18.7