



Demographic and Socioeconomic Profile 2010

JURISDICTION: Poway

Population by Race

	Population	Percent
Total Population	47,811	100%
White	33,041	69%
Hispanic	7,508	16%
Asian	4,750	10%
Two or More	1,466	3%
Black	722	2%
American Indian	149	<1%
Pacific Islander	101	<1%
Other	74	<1%

Source: SANDAG, Current Estimates (2010)

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	47,811	23,601	24,210	51%
Under 5	2,472	1,297	1,175	48%
5 to 9	3,045	1,591	1,454	48%
10 to 14	3,778	1,879	1,899	50%
15 to 17	2,640	1,363	1,277	48%
18 and 19	1,267	699	568	45%
20 to 24	2,618	1,435	1,183	45%
25 to 29	2,412	1,292	1,120	46%
30 to 34	2,255	1,099	1,156	51%
35 to 39	2,550	1,222	1,328	52%
40 to 44	3,366	1,569	1,797	53%
45 to 49	4,311	2,083	2,228	52%
50 to 54	4,506	2,174	2,332	52%
55 to 59	3,734	1,839	1,895	51%
60 and 61	1,262	637	625	50%
62 to 64	1,627	810	817	50%
65 to 69	1,901	928	973	51%
70 to 74	1,323	618	705	53%
75 to 79	966	434	532	55%
80 to 84	842	332	510	61%
85 and Older	936	300	636	68%
Under 18	11,935	6,130	5,805	49%
65 and older	5,968	2,612	3,356	56%
Median	41.3	39.7	42.6	

Source: SANDAG, Current Estimates (2010)

Population by Marital Status

	Number	Percent
Total population age 15 and over	38,516	100%
Never Married	9,927	26%
Married, excluding separated	22,956	60%
Separated	413	1%
Widowed	1,660	4%
Divorced	3,560	9%

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	47,811	100%
Household	47,261	99%
Group Quarters - Other	550	1%
Group Quarters - Military	0	0%
Group Quarters - College	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.	47,811	7,508	33,041	722	149	4,750	101	74	1,466
Under 5	2,472	737	1,280	37	10	228	0	5	175
5 to 9	3,045	747	1,774	34	8	270	4	4	204
10 to 14	3,778	780	2,348	41	18	354	5	6	226
15 to 17	2,640	490	1,751	38	6	205	4	7	139
18 and 19	1,267	280	802	20	2	98	2	3	60
20 to 24	2,618	591	1,615	42	10	239	4	6	111
25 to 29	2,412	580	1,431	57	6	264	5	3	66
30 to 34	2,255	513	1,302	54	11	309	5	1	60
35 to 39	2,550	530	1,536	55	4	342	14	2	67
40 to 44	3,366	546	2,272	62	13	398	11	5	59
45 to 49	4,311	521	3,169	71	9	435	13	11	82
50 to 54	4,506	402	3,551	55	14	389	6	8	81
55 to 59	3,734	249	3,003	41	9	378	9	7	38
60 and 61	1,262	82	1,012	19	3	128	2	2	14
62 to 64	1,627	93	1,318	20	4	170	3	1	18
65 to 69	1,901	120	1,551	21	13	170	7	0	19
70 to 74	1,323	85	1,060	21	1	133	2	1	20
75 to 79	966	68	773	15	6	88	1	1	14
80 to 84	842	55	675	11	0	89	3	1	8
85 and Older	936	39	818	8	2	63	1	0	5
Under 18	11,935	2,754	7,153	150	42	1,057	13	22	744
65 and older	5,968	367	4,877	76	22	543	14	3	66
Median		26.1	45.6	38.5	39.4	40.8	43.4	40.0	17.8

Source: SANDAG, Current Estimates (2010)

Language Spoken at Home and Ability to Speak English

	Number	Percent
Total population age 5 and over	45,339	100%
Speak Only English	36,296	80%
Speak Spanish:	3,987	9%
Speak English "well" or "very well"	2,981	7%
Speak English "not well" or "not at all"	1,006	2%
Speak Asian/Pacific Island language:	3,202	7%
Speak English "well" or "very well"	2,903	6%
Speak English "not well" or "not at all"	299	1%
Speak other language:	1,854	4%
Speak English "well" or "very well"	1,654	4%
Speak English "not well" or "not at all"	200	<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	31,991	100%
Less than 9th grade	950	3%
9th through 12th grade, no diploma	933	3%
High school grad (incl. equivalency)	5,090	16%
Some college, no degree	7,441	23%
Associate degree	2,838	9%
Bachelor's degree	9,024	28%
Master's degree	3,796	12%
Professional school degree	1,311	4%
Doctorate degree	608	2%

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	46,440	100%	---	---	---	---
Enrolled in school	14,198	31%	12,114	26%	2,084	4%
Nursery / Preschool	901	6%	408	3%	493	24%
Kindergarten to grade 4	3,264	23%	2,868	24%	396	19%
Grade 5 to grade 8	2,972	21%	2,719	22%	253	12%
Grade 9 to grade 12	3,684	26%	3,551	29%	133	6%
College, undergraduate	3,026	21%	2,467	20%	559	27%
Graduate or Professional school	351	2%	101	1%	250	12%
Not enrolled in school	32,242	69%	---	---	---	---

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	16,128	100%	6,493	100%	9,635	100%
Family Households:	12,877	80%	6,434	99%	6,443	67%
Married couple family	10,952	68%	5,260	81%	5,692	59%
Other family:	1,925	12%	1,174	18%	751	8%
Male householder, no wife	561	3%	242	4%	319	3%
Female householder, no husband	1,364	8%	932	14%	432	4%
Nonfamily households:	3,251	20%	59	1%	3,192	33%
Householder living alone	2,537	16%	----	----	----	----
Other nonfamily households	714	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	16,476	100%	16128	348	2%	2.93
Single family (detached)	12,359	75%	12,090	269	2%	2.98
Single family (attached)	694	4%	694	0	0%	2.72
2 to 4 units	415	3%	407	8	2%	2.84
5 to 9 units	432	3%	422	10	2%	2.62
10 or more units	1,874	11%	1,822	52	3%	2.83
Mobile home and Other	702	4%	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	12,313	100%
Less than \$150,000	692	6%
\$150,000 to \$199,999	121	1%
\$200,000 to \$249,999	203	2%
\$250,000 to \$299,999	146	1%
\$300,000 to \$399,999	1,278	10%
\$400,000 to \$499,999	2,140	17%
\$500,000 to \$749,999	3,911	32%
\$750,000 to \$999,999	2,068	17%
\$1,000,000 or more	1,754	14%

Median Value **\$600,899**

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	16,476	100%
2005 or Later	370	2%
2000 to 2004	1,019	6%
1990 to 1999	1,841	11%
1980 to 1989	3,545	22%
1970 to 1979	6,227	38%
1960 to 1969	2,187	13%
1950 to 1959	1,174	7%
1940 to 1949	77	<1%
1939 or earlier	36	<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	16,128	100%	3,815	100%	12,313	100%
1.00 occupant housing per room or less	15,801	98%	3,594	94%	12,207	99%
1.01 to 1.50 occupants per room	230	1%	166	4%	64	1%
1.51 to 2.00 occupants per room	96	1%	54	1%	42	<1%
2.01 or more occupants per room	1	<1%	1	<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	3,815	100%
Less than \$500	120	3%
\$500 to \$599	156	4%
\$600 to \$699	50	1%
\$700 to \$799	216	6%
\$800 to \$899	186	5%
\$900 to \$999	404	11%
\$1,000 to \$1,249	620	16%
\$1,250 to \$1,499	589	15%
\$1,500 to \$1,999	841	22%
\$2,000 or more	574	15%
No cash rent	59	2%
Median contract rent	\$1,315	

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	3,815	100%
Less than 20 percent	721	19%
20.0 to 24.9 percent	773	20%
25.0 to 29.9 percent	516	14%
30.0 to 34.9 percent	320	8%
35.0 to 39.9 percent	223	6%
40.0 to 49.9 percent	339	9%
50.0 percent or more	834	22%
Not computed	89	2%

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	16,128	100%
No vehicle	631	4%
1 vehicle	2,943	18%
2 vehicles	6,700	42%
3 vehicles	4,058	25%
4 or more vehicles	1,796	11%

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	24,238	100%
Worked in state of residence	24,093	99%
Worked in county of residence	23,532	97%
Worked outside county of residence	561	2%
Worked outside state of residence	145	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	37,696	100%	18,413	49%
In labor force	25,420	67%	13,790	54%
Armed forces	229	1%	155	68%
Civilian (employed)	23,608	93%	12,645	54%
Civilian (unemployed)	1,583	6%	990	63%
Not in labor force	12,276	33%	4,623	38%
Pct. of civilian labor force unemployed	6.3%		7.3%	

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	24,238	100%
Car, truck or van:	21,883	90%
Drove Alone	19,474	80%
Carpooled	2,409	10%
Public Transportation:	257	1%
Bus	257	1%
Trolley / Streetcar	0	0%
Railroad	0	0%
Other public transportation	0	0%
Motorcycle	121	0%
Bicycle	163	1%
Walked	398	2%
Other means	155	1%
Worked at home	1,261	5%

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	24,238	100%
Did not work at home	22,977	95%
Less than 10 minutes	2,883	12%
10 to 19 minutes	6,469	27%
20 to 29 minutes	4,992	21%
30 to 44 minutes	6,150	25%
45 to 59 minutes	1,718	7%
60 to 89 minutes	413	2%
90 minutes or more	352	1%
Worked at home	1,261	5%
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+	23,984	100%
Agriculture, forestry, mining	18	<1%
Utilities	218	1%
Construction	1,842	8%
Manufacturing	3,091	13%
Wholesale trade	1,114	5%
Retail trade	2,246	9%
Transportation & warehousing	632	3%
Information & communications	504	2%
Finance, insurance, & real estate	1,859	8%
Professional, scientific, management, administration	944	4%
Educational, social, & health services	4,572	19%
Art, entertainment, recreation, accommodations, food	1,801	8%
Other services	1,101	5%
Public administration	4,042	17%

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+	23,984	100%
Management, professional & related:	11,584	48%
Management (incl. farm managers)	3,712	15%
Business & financial	1,465	6%
Computer & mathematical	1,192	5%
Architecture & engineering	1,173	5%
Life, physical & social science	458	2%
Community & social service	213	1%
Legal	358	1%
Education, training, & library	1,312	5%
Art, entertainment, sports & media	473	2%
Healthcare practitioners	1,228	5%
Service:	3,260	14%
Healthcare support	320	1%
Protective service	518	2%
Food preparation & serving	881	4%
Building & grounds cleaning / maintenance	729	3%
Personal care & service	812	3%
Sales & office	5,948	25%
Farming, fishing & forestry	0	0%
Construction, extraction & maintenance	1,703	7%
Production, transport & material moving	1,489	6%

Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table C24010

Household Income

Number Percent

Total Households	16,128	100%
Less than \$15,000	823	5%
\$15,000 to \$29,999	972	6%
\$30,000 to \$44,999	1,137	7%
\$45,000 to \$59,999	1,295	8%
\$60,000 to \$74,999	1,628	10%
\$75,000 to \$99,999	2,527	16%
\$100,000 to \$124,999	1,967	12%
\$125,000 to \$149,999	1,351	8%
\$150,000 to \$199,999	2,441	15%
\$200,000 or more	1,987	12%
Median Income	\$96,854	—

Source: SANDAG, Current Estimates (2010)

Earnings and Income

	Number	Percent
Total households	16,128	100%
With earnings	13,475	84%
With wage and salary income	12,933	80%
With self-employment income	2,534	16%
With interest, dividend, or net rental income	6,768	42%
With Social Security income	3,766	23%
With Supplemental Security income	452	3%
With public assistance income	140	1%
With retirement income	3,283	20%
With other types of income	2,263	14%

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	47,385	100%
Under .50	823	2%
.50 to .99	1,016	2%
1.00 to 1.24	662	1%
1.25 to 1.49	592	1%
1.50 to 1.84	1,306	3%
1.85 to 1.99	294	1%
2.00 and over	42,692	90%

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	47,385	100%
Above Poverty	45,546	96%
Below Poverty	1,839	4%

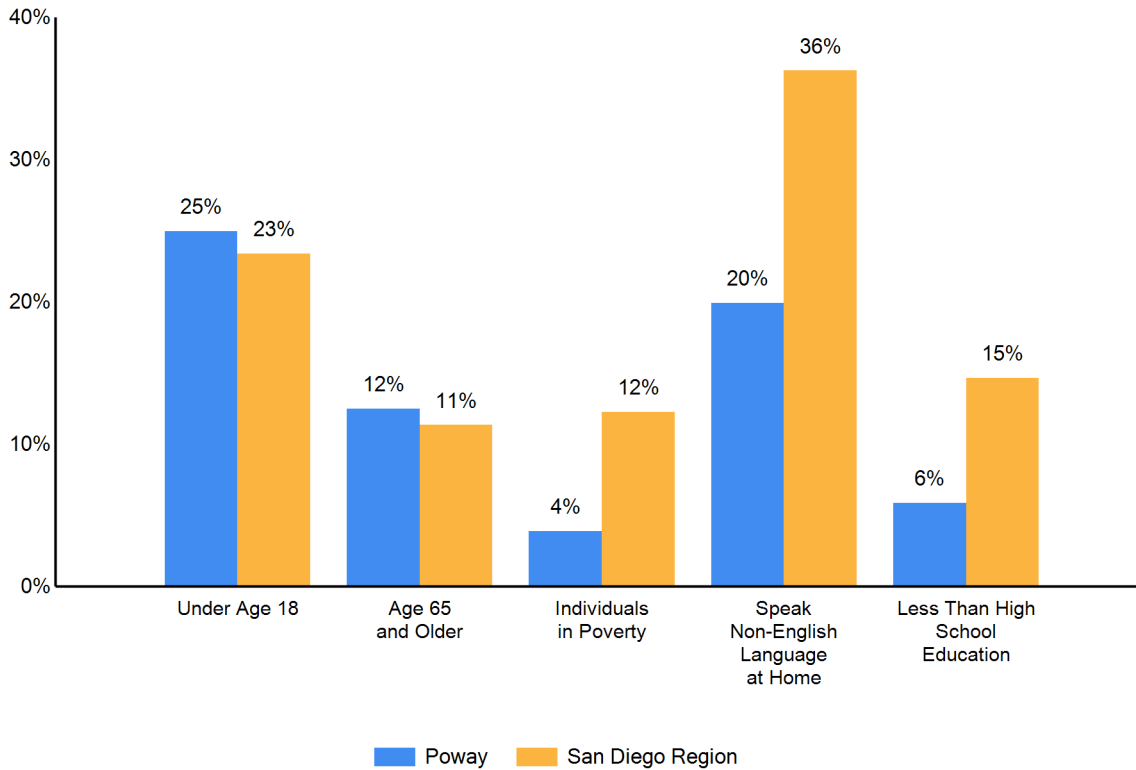
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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	12,877	6,434	6,443	12,603	6,208	6,395	274	226	48
Married couple family	10,952	5,260	5,692	10,803	5,159	5,644	149	101	48
Male householder, no wife present	561	242	319	523	204	319	38	38	0
Female householder, no husband present	1,364	932	432	1,277	845	432	87	87	0

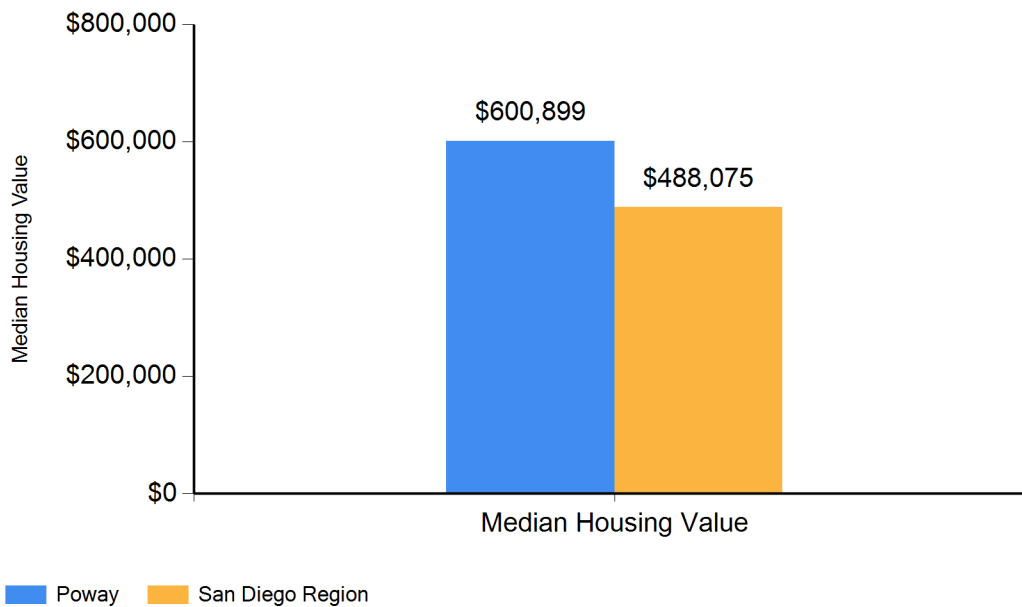
Source: SANDAG, constructed from U.S. Census Bureau's American Community Survey 2010 5-year file, Table B17010

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