

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Statistical Reference Area

### Poway



Jan 1, 2011

<b>Total Population</b>	<b>86,900</b>
Household Population	86,448
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>31,571</b>	<b>30,922</b>	<b>2.1%</b>
Single Family - Detached	21,735	21,351	1.8%
Single Family - Multiple-Unit	3,327	3,273	1.6%
Multi-Family	5,799	5,597	3.5%
Mobile Home and Other	710	701	1.3%

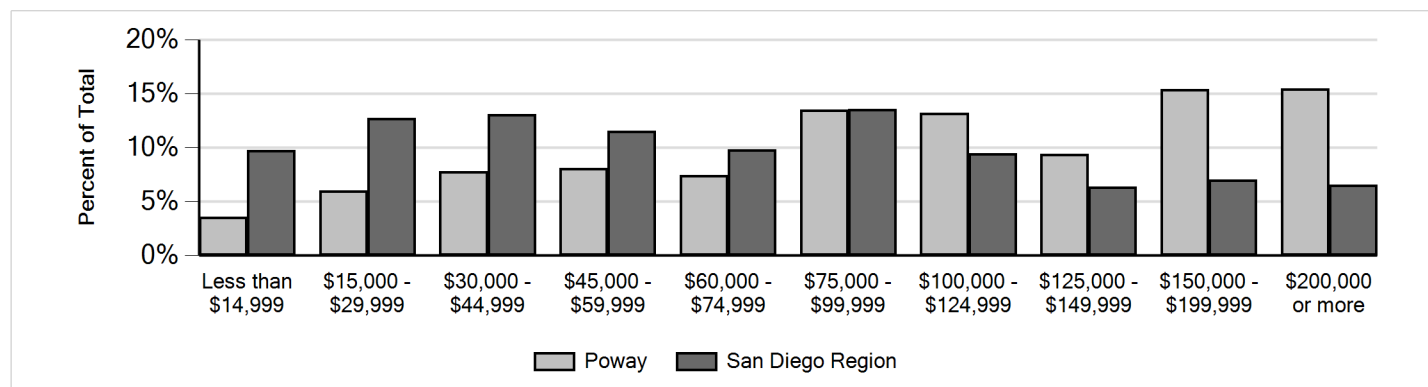
## HOUSEHOLD INCOME

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%	7%	14%	13%	9%	15%	15%

## Median Household Income

	2011
Adjusted for Inflation (2010 \$)	\$106,671



## 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.

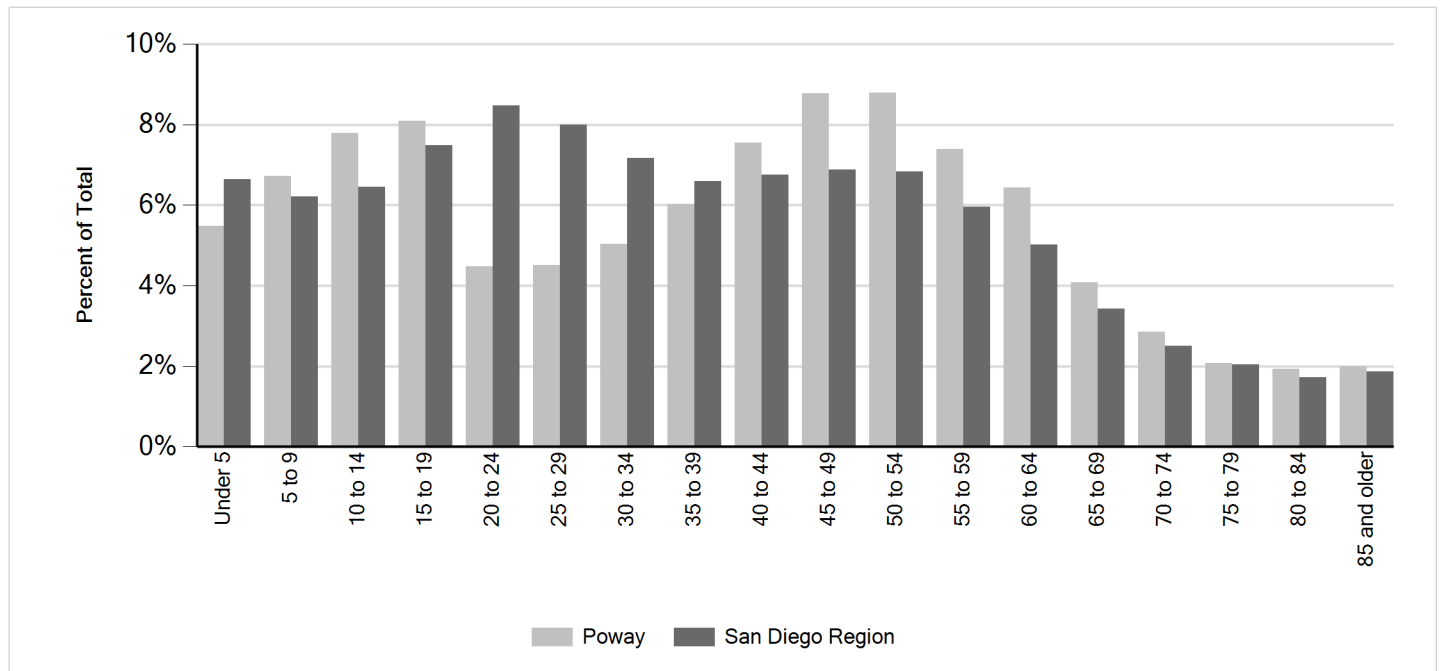
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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>86,900</b>	<b>42,432</b>	<b>44,468</b>	<b>51%</b>
Under 5	4,765	2,414	2,351	49%
5 to 9	5,846	2,989	2,857	49%
10 to 14	6,761	3,490	3,271	48%
15 to 17	4,474	2,290	2,184	49%
18 and 19	2,552	1,353	1,199	47%
20 to 24	3,897	2,054	1,843	47%
25 to 29	3,919	2,004	1,915	49%
30 to 34	4,374	2,092	2,282	52%
35 to 39	5,238	2,504	2,734	52%
40 to 44	6,561	3,066	3,495	53%
45 to 49	7,626	3,656	3,970	52%
50 to 54	7,636	3,706	3,930	51%
55 to 59	6,418	3,086	3,332	52%
60 and 61	2,239	1,086	1,153	51%
62 to 64	3,359	1,622	1,737	52%
65 to 69	3,543	1,724	1,819	51%
70 to 74	2,476	1,139	1,337	54%
75 to 79	1,798	830	968	54%
80 to 84	1,679	699	980	58%
85 and older	1,739	628	1,111	64%
Under 18	21,846	11,183	10,663	49%
65 and older	11,235	5,020	6,215	55%
Median Age	41.2	40.0	42.3	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>10,634</b>	<b>58,032</b>	<b>1,453</b>	<b>225</b>	<b>13,394</b>	<b>3,162</b>
Under 5	958	2,455	74	10	896	372
5 to 9	1,056	3,190	82	18	1,021	479
10 to 14	1,100	4,070	109	21	989	472
15 to 17	711	2,891	75	16	515	266
18 and 19	389	1,681	44	7	289	142
20 to 24	715	2,393	77	8	511	193
25 to 29	704	2,313	85	7	651	159
30 to 34	703	2,384	95	19	1,019	154
35 to 39	764	2,806	100	12	1,386	170
40 to 44	801	4,126	122	22	1,346	144
45 to 49	779	5,318	145	21	1,183	180
50 to 54	616	5,747	147	14	965	147
55 to 59	458	4,990	78	12	773	107
60 and 61	112	1,763	45	3	282	34
62 to 64	172	2,702	50	8	383	44
65 to 69	198	2,867	33	12	401	32
70 to 74	137	1,987	34	8	284	26
75 to 79	102	1,453	21	3	200	19
80 to 84	84	1,373	22	4	181	15
85 and older	75	1,523	15	0	119	7
Under 18	3,825	12,606	340	65	3,421	1,589
65 and older	596	9,203	125	27	1,185	99
Median Age	27.8	45.7	39.3	37.7	37.9	19.0