

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Statistical Reference Area

### Poway



Jan 1, 2013

<b>Total Population</b>	<b>87,081</b>
Household Population	86,631
Group Quarters Population	450
<b>Persons Per Household</b>	<b>2.81</b>

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
<b>Total Housing Units</b>	<b>31,648</b>	<b>30,783</b>	<b>2.7%</b>
Single Family - Detached	21,222	20,734	2.3%
Single Family - Multiple-Unit	3,939	3,721	5.5%
Multi-Family	5,785	5,635	2.6%
Mobile Home and Other	702	693	1.3%

## HOUSEHOLD INCOME

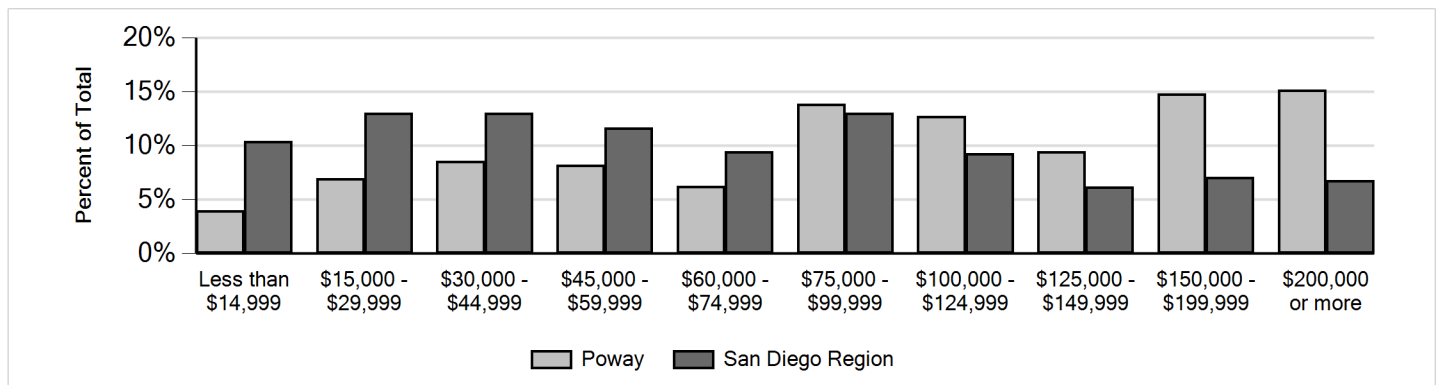
Households by Income Category (2010 \$, adjusted for inflation)

	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%	7%	9%	8%	6%	14%	13%	9%	15%	15%

## Median Household Income

2013

Adjusted for Inflation (2010 \$)	\$104,264
Not adjusted for inflation (current 2012\$)	\$109,147



## 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.

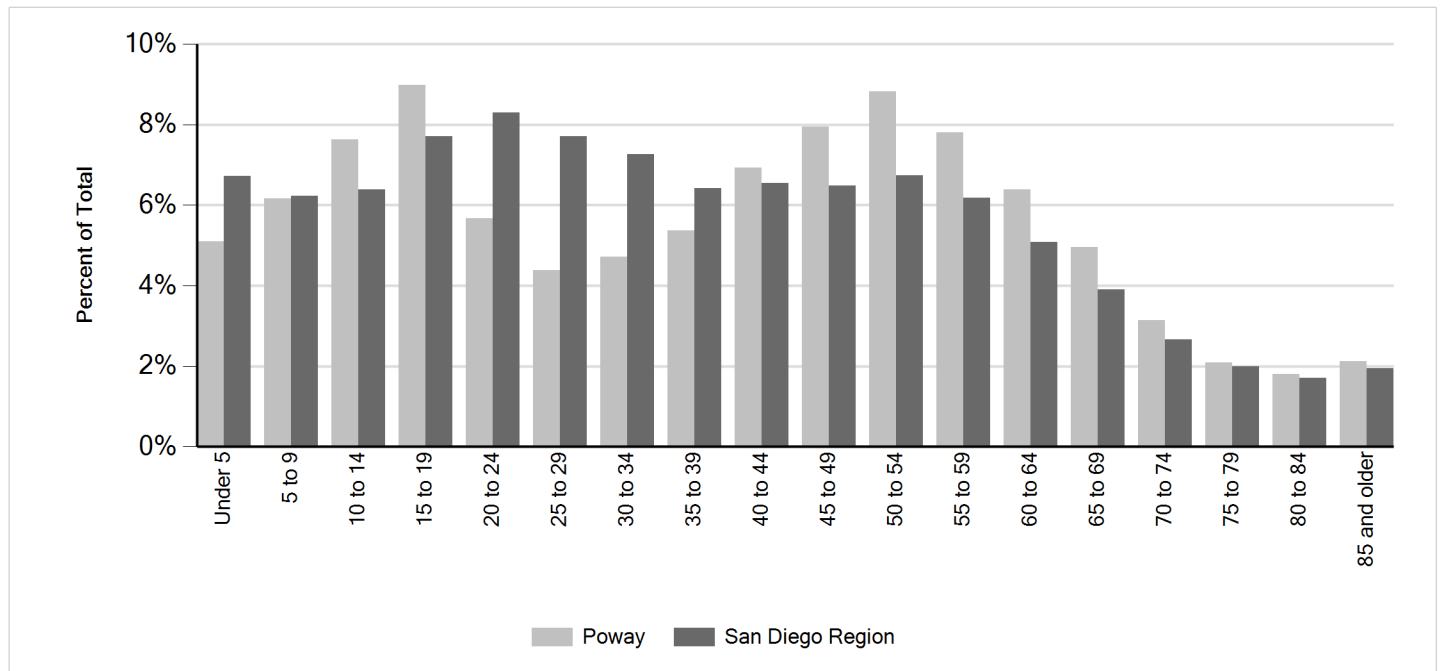
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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>87,081</b>	<b>42,493</b>	<b>44,588</b>	<b>51%</b>
Under 5	4,438	2,296	2,142	48%
5 to 9	5,367	2,707	2,660	50%
10 to 14	6,647	3,470	3,177	48%
15 to 17	4,586	2,377	2,209	48%
18 and 19	3,229	1,675	1,554	48%
20 to 24	4,934	2,569	2,365	48%
25 to 29	3,821	1,963	1,858	49%
30 to 34	4,104	2,020	2,084	51%
35 to 39	4,673	2,181	2,492	53%
40 to 44	6,038	2,877	3,161	52%
45 to 49	6,919	3,222	3,697	53%
50 to 54	7,684	3,742	3,942	51%
55 to 59	6,793	3,239	3,554	52%
60 and 61	2,310	1,099	1,211	52%
62 to 64	3,251	1,533	1,718	53%
65 to 69	4,320	2,103	2,217	51%
70 to 74	2,733	1,275	1,458	53%
75 to 79	1,815	840	975	54%
80 to 84	1,567	656	911	58%
85 and older	1,852	649	1,203	65%
Under 18	21,038	10,850	10,188	48%
65 and older	12,287	5,523	6,764	55%
Median Age	41.4	40.0	42.8	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>11,152</b>	<b>57,215</b>	<b>1,372</b>	<b>218</b>	<b>13,988</b>	<b>3,136</b>
Under 5	874	2,324	81	5	940	214
5 to 9	1,088	2,720	75	15	1,007	462
10 to 14	1,130	3,786	95	16	1,138	482
15 to 17	703	2,885	65	13	626	294
18 and 19	525	2,097	51	14	362	180
20 to 24	846	3,140	91	13	593	251
25 to 29	712	2,247	76	11	603	172
30 to 34	718	2,249	82	21	891	143
35 to 39	701	2,459	92	21	1,240	160
40 to 44	793	3,542	101	15	1,427	160
45 to 49	819	4,569	127	19	1,238	147
50 to 54	695	5,627	137	14	1,042	169
55 to 59	518	5,216	95	10	842	112
60 and 61	151	1,783	24	8	300	44
62 to 64	172	2,565	56	6	408	44
65 to 69	234	3,470	38	11	517	50
70 to 74	168	2,209	38	5	287	26
75 to 79	109	1,453	16	1	227	9
80 to 84	94	1,293	15	0	156	9
85 and older	102	1,581	17	0	144	8
Under 18	3,795	11,715	316	49	3,711	1,452
65 and older	707	10,006	124	17	1,331	102
Median Age	27.9	46.3	38.8	35.2	38.4	19.3