

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Statistical Reference Area

### Poway



Jan 1, 2013

Total Population	87,080
Household Population	86,630
Group Quarters Population	450
Persons Per Household	2.81

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	31,648	30,783	2.7%
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%

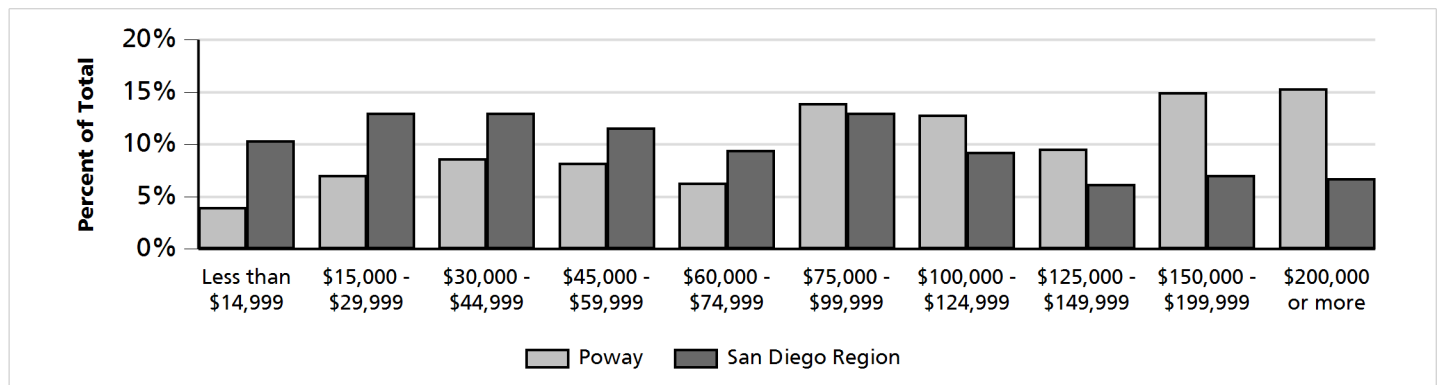
## HOUSEHOLD INCOME

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%	10%	15%	15%

## Median Household Income

Adjusted for Inflation (2010 \$)	\$105,480
Not adjusted for inflation (current 2012\$)	\$110,420



## 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.

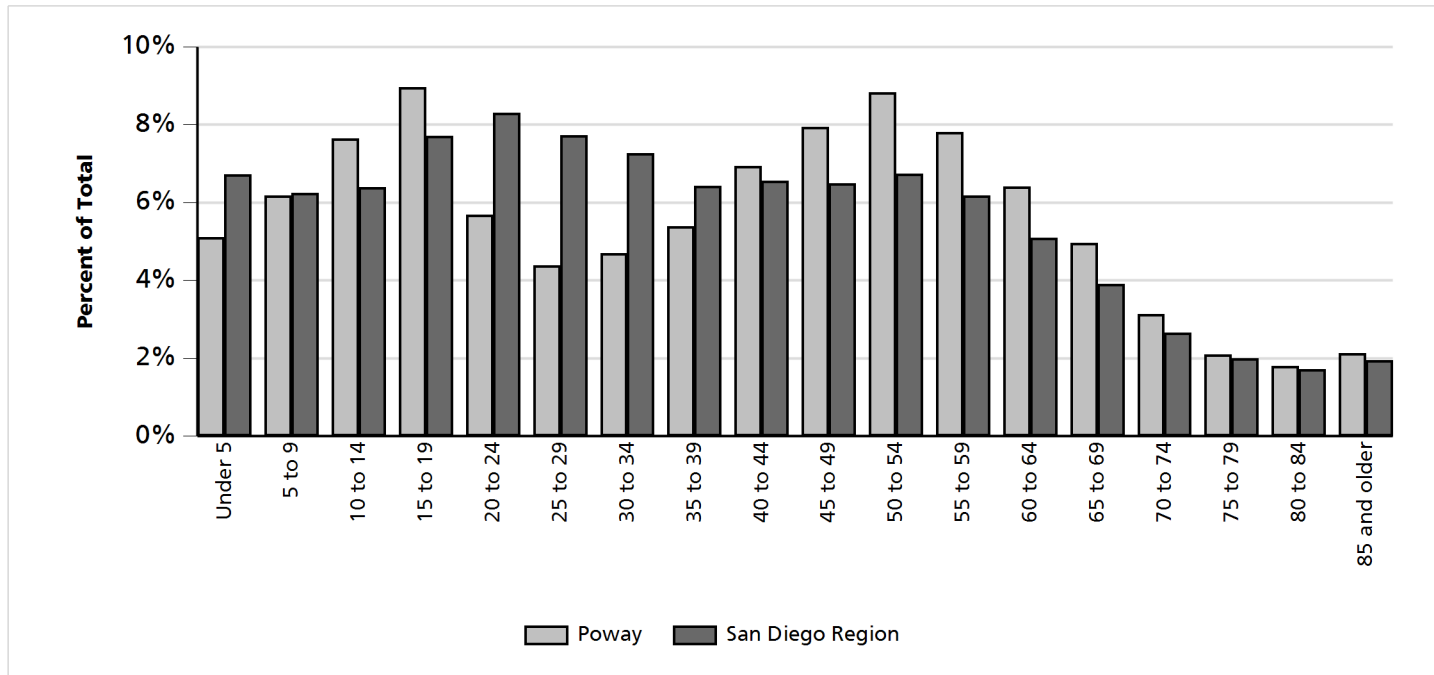
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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
Total Population	<b>87,080</b>	42,477	44,603	51%
Under 5	4,440	2,302	2,138	48%
5 to 9	5,378	2,713	2,665	50%
10 to 14	6,649	3,467	3,182	48%
15 to 17	4,583	2,374	2,209	48%
18 and 19	3,222	1,671	1,551	48%
20 to 24	4,946	2,579	2,367	48%
25 to 29	3,817	1,965	1,852	49%
30 to 34	4,090	2,001	2,089	51%
35 to 39	4,685	2,184	2,501	53%
40 to 44	6,029	2,869	3,160	52%
45 to 49	6,917	3,218	3,699	53%
50 to 54	7,679	3,734	3,945	51%
55 to 59	6,790	3,236	3,554	52%
60 and 61	2,317	1,104	1,213	52%
62 to 64	3,256	1,536	1,720	53%
65 to 69	4,311	2,092	2,219	51%
70 to 74	2,730	1,273	1,457	53%
75 to 79	1,820	841	979	54%
80 to 84	1,563	657	906	58%
85 and older	1,858	661	1,197	64%
Under 18	21,050	10,856	10,194	48%
65 and older	12,282	5,524	6,758	55%
Median Age	41.4	40.0	42.8	N/A

## POPULATION BY AGE



# POPULATION BY RACE, ETHNICITY AND AGE

	Hispanic	Non-Hispanic				
		White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	<b>11,148</b>	57,206	1,375	<b>226</b>	<b>13,986</b>	<b>3,139</b>
Under 5	874	2,326	81	6	939	214
5 to 9	1,090	2,718	76	12	1,015	467
10 to 14	1,129	3,784	95	18	1,139	484
15 to 17	704	2,885	64	15	622	293
18 and 19	524	2,099	50	13	361	175
20 to 24	848	3,138	94	20	591	255
25 to 29	714	2,247	73	9	605	169
30 to 34	714	2,248	81	22	885	140
35 to 39	702	2,468	92	19	1,244	160
40 to 44	792	3,543	101	10	1,425	158
45 to 49	820	4,562	127	20	1,235	153
50 to 54	690	5,630	139	16	1,038	166
55 to 59	516	5,212	92	13	847	110
60 and 61	150	1,788	28	6	299	46
62 to 64	175	2,565	59	7	405	45
65 to 69	235	3,467	37	13	512	47
70 to 74	166	2,208	34	5	289	28
75 to 79	110	1,449	21	0	230	10
80 to 84	91	1,287	15	2	157	11
85 and older	104	1,582	16	0	148	8
Under 18	3,797	11,713	316	51	3,715	1,458
65 and older	706	9,993	123	20	1,336	104
Median Age	27.8	46.3	39.0	34.5	38.4	19.3