DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Unified School District
Poway

	Jan 1, 2013
Total Population	191,959
Household Population	190,696
Group Quarters Population	1,263
Persons Per Household	2.80

HOUSING AND OCCUPANCY

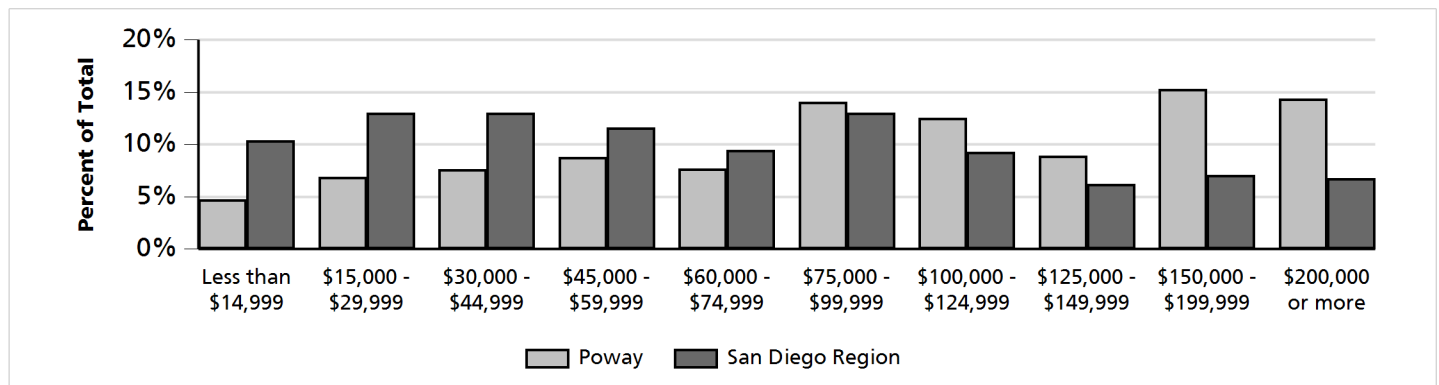|	Total Housing Units	Households	Vacancy Rate
Total Housing Units	70,309	68,004	3.3%
Single Family - Detached	42,671	41,435	2.9%
Single Family - Multiple-Unit	8,175	7,566	7.4%
Multi-Family	18,761	18,310	2.4%
Mobile Home and Other	702	693	1.3%

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	5%	7%	8%	9%	8%	14%	13%	9%	15%	14%

Median Household Income

Adjusted for Inflation (2010 $)	$102,182
Not adjusted for inflation (current 2012$)	$106,968

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.
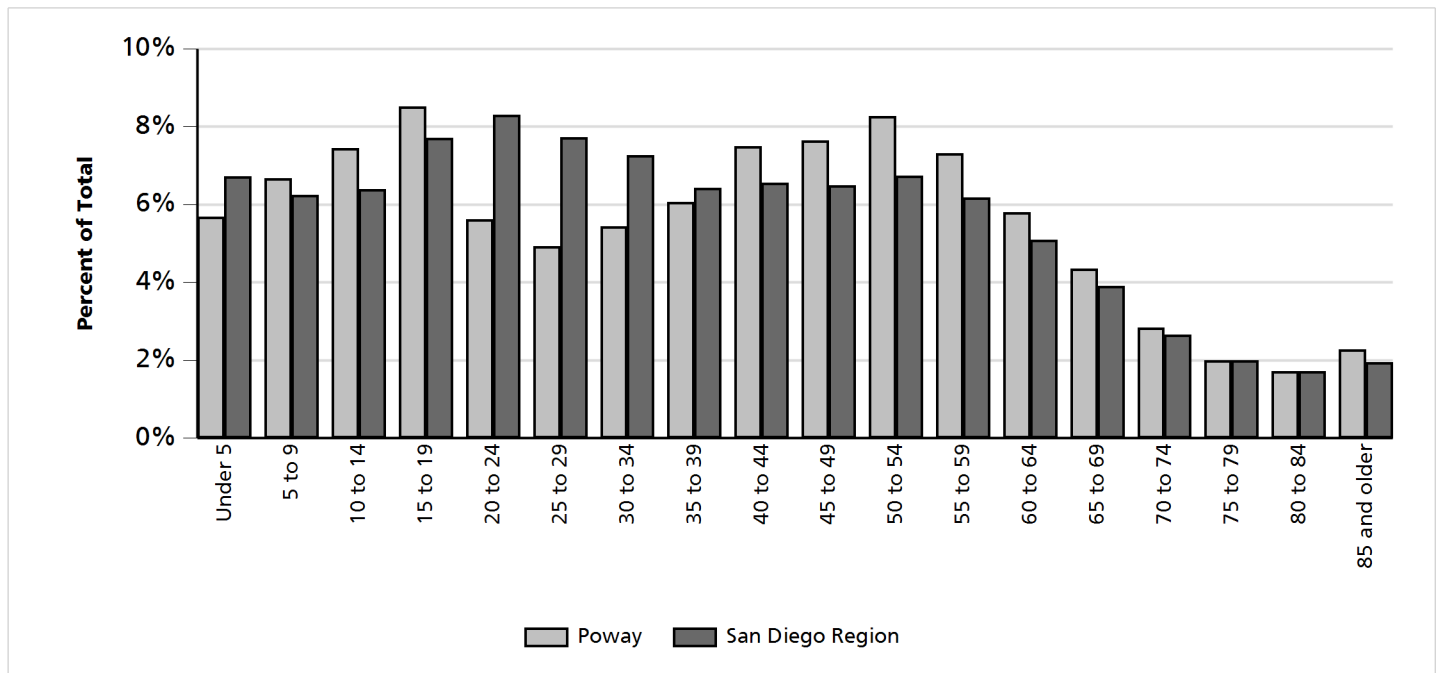
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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.

Source: SANDAG, Current Estimates
SANDAG
www.sandag.org

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POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
Total Population	**191,959**	93,174	98,785	51%
Under 5	10,913	5,616	5,297	49%
5 to 9	12,791	6,509	6,282	49%
10 to 14	14,295	7,606	6,689	47%
15 to 17	9,548	5,020	4,528	47%
18 and 19	6,776	3,491	3,285	48%
20 to 24	10,777	5,548	5,229	49%
25 to 29	9,440	4,790	4,650	49%
30 to 34	10,444	5,021	5,423	52%
35 to 39	11,635	5,440	6,195	53%
40 to 44	14,390	6,767	7,623	53%
45 to 49	14,658	6,874	7,784	53%
50 to 54	15,879	7,623	8,256	52%
55 to 59	14,031	6,718	7,313	52%
60 and 61	4,642	2,186	2,456	53%
62 to 64	6,473	3,004	3,469	54%
65 to 69	8,337	3,988	4,349	52%
70 to 74	5,439	2,411	3,028	56%
75 to 79	3,824	1,675	2,149	56%
80 to 84	3,308	1,374	1,934	58%
85 and older	4,359	1,513	2,846	65%
Under 18	47,547	24,751	22,796	48%
65 and older	25,267	10,961	14,306	57%
Median Age	39.7	37.7	41.2	N/A

POPULATION BY AGE

Poway — San Diego Region

Source: SANDAG, Current Estimates
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POPULATION BY RACE, ETHNICITY AND AGE

	Hispanic	Non-Hispanic				
		White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	21,972	113,873	3,571	418	44,097	8,028
Under 5	1,686	5,425	178	16	2,989	619
5 to 9	2,153	5,872	207	29	3,228	1,302
10 to 14	2,156	7,164	262	32	3,532	1,149
15 to 17	1,385	5,169	191	26	2,077	700
18 and 19	967	3,960	166	19	1,217	447
20 to 24	1,643	6,170	250	39	2,004	671
25 to 29	1,464	5,130	220	19	2,142	465
30 to 34	1,464	5,377	247	43	2,888	425
35 to 39	1,508	5,754	191	36	3,773	373
40 to 44	1,648	7,653	273	29	4,417	370
45 to 49	1,557	8,760	323	25	3,670	323
50 to 54	1,361	10,676	309	21	3,157	355
55 to 59	983	9,820	245	23	2,664	296
60 and 61	290	3,276	83	13	887	93
62 to 64	366	4,639	106	15	1,244	103
65 to 69	469	6,073	110	23	1,528	134
70 to 74	341	3,914	76	7	1,025	76
75 to 79	212	2,752	45	1	748	66
80 to 84	145	2,594	37	2	495	35
85 and older	174	3,695	52	0	412	26
Under 18	7,380	23,630	838	103	11,826	3,770
65 and older	1,341	19,028	320	33	4,208	337
Median Age	28.4	44.5	36.7	33.4	37.6	19.1

Source: SANDAG, Current Estimates
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