DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Subregional Areas
Poway

SANDAG

	Jan 1, 2013
Total Population	87,630
Household Population	87,180
Group Quarters Population	450
Persons Per Household	2.80

HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	31,648	31,089	1.8%
Single Family - Detached	21,222	20,885	1.6%
Single Family - Multiple-Unit	3,939	3,906	0.8%
Multi-Family	5,785	5,605	3.1%
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	3%	5%	6%	7%	9%	14%	13%	10%	14%	20%

Median Household Income	2013
Adjusted for Inflation (2010 $)	$112,249
Not adjusted for inflation (current 2012$)	$117,506
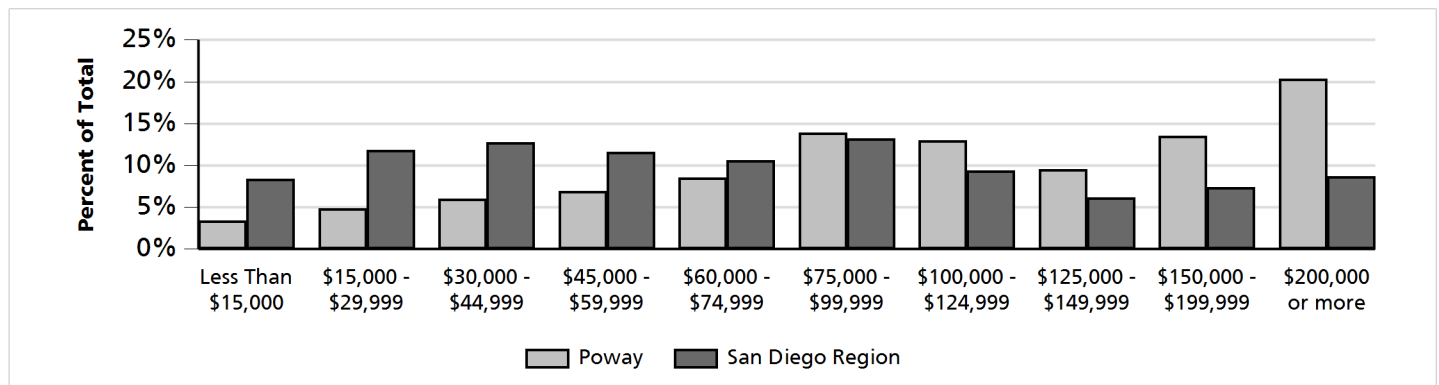
IMPORTANT ADVISORY:

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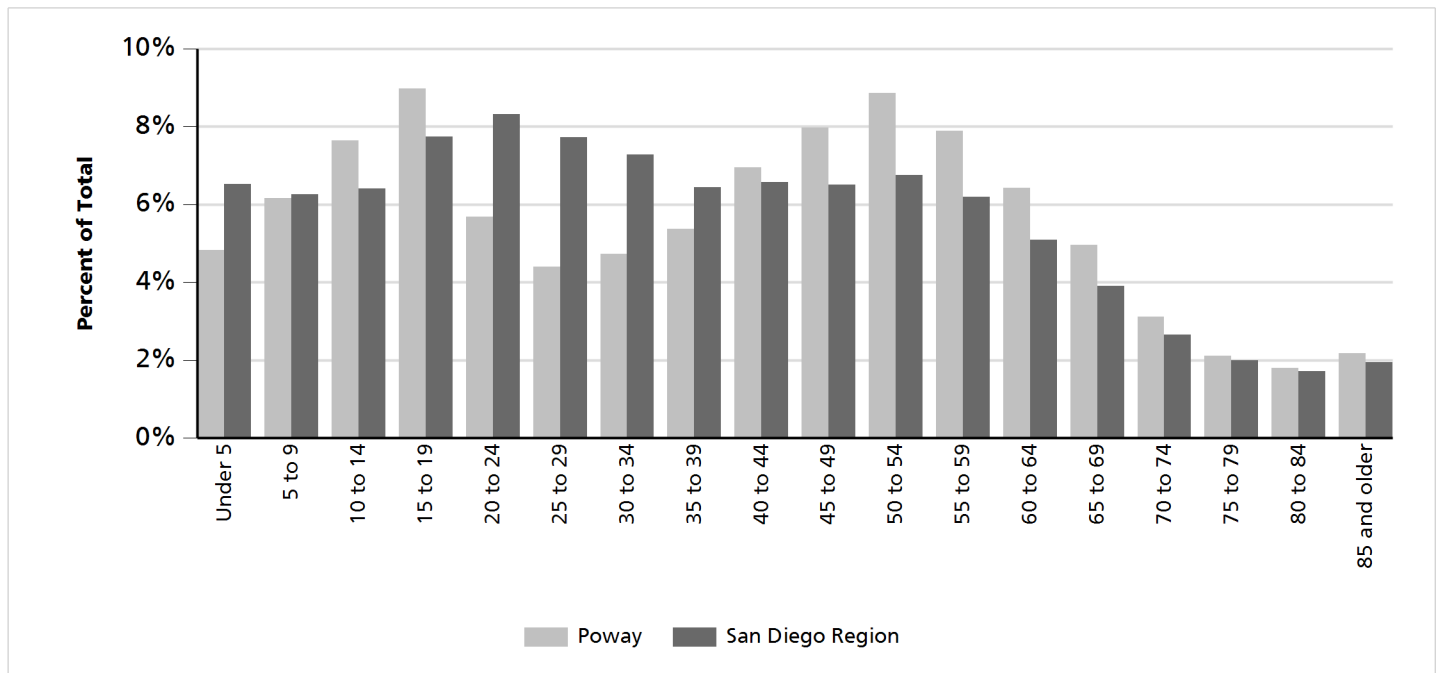
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County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

	Total	Male	Female	Percent Female
Total Population	**87,630**	42,823	44,807	51%
Under 5	4,230	2,233	1,997	47%
5 to 9	5,395	2,732	2,663	49%
10 to 14	6,700	3,494	3,206	48%
15 to 17	4,599	2,385	2,214	48%
18 and 19	3,261	1,683	1,578	48%
20 to 24	4,972	2,588	2,384	48%
25 to 29	3,850	1,977	1,873	49%
30 to 34	4,135	2,031	2,104	51%
35 to 39	4,700	2,187	2,513	53%
40 to 44	6,084	2,913	3,171	52%
45 to 49	6,985	3,252	3,733	53%
50 to 54	7,755	3,777	3,978	51%
55 to 59	6,905	3,299	3,606	52%
60 and 61	2,323	1,109	1,214	52%
62 to 64	3,310	1,566	1,744	53%
65 to 69	4,351	2,111	2,240	51%
70 to 74	2,734	1,281	1,453	53%
75 to 79	1,853	845	1,008	54%
80 to 84	1,577	659	918	58%
85 and older	1,911	701	1,210	63%
Under 18	20,924	10,844	10,080	48%
65 and older	12,426	5,597	6,829	55%
Median Age	41.6	40.2	43.0	N/A

POPULATION BY AGE

Poway   San Diego Region

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

| | | Non-Hispanic | | | | |
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	**11,223**	57,644	1,369	**228**	**13,945**	**3,221**
Under 5	834	2,187	80	9	854	266
5 to 9	1,107	2,730	80	13	1,005	460
10 to 14	1,150	3,821	84	18	1,139	488
15 to 17	715	2,904	60	13	623	284
18 and 19	531	2,121	50	9	371	179
20 to 24	862	3,151	84	20	594	261
25 to 29	707	2,271	73	13	601	185
30 to 34	726	2,282	78	19	889	141
35 to 39	709	2,484	88	15	1,240	164
40 to 44	809	3,572	100	18	1,425	160
45 to 49	827	4,618	126	25	1,244	145
50 to 54	704	5,684	137	11	1,045	174
55 to 59	525	5,293	106	14	855	112
60 and 61	145	1,790	28	5	309	46
62 to 64	176	2,619	60	5	408	42
65 to 69	233	3,508	40	11	511	48
70 to 74	181	2,201	28	4	291	29
75 to 79	107	1,474	23	3	230	16
80 to 84	84	1,304	22	2	148	17
85 and older	91	1,630	22	1	163	4
Under 18	3,806	11,642	304	53	3,621	1,498
65 and older	696	10,117	135	21	1,343	114
Median Age	27.9	46.4	40.4	35.0	38.6	19.3

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