

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

Jurisdiction

Poway



	Jan 1, 2012
Total Population	48,118
Household Population	47,568
Group Quarters Population	550
Persons Per Household	2.93

HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	16,545	16,219	2.0%
Single Family - Detached	12,269	12,158	0.9%
Single Family - Multiple-Unit	874	704	19.5%
Multi-Family	2,700	2,664	1.3%
Mobile Home and Other	702	693	1.3%

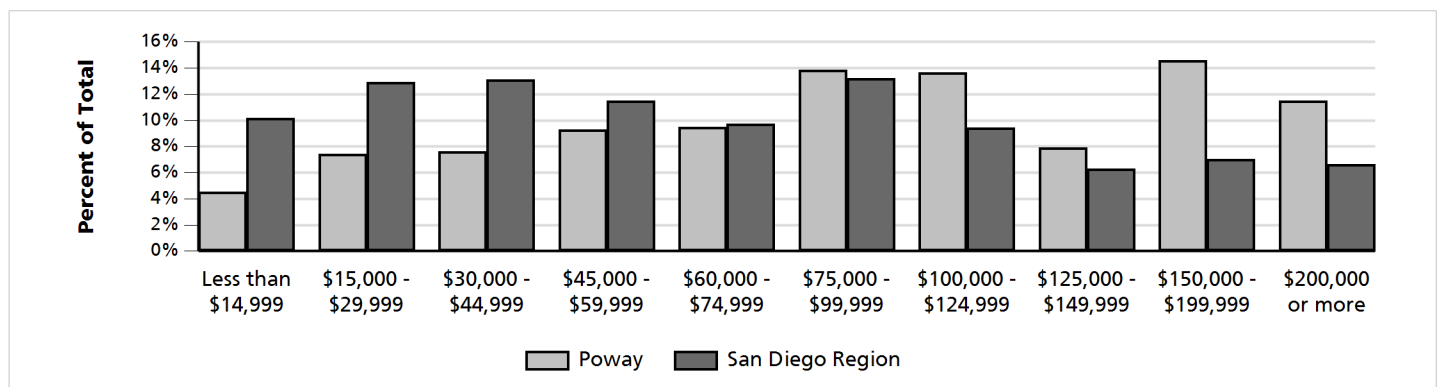
HOUSEHOLD INCOME

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%	9%	14%	14%	8%	15%	12%

Median Household Income

Adjusted for Inflation (2010 \$)	\$95,941
Not adjusted for inflation (current 2011\$)	\$98,851



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.

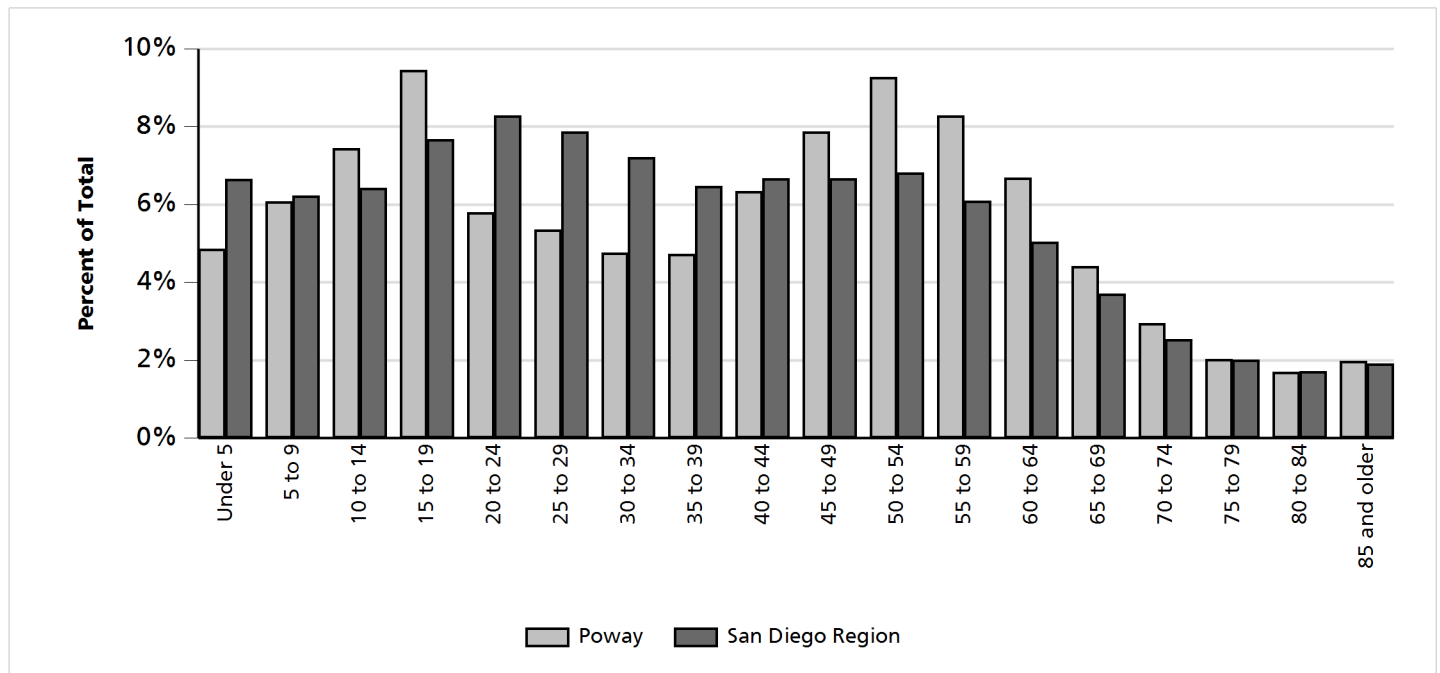
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

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POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
Total Population	48,118	23,649	24,469	51%
Under 5	2,341	1,187	1,154	49%
5 to 9	2,920	1,511	1,409	48%
10 to 14	3,577	1,884	1,693	47%
15 to 17	2,637	1,317	1,320	50%
18 and 19	1,911	999	912	48%
20 to 24	2,788	1,487	1,301	47%
25 to 29	2,574	1,401	1,173	46%
30 to 34	2,290	1,137	1,153	50%
35 to 39	2,276	1,071	1,205	53%
40 to 44	3,053	1,405	1,648	54%
45 to 49	3,790	1,758	2,032	54%
50 to 54	4,460	2,142	2,318	52%
55 to 59	3,985	1,914	2,071	52%
60 and 61	1,369	665	704	51%
62 to 64	1,849	934	915	49%
65 to 69	2,122	1,063	1,059	50%
70 to 74	1,421	665	756	53%
75 to 79	979	432	547	56%
80 to 84	820	339	481	59%
85 and older	956	338	618	65%
Under 18	11,475	5,899	5,576	49%
65 and older	6,298	2,837	3,461	55%
Median Age	41.2	39.2	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	7,989	32,511	681	148	5,161	1,628
Under 5	683	1,198	39	4	265	152
5 to 9	814	1,511	40	10	306	239
10 to 14	791	2,108	48	11	381	238
15 to 17	538	1,669	35	11	239	145
18 and 19	333	1,272	24	10	165	107
20 to 24	607	1,742	40	14	264	121
25 to 29	627	1,522	46	4	283	92
30 to 34	538	1,319	50	15	313	55
35 to 39	512	1,306	41	12	333	72
40 to 44	555	1,956	35	10	426	71
45 to 49	528	2,716	52	7	420	67
50 to 54	455	3,441	58	5	415	86
55 to 59	351	3,132	44	9	389	60
60 and 61	95	1,088	23	4	136	23
62 to 64	113	1,491	27	6	185	27
65 to 69	130	1,728	16	8	213	27
70 to 74	100	1,137	17	4	146	17
75 to 79	81	748	19	1	114	16
80 to 84	64	644	16	3	86	7
85 and older	74	783	11	0	82	6
Under 18	2,826	6,486	162	36	1,191	774
65 and older	449	5,040	79	16	641	73
Median Age	26.8	46.2	37.3	33.3	40.4	18.7