

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

Statistical Reference Area

Poway



Jan 1, 2012

Total Population	86,735
Household Population	86,283
Group Quarters Population	452
Persons Per Household	2.80

HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	31,634	30,847	2.5%
Single Family - Detached	21,216	21,123	0.4%
Single Family - Multiple-Unit	3,941	3,427	13.0%
Multi-Family	5,775	5,604	3.0%
Mobile Home and Other	702	693	1.3%

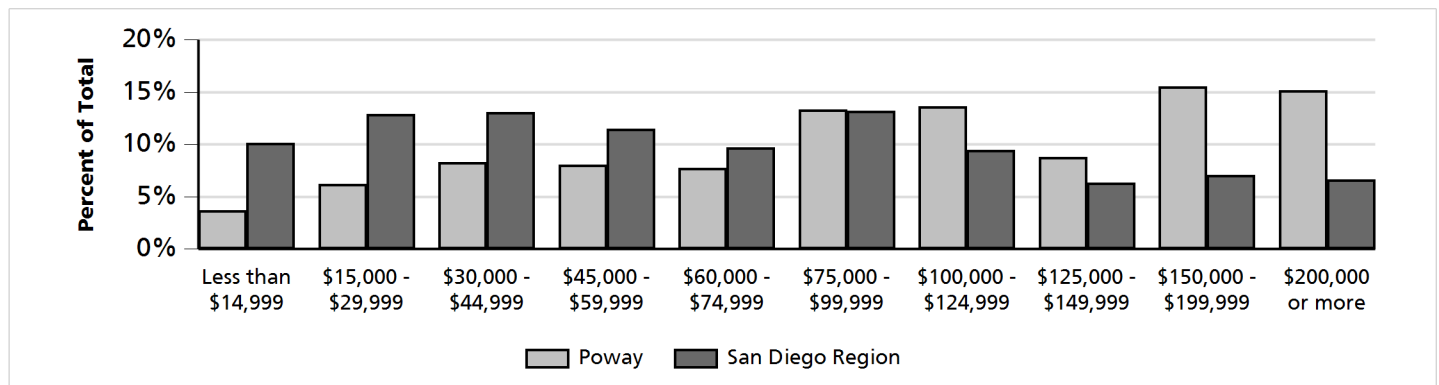
HOUSEHOLD INCOME

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%	6%	8%	8%	8%	13%	14%	9%	16%	15%

Median Household Income

Adjusted for Inflation (2010 \$)	\$105,838
Not adjusted for inflation (current 2011\$)	\$109,049



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.

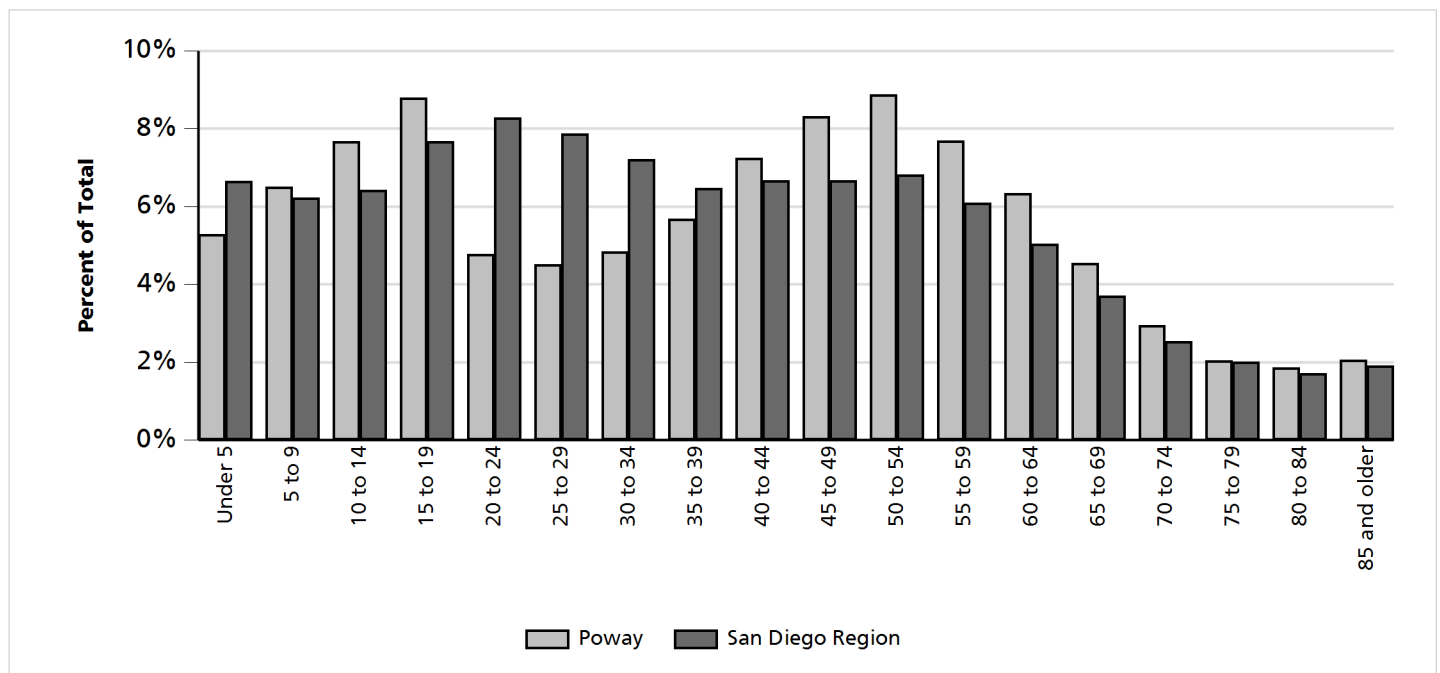
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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	86,735	42,335	44,400	51%
Under 5	4,583	2,369	2,214	48%
5 to 9	5,641	2,829	2,812	50%
10 to 14	6,652	3,490	3,162	48%
15 to 17	4,522	2,283	2,239	50%
18 and 19	3,105	1,637	1,468	47%
20 to 24	4,146	2,165	1,981	48%
25 to 29	3,921	2,030	1,891	48%
30 to 34	4,200	2,021	2,179	52%
35 to 39	4,929	2,348	2,581	52%
40 to 44	6,280	2,957	3,323	53%
45 to 49	7,207	3,378	3,829	53%
50 to 54	7,690	3,744	3,946	51%
55 to 59	6,662	3,202	3,460	52%
60 and 61	2,216	1,075	1,141	51%
62 to 64	3,289	1,544	1,745	53%
65 to 69	3,947	1,940	2,007	51%
70 to 74	2,557	1,176	1,381	54%
75 to 79	1,780	827	953	54%
80 to 84	1,615	678	937	58%
85 and older	1,793	642	1,151	64%
Under 18	21,398	10,971	10,427	49%
65 and older	11,692	5,263	6,429	55%
Median Age	41.3	40.0	42.5	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	10,920	57,422	1,415	229	13,606	3,143
Under 5	930	2,369	76	10	911	287
5 to 9	1,072	2,958	84	16	1,030	481
10 to 14	1,088	3,914	97	17	1,047	489
15 to 17	734	2,869	73	16	571	259
18 and 19	462	2,051	46	16	355	175
20 to 24	765	2,553	84	17	516	211
25 to 29	730	2,344	77	7	598	165
30 to 34	710	2,286	93	19	952	140
35 to 39	728	2,605	92	17	1,318	169
40 to 44	804	3,810	110	14	1,394	148
45 to 49	784	4,908	140	17	1,193	165
50 to 54	654	5,740	140	14	993	149
55 to 59	491	5,128	89	14	826	114
60 and 61	123	1,747	35	5	269	37
62 to 64	185	2,602	51	8	396	47
65 to 69	218	3,196	36	11	445	41
70 to 74	150	2,051	34	6	288	28
75 to 79	107	1,425	20	1	211	16
80 to 84	84	1,332	23	4	161	11
85 and older	101	1,534	15	0	132	11
Under 18	3,824	12,110	330	59	3,559	1,516
65 and older	660	9,538	128	22	1,237	107
Median Age	27.8	46.0	39.2	34.1	38.1	18.6