

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Unified School District

### Poway



	Jan 1, 2015
Total Population	197,571
Household Population	196,309
Group Quarters Population	1,262
Persons Per Household	2.81

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	71,549	69,775	2.5%
Single Family - Detached	43,502	42,590	2.1%
Single Family - Multiple-Unit	8,310	7,820	5.9%
Multi-Family	19,035	18,672	1.9%
Mobile Home and Other	702	693	1.3%

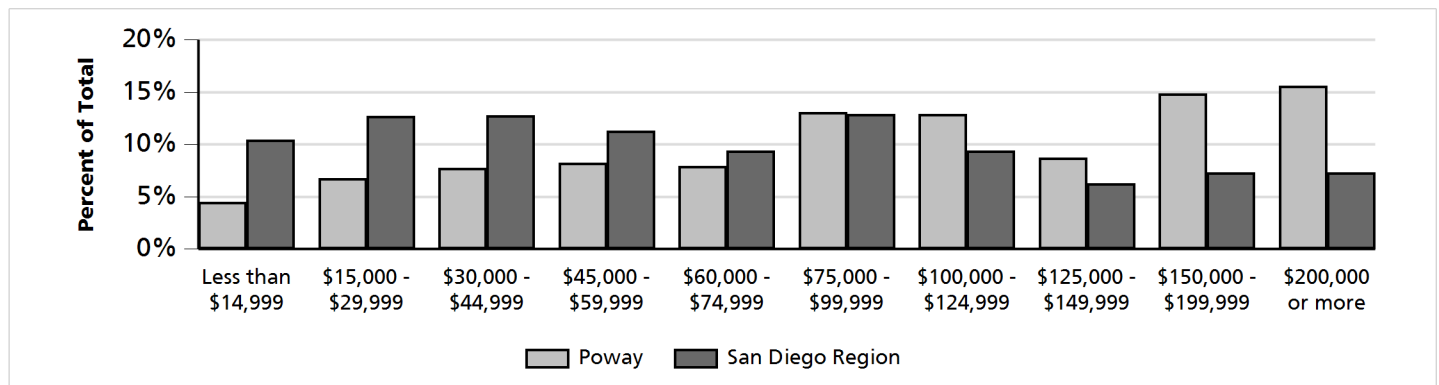
## HOUSEHOLD INCOME

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%	8%	8%	13%	13%	9%	15%	16%

## Median Household Income

Adjusted for Inflation (2010 \$)	\$104,097
Not adjusted for inflation (current 2014\$)	\$112,443



## 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.

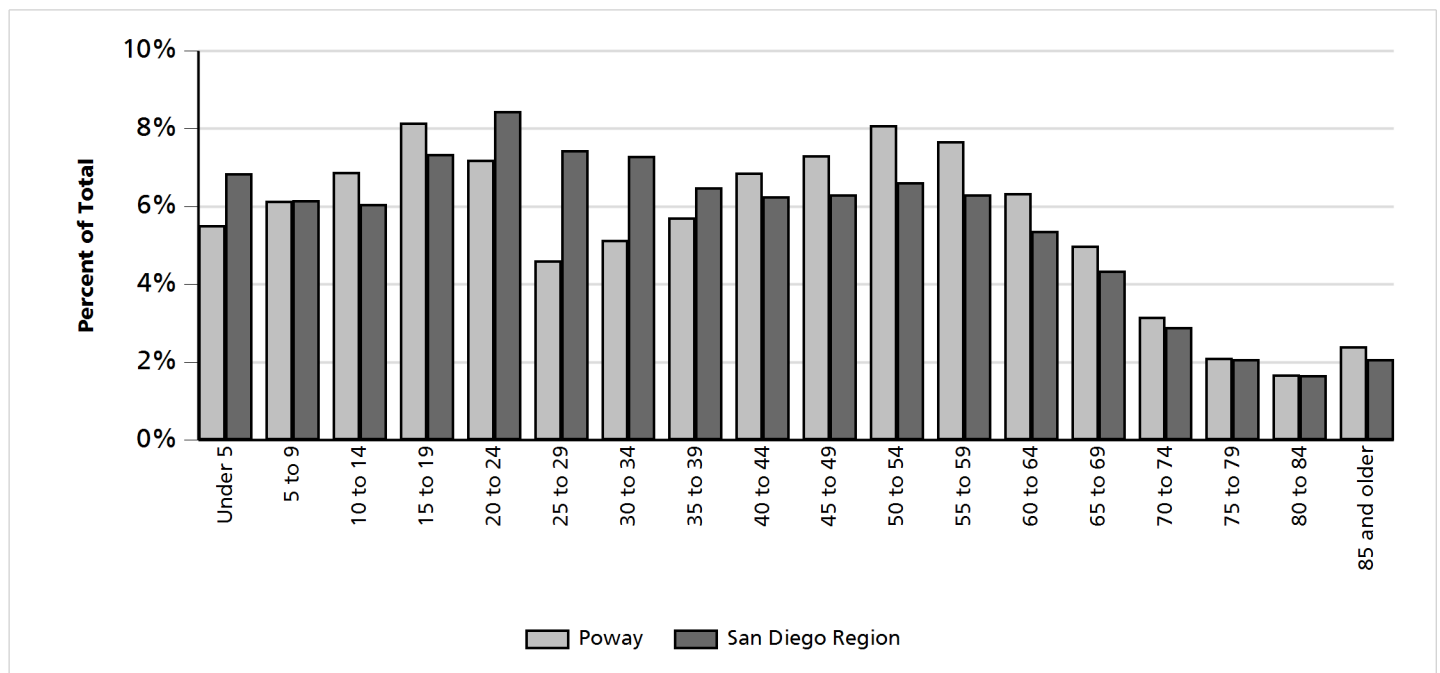
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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>197,571</b>	96,416	101,155	51%
Under 5	10,902	5,664	5,238	48%
5 to 9	12,148	6,187	5,961	49%
10 to 14	13,613	7,106	6,507	48%
15 to 17	9,628	5,163	4,465	46%
18 and 19	6,488	3,400	3,088	48%
20 to 24	14,199	7,319	6,880	48%
25 to 29	9,113	4,585	4,528	50%
30 to 34	10,150	4,952	5,198	51%
35 to 39	11,296	5,345	5,951	53%
40 to 44	13,560	6,372	7,188	53%
45 to 49	14,446	6,794	7,652	53%
50 to 54	15,964	7,650	8,314	52%
55 to 59	15,170	7,248	7,922	52%
60 and 61	5,483	2,617	2,866	52%
62 to 64	7,034	3,320	3,714	53%
65 to 69	9,873	4,732	5,141	52%
70 to 74	6,241	2,881	3,360	54%
75 to 79	4,181	1,826	2,355	56%
80 to 84	3,314	1,440	1,874	57%
85 and older	4,768	1,815	2,953	62%
Under 18	46,291	24,120	22,171	48%
65 and older	28,377	12,694	15,683	55%
Median Age	40.5	38.6	41.9	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>22,704</b>	116,527	3,707	<b>416</b>	<b>45,959</b>	<b>8,258</b>
Under 5	1,528	5,609	178	19	3,285	283
5 to 9	2,118	5,508	201	13	3,072	1,236
10 to 14	2,121	6,543	258	26	3,418	1,247
15 to 17	1,425	4,962	196	25	2,292	728
18 and 19	962	3,534	134	17	1,415	426
20 to 24	2,054	8,300	337	43	2,573	892
25 to 29	1,494	4,990	182	36	1,894	517
30 to 34	1,497	5,333	245	30	2,592	453
35 to 39	1,493	5,633	214	35	3,506	415
40 to 44	1,633	6,886	236	32	4,368	405
45 to 49	1,608	8,174	309	28	4,002	325
50 to 54	1,439	10,368	349	18	3,433	357
55 to 59	1,160	10,503	274	23	2,881	329
60 and 61	342	3,852	94	11	1,063	121
62 to 64	396	5,039	121	18	1,329	131
65 to 69	529	7,196	143	33	1,813	159
70 to 74	360	4,575	86	4	1,127	89
75 to 79	226	3,023	44	2	815	71
80 to 84	144	2,518	39	2	565	46
85 and older	175	3,981	67	1	516	28
Under 18	7,192	22,622	833	83	12,067	3,494
65 and older	1,434	21,293	379	42	4,836	393
Median Age	28.8	45.6	37.9	34.8	38.5	21.2