

# DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES

## Statistical Reference Area

### Poway



Jan 1, 2013

<b>Total Population</b>	<b>88,818</b>
Household Population	88,364
Group Quarters Population	454
<b>Persons Per Household</b>	<b>2.84</b>

## HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
<b>Total Housing Units</b>	<b>31,648</b>	<b>31,119</b>	<b>1.7%</b>
Single Family - Detached	21,232	20,923	1.5%
Single Family - Multiple-Unit	3,939	3,860	2.0%
Multi-Family	5,775	5,646	2.2%
Mobile Home and Other	702	690	1.7%

## HOUSEHOLD INCOME

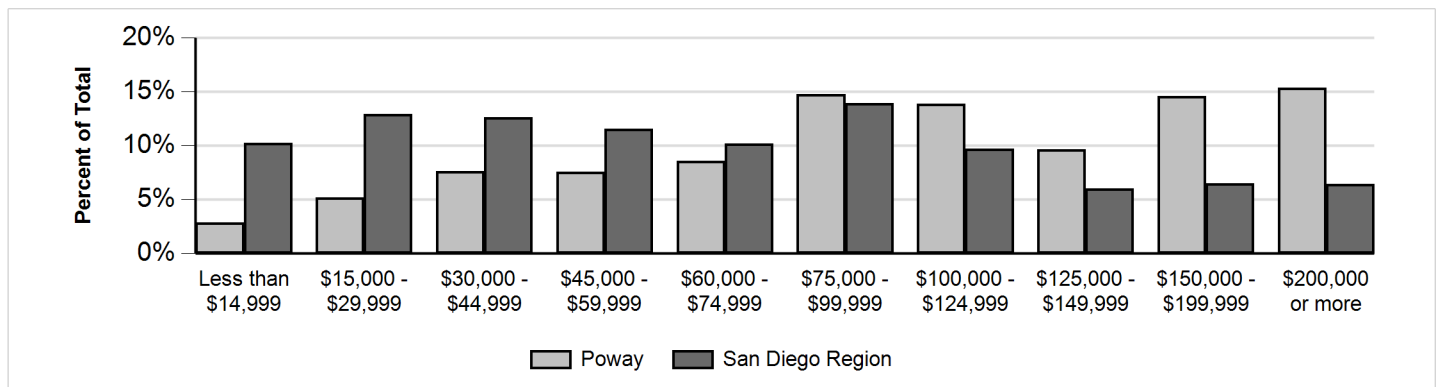
Households by Income Category (2010 \$, adjusted for inflation)

	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%	8%	8%	9%	15%	14%	10%	15%	15%

## Median Household Income

2013

Adjusted for Inflation (2010 \$)	\$106,262
Not adjusted for inflation (current 2012\$)	\$111,239



## 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.

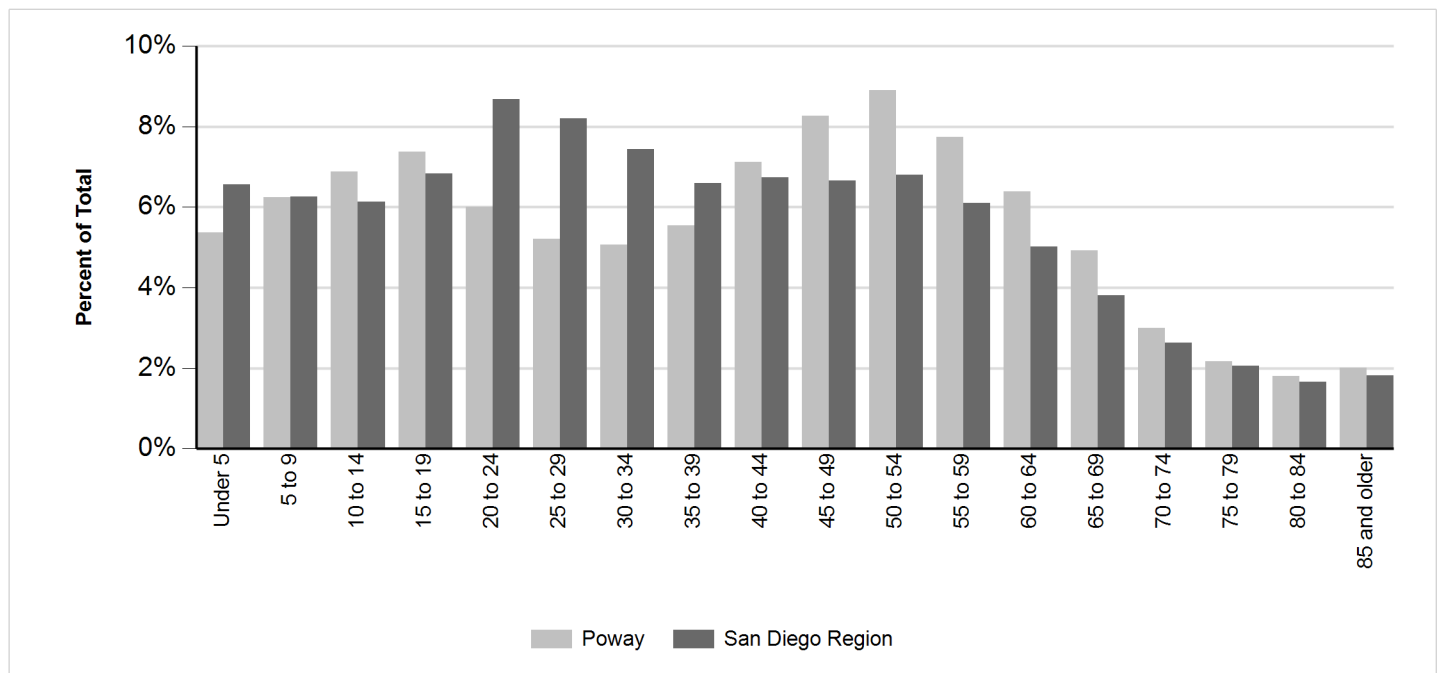
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County 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
<b>Total Population</b>	<b>88,818</b>	<b>43,570</b>	<b>45,248</b>	<b>51%</b>
Under 5	4,772	2,500	2,272	48%
5 to 9	5,539	2,768	2,771	50%
10 to 14	6,111	3,186	2,925	48%
15 to 17	3,891	1,999	1,892	49%
18 and 19	2,664	1,386	1,278	48%
20 to 24	5,328	2,791	2,537	48%
25 to 29	4,632	2,405	2,227	48%
30 to 34	4,496	2,261	2,235	50%
35 to 39	4,920	2,353	2,567	52%
40 to 44	6,323	3,017	3,306	52%
45 to 49	7,334	3,420	3,914	53%
50 to 54	7,913	3,889	4,024	51%
55 to 59	6,876	3,302	3,574	52%
60 and 61	2,334	1,130	1,204	52%
62 to 64	3,338	1,611	1,727	52%
65 to 69	4,371	2,122	2,249	51%
70 to 74	2,661	1,234	1,427	54%
75 to 79	1,928	869	1,059	55%
80 to 84	1,608	680	928	58%
85 and older	1,779	647	1,132	64%
Under 18	20,313	10,453	9,860	49%
65 and older	12,347	5,552	6,795	55%
Median Age	41.6	40.2	42.9	N/A

## POPULATION BY AGE



## POPULATION BY RACE, ETHNICITY AND AGE

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
<b>Total Population</b>	<b>12,580</b>	<b>57,258</b>	<b>1,902</b>	<b>273</b>	<b>13,839</b>	<b>2,966</b>
Under 5	1,285	2,216	107	33	724	407
5 to 9	1,196	2,870	96	17	941	419
10 to 14	1,179	3,496	129	14	904	389
15 to 17	713	2,375	74	12	479	238
18 and 19	511	1,655	54	12	297	135
20 to 24	1,040	3,124	179	19	741	225
25 to 29	934	2,673	112	17	723	173
30 to 34	857	2,423	128	16	946	126
35 to 39	803	2,547	124	9	1,292	145
40 to 44	915	3,705	144	14	1,419	126
45 to 49	857	4,864	172	19	1,276	146
50 to 54	725	5,752	169	19	1,089	159
55 to 59	538	5,250	108	21	854	105
60 and 61	147	1,804	43	6	299	35
62 to 64	185	2,617	77	8	413	38
65 to 69	234	3,472	60	16	543	46
70 to 74	167	2,097	64	9	308	16
75 to 79	115	1,496	26	6	269	16
80 to 84	92	1,302	19	2	180	13
85 and older	87	1,520	17	4	142	9
Under 18	4,373	10,957	406	76	3,048	1,453
65 and older	695	9,887	186	37	1,442	100
Median Age	27.0	46.6	37.9	33.9	39.5	18.4