

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2021 Estimates & Q4 2026 Projections



Latitude/Longitude: 32.957317, -117.035491

20-Apr-2022

111950-Poway City Centre

Poway, CA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2021 Estimated Population	11,822	56,255	138,976	456,722	
	2021 Daytime Population	14,310	64,471	137,056	515,375	
	2026 Population Forecast	11,855	56,865	140,882	469,109	
	2010 Census Population	11,890	54,454	135,648	429,313	
	2000 Census Population	12,009	52,684	128,402	387,643	
	1990 Census Population	10,993	40,446	99,398	319,579	
	Historical Annual Growth, 1990 to 2000	0.89%	2.68%	2.59%	1.95%	
	Historical Annual Growth, 2000 to 2010	-0.10%	0.33%	0.55%	1.03%	
	CY Estimated Annual Growth, 2010 to 2021	-0.05%	0.28%	0.21%	0.53%	
	FY Projected Annual Growth, 2021 to 2025	0.06%	0.22%	0.27%	0.54%	
	HOUSEHOLDS	2021 Estimated Households	4,071	18,845	50,127	159,710
		2026 Households Forecast	4,084	19,050	50,789	163,927
2010 Census Households		4,086	18,255	49,049	150,342	
2000 Census Households		3,964	17,106	45,974	133,954	
1990 Census Households		3,646	13,210	35,282	109,369	
Historical Annual Growth, 1990 to 2000		0.84%	2.62%	2.68%	2.05%	
Historical Annual Growth, 2000 to 2010		0.30%	0.65%	0.65%	1.16%	
CY Estimated Annual Growth, 2010 to 2021		-0.03%	0.27%	0.19%	0.52%	
FY Projected Annual Growth, 2021 to 2025		0.07%	0.22%	0.26%	0.52%	
2021 % Households With Children		37%	38%	36%	35%	
2021 Persons per Household		2.90	2.96	2.75	2.82	
INCOME 2021		HH Income \$500,000 or more	2.60%	4.29%	4.15%	3.80%
	HH Income \$250,000 to \$499,999	3.15%	5.18%	5.00%	4.56%	
	HH Income \$200,000 to \$249,999	7.35%	12.08%	11.65%	10.65%	
	HH Income \$175,000 to \$199,999	5.46%	5.52%	7.02%	6.51%	
	HH Income \$150,000 to \$174,999	8.99%	8.80%	8.69%	8.57%	
	HH Income \$100,000 to \$149,999	19.73%	21.53%	22.38%	21.80%	
	HH Income \$75,000 to \$99,999	11.51%	11.53%	12.21%	12.07%	
	HH Income \$50,000 to \$74,999	14.77%	12.59%	11.84%	12.87%	
	HH Income \$35,000 to \$49,999	10.27%	6.64%	6.03%	6.76%	
	HH Income \$25,000 to \$34,999	6.78%	4.01%	3.43%	4.08%	
	HH Income \$15,000 to \$24,999	4.71%	3.73%	3.61%	4.03%	
	HH Income \$0 to \$14,999	4.67%	4.07%	4.00%	4.31%	
	CY Average Household Income	\$112,637	\$143,428	\$147,586	\$140,990	
	CY Median Household Income	\$92,520	\$116,573	\$118,408	\$112,058	
	Per Capita Income	\$38,841	\$48,404	\$53,538	\$49,690	
2000 Average Household Income	\$64,441	\$88,896	\$88,647	\$81,528		
2000 Median Household Income	\$56,006	\$72,239	\$73,074	\$67,086		
2026 Projected Average Household Income	\$128,749	\$164,304	\$169,170	\$161,786		
2026 Projected Median Household Income	\$109,921	\$135,542	\$138,984	\$131,623		
WRKPLACE 2021	Workplace Establishments	450	1,931	3,753	12,467	
	Workplace Employees (Full Time Employees)	8,202	32,865	56,664	209,416	

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POPULATION BY AGE 2021	Count of Pop 0 to 4 years	739	3,245	7,996	27,269
	Count of Pop 5 to 14 years	1,288	5,916	14,999	51,048
	Count of Pop 14 to 22 years	1,152	5,811	14,032	46,417
	Count of Pop 22 to 30 years	1,406	6,763	15,005	48,954
	Count of Pop 30 to 45 years	2,096	8,827	21,368	76,299
	Count of Pop 45 to 60 years	2,321	11,698	28,928	92,919
	Count of Pop 60 to 75 years	2,126	10,808	26,645	83,194
	Count of Pop 75+ years	695	3,187	10,004	30,622
	Population 0 to 4 Years	6.25%	5.77%	5.75%	5.97%
	Population 5 to 13 Years	10.89%	10.52%	10.79%	11.18%
	Population 14 to 21 Years	9.74%	10.33%	10.10%	10.16%
	Population 22 to 29 Years	11.89%	12.02%	10.80%	10.72%
	Population 30 to 44 Years	17.73%	15.69%	15.37%	16.71%
	Population 45 to 59 Years	19.63%	20.79%	20.81%	20.34%
	Population 60 to 74 Years	17.98%	19.21%	19.17%	18.22%
	Population 74 Years Plus	5.88%	5.66%	7.20%	6.70%
Median Age	39.2	40.7	42.4	40.9	
GENDER 2021	Male Population	5,787	27,668	67,627	225,814
	Female Population	6,035	28,586	71,349	230,907
RACE 2021	2021 Estimated Population	11,822	56,255	138,976	456,722
	White	71.64%	68.46%	66.71%	64.30%
	Black or African American	2.12%	1.96%	2.21%	2.48%
	Asian or Pacific Islander	10.59%	18.46%	21.24%	22.65%
	Other Races	15.65%	11.11%	9.83%	10.57%
HISPANIC	2021 Hispanic Population	2,614	8,587	17,419	60,838
	2021 Hispanic Population %	22.11%	15.27%	12.53%	13.32%
	2026 Hispanic Population Forecast	2,668	8,636	17,736	62,793
	2026 Hispanic Population % Forecast	22.50%	15.19%	12.59%	13.39%
	2000 Hispanic Population %	15.01%	10.34%	8.73%	9.55%
1990 Hispanic Population %	8.92%	7.45%	6.55%	8.04%	
EDUCATION (AGE 25+) 2021	Adult Population (25 Years or Older)	8,116	38,665	96,140	312,554
	Elementary	5.40%	3.78%	2.59%	2.61%
	Some High School	6.78%	3.79%	2.61%	3.19%
	High School Graduate	16.72%	12.88%	10.88%	13.98%
	Some College	20.57%	17.92%	17.36%	19.64%
	Associates Degree	10.56%	8.66%	7.84%	8.26%
	Bachelors Degree	27.92%	31.98%	34.29%	30.56%
	Graduate Degree	12.05%	20.98%	24.44%	21.77%
% College (4+)	39.96%	52.96%	58.72%	52.33%	
HOUSING 2021	Total Housing Units	4,182	19,395	51,793	165,615
	Owner Occupied Percent	63.95%	69.08%	67.64%	66.42%
	Renter Occupied Percent	33.40%	28.09%	29.15%	30.01%
	Vacant Housing Percent	2.65%	2.84%	3.22%	3.57%

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HOMES BUILT BY YEAR 2021				
Homes Built 2010 or later	0.00%	0.07%	0.16%	0.27%
Homes Built 2000 to 2009	10.51%	10.39%	10.66%	13.34%
Homes Built 1990 to 1999	10.31%	24.58%	23.57%	17.99%
Homes Built 1980 to 1989	15.90%	22.13%	29.75%	26.42%
Homes Built 1970 to 1979	35.67%	25.42%	23.58%	29.95%
Homes Built 1960 to 1979	18.73%	11.09%	8.92%	7.64%
Homes Built 1950 to 1959	7.40%	5.25%	2.56%	3.26%
Homes Built 1940 to 1949	1.20%	0.60%	0.38%	0.49%
Homes Built 1939 or earlier	0.27%	0.47%	0.43%	0.64%
HOME VALUE (OWNER OCCUPIED) 2021				
Property Value \$1,000,000 or more	33.19%	48.92%	51.31%	42.35%
Property Value \$750,000 to \$999,999	25.16%	21.27%	20.43%	20.28%
Property Value \$500,000 to \$749,999	18.34%	11.16%	13.07%	18.10%
Property Value \$400,000 to \$499,999	1.63%	1.04%	2.26%	3.16%
Property Value \$300,000 to \$399,999	1.82%	1.02%	1.27%	1.71%
Property Value \$200,000 to \$299,999	4.07%	1.24%	0.73%	1.00%
Property Value \$150,000 to \$199,999	1.28%	0.50%	0.32%	0.61%
Property Value \$100,000 to \$149,999	4.20%	1.47%	0.68%	0.98%
Property Value \$60,000 to \$99,999	3.27%	1.26%	0.65%	0.72%
Property Value \$40,000 to \$59,999	0.00%	0.00%	0.03%	0.17%
Property Value \$0 to \$39,999	1.81%	0.73%	0.43%	0.51%
CY Median Home Value	\$858,896	\$1,141,307	\$1,167,174	\$969,816
CY Median Rent per Month (Census 2000)	\$860	\$981	\$1,050	\$991
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021				
Employed Civilian Population 16+ by Occupation	6,176	29,161	71,238	232,949
Managerial/Executive	19.89%	23.83%	24.99%	22.16%
Professional Specialty	24.23%	32.24%	35.43%	33.08%
Healthcare Support	1.64%	1.61%	2.00%	2.43%
Sales	14.22%	10.22%	8.98%	9.27%
Office & Administrative Support	7.18%	9.02%	9.42%	9.88%
Protective Service	2.85%	1.50%	1.44%	1.76%
Food Preparation	4.81%	3.93%	3.39%	4.25%
Building Maintenance & Cleaning	4.90%	2.61%	1.55%	1.87%
Personal Care	4.78%	3.78%	3.20%	3.40%
Farming, Fishing, & Forestry	0.00%	0.00%	0.00%	0.09%
Construction	7.28%	4.63%	3.56%	4.65%
Production & Transportation	8.20%	6.63%	6.04%	7.17%
Percent White Collar	67.17%	76.92%	80.82%	76.81%
Percent Blue Collar	32.83%	23.08%	19.18%	23.19%
CY Median Employee Salary	\$49,866	\$50,117	\$51,195	\$51,855
CY Average Employee Salary	\$58,817	\$59,606	\$60,903	\$62,314
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	239	870	2,269	7,839
2021 Estimated Unemployed (Age 16 and Up)	411	1,456	3,512	11,229
2021 Estimated Unemployed Rate (Age 16 and Up)	6.36%	4.87%	4.63%	4.75%

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TRANSPORTATION TO WORK 2021	Drive to Work Alone	75.03%	81.01%	81.48%	80.41%
	Drive to Work Carpool	13.23%	9.87%	9.12%	9.46%
	Travel to Work by Public Transportation	2.49%	1.39%	1.24%	1.24%
	Drive to Work on Motorcycle	0.53%	0.65%	0.46%	0.58%
	Drive to Work on Bicycle	1.45%	0.69%	0.43%	0.42%
	Walk to Work	1.75%	1.01%	0.90%	1.13%
	Other Means	0.00%	0.63%	0.71%	0.64%
	Work at Home	5.51%	4.75%	5.59%	6.10%
TRAVEL TIME TO WORK 2021	Travel Time in Less than 5 minutes	1.75%	1.25%	1.34%	1.68%
	Travel to Work in 5 to 9 minutes	13.99%	9.83%	8.57%	7.88%
	Travel to Work in 10 to 14 minutes	15.13%	15.04%	13.87%	13.24%
	Travel to Work in 15 to 19 minutes	14.36%	14.86%	15.43%	17.10%
	Travel to Work in 20 to 29 minutes	19.01%	22.95%	27.45%	27.44%
	Travel to Work in 30 to 44 minutes	27.57%	27.11%	25.80%	24.52%
	Travel to Work in 45 to 59 minutes	5.70%	5.81%	4.62%	4.66%
	Travel to Work in 60 minutes or more	2.49%	3.14%	2.90%	3.48%
Average Travel Time to Work	24.8	24.8	25.1	24.3	
SPENDING PATTERNS 2021	Grocery Store Market Basket Weekly Per Capita Spending	\$63.39	\$64.07	\$64.21	\$64.08
	Apparel and Related Services	\$15.51	\$16.40	\$16.46	\$16.31
	Transportation	\$99.09	\$103.87	\$104.28	\$103.08
	Healthcare	\$65.27	\$66.98	\$67.68	\$67.06
	Entertainment	\$24.67	\$26.13	\$26.34	\$26.06
SPENDING 2021	Med Disposable Inc-Inc minus taxes	\$79,412	\$96,677	\$98,473	\$93,658
	Avg Disposable Inc-Inc minus taxes	\$92,637	\$109,114	\$110,133	\$105,607
	Med Discretionary-Disp less food/shelter/clothing	\$54,972	\$70,334	\$72,328	\$67,541
	Avg Discretionary-Disp less food/shelter/clothing	\$61,689	\$74,216	\$76,266	\$72,395
LIFESTYLE SEGMENTATION 2021	Category A - Crème de la Crème	954	8,416	30,245	65,584
	Category B - Urban Cliff Climbers	4,737	7,162	7,162	20,500
	Category C - Urban Cliff Dwellers	167	1,000	1,000	7,656
	Category D - Seasoned Urban Dwellers	0	0	0	1,638
	Category E - Thriving Alone	0	1,602	6,107	19,750
	Category F - Going it Alone	0	0	1,694	22,090
	Category G - Struggling Alone	0	0	0	0
	Category H - Single in the Suburbs	0	0	1,297	23,953
	Category I - Married in the Suburbs	5,945	30,544	64,693	180,298
	Category J - Retired in the Suburbs	0	5,974	19,322	54,273
	Category K - Living with Nature	0	1,061	1,266	3,139
Category M - Harlem Gateway	0	0	0	0	
Category N - Espaniola	0	0	0	0	
Category O - Specialties	0	0	4,171	46,063	

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