

# Poway Plaza Demographic Snapshot



Description	1 mile Radius - 13345 Poway Road, Poway, CA	%	3 mile Radius - 13345 Poway Road, Poway, CA	%	5 mile Radius - 13345 Poway Road, Poway, CA	%
<b>Population</b>						
2015 Projection	15,227		71,878		164,377	
2010 Estimate	14,776		67,508		153,719	
2000 Census	14,662		61,764		136,981	
1990 Census	13,633		45,453		105,684	
Growth 2010 - 2015	3.05%		6.47%		6.93%	
Growth 2000 - 2010	0.78%		9.30%		12.22%	
Growth 1990 - 2000	7.55%		35.89%		29.61%	
<b>2010 Est. Pop by Single Race Class</b>						
	14,777		67,508		153,718	
White Alone	10,896	73.74%	48,547	71.91%	109,431	71.19%
Black or African American Alone	380	2.57%	1,404	2.08%	3,570	2.32%
Amer. Indian and Alaska Native Alone	102	0.69%	262	0.39%	518	0.34%
Asian Alone	1,280	8.66%	10,736	15.90%	26,197	17.04%
Native Hawaiian and Other Pac. Isl. Alone	52	0.35%	181	0.27%	404	0.26%
Some Other Race Alone	1,066	7.21%	2,881	4.27%	5,684	3.70%
Two or More Races	1,001	6.77%	3,497	5.18%	7,914	5.15%
<b>2010 Est. Pop Hisp or Latino by Origin</b>						
	14,776		67,509		153,718	
Not Hispanic or Latino	11,709	79.24%	59,167	87.64%	137,358	89.36%
Hispanic or Latino:	3,067	20.76%	8,342	12.36%	16,360	10.64%
Mexican	2,605	84.94%	6,769	81.14%	12,947	79.14%
Puerto Rican	100	3.26%	330	3.96%	672	4.11%
Cuban	13	0.42%	87	1.04%	230	1.41%
All Other Hispanic or Latino	349	11.38%	1,156	13.86%	2,511	15.35%

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		%		%		%
<b>2010 Est. Hisp or Latino by Single Race Class</b>	3,067		8,342		16,360	
White Alone	1,468	47.86%	4,209	50.46%	8,398	51.33%
Black or African American Alone	43	1.40%	109	1.31%	189	1.16%
American Indian and Alaska Native Alone	49	1.60%	119	1.43%	192	1.17%
Asian Alone	22	0.72%	115	1.38%	226	1.38%
Native Hawaiian and Other Pacific Islander Alone	2	0.07%	12	0.14%	25	0.15%
Some Other Race Alone	1,026	33.45%	2,722	32.63%	5,335	32.61%
Two or More Races	457	14.90%	1,056	12.66%	1,995	12.19%
<b>2010 Est. Pop. Asian Alone Race by Cat</b>	1,280		10,735		26,199	
Chinese, Except Taiwanese	168	13.13%	2,204	20.53%	4,750	18.13%
Filipino	655	51.17%	4,114	38.32%	10,812	41.27%
Japanese	88	6.88%	861	8.02%	1,937	7.39%
Asian Indian	97	7.58%	922	8.59%	2,206	8.42%
Korean	54	4.22%	869	8.10%	2,365	9.03%
Vietnamese	114	8.91%	957	8.91%	2,344	8.95%
Cambodian	4	0.31%	23	0.21%	60	0.23%
Hmong	0	0.00%	0	0.00%	8	0.03%
Laotian	12	0.94%	79	0.74%	161	0.61%
Thai	7	0.55%	53	0.49%	96	0.37%
All Other Asian Races Including 2+ Category	81	6.33%	653	6.08%	1,460	5.57%

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<b>2010 Est. Population by Ancestry</b>	14,777		67,512		153,721	
Pop, Arab	73	0.49%	571	0.85%	1,457	0.95%
Pop, Czech	58	0.39%	193	0.29%	430	0.28%
Pop, Danish	107	0.72%	489	0.72%	975	0.63%
Pop, Dutch	124	0.84%	609	0.90%	1,312	0.85%
Pop, English	1,007	6.81%	4,834	7.16%	11,805	7.68%
Pop, French (except Basque)	335	2.27%	1,339	1.98%	2,599	1.69%
Pop, French Canadian	92	0.62%	282	0.42%	487	0.32%
Pop, German	1,717	11.62%	7,387	10.94%	16,222	10.55%
Pop, Greek	55	0.37%	273	0.40%	641	0.42%
Pop, Hungarian	53	0.36%	211	0.31%	564	0.37%
Pop, Irish	1,078	7.30%	4,724	7.00%	10,553	6.87%
Pop, Italian	705	4.77%	3,758	5.57%	7,667	4.99%
Pop, Lithuanian	16	0.11%	54	0.08%	189	0.12%
Pop, United States or American	534	3.61%	2,233	3.31%	4,763	3.10%
Pop, Norwegian	191	1.29%	903	1.34%	1,956	1.27%
Pop, Polish	342	2.31%	1,394	2.06%	3,255	2.12%
Pop, Portuguese	58	0.39%	335	0.50%	760	0.49%
Pop, Russian	70	0.47%	665	0.99%	2,164	1.41%
Pop, Scottish	235	1.59%	1,133	1.68%	2,465	1.60%
Pop, Scotch-Irish	151	1.02%	727	1.08%	1,367	0.89%
Pop, Slovak	24	0.16%	93	0.14%	217	0.14%
Pop, Sub-Saharan African	25	0.17%	319	0.47%	654	0.43%
Pop, Swedish	108	0.73%	757	1.12%	1,844	1.20%
Pop, Swiss	26	0.18%	122	0.18%	452	0.29%
Pop, Ukrainian	81	0.55%	225	0.33%	477	0.31%
Pop, Welsh	77	0.52%	353	0.52%	758	0.49%
Pop, West Indian (exc. Hisp. Groups)	11	0.07%	29	0.04%	92	0.06%
Pop, Other Ancestries	5,879	39.78%	28,118	41.65%	66,286	43.12%
<b>2010 Est. Population by Ancestry</b>						
Pop, Ancestry Unclassified	1,545	10.46%	5,382	7.97%	11,310	7.36%

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<b>2010 Est. Pop Age 5+ by Language Spoken at Home</b>						
	13,688		62,225		142,417	
Speak Only English at Home	10,668	77.94%	48,418	77.81%	107,789	75.69%
Speak Asian/Pac. Isl. Language at Home	726	5.30%	6,008	9.66%	16,167	11.35%
Speak IndoEuropean Language at Home	318	2.32%	2,482	3.99%	7,336	5.15%
Speak Spanish at Home	1,907	13.93%	4,801	7.72%	9,754	6.85%
Speak Other Language at Home	69	0.50%	516	0.83%	1,371	0.96%
<b>2010 Est. Population by Sex</b>						
	14,776		67,508		153,719	
Male	7,231	48.94%	33,022	48.92%	75,004	48.79%
Female	7,545	51.06%	34,486	51.08%	78,715	51.21%
<b>2010 Est. Population by Age</b>						
	14,777		67,508		153,720	
Age 0 - 4	1,088	7.36%	5,283	7.83%	11,301	7.35%
Age 5 - 9	1,046	7.08%	4,851	7.19%	10,604	6.90%
Age 10 - 14	1,005	6.80%	5,011	7.42%	10,759	7.00%
Age 15 - 17	834	5.64%	3,723	5.51%	7,873	5.12%
Age 18 - 20	729	4.93%	3,019	4.47%	6,164	4.01%
Age 21 - 24	913	6.18%	3,945	5.84%	8,625	5.61%
Age 25 - 34	1,950	13.20%	7,586	11.24%	17,620	11.46%
Age 35 - 44	1,941	13.14%	9,804	14.52%	21,221	13.80%
Age 45 - 54	2,332	15.78%	11,323	16.77%	25,335	16.48%
Age 55 - 64	1,594	10.79%	7,415	10.98%	17,752	11.55%
Age 65 - 74	829	5.61%	3,285	4.87%	8,852	5.76%
Age 75 - 84	371	2.51%	1,441	2.13%	5,243	3.41%
Age 85 and over	145	0.98%	822	1.22%	2,371	1.54%
Age 16 and over	11,347	76.79%	51,089	75.68%	118,341	76.98%
Age 18 and over	10,804	73.11%	48,640	72.05%	113,182	73.63%
Age 21 and over	10,075	68.18%	45,621	67.58%	107,018	69.62%
Age 65 and over	1,345	9.10%	5,548	8.22%	16,466	10.71%

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<b>2010 Est. Median Age</b>	34.10		35.30		36.80	
<b>2010 Est. Average Age</b>	35.20		35.00		36.70	
<b>2010 Est. Male Population by Age</b>	7,231		33,023		75,004	
Age 0 - 4	563	7.79%	2,696	8.16%	5,793	7.72%
Age 5 - 9	530	7.33%	2,475	7.49%	5,405	7.21%
Age 10 - 14	478	6.61%	2,490	7.54%	5,444	7.26%
Age 15 - 17	398	5.50%	1,859	5.63%	4,035	5.38%
Age 18 - 20	384	5.31%	1,578	4.78%	3,226	4.30%
Age 21 - 24	482	6.67%	2,030	6.15%	4,417	5.89%
Age 25 - 34	974	13.47%	3,683	11.15%	8,654	11.54%
Age 35 - 44	970	13.41%	4,727	14.31%	10,215	13.62%
Age 45 - 54	1,103	15.25%	5,493	16.63%	12,160	16.21%
Age 55 - 64	778	10.76%	3,638	11.02%	8,595	11.46%
Age 65 - 74	373	5.16%	1,549	4.69%	4,122	5.50%
Age 75 - 84	149	2.06%	564	1.71%	2,128	2.84%
Age 85 and over	49	0.68%	241	0.73%	810	1.08%
<b>2010 Est. Median Age, Male</b>	33.00		34.20		35.50	
<b>2010 Est. Average Age, Male</b>	34.30		34.20		35.60	

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<b>2010 Est. Female Population by Age</b>	7,545		34,487		78,714	
Age 0 - 4	525	6.96%	2,587	7.50%	5,508	7.00%
Age 5 - 9	515	6.83%	2,376	6.89%	5,198	6.60%
Age 10 - 14	527	6.98%	2,522	7.31%	5,315	6.75%
Age 15 - 17	435	5.77%	1,864	5.40%	3,838	4.88%
Age 18 - 20	345	4.57%	1,441	4.18%	2,938	3.73%
Age 21 - 24	431	5.71%	1,916	5.56%	4,207	5.34%
Age 25 - 34	976	12.94%	3,903	11.32%	8,966	11.39%
Age 35 - 44	971	12.87%	5,077	14.72%	11,006	13.98%
Age 45 - 54	1,230	16.30%	5,830	16.90%	13,175	16.74%
Age 55 - 64	816	10.82%	3,777	10.95%	9,157	11.63%
Age 65 - 74	455	6.03%	1,736	5.03%	4,730	6.01%
Age 75 - 84	223	2.96%	877	2.54%	3,115	3.96%
Age 85 and over	96	1.27%	581	1.68%	1,561	1.98%
<b>2010 Est. Median Age, Female</b>	35.20		36.20		38.10	
<b>2010 Est. Average Age, Female</b>	36.00		35.90		37.70	
<b>2010 Est. Pop Age 15+ by Marital Status</b>	11,638		52,364		121,054	
<b>Total, Never Married</b>	3,482	29.92%	14,106	26.94%	31,038	25.64%
<b>Males, Never Married</b>	1,868	16.05%	7,442	14.21%	16,432	13.57%
<b>Females, Never Married</b>	1,613	13.86%	6,663	12.72%	14,606	12.07%
<b>Married, Spouse Present</b>	5,737	49.30%	29,243	55.85%	69,066	57.05%
<b>Married, Spouse Absent</b>	575	4.94%	1,941	3.71%	4,094	3.38%
<b>Widowed</b>	438	3.76%	1,784	3.41%	4,985	4.12%
<b>Males Widowed</b>	117	1.01%	325	0.62%	949	0.78%
<b>Females Widowed</b>	322	2.77%	1,459	2.79%	4,036	3.33%
<b>Divorced</b>	1,406	12.08%	5,290	10.10%	11,871	9.81%
<b>Males Divorced</b>	551	4.73%	2,018	3.85%	4,532	3.74%
<b>Females Divorced</b>	856	7.36%	3,272	6.25%	7,340	6.06%

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<b>2010 Est. Pop. Age 25+ by Edu. Attainment</b>	9,161		41,676		98,394	
Less than 9th Grade	285	3.11%	689	1.65%	1,459	1.48%
Some High School, no diploma	479	5.23%	1,331	3.19%	2,783	2.83%
High School Graduate (or GED)	1,981	21.62%	6,469	15.52%	13,061	13.27%
Some College, no degree	2,470	26.96%	9,031	21.67%	19,983	20.31%
Associate Degree	923	10.08%	3,714	8.91%	8,380	8.52%
Bachelor's Degree	2,134	23.29%	12,978	31.14%	32,922	33.46%
Master's Degree	695	7.59%	5,134	12.32%	13,367	13.59%
Professional School Degree	111	1.21%	1,247	2.99%	3,316	3.37%
Doctorate Degree	83	0.91%	1,083	2.60%	3,123	3.17%
<b>2010 Est. Pop Age 25+ by Edu. Attain, Hisp. or Lat</b>	1,575		4,383		8,908	
Less than 9th Grade	285	18.10%	399	9.10%	567	6.37%
Some High School, no diploma	163	10.35%	383	8.74%	773	8.68%
High School Graduate (or GED)	405	25.71%	898	20.49%	1,590	17.85%
Some College, no degree	385	24.44%	1,139	25.99%	2,064	23.17%
Associate Degree	76	4.83%	282	6.43%	677	7.60%
Bachelor's Degree	198	12.57%	880	20.08%	1,979	22.22%
Master's Degree	63	4.00%	402	9.17%	1,258	14.12%

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Description	1 mile Radius - 13345 Poway Road, Poway, CA	%	3 mile Radius - 13345 Poway Road, Poway, CA	%	5 mile Radius - 13345 Poway Road, Poway, CA	%
<b>Households</b>						
2015 Projection	5,089		24,062		58,391	
2010 Estimate	4,945		22,611		54,642	
2000 Census	4,922		20,714		48,901	
1990 Census	4,628		14,998		37,033	
Growth 2010 - 2015	2.91%		6.42%		6.86%	
Growth 2000 - 2010	0.47%		9.16%		11.74%	
Growth 1990 - 2000	6.35%		38.11%		32.05%	
<b>2010 Est. Households by Household Type</b>						
Family Households	3,883	78.52%	17,812	78.78%	41,674	76.27%
Non Family Households	1,062	21.48%	4,799	21.22%	12,968	23.73%
<b>2010 Est. Group Quarters Population</b>						
	17		680		1,085	
<b>2010 Est. HHs by Ethnicity, Hispanic/Latino</b>						
	711	14.38%	2,007	8.88%	4,236	7.75%

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<b>2010 Est. HHs by HH Income</b>	4,945		22,612		54,642	
Income Less than \$15,000	244	4.93%	678	3.00%	1,689	3.09%
Income \$15,000 - \$24,999	322	6.51%	770	3.41%	1,986	3.63%
Income \$25,000 - \$34,999	304	6.15%	882	3.90%	2,501	4.58%
Income \$35,000 - \$49,999	611	12.36%	1,824	8.07%	4,264	7.80%
Income \$50,000 - \$74,999	1,087	21.98%	3,578	15.82%	8,637	15.81%
Income \$75,000 - \$99,999	853	17.25%	3,546	15.68%	8,777	16.06%
Income \$100,000 - \$124,999	520	10.52%	2,972	13.14%	7,054	12.91%
Income \$125,000 - \$149,999	387	7.83%	2,517	11.13%	6,055	11.08%
Income \$150,000 - \$199,999	428	8.66%	3,028	13.39%	7,177	13.13%
Income \$200,000 - \$499,999	166	3.36%	2,337	10.34%	5,388	9.86%
Income \$500,000 or more	23	0.47%	480	2.12%	1,114	2.04%
<b>2010 Est. Average Household Income</b>	87,660		124,829		122,645	
<b>2010 Est. Median Household Income</b>	72,804		100,236		98,482	
<b>2010 Est. Per Capita Income</b>	\$29,372		\$41,962		\$43,723	

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<b>2010 Median HH Inc by Single Race Class. or Ethn</b>						
White Alone	75,782		102,720		101,737	
Black or African American Alone	58,824		73,026		78,139	
American Indian and Alaska Native Alone	53,571		51,875		58,974	
Asian Alone	67,351		104,067		95,851	
Native Hawaiian and Other Pacific Islander Alone	55,357		58,824		63,110	
Some Other Race Alone	67,434		73,523		71,189	
Two or More Races	49,063		86,418		86,101	
Hispanic or Latino	58,705		80,502		78,166	
Not Hispanic or Latino	75,433		102,300		100,004	
<b>2010 Est. Family HH Type, Presence Own Children</b>						
	3,884		17,812		41,674	
Married-Couple Family, own children	1,433	36.89%	8,036	45.12%	17,377	41.70%
Married-Couple Family, no own children	1,300	33.47%	6,325	35.51%	16,527	39.66%
Male Householder, own children	181	4.66%	534	3.00%	1,103	2.65%
Male Householder, no own children	135	3.48%	454	2.55%	1,099	2.64%
Female Householder, own children	544	14.01%	1,540	8.65%	3,429	8.23%
Female Householder, no own children	291	7.49%	923	5.18%	2,139	5.13%

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		%		%		%
<b>2010 Est. Households by Household Size</b>	4,945		22,612		54,641	
1-person household	767	15.51%	3,613	15.98%	10,026	18.35%
2-person household	1,451	29.34%	6,512	28.80%	17,515	32.05%
3-person household	1,048	21.19%	4,586	20.28%	10,378	18.99%
4-person household	942	19.05%	4,826	21.34%	10,462	19.15%
5-person household	448	9.06%	1,971	8.72%	4,136	7.57%
6-person household	183	3.70%	754	3.33%	1,480	2.71%
7 or more person household	106	2.14%	350	1.55%	644	1.18%
<b>2010 Est. Average Household Size</b>	2.98		2.96		2.79	
<b>2010 Est. Households by Presence of People</b>	4,944		22,611		54,643	
<b>Households with 1 or more People under Age 18</b>	2,287	46.26%	10,460	46.26%	22,573	41.31%
Married-Couple Family	1,487	30.08%	8,160	36.09%	17,589	32.19%
Other Family, Male Householder	195	3.94%	582	2.57%	1,209	2.21%
Other Family, Female Householder	589	11.91%	1,661	7.35%	3,655	6.69%
Non Family, Male Householder	10	0.20%	39	0.17%	79	0.14%
Non Family, Female Householder	6	0.12%	18	0.08%	41	0.08%
<b>Households no People under Age 18</b>	2,657	53.74%	12,151	53.74%	32,070	58.69%
Married-Couple Family	1,202	24.31%	5,936	26.25%	15,678	28.69%
Other Family, Male Householder	121	2.45%	393	1.74%	968	1.77%
Other Family, Female Householder	233	4.71%	758	3.35%	1,807	3.31%
Non Family, Male Householder	515	10.42%	2,381	10.53%	5,988	10.96%
Non Family, Female Householder	586	11.85%	2,683	11.87%	7,629	13.96%

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<b>2010 Est. Households by Number of Vehicles</b>						
	4,946		22,610		54,642	
No Vehicles	169	3.42%	581	2.57%	1,552	2.84%
1 Vehicle	1,277	25.82%	4,511	19.95%	12,736	23.31%
2 Vehicles	2,111	42.68%	10,800	47.77%	26,019	47.62%
3 Vehicles	934	18.88%	4,770	21.10%	10,528	19.27%
4 Vehicles	349	7.06%	1,455	6.44%	2,807	5.14%
5 or more Vehicles	106	2.14%	493	2.18%	1,000	1.83%
<b>2010 Average Number of Vehicles</b>						
	2.10		2.20		2.10	
<b>Family Households</b>						
2015 Projection	3,997		18,936		44,521	
2010 Estimate	3,883		17,812		41,674	
2000 Census	3,875		16,395		37,390	
1990 Census	3,607		12,066		28,981	
Growth 2010 - 2015	2.94%		6.31%		6.83%	
Growth 2000 - 2010	0.21%		8.64%		11.46%	
Growth 1990 - 2000	7.43%		35.88%		29.02%	
<b>2010 Est. Families by Poverty Status</b>						
	3,883		17,812		41,674	
2010 Families At or Above Poverty	3,680	94.77%	17,268	96.95%	40,499	97.18%
2010 Families At or Above Poverty with Children	2,168	55.83%	10,298	57.81%	22,268	53.43%
2010 Families Below Poverty	203	5.23%	544	3.05%	1,175	2.82%
2010 Families Below Poverty with Children	186	4.79%	428	2.40%	833	2.00%

# Poway Plaza

## Demographic Snapshot



Description	1 mile Radius - 13345 Poway Road, Poway, CA	%	3 mile Radius - 13345 Poway Road, Poway, CA	%	5 mile Radius - 13345 Poway Road, Poway, CA	%
<b>2010 Est. Pop Age 16+ by Employment Status</b>	11,347		51,089		118,340	
In Armed Forces	103	0.91%	619	1.21%	1,417	1.20%
Civilian - Employed	8,007	70.56%	35,756	69.99%	80,287	67.84%
Civilian - Unemployed	345	3.04%	1,266	2.48%	3,189	2.69%
Not in Labor Force	2,892	25.49%	13,448	26.32%	33,447	28.26%
<b>2010 Est. Civ Employed Pop 16+ Class of Worker</b>	7,827		34,928		78,408	
For-Profit Private Workers	5,729	73.20%	25,707	73.60%	56,650	72.25%
Non-Profit Private Workers	447	5.71%	1,997	5.72%	4,753	6.06%
Local Government Workers	580	7.41%	2,295	6.57%	5,297	6.76%
State Government Workers	199	2.54%	1,041	2.98%	2,838	3.62%
Federal Government Workers	254	3.25%	1,262	3.61%	2,930	3.74%
Self-Emp Workers	614	7.84%	2,594	7.43%	5,879	7.50%
Unpaid Family Workers	4	0.05%	32	0.09%	61	0.08%

# Poway Plaza Demographic Snapshot



Description	1 mile Radius - 13345 Poway Road, Poway, CA	%	3 mile Radius - 13345 Poway Road, Poway, CA	%	5 mile Radius - 13345 Poway Road, Poway, CA	%
<b>2010 Est. Civ Employed Pop 16+ by Occupation</b>	<b>7,827</b>		<b>34,927</b>		<b>78,408</b>	
Architect/Engineer	355	4.54%	1,880	5.38%	4,468	5.70%
Arts/Entertain/Sports	79	1.01%	532	1.52%	1,536	1.96%
Building Grounds Maint	319	4.08%	661	1.89%	1,268	1.62%
Business/Financial Ops	288	3.68%	2,147	6.15%	5,471	6.98%
Community/Soc Svcs	92	1.18%	340	0.97%	920	1.17%
Computer/Mathematical	385	4.92%	1,860	5.33%	4,780	6.10%
Construction/Extraction	387	4.94%	1,237	3.54%	2,207	2.81%
Edu/Training/Library	378	4.83%	1,875	5.37%	4,746	6.05%
Farm/Fish/Forestry	3	0.04%	9	0.03%	20	0.03%
Food Prep/Serving	552	7.05%	1,510	4.32%	3,098	3.95%
Health Practitioner/Tec	291	3.72%	1,953	5.59%	4,671	5.96%
Healthcare Support	154	1.97%	500	1.43%	1,069	1.36%
Maintenance Repair	229	2.93%	864	2.47%	1,620	2.07%
Legal	60	0.77%	723	2.07%	1,737	2.22%
Life/Phys/Soc Science	96	1.23%	702	2.01%	1,885	2.40%
Management	877	11.20%	5,428	15.54%	12,250	15.62%
Office/Admin Support	1,215	15.52%	4,426	12.67%	9,336	11.91%
Production	237	3.03%	814	2.33%	2,057	2.62%
Protective Svcs	169	2.16%	652	1.87%	1,360	1.73%
Sales/Related	953	12.18%	4,391	12.57%	9,349	11.92%
Personal Care/Svc	374	4.78%	1,422	4.07%	2,598	3.31%
Transportation/Moving	334	4.27%	1,001	2.87%	1,962	2.50%

# Poway Plaza

## Demographic Snapshot



Description	1 mile Radius - 13345 Poway Road, Poway, CA		3 mile Radius - 13345 Poway Road, Poway, CA		5 mile Radius - 13345 Poway Road, Poway, CA	
		%		%		%
<b>2010 Est. Pop 16+ by Occupation Classification</b>	7,828		34,927		78,409	
Blue Collar	1,187	15.16%	3,916	11.21%	7,847	10.01%
White Collar	5,070	64.77%	26,257	75.18%	61,149	77.99%
Service and Farm	1,571	20.07%	4,754	13.61%	9,413	12.00%
<b>2010 Est. Workers Age 16+, Transp. to Work</b>	7,877		35,220		79,171	
Drove Alone	6,473	82.18%	29,425	83.55%	65,831	83.15%
Carpooled	699	8.87%	2,823	8.02%	6,472	8.17%
Public Transportation	114	1.45%	343	0.97%	824	1.04%
Walked	119	1.51%	340	0.97%	730	0.92%
Bicycle	52	0.66%	130	0.37%	229	0.29%
Other Means	71	0.90%	243	0.69%	548	0.69%
Worked at Home	349	4.43%	1,916	5.44%	4,537	5.73%
<b>2010 Est. Workers Age 16+ by Travel Time to Work</b>	7,617		33,781		75,755	
Less than 15 Minutes	2,341	30.73%	8,131	24.07%	16,529	21.82%
15 - 29 Minutes	2,211	29.03%	11,877	35.16%	28,761	37.97%
30 - 44 Minutes	2,052	26.94%	9,853	29.17%	22,103	29.18%
45 - 59 Minutes	613	8.05%	2,587	7.66%	5,164	6.82%
60 or more Minutes	400	5.25%	1,333	3.95%	3,198	4.22%

# Poway Plaza

## Demographic Snapshot



Description	1 mile Radius - 13345 Poway Road, Poway, CA	%	3 mile Radius - 13345 Poway Road, Poway, CA	%	5 mile Radius - 13345 Poway Road, Poway, CA	%
<b>2010 Est. Average Travel Time to Work in Minutes</b>	27.00		28.00		28.00	
<b>2010 Est. Tenure of Occupied Housing Units</b>	4,945		22,610		54,642	
Owner Occupied	3,223	65.18%	17,019	75.27%	40,035	73.27%
Renter Occupied	1,722	34.82%	5,591	24.73%	14,607	26.73%
<b>2010 Owner Occ. HUs: Avg. Length of Residence</b>	16.00		14.00		14.00	
<b>2010 Renter Occ. HUs: Avg. Length of Residence</b>	7.00		6.00		6.00	
<b>2010 Est. All Owner-Occupied Housing Values</b>	3,224		17,019		40,037	
Value Less than \$20,000	15	0.47%	34	0.20%	55	0.14%
Value \$20,000 - \$39,999	70	2.17%	102	0.60%	145	0.36%
Value \$40,000 - \$59,999	110	3.41%	192	1.13%	302	0.75%
Value \$60,000 - \$79,999	93	2.88%	131	0.77%	150	0.37%
Value \$80,000 - \$99,999	49	1.52%	73	0.43%	84	0.21%
Value \$100,000 - \$149,999	115	3.57%	232	1.36%	401	1.00%
Value \$150,000 - \$199,999	35	1.09%	336	1.97%	948	2.37%
Value \$200,000 - \$299,999	431	13.37%	1,900	11.16%	5,044	12.60%
Value \$300,000 - \$399,999	1,025	31.79%	3,598	21.14%	7,552	18.86%
Value \$400,000 - \$499,999	666	20.66%	2,942	17.29%	7,396	18.47%
Value \$500,000 - \$749,999	375	11.63%	4,792	28.16%	11,725	29.29%
Value \$750,000 - \$999,999	123	3.82%	1,598	9.39%	4,011	10.02%
Value \$1,000,000 or more	117	3.63%	1,089	6.40%	2,224	5.55%
<b>2010 Est. Median All Owner-Occupied Housing Value</b>	367,707		464,973		472,167	

## Poway Plaza Demographic Snapshot



Description	1 mile Radius - 13345 Poway Road, Poway, CA		3 mile Radius - 13345 Poway Road, Poway, CA		5 mile Radius - 13345 Poway Road, Poway, CA	
		%		%		%
<b>2010 Est. Housing Units by Units in Structure</b>	5,037		23,104		56,029	
1 Unit Attached	438	8.70%	1,863	8.06%	5,901	10.53%
1 Unit Detached	2,783	55.25%	15,629	67.65%	35,248	62.91%
2 Units	55	1.09%	72	0.31%	301	0.54%
3 or 4 Units	165	3.28%	661	2.86%	2,658	4.74%
5 to 19 Units	348	6.91%	2,205	9.54%	7,027	12.54%
20 to 49 Units	460	9.13%	941	4.07%	1,552	2.77%
50 or more Units	343	6.81%	1,096	4.74%	2,628	4.69%
Mobile Home or Trailer	443	8.79%	631	2.73%	702	1.25%
Boat, RV, Van, etc.	2	0.04%	6	0.03%	12	0.02%
<b>2010 Est. Housing Units by Year Structure Built</b>	5,037		23,104		56,028	
Housing Unit Built 2000 or later	136	2.70%	2,292	9.92%	6,803	12.14%
Housing Unit Built 1990 to 1999	627	12.45%	7,251	31.38%	13,884	24.78%
Housing Unit Built 1980 to 1989	843	16.74%	5,478	23.71%	16,455	29.37%
Housing Unit Built 1970 to 1979	2,119	42.07%	4,922	21.30%	12,752	22.76%
Housing Unit Built 1960 to 1969	964	19.14%	2,108	9.12%	4,606	8.22%
Housing Unit Built 1950 to 1959	230	4.57%	779	3.37%	1,060	1.89%
Housing Unit Built 1940 to 1949	71	1.41%	169	0.73%	251	0.45%
Housing Unit Built 1939 or earlier	47	0.93%	105	0.45%	217	0.39%
<b>2010 Est. Median Year Housing Structure Built**</b>	1976		1986		1986	

\*\* 1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



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