

Poway Plaza
13301 Poway Rd
Poway, CA 92064

Latitude: 32.956394
Longitude: -117.042401
Radius: 1.0 mile

Site Type: Radius

Summary	2000	2008	2013
Population	14,064	14,169	14,328
Households	4,795	4,824	4,869
Families	3,742	3,752	3,773
Average Household Size	2.93	2.93	2.94
Owner Occupied HUs	2,983	3,005	2,960
Renter Occupied HUs	1,812	1,820	1,909
Median Age	33.1	35.2	35.7

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.22%	1.33%	1.23%
Households	0.19%	1.23%	1.26%
Families	0.11%	1.2%	1.05%
Owner HHs	-0.3%	0.96%	1.07%
Median Household Income	3.01%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	421	8.9%	264	5.5%	210	4.3%
\$15,000 - \$24,999	377	7.9%	338	7.0%	286	5.9%
\$25,000 - \$34,999	568	11.9%	364	7.5%	258	5.3%
\$35,000 - \$49,999	850	17.9%	663	13.7%	519	10.7%
\$50,000 - \$74,999	1,097	23.1%	1,162	24.1%	1,130	23.2%
\$75,000 - \$99,999	661	13.9%	863	17.9%	869	17.9%
\$100,000 - \$149,999	598	12.6%	797	16.5%	1,102	22.6%
\$150,000 - \$199,000	113	2.4%	239	5.0%	260	5.3%
\$200,000+	72	1.5%	134	2.8%	232	4.8%
Median Household Income	\$53,019		\$65,205		\$75,610	
Average Household Income	\$64,534		\$78,829		\$92,061	
Per Capita Income	\$21,777		\$26,655		\$31,069	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	981	7.0%	985	7.0%	996	7.0%
5 - 9	1,258	8.9%	978	6.9%	1,004	7.0%
10 - 14	1,244	8.8%	1,052	7.4%	1,011	7.1%
15 - 19	1,240	8.8%	1,095	7.7%	1,007	7.0%
20 - 24	796	5.7%	957	6.8%	891	6.2%
25 - 34	1,886	13.4%	1,975	13.9%	2,114	14.8%
35 - 44	2,657	18.9%	2,021	14.3%	1,947	13.6%
45 - 54	1,944	13.8%	2,292	16.2%	2,186	15.3%
55 - 64	1,036	7.4%	1,553	11.0%	1,761	12.3%
65 - 74	610	4.3%	759	5.4%	861	6.0%
75 - 84	341	2.4%	388	2.7%	408	2.8%
85+	72	0.5%	114	0.8%	141	1.0%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,987	78.1%	10,170	71.8%	9,685	67.6%
Black Alone	368	2.6%	405	2.9%	429	3.0%
American Indian Alone	88	0.6%	93	0.7%	95	0.7%
Asian Alone	1,069	7.6%	1,330	9.4%	1,508	10.5%
Pacific Islander Alone	44	0.3%	50	0.4%	53	0.4%
Some Other Race Alone	743	5.3%	1,052	7.4%	1,272	8.9%
Two or More Races	765	5.4%	1,070	7.6%	1,286	9.0%
Hispanic Origin (Any Race)	2,227	15.8%	3,102	21.9%	3,710	25.9%

Data Note: Income is expressed in current dollars.

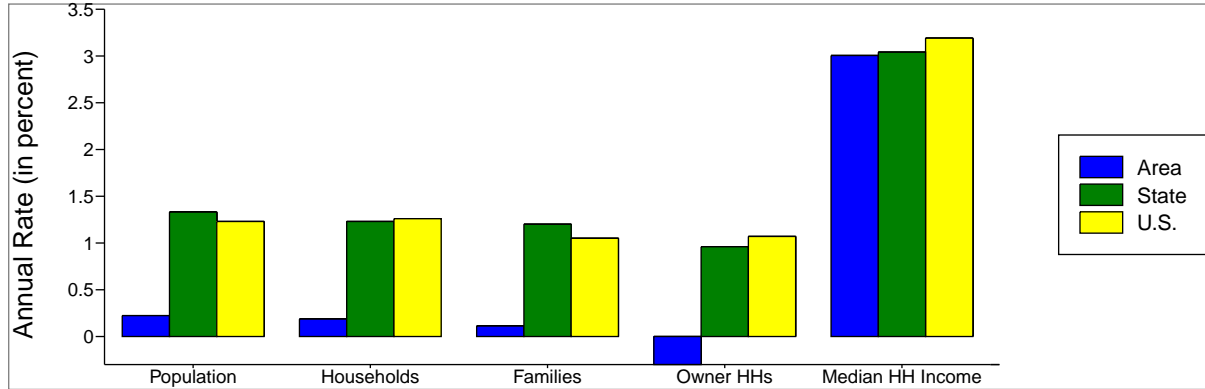
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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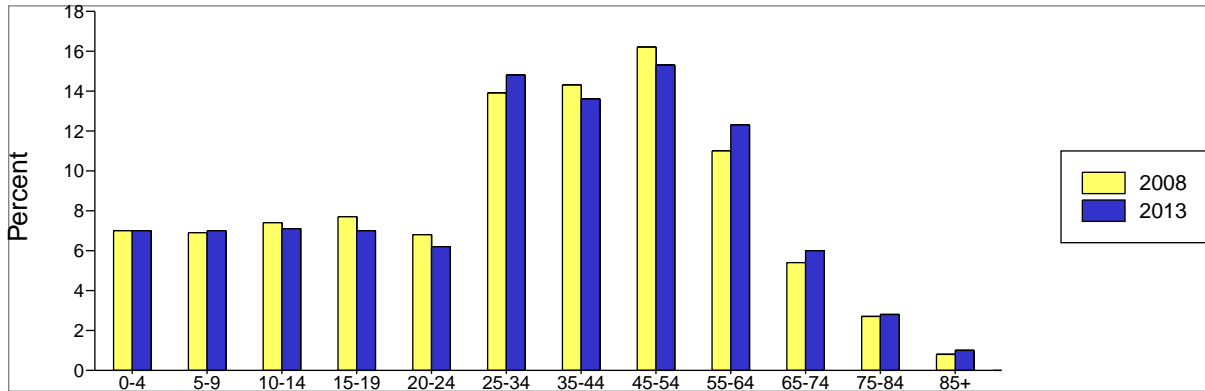
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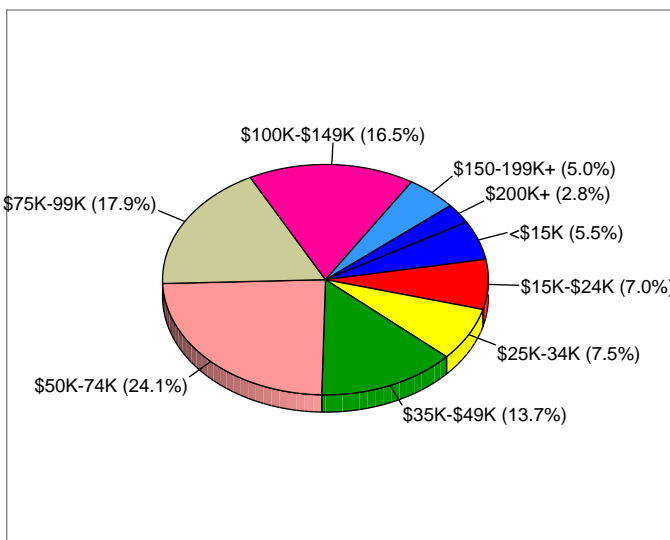
Trends 2008-2013



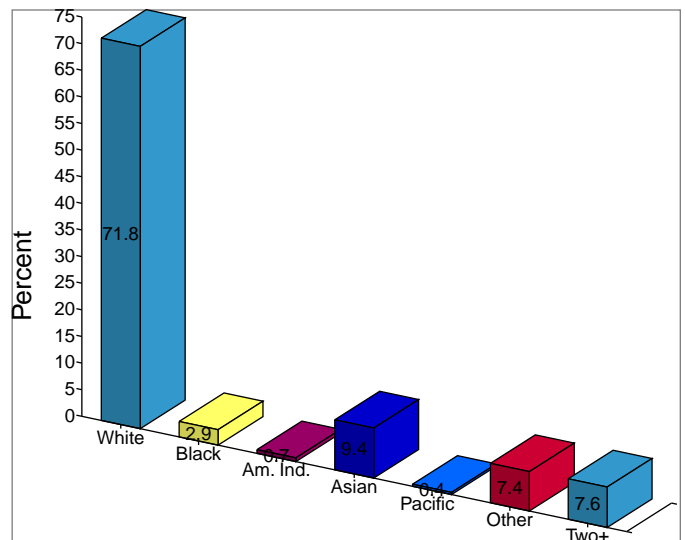
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 21.9%

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Summary	2000	2008	2013
Population	61,376	65,333	67,339
Households	20,491	21,794	22,435
Families	16,139	17,128	17,564
Average Household Size	2.97	2.97	2.97
Owner Occupied HUs	15,165	16,285	16,522
Renter Occupied HUs	5,326	5,509	5,912
Median Age	34.7	36.7	37.5

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.61%	1.33%	1.23%
Households	0.58%	1.23%	1.26%
Families	0.5%	1.2%	1.05%
Owner HHs	0.29%	0.96%	1.07%
Median Household Income	3.51%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,037	5.1%	680	3.1%	564	2.5%
\$15,000 - \$24,999	1,014	4.9%	761	3.5%	615	2.7%
\$25,000 - \$34,999	1,520	7.4%	893	4.1%	617	2.8%
\$35,000 - \$49,999	2,655	12.9%	1,769	8.1%	1,240	5.5%
\$50,000 - \$74,999	4,315	21.0%	3,792	17.4%	3,272	14.6%
\$75,000 - \$99,999	3,777	18.4%	3,675	16.9%	3,297	14.7%
\$100,000 - \$149,999	3,857	18.8%	4,965	22.8%	5,341	23.8%
\$150,000 - \$199,000	1,253	6.1%	2,665	12.2%	2,750	12.3%
\$200,000+	1,083	5.3%	2,594	11.9%	4,736	21.1%
Median Household Income	\$73,021		\$94,203		\$111,960	
Average Household Income	\$87,512		\$124,044		\$161,182	
Per Capita Income	\$29,699		\$42,087		\$54,656	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,648	7.6%	4,824	7.4%	4,959	7.4%
5 - 9	5,451	8.9%	5,094	7.8%	4,963	7.4%
10 - 14	5,362	8.7%	5,410	8.3%	5,229	7.8%
15 - 19	4,533	7.4%	4,781	7.3%	4,705	7.0%
20 - 24	2,666	4.3%	3,261	5.0%	3,175	4.7%
25 - 34	8,316	13.6%	7,493	11.5%	8,172	12.1%
35 - 44	12,937	21.1%	11,396	17.4%	10,410	15.5%
45 - 54	9,268	15.1%	11,494	17.6%	11,938	17.7%
55 - 64	4,133	6.7%	6,781	10.4%	8,127	12.1%
65 - 74	2,161	3.5%	2,602	4.0%	3,296	4.9%
75 - 84	1,352	2.2%	1,472	2.3%	1,555	2.3%
85+	545	0.9%	726	1.1%	810	1.2%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	47,127	76.8%	45,690	69.9%	44,022	65.4%
Black Alone	1,271	2.1%	1,499	2.3%	1,627	2.4%
American Indian Alone	253	0.4%	290	0.4%	299	0.4%
Asian Alone	8,022	13.1%	10,870	16.6%	12,783	19.0%
Pacific Islander Alone	165	0.3%	202	0.3%	222	0.3%
Some Other Race Alone	1,946	3.2%	2,899	4.4%	3,576	5.3%
Two or More Races	2,591	4.2%	3,884	5.9%	4,810	7.1%
Hispanic Origin (Any Race)	6,088	9.9%	9,013	13.8%	11,038	16.4%

Data Note: Income is expressed in current dollars.

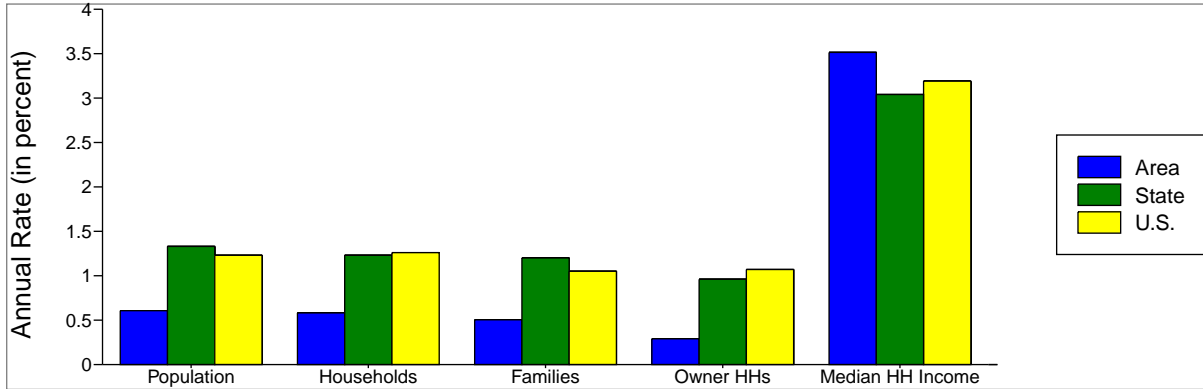
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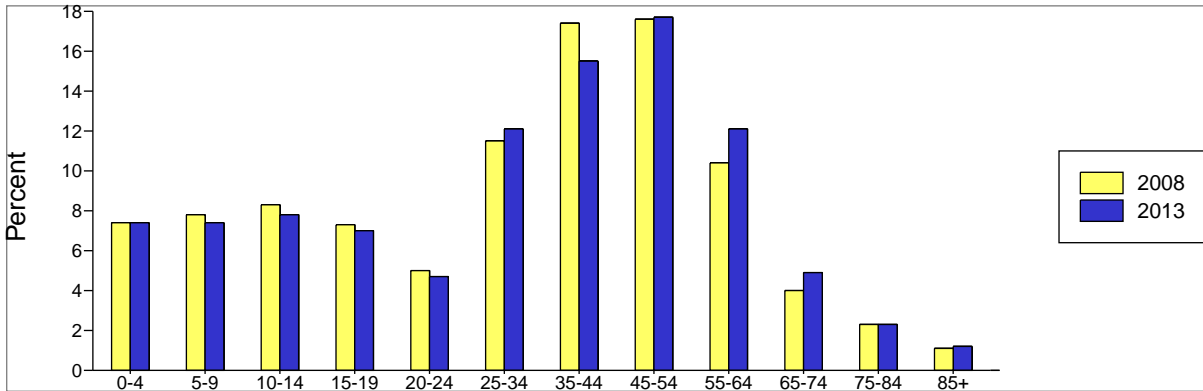
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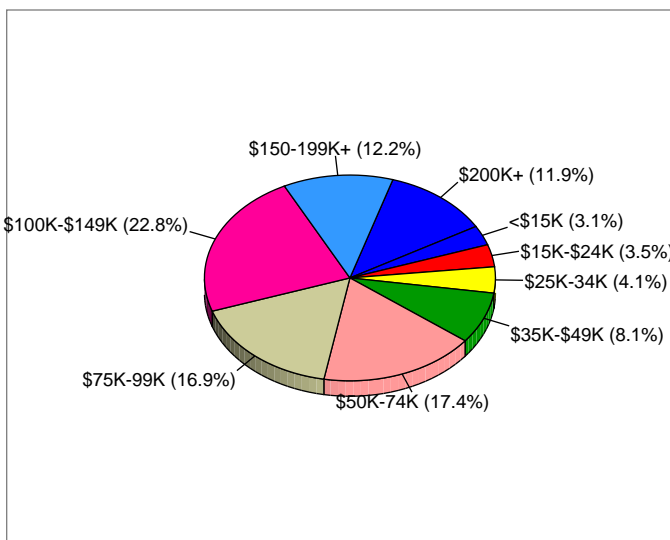
Trends 2008-2013



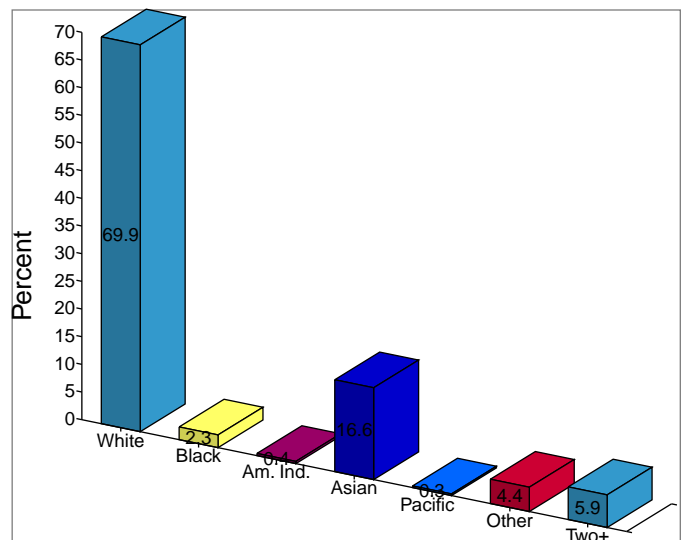
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 13.8%

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Summary	2000	2008	2013
Population	139,365	146,965	152,080
Households	49,619	52,413	54,186
Families	38,002	39,982	41,182
Average Household Size	2.78	2.78	2.79
Owner Occupied HUs	36,132	38,714	39,450
Renter Occupied HUs	13,487	13,698	14,735
Median Age	36.1	38.3	39.4

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.69%	1.33%	1.23%
Households	0.67%	1.23%	1.26%
Families	0.59%	1.2%	1.05%
Owner HHs	0.38%	0.96%	1.07%
Median Household Income	3.68%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,470	5.0%	1,698	3.2%	1,435	2.6%
\$15,000 - \$24,999	2,794	5.6%	1,890	3.6%	1,492	2.8%
\$25,000 - \$34,999	3,476	7.0%	2,353	4.5%	1,771	3.3%
\$35,000 - \$49,999	6,191	12.4%	4,087	7.8%	3,116	5.8%
\$50,000 - \$74,999	10,641	21.4%	8,757	16.7%	7,073	13.1%
\$75,000 - \$99,999	8,774	17.6%	9,229	17.6%	7,946	14.7%
\$100,000 - \$149,999	9,583	19.2%	12,008	22.9%	13,350	24.6%
\$150,000 - \$199,000	3,018	6.1%	6,269	12.0%	7,023	13.0%
\$200,000+	2,869	5.8%	6,120	11.7%	10,979	20.3%
Median Household Income	\$73,130		\$93,789		\$112,352	
Average Household Income	\$89,070		\$122,540		\$156,187	
Per Capita Income	\$31,857		\$43,824		\$55,772	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,887	7.1%	9,947	6.8%	10,299	6.8%
5 - 9	11,473	8.2%	10,697	7.3%	10,298	6.8%
10 - 14	11,408	8.2%	11,598	7.9%	11,155	7.3%
15 - 19	9,645	6.9%	10,424	7.1%	10,381	6.8%
20 - 24	5,938	4.3%	7,436	5.1%	7,753	5.1%
25 - 34	18,374	13.2%	15,953	10.9%	17,610	11.6%
35 - 44	27,452	19.7%	24,102	16.4%	21,785	14.3%
45 - 54	21,725	15.6%	25,331	17.2%	26,481	17.4%
55 - 64	10,427	7.5%	16,739	11.4%	19,358	12.7%
65 - 74	6,456	4.6%	7,452	5.1%	9,356	6.2%
75 - 84	4,879	3.5%	4,872	3.3%	4,903	3.2%
85+	1,704	1.2%	2,416	1.6%	2,699	1.8%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	105,295	75.6%	101,363	69.0%	98,298	64.6%
Black Alone	3,228	2.3%	3,702	2.5%	4,020	2.6%
American Indian Alone	474	0.3%	526	0.4%	542	0.4%
Asian Alone	20,380	14.6%	26,745	18.2%	31,152	20.5%
Pacific Islander Alone	363	0.3%	441	0.3%	483	0.3%
Some Other Race Alone	3,824	2.7%	5,635	3.8%	6,967	4.6%
Two or More Races	5,802	4.2%	8,553	5.8%	10,618	7.0%
Hispanic Origin (Any Race)	11,970	8.6%	17,624	12.0%	21,717	14.3%

Data Note: Income is expressed in current dollars.

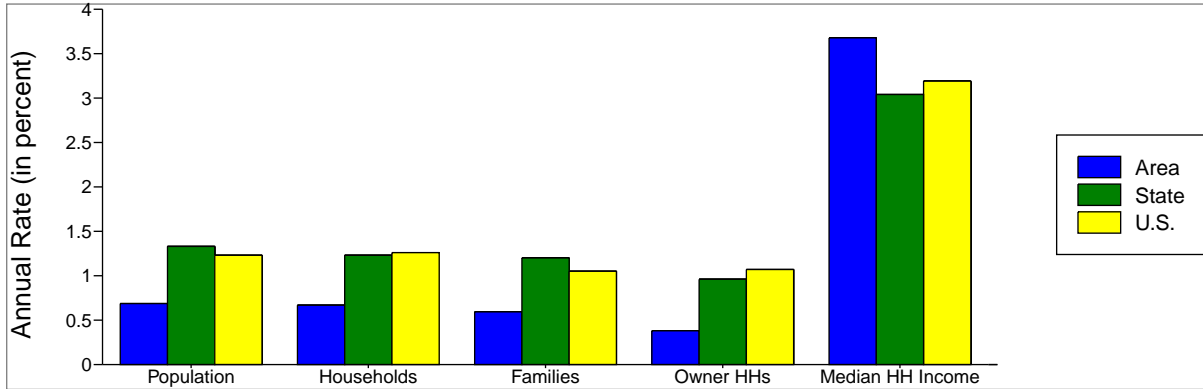
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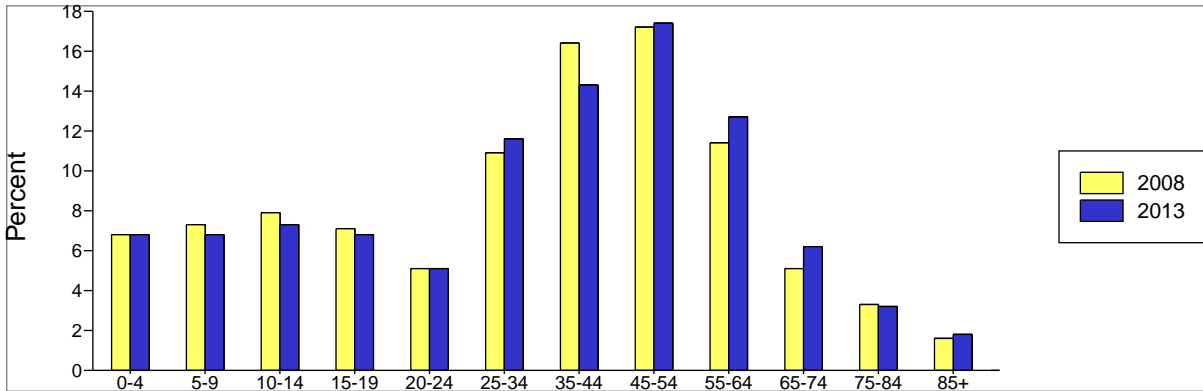
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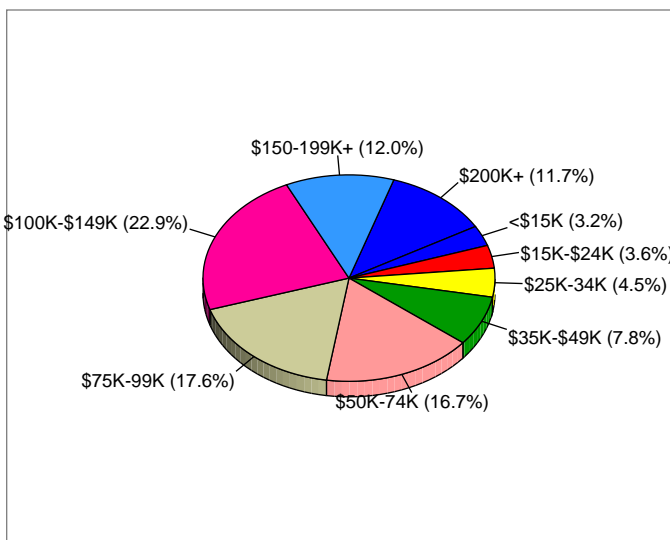
Trends 2008-2013



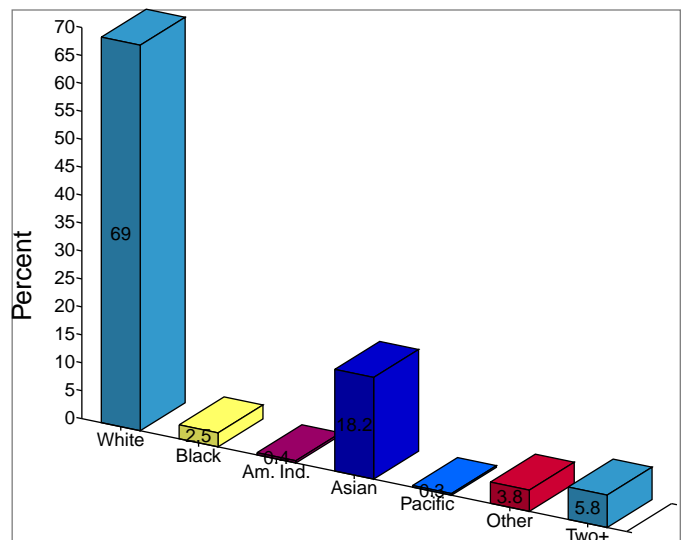
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 12.0%