

## Demographic Summary Report 2010, 2020 Census, 2025 Estimates & 2030 Projections

Source: Esri

Twin Peaks Poway, California	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Current Year Demographics				
Current Population	13,285	90,175	204,075	117,961
Total Daytime Pop	11,938	94,375	190,634	121,572
Daytime Workers	5,822	50,129	89,642	63,589
Average Household Income	\$192,226	\$178,123	\$201,032	\$180,681
Median Household Income	\$157,907	\$138,525	\$159,577	\$142,610
Total Households	4,988	33,375	73,603	43,956
Median Home Value	\$1,016,969	\$968,012	\$1,054,662	\$971,157
Bachelors Degree	38.5%	35.8%	36.7%	36.0%
Graduate Degree	30.8%	26.0%	29.9%	27.4%
Consumer Spending Index	160	149	168	152
2030 Demographic Projections				
Projected Population	13,448	91,035	204,156	118,230
Projected 5 Year Annual Growth Rate (Pop)	0.2%	0.2%	0.0%	0.1%
Projected Households	5,131	34,104	74,509	44,562
Projected 5 Year Annual Growth Rate (HH)	0.6%	0.4%	0.2%	0.3%
Education (10 Minute Drive)	Daytime Population (10 Minute Drive)		Race (10 Minute Drive)	
14% 14% 9% Associate (9%) Bachelor (36%) Graduate (27%) Other (14%)	47.7% 52.3%	Workplace (63,589) Residents (57,983)	13% 0% 52.0% 26%	White (52.0%) Black (2.2%) American Indian (0.5%) Asian (26.3%) Pacific Islander (0.3%) 2 or More (13.4%) Other (5.3%)

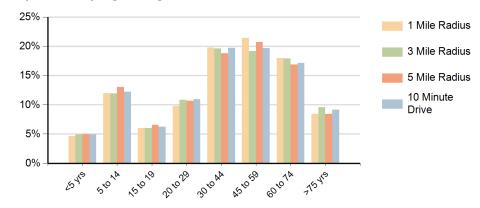
Hispanic Origin (15.4%)

Other (5.3%)

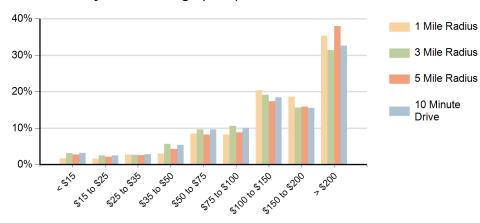
## **Demographic Summary Report**

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## Population by Age Range



## Households by Income Range (\$000)



<b>Twin Peaks</b> Poway, California	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Minute Drive
Current Estimated Population	13,285	90,175	204,075	117,961
2020 Census Population	13,400	89,021	204,090	117,747
2010 Census Population  2010 Census Population  Historical Annual Growth 2010 to 2020	13,742	86,329	189,517	113,891
Historical Annual Growth 2010 to 2020	-0.3%	0.3%	0.7%	0.3%
Estimated Annual Growth 2020 to 2025	-0.2%	0.3%	0.0%	0.0%
Projected Annual Growth 2025 to 2030	0.2%	0.2%	0.0%	0.1%
Current Estimated Households	4,988	33,375	73,603	43,956
2020 Census Households	4,887	32,203	72,145	43,015
2010 Census Households	4,893	31,797	68,066	42,365
Historical Annual Growth 2010 to 2020	0.0%	0.1%	0.6%	0.2%
2010 Census Households Historical Annual Growth 2010 to 2020 Estimated Annual Growth 2020 to 2025	0.4%	0.7%	0.4%	0.4%
Projected Annual Growth 2025 to 2030	0.6%	0.4%	0.2%	0.3%
Population per Household	2.6	2.7	2.8	2.7
White	52.8%	53.8%	50.4%	52.0%
Black or African American	1.5%	2.2%	2.1%	2.2%
American Indian	0.4%	0.6%	0.4%	0.5%
g Asian	28.6%	23.5%	29.6%	26.3%
Asian Pacific Islander	0.3%	0.3%	0.3%	0.3%
2 or More Races	12.5%	13.7%	12.9%	13.4%
Other Races	4.0%	6.1%	4.4%	5.3%
Hispanic Origin	12.8%	16.5%	13.5%	15.4%