

# SERIES 13 REGIONAL GROWTH FORECAST



## Poway Unified School District

### POPULATION AND HOUSING

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	192,290	208,174	213,448	213,350	21,060	11%
Household Population	191,011	207,028	212,075	211,818	20,807	11%
Group Quarters Population	1,279	1,146	1,373	1,532	253	20%
Civilian	1,279	1,146	1,373	1,532	253	20%
Military	0	0	0	0	0	0%
Total Housing Units	70,205	74,153	75,310	75,802	5,597	8%
Single Family	50,728	53,186	53,873	54,316	3,588	7%
Multiple Family	18,775	20,265	20,735	20,784	2,009	11%
Mobile Homes	702	702	702	702	0	0%
Occupied Housing Units	68,343	72,121	73,595	73,766	5,423	8%
Single Family	49,444	51,697	52,648	52,850	3,406	7%
Multiple Family	18,206	19,728	20,257	20,241	2,035	11%
Mobile Homes	693	696	690	675	-18	-3%
Vacancy Rate	2.7%	2.7%	2.3%	2.7%	0.0	0%
Single Family	2.5%	2.8%	2.3%	2.7%	0.2	8%
Multiple Family	3.0%	2.6%	2.3%	2.6%	-0.4	-13%
Mobile Homes	1.3%	0.9%	1.7%	3.8%	2.5	192%
Persons per Household	2.79	2.87	2.88	2.87	0.1	3%

### HOUSEHOLD INCOME (real 2010 dollars, adjusted for inflation)

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Households by Income Category						
Less than \$15,000	2,928	2,931	2,517	2,108	-820	-28%
\$15,000-\$29,999	3,778	4,096	3,492	2,957	-821	-22%
\$30,000-\$44,999	4,910	5,453	4,717	4,040	-870	-18%
\$45,000-\$59,999	5,836	6,202	5,756	5,086	-750	-13%
\$60,000-\$74,999	6,175	5,882	5,632	5,308	-867	-14%
\$75,000-\$99,999	10,066	9,270	8,920	8,390	-1,676	-17%
\$100,000-\$124,999	8,400	8,068	8,127	7,950	-450	-5%
\$125,000-\$149,999	6,336	6,737	6,965	6,978	642	10%
\$150,000-\$199,999	8,204	9,534	10,463	10,972	2,768	34%
\$200,000 or more	11,710	13,948	17,006	19,977	8,267	71%
Total Households	68,343	72,121	73,595	73,766	5,423	8%
Median Household Income						
Adjusted for inflation (\$2010)	\$101,424	\$106,899	\$117,729	\$128,740	\$27,316	27%

#### \*IMPORTANT INFORMATION ABOUT THIS FORECAST:

This forecast was accepted by the SANDAG Board of Directors in October 2013 for distribution and use in planning and other studies. This forecast represents one possibility for future growth in the San Diego region. It is intended to represent a likely prediction of future growth, but it is not intended to be a prescription for growth. The Series 13 Regional Growth Forecast represents a combination of economic and demographic projections, existing land use plans and policies, as well as potential land use plan changes that may occur in the region between 2030 and 2050. In general, growth between 2012 and 2030 is based on adopted land use plans and policies, and growth between 2030 and 2050 includes alternatives that may, in some cases, reach beyond existing adopted plans.

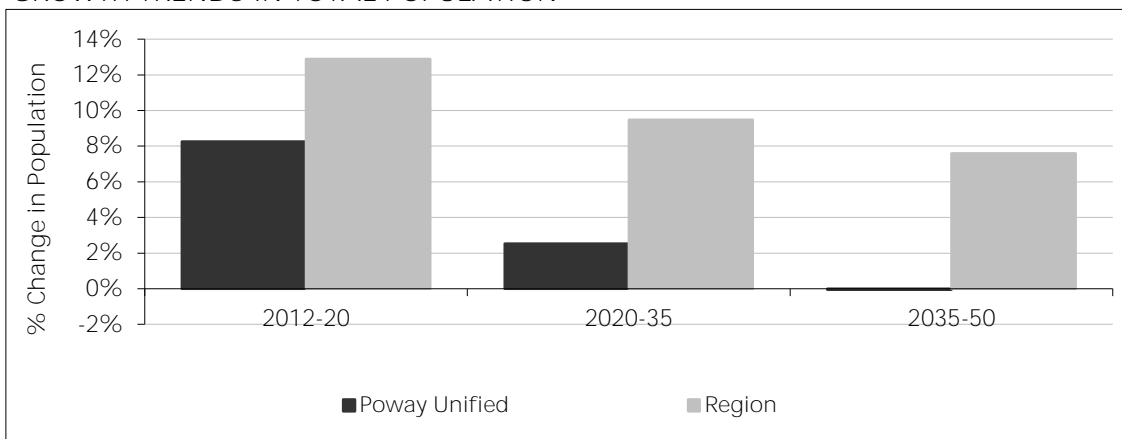
## POPULATION BY AGE

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	192,290	208,174	213,448	213,350	21,060	11%
Under 5	10,768	13,479	12,085	12,969	2,201	20%
5 to 9	13,162	15,521	14,668	15,688	2,526	19%
10 to 14	14,423	14,287	15,446	15,044	621	4%
15 to 17	9,497	8,390	9,654	8,783	-714	-8%
18 to 19	6,473	4,204	4,854	3,843	-2,630	-41%
20 to 24	9,422	8,855	8,655	7,702	-1,720	-18%
25 to 29	9,829	10,541	8,842	9,300	-529	-5%
30 to 34	10,782	11,680	10,008	11,435	653	6%
35 to 39	12,274	14,939	13,332	14,018	1,744	14%
40 to 44	14,857	14,807	16,310	14,131	-726	-5%
45 to 49	15,340	14,347	15,728	13,446	-1,894	-12%
50 to 54	15,847	14,254	15,427	13,732	-2,115	-13%
55 to 59	13,852	14,860	12,774	14,196	344	2%
60 to 61	4,521	5,758	4,438	5,016	495	11%
62 to 64	6,471	8,140	6,753	7,557	1,086	17%
65 to 69	7,866	11,605	10,691	11,945	4,079	52%
70 to 74	5,234	8,871	10,444	9,397	4,163	80%
75 to 79	3,849	5,198	8,770	7,496	3,647	95%
80 to 84	3,483	3,609	7,006	6,477	2,994	86%
85 and over	4,340	4,829	7,563	11,175	6,835	157%
Median Age	39.8	40.7	42.8	42.8	3.0	8%

## POPULATION BY RACE AND ETHNICITY

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	192,290	208,174	213,448	213,350	21,060	11%
Hispanic	21,625	26,818	32,069	36,986	15,361	71%
Non-Hispanic	170,665	181,356	181,379	176,364	5,699	3%
White	114,989	116,816	101,507	86,803	-28,186	-25%
Black	3,787	4,311	4,638	4,904	1,117	29%
American Indian	425	650	966	966	541	127%
Asian	42,815	49,113	60,130	66,471	23,656	55%
Hawaiian / Pacific Islander	472	883	1,729	2,488	2,016	427%
Other	424	528	709	776	352	83%
Two or More Races	7,753	9,055	11,700	13,956	6,203	80%

## GROWTH TRENDS IN TOTAL POPULATION



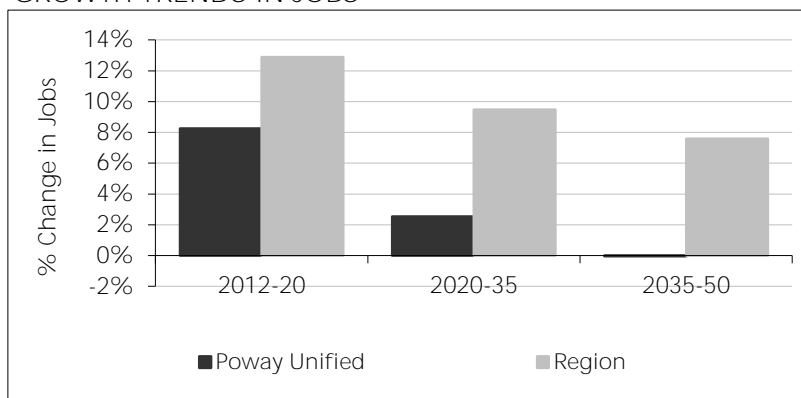
## EMPLOYMENT

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Jobs	84,788	96,701	102,594	110,754	25,966	31%
Civilian Jobs	84,636	96,549	102,442	110,602	25,966	31%
Military Jobs	152	152	152	152	0	0%

## LAND USE<sup>1</sup>

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Acres	68,900	68,900	68,900	68,900	0	0%
Developed Acres	43,108	45,971	49,086	50,906	7,798	18%
Low Density Single Family	4,402	6,297	9,059	10,573	6,171	140%
Single Family	12,223	13,224	13,399	13,590	1,366	11%
Multiple Family	1,042	1,081	1,083	1,083	41	4%
Mobile Homes	84	84	84	84	0	0%
Other Residential	49	49	49	49	0	0%
Mixed Use	0	7	16	18	18	--
Industrial	1,719	1,784	1,832	1,872	153	9%
Commercial/Services	2,539	2,632	2,698	2,713	173	7%
Office	348	434	451	488	140	40%
Schools	821	842	881	886	64	8%
Roads and Freeways	5,547	5,547	5,547	5,547	0	0%
Agricultural and Extractive <sup>2</sup>	1,305	904	900	900	-405	-31%
Parks and Military Use	13,028	13,084	13,087	13,104	76	1%
Vacant Developable Acres	8,633	5,770	2,655	834	-7,798	-90%
Low Density Single Family	6,641	5,031	2,269	754	-5,887	-89%
Single Family	1,297	411	238	48	-1,249	-96%
Multiple Family	43	4	2	2	-41	-95%
Mixed Use	4	1	0	0	-4	-100%
Industrial	211	135	78	3	-209	-99%
Commercial/Services	143	73	25	10	-133	-93%
Office	84	8	2	0	-84	-100%
Schools	58	44	5	0	-58	-100%
Parks and Other	133	45	19	0	-133	-100%
Future Roads and Freeways	17	17	17	17	0	0%
Constrained Acres	17,159	17,159	17,159	17,159	0	0%
Employment Density <sup>3</sup>	15.6	16.9	17.5	18.5	2.9	19%
Residential Density <sup>4</sup>	3.9	3.6	3.2	3.0	-1.0	-24%

## GROWTH TRENDS IN JOBS



### Notes:

1 - Figures may not add to total due to independent rounding.

2 - This is not a forecast of agricultural land, because the 2050 Regional Growth Forecast does not account for land that may become agricultural in the future. Also, some types of development that occur on agricultural land, such as low density single family residential, may allow for the continuation of existing agricultural use.

3 - Civilian jobs per developed employment acre (industrial, retail, office, schools, and half of mixed use acres).

4 - Total housing units per developed