

SERIES 13 REGIONAL GROWTH FORECAST
Greater Golden Hill Community Planning Area
City of San Diego



POPULATION AND HOUSING

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	15,954	16,980	20,095	21,492	5,538	35%
Household Population	15,527	16,602	19,660	21,018	5,491	35%
Group Quarters Population	427	378	435	474	47	11%
Civilian	427	378	435	474	47	11%
Military	0	0	0	0	0	0%
Total Housing Units	7,289	7,619	8,878	9,550	2,261	31%
Single Family	3,524	3,624	3,328	3,312	-212	-6%
Multiple Family	3,765	3,995	5,550	6,238	2,473	66%
Mobile Homes	0	0	0	0	0	0%
Occupied Housing Units	6,986	7,287	8,570	9,136	2,150	31%
Single Family	3,384	3,464	3,218	3,175	-209	-6%
Multiple Family	3,602	3,823	5,352	5,961	2,359	65%
Mobile Homes	0	0	0	0	0	0%
Vacancy Rate	4.2%	4.4%	3.5%	4.3%	0.1	2%
Single Family	4.0%	4.4%	3.3%	4.1%	0.1	3%
Multiple Family	4.3%	4.3%	3.6%	4.4%	0.1	2%
Mobile Homes	0.0%	0.0%	0.0%	0.0%	0.0	0%
Persons per Household	2.22	2.28	2.29	2.30	0.1	4%

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	640	682	659	606	-34	-5%
\$15,000-\$29,999	1,274	1,183	1,231	1,150	-124	-10%
\$30,000-\$44,999	1,167	1,222	1,335	1,296	129	11%
\$45,000-\$59,999	1,011	1,038	1,206	1,230	219	22%
\$60,000-\$74,999	775	811	976	1,038	263	34%
\$75,000-\$99,999	861	942	1,181	1,303	442	51%
\$100,000-\$124,999	479	566	746	871	392	82%
\$125,000-\$149,999	315	338	466	569	254	81%
\$150,000-\$199,999	256	327	477	604	348	136%
\$200,000 or more	208	178	293	469	261	125%
Total Households	6,986	7,287	8,570	9,136	2,150	31%

*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.

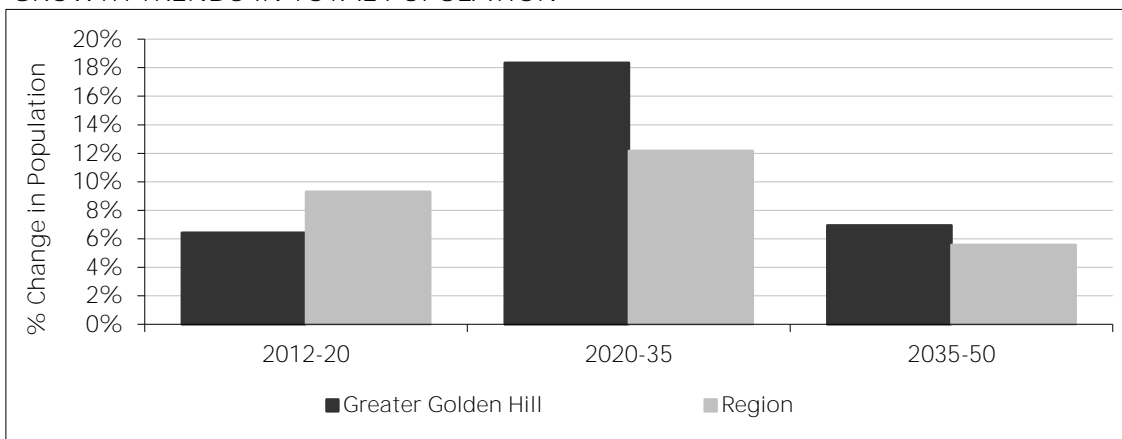
POPULATION BY AGE

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	15,954	16,980	20,095	21,492	5,538	35%
Under 5	1,054	1,308	1,477	1,512	458	43%
5 to 9	770	884	1,114	1,174	404	52%
10 to 14	648	661	892	963	315	49%
15 to 17	465	474	573	657	192	41%
18 to 19	321	257	312	340	19	6%
20 to 24	920	963	1,039	1,163	243	26%
25 to 29	1,873	1,892	1,814	1,840	-33	-2%
30 to 34	2,192	2,149	2,145	2,332	140	6%
35 to 39	1,561	1,743	2,044	1,905	344	22%
40 to 44	1,412	1,329	1,787	1,573	161	11%
45 to 49	1,166	1,017	1,322	1,292	126	11%
50 to 54	996	961	1,144	1,287	291	29%
55 to 59	814	906	930	1,200	386	47%
60 to 61	274	353	351	414	140	51%
62 to 64	349	460	500	585	236	68%
65 to 69	398	575	703	812	414	104%
70 to 74	238	411	658	623	385	162%
75 to 79	172	246	529	549	377	219%
80 to 84	159	188	416	642	483	304%
85 and over	172	203	345	629	457	266%
Median Age	34.4	34.8	36.7	37.0	2.6	8%

POPULATION BY RACE AND ETHNICITY

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	15,954	16,980	20,095	21,492	5,538	35%
Hispanic	7,206	8,734	12,147	14,076	6,870	95%
Non-Hispanic	8,748	8,246	7,948	7,416	-1,332	-15%
White	6,968	6,481	5,930	5,288	-1,680	-24%
Black	690	672	607	454	-236	-34%
American Indian	63	55	46	43	-20	-32%
Asian	509	514	700	862	353	69%
Hawaiian / Pacific Islander	30	30	62	78	48	160%
Other	48	34	30	31	-17	-35%
Two or More Races	440	460	573	660	220	50%

GROWTH TRENDS IN TOTAL POPULATION



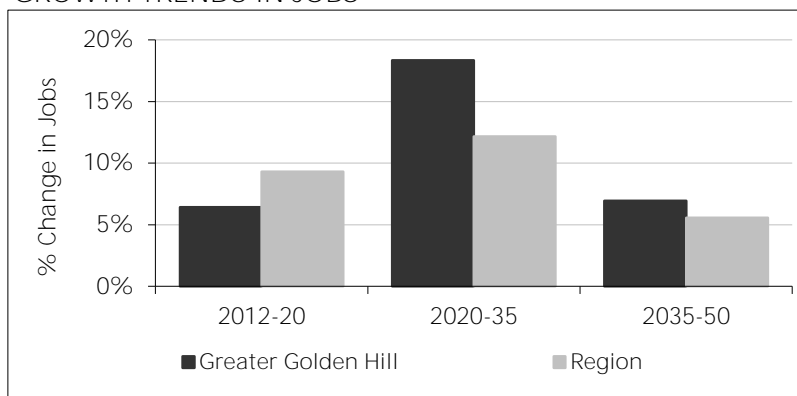
EMPLOYMENT

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Jobs	1,806	1,973	2,122	2,183	377	21%
Civilian Jobs	1,806	1,973	2,122	2,183	377	21%
Military Jobs	0	0	0	0	0	0%

LAND USE¹

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Acres	743	743	743	743	0	0%
Developed Acres	723	726	732	735	12	2%
Low Density Single Family	0	0	0	0	0	0%
Single Family	265	263	238	231	-34	-13%
Multiple Family	83	87	123	139	56	67%
Mobile Homes	0	0	0	0	0	0%
Other Residential	3	3	3	3	0	-3%
Mixed Use	0	4	7	9	9	--
Industrial	12	12	6	0	-12	-100%
Commercial/Services	17	15	14	12	-6	-33%
Office	2	2	1	0	-1	-78%
Schools	9	9	9	9	0	0%
Roads and Freeways	280	280	280	280	0	0%
Agricultural and Extractive ²	0	0	0	0	0	0%
Parks and Military Use	51	51	51	51	0	0%
Vacant Developable Acres	14	12	6	3	-11	-79%
Low Density Single Family	0	0	0	0	0	0%
Single Family	4	3	3	2	-1	-31%
Multiple Family	10	8	2	0	-10	-100%
Mixed Use	0	0	0	0	0	-100%
Industrial	0	0	0	0	0	0%
Commercial/Services	0	0	0	0	0	0%
Office	0	0	0	0	0	0%
Schools	0	0	0	0	0	0%
Parks and Other	0	0	0	0	0	0%
Future Roads and Freeways	0	0	0	0	0	0%
Constrained Acres	5	5	5	5	0	0%
Employment Density ³	44.8	49.6	63.6	84.6	39.8	89%
Residential Density ⁴	20.7	21.4	24.1	25.2	4.5	22%

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