

SERIES 13 REGIONAL GROWTH FORECAST



City of Poway

POPULATION AND HOUSING

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	48,382	50,026	53,062	53,149	4,767	10%
Household Population	47,832	49,566	52,438	52,404	4,572	10%
Group Quarters Population	550	460	624	745	195	35%
Civilian	550	460	624	745	195	35%
Military	0	0	0	0	0	0%
Total Housing Units	16,545	16,855	17,685	17,839	1,294	8%
Single Family	13,112	13,420	13,801	13,906	794	6%
Multiple Family	2,731	2,733	3,182	3,231	500	18%
Mobile Homes	702	702	702	702	0	0%
Occupied Housing Units	16,219	16,505	17,414	17,486	1,267	8%
Single Family	12,862	13,134	13,593	13,647	785	6%
Multiple Family	2,664	2,675	3,131	3,164	500	19%
Mobile Homes	693	696	690	675	-18	-3%
Vacancy Rate	2.0%	2.1%	1.5%	2.0%	0.0	0%
Single Family	1.9%	2.1%	1.5%	1.9%	0.0	0%
Multiple Family	2.5%	2.1%	1.6%	2.1%	-0.4	-16%
Mobile Homes	1.3%	0.9%	1.7%	3.8%	2.5	192%
Persons per Household	2.95	3.00	3.01	3.00	0.0	2%

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	706	674	589	493	-213	-30%
\$15,000-\$29,999	849	1,003	890	755	-94	-11%
\$30,000-\$44,999	1,294	1,282	1,177	1,027	-267	-21%
\$45,000-\$59,999	1,420	1,430	1,346	1,199	-221	-16%
\$60,000-\$74,999	1,433	1,454	1,416	1,301	-132	-9%
\$75,000-\$99,999	2,687	2,288	2,291	2,172	-515	-19%
\$100,000-\$124,999	2,107	1,950	2,053	2,014	-93	-4%
\$125,000-\$149,999	1,464	1,568	1,713	1,746	282	19%
\$150,000-\$199,999	1,823	2,122	2,447	2,611	788	43%
\$200,000 or more	2,436	2,734	3,492	4,168	1,732	71%
Total Households	16,219	16,505	17,414	17,486	1,267	8%
Median Household Income						
Adjusted for inflation (\$2010)	\$97,400	\$101,558	\$112,153	\$122,294	\$24,894	26%

*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.

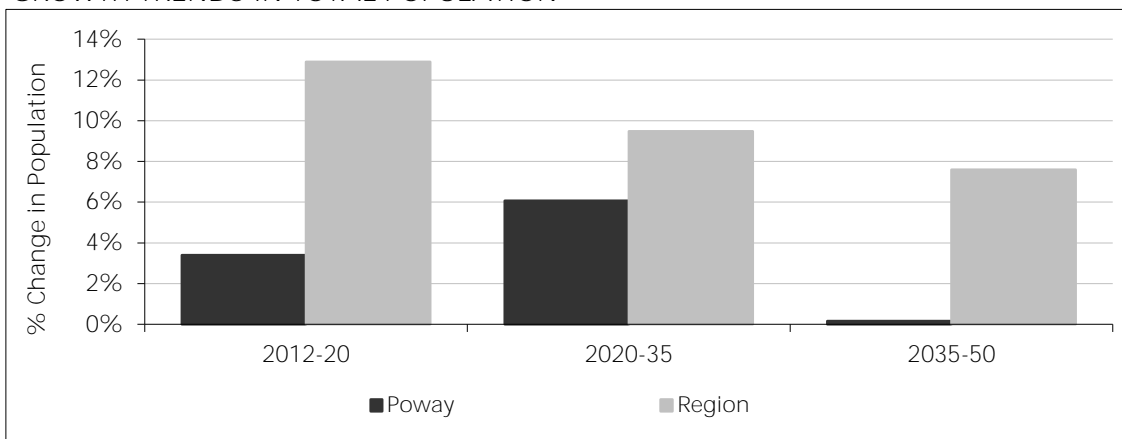
POPULATION BY AGE

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	48,382	50,026	53,062	53,149	4,767	10%
Under 5	2,231	2,641	2,527	2,729	498	22%
5 to 9	2,928	3,259	3,195	3,560	632	22%
10 to 14	3,601	3,471	3,805	3,770	169	5%
15 to 17	2,661	2,230	2,587	2,395	-266	-10%
18 to 19	1,917	1,266	1,458	1,132	-785	-41%
20 to 24	2,796	2,592	2,624	2,292	-504	-18%
25 to 29	2,561	2,657	2,334	2,491	-70	-3%
30 to 34	2,337	2,457	2,235	2,538	201	9%
35 to 39	2,308	2,713	2,598	2,703	395	17%
40 to 44	3,092	2,927	3,459	3,063	-29	-1%
45 to 49	3,831	3,383	3,800	3,307	-524	-14%
50 to 54	4,454	3,743	4,149	3,748	-706	-16%
55 to 59	4,047	4,109	3,539	3,958	-89	-2%
60 to 61	1,381	1,669	1,258	1,399	18	1%
62 to 64	1,867	2,240	1,837	2,068	201	11%
65 to 69	2,128	2,963	2,777	3,082	954	45%
70 to 74	1,432	2,399	2,923	2,484	1,052	73%
75 to 79	993	1,352	2,322	1,919	926	93%
80 to 84	816	839	1,775	1,683	867	106%
85 and over	1,001	1,116	1,860	2,828	1,827	183%
Median Age	41.4	43.0	44.6	44.8	3.4	8%

POPULATION BY RACE AND ETHNICITY

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	48,382	50,026	53,062	53,149	4,767	10%
Hispanic	8,004	9,662	12,454	14,715	6,711	84%
Non-Hispanic	40,378	40,364	40,608	38,434	-1,944	-5%
White	32,649	31,856	29,180	25,420	-7,229	-22%
Black	700	774	924	1,028	328	47%
American Indian	143	174	236	218	75	52%
Asian	5,097	5,516	7,410	8,315	3,218	63%
Hawaiian / Pacific Islander	113	194	398	559	446	395%
Other	86	105	133	148	62	72%
Two or More Races	1,590	1,745	2,327	2,746	1,156	73%

GROWTH TRENDS IN TOTAL POPULATION



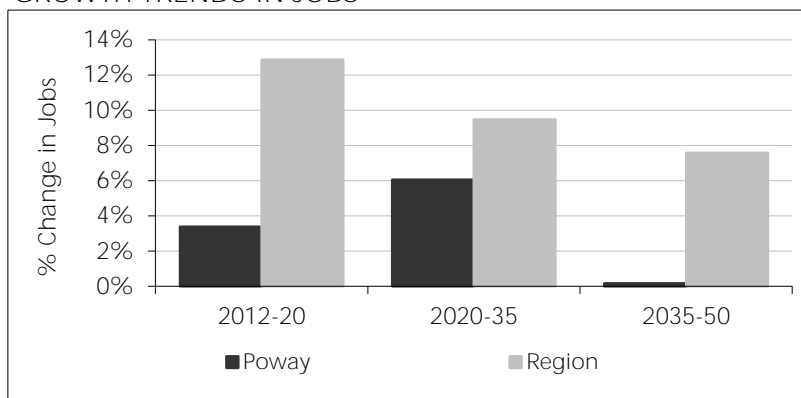
EMPLOYMENT

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Jobs	30,851	34,010	35,708	37,173	6,322	20%
Civilian Jobs	30,851	34,010	35,708	37,173	6,322	20%
Military Jobs	0	0	0	0	0	0%

LAND USE¹

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Acres	25,043	25,043	25,043	25,043	0	0%
Developed Acres	13,893	15,769	17,773	18,638	4,744	34%
Low Density Single Family	3,862	5,795	7,656	8,448	4,586	119%
Single Family	4,904	4,952	5,026	5,035	132	3%
Multiple Family	139	139	141	141	2	1%
Mobile Homes	84	84	84	84	0	0%
Other Residential	19	19	19	19	0	0%
Mixed Use	0	7	16	18	18	--
Industrial	718	780	821	870	152	21%
Commercial/Services	807	848	869	871	64	8%
Office	57	59	60	61	4	7%
Schools	231	237	237	237	6	3%
Roads and Freeways	1,501	1,501	1,501	1,501	0	0%
Agricultural and Extractive ²	802	540	540	540	-262	-33%
Parks and Military Use	769	806	802	810	42	5%
Vacant Developable Acres	5,307	3,432	1,427	563	-4,744	-89%
Low Density Single Family	4,856	3,185	1,325	532	-4,324	-89%
Single Family	162	113	38	29	-133	-82%
Multiple Family	4	4	2	2	-2	-45%
Mixed Use	4	1	0	0	-4	-100%
Industrial	157	92	49	0	-157	-100%
Commercial/Services	23	6	3	0	-23	-100%
Office	6	4	2	0	-6	-100%
Schools	0	0	0	0	0	0%
Parks and Other	96	28	8	0	-96	-100%
Future Roads and Freeways	0	0	0	0	0	0%
Constrained Acres	5,842	5,842	5,842	5,842	0	0%
Employment Density ³	17.0	17.6	17.9	18.1	1.1	7%
Residential Density ⁴	1.8	1.5	1.4	1.3	-0.5	-29%

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