

**2050 REGIONAL GROWTH FORECAST (adopted Oct. 2011)**  
**City of Poway**



**POPULATION AND HOUSING**

	2008	2020	2030	2040	2050	2008 to 2050 Change*	
						Numeric	Percent
<b>Total Population</b>	<b>50,744</b>	<b>54,054</b>	<b>57,898</b>	<b>59,110</b>	<b>59,756</b>	<b>9,012</b>	<b>18%</b>
Household Population	50,318	53,523	57,165	58,112	58,583	8,265	16%
Group Quarters Population	426	531	733	998	1,173	747	175%
Civilian	426	531	733	998	1,173	747	175%
Military	0	0	0	0	0	0	0%
<b>Total Housing Units</b>	<b>16,313</b>	<b>17,233</b>	<b>18,223</b>	<b>18,213</b>	<b>18,215</b>	<b>1,902</b>	<b>12%</b>
Single Family	12,956	13,615	14,531	14,531	14,531	1,575	12%
Multiple Family	2,655	2,936	3,010	3,010	3,010	355	13%
Mobile Homes	702	682	682	672	674	-28	-4%
<b>Occupied Housing Units</b>	<b>15,910</b>	<b>16,881</b>	<b>17,899</b>	<b>17,895</b>	<b>17,911</b>	<b>2,001</b>	<b>13%</b>
Single Family	12,639	13,349	14,285	14,289	14,301	1,662	13%
Multiple Family	2,580	2,859	2,940	2,942	2,944	364	14%
Mobile Homes	691	673	674	664	666	-25	-4%
<b>Vacancy Rate</b>	<b>2.5%</b>	<b>2.0%</b>	<b>1.8%</b>	<b>1.7%</b>	<b>1.7%</b>	<b>-0.8</b>	<b>-32%</b>
Single Family	2.4%	2.0%	1.7%	1.7%	1.6%	-0.8	-33%
Multiple Family	2.8%	2.6%	2.3%	2.3%	2.2%	-0.6	-21%
Mobile Homes	1.6%	1.3%	1.2%	1.2%	1.2%	-0.4	-25%
<b>Persons per Household</b>	<b>3.16</b>	<b>3.17</b>	<b>3.19</b>	<b>3.25</b>	<b>3.27</b>	<b>0.11</b>	<b>3%</b>

**HOUSEHOLD INCOME (real 1999 dollars, adjusted for inflation)**

	2008	2020	2030	2040	2050	2008 to 2050 Change*	
						Numeric	Percent
<b>Households by Income Category</b>							
Less than \$15,000	807	632	508	406	356	-451	-56%
\$15,000-\$29,999	1,396	1,305	1,104	915	818	-578	-41%
\$30,000-\$44,999	1,879	1,715	1,530	1,320	1,207	-672	-36%
\$45,000-\$59,999	1,920	1,843	1,727	1,544	1,440	-480	-25%
\$60,000-\$74,999	1,940	1,785	1,748	1,616	1,535	-405	-21%
\$75,000-\$99,999	2,540	2,596	2,679	2,575	2,502	-38	-1%
\$100,000-\$124,999	1,787	2,022	2,215	2,227	2,218	431	24%
\$125,000-\$149,999	1,166	1,491	1,724	1,804	1,839	673	58%
\$150,000-\$199,999	1,180	1,815	2,246	2,476	2,599	1,419	120%
\$200,000 or more	1,295	1,677	2,418	3,012	3,397	2,102	162%
Total Households	15,910	16,881	17,899	17,895	17,911	2,001	13%
<b>Median Household Income</b>							
Adjusted for inflation (\$1999)	\$75,128	\$86,176	\$96,767	\$106,416	\$112,370	\$37,242	50%

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

This forecast was accepted by the SANDAG Board of Directors in October 2011 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 2050 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 2008 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.

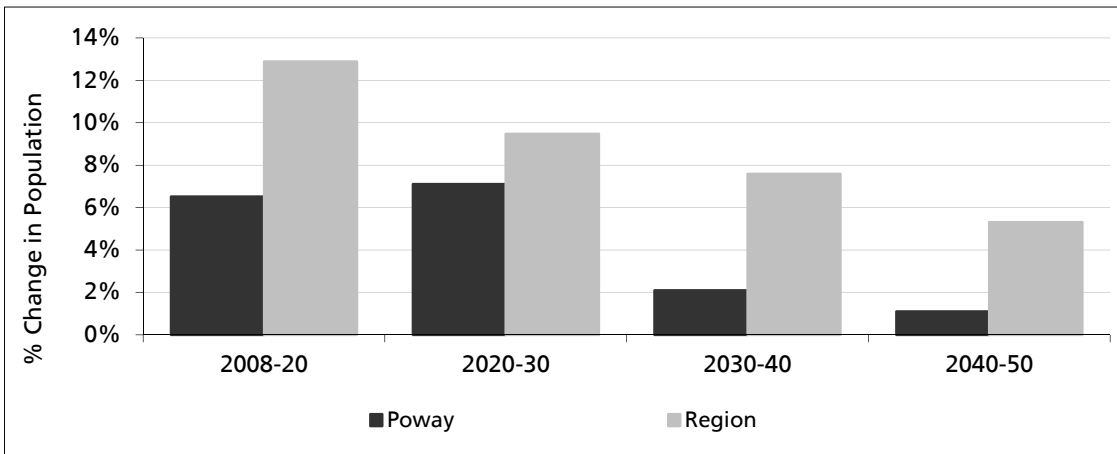
## POPULATION BY AGE

	2008	2020	2030	2040	2050	2008 to 2050 Change*	
						Numeric	Percent
<b>Total Population</b>	<b>50,744</b>	<b>54,054</b>	<b>57,898</b>	<b>59,110</b>	<b>59,756</b>	<b>9,012</b>	<b>18%</b>
Under 5	2,485	2,423	2,671	2,736	2,652	167	7%
5 to 9	2,708	2,735	3,032	3,108	3,080	372	14%
10 to 14	3,654	3,898	3,983	4,147	4,150	496	14%
15 to 17	2,888	2,824	2,743	2,894	2,903	15	1%
18 to 19	2,053	1,810	1,720	1,740	1,711	-342	-17%
20 to 24	4,959	4,832	5,355	5,144	5,212	253	5%
25 to 29	3,297	4,010	4,240	4,140	4,244	947	29%
30 to 34	2,057	2,185	2,171	2,453	2,419	362	18%
35 to 39	2,337	1,950	2,455	2,512	2,503	166	7%
40 to 44	3,097	2,663	3,167	3,068	3,356	259	8%
45 to 49	4,506	3,637	3,312	4,119	4,229	-277	-6%
50 to 54	4,559	4,084	3,768	4,176	4,034	-525	-12%
55 to 59	3,883	4,556	4,008	3,483	4,230	347	9%
60 to 61	1,395	1,771	1,668	1,418	1,782	387	28%
62 to 64	1,470	2,350	2,137	1,918	1,982	512	35%
65 to 69	1,903	3,388	4,043	3,440	2,970	1,067	56%
70 to 74	1,245	2,257	3,088	2,753	2,429	1,184	95%
75 to 79	875	1,131	1,973	2,319	2,014	1,139	130%
80 to 84	643	655	1,224	1,644	1,496	853	133%
85 and over	730	895	1,140	1,898	2,360	1,630	223%
Median Age	37.7	40.7	40.9	41.1	41.5	3.8	10%

## POPULATION BY RACE AND ETHNICITY

	2008	2020	2030	2040	2050	2008 to 2050 Change*	
						Numeric	Percent
<b>Total Population</b>	<b>50,744</b>	<b>54,054</b>	<b>57,898</b>	<b>59,110</b>	<b>59,756</b>	<b>9,012</b>	<b>18%</b>
Hispanic	6,506	8,593	10,414	11,917	13,228	6,722	103%
Non-Hispanic	44,238	45,461	47,484	47,193	46,528	2,290	5%
White	36,787	36,591	37,214	35,988	34,639	-2,148	-6%
Black	891	1,126	1,328	1,469	1,586	695	78%
American Indian	172	281	330	334	311	139	81%
Asian	4,456	5,139	5,836	6,309	6,655	2,199	49%
Hawaiian / Pacific Islander	165	281	359	415	464	299	181%
Other	127	186	216	231	242	115	91%
Two or More Races	1,640	1,857	2,201	2,447	2,631	991	60%

## GROWTH TRENDS IN TOTAL POPULATION



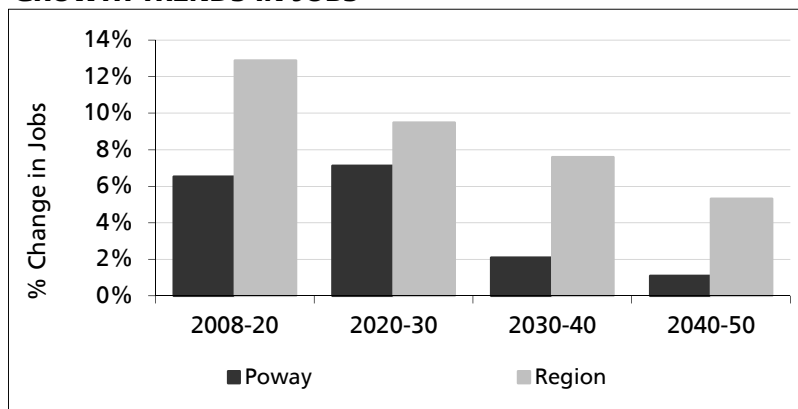
## EMPLOYMENT

	2008	2020	2030	2040	2050	2008 to 2050 Change*	
						Numeric	Percent
<b>Jobs</b>	<b>31,176</b>	<b>32,386</b>	<b>35,140</b>	<b>38,959</b>	<b>40,955</b>	<b>9,779</b>	<b>31%</b>
Civilian Jobs	31,176	32,386	35,140	38,959	40,955	9,779	31%
Military Jobs	0	0	0	0	0	0	0%

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

	2008	2020	2030	2040	2050	2008 to 2050 Change*	
						Numeric	Percent
<b>Total Acres</b>	<b>25,041</b>	<b>25,041</b>	<b>25,041</b>	<b>25,041</b>	<b>25,041</b>	<b>0</b>	<b>0%</b>
<b>Developed Acres</b>	<b>18,738</b>	<b>20,822</b>	<b>24,492</b>	<b>24,573</b>	<b>24,641</b>	<b>5,904</b>	<b>32%</b>
Low Density Single Family	3,450	5,908	9,581	9,581	9,581	6,131	178%
Single Family	4,917	4,974	5,101	5,101	5,101	184	4%
Multiple Family	143	145	145	145	145	2	2%
Mobile Homes	84	84	84	84	84	0	0%
Other Residential	22	22	22	22	22	0	0%
Mixed Use	0	15	18	18	18	18	--
Industrial	712	723	770	835	868	157	22%
Commercial/Services	848	846	854	861	875	27	3%
Office	62	62	64	67	69	7	11%
Schools	228	228	228	228	228	0	0%
Roads and Freeways	1,500	1,500	1,500	1,500	1,500	0	0%
Agricultural and Extractive <sup>2</sup>	718	260	71	71	63	-655	-91%
Parks and Military Use	6,052	6,052	6,052	6,057	6,085	32	1%
<b>Vacant Developable Acres</b>	<b>6,119</b>	<b>4,035</b>	<b>365</b>	<b>284</b>	<b>216</b>	<b>-5,904</b>	<b>-96%</b>
Low Density Single Family	5,686	3,686	201	201	201	-5,485	-96%
Single Family	196	139	13	13	13	-183	-93%
Multiple Family	2	0	0	0	0	-2	-100%
Mixed Use	3	0	0	0	0	-3	-100%
Industrial	164	146	99	34	1	-163	-99%
Commercial/Services	28	24	14	6	0	-28	-99%
Office	8	7	5	2	0	-8	-99%
Schools	0	0	0	0	0	0	0%
Parks and Other	32	32	32	27	0	-32	-100%
Future Roads and Freeways	0	0	0	0	0	0	0%
<b>Constrained Acres</b>	<b>184</b>	<b>184</b>	<b>184</b>	<b>184</b>	<b>184</b>	<b>0</b>	<b>0%</b>
<b>Employment Density<sup>3</sup></b>	<b>16.9</b>	<b>17.3</b>	<b>18.3</b>	<b>19.5</b>	<b>20.0</b>	<b>3.1</b>	<b>19%</b>
<b>Residential Density<sup>4</sup></b>	<b>1.9</b>	<b>1.5</b>	<b>1.2</b>	<b>1.2</b>	<b>1.2</b>	<b>-0.7</b>	<b>-36%</b>

## 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 residential acre (single family, multiple family, mobile home, other, and half of mixed use acres).