

# SERIES 13 REGIONAL GROWTH FORECAST



## Subregional Area 15 - Poway

### POPULATION AND HOUSING

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	87,385	90,339	94,595	96,115	8,730	10%
Household Population	86,933	89,978	94,081	95,486	8,553	10%
Group Quarters Population	452	361	514	629	177	39%
Civilian	452	361	514	629	177	39%
Military	0	0	0	0	0	0%
Total Housing Units	31,634	32,107	33,267	34,057	2,423	8%
Single Family	25,126	25,451	25,924	26,070	944	4%
Multiple Family	5,806	5,954	6,641	7,285	1,479	25%
Mobile Homes	702	702	702	702	0	0%
Occupied Housing Units	31,038	31,451	32,757	33,409	2,371	8%
Single Family	24,731	24,985	25,590	25,638	907	4%
Multiple Family	5,614	5,770	6,477	7,096	1,482	26%
Mobile Homes	693	696	690	675	-18	-3%
Vacancy Rate	1.9%	2.0%	1.5%	1.9%	0.0	0%
Single Family	1.6%	1.8%	1.3%	1.7%	0.1	6%
Multiple Family	3.3%	3.1%	2.5%	2.6%	-0.7	-21%
Mobile Homes	1.3%	0.9%	1.7%	3.8%	2.5	192%
Persons per Household	2.80	2.86	2.87	2.86	0.1	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	1,066	1,067	889	714	-352	-33%
\$15,000-\$29,999	1,527	1,531	1,379	1,203	-324	-21%
\$30,000-\$44,999	1,900	2,107	1,889	1,664	-236	-12%
\$45,000-\$59,999	2,180	2,443	2,241	2,006	-174	-8%
\$60,000-\$74,999	2,683	2,567	2,406	2,152	-531	-20%
\$75,000-\$99,999	4,346	4,180	4,055	3,880	-466	-11%
\$100,000-\$124,999	4,034	3,779	3,878	3,712	-322	-8%
\$125,000-\$149,999	2,958	3,106	3,269	3,404	446	15%
\$150,000-\$199,999	4,156	4,455	4,954	5,260	1,104	27%
\$200,000 or more	6,188	6,216	7,797	9,414	3,226	52%
Total Households	31,038	31,451	32,757	33,409	2,371	8%
Median Household Income						
Adjusted for inflation (\$2010)	\$111,261	\$112,110	\$122,689	\$135,087	\$23,826	21%

#### \*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.

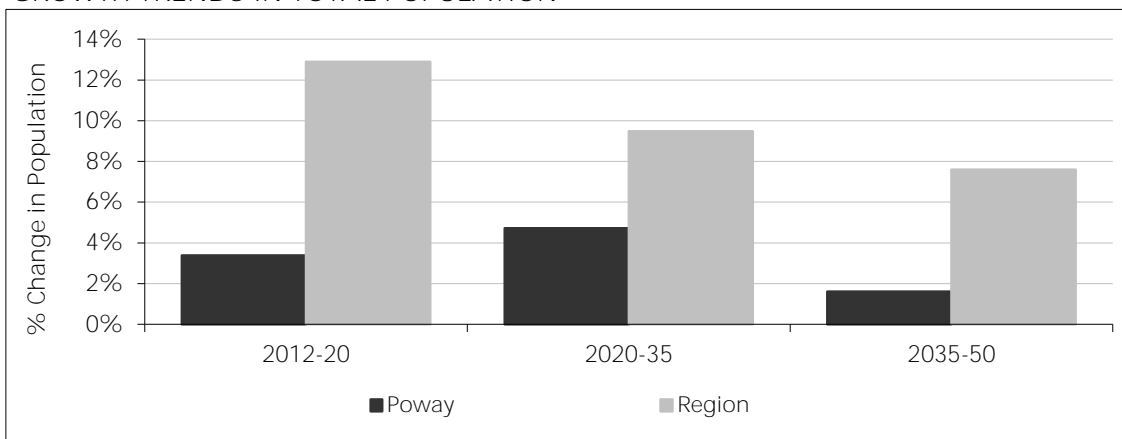
## POPULATION BY AGE

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	87,385	90,339	94,595	96,115	8,730	10%
Under 5	4,423	5,357	4,926	5,545	1,122	25%
5 to 9	5,695	6,441	6,241	6,886	1,191	21%
10 to 14	6,711	6,365	6,945	6,951	240	4%
15 to 17	4,555	3,809	4,452	4,042	-513	-11%
18 to 19	3,138	2,008	2,317	1,817	-1,321	-42%
20 to 24	4,183	3,811	3,832	3,459	-724	-17%
25 to 29	3,957	4,079	3,560	3,843	-114	-3%
30 to 34	4,234	4,400	3,939	4,644	410	10%
35 to 39	4,950	5,797	5,383	5,833	883	18%
40 to 44	6,337	6,062	6,901	6,166	-171	-3%
45 to 49	7,305	6,428	7,223	6,307	-998	-14%
50 to 54	7,737	6,545	7,191	6,507	-1,230	-16%
55 to 59	6,728	6,843	5,842	6,631	-97	-1%
60 to 61	2,247	2,670	2,018	2,280	33	1%
62 to 64	3,324	3,961	3,238	3,754	430	13%
65 to 69	3,973	5,492	5,039	5,675	1,702	43%
70 to 74	2,603	4,282	5,063	4,465	1,862	72%
75 to 79	1,794	2,373	4,025	3,314	1,520	85%
80 to 84	1,630	1,622	3,233	3,050	1,420	87%
85 and over	1,861	1,994	3,227	4,946	3,085	166%
Median Age	41.5	42.6	44.1	44.1	2.6	6%

## POPULATION BY RACE AND ETHNICITY

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	87,385	90,339	94,595	96,115	8,730	10%
Hispanic	10,941	13,261	16,978	20,522	9,581	88%
Non-Hispanic	76,444	77,078	77,617	75,593	-851	-1%
White	57,809	56,387	50,931	45,109	-12,700	-22%
Black	1,441	1,623	1,896	2,131	690	48%
American Indian	229	277	355	346	117	51%
Asian	13,569	14,839	19,034	21,418	7,849	58%
Hawaiian / Pacific Islander	179	321	643	921	742	415%
Other	176	216	283	313	137	78%
Two or More Races	3,041	3,415	4,475	5,355	2,314	76%

## GROWTH TRENDS IN TOTAL POPULATION



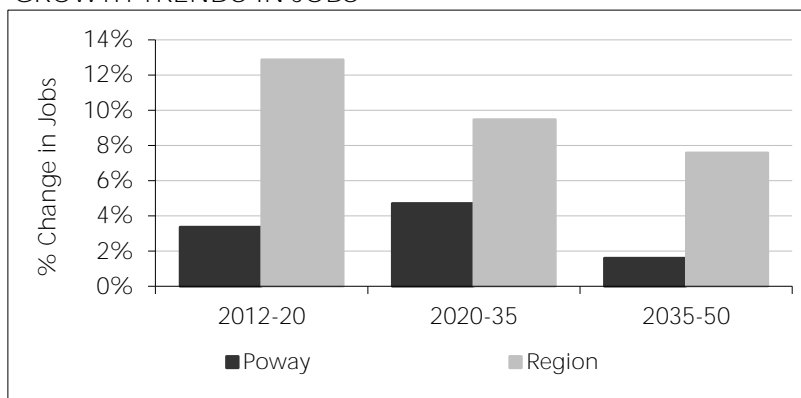
## EMPLOYMENT

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Jobs	43,481	49,526	52,155	54,453	10,972	25%
Civilian Jobs	43,481	49,526	52,155	54,453	10,972	25%
Military Jobs	0	0	0	0	0	0%

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

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Acres	35,839	35,839	35,839	35,839	0	0%
Developed Acres	23,305	25,450	28,434	28,786	5,481	24%
Low Density Single Family	5,746	7,945	10,748	10,992	5,247	91%
Single Family	7,028	7,053	7,144	7,173	145	2%
Multiple Family	331	338	349	382	51	16%
Mobile Homes	84	84	84	84	0	0%
Other Residential	19	19	19	19	0	0%
Mixed Use	0	7	16	18	18	--
Industrial	996	1,074	1,122	1,188	192	19%
Commercial/Services	1,134	1,184	1,198	1,173	38	3%
Office	174	209	227	239	65	37%
Schools	272	299	299	299	27	10%
Roads and Freeways	2,525	2,525	2,525	2,525	0	0%
Agricultural and Extractive <sup>2</sup>	2,354	2,092	2,092	2,092	-262	-11%
Parks and Military Use	2,641	2,620	2,609	2,600	-40	-2%
Vacant Developable Acres	6,279	4,134	1,150	798	-5,481	-87%
Low Density Single Family	5,750	3,813	1,010	766	-4,985	-87%
Single Family	175	150	58	29	-146	-83%
Multiple Family	8	4	2	2	-6	-72%
Mixed Use	4	1	0	0	-4	-100%
Industrial	198	117	67	1	-196	-99%
Commercial/Services	41	11	3	0	-41	-100%
Office	31	11	2	0	-31	-100%
Schools	20	0	0	0	-20	-100%
Parks and Other	52	28	8	0	-52	-100%
Future Roads and Freeways	0	0	0	0	0	0%
Constrained Acres	6,255	6,255	6,255	6,255	0	0%
Employment Density <sup>3</sup>	16.9	17.9	18.3	18.7	1.9	11%
Residential Density <sup>4</sup>	2.4	2.1	1.8	1.8	-0.6	-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