

SERIES 13 REGIONAL GROWTH FORECAST

Rainbow Community Plan Area
County of San Diego



POPULATION AND HOUSING

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	1,910	2,285	2,790	2,930	1,020	53%
Household Population	1,821	2,199	2,703	2,843	1,022	56%
Group Quarters Population	89	86	87	87	-2	-2%
Civilian	89	86	87	87	-2	-2%
Military	0	0	0	0	0	0%
Total Housing Units	716	845	1,038	1,099	383	53%
Single Family	604	733	926	987	383	63%
Multiple Family	0	0	0	0	0	0%
Mobile Homes	112	112	112	112	0	0%
Occupied Housing Units	716	844	1,037	1,093	377	53%
Single Family	604	732	926	985	381	63%
Multiple Family	0	0	0	0	0	0%
Mobile Homes	112	112	111	108	-4	-4%
Vacancy Rate	0.0%	0.1%	0.1%	0.5%	0.5	0%
Single Family	0.0%	0.1%	0.0%	0.2%	0.2	0%
Multiple Family	0.0%	0.0%	0.0%	0.0%	0.0	0%
Mobile Homes	0.0%	0.0%	0.9%	3.6%	3.6	0%
Persons per Household	2.54	2.61	2.61	2.60	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	31	35	35	29	-2	-6%
\$15,000-\$29,999	65	85	87	76	11	17%
\$30,000-\$44,999	107	104	114	107	0	0%
\$45,000-\$59,999	99	103	120	117	18	18%
\$60,000-\$74,999	71	99	113	108	37	52%
\$75,000-\$99,999	92	132	162	174	82	89%
\$100,000-\$124,999	105	95	124	134	29	28%
\$125,000-\$149,999	45	62	89	102	57	127%
\$150,000-\$199,999	43	72	101	122	79	184%
\$200,000 or more	58	57	92	124	66	114%
Total Households	716	844	1,037	1,093	377	53%
Median Household Income						
Adjusted for inflation (\$2010)	\$71,831	\$74,394	\$82,639	\$90,733	\$18,902	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.

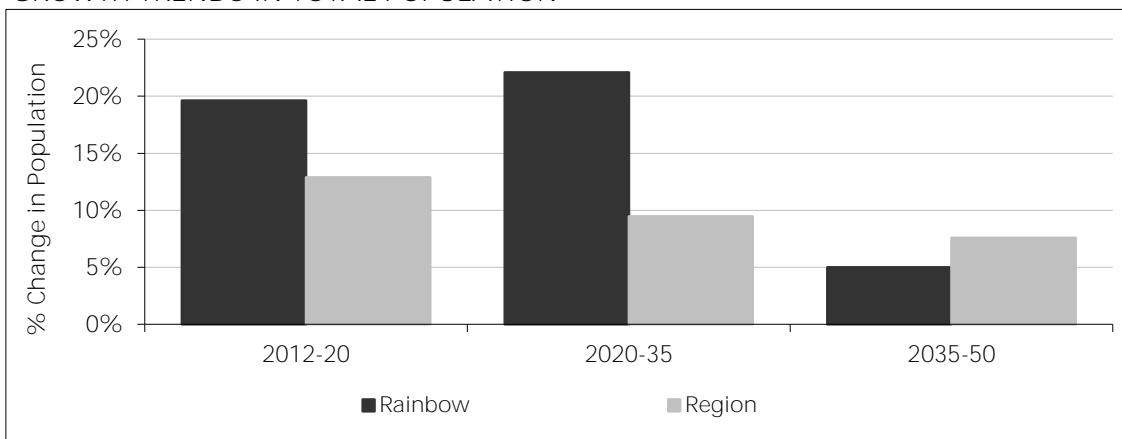
POPULATION BY AGE

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	1,910	2,285	2,790	2,930	1,020	53%
Under 5	120	160	119	130	10	8%
5 to 9	91	155	159	202	111	122%
10 to 14	96	82	88	139	43	45%
15 to 17	109	64	106	92	-17	-16%
18 to 19	63	37	85	77	14	22%
20 to 24	136	77	114	111	-25	-18%
25 to 29	109	109	146	93	-16	-15%
30 to 34	108	112	120	144	36	33%
35 to 39	88	117	119	132	44	50%
40 to 44	124	164	199	242	118	95%
45 to 49	96	156	182	162	66	69%
50 to 54	140	126	228	164	24	17%
55 to 59	153	178	154	220	67	44%
60 to 61	39	67	49	54	15	38%
62 to 64	90	121	103	143	53	59%
65 to 69	103	207	217	244	141	137%
70 to 74	104	154	262	176	72	69%
75 to 79	44	81	128	122	78	177%
80 to 84	25	35	80	73	48	192%
85 and over	72	83	132	210	138	192%
Median Age	41.4	47.1	48.8	48.2	6.8	16%

POPULATION BY RACE AND ETHNICITY

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Population	1,910	2,285	2,790	2,930	1,020	53%
Hispanic	861	853	1,301	1,601	740	86%
Non-Hispanic	1,049	1,432	1,489	1,329	280	27%
White	944	1,197	1,194	1,028	84	9%
Black	18	27	10	6	-12	-67%
American Indian	18	23	20	9	-9	-50%
Asian	34	97	128	138	104	306%
Hawaiian / Pacific Islander	12	35	55	56	44	367%
Other	3	8	10	7	4	133%
Two or More Races	20	45	72	85	65	325%

GROWTH TRENDS IN TOTAL POPULATION



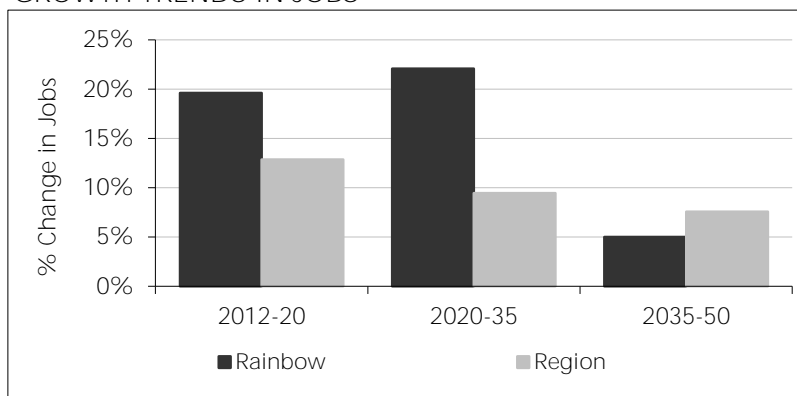
EMPLOYMENT

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Jobs	1,135	1,220	1,257	1,470	335	30%
Civilian Jobs	1,135	1,220	1,257	1,470	335	30%
Military Jobs	0	0	0	0	0	0%

LAND USE¹

	2012	2020	2035	2050	2012 to 2050 Change*	
					Numeric	Percent
Total Acres	9,662	9,662	9,662	9,662	0	0%
Developed Acres	5,176	5,984	7,319	7,656	2,481	48%
Low Density Single Family	2,380	3,149	4,484	4,710	2,330	98%
Single Family	6	28	61	73	67	1112%
Multiple Family	0	0	0	0	0	0%
Mobile Homes	84	63	30	18	-67	-79%
Other Residential	48	48	48	48	0	0%
Mixed Use	0	0	0	0	0	0%
Industrial	58	59	59	61	4	6%
Commercial/Services	19	66	68	197	177	920%
Office	0	0	0	0	0	0%
Schools	9	9	9	9	0	0%
Roads and Freeways	314	314	314	314	0	0%
Agricultural and Extractive ²	2,252	2,243	2,240	2,222	-30	-1%
Parks and Military Use	5	5	5	5	0	0%
Vacant Developable Acres	4,153	3,345	2,010	1,672	-2,481	-60%
Low Density Single Family	3,982	3,213	1,878	1,652	-2,330	-59%
Single Family	0	0	0	0	0	0%
Multiple Family	0	0	0	0	0	0%
Mixed Use	0	0	0	0	0	0%
Industrial	0	0	0	0	0	0%
Commercial/Services	171	132	132	20	-151	-88%
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	334	334	334	334	0	0%
Employment Density ³	13.2	9.1	9.2	5.5	-7.7	-58%
Residential Density ⁴	0.3	0.3	0.2	0.2	-0.1	-20%

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