

2008 Projected Demos for South Coast Communities (Carpinteria to Goleta) and from PoPI Survey

	93013-Carpinteria		93067-Summerland		93109-Mesa (West SB)		93108-Montecito		93105-San Roque		93103-East SB		93101-Central/DT SB		110-Hope Ran
	Census		Census		Census		Census		Census		Census		Census		Census
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
<b>Total Population</b>	16,476	-	570	-	10,493	-	13,133	-	25,956	-	20,542	-	30,485	-	14,906
Male	8,329	50.55	278	48.77	5,200	49.56	6,173	47.00	12,300	47.39	10,417	50.71	15,526	50.93	7,161
Female	8,147	49.45	292	51.23	5,293	50.44	6,960	53.00	13,656	52.61	10,125	49.29	14,959	49.07	7,745
<b>Age</b>															
< 15 (<13)	3,164	19.2	63	11.05	1,549	14.76	1,674	12.75	3,962	15.26	3,918	19.07	6,013	19.72	2,559
15-17 (13-17)	734	4.45	21	3.68	281	2.68	584	4.45	896	3.45	758	3.69	917	3.01	589
18-24	1,623	9.84	40	7.02	802	7.64	1,892	14.41	1,783	6.87	1,937	9.43	3,348	10.98	1,279
25-34	2,065	12.53	63	11.05	1,544	14.71	969	7.38	2,874	11.07	3,004	14.62	6,131	20.11	1,753
35-44	2,239	13.59	86	15.09	1,565	14.91	1,103	8.40	3,304	12.73	3,123	15.20	4,989	16.37	1,876
45-54	2,586	15.7	110	19.3	1,636	15.59	2,065	15.72	4,188	16.13	2,991	14.56	3,970	13.02	2,215
55-64	1,959	11.89	99	17.37	1,397	13.31	2,051	15.62	3,382	13.03	2,291	11.15	2,505	8.22	1,815
65-74	1,004	6.09	45	7.89	785	7.48	1,247	9.50	1,922	7.40	1,271	6.19	1,200	3.94	1,213
75-84	739	4.49	29	5.09	643	6.13	1,022	7.78	2,140	8.24	836	4.07	895	2.94	1,092
>84	363	2.20	14	2.46	291	2.77	526	4.01	1,505	5.80	413	2.01	517	1.70	515
<b>Education*</b>															
Did not complete HS (7th - 12th grade and/or did not complete HS)	2,250	20.54	23	5.16	652	8.29	531	5.91	1,606	8.31	3,605	25.88	5,462	27.03	1,130
High School Grad.	2,009	18.34	49	10.99	1,013	12.89	841	9.36	2,618	13.55	2,091	15.01	3,231	15.99	1,819
Some college, no degree	2,499	22.81	112	25.11	1,536	19.54	1,683	18.74	4,199	21.74	2,529	18.16	3,847	19.04	2,611
Associate Degree	847	7.73	39	8.74	585	7.44	484	5.39	1,507	7.80	776	5.57	1,409	6.97	750
Bachelor's Degree	2,282	20.83	135	30.27	2,416	30.73	2,991	33.30	5,587	28.93	2,851	20.47	4,101	20.29	2,507
Graduate Work	1,068	9.75	88	19.73	1,659	21.20	2,453	27.31	3,798	19.66	2,077	14.91	2,157	10.67	1,662
<b>Ethnicity**</b>															
White (non-Hispanic)	8,521	51.72	486	85.26	7,934	75.61	11,420	86.96	19,898	76.66	8,756	42.62	12,776	41.91	10,242
Black or African American Alone	70	0.42	2	0.35	86	0.82	61	0.46	209	0.81	315	1.53	349	1.14	131
American Indian and Alaska Native Alone	69	0.42	1	0.18	54	0.51	16	0.12	68	0.26	95	0.46	188	0.62	55
Asian/Pacific Islander Alone	443	2.69	13	2.28	472	4.50	220	1.68	828	3.19	402	1.96	888	2.91	751
Hispanic (all races)	7,032	42.68	57	10.00	1,636	15.59	1,163	8.86	4,330	16.68	10,662	51.90	15,684	51.45	3,356
Other (non-Hispanic)	341	2.07	11	1.93	311	2.96	253	1.93	623	2.40	312	1.52	600	1.97	371
<b>Household Income***</b>	N=6047		N=269		N=4576		N=5207		N=11307		N=7362		N=11786		N=6022
Less than \$25,000 (less than \$20,000)	904	14.95	34	12.64	741	16.19	450	8.64	1,489	13.17	1,130	15.35	3,127	26.53	922
\$25,000 - \$34,999 (\$20,000 - \$39,000)	556	9.19	20	7.43	356	7.78	202	3.88	857	7.58	654	8.88	1,245	10.56	574
\$35,000-\$74,999 (\$40,000-\$74,000)	1,957	32.36	92	34.2	1,390	30.38	1,006	19.32	3,393	30.01	2,545	34.57	4,211	35.73	2,034
\$75,000-\$149,999 (\$75,000-\$124,000)	1,863	30.81	77	28.62	1,400	30.59	1,509	28.98	3,522	31.15	1,891	25.69	2,478	21.02	1,716
\$150,000-\$249,999 (\$125,000-\$199,999)	568	9.39	25	9.29	464	10.14	791	15.19	1,317	11.65	672	9.13	494	4.19	468
\$250,000 and above (\$199,999 and above)	199	3.29	21	7.81	225	4.92	1,249	23.99	729	6.45	470	6.38	231	1.96	308
<b>Household Home Ownership</b>															
Owner Occupied	3,641	60.21	165	61.34	2,736	59.79	3,784	72.67	6,463	57.16	3,514	47.73	2,826	23.98	3,740
Renter Occupied	2,406	39.79	104	38.66	1,840	40.21	1,423	27.33	4,844	42.84	3,848	52.27	8,960	76.02	2,282

\*2008 Estimated Population Age 25+ by Educational Attainment. In order to more closely match demos, PoPI surveys from individuals less than 25 years of age are excluded from survey estimates for educational attainment items

\*\*Census data sub-classifies all racial groups into Hispanic vs non-Hispanic. In these counts, Hispanics are included in the "Hispanics (all races)" counts and excluded from other racial groups. In addition, "Other" refers to other racial groups or individuals of mixed race.

\*\*\*These figures is for the estimated household income from all household within zip. To the extent there are multiple PoPI survey respondents per household, totals may not be comparable.

*Italics refer to categories in the PoPI survey that did not align completely to the categories used by Census Data. Comparisons should be made with caution.*

**Estimated 2008 Census data compiled by UCSB Economic Outlook**

2008 Projected Demos for South Coast Communities (Carpinteria to Goleta) and from PoPI Survey

	93111-East Goleta		93117-West Goleta		Total (all South Coast)		PoPI		Difference (in pct)	
	Census		Census		Census		Survey			
	%	Count	%	Count	%	Count	%	Count		%
<b>Total Population</b>	-	17,490	-	52,167	-	202,221	-	n=1218		
Male	48.04	8,617	49.27	26,209	50.24	100,213	49.56	431	35.39	-14.17
Female	51.96	8,873	50.73	25,958	49.76	102,008	50.44	787	64.61	+14.17
<b>Age</b>								n=1189		
< 15 (<13)	17.17	3,047	17.42	7,344	14.08	33,293	16.46	25	2.10	-14.36
15-17 (13-17)	3.95	794	4.54	1,527	2.93	7,101	3.51	84	7.06	+3.55
18-24	8.58	1,614	9.23	18,514	35.49	32,833	16.24	111	9.33	-6.91
25-34	11.76	1,945	11.12	7,081	13.57	27,429	13.56	279	23.45	+9.88
35-44	12.59	2,016	11.53	5,248	10.06	25,551	12.64	262	22.02	+9.38
45-54	14.86	2,761	15.79	5,037	9.66	27,559	13.63	183	15.38	+1.75
55-64	12.18	2,387	13.65	3,664	7.02	21,550	10.66	137	11.51	+0.85
65-74	8.14	1,518	8.68	2,062	3.95	12,267	6.07	46	3.87	-2.20
75-84	7.33	974	5.57	1,224	2.35	9,594	4.74	43	3.61	-1.13
>84	3.45	434	2.48	466	0.89	5,044	2.49	19	1.60	-0.90
<b>Education*</b>								n=920		
Did not complete HS (7th - 12th grade and/or did not complete HS)	10.78	1,176	9.77	4,135	16.69	20,570	15.95	180	19.57	+3.62
High School Grad.	17.36	2,127	17.67	4,408	17.79	20,206	15.66	115	12.50	-3.16
Some college, no degree	24.92	2,793	23.21	5,191	20.95	27,001	20.93	141	15.33	-5.61
Associate Degree	7.16	1,037	8.62	2,049	8.27	9,483	7.35	73	7.93	+0.58
Bachelor's Degree	23.92	2,956	24.56	5,241	21.15	31,068	24.08	179	19.46	-4.63
Graduate Work	15.86	1,946	16.17	3,758	15.16	20,666	16.02	232	25.22	+9.20
<b>Ethnicity**</b>								n=1177		
White (non-Hispanic)	68.71	11,678	66.77	30,525	58.51	122,239	60.45	457	38.83	-21.62
Black or African American Alone	0.88	131	0.75	634	1.22	1,988	0.98	23	1.95	
American Indian and Alaska Native Alone	0.37	77	0.44	162	0.31	785	0.39	16	1.36	+0.97
Asian/Pacific Islander Alone	5.04	1,120	6.40	5,109	9.79	10,246	5.07	26	2.21	-2.86
Hispanic (all races)	22.51	4,102	23.45	14,023	26.88	62,045	30.68	620	52.68	+21.99
Other (non-Hispanic)	2.49	382	2.18	1,714	3.29	4,918	2.43	35	2.97	+0.54
<b>Household Income***</b>		N=6217		N=16357		N=75153		n=940		
Less than \$25,000 (less than \$20,000)	15.31	468	7.53	4,564	27.90	13,831	18.40	238	25.32	+6.92
\$25,000 - \$34,999 (\$20,000 - \$39,000)	9.53	302	4.86	1,579	9.65	6,345	8.44	195	20.74	+12.30
\$35,000-\$74,999 (\$40,000-\$74,000)	33.78	1,924	30.95	4,815	29.44	23,368	31.09	163	17.34	-13.75
\$75,000-\$149,999 (\$75,000-\$124,000)	28.50	2,538	40.82	4,068	24.87	21,062	28.03	163	17.34	-10.69
\$150,000-\$249,999 (\$125,000-\$199,999)	7.77	748	12.03	1,024	6.26	6,571	8.74	108	11.49	+2.75
\$250,000 and above (\$199,999 and above)	5.11	237	3.81	307	1.88	3,976	5.29	73	7.77	+2.48
<b>Household Home Ownership</b>								n=1025		
Owner Occupied	62.11	4,695	75.52	6,827	41.74	38,391	51.08	615	59.82	+8.74
Renter Occupied	37.89	1,522	24.48	9,530	58.26	36,762	48.92	410	39.88	-9.03

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