

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	
	Census		Census		Census		Census		Census		Census		Census	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Total Population	16,476	-	570	-	10,493	-	13,133	-	25,956	-	20,542	-	30,485	-
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
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
Age														
< 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
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
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
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
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
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
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
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
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
>84	363	2.20	14	2.46	291	2.77	526	4.01	1,505	5.80	413	2.01	517	1.70
Education*														
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
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
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
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
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
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
Ethnicity**														
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
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
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
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
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
Other (non-Hispanic)	341	2.07	11	1.93	311	2.96	253	1.93	623	2.40	312	1.52	600	1.97
Household Income***	N=6047		N=269		N=4576		N=5207		N=11307		N=7362		N=11786	
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
\$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
\$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
\$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
\$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
\$250000 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
Household Home Ownership														
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
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

*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.

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

	93110-Hope Ranch		93111-East Goleta		93117-West Goleta		Total (all South Coast)		PoPI		Difference (in pct)
	Census		Census		Census		Census		Survey		
	Count	%	Count	%	Count	%	Count	%	Count	%	
Total Population	14,906	-	17,490	-	52,167	-	202,221	-	n=1744		
Male	7,161	48.04	8,617	49.27	26,209	50.24	100,213	49.56	570	32.68	-16.87
Female	7,745	51.96	8,873	50.73	25,958	49.76	102,008	50.44	1039	59.58	+9.13
Age									n=1573		
< 15 (<13)	2,559	17.17	3,047	17.42	7,344	14.08	33,293	16.46	31	1.78	-14.68
15-17 (13-17)	589	3.95	794	4.54	1,527	2.93	7,101	3.51	126	7.22	+3.71
18-24	1,279	8.58	1,614	9.23	18,514	35.49	32,833	16.24	207	11.87	-4.37
25-34	1,753	11.76	1,945	11.12	7,081	13.57	27,429	13.56	339	19.44	+5.87
35-44	1,876	12.59	2,016	11.53	5,248	10.06	25,551	12.64	315	18.06	+5.43
45-54	2,215	14.86	2,761	15.79	5,037	9.66	27,559	13.63	237	13.59	-0.04
55-64	1,815	12.18	2,387	13.65	3,664	7.02	21,550	10.66	179	10.26	-0.40
65-74	1,213	8.14	1,518	8.68	2,062	3.95	12,267	6.07	68	3.90	-2.17
75-84	1,092	7.33	974	5.57	1,224	2.35	9,594	4.74	51	2.92	-1.82
>84	515	3.45	434	2.48	466	0.89	5,044	2.49	20	1.15	-1.35
Education*									n=1512		
Did not complete HS (7th - 12th grade and/or did not complete HS)	1,130	10.78	1,176	9.77	4,135	16.69	20,570	15.95	355	20.36	+4.41
High School Grad.	1,819	17.36	2,127	17.67	4,408	17.79	20,206	15.66	192	11.01	-4.66
Some college, no degree	2,611	24.92	2,793	23.21	5,191	20.95	27,001	20.93	273	15.65	-5.28
Associate Degree	750	7.16	1,037	8.62	2,049	8.27	9,483	7.35	110	6.31	-1.04
Bachelor's Degree	2,507	23.92	2,956	24.56	5,241	21.15	31,068	24.08	278	15.94	-8.14
Graduate Work	1,662	15.86	1,946	16.17	3,758	15.16	20,666	16.02	304	17.43	+1.41
Ethnicity**									n=1566		
White (non-Hispanic)	10,242	68.71	11,678	66.77	30,525	58.51	122,239	60.45	605	34.69	-25.76
Black or African American Alone	131	0.88	131	0.75	634	1.22	1,988	0.98	29	1.66	+0.68
American Indian and Alaska Native Alone	55	0.37	77	0.44	162	0.31	785	0.39	19	1.09	+0.70
Asian/Pacific Islander Alone	751	5.04	1,120	6.40	5,109	9.79	10,246	5.07	39	2.24	-2.83
Hispanic (all races)	3,356	22.51	4,102	23.45	14,023	26.88	62,045	30.68	826	47.36	+16.68
Other (non-Hispanic)	371	2.49	382	2.18	1,714	3.29	4,918	2.43	48	2.75	+0.32
Household Income***	N=6022		N=6217		N=16357		N=75153		n=1260		
Less than \$25,000 (less than \$20,000)	922	15.31	468	7.53	4,564	27.90	13,831	18.40	311	17.83	-0.57
\$25,000 - \$34,999 (\$20,000 - \$39,000)	574	9.53	302	4.86	1,579	9.65	6,345	8.44	266	15.25	+6.81
\$35,000-\$74,999 (\$40,000-\$74,000)	2,034	33.78	1,924	30.95	4,815	29.44	23,368	31.09	238	13.65	-17.44
\$75,000-\$149,999 (\$75,000-\$124,000)	1,716	28.50	2,538	40.82	4,068	24.87	21,062	28.03	216	12.39	-15.64
\$150,000-\$249,999 (\$125,000-\$199,999)	468	7.77	748	12.03	1,024	6.26	6,571	8.74	135	7.74	-1.00
\$250000 and above (\$199,999 and above)	308	5.11	237	3.81	307	1.88	3,976	5.29	94	5.39	+0.10
Household Home Ownership									n=1352		
Owner Occupied	3,740	62.11	4,695	75.52	6,827	41.74	38,391	51.08	550	31.54	-19.55
Renter Occupied	2,282	37.89	1,522	24.48	9,530	58.26	36,762	48.92	802	45.99	-2.93

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Estimated 2008 Census data compiled by UCSB Economic Outlook

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