

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

	93013-Carpinteria		93067-Summerland		93109-Mesa (West SB)		93108-Montecito		93105-San Roque		93103-East SB		93101-Central/DT SB		93110-Hope Ranch	
	Census		Census		Census		Census		Census		Census		Census		Census	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Total Population	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	48.04
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	51.96
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	2,559	17.17
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	3.95
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	8.58
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	11.76
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	12.59
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	14.86
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	12.18
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	8.14
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	7.33
>84	363	2.20	14	2.46	291	2.77	526	4.01	1,505	5.80	413	2.01	517	1.70	515	3.45
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	1,130	10.78
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	17.36
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	24.92
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	7.16
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	23.92
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	15.86
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	10,242	68.71
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	0.88
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	0.37
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	5.04
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	22.51
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	2.49
Household Income***	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	15.31
\$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	9.53
\$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	33.78
\$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	28.50
\$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	7.77
\$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	5.11
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	3,740	62.11
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	37.89

*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 Demo

	93111-East Goleta		93117-West Goleta		Total (all South Coast)		PoPI Measurable Outcome Results C&F		PoPI Measurable Outcome Results S&F		Total PoPI Measurable Outcome Survey Results		% Difference between census and total survey results)
	Census		Census		Census		Total respondents=1682		Total respondents=1591		Total respondents=3273		
	Count	%	Count	%	Count	%	Count****	%	Count****	%	Count****	%	
Total Population	17,490	-	52,167	-	202,221	-	n=1641		n=1555		n=3196		
Male	8,617	49.27	26,209	50.24	100,213	49.56	562	34.25	525	33.80	1087	34.01	-15.54
Female	8,873	50.73	25,958	49.76	102,008	50.44	1079	65.75	1030	66.20	2109	65.99	+15.54
Age							n=1624		n=1539		n=3163		
< 15 (<13)	3,047	17.42	7,344	14.08	33,293	16.46	10	0.62	6	0.39	16	0.51	-15.95
15-17 (13-17)	794	4.54	1,527	2.93	7,101	3.51	179	11.02	157	10.20	336	10.62	+7.11
18-24	1,614	9.23	18,514	35.49	32,833	16.24	142	8.74	131	8.51	273	8.63	-7.61
25-34	1,945	11.12	7,081	13.57	27,429	13.56	304	18.72	284	18.45	588	18.59	+5.03
35-44	2,016	11.53	5,248	10.06	25,551	12.64	282	17.36	252	16.37	534	16.88	+4.25
45-54	2,761	15.79	5,037	9.66	27,559	13.63	194	11.95	186	12.09	380	12.01	-1.62
55-64	2,387	13.65	3,664	7.02	21,550	10.66	234	14.41	225	14.62	459	14.51	+3.85
65-74	1,518	8.68	2,062	3.95	12,267	6.07	125	7.70	130	8.45	255	8.06	+2.00
75-84	974	5.57	1,224	2.35	9,594	4.74	103	6.34	113	7.34	216	6.83	+2.08
>84	434	2.48	466	0.89	5,044	2.49	51	3.14	55	3.57	106	3.35	+0.86
Education*							n=1560		n=1480		n=3040		
Did not complete HS (7th - 12th grade and/or did not complete HS)	1,176	9.77	4,135	16.69	20,570	15.95	370	23.72	325	21.96	695	22.86	+6.91
High School Grad.	2,127	17.67	4,408	17.79	20,206	15.66	157	10.06	147	9.93	304	10.00	-5.66
Some college, no degree	2,793	23.21	5,191	20.95	27,001	20.93	221	14.17	214	14.46	435	14.31	-6.62
Associate Degree	1,037	8.62	2,049	8.27	9,483	7.35	119	7.63	117	7.91	236	7.76	+0.41
Bachelor's Degree	2,956	24.56	5,241	21.15	31,068	24.08	333	21.35	324	21.89	657	21.61	-2.47
Graduate Work	1,946	16.17	3,758	15.16	20,666	16.02	360	23.08	353	23.85	713	23.45	+7.43
Ethnicity**							n=1592		n=1513		n=3105		0.00
White (non-Hispanic)	11,678	66.77	30,525	58.51	122,239	60.45	835	52.45	826	54.59	1,661	53.49	-6.96
Black or African American Alone	131	0.75	634	1.22	1,988	0.98	26	1.63	27	1.78	53	1.71	+0.73
American Indian and Alaska Native Alone	77	0.44	162	0.31	785	0.39	21	1.32	26	1.72	47	1.51	+1.12
Asian/Pacific Islander Alone	1,120	6.40	5,109	9.79	10,246	5.07	31	1.95	28	1.85	59	1.90	-3.17
Hispanic (all races)	4,102	23.45	14,023	26.88	62,045	30.68	625	39.26	555	36.68	1,180	38.00	+7.32
Other (non-Hispanic)	382	2.18	1,714	3.29	4,918	2.43	54	3.39	51	3.37	105	3.38	+0.95
Household Income***	N=6217		N=16357		N=75153		n=1313		n=1237		n=2550		
Less than \$25,000 (less than \$20,000)	468	7.53	4,564	27.90	13,831	18.40	231	17.59	208	16.81	439	17.22	-1.18
\$25,000 - \$34,999 (\$20,000 - \$39,000)	302	4.86	1,579	9.65	6,345	8.44	290	22.09	261	21.10	551	21.61	+13.17
\$35,000-\$74,999 (\$40,000-\$74,000)	1,924	30.95	4,815	29.44	23,368	31.09	291	22.16	282	22.80	573	22.47	-8.62
\$75,000-\$149,999 (\$75,000-\$124,000)	2,538	40.82	4,068	24.87	21,062	28.03	232	17.67	229	18.51	461	18.08	-9.95
\$150,000-\$249,999 (\$125,000-\$199,999)	748	12.03	1,024	6.26	6,571	8.74	175	13.33	172	13.90	347	13.61	+4.86
\$250,000 and above (\$199,999 and above)	237	3.81	307	1.88	3,976	5.29	94	7.16	85	6.87	179	7.02	+1.73
Household Home Ownership							n=1466		n=1382		n=2848		0.00
Owner Occupied	4,695	75.52	6,827	41.74	38,391	51.08	670	45.70	659	47.68	1,329	46.66	-4.42
Renter Occupied	1,522	24.48	9,530	58.26	36,762	48.92	796	54.30	723	52.32	1,519	53.34	+4.42

*2008 Estimated Population Age 2

**Census data sub-classifies all rac

***These figures is for the estimate

Italics refer to categories in the Po

Estimated 2008 Census d

**** Counts exclude missing data