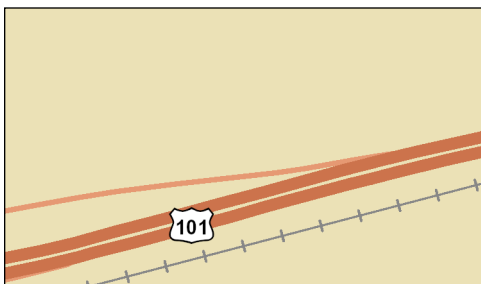


City limits
Area: 7.93 Square miles
Shapefile





Community Profile

Goleta City, CA 2
 Goleta City, CA (0630378)
 Geography: Place

Prepared by Esri

| | Goleta city, ... |
|--------------------------------|------------------|
| Population Summary | |
| 2000 Total Population | 29,163 |
| 2010 Total Population | 29,888 |
| 2017 Total Population | 31,960 |
| 2017 Group Quarters | 221 |
| 2022 Total Population | 33,250 |
| 2017-2022 Annual Rate | 0.79% |
| 2017 Total Daytime Population | 37,753 |
| Workers | 23,162 |
| Residents | 14,591 |
| Household Summary | |
| 2000 Households | 10,346 |
| 2000 Average Household Size | 2.71 |
| 2010 Households | 10,903 |
| 2010 Average Household Size | 2.72 |
| 2017 Households | 11,569 |
| 2017 Average Household Size | 2.74 |
| 2022 Households | 11,982 |
| 2022 Average Household Size | 2.76 |
| 2017-2022 Annual Rate | 0.70% |
| 2010 Families | 6,806 |
| 2010 Average Family Size | 3.23 |
| 2017 Families | 7,359 |
| 2017 Average Family Size | 3.21 |
| 2022 Families | 7,624 |
| 2022 Average Family Size | 3.23 |
| 2017-2022 Annual Rate | 0.71% |
| Housing Unit Summary | |
| 2000 Housing Units | 10,588 |
| Owner Occupied Housing Units | 57.3% |
| Renter Occupied Housing Units | 40.4% |
| Vacant Housing Units | 2.3% |
| 2010 Housing Units | 11,473 |
| Owner Occupied Housing Units | 50.9% |
| Renter Occupied Housing Units | 44.1% |
| Vacant Housing Units | 5.0% |
| 2017 Housing Units | 12,182 |
| Owner Occupied Housing Units | 50.3% |
| Renter Occupied Housing Units | 44.6% |
| Vacant Housing Units | 5.0% |
| 2022 Housing Units | 12,646 |
| Owner Occupied Housing Units | 49.7% |
| Renter Occupied Housing Units | 45.1% |
| Vacant Housing Units | 5.3% |
| Median Household Income | |
| 2017 | \$79,180 |
| 2022 | \$87,799 |
| Median Home Value | |
| 2017 | \$760,000 |
| 2022 | \$840,166 |
| Per Capita Income | |
| 2017 | \$37,036 |
| 2022 | \$41,815 |
| Median Age | |
| 2010 | 36.6 |
| 2017 | 37.0 |
| 2022 | 38.0 |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Goleta City, CA 2
Goleta City, CA (0630378)
Geography: Place

Prepared by Esri

Goleta city, ...

2017 Households by Income

| | |
|-----------------------|--------|
| Household Income Base | 11,567 |
| <\$15,000 | 7.0% |
| \$15,000 - \$24,999 | 4.8% |
| \$25,000 - \$34,999 | 6.2% |
| \$35,000 - \$49,999 | 9.4% |
| \$50,000 - \$74,999 | 19.6% |
| \$75,000 - \$99,999 | 14.1% |
| \$100,000 - \$149,999 | 20.0% |
| \$150,000 - \$199,999 | 10.0% |
| \$200,000+ | 8.9% |

Average Household Income \$102,913

2022 Households by Income

| | |
|-----------------------|--------|
| Household Income Base | 11,980 |
| <\$15,000 | 6.8% |
| \$15,000 - \$24,999 | 4.5% |
| \$25,000 - \$34,999 | 5.6% |
| \$35,000 - \$49,999 | 7.8% |
| \$50,000 - \$74,999 | 17.0% |
| \$75,000 - \$99,999 | 14.2% |
| \$100,000 - \$149,999 | 21.7% |
| \$150,000 - \$199,999 | 11.7% |
| \$200,000+ | 10.7% |

Average Household Income \$116,742

2017 Owner Occupied Housing Units by Value

| | |
|-----------------------|-------|
| Total | 6,124 |
| <\$50,000 | 0.4% |
| \$50,000 - \$99,999 | 0.8% |
| \$100,000 - \$149,999 | 0.4% |
| \$150,000 - \$199,999 | 0.7% |
| \$200,000 - \$249,999 | 1.9% |
| \$250,000 - \$299,999 | 1.1% |
| \$300,000 - \$399,999 | 7.6% |
| \$400,000 - \$499,999 | 6.4% |
| \$500,000 - \$749,999 | 29.4% |
| \$750,000 - \$999,999 | 36.3% |
| \$1,000,000 + | 15.1% |

Average Home Value \$755,340

2022 Owner Occupied Housing Units by Value

| | |
|-----------------------|-------|
| Total | 6,272 |
| <\$50,000 | 0.1% |
| \$50,000 - \$99,999 | 0.1% |
| \$100,000 - \$149,999 | 0.1% |
| \$150,000 - \$199,999 | 0.2% |
| \$200,000 - \$249,999 | 1.1% |
| \$250,000 - \$299,999 | 0.7% |
| \$300,000 - \$399,999 | 6.3% |
| \$400,000 - \$499,999 | 4.9% |
| \$500,000 - \$749,999 | 21.8% |
| \$750,000 - \$999,999 | 40.4% |
| \$1,000,000 + | 24.1% |

Average Home Value \$841,263

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Goleta City, CA 2
 Goleta City, CA (0630378)
 Geography: Place

Prepared by Esri

| | | Goleta city, ... |
|-------------------------------|--|------------------|
| 2010 Population by Age | | |
| Total | | 29,888 |
| 0 - 4 | | 5.5% |
| 5 - 9 | | 5.6% |
| 10 - 14 | | 6.0% |
| 15 - 24 | | 16.7% |
| 25 - 34 | | 14.3% |
| 35 - 44 | | 12.3% |
| 45 - 54 | | 14.8% |
| 55 - 64 | | 11.2% |
| 65 - 74 | | 6.3% |
| 75 - 84 | | 4.7% |
| 85 + | | 2.6% |
| 18 + | | 78.8% |
| 2017 Population by Age | | |
| Total | | 31,960 |
| 0 - 4 | | 5.3% |
| 5 - 9 | | 5.5% |
| 10 - 14 | | 5.7% |
| 15 - 24 | | 13.1% |
| 25 - 34 | | 17.9% |
| 35 - 44 | | 12.2% |
| 45 - 54 | | 12.7% |
| 55 - 64 | | 12.7% |
| 65 - 74 | | 8.2% |
| 75 - 84 | | 4.5% |
| 85 + | | 2.3% |
| 18 + | | 80.3% |
| 2022 Population by Age | | |
| Total | | 33,248 |
| 0 - 4 | | 5.4% |
| 5 - 9 | | 5.2% |
| 10 - 14 | | 5.4% |
| 15 - 24 | | 11.4% |
| 25 - 34 | | 17.5% |
| 35 - 44 | | 14.9% |
| 45 - 54 | | 11.0% |
| 55 - 64 | | 12.5% |
| 65 - 74 | | 9.3% |
| 75 - 84 | | 5.0% |
| 85 + | | 2.3% |
| 18 + | | 81.0% |
| 2010 Population by Sex | | |
| Males | | 15,038 |
| Females | | 14,850 |
| 2017 Population by Sex | | |
| Males | | 16,160 |
| Females | | 15,800 |
| 2022 Population by Sex | | |
| Males | | 16,799 |
| Females | | 16,449 |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Goleta City, CA 2
Goleta City, CA (0630378)
Geography: Place

Prepared by Esri

| | Goleta city, ... |
|---|------------------|
| 2010 Population by Race/Ethnicity | |
| Total | 29,888 |
| White Alone | 69.7% |
| Black Alone | 1.6% |
| American Indian Alone | 0.9% |
| Asian Alone | 9.1% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 14.0% |
| Two or More Races | 4.6% |
| Hispanic Origin | 32.9% |
| Diversity Index | 72.4 |
| 2017 Population by Race/Ethnicity | |
| Total | 31,960 |
| White Alone | 66.3% |
| Black Alone | 1.6% |
| American Indian Alone | 0.9% |
| Asian Alone | 10.3% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 15.6% |
| Two or More Races | 5.1% |
| Hispanic Origin | 36.4% |
| Diversity Index | 75.8 |
| 2022 Population by Race/Ethnicity | |
| Total | 33,248 |
| White Alone | 64.3% |
| Black Alone | 1.6% |
| American Indian Alone | 0.9% |
| Asian Alone | 11.2% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 16.5% |
| Two or More Races | 5.4% |
| Hispanic Origin | 39.0% |
| Diversity Index | 77.7 |
| 2010 Population by Relationship and Household Type | |
| Total | 29,888 |
| In Households | 99.3% |
| In Family Households | 77.5% |
| Householder | 22.8% |
| Spouse | 17.6% |
| Child | 28.0% |
| Other relative | 5.1% |
| Nonrelative | 4.1% |
| In Nonfamily Households | 21.8% |
| In Group Quarters | 0.7% |
| Institutionalized Population | 0.6% |
| Noninstitutionalized Population | 0.1% |

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Goleta City, CA 2
Goleta City, CA (0630378)
Geography: Place

Prepared by Esri

| | Goleta city, ... |
|--|------------------|
| 2017 Population 25+ by Educational Attainment | |
| Total | 22,535 |
| Less than 9th Grade | 6.3% |
| 9th - 12th Grade, No Diploma | 3.7% |
| High School Graduate | 16.0% |
| GED/Alternative Credential | 2.2% |
| Some College, No Degree | 19.6% |
| Associate Degree | 7.2% |
| Bachelor's Degree | 23.8% |
| Graduate/Professional Degree | 21.2% |
| 2017 Population 15+ by Marital Status | |
| Total | 26,717 |
| Never Married | 38.3% |
| Married | 48.2% |
| Widowed | 5.4% |
| Divorced | 8.1% |
| 2017 Civilian Population 16+ in Labor Force | |
| Civilian Employed | 97.3% |
| Civilian Unemployed (Unemployment Rate) | 2.7% |
| 2017 Employed Population 16+ by Industry | |
| Total | 17,734 |
| Agriculture/Mining | 1.1% |
| Construction | 5.1% |
| Manufacturing | 10.0% |
| Wholesale Trade | 1.5% |
| Retail Trade | 11.1% |
| Transportation/Utilities | 3.4% |
| Information | 2.4% |
| Finance/Insurance/Real Estate | 5.7% |
| Services | 57.3% |
| Public Administration | 2.3% |
| 2017 Employed Population 16+ by Occupation | |
| Total | 17,735 |
| White Collar | 68.2% |
| Management/Business/Financial | 13.7% |
| Professional | 31.3% |
| Sales | 9.2% |
| Administrative Support | 13.9% |
| Services | 17.6% |
| Blue Collar | 14.3% |
| Farming/Forestry/Fishing | 0.8% |
| Construction/Extraction | 3.2% |
| Installation/Maintenance/Repair | 2.5% |
| Production | 4.1% |
| Transportation/Material Moving | 3.7% |
| 2010 Population By Urban/ Rural Status | |
| Total Population | 29,888 |
| Population Inside Urbanized Area | 100.0% |
| Population Inside Urbanized Cluster | 0.0% |
| Rural Population | 0.0% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Goleta City, CA 2
 Goleta City, CA (0630378)
 Geography: Place

Prepared by Esri

| | Goleta city, ... |
|--|------------------|
| 2010 Households by Type | |
| Total | 10,903 |
| Households with 1 Person | 25.1% |
| Households with 2+ People | 74.9% |
| Family Households | 62.4% |
| Husband-wife Families | 48.3% |
| With Related Children | 22.7% |
| Other Family (No Spouse Present) | 14.1% |
| Other Family with Male Householder | 4.3% |
| With Related Children | 2.4% |
| Other Family with Female Householder | 9.8% |
| With Related Children | 5.6% |
| Nonfamily Households | 12.5% |
| All Households with Children | 31.3% |
| Multigenerational Households | 4.5% |
| Unmarried Partner Households | 7.2% |
| Male-female | 6.4% |
| Same-sex | 0.8% |
| 2010 Households by Size | |
| Total | 10,903 |
| 1 Person Household | 25.1% |
| 2 Person Household | 31.7% |
| 3 Person Household | 15.8% |
| 4 Person Household | 14.6% |
| 5 Person Household | 6.9% |
| 6 Person Household | 2.7% |
| 7 + Person Household | 3.3% |
| 2010 Households by Tenure and Mortgage Status | |
| Total | 10,903 |
| Owner Occupied | 53.6% |
| Owned with a Mortgage/Loan | 39.6% |
| Owned Free and Clear | 14.0% |
| Renter Occupied | 46.4% |
| 2010 Housing Units By Urban/ Rural Status | |
| Total Housing Units | 11,473 |
| Housing Units Inside Urbanized Area | 100.0% |
| Housing Units Inside Urbanized Cluster | 0.0% |
| Rural Housing Units | 0.0% |

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Goleta City, CA 2
 Goleta City, CA (0630378)
 Geography: Place

Prepared by Esri

| | | Goleta city, ... |
|---|-----------|--------------------|
| Top 3 Tapestry Segments | | |
| | 1. | Pleasantville (2B) |
| | 2. | Trendsetters (3C) |
| | 3. | Exurbanites (1E) |
| 2017 Consumer Spending | | |
| Apparel & Services: Total \$ | | \$32,193,650 |
| Average Spent | | \$2,782.75 |
| Spending Potential Index | | 129 |
| Education: Total \$ | | \$23,394,791 |
| Average Spent | | \$2,022.20 |
| Spending Potential Index | | 139 |
| Entertainment/Recreation: Total \$ | | \$45,030,620 |
| Average Spent | | \$3,892.35 |
| Spending Potential Index | | 125 |
| Food at Home: Total \$ | | \$71,291,341 |
| Average Spent | | \$6,162.27 |
| Spending Potential Index | | 122 |
| Food Away from Home: Total \$ | | \$48,672,241 |
| Average Spent | | \$4,207.13 |
| Spending Potential Index | | 126 |
| Health Care: Total \$ | | \$77,462,532 |
| Average Spent | | \$6,695.70 |
| Spending Potential Index | | 120 |
| HH Furnishings & Equipment: Total \$ | | \$27,871,181 |
| Average Spent | | \$2,409.13 |
| Spending Potential Index | | 124 |
| Personal Care Products & Services: Total \$ | | \$11,806,453 |
| Average Spent | | \$1,020.52 |
| Spending Potential Index | | 128 |
| Shelter: Total \$ | | \$247,936,395 |
| Average Spent | | \$21,431.10 |
| Spending Potential Index | | 132 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | | \$33,787,931 |
| Average Spent | | \$2,920.56 |
| Spending Potential Index | | 125 |
| Travel: Total \$ | | \$31,880,017 |
| Average Spent | | \$2,755.64 |
| Spending Potential Index | | 133 |
| Vehicle Maintenance & Repairs: Total \$ | | \$15,102,125 |
| Average Spent | | \$1,305.40 |
| Spending Potential Index | | 122 |

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Demographic and Income Comparison Profile

Goleta City, CA 2
Goleta City, CA (0630378)
Geography: Place

Prepared by Esri

| | Goleta city, ... |
|--------------------------------------|------------------|
| Census 2010 Summary | |
| Population | 29,888 |
| Households | 10,903 |
| Families | 6,806 |
| Average Household Size | 2.72 |
| Owner Occupied Housing Units | 5,844 |
| Renter Occupied Housing Units | 5,059 |
| Median Age | 36.6 |
| 2017 Summary | |
| Population | 31,960 |
| Households | 11,569 |
| Families | 7,359 |
| Average Household Size | 2.74 |
| Owner Occupied Housing Units | 6,132 |
| Renter Occupied Housing Units | 5,437 |
| Median Age | 37.0 |
| Median Household Income | \$79,180 |
| Average Household Income | \$102,913 |
| 2022 Summary | |
| Population | 33,250 |
| Households | 11,982 |
| Families | 7,624 |
| Average Household Size | 2.76 |
| Owner Occupied Housing Units | 6,280 |
| Renter Occupied Housing Units | 5,702 |
| Median Age | 38.0 |
| Median Household Income | \$87,799 |
| Average Household Income | \$116,742 |
| Trends: 2017-2022 Annual Rate | |
| Population | 0.79% |
| Households | 0.70% |
| Families | 0.71% |
| Owner Households | 0.48% |
| Median Household Income | 2.09% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

May 07, 2018



Demographic and Income Comparison Profile

Goleta City, CA 2
Goleta City, CA (0630378)
Geography: Place

Prepared by Esri

| 2017 Households by Income | Goleta city, ... | |
|---------------------------|------------------|---------|
| | Number | Percent |
| <\$15,000 | 810 | 7.0% |
| \$15,000 - \$24,999 | 555 | 4.8% |
| \$25,000 - \$34,999 | 718 | 6.2% |
| \$35,000 - \$49,999 | 1,089 | 9.4% |
| \$50,000 - \$74,999 | 2,264 | 19.6% |
| \$75,000 - \$99,999 | 1,632 | 14.1% |
| \$100,000 - \$149,999 | 2,313 | 20.0% |
| \$150,000 - \$199,999 | 1,156 | 10.0% |
| \$200,000+ | 1,030 | 8.9% |
| Median Household Income | \$79,180 | |
| Average Household Income | \$102,913 | |
| Per Capita Income | \$37,036 | |

| 2022 Households by Income | Goleta city, ... | |
|---------------------------|------------------|---------|
| | Number | Percent |
| <\$15,000 | 819 | 6.8% |
| \$15,000 - \$24,999 | 535 | 4.5% |
| \$25,000 - \$34,999 | 670 | 5.6% |
| \$35,000 - \$49,999 | 940 | 7.8% |
| \$50,000 - \$74,999 | 2,034 | 17.0% |
| \$75,000 - \$99,999 | 1,704 | 14.2% |
| \$100,000 - \$149,999 | 2,600 | 21.7% |
| \$150,000 - \$199,999 | 1,398 | 11.7% |
| \$200,000+ | 1,280 | 10.7% |
| Median Household Income | \$87,799 | |
| Average Household Income | \$116,742 | |
| Per Capita Income | \$41,815 | |

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Demographic and Income Comparison Profile

Goleta City, CA 2
Goleta City, CA (0630378)
Geography: Place

Prepared by Esri

| | Goleta city, ... | |
|-------------------------------|------------------|---------|
| | Number | Percent |
| 2010 Population by Age | | |
| Age 0 - 4 | 1,658 | 5.5% |
| Age 5 - 9 | 1,676 | 5.6% |
| Age 10 - 14 | 1,800 | 6.0% |
| Age 15 - 19 | 2,072 | 6.9% |
| Age 20 - 24 | 2,919 | 9.8% |
| Age 25 - 34 | 4,277 | 14.3% |
| Age 35 - 44 | 3,689 | 12.3% |
| Age 45 - 54 | 4,415 | 14.8% |
| Age 55 - 64 | 3,334 | 11.2% |
| Age 65 - 74 | 1,870 | 6.3% |
| Age 75 - 84 | 1,409 | 4.7% |
| Age 85+ | 769 | 2.6% |
| 2017 Population by Age | | |
| Age 0 - 4 | 1,685 | 5.3% |
| Age 5 - 9 | 1,745 | 5.5% |
| Age 10 - 14 | 1,813 | 5.7% |
| Age 15 - 19 | 1,810 | 5.7% |
| Age 20 - 24 | 2,372 | 7.4% |
| Age 25 - 34 | 5,705 | 17.9% |
| Age 35 - 44 | 3,903 | 12.2% |
| Age 45 - 54 | 4,057 | 12.7% |
| Age 55 - 64 | 4,064 | 12.7% |
| Age 65 - 74 | 2,634 | 8.2% |
| Age 75 - 84 | 1,439 | 4.5% |
| Age 85+ | 733 | 2.3% |
| 2022 Population by Age | | |
| Age 0 - 4 | 1,811 | 5.4% |
| Age 5 - 9 | 1,726 | 5.2% |
| Age 10 - 14 | 1,780 | 5.4% |
| Age 15 - 19 | 1,719 | 5.2% |
| Age 20 - 24 | 2,063 | 6.2% |
| Age 25 - 34 | 5,834 | 17.5% |
| Age 35 - 44 | 4,969 | 14.9% |
| Age 45 - 54 | 3,664 | 11.0% |
| Age 55 - 64 | 4,142 | 12.5% |
| Age 65 - 74 | 3,106 | 9.3% |
| Age 75 - 84 | 1,661 | 5.0% |
| Age 85+ | 773 | 2.3% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

May 07, 2018



Demographic and Income Comparison Profile

Goleta City, CA 2
Goleta City, CA (0630378)
Geography: Place

Prepared by Esri

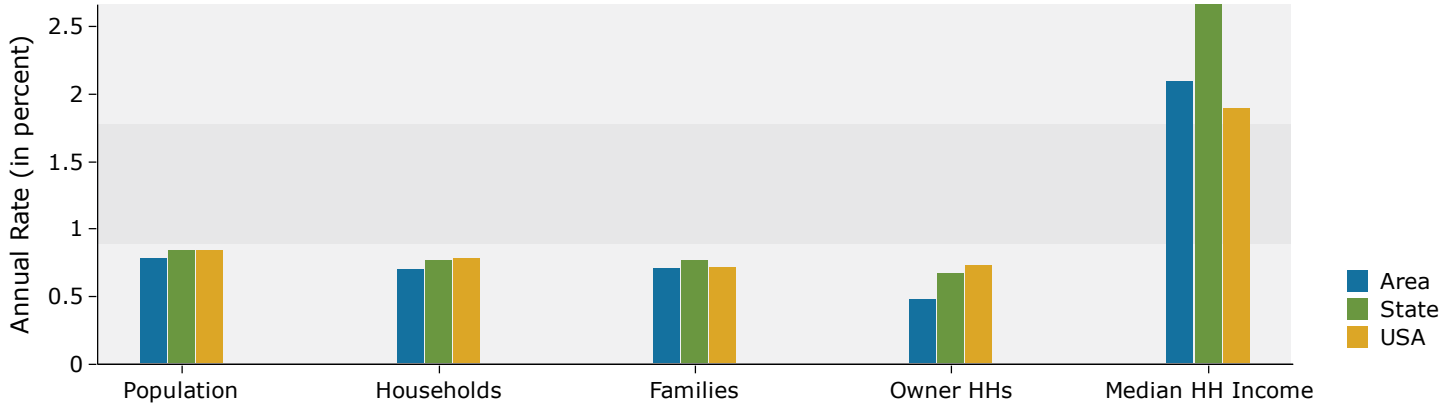
| | Goleta city, ... | |
|--------------------------------|------------------|----------------|
| | Number | Percent |
| 2010 Race and Ethnicity | | |
| White Alone | 20,833 | 69.7% |
| Black Alone | 469 | 1.6% |
| American Indian Alone | 283 | 0.9% |
| Asian Alone | 2,728 | 9.1% |
| Pacific Islander Alone | 26 | 0.1% |
| Some Other Race Alone | 4,182 | 14.0% |
| Two or More Races | 1,367 | 4.6% |
| Hispanic Origin (Any Race) | 9,824 | 32.9% |
| 2017 Race and Ethnicity | Number | Percent |
| White Alone | 21,192 | 66.3% |
| Black Alone | 519 | 1.6% |
| American Indian Alone | 290 | 0.9% |
| Asian Alone | 3,298 | 10.3% |
| Pacific Islander Alone | 28 | 0.1% |
| Some Other Race Alone | 4,996 | 15.6% |
| Two or More Races | 1,637 | 5.1% |
| Hispanic Origin (Any Race) | 11,635 | 36.4% |
| 2022 Race and Ethnicity | Number | Percent |
| White Alone | 21,362 | 64.3% |
| Black Alone | 542 | 1.6% |
| American Indian Alone | 300 | 0.9% |
| Asian Alone | 3,719 | 11.2% |
| Pacific Islander Alone | 29 | 0.1% |
| Some Other Race Alone | 5,493 | 16.5% |
| Two or More Races | 1,803 | 5.4% |
| Hispanic Origin (Any Race) | 12,963 | 39.0% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

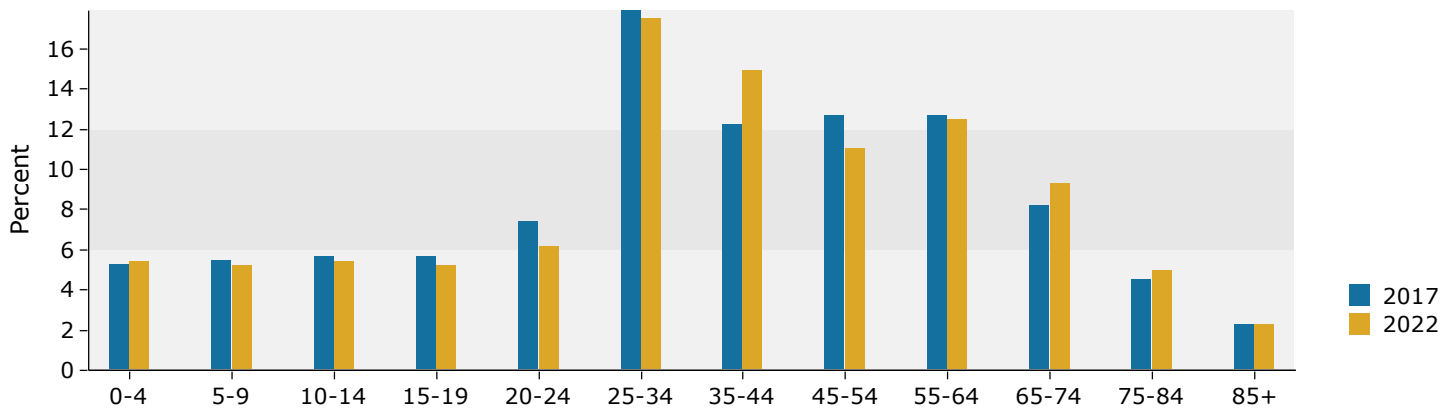
May 07, 2018

Goleta city, ...

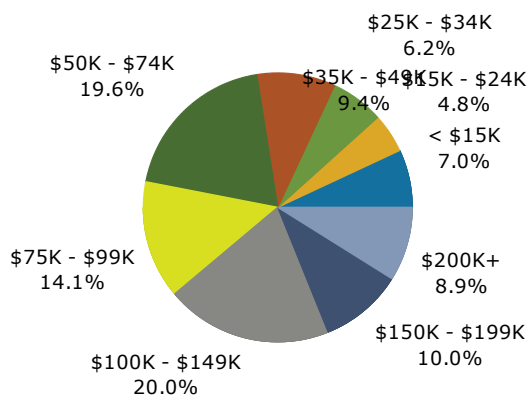
Trends 2017-2022



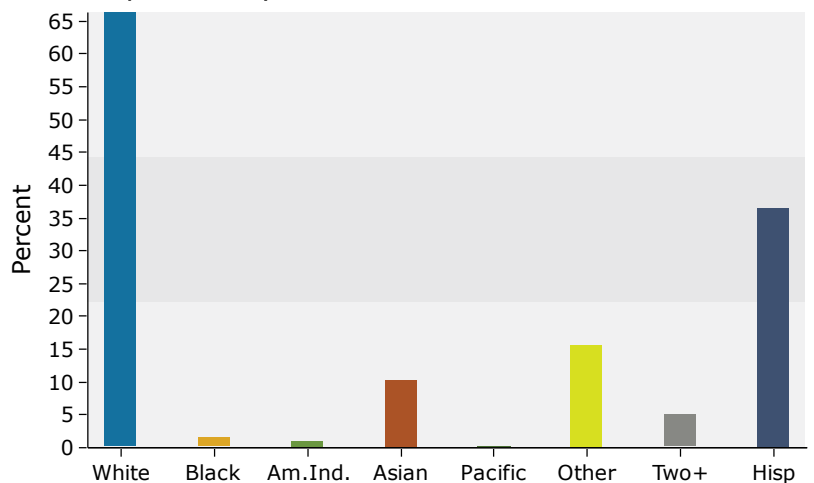
Population by Age



2017 Household Income



2017 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.



Business Summary

Goleta City, CA 2
 Goleta City, CA (0630378)
 Geography: Place

Prepared by Esri

| Data for all businesses in area | | Goleta city, ... | | | |
|---|------------|------------------|-----------|---------|--|
| Total Businesses: | | 1,649 | | | |
| Total Employees: | | 21,782 | | | |
| Total Residential Population: | | 31,960 | | | |
| Employee/Residential Population Ratio (per 100 Residents) | | 68 | | | |
| by SIC Codes | Businesses | | Employees | | |
| | Number | Percent | Number | Percent | |
| Agriculture & Mining | 33 | 2.0% | 285 | 1.3% | |
| Construction | 111 | 6.7% | 989 | 4.5% | |
| Manufacturing | 115 | 7.0% | 2,427 | 11.1% | |
| Transportation | 42 | 2.5% | 427 | 2.0% | |
| Communication | 23 | 1.4% | 531 | 2.4% | |
| Utility | 1 | 0.1% | 1 | 0.0% | |
| Wholesale Trade | 64 | 3.9% | 1,766 | 8.1% | |
| Retail Trade Summary | 343 | 20.8% | 5,170 | 23.7% | |
| Home Improvement | 23 | 1.4% | 472 | 2.2% | |
| General Merchandise Stores | 8 | 0.5% | 541 | 2.5% | |
| Food Stores | 40 | 2.4% | 621 | 2.9% | |
| Auto Dealers, Gas Stations, Auto Aftermarket | 44 | 2.7% | 514 | 2.4% | |
| Apparel & Accessory Stores | 12 | 0.7% | 493 | 2.3% | |
| Furniture & Home Furnishings | 42 | 2.5% | 293 | 1.3% | |
| Eating & Drinking Places | 92 | 5.6% | 1,336 | 6.1% | |
| Miscellaneous Retail | 82 | 5.0% | 900 | 4.1% | |
| Finance, Insurance, Real Estate Summary | 132 | 8.0% | 1,003 | 4.6% | |
| Banks, Savings & Lending Institutions | 22 | 1.3% | 294 | 1.3% | |
| Securities Brokers | 10 | 0.6% | 24 | 0.1% | |
| Insurance Carriers & Agents | 33 | 2.0% | 259 | 1.2% | |
| Real Estate, Holding, Other Investment Offices | 67 | 4.1% | 426 | 2.0% | |
| Services Summary | 670 | 40.6% | 8,798 | 40.4% | |
| Hotels & Lodging | 9 | 0.5% | 1,055 | 4.8% | |
| Automotive Services | 67 | 4.1% | 462 | 2.1% | |
| Motion Pictures & Amusements | 41 | 2.5% | 377 | 1.7% | |
| Health Services | 106 | 6.4% | 1,822 | 8.4% | |
| Legal Services | 10 | 0.6% | 61 | 0.3% | |
| Education Institutions & Libraries | 35 | 2.1% | 932 | 4.3% | |
| Other Services | 402 | 24.4% | 4,089 | 18.8% | |
| Government | 12 | 0.7% | 199 | 0.9% | |
| Unclassified Establishments | 103 | 6.2% | 186 | 0.9% | |
| Totals | 1,649 | 100.0% | 21,782 | 100.0% | |

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

May 07, 2018



Business Summary

Goleta City, CA 2
 Goleta City, CA (0630378)
 Geography: Place

Prepared by Esri

| by NAICS Codes | Businesses | | Employees | |
|---|--------------|---------------|---------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 7 | 0.4% | 44 | 0.2% |
| Mining | 3 | 0.2% | 12 | 0.1% |
| Utilities | 1 | 0.1% | 1 | 0.0% |
| Construction | 128 | 7.8% | 1,124 | 5.2% |
| Manufacturing | 120 | 7.3% | 2,374 | 10.9% |
| Wholesale Trade | 63 | 3.8% | 1,765 | 8.1% |
| Retail Trade | 240 | 14.6% | 3,764 | 17.3% |
| Motor Vehicle & Parts Dealers | 32 | 1.9% | 440 | 2.0% |
| Furniture & Home Furnishings Stores | 20 | 1.2% | 98 | 0.4% |
| Electronics & Appliance Stores | 18 | 1.1% | 185 | 0.8% |
| Bldg Material & Garden Equipment & Supplies Dealers | 23 | 1.4% | 472 | 2.2% |
| Food & Beverage Stores | 31 | 1.9% | 547 | 2.5% |
| Health & Personal Care Stores | 20 | 1.2% | 245 | 1.1% |
| Gasoline Stations | 12 | 0.7% | 74 | 0.3% |
| Clothing & Clothing Accessories Stores | 16 | 1.0% | 504 | 2.3% |
| Sport Goods, Hobby, Book, & Music Stores | 21 | 1.3% | 320 | 1.5% |
| General Merchandise Stores | 8 | 0.5% | 541 | 2.5% |
| Miscellaneous Store Retailers | 32 | 1.9% | 306 | 1.4% |
| Nonstore Retailers | 7 | 0.4% | 32 | 0.1% |
| Transportation & Warehousing | 35 | 2.1% | 424 | 1.9% |
| Information | 60 | 3.6% | 1,449 | 6.7% |
| Finance & Insurance | 66 | 4.0% | 584 | 2.7% |
| Central Bank/Credit Intermediation & Related Activities | 22 | 1.3% | 294 | 1.3% |
| Securities, Commodity Contracts & Other Financial | 11 | 0.7% | 31 | 0.1% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 33 | 2.0% | 259 | 1.2% |
| Real Estate, Rental & Leasing | 86 | 5.2% | 380 | 1.7% |
| Professional, Scientific & Tech Services | 204 | 12.4% | 1,974 | 9.1% |
| Legal Services | 10 | 0.6% | 61 | 0.3% |
| Management of Companies & Enterprises | 2 | 0.1% | 85 | 0.4% |
| Administrative & Support & Waste Management & Remediation | 61 | 3.7% | 579 | 2.7% |
| Educational Services | 42 | 2.5% | 955 | 4.4% |
| Health Care & Social Assistance | 138 | 8.4% | 2,263 | 10.4% |
| Arts, Entertainment & Recreation | 20 | 1.2% | 300 | 1.4% |
| Accommodation & Food Services | 101 | 6.1% | 2,391 | 11.0% |
| Accommodation | 9 | 0.5% | 1,055 | 4.8% |
| Food Services & Drinking Places | 92 | 5.6% | 1,336 | 6.1% |
| Other Services (except Public Administration) | 157 | 9.5% | 929 | 4.3% |
| Automotive Repair & Maintenance | 56 | 3.4% | 380 | 1.7% |
| Public Administration | 12 | 0.7% | 199 | 0.9% |
| Unclassified Establishments | 103 | 6.2% | 186 | 0.9% |
| Total | 1,649 | 100.0% | 21,782 | 100.0% |

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Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.