INTRODUCTION

This planning report describes the general characteristics of population in the City of Goleta, California. This report is prepared as a part of the City of Goleta, California general plan process. The report is one of several that will present information from the 2000 United States Census of Population. At least two other background reports will further examine population characteristics in terms of the city's economy and its housing.

The report compares and contrasts the general characteristics of population from two perspectives; different areas within the city and with other communities and areas outside the city. It is presented in a graph format to better describe and contrast the information contained in voluminous census tables. A statistical appendix is available that presents this information at a detailed level. (This appendix includes some data not presented here). The rest of the data is available from city administration or can be directly accessed through the Bureau of Census web system known as “American Factfinder.”¹ Almost all of the information in this report was obtained from that source.

Due to the size of this report it contains a Table of Contents unlike most of the other Background Reports.

¹ http://factfinder.census.gov/servlet/BasicFactsServlet
Table of Contents

DATA LIMITATIONS, TERMINOLOGY AND PARAMETERS.................................3

PLANNING IMPLICATIONS OF THE CHARACTERISTICS OF POPULATION.4

POPULATION DISTRIBUTION.............................................................................5

AGE COMPOSITION............................................................................................7

CHARACTERISTICS OF POPULATION BY RACE .............................................11

DISTRIBUTION OF HISPANIC POPULATION..................................................14

AVERAGE FAMILY AND HOUSEHOLD SIZE .................................................17

POPULATION BY HOUSEHOLD TYPE ............................................................20

LINGUISTIC ISOLATION ...................................................................................25

PLACE OF BIRTH AND CITIZENSHIP STATUS.............................................28

PLACE OF RESIDENCE 1995........................................................................... 31

EDUCATIONAL ATTAINMENT........................................................................35

VETERANS ........................................................................................................38

DISABILITY STATUS.........................................................................................40

PLANNING IMPLICATIONS FOR GOLETA ......................................................43
DATA LIMITATIONS, TERMINOLOGY AND PARAMETERS.

The presentation of detailed information herein reflects the availability of data from the US Census. Census data is reported at different levels. The smallest area consists of blocks which, within developed areas, are literally city blocks. Groupings of blocks into larger groups are called a block group. Groups of block groups then compose a census tract. Block level data is available for basic population characteristics such as age, race and general household data. Other socio-economic data, such as level of school attainment, employment income, veteran status, etc. is only available at the block group level. It is commonly only reported for tracts on a completely reliable basis.

For comparing the population characteristics within the city, the city is divided into four general areas. Since each of these areas is well separated from the other either by the freeway or a large expanse of other uses, these different areas are well defined geographically and consist of the Northwest, Southwest, Northeast and Southeast areas of the city. Data is compared between these areas by the use of a graph for each characteristic of population. Detailed information for each area is also compared by a map either at the block or block group level depending on how the data is made available by the Census.

For comparison with other areas outside the city, the City of Goleta is first compared, along with its close neighbor Isla Vista, to areas that are larger and that include the city,—the Goleta Census Defined Place, the County of Santa Barbara, the State of California and the nation. This approach compares how the city population characteristics are similar to or deviate from the average for these larger areas. For additional insight, the characteristics of population for Goleta are also compared to other cities and census places in the vicinity.

Since the City of Goleta was incorporated after the 2000 Census, the Census does not report discrete information for the city as in the case of other cities. Since the incorporated limits of the city ran through various census blocks (the smallest unit for which the Census reports information), population within these blocks must be estimated by allocating the population between the incorporated area and the unincorporated area. Since such allocations may be made under a variety of assumptions, (amount of area, number of parcels, aerial photographs, etc.), estimates of population completed by different parties may result in differing total numbers.

Two separate “official” estimates have been made of the City’s total population. The first was performed during the incorporation process and the second by National Demographics preparing district information for the election of City Council members. The incorporation estimate was a population of 28,400, while National Demographics estimated a somewhat higher number of 29,063. Since the National Demographics estimate is the more recent of the two, it will be used.
here as the base population for the city. Various other data as presented here have been adjusted to correspond to the National Demographics estimates by allocating the data in proportion to the allocation of total population for any block by National Demographics. For almost the entire city, this allocation process represents a good estimate of the distribution of the various characteristics of population. This is because most census blocks consist of areas with similar neighborhood characteristics, whether within the city or just outside. (There is, however one census block that includes a newer family development (the southern part of Storke Ranch) within the city and a college dormitory just outside the city. The high concentration of students in the dormitories—not found elsewhere in the city—would distort data describing the characteristics of population in that area of the city and the entire city itself. Since these very different characteristics of population between the dormitory and the family residential development cannot be effectively allocated between these different areas, the total population of the city presented herein does not include the 291 people residing in the newer subdivision.)

**PLANNING IMPLICATIONS OF THE CHARACTERISTICS OF POPULATION**

The character of a community is first set by the character of its people. Since cities exist primarily to serve their residents, the characteristics of those residents influence the type of services that need to be planned by the city. The number of children in an area not only determines how many schools are needed, but makes that neighborhood a family neighborhood.

All of the topics in this report help define the character of the city and its neighborhoods. These topics also suggest what types of services are going to be needed or expected to serve the community. While these characteristics exert a powerful influence on the character of a community and its services, one must use these descriptions with care in order to avoid thinking stereotypically about the various groups described herein. For example, while the a number of people of Hispanic heritage gives a certain cultural character to an area, there is wide variation between how that character might actually be expressed. Similarly, while there may be statistical relationships between poverty and single parent families with a female head, there are many exceptions to these relationships for both individual families and groups of families. Nonetheless, the general character of a city’s people “sets the stage” for how the community functions and how it views itself.

This information will be used in all of the planning elements of the general plan and may be revisited in other background reports. The data here is presented without much interpretation so that the reader may make their own conclusions regarding the implications of this data on the character of the community. Some interpretation may be provided later in the course of developing other background reports.
POPULATION DISTRIBUTION

The population of the city is relatively evenly distributed between the four quadrants of the city, with the Southeast area having the fewest citizens and the Southwest having the most as illustrated on Map 1.²

Map 1

Within each of these broad areas, the population is not evenly distributed. The number of people varies widely from block to block as illustrated on Map 2. Higher concentrations of population are generally found where there a higher density of multiple family dwellings.

² As noted in the first section of this report, these numbers and all subsequent figures exclude 291 people in the Southwestern area of the city.
City of Goleta, California

Distribution of Population By Census Block
2000

Legend
Goleta_Blocks
Number of People
0 - 71
72 - 199
200 - 424
425 - 887
888 - 1358

City of Goleta, August 2003
Source: 2000 US Census of Population
AGE COMPOSITION

Figures 1 and 2 present the distribution of population by age within the current limits of the City of Goleta. The median age of city residents is 37.2 years old. Just under a quarter of the residents are less than 18 years old and 12% are young adults of college age. Senior citizens over 65 years old comprise 11% of the population.

Figure 1

City of Goleta, California
Population by Age
2000

Estimated Median Age: 37.2

Source: Estimated from US Census of Population Tape SF3

Figure 2

City of Goleta, California
Population By Area
2000

Total for each area is in Italics

Source: Estimated from US Census of Population Tape SF3
Figure 2 shows the distribution of population by age group in the four geographic areas of the city. The Northeast area of the city has the oldest median age of 44.6 due to this area having the highest proportion of residents over 65 years old. In contrast, the Southeastern area of the city is the youngest. The southern areas, the Southwest in particular, have the highest concentrations of people in the college age groups, apparently due to their proximity to the University of California at Santa Barbara (UCSB). (The blocks shown as 0-14 are actually 0—too few residents to record a median age).

Map 3
Consistent with Figure 2, Map 3 shows that the average age within various blocks tends to be higher in the Northeast. Map 5 shows that the older age groups are concentrated in the Northeast, notably in a few blocks. The block in the Southeast with a large mobile home court shows another concentration of older age groups. Map 4 shows that the distribution of college age residents to be particularly focused on a few blocks of the Southeast, Southwest and Northwest.

Figure 3 shows that the median age of the City of Goleta and the Goleta Census Place is higher than that the county, state and nation, in part due to a relatively low proportion of people under the age of 18 in the Goleta area. Except for Montecito, this area has a higher median age than the other cities and regions compared on the graph. The median age of these areas tends to correlate with the proportion of children.

Isla Vista has a very high concentration of college age students.

Figure 3

City of Goleta
Comparative Age Structure
2000

*Includes UCSB students
CHARACTERISTICS OF POPULATION BY RACE

While in the past the US Census of Population reported Hispanic heritage as along with racial data, the Census no longer considers Hispanic heritage as a racial category and persons of Hispanic heritage is now reported separately. This section presents the racial characteristics of population while the next section reports ethnic characteristics.

Three quarters of the population are white with no other race identified in their heritage. The largest single racial minority is Asian comprising 8% of the population. 4% of the population has a mixed racial heritage.

![Figure 4: City of Goleta, California Characteristics of Population by Race 2000](image)

Racial minorities are fairly evenly distributed through the city except for the Northeast which has a relatively low proportion. The largest number and proportion of Asians are found in the Southeast quadrant of the city.
As illustrated by Map 6, the distribution of racial minorities varies by block in the city.
The proportion of racial minorities in the City of Goleta is similar to that of the County and nation which fall somewhere between 25 – 27%, This is well below the state average of 41%. However, the proportion is even less in the wider Goleta area, (22%), possibly because of the inclusion of Hope Ranch. Montecito has the lowest percentage of racial minorities, totaling about 6% of their population.

Figure 6

City of Goleta, California
Comparative Racial Composition of Population
2000

Source: From
US Census of Population
Tape SF3

City of Goleta, California
August, 2003
**DISTRIBUTION OF HISPANIC POPULATION**

Just over one quarter of the city's population (26.8%) identifies themselves as of Hispanic heritage. This group is about evenly split between those who define themselves as either a racial minority or of white heritage.

![Figure 7](image)

City of Goleta, California Hispanic Population 2000

As illustrated on Figure 8 and Map 7, the distribution of this population is similar to racial minorities described above, with higher concentrations in southern Goleta.
Figure 8
City of Goleta, California
Distribution of Hispanic Population
By Area
2000

Source: Estimated from US Census of Population Tape SF3

City of Goleta, California
August, 2003

Map 7
City of Goleta, California
Hispanic Population By Census Block
2000

Legend
Goleta_Blocks
NUMBER OF HISPANIC PEOPLE
- 15
16 - 50
51 - 118
119 - 206
207 - 476

City of Goleta, August 2003
Source: 2000 U.S. Census of Population
The Hispanic share of population in the City of Goleta is less than the average for Santa Barbara County, the State, and other local communities in the area, except for Isla Vista and Montecito. Similar to other minority groups, people of Hispanic heritage comprise a very small proportion (3%) of Montecito's population.

Figure 9

City of Goleta, California
Comparative Hispanic Composition of Population
2000

Source: From US Census of Population Tape SF3

City of Goleta, California
August, 2003
AVERAGE FAMILY AND HOUSEHOLD SIZE

Average household and family size are important planning factors since these ratios influence the number of housing units required in an area. These factors not only vary from area to area but also within each area itself. The difference between a “family” and a “household” is that a family is composed of two or more related people, while a household consists of any number of people residing in a dwelling unit. Since households can consist of a one person household, the average household size is usually lower than the average family size.

The average household size for the city is 2.99 and the average family size is 3.55. Figure 10 shows, along with Map 8, considerable variation between different areas of the City. The Northwest has relatively high ratios for both averages without much separation between them. In contrast, the two southern areas show more separation between the two measures, especially in the Southeast. The high proportion of senior citizens in the Northeast results in a low average family size due to “empty nesters” and other older married couples compared to other sections of the City.

The darker colors on Map 8 generally indicate family neighborhoods, while the lighter shades indicate multiple family dwelling areas where single individuals may be located. (Since this map represents averages, a few households can “skew” the results of a certain area, some blocks with small numbers of households have been omitted.)
Figure 11 contrasts these average sizes with other areas. The City of Goleta has relatively higher averages for both family size and household size and is the highest of all the areas compared for average family size.

Figure 11

City of Goleta, California
Comparative Household and Family Size
2000
**Population by Household Type**

Figure 12 looks at the household structure that creates the averages described above. While roughly three-quarters of the population of the city are family members residing in family households, nearly twenty percent of the population lives in non-family households. Three percent of the population consists of non-relatives residing in family households. (“Group quarters” consist of group living arrangements such as dormitories, assisted care facilities, nursing homes, etc.)

**Figure 12**

Population by Household Type  
City of Goleta, California  
2000

Average Household size: 2.99

In Figure 13 the distribution of different household types vary significantly from area to area within the city. The variation in the difference between average household size and family size (Figure 10) is directly related to the presence of non-family households. The southern half of the city has significantly more non-family households resulting in higher average household sizes relative to average family size. The Northwestern area of the city has relatively larger households than the other areas, as was seen in Figure 10.
Map 10 shows the distribution of non-family households throughout the city. Significant clusters are found in the south, coinciding with locations of multiple
family housing and in the Northeast where there are senior housing developments

Map 11

Figure 14 takes another look at household structure in the city, showing the proportion of households headed by males or females. Map 11 shows the distribution of family households headed by females with no male present (single mothers) by block group. Consistent with several other characteristics, there are higher proportions of households headed by females in the southern part of the city.
Figure 15 compares household structure of Goleta with other areas and communities. The Goleta household structure is generally consistent with State and National averages, except for a lower proportion of people residing in group quarters. However, in comparison to Santa Barbara and Montecito, Goleta has a significantly higher proportion of family households. The household structure of Isla Vista reflects that community’s high population of students with a lot of non-family households and people residing in group quarters.
Figure 15 shows that roughly one-quarter of Goleta households are headed by females which is just a little less than state or national averages. There are smaller proportions of female headed households in Goleta than in the neighboring cities of Santa Barbara, Carpinteria and Lompoc. Once again, the large student population makes Isla Vista different from other communities.

Figure 16
LINGUISTIC ISOLATION

A particularly important characteristic of population is the amount of households that are linguistically isolated in the community. This characteristic tends to separate these families from the rest of the community and requires special consideration in providing services to these households. The Census defines linguistically isolated as a household where no members speak English.\(^3\)

![Figure 17](image)

As noted on Figure 17, there are 621 such households composing 6\% of the total households in the City. Just over half of these households speak Spanish. As noted in Figure 18, the distribution of these households in the community is not even, with most of these households concentrated in the southern portion of the city. In the Southeast these households are predominately Spanish speaking while the few households in the Northeast are predominately speakers of other languages.

\(^3\) **Linguistic isolation.** A household in which no person 14 years old and over speaks only English and no person 14 years old and over who speaks a language other than English speaks English "Very well" is classified as "linguistically isolated." In other words, a household in which all members 14 years old and over speak a non-English language and also speak English less than “Very well” (have difficulty with English) is “linguistically isolated.” All the members of a linguistically isolated household are tabulated as linguistically isolated, including members under 14 years old who may speak only English.
Figure 18
City of Goleta
Linguistically Isolated Households
2000

Map 12
City of Goleta, California
Number of Households That Are Linguistically Isolated by Census Block Group
2000
As shown on Figure 19, linguistic isolation is much more common in California than the nation as a whole. There is more linguistic isolation in the City of Goleta than in the rest of the Goleta Valley (except for Isla Vista). Linguistic isolation is more common in Santa Barbara County and City than in Goleta, but is rare in Montecito. While the proportion of households that speak “other” languages is nearly equal to the proportion that speaks Spanish in Goleta, in other areas of the county linguistic isolation consists primarily of Spanish speakers.

Figure 19

City of Goleta, California
Comparative Linguistically Isolated Households
2000

![Graph showing comparative linguistically isolated households in various locations.](image-url)
PLACE OF BIRTH AND CITIZENSHIP STATUS

Roughly half of the residents of Goleta were born in the State of California. Of the remaining half, less than one quarter were born outside the United States. 9% of these have become naturalized citizens and 12% are not US citizens. The balance were either born of US parents or were born in US possessions.

Figure 20

City of Goleta, California
Place of Birth and Citizenship Status
2000

- Born in California, 14,483, 50%
- Born Outside US (Not a Citizen), 3,458, 12%
- Born Outside US (Naturalized Citizen), 2,505, 9%
- Born Outside US (Born US Citizen), 406, 1%
- Born in Other State, 7,953, 28%

Source: Estimated from US Census of Population Tape SF3

Most of the non citizen residents of the City are in the southern parts of the city as illustrated in Figure 21.
The proportion of Goleta residents born in California is very similar to the state average and the other communities in the area, except Isla Vista where the proportion is higher. The makeup of the other half of the population is more
variable between the identified communities. The proportion of residents in Goleta who are not US citizens is less than the State average.

Figure 22

City of Goleta, California
Place of Birth and Citizenship Status
2000

Source: From
US Census of Population
Tape SF3

City of Goleta, California
August, 2003
PLACE OF RESIDENCE 1995

The Census of Population records the place of residence in 1995 of the current residents of an area. This statistic is frequently considered a measurement of neighborhood stability. Roughly 9% of Goleta residents lived outside the state of California in 1995. Half of the residents lived in the same house and another 30% in another house in Santa Barbara County. Only one out of five of the current (2000) residents moved into Goleta from outside Santa Barbara County since 1995.

Figure 23

City of Goleta, California
Place of Residence in 1995
Persons Over Five Years Old
2000

- Same house in 1995, 13,660, 50%
- Different house in 1995: Same County, 8,127, 30%
- Different house in 1995: Different County Calif., 2,879, 11%
- Elsewhere in 1995: Other State, 1,573, 6%
- Elsewhere in 1995: Other State, 843, 3%

Source: Estimated from US Census of Population Tape SF3

Among the general areas of Goleta, the Northeast is the most “stable” according to this measurement. Newer developments coupled with a high proportion of rental units in the Southwest has contributed to the somewhat higher proportion of residents new to the city, while the Old Town area has had the most residential turnover compared to other areas.

Map 14 shows the proportion of people who resided in the same house in 1995 by block group. The proportion of people who resided in the same residence in 1995 varies significantly even with areas of the City. In the Southeast, for example, there are some groups that have relatively low proportions and other block groups that have high proportions. This variation does tend to correspond to the distribution of multiple family dwellings.
The residential pattern of the city is similar to the State average. Residential turnover in Goleta is slightly less than the rest of Santa Barbara County.
The top three segments on each column identify the people who moved since 1995 to their current residence (in 2000) from outside the county in which they now reside. While one out of five moved to Goleta since 1995 from outside Santa Barbara County, that figure raises to nearly one out of four (24%) in the City of Santa Barbara and over one out of four in Montecito (27%). The County average is about 23%.

The actual immigration of people to Santa Barbara since 1995 is much higher than the rate of natural increase in population (births minus deaths) over the same time period. From data reported by the UCSB economic forecast project, natural increase from 1995 to 2000 would account for about 4% of the population—so immigration dwarfs the rate of natural increase in the county. 4 (Natural increase was about 4%. Total population growth in the county between 1995 and 2000 was also about 4%. Since about 25% of the 2000 residents moved into the county since 1995, the math indicates that about the same number of people out-migrated from the county as in-migrated during this period).

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4 University of California at Santa Barbara Economic Forecast Project, Economic Outlook 2003: Santa Barbara County, UCSB, April 2003, page57.
Only a small proportion of the one out of five who moved to Goleta from outside the county did so from outside the US. Only about 3% of the current residents of Goleta moved here from outside the United States since 1995. The County average is 4% and it reached 5% in the City of Santa Barbara.
EDUCATIONAL ATTAINMENT

Figure 26 outlines the educational level found in the community. It measures the highest level of education attained for all people older than 25 years old. 36% of the population have a four year college degree or higher. Less than 15% have failed to obtain their high school diploma or equivalent.

Figure 26
City of Goleta, California
Educational Attainment
of People Over 25 Years Old
2000

In a number of statistical comparisons, the Southeast and Southwest had similar profiles throughout this report. In this measurement they are markedly different. The Southeast has significantly fewer highly educated people than the other areas.
Map 15 presents the educational profiles of the various block groups in the city.

Map 15
As noted on Figure 28, the City of Goleta tends to have a highly educated population compared to county, state and national averages. However, the proportion of highly educated people is somewhat less than the rest of the Goleta Valley, the City of Santa Barbara and markedly less than the Montecito area. In contrast, the city also has a lower proportion of people with less than a high school education than any of the other areas in Santa Barbara County (except Montecito) and the state and national averages.

Figure 28

City of Goleta, California
Comparative Educational Attainment
2000

Source: From US Census of Population Tape SF3 City of Goleta, California
VETERANS

Approximately 10% of the City of Goleta population are veterans, with about half of the veterans from service prior to Viet Nam. (For these figures, any veterans with service in Vietnam along with service in another era are counted as “Vietnam era veterans”). The heaviest concentration of the veteran population is in the Northeast and most of these veterans are from service prior to Viet Nam. In contrast, most of the veterans in the Southwest have service in the Viet Nam era or later.

Figure 29
City of Goleta, California
Veterans By Status
2000

Non-Veterans, 10,756, 90%
Post Viet Nam, 761, 3%
Pre Viet Nam, 1,141, 5%
Vietnam Era, 382, 2%

Figure 30
City of Goleta, California
Veteran Status
2000

Source: Estimated from US Census of Population Tape SF3
In comparison to other areas, the proportion of veterans in the population is about the same as the state average and a little less than the national and county average. Relatively high proportions of veterans are found in Montecito and Lompoc.

Figure 31
DISABILITY STATUS

Approximately 14% of the City’s Population over 5 years old is disabled. 6% of this 14% consists of working age people who are employed.

Figure 32
City of Goleta, California
Disability Status of Population Over 5 Years Old
2000

- No Disability, 22,967, 86%
- With Disability < 20 Years Old, 370, 1%
- With Disability 21 to 64 Years Old Employed, 1,513, 6%
- With Disability 21 to 64 Years Old Unemployed, 921, 3%
- With Disability Over 65 Years Old, 1,025, 4%

Source: Estimated from US Census of Population Tape SF3

Figure 33
City of Goleta, California
Disability Status by Area
2000

- Northwest
- Southwest
- Northeast
- Southeast

Source: Estimated from US Census of Population Tape SF3
Map 16

City of Goleta, California
Number of Disabled Persons by Census Block Group
2000

Legend
Goleta_Census_Groups
Number of Disabled People Over 5 Years Old

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<tr>
<th>Category</th>
<th>Number of Disabled People Over 5 Years Old</th>
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</thead>
<tbody>
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<tr>
<td>Isla Vista</td>
<td>7%</td>
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<tr>
<td>Goleta CDP</td>
<td>14%</td>
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<td>Santa Barbara</td>
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<tr>
<td>United States</td>
<td>19%</td>
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<td>Montecito CDP</td>
<td>18%</td>
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<td>Carpinteria city</td>
<td>10%</td>
</tr>
<tr>
<td>Lompoc city</td>
<td>15%</td>
</tr>
<tr>
<td>Ventura County</td>
<td>21%</td>
</tr>
<tr>
<td>San Luis Obispo C</td>
<td>18%</td>
</tr>
<tr>
<td>County</td>
<td>18%</td>
</tr>
</tbody>
</table>


City of Goleta, August 2003

Figure 34

City of Goleta, California
Percent of People Over Five Years Old That Are Disabled
2000

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent of People Over Five Years Old</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Goleta</td>
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<td>18%</td>
</tr>
<tr>
<td>County</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: From US Census of Population Tape SF3

City of Goleta, California
August, 2003
There are relatively fewer disabled people in the City of Goleta than the county, state or national averages. In fact, the percent of disabled is lower in Goleta than all of the areas compared except for Isla Vista and Montecito.

Figure 35 compares the labor force participation rate\(^5\) (technically employment participation rate) for disabled people to non-disabled people. This is one measure provided by the Census of the potential self-sufficiency of disabled populations in an area. As noted, Goleta has relatively high rates for both disabled and non-disabled populations.

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\(^5\) Technically this is the “employment participation” rate since it compares employment to total population, while a “labor force participation” rate would include the unemployed which the census does not readily report for disabled people.
PLANNING IMPLICATIONS FOR GOLETA

This report provides a wide variety of data and information that will be used throughout the planning process is assessing community needs and character. The richness and detail provided along with its potential use is difficult to summarize. One of the uses of this report is to provide a factual basis to various issues regarding the character of the community and its needs that arise in various contexts through the process.

The City of Goleta is a well educated, stable and diversified community. While much of its diversity is focused in the southern half of the community in general and in Old Town specifically, each of the areas of the community has its own unique blend of characteristics. There is wide variation in general population characteristics within the neighborhoods of each of the broad areas of the city.

Communities with high levels of educational attainment usually have a very high interest in, and are protective of, its quality of life. This characteristic, coupled with the diversity found in the city, creates a community with a unique blend of neighborhood character.