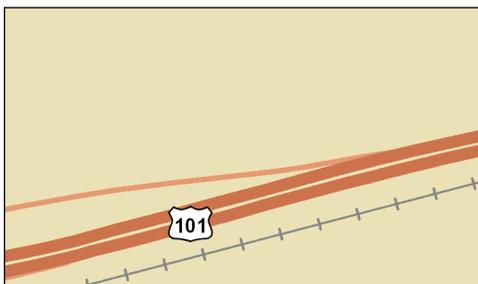


City limits
Area: 7.93 Square miles
Shapefile



CITY OF GOLETA, CA





Demographic and Income Profile

City limits
Area: 7.93 Square Miles

Summary	2010	2011	2016
Population	29,888	29,746	29,691
Households	10,903	10,848	10,765
Families	6,931	6,906	6,855
Average Household Size	2.72	2.72	2.74
Owner Occupied Housing Units	5,937	5,783	5,842
Renter Occupied Housing Units	4,966	5,065	4,923
Median Age	36.0	36.1	36.7
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	-0.04%	0.66%	0.67%
Households	-0.15%	0.63%	0.71%
Families	-0.15%	0.63%	0.57%
Owner HHs	0.20%	0.99%	0.91%
Median Household Income	3.15%	3.39%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	690	6.4%	628	5.8%
\$15,000 - \$24,999	868	8.0%	633	5.9%
\$25,000 - \$34,999	937	8.6%	749	7.0%
\$35,000 - \$49,999	1,337	12.3%	1,101	10.2%
\$50,000 - \$74,999	2,200	20.3%	2,031	18.9%
\$75,000 - \$99,999	1,733	16.0%	2,103	19.5%
\$100,000 - \$149,999	1,837	16.9%	2,112	19.6%
\$150,000 - \$199,999	718	6.6%	837	7.8%
\$200,000+	527	4.9%	568	5.3%
Median Household Income	\$65,974		\$77,027	
Average Household Income	\$83,599		\$94,360	
Per Capita Income	\$30,280		\$34,002	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,672	5.6%	1,636	5.5%	1,643	5.5%
5 - 9	1,681	5.6%	1,668	5.6%	1,654	5.6%
10 - 14	1,822	6.1%	1,812	6.1%	1,817	6.1%
15 - 19	2,092	7.0%	2,075	7.0%	1,927	6.5%
20 - 24	2,960	9.9%	2,960	10.0%	2,810	9.5%
25 - 34	4,362	14.6%	4,344	14.6%	4,405	14.8%
35 - 44	3,731	12.5%	3,691	12.4%	3,544	11.9%
45 - 54	4,467	14.9%	4,406	14.8%	4,022	13.5%
55 - 64	3,333	11.2%	3,357	11.3%	3,587	12.1%
65 - 74	1,863	6.2%	1,899	6.4%	2,303	7.8%
75 - 84	1,323	4.4%	1,318	4.4%	1,350	4.5%
85+	581	1.9%	580	2.0%	630	2.1%

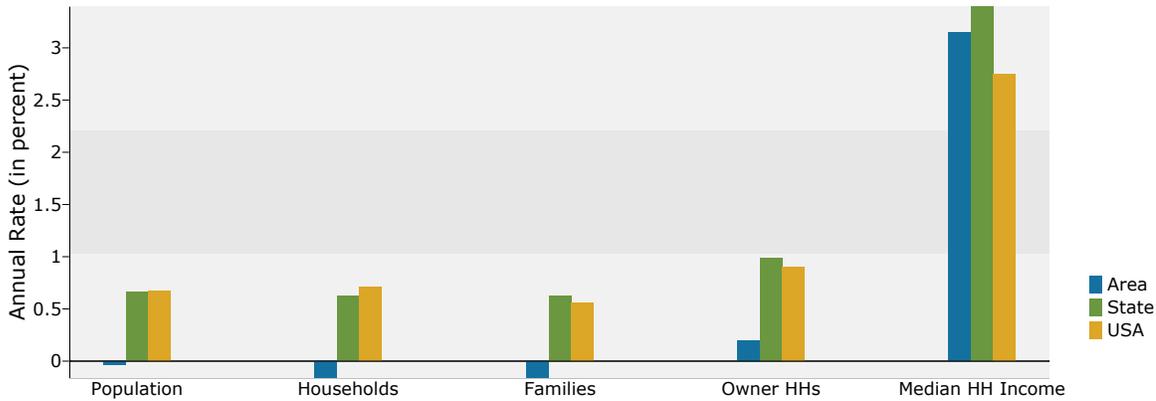
Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	20,675	69.2%	20,505	68.9%	19,994	67.3%
Black Alone	467	1.6%	462	1.6%	445	1.5%
American Indian Alone	283	0.9%	286	1.0%	304	1.0%
Asian Alone	2,735	9.2%	2,690	9.0%	2,714	9.1%
Pacific Islander Alone	27	0.1%	27	0.1%	27	0.1%
Some Other Race Alone	4,323	14.5%	4,400	14.8%	4,811	16.2%
Two or More Races	1,378	4.6%	1,375	4.6%	1,395	4.7%
Hispanic Origin (Any Race)	9,995	33.4%	10,174	34.2%	11,389	38.4%

Data Note: Income is expressed in current dollars.

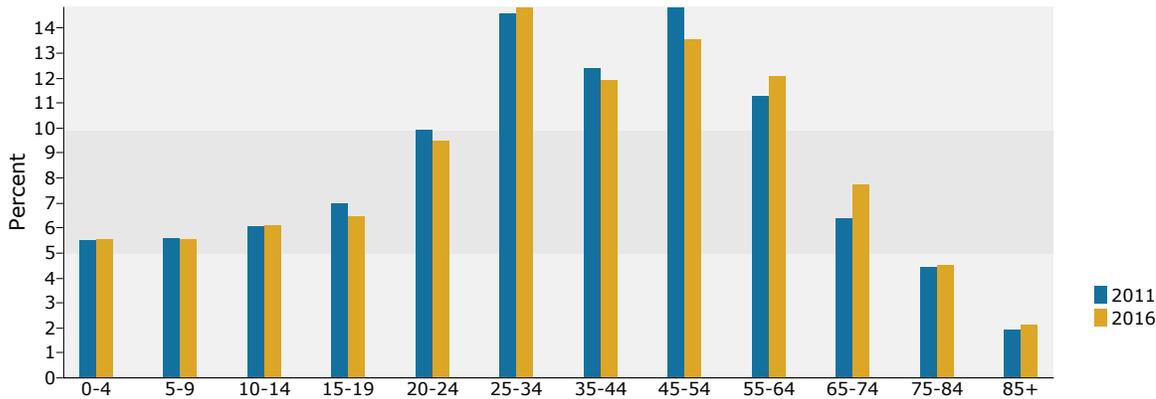
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

City limits
Area: 7.93 Square Miles

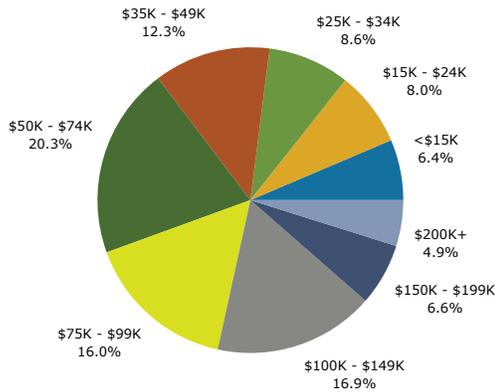
Trends 2011-2016



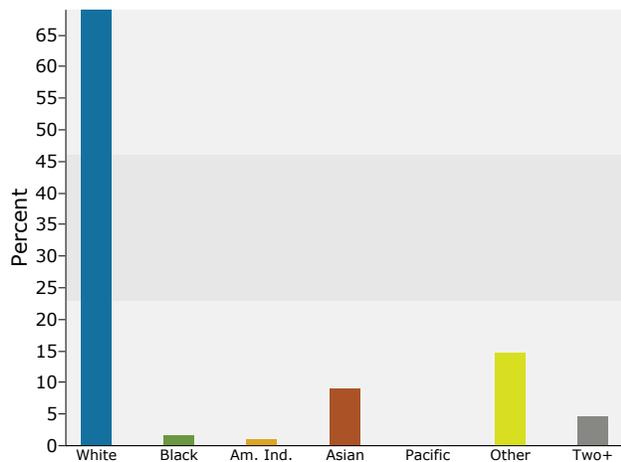
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 34.2%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Business Summary

City limits
Area: 7.93 Square Miles

Data for all businesses in area

Total Businesses:	1,576
Total Employees:	18,204
Total Residential Population:	28,237
Employee/Residential Population Ratio:	0.65

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	40	2.5%	242	1.3%
Construction	129	8.2%	714	3.9%
Manufacturing	125	7.9%	3,117	17.1%
Transportation	58	3.6%	364	2.0%
Communication	17	1.0%	181	1.0%
Utility	1	0.1%	0	0.0%
Wholesale Trade	57	3.6%	1,498	8.2%
Retail Trade Summary	326	20.7%	4,357	23.9%
Home Improvement	25	1.6%	634	3.5%
General Merchandise Stores	5	0.3%	377	2.1%
Food Stores	29	1.8%	666	3.7%
Auto Dealers, Gas Stations, Auto Aftermarket	42	2.7%	356	2.0%
Apparel & Accessory Stores	14	0.9%	57	0.3%
Furniture & Home Furnishings	45	2.9%	298	1.6%
Eating & Drinking Places	92	5.8%	1,288	7.1%
Miscellaneous Retail	74	4.7%	681	3.7%
Finance, Insurance, Real Estate Summary	129	8.2%	678	3.7%
Banks, Savings & Lending Institutions	27	1.7%	268	1.5%
Securities Brokers	12	0.7%	12	0.1%
Insurance Carriers & Agents	26	1.7%	85	0.5%
Real Estate, Holding, Other Investment Offices	64	4.1%	313	1.7%
Services Summary	644	40.8%	6,778	37.2%
Hotels & Lodging	8	0.5%	539	3.0%
Automotive Services	65	4.1%	310	1.7%
Motion Pictures & Amusements	42	2.7%	283	1.6%
Health Services	74	4.7%	984	5.4%
Legal Services	12	0.8%	66	0.4%
Education Institutions & Libraries	31	2.0%	819	4.5%
Other Services	412	26.1%	3,777	20.7%
Government	15	0.9%	239	1.3%
Other	37	2.4%	37	0.2%
Totals	1,576	100%	18,204	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



Business Summary

City limits
Area: 7.93 Square Miles

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	7	0.4%	23	0.1%
Mining	1	0.1%	2	0.0%
Utilities	1	0.1%	0	0.0%
Construction	143	9.1%	811	4.5%
Manufacturing	120	7.6%	2,987	16.4%
Wholesale Trade	55	3.5%	1,482	8.1%
Retail Trade	227	14.4%	3,034	16.7%
Motor Vehicle & Parts Dealers	30	1.9%	255	1.4%
Furniture & Home Furnishings Stores	17	1.1%	58	0.3%
Electronics & Appliance Stores	25	1.6%	237	1.3%
Bldg Material & Garden Equipment & Supplies Dealers	25	1.6%	634	3.5%
Food & Beverage Stores	23	1.5%	605	3.3%
Health & Personal Care Stores	12	0.7%	147	0.8%
Gasoline Stations	12	0.8%	101	0.6%
Clothing & Clothing Accessories Stores	18	1.1%	68	0.4%
Sport Goods, Hobby, Book, & Music Stores	23	1.5%	259	1.4%
General Merchandise Stores	5	0.3%	377	2.1%
Miscellaneous Store Retailers	30	1.9%	246	1.3%
Nonstore Retailers	7	0.4%	48	0.3%
Transportation & Warehousing	47	3.0%	361	2.0%
Information	47	3.0%	445	2.4%
Finance & Insurance	65	4.1%	365	2.0%
Central Bank/Credit Intermediation & Related Activities	27	1.7%	268	1.5%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	12	0.7%	12	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	26	1.7%	85	0.5%
Real Estate, Rental & Leasing	82	5.2%	322	1.8%
Professional, Scientific & Tech Services	206	13.1%	2,301	12.6%
Legal Services	14	0.9%	69	0.4%
Management of Companies & Enterprises	1	0.1%	80	0.4%
Administrative & Support & Waste Management & Remediation Services	80	5.1%	487	2.7%
Educational Services	39	2.5%	832	4.6%
Health Care & Social Assistance	100	6.3%	1,191	6.5%
Arts, Entertainment & Recreation	28	1.8%	235	1.3%
Accommodation & Food Services	101	6.4%	1,827	10.0%
Accommodation	8	0.5%	539	3.0%
Food Services & Drinking Places	93	5.9%	1,288	7.1%
Other Services (except Public Administration)	175	11.1%	1,144	6.3%
Automotive Repair & Maintenance	54	3.5%	214	1.2%
Public Administration	15	0.9%	239	1.3%
Unclassified Establishments	36	2.3%	36	0.2%
Total	1,576	100%	18,204	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



Community Profile

City limits
Area: 7.93 Square Miles

Population Summary

2000 Total Population	27,028
2000 Group Quarters	486
2010 Total Population	28,237
2015 Total Population	28,441
2010-2015 Annual Rate	0.14%

Household Summary

2000 Households	9,791
2000 Average Household Size	2.71
2010 Households	10,241
2010 Average Household Size	2.71
2015 Households	10,266
2015 Average Household Size	2.72
2010-2015 Annual Rate	0.05%
2000 Families	6,182
2000 Average Family Size	3.25
2010 Families	6,445
2010 Average Family Size	3.25
2015 Families	6,419
2015 Average Family Size	3.28
2010-2015 Annual Rate	-0.08%

Housing Unit Summary

2000 Housing Units	10,037
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	42.4%
Vacant Housing Units	2.4%
2010 Housing Units	10,645
Owner Occupied Housing Units	52.3%
Renter Occupied Housing Units	43.9%
Vacant Housing Units	3.8%
2015 Housing Units	10,827
Owner Occupied Housing Units	51.4%
Renter Occupied Housing Units	43.4%
Vacant Housing Units	5.2%

Median Household Income

2000	\$53,164
2010	\$66,510
2015	\$75,801

Median Home Value

2000	\$348,242
2010	\$592,769
2015	\$715,099

Per Capita Income

2000	\$23,815
2010	\$29,231
2015	\$32,815

Median Age

2000	33.8
2010	35.0
2015	36.2

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Community Profile

City limits
Area: 7.93 Square Miles

2000 Households by Income

Household Income Base	9,848
<\$15,000	8.9%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	3.5%
\$200,000+	2.2%
Average Household Income	\$65,193

2010 Households by Income

Household Income Base	10,241
<\$15,000	5.6%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	5.0%
\$200,000+	3.5%
Average Household Income	\$80,218

2015 Households by Income

Household Income Base	10,266
<\$15,000	4.2%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	5.7%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	6.3%
\$200,000+	4.7%
Average Household Income	\$90,396

2000 Owner Occupied Housing Units by Value

Total	5,562
<\$50,000	2.0%
\$50,000 - \$99,999	3.8%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	4.9%
\$200,000 - \$299,999	20.2%
\$300,000 - \$499,999	55.0%
\$500,000 - \$999,999	9.0%
\$1,000,000 +	0.4%
Average Home Value	\$348,833

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	4,204
With Cash Rent	97.2%
No Cash Rent	2.8%
Median Rent	\$894
Average Rent	\$976

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Community Profile

City limits
Area: 7.93 Square Miles

2000 Population by Age

Total	27,027
0 - 4	6.2%
5 - 9	6.8%
10 - 14	6.5%
15 - 24	16.6%
25 - 34	15.6%
35 - 44	16.5%
45 - 54	12.8%
55 - 64	7.9%
65 - 74	6.1%
75 - 84	3.6%
85 +	1.3%
18 +	76.6%

2010 Population by Age

Total	28,237
0 - 4	6.5%
5 - 9	5.9%
10 - 14	5.5%
15 - 24	14.5%
25 - 34	17.5%
35 - 44	13.3%
45 - 54	14.4%
55 - 64	10.4%
65 - 74	6.0%
75 - 84	4.0%
85 +	1.8%
18 +	78.5%

2015 Population by Age

Total	28,441
0 - 4	6.5%
5 - 9	6.0%
10 - 14	5.5%
15 - 24	13.1%
25 - 34	16.9%
35 - 44	14.7%
45 - 54	12.7%
55 - 64	11.4%
65 - 74	7.2%
75 - 84	4.1%
85 +	1.9%
18 +	79.0%

2000 Population by Sex

Males	50.3%
Females	49.7%

2010 Population by Sex

Males	50.3%
Females	49.7%

2015 Population by Sex

Males	50.3%
Females	49.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Community Profile

City limits
Area: 7.93 Square Miles

2000 Population by Race/Ethnicity

Total	27,027
White Alone	73.3%
Black Alone	1.7%
American Indian Alone	1.0%
Asian or Pacific Islander Alone	8.7%
Some Other Race Alone	11.3%
Two or More Races	4.1%
Hispanic Origin	27.3%
Diversity Index	67.1

2010 Population by Race/Ethnicity

Total	28,237
White Alone	68.8%
Black Alone	1.6%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	9.5%
Some Other Race Alone	14.2%
Two or More Races	4.8%
Hispanic Origin	35.0%
Diversity Index	73.7

2015 Population by Race/Ethnicity

Total	28,442
White Alone	66.5%
Black Alone	1.6%
American Indian Alone	1.1%
Asian or Pacific Islander Alone	9.9%
Some Other Race Alone	15.8%
Two or More Races	5.1%
Hispanic Origin	38.8%
Diversity Index	76.2

2000 Population 3+ by School Enrollment

Total	26,193
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.9%
Enrolled in Grade 9-12	5.2%
Enrolled in College	11.2%
Enrolled in Grad/Prof School	3.2%
Not Enrolled in School	65.3%

2010 Population 25+ by Educational Attainment

Total	19,073
Less Than 9th Grade	7.1%
9th to 12th Grade, No Diploma	5.5%
High School Graduate	19.5%
Some College, No Degree	20.2%
Associate Degree	9.7%
Bachelor's Degree	23.2%
Graduate/Professional Degree	14.8%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Community Profile

City limits
Area: 7.93 Square Miles

2010 Population 15+ by Marital Status

Total	23,182
Never Married	36.5%
Married	48.0%
Widowed	5.0%
Divorced	10.5%

2000 Population 16+ by Employment Status

Total	21,399
In Labor Force	67.8%
Civilian Employed	65.9%
Civilian Unemployed	1.9%
In Armed Forces	0.0%
Not In Labor Force	32.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%
Civilian Unemployed	6.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	94.7%
Civilian Unemployed	5.3%

2000 Females 16+ by Employment Status and Age of Children

Total	10,788
Own Children < 6 Only	6.6%
Employed/in Armed Forces	4.3%
Unemployed	0.0%
Not in Labor Force	2.2%
Own Children <6 and 6-17 Only	6.5%
Employed/in Armed Forces	3.5%
Unemployed	0.2%
Not in Labor Force	2.8%
Own Children 6-17 Only	16.2%
Employed/in Armed Forces	12.0%
Unemployed	0.4%
Not in Labor Force	3.9%
No Own Children < 18	70.7%
Employed/in Armed Forces	40.7%
Unemployed	1.1%
Not in Labor Force	28.9%

2010 Employed Population 16+ by Industry

Total	15,188
Agriculture/Mining	1.4%
Construction	5.2%
Manufacturing	9.3%
Wholesale Trade	2.9%
Retail Trade	9.9%
Transportation/Utilities	3.2%
Information	2.1%
Finance/Insurance/Real Estate	4.8%
Services	58.2%
Public Administration	2.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

May 07, 2012



Community Profile

City limits
Area: 7.93 Square Miles

2010 Employed Population 16+ by Occupation

Total	15,186
White Collar	66.5%
Management/Business/Financial	14.0%
Professional	30.1%
Sales	9.3%
Administrative Support	13.1%
Services	18.0%
Blue Collar	15.6%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	3.2%
Production	4.0%
Transportation/Material Moving	3.4%

2000 Workers 16+ by Means of Transportation to Work

Total	13,814
Drove Alone - Car, Truck, or Van	73.0%
Carpooled - Car, Truck, or Van	12.8%
Public Transportation	3.9%
Walked	2.5%
Other Means	3.9%
Worked at Home	3.9%

2000 Workers 16+ by Travel Time to Work

Total	13,815
Did not Work at Home	96.1%
Less than 5 minutes	3.0%
5 to 9 minutes	17.7%
10 to 19 minutes	47.5%
20 to 24 minutes	14.3%
25 to 34 minutes	8.5%
35 to 44 minutes	0.9%
45 to 59 minutes	1.9%
60 to 89 minutes	1.4%
90 or more minutes	0.8%
Worked at Home	3.9%
Average Travel Time to Work (in min)	16.1

2000 Households by Vehicles Available

Total	9,787
None	6.0%
1	33.0%
2	38.2%
3	14.8%
4	4.8%
5+	3.1%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Community Profile

City limits
Area: 7.93 Square Miles

2000 Households by Type

Total	9,790
Family Households	63.1%
Married-couple Family	50.0%
With Related Children	25.2%
Other Family (No Spouse)	13.2%
With Related Children	8.2%
Nonfamily Households	36.9%
Householder Living Alone	24.5%
Householder Not Living Alone	12.3%
Households with Related Children	33.5%
Households with Persons 65+	21.3%

2000 Households by Size

Total	9,791
1 Person Household	24.5%
2 Person Household	32.2%
3 Person Household	16.1%
4 Person Household	14.2%
5 Person Household	6.8%
6 Person Household	3.3%
7 + Person Household	2.9%

2000 Households by Year Householder Moved In

Total	9,787
Moved in 1999 to March 2000	22.3%
Moved in 1995 to 1998	28.7%
Moved in 1990 to 1994	14.5%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	10.9%
Moved in 1969 or Earlier	7.9%
Median Year Householder Moved In	1995

2000 Housing Units by Units in Structure

Total	10,036
1, Detached	49.3%
1, Attached	9.1%
2	1.5%
3 or 4	5.5%
5 to 9	10.3%
10 to 19	9.5%
20 +	9.4%
Mobile Home	5.4%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	10,036
1999 to March 2000	3.1%
1995 to 1998	1.0%
1990 to 1994	2.6%
1980 to 1989	11.0%
1970 to 1979	25.7%
1969 or Earlier	56.5%
Median Year Structure Built	1968

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

May 07, 2012



Community Profile

City limits
Area: 7.93 Square Miles

Top 3 Tapestry Segments

1. Trendsetters
2. Urban Chic
3. Wealthy Seaboard Suburbs

2010 Consumer Spending

Apparel & Services: Total \$	\$20,239,117
Average Spent	\$1,976.34
Spending Potential Index	83
Computers & Accessories: Total \$	\$2,736,955
Average Spent	\$267.26
Spending Potential Index	121
Education: Total \$	\$14,378,878
Average Spent	\$1,404.09
Spending Potential Index	115
Entertainment/Recreation: Total \$	\$38,791,510
Average Spent	\$3,787.97
Spending Potential Index	118
Food at Home: Total \$	\$51,886,284
Average Spent	\$5,066.67
Spending Potential Index	113
Food Away from Home: Total \$	\$37,732,645
Average Spent	\$3,684.58
Spending Potential Index	114
Health Care: Total \$	\$40,023,992
Average Spent	\$3,908.33
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$21,901,302
Average Spent	\$2,138.65
Spending Potential Index	104
Investments: Total \$	\$23,336,768
Average Spent	\$2,278.83
Spending Potential Index	131
Retail Goods: Total \$	\$274,244,234
Average Spent	\$26,779.83
Spending Potential Index	108
Shelter: Total \$	\$202,335,971
Average Spent	\$19,758.02
Spending Potential Index	125
TV/Video/Audio: Total \$	\$14,068,441
Average Spent	\$1,373.78
Spending Potential Index	111
Travel: Total \$	\$24,531,171
Average Spent	\$2,395.46
Spending Potential Index	127
Vehicle Maintenance & Repairs: Total \$	\$11,029,808
Average Spent	\$1,077.06
Spending Potential Index	114

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

May 07, 2012

City limits
Area: 7.93 Square Miles

Population

1990 Population	27,628
2000 Population	27,028
2010 Population	28,237
2015 Population	28,441
1990-2000 Annual Rate	-0.22%
2000-2010 Annual Rate	0.43%
2010-2015 Annual Rate	0.14%
2010 Male Population	50.3%
2010 Female Population	49.7%
2010 Median Age	35.0

In the identified area, the current year population is 28,237. In 2000, the Census count in the area was 27,028. The rate of change since 2000 was 0.43 percent annually. The five-year projection for the population in the area is 28,441, representing a change of 0.14 percent annually from 2010 to 2015. Currently, the population is 50.3 percent male and 49.7 percent female.

Population by Employment

Currently, 93.6 percent of the civilian labor force in the identified area is employed and 6.4 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the area will be 94.7 percent of the civilian labor force, and unemployment will be 5.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 67.8 percent of the population aged 16 years or older in the area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 66.5 percent in white collar jobs (compared to 61.6 percent of the U.S. employment)
- 18.0 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 15.6 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 73.0 percent of the area population drove alone to work, and 3.9 percent worked at home. The average travel time to work in 2000 was 16.1 minutes in the area, compared to the U.S average of 25.5 minutes.

Population by Education

In the current year, the educational attainment of the population aged 25 years or older in the area was distributed as follows:

- 12.6 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 19.5 percent were high school graduates only (29.6 percent in the U.S.)
- 9.7 percent had completed an Associate degree (7.7 percent in the U.S.)
- 23.2 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 14.8 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Per Capita Income

1990 Per Capita Income	\$16,528
2000 Per Capita Income	\$23,815
2010 Per Capita Income	\$29,231
2015 Per Capita Income	\$32,815
1990-2000 Annual Rate	3.72%
2000-2010 Annual Rate	2.02%
2010-2015 Annual Rate	2.34%

Households

1990 Households	9,780
2000 Households	9,791
2010 Total Households	10,241
2015 Total Households	10,266
1990-2000 Annual Rate	0.01%
2000-2010 Annual Rate	0.44%
2010-2015 Annual Rate	0.05%
2010 Average Household Size	2.71

The household count in this area has changed from 9,791 in 2000 to 10,241 in the current year, a change of 0.44 percent annually. The five-year projection of households is 10,266, a change of 0.05 percent annually from the current year total. Average household size is currently 2.71, compared to 2.71 in the year 2000. The number of families in the current year is 6,445 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Bureau and Census, 2000 Census of Population and Housing, Esri forecast for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Executive Summary Report

City limits
Area: 7.93 Square Miles

Households by Income

Current median household income is \$66,510 in the area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$75,801 in five years. In 2000, median household income was \$53,164, compared to \$39,179 in 1990.

Current average household income is \$80,218 in this area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$90,396 in five years. In 2000, average household income was \$65,193, compared to \$46,304 in 1990.

Current per capita income is \$29,231 in the area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$32,815 in five years. In 2000, the per capita income was \$23,815, compared to \$16,528 in 1990.

Median Household Income

1990 Median Household Income	\$39,179
2000 Median Household Income	\$53,164
2010 Median Household Income	\$66,510
2015 Median Household Income	\$75,801
1990-2000 Annual Rate	3.10%
2000-2010 Annual Rate	2.21%
2010-2015 Annual Rate	2.65%

Average Household Income

1990 Average Household Income	\$46,304
2000 Average Household Income	\$65,193
2010 Average Household Income	\$80,218
2015 Average Household Income	\$90,396
1990-2000 Annual Rate	3.48%
2000-2010 Annual Rate	2.04%
2010-2015 Annual Rate	2.42%

2010 Housing

1990 Total Housing Units	10,084
2000 Total Housing Units	10,037
2010 Total Housing Units	10,645
2015 Total Housing Units	10,827
1990 Owner Occupied Housing Units	5,109
1990 Renter Occupied Housing Units	4,671
1990 Vacant Housing Units	303
2000 Owner Occupied Housing Units	5,542
2000 Renter Occupied Housing Units	4,249
2000 Vacant Housing Units	241
2010 Owner Occupied Housing Units	5,570
2010 Renter Occupied Housing Units	4,670
2010 Vacant Housing Units	404
2015 Owner Occupied Housing Units	5,570
2015 Renter Occupied Housing Units	4,697
2015 Vacant Housing Units	561

Currently, 52.3 percent of the 10,645 housing units in the area are owner occupied; 43.9 percent, renter occupied; and 3.8 are vacant. In 2000, there were 10,037 housing units - 55.2 percent owner occupied, 42.4. percent renter occupied, and 2.4 percent vacant. The rate of change in housing units since 2000 is 0.58 percent. Median home value in the area is \$592,769, compared to a median home value of \$157,913 for the U.S. In five years, median value is projected to change by 3.82 percent annually to \$715,099. From 2000 to the current year, median home value change by 5.33 percent annually.

Data Note: Income is expressed in current dollars

Source: U.S. Bureau and Census, 2000 Census of Population and Housing, Esri forecast for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Financial Expenditures

City limits
Area: 7.93 Square Miles

Demographic Summary		2011	2016
Population		29,746	29,691
Households		10,848	10,765
Families		6,906	6,855
Median Age		36.1	36.7
Median Household Income		\$65,974	\$77,027
		Spending Potential Index	Average Amount Spent
Total			
Assets			
Market Value			
Checking Accounts	129	\$7,318.59	\$79,392,797
Savings Accounts	130	\$16,619.93	\$180,294,574
U.S. Savings Bonds	109	\$435.57	\$4,725,138
Stocks, Bonds & Mutual Funds	129	\$48,703.23	\$528,337,420
Annual Changes			
Checking Accounts	153	\$385.52	\$4,182,187
Savings Accounts	151	\$571.27	\$6,197,187
U.S. Savings Bonds	107	\$2.47	\$26,801
Earnings			
Dividends, Royalties, Estates, Trusts	129	\$1,232.65	\$13,371,861
Interest from Savings Accounts or Bonds	129	\$1,146.26	\$12,434,708
Retirement Plan Contributions	127	\$1,692.43	\$18,359,611
Liabilities			
Original Mortgage Amount	142	\$29,548.44	\$320,544,297
Vehicle Loan Amount 1	113	\$2,979.37	\$32,320,454
Amount Paid: Interest			
Home Mortgage	130	\$5,879.09	\$63,776,928
Lump Sum Home Equity Loan	129	\$162.28	\$1,760,407
New Car/Truck/Van Loan	114	\$230.05	\$2,495,606
Used Car/Truck/Van Loan	106	\$166.90	\$1,810,561
Amount Paid: Principal			
Home Mortgage	125	\$2,393.96	\$25,969,935
Lump Sum Home Equity Loan	123	\$199.02	\$2,158,939
New Car/Truck/Van Loan	110	\$1,182.21	\$12,824,762
Used Car/Truck/Van Loan	104	\$764.00	\$8,287,930
Checking Account and Banking Service Charges	128	\$34.60	\$375,333
Finance Charges, excluding Mortgage/Vehicle	125	\$297.46	\$3,226,919

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Financial Investments Market Potential

City limits
Area: 7.93 Square Miles

Demographic Summary		2011	2016
Population		29,746	29,691
Population 18+		23,418	23,463
Households		10,848	10,765
Median Household Income		\$65,974	\$77,027
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	11,885	50.8%	103
Bank/financial institution: use savings & loan	2,894	12.4%	118
Bank/financial institution: use credit union	4,604	19.7%	87
Bank/financial institution: use fed savings bank	684	2.9%	127
Bank/financial institution: use mutual funds co	1,016	4.3%	132
Bank/financial institution: use Internet Bank	1,386	5.9%	136
Used ATM/cash machine in last 12 months	13,476	57.5%	113
Banked in person in last 12 months	13,102	55.9%	108
Banked by mail in last 12 months	1,283	5.5%	103
Banked by phone in last 12 months	3,730	15.9%	106
Did banking over the Internet in last 12 months	7,689	32.8%	120
Used direct deposit of paycheck in last 12 months	9,118	38.9%	101
Have interest checking account	8,178	34.9%	109
Have non-interest checking account	6,398	27.3%	103
Have money market account	3,998	17.1%	139
Have savings account	9,063	38.7%	107
Have 401K retirement savings	4,574	19.5%	110
Have IRA retirement savings	4,443	19.0%	126
Have auto loan for new car	2,324	9.9%	86
Have personal loan for education only	1,067	4.6%	112
Have personal loan-not for education	450	1.9%	77
Have home mortgage (1st)	4,701	20.1%	105
Have 2nd mortgage (equity loan)	1,596	6.8%	109
Have home equity line of credit	1,798	7.7%	128
Have personal line of credit	1,296	5.5%	123
Have overdraft protection	3,569	15.2%	115
Own any securities investment	7,141	30.5%	123
Own annuities	789	3.4%	111
Own certificate of deposit (6 months or less)	904	3.9%	111
Own certificate of deposit (more than 6 months)	1,481	6.3%	114
Own common/preferred stock in company you work for	847	3.6%	120
Own common stock in company you don't work for	2,074	8.9%	140
Own insured money market account (bank)	629	2.7%	130
Own shares in money market fund	2,062	8.8%	132
Own shares in mutual fund (bonds)	1,838	7.8%	133
Own shares in mutual fund (stock)	2,873	12.3%	131
Own any stock	2,917	12.5%	136
Own stock with market value <\$10000	696	3.0%	96
Own stock with market value \$10000-49999	866	3.7%	148
Own stock with market value \$50000+	790	3.4%	135

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.



Financial Investments Market Potential

City limits
Area: 7.93 Square Miles

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Own U.S. savings bond	1,755	7.5%	110
Used financial planning counsel in last 12 months	2,118	9.0%	115
Used full service brokerage firm in last 12 months	1,745	7.5%	120
Own any credit/debit card (in own name)	18,372	78.5%	106
Own American Express card (in own name)	4,776	20.4%	162
Own Discover card (in own name)	2,677	11.4%	102
Own MasterCard (in own name)	9,040	38.6%	113
Own Visa (in own name)	12,358	52.8%	108
Own any department store credit card (in own name)	7,823	33.4%	108
Avg monthly credit card expenditures: <\$111	2,655	11.3%	82
Avg monthly credit card expenditures: \$111-225	1,736	7.4%	96
Avg monthly credit card expenditures: \$226-450	1,870	8.0%	107
Avg monthly credit card expenditures: \$451-700	1,986	8.5%	133
Avg monthly credit card expenditures: \$701+	4,739	20.2%	151

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

May 07, 2012



Housing Profile

City limits
Area: 7.93 Square Miles

2000 Total Population	27,028	2000 Median Household Income	\$53,164
2010 Total Population	28,237	2010 Median Household Income	\$66,510
2015 Total Population	28,441	2015 Median Household Income	\$75,801
2010-2015 Annual Rate	0.14%	2010-2015 Annual Rate	2.65%

Housing Units by Occupancy Status and Tenure	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	10,037	100%	10,645	100%	10,827	100%
Occupied	9,791	97.5%	10,241	96.2%	10,266	94.8%
Owner	5,542	55.2%	5,570	52.3%	5,570	51.4%
Renter	4,249	42.3%	4,670	43.9%	4,697	43.4%
Vacant	241	2.4%	404	3.8%	561	5.2%

Owner Occupied Housing Units by Value	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	5,562	100%	5,570	100%	5,570	100%
<\$10,000	0	0.0%	0	0.0%	0	0.0%
\$10,000-\$14,999	0	0.0%	0	0.0%	0	0.0%
\$15,000-\$19,999	6	0.1%	0	0.0%	0	0.0%
\$20,000-\$24,999	10	0.2%	0	0.0%	0	0.0%
\$25,000-\$29,999	32	0.6%	3	0.1%	0	0.0%
\$30,000-\$34,999	14	0.3%	3	0.1%	0	0.0%
\$35,000-\$39,999	32	0.6%	6	0.1%	2	0.0%
\$40,000-\$49,999	18	0.3%	37	0.7%	39	0.7%
\$50,000-\$59,999	27	0.5%	21	0.4%	20	0.4%
\$60,000-\$69,999	34	0.6%	28	0.5%	20	0.4%
\$70,000-\$79,999	27	0.5%	6	0.1%	3	0.1%
\$80,000-\$89,999	73	1.3%	9	0.2%	2	0.0%
\$90,000-\$99,999	53	1.0%	15	0.3%	3	0.0%
\$100,000-\$124,999	111	2.0%	30	0.5%	13	0.2%
\$125,000-\$149,999	153	2.8%	99	1.8%	13	0.2%
\$150,000-\$174,999	128	2.3%	104	1.9%	22	0.4%
\$175,000-\$199,999	144	2.6%	107	1.9%	57	1.0%
\$200,000-\$249,999	482	8.7%	169	3.0%	109	2.0%
\$250,000-\$299,999	641	11.5%	98	1.8%	114	2.0%
\$300,000-\$399,999	1,650	29.7%	374	6.7%	216	3.9%
\$400,000-\$499,999	1,407	25.3%	635	11.4%	377	6.8%
\$500,000-\$749,999	478	8.6%	2,804	50.3%	2,063	37.0%
\$750,000-\$999,999	22	0.4%	889	16.0%	1,782	32.0%
\$1,000,000+	20	0.4%	132	2.4%	715	12.8%
Median Value	\$348,242		\$592,769		\$715,099	
Average Value	\$348,826		\$581,547		\$729,968	

Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Housing Profile

City limits
Area: 7.93 Square Miles

Census 2000 Vacant Housing Units by Status

	Number	Percent
Total	241	100%
For Rent	94	38.8%
For Sale Only	28	11.7%
Rented/Sold, Unoccupied	35	14.3%
Seasonal/Recreational/Occasional Use	53	22.0%
For Migrant Workers	0	0.0%
Other Vacant	32	13.2%

Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,791	5,542	56.6%
15-24	791	72	9.2%
25-34	1,715	457	26.6%
35-44	2,270	1,302	57.4%
45-54	1,980	1,302	65.8%
55-64	1,225	928	75.8%
65-74	1,008	839	83.2%
75-84	632	509	80.6%
85+	171	132	77.0%

Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,791	5,542	56.6%
White Alone	7,764	4,713	60.7%
Black Alone	167	44	26.5%
American Indian Alone	80	27	33.3%
Asian Alone	763	320	41.9%
Pacific Islander Alone	14	5	35.4%
Some Other Race Alone	705	313	44.5%
Two or More Races	299	120	40.2%
Hispanic Origin	1,755	783	44.6%

Census 2000 Housing Units by Units in Structure and Occupancy

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	10,036	100%	9,787	100%
1, Detached	4,945	49.3%	4,880	49.9%
1, Attached	917	9.1%	896	9.2%
2	149	1.5%	149	1.5%
3 to 4	555	5.5%	519	5.3%
5 to 9	1,030	10.3%	1,027	10.5%
10 to 19	949	9.5%	893	9.1%
20 to 49	505	5.0%	478	4.9%
50 or More	436	4.3%	410	4.2%
Mobile Home	545	5.4%	534	5.5%
Other	5	0.0%	1	0.0%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Housing Profile

City limits
Area: 7.93 Square Miles

Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost	Number	Percent
Total	4,200	100%
With Mortgage	3,219	76.6%
<\$200	0	0.0%
\$200-\$299	6	0.1%
\$300-\$399	23	0.5%
\$400-\$499	33	0.8%
\$500-\$599	58	1.4%
\$600-\$699	95	2.3%
\$700-\$799	107	2.5%
\$800-\$899	82	2.0%
\$900-\$999	140	3.3%
\$1000-\$1249	266	6.3%
\$1250-\$1499	400	9.5%
\$1500-\$1999	864	20.6%
\$2000-\$2499	653	15.6%
\$2500-\$2999	261	6.2%
\$3000+	231	5.5%
With no Mortgage	981	23.4%
Median Monthly Owner Costs for Units with Mortgage	\$1,731	
Average Monthly Owner Costs for Units with Mortgage	\$1,785	

Census 2000 Specified Renter Occupied Housing Units by Contract Rent	Number	Percent
Total	4,201	100%
Paying Cash Rent	4,085	97.2%
<\$100	0	0.0%
\$100-\$149	66	1.6%
\$150-\$199	6	0.1%
\$200-\$249	42	1.0%
\$250-\$299	17	0.4%
\$300-\$349	31	0.7%
\$350-\$399	23	0.5%
\$400-\$449	64	1.5%
\$450-\$499	127	3.0%
\$500-\$549	159	3.8%
\$550-\$599	134	3.2%
\$600-\$649	261	6.2%
\$650-\$699	133	3.2%
\$700-\$749	333	7.9%
\$750-\$799	230	5.5%
\$800-\$899	447	10.6%
\$900-\$999	493	11.7%
\$1000-\$1249	558	13.3%
\$1250-\$1499	358	8.5%
\$1500-\$1999	436	10.4%
\$2000+	170	4.0%
No Cash Rent	116	2.8%
Median Rent	\$894	
Average Rent	\$977	
Average Gross Rent (with Utilities)	\$1,040	

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent.
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.