

# Section G



## County Statistical Profile

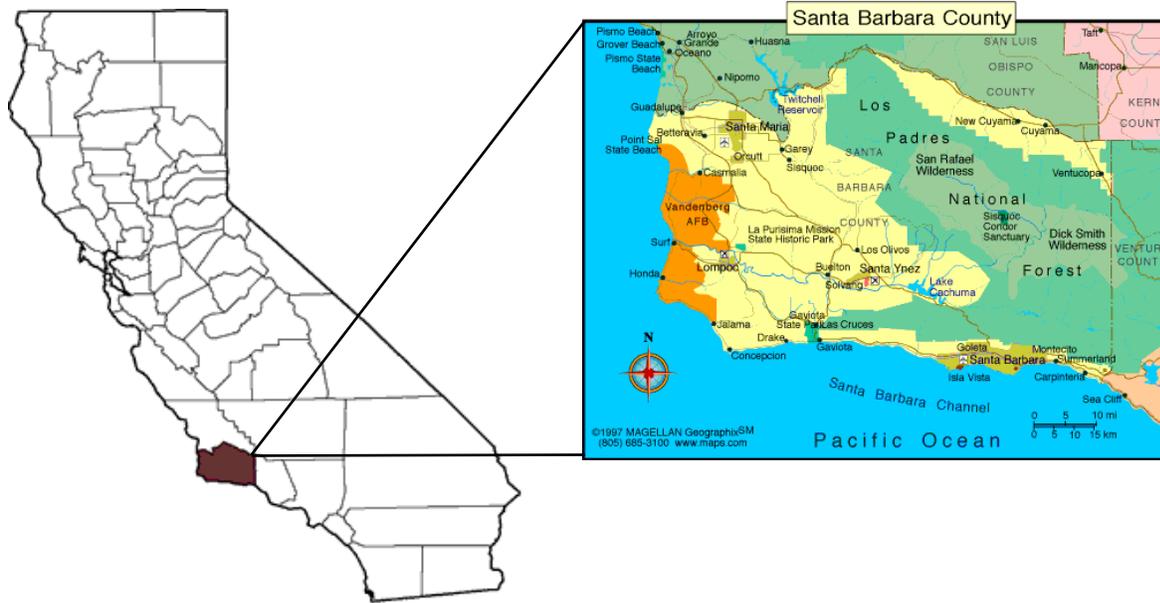


# County Statistical Profile



# County Statistical Profile

## Map of Santa Barbara County



## County Statistical Profile Breakdown

The County Statistical Profile presents a graphical and statistical view of local demographic, economic, land, environmental, and social factors impacting budget and public policy making.

Sources for the data presented and a list of figures can be found on page G-12

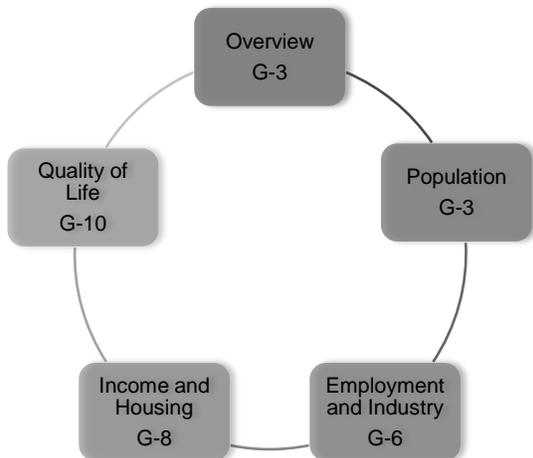


Figure 1: Santa Barbara County Fast Facts

<b>FAST FACTS</b>	
<b>FOUNDED:</b>	February 18, 1850
<b>SIZE:</b>	2,745 square miles <sup>1</sup>
<b>INCORPORATED CITIES:</b>	8
<b>POPULATION:</b>	433,398 <sup>2</sup>
<b>UNEMPLOYMENT RATE:</b>	5.7% <sup>1</sup>
<b>PER CAPITA INCOME:</b>	\$49,316 <sup>1</sup>
<b>MEDIAN HOUSEHOLD INCOME:</b>	\$62,779 <sup>3</sup>
<b>ASSESSED VALUE OF PROPERTY:</b>	\$65.96 billion <sup>4</sup>
<b>TAXABLE SALES:</b>	\$6.6 billion in FY2013-14 <sup>4</sup>

# County Statistical Profile

## Santa Barbara County Overview

Santa Barbara County is located approximately 100 miles north of Los Angeles and 300 miles south of San Francisco. Eight incorporated cities are located within the County: Santa Barbara, Santa Maria, Lompoc, Goleta, Carpinteria, Guadalupe, Solvang, and Buellton.

The largest employment categories include services, wholesale and retail trade, public administration, and manufacturing. The mild climate, picturesque coastline, scenic mountains, and numerous parks and beaches make the County a popular tourist and recreational area.

## Population

When reviewing the County's economic health, financial capacity, or delivery of municipal services to residents of unincorporated areas, the County compares itself with other counties (Benchmark Counties) from year to year.

The eight Benchmark Counties are considered to have common characteristics including, but not limited to, the following: total population of more than 250,000 but less than 500,000; suburban to rural environments; do not contain a large metropolitan city; and are known for their scenic beauty and environmental focus.

Figure 2<sup>2</sup>

Benchmark Counties Population										
Total Population										
Rank	County	1/1/2013	1/1/2014	Change %	Rank	County	1/1/2013	1/1/2014	Change %	
1	Los Angeles	9,963,811	10,041,797	0.8%	30	Imperial	179,527	180,672	0.6%	
2	San Diego	3,154,574	3,194,362	1.3%	31	Shasta	178,953	179,412	0.3%	
3	Orange	3,085,269	3,113,991	0.9%	32	Madera	152,525	153,897	0.9%	
4	Riverside	2,255,653	2,279,967	1.1%	33	Kings	151,127	150,181	-0.6%	
5	San Bernardino	2,068,610	2,085,669	0.8%	34	Napa	138,754	139,255	0.4%	
6	Santa Clara	1,840,895	1,868,558	1.5%	35	Humboldt	134,687	134,648	0.0%	
7	Alameda	1,550,119	1,573,254	1.5%	36	Nevada	97,165	97,225	0.1%	
8	Sacramento	1,442,752	1,454,406	0.8%	37	Sutter	95,302	95,733	0.5%	
9	Contra Costa	1,076,429	1,087,008	1.0%	38	Mendocino	88,493	89,029	0.6%	
10	Fresno	953,179	964,040	1.1%	39	Yuba	73,278	73,682	0.6%	
11	Kern	861,164	873,092	1.4%	40	Lake	64,524	64,699	0.3%	
12	Ventura	836,153	842,967	0.8%	41	Tehama	63,522	63,717	0.3%	
13	San Francisco	826,003	836,620	1.3%	42	San Benito	57,079	57,517	0.8%	
14	San Mateo	736,647	745,193	1.2%	43	Tuolumne	53,672	53,604	-0.1%	
15	San Joaquin	701,745	710,731	1.3%	44	Siskiyou	44,965	45,231	0.6%	
16	Stanislaus	523,038	526,042	0.6%	45	Calaveras	44,968	44,650	-0.7%	
17	Sonoma	488,580	490,486	0.4%	46	Amador	36,581	36,151	-1.2%	
18	Tulare	456,037	459,446	0.7%	47	Lassen	33,177	32,581	-1.8%	
19	<b>Santa Barbara</b>	<b>429,631</b>	<b>433,398</b>	<b>0.9%</b>	48	Glenn	28,238	28,353	0.4%	
20	Monterey	422,754	425,756	0.7%	49	Del Norte	28,323	28,131	-0.7%	
21	Solano	420,339	424,233	0.9%	50	Colusa	21,636	21,660	0.1%	
22	Placer	360,802	366,115	1.5%	51	Plumas	19,389	19,140	-1.3%	
23	San Luis Obispo	272,478	272,357	0.0%	52	Inyo	18,627	18,590	-0.2%	
24	Santa Cruz	268,189	271,595	1.3%	53	Mariposa	18,350	18,467	0.6%	
25	Merced	262,390	264,922	1.0%	54	Mono	14,301	14,143	-1.1%	
26	Marin	254,696	255,846	0.5%	55	Trinity	13,391	13,389	0.0%	
27	Butte	221,127	222,316	0.5%	56	Modoc	9,377	9,197	-1.9%	
28	Yolo	204,953	206,381	0.7%	57	Sierra	3,115	3,089	-0.8%	
29	El Dorado	181,997	182,404	0.2%	58	Alpine	1,078	1,079	0.1%	
<b>California</b>							<b>37,984,138</b>	<b>38,340,074</b>	<b>0.9%</b>	

# County Statistical Profile

## Cities and Unincorporated Area

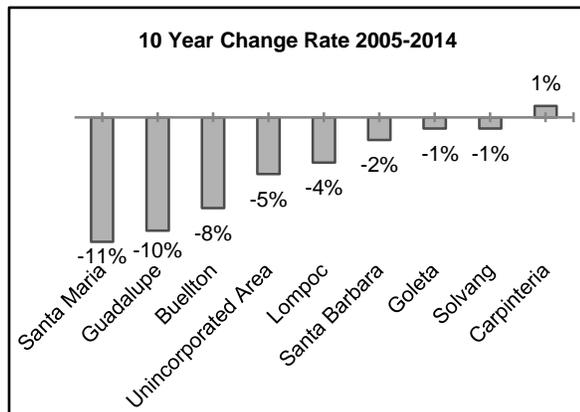
As of January 1, 2014, the estimated County population was 433,398<sup>2</sup>. This includes an estimated 137,552 residents living within the unincorporated communities of Burton Mesa, Casmalia, Cuyama, Eastern Goleta Valley, Gaviota, Isla Vista, Los Alamos, Los Olivos, Montecito, Orcutt, Santa Ynez, Summerland, and Vandenberg Village.

Figure 3<sup>2</sup>

Estimated Population 2014	
City	Est. Population (Jan 1, 2014)
Buellton	4,893
Solvang	5,363
Guadalupe	7,144
Carpinteria	13,442
Goleta	30,202
Lompoc	43,314
Santa Barbara	90,385
Santa Maria	101,103
Unincorporated	137,552
Total	433,398

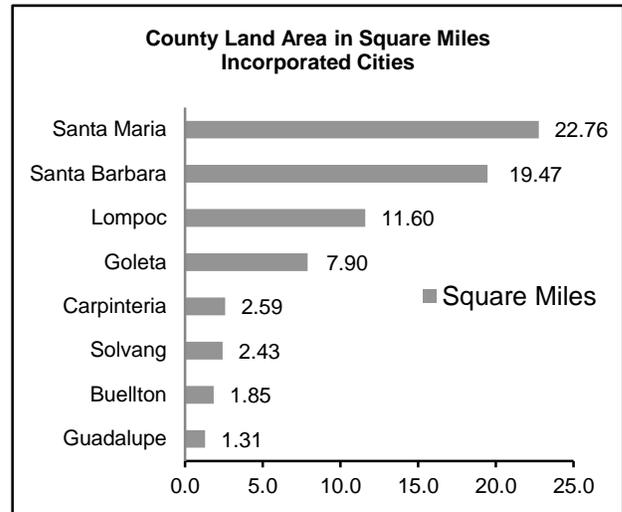
While Santa Barbara and Santa Maria have the largest populations, the areas with the most change in rate over the past ten years have been Santa Maria, Buellton, and Guadalupe. The incorporation of the City of Goleta resulted in a decrease in the 10-year change rate for the overall unincorporated area of the County.

Figure 4<sup>2</sup>



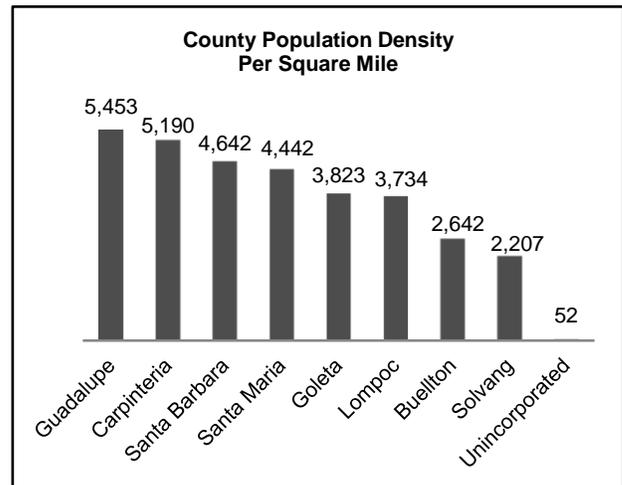
The County spans over 2,700 square miles, of which incorporated cities occupy almost 70 square miles. Each city's respective square mile occupancy is provided in the graph below.

Figure 5<sup>3</sup>



Although the City of Guadalupe shows the smallest land area at only 1.31 square miles, they have the greatest amount of density of residents within their city according to the chart below.

Figure 6<sup>2,3</sup>



# County Statistical Profile

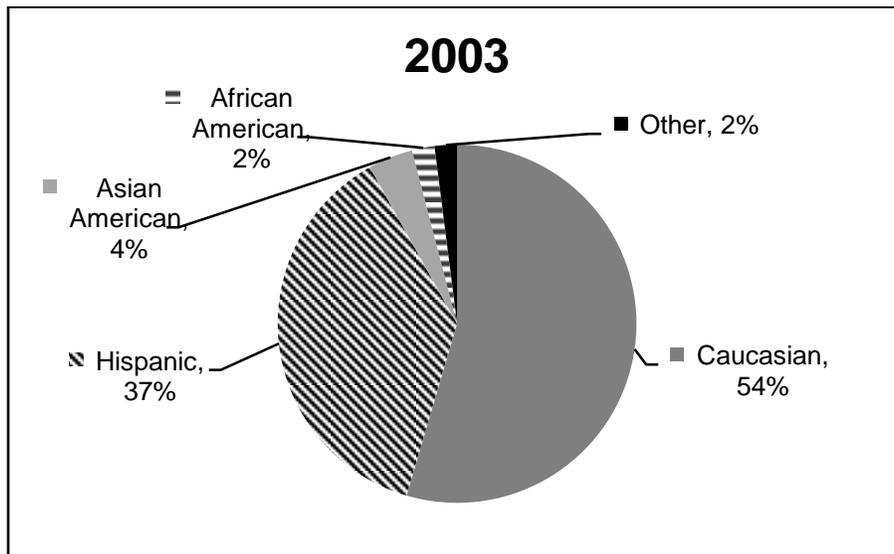
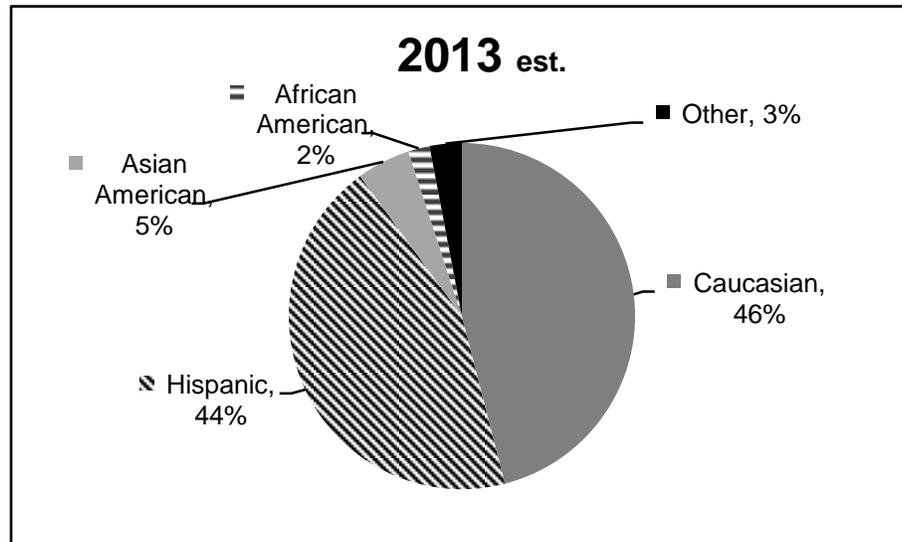
## Population by Ethnicity

Changes in Santa Barbara County's ethnicity are illustrated in the graph below.

While the changes are relatively gradual from year-to-year, over a ten-year period ending in 2013, the Caucasian population declined by 8% relative to the total population. The African American population remained constant at 2%; the Hispanic population increased 7%, and Asian Americans increased 1% while other ethnic groups population decreased by 1%.

Additionally, the graph is showing how in 2013 the Hispanic population at 44% is almost equal to the Caucasian population at 46%.

Figure 7: County Ethnic Distribution 10 Year Comparison <sup>2</sup>



# County Statistical Profile

## Employment and Industry

During FY 13-14, the County for the fourth consecutive year saw positive trends in some economic segments, led by consumer spending and tourism. Additionally, the real estate housing market and labor market are showing a conservative rebound.

The following tables present data on local employment and industry trends.

Figure 8 <sup>5</sup>

Average Salary and Growth by Sector Santa Barbara County FY 2013			
Sector	Salary in 2012	Salary in 2013	Percent Change
Mining	104,047	114,654	10.2%
Management of Companies and Enterprises	104,680	96,995	-7.3%
Finance and Insurance	91,597	92,710	1.2%
Professional and Technical Services	79,592	79,752	0.2%
Information	83,210	79,360	-4.6%
Utilities	73,155	74,226	1.5%
Manufacturing	66,029	65,826	-0.3%
Wholesale Trade	62,610	61,850	-1.2%
Construction	51,533	51,445	-0.2%
Healthcare and Social Assistance	50,621	48,315	-4.6%
Education Services	42,914	42,242	-1.6%
Transportation & Warehouse	40,801	41,864	2.6%
Real Estate and Rental & Leasing	38,240	41,342	8.1%
Administrative and Waste Services	36,376	38,188	5.0%
Retail Trade	32,523	31,660	-2.7%
Other Services, except Public Administration	25,148	30,050	19.5%
Agriculture, Forestry, Fishing and Hunting	28,306	27,667	-2.3%
Arts, Entertainment and Recreation	25,940	26,002	0.2%
Accommodation and Food Services	20,000	20,443	2.2%
<b>Government</b>			
Federal	63,933	62,736	-1.9%
State	57,681	63,386	9.9%
Local	50,025	51,271	2.5%
All Industry Average	46,432	46,614	0.4%



# County Statistical Profile

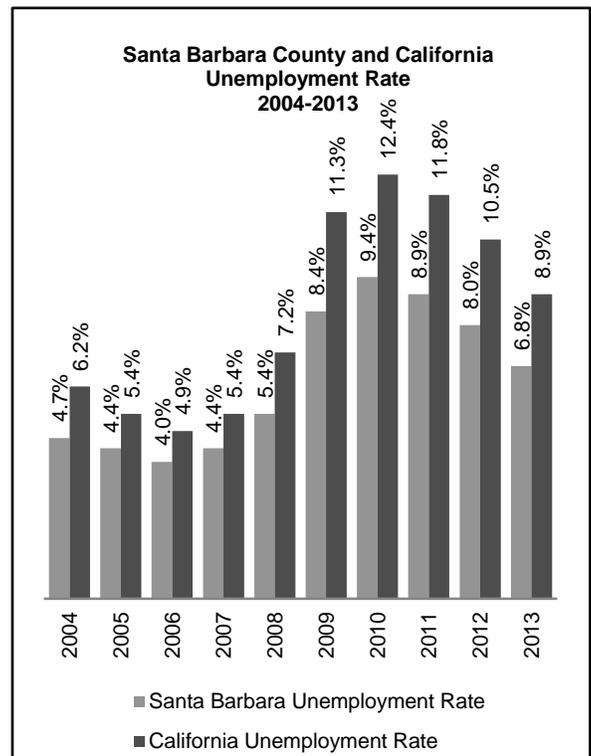
Figure 9<sup>1</sup>

Job Growth by Sector Santa Barbara County				
Sector	Jobs in 2012	Jobs in 2013	Jobs Created/(Lost)	Percent Change
Government	37,700	37,900	200	1%
Farm	18,800	19,400	600	3%
Retail Trade	18,500	19,000	500	3%
Durable Manufacturing	8,800	8,700	(100)	-1%
Construction	6,800	7,200	400	6%
Financial Activities	6,500	6,600	100	2%
Other Services	5,300	5,500	200	4%
Wholesale Trade	4,200	4,600	400	10%
Information	4,200	4,300	100	2%
Non-Durable Manufacturing	3,200	3,400	200	6%
Transportation, Warehousing & Utilities	2,900	3,000	100	3%
Mining and Logging	1,200	1,100	(100)	-8%
Remaining Sectors	68,900	71,100	2,200	3%
<b>Total, All Industries</b>	<b>187,000</b>	<b>191,800</b>	<b>4,800</b>	<b>3%</b>

Figure 10<sup>5</sup>

Major Employers in Santa Barbara County, FY 2014 (Over 1,000 Employees)				
Rank	Company	Location	Industry	FTEs
1	University of California, Santa Barbara	Goleta	Higher Education	10,592
2	Vandenberg Air Force Base	Lompoc	Defense	6,800
3	County of Santa Barbara	Santa Barbara	Government	4,582
4	Santa Barbara Cottage Hospital	Santa Barbara	Healthcare	3,449
5	Santa Barbara City College	Santa Barbara	Education	2,149
6	Santa Barbara Unified School District	Santa Barbara	Education	2,000
7	City of Santa Barbara	Santa Barbara	Government	1,689
8	Chumash Casino Resort	Santa Ynez	Recreation	1,677
9	Marian Medical Center	Santa Maria	Education	1,600
10	Santa Maria Bonita School District	Santa Maria	Education	1,452
11	Sansum Santa Barbara Medical Foundation	Santa Barbara	Healthcare	1,200
12	Raytheon	Goleta	Aerospace and Defense	1,145
13	C & D Zodiac	Santa Maria	Aircraft Interiors	1,100

Figure 11<sup>1</sup>



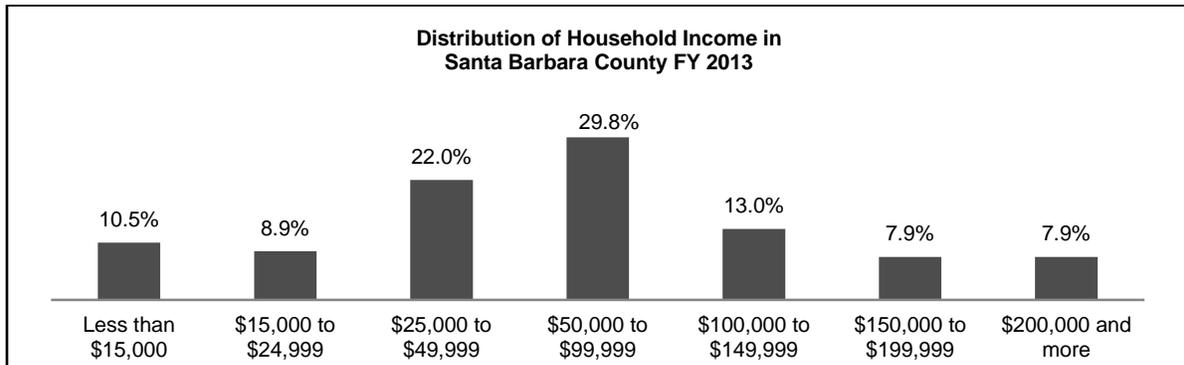
# County Statistical Profile

## Income and Housing

### Income

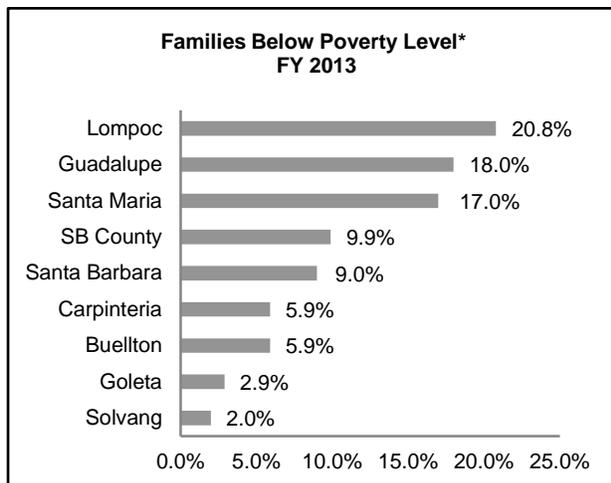
Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 41% of households earning below \$49,999 per year; and 29% of households earning \$100,000 per year or more.

Figure 12<sup>3</sup>



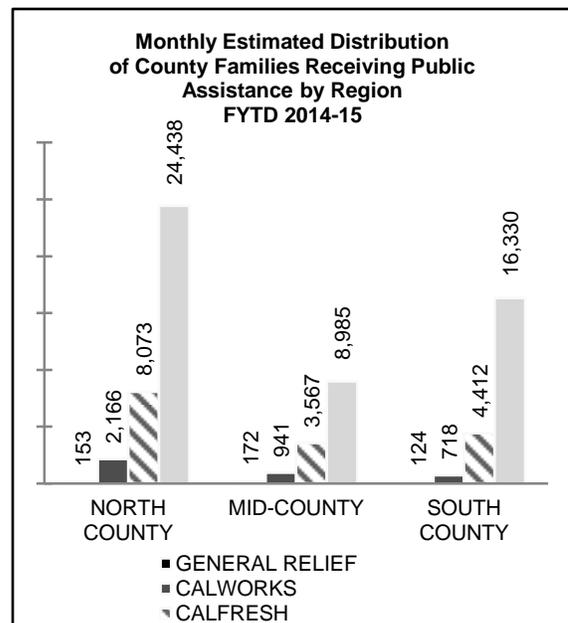
The County administers local, state, and federal programs to assist eligible needy families and individuals in our community through the Department of Social Services. These programs provide financial and supportive services that strengthen the family unit and promote self-sufficiency.

Figure 13<sup>3</sup>



\*Federal Poverty level: about \$23,850 for a family of four.

Figure 14<sup>6</sup>

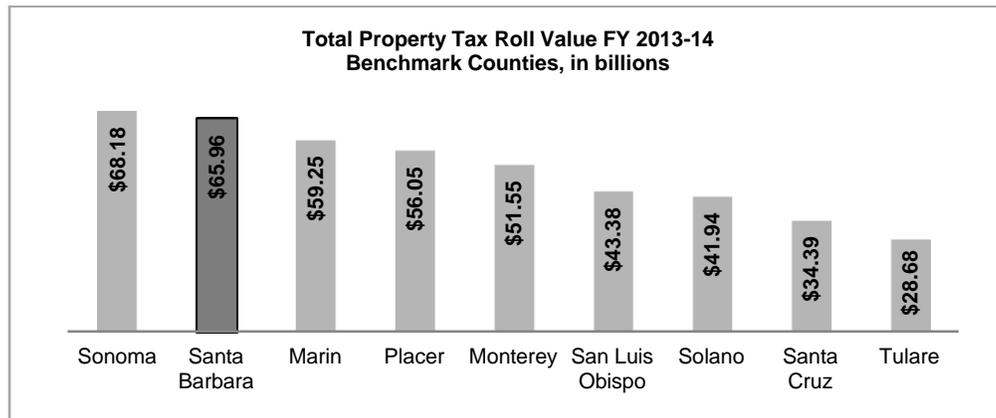


# County Statistical Profile

## Housing

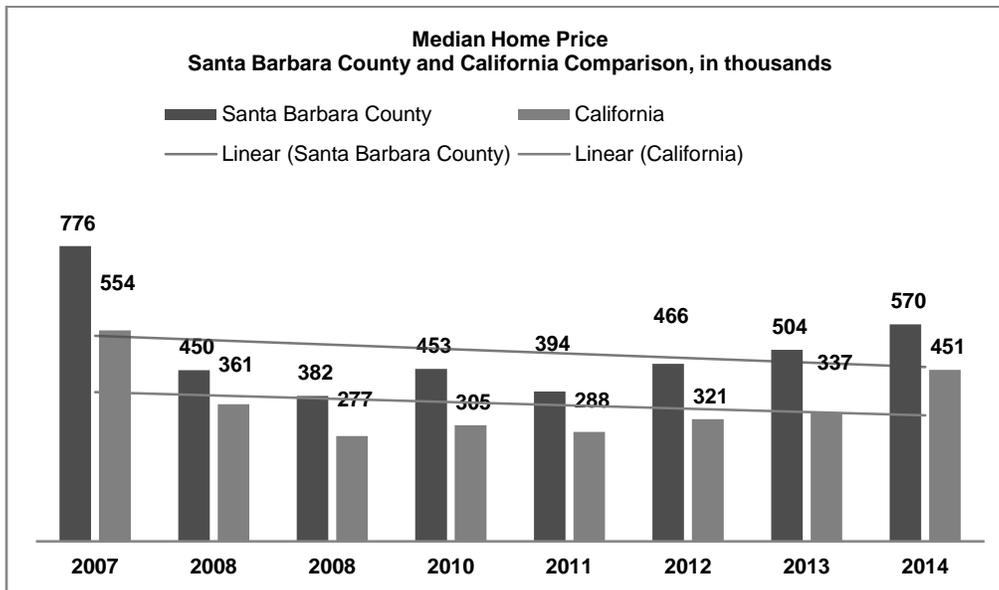
Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes, including secured, unsecured, stated assessed property, and supplemental taxes. The total value of the County's property tax roll in FY 2013-14 was \$65.96 billion, the second highest value after Sonoma, when compared to benchmark counties.

Figure 15 <sup>7</sup>



The median home price in Santa Barbara County steadily increased leading up to 2007, but dropped significantly in 2008. Prices have stabilized Countywide and show a slight increase over the prior year.

Figure 16 <sup>8</sup>



# County Statistical Profile

## Quality of Life

### Health

According to the 2014 Community Health Status Report released by the County of Santa Barbara Public Health Department, as a whole, the residents of Santa Barbara County are somewhat healthier than the average Californian. The residents of Santa Barbara County have lower rates of smoking, lung cancer, diabetes, and other health problems than those reported statewide.

However, Santa Barbara residents are still affected by several preventable health problems such as heart disease, stroke, and liver disease that lead to premature death. While some health problems (e.g. diabetes, liver disease, and higher rates of teen birth) disproportionately impact Latinos, they have lower age-adjusted death rates in most disease categories.

Figure 17<sup>9</sup>

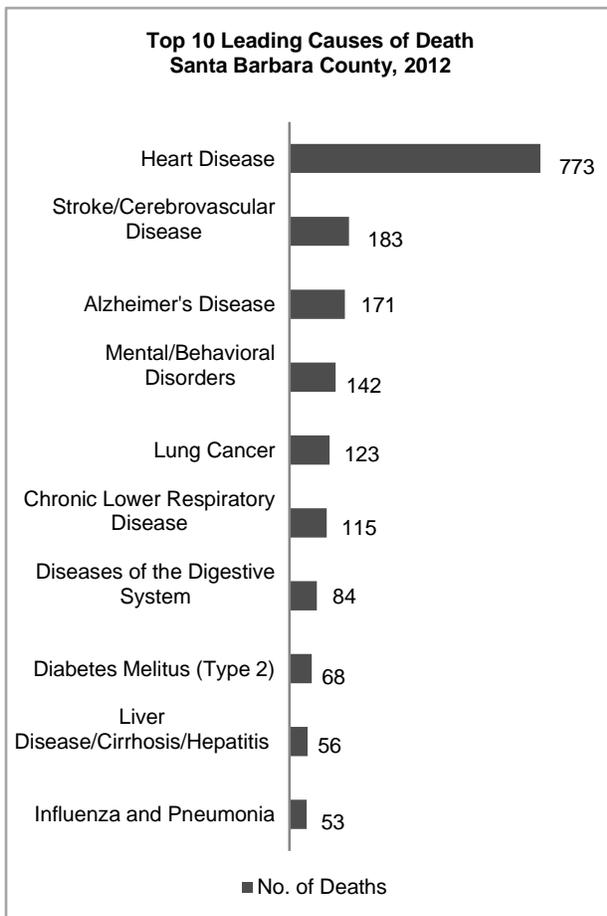
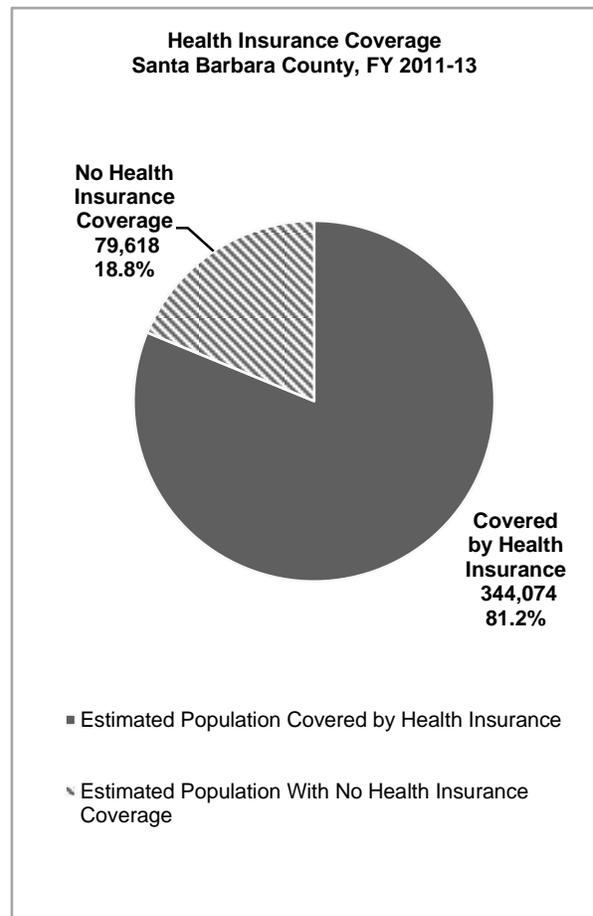


Figure 18<sup>3</sup>



# County Statistical Profile

## Education

The County has twenty (20) K-12 School Districts and two Community College Districts. There were 5,181 high school seniors enrolled in FY 2013-14 with a graduation rate of 86%, according to the California Department of Education.

Figure 19<sup>3</sup>

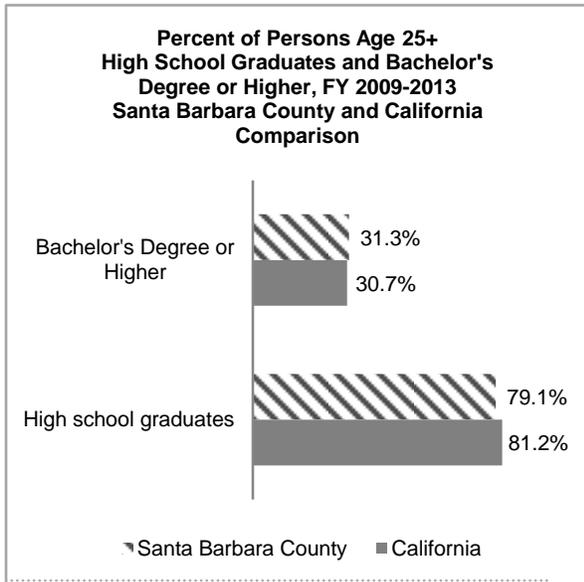


Figure 20<sup>10</sup>

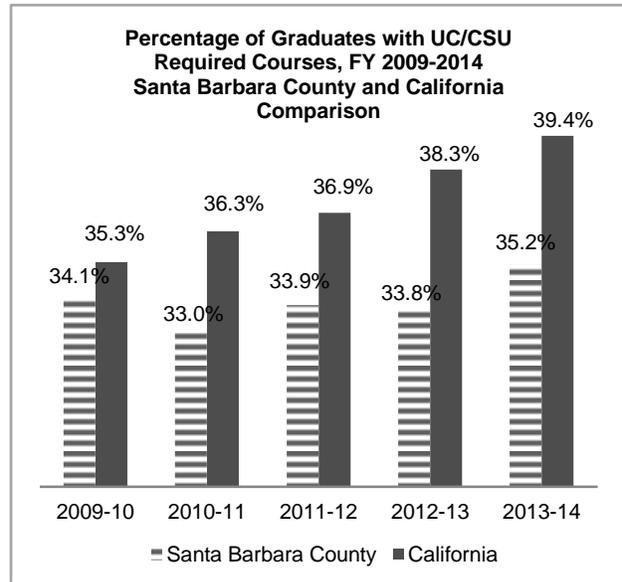
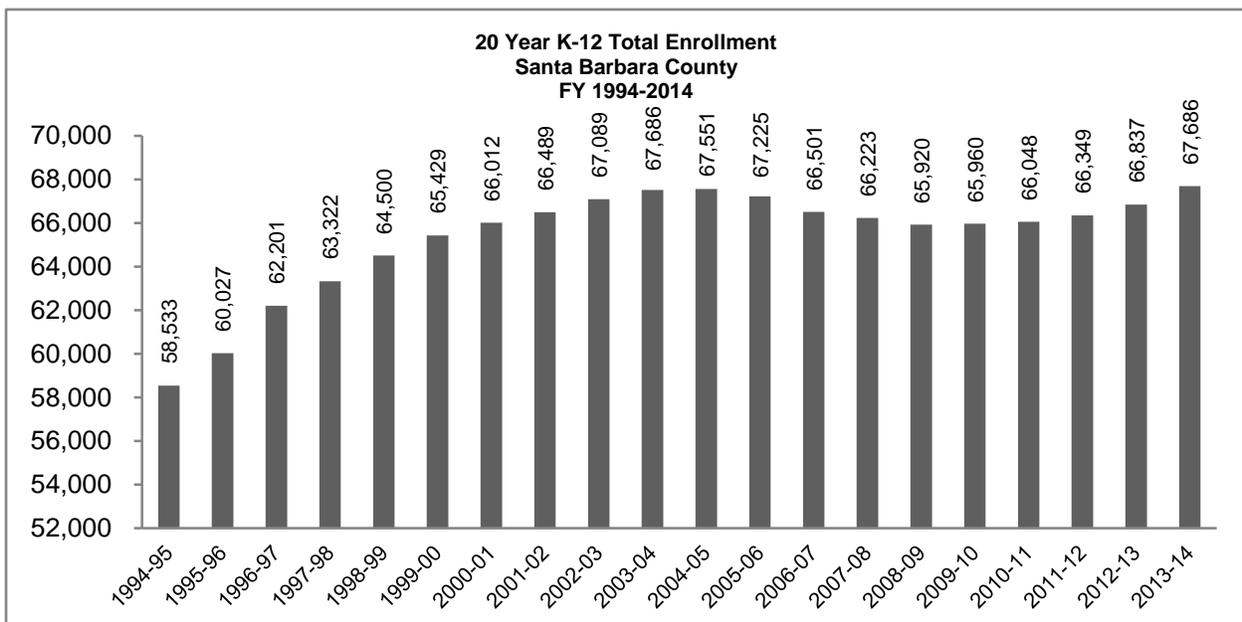


Figure 21<sup>10</sup>



# County Statistical Profile

## ***List of Sources***

1. State of California Employment Development Department - County Info report, FY 2014
2. California Department of Finance, FY 2014
3. United States Census Bureau, FY 2013-2014
4. County of Santa Barbara, Auditor-Controller's Office, FY 2014-2015
5. The California Economic Forecast, FY 2013-2014
6. County of Santa Barbara, Department of Social Services, FY 2014-2015
7. California State Board of Equalization, FY 2013-2014
8. California Association of Realtors, FY 2014
9. County of Santa Barbara, Public Health Department, FY 2014
10. California Department of Education, FY 2014