

Section G



County Statistical Profile

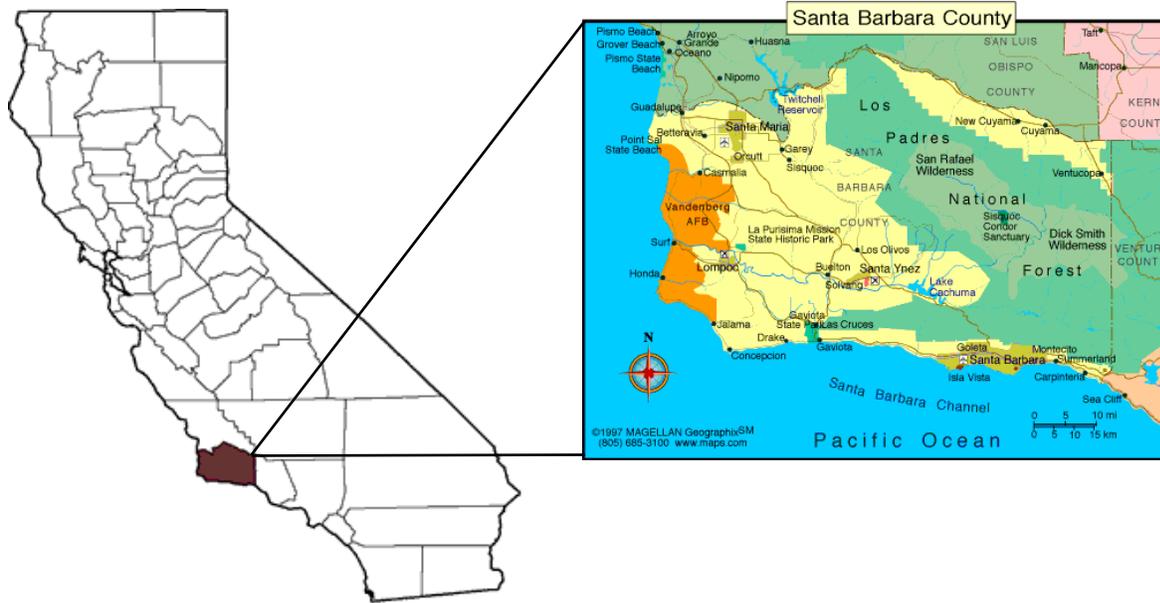


County Statistical Profile



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

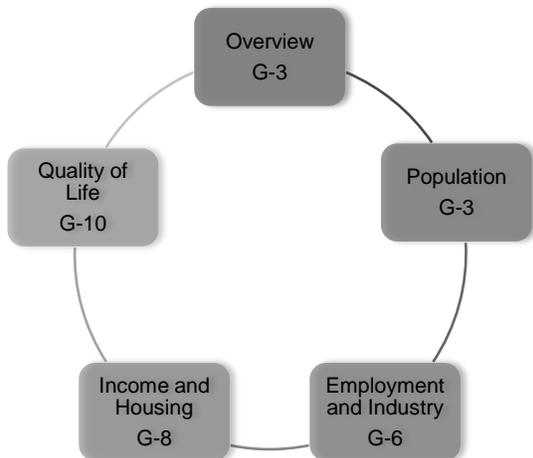


Figure 1: Santa Barbara County Fast Facts

FAST FACTS
FOUNDED: February 18, 1850
SIZE: 2,745 square miles ¹
INCORPORATED CITIES: 8
POPULATION: 437,643 ²
UNEMPLOYMENT RATE: 4.8% ¹
PER CAPITA INCOME: \$51,088 ¹
MEDIAN HOUSEHOLD INCOME: \$63,409 ³
ASSESSED VALUE OF PROPERTY: \$69.45 billion ⁴
TAXABLE SALES: \$6.8 billion in FY2014-15 ⁴

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 2²

Benchmark Counties Population										
Total Population										
Rank	County	1/1/2014	1/1/2015	Change %	Rank	County	1/1/2014	1/1/2015	Change %	
1	Los Angeles	10,054,852	10,136,559	0.8%	30	Imperial	180,998	183,429	1.3%	
2	San Diego	3,192,457	3,227,496	1.1%	31	Shasta	178,742	178,673	0.0%	
3	Orange	3,114,209	3,147,655	1.1%	32	Madera	154,354	155,878	1.0%	
4	Riverside	2,280,191	2,308,441	1.2%	33	Kings	149,942	149,721	-0.1%	
5	San Bernardino	2,084,151	2,104,291	1.0%	34	Napa	139,074	140,362	0.9%	
6	Santa Clara	1,868,038	1,889,638	1.2%	35	Humboldt	134,790	134,398	-0.3%	
7	Alameda	1,574,497	1,594,569	1.3%	36	Nevada	97,823	98,193	0.4%	
8	Sacramento	1,456,230	1,470,912	1.0%	37	Sutter	95,739	95,948	0.2%	
9	Contra Costa	1,089,219	1,102,871	1.3%	38	Mendocino	88,615	88,863	0.3%	
10	Fresno	963,375	972,297	0.9%	39	Yuba	73,690	74,076	0.5%	
11	Kern	868,610	874,264	0.7%	40	Lake	64,759	64,918	0.2%	
12	Ventura	842,385	848,073	0.7%	41	Tehama	64,209	64,323	0.2%	
13	San Francisco	834,903	845,602	1.3%	42	San Benito	57,909	58,344	0.8%	
14	San Mateo	745,635	753,123	1.0%	43	Tuolumne	54,150	54,337	0.3%	
15	San Joaquin	708,678	719,511	1.5%	44	Calaveras	45,567	45,668	0.2%	
16	Stanislaus	528,157	532,297	0.8%	45	Siskiyou	45,311	45,119	-0.4%	
17	Sonoma	492,320	496,253	0.8%	46	Amador	36,143	36,312	0.5%	
18	Tulare	458,827	462,189	0.7%	47	Lassen	32,367	32,092	-0.8%	
19	Santa Barbara	434,510	437,643	0.7%	48	Glenn	28,694	28,728	0.1%	
20	Solano	425,169	429,552	1.0%	49	Del Norte	28,051	28,031	-0.1%	
21	Monterey	424,774	425,413	0.2%	50	Colusa	21,783	21,715	-0.3%	
22	Placer	366,678	369,454	0.8%	51	Plumas	19,682	19,560	-0.6%	
23	San Luis Obispo	272,955	274,293	0.5%	52	Inyo	18,614	18,574	-0.2%	
24	Santa Cruz	269,322	271,646	0.9%	53	Mariposa	17,843	17,791	-0.3%	
25	Merced	264,567	266,134	0.6%	54	Mono	14,625	14,695	0.5%	
26	Marin	257,153	258,972	0.7%	55	Trinity	13,623	13,571	-0.4%	
27	Butte	222,901	224,323	0.6%	56	Modoc	9,481	9,399	-0.9%	
28	Yolo	208,246	209,393	0.6%	57	Sierra	3,125	3,105	-0.6%	
29	El Dorado	183,287	184,917	0.9%	58	Alpine	1,122	1,121	-0.1%	
							California	38,357,121	38,714,725	0.9%

County Statistical Profile

Cities and Unincorporated Area

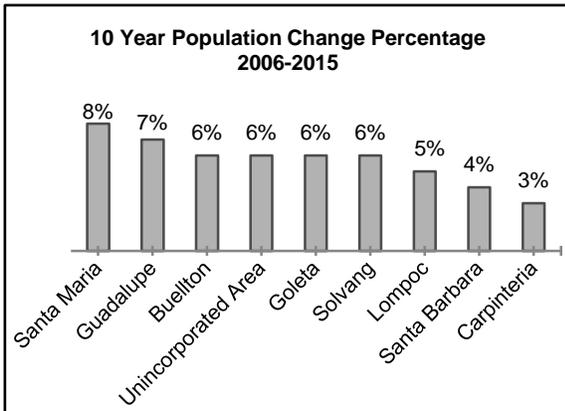
As of January 1, 2015, the estimated County population was 437,643². This includes an estimated 139,052 residents living within the unincorporated communities of Burton Mesa, Casmalia, Cuyama, Eastern Goleta Valley, Gaviota, Isla Vista, Los Alamos, Los Olivos, Montecito, Orcutt, Santa Ynez, Summerland, and Vandenberg Village.

Figure 3²

Estimated Population 2015	
City	Est. Population (Jan 1, 2015)
Buellton	4,931
Solvang	5,489
Guadalupe	7,205
Carpinteria	13,547
Goleta	30,765
Lompoc	43,479
Santa Barbara	91,088
Santa Maria	102,087
Unincorporated	139,052
Total	437,643

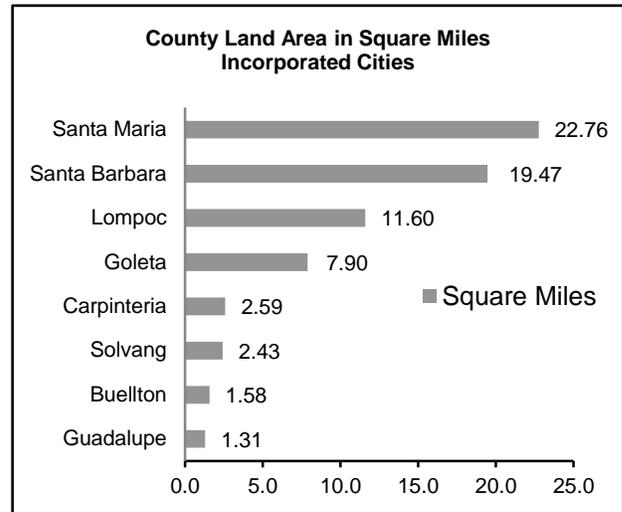
While Santa Barbara and Santa Maria have the largest populations, the areas with the most change in population rate over the past ten years have been Santa Maria, Buellton, and Guadalupe.

Figure 4²



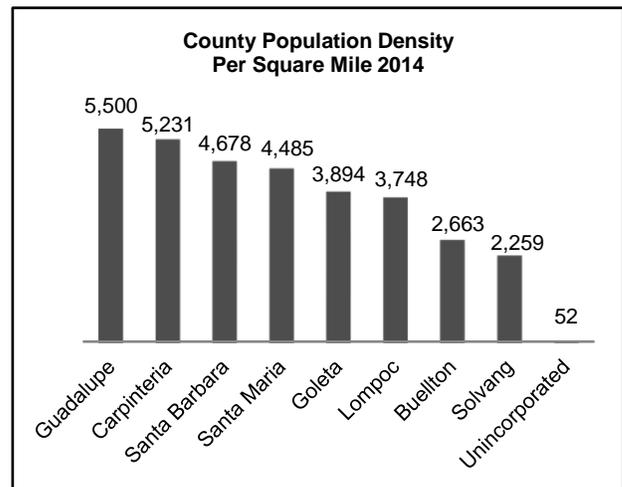
The County spans over 2,700 square miles, of which incorporated cities occupy almost 70 square miles, or 2.6%. Each city's respective square mile occupancy is provided in the graph below.

Figure 5³



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^{2,3}



County Statistical Profile

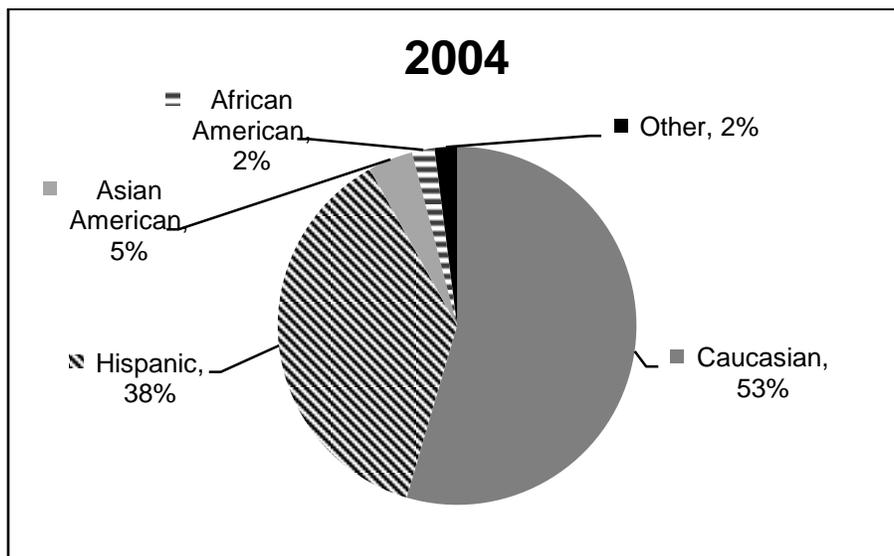
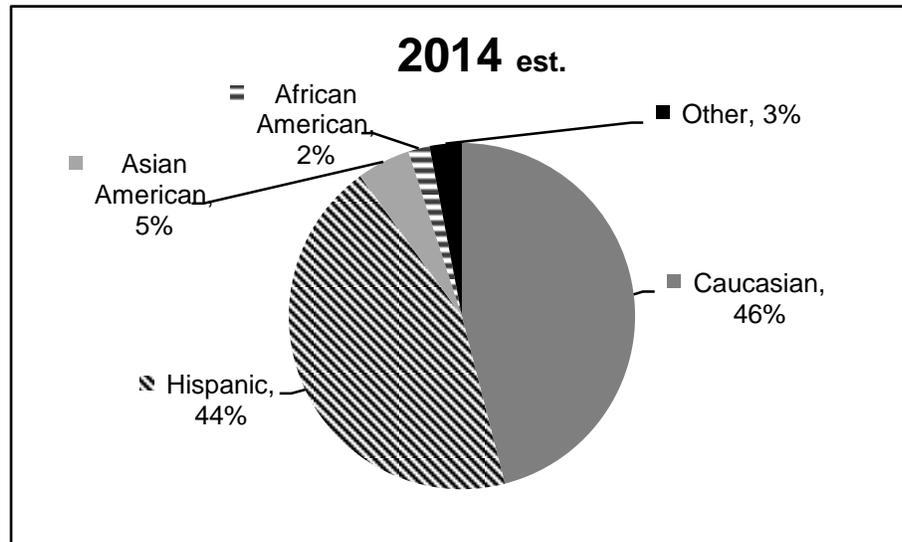
Population by Ethnicity

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

While the changes are relatively gradual from year-to-year, over a ten-year period ending in 2014, the Caucasian population declined by 7% relative to the total population. The African American population remained constant at 2%; the Hispanic population increased 6%, and the Asian American population remained constant at 5%, while other ethnic populations increased by 1%.

Additionally, the graph is showing how in 2014 the Hispanic population at 44% is almost equal to the Caucasian population at 46%.

Figure 7: County Ethnic Distribution 10 Year Comparison ²



County Statistical Profile

Employment and Industry

During FY 14-15, the County for the fifth 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 ⁵

Average Salary and Growth by Sector Santa Barbara County FY 2014			
Sector	Salary in 2013	Salary in 2014	Percent Change
Mining	114,654	111,536	-2.7%
Management of Companies and Enterprises	96,995	108,748	12.1%
Finance and Insurance	92,710	89,435	-3.5%
Professional and Technical Services	79,752	83,753	5.0%
Information	79,360	81,912	3.2%
Utilities	74,226	80,640	8.6%
Manufacturing	65,826	66,637	1.2%
Wholesale Trade	61,850	65,133	5.3%
Construction	51,445	52,294	1.7%
Healthcare and Social Assistance	48,315	49,264	2.0%
Education Services	42,242	43,381	2.7%
Transportation & Warehousing	41,864	41,738	-0.3%
Real Estate and Rental and Leasing	41,342	42,223	2.1%
Administrative and Waste Services	38,188	38,787	1.6%
Retail Trade	31,660	32,952	4.1%
Other Services, except Public Administration	30,050	31,297	4.1%
Agriculture, Forestry, Fishing and Hunting	27,667	29,214	5.6%
Arts, Entertainment and Recreation	26,002	27,074	4.1%
Accommodation and Food Services	20,443	21,094	3.2%
Government			
Federal	62,736	66,600	6.2%
State	63,386	64,386	1.6%
Local	51,271	52,380	2.2%
All Industry Average	46,614	47,678	2.3%



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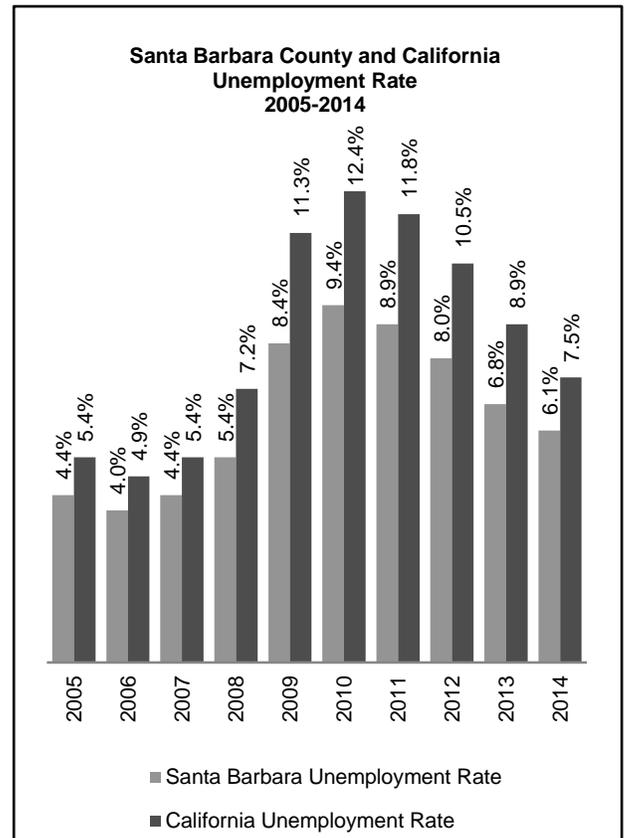
Figure 9 ¹

Job Growth by Sector Santa Barbara County				
Sector	Jobs in 2013	Jobs in 2014	Jobs Created/(Lost)	Percent Change
Government	37,900	38,300	400	1%
Trade, Transportation & Utilities	26,800	27,500	700	3%
Educational & Health Services	24,600	25,100	500	2%
Leisure & Hospitality	24,400	25,500	1100	5%
Professional & Business Services	23,300	22,700	-600	-3%
Goods Producing	20,500	21,000	500	2%
Farm	19,300	21,000	1700	9%
Financial Activities	6,500	6,400	-100	-2%
Other Services	5,500	5,700	200	4%
Information	4,300	4,400	100	2%
Total, All Industries	193,100	197,600	4500	2%

Figure 10 ⁵

Major Employers in Santa Barbara County, FY 2015 (Over 1,000 Employees)				
Rank	Company	Location	Industry	FTEs
1	University of California, Santa Barbara	Goleta	Higher Education	10,827
2	Vandenberg Air Force Base	Lompoc	Defense	6,800
3	County of Santa Barbara	Santa Barbara	Government	4,945
4	Santa Barbara Cottage Hospital	Santa Barbara	Healthcare	3,760
5	Santa Barbara City College	Santa Barbara	Education	2,348
6	Santa Barbara Unified School District	Santa Barbara	Education	2,000
7	City of Santa Barbara	Santa Barbara	Government	1,768
8	Marian Medical Center	Santa Maria	Education	1,734
9	Chumash Casino Resort	Santa Ynez	Recreation	1,673
10	Santa Maria Bonita School District	Santa Maria	Education	1,560
11	Sansum Santa Barbara Medical Foundation	Santa Barbara	Healthcare	1,300
12	C & D Zodiac	Santa Maria	Aircraft Interiors	1,100
13	Allan Hancock College	Santa Maria	Education	1,042

Figure 11 ¹



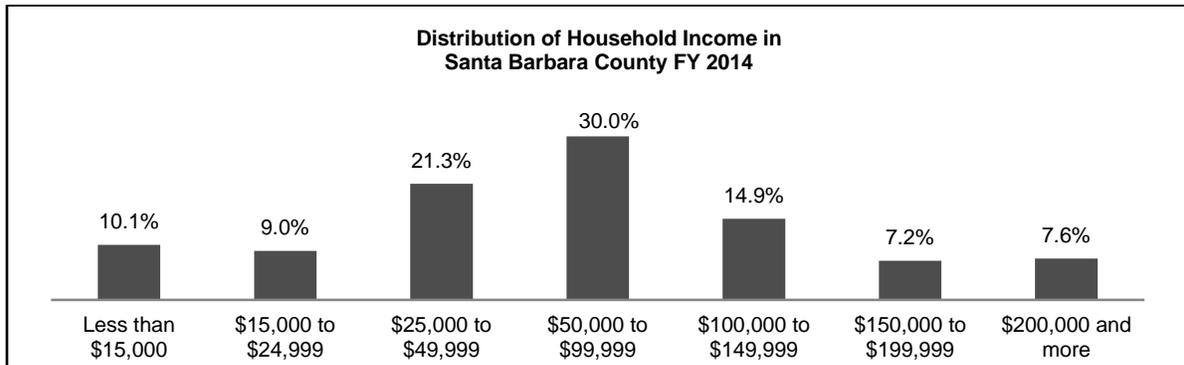
County Statistical Profile

Income and Housing

Income

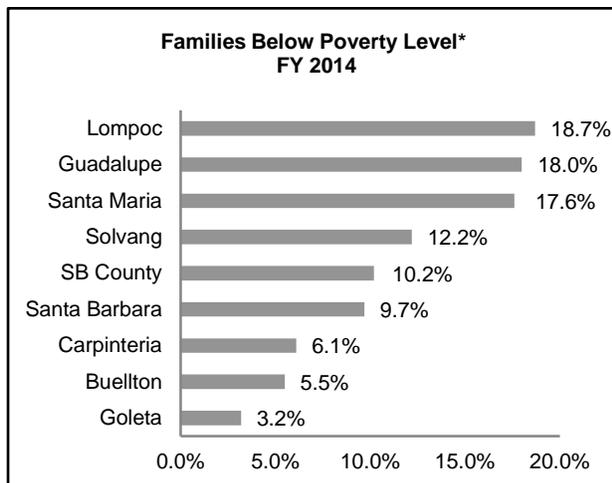
Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 40% of households earning below \$49,999 per year; and 30% of households earning \$100,000 per year or more.

Figure 12³



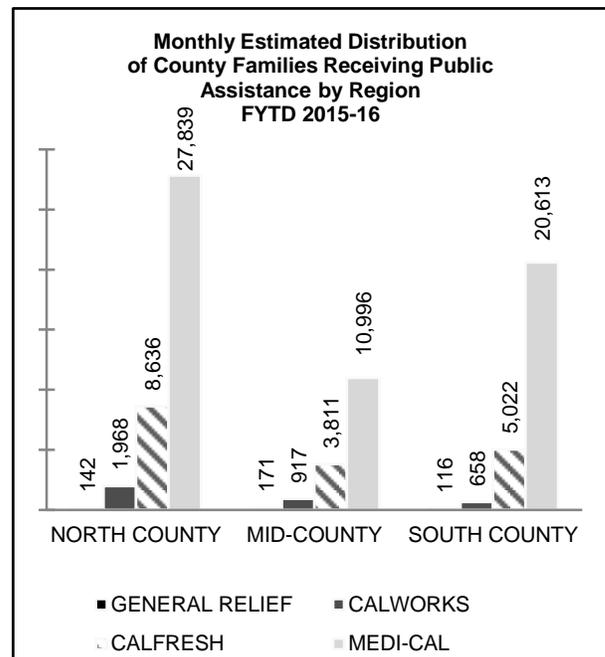
The County administers local, state, and federal programs to assist eligible needy families and individuals in our community through the Department of Social Services. These programs provide financial and supportive services that strengthen the family unit and promote self-sufficiency.

Figure 13³



*Federal Poverty level: about \$24,250 for a family of four.

Figure 14⁶

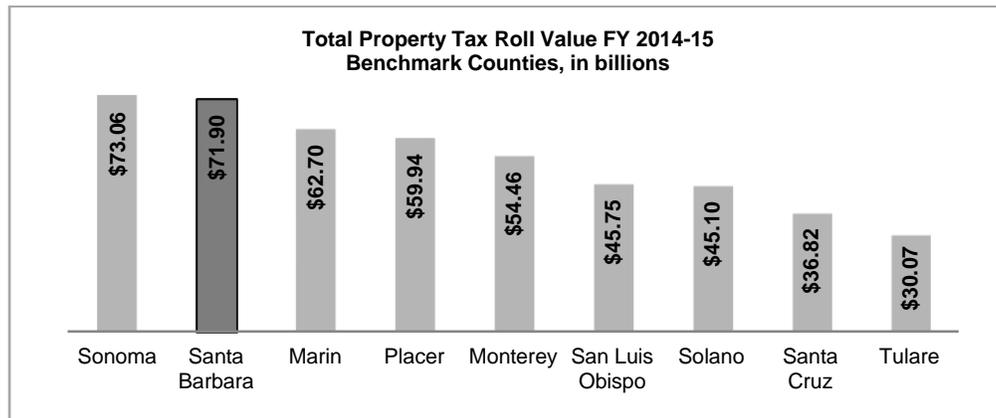


County Statistical Profile

Housing

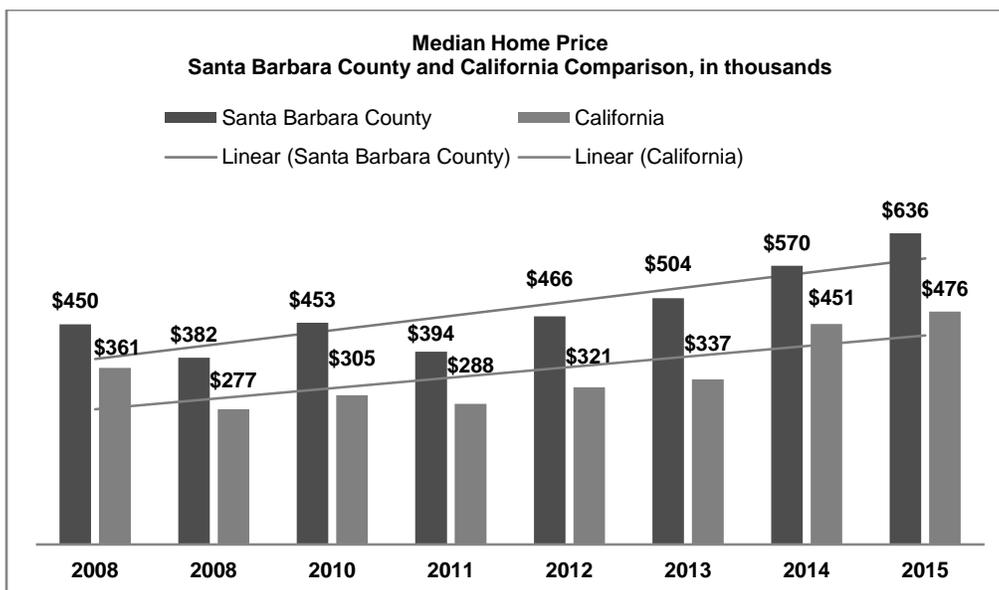
Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes, including secured, unsecured, stated assessed property, and supplemental taxes. The total value of the County's property tax roll in FY 2014-15 was \$71.90 billion, the second highest value after Sonoma, when compared to benchmark counties.

Figure 15 ⁷



The median home price in Santa Barbara County has stabilized and shows a 12% increase over the prior year. The statewide median home price increased 6% over the prior year.

Figure 16 ⁸



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, County residents are healthier than other California residents in several categories, such as lower mortality rates for cancer and a smaller percentage of individuals' age 1 year and older ever diagnosed with asthma. There are also a number of areas where the county has displayed improvement over time.

However, Santa Barbara County residents need to make improvements in several areas. Poor diet, physical inactivity, and tobacco use are behaviors that we can change to prevent premature death and chronic disease.

Figure 17⁹

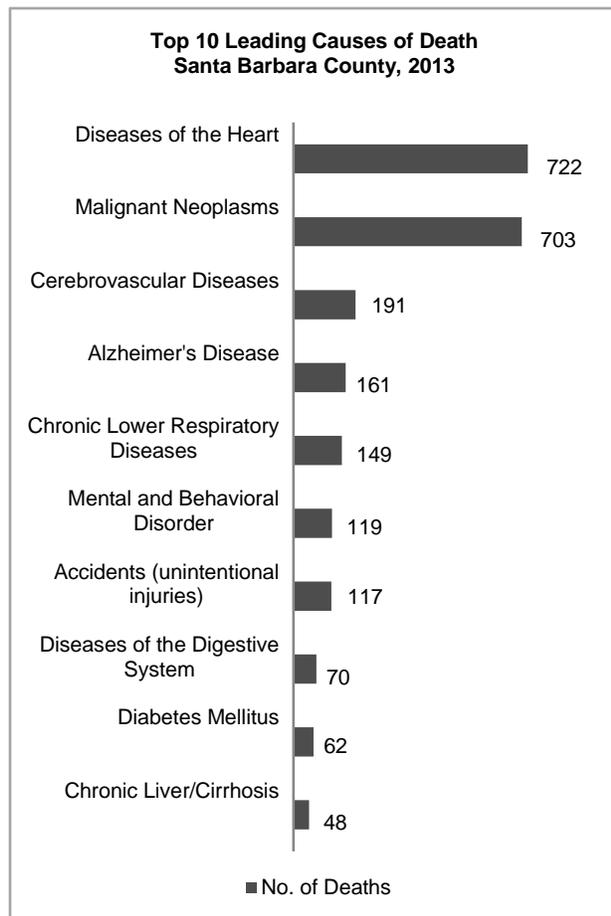
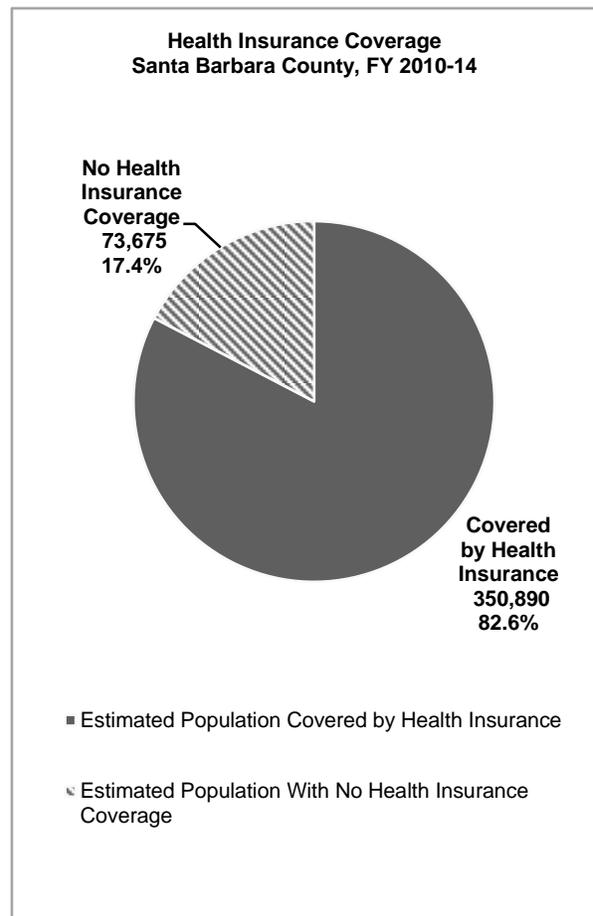


Figure 18³



County Statistical Profile

Education

The County has twenty (20) K-12 School Districts and two Community College Districts. There were 5,055 high school seniors enrolled in FY 2014-15 with a graduation rate of 84%, according to the California Department of Education.

Figure 19³

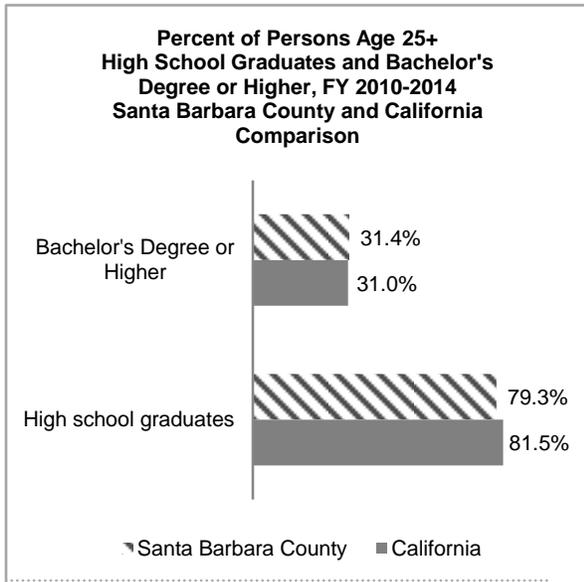


Figure 20¹⁰

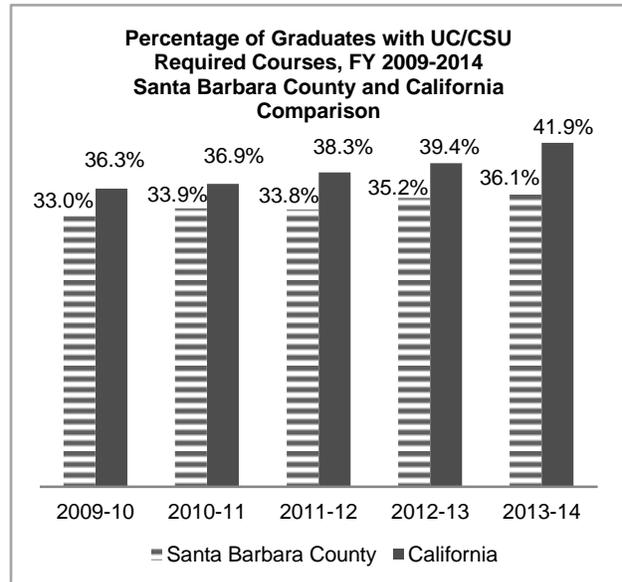
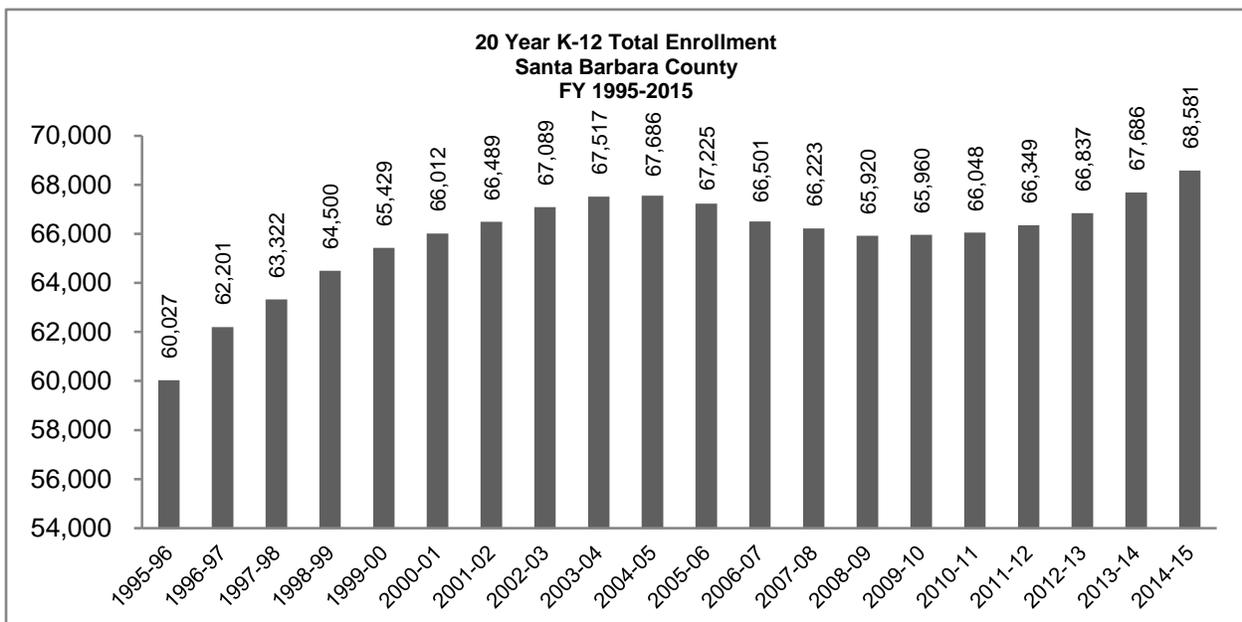


Figure 21¹⁰



County Statistical Profile

List of Sources

-
1. State of California Employment Development Department - County Info report, FY 2015
 2. California Department of Finance, FY 2015
 3. United States Census Bureau, FY 2014-2015
 4. County of Santa Barbara, Auditor-Controller's Office, FY 2015-2016
 5. The California Economic Forecast, FY 2014-2015
 6. County of Santa Barbara, Department of Social Services, FY 2015-2016
 7. California State Board of Equalization, FY 2014-2015
 8. California Association of Realtors, FY 2015
 9. County of Santa Barbara, Public Health Department, FY 2015
 10. California Department of Education, FY 2015