

Appendix D

2010 Census Demographics



Demographics

DATA FROM 2010 CENSUS FOR THE CITY OF SANTA BARBARA

The majority of the demographic information contained in the 2011 Housing Element of the General Plan was derived from statistical data provided by the 2000 Census and the American Community Survey (ACS). The ACS is an ongoing survey conducted by the US Census Bureau every year to collect current economic, social, demographic and housing information from randomly selected addresses in every state of the Country, as well as the District of Columbia, and Puerto Rico. The survey provides data on a 1-year or 3-year cycle, rather than once every 10 years.

Because the 2010 Census data had not been released prior to the preparation of the City's 2010 General Plan, the information collected through the 2006-2008 ACS estimates was used to update demographic information contained in the General Plan, specifically the Housing Element. At the time, the ACS provided the most current statistical data for certain social and economic information and therefore used to update the Housing Element.

According to the U.S. Census Bureau, the 2010 Census represented the most massive participation movement ever witnessed in our country, with 74% of all households returning their census forms by mail. The 2010 Census used only the short form asking ten basic questions. In March 2011, the first results from the 2010 Census were released to California. Information summarizing the recently released Census results for the City and County, and where appropriate for the State are provided below and are intended to supplement the demographic information already contained in the City's 2011 General Plan Update.

Population Characteristics

Total Population

The 2010 Census estimated the City's population to be 88,410 persons representing a decrease of 1,190 (-1.3%) persons since 2000. Conversely, population totals for both the County and State increased between 2000 and 2010 (Table 1).

Year	City	County	State
2000	89,600	399,347	33,871,648
2010	88,410	423,895	37,253,956

Source: 2000, 2010 Census, Department of Finance 2011

Comparing the total population estimates for the incorporated cities in the County, the 2010 Census data showed that the population for the cities of Santa Barbara, Carpinteria, and Solvang decreased between 2000 and 2010. All other incorporated cities in the County increased in population during this period. The City of Santa Maria experienced the largest population growth (28.6%) between 2000 and 2010 (Table 2).

**Table 2: Total Population (2000 – 2010)
Incorporated Cities in Santa Barbara County**

Incorporated Cities	Total Population		Change 2000-2010	
	2000	2010	Number	Percent
Buellton	3,828	4,828	1,000	26.1%
Carpinteria	14,194	13,040	-1,154	-8.1%
Goleta	N/A*	29,888	N/A*	N/A*
Guadalupe	5,659	7,080	1,421	25.1%
Lompoc	41,103	42,434	1,331	3.2%
Santa Barbara	89,600	88,410	-1,190	-1.3%
Santa Maria	77,423	99,553	22,130	28.6%
Solvang	5,332	5,245	-87	-1.6%

Source: 2000, 2010 Census, Department of Finance 2011

*City of Goleta incorporated after the 2000 Census

Population by Age

Similar to 2000, the 2010 Census reported the majority of the City’s population to be between 25 and 54 years of age, with nearly 43% of the City’s residents making up this age group (Table 3). Residents in this age group make up the City’s prime workforce and are also considered to be within their child rearing years.

**Table 3: Total Population by Age (2000 – 2010)
City of Santa Barbara**

Age Group	2000		2010	
	Number	Percent	Number	Percent
0-4 years	5,194	5.6%	4,824	5.5%
5-19 years	16,972	18.4%	14,451	16.4%
20-24 years	8,790	9.5%	8,016	9.1%
25-54 years	41,925	45.4%	37,768	42.6%
55-64 years	6,716	7.3%	10,778	12.2%
65+ years	12,727	13.8%	12,573	14.1%
Total	92,325*	100.0%	88,410	100.0%

Source: 2000 Census, 2010 Census American FactFinder

*Corrected population count (89,600) from the 2000 Census was not applied to this demographic data

Median Age

The City’s median age increased from 34.6 years in 2000 to 36.8 years in 2010, indicating an aging population (Table 4). Similarly, the State’s median age increased from 33.3 years in 2000 to 35.2 years in 2010. The County’s median age has remained relatively static for the past decade.

Table 4: Median Age (2000 – 2010)
City, County, State

Year	City	County	State
2000	34.6	33.4	33.3
2010	36.8	33.6	35.2

Source: 2000, 2010 Census, Department of Finance

Race and Ethnicity

According to the 2010 Census, Non-Hispanic White represents 54.8 % of the City’s population, followed by Hispanic or Latino at 38%, and Asian or Pacific Islander at 3.4% (Table 5). Similar to 2000, Non-Hispanic White residents continue to make up the largest racial group in the City and Hispanic or Latino residents making up the second largest group.

Table 5: Population by Race (2000 – 2010)
City of Santa Barbara

Category	2000		2010	
	Number	Percent	Number	Percent
White	53,849	58.3%	48,417	54.8%
Hispanic or Latino	32,330	35.0%	33,591	38.0%
Black or African American	1,418	1.5%	1,177	1.3%
American Indian and Alaska Native	405	0.4%	313	0.4%
Asian or Pacific Islander	2,565	2.8%	3,021	3.4%
Some Other Race	180	0.2%	186	0.2%
Two or More Races	1,578	1.7%	1,705	1.9%
Total	92,325*	100.0%	88,410	100.0%

Source: 2000 Census, 2010 Census American FactFinder
* Corrected population count (89,600) from the 2000 Census was not applied to this demographic data

Housing Characteristics

Total Housing Units

The 2010 Census reported 37,820 total housing units for the City, representing an increase of 744 units (2.0%) since 2000. Likewise, total housing units for the County and State increased 7.0% and 12% respectively (Table 6).

Jurisdiction	2000	2010	Numerical Change	Percentage Change
City	37,076	37,820	744	2.0%
County	142,901	152,834	9,933	7.0%
State	12,214,550	13,680,081	1,465,531	12.0%

Source: 2000 Census, 2010 Census American FactFinder

Household Growth and Size

In 2010, the number of households for the City was estimated at 35,449, representing a decline of 156 households since 2000. Conversely, the 2010 Census reported that both the County and State increased in the number of households since 2000 (Table 7).

Jurisdiction	2000	2010	Numerical Change	Percentage Change
City	35,605	35,449	-156	-0.4%
County	136,622	142,104	5,482	4.0%
State	11,502,871	12,577,498	1,074,627	9.3%

Source: 2000 Census, 2010 Census American FactFinder

For the City, the household size has dropped slightly from 2.47 in 2000 to 2.45 in 2010. Countywide, the household size increased from 2.80 in 2000 to 2.86 in 2010. The State also experienced an increase in household size in 2010 (Table 8). The City’s average household size continues to remain below the County and State.

Year	City	County	State
2000	2.47	2.80	2.87
2010	2.45	2.86	2.90

Source: 2000 Census, 2010 Census American FactFinder

Household Tenure

The City’s percentage breakdown of housing tenure has remained relatively static over time with approximately 60% renter-occupied and 40% owner-occupied units. The 2010 Census reported the percentage breakdown of occupied units to be 61.1% owner-occupied and 38.9% renter-occupied. This trend continues to remain constant.

Table 9: Households by Tenure (2000 – 2010)
City of Santa Barbara

Tenure	2000		2010	
	Number	Percent	Number	Percent
Owner-Occupied	14,957	42.0%	13,784	38.9%
Renter-Occupied	20,648	58.0%	21,665	61.1%
Total Occupied	35,605	100.0%	35,449	100.0%

Source: 2000 Census, 2010 Census American FactFinder

Household Income

The 2010 Census reported that approximately 10,755 (32%) of City households earn less than \$35,000 annually reflecting an increase of 2,091 (5%) households since 2000. Perhaps more significant is the increase of households earning \$100,000 or more since 2000. The 2000 Census reported that approximately 6,306 (18%) households earned \$100,000 or more. However by 2010, despite a drop in the number of total households, approximately 10,322 (31%) reported earning \$100,000 or more.

Table 10: Households by Income (2000 – 2010)
City of Santa Barbara

Tenure	2000		2010	
	Number	Percent	Number	Percent
Less than \$15,000	4,898	13.7%	3,368	10.1%
\$15,000 to \$24,999	3,890	10.9%	4,080	12.3%
\$25,000 to \$34,999	4,058	11.4%	3,307	10.0%
\$35,000 to \$49,999	5,808	16.3%	3,371	10.1%
\$50,000 to \$74,999	6,597	18.5%	4,743	14.3%
\$75,000 to \$99,999	4,163	11.7%	4,029	12.1%
\$100,000 to \$149,999	3,605	10.1%	4,714	14.2%
\$150,000 to \$199,999	1,225	3.4%	2,942	8.9%
\$200,000 or more	1,476	4.1%	2,666	8.0%
Total Households	35,720	100.0%	33,220	100.0%
Median Household Income	\$47,498		\$61,245	

Source: 2000 Census, 2010 Census American FactFinder

Economic Characteristics

Employment by Industry

The 2010 Census reported that approximately 44,624 Santa Barbara City residents age 16 years and older held jobs. As compared to 2000, Table 11 shows that there were 3,315 less persons employed in 2010. This may be attributed to the City’s declining population as well as the increase in City residents within retirement age.

Table 11: Employment by Industry (2000 – 2010)
City of Santa Barbara

Industry	2000		2010	
	Number	Percent	Number	Percent
Agriculture, forestry, fishing, hunting, mining	417	0.9%	397	0.9%
Construction	2,696	5.6%	2,163	4.8%
Manufacturing	4,073	8.5%	3,428	7.7%
Wholesale Trade	1,163	2.4%	1,289	2.9%
Retail Trade	4,994	10.5%	4,723	10.6%
Transportation, warehousing, utilities	1,385	2.9%	618	1.4%
Information	1,914	4.0%	971	2.2%
Finance, insurance, real estate, rental, leasing	2,836	5.9%	2,298	5.1%
Professional, scientific, management, admin.	7,031	14.7%	7,453	16.7%
Educational, health care, social services	10,723	22.5%	8,365	18.7%
Arts, entertainment, recreation, services	6,110	12.8%	7,515	16.8%
Other services	2,883	6.0%	3,854	8.6%
Public Administration	1,529	3.2%	1,550	3.5%
Total	47,759	100.0%	44,624	100.0%

Source: 2000 Census, 2010 Census American FactFinder