

Section G



County Statistical Profile

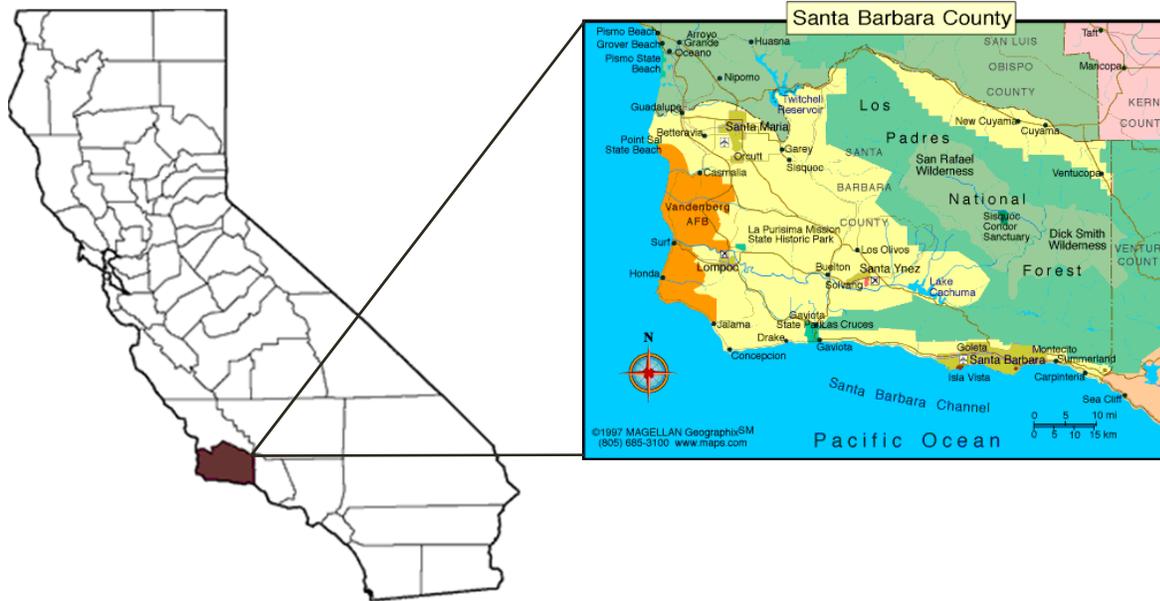


County Statistical Profile



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:	427,358 ²
UNEMPLOYMENT RATE:	7.6% ¹
PER CAPITA INCOME:	\$45,219 ¹
MEDIAN HOUSEHOLD INCOME:	\$60,505 ³
ASSESSED VALUE OF PROPERTY:	\$63.40 billion ⁴
TAXABLE SALES:	\$6.00 billion in 2012 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 2: Benchmark Counties Population²

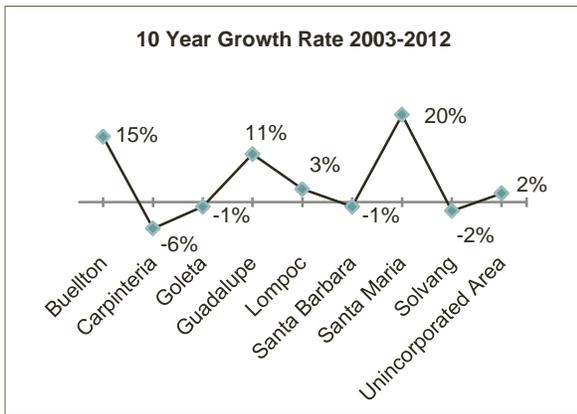
Total Population					Total Population					
Rank	County	7/1/2011	7/1/2012	Change %	Rank	County	7/1/2011	7/1/2012	Change %	
1	Los Angeles	9,860,836	9,911,665	0.5%	30	Imperial	177,229	178,659	0.8%	
2	San Diego	3,125,321	3,147,220	0.7%	31	Shasta	178,089	178,477	0.2%	
3	Orange	3,047,120	3,071,933	0.8%	32	Madera	152,008	151,790	-0.1%	
4	Riverside	2,220,502	2,244,399	1.1%	33	Kings	151,655	150,843	-0.5%	
5	San Bernardino	2,053,348	2,065,016	0.6%	34	Napa	137,634	138,577	0.7%	
6	Santa Clara	1,806,881	1,828,597	1.2%	35	Humboldt	135,218	134,923	-0.2%	
7	Alameda	1,526,220	1,540,790	1.0%	36	Nevada	98,593	98,202	-0.4%	
8	Sacramento	1,430,884	1,439,874	0.6%	37	Sutter	94,764	95,351	0.6%	
9	Contra Costa	1,061,375	1,069,803	0.8%	38	Mendocino	88,071	88,566	0.6%	
10	Fresno	939,278	946,823	0.8%	39	Yuba	72,620	73,021	0.6%	
11	Kern	848,839	855,522	0.8%	40	Lake	64,419	64,394	0.0%	
12	Ventura	830,215	834,109	0.5%	41	Tehama	63,514	63,623	0.2%	
13	San Francisco	813,123	820,349	0.9%	42	San Benito	55,950	56,527	1.0%	
14	San Mateo	727,980	736,362	1.2%	43	Tuolumne	55,041	54,339	-1.3%	
15	San Joaquin	692,862	699,003	0.9%	44	Calaveras	45,143	45,045	-0.2%	
16	Stanislaus	518,141	522,651	0.9%	45	Siskiyou	44,875	44,598	-0.6%	
17	Sonoma	486,778	489,283	0.5%	46	Amador	37,288	36,899	-1.0%	
18	Tulare	447,665	451,627	0.9%	47	Lassen	34,668	33,650	-2.9%	
19	Santa Barbara	425,756	427,358	0.4%	48	Del Norte	28,498	28,359	-0.5%	
20	Monterey	419,998	422,868	0.7%	49	Glenn	28,255	28,208	-0.2%	
21	Solano	414,337	415,913	0.4%	50	Colusa	21,502	21,614	0.5%	
22	Placer	356,367	360,680	1.2%	51	Plumas	19,953	19,523	-2.2%	
23	San Luis Obispo	270,119	271,021	0.3%	52	Inyo	18,687	18,637	-0.3%	
24	Santa Cruz	265,569	267,569	0.8%	53	Mariposa	17,977	17,817	-0.9%	
25	Merced	259,289	261,708	0.9%	54	Mono	14,305	14,258	-0.3%	
26	Marin	254,359	254,882	0.2%	55	Trinity	13,546	13,470	-0.6%	
27	Butte	220,521	221,118	0.3%	56	Modoc	9,565	9,518	-0.5%	
28	Yolo	202,630	204,314	0.8%	57	Sierra	3,146	3,089	-1.8%	
29	El Dorado	180,663	180,599	0.0%	58	Alpine	1,118	1,127	0.8%	
							California	<u>37,570,307</u>	<u>37,826,160</u>	<u>0.7%</u>

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Cities and Unincorporated Area

As of January 1, 2012, the estimated County population was 427,267². This includes an estimated 134,890 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: 10 Year Growth Rate, Cities and Unincorporated Area²



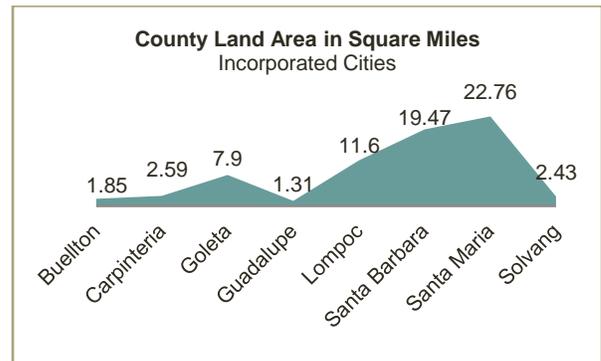
While Santa Barbara and Santa Maria have the largest populations, the areas with the highest growth rate over the past ten years have been Santa Maria and Buellton. The incorporation of the City of Goleta resulted in a decrease in the 10-year growth rate for the overall unincorporated area of the County.

Figure 4: Estimated Population, Incorporated Cities 2012²

Estimated Population Incorporated Cities, 2012	
City	Est. Population (Jan 1, 2012)
Buellton	4,858
Carpinteria	13,076
Goleta	29,930
Guadalupe	7,097
Lompoc	42,854
Santa Barbara	89,082
Santa Maria	100,199
Solvang	5,281

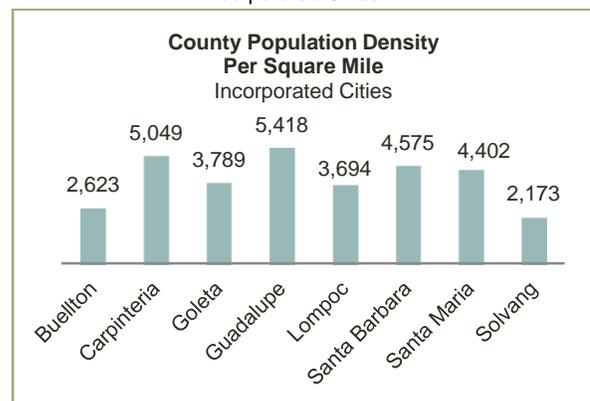
The county spans over 2,700 square miles, of which incorporated cities occupy almost 70 square miles. Each city's respective square mile occupancy is provided in the graph below.

Figure 5: County Land Area in Square Miles, Incorporated Cities³



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: County Population Density per Square Mile, Incorporated Cities^{2,3}



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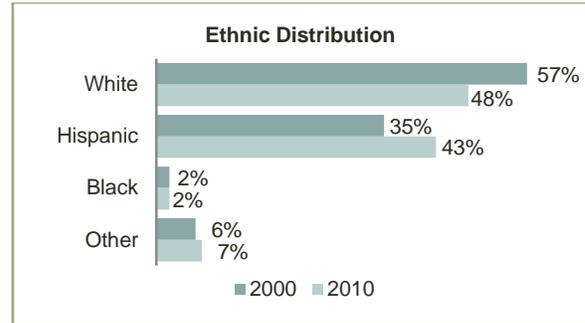
Population by Ethnicity

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 2010, the White population declined by 9% relative to the total population. The Black population remained constant at 2%, and the Hispanic and other ethnic groups increased 8% and 1%, respectively.

Additionally, the graph is showing how in 2010 the Hispanic population at 43% is almost equal to the White population at 48%.

Figure 7: County Ethnic Distribution, 10 Year Comparison²



County Statistical Profile

Employment and Industry

During FY 11-12, the County for the second consecutive year saw positive trends in some economic segments, led by consumer spending and tourism. However, the real estate housing market and labor market have not shown much of a rebound and are still awaiting recovery from the long recession.

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

Figure 8: Average Salary and Growth by Sector, 2011⁵

Average Salary and Growth by Sector Santa Barbara County 2011			
Sector	Salary in 2010	Salary in 2011	Percent Change
Agriculture, Forestry, Fishing and Hunting	23,315	25,054	7.5%
Mining	89,585	93,929	4.8%
Construction	49,498	51,247	3.5%
Manufacturing	65,067	65,762	1.1%
Wholesale Trade	56,016	59,376	6.0%
Retail Trade	30,240	31,294	3.5%
Transportation & Warehouse	40,588	41,014	1.0%
Information	71,914	76,794	6.8%
Finance and Insurance	76,377	78,910	3.3%
Professional and Technical Services	76,153	77,235	1.4%
Real Estate and Rental & Leasing	37,846	38,627	2.1%
Management of Companies and Enterprises	112,149	125,429	11.8%
Education Services	41,909	42,354	1.1%
Healthcare and Social Assistance	48,647	49,258	1.3%
Utilities	67,159	76,127	13.4%
Accommodation and Food Services	18,931	19,534	3.2%
Arts, Entertainment and Recreation	25,738	26,055	1.2%
Other Services, except Public Administration	26,085	25,823	-1.0%
Government			
Federal	61,081	63,904	4.6%
State	55,123	53,213	-3.5%
Local	48,006	49,297	2.7%
All Industry Average	43,988	44,920	2.1%



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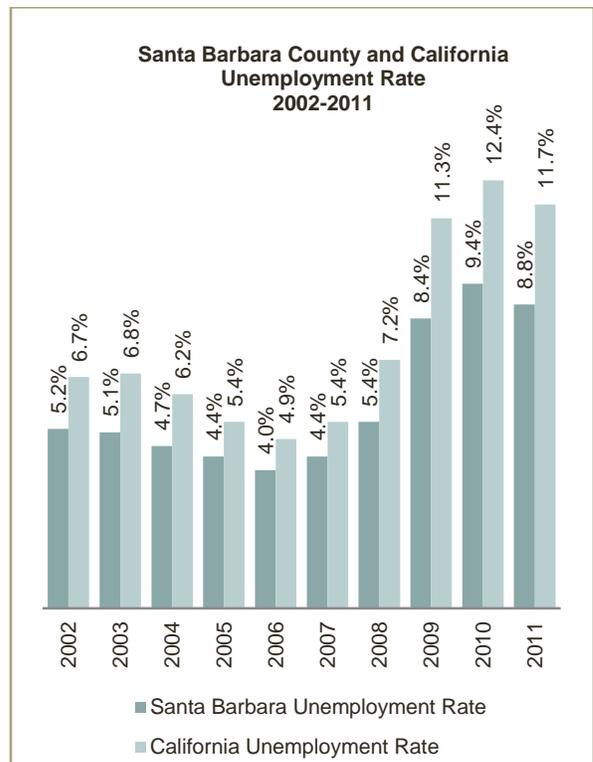
Figure 9: Job Growth by Sector¹

Job Growth by Sector Santa Barbara County				
Sector	Jobs in 2010	Jobs in 2011	Jobs Created	Percent Change
Farm	18,600	18,500	-100	-1%
Mining and Logging	1,000	1,100	100	10%
Construction	7,000	6,700	-300	-4%
Durable Manufacturing	8,500	8,800	300	4%
Non-Durable Manufacturing	2,800	2,900	100	4%
Transportation, Warehousing & Utilities	2,800	2,800	0	0%
Information	3,500	3,600	100	3%
Wholesale Trade	4,000	4,100	100	3%
Retail Trade	17,900	17,300	-600	-3%
Financial Activities	6,400	6,600	200	3%
Other Services	5,300	5,200	-100	-2%
Government	38,200	37,800	-400	-1%
Remaining Sectors	64,400	67,600	3,200	5%
Total, All Industries	180,400	183,000	2,600	1%

Figure 10: Top Employers of Santa Barbara County, 2012⁶

Major Employers in Santa Barbara County, 2012 (Over 1,000 Employees)		
Company	Location	Industry
Vandenberg Air Force Base	Lompoc	Defense
University of California, Santa Barbara	Santa Barbara	Higher Education
County of Santa Barbara	Santa Barbara	Government
Cottage Helath System	Santa Barbara	Healthcare
Santa Barbara City College	Santa Barbara	Education
Santa Barbara Unified School District	Santa Barbara	Education
City of Santa Barbara	Santa Barbara	Government
Santa Maria Bonita School District	Santa Maria	Education
Marian Regional Medical Center	Santa Maria	Healthcare
Raytheon	Goleta	Aerospace and Defense
Lompoc Unified School District	Lompoc	Education
C&D Zodiac	Santa Maria	Aircraft Interiors
Santa Barbara County Education Office	Santa Barbara	Education

Figure 11: Unemployment Rate, 10 Year Comparison Santa Barbara County and California¹



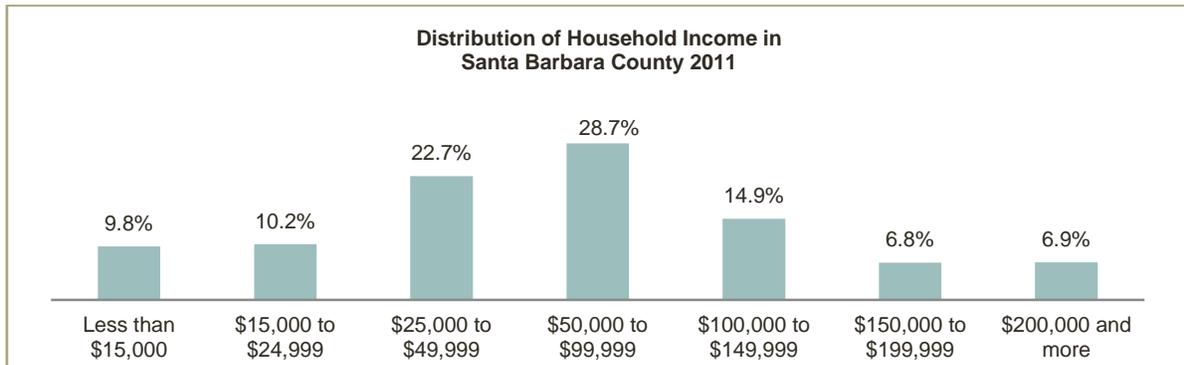
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Income and Housing

Income

Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 43% of households earning below \$49,999 per year, and 29% of households earning \$100,000 per year or more.

Figure 12: Distribution of Household Income, Santa Barbara County 2011³



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: Families Below Poverty Level, Santa Barbara County 2011³

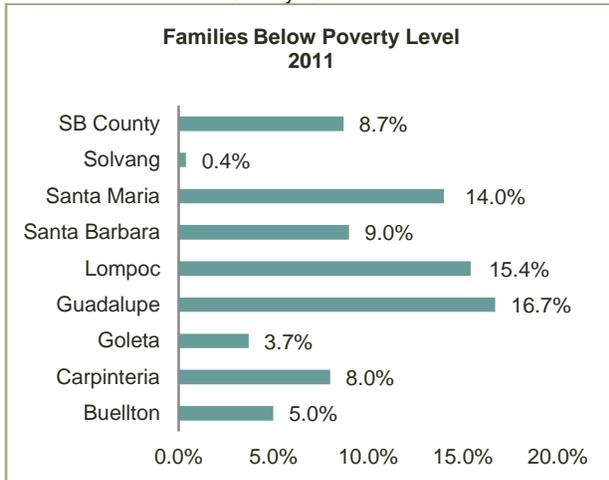
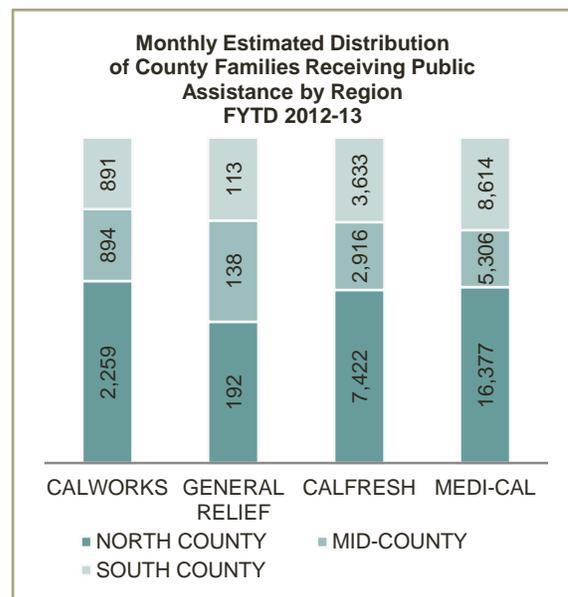


Figure 14: Monthly Estimated Distribution of Families Receiving Public Assistance by Region, FYTD 2012-13⁷

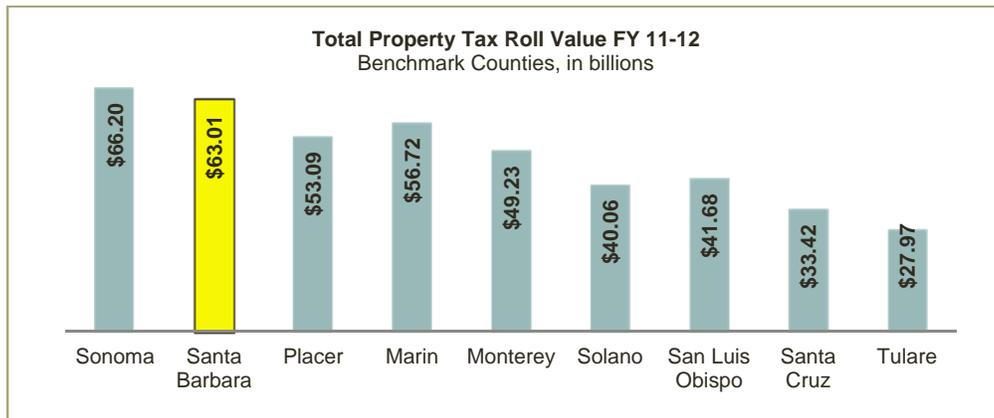


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Housing

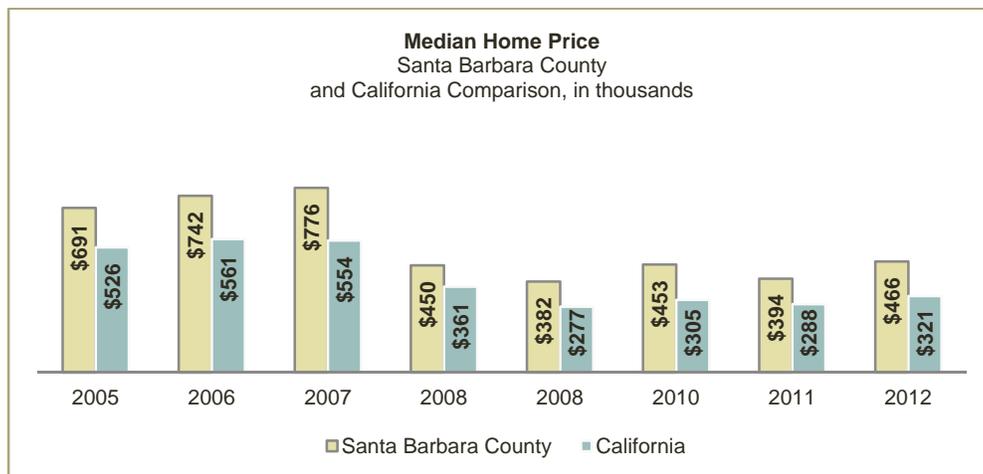
Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes, including secured, unsecured, stated assessed property, and supplemental taxes. The total value of the County's property tax roll in 2011-12 was \$63.01 billion, the second highest value after Sonoma, when compared to benchmark counties.

Figure 15: Benchmark County Property Tax Roll Value FY 11-12⁸



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: Median Home Price, Santa Barbara County and California⁹



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Quality of Life

Health

According to the 2011 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: Top 10 Leading Causes of Death, Santa Barbara County 2008¹⁰

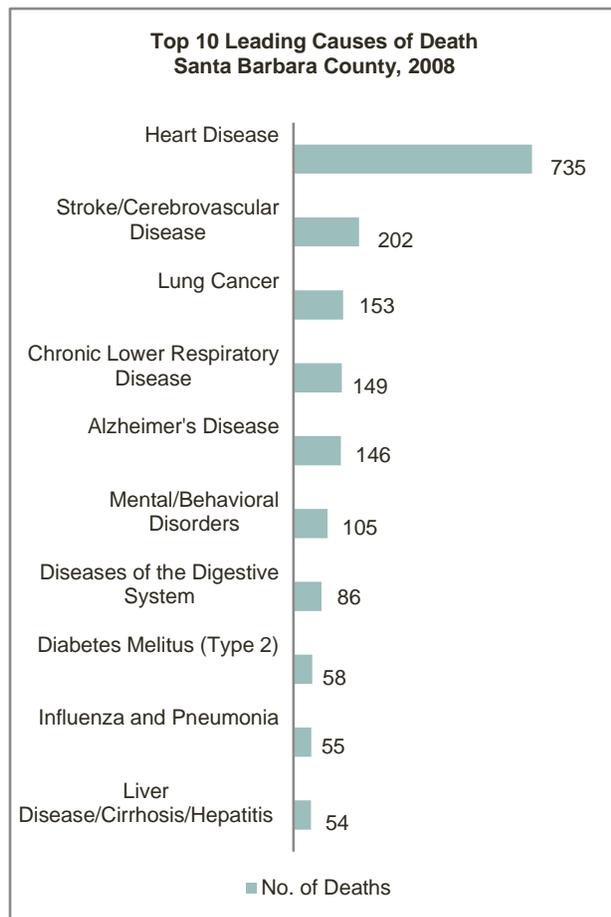
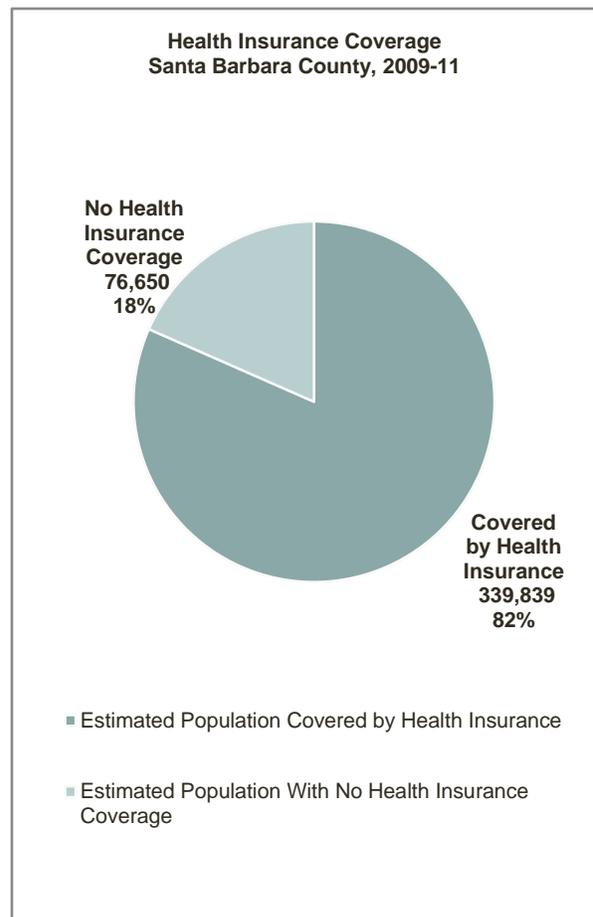


Figure 18: Health Insurance Coverage, Santa Barbara County 2009-11³



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Education

The County has 20 K-12 School Districts and two Community College Districts. There were 5,278 high school seniors enrolled in FY 2010-11 with a graduation rate of 85.4%, according to the California Department of Education.

Figure 19: High School Graduates and Bachelor's or Higher, Santa Barbara County and California 2007-2011³

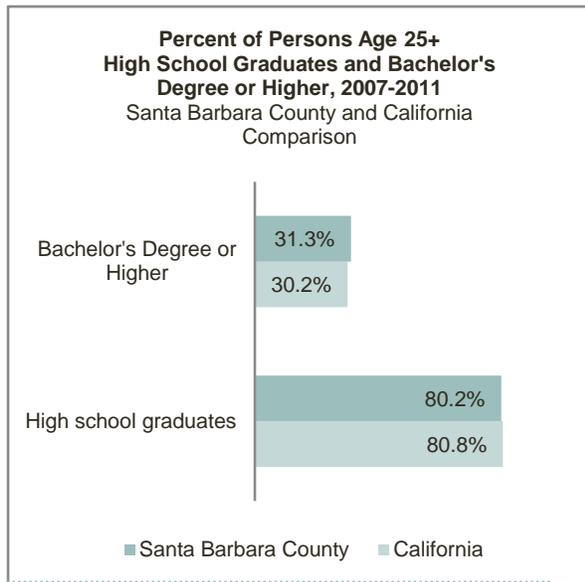


Figure 20: Percentage of Graduates with UC/CSU Courses, 5 Year Comparison Santa Barbara County and California¹¹

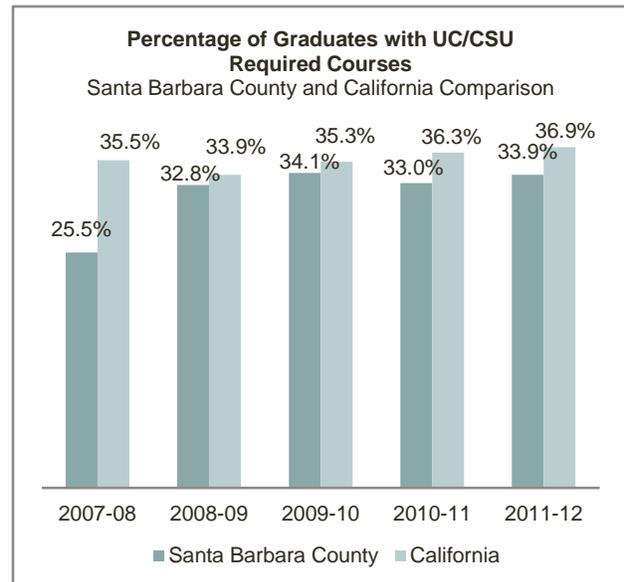
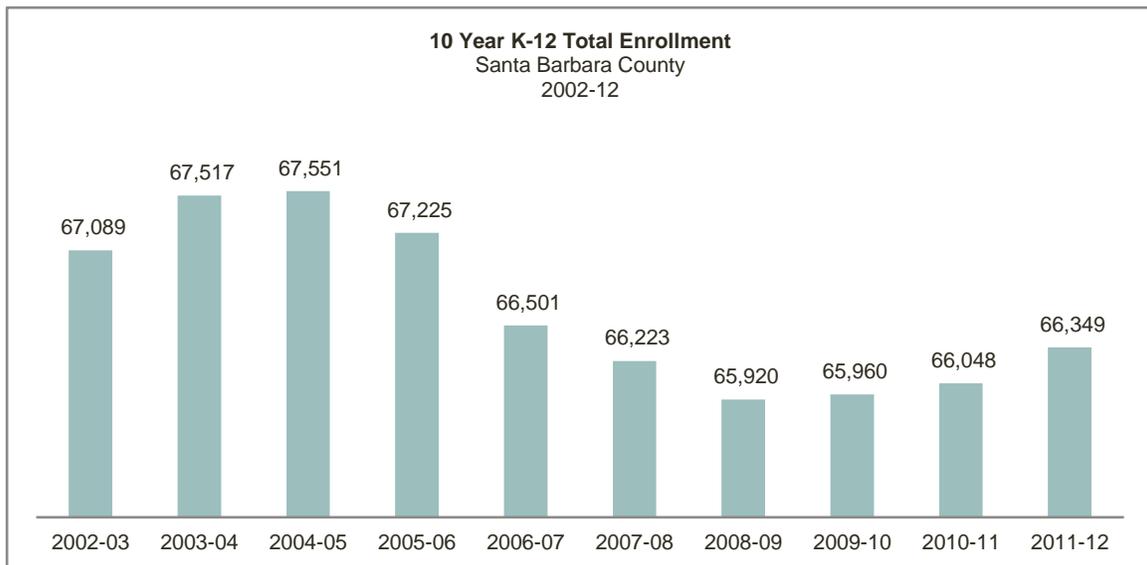


Figure 21: 10 Year K-12 Total Enrollment Count, Santa Barbara County¹¹



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List of Sources

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

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