

## 2010 CENSUS OVERVIEW

This report provides a summary of the 2010 Census data released in March and May of 2011. The data released includes a description of existing population for cities and unincorporated areas, housing distribution and change, vacant unit counts, race and Hispanic Origin, age distribution, group quarters and household characteristics. The Census Bureau will release additional, more detailed data periodically according to the schedule included in this report.

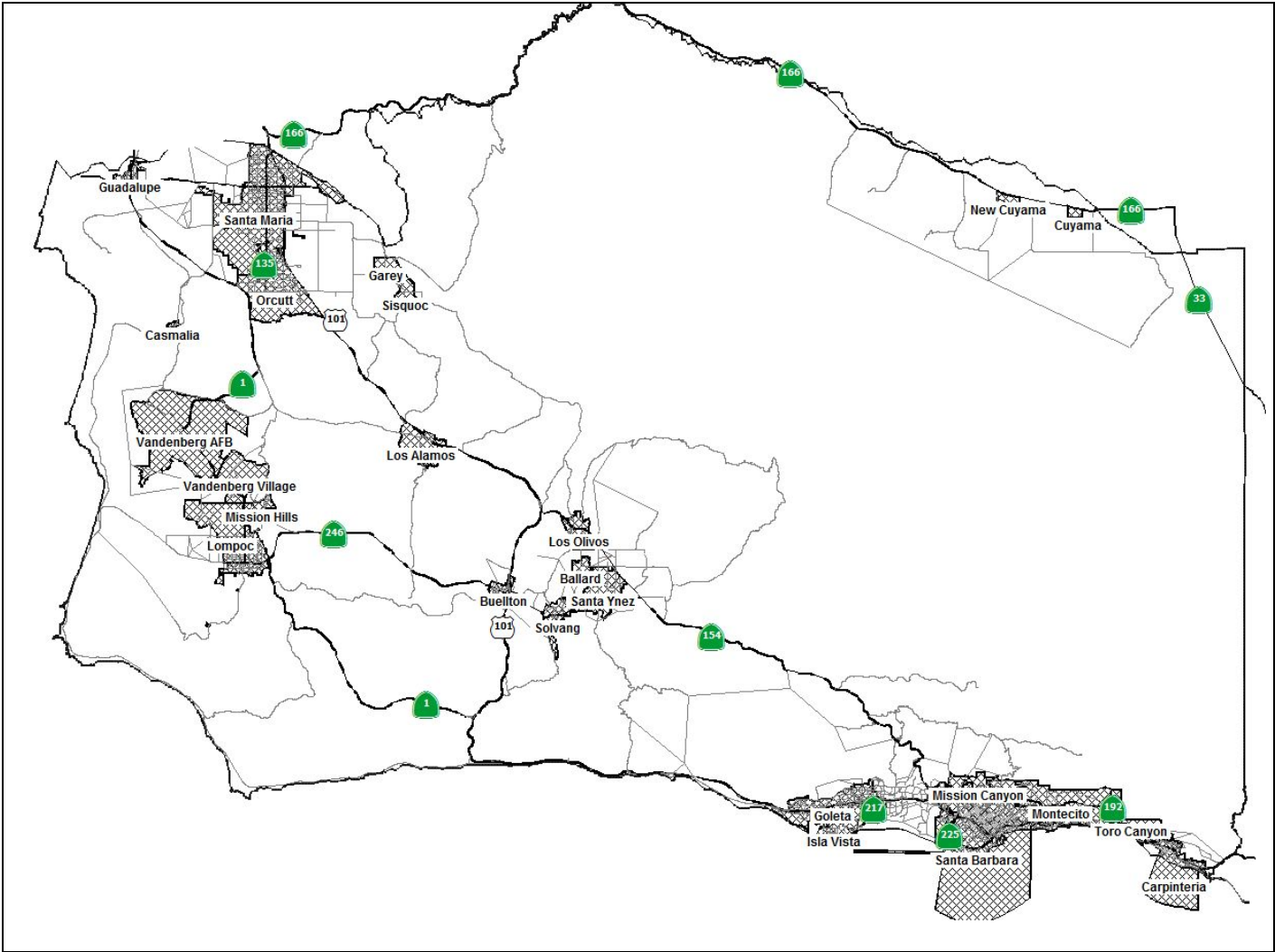
### Geography

In preparation for the 2010 Census, additional unincorporated geographic areas were designated for the tabulation of official census data. These newly designated unincorporated areas include the following communities: Ballard, Casmalia, Cuyama, Garey, Los Olivos, New Cuyama, and Sisquoc. Other unincorporated communities designated in previous census periods include Isla Vista, Los Alamos, Mission Canyon, Mission Hills, Montecito, Orcutt, Santa Ynez, Summerland, Toro Canyon, Vandenberg AFB, and Vandenberg Village. In addition, census tabulations are provided for the eight incorporated cities in the county. The following map provides the geographical locations of the unincorporated communities and the cities referenced in this report.

#### Member Agencies

Buellton ■ Carpinteria ■ Goleta ■ Guadalupe ■ Lompoc ■ Santa Barbara ■ Santa Maria ■ Solvang ■ Santa Barbara County

Map 1, Locations of Unincorporated and Incorporated Communities



Population

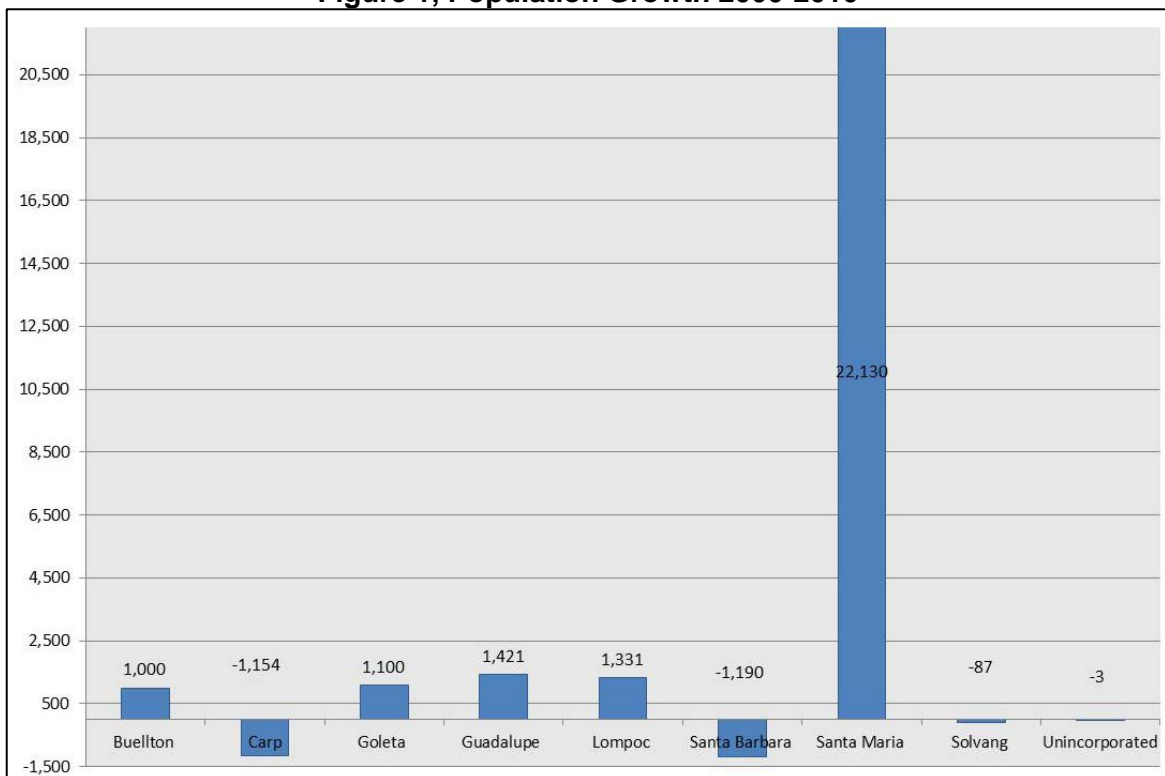
Overall, Santa Barbara County population increased by 6 percent, or 24,548 persons, from 399,347 in 2000 to 423,895 in 2010. Of all county jurisdictions, the City of Santa Maria experienced the largest population increase of 29 percent or 22,130 persons, from 77,423 in 2000 to 99,553 in 2010. The smaller Cities of Buellton and Guadalupe also experienced a significant population increase of 26 and 25 percent respectively. The Cities of Carpinteria and Santa Barbara experienced a population decline of -8 and -1 percent respectively. 90% of the county's population growth occurred in the City of Santa Maria.

**Table 1, Santa Barbara County Jurisdictions  
Total Population**

County / City	4/1/2000	April 1, 2010	Change	% Change
<b>Santa Barbara County</b>	399,347	423,895	24,548	6%
Buellton	3,828	4,828	1,000	26%
Carpinteria	14,194	13,040	-1,154	-8%
Goleta (1)	28,788	29,888	1,100	4%
Guadalupe	5,659	7,080	1,421	25%
Lompoc	41,103	42,434	1,331	3%
Santa Barbara	89,600	88,410	-1,190	-1%
Santa Maria	77,423	99,553	22,130	29%
Solvang	5,332	5,245	-87	-2%
Unincorporated	133,420	133,417	-3	0%

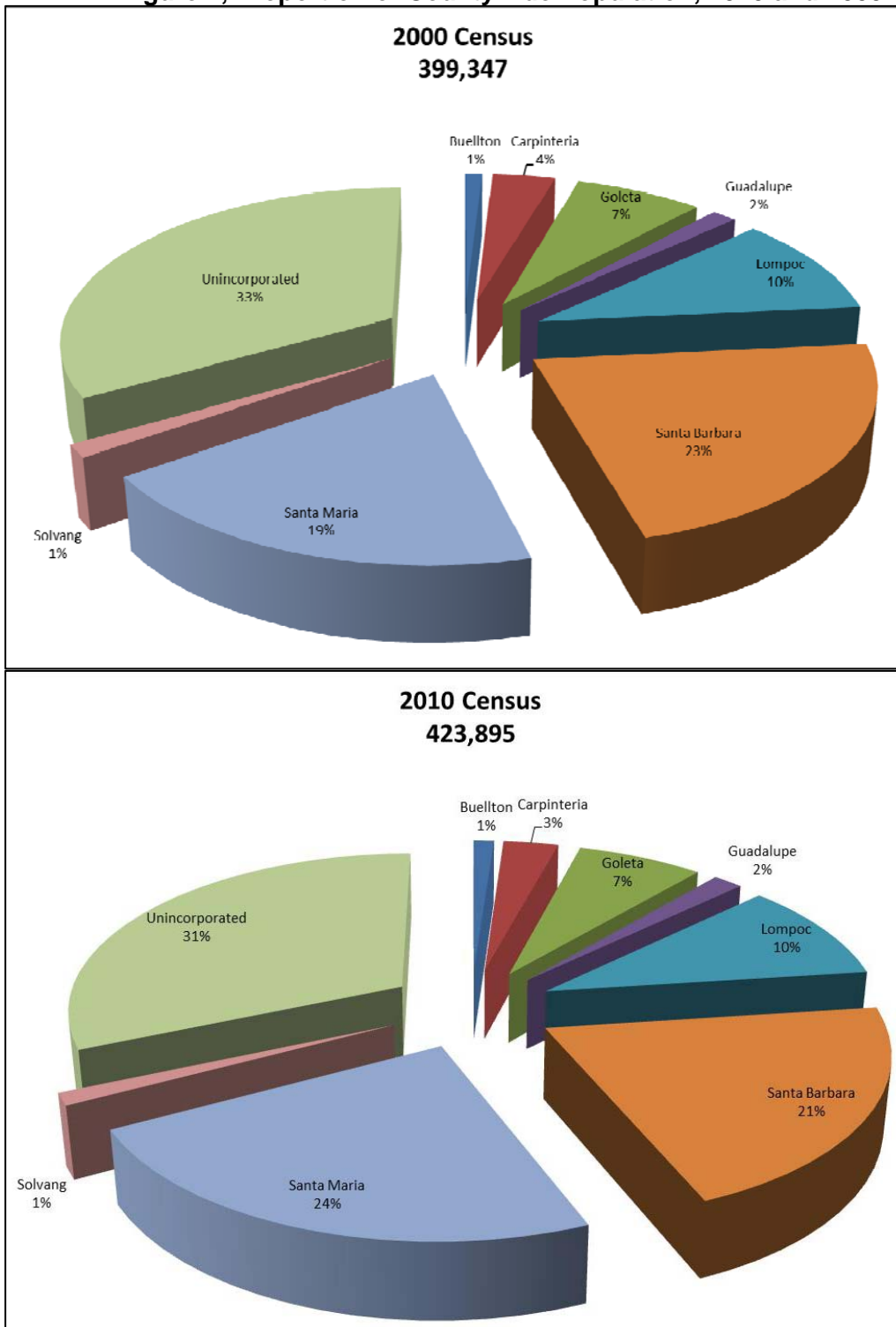
(1) City incorporated after the 2000 Census so a population estimate from the City of Goleta is substituted.

**Figure 1, Population Growth 2000-2010**



An analysis of the 2010 population distribution indicates that the unincorporated area of the county constitutes the largest proportion of the 423,895 total population with 31 percent, followed by the City of Santa Maria with 24 percent. The City of Santa Maria's proportion increased from 19 to 24 percent over the 10-year period. The unincorporated total decreased from 33 to 31 percent. Both the City of Santa Barbara and Carpinteria declined in their proportion by several percent.

**Figure 2, Proportion of Countywide Population, 2010 and 2000**



The unincorporated total can be disaggregated into individual unincorporated places to provide more detail and, for some areas, the first official census population estimates made available since the census place definition criteria has been revised. Some of the communities that indicate population increases over the 10-year period include Isla Vista, Los Alamos, Mission Hills and Vandenberg Village. Communities that decreased in population include Mission Canyon, Montecito, Toro Canyon and Vandenberg AFB. Communities that were newly designated by the Census Bureau for 2010 include the communities of Ballard, Casmalia, Cuyama and New Cuyama, Garey, Los Olivos and Sisquoc.

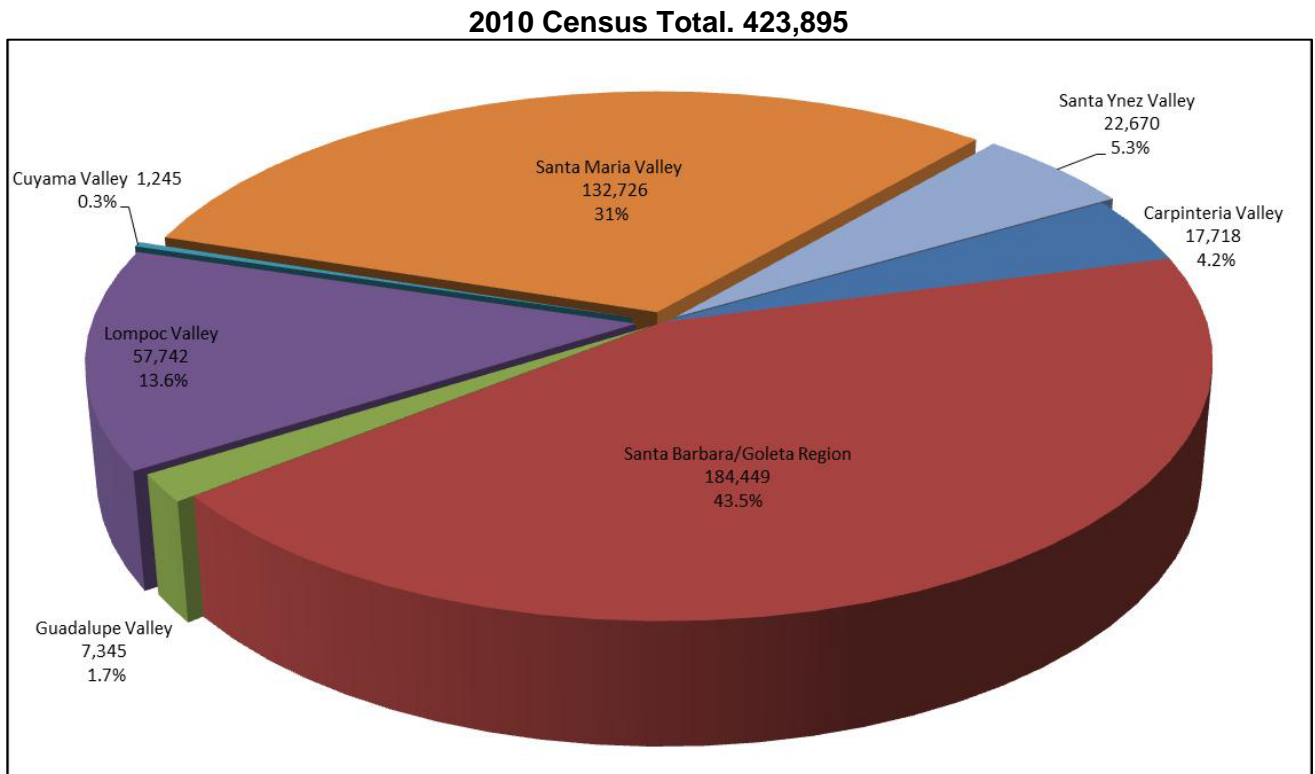
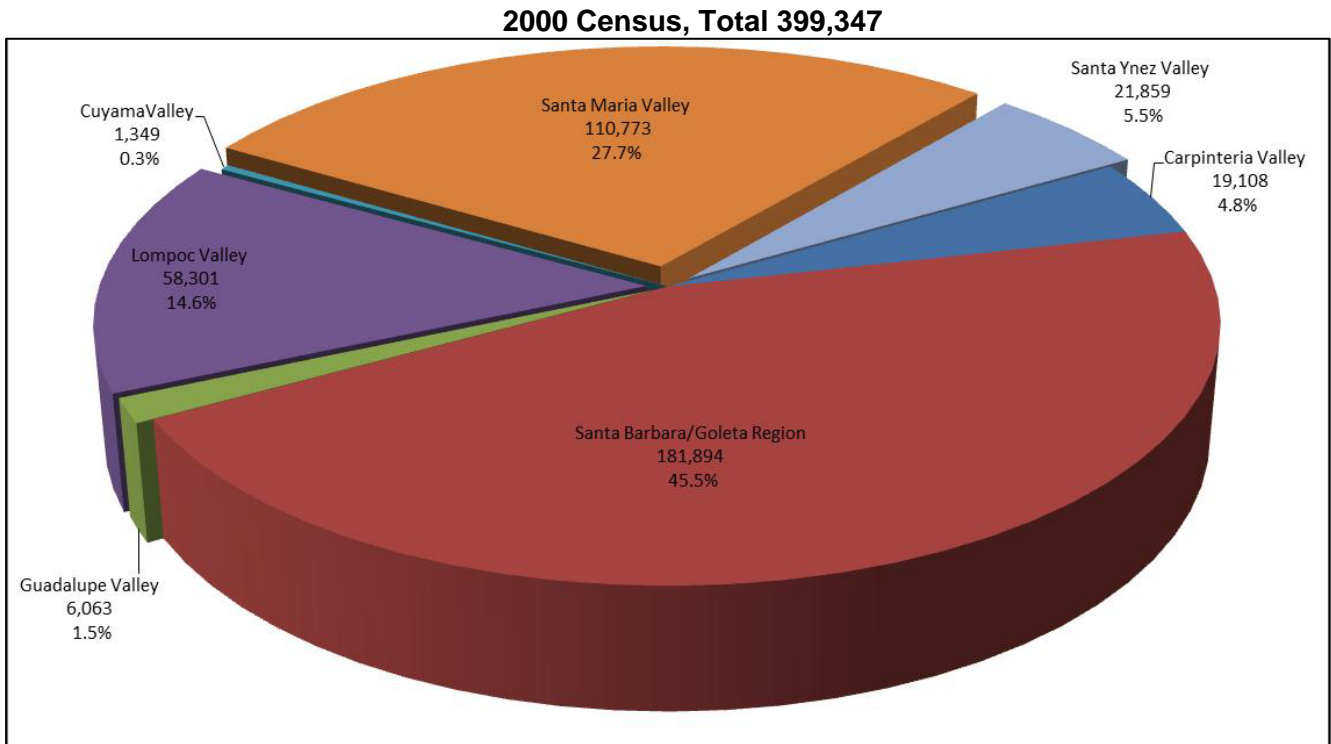
**Table 2, Unincorporated Places Population Change from 2000 to 2010**

Unincorporated Place	Total Population		Change, 2000-2010	
	4/1/2000	4/1/2010	Number	Percent
Isla Vista	21,069	23,096	2,027	10%
Los Alamos	1,372	1,890	518	38%
Mission Canyon	2,610	2,381	(229)	-9%
Mission Hills	3,142	3,576	434	14%
Montecito	10,000	8,965	(1,035)	-10%
Orcutt	28,830	28,905	75	0%
Santa Ynez	4,584	4,418	(166)	-4%
Summerland	1,545	1,448	(97)	-6%
Toro Canyon	1,697	1,508	(189)	-11%
Vandenberg AFB	6,151	3,338	(2,813)	-46%
Vandenberg Village	5,802	6,497	695	12%
Ballard	N/A	467		
Casmalia	N/A	138		
Cuyama	N/A	57		
Garey	N/A	68		
Los Olivos	N/A	1,132		
New Cuyama	N/A	517		
Sisquoc	N/A	183		

Note: Unincorporated Goleta Valley did not meet census criteria to be designated as a place.

Aggregating the census estimates into regions indicates an increase in the distribution of population to North County vs. the South Coast over the 2000 to 2010 period. North County regions increased from 50 percent of the total population in 2000 to 52 percent in 2010. The South Coast declined proportionately.

**Figure 3, Population Distribution for Santa Barbara County Regions 2000 and 2010**



North County lies north of Gaviota to the San Luis Obispo County Line, and the South Coast area is referred to as the area south of Gaviota to the Ventura County Line.

## Housing Units

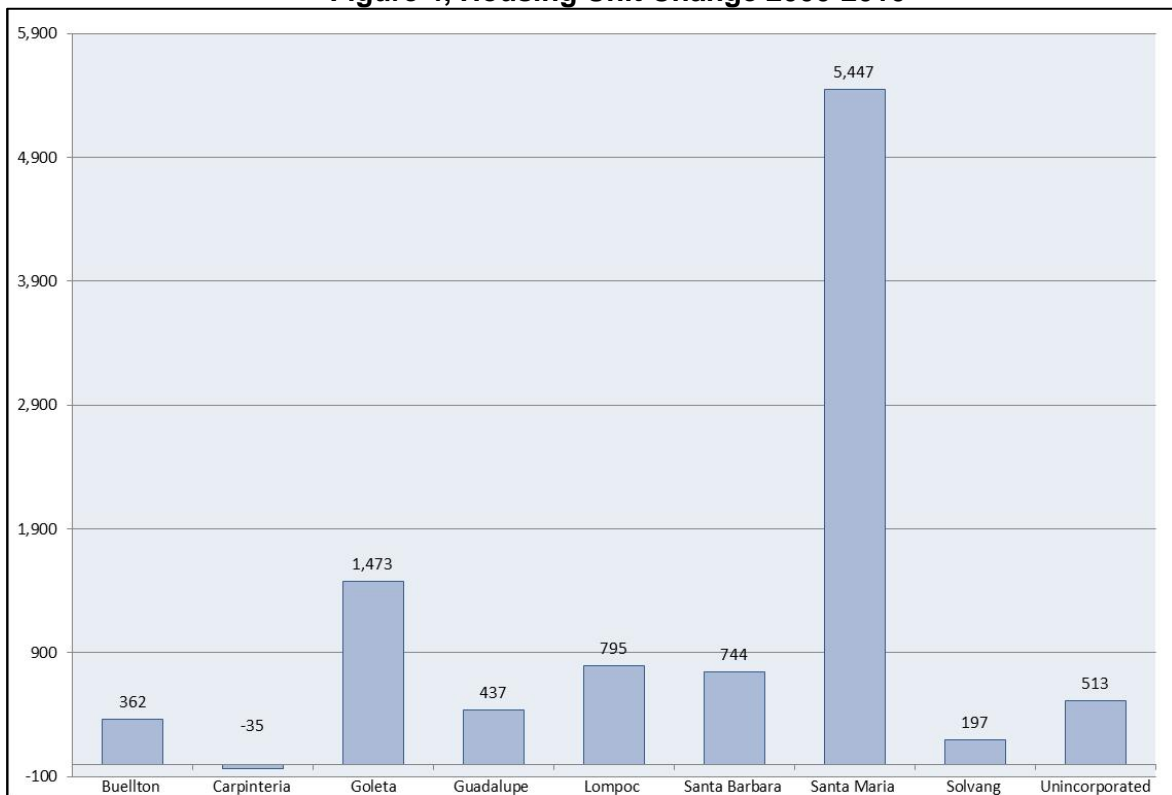
A comparison of the change in housing units over the 2000 to 2010 period indicated the largest numerical increase in the City of Santa Maria of 5,447 units and the largest percentage increase in the City of Guadalupe of 30 percent. The City of Carpinteria experienced a decline of 35 units or -1 percent. The countywide increase is 9,922 units or 7 percent.

**Table 3, Jurisdictions Housing Unit Change from 2000 to 2010**

Jurisdiction	2000 Total Housing Units	2010 Total Housing Units	Change	% Change
Santa Barbara County	142,901	152,834	9,933	7%
Buellton	1,483	1,845	362	24%
Carpinteria	5,464	5,429	-35	-1%
Goleta (1)	10,000	11,473	1,473	15%
Guadalupe	1,450	1,887	437	30%
Lompoc	13,621	14,416	795	6%
Santa Barbara	37,076	37,820	744	2%
Santa Maria	22,847	28,294	5,447	24%
Svang	2,288	2,485	197	9%
Unincorporated	48,672	49,185	513	1%

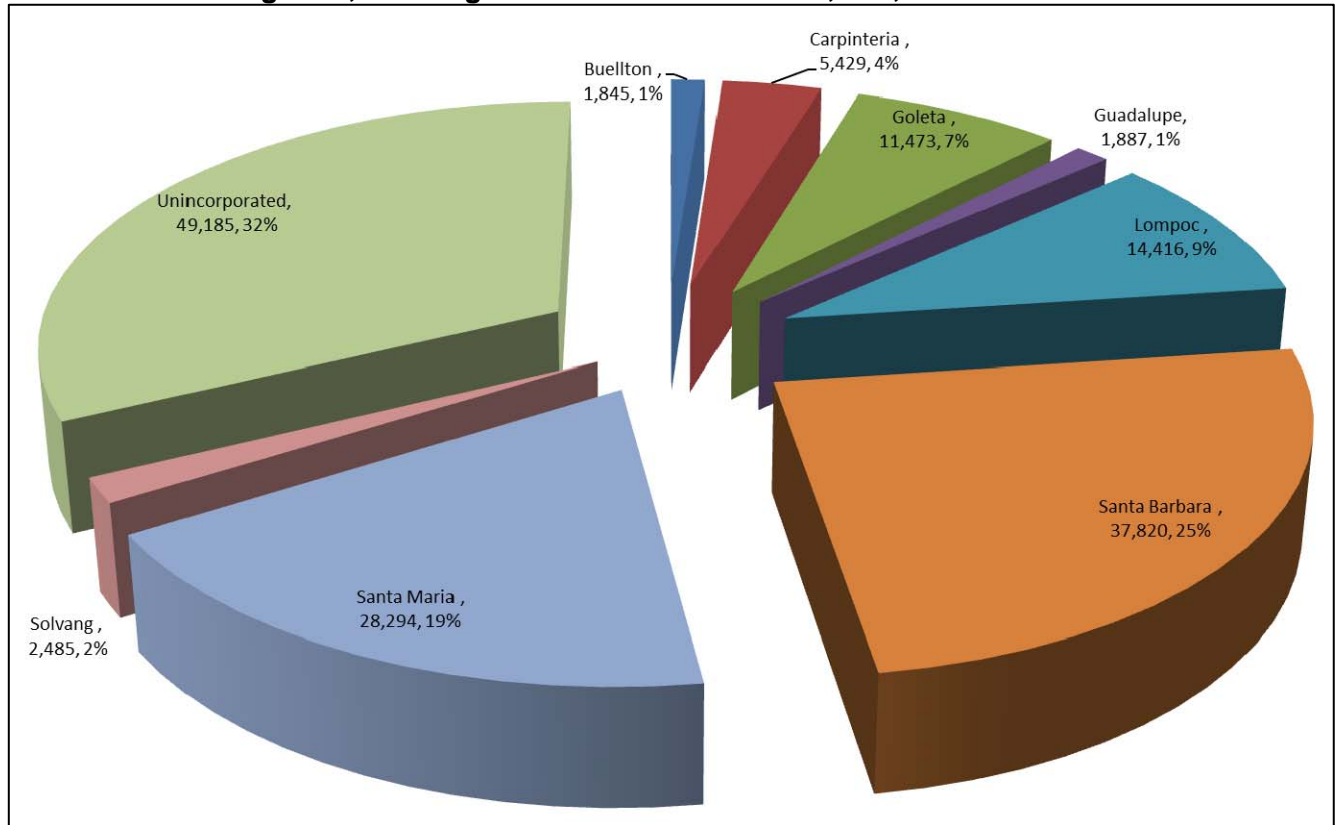
(1) City incorporated after 2000 Census. City of Goleta estimate

**Figure 4, Housing Unit Change 2000-2010**



The unincorporated areas had the largest proportion of housing units with 32 percent of the countywide total. The City of Santa Barbara had the second largest proportion with 25 percent of the countywide total.

**Figure 5, Housing Unit Distribution in 2010, 152,834 Total Units**



**Vacancy Rates**

Vacancy rates varied between county jurisdictions indicating a high of over 12 percent for the Cities of Solvang and Carpinteria and a low of 4 to 8 percent for the remaining county jurisdictions.

**Table 4, Occupied, Vacant Units and Vacancy Rate in 2010**

Jurisdiction	Total Housing Units	Occupied Units (Households)	Vacant Units	Vacancy Rate
Santa Barbara County	152,834	142,104	10,730	7.0%
Buellton city	1,845	1,761	84	4.6%
Carpinteria city	5,429	4,759	670	12.3%
Goleta city	11,473	10,903	570	5.0%
Guadalupe city	1,887	1,810	77	4.1%
Lompoc city	14,416	13,355	1,061	7.4%
Santa Barbara city	37,820	35,449	2,371	6.3%
Santa Maria city	28,294	26,908	1,386	4.9%
Solvang city	2,485	2,173	312	12.6%
Unincorporated Total	49,185	44,986	4,199	8.5%

Over the 2000 to 2010 period, vacancy rates indicated a significant increase, likely due to the economic recession and the associated job losses that may encourage doubling up in existing housing and outmigration for new employment opportunities. The largest increase occurred in the City of Solvang and Carpinteria as well as the unincorporated area of the county.

**Table 5, Census 2000 and 2010 Housing Vacancy Rate Comparison**

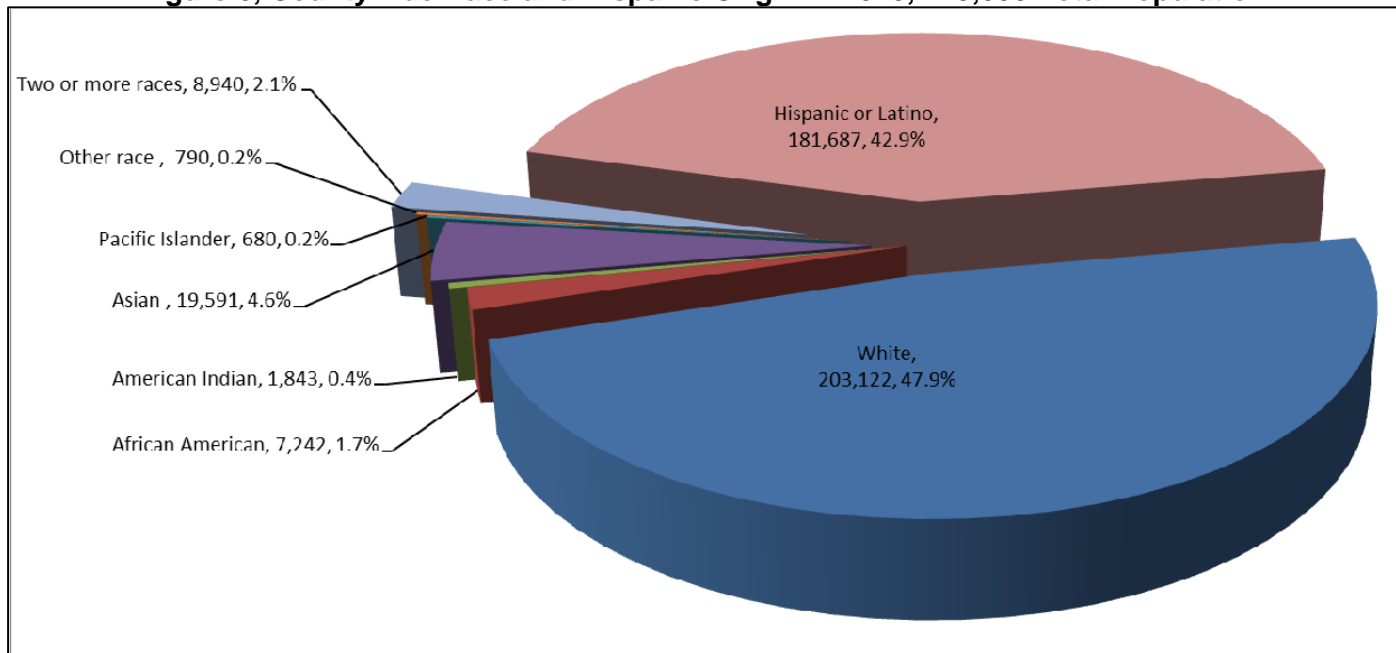
Jurisdiction	2000 Vacancy Rate	2010 Vacancy Rate	Change	% Change
Santa Barbara County	4.4%	7.0%	2.6%	60%
Buellton	3.4%	4.6%	1.2%	35%
Carpinteria	8.7%	12.3%	3.6%	42%
Goleta (1)	2.4%	5.0%	2.6%	107%
Guadalupe	2.5%	4.1%	1.6%	64%
Lompoc	4.1%	7.4%	3.2%	78%
Santa Barbara	4.0%	6.3%	2.3%	58%
Santa Maria	3.1%	4.9%	1.8%	60%
Solvang	4.5%	12.6%	8.1%	179%
Unincorporated	4.9%	8.5%	3.6%	74%

Note: The City of Goleta Vacancy rate in 2000 estimate from the Goleta Valley previous to incorporation.  
 Note: Census 2010 includes sold- or rented-not occupied as part of the vacant housing stock, Census 2000 treated them as occupied. For most cases the difference will be less than .02%

Race and Hispanic Origin

Between 2000 to 2010, the Hispanic Origin population showed a significant increase. Countywide, the proportion increased from 34 percent to 43 percent of the total population. For 2010, “Other” racial categories constituted only 9 percent of the total and those categorized as “White” constituted the largest proportion with 48 percent.

**Figure 6, Countywide Race and Hispanic Origin in 2010, 423,895 Total Population**



Note: For definition purposes note that Race and Hispanic Origin are separate categories.

All jurisdictions indicated an increase in the proportion of their population that is of Hispanic Origin. Growth in the Hispanic Origin population was greatest in the City of Goleta, Lompoc, Santa Maria, and Solvang experiencing over 10 percent increases from 2000 to 2010. The City of Santa Maria and Guadalupe have the highest proportion with 70 and 86 percent respectively. The unincorporated communities in the South Coast have lower proportions, for example, Montecito at 6.7 percent and Isla Vista at 22.8 percent.

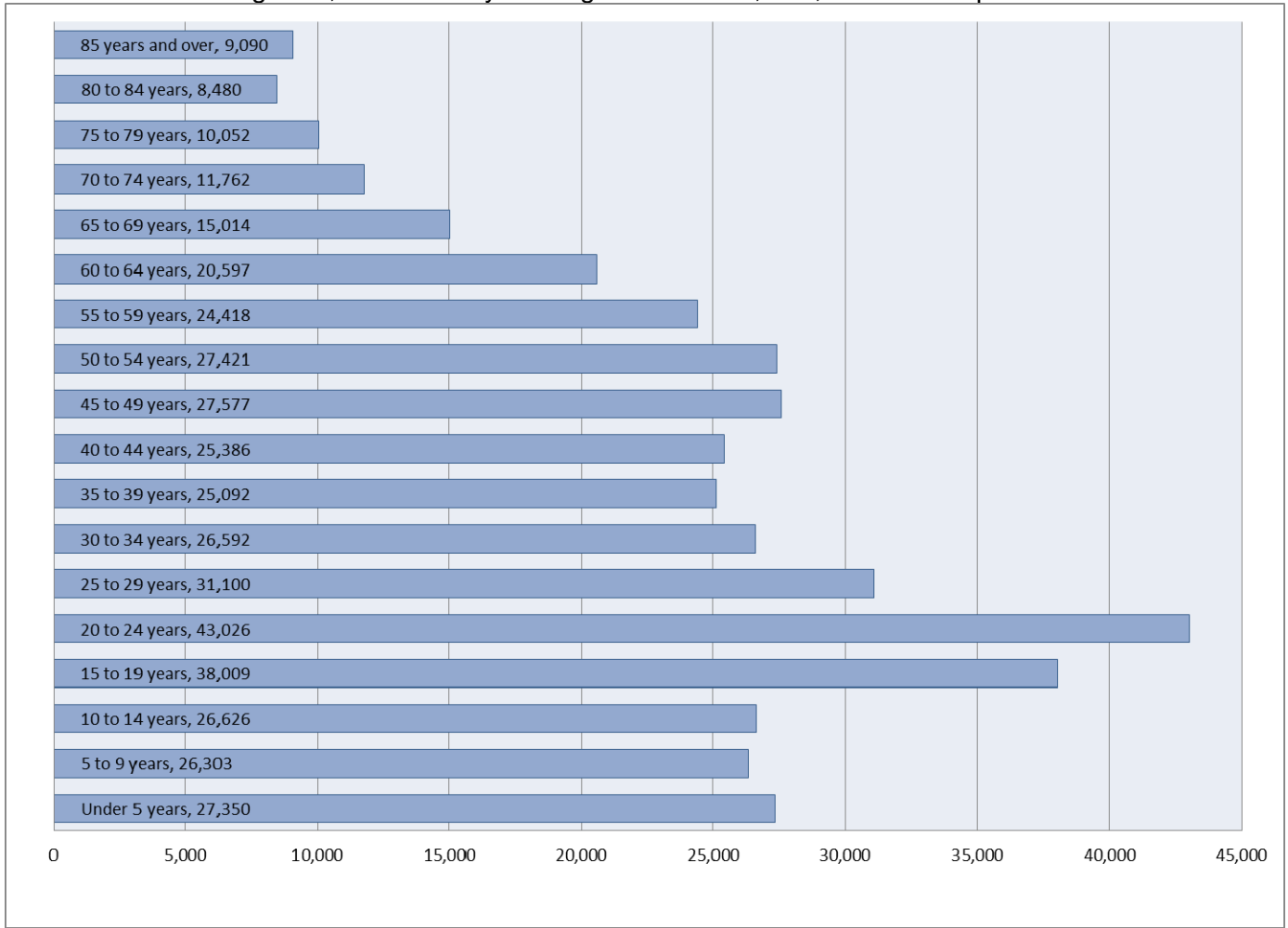
**Table 6, Percentage of Hispanic Population 2000 and 2010**

<b>Jurisdiction</b>	<b><u>2010</u> Hispanic or Latino</b>	<b><u>2000</u> % of Total Pop</b>	<b><u>2010</u> % of Total Pop</b>	<b>Change</b>
<b>Santa Barbara County</b>	181,687	34.0%	42.9%	9%
Buellton	1,451	25.0%	30.1%	5%
Carpinteria	6,351	43.0%	48.7%	6%
Goleta	9,824	22.0%	32.9%	11%
Guadalupe	6,103	84.0%	86.2%	2%
Isla Vista	5,265	20.0%	22.8%	3%
Lompoc	21,557	37.0%	50.8%	14%
Los Alamos	773	34.0%	40.9%	7%
Mission Canyon	198	7.0%	8.3%	1%
Mission Hills	1,137	20.0%	31.8%	12%
Montecito	605	5.0%	6.7%	2%
Orcutt	6,870	14.0%	23.8%	10%
Santa Barbara	33,591	35.0%	38.0%	3%
Santa Maria	70,114	59.0%	70.4%	11%
Santa Ynez	639	9.0%	14.5%	5%
Solvang	1,530	19.0%	29.2%	10%
Summerland	192	7.0%	13.3%	6%
Toro Canyon	293	16.0%	19.4%	3%
Vandenberg AFB	616	11.0%	18.5%	7%
Vandenberg Village	1,216	9.0%	18.7%	10%
Ballard	46	N/A	9.9%	
Casmalia	58	N/A	42.0%	
Cuyama	40	N/A	70.2%	
Garey	21	N/A	30.9%	
Los Olivos	125	N/A	11.0%	
New Cuyama	234	N/A	45.3%	
Sisquoc	58	N/A	31.7%	

### Age Distribution

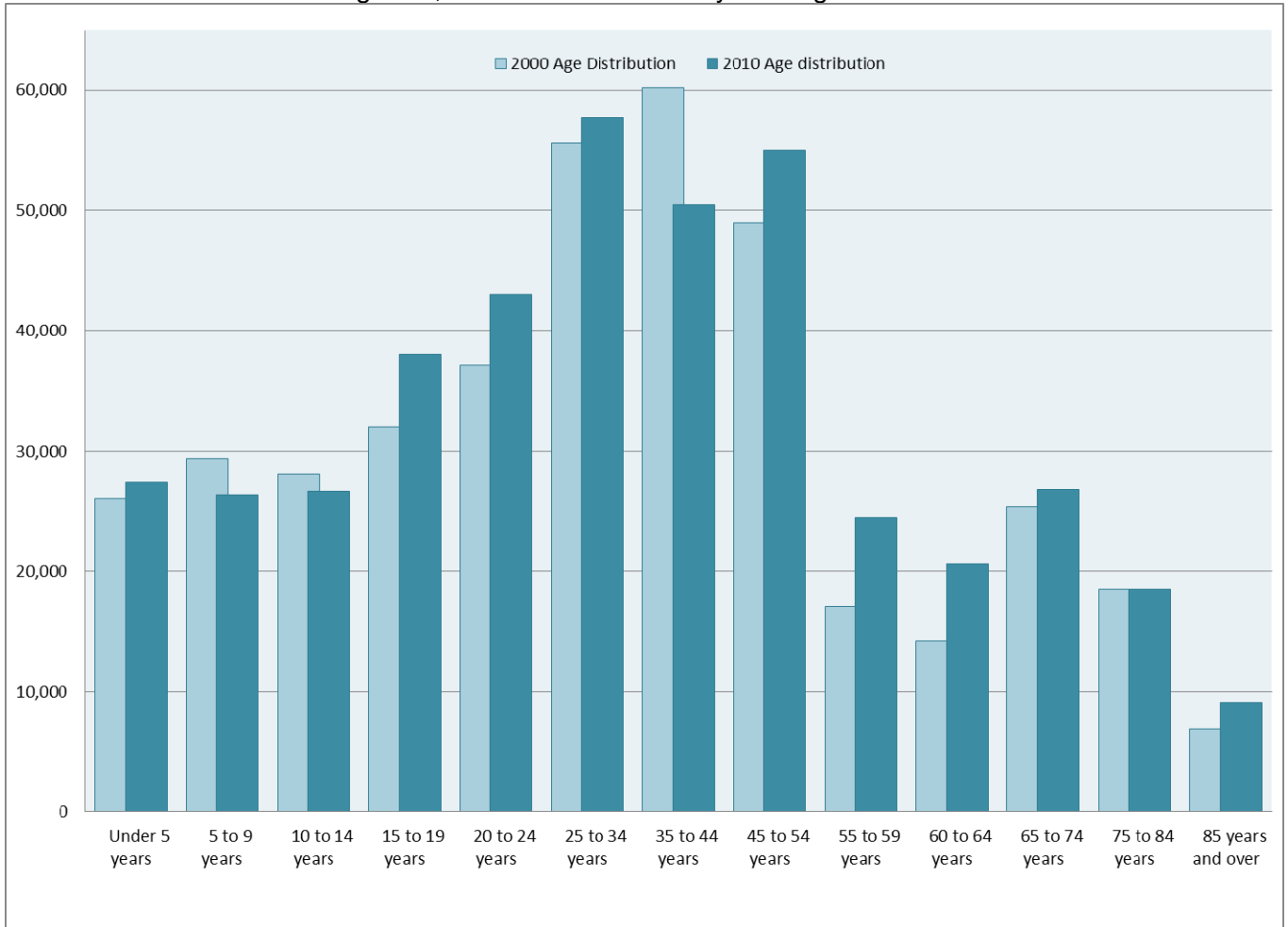
In the figure below, the countywide population of 423,895 is distributed in various age groups, in five-year increments. With the presence of a large university and other educational institutions in the county, the 20 to 24 year old college-aged group is the largest with a population of 43,000. The 15 to 19 year old, high school-age group is the second largest with a population of 38,000. The 25 to 55 year old working aged population is evenly distributed and the over 55 post-retirement-aged population represents the smallest age groups.

Figure 7, 2010 Countywide Age Distribution, 423,895 Total Population



A comparison of the age distribution over the 10-year period from 2000 and 2010 shows consistent proportions for most age groups. The significant differences are for the 35 to 44 age group that shows a decline of approximately 10,000 from 2000 to 2010 and the overall increase of the population 45 years and over that include those of the baby boomer generation approaching retirement.

Figure 8, 2000 and 2010 Countywide Age Distribution



To show change in the proportion of significant population groups, they can be combined to represent school aged (<19), working (20–54), and retirement aged (55+). The <19 year old school aged population declines 1 percent, the working aged declines 2 percent and the retirement age increases 3 percent from 2000 to 2010.

Figure 9, 2010 Countywide Age Distribution Summary, 423,895 Total Population

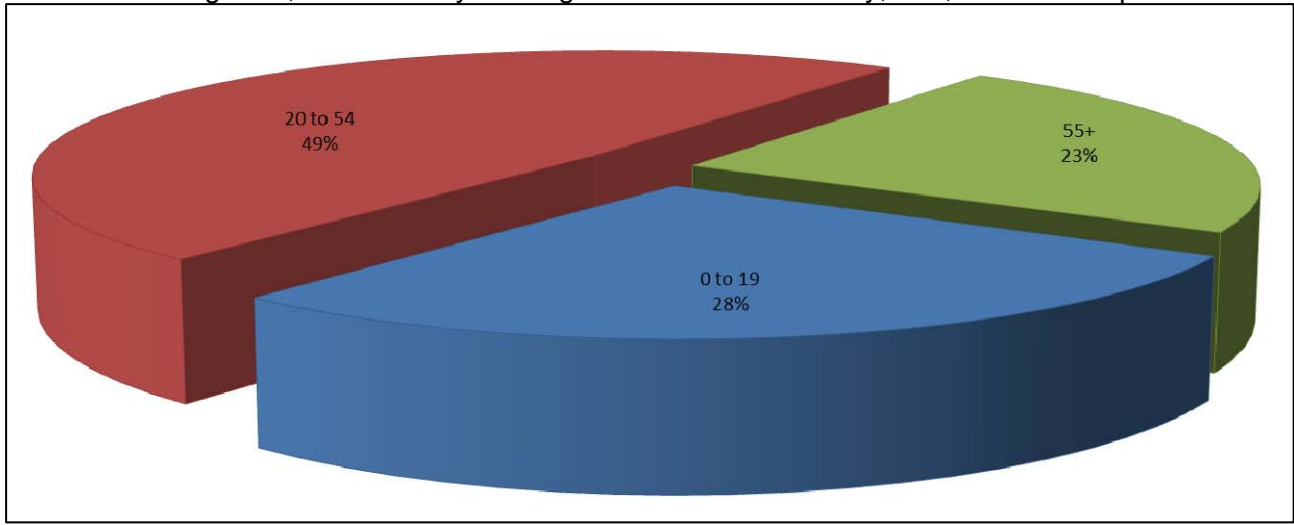
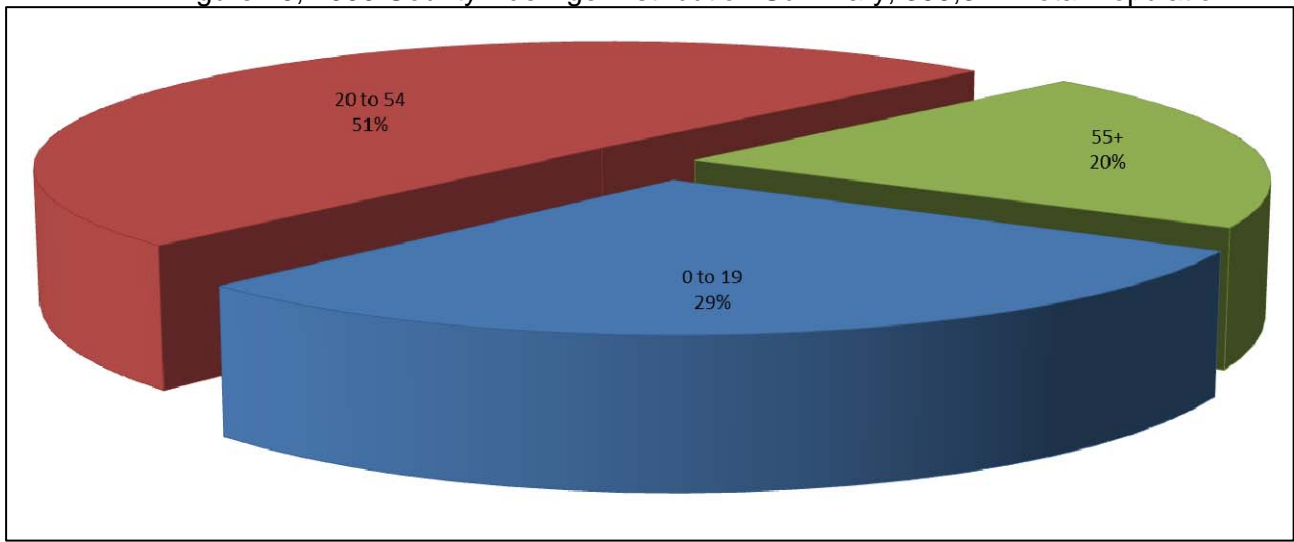
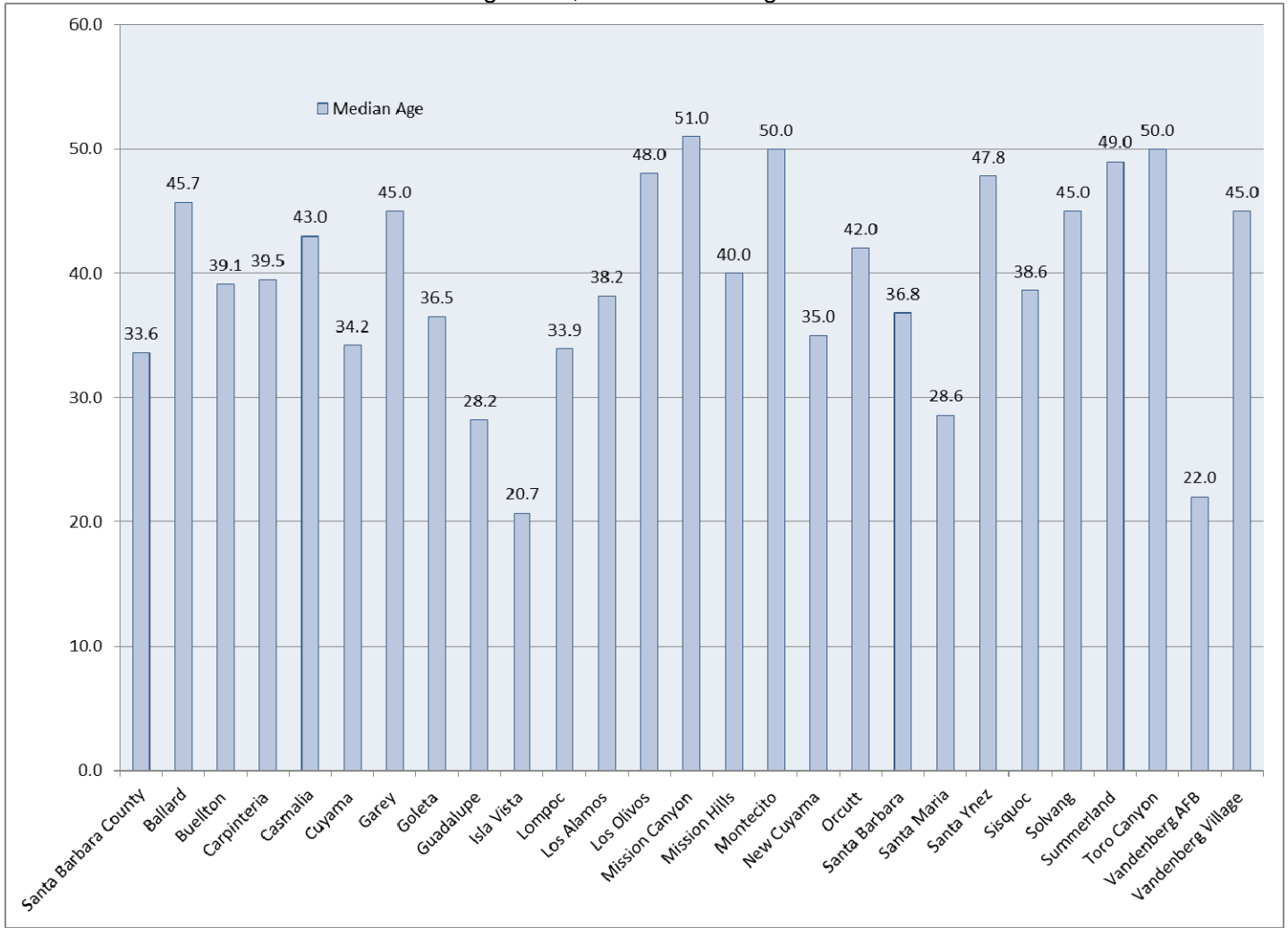


Figure 10, 2000 Countywide Age Distribution Summary, 399,347 Total Population



A comparison of the median age for Santa Barbara County Communities illustrates the significant differences in age for county jurisdictions. The countywide median is age 33.6. The highest median age of 51 occurs in Mission Canyon. Other communities with a high median age (over 45) include the unincorporated areas of Ballard, Garey, Los Olivos, Mission Canyon, Montecito, Santa Ynez, Summerland, Toro Canyon and Vandenberg Village. The City of Solvang has a similarly high median age of 45. The lowest median age of 20.7 occurs in Isla Vista due to the high proportion of college-age students. Other communities with a lower median age (under 35) include Cuyama, and Vandenberg AFB, and the Cities of Guadalupe, Lompoc, and Santa Maria.

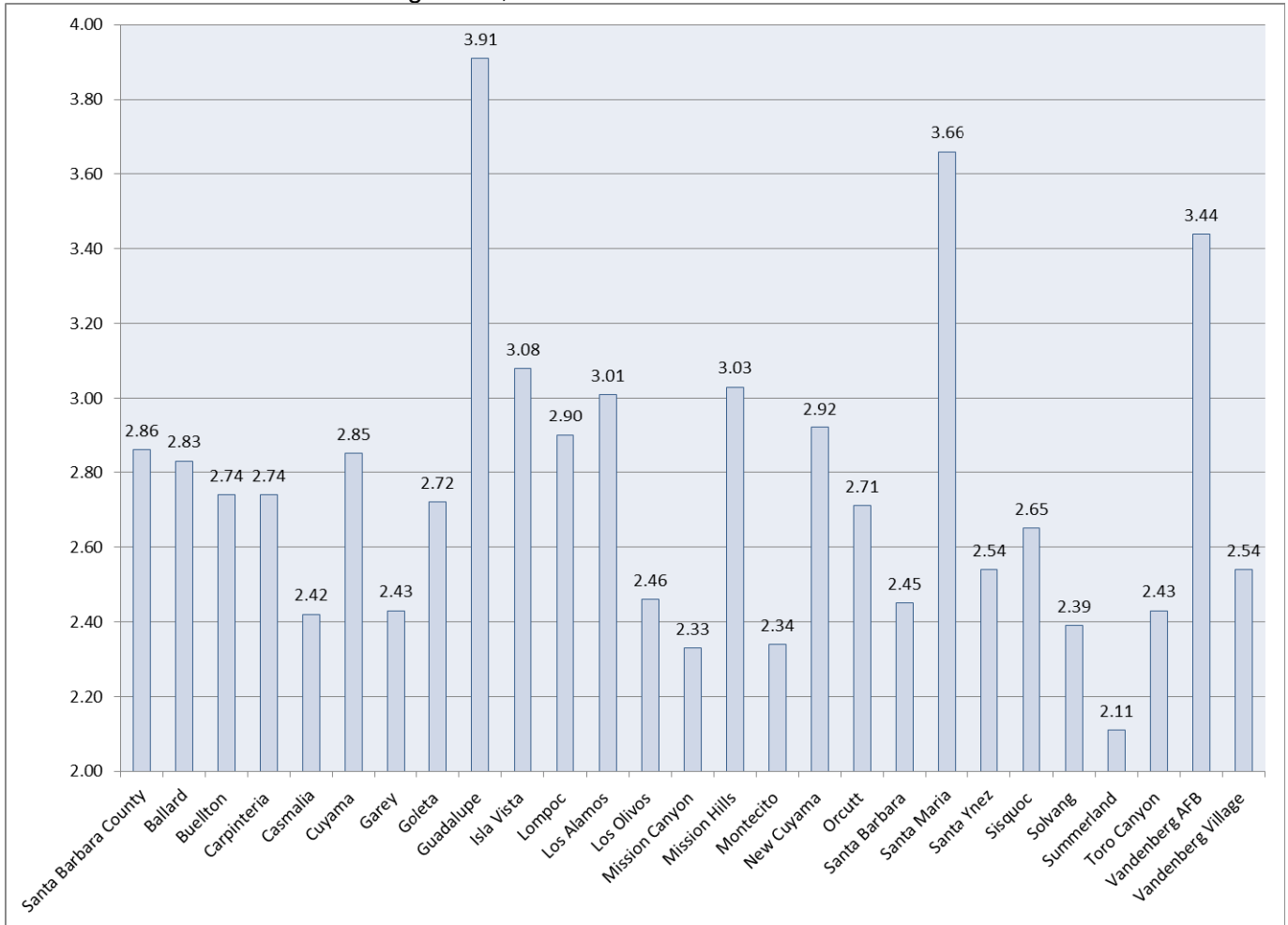
Figure 11, 2010 Median Age



## Household Size

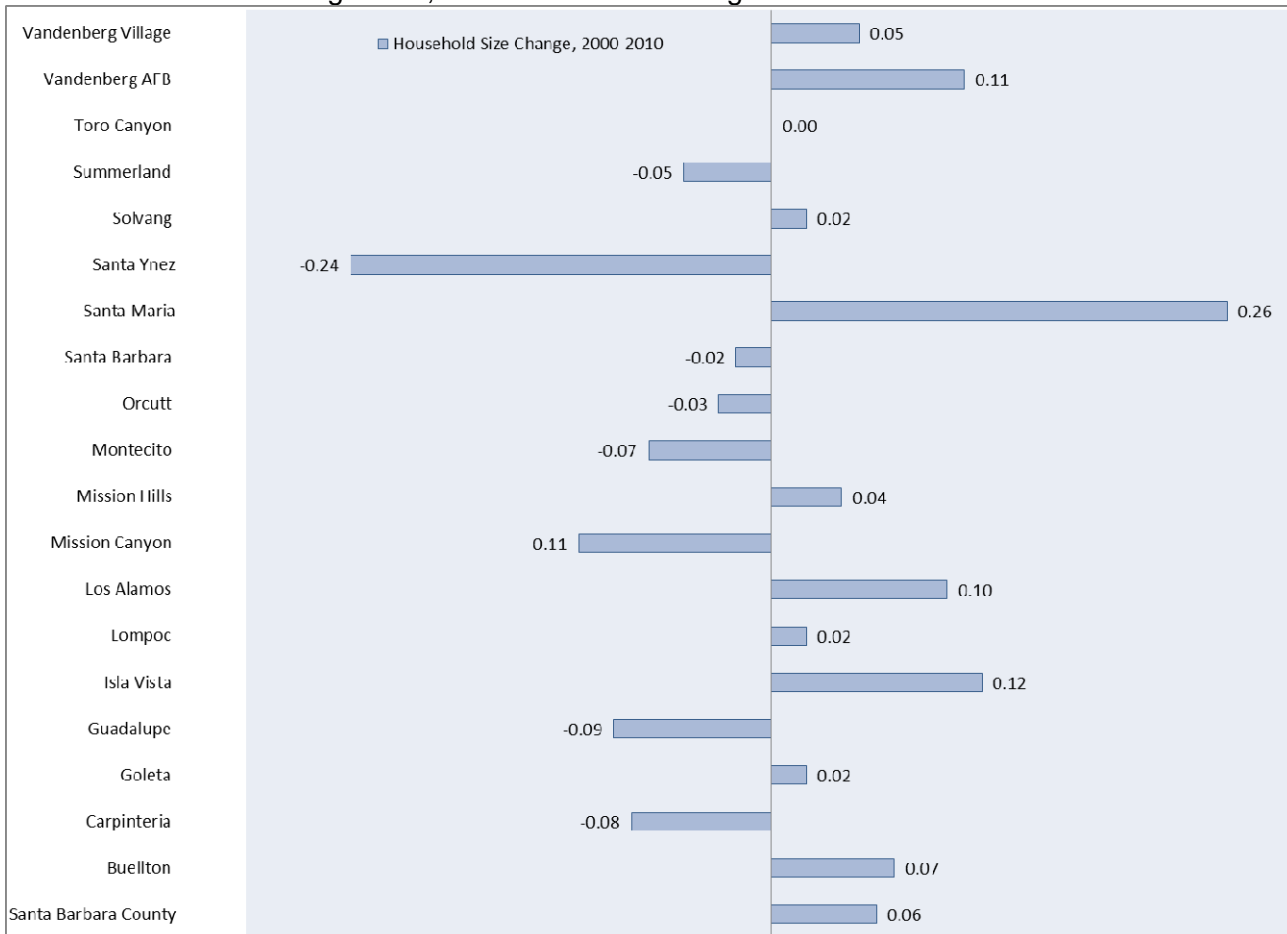
Household size is an indicator of population density. It is determined by dividing the household population by the number of occupied housing units. The countywide household size is 2.86. The Cities of Guadalupe and Santa Maria have the highest household sizes of 3.91 and 3.66 respectively. The unincorporated communities of Mission Canyon, Montecito and Summerland have the lowest household sizes of 2.33, 2.34, and 2.11 respectively.

Figure 12, 2010 Household Size Estimates



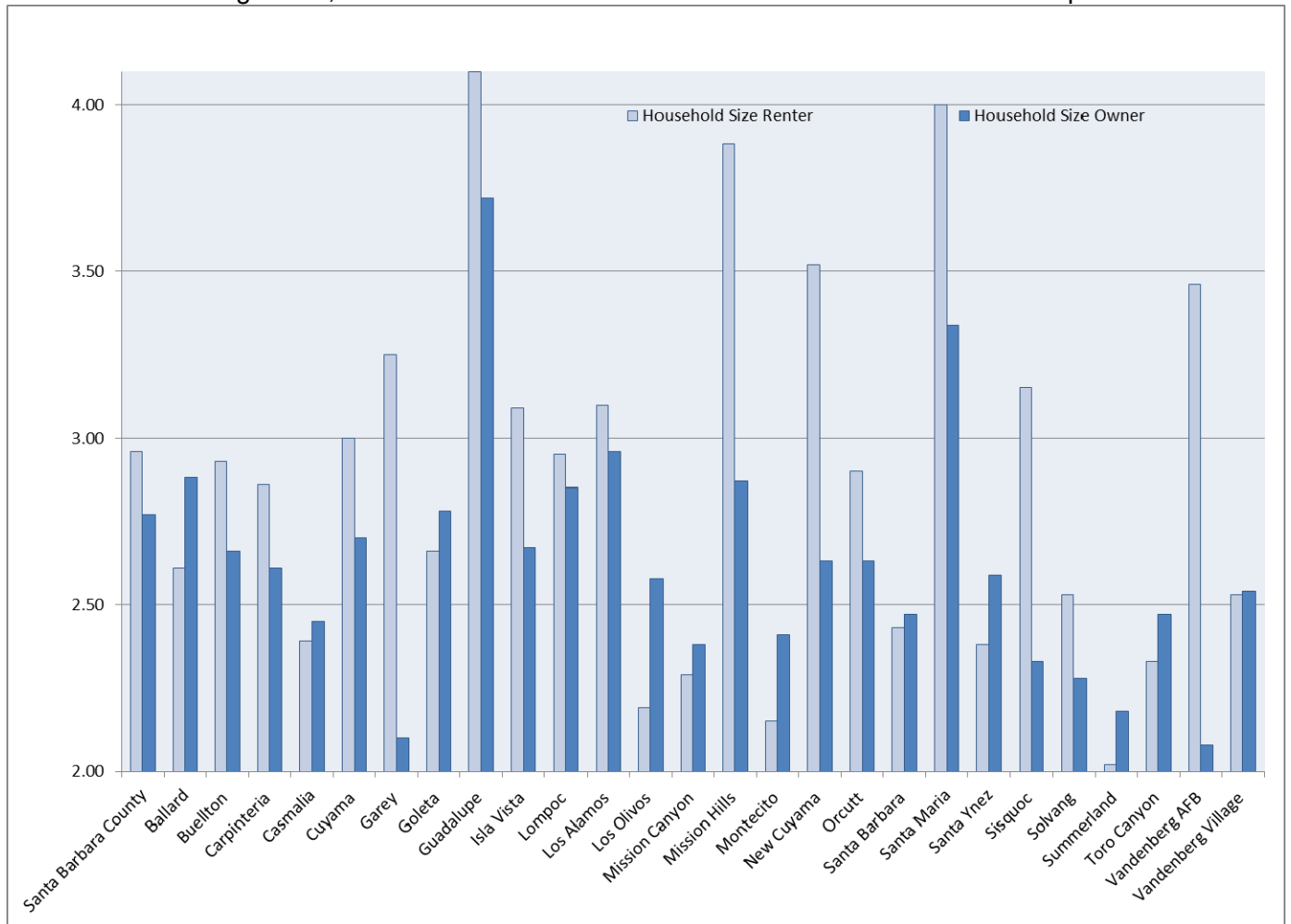
Household size is also an indicator of housing demand. From 2000 to 2010, the countywide household size increased by 0.06 and countywide population increased as well. The household size increased for the communities of Isla Vista, Los Alamos and the City of Santa Maria and the population growth in these jurisdictions was significant. The household size declined for the City of Santa Barbara and Carpinteria and both cities experienced an accompanying decline in population.

Figure 13, Household Size Change 2000 to 2010



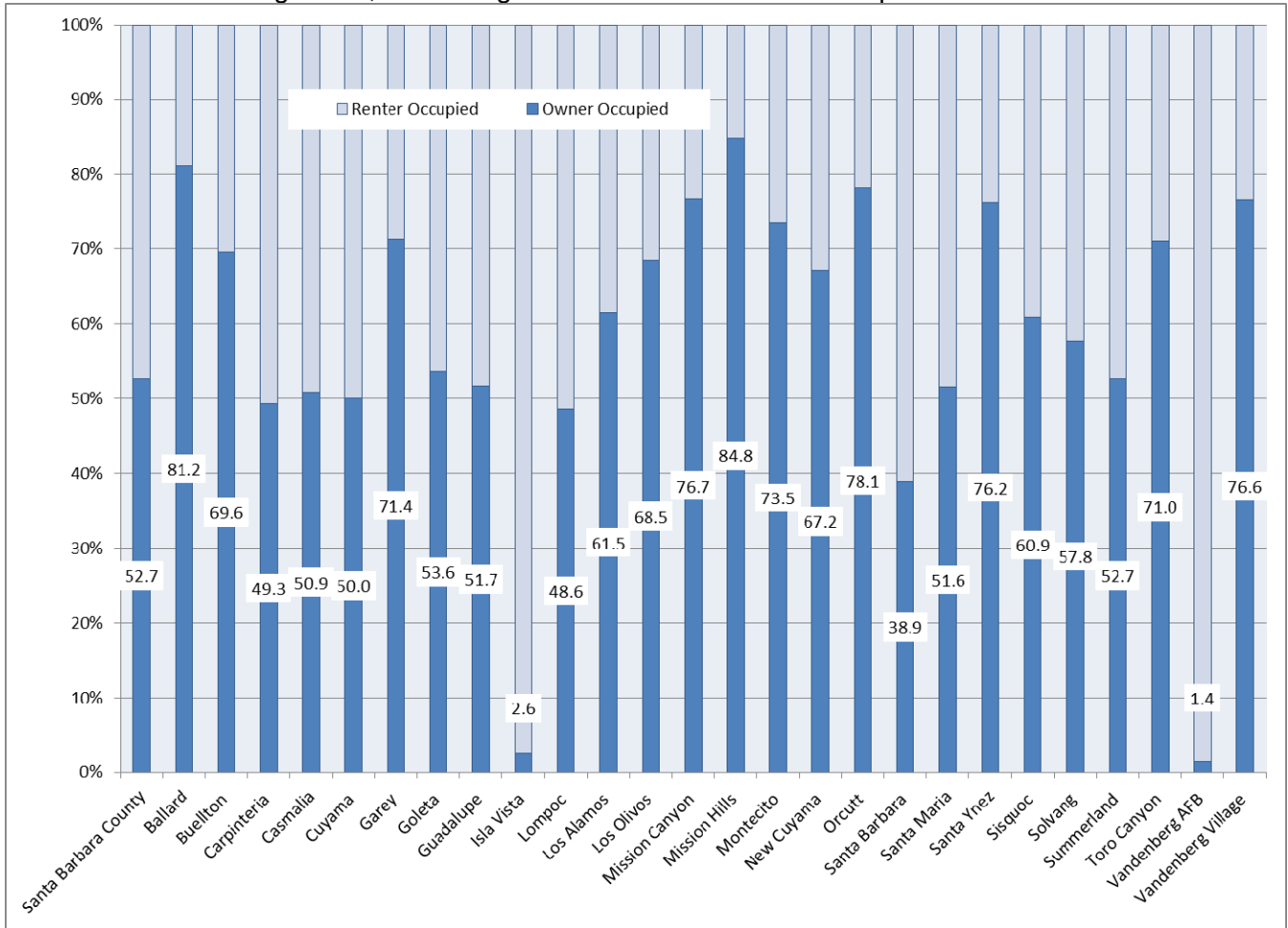
Household size can vary for a number of factors including tenure, (renter or owner occupied). For renter-occupied housing, the household size is significantly higher when compared to owner-occupied housing. Renter-occupied household sizes are highest for the Cities of Guadalupe and Santa Maria.

Figure 14, 2010 Household Size Estimates for Renter and Owner Occupied Units



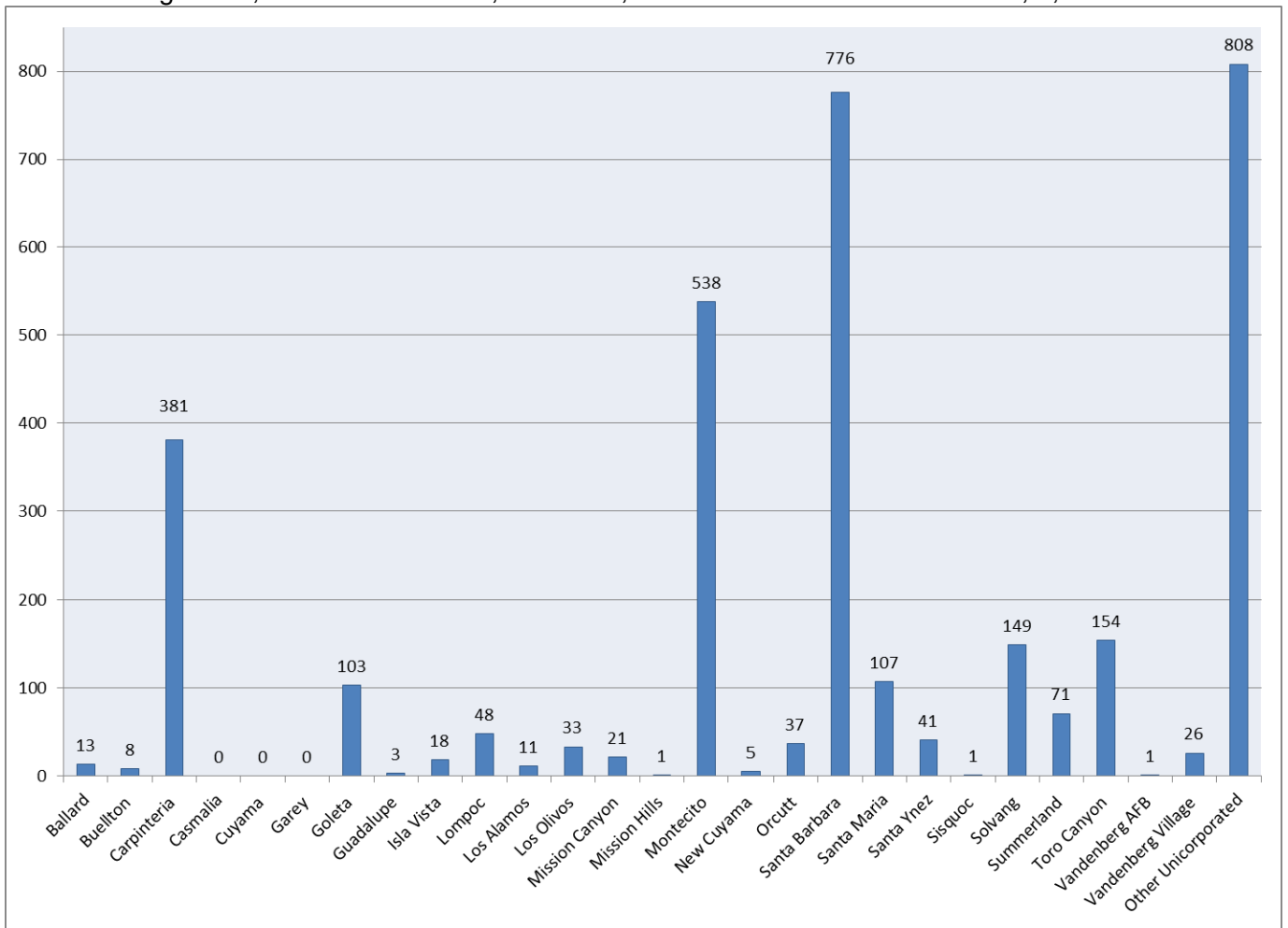
The Countywide proportion of owner-occupied housing units is 52 percent. Communities with proportions of owner-occupied housing units over 70 percent are concentrated in the unincorporated areas of the county and include Ballard, Los Olivos, Garey, Mission Canyon, Mission Hills, Montecito, Orcutt, Santa Ynez, Toro Canyon and Vandenberg Village. The communities with the lowest proportion of owner-occupied housing units (less than 40 percent) are Isla Vista, Vandenberg AFB, and the City of Santa Barbara.

Figure 15, Percentage of Renter- and Owner-Occupied Households



The number of vacant seasonal, recreational and occasional use housing units provides an indication of vacation rental units that are popular especially in the south coast of Santa Barbara County. There are a total of 3,354 seasonal, recreational and occasional use units countywide. The communities of Montecito, Summerland, Toro Canyon and the Cities of Carpinteria, Santa Barbara and Goleta constitute the majority with 2,023 units or 60 percent of the total. Other unincorporated areas countywide contain 808 of these units.

Figure 16, 2010 Vacant Units, Seasonal, Recreational or Occasional Use, 3,354 Total



Group Quarters

Group quarters are considered housing facilities that do not have individual entrances or cooking areas. These are not considered housing units but are categorized as institutionalized and non-institutionalized group quarters. Institutionalized group quarters include correctional facilities for adults, juvenile facilities, nursing facilities/skilled-nursing facilities and other institutional facilities. The non-institutionalized group quarters categories include college/university student housing, military quarters and other non-institutional facilities. The majority of the total 17,782 countywide group quarters is in student housing. College dormitories comprise 50 percent of total group quarters, correctional facilities 25 percent, nursing homes 6 percent, and military and juvenile facilities with 2 percent and other group quarters with 15 percent respectively. From 2000 to 2010, the group quarters population increased by 1,165 or 7 percent. The proportion of college/university student housing increased 10 percent and nursing homes decreased by 3 percent.

Figure 17, 2010 Countywide Group Quarters Distribution, 17,782 Total

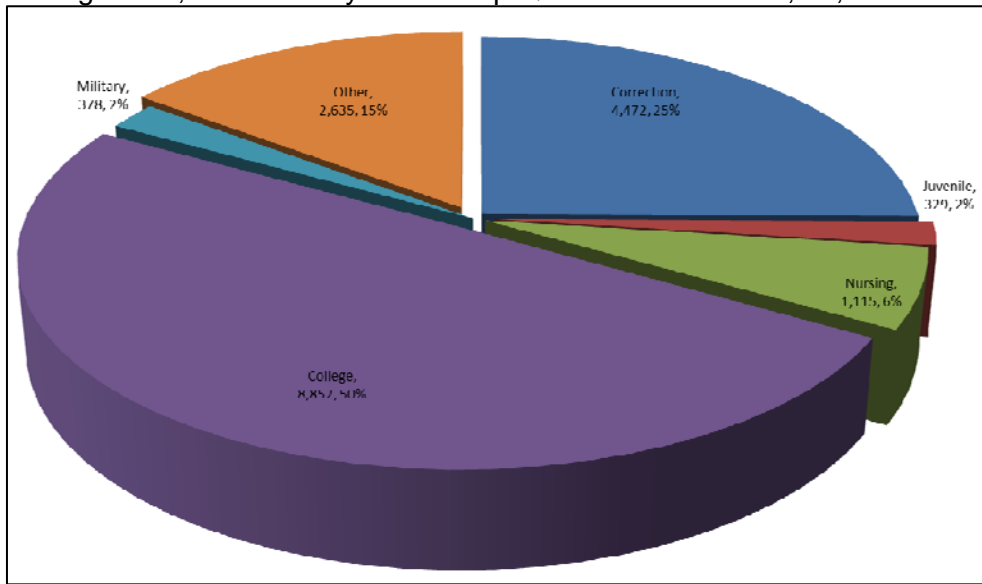
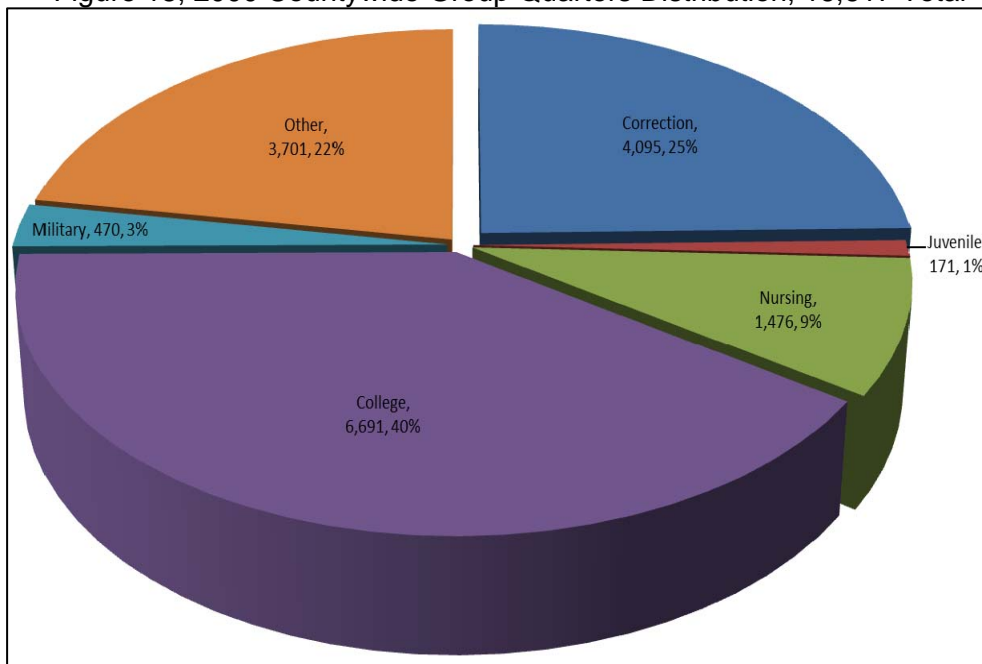
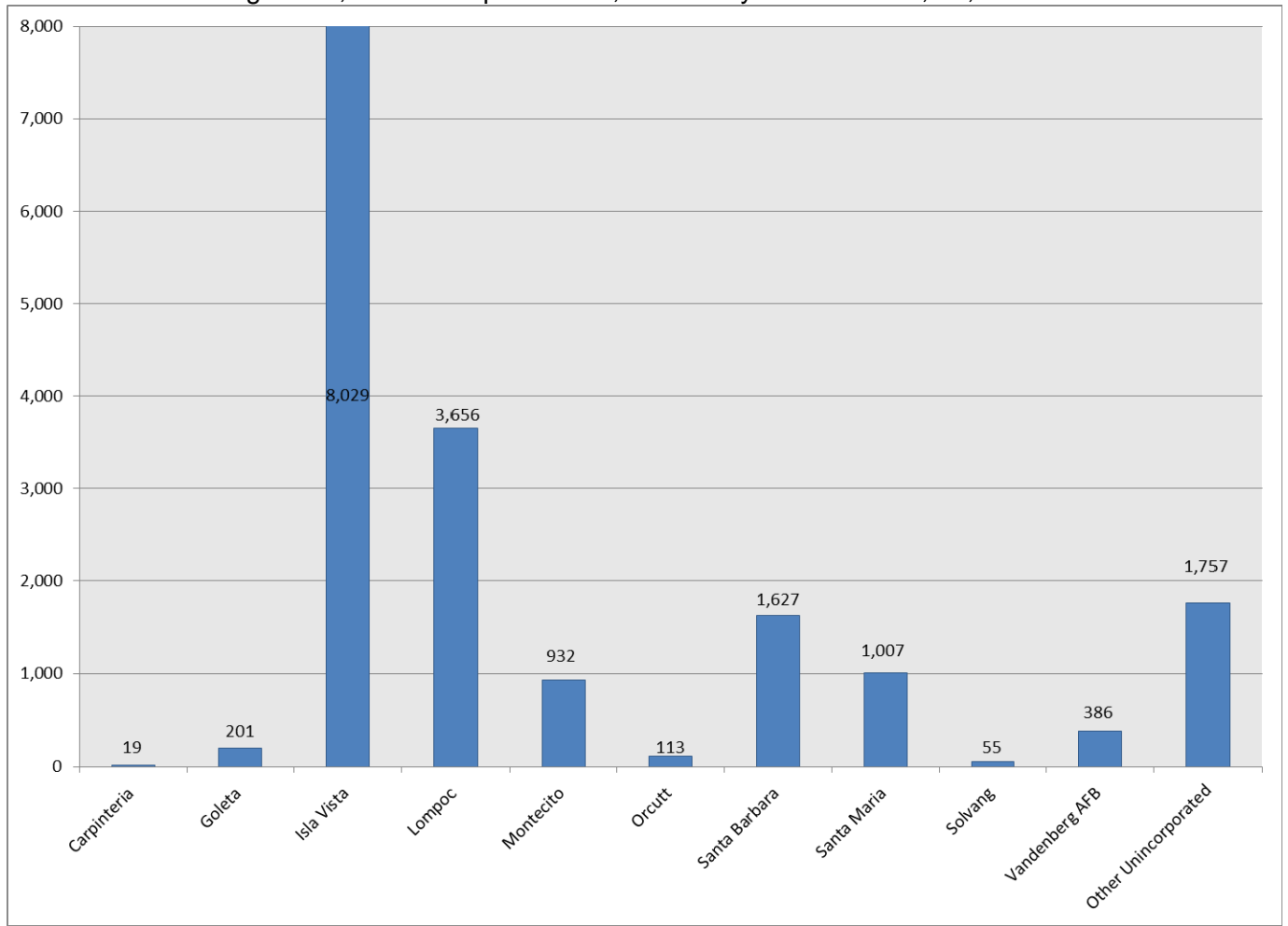


Figure 18, 2000 Countywide Group Quarters Distribution, 16,617 Total



The Group Quarters population is concentrated in two communities. In the community of Isla Vista, there is a significant number of student dormitories and adjacent to the City of Lompoc there are a significant number of inmates from the Federal Correctional Facility.

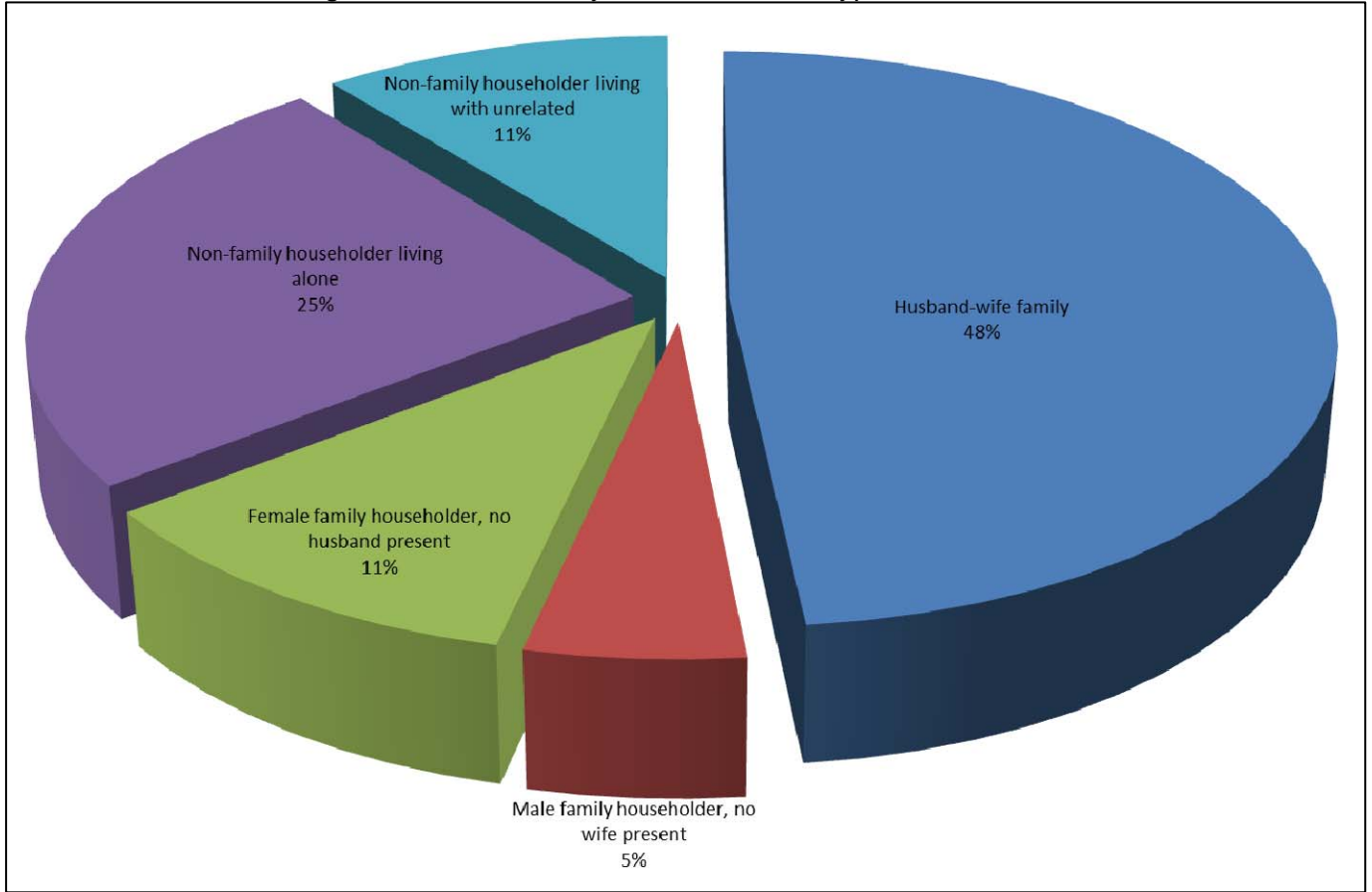
Figure 19, 2010 Group Quarters, for County Communities, 17,782 Total



Household Characteristics

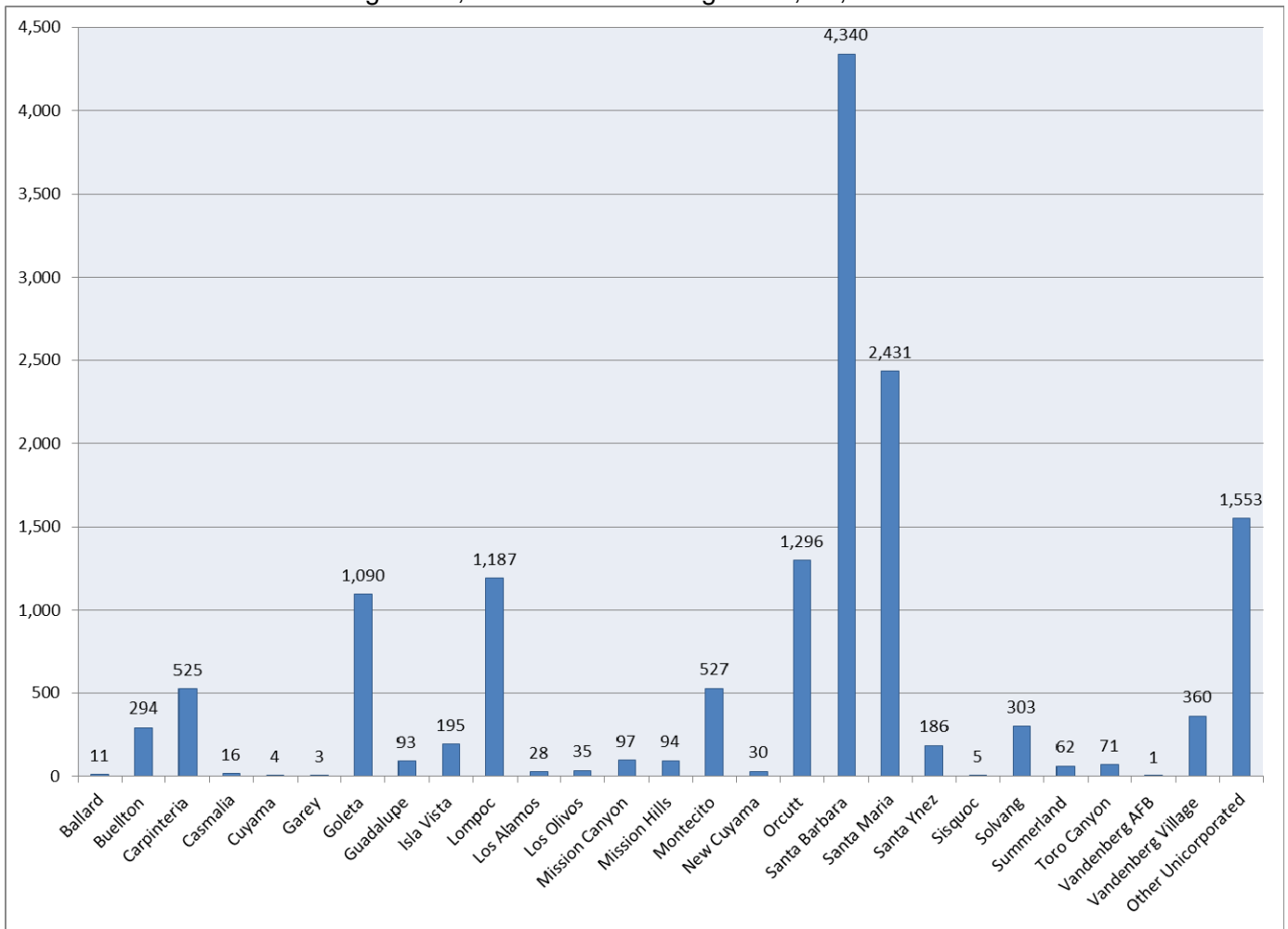
Family households consist of a householder and one or more other persons related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households which do not have any members related to the householder. The countywide distribution of 142,104 households includes 48 percent husband-wife families, 11 percent female households with no husband present, 5 percent male households with no wife present, 25 percent householders living alone, and 11 percent non-family householders living with other unrelated persons.

Figure 20, 2010 Countywide Household Types, 142,104 Total



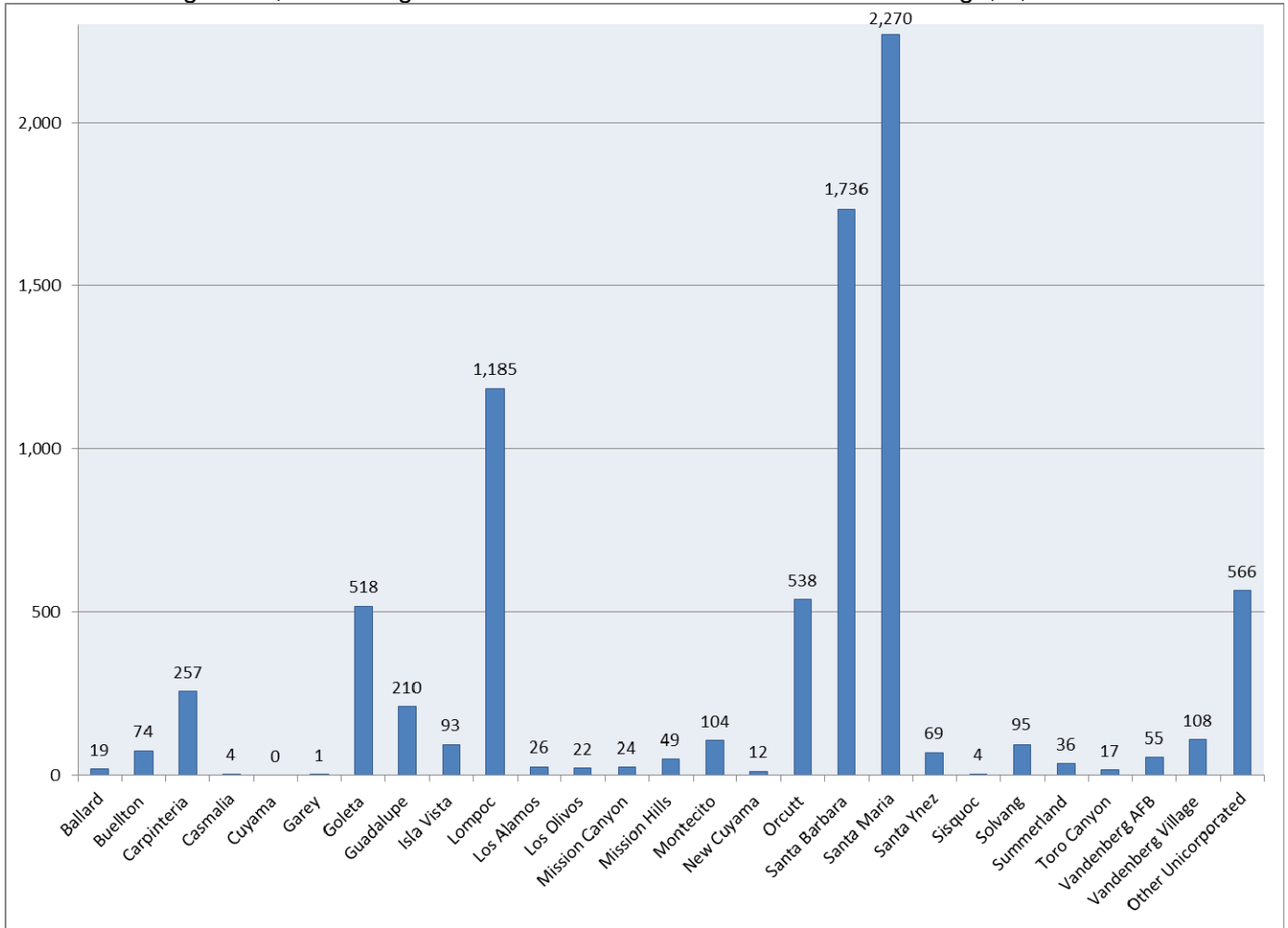
The location of the population over 65 and living alone is useful to help identify residents potentially dependent on social services, transportation and other assistance. Countywide there are 14,837 persons over 65 and living alone. The communities with the largest number include the City of Santa Barbara and Santa Maria.

Figure 21, 2010 Over 65 Living Alone, 14,837 Total



The location of the population that contains single mothers with children is also useful to identify those areas with residents potentially dependent on social services, transportation and other assistance. Countywide there are 8,092 single mothers with children. The Cities with the largest number of single mothers with children include Santa Maria, Lompoc and Santa Barbara.

Figure 22, 2010 Single Mothers with Children Under 18 Years of Age, 8,092 Total



## Future 2010 Census Products

The following table summarizes the most recent schedule for census data product releases. The summary table shows the release date for the most relevant data products as well as the lowest level of geography the data is available. The lowest level of geography indicates that all the larger geographical areas are included as well. For example, if there is a block level (city blocks in urban areas) data element, then the tract, city or county data would also be available. The product release schedules are estimates. The next data release will occur in June and include the previously released May data elements for the smaller geographic areas for census blocks.

**2010 Data Release Schedule Summary**  
(Grey shaded areas denote previously released data files)

Release Date	Data Elements	Lowest Level Geography
Before December 31	Population counts	State
FEB 2011 – MAR 2011	Population counts for race and Hispanic or Latino categories Housing unit counts by occupancy status Pop over 18	Blocks
MAY 2011	Group Quarters Age Groups, Household and family size, Relationship, gender, housing tenure	Blocks Cities and Places Cities and Places
JUN 2011 – AUG 2011	Population counts for 63 race categories and Hispanic or Latino Age groups, Household family size, relationship, gender, tenure	Blocks
OCT 2012	Urban and rural population and housing unit counts Characteristics for urbanized areas	Urbanized Areas/Blocks
DEC 2011 – APR 2012	Population and housing characteristics for detailed race and Hispanic or Latino categories, and American Indian	Census Tracts
JAN 2013	Additional of characteristics for urbanized areas	Urbanized Areas
MAY 2012 – DEC 2012	Age, sex, race, Hispanic origin, households, families, housing tenure and occupancy, population density, and area measurements	Cities and Places
APR 2013 – SEP 2013	Historical population and housing unit counts, population density and area measurements	
JAN 2013	Population by race for new Congressional Districts	Cong. Dist. /Census Tract
JUN 2013	Population by race for new State Legislative Districts	Places

*Media will include: Internet tables, download capability, and DVD's.*

Additional data extracts of the data for the State of California, counties, cities, unincorporated communities and other geographic areas available on the State Department of Finance Demographic Research Unit website at: [http://www.dof.ca.gov/research/demographic/state\\_census\\_data\\_center/census\\_2010/](http://www.dof.ca.gov/research/demographic/state_census_data_center/census_2010/) or the [Census Bureau, American FactFinder](#).