



Highlights

Population Growth: Within the Santa Barbara Public Library jurisdiction, the populations of three component cities*—Carpinteria, Santa Barbara, and Solvang—declined by between 2% and 8% over the past decade, while California’s population grew by 10% overall. The greatest declines were among the white, non-Hispanic population and young people.

Diversity: This area is majority white, non-Hispanic, but becoming increasingly Hispanic. The white, non-Hispanic share of population is 54%, and the Hispanic share is 38% of total. The racial and ethnic composition has shifted over the past decade, with the young population becoming majority Hispanic, and the population 65+ remaining predominantly white, non-Hispanic.

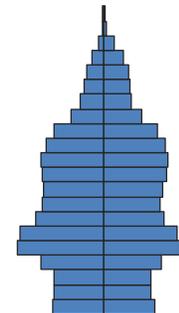
Age Structure: The population in this area is older than in California overall. People age 65+ account for 14% of the total population, compared with 11% statewide, and young people make up 23% of the total, compared with 28% in California. The share of the population age 65+ has remained fairly constant over the past ten years in the three component cities,* while the share of young people has declined.

Households: Living alone is more common in this area than in California overall; thirty-one percent of households are single-person, compared with 23% statewide. Traditional families—married couples with children—are much less common, at only 17% of all households, compared with 23% statewide. Also, older people are more likely to be living alone (32%) or in a group home (8%) in this area than in California overall.

Education: Educational attainment is higher in this area than in the state overall. Fifteen percent of adults have not completed high school, compared with 20% statewide, and 41% have earned a Bachelor’s degree or higher, compared with 30% in California.

Note: The Santa Barbara Public Library jurisdiction includes Carpinteria, Goleta, Solvang, and Santa Barbara City as well as some of the surrounding unincorporated area. This profile covers the combined population of the four cities. Profiles for the individual cities are also available.

**Goleta, one of the four component cities, was considered a Census Defined Place (CDP) in 2000 and a city in 2010. The CDP contained 55,000 people in 2000, but the population of Goleta city is 30,000. Since Goleta is not reported the same way for 2000 and 2010, data from 2000 is not included for the Santa Barbara Public Library jurisdiction or Goleta.*



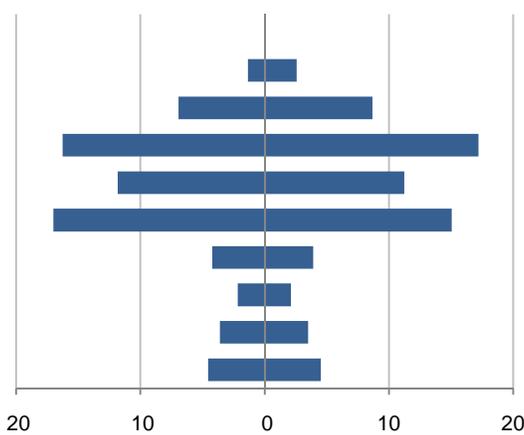
Population by Age

This demographic profile is part of a series of library jurisdiction profiles prepared for the California State Library by the Stanford Center on Longevity. The project, "Understanding California's Shifting Demographics," was supported in whole by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. The opinions expressed herein do not necessarily reflect the position or policy of the U.S. Institute of Museum and Library Services or the California State Library, and no official endorsement by the U.S. Institute of Museum and Library Services or the California State Library should be inferred.

Key Indicators			
		2000	2010
Population Growth			
	Total population	167,055	136,583
	10-year growth	60.5%	-18.2%
Diversity			
	% Hispanic	31.1%	37.6%
	% Asian, non-Hispanic	3.8%	4.4%
	% White, non-Hispanic	61.3%	54.2%
	% Black, non-Hispanic	1.3%	1.2%
Aging			
	% 65+	14.2%	14.3%
	Median age	#N/A	#N/A
Households			
	% Married couple with children	21.8%	17.0%
	% Living alone	28.9%	31.0%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

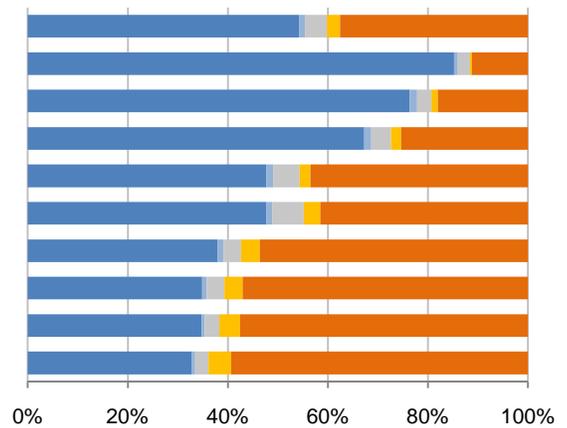


2. Race and Ethnicity by Library-Defined Age Group, 2010

White, NH Black, NH Asian, NH Other, NH Hispanic

Age group

- Total
- 85+, Oldest
- 65 to 84, Older adults
- 46 to 64, Midlife
- 33 to 45, Adult
- 19 to 32, Young
- 14 to 18, Teens
- 11 to 13, Tweens
- 6 to 10, School age
- 0 to 5, Infants/toddlers

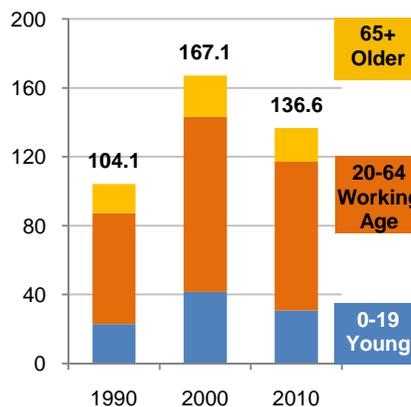


3. Population Growth by Library-Defined Age Group, 2000-10

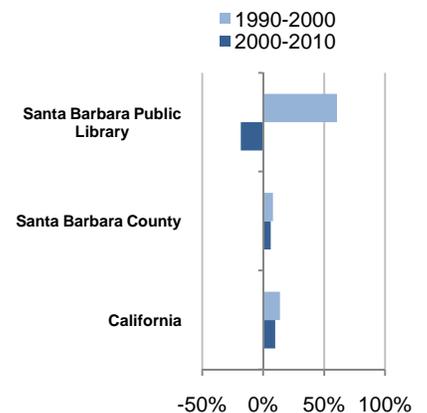
	2010	Change	% Change
Total	136,583	-30,472	-18.2%
85+	3,916	84	2.2%
65 to 84	15,599	-4,325	-21.7%
46 to 64	33,436	-534	-1.6%
33 to 45	23,062	-10,411	-31.1%
19 to 32	32,048	-5,953	-15.7%
14 to 18	8,114	-1,621	-16.7%
11 to 13	4,270	-1,679	-28.2%
6 to 10	7,079	-3,623	-33.9%
0 to 5	9,059	-2,410	-21.0%

4. Population Total, 1990-2010

In thousands



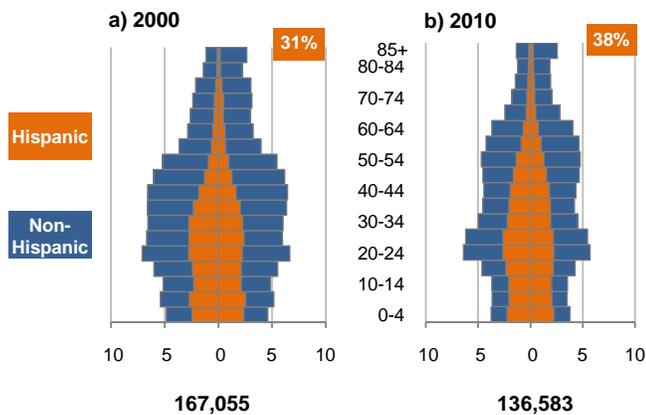
5. 10-Year Population Change



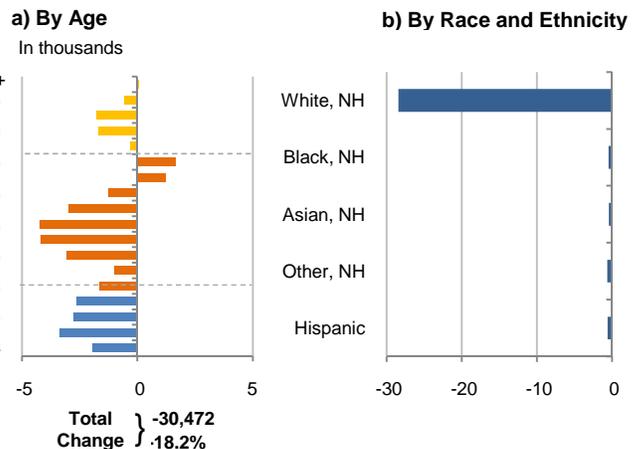
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

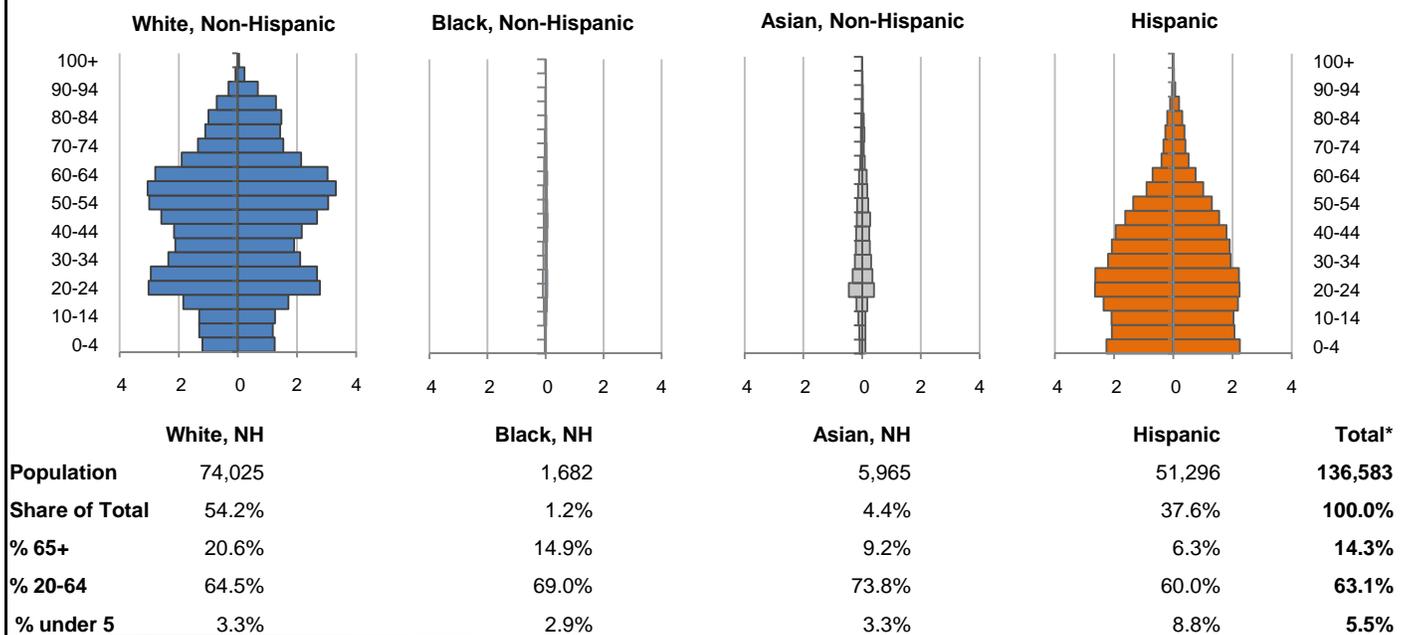


7. 10-Year Change in Population, 2000-10

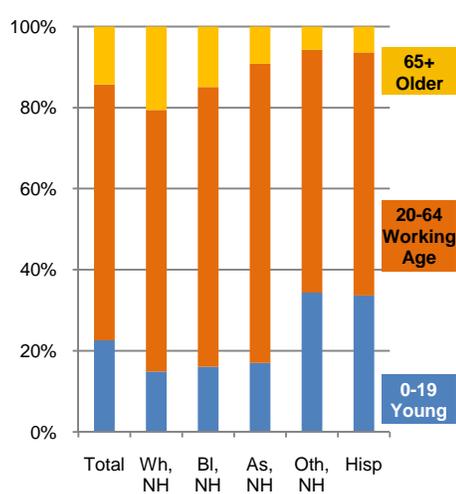


8. Population by Age, Race, and Ethnicity, 2010

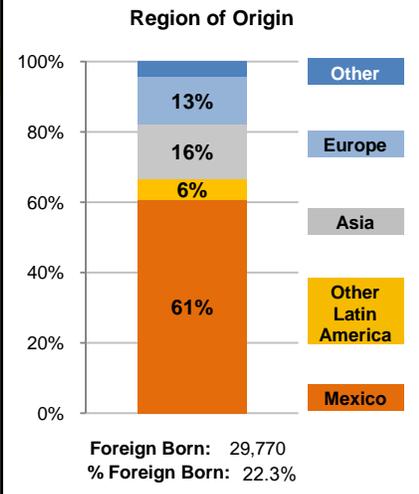
In thousands; males on left, females on right



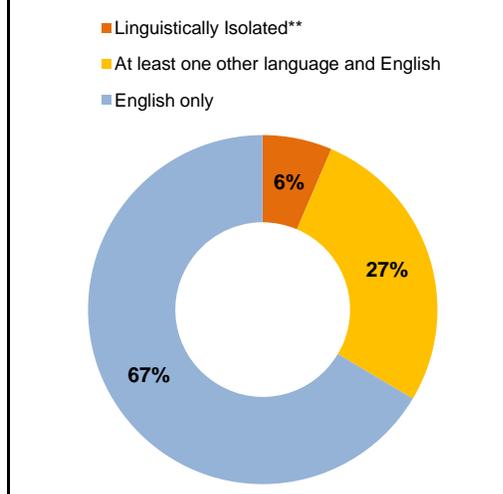
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

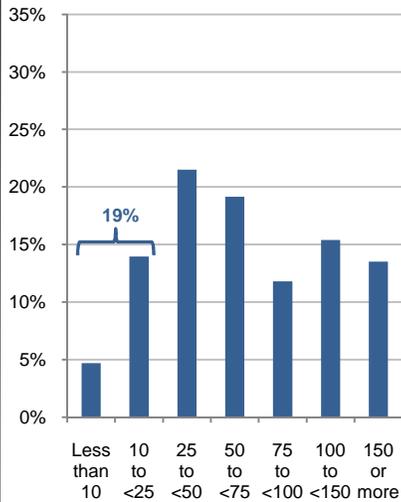


Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09
 *See pages 5-6 for detail on Other, Non-Hispanic
 **Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

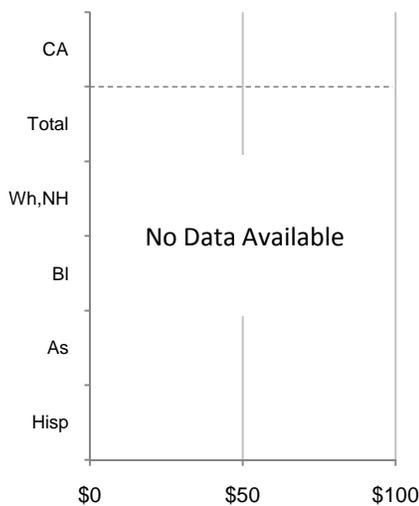
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



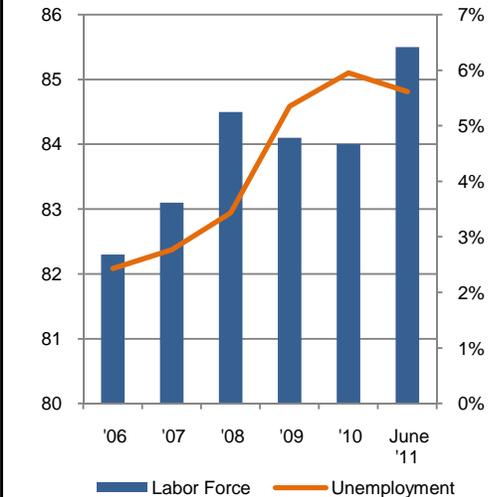
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force In thousands

Unemployment Rate

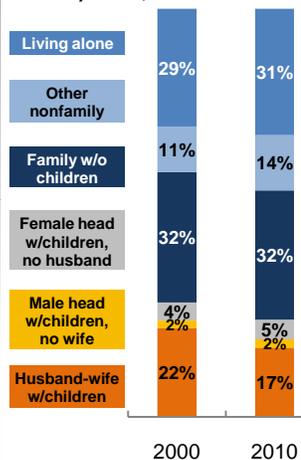


Source: CA Employment Development Department

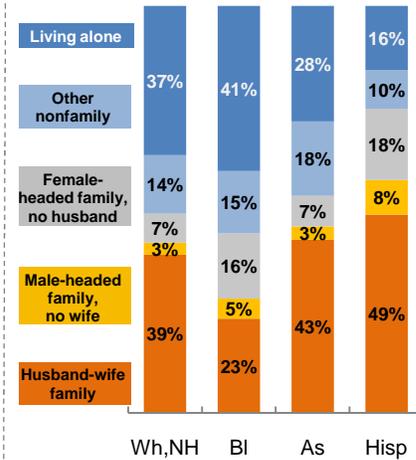
14. Household Type, 2010

% of all households

a) Total, 2000-10

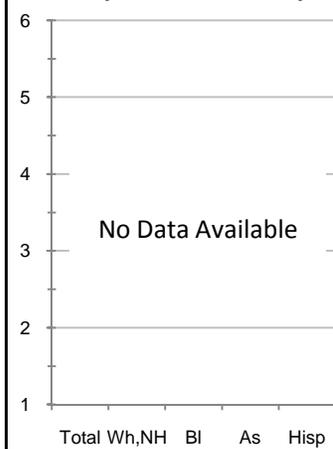


b) By Race and Ethnicity,* 2010

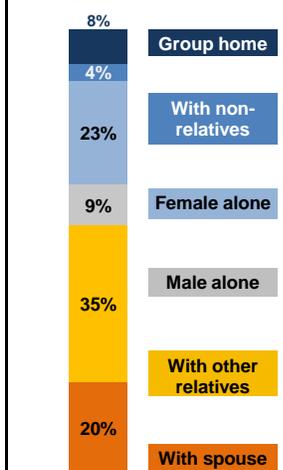


15. Average Household Size, 2010

By Race and Ethnicity*



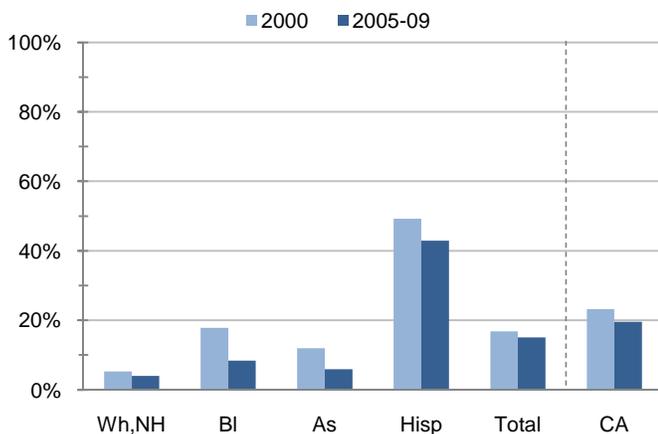
16. Living Arrangements Age 65+, 2005-09



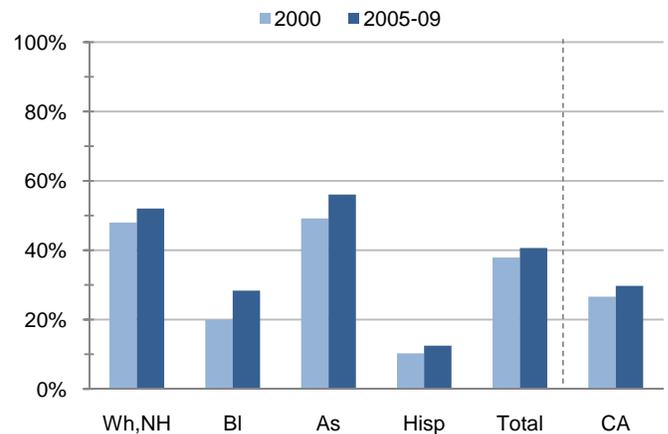
Source: ACS 2005-09

17. Educational Attainment for the Population Age 25 and Over by Race and Ethnicity*

a) % of Adults Who Did Not Complete High School



b) % of Adults Who Attained a BA or Higher



Source: Census 2000, ACS 2005-09

*Wh,NH=White,Non-Hispanic; BI=Black,Hispanic Inclusive; As=Asian,Hispanic Inclusive; Hisp=Hispanic(Includes all races); CA=California Total

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
A. Total Population										
2000 Total	102,435	2,138	6,375	4,217	698	168	269	3,082	51,890	167,055
2000 % of Total	61.3%	1.3%	3.8%	2.5%	0.4%	0.1%	0.2%	1.8%	31.1%	100.0%
2010 Total	74,025	1,682	5,965	3,615	484	131	277	2,723	51,296	136,583
2010 % of Total	54.2%	1.2%	4.4%	2.6%	0.4%	0.1%	0.2%	2.0%	37.6%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	19,175	484	1,322	1,536	170	48	78	1,240	19,064	41,581
20-64	63,562	1,410	4,468	2,399	466	110	176	1,647	29,879	101,718
65+	19,698	244	585	282	62	10	15	195	2,947	23,756
85+	3,465	26	53	31	2	0	5	24	257	3,832
2010										
0-19	11,043	270	1,014	1,242	88	22	85	1,047	17,279	30,848
20-64	47,729	1,161	4,401	2,164	331	97	178	1,558	30,765	86,220
65+	15,253	251	550	209	65	12	14	118	3,252	19,515
85+	3,336	30	96	14	4	3	0	7	440	3,916
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	18.7%	22.6%	20.7%	36.4%	24.4%	28.6%	29.0%	40.2%	36.7%	24.9%
20-64	62.1%	65.9%	70.1%	56.9%	66.8%	65.5%	65.4%	53.4%	57.6%	60.9%
65+	19.2%	11.4%	9.2%	6.7%	8.9%	6.0%	5.6%	6.3%	5.7%	14.2%
85+	3.4%	1.2%	0.8%	0.7%	0.3%	0.0%	1.9%	0.8%	0.5%	2.3%
2010										
0-19	14.9%	16.1%	17.0%	34.4%	18.2%	16.8%	30.7%	38.5%	33.7%	22.6%
20-64	64.5%	69.0%	73.8%	59.9%	68.4%	74.0%	64.3%	57.2%	60.0%	63.1%
65+	20.6%	14.9%	9.2%	5.8%	13.4%	9.2%	5.1%	4.3%	6.3%	14.3%
85+	4.5%	1.8%	1.6%	0.4%	0.8%	2.3%	0.0%	0.3%	0.9%	2.9%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	46.1%	1.2%	3.2%	3.7%	0.4%	0.1%	0.2%	3.0%	45.8%	100.0%
20-64	62.5%	1.4%	4.4%	2.4%	0.5%	0.1%	0.2%	1.6%	29.4%	100.0%
65+	82.9%	1.0%	2.5%	1.2%	0.3%	0.0%	0.1%	0.8%	12.4%	100.0%
85+	90.4%	0.7%	1.4%	0.8%	0.1%	0.0%	0.1%	0.6%	6.7%	100.0%
2010										
0-19	35.8%	0.9%	3.3%	4.0%	0.3%	0.1%	0.3%	3.4%	56.0%	100.0%
20-64	55.4%	1.3%	5.1%	2.5%	0.4%	0.1%	0.2%	1.8%	35.7%	100.0%
65+	78.2%	1.3%	2.8%	1.1%	0.3%	0.1%	0.1%	0.6%	16.7%	100.0%
85+	85.2%	0.8%	2.5%	0.4%	0.1%	0.1%	0.0%	0.2%	11.2%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-8,132	-214	-308	-294	-82	-26	7	-193	-1,785	-10,733
20-64	-15,833	-249	-67	-235	-135	-13	2	-89	886	-15,498
65+	-4,445	7	-35	-73	3	2	-1	-77	305	-4,241
85+	-129	4	43	-17	2	3	-5	-17	183	84
Total	-28,410	-456	-410	-602	-214	-37	8	-359	-594	-30,472
2000-10, % Change										
0-19	-42.4%	-44.2%	-23.3%	-19.1%	-48.2%	-54.2%	9.0%	-15.6%	-9.4%	-25.8%
20-64	-24.9%	-17.7%	-1.5%	-9.8%	-29.0%	-11.8%	1.1%	-5.4%	3.0%	-15.2%
65+	-22.6%	2.9%	-6.0%	-25.9%	4.8%	20.0%	-6.7%	-39.5%	10.3%	-17.9%
85+	-3.7%	15.4%	81.1%	-54.8%	100.0%	N/A	-100.0%	-70.8%	71.2%	2.2%
Total	-27.7%	-21.3%	-6.4%	-14.3%	-30.7%	-22.0%	3.0%	-11.6%	-1.1%	-18.2%

Source: US Census 2010, 2000

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population 2010
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
F. Population by Library-Defined Age Groups, 2010										
0-5	2,972	59	242	413	28	2	23	360	5,373	9,059
6-10	2,461	44	206	294	18	5	18	253	4,074	7,079
11-13	1,490	36	154	155	7	3	10	135	2,435	4,270
14-18	3,081	96	281	305	29	5	30	241	4,351	8,114
19-32	15,276	404	1,999	1,067	105	56	93	813	13,302	32,048
33-45	11,002	314	1,218	494	77	19	39	359	10,034	23,062
46-64	22,490	478	1,315	678	155	29	50	444	8,475	33,436
65-84	11,917	221	454	195	61	9	14	111	2,812	15,599
85+	3,336	30	96	14	4	3	0	7	440	3,916
Total	74,025	1,682	5,965	3,615	484	131	277	2,723	51,296	136,583
G. Population by 5-Year Age Brackets, 2010										
0-4	2,445	48	199	337	22	2	18	295	4,494	7,523
5-9	2,487	43	208	311	20	3	21	267	4,134	7,183
10-14	2,558	71	232	257	15	5	16	221	4,117	7,235
15-19	3,553	108	375	337	31	12	30	264	4,534	8,907
20-24	5,797	149	857	427	36	22	31	338	4,874	12,104
25-29	5,625	146	674	384	40	16	36	292	4,844	11,673
30-34	4,467	114	552	286	31	16	31	208	4,140	9,559
35-39	4,017	125	480	170	21	7	15	127	3,978	8,770
40-44	4,316	127	441	187	39	6	14	128	3,742	8,813
45-49	5,270	130	451	200	47	5	12	136	3,165	9,216
50-54	6,049	132	376	241	54	7	18	162	2,653	9,451
55-59	6,363	126	319	150	35	8	9	98	1,918	8,876
60-64	5,825	112	251	119	28	10	12	69	1,451	7,758
65-69	4,033	85	150	81	21	3	7	50	918	5,267
70-74	2,885	61	99	46	16	3	2	25	741	3,832
75-79	2,540	46	117	41	18	1	1	21	648	3,392
80-84	2,459	29	88	27	6	2	4	15	505	3,108
85-89	2,002	21	47	9	4	1	0	4	301	2,380
90-94	994	7	36	4	0	2	0	2	111	1,152
95-99	296	1	12	1	0	0	0	1	24	334
100+	44	1	1	0	0	0	0	0	4	50
Total	74,025	1,682	5,965	3,615	484	131	277	2,723	51,296	136,583
H. Median Age, 2000-10										
	White, Non- Hispanic	Black, Hispanic Inclusive	Asian, Hispanic Inclusive		American Indian & Alaska Native, Hispanic Inclusive	Native Hawaiian & Pacific Islander, Hispanic Inclusive	Some Other Race, Hispanic Inclusive	Two or More Races, Hispanic Inclusive	Hispanic or Latino	Total Population
2000	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
2010	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

Source: US Census 2010, 2000

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

I. Income Distribution, 2005-09			J. Median Household Income by Race and Ethnicity, 2005-09 (\$2009)						
Range (ths)	Households	% of Total	White, NH	Black	Asian	Hispanic	Total	% of CA	California
<\$10	2,519	4.7%	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	\$60,392
\$10 to <\$25	7,476	14.0%							
\$25 to <\$50	11,505	21.5%							
\$50 to <\$75	10,246	19.1%							
\$75 to <\$100	6,321	11.8%							
\$100 to <\$150	8,236	15.4%							
\$150+	7,234	13.5%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			62,925	100.0%	53,284	100.0%			
Family Households			37,766	60.0%	29,565	55.5%			
Husband-wife w/children			13,727	21.8%	9,058	17.0%			
Female head, no husband, w/children			2,757	4.4%	2,606	4.9%			
Male head, no wife, w/children			1,145	1.8%	1,046	2.0%			
Without children			20,137	32.0%	16,855	31.6%			
Nonfamily households			25,159	40.0%	23,719	44.5%			
Living alone			18,186	28.9%	16,508	31.0%			
Other nonfamily			6,973	11.1%	7,211	13.5%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			35,736	829	2,315	13,343	53,284		
Husband-wife family			38.9%	23.2%	42.5%	48.7%	41.1%		
Family with male head, no wife			3.0%	4.9%	3.3%	8.5%	4.4%		
Family with female head, no husband			7.1%	16.0%	7.5%	17.6%	10.0%		
Living alone			36.7%	40.5%	28.3%	15.7%	31.0%	Source: US	
Other nonfamily			14.4%	15.3%	18.3%	9.5%	13.5%	Census 2010	
M. Poverty, 2005-09									
Percentage of families and people whose income in the past 12 months is below the poverty level								California	
All families						6.7%	9.8%		
Families w/ related children under 18 years						11.5%	14.5%		
Families w/ female householder, no husband present						18.2%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						28.0%	32.2%		
All people						12.4%	13.2%		
Under 18 years						14.2%	18.3%		
18 to 64 years						12.9%	11.9%		
65 years and over						7.6%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			55,147	1,468	3,798	23,982	86,272		
Less than high school			4.0%	8.4%	5.9%	42.9%	15.1%		
High school graduate (includes equivalency)			13.2%	25.7%	10.6%	21.2%	15.6%		
Some college or associate's degree			30.7%	37.5%	27.4%	23.4%	28.8%		
Bachelor's degree or higher			52.0%	28.4%	56.1%	12.5%	40.6%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			84,000	85,500					
Employed			79,100	80,700					
Unemployed, % of labor force			6.0%	5.6%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					69,144	100.0%			
Management, professional, and related occupations					29,234	42.3%			
Service occupations					13,866	20.1%			
Sales and office occupations					15,756	22.8%			
Farming, fishing, and forestry occupations					986	1.4%			
Construction, extraction, maintenance, and repair occupations					4,774	6.9%			
Production, transportation, and material moving occupations					4,528	6.5%			
Q. Class of Worker, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					69,144	100.0%			
Private, for profit, wage and salary employee					41,977	60.7%			
Private, not for profit, wage and salary employee					6,747	9.8%			
Private, for profit, wage and salary self-employed in own business					2,734	4.0%			
Government workers					10,300	14.9%			
Self-employed in own not incorporated business					7,193	10.4%			
Unpaid family workers in family business					193	0.3%			

Source: American Community Survey 2005-09, unless otherwise stated

ProfileTemplate 9-8-11.xlsr 9/9/2011 14:25

Note: In the American Community Survey and for US Census variables other than population, Hispanic origin is not broken out for all races. White, NH represents White, Non-Hispanic. Black and Asian are Hispanic inclusive.