

# Census 2010 Review



City of Santa Rosa Community  
Development Department  
City of Santa Rosa  
05/01/2013

## CENSUS 2010 REVIEW

The following provides information about the City of Santa Rosa from the 2010 United States Census and the 2006-2010 American Community Survey. The first section gives a brief overview of citywide data and compares it with the 2000 U.S. Census. This is then followed by similar information for smaller areas in the city, referred to as quadrants. Such data is important to identify changes and trends that have occurred over time.

Between the years 2000 to 2010 Santa Rosa's population increased by 20,220 persons (13.7%), registering a population of 167,815 within the city limits in 2010. Approximately 51.2% of the population is female and 48.8% is male; these percentages remained constant over the decade. The population has aged slightly, moving from a median age of 36.2 years in 2000 to 36.7 years in 2010. The most prevalent age group within the city is persons who range between the ages of 20 to 44 years, comprising 34.7% of the total population in 2010. The age group which saw the highest growth between years 2000 to 2010 were between the ages of 45 to 64 years increasing by 31.8%, and making up 25.8% of the total population in 2010.

The population is more ethnically diverse, with the Hispanic or Latino population increasing by 69.4% over the decade, and accounting for 28.6% of the total population in 2010. In comparison the "not Hispanic or Latino" population group only grew by 0.5%, while comprising 71.4% of the total population.

In 2010 there were 67,396 units housing this population, an increase of 17.1% from the year 2000. There is more than double the number of vacant units in 2010 than 2000, with 5.6% of all housing units vacant; this can be attributed to the economic recession that began during this time period. The most dominant housing tenure is owner occupied units, standing at 51.1% of the total number of housing units, with renter occupied units making up 43.3% in 2010.

According to the 2006-2010 American Community Survey,<sup>1</sup> income levels have risen as substantiated by increases of 16.5% in the median household income, 18.6% in the median family income, and 21.6% in the median per capita income. At the same time poverty levels have increased by 58.0% over the decade, including 19,573 persons (11.7%) of the total population.

The following table highlights some of this information.

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<sup>1</sup> The American Community Survey is an ongoing survey conducted by the U.S. Census Bureau, and its data often differs from data collected in the Census. For instance, the population estimated by the American Community Survey is 160,626 persons in the year 2010, different from the Census estimate of 167,815. The American Community Survey provides more detailed data, but it also provides a larger margin of error.

<b>POPULATION CHARACTERISTICS</b>					
	<b>2000</b>	<b>% of Total</b>	<b>2010</b>	<b>% of Total</b>	<b>% Change</b>
Total Population	147,595	100.0%	167,815	100.0%	13.7%
<b>GENDER</b>					
Female	75,517	51.2%	85,969	51.2%	13.8%
Male	72,078	48.8%	81,846	48.8%	13.6%
<b>AGE</b>					
Under 20 Years of age	39,786	27.0%	43,603	26.0%	9.6%
20 to 44 Years of age	54,358	36.8%	58,201	34.7%	7.1%
45 to 64 Years of age	32,875	22.3%	43,331	25.8%	31.8%
65 Years and over	20,576	13.9%	22,680	13.5%	10.2%
Median Age	36.2		36.7		1.4%
<b>ETHNICITY</b>					
Hispanic or Latino	28,318	19.2%	47,970	28.6%	69.4%
Not Hispanic or Latino	119,277	80.8%	119,845	71.4%	0.5%
<b>RACE</b>					
White	114,527	77.6%	119,158	71.0%	4.0%
Black or African American	3,177	2.2%	4,079	2.4%	28.4%
American Indian and Alaska Native	2,099	1.4%	2,808	1.7%	33.8
Asian	5,675	3.8%	8,746	5.2%	54.1
Native Hawaiian and Other Pacific Islander	382	0.3%	810	0.5%	112.0
Some Other Race	15,180	10.3%	23,723	14.1%	56.3%
Two or More Races	6,555	4.4%	8,491	5.1%	29.5%
<b>HOUSING OCCUPANCY</b>					
Total Housing Units	57,578	100.0%	67,396	100.0%	17.1%
Occupied Units	56,036	97.3%	63,590	94.4%	13.5%
Vacant Units	1,542	2.7%	3,806	5.6%	146.8%
<b>HOUSING TENURE</b>					
Owner Occupied	32,798	57.0%	34,427	51.1%	5.0%
Renter Occupied	23,238	40.4%	29,163	43.3%	25.5%
<b>HOUSEHOLDS</b>					
Total Households	56,036	100.0%	63,590	100.0%	13.5%
Family	35,117	62.7%	39,231	61.7%	11.7%
Non-Family	20,919	37.3%	24,359	38.3%	16.4%
Average Household Size	2.6		2.6		0.0%
Average Family Size	3.1		3.2		3.2%
<b>INCOME (\$)</b>					
Median Household	\$50,931		\$59,326 <sup>2</sup>		16.5%
Median Family	\$59,659		\$70,761 <sup>3</sup>		18.6%
Median Per Capita	\$24,495		\$29,794 <sup>4</sup>		21.6%
<b>POVERTY</b>					
Individuals in Poverty	12,391	8.4%	19,573 <sup>5</sup>	11.7%	58.0%

<sup>2</sup> The median household income is from the American Community Survey and has a margin of error of +/- 3.0%.

<sup>3</sup> The median family income is from the American Community Survey and has a margin of error of +/-2.4%.

<sup>4</sup> The median per capita income is from the American Community Survey and has a margin of error of +/- 2.1%.

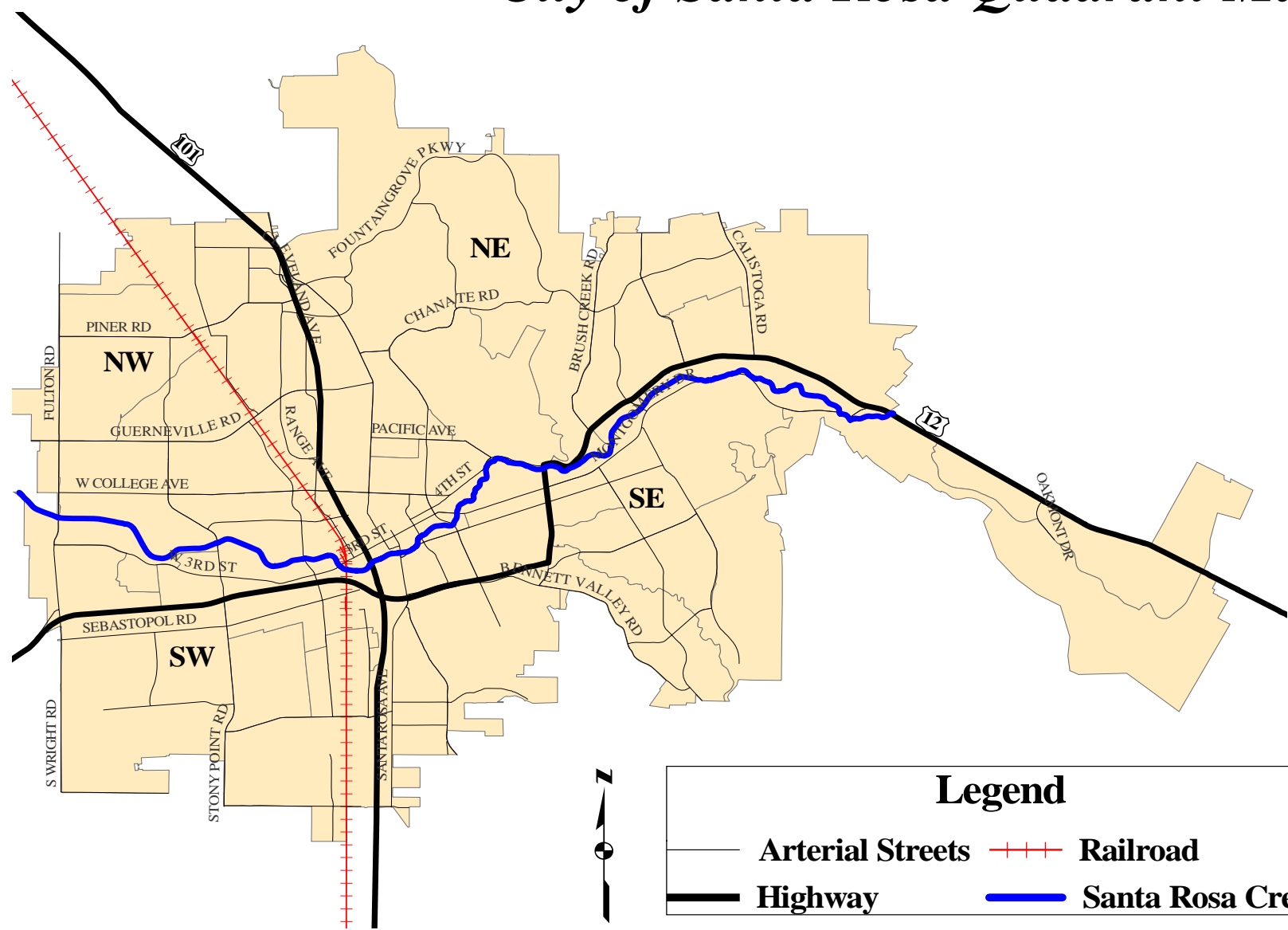
<sup>5</sup> Individuals in poverty are from the American Community Survey and have a margin of error of +/- 1,587 persons.

## QUADRANT ANALYSIS

To better understand localized trends, the city is broken into smaller data areas referred to as quadrants. The quadrants include the Southeast, Southwest, Northeast, and the Northwest. The quadrants are demarcated by Highway 101 and Santa Rosa Creek. Maps of the quadrants and the census tracts they include are provided for reference on subsequent pages. The shaded areas encompass the quadrant within the outer city limits.

General demographic information is provided for each quadrant and the smaller census tracts they include. However, please note that data provided is for the incorporated City of Santa Rosa only and does not include information for the unincorporated areas which exist within the City's limits. Census tracts may be split and renumbered due to population increases from the prior census. The 2000 and 2010 tract numbers are provided on the following tables to illustrate changes and facilitate comparison.

# City of Santa Rosa Quadrant Map

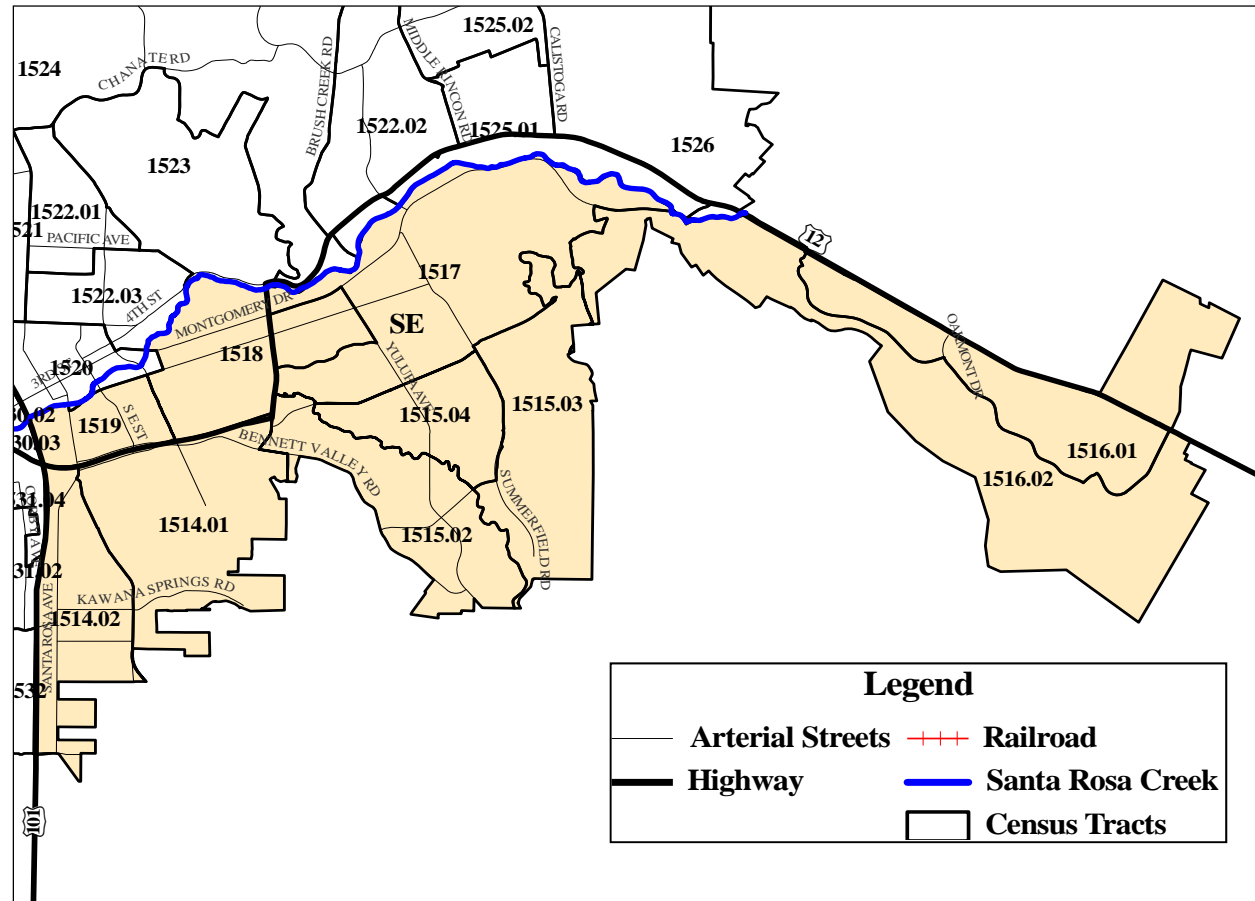


### ***SOUTHEAST QUADRANT***

Southeast Santa Rosa, which includes Bennett Valley, Montgomery Village and Oakmont, has a population of 43,963; this is a 7.6% increase from the population in 2000. The overall median age, 46.5 years, is higher than the other quadrants, due to the older population dwelling at the Oakmont senior community.

The primary race group, white, makes up 77.4% of the population.

There are 19,412 housing units within this quadrant. Of these units, approximately 6.4% are vacant; compared to the other quadrants, this is the highest vacancy rate.

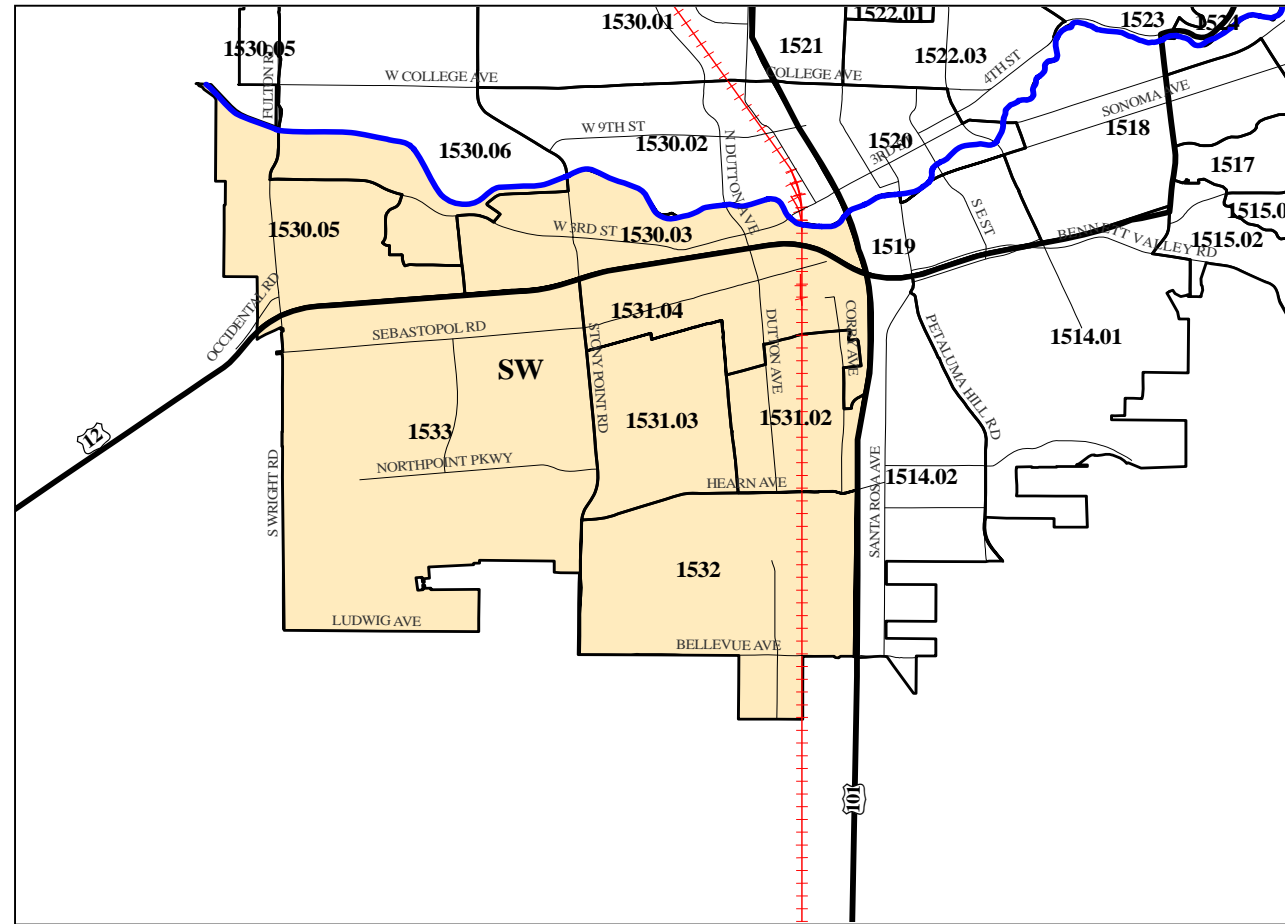


SOUTHEAST CENSUS TRACTS										
2000	1514.01	1514.02	1515.02	1515.03	1515.04	1516		1517	1518	1519
2010	1514.01	1514.02	1515.02	1515.03	1515.04	1516.01	1516.02	1517	1518	1519

Census Tracts	1514.01	1514.02	1515.02	1515.03	1515.04	1516.01	1516.02	1517	1518	1519	Total
Total Population	6,254	5,488	5,250	3,006	3,563	2,467	2,610	6,948	5,219	3,158	43,963
<b>GENDER</b>											
Female	3,081	2,828	2,865	1,535	1,842	1,459	1,517	3,748	2,792	1,655	23,322
Male	3,173	2,660	2,385	1,471	1,721	1,008	1,093	3,200	2,427	1,503	20,641
<b>AGE</b>											
Median Age	28.8	28.6	40.9	52.0	45.1	73.9	72.6	41.5	42.1	39.0	46.5
<b>ETHNICITY</b>											
Hispanic or Latino	3,150	2,637	794	148	386	126	75	1,252	624	788	9,980
Not Hispanic or Latino	3,104	2,851	4,456	2,858	3,177	2,341	2,535	5,696	4,595	2,370	33,983
<b>RACE</b>											
White	3,535	3,126	4,292	2,769	3,095	2,370	2,514	5,464	4,487	2,365	34,017
Black or African American	194	214	88	11	66	15	2	147	68	86	891
American Indian and Alaska Native	166	78	77	14	34	11	1	89	58	51	579
Asian	474	365	206	101	81	33	38	238	141	68	1,745
Native Hawaiian and other Pacific Islander	18	25	37	1	13	12	8	73	33	14	234
Some Other Race	1,474	1,360	272	44	129	10	23	590	209	405	4,516
Two or More Races	393	320	278	66	145	16	24	347	223	169	1,981
<b>HOUSING OCCUPANCY</b>											
Total Housing Units	2,023	2,094	2,528	1,199	1,403	1,704	1,702	3,076	2,241	1,442	19,412
Occupied	1,885	1,928	2,367	1,168	1,360	1,546	1,560	2,901	2,136	1,327	18,178
<b>INCOME</b>											
Median Household	\$53,512	\$49,498	\$57,535	\$122,120	\$70,300	\$45,528	\$63,871	\$56,250	\$56,875	\$44,970	\$57,549

## ***SOUTHWEST QUADRANT***

Southwest Santa Rosa has more unincorporated areas, such as the Roseland area, than other quadrants. Population and housing units in these areas are attributed to Sonoma County and are not included in the quadrant totals. This quadrant has a city population of 31,176; this is a 36.4% increase from the population in 2000. Census tract 1533 experienced a majority of the growth; 48.3% of the quadrant’s overall population growth took place here. This can be attributed to several approved



annexations and subsequent development which occurred during the decade. There are 10,222 housing units within this quadrant, a 37.0% increase from 2000; of these units, approximately 5.6% are vacant.

The median age, 33.0 years, is lower than the Northeast and Southeast quadrants.

It is the most ethnically diverse quadrant. The “Not Hispanic or Latino” comprises 54.6% of the quadrant’s population, and the “Hispanic or Latino” population stands at 45.4%; in comparison to other quadrants, it has the highest percentage of “Hispanic or Latino” population.



SOUTHWEST CENSUS TRACTS								
2000	1530.03	1530.05	1530.06	1531.01	1531.02	1532	1533	
2010	1530.03	1530.05	1530.06	1531.03	1531.04	1531.02	1532	1533

Census Tracts	1530.03	1530.05	1530.06 (Block 1 & 2)	1531.02	1531.03	1531.04	1532	1533	Total
Total Population	5,320	4,451	1,481	1,893	2,976	3,490	3,623	7,942	31,176
<b>GENDER</b>									
Female	2,684	2,232	816	914	1,459	1,589	1,825	3,918	15,437
Male	2,636	2,219	665	979	1,517	1,901	1,798	4,024	15,739
<b>AGE</b>									
Median Age	31.2	36.4	50.5	29.6	27.4	28.0	30.0	30.2	33.0
<b>ETHNICITY</b>									
Hispanic or Latino	2,261	1,279	298	1,204	1,963	2,387	1,548	3,215	14,155
Not Hispanic or Latino	3,059	3,172	1,183	689	1,013	1,103	2,075	4,727	15,919
<b>RACE</b>									
White	3,282	3,064	1,481	922	1,337	1,675	1,847	4,136	17,744
Black or African American	140	86	1,152	30	86	76	168	333	2,071
American Indian and Alaska Native	122	92	18	58	70	65	66	194	685
Asian	214	307	34	109	164	92	483	851	2,254
Native Hawaiian and other Pacific Islander	14	11	62	4	13	1	8	28	141
Some Other Race	1,225	617	1	670	1,106	1,336	839	1,906	7,700
Two or More Races	323	274	143	100	200	245	212	494	1,991
<b>HOUSING OCCUPANCY</b>									
Total Housing Units	1,999	1,526	678	446	868	1,001	1,070	2,632	10,220
Occupied	1,866	1,476	649	425	821	947	1,033	2,433	9,650
<b>INCOME</b>									
Median Household	\$50,068	\$87,813	\$62,516 <sup>6</sup>	\$54,063	\$48,214	\$44,630	\$74,708	\$71,250	\$53,843

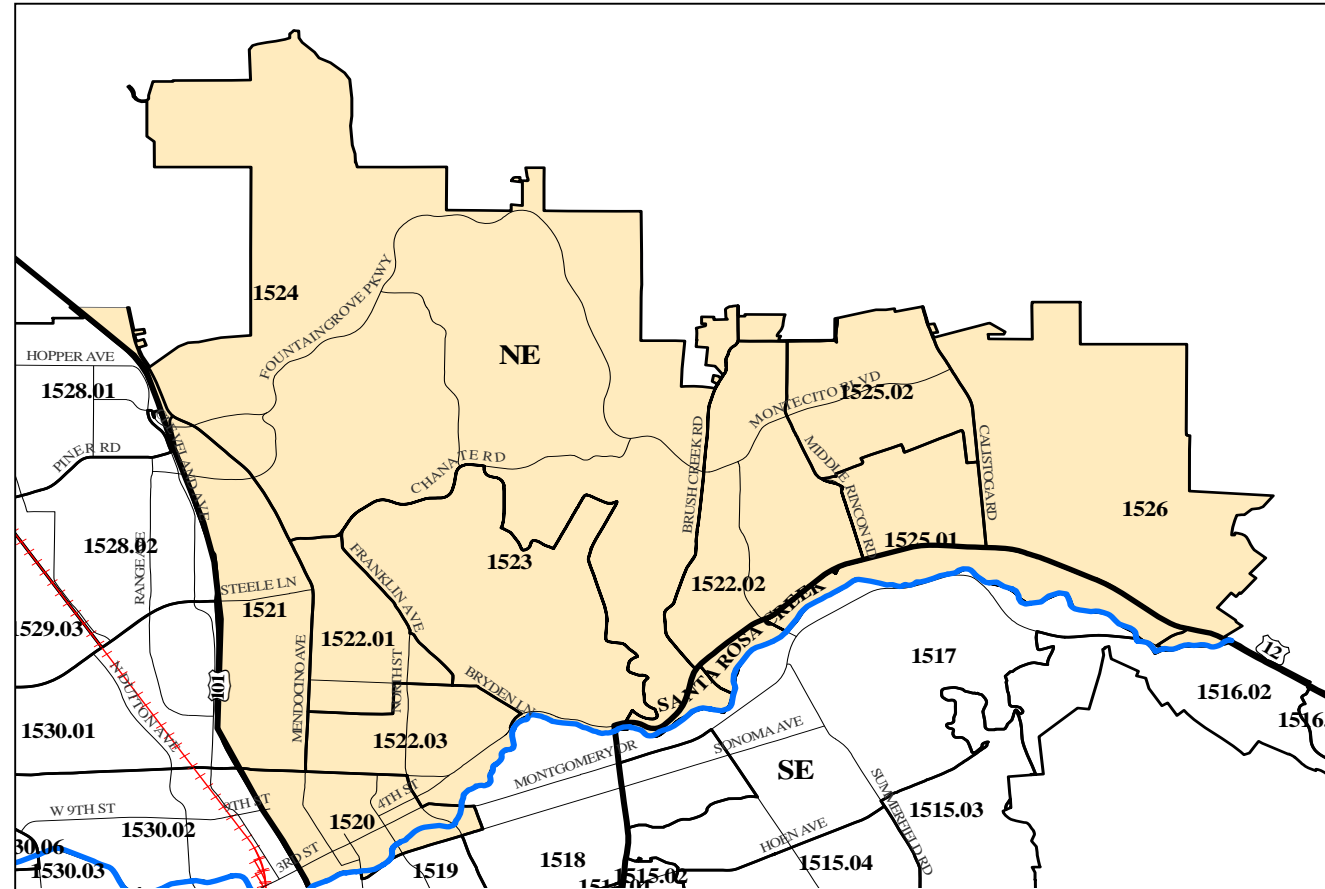
<sup>6</sup> Income data is not available at the block group level, therefore the number used represents the median household income for the entire census tract.

## ***NORTHEAST QUADRANT***

Northeast Santa Rosa includes census tract 1524, Fountaingrove, as well as census tract 1520 which encompasses the downtown. It is the second most populous quadrant, after the Northwest, with a population of 45,440; this is an 11.1% increase from the population in 2000. The overall median age is 40.3 years.

This quadrant has the least ethnic diversity of the quadrants. The primary race

group, white, makes up 82.5% of the population. This area includes 20,190 housing units. Of these units, approximately 5.6% are vacant.



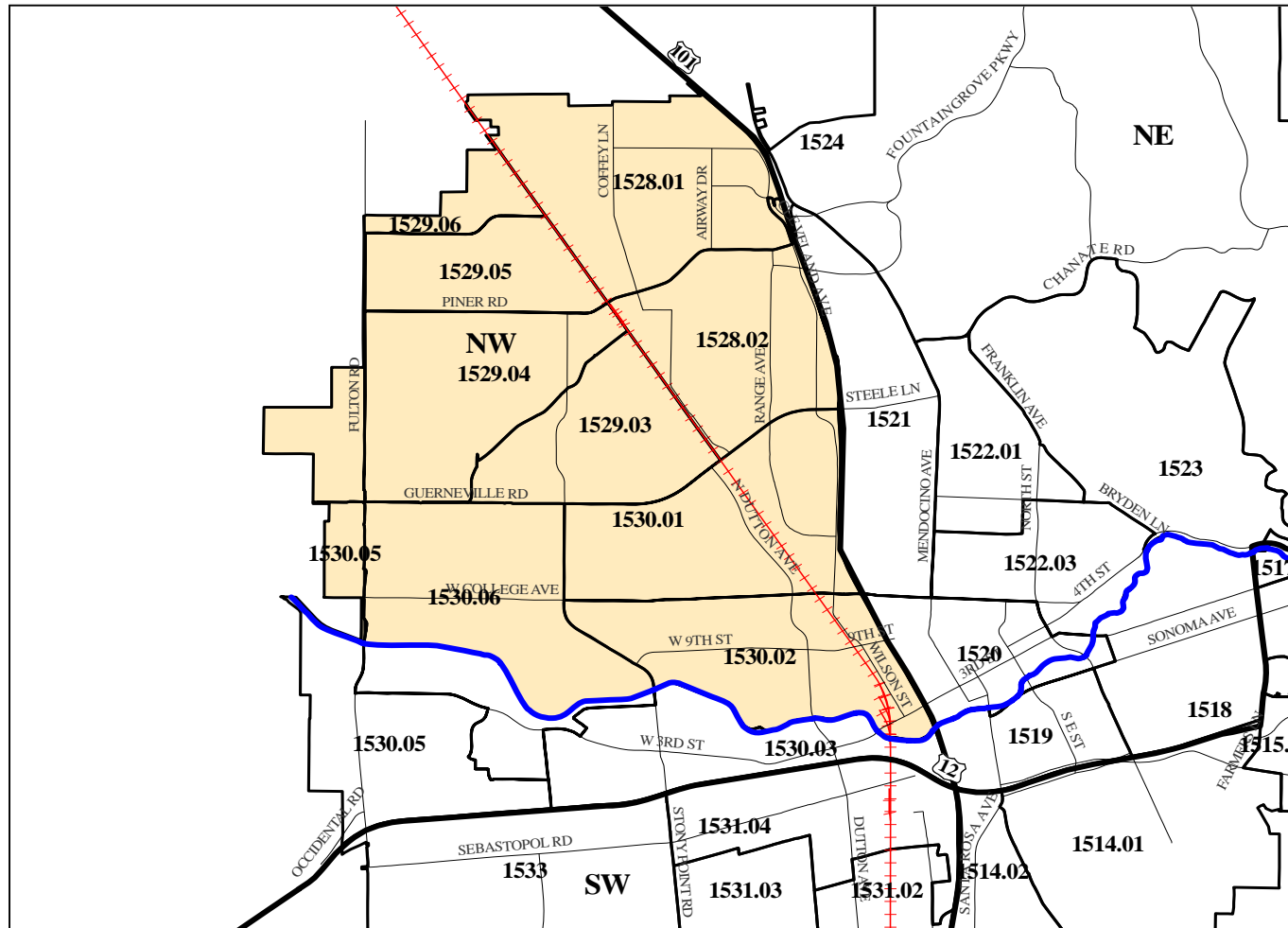
NORTHEAST CENSUS TRACTS										
2000	1520	1521	1522.01	1522.03	1522.02	1523	1524	1525.01	1525.02	1526
2010	1520	1521	1522.01	1522.03	1522.02	1523	1524	1525.01	1525.02	1526

Census Tracts	1520	1521	1522.01	1522.02	1522.03	1523	1524	1525.01	1525.02	1526	Total
Total Population	2,079	3,004	3,846	6,660	3,527	4,245	9,049	4,037	3,461	5,532	45,440
<b>GENDER</b>											
Female	965	1,239	2,002	3,525	1,931	2,361	4,708	2,105	1,788	2,846	23,470
Male	1,114	1,765	1,844	3,135	1,596	1,884	4,341	1,932	1,673	2,686	21,970
<b>AGE</b>											
Median Age	31.6	33.9	33.9	39.9	41.2	51.2	49.8	34.4	42.4	44.7	40.3
<b>ETHNICITY</b>											
Hispanic or Latino	540	683	704	1,206	416	264	640	688	553	431	6,125
Not Hispanic or Latino	1,539	2,321	3,142	5,454	3,111	3,981	8,409	3,349	2,908	5,101	39,315
<b>RACE</b>											
White	1,529	2,240	3,003	5,164	3,048	3,929	7,757	3,197	2,818	4,794	37,479
Black or African American	56	111	127	162	69	23	72	81	69	37	807
American Indian and Alaska Native	76	87	72	105	26	16	50	58	45	33	568
Asian	69	142	133	287	76	86	671	187	120	367	2,138
Native Hawaiian and other Pacific Islander	13	16	9	81	21	10	5	22	11	13	201
Some Other Race	195	294	311	520	125	47	174	258	236	90	2,250
Two or More Races	141	114	191	341	162	134	320	234	162	198	1,997
<b>HOUSING OCCUPANCY</b>											
Total Housing Units	1,052	1,116	1,815	3,002	1,927	1,932	4,044	1,690	1,521	2,091	20,190
Occupied	980	1,021	1,728	2,827	1,834	1,852	3,741	1,613	1,428	2,028	19,052
<b>INCOME</b>											
Median Household	\$30,750	\$40,208	\$45,141	\$56,639	\$58,505	\$62,759	\$117,051	\$59,219	\$67,596	\$105,399	\$53,787

## ***NORTHWEST QUADRANT***

Northwest Santa Rosa is the most populous quadrant with a population of 47,258, which represents a 10.0% increase from the population in 2000. The overall median age is 33.0 years. The primary race group, white, makes up 67.9% of the population.

There are 17,585 housing units located within this area. This quadrant has the least amount of vacant units, with a vacancy rate of 4.9%.



NORTHWEST CENSUS TRACTS									
2000	1528.01	1528.02	1529.01		1529.03	1529.04	1530.01	1530.03	1530.06
2010	1528.01	1528.02	1529.05	1529.06	1529.03	1529.04	1530.01	1530.02	1530.06

Census Tracts	1528.01	1528.02	1529.03	1529.04	1529.05	1529.06	1530.01	1530.02	1530.06 (Blocks 3 to 6)	Total
Total Population	5,239	6,807	5,065	4,775	3,970	2,570	6,594	6,433	5,805	47,258
<b>GENDER</b>										
Female	2,596	3,435	2,514	2,389	2,076	1,306	3,368	3,058	3,009	23,751
Male	2,643	3,372	2,551	2,386	1,894	1,264	3,226	3,375	2,796	23,507
<b>AGE</b>										
Median Age	37.5	30.5	29.9	34.3	37.1	30.7	30.9	30.4	37.4	33.0
<b>ETHNICITY</b>										
Hispanic or Latino	1,039	2,945	2,690	1,200	1,071	592	2,818	3,537	1,818	17,710
Not Hispanic or Latino	4,200	3,862	2,375	3,575	2,899	1,978	3,776	2,896	3,987	29,548
<b>RACE</b>										
White	4,018	4,080	2,401	3,568	2,759	1,763	3,881	3,803	5,805	32,078
Black or African American	97	282	227	99	128	108	195	192	3,993	5,321
American Indian and Alaska Native	76	176	97	70	76	45	141	192	116	989
Asian	288	350	395	279	241	264	332	155	87	2,391
Native Hawaiian and other Pacific Islander	32	71	33	6	26	2	91	20	277	558
Some Other Race	449	1,447	1,636	492	538	229	1,543	1,736	17	8,087
Two or More Races	279	401	276	261	202	159	411	335	1,045	3,369
<b>HOUSING OCCUPANCY</b>										
Total Housing Units	1,906	2,982	1,554	1,846	1,587	948	2,554	1,967	2,241	17,585
Occupied	1,869	2,745	1,499	1,766	1,514	893	2,426	1,859	2,150	16,721
<b>INCOME</b>										
Median Household	\$61,318	\$36,637	\$44,575	\$70,292	\$63,295	\$77,443	\$40,559	\$46,469	\$62,516 <sup>7</sup>	\$55,900

<sup>7</sup> Income data is not available at the block group level, therefore the number used represents the median household income for the entire census tract.