

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:	454,593 ²
UNEMPLOYMENT RATE:	5.6% ¹
PER CAPITA INCOME:	\$56,129 ¹
MEDIAN HOUSEHOLD INCOME:	\$77,472 ³
ASSESSED VALUE OF PROPERTY:	\$83.56 billion ⁴
TAXABLE SALES:	\$7.9 billion in FY2018-19 ⁴

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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 2²

Benchmark Counties Population									
Total Population									
Rank	State/County/City	1/1/2018	1/1/2019	Change %	Rank	State/County/City	1/1/2018	1/1/2019	Change %
1	Los Angeles	10,254,658	10,253,716	0.0%	30	Imperial	189,623	190,266	0.3%
2	San Diego	3,333,128	3,351,786	0.6%	31	Shasta	178,926	178,773	-0.1%
3	Orange	3,213,275	3,222,498	0.3%	32	Madera	158,328	159,536	0.8%
4	Riverside	2,412,536	2,440,124	1.1%	33	Kings	151,776	153,710	1.3%
5	San Bernardino	2,171,517	2,192,203	1.0%	34	Napa	140,966	140,779	-0.1%
6	Santa Clara	1,947,798	1,954,286	0.3%	35	Humboldt	136,084	135,333	-0.6%
7	Alameda	1,656,884	1,669,301	0.7%	36	Nevada	99,024	98,904	-0.1%
8	Sacramento	1,530,242	1,546,174	1.0%	37	Sutter	97,210	97,490	0.3%
9	Contra Costa	1,147,879	1,155,879	0.7%	38	Mendocino	89,130	89,009	-0.1%
10	Fresno	1,007,252	1,018,241	1.1%	39	Yuba	77,202	77,916	0.9%
11	Kern	906,563	916,464	1.1%	40	Lake	65,064	65,071	0.0%
12	San Francisco	880,980	883,869	0.3%	41	Tehama	64,103	64,387	0.4%
13	Ventura	857,415	856,598	-0.1%	42	San Benito	60,841	62,296	2.4%
14	San Mateo	772,372	774,485	0.3%	43	Tuolumne	54,721	54,590	-0.2%
15	San Joaquin	757,279	770,385	1.7%	44	Calaveras	45,147	45,117	-0.1%
16	Stanislaus	554,108	558,972	0.9%	45	Siskiyou	44,605	44,584	0.0%
17	Sonoma	502,866	500,675	-0.4%	46	Amador	37,920	38,294	1.0%
18	Tulare	475,346	479,112	0.8%	47	Lassen	30,584	30,150	-1.4%
19	Santa Barbara	452,747	454,593	0.4%	48	Glenn	28,762	29,132	1.3%
20	Monterey	442,940	445,414	0.6%	49	Del Norte	27,192	27,401	0.8%
21	Solano	439,102	441,307	0.5%	50	Colusa	22,063	22,117	0.2%
22	Placer	389,480	396,691	1.9%	51	Plumas	19,793	19,779	-0.1%
23	Merced	279,424	282,928	1.3%	52	Inyo	18,599	18,593	0.0%
24	San Luis Obispo	280,048	280,393	0.1%	53	Mariposa	18,112	18,068	-0.2%
25	Santa Cruz	276,071	274,871	-0.4%	54	Trinity	13,650	13,688	0.3%
26	Marin	262,803	262,879	0.0%	55	Mono	13,727	13,616	-0.8%
27	Butte	227,896	226,466	-0.6%	56	Modoc	9,599	9,602	0.0%
28	Yolo	221,175	222,581	0.6%	57	Sierra	3,220	3,213	-0.2%
29	El Dorado	189,592	191,848	1.2%	58	Alpine	1,161	1,162	0.1%
					California		39,740,508	39,927,315	0.5%

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Cities and Unincorporated Area

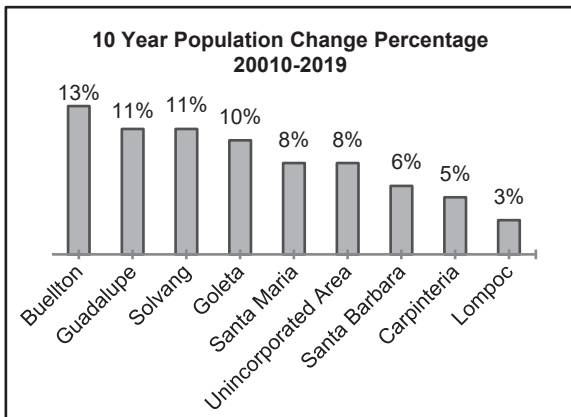
As of January 1, 2019, the estimated County population was 454,593². This includes an estimated 144,503 residents living within the unincorporated communities of Burton Mesa, Casmalia, Cuyama, Eastern Goleta Valley, Gaviota, Isla Vista, Los Alamos, Los Olivos, Montecito, Orcutt, Santa Ynez, Summerland, and Vandenberg Village.

Figure 3²

Estimated Population 2019	
City	Est. Population (Jan 1, 2019)
Buellton	5,453
Solvang	5,822
Guadalupe	7,839
Carpinteria	13,680
Goleta	32,759
Lompoc	43,649
Santa Barbara	93,532
Santa Maria	107,356
Unincorporated	144,503
Total	454,593

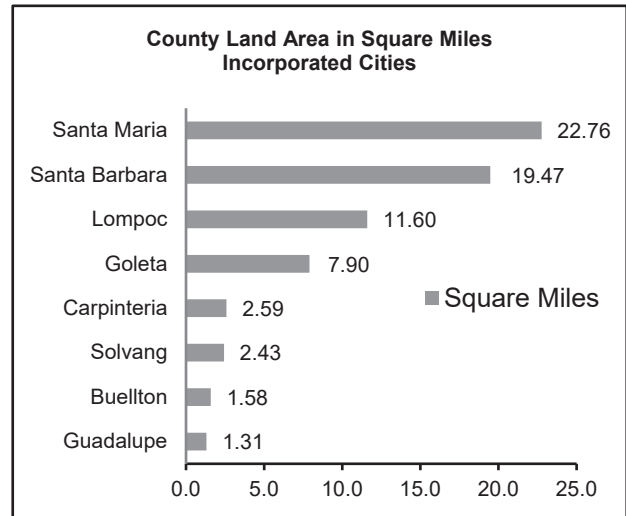
While Santa Barbara and Santa Maria have the largest populations, the areas with the most change in population rate over the past ten years have been Buellton, Guadalupe, and Solvang.

Figure 4²



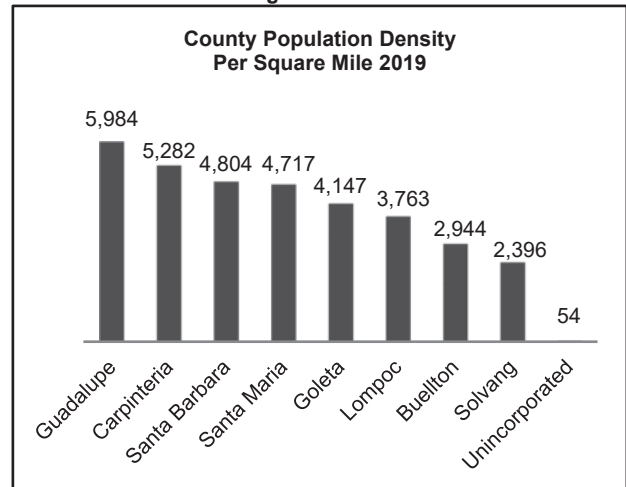
The County spans over 2,700 square miles, of which incorporated cities occupy almost 70 square miles, or 2.6%. Each city's respective square mile occupancy is provided in the graph below.

Figure 5³



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^{2,3}



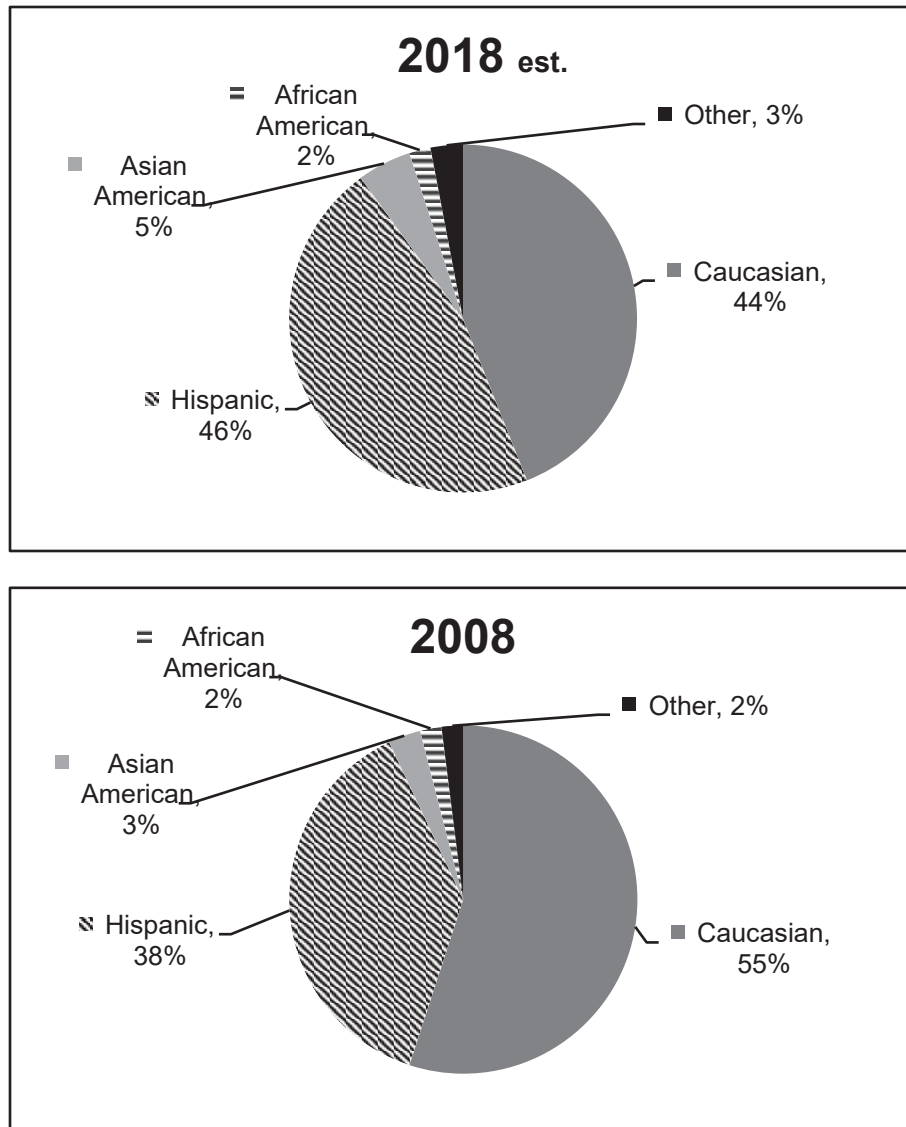
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Population by Ethnicity

Changes in Santa Barbara County's ethnicity are illustrated in the pie charts below.

While the changes are relatively gradual from year-to-year, over a ten-year period ending in 2018, the Caucasian population declined by 11% relative to the total population. The African American population remained constant at 2%; the Hispanic population increased 8%, and the Asian American population increased 2%, while other ethnic populations increased 1%.

Figure 7: County Ethnic Distribution 10 Year Comparison ²



County Statistical Profile

Employment and Industry

During FY 2018-19, for the ninth consecutive year, the County saw positive trends in some economic segments, primarily led by consumer spending and tourism.

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

Figure 8 ⁵

Sector	Salary in 2017	Salary in 2018	Percent Change
Management of Companies and Enterprises	108,154	118,338	9.4%
Professional and Technical Services	92,427	98,912	7.0%
Utilities	99,120	97,816	-1.3%
Mining	102,521	97,555	-4.8%
Finance and Insurance	96,160	95,381	-0.8%
Information	106,926	93,967	-12.1%
Wholesale Trade	73,111	86,203	17.9%
Manufacturing	73,584	73,701	0.2%
Construction	56,430	57,949	2.7%
Health Care and Social Assistance	54,581	56,308	3.2%
Real Estate and Rental and Leasing	47,107	50,475	7.2%
Transportation and Warehousing	48,259	50,386	4.4%
Educational Services	43,445	46,367	6.7%
Administrative and Waste Services	37,313	38,135	2.2%
Other Services, Except Public Administration	34,349	35,402	3.1%
Agriculture, Forestry, Fishing and Hunting	34,280	34,458	0.5%
Retail Trade	33,526	34,170	1.9%
Arts, Entertainment, and Recreation	30,852	27,556	-10.7%
Accommodation and Food Services	24,207	25,118	3.8%
Government			
Federal Government	69,597	73,568	5.7%
State Government	56,811	59,881	5.4%
Local Government	57,379	59,836	4.3%
Total, All Industries	51,946	56,495	8.8%



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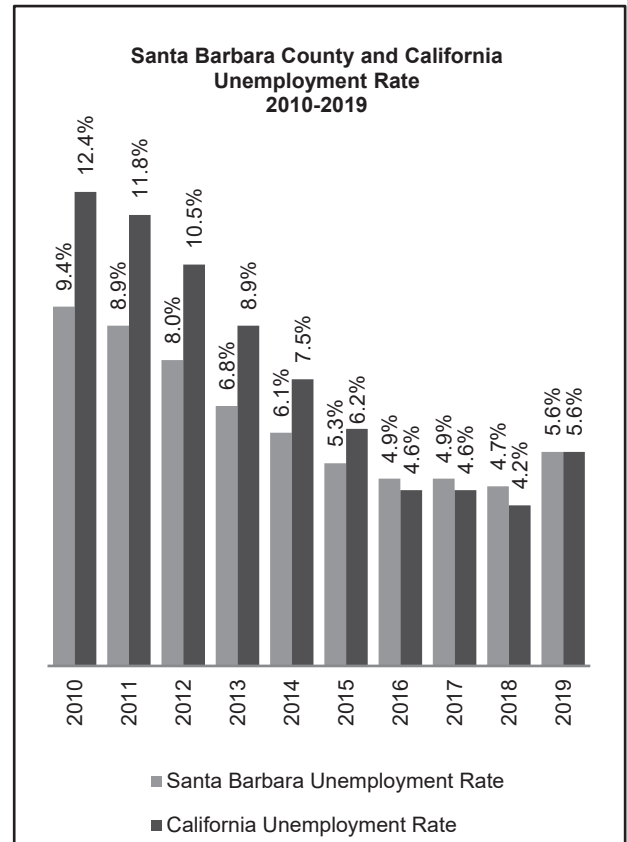
Figure 9 ¹

Job Growth by Sector Santa Barbara County				
Sector	Jobs in 2018	Jobs in 2019	Jobs Created/(Lost)	Percent Change
Government	40,700	40,600	(100)	0%
Trade, Transportation & Utilities	28,000	27,400	(600)	-2%
Educational & Health Services	27,800	29,000	1,200	4%
Leisure & Hospitality	28,000	27,600	(400)	-1%
Professional & Business Services	23,800	23,700	(100)	0%
Goods Producing	23,000	22,700	(300)	-1%
Farm	18,900	18,700	(200)	-1%
Financial Activities	6,600	7,200	600	9%
Other Services	6,000	6,400	400	7%
Information	4,100	4,100	-	0%
Total, All Industries	206,900	207,400	500	0%

Figure 10 ¹¹

Major Employers in Santa Barbara County, Calendar Year 2019 (Over 1,000 Employees)				
Rank	Company	Location	Industry	FTEs
1	University of California, Santa Barbara	Santa Barbara	Higher education	4,300
2	County of Santa Barbara	Santa Barbara	Government	4,255
3	Cottage Health	Santa Barbara	Health care	3,245
4	Vandenberg Air Force Base	Lompoc	Defense	2,500
5	Marian Regional Medical Center	Santa Maria	Health care	2,170
6	Chumash Casino Resort	Santa Ynez	Recreation and hospitality	2,000
7	Santa Barbara Unified School District	Santa Barbara	Education	1,400
8	Sansum Clinic	Santa Barbara	Health care	1,200
9	City of Santa Barbara	Santa Barbara	Government	1,200
10	Santa Barbara City College	Santa Barbara	Education	1,193
11	Raytheon	Goleta	Aerospace and defense	1,100

Figure 11 ¹



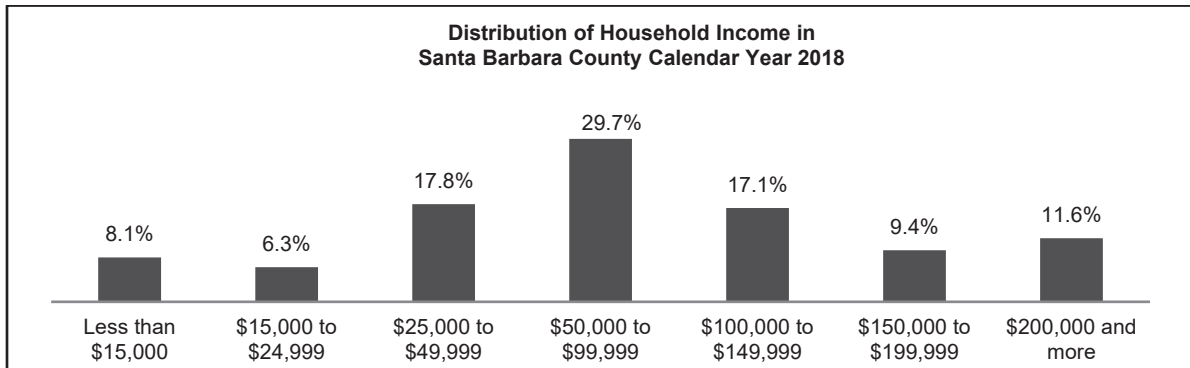
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Income and Housing

Income

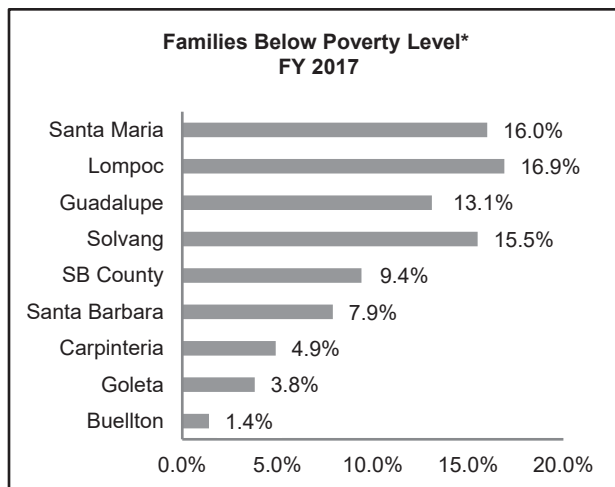
Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 32% of households earning below \$49,999 per year; and 38% of households earning \$100,000 per year or more.

Figure 12³



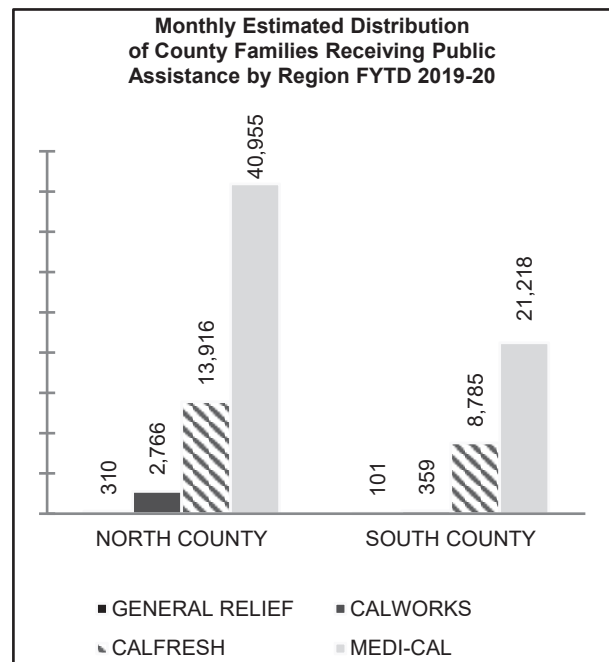
The County administers local, state, and federal programs to assist eligible needy families and individuals in our community through the Department of Social Services. These programs provide financial and supportive services that strengthen the family unit and promote self-sufficiency.

Figure 13³



*Federal Poverty level: about \$25,100 for a family of four.

Figure 14⁶

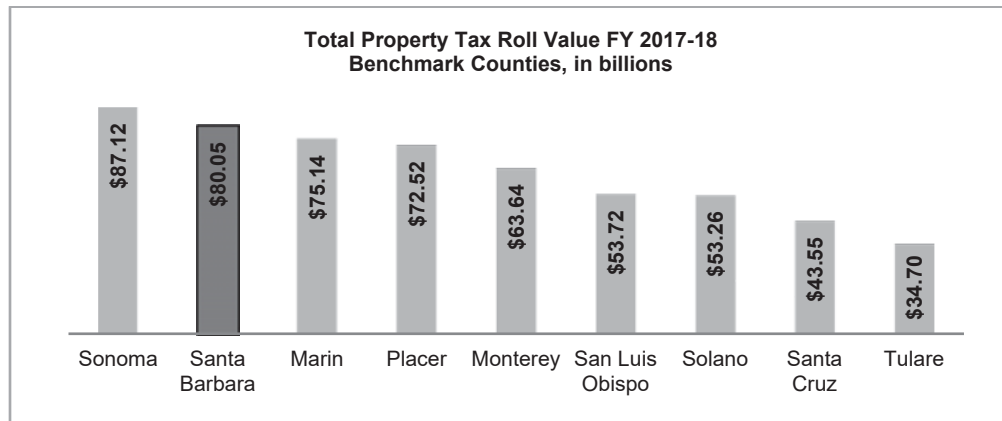


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Housing

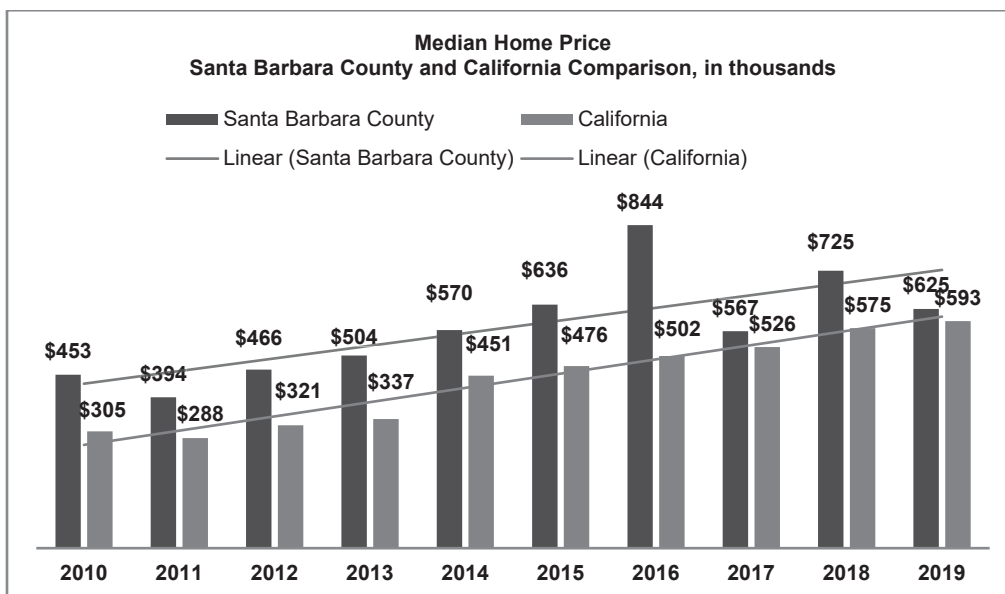
Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes, including secured, unsecured, state assessed property, and supplemental taxes. The total value of the County's property tax roll in FY 2017-18* was \$80.05 billion, the second highest value after Sonoma, when compared to benchmark counties.

Figure 15* 7



The median home price in Santa Barbara County has increased by 13.8% over the prior year, which is closer to the trend of home prices in 2014 and 2015. The statewide median home price increased 3.1% over the prior year.

Figure 16 8



County Statistical Profile

Quality of Life

Health

According to the 2016 Community Health Status Report released by the County of Santa Barbara Public Health Department, County residents are healthier than other California residents in several categories, such as lower mortality rates for cancer and a smaller percentage of individuals' age 1 year and older ever diagnosed with asthma. There are also a number of areas where the County has displayed improvement over time.

However, Santa Barbara County residents need to make improvements in several areas. Poor diet, physical inactivity, and tobacco use are behaviors that we can change to prevent premature death and chronic disease.

Figure 17 ^{9*}

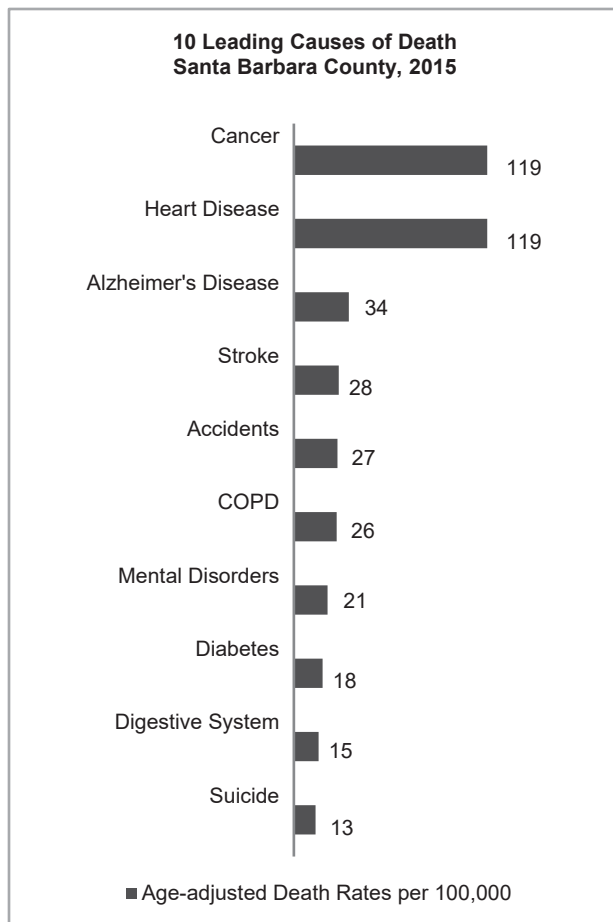
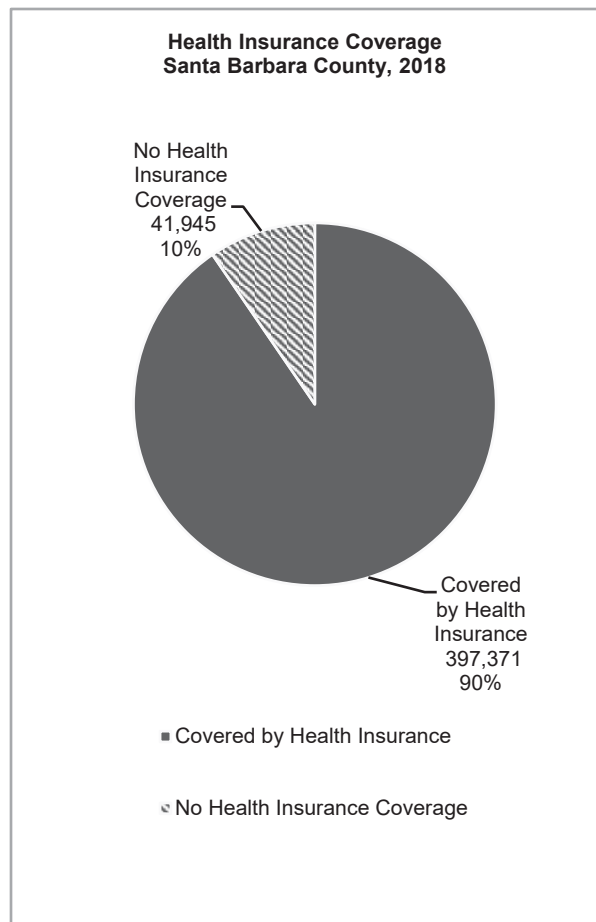


Figure 18 ^{3*}



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Education

The County has twenty (20) K-12 School Districts and two Community College Districts. There were 5,439 high school seniors enrolled in FY 2017-18* with a graduation rate of 87%, according to the California Department of Education.

Figure 19* 3

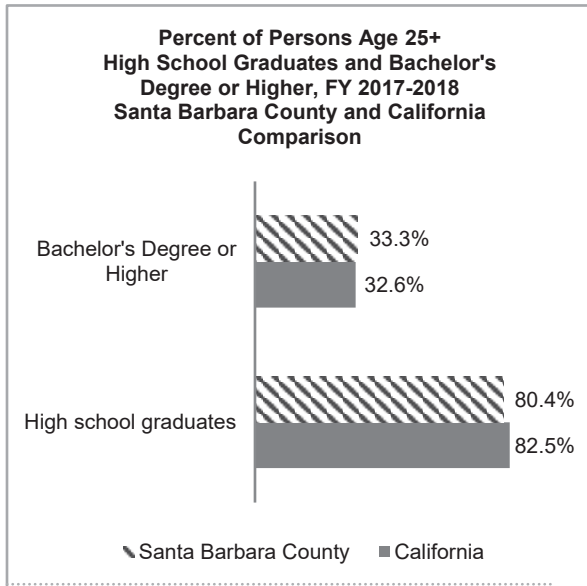


Figure 20* 10

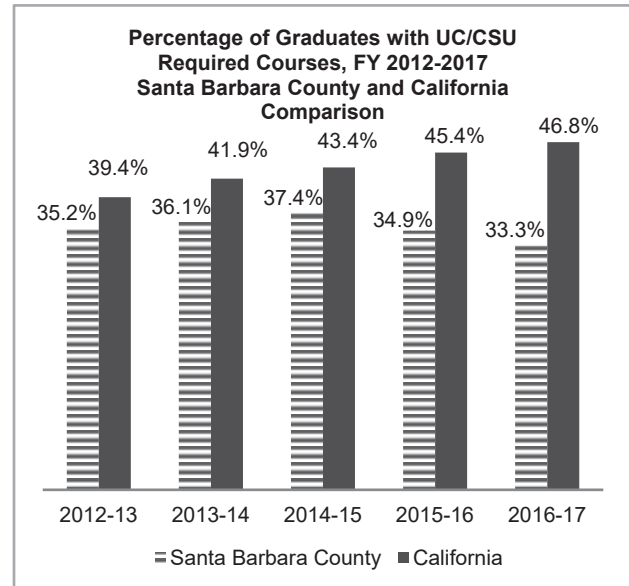
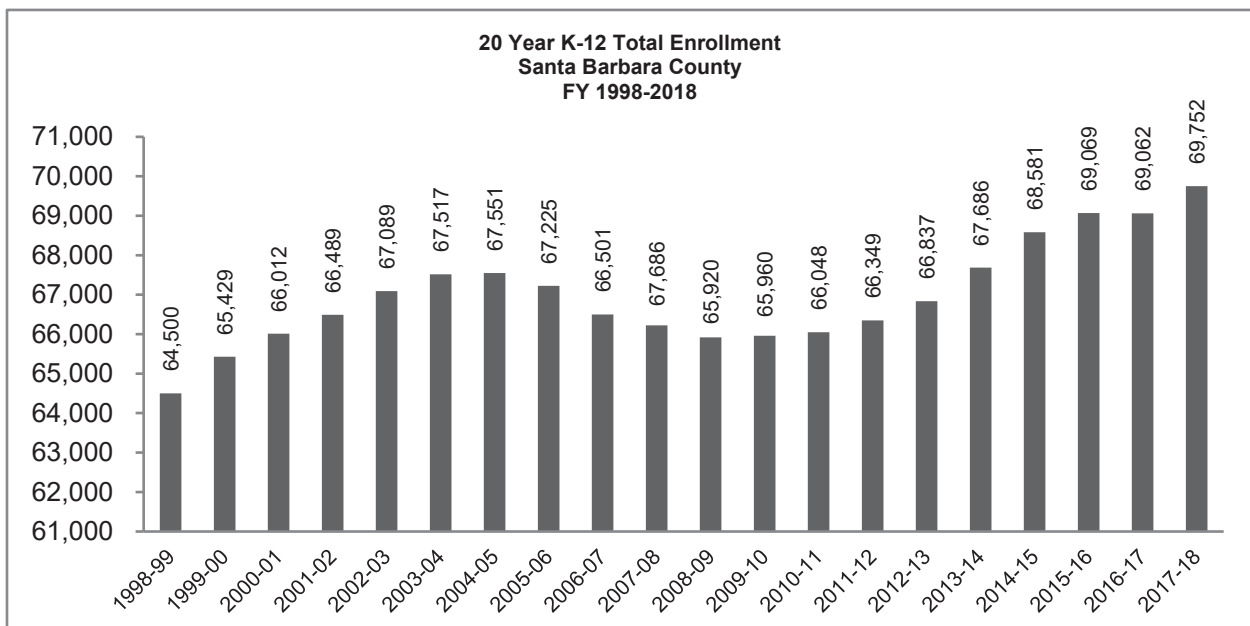


Figure 21* 10



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List of Sources

-
1. State of California Employment Development Department - County Info report, FY 2019
 2. California Department of Finance, FY 2019
 3. United States Census Bureau, FY 2018-2019
 4. County of Santa Barbara, Auditor-Controller's Office, FY 2019-2020
 5. The California Economic Forecast, FY 2018-2019
 6. County of Santa Barbara, Department of Social Services, FY 2019-2020
 7. California State Board of Equalization, FY 2018-2019
 8. California Association of Realtors, FY 2019
 9. County of Santa Barbara, Public Health Department, FY 2019
 10. California Department of Education, FY 2019
 11. Pacific Coast Business Times Book of Lists, 2019
- * At the time of publishing the 2020-21 Recommended Budget some figures were not updated due to unavailable information from the source agency/company, most likely due to COVID-19 impacts.