

Section G



County Statistical Profile

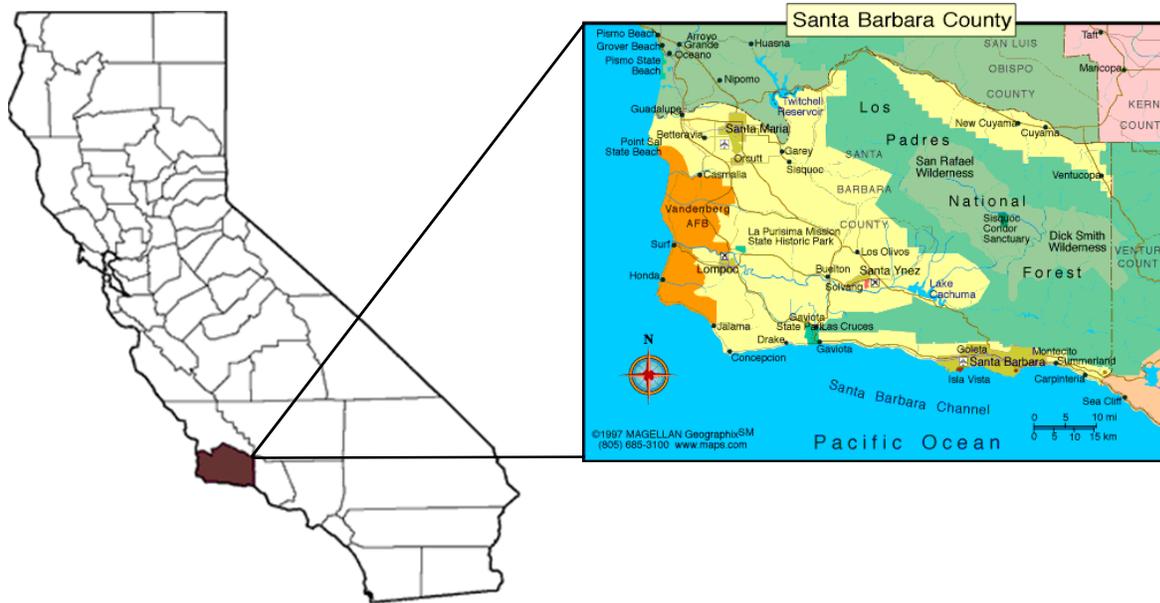


County Statistical Profile



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

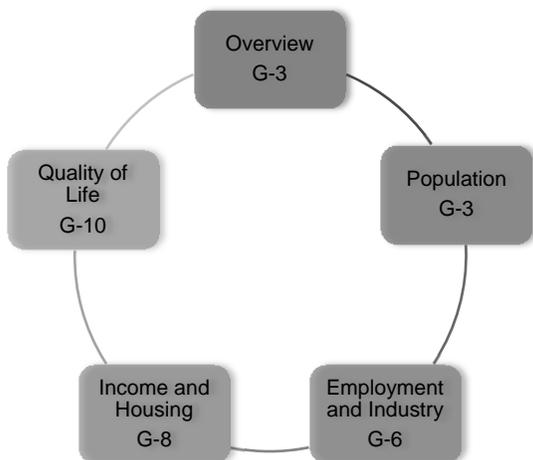


Figure 1: Santa Barbara County Fast Facts

FAST FACTS	
FOUNDED:	February 18, 1850
SIZE:	2,745 square miles ¹
INCORPORATED CITIES:	8
POPULATION:	450,663 ²
UNEMPLOYMENT RATE:	4.9% ¹
PER CAPITA INCOME:	\$54,016 ¹
MEDIAN HOUSEHOLD INCOME:	\$65,161 ³
ASSESSED VALUE OF PROPERTY:	\$75.13 billion ⁴
TAXABLE SALES:	\$7.1 billion in FY2016-17 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 2²

Benchmark Counties Population									
Total Population									
Rank	State/County/City	1/1/2016	1/1/2017	Change %	Rank	State/County/City	1/1/2016	1/1/2017	Change %
1	Los Angeles	10,182,961	10,241,278	0.6%	30	El Dorado	184,371	185,062	0.4%
2	San Diego	3,286,717	3,316,192	0.9%	31	Shasta	178,232	178,605	0.2%
3	Orange	3,172,152	3,194,024	0.7%	32	Madera	154,933	156,492	1.0%
4	Riverside	2,348,213	2,384,783	1.6%	33	Kings	149,822	149,537	-0.2%
5	San Bernardino	2,135,724	2,160,256	1.1%	34	Napa	141,888	142,408	0.4%
6	Santa Clara	1,922,619	1,938,180	0.8%	35	Humboldt	135,557	136,953	1.0%
7	Alameda	1,629,233	1,645,359	1.0%	36	Nevada	98,609	98,828	0.2%
8	Sacramento	1,496,619	1,514,770	1.2%	37	Sutter	96,614	96,956	0.4%
9	Contra Costa	1,126,824	1,139,513	1.1%	38	Mendocino	88,771	89,134	0.4%
10	Fresno	985,079	995,975	1.1%	39	Yuba	74,328	74,577	0.3%
11	Kern	886,803	895,112	0.9%	40	Lake	64,790	64,945	0.2%
12	San Francisco	864,889	874,228	1.1%	41	Tehama	63,942	63,995	0.1%
13	Ventura	853,893	857,386	0.4%	42	San Benito	56,621	56,854	0.4%
14	San Mateo	765,895	770,203	0.6%	43	Tuolumne	54,949	54,707	-0.4%
15	San Joaquin	735,677	746,868	1.5%	44	Calaveras	45,246	45,168	-0.2%
16	Stanislaus	541,466	548,057	1.2%	45	Siskiyou	44,722	44,688	-0.1%
17	Sonoma	502,604	505,120	0.5%	46	Amador	37,667	38,382	1.9%
18	Tulare	466,563	471,842	1.1%	47	Lassen	30,841	30,918	0.2%
19	Santa Barbara	447,295	450,663	0.8%	48	Glenn	28,639	28,731	0.3%
20	Monterey	438,171	442,365	1.0%	49	Del Norte	27,006	27,124	0.4%
21	Solano	430,972	436,023	1.2%	50	Colusa	21,965	22,043	0.4%
22	Placer	376,203	382,837	1.8%	51	Plumas	19,837	19,819	-0.1%
23	San Luis Obispo	278,480	280,101	0.6%	52	Inyo	18,632	18,619	-0.1%
24	Santa Cruz	275,557	276,603	0.4%	53	Mariposa	18,167	18,148	-0.1%
25	Merced	271,547	274,665	1.1%	54	Mono	13,654	13,713	0.4%
26	Marin	263,150	263,604	0.2%	55	Trinity	13,647	13,628	-0.1%
27	Butte	224,703	226,404	0.8%	56	Modoc	9,620	9,580	-0.4%
28	Yolo	215,522	218,896	1.6%	57	Sierra	3,194	3,207	0.4%
29	Imperial	186,080	188,334	1.2%	58	Alpine	1,160	1,151	-0.8%
					California		39,189,035	39,523,613	0.9%

County Statistical Profile

Cities and Unincorporated Area

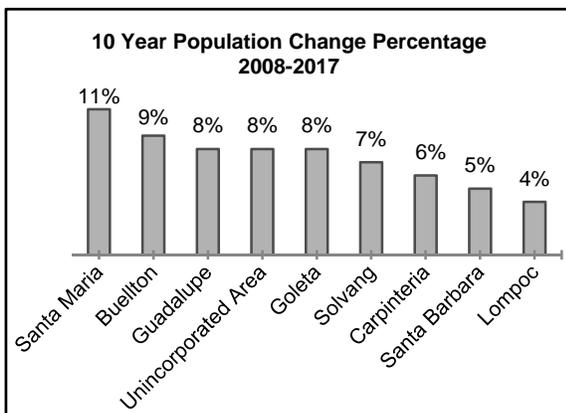
As of January 1, 2017, the estimated County population was 450,663². This includes an estimated 143,439 residents living within the unincorporated communities of Burton Mesa, Casmalia, Cuyama, Eastern Goleta Valley, Gaviota, Isla Vista, Los Alamos, Los Olivos, Montecito, Orcutt, Santa Ynez, Summerland, and Vandenberg Village.

Figure 3²

Estimated Population 2017	
City	Est. Population (Jan 1, 2017)
Buellton	5,129
Solvang	5,593
Guadalupe	7,414
Carpinteria	13,943
Goleta	31,760
Lompoc	44,042
Santa Barbara	93,063
Santa Maria	106,280
Unincorporated	143,439
Total	450,663

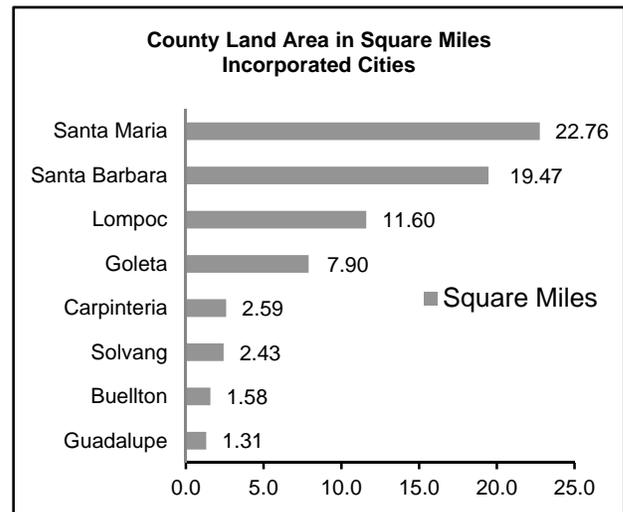
While Santa Barbara and Santa Maria have the largest populations, the areas with the most change in population rate over the past ten years have been Santa Maria, Buellton, and Guadalupe.

Figure 4²



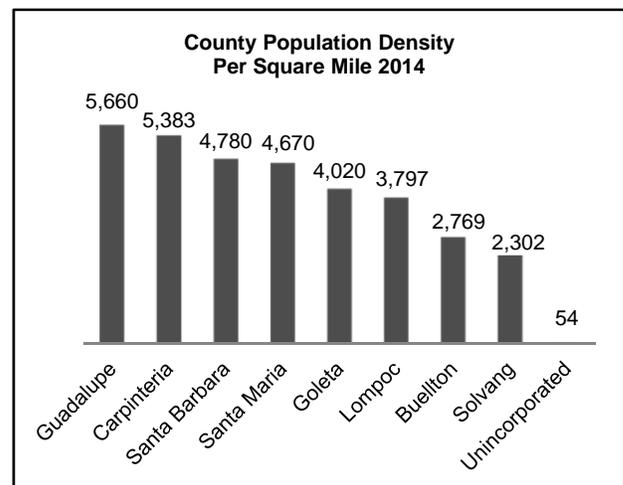
The County spans over 2,700 square miles, of which incorporated cities occupy almost 70 square miles, or 2.6%. Each city's respective square mile occupancy is provided in the graph below.

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}



County Statistical Profile

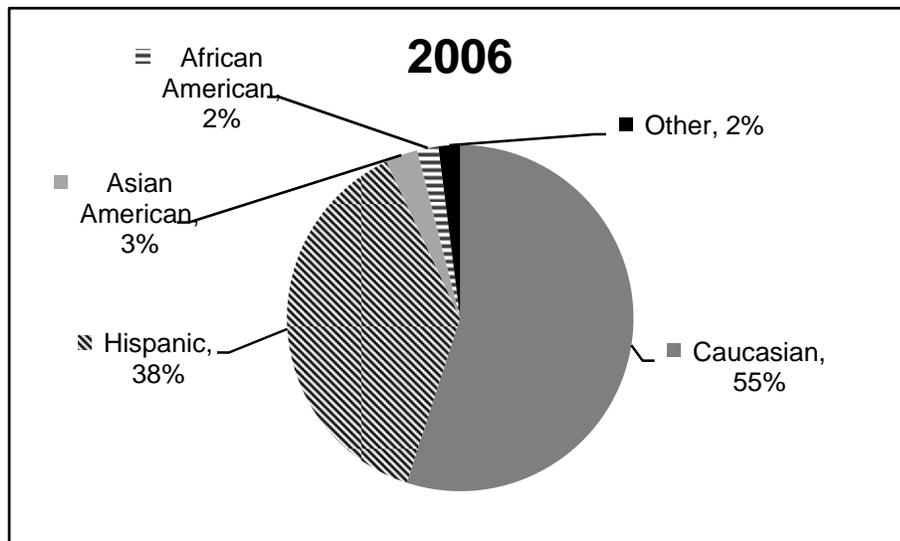
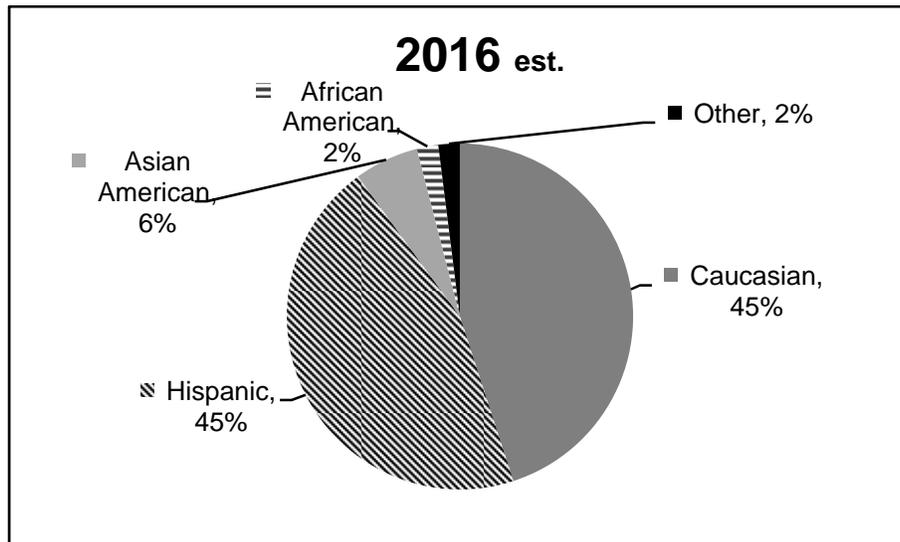
Population by Ethnicity

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 2016, the Caucasian population declined by 10% relative to the total population. The African American population remained constant at 2%; the Hispanic population increased 7%, and the Asian American population increased 3%, while other ethnic populations remained constant at 2%.

Additionally, the graph is showing how in 2016 the Hispanic population at 45% is equal to the Caucasian population.

Figure 7: County Ethnic Distribution 10 Year Comparison ²



County Statistical Profile

Employment and Industry

During FY 16-17, the County for the seventh consecutive year saw positive trends in some economic segments, led by consumer spending and tourism. Additionally, the real estate housing market and labor market are showing a conservative rebound.

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

Figure 8⁵

Sector	Salary in 2015	Salary in 2016	Percent Change
Mining	115,833	116,801	0.8%
Management of Companies and Enterprises	100,702	101,789	1.1%
Utilities	100,254	99,597	-0.7%
Finance and Insurance	96,393	92,829	-3.7%
Information	104,904	90,531	-13.7%
Professional and Technical Services	86,068	87,569	1.7%
Wholesale Trade	70,639	70,320	-0.5%
Manufacturing	68,267	68,512	0.4%
Construction	54,039	55,674	3.0%
Health Care and Social Assistance	52,397	53,433	2.0%
Transportation and Warehousing	43,546	47,280	8.6%
Educational Services	44,143	44,320	0.4%
Real Estate and Rental and Leasing	44,536	43,742	-1.8%
Administrative and Waste Services	39,937	38,143	-4.5%
Agriculture, Forestry, Fishing and Hunting	31,510	34,008	7.9%
Other Services, Except Public Administration	32,478	33,232	2.3%
Retail Trade	33,227	32,796	-1.3%
Arts, Entertainment, and Recreation	27,115	27,323	0.8%
Accommodation and Food Services	22,262	23,077	3.7%
Government			
Federal Government	68,538	68,573	0.1%
State Government	69,148	71,982	4.1%
Local Government	55,754	57,938	3.9%
Total, All Industries	50,633	50,778	0.3%



County Statistical Profile

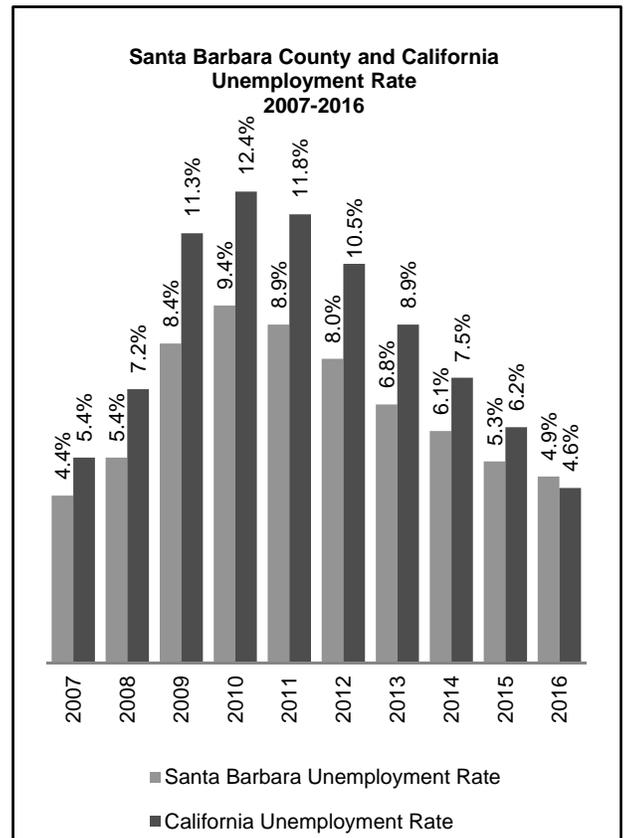
Figure 9 ¹

Job Growth by Sector Santa Barbara County				
Sector	Jobs in 2016	Jobs in 2017	Jobs Created/(Lost)	Percent Change
Government	38,900	40,600	1700	4%
Trade, Transportation & Utilities	28,100	28,100	0	0%
Educational & Health Services	27,000	28,100	1100	4%
Leisure & Hospitality	26,900	27,100	200	1%
Professional & Business Services	21,000	21,300	300	1%
Goods Producing	22,200	22,700	500	2%
Farm	16,300	16,800	500	3%
Financial Activities	6,600	6,700	100	2%
Other Services	6,000	6,000	0	0%
Information	5,000	5,000	0	0%
Total, All Industries	198,000	202,400	4400	2%

Figure 10 ¹¹

Major Employers in Santa Barbara County, FY 2017 (Over 1,000 Employees)				
Rank	Company	Location	Industry	FTEs
1	University of California, Santa Barbara	Santa Barbara	Higher education	4,325
2	County of Santa Barbara	Santa Barbara	Government	4,213
3	Cottage Health	Santa Barbara	Health care	3,606
4	Vandenberg Air Force Base	Lompoc	Defense	2,500
5	Santa Maria-Bonita School District	Santa Maria	Education	2,120
6	Chumash Casino Resort	Santa Ynez	Recreation and hospitality	2,000
7	Allan Hancock College	Santa Maria	Education	1,480
8	Santa Barbara Unified School District	Santa Barbara	Education	1,400
9	Zodiac Aerospace	Santa Maria	Manufacturer	1,200
10	Santa Barbara City College	Santa Barbara	Education	1,193
11	City of Santa Barbara	Santa Barbara	Government	1,050
12	Raytheon	Goleta	Aerospace and defense	1,000
13	Sansum Clinic	Santa Barbara	Health care	1,000

Figure 11 ¹



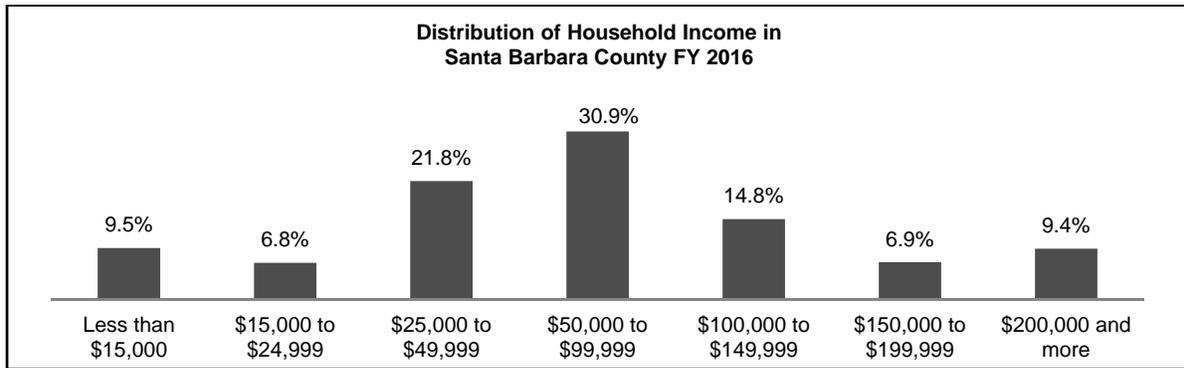
County Statistical Profile

Income and Housing

Income

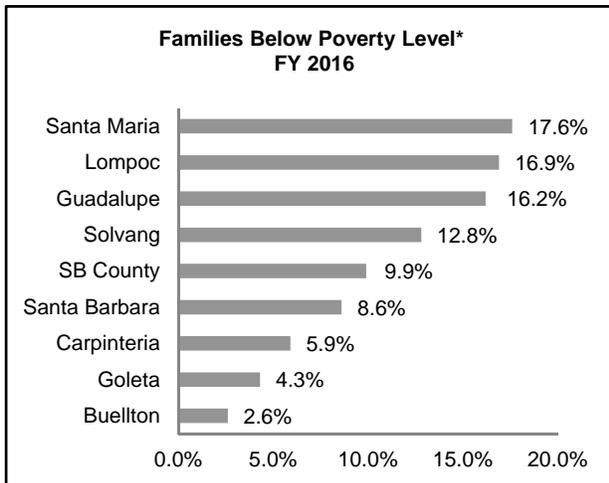
Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 38% of households earning below \$49,999 per year; and 32% of households earning \$100,000 per year or more.

Figure 12³



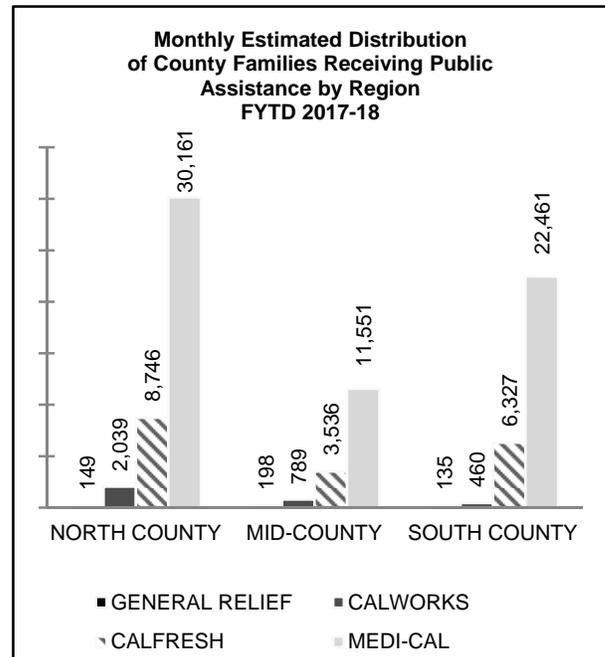
The County administers local, state, and federal programs to assist eligible needy families and individuals in our community through the Department of Social Services. These programs provide financial and supportive services that strengthen the family unit and promote self-sufficiency.

Figure 13³



*Federal Poverty level: about \$24,600 for a family of four.

Figure 14⁶

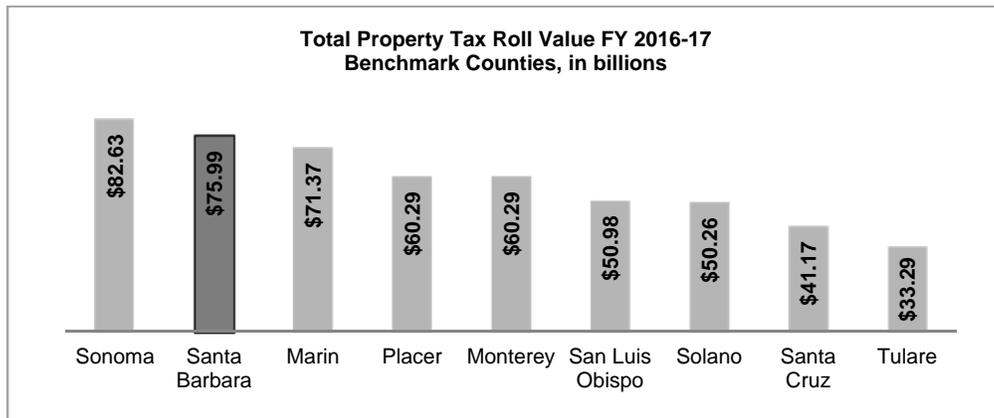


County Statistical Profile

Housing

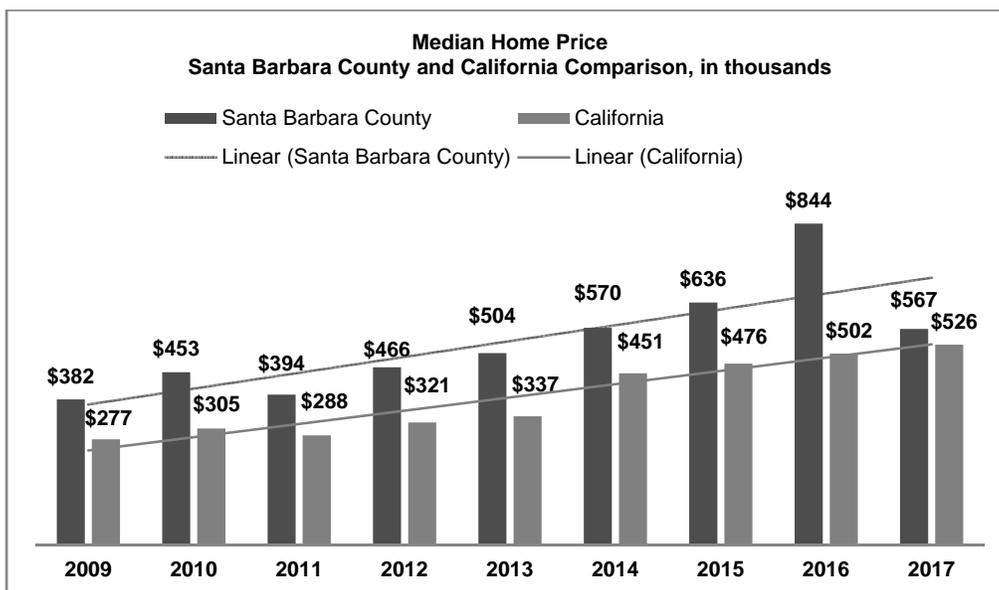
Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes, including secured, unsecured, stated assessed property, and supplemental taxes. The total value of the County's property tax roll in FY 2016-17 was \$75.99 billion, the second highest value after Sonoma, when compared to benchmark counties.

Figure 15 ⁷



The median home price in Santa Barbara County has decreased dramatically and shows a 32% decrease over the prior year. The statewide median home price increased 5% 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 17⁹

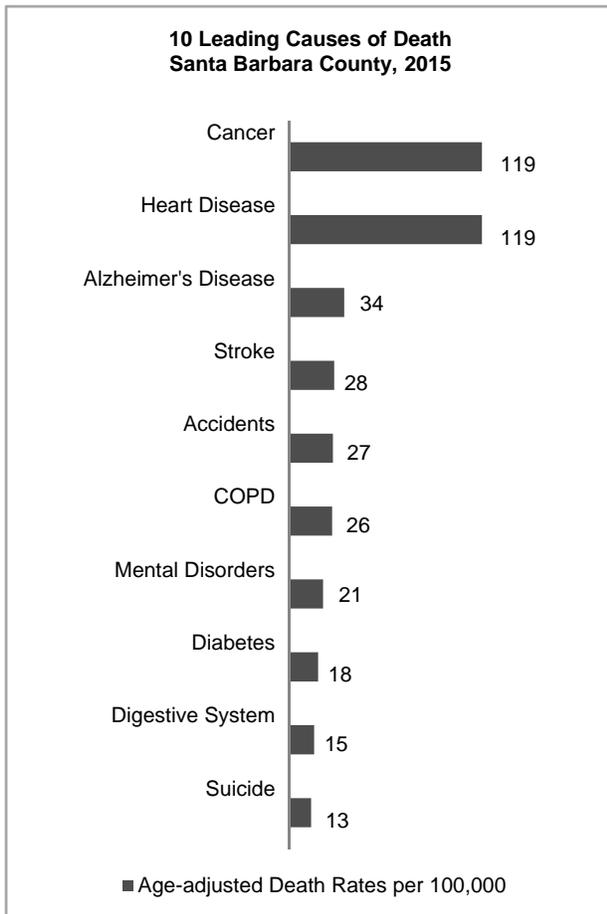
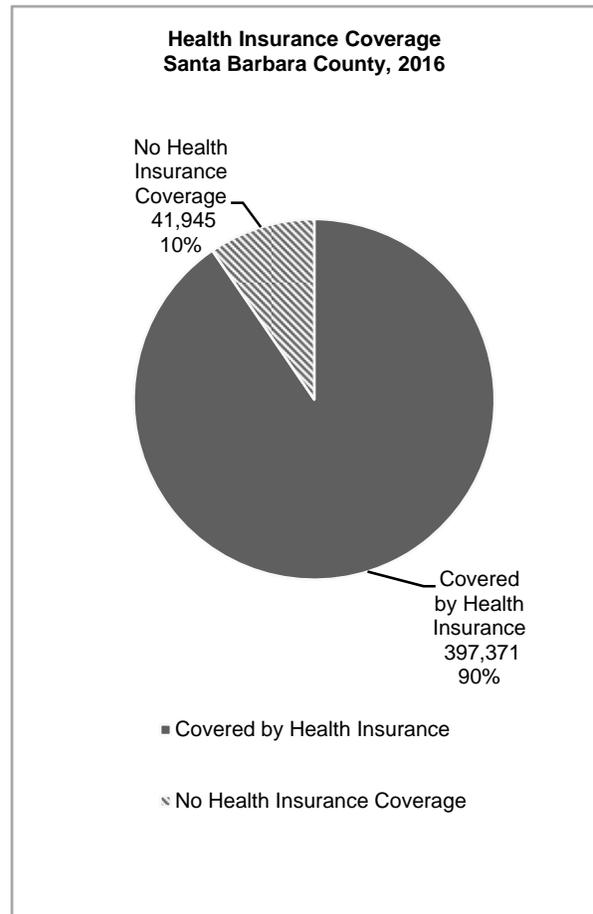


Figure 18³



County Statistical Profile

Education

The County has twenty (20) K-12 School Districts and two Community College Districts. There were 5,124 high school seniors enrolled in FY 2016-17 with a graduation rate of 94%, according to the California Department of Education.

Figure 19³

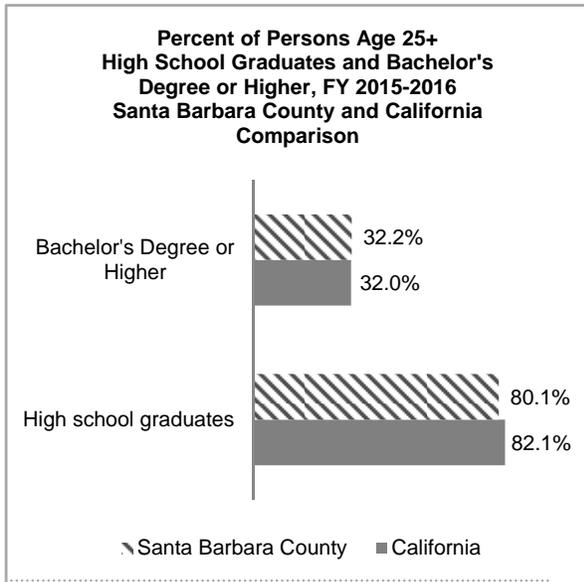


Figure 20¹⁰

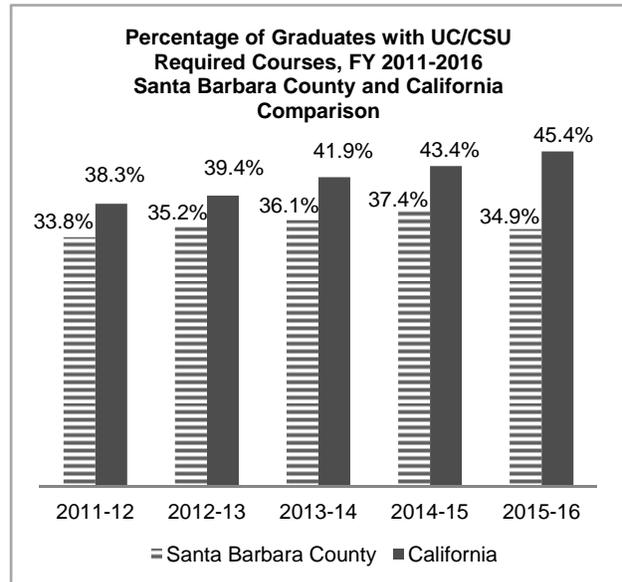
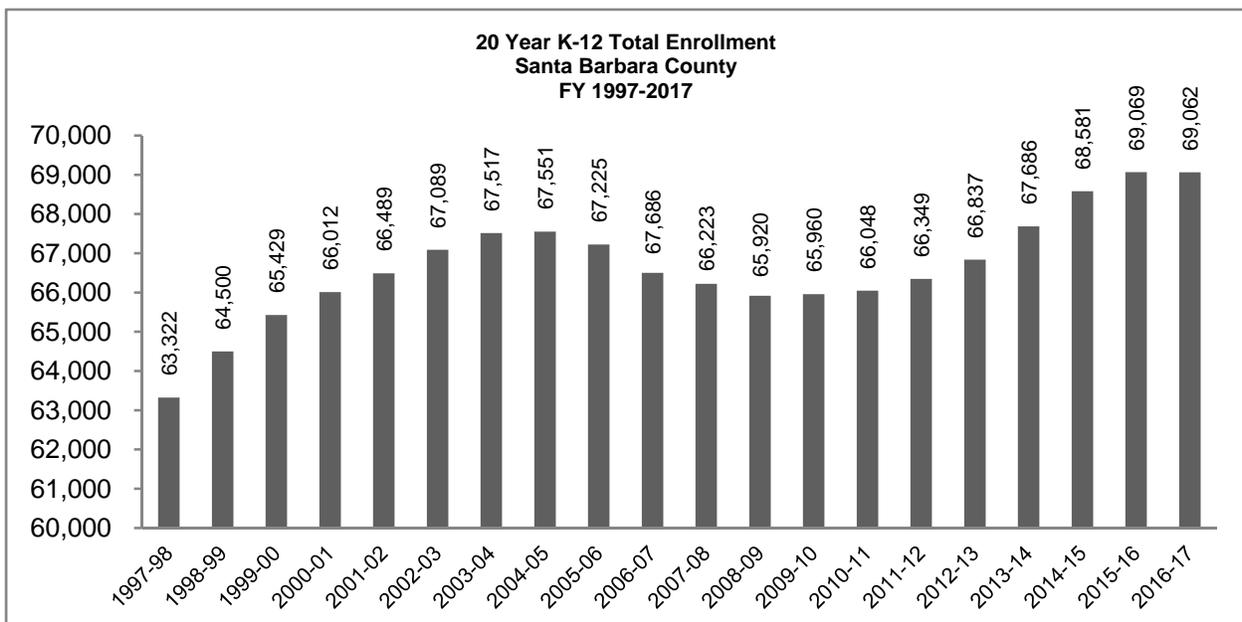


Figure 21¹⁰



County Statistical Profile

List of Sources

1. State of California Employment Development Department - County Info report, FY 2017
2. California Department of Finance, FY 2017
3. United States Census Bureau, FY 2016-2017
4. County of Santa Barbara, Auditor-Controller's Office, FY 2017-2018
5. The California Economic Forecast, FY 2016-2017
6. County of Santa Barbara, Department of Social Services, FY 2017-2018
7. California State Board of Equalization, FY 2016-2017
8. California Association of Realtors, FY 2017
9. County of Santa Barbara, Public Health Department, FY 2017
10. California Department of Education, FY 2017
11. Book of Lists, FY 2018