

Section G



County Statistical Profile

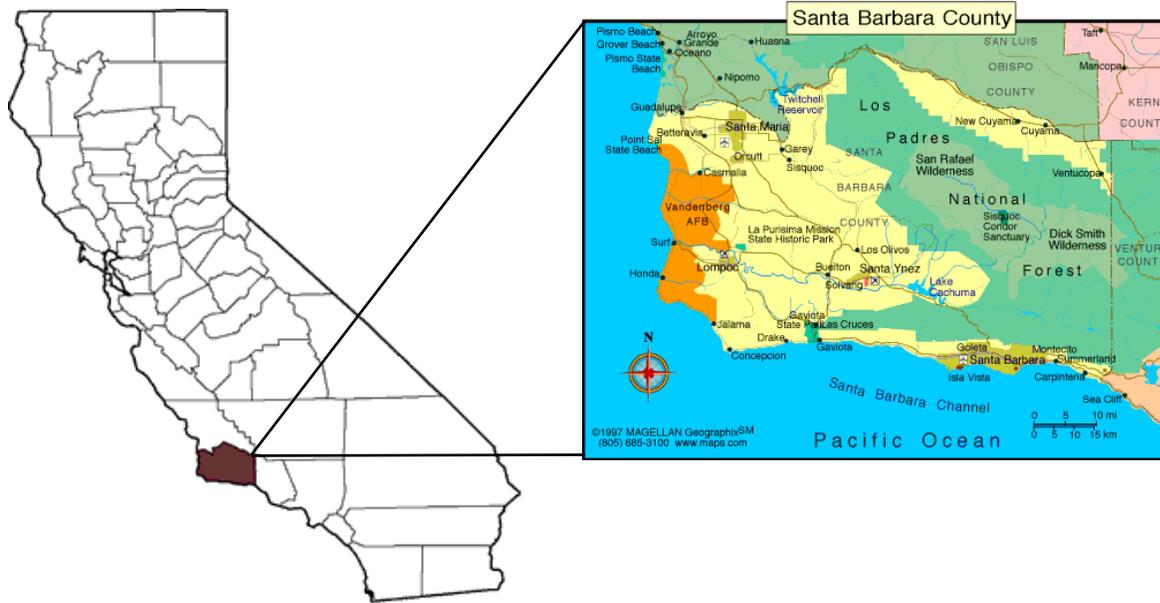


County Statistical Profile



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:	453,457 ²
UNEMPLOYMENT RATE:	4.9% ¹
PER CAPITA INCOME:	\$55,540 ¹
MEDIAN HOUSEHOLD INCOME:	\$68,023 ³
ASSESSED VALUE OF PROPERTY:	\$79.37 billion ⁴
TAXABLE SALES:	\$6.8 billion in FY2017-18 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	1/1/2017	1/1/2018	Change %	Rank	State/County/City	1/1/2017	1/1/2018	Change %
1	Los Angeles	10,231,271	10,283,729	0.5%	30	El Dorado	186,223	188,399	1.2%
2	San Diego	3,309,509	3,337,456	0.8%	31	Shasta	178,148	178,271	0.1%
3	Orange	3,198,968	3,221,103	0.7%	32	Madera	156,963	158,894	1.2%
4	Riverside	2,382,640	2,415,955	1.4%	33	Kings	149,559	151,662	1.4%
5	San Bernardino	2,155,590	2,174,938	0.9%	34	Napa	141,784	141,294	-0.3%
6	Santa Clara	1,937,473	1,956,598	1.0%	35	Humboldt	136,430	136,002	-0.3%
7	Alameda	1,646,405	1,660,202	0.8%	36	Nevada	98,613	99,155	0.5%
8	Sacramento	1,513,415	1,529,501	1.1%	37	Sutter	96,919	97,238	0.3%
9	Contra Costa	1,139,313	1,149,363	0.9%	38	Mendocino	89,092	89,299	0.2%
10	Fresno	995,233	1,007,229	1.2%	39	Yuba	74,645	74,727	0.1%
11	Kern	896,101	905,801	1.1%	40	Lake	64,740	65,081	0.5%
12	San Francisco	874,008	883,963	1.1%	41	Tehama	63,949	64,039	0.1%
13	Ventura	855,910	859,073	0.4%	42	San Benito	56,879	57,088	0.4%
14	San Mateo	770,256	774,155	0.5%	43	Tuolumne	54,725	54,740	0.0%
15	San Joaquin	747,263	758,744	1.5%	44	Calaveras	45,175	45,157	0.0%
16	Stanislaus	549,976	555,624	1.0%	45	Siskiyou	44,655	44,612	-0.1%
17	Sonoma	504,613	503,332	-0.3%	46	Amador	38,382	38,094	-0.8%
18	Tulare	470,716	475,834	1.1%	47	Lassen	30,661	30,911	0.8%
19	Santa Barbara	450,025	453,457	0.8%	48	Glenn	28,730	28,796	0.2%
20	Monterey	442,149	443,281	0.3%	49	Del Norte	27,060	27,221	0.6%
21	Solano	436,640	439,793	0.7%	50	Colusa	22,050	22,098	0.2%
22	Placer	383,173	389,532	1.7%	51	Plumas	19,818	19,773	-0.2%
23	San Luis Obispo	279,210	280,101	0.3%	52	Inyo	18,598	18,577	-0.1%
24	Merced	275,104	279,977	1.8%	53	Mariposa	18,137	18,129	0.0%
25	Santa Cruz	276,504	276,864	0.1%	54	Mono	13,759	13,822	0.5%
26	Marin	263,262	263,886	0.2%	55	Trinity	13,634	13,635	0.0%
27	Butte	226,403	227,621	0.5%	56	Modoc	9,562	9,612	0.5%
28	Yolo	218,673	221,270	1.2%	57	Sierra	3,203	3,207	0.1%
29	Imperial	187,921	190,624	1.4%	58	Alpine	1,156	1,154	-0.2%
					California		39,500,973	39,809,693	0.8%

County Statistical Profile

Cities and Unincorporated Area

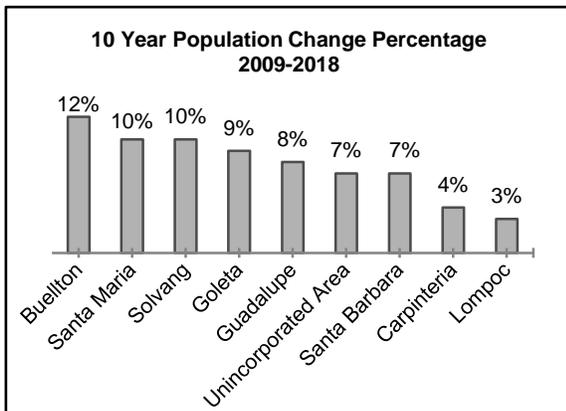
As of January 1, 2018, the estimated County population was 450,457². This includes an estimated 142,262 residents living within the unincorporated communities of Burton Mesa, Casmalia, Cuyama, Eastern Goleta Valley, Gaviota, Isla Vista, Los Alamos, Los Olivos, Montecito, Orcutt, Santa Ynez, Summerland, and Vandenberg Village.

Figure 3²

Estimated Population 2018	
City	Est. Population (Jan 1, 2018)
Buellton	5,291
Solvang	13,704
Guadalupe	31,949
Carpinteria	7,604
Goleta	43,599
Lompoc	94,807
Santa Barbara	108,470
Santa Maria	5,771
Unincorporated	142,262
Total	453,457

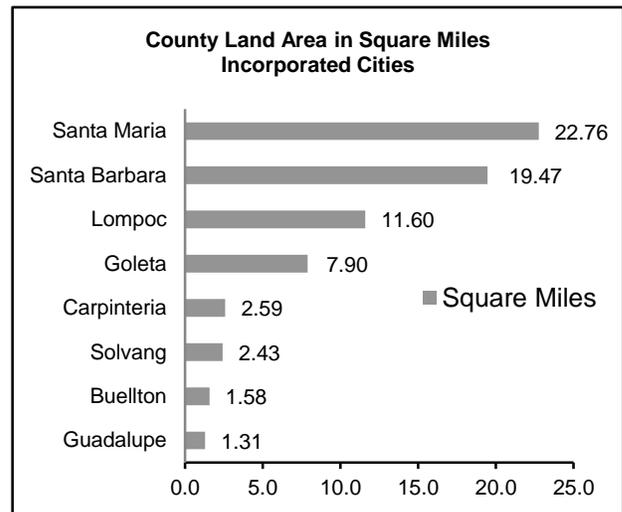
While Santa Barbara and Santa Maria have the largest populations, the areas with the most change in population rate over the past ten years have been Santa Maria, Buellton, and Guadalupe.

Figure 4²



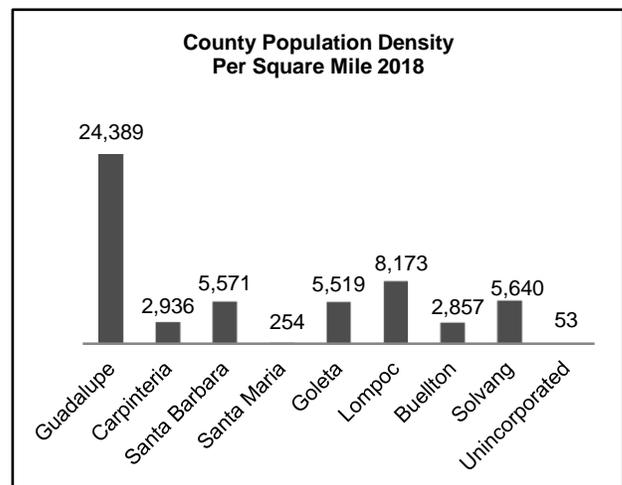
The County spans over 2,700 square miles, of which incorporated cities occupy almost 70 square miles, or 2.6%. Each city's respective square mile occupancy is provided in the graph below.

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}



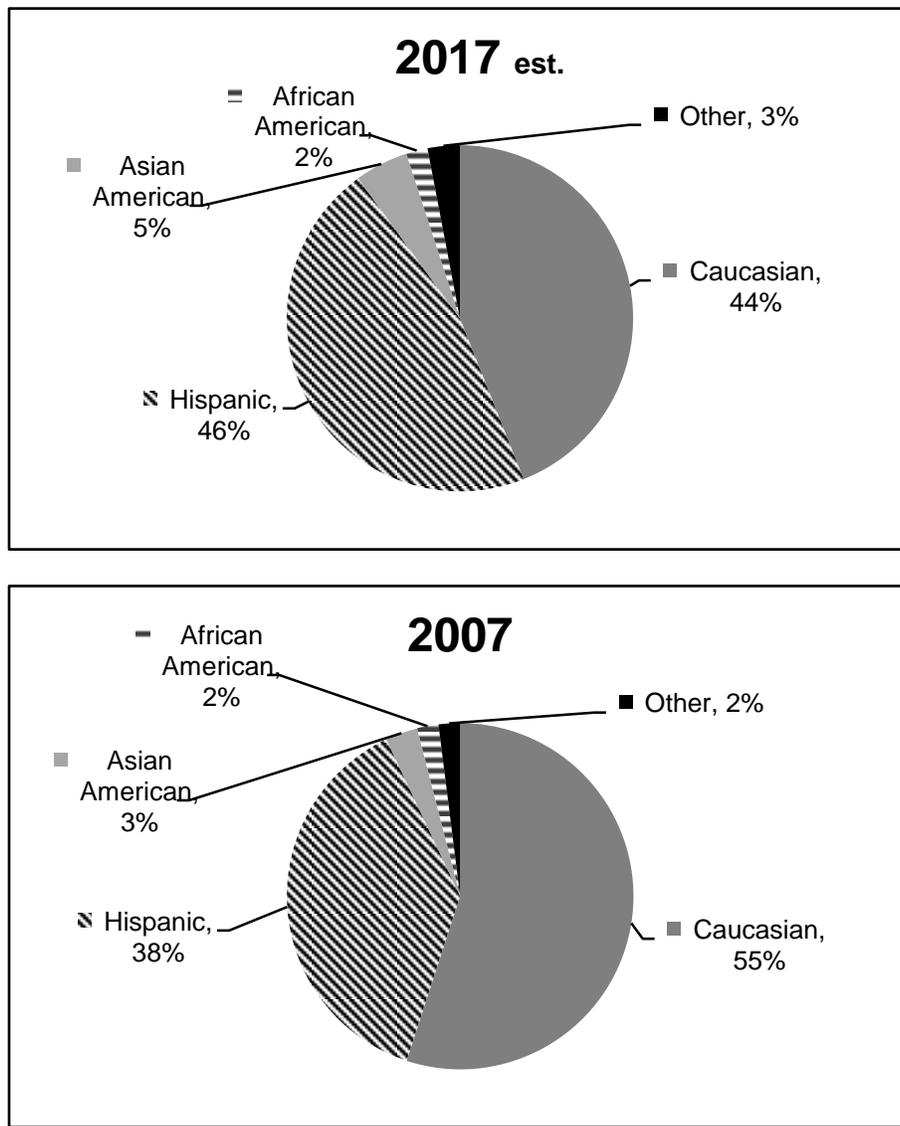
County Statistical Profile

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 2017, the Caucasian population declined by 10% 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 17-18, the County for the eighth consecutive year saw positive trends in some economic segments, led by consumer spending and tourism.

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

Figure 8 ⁵

Sector	Salary in 2016	Salary in 2017	Percent Change
Management of Companies and Enterprises	101,789	108,154	6.3%
Information	90,531	106,926	18.1%
Mining	116,801	102,521	-12.2%
Utilities	99,597	99,120	-0.5%
Finance and Insurance	92,829	96,160	3.6%
Professional and Technical Services	87,569	92,427	5.5%
Manufacturing	68,512	73,584	7.4%
Wholesale Trade	70,320	73,111	4.0%
Construction	55,674	56,430	1.4%
Health Care and Social Assistance	53,433	54,581	2.1%
Transportation and Warehousing	47,280	48,259	2.1%
Real Estate and Rental and Leasing	43,742	47,107	7.7%
Educational Services	44,320	43,445	-2.0%
Administrative and Waste Services	38,143	37,313	-2.2%
Other Services, Except Public Administration	33,232	34,349	3.4%
Agriculture, Forestry, Fishing and Hunting	34,008	34,280	0.8%
Retail Trade	32,796	33,526	2.2%
Arts, Entertainment, and Recreation	27,323	30,852	12.9%
Accommodation and Food Services	23,077	24,207	4.9%
Government			
Federal Government	68,573	69,597	1.5%
State Government	71,982	72,698	1.0%
Local Government	57,938	57,379	-1.0%
Total, All Industries	50,778	51,946	2.3%



County Statistical Profile

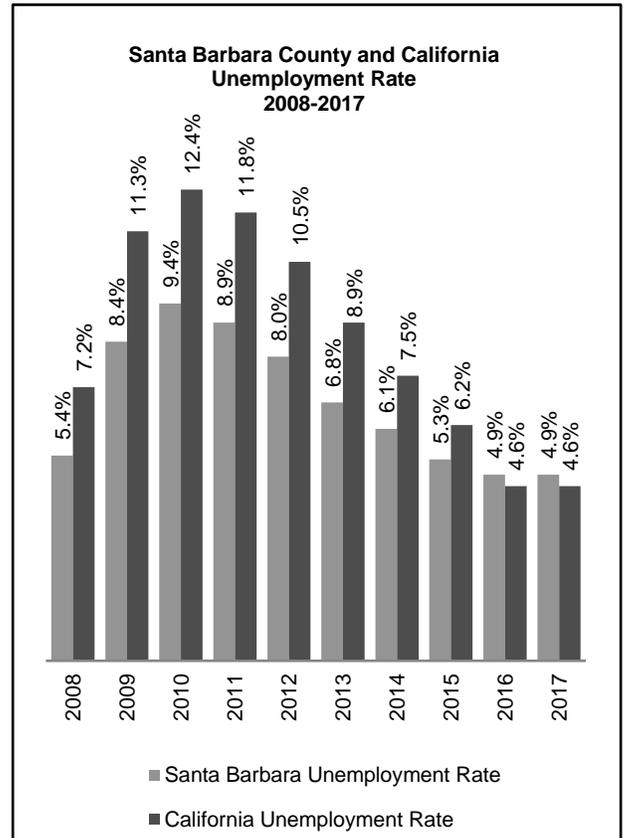
Figure 9 ¹

Job Growth by Sector Santa Barbara County				
Sector	Jobs in 2017	Jobs in 2018	Jobs Created/(Lost)	Percent Change
Government	40,600	40,700	100	0%
Trade, Transportation & Utilities	28,100	28,000	(100)	0%
Educational & Health Services	28,100	27,800	(300)	-1%
Leisure & Hospitality	27,100	28,000	900	3%
Professional & Business Services	21,300	23,800	2,500	12%
Goods Producing	22,700	23,000	300	1%
Farm	16,800	18,900	2,100	13%
Financial Activities	6,700	6,600	(100)	-1%
Other Services	6,000	6,000	-	0%
Information	5,000	4,100	(900)	-18%
Total, All Industries	202,400	206,900	4,500	2%

Figure 10 ¹¹

Major Employers in Santa Barbara County, FY 2018 (Over 1,000 Employees)				
Rank	Company	Location	Industry	FTEs
1	County of Santa Barbara	Santa Barbara	Government	4,600
2	University of California, Santa Barbara	Santa Barbara	Higher education	4,300
3	Cottage Health	Santa Barbara	Health care	3,600
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	Marian Regional Medical Center	Santa Maria	Health care	1,920
8	Allan Hancock College	Santa Maria	Education	1,480
9	Santa Barbara Unified School District	Santa Barbara	Education	1,400
10	Safran	Santa Maria	Aircraft interiors	1,200
11	Santa Barbara City College	Santa Barbara	Education	1,193
12	City of Santa Barbara	Santa Barbara	Government	1,100
13	Raytheon	Goleta	Aerospace and defense	1,000
14	Sansum Clinic	Santa Barbara	Health care	1,000

Figure 11 ¹



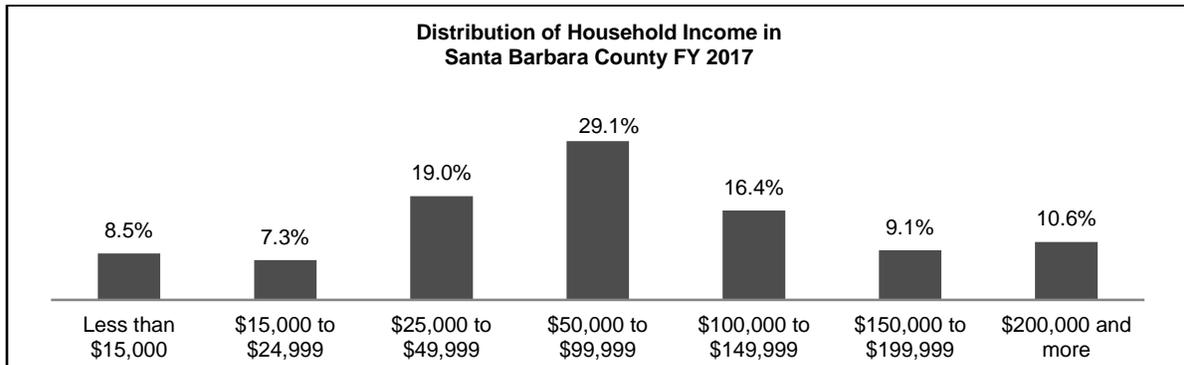
County Statistical Profile

Income and Housing

Income

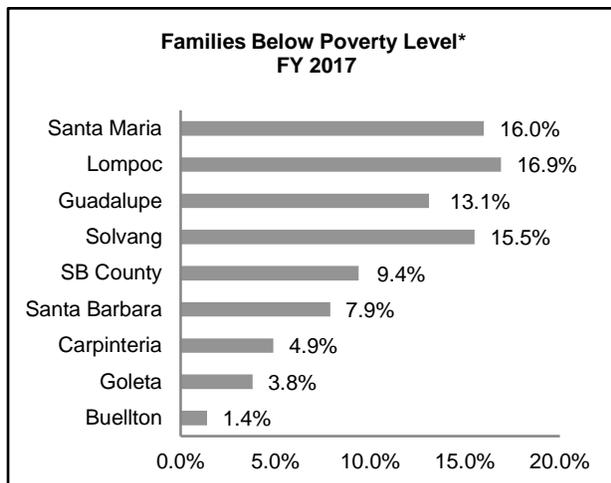
Income distribution in Santa Barbara County illuminates the diversity of the region, with approximately 35% of households earning below \$49,999 per year; and 36% of households earning \$100,000 per year or more.

Figure 12³



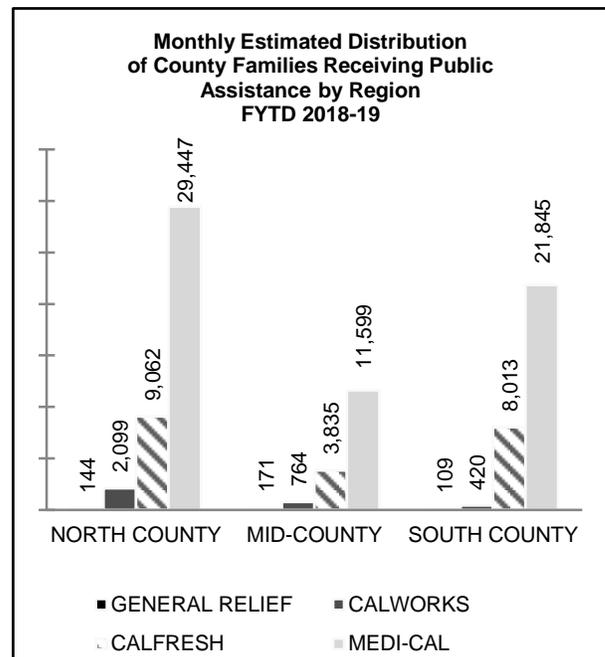
The County administers local, state, and federal programs to assist eligible needy families and individuals in our community through the Department of Social Services. These programs provide financial and supportive services that strengthen the family unit and promote self-sufficiency.

Figure 13³



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

Figure 14⁶

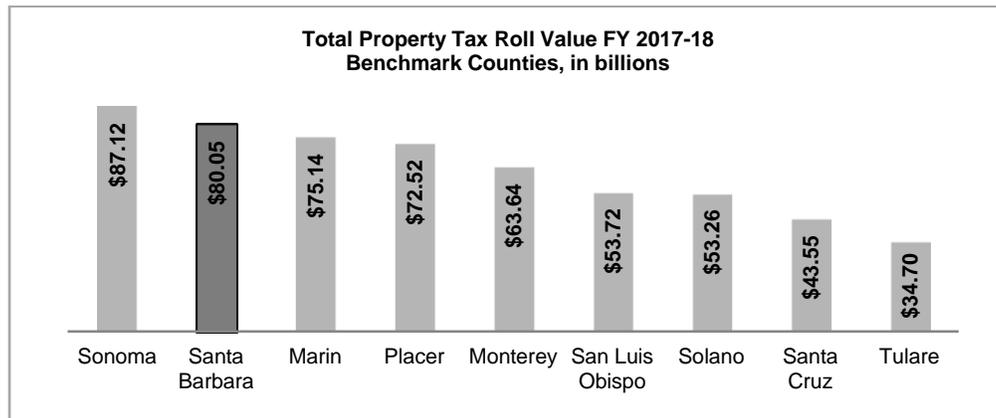


County Statistical Profile

Housing

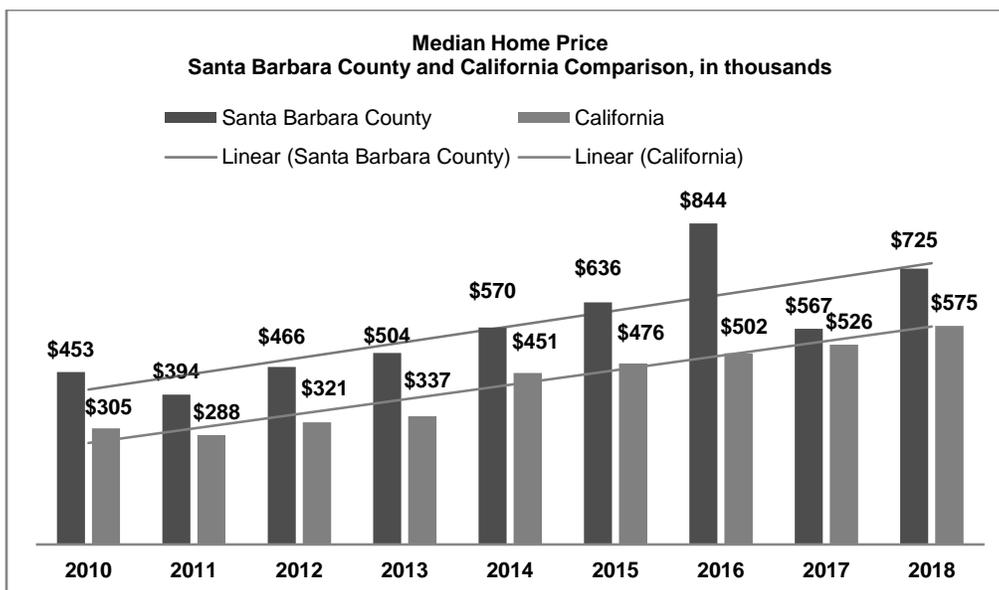
Santa Barbara County's greatest inflow of expendable revenue (for all jurisdictions) comes from collections of property taxes, including secured, unsecured, stated assessed property, and supplemental taxes. The total value of the County's property tax roll in FY 2017-18 was \$80.05 billion, the second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

Figure 15 ⁷



The median home price in Santa Barbara County has increased by 27% over the prior year, which is closer to the trend of home prices in 2014 and 2015. The statewide median home price increased 9.3% 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

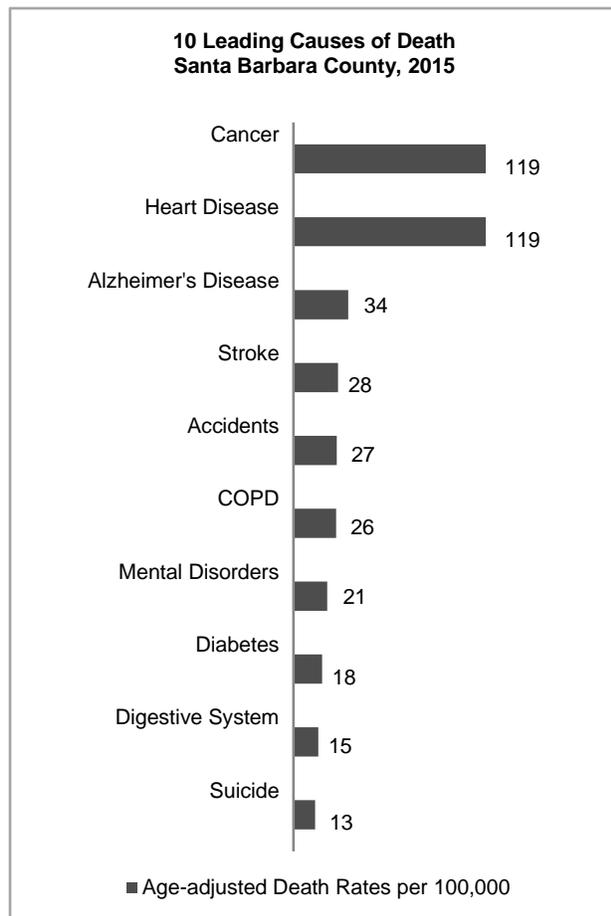
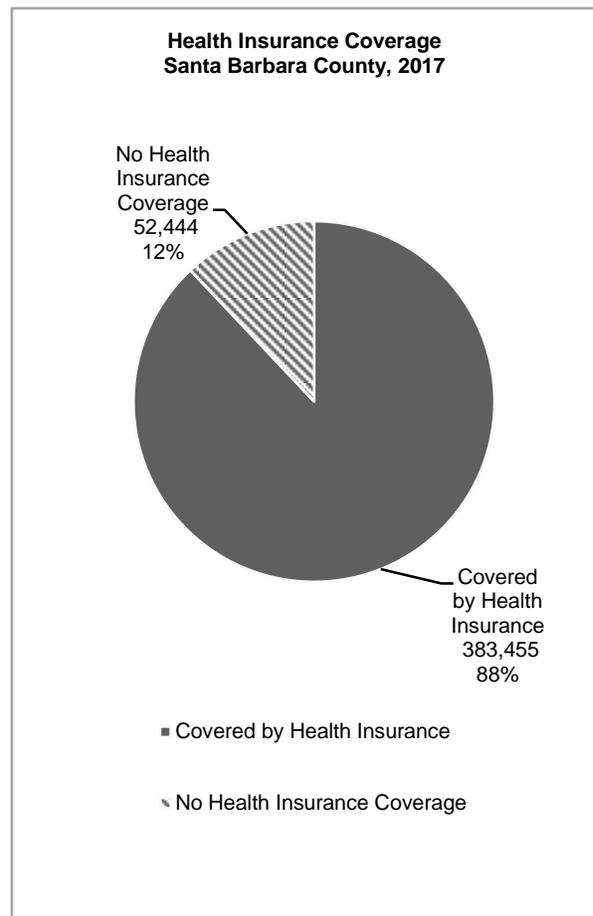


Figure 18³



County Statistical Profile

Education

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

Figure 19³

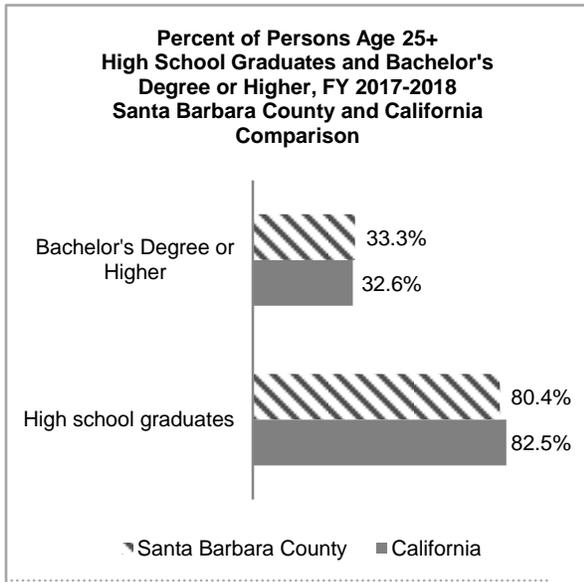


Figure 20¹⁰

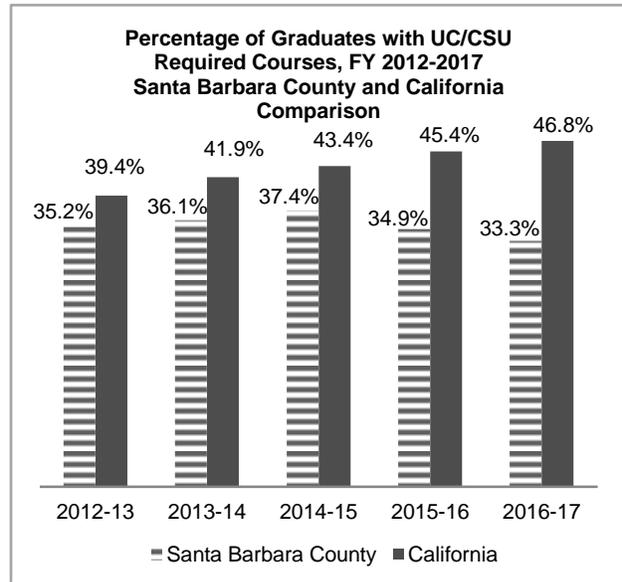
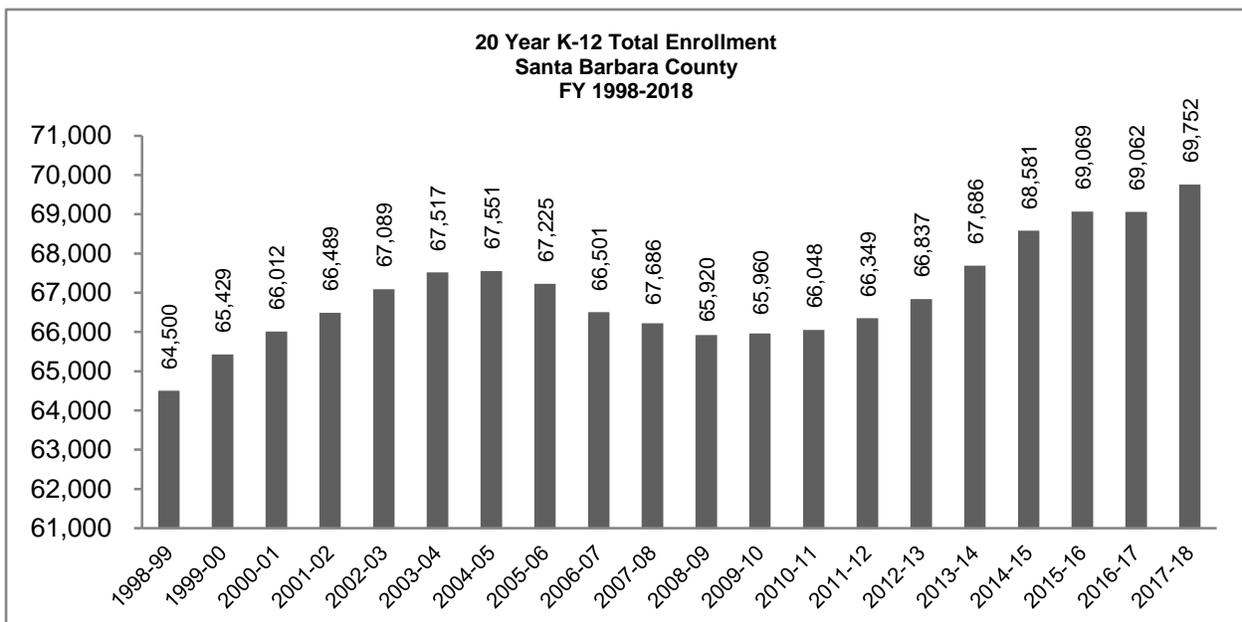


Figure 21¹⁰



County Statistical Profile

List of Sources

-
1. State of California Employment Development Department - County Info report, FY 2018
 2. California Department of Finance, FY 2018
 3. United States Census Bureau, FY 2017-2018
 4. County of Santa Barbara, Auditor-Controller's Office, FY 2018-2019
 5. The California Economic Forecast, FY 2017-2018
 6. County of Santa Barbara, Department of Social Services, FY 2018-2019
 7. California State Board of Equalization, FY 2017-2018
 8. California Association of Realtors, FY 2018
 9. County of Santa Barbara, Public Health Department, FY 2018
 10. California Department of Education, FY 2018
 11. Pacific Coast Business Times Book of Lists, 2018