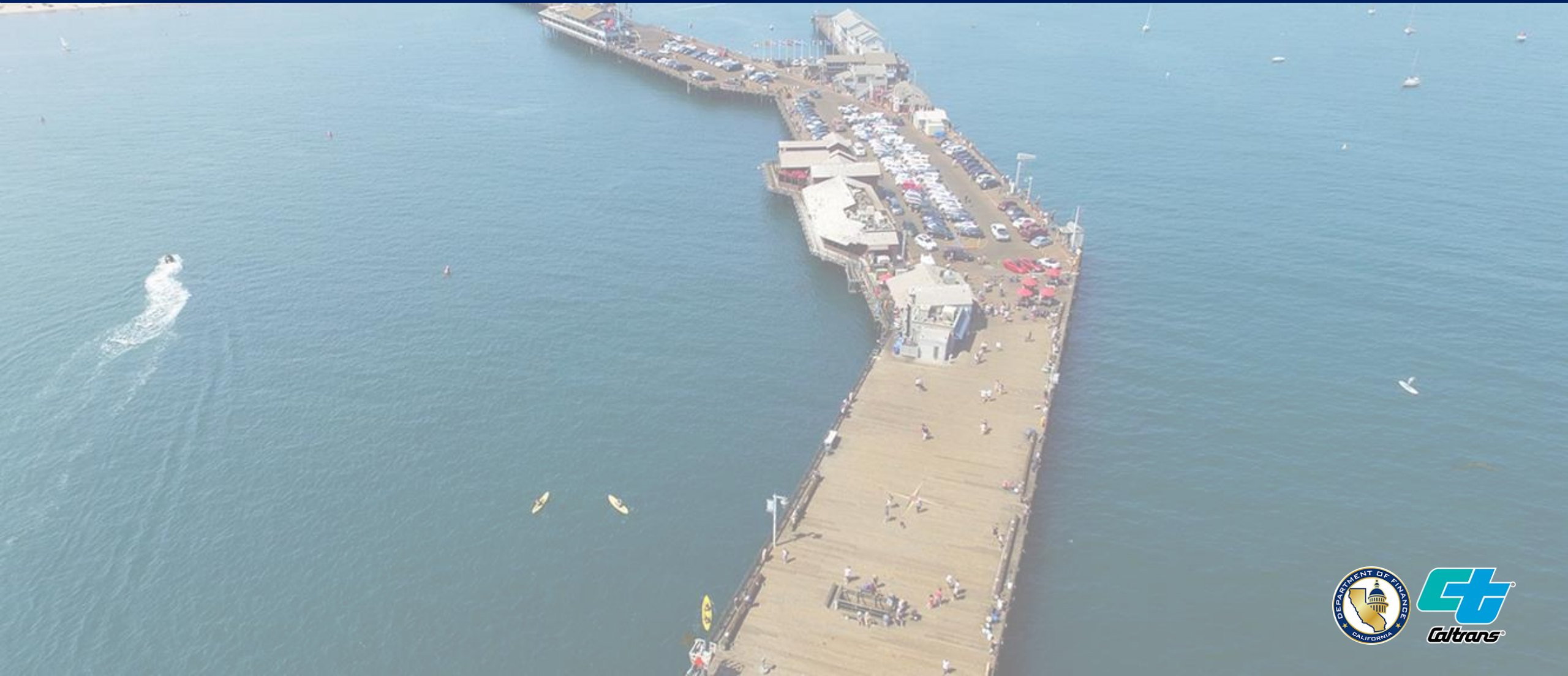


Santa Barbara County

Demographic and Economic Profile and Long-Run Forecast



Santa Barbara County Profile

- Santa Barbara ranked fifth among California counties in farm jobs (29,800) in 2024, right behind Tulare County.
- Santa Barbara County's median price of a single-family home was \$1,173,000 in 2024, about 1.35 times the statewide average price of \$867,400 for the same period.
- It costs about \$11,300 a month (\$135,900 a year) for a family of three to live in the county, about 25 percent more than the statewide average, and nearly 1.7 times the cost in Imperial and Kern counties, the cheapest in California with a cost of about \$6,700 a month.



Santa Barbara County Latest Actual

Levels and State Rank

Population 442,600 in 2024 (# 20)	Households 151,900 in 2024 (# 20)	Net Migration -1,600 in 2024 (# 44)	Nonfarm Jobs 187,600 in 2024 (# 19)	Unemployment Rate¹ 4.5% in 2024 (# 16)
Personal Income \$36.5 Billion in 2023 (# 18)	Per Capita Income³ \$85,100 in 2023 (# 13)	Inflation Rate^{1,2} 3.1% in 2024 (# 3)	New Homes Permitted 750 Units in 2024 (# 25)	Taxable Sales \$9.8 Billion in 2024 (# 21)
Registered Vehicles 412,800 in 2024 (# 22)	Real Industrial Production \$3.2 Billion in 2023 (# 21)	Farm Jobs 29,800 in 2024 (# 5)	Farm Production Sales \$1.9 Billion in 2023 (# 11)	

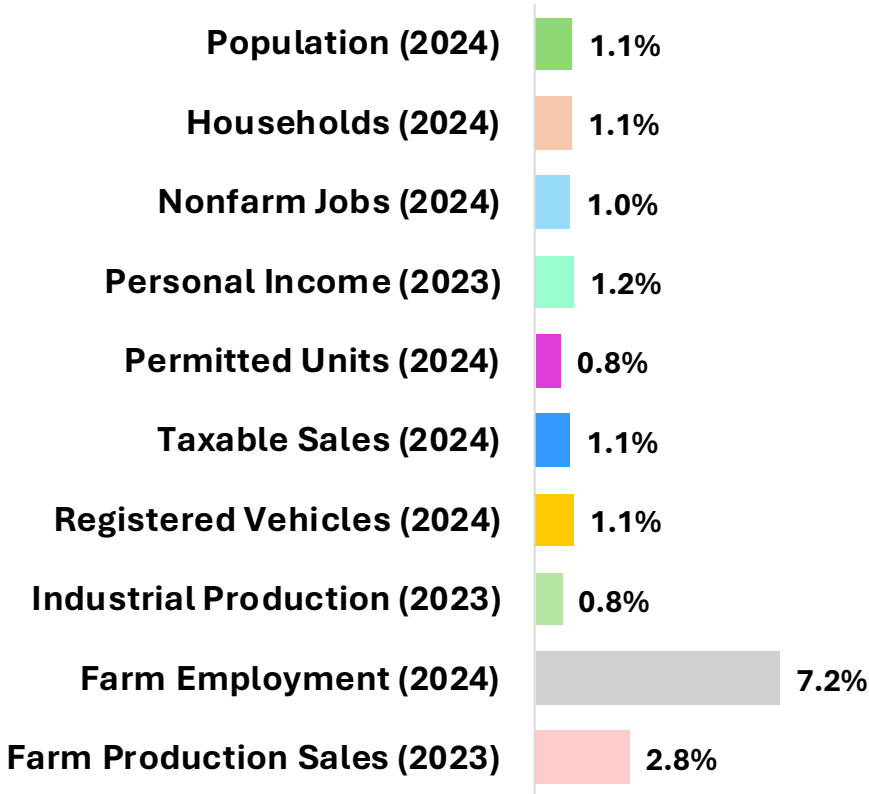


1. Inflation and unemployment rates are ordered from the lowest to highest, such that counties with lower rates rank closer to #1, reflecting a favorable economic status.
2. Inflation rates are based on four regional Consumer Price Index (CPI) estimates produced by the U.S. Bureau of Labor Statistics (BLS). County-level CPI data do not exist, and all 58 counties are assigned to one of the four regions or the statewide inflation forecast, resulting in only five distinct inflation rankings.
3. Per capita income is converted into 2024 dollars using the statewide California Consumer Price Index (CPI).



Santa Barbara County Latest Actual

Santa Barbara County (Share of California)



Unemployment
Rate Differential
-0.8 ppt in 2024

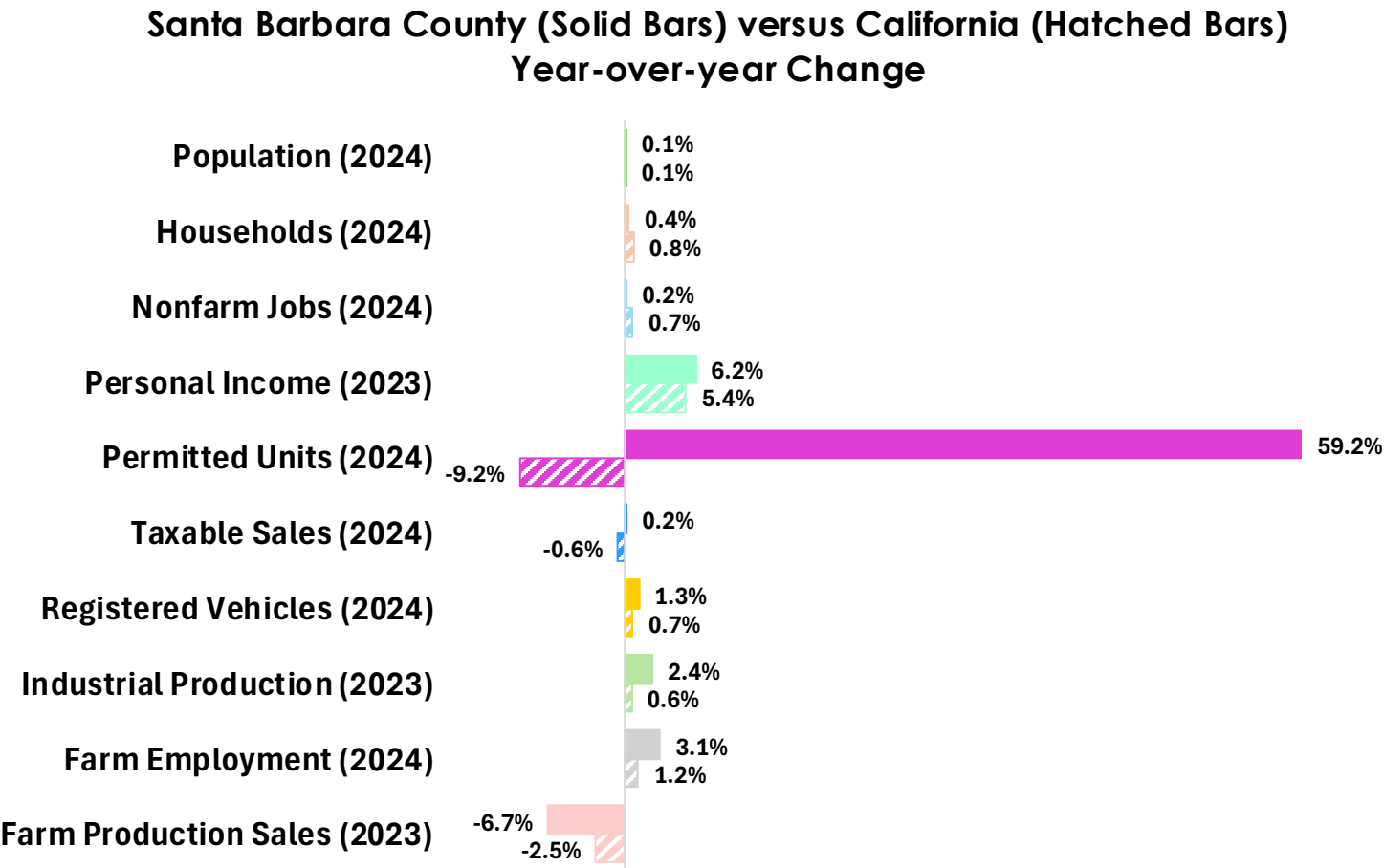
Per Capita
Income Ratio
101% in 2023

Inflation Rate
Differential
0 ppt in 2024

Net Migration
-1,600
(CA -62,700)
in 2024



Santa Barbara County Latest Actual



Unemployment
Rate Change
(2024)
0.5 ppt CA: 0.6
ppt

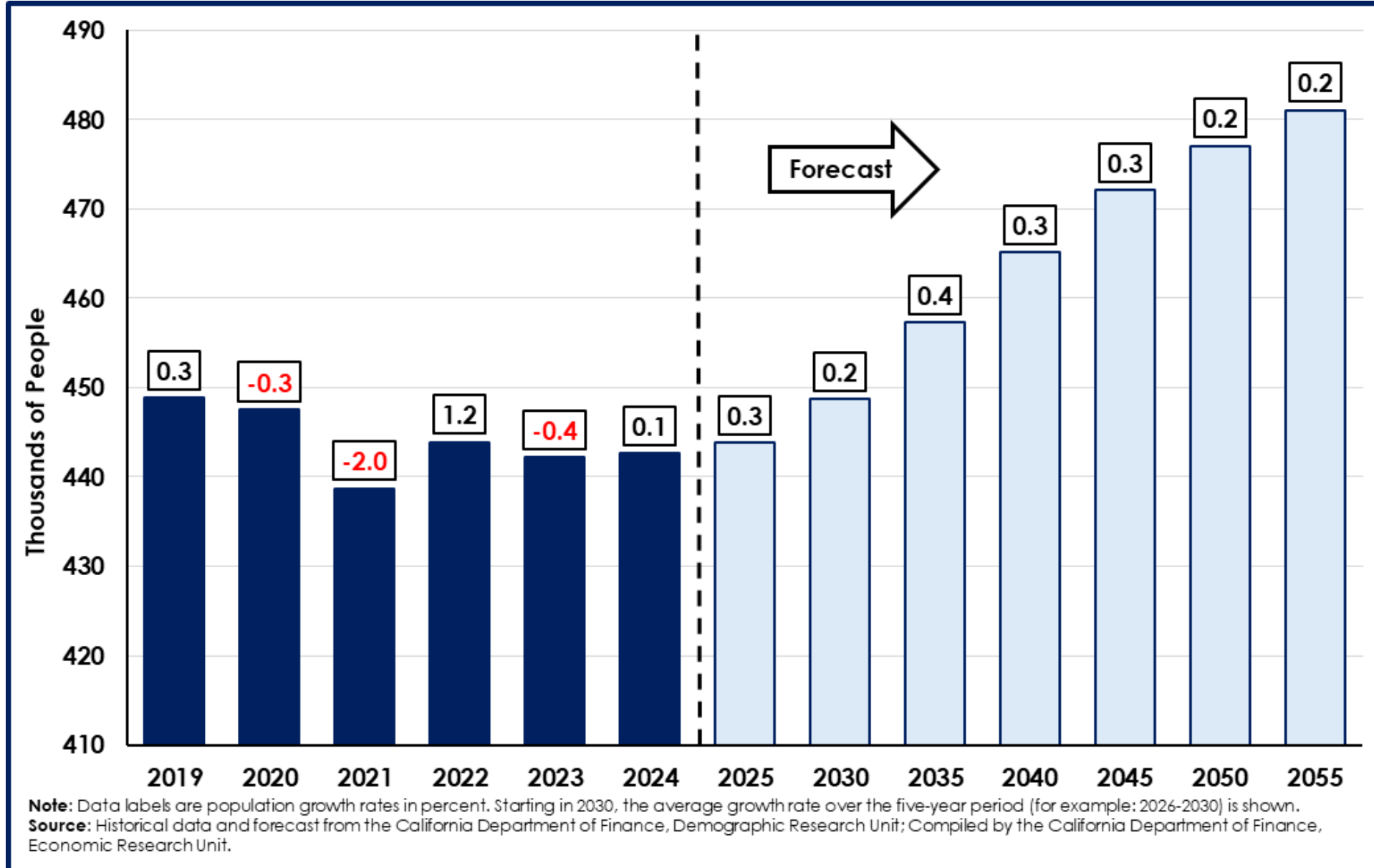
Per Capita
Income Change
(2023)
2.6%
CA: 1.4%

Inflation Rate
Change (2024)
-0.8 ppt CA: -0.8
ppt

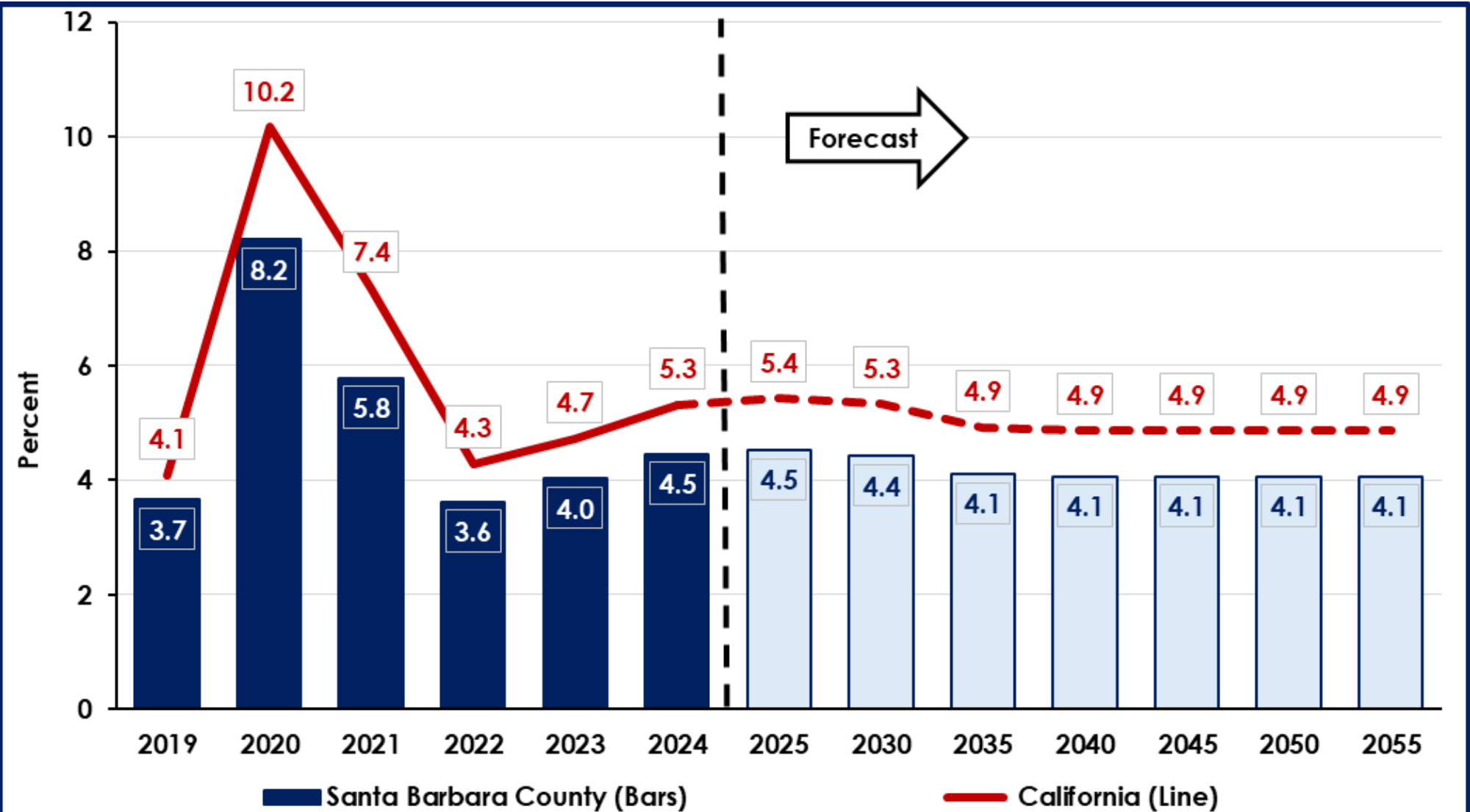
Net Migration
-3,800 in 2023
(CA: -133,400)
-1,600 in 2024
(CA: -62,700)



Santa Barbara County Population Forecast



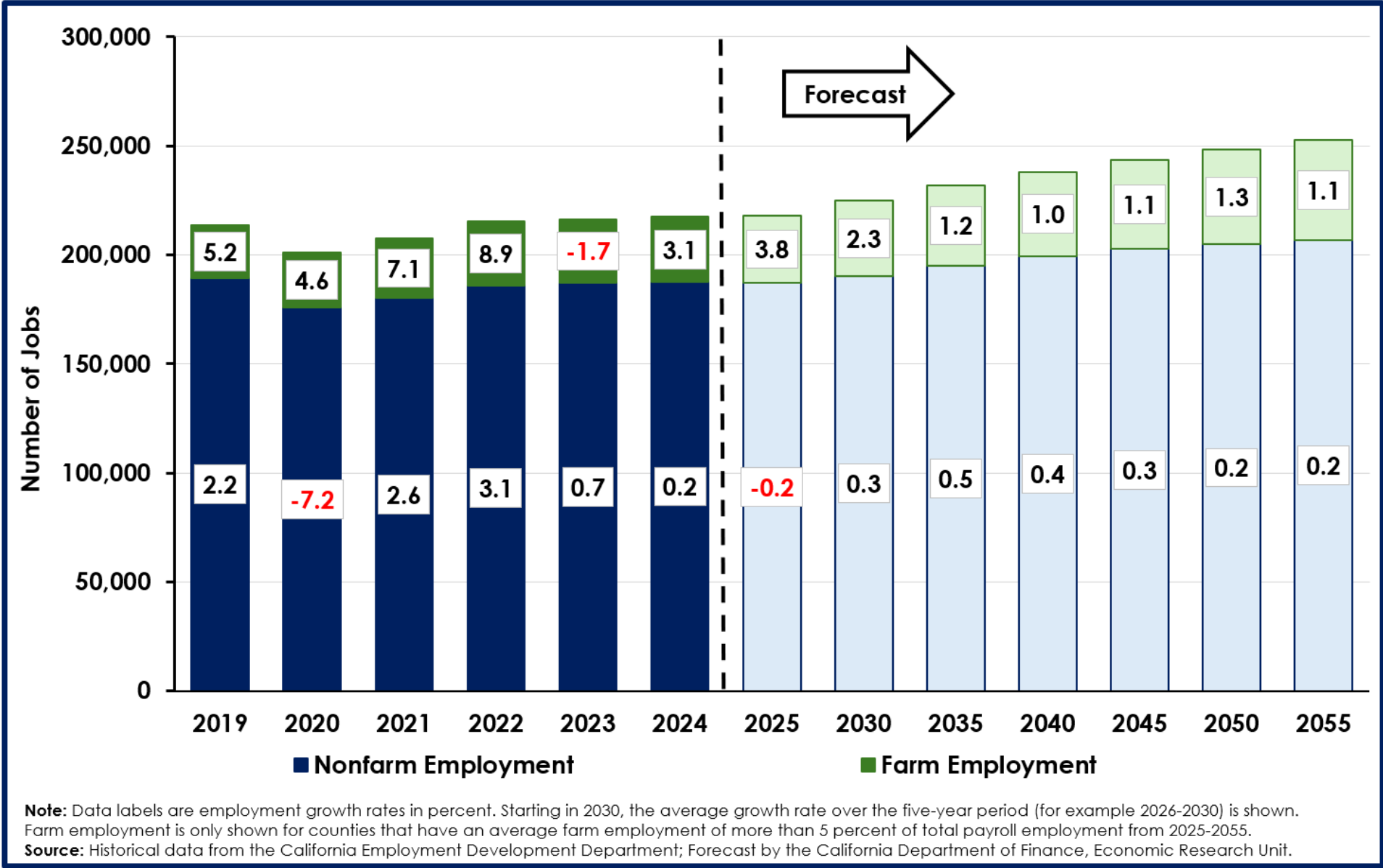
Santa Barbara County and California Unemployment Rate Forecast



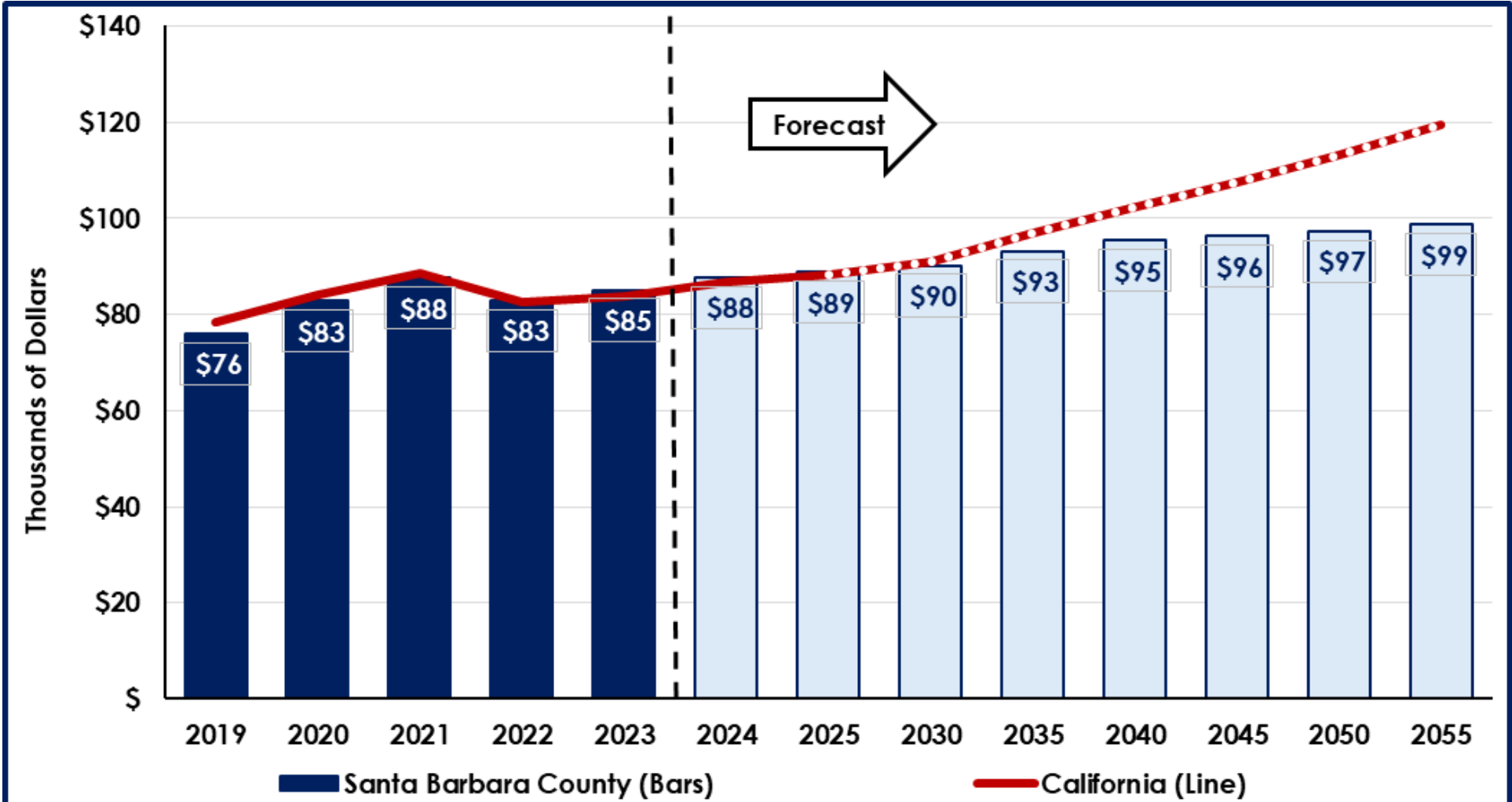
Note: Starting in 2030, the average unemployment rate over the five-year period (for example: 2026-2030) is shown.
Sources: Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



Santa Barbara County Nonfarm Payroll Forecast



Santa Barbara County and California Per Capita Income Forecast



Note: Forecast starts in 2024 for Santa Barbara County and in 2025 for California. Per capita income figures are in 2024 dollars and are deflated using the statewide California Consumer Price Index for All Urban Consumers (CPI-U). Starting in 2030, the average per capita income over the five-year period (for example: 2026-2030) is shown.

Source: Population data and forecast from the California Department of Finance, Demographic Research Unit; personal income data from the U.S. Bureau of Economic Analysis and forecast by the California Department of Finance, Economic Research Unit.





For More Information: eru@dof.ca.gov

