

# Section 5: Employment and Income

**Ben Harman**

**Annual Report - June 2022**

## 5.1 Employment

### Key Points

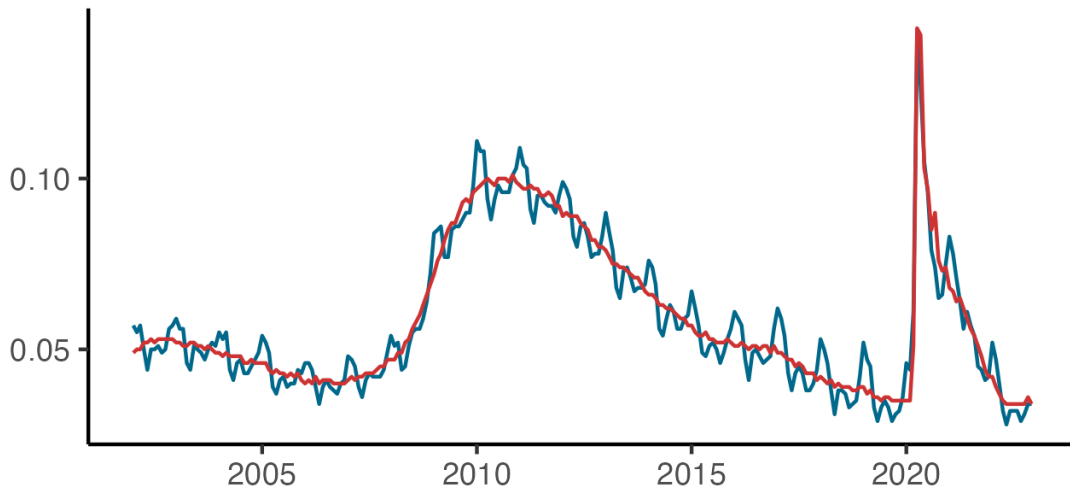
- Santa Barbara County's total employment for all industries grew by 8,733 jobs in 2022, a gain of 4.22%.
- The unemployment rate decreased in 2022, falling by 2.28 percentage points to 3.52%. Santa Ynez Valley has the lowest unemployment rate in the county at 0.1% and Santa Maria has the highest unemployment rate in the county at 5.62%.

### 5.1.1 Santa Barbara County Employment

Santa Barbara County's total employment for all industries continued to grow in 2022. Total Employment increased from 207,158 jobs in 2021 to 215,891 jobs in 2022. This gain of 8,733 workers represents an increase of 4.22%, which is lower than the previous year's growth rate of 4.86%. Since December of 2012, Santa Barbara County has had a net gain of 18,758 jobs, averaging an increase of 1,876 jobs each year. This is a sign that the labor markets in Santa Barbara County are healthy.

Nonfarm payroll in California increased in 2022, at a rate of 4.86%. Since December of 2012, nonfarm payrolls have increased in California by 11.49%. United States nonfarm payroll has also increased at a rate of 3.74%. This is significantly higher than the 2020 growth rate of -0.47%. Santa Barbara's nonfarm payroll growth increased by 4.22%, which is slightly lower compared to California. This is higher than the 2020 growth rate of -0.64%. Nonfarm payroll is indexed to July 2009, and since the end of the recession, Santa Barbara's nonfarm payroll gains (6.95%) have been higher than the United States' (13.16%), but significantly lower than California's (13.88%).

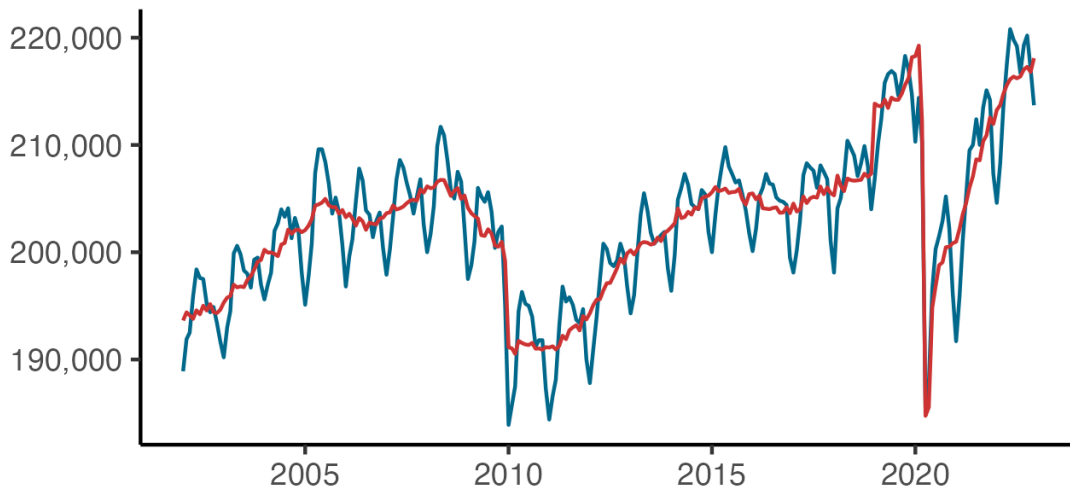
## Unemployment Rate



— Original Series — Seasonally Adjusted

Source: California Employment Development Department

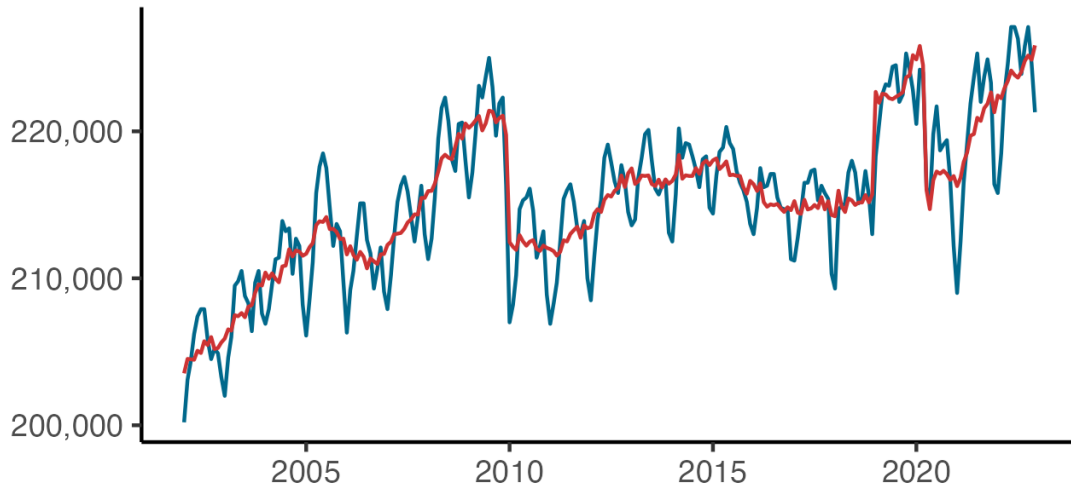
## Total Employment



— Original Series — Seasonally Adjusted

Source: California Employment Development Department

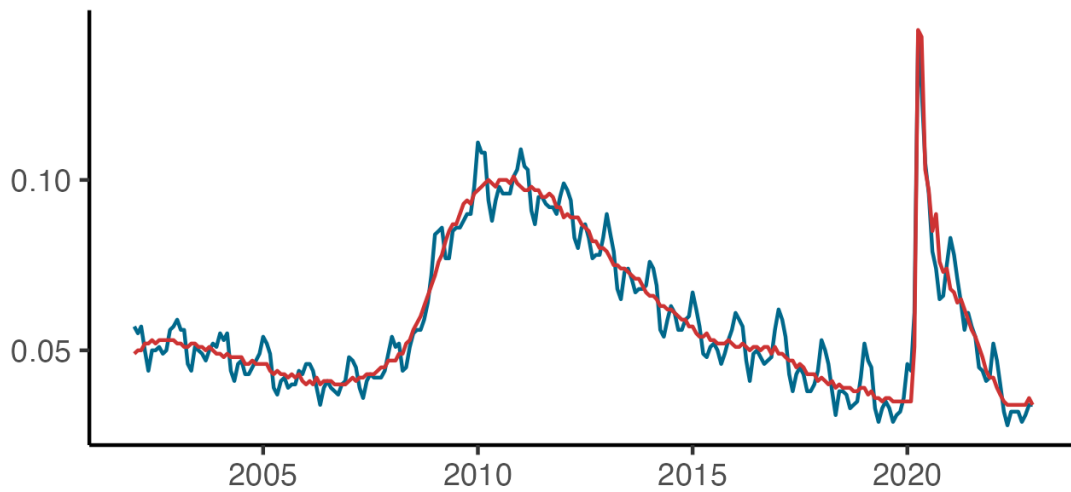
## Labor Force



— Original Series — Seasonally Adjusted

Source: California Employment Development Department

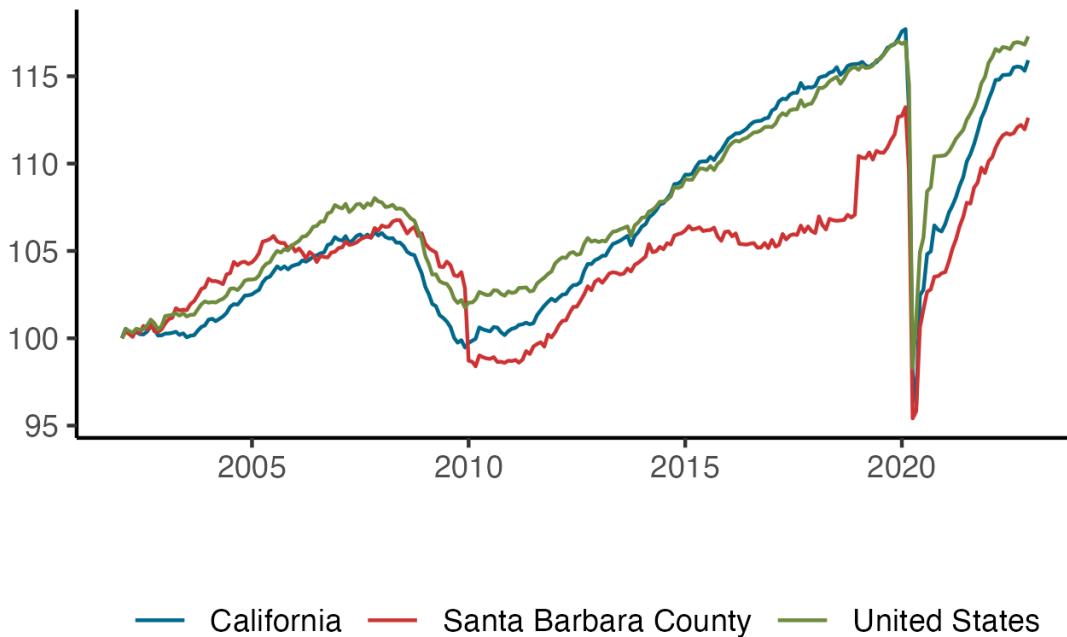
## Unemployment Rate



— Original Series — Seasonally Adjusted

Source: California Employment Development Department

## Total Employment Index Seasonally Adjusted

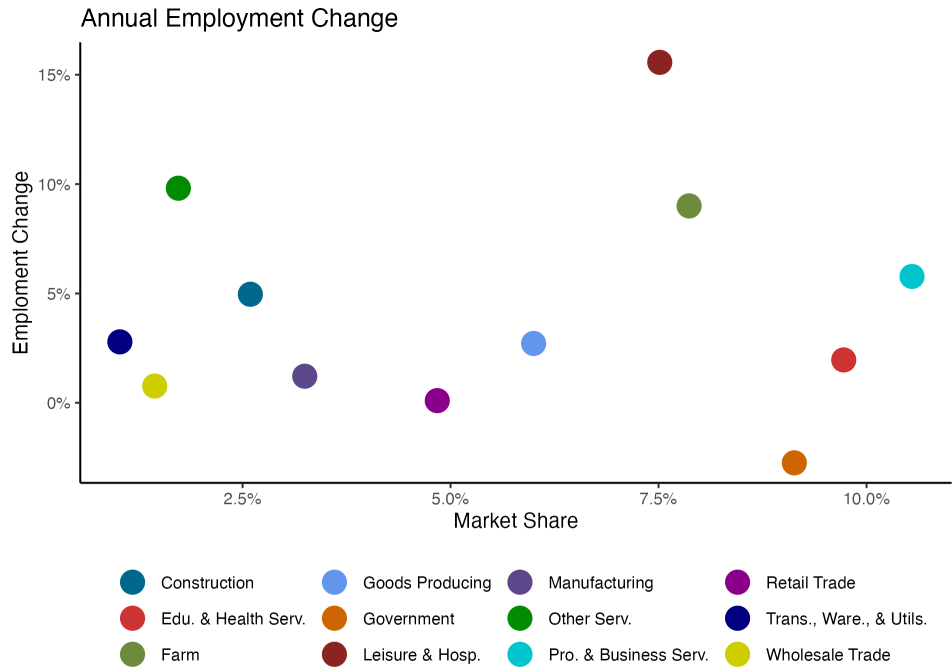


The average number of unemployed workers and the unemployment rate has also improved in the past year. The unemployment rate dropped from a peak of 14.6% in 2020 to, based on the most recent data, 3.6% in 2022. The number unemployed, defined as workers who are without work and are actively seeking work, has declined from a peak of 12,700 in 2020, to 2,932 in 2021, and then down to 7,816 in 2022. This drop of -4,884 unemployed workers in the past year represents a decline of -38.5%. The declines in both variables have been gradually slowing down as the labor market returns to so-called “full employment”, loosely defined as the lowest possible level that will not cause inflation. If unemployment falls significantly, inflation will rise as employers compete to hire workers and push up wages too fast. The size of the labor force in Santa Barbara County has increased from 2021 to 2022 by 3,850 workers. This is a small increase of 1.75%.

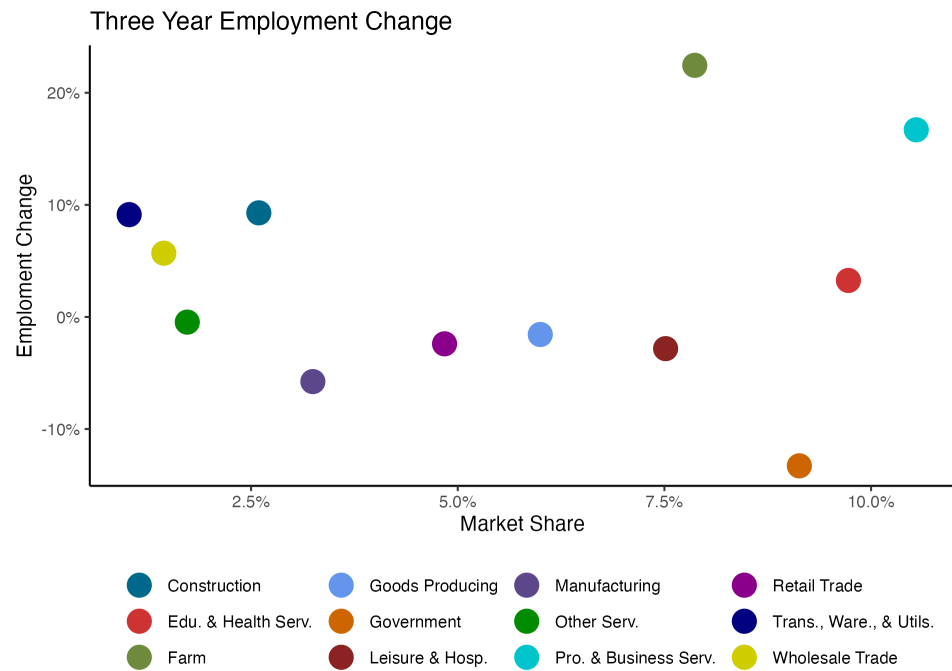
### 5.1.2 Santa Barbara County Industries

The next three figures show employment growth for 12 industries in Santa Barbara County over the past year, three years and ten years. The height of each bar shows the growth rate and the width shows the percent of total employment for each industry for 2018, 2016, and 2009 respectively. Industry with largest employment growth had the

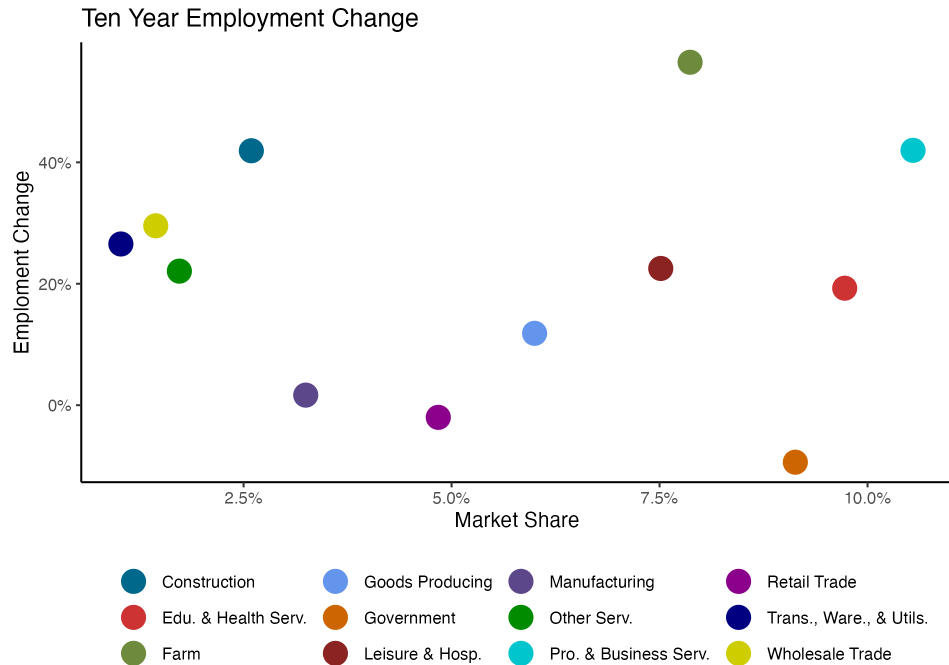
largest employment growth with a 4.45% growth rate over the past year. Industry with the largest employment decline saw the largest employment decline of -2.75% over the past year. Industry with highest employment remains the largest industry by employment, with 59.85% of total employment, followed by Industry with second highest employment (51.96%) and Industry with third highest employment (45.96%).



Source: California Employment Development Department



Source: California Employment Development Department



Source: California Employment Development Department

Over the past three years, Total Wage and Salary saw the largest increase in employment, with a three-year growth rate of 4.45%. Government and Total Wage and Salary have seen employment declines over the past three years with declines of -13.28% and -2.83% respectively.

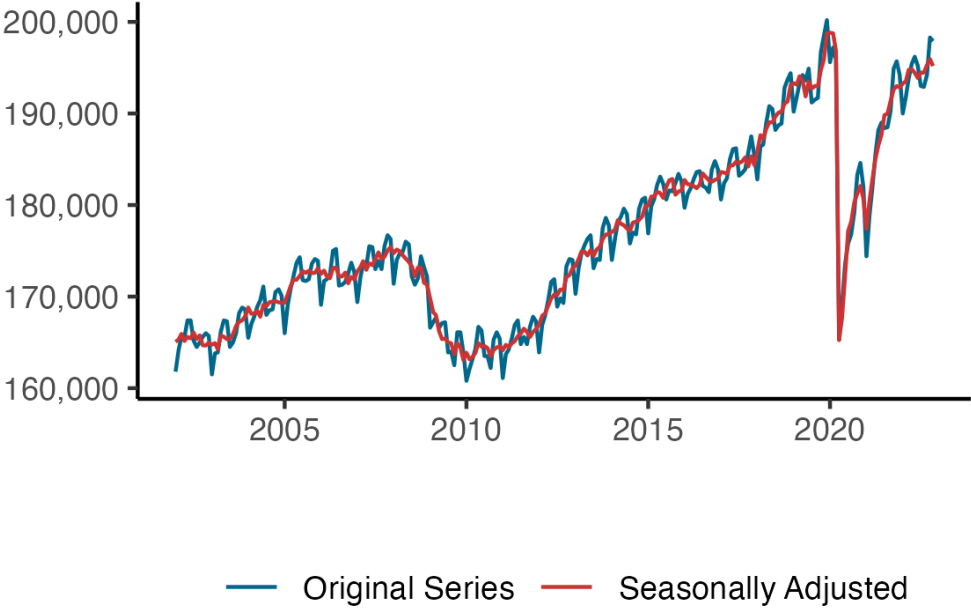
Since 2012, the percent of total employment for most industries has not significantly changed. Total Wage and Salary has grown the most, as it now has an employment share of 4.45%. Total Farm has increased its employment share from 5.71% to 7.87% as it now has the fifth largest employment share.

Employment shares by industry have generally stayed the same within the past twenty years. The largest increase since 2002 is in the Total Wage and Salary industry, as their employment share has risen from 59.85% to 59.85%. Goods Producing, Government, Retail Trade, Manufacturing, and Financial Services have seen small declines since 2002.

The figures below depict the employment time series for the following industries: Total Nonfarm, Total Farm, Goods Producing, Services Providing, and the six largest 2-digit industries in Santa Barbara County. The dark blue line shows the original data series reported by the California Employment Development Department (EDD), and the light blue line shows the seasonally adjusted data that the EFP has created. Some industries' employment, like Total Farm, Leisure and Hospitality, Government, and Retail Trade, appear to be highly seasonal. Other industries, like Manufacturing and Education and Health Services, have almost no seasonal component. Employment in Leisure and

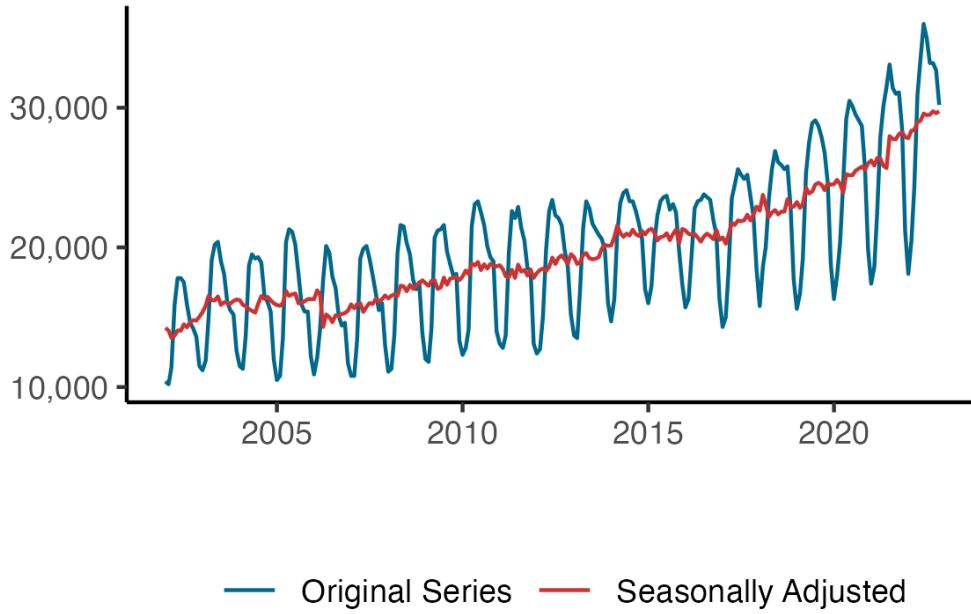
Hospitality, Education and Health Services, and Professional and Business Services are all enjoying upward trends over this period. Employment in Goods Producing and Manufacturing has also seen recent upward trends after realizing declines after the Recession. Employment in Retail Trade has been declining since peaking in 2015.

### Total Nonfarm Employment



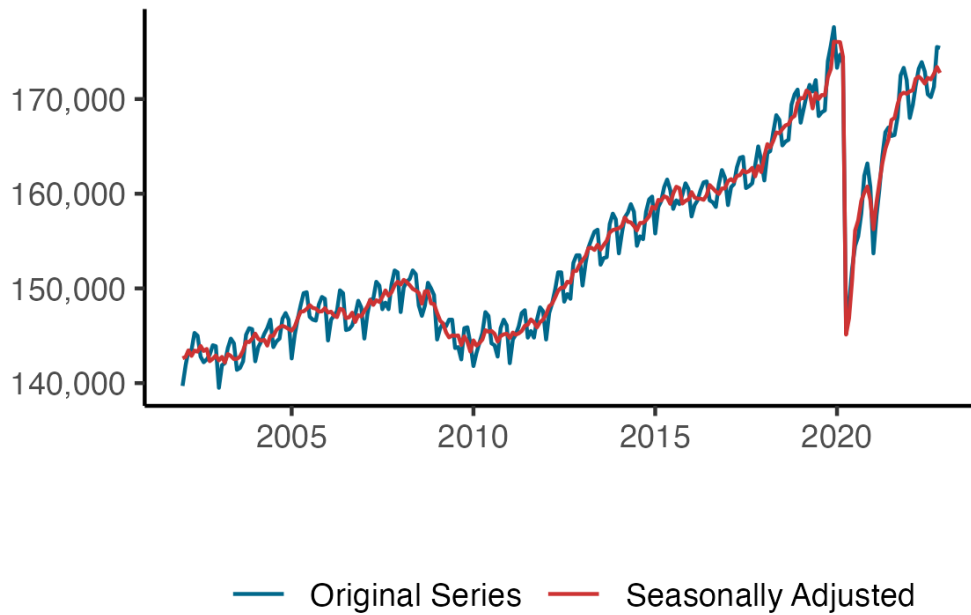
Source: California Employment Development Department

## Total Farm Employment



Source: California Employment Development Department

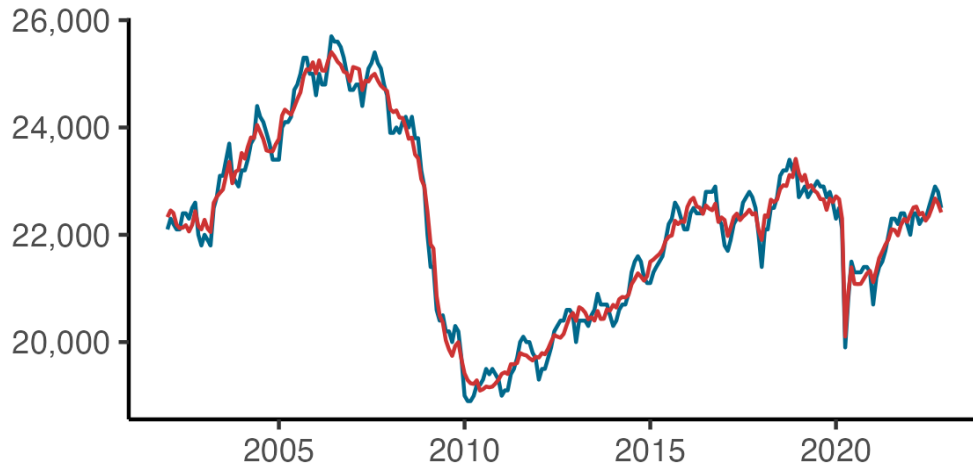
## Service-Providing Employment



Source: California Employment Development Department



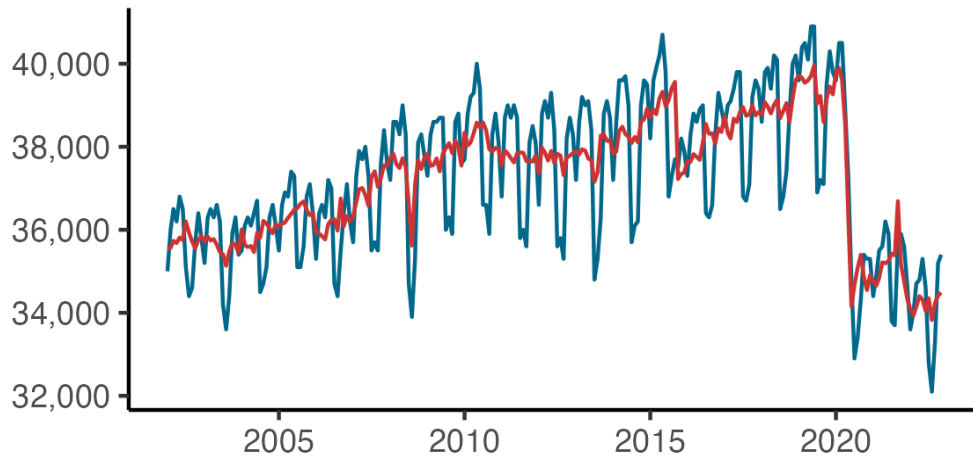
## Goods Producing Employment



— Original Series — Seasonally Adjusted

Source: California Employment Development Department

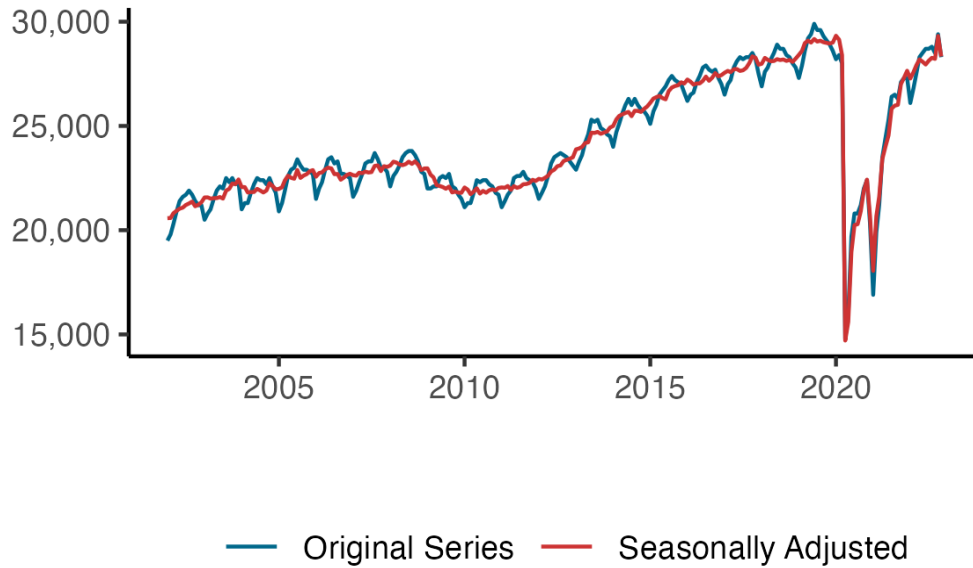
## Government Employment



— Original Series — Seasonally Adjusted

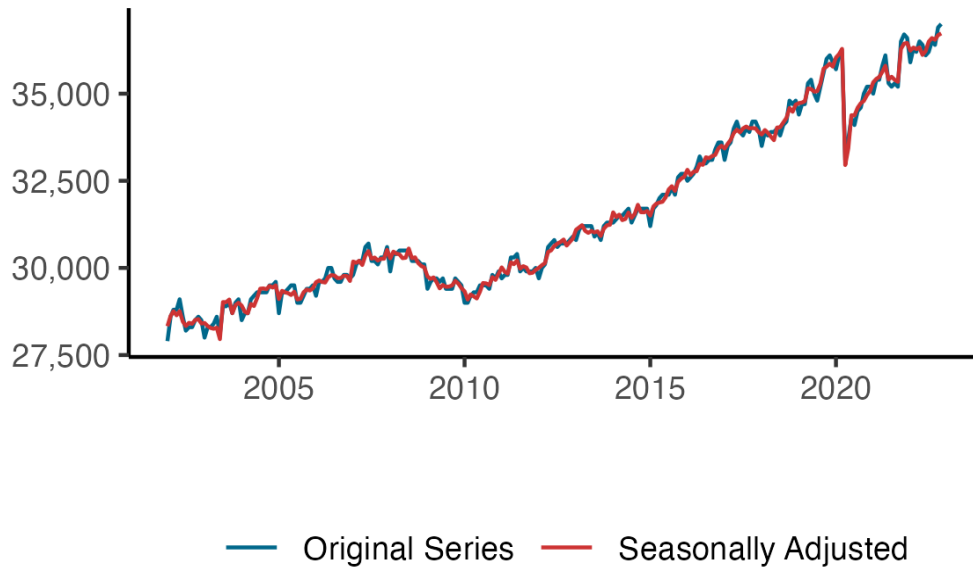
Source: California Employment Development Department

## Leisure and Hospitality Employment



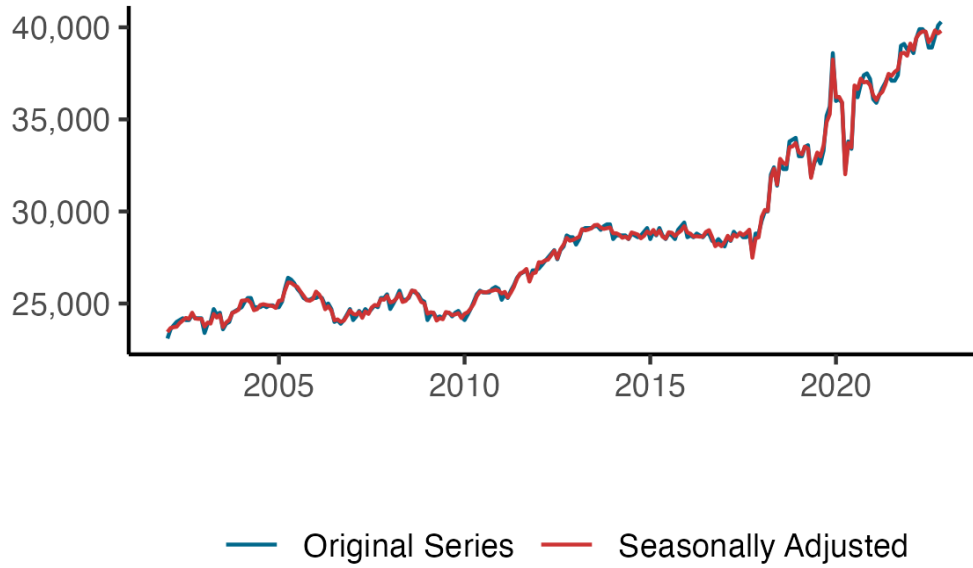
Source: California Employment Development Department

## Private Education and Health Services Employment



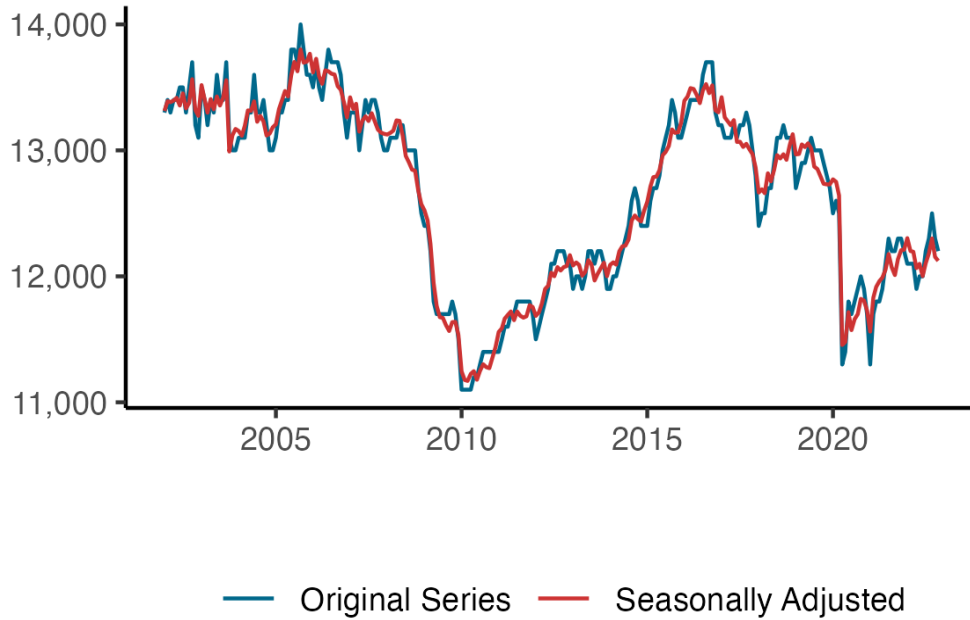
Source: California Employment Development Department

## Professional and Business Services Employment



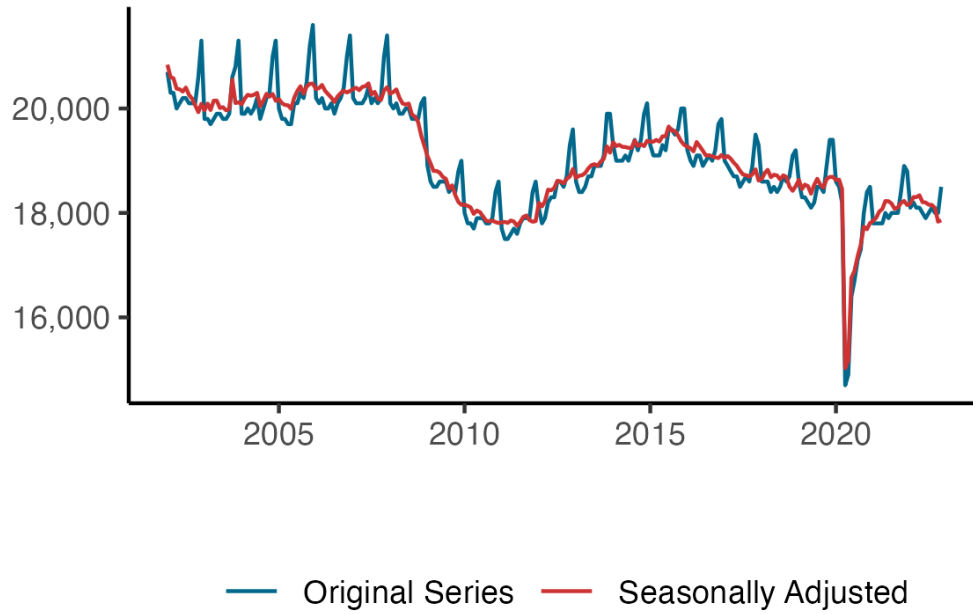
Source: California Employment Development Department

## Manufacturing Employment



Source: California Employment Development Department

# Retail Trade Employment



Source: California Employment Development Department

Employment by Industry Sector									
Santa Barbara County									
Industry	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>Total-Private Industry</b>	<b>306,364</b>	<b>315,546</b>	<b>320,494</b>	<b>322,027</b>	<b>326,921</b>	<b>333,701</b>	<b>342,351</b>	<b>337,275</b>	<b>354,841</b>
Trade, Transportation, and Utilities	26,262	27,239	27,625	26,826	26,912	27,018	27,094	25,384	27,015
Leisure and Hospitality	24,195	25,323	26,341	26,962	27,548	28,101	28,520	21,810	24,339
Education and Health Services	23,830	24,783	25,260	25,957	26,818	27,135	28,170	27,459	28,370
Professional and Business Services	23,178	22,568	22,109	21,512	21,135	22,502	23,507	31,482	32,432
Accommodation and Food Services	21,039	22,035	22,917	23,552	23,979	24,519	24,741	19,068	21,228
Health Care and Social Assistance	21,000	21,912	22,611	23,222	23,982	24,245	24,892	24,873	25,679
Natural Resources and Mining	20,309	22,067	21,943	21,586	22,494	23,840	25,096	25,844	27,574
Agriculture, Forestry, Fishing & Hunting	19,215	20,989	20,826	20,720	21,628	22,812	24,039	25,084	26,992
Retail Trade	18,743	19,140	19,286	18,947	18,667	18,547	18,549	17,221	18,075
Manufacturing	12,015	12,198	12,781	13,244	13,009	12,811	12,912	11,875	11,974
Professional and Technical Services	11,535	11,081	10,938	10,922	10,981	11,038	11,671	11,702	11,719
Administrative and Waste Services	9,729	9,390	8,899	8,325	8,166	8,741	9,011	16,937	17,883
Construction	7,175	7,369	7,761	8,124	8,334	8,796	8,860	8,778	9,192
Financial Activities	6,552	6,329	6,391	6,406	6,529	6,684	6,815	6,675	6,802
Other Services	5,358	5,581	5,727	5,810	5,807	5,951	6,227	5,438	5,732
Other Services, Ex. Public Admin	5,358	5,581	5,727	5,810	5,807	5,951	6,227	5,438	5,732
Wholesale Trade	4,536	4,595	4,760	4,751	5,011	5,100	5,069	4,854	5,222
Information	4,308	4,316	4,310	4,586	4,873	4,013	3,974	3,892	3,990
Finance and Insurance	3,527	3,324	3,316	3,303	3,581	3,671	3,719	3,726	3,684
Arts, Entertainment, and Recreation	3,156	3,288	3,423	3,410	3,569	3,582	3,778	2,743	3,111
Real Estate and Rental and Leasing	3,025	3,004	3,075	3,103	2,948	3,013	3,096	2,949	3,119
Educational Services	2,830	2,871	2,649	2,736	2,836	2,890	3,278	2,586	2,691
Transportation and Warehousing	2,660	3,191	3,281	2,812	2,911	3,061	3,181	3,020	3,413
Management of Companies and Enterprises	1,914	2,098	2,272	2,265	1,989	2,723	2,825	2,843	2,830
Mining	1,094	1,078	1,117	866	866	1,027	1,058	760	582
Utilities	323	313	297	316	325	310	296	289	305

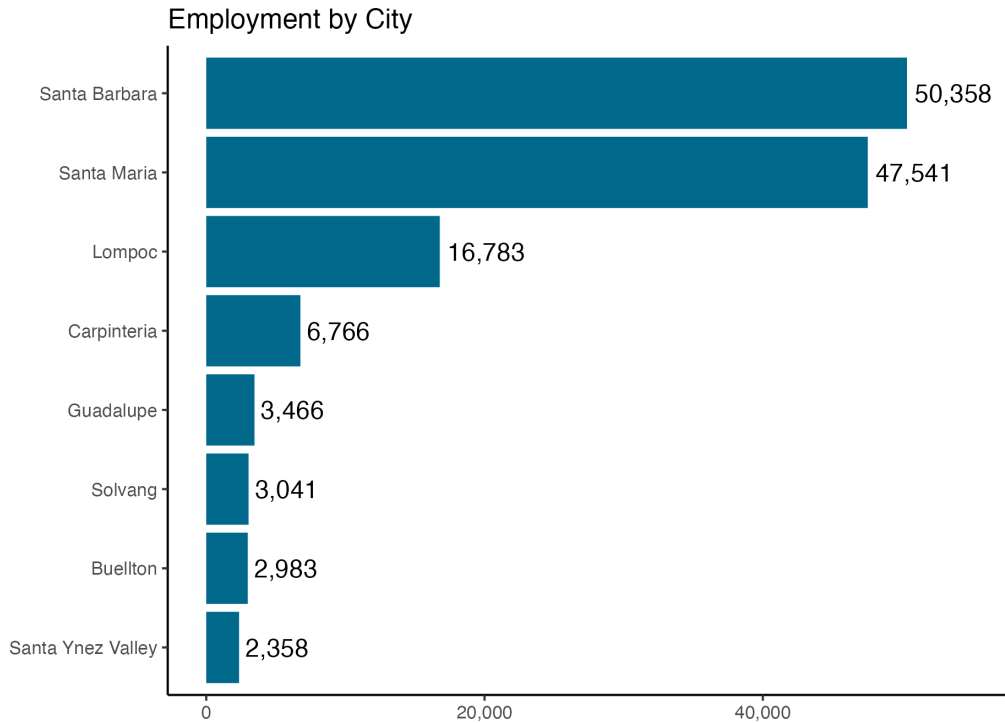
CA EDD, Quarterly Census of Employment and Wages (QCEW)

<b>Establishments by Industry Sector</b>									
<i>Santa Barbara County</i>									
<b>Industry</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>Total-Private Industry</b>	<b>26,430</b>	<b>27,542</b>	<b>27,854</b>	<b>28,077</b>	<b>28,816</b>	<b>30,068</b>	<b>30,512</b>	<b>30,935</b>	<b>31,506</b>
Trade, Transportation, and Utilities	1,972	2,012	2,007	1,985	2,012	2,066	2,079	2,074	2,083
Leisure and Hospitality	1,193	1,242	1,271	1,302	1,353	1,424	1,436	1,438	1,445
Education and Health Services	3,561	3,786	3,861	3,967	4,145	4,260	4,342	4,426	4,575
Professional and Business Services	2,096	2,136	2,102	2,081	2,114	2,226	2,271	2,310	2,373
Accommodation and Food Services	972	1,009	1,034	1,070	1,105	1,161	1,170	1,161	1,168
Health Care and Social Assistance	3,418	3,633	3,715	3,815	3,986	4,081	4,161	4,245	4,388
Natural Resources and Mining	537	526	532	534	547	570	563	578	587
Agriculture, Forestry, Fishing & Hunting	506	497	500	501	512	539	533	542	555
Retail Trade	1,356	1,393	1,384	1,363	1,360	1,385	1,388	1,386	1,377
Manufacturing	453	487	488	504	532	554	556	565	570
Professional and Technical Services	1,373	1,395	1,371	1,351	1,372	1,471	1,511	1,537	1,578
Administrative and Waste Services	656	674	665	665	681	696	700	711	731
Construction	1,025	1,072	1,101	1,109	1,127	1,205	1,244	1,279	1,303
Financial Activities	1,086	1,122	1,177	1,189	1,224	1,301	1,320	1,330	1,356
Other Services	1,090	1,186	1,200	1,173	1,157	1,212	1,232	1,246	1,235
Other Services, Ex. Public Admin	1,090	1,186	1,200	1,173	1,157	1,212	1,232	1,246	1,235
Wholesale Trade	405	402	401	403	426	443	449	439	435
Information	202	201	187	194	197	215	212	220	226
Finance and Insurance	512	531	554	552	563	579	574	569	569
Arts, Entertainment, and Recreation	221	233	237	231	248	263	267	277	277
Real Estate and Rental and Leasing	574	592	623	637	661	721	746	762	787
Educational Services	143	153	147	152	159	179	181	181	186
Transportation and Warehousing	192	199	202	198	204	217	223	229	248
Management of Companies and Enterprises	67	67	67	65	61	60	60	63	65
Mining	31	29	32	34	35	32	31	36	32
Utilities	19	19	20	22	22	22	19	21	23

CA EDD, Quarterly Census of Employment and Wages (QCEW)

## 5.1.3 City Data

Current unemployment rates are highest in Santa Maria (5.62%), Lompoc (4.57%), and Guadalupe (4.35%). Unemployment rates are lowest in Santa Ynez Valley (0.10%) and Buellton (1.56%). Unemployment rates in all areas have declined significantly since 2010, when several North County cities had unemployment rates around 12%.



Source: California Employment Development Department

Industry employment differs substantially from city to city. We show the industry employment mix for each area in the figure on the next page. The length of the bar represents the percentage of an area’s employment coming from a particular industry. Some of the interesting facts that appear in this data are:

\*\*\* Industry data does not exist at the city level.

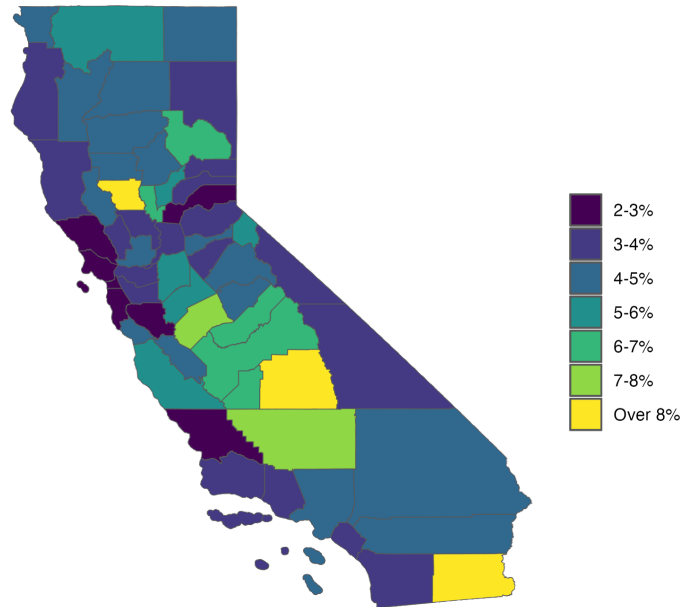
## 5.1.4 California Counties

Labor markets all across California vary significantly as counties' labor markets are dependent on their geographical region. Santa Barbara’s labor market compares well to most counties in California. However, they aren’t as strong as some counties in Northern California, and specifically those counties in the Bay Area. This section will provide some data and a map visualization to show how labor markets differ across California’s 58 counties.

Santa Barbara’s unemployment rate (3.52%) is above average relative to other California counties. Santa Barbara has the 15th lowest unemployment rate among all California counties. The county with the lowest unemployment rate is San Mateo County (2.4%), which is part of San Francisco’s Bay Area. The top four counties with the lowest unemployment are all from Northern California: San Mateo County (2.4%), San

Francisco County (2.55%), Marin County (2.65%), and Santa Clara County (2.66%). The three counties with the highest unemployment rate in the state are Imperial County (14.62%), Colusa County (11.61%), and Tulare County (8.18%). These counties also had the highest unemployment rates in 2021 as well. No other California counties have unemployment rates above 7%. Most California counties' unemployment rates fall between 3% and 5%.

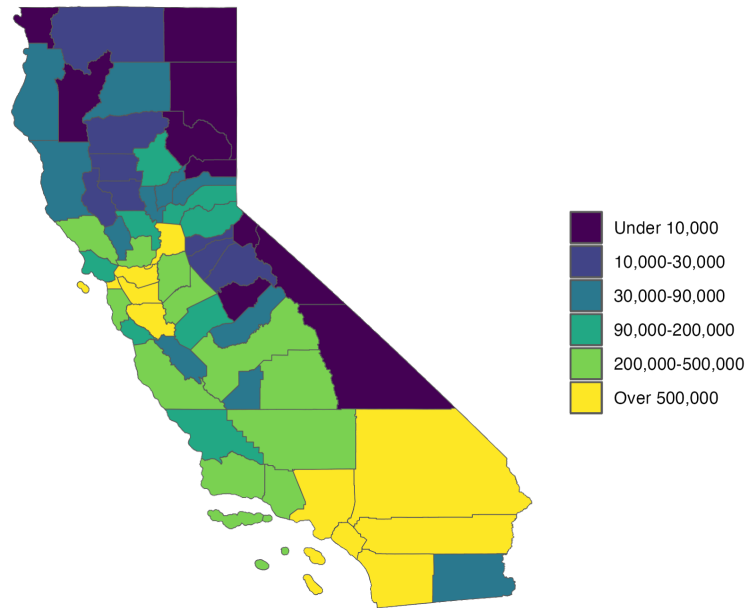
Average Unemployment Rate by County  
2022



All California counties saw a decrease in their unemployment rate compared to 2020 levels. Imperial County saw the largest decrease in the unemployment rate (14.62 percentage points) followed by Colusa County (11.61 percentage points).

Santa Barbara's nonfarm payroll grew by 4.22%, which is higher than the majority of California counties. Santa Barbara had the 34th highest growth rate in the state, in contrast to recent years. The strongest growth in nonfarm payroll was in Mono County (7.86%), Mariposa County (7.29%), San Francisco County (7.14%), and San Mateo County (7.04%). Several counties had declines in nonfarm payrolls over the past year, led by Colusa County (-3.15%) and Lassen County (-0.56%). 15 counties saw nonfarm payroll grow over 5% annually.

Average Labor Force by County  
2022



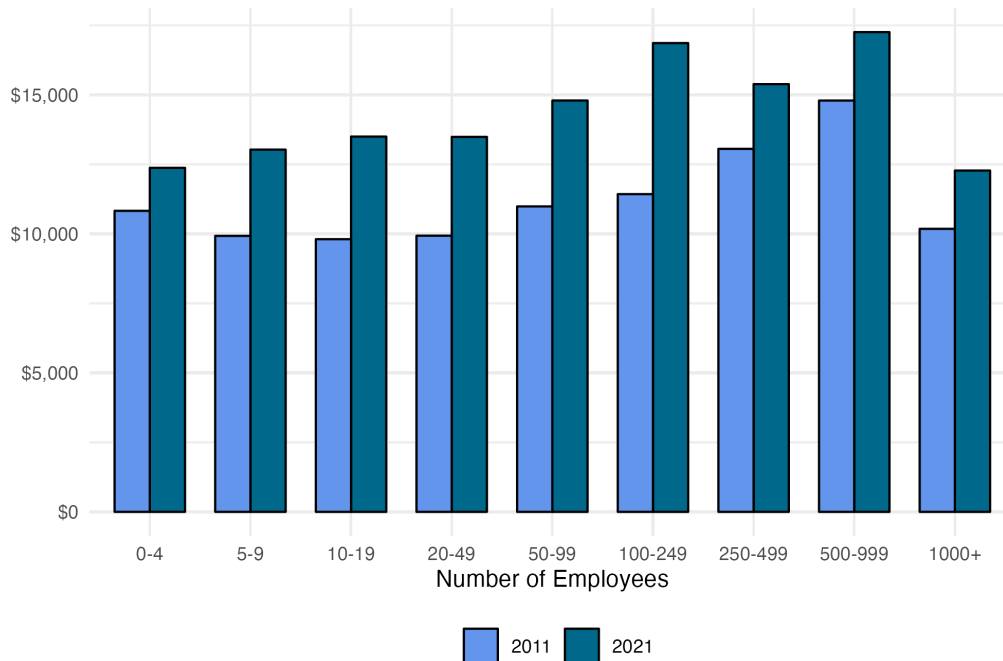
## 5.1.5 Firm Size Data

Since 2011, firm size distribution in Santa Barbara has remained relatively the same. In 2021, the most common number of employees at a firm in Santa Barbara is between 20-49 employees, and this has been unchanged since 2011. Even though it is still the most common number of employees, the proportion of firms with this range of employees has decreased from the 2011 level of 20.4% to 19.1% in 2021. Firms with 50-99 employees saw the greatest decline in firm size distribution since 2008. In 2008, firms with 50-99 employees accounted for nearly 15% of firm size distribution, whereas in 2018; these firms only account 12.5% of firm size distribution.



## Payroll per Employee by Firm Size

Santa Barbara County



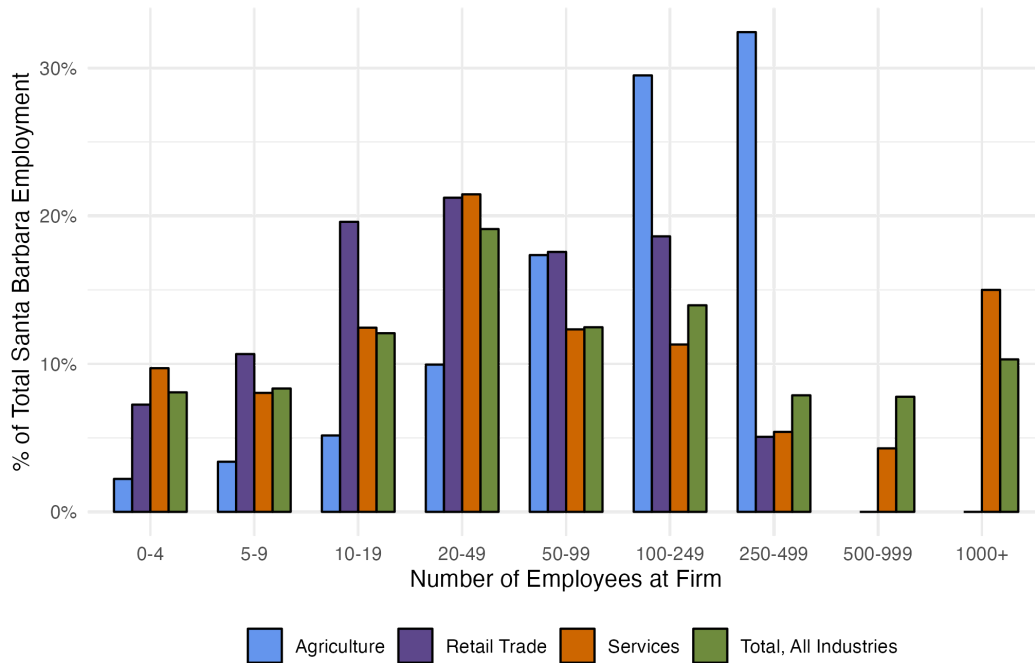
Source: CA Employment Development Department

In 2021, firms with 100-249 employees had the largest average payroll expenditure per employee at \$16,869. Looking across all different firm sizes, we can see that payroll per employee has increased in every firm size category. The largest changes in payroll per employee were in firms with 100-249 employees and firms with 10-19 employees. These firms saw payroll per employee increases of 47.5% and 37.6% respectively.

In Santa Barbara County, 39.9% of employees work for firms that employ over 100 workers. This is 5.3 percentage points less than California, where 45.2% of employees work for firms with over 100 workers. These numbers have converged in recent years. We can also see that in Santa Barbara County most Retail Trade Services employees work for firms with 20-49 employees, while most Agriculture employees work for larger firms.

## Firm Size Distribution

2021

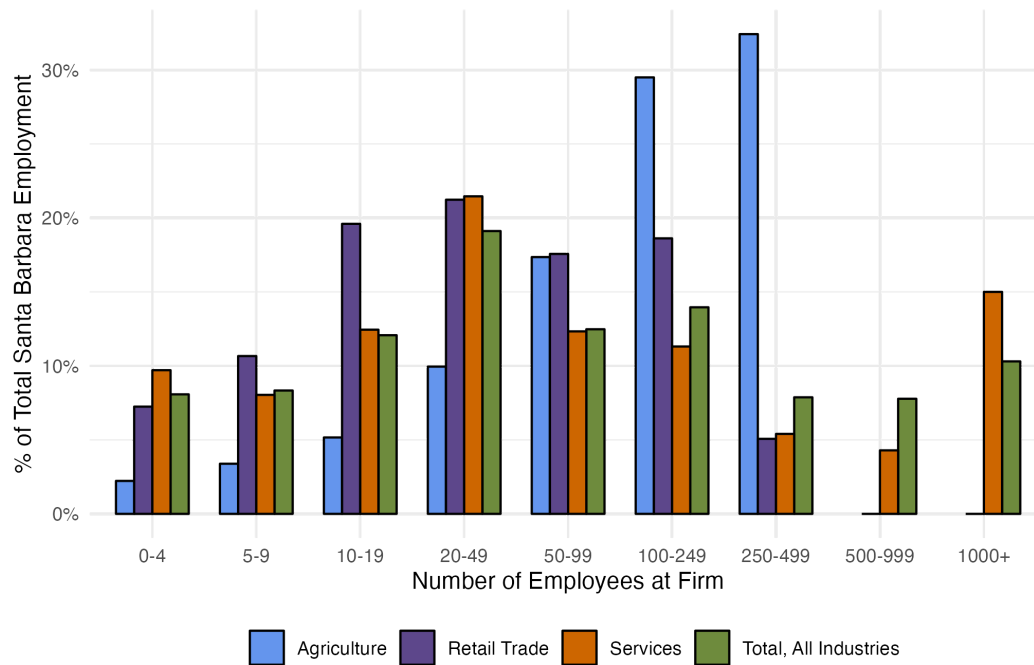


Source: CA Employment Development Department

Santa Barbara County's firm size distribution difference between California's is the proportion of workers in small businesses. For California, 55.6% of employees work in firms with less than 100 employees. The distribution is much larger in Santa Barbara County, where 60.1% of employees work in firms with less than 100 employees. Besides the difference in employee distribution in firms with less than 100 workers, Santa Barbara County and California's firm size distribution are similar. The only major difference is in firms with 1000+ employees, as 15.3% of California employees work in firms of the largest size. Only 10.3% of Santa Barbara employees work in firms with 1000+ workers, although this number is significantly larger than it has been in recent years.

## Firm Size Distribution

2021



Source: CA Employment Development Department

## 5.2 Forecast

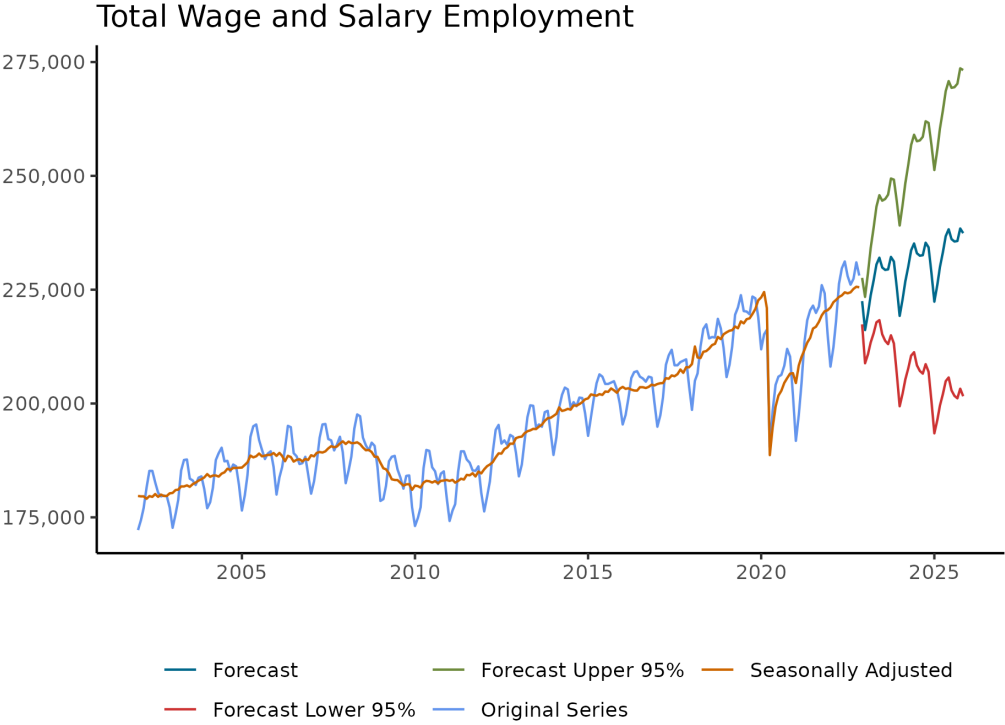
### Key Points

- Nonfarm Payrolls are expected to grow at a rate of 1.42% in the upcoming year, an increase of 3,173 jobs. While this growth rate is high by historical standards, it is lower than the 4.46% growth observed in 2021.
- Our statistical forecast suggests a 2022 December unemployment rate of 3.15%, a decrease of -0.37 percentage points compared with December 2021. The 95% confidence interval spans from a low of -0.75% to a high of 7.05%.

The forecasting methods used in this section are based on the Census Bureau's X-13ARIMA-SEATS seasonal adjustment program. Their program can be used to forecast a series using only its statistical features. Each employment series has a seasonal component (the December effect for retail trade is one example), a trend component (like the long-run downward trend in goods-producing industries or a multi-year recession), and an irregular component (a one-month bump or decline in the series for reasons that will not occur again, like the 2012 Olympics producing a one-month bump in the London economy). After decomposing a time-series into these

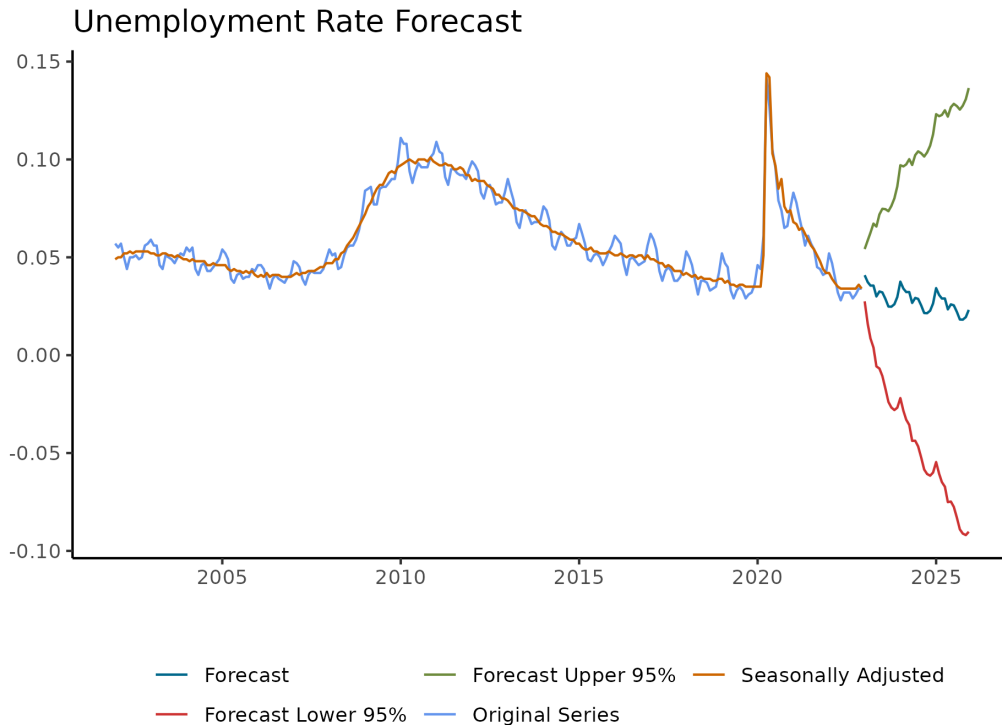
three components, the current trend component and seasonal component can be used to forecast the series. While the irregular series cannot be predicted, since it has an expected value of zero, and systematic changes to the trend and seasonal components also cannot be predicted, the history of how these components have varied in the past can be used to generate confidence intervals.

Each figure in this section shows the recent unadjusted and seasonally adjusted series followed by a three-year forecast. This forecast describes the most likely values for the unadjusted series. The dashed lines surrounding the forecast describe the 95% confidence interval. There is a 5% chance that values will occur outside of these dashed lines. Unless otherwise noted, each of the following year-over-year projections that we describe in the text will be between 2022 and 2023 for the unadjusted series.



Source: California Employment Development Department

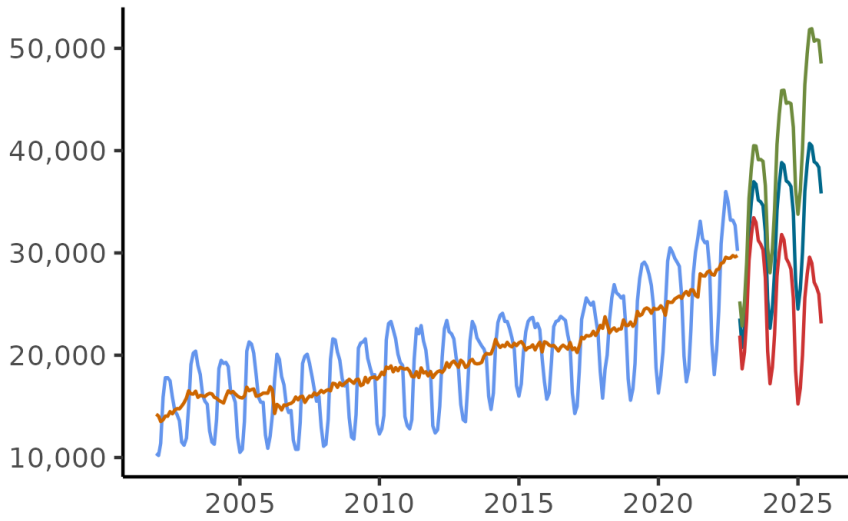
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Source: California Employment Development Department

Among industries, the X-13 statistical forecast expects growth in all the industries we depict in the following two pages. Of these industries, Weakest 1 year employment forecast industry is expected to have the weakest performance, expecting to grow by -2.49%, and Strongest 1 year employment forecast industry employment is expected to have the largest growth rate, increasing by 1.15%. The growth in farm employment is expected to continue for the next three years, with an average annual growth rate of NA%.

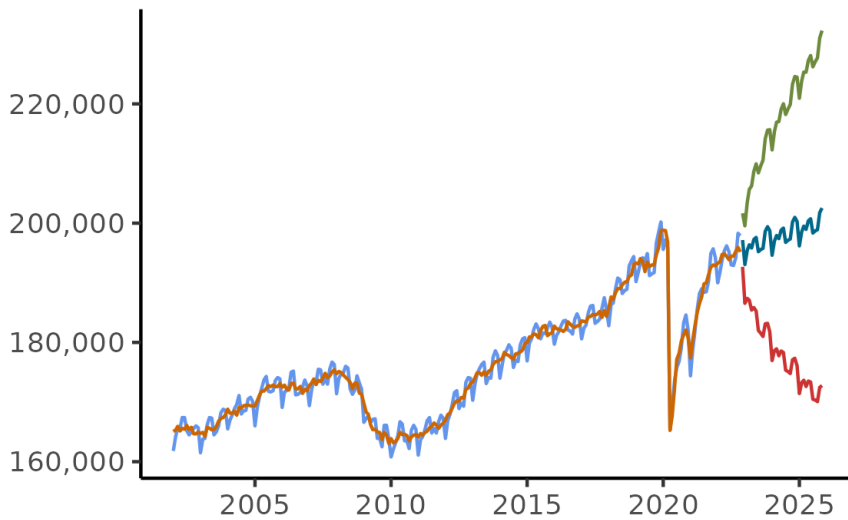
## Total Farm Employment



— Forecast                      — Original Series  
— Forecast Lower 95%      — Seasonally Adjusted  
— Forecast Upper 95%

Source: California Employment Development Department

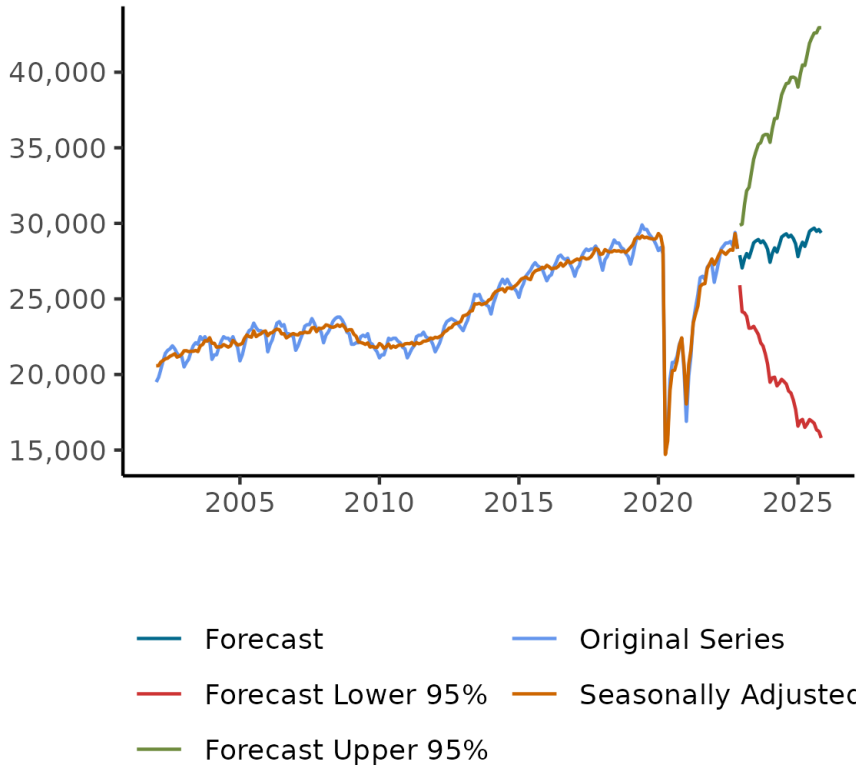
## Total Nonfarm Employment



— Forecast                      — Original Series  
— Forecast Lower 95%      — Seasonally Adjusted  
— Forecast Upper 95%

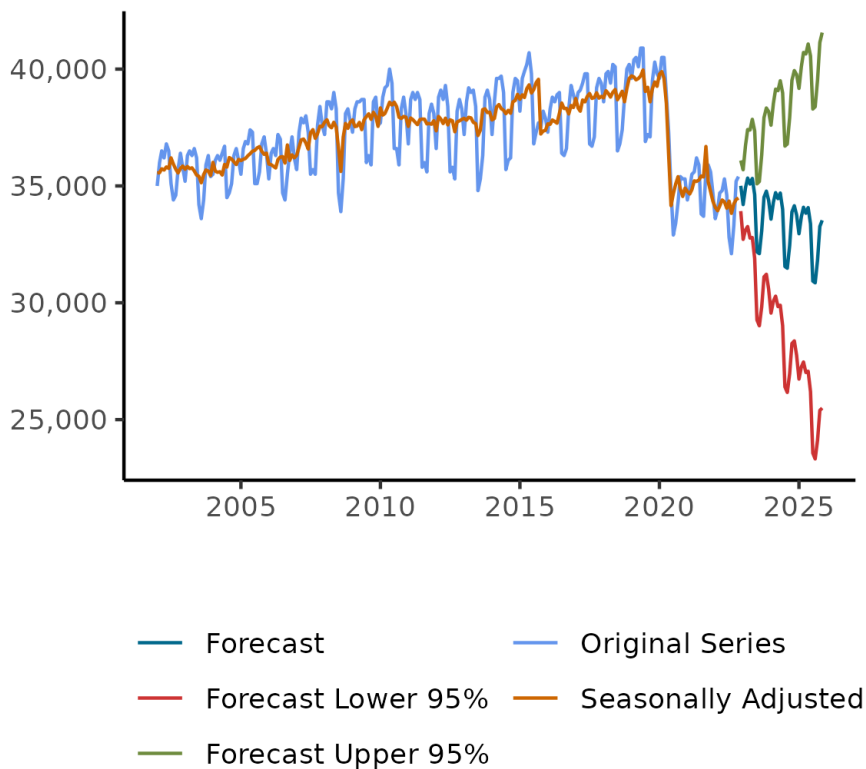
Source: California Employment Development Department

## Leisure and Hospitality Employmen



Source: California Employment Development Department

## Government Employment



Source: California Employment Development Department

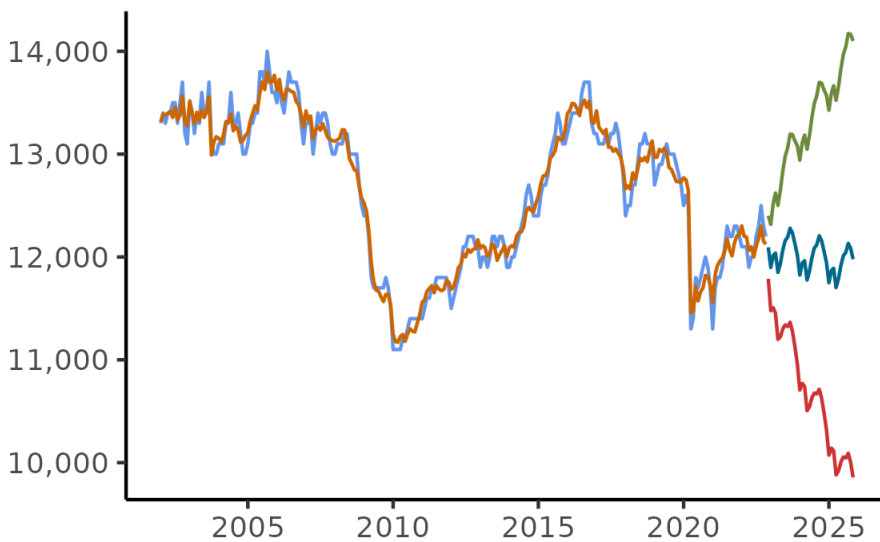
## Retail Trade Employment



— Forecast                      — Original Series  
— Forecast Lower 95%      — Seasonally Adjusted  
— Forecast Upper 95%

Source: California Employment Development Department

## Manufacturing Employment

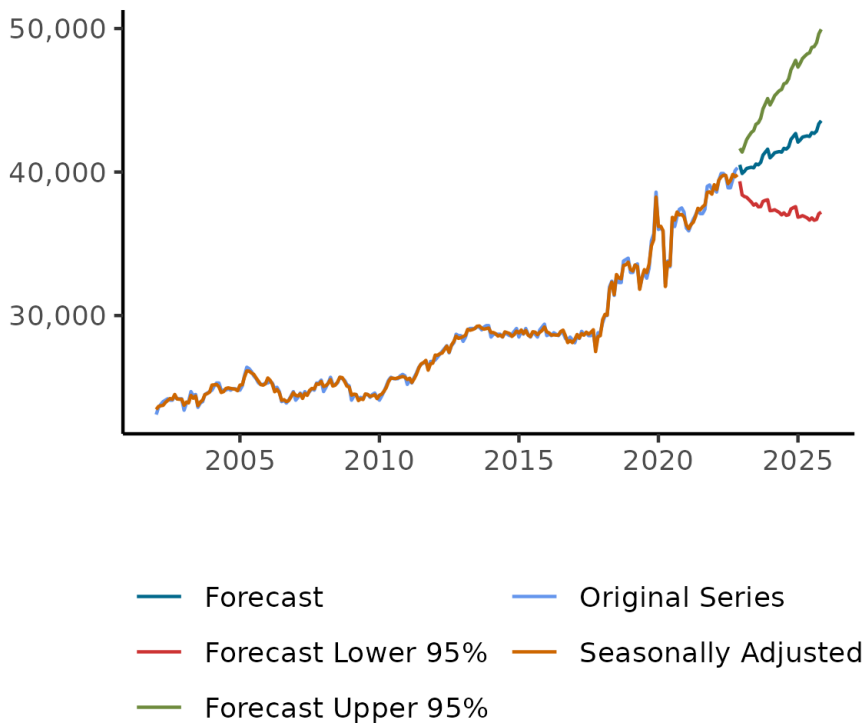


— Forecast                      — Original Series  
— Forecast Lower 95%      — Seasonally Adjusted  
— Forecast Upper 95%

Source: California Employment Development Department



## Professional and Business Services Employment



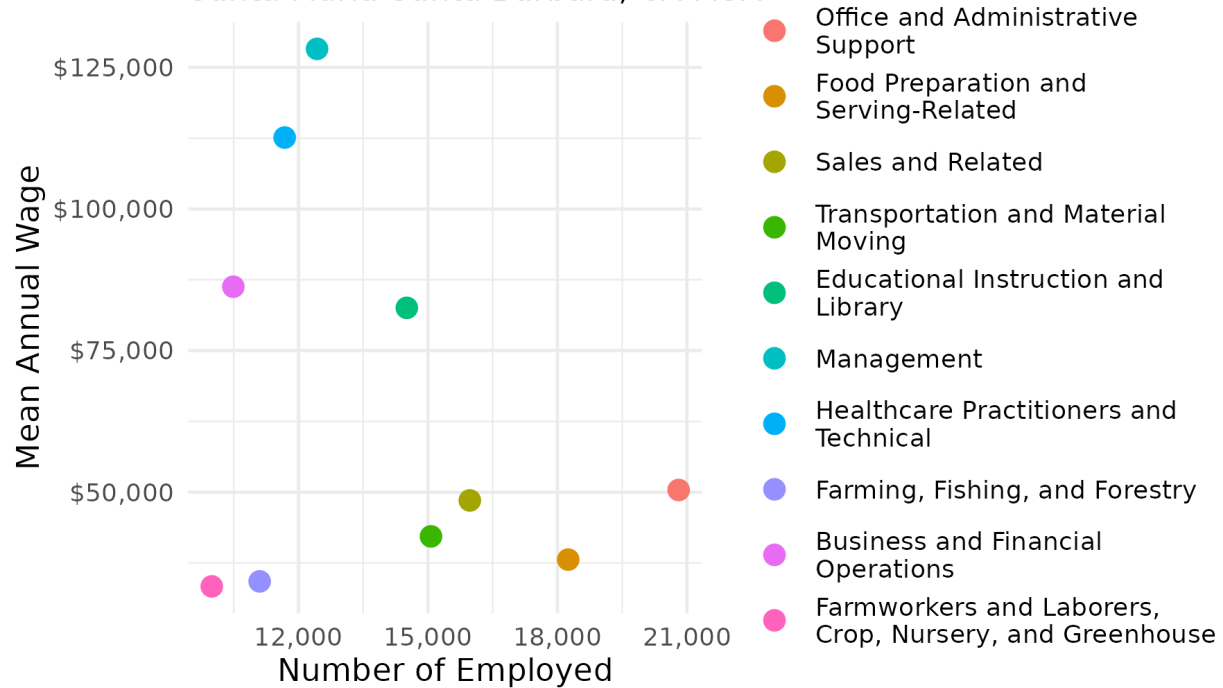
Source: California Employment Development Department

## 5.3 Occupations

The largest occupation in Santa Barbara County is Office and Administrative Support Occupations with 20,810 workers. Between 2021 and 2022, this occupation increased by -520 jobs. This occupation is one of the lower-paying jobs among the top ten largest occupations in the county, with a mean annual wage of \$50,389.23. The lowest-paying occupation among the top ten largest occupations is Farmworkers and Laborers, Crop, Nursery, and Greenhouse, with a mean annual wage of \$33,369.51. Only two of the top ten largest occupations, Management Occupations, Healthcare Practitioners and Technical Occupations, have a mean annual wage above \$100,000. Pediatricians, General, which was not among the top ten largest occupations in 2018, has the next highest mean annual salary of \$309,056.99 in quarter 1 of 2022.

## Wages of Largest Occupations

Santa Maria-Santa Barbara, CA MSA

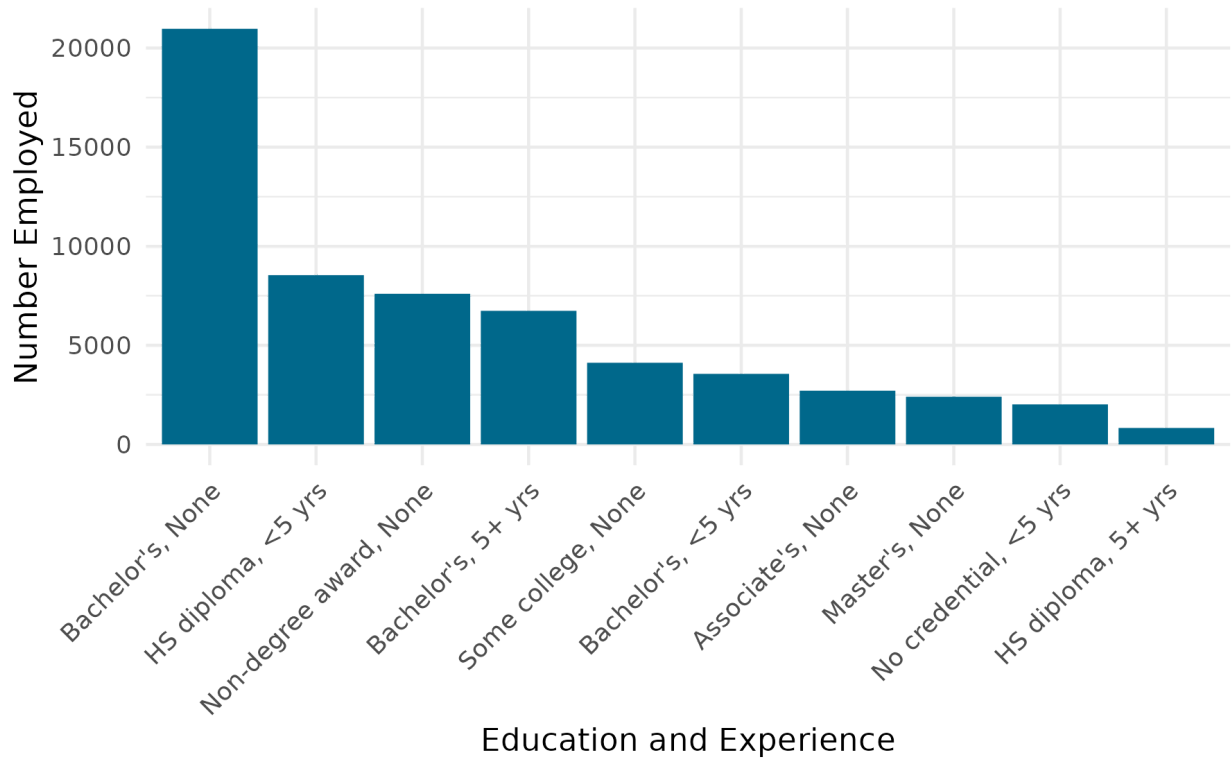


Source: CA Economic Development Department (EDD)

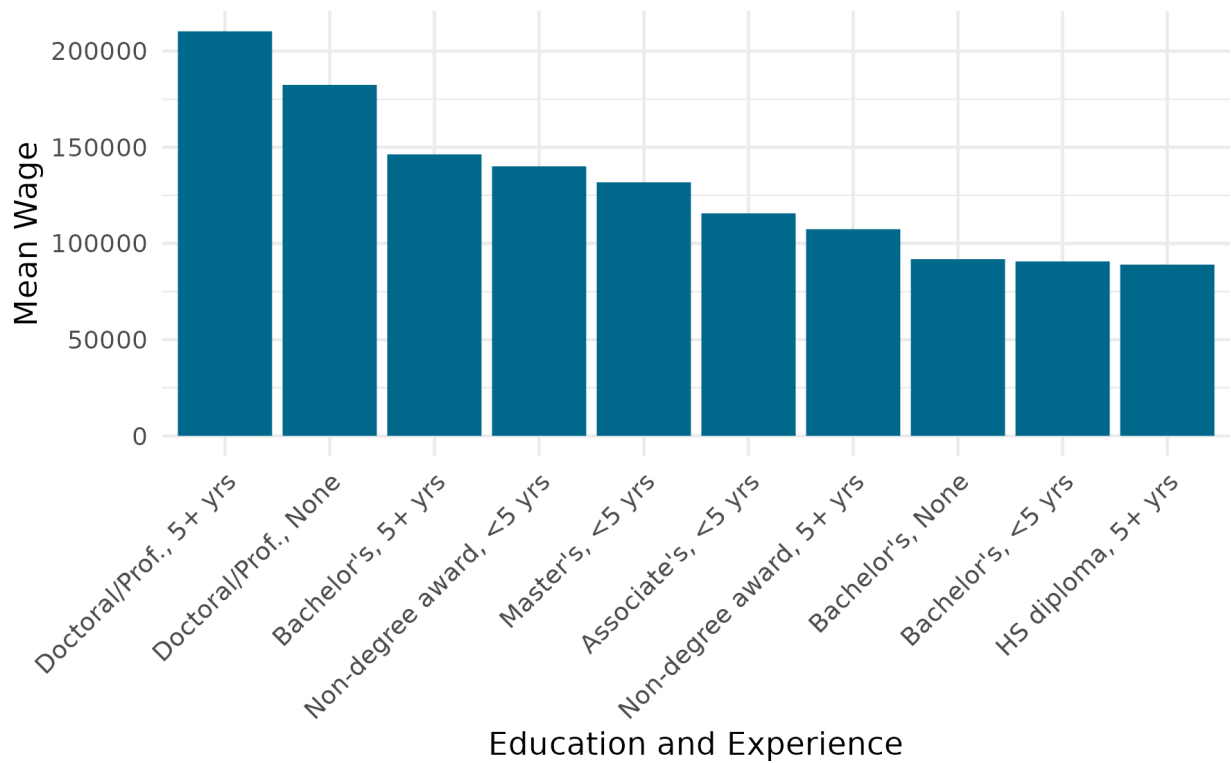
Within the county, the vast majority of jobs only require high school or less with minimal training (258,320). This group comprises 68.45% of the jobs in the county that have reported education and training requirements. The second largest education group is bachelor's degree with no experience (18,250). Only 15.38% of jobs in the county require a bachelor's degree or more. Recent employment projections, described in the 2021 Economic Forecast Project book, suggest that this employment composition will remain constant over the next 10 years, with the vast majority of new jobs having minimal educational and training requirements.

Among education groups, the jobs requiring a highest mean annual wage education group have the highest median annual wage at \$184,753.55, closely followed by jobs requiring a Bachelor's degree with some work experience (\$99,233.96). For the most part, education & training groups with more requirements pay more, except for postsecondary non-degree award jobs. High schools with minimal training jobs pay the lowest median annual wages (\$42,338.09). This is 85.58% less than the second lowest education & training group, high school or less with moderate training, and 42.66% less than the median annual wage for a bachelor's degree with no experience.

## Employment by Education and Experience



## Wages by Education and Experience



In addition to providing data for individual occupations, the Occupational Employment Statistics (OES) also aggregates occupations into 22 occupation groups. A summary of the data for these occupation groups is provided in the following pages. The largest occupation last year was the largest occupation group, with 20,810 jobs, and the second largest occupation group last year was the second largest group, with 18,250 jobs. The second largest occupation group last year saw a significant 900.00% employment increase in 2021. The occupation group that saw the largest increase in employment is the occupation group with the largest percentage increase of employed last year. This group saw employment increase by an impressive 6,690 jobs, which is a 900.00% increase from 2021. This is likely the result of this sector rebounding from the COVID-19 pandemic. Annual wages for the majority of occupations increased in 2021, with the exception of four occupation groups. The occupation with the largest wage increase last year had the largest wage increase of 106.23%. There was also strong growth in mean annual wage among Legal Occupations and Protective Service Occupations, each of which saw a gain of 12.9%.

<b>Occupations by Education and Experience</b>			
<i>Santa Maria-Santa Barbara MSA</i>			
Education and Experience	Occupation	Employment	Mean Annual Wage
No formal educational credential, None	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	9,990	\$33,370
No formal educational credential, None	Laborers and Freight, Stock, and Material Movers, Hand	5,510	\$38,168
No formal educational credential, None	Cashiers	5,100	\$33,603
High school diploma or equivalent, None	Home Health and Personal Care Aides	4,920	\$33,687
Bachelor's degree, None	Registered Nurses	4,540	\$104,397
No formal educational credential, None	Fast Food and Counter Workers	4,350	\$34,412
No formal educational credential, None	Retail Salespersons	3,780	\$36,426
High school diploma or equivalent, None	Office Clerks, General	3,280	\$46,829
Bachelor's degree, 5 years	General and Operations Managers	3,090	\$121,609
No formal educational credential, None	Waiters and Waitresses	2,850	\$39,433
No formal educational credential, None	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	2,790	\$38,911
High school diploma or equivalent, None	Stockers and Order Fillers	2,500	\$37,117
High school diploma or equivalent, None	Miscellaneous Assemblers and Fabricators	2,150	\$36,766
High school diploma or equivalent, None	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,040	\$48,453
No formal educational credential, <5 years	Cooks, Restaurant	2,020	\$41,246
No formal educational credential, None	Landscaping and Groundskeeping Workers	1,970	\$41,128
Some college, no degree, None	Bookkeeping, Accounting, and Auditing Clerks	1,940	\$52,346
Bachelor's degree, None	Elementary School Teachers, Except Special Education	1,790	\$90,338
High school diploma or equivalent, <5 years	First-Line Supervisors of Office and Administrative Support Workers	1,740	\$69,521
High school diploma or equivalent, None	Maintenance and Repair Workers, General	1,720	\$50,082
High school diploma or equivalent, None	Customer Service Representatives	1,630	\$45,081
No formal educational credential, None	Maids and Housekeeping Cleaners	1,570	\$36,651
Postsecondary non-degree award, None	Heavy and Tractor-Trailer Truck Drivers	1,440	\$53,271
Some college, no degree, None	Teaching Assistants, Except Postsecondary	1,430	\$41,150
No formal educational credential, None	Cooks, Fast Food	1,420	\$33,805
High school diploma or equivalent, <5 years	First-Line Supervisors of Food Preparation and Serving Workers	1,410	\$46,118
No formal educational credential, None	Food Preparation Workers	1,380	\$36,289
Bachelor's degree, None	Educational Instruction and Library Workers, All Other	1,340	\$51,002
Bachelor's degree, None	Accountants and Auditors	1,310	\$88,933
High school diploma or equivalent, None	Medical Secretaries and Administrative Assistants	1,300	\$44,363

CA EDD, Occupational Employment and Wage Statistics (OEWS)

**Occupational Employment Summary Statistics**

*Santa Maria-Santa Barbara MSA*

Occupation	Employment	Employment Change	Mean Annual Wage	Annual Wage Change	Mean Hourly Wage	Hourly Wage Change	75-25 Ratio
<b>Total all occupations</b>	<b>194,300</b>	<b>6.46%</b>	<b>\$64,528</b>	<b>5.68%</b>	<b>\$31</b>	<b>5.72%</b>	<b>2.472563</b>
Management Occupations	12,430	10.20%	\$128,272	-0.44%	\$62	-0.44%	2.179041
Business and Financial Operations Occupations	10,490	14.39%	\$86,277	7.51%	\$41	7.52%	1.687167
Computer and Mathematical Occupations	5,560	5.70%	\$111,152	13.35%	\$53	13.34%	1.705165
Architecture and Engineering Occupations	3,660	-6.15%	\$108,261	7.14%	\$52	7.12%	1.679112
Life, Physical, and Social Science Occupations	2,320	24.06%	\$83,242	-1.43%	\$40	-1.43%	2.044489
Community and Social Services Occupations	3,210	-10.58%	\$63,631	4.67%	\$31	4.65%	1.980387
Legal Occupations	1,110	23.33%	\$124,371	12.94%	\$60	12.96%	2.576953
Educational Instruction and Library Occupations	14,510	NA	\$82,548	NA	\$40	NA	2.603236
Arts, Design, Entertainment, Sports, and Media Occupations	2,140	7.00%	\$70,789	3.26%	\$34	3.25%	2.066309
Healthcare Practitioners and Technical Occupations	11,680	33.64%	\$112,612	-1.00%	\$54	-1.01%	2.166128
Healthcare Support Occupations	9,890	18.87%	\$38,900	0.25%	\$19	0.21%	1.278320
Protective Service Occupations	3,440	10.61%	\$78,664	12.90%	\$38	12.90%	2.706501
Food Preparation and Serving-Related Occupations	18,250	-3.34%	\$38,101	9.21%	\$18	9.18%	1.223851
Building and Grounds Cleaning and Maintenance Occupations	7,180	-3.75%	\$40,659	11.92%	\$20	11.91%	1.321452
Personal Care and Service Occupations	3,840	-1.29%	\$42,397	4.38%	\$20	4.35%	1.558303
Sales and Related Occupations	15,970	1.98%	\$48,551	3.06%	\$23	3.05%	1.592950
Office and Administrative Support Occupations	20,810	-2.44%	\$50,389	4.92%	\$24	4.94%	1.614263
Farming, Fishing, and Forestry Occupations	11,100	1.28%	\$34,257	8.25%	\$16	8.28%	1.029479
Construction and Extraction Occupations	7,550	1.62%	\$62,859	3.53%	\$30	3.53%	1.618240
Installation, Maintenance, and Repair Occupations	5,370	13.53%	\$57,852	0.94%	\$28	0.98%	1.644404
Production Occupations	8,710	4.69%	\$44,787	-3.04%	\$22	-3.02%	1.547949
Transportation and Material Moving Occupations	15,070	33.60%	\$42,201	2.99%	\$20	2.99%	1.318005

CA EDD, Occupational Employment and Wage Statistics (OEWS)

# 5.4 Income

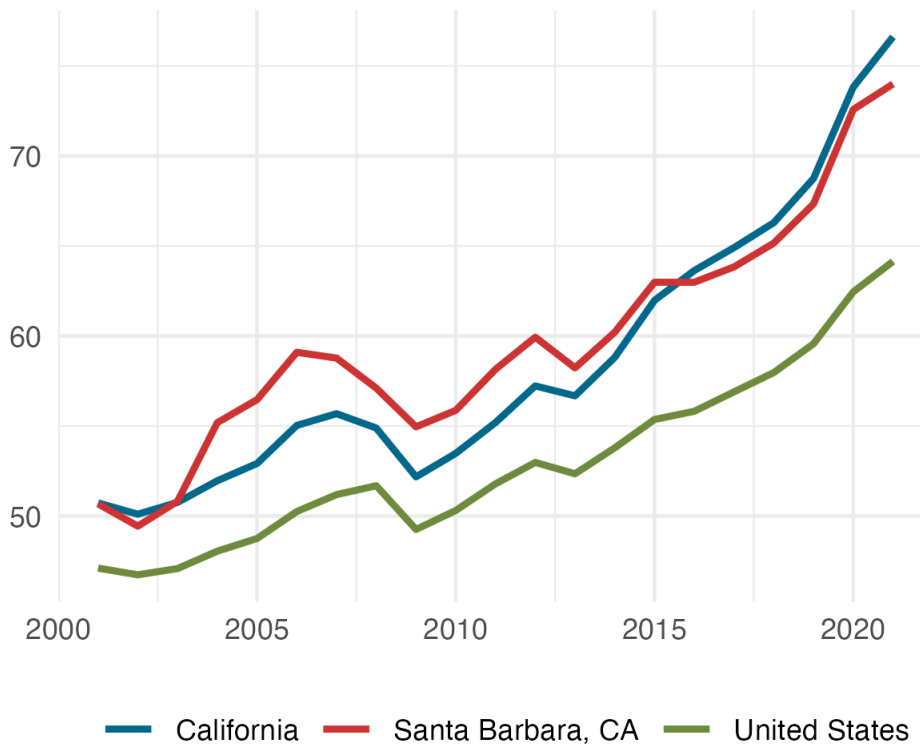
## Key Points

- Real per capita income in Santa Barbara County rose in 2019 at 1.96%.
- A 3.79% growth rate of California’s real per capita income in 2022 resulted in a per capita income of \$81,962, which is slightly higher than Santa Barbara’s real per capita income of \$79,160.

Santa Barbara County’s real per capita income increased in 2022, from 77,641 to 79,160. The real per capita income growth rate in 2018 was 7.78%, which is higher than the previous year’s growth of 6.78% (The BEA has adjusted its calculations of previous years’ per capita income since our last publication). The rate of growth in Santa Barbara was below California’s growth for 2020, 3.79%, but above that of the United States, 2.71%. US, California, and Santa Barbara County real per capita growth all accelerated in 2022. California grew from 3.79% to 3.79%.

## Personal Income by Geographic Scope

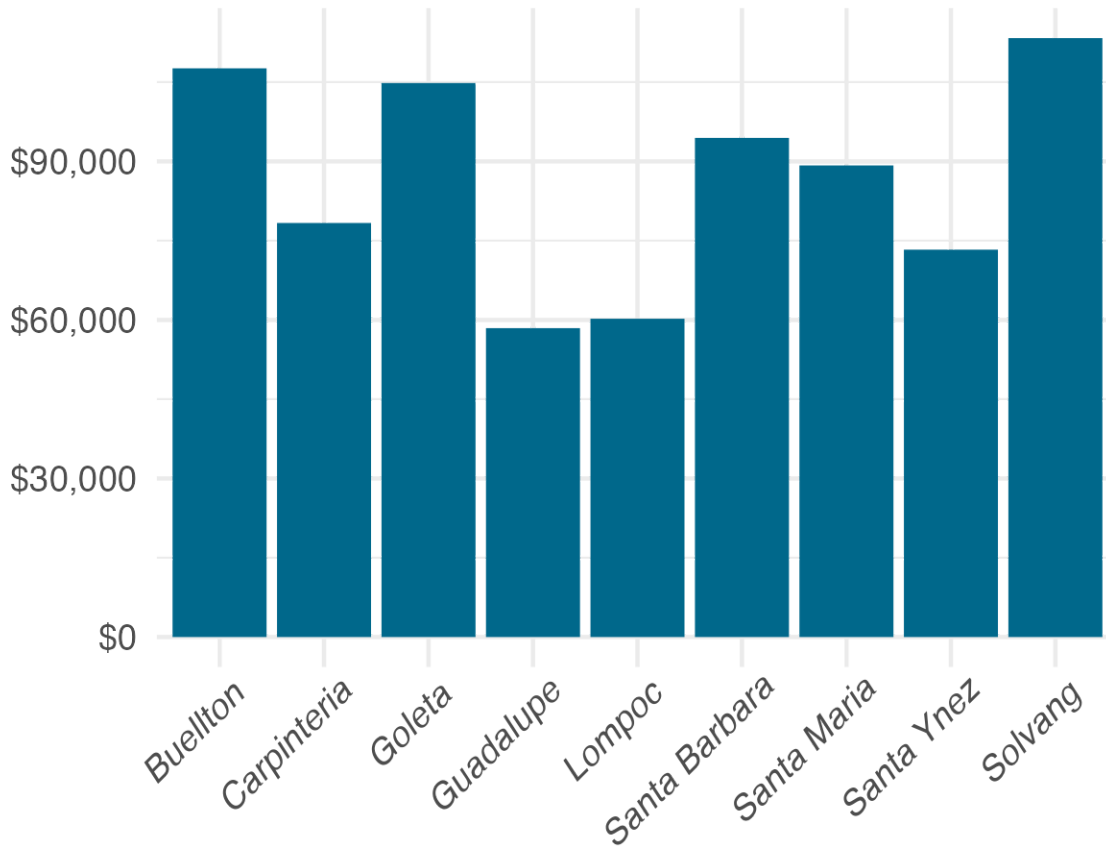
Thousands of 2021 Dollars



Source: U.S. Bureau of Economic Analysis

# Santa Barbara County Median Household Income by City

1-Year Estimate for 2021

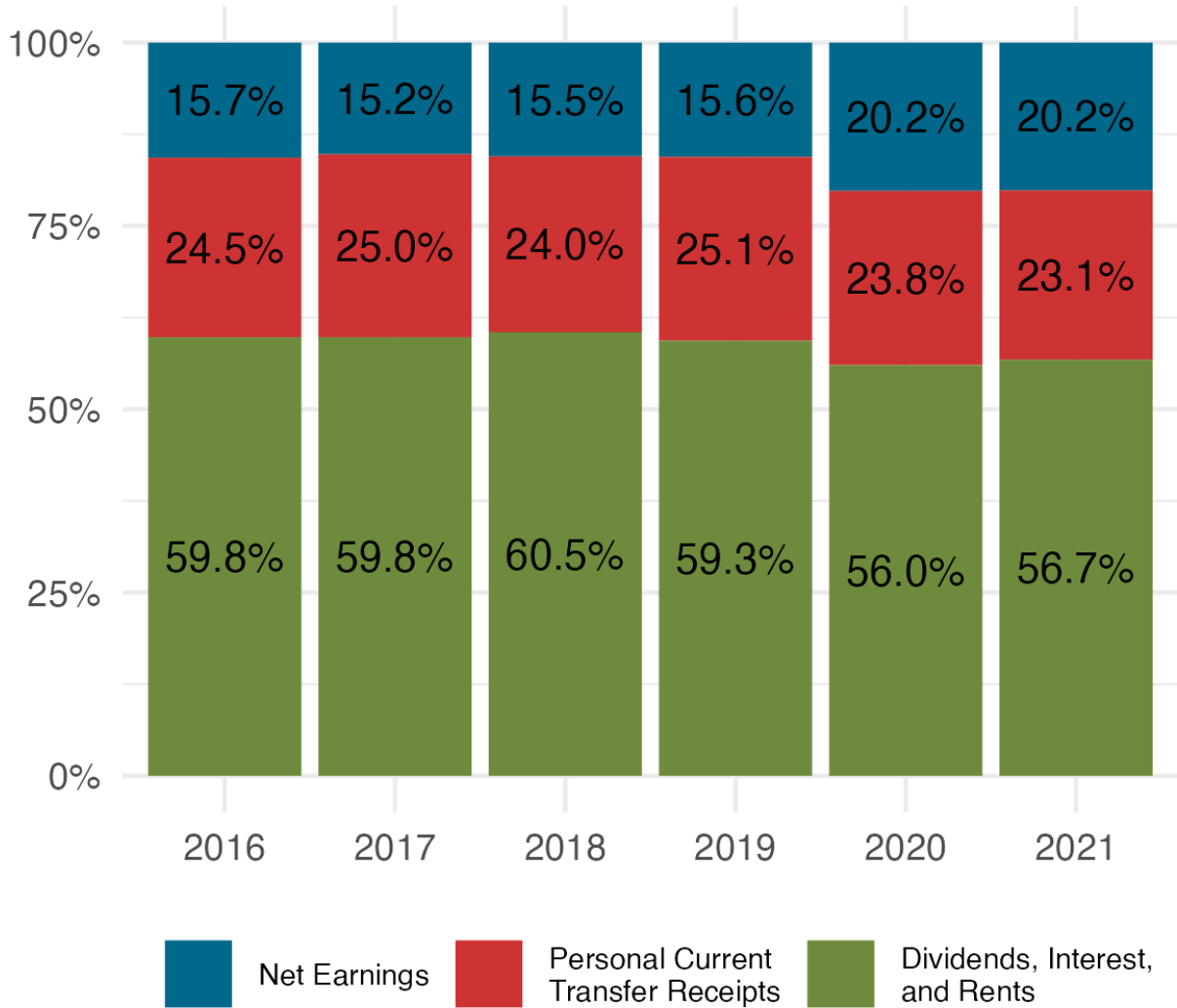


U.S. Census Bureau: 1-Year American Community Survey 2021

Per capita net earnings make up the majority of per capita personal income in the United States, California, and Santa Barbara. Per capita net earnings describe wages and salaries, supplements to wages and salaries (employer contributions to pensions and insurance funds), and proprietors' income less contributions for government social insurance and an adjustment to convert earnings from place of work to place of residence. In California and the United States, this component represents about 62.81% and 59.89% of per capita income respectively. However, in Santa Barbara, this component only represents 55.83% of per capita income.

# Personal Income Components

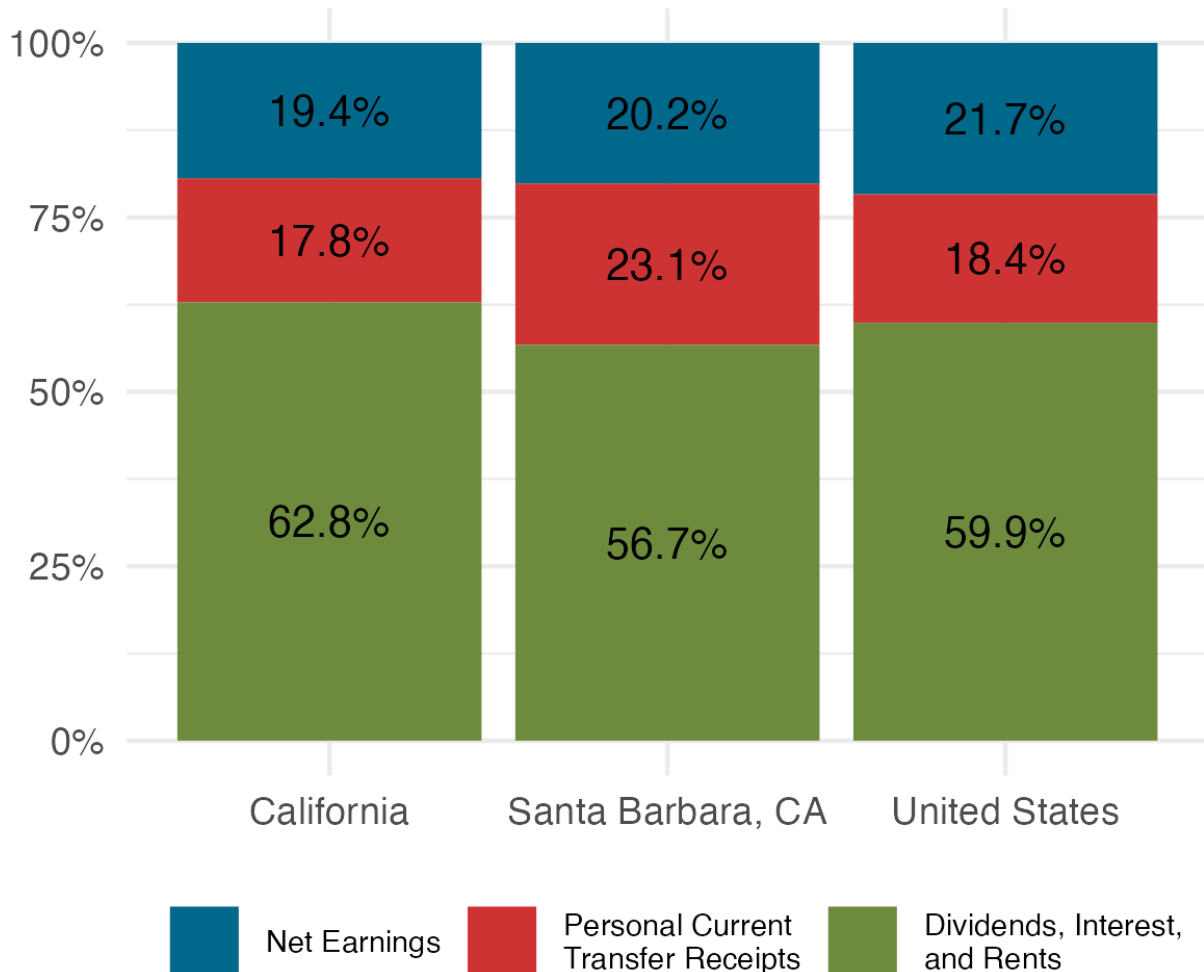
*Santa Barbara County*





# Personal Income Components 2021

## *By Geographic Scope*



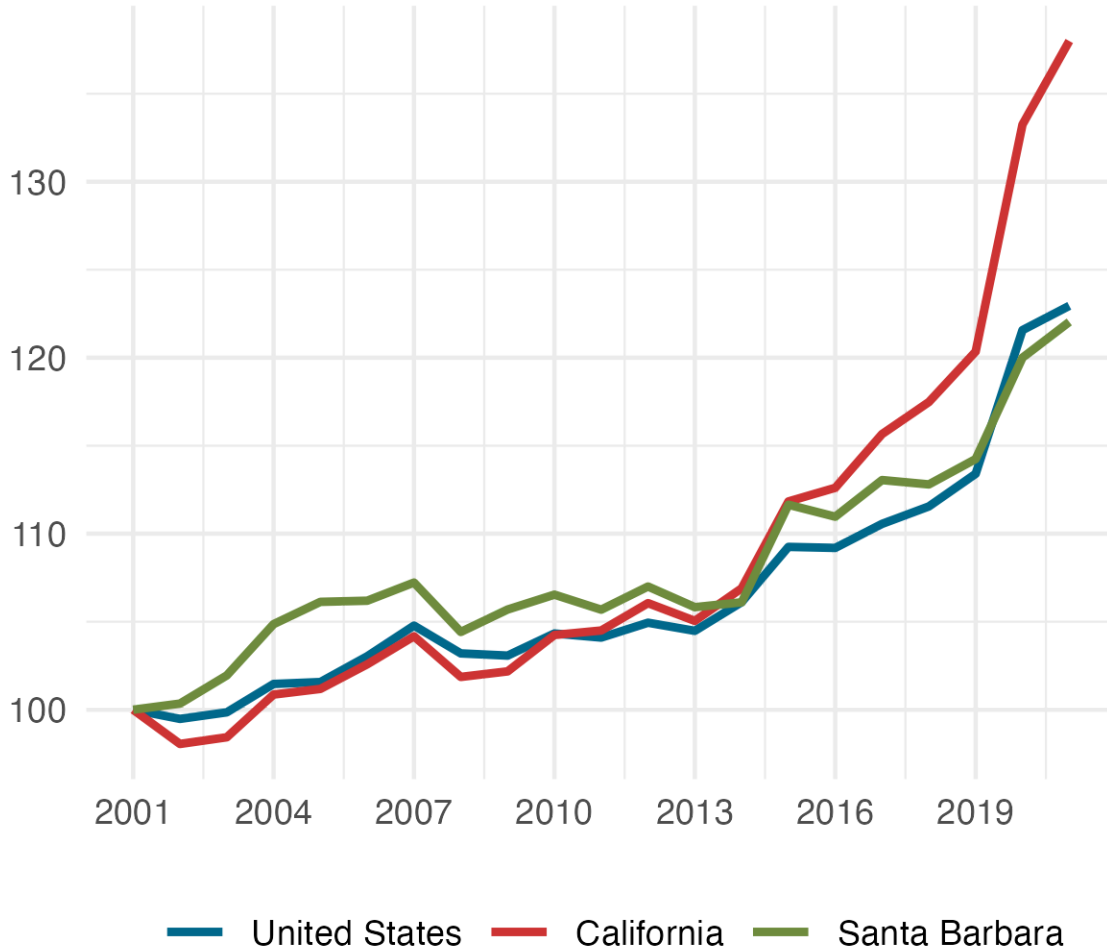
Source: U.S. Bureau of Economic Analysis

The second largest factor in per capita income is formed by dividends, interest, and rent. Dividends, Interest, and rent made up 26.69% of Santa Barbara's per capita income, 17.79% of California's, and 18.42% in the United States in 2020. This difference can be attributed to Santa Barbara County's unusually high income distribution; wealthier people typically earn a higher proportion of their income from investments, which produce dividends, interest, and rents, than lower-income people.

Hourly wages in Santa Barbara grew nominally by 5.72% in 2022, from \$29.35 to \$31.03. Real wages for workers in Computer and Mathematical Occupations and Legal Occupations grew the fastest over the past year, with growth rates of 42.82% and

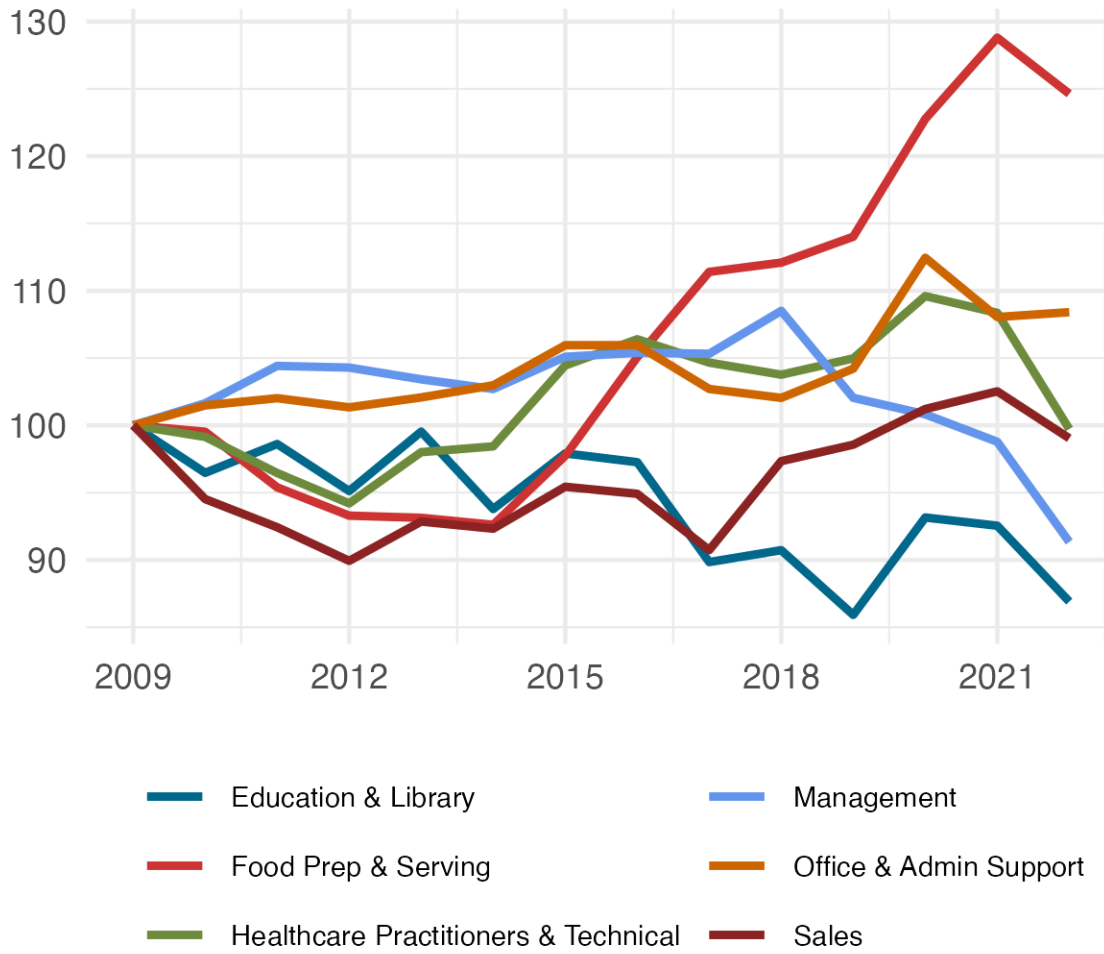
42.82% respectively. Within the county, Production Occupations experienced the largest real hourly wage decline from 2021 to 2022, losing 42.82%. Management Occupations continue to have the highest real wages in 2022 at \$61.66 per hour compared to the average across all occupations of \$31.03.

## Mean Annual Pay Index



Source: U.S. Bureau of Labor Statistics

# Mean Annual Pay Index



Source: CA EDD Occupational Employment & Wage Statistics

\*\*\* Poverty statistics unavailable.

**Personal Income and Per Capita Personal Income Components***United States, California, and the Tri-County MSAs*

	2017	2018	2019	2020	2021
<b>United States</b>					
Personal Income (\$Billions)	16,092.00000	15,681.00000	14,969.00000	14,189.00000	14,003.00000
Real Personal Income (\$2022 Billions)	19,001.74211	18,079.96108	16,957.97107	15,860.92682	14,980.42174
Per Capita Personal Income (Dollars)	49,613.00000	48,725.00000	46,887.00000	44,798.00000	44,548.00000
Per Capita Net Earnings	52,479.07338	52,100.33007	51,226.68925	50,093.42652	50,043.54684
Per Capita Personal Current Transfer Receipts	16,362.43130	16,181.86289	15,506.69105	14,433.67918	14,993.76186
Per Capita Dividends, Interest, and Rent	14,356.83122	14,109.33252	13,646.91050	13,296.67171	13,202.54755
<b>California</b>					
Personal Income (\$Billions)	2,218.00000	2,125.00000	1,980.00000	1,857.00000	1,827.00000
Real Personal Income (\$2022 Billions)	2,619.05692	2,450.09357	2,243.08790	2,075.81515	1,954.52621
Per Capita Personal Income (Dollars)	56,560.00000	54,546.00000	51,266.00000	48,502.00000	48,121.00000
Per Capita Net Earnings	7,459.32727	7,269.36744	6,981.86172	6,764.63840	6,733.42533
Per Capita Personal Current Transfer Receipts	2,261.68505	2,186.50085	2,035.75699	1,874.83667	1,960.66834
Per Capita Dividends, Interest, and Rent	1,748.27785	1,711.45803	1,618.13504	1,546.73001	1,514.70019
<b>Santa Barbara County</b>					
Personal Income (\$Billions)	24.00000	24.00000	23.00000	21.00000	21.00000
Real Personal Income (\$2022 Billions)	28.33966	27.67165	26.05607	23.47448	22.46582
Per Capita Personal Income (Dollars)	55,983.00000	55,433.00000	52,484.00000	49,831.00000	50,397.00000
Per Capita Net Earnings	74.81610	75.54414	72.57650	70.98868	71.32062
Per Capita Personal Current Transfer Receipts	37.29626	37.00622	35.52656	32.77810	34.89790
Per Capita Dividends, Interest, and Rent	16.98955	16.67230	15.96121	15.25654	14.94749
<b>San Luis Obispo County</b>					
Personal Income (\$Billions)	14.00000	14.00000	13.00000	12.00000	12.00000
Real Personal Income (\$2022 Millions)	16.53147	16.14179	14.72734	13.41399	12.83761
Per Capita Personal Income (Dollars)	51,773.00000	50,707.00000	47,794.00000	45,262.00000	44,072.00000
<b>Ventura County</b>					
Personal Income (\$Billions)	47.00000	46.00000	44.00000	42.00000	41.00000
Real Personal Income (\$2022 Millions)	55.49850	53.03732	49.84640	46.94897	43.86184
Per Capita Personal Income (Dollars)	56,356.00000	54,834.00000	52,544.00000	50,165.00000	49,862.00000

Source: U.S. Bureau of Economic Analysis

**Average Annual Wages by Industry Sector**  
*Santa Barbara County*

	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Total Private Industry	48,649	50,617	51,740	53,351	56,731	60,402
Agriculture, Forestry, Fishing & Hunting	34,007	34,262	34,488	36,649	38,970	40,255
Mining	116,756	107,153	97,507	98,805	97,848	93,304
Utilities	99,492	99,019	97,745	102,334	112,280	112,542
Construction	55,673	56,250	57,832	59,728	61,957	63,979
Manufacturing	68,510	73,626	73,702	78,504	83,958	87,258
Wholesale Trade	70,316	73,141	86,007	80,352	78,558	81,817
Retail Trade	32,795	33,507	34,244	34,780	38,392	40,446
Transportation and Warehousing	47,273	48,135	50,307	51,151	54,342	55,415
Information	90,525	106,907	93,850	99,661	118,255	117,671
Finance and Insurance	92,822	95,997	95,376	102,286	108,783	123,213
Real Estate and Rental & Leasing	43,736	47,030	50,559	52,495	54,340	57,930
Prof., Sci., & Technical Services	87,567	92,212	98,565	99,959	105,614	120,136
Mgmt. of Companies and Enterprises	101,789	107,889	118,240	122,032	142,382	212,509
Admin., Support, Waste Mgmt & Rem.	38,140	37,018	38,243	40,573	35,280	36,603
Educational Services	44,315	43,359	46,312	42,956	48,265	48,632
Health Care and Social Assistance	53,433	54,566	55,858	57,631	60,917	63,902
Arts, Entertainment, & Recreation	27,320	30,741	27,503	27,297	33,244	34,561
Accommodation and Food Services	23,077	24,209	25,116	25,735	27,204	31,011
Other Services (except Public Admin.)	33,229	34,283	35,351	36,517	40,693	44,546

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW)

## 2020 Income Characteristics for Areas in Santa Barbara County

	Santa Ynez Valley	Solvang	Santa Barbara City	North County	South County	Santa Barbara
<b>Est. Households by Household Income</b>						
Income Less than \$15,000	304	121	2,665	4,909	6,009	10,911
Income \$15,000 - \$24,999	130	164	2,415	5,039	4,808	9,849
Income \$25,000 - \$34,999	212	130	2,141	5,138	4,215	9,362
Income \$35,000 - \$49,999	535	249	3,792	9,279	7,350	16,621
Income \$50,000 - \$74,999	653	358	5,783	13,382	11,065	24,439
Income \$75,000 - \$99,999	563	436	4,138	10,015	8,353	18,349
Income \$100,000 - \$124,999	400	199	3,305	7,356	7,116	14,459
Income \$125,000 - \$149,999	357	114	2,544	5,343	5,951	11,283
Income \$150,000 - \$199,999	609	239	3,109	5,884	7,404	13,264
Income \$200,000 - \$249,999	336	129	1,960	2,940	4,547	7,474
Income \$250,000 - \$499,999	315	141	2,505	2,370	5,763	8,121
Income \$500,000 and more	133	70	1,695	887	3,964	4,848
<b>Est. Average Household Income</b>	<b>\$128,387</b>	<b>\$117,837</b>	<b>\$125,899</b>	<b>\$96,032</b>	<b>\$132,631</b>	<b>\$114,782</b>
<b>Est. Median Household Income</b>	<b>\$93,940</b>	<b>\$83,482</b>	<b>\$81,644</b>	<b>\$71,923</b>	<b>\$88,751</b>	<b>\$79,015</b>
<b>Median Household Income by Ethnicity</b>						
White Alone	\$97,781	\$88,913	\$86,141	\$76,029	\$93,708	\$84,073
Black or African American Alone	\$82,196	\$188,975	\$46,513	\$72,839	\$50,438	\$66,307
American Indian and Alaska Native Alone	\$36,456	\$59,606	\$54,167	\$53,318	\$61,368	\$55,405
Asian Alone	\$197,734	\$103,001	\$66,605	\$95,355	\$75,778	\$86,536
Native Hawaiian and Other Pacific Islander Alone	\$97,855	-	\$100,000	\$125,000	\$100,000	\$117,136
Some Other Race Alone	\$58,637	\$50,303	\$64,735	\$58,697	\$68,941	\$61,333
Two or More Races	\$128,609	\$86,435	\$84,714	\$66,530	\$93,686	\$76,100
Hispanic or Latino	\$75,790	\$45,381	\$65,992	\$62,279	\$71,728	\$65,236
Not Hispanic or Latino	\$97,201	\$92,019	\$89,670	\$82,093	\$96,300	\$89,268
<b>Est. Families by Poverty Status</b>						
Families at or Above Poverty	3,148	1,328	17,220	48,284	39,972	88,176
Families at or Above Poverty w/ Children	1,206	562	7,205	24,925	16,820	41,714
Families Below Poverty	149	166	1,369	5,475	2,453	7,929
Families Below Poverty w/ Children	58	107	928	4,448	1,661	6109

Source: *Spotlight*

## 2020 Income Characteristics for Areas in Santa Barbara County

	Buellton	Carpinteria	Goleta	Guadalupe	Lompoc	Santa Maria
<b>Est. Households by Household Income</b>						
Income Less than \$15,000	136	289	585	118	1,584	1,965
Income \$15,000 - \$24,999	70	270	431	119	1,395	2,287
Income \$25,000 - \$34,999	88	230	478	179	1,129	2,334
Income \$35,000 - \$49,999	182	526	938	388	2,076	4,071
Income \$50,000 - \$74,999	346	978	1,679	386	2,664	5,751
Income \$75,000 - \$99,999	273	587	1,443	182	1,807	4,096
Income \$100,000 - \$124,999	279	445	1,369	174	1,048	3,118
Income \$125,000 - \$149,999	209	400	1,273	152	656	2,163
Income \$150,000 - \$199,999	200	479	1,513	87	817	2,005
Income \$200,000 - \$249,999	127	305	849	39	364	825
Income \$250,000 - \$499,999	62	341	783	39	264	445
Income \$500,000 and more	14	182	279	14	84	100
<b>Est. Average Household Income</b>	<b>\$106,209</b>	<b>\$124,563</b>	<b>\$129,937</b>	<b>\$80,022</b>	<b>\$76,151</b>	<b>\$82,792</b>
<b>Est. Median Household Income</b>	<b>\$90,386</b>	<b>\$83,169</b>	<b>\$104,565</b>	<b>\$56,939</b>	<b>\$56,298</b>	<b>\$66,300</b>
<b>Median Household Income by Ethnicity</b>						
White Alone	\$92,954	\$80,854	\$107,049	\$61,344	\$58,138	\$67,460
Black or African American Alone	\$61,763	\$56,690	\$85,294	\$26,511	\$51,552	\$85,548
American Indian and Alaska Native Alone	\$33,401	\$81,117	\$82,987	\$63,036	\$60,996	\$47,241
Asian Alone	\$100,299	\$123,335	\$105,625	\$48,466	\$81,222	\$98,437
Native Hawaiian and Other Pacific Islander Alone	-	\$84,691	\$130,582	\$200,000	\$128,251	\$140,302
Some Other Race Alone	\$62,817	\$89,948	\$84,823	\$49,579	\$47,405	\$60,548
Two or More Races	\$128,219	\$129,749	\$185,034	\$34,623	\$66,429	\$53,473
Hispanic or Latino	\$80,639	\$77,356	\$91,192	\$58,957	\$49,347	\$62,290
Not Hispanic or Latino	\$98,492	\$87,684	\$110,886	\$50,733	\$65,109	\$73,595
<b>Est. Families by Poverty Status</b>						
Families at or Above Poverty	1,395	3,197	7,082	1,434	8,205	19,144
Families at or Above Poverty with Children	583	1,255	3,361	896	4,418	11,312
Families Below Poverty	37	143	278	160	1,423	2,926
Families Below Poverty w/ Children	14	106	208	139	1,283	2,376

Source: *Spotlight*