

As of January 1, 2025.

**Table 1. Labor and Employment in the Santa Barbara HMA, 2010 Through 2024**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Labor Force	212.3	212.6	215.5	216.5	217.3	217.2	215.3	214.9	215.2	222.4	218.5	219.4	216.4	218.2	219.5
Resident Employment	191.2	192.3	197.1	200.7	203.9	205.6	204.3	205.1	206.7	214.3	200.7	206.7	208.5	209.3	209.5
Unemployment	21.1	20.3	18.4	15.8	13.4	11.6	10.9	9.8	8.5	8.1	17.8	12.7	7.9	9.0	10.0
Unemployment Rate (%)	9.9	9.5	8.5	7.3	6.2	5.3	5.1	4.6	4.0	3.6	8.1	5.8	3.7	4.1	4.6
Total Nonfarm Payroll Jobs	164.1	165.5	170.1	174.9	177.1	179.7	180.2	181.3	185.6	189.4	176.3	181.5	187.9	190.3	192.1
Goods-Producing Sectors	19.2	19.6	20.1	20.5	21.0	21.9	22.5	22.3	22.7	22.8	21.4	21.9	22.7	23.1	22.8
Mining, Logging, & Construction	8.0	7.9	8.1	8.5	8.7	9.0	9.1	9.2	9.9	9.9	9.5	9.9	10.3	10.5	10.5
Manufacturing	11.3	11.7	12.0	12.1	12.3	13.0	13.4	13.1	12.9	12.9	11.9	12.0	12.4	12.7	12.3
Service-Providing Sectors	144.9	145.9	150.0	154.4	156.1	157.8	157.7	159.0	162.8	166.6	154.9	159.6	165.2	167.2	169.3
Wholesale & Retail Trade	21.9	21.8	22.7	23.4	23.9	24.2	23.9	23.9	23.8	23.7	22.3	23.5	23.5	23.4	23.4
Wholesale Trade	3.9	4.0	4.2	4.5	4.6	4.7	4.7	5.0	5.1	5.1	5.0	5.4	5.3	4.9	4.8
Retail Trade	18.0	17.8	18.5	18.9	19.3	19.5	19.2	18.9	18.7	18.6	17.3	18.1	18.2	18.5	18.6
Transportation & Utilities	2.8	2.8	3.0	3.3	3.3	3.3	3.2	3.2	3.4	3.5	3.4	3.7	3.8	3.5	3.3
Information	3.4	3.6	4.1	4.2	4.2	4.4	4.5	4.3	4.0	4.1	3.9	4.0	4.5	4.5	4.2
Financial Activities	6.4	6.5	6.5	6.5	6.4	6.4	6.5	6.6	6.7	6.9	6.8	6.9	7.1	7.0	7.0
Professional & Business Services	21.9	22.6	23.8	24.6	23.6	22.8	21.7	21.2	24.1	25.2	26.5	27.4	27.9	27.2	27.9
Education & Health Services	23.0	23.5	24.0	24.6	25.1	25.7	26.6	27.3	27.4	28.4	28.1	28.8	29.4	30.9	32.2
Leisure & Hospitality	21.9	22.2	23.0	24.4	25.6	26.6	27.2	27.8	28.2	29.0	21.9	24.3	28.2	28.7	28.6
Other Services	5.3	5.2	5.3	5.5	5.7	5.9	6.0	6.1	6.2	6.5	5.6	5.9	6.5	6.7	6.8
Government	38.2	37.8	37.7	37.9	38.3	38.7	38.1	38.7	39.0	39.4	36.5	35.2	34.3	35.4	35.9
Federal	4.1	4.0	4.0	3.7	3.7	3.6	3.6	3.6	3.5	3.5	3.6	3.7	4.0	4.0	4.1
State	10.6	10.5	10.7	11.0	11.0	11.3	11.5	11.8	12.1	12.4	10.8	9.5	7.5	7.9	8.1
Local	23.5	23.3	23.1	23.2	23.7	23.8	23.0	23.3	23.3	23.5	22.1	21.9	22.9	23.5	23.8

Notes: Numbers may not add to totals due to rounding. Data are reported in thousands.

Source: U.S. Bureau of Labor Statistics



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Table 2. Population and Household Trends in the Santa Barbara HMA, 2010 to Forecast

	2010	2020	Current	Forecast	Average Annual Change					
					2010 to 2020		2020 to Current		Current to Forecast	
					Number	Rate (%)	Number	Rate (%)	Number	Rate (%)
Population										
Santa Barbara HMA	423,895	448,229	445,000	448,500	2,425	0.6	-680	-0.2	1,175	0.3
Households										
Santa Barbara HMA	142,104	148,353	149,850	151,700	620	0.4	320	0.2	620	0.4

Notes: The current date is January 1, 2025. The forecast date is January 1, 2028.  
Sources: 2010 and 2020—2010 Census and 2020 Census; current and forecast—estimates by the analyst



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**Table 3. Housing Inventory, Tenure, and Vacancy in the Santa Barbara HMA, 2010, 2020, and Current**

	Santa Barbara HMA		
	2010	2020	Current
Total Housing Inventory	152,834	158,279	161,100
Occupied Units	142,104	148,353	149,850
Owner-Occupied	74,827	77,667	78,200
%	52.7	52.4	52.2
Renter-Occupied	67,277	70,686	71,650
%	47.3	47.6	47.8
Vacant Units	10,730	9,926	11,250
Available Units	4,448	3,214	4,200
For Sale	1,270	796	1,300
Rate (%)	1.7	1.0	1.6
For Rent	3,178	2,418	2,900
Rate (%)	4.5	3.3	3.9
Other Vacant	6,282	6,712	7,050

Notes: The current date is January 1, 2025. In this analysis conducted by the U.S. Department of Housing and Urban Development (HUD), other vacant units include all vacant units that are not available for sale or for rent. The term therefore includes units rented or sold but not occupied; held for seasonal, recreational, or occasional use; used by migrant workers; and the category specified as “other” vacant by the U.S. Census Bureau.

Sources: 2010 and 2020—2010 Census and 2020 Census; current—estimates by the analyst



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Table 4. Residential Building Permit Activity in the Santa Barbara HMA, 2010 Through December 2024

Type of Building Permit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Santa Barbara HMA															
Total	444	349	554	421	949	1,037	952	1,308	1,228	1,175	1,027	1,152	1,096	561	803
Sales	290	249	454	370	372	415	490	845	631	778	476	558	376	360	591
Rental	154	100	100	51	577	622	462	463	597	397	551	594	720	201	212

Sources: U.S. Census Bureau, Building Permits Survey; 2010–23—final data and estimates by the analyst; 2024—preliminary data and estimates by the analyst



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Table 5. Median Income in the Santa Barbara HMA, 2009, 2019, and 2023

	Median Income (\$)			Average Annual Change (%)	
	2009	2019	2023	2009 to 2019	2019 to 2023
Median Family Income	70,400	79,300	107,300	1.2	7.9
Median Household Income	NA	75,653	91,197	NA	4.8

NA = not available.  
Sources: Median family income—HUD, Office of Policy Development and Research; 2009 median household income—2010 Census; 2019 and 2023 median household income—U.S. Census Bureau, 2019 and 2023 American Community Survey 1-year data

