

# SCBA SPOTLIGHT ON SANTA BARBARA COUNTY



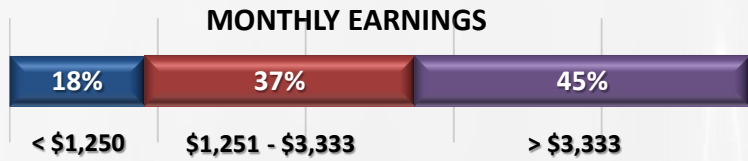


# SANTA BARBARA COUNTY

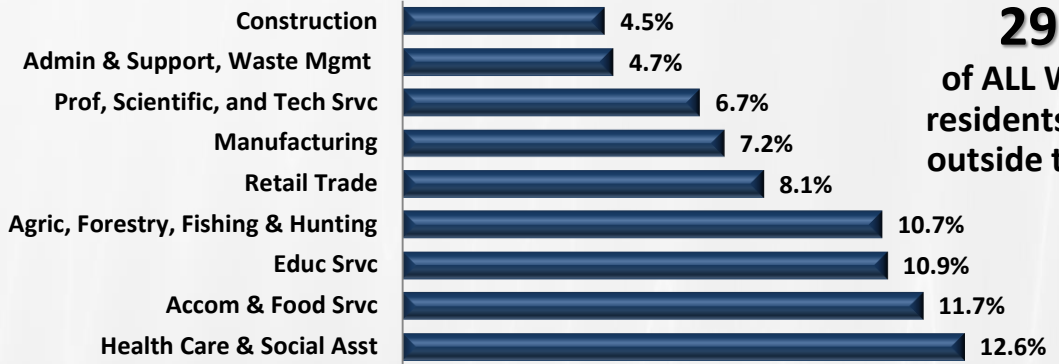
PEOPLE HOUSEHOLDS WORKERS JOBS

**67.6%**

Of all jobs in Santa Barbara County are held by its residents



EMPLOYED RESIDENTS – **111,103**



**29.2%**  
of ALL WORKING residents hold jobs outside the county

**142,713** HOUSEHOLDS\*\*



**154,135**

TOTAL HOUSING UNITS\*\*

BY INCOME\*\*



**15.6%**  
of individuals in poverty

**\$63,985**  
MEDIAN HH INCOME\*\*



**2.92**

AVERAGE HH SIZE\*\*

**\$30,589**  
PER CAPITA INCOME\*\*

MEDIAN AGE\*\* **> 33.6**

**45.1%**  
of residents are of Hispanic origin\*

POPULATION **> 446,170\***

**62.0%**  
of residents 25+ have some college+\*\*





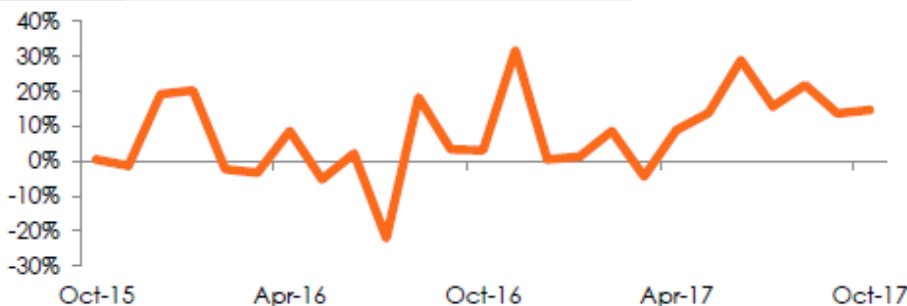
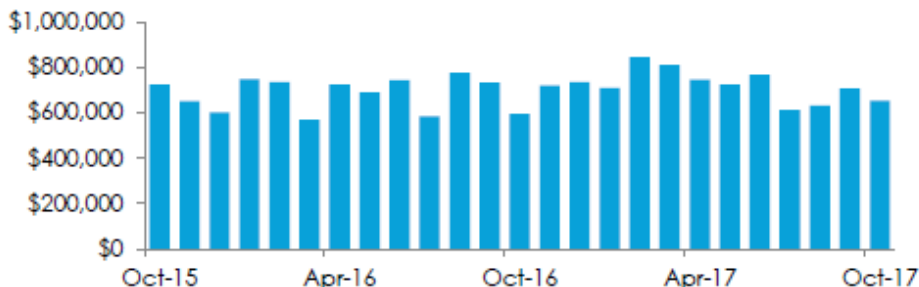
# SANTA BARBARA HOUSING

## Trends At A Glance For: **October 2017**

Median Price  
For SFH Homes

**\$653,000**

-7.6% MTM  
9.7% YTY



Home Sales  
For SFH Homes

**+14.7% YTY**

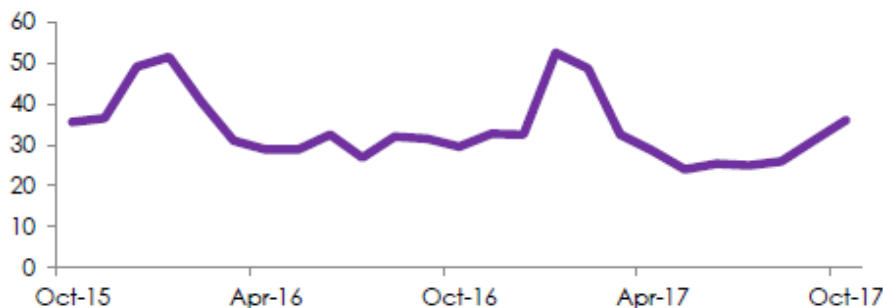
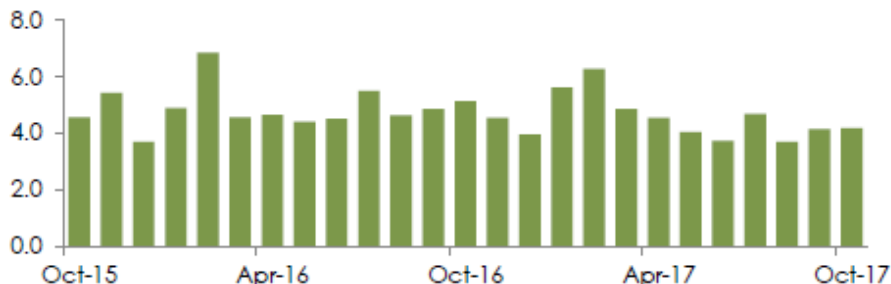
-6.2% MTM  
13.1% YTD



Unsold Inventory  
For SFH Homes

**4.2 Months**

1.0% MTM  
-18.5% YTY



Median Time on Market  
For SFH Homes

**36 Days**

16.1% MTM  
21.8% YTY




525 S. Virgil Ave. Los Angeles, CA 90020 | 213-739-8200 | [www.car.org/marketdata](http://www.car.org/marketdata) | [research@car.org](mailto:research@car.org)



# HOW TO REACH PEOPLE IN SANTA BARBARA

 **148,800 Persons 12+** listen to Radio in Santa Barbara each week. (Source: Nielsen Audio, SP 2017/FA 2016 , Santa Barbara Metro, Monday – Sunday, 6a-mid., Persons 12+)

 Radio reaches **81%** of Persons 12+ every week. (Source: Nielsen Audio, SP 2017/FA 2016, Santa Barbara Metro, Monday – Sunday, 6a-mid.)

 **Over 100 Thousand** Santa Barbara consumers use Radio **in car** during commuting hours. (Source: Nielsen Audio, SP 2017/FA 2016, Santa Barbara Metro, Monday – Friday, 6a-10a + 3p-7p, Persons 12+)

 **79%** of Santa Barbara Radio listeners are in the work-force. (Source: Nielsen Audio, SP 2017/FA 2016, Santa Barbara Metro, Monday – Sunday, 6a-mid, Employed Persons 18-64)



 Radio reaches **more** Adults in a week than any other medium. (Source: Scarborough, SCB. Mid-Tier Fall 2015/Fall 2016, Santa Barbara Metro, Adults 18+).

 **Radio: 84.8%**



 **Any broadcast viewing: 71.2%**

 **Watched any cable past week: 72.6%**

 More adults listen to radio in a week than visit any social networking sites. (Source: Scarborough, SCB. Mid-Tier Fall 2015/Fall 2016, Santa Barbara Metro, Adults 18+).

  **84.8%**

  **62.6%**

  **10.9%**

