



## **BEARFACTS 1994 – 2004**

### **Santa Barbara-Santa Maria-Goleta (MSA) [42060]**

Santa Barbara-Santa Maria-Goleta is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2004 population of 402,128 ranked 115th in the nation.

#### **PER CAPITA PERSONAL INCOME**

In 2004 Santa Barbara-Santa Maria-Goleta had a per capita personal income (PCPI) of \$38,251. This PCPI ranked 27th in the United States and was 115 percent of the national average, \$33,157. The 2004 PCPI reflected an increase of 12.7 percent from 2003. The 2003-2004 national change was 5.2 percent. In 1994 the PCPI of Santa Barbara-Santa Maria-Goleta was \$24,693 and ranked 32nd in the United States. The 1994-2004 average annual growth rate of PCPI was 4.5 percent. The average annual growth rate for the nation was 4.1 percent.

#### **TOTAL PERSONAL INCOME**

In 2004 Santa Barbara-Santa Maria-Goleta had a total personal income (TPI) of \$15,381,824\*. This TPI ranked 96th in the United States. In 1994 the TPI of Santa Barbara-Santa Maria-Goleta was \$9,487,842\* and ranked 94th in the United States. The 2004 TPI reflected an increase of 12.5 percent from 2003. The 2003-2004 national change was 6.1 percent. The 1994-2004 average annual growth rate of TPI was 5.0 percent. The average annual growth rate for the nation was 5.2 percent.

#### **COMPONENTS OF TOTAL PERSONAL INCOME**

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Barbara-Santa Maria-Goleta. In 2004 net earnings accounted for 60.2 percent of TPI (compared with 58.4 in 1994); dividends, interest, and rent were 28.9 percent (compared with 30.6 in 1994); and personal current transfer receipts were 10.9 percent (compared with 11.0 in 1994). From 2003 to 2004 net earnings increased 6.9 percent; dividends, interest, and rent increased 30.6 percent; and personal current transfer receipts increased 4.3 percent. From 1994 to 2004 net earnings increased on average 5.3 percent each year; dividends, interest, and rent increased on average 4.4 percent; and personal current transfer receipts increased on average 4.8 percent.

#### **EARNINGS BY PLACE OF WORK**

Earnings of persons employed in Santa Barbara-Santa Maria-Goleta increased from \$10,133,522\* in 2003 to \$10,861,464\* in 2004, an increase of 7.2 percent. The 2003-2004 national change was 6.5 percent. The average annual growth rate from the 1994 estimate of \$6,402,276\* to the 2004 estimate was 5.4 percent. The average annual growth rate for the nation was 5.5 percent.

*\*Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

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