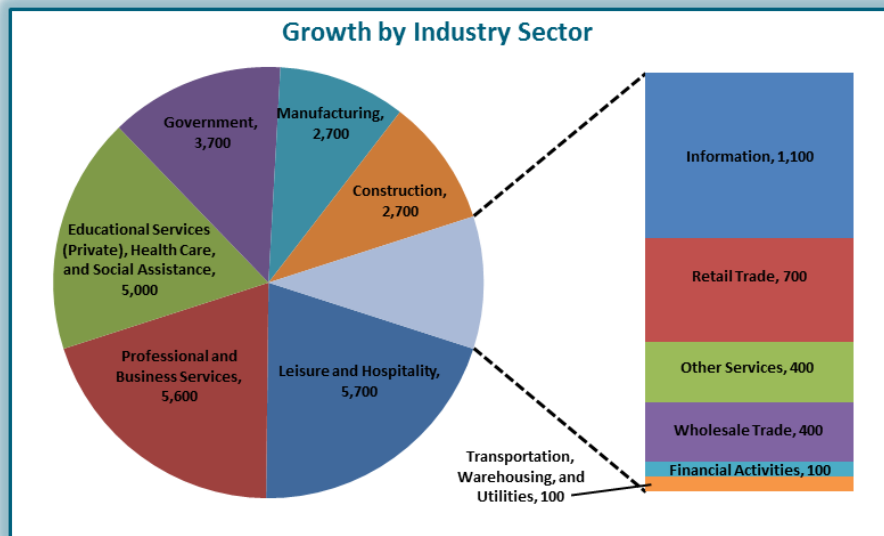


**Industry Employment**, which includes self-employment, private household workers, farm, and nonfarm employment in Santa Barbara County, is expected to reach 249,500 by 2024, an increase of 17.2 percent over the 10-year projection period. Twelve of 13 nonfarm industry sectors are projected to grow between 2014 and 2024.

**Occupational Employment** forecasts nearly 38,100 new jobs from industry growth and approximately 51,000 job openings from replacement needs for a combined total of more than 89,000 job openings.

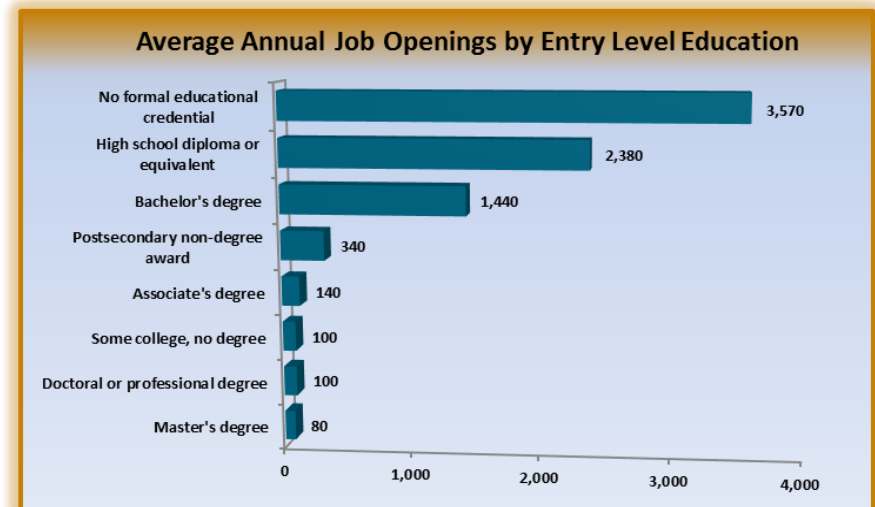
The 50 occupations with the most job openings are forecasted to generate 49,500 total job openings over the projection period, which is about 56 percent of all job openings. The number of openings for farmworkers and laborers, crop, nursery, and greenhouse is expected to outpace any other occupation due to the county's large farming industry. Higher-skilled occupations, requiring a bachelor's degree or higher, include accountants and auditors, general and operation managers and software developers, systems software.

The 50 fastest growing occupations anticipate a growth rate of 26.1 percent or higher. More than half of the fastest growing occupations pay more than the area's median annual salary of \$38,192. These occupations range from painters, construction and maintenance that require no formal educational credential and earn a median annual salary of \$40,737 to architectural and engineering managers that require a bachelor's degree and earn a median annual salary of \$154,700.



Total nonfarm employment is projected to grow by nearly 28,100 jobs by 2024. Seventy-one percent of all projected nonfarm job growth is concentrated in four industry sectors.

- Leisure and hospitality is expected to add 5,700 jobs, led by a gain of 5,000 jobs in the accommodation and food service industry.
- Professional and business services is the area's second largest industry sector and is expected to gain 5,600 jobs, an increase of 24.7 percent.
- Educational services (private), healthcare, and social assistance is expected to gain 5,000 jobs with a growth rate of 19.9 percent during the projection period.
- Government is projected to add 3,700 jobs, with local government contributing the majority of the growth with 2,600 jobs.



The following table, categorized by entry-level education, provides a summary of the fastest- and largest-growing occupations.

## 2014-2024 Comparison of Growing Occupations by Entry Level Education Santa Barbara County

Fastest Growing (New Jobs from Industry Growth)	Entry Level Education	Largest Growing (New Jobs and Replacement Needs)
Physical Therapists (32.0% or 80 jobs) Psychology Teachers, Postsecondary (20.0% or 60 jobs) Family and General Practitioners (15.0% or 30 jobs) Lawyers (3.7% or 20 jobs)	<b>Doctoral or Professional Degree</b>	Physical Therapists (150 jobs) Psychology Teachers, Postsecondary (110 jobs) Lawyers (100 jobs) Family and General Practitioners (90 jobs)
Speech-Language Pathologists (19.0% or 40 jobs) Rehabilitation Counselors (11.5% or 30 jobs) Instructional Coordinators (11.1% or 40 jobs) Educational, Guidance, School, and Vocational Counselors (10.3% or 40 jobs) Education Administrators, Elementary and Secondary School (4.0% or 10 jobs)	<b>Master's Degree</b>	Educational, Guidance, School, and Vocational Counselors (120 jobs) Speech-Language Pathologists (90 jobs) Instructional Coordinators (80 jobs) Rehabilitation Counselors (80 jobs) Education Administrators, Elementary and Secondary School (80 jobs)
Training and Development Specialists (60.0% or 150 jobs) Market Research Analysts and Marketing Specialists (51.4% or 370 jobs) Computer Systems Analysts (43.9% or 180 jobs) Software Developers, Applications (35.7% or 300 jobs) Software Developers, Systems Software (35.6% or 310 jobs)	<b>Bachelor's Degree</b>	General and Operations Managers (1,470 jobs) Registered Nurses (900 jobs) Accountants and Auditors (680 jobs) Elementary School Teachers, Except Special Education (570 jobs) Market Research Analysts and Marketing Specialists (460 jobs)
Web Developers (65.6% or 210 jobs) Electrical and Electronics Engineering Technicians (17.2% or 50 jobs) Computer Network Support Specialists (16.0% or 40 jobs) Dental Hygienists (14.3% or 30 jobs) Radiologic Technologists (12.5% or 30 jobs)	<b>Associate's Degree</b>	Web Developers (250 jobs) Preschool Teachers, Except Special Education (150 jobs) Electrical and Electronics Engineering Technicians (120 jobs) Forest and Conservation Technicians (100 jobs) Computer Network Support Specialists (70 jobs)
Medical Transcriptionists (67.9% or 190 jobs) Medical Assistants (32.5% or 260 jobs) Massage Therapists (26.1% or 180 jobs) Licensed Practical and Licensed Vocational Nurses (25.0% or 140 jobs) Medical Records and Health Information Technicians (20.0% or 40 jobs)	<b>Postsecondary Non-degree Award</b>	Medical Assistants (440 jobs) Heavy and Tractor-Trailer Truck Drivers (400 jobs) Nursing Assistants (400 jobs) Licensed Practical and Licensed Vocational Nurses (310 jobs) Automotive Service Technicians and Mechanics (270 jobs)
Computer User Support Specialists (28.8% or 150 jobs) Teacher Assistants (7.1% or 110 jobs) Bookkeeping, Accounting, and Auditing Clerks (2.2% or 60 jobs)	<b>Some College, No Degree</b>	Teacher Assistants (480 jobs) Bookkeeping, Accounting, and Auditing Clerks (320 jobs) Computer User Support Specialists (220 jobs)
Order Clerks (44.4% or 120 jobs) Advertising Sales Agents (40.7% or 110 jobs) Farmers, Ranchers, and Other Agricultural Managers (38.7% or 1,230 jobs) Carpenters (38.6% or 590 jobs) Insurance Sales Agents (38.2% or 130 jobs)	<b>High School Diploma or Equivalent</b>	Farmers, Ranchers, and Other Agricultural Managers (1,770 jobs) Customer Service Representatives (1,090 jobs) Office Clerks, General (1,050 jobs) Carpenters (770 jobs) Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (750 jobs)
Drywall and Ceiling Tile Installers (64.0% or 160 jobs) Tile and Marble Setters (63.0% or 170 jobs) Painters, Construction and Maintenance (61.4% or 430 jobs) Roofers (52.2% or 120 jobs) Agricultural Equipment Operators (48.7% or 380 jobs)	<b>No Formal Educational Credential</b>	Farmworkers and Laborers, Crop, Nursery, and Greenhouse (7,290 jobs) Waiters and Waitresses (3,230 jobs) Combined Food Preparation and Serving Workers, Including Fast Food (2,900 jobs) Cashiers (2,290 jobs) Personal Care Aides (2,020 jobs)

Excludes "All-Other" occupations and those with employment less than 200 in 2014.

Source: California Employment Development Department