

## AT A GLANCE - CURRENT DATA TRENDS



## RESIDENTIAL REAL ESTATE

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Median Home Selling Value</b>						
Carpinteria	\$1,325,000	\$1,506,000	\$2,442,750	-12.0%	-45.8%	Jan-23
Goleta	\$1,307,500	\$1,325,000	\$1,154,847	-1.3%	13.2%	Jan-23
Santa Barbara	\$1,825,000	\$2,168,500	\$1,526,500	-15.8%	19.6%	Jan-23
South Coast	\$1,575,000	\$1,712,000	\$1,488,025	-8.0%	5.8%	Jan-23
<b>Single Family Home Sales YTD</b>						
Carpinteria	6	6	6	0.0%	0.0%	Jan-23
Goleta	8	23	22	-65.2%	-63.6%	Jan-23
Santa Barbara	23	24	38	-4.2%	-39.5%	Jan-23
South Coast	37	53	66	-30.2%	-43.9%	Jan-23
<b>Median Apartment Rent</b>						
South Coast	\$2,488	\$2,335	\$2,153	6.6%	15.6%	2022 Q3
<b>Apartment Vacancy Rate</b>						
South Coast	1.8%	1.6%	4.0%	0.2%	-2.2%	2022 Q3

Source: California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))

## BUILDING PERMITS

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Residential Building Permits YTD (units)</b>						
Carpinteria	2	11	4	-81.8%	-50.0%	Jan-Dec 22
Goleta	4	2	10	100.0%	-60.0%	Jan-Dec 22
Santa Barbara	61	46	45	32.6%	35.6%	Jan-Dec 22

Source: California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))

## COMMERCIAL REAL ESTATE

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Commercial Vacancy Rates</b>						
<b>Carpinteria</b>						
Office	18.0%	1.9%	6.1%	16.1%	11.9%	2022 Q3
Industrial	3.5%	1.7%	7.8%	1.8%	-4.3%	2022 Q3
<b>Goleta</b>						
Office	8.4%	6.9%	7.8%	1.5%	0.6%	2022 Q3
Industrial	2.8%	3.0%	6.8%	-0.2%	-4.0%	2022 Q3
<b>Santa Barbara</b>						
Office	8.8%	10.2%	7.7%	-1.4%	1.1%	2022 Q3
Industrial	0.5%	0.8%	1.4%	-0.3%	-0.9%	2022 Q3
Retail	2.6%	4.3%	3.7%	-1.7%	-1.1%	2022 Q3

Source: California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))

## WORKFORCE

<b>Professionals</b>	<b>Changed Jobs</b>	<b>Job Posts</b>	<b>Engaged Talent</b>
175,510	13,686	5,449	4,716

Employment Talent in the Santa Barbara-Santa Maria Area Source: LinkedIn - January 2023

Indicator	Current	Month Ago	Year Ago	Two Years Ago	Change from Month Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Santa Barbara County Labor Force</b>								
Labor Force	222,300	224,900	216,800	N/A	-1.2%	2.5%	N/A	Dec-22
Unemployment	6,800	7,200	8,400	N/A	-5.6%	-19.0%	N/A	Dec-22
Unemployment Rate	3.1%	3.2%	3.9%	N/A	-0.1%	-0.8%	N/A	Dec-22
<b>Unemployment Rate (by City)</b>								
Carpinteria	2.4%	2.5%	3.1%	6.1%	-0.1%	-0.7%	-3.7%	Dec-22
Goleta	1.7%	2.2%	2.1%	5.0%	-0.5%	-0.4%	-3.3%	Dec-22
Santa Barbara	1.7%	2.1%	2.8%	5.9%	-0.4%	-1.1%	-4.2%	Dec-22
South Coast	1.7%	2.2%	2.3%	5.7%	-0.5%	-0.6%	-4.0%	Dec-22

Source: California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Median Household Income</b>						
Carpinteria	\$88,211	\$88,195	\$86,944	0.0%	1.5%	2022
Goleta	\$109,392	\$109,361	\$106,434	0.0%	2.8%	2022
Santa Barbara	\$85,334	\$88,294	\$86,620	-3.4%	-1.5%	2022
South Coast	\$94,312	\$95,283	\$93,332	-1.0%	1.1%	2022

Source: California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))

## SALES TAX

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Taxable Retail Sales (millions)</b>						
Carpinteria	\$44.6	\$40.5	\$32.6	10.1%	36.8%	2022 Q2
Goleta	\$258.7	\$234.0	\$167.1	10.6%	54.8%	2022 Q2
Santa Barbara	\$599.7	\$536.9	\$323.8	11.7%	85.2%	2022 Q2
South Coast Total	\$903.0	\$811.4	\$523.5	11.3%	72.5%	2022 Q2

Source: California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))

## TOURISM

Indicator	Current	Week Ago	Year Ago	Change from Week Ago	Change from Year Ago	Latest Reporting Period
<b>Hotel Occupancy Rate</b>						
Santa Barbara South Coast TBID	59%	66%	70%	-7%	-11%	Week 9 2023
City of Santa Barbara	58%	65%	71%	-7%	-13%	2/26/23
City of Goleta	69%	72%	73%	-3%	-4%	2/26/23
County Unincorporated	47%	54%	64%	-7%	-17%	2/26/23

Source: Smith Travel Report (STR.com)

Indicator	Current	Month Ago	Year Ago	Two Years Ago	Change from Month Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Transient Occupancy Tax (millions)</b>								
Santa Barbara	\$138	\$2.20	\$1.4	\$0.4	-37.3%	-3.5%	228.6%	Jan-23

Source: California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period		
<b>Airport Passenger Count</b>								
Santa Barbara Airport (Monthly Total)	79,733	96,504	58,463	16,349	-17.4%	36.4%	387.7%	Jan-23
Santa Barbara Airport (YTD)	79,733	58,463	16,349	36.4%	387.7%	Jan-23		

Source: Santa Barbara Airport ([flights.santabarbaraca.gov](http://flights.santabarbaraca.gov))

## CANNABIS

Indicator	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total (YTD)	Average
<b>Cannabis Taxable Sales (2020)</b>						
Santa Barbara County	\$9,268,429	\$17,466,321	\$12,534,245	\$14,310,246	\$53,579,241	\$13,394,810
<b>Cannabis Taxable Sales (2021)</b>						
Santa Barbara County	\$12,337,725	\$27,838,698	\$14,350,161	\$23,292,737	\$77,819,321	\$19,454,830
<b>Cannabis Taxable Sales (2022)</b>						
Santa Barbara County	\$16,582,951	\$17,381,571	\$16,062,652	\$16,343,401	\$66,370,575	\$16,592,644

Source: CA Department of Tax and Fee Administration

## CRIME

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Santa Barbara Police Department Crime Statistics (YTD)</b>						
Total Violent Crimes	214	247	255	-13%	-16%	May-22
Total Property Crimes	908	1,014	847	-11%	6%	May-22
Call Volume	12,178	12,438	11,477	-2%	6%	May-22
Felony Arrests	435	405	464	7%	-6%	May-22
Misdemeanor Arrests	466	451	587	3%	-21%	May-22

Source: Santa Barbara Police Department

## HOMELESSNESS

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Homeless Residents</b>						
Carpinteria	21	39	21	-46.2%	0.0%	2022
Goleta	91	166	119	-45.2%	-23.5%	2022
Santa Barbara	882	914	887	-3.5%	-0.6%	2022
Other South Coast Areas	261	180	57	48.3%	368.4%	2022
Total South Coast	1,261	1,299	1,084	-2.9%	16.3%	2022
Total Santa Barbara County	1,962	1,897	1,806	3.4%	8.6%	2022

Source: Santa Barbara County - Community Services

### Estimated Vehicular Homelessness by City

2022 (PIT Count)	
Carpinteria	7
Goleta	32
Santa Barbara	309

### Most Recent Permanent Address of Homeless Individuals

Santa Barbara County	74%
Ventura County	4%
San Luis Obispo County	2%
Other California	8%
Out of State	11%

Source: 2022 Point In Time Count

## POVERTY

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Poverty Rate</b>						
Carpinteria	3.9%	3.9%	3.9%	0.0%	0.0%	2022
Goleta	3.3%	3.3%	3.2%	0.0%	0.1%	2022
Santa Barbara	6.9%	6.6%	6.6%	0.3%	0.3%	2022
South Coast	4.7%	4.6%	4.6%	0.1%	0.1%	2022

Percentage of households below poverty. Source: Cottage Health (<http://cottagedata2go.org>)