

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
Median Home Selling Value						
Carpinteria	\$2,000,000	\$1,803,750	\$1,840,000	10.9%	8.7%	Dec-22
Goleta	\$1,205,000	\$1,590,000	\$1,195,000	-24.2%	0.8%	Dec-22
Santa Barbara	\$1,950,000	\$1,760,000	\$1,500,000	10.8%	30.0%	Dec-22
South Coast	\$1,950,000	\$1,965,000	\$1,640,230	-0.8%	18.9%	Dec-22
Single Family Home Sales YTD						
Carpinteria	76	94	95	-19.1%	-20.0%	Jan-Dec-22
Goleta	246	318	283	-22.6%	-13.1%	Jan-Dec-22
Santa Barbara	419	622	580	-32.6%	-27.8%	Jan-Dec-22
South Coast	921	1,399	1305	-34.2%	-29.4%	Jan-Dec-22
Median Apartment Rent						
South Coast	\$2,488	\$2,335	\$2,153	6.6%	15.6%	2022 Q3
Apartment Vacancy Rate						
South Coast	1.8%	1.6%	4.0%	0.2%	-2.2%	2022 Q3

Source: California Economic Forecast (www.californiaforecast.com)

BUILDING PERMITS

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Residential Building Permits YTD (units)						
Carpinteria	2	11	4	-81.8%	-50.0%	Jan-Oct 22
Goleta	4	2	10	100.0%	-60.0%	Jan-Oct 22
Santa Barbara	53	33	34	60.6%	55.9%	Jan-Oct 22

Source: California Economic Forecast (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
Commercial Vacancy Rates						
Carpinteria						
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
Goleta						
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
Santa Barbara						
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)

WORKFORCE

Professionals	Changed Jobs	Job Posts	Engaged Talent
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
Santa Barbara County Labor Force								
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
Unemployment Rate (by City)								
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)

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Median Household Income						
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)

SALES TAX

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Taxable Retail Sales (millions)						
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)

TOURISM

Indicator	Current	Week Ago	Year Ago	Change from Week Ago	Change from Year Ago	Latest Reporting Period
Hotel Occupancy Rate						
Week 3 2023						
Santa Barbara South Coast TBID	52%	49%	55%	3%	-3%	1/25/23
City of Santa Barbara	50%	48%	54%	2%	-4%	1/25/23
City of Goleta	61%	56%	55%	5%	6%	1/25/23
County Unincorporated	40%	40%	61%	0%	-21%	1/25/23

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
Transient Occupancy Tax (millions)								
Santa Barbara	\$2.20	\$2.86	\$2.2	\$1.2	-23.1%	-0.9%	78.9%	Nov-22

Source: California Economic Forecast (www.californiaforecast.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
Airport Passenger Count								
Santa Barbara Airport (Monthly Total)	96,504	110,020	87,008	21,227	-12.3%	10.9%	354.6%	Dec-22
Santa Barbara Airport (YTD)	1,219,581	1,123,077	873,374	382,090	8.6%	39.6%	219.2%	Dec-22

Source: Santa Barbara Airport (flightsbsantabarbaraca.gov)

CANNABIS

Indicator	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total (YTD)	Average
Cannabis Taxable Sales (2020)						
Santa Barbara County	\$9,268,429	\$17,466,321	\$12,534,245	\$14,310,246	\$53,579,241	\$13,394,810
Cannabis Taxable Sales (2021)						
Santa Barbara County	\$12,337,725	\$27,838,698	\$14,350,161	\$23,292,737	\$77,819,321	\$19,454,830
Cannabis Taxable Sales (2022)						
Santa Barbara County	\$16,582,951	\$17,066,322	\$15,539,695	N/A	\$49,188,968	\$16,396,323

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
Santa Barbara Police Department Crime Statistics (YTD)						
Total Violent Crimes	214	247	255	-13%	-16%	May-22
Total Property Crimes	901	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
Homeless Residents						
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	267	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
Poverty Rate						
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>)