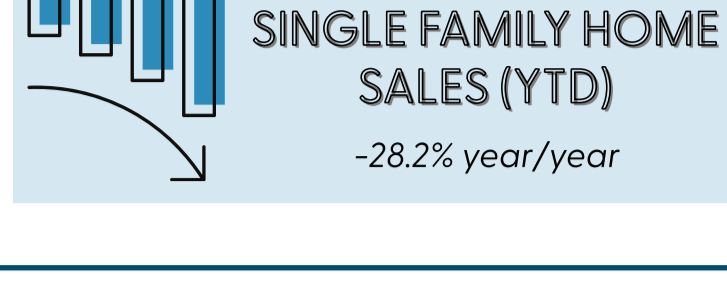


## AT A GLANCE - CURRENT DATA TRENDS



## 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	\$1,350,000	\$2,675,000	\$1,335,000	-49.5%	1.1%	Aug-23
Goleta	\$1,650,000	\$1,595,000	\$1,330,000	3.4%	24.1%	Aug-23
Santa Barbara	\$2,097,750	\$2,050,000	\$1,688,000	2.3%	24.3%	Aug-23
South Coast	\$1,764,500	\$1,850,000	\$1,450,000	-4.6%	21.7%	Aug-23
<b>Single Family Home Sales YTD</b>						
Carpinteria	42	54	62	-22.2%	-32.3%	Jan-Aug 23
Goleta	110	182	212	-39.6%	-48.1%	Jan-Aug 23
Santa Barbara	228	293	448	-22.2%	-49.1%	Jan-Aug 23
South Coast	380	529	722	-28.2%	-47.4%	Jan-Aug 23
<b>Median Apartment Rent</b>						
South Coast	\$2,577	\$2,459	\$2,220	4.8%	16.1%	2023 Q2
<b>Apartment Vacancy Rate</b>						
South Coast	2.4%	2.0%	2.6%	0.4%	-0.2%	2023 Q2

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	0	2	2	0.0%	-100.0%	Jan-June 23
Goleta	1	2	1	-50.0%	0.0%	Jan-July 23
Santa Barbara	52	29	23	79.3%	126.1%	Jan-June 23

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	31.3%	12.6%	3.3%	18.7%	28.0%	2023 Q2
Industrial	3.3%	2.4%	3.6%	0.9%	-0.3%	2023 Q2
<b>Goleta</b>						
Office	9.8%	5.8%	6.2%	4.0%	3.6%	2023 Q2
Industrial	4.4%	2.8%	5.6%	1.6%	-1.2%	2023 Q2
<b>Santa Barbara</b>						
Office	12.6%	8.5%	10.8%	4.1%	1.8%	2023 Q2
Industrial	0.8%	0.5%	0.6%	0.3%	0.2%	2023 Q2
Retail	2.0%	2.6%	4.3%	-0.6%	-2.3%	2023 Q2

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>
178,169	12,884	5,173	4,236

Employment Talent in the Santa Barbara-Santa Maria Area Source: LinkedIn - April 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	226,100	229,400	223,900	225,000	-1.4%	10%	0.5%	Aug-23
Unemployment	8,800	8,100	7,200	6,600	8.6%	22.2%	33.3%	Aug-23
Unemployment Rate	3.9%	3.5%	3.2%	2.9%	0.4%	0.7%	1.0%	Aug-23
<b>Unemployment Rate (by City)</b>								
Carpinteria	3.8%	3.5%	2.3%	4.3%	0.3%	1.5%	-0.5%	Aug-23
Goleta	3.2%	2.7%	2.4%	4.2%	0.5%	0.8%	-1.0%	Aug-23
Santa Barbara	3.4%	3.1%	2.4%	4.6%	0.3%	1.0%	-1.2%	Aug-23
South Coast	3.6%	3.0%	2.4%	4.5%	0.6%	1.2%	-0.9%	Aug-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>Median Household Income</b>						
Carpinteria	\$83,882	\$88,211	\$88,195	-4.9%	-4.9%	2023
Goleta	\$105,612	\$109,392	\$109,361	-3.5%	-3.4%	2023
Santa Barbara	\$89,644	\$85,334	\$88,294	5.1%	1.5%	2023
South Coast	\$94,900	\$94,312	\$95,283	0.6%	-0.4%	2023

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	\$36.9	\$39.0	\$32.5	-5.4%	13.6%	2023 Q1
Goleta	\$231.5	\$235.2	\$196.9	-1.6%	17.6%	2023 Q1
Santa Barbara	\$508.5	\$520.2	\$406.7	-2.2%	25.0%	2023 Q1
South Coast	\$776.8	\$794.4	\$636.1	-2.2%	22.1%	2023 Q1

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	76%	79%	74%	-3%	2%	Week 39 of 2023 9/24/23
City of Santa Barbara	76%	79%	73%	-3%	3%	9/24/23
City of Goleta	81%	85%	78%	-4%	3%	9/24/23
County Unincorporated	65%	73%	66%	-8%	-1%	9/24/23

Source: Smith Travel Report ([STR.com](http://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	\$3.79	\$3.97	\$3.72	\$2.90	-4.4%	2.1%	30.9%	Jul-23
<b>Airport Passenger Count</b>								
Santa Barbara Airport (Monthly Total)	113,540	113,025	119,773	102,844	0.5%	-5.2%	10.4%	Aug-23
Santa Barbara Airport (YTD)	821,894	708,354	776,186	497,151	16.0%	5.9%	65.3%	Aug-23

Source: Santa Barbara Airport ([flsba.santabarbaraca.gov](http://flsba.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
<b>Cannabis Taxable Sales (2023)</b>						
Santa Barbara County	\$15,667,542	\$16,256,994	N/A	N/A	\$31,924,536	\$15,962,268

Source: California 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	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
<b>Homeless Individuals</b>						
Carpinteria	21	39	21	-46.2%	0.0%	2022
Goleta	166	91	119	82.4%	39.5%	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	1,336	1,224	1,084	9.2%	23.2%	2022
Total Santa Barbara County	1,962	1,822	1,806	7.7%	8.6%	2022

Source: 2022 Point In Time Count

**Estimated Vehicular Homelessness by City**

	2022 (PIT Count)
Carpinteria	7
Goleta	58
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	3.0%	3.9%	3.9%	-0.9%	-0.9%	2023
Goleta	4.8%	3.3%	3.3%	1.5%	1.5%	2023
Santa Barbara	6.9%	6.9%	6.6%	0.0%	0.3%	2023
South Coast	5.5%	4.9%	4.7%	0.6%	0.8%	2023

Percentage of households below poverty. Source: Cottage Health (<http://cottagehealth2go.org>), California Economic Forecast ([www.californiaforecast.com](http://www.californiaforecast.com))