

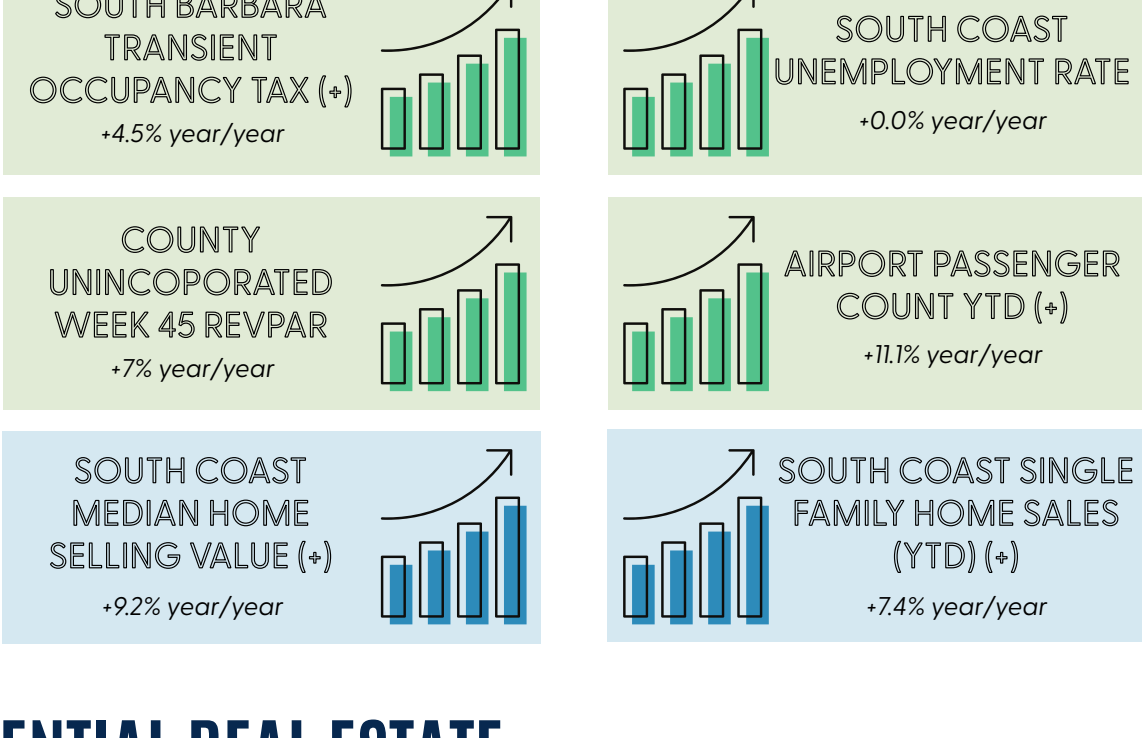


# SOUTH COAST DATA DASHBOARD

## Q2 Data Dashboard



## 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	\$2,432,500	\$2,000,000	\$1,457,131	21.6%	66.9%	Apr-25
Goleta	\$1,825,000	\$1,565,000	\$1,620,000	16.6%	12.7%	Apr-25
Santa Barbara	\$2,225,000	\$2,200,000	\$2,037,500	1.1%	9.2%	Apr-25
South Coast	\$2,430,000	\$2,225,000	\$2,100,000	9.2%	15.7%	Apr-25
<b>Single Family Home Sales YTD</b>						
Carpinteria	6	5	2	NA	200.0%	Apr-25
Goleta	21	19	14	10.5%	50.0%	Apr-25
Santa Barbara	39	39	34	0.0%	14.7%	Apr-25
South Coast	87	81	63	7.4%	38.1%	Apr-25
<b>Median Apartment Rent</b>						
South Coast	\$2,721	\$2,681	\$2,550	1.5%	6.7%	2024 Q2
<b>Apartment Vacancy Rate</b>						
South Coast	2.7%	2.3%	1.6%	0.4%	1.1%	2024 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	8	3	0	166.7%	NA	Jan-Mar 2025
Goleta	3	2	0	50.0%	NA	Jan-Mar 2025
Santa Barbara	14	3	15	366.7%	-6.7%	Jan-Mar 2025

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

## COMMERCIAL VACANCY RATES

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	29.4%	27.1%	9.7%	2.3%	19.7%	2024 Q1
Industrial	1.5%	1.2%	2.8%	0.3%	-1.3%	2024 Q1
<b>Goleta</b>						
Office	8.6%	9.6%	6.1%	-1.0%	2.5%	2024 Q1
Industrial	2.8%	4.0%	3.5%	-1.2%	-0.7%	2024 Q1
<b>Santa Barbara</b>						
Office	9.6%	13.8%	9.7%	-4.2%	-0.1%	2024 Q1
Industrial	0.8%	0.4%	0.8%	0.4%	0.0%	2024 Q1
Retail	2.5%	2.6%	2.8%	-0.1%	-0.3%	2024 Q1

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

## WORKFORCE

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Santa Barbara County Labor Force</b>						
Labor Force	227,800	224,100	226,000	1.7%	0.8%	May-25
Unemployment	8,500	7,700	10,200	10.4%	-16.7%	May-25
Unemployment Rate	3.7%	3.4%	4.5%	0.3%	-0.8%	May-25

Source: State of California, Employment Development Department

<b>Unemployment Rate (by City)</b>						
Carpinteria	3.3%	4.1%	3.6%	-0.8%	-0.3%	Apr-25
Goleta	2.8%	2.7%	2.1%	0.1%	0.7%	Apr-25
Santa Barbara	2.9%	2.9%	2.3%	0.0%	0.6%	Apr-25
South Coast	2.9%	2.9%	2.4%	0.0%	0.5%	Apr-25

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	\$41.6	\$44.0	\$44.2	-5.5%	-5.9%	2024 Q4
Goleta	\$277.8	\$276.3	\$272.9	0.5%	1.8%	2024 Q4
Santa Barbara	\$591.9	\$607.2	\$607.0	-2.5%	-2.5%	2024 Q4
Total for Incorporated South Coast Cities	\$911.3	\$927.5	\$924.1	-1.7%	-1.4%	2024 Q4

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

## TOURISM

Indicator	Most Recent	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	83%	76%	82%	7%	1%	Week 25 of 2025
City of Santa Barbara	81%	74%	82%	7%	-1%	6/8/2025
City of Goleta	88%	84%	84%	4%	4%	6/8/2025
County Unincorporated	82%	72%	76%	10%	6%	6/8/2025
<b>ADR</b>						
Santa Barbara South Coast TBID	\$385	\$391	\$375	-2%	3%	Week 25 of 2025
City of Santa Barbara	\$318	\$331	\$309	-4%	3%	6/8/2025
City of Goleta	\$352	\$386	\$343	-9%	3%	6/8/2025
County Unincorporated	\$768	\$702	\$779	9%	-1%	6/8/2025
<b>RevPAR</b>						
Santa Barbara South Coast TBID	\$319	\$299	\$306	7%	4%	Week 25 of 2025
City of Santa Barbara	\$257	\$247	\$253	4%	2%	6/8/2025
City of Goleta	\$311	\$324	\$289	-4%	8%	6/8/2025
County Unincorporated	\$632	\$506	\$592	25%	7%	6/8/2025

Source: Smith Travel Report (STR)

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Transient Occupancy Tax (millions)</b>						
Santa Barbara	\$2.79	\$2.67	\$2.59	4.5%	7.7%	Apr-25

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

<b>Airport Passenger Count</b>						
Santa Barbara Airport (Monthly Total)	130,919	121,297	111,027	7.9%	17.9%	Jun-25
Santa Barbara Airport (YTD)	563,577	507,101	488,533	11.1%	15.4%	Jun-25

\*Source: Santa Barbara Airport ([flysba.santabarbara.gov](http://flysba.santabarbara.gov))

## CANNABIS

Indicator	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total (YTD)	Average
<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	\$14,492,397	\$14,481,365	\$60,898,298	\$15,224,575
<b>Cannabis Taxable Sales (2024)</b>						
Santa Barbara County	\$14,334,786	\$14,033,862	\$13,039,262	\$13,851,705	\$55,259,615	\$13,814,904
<b>Cannabis Taxable Sales (2025)</b>						
Santa Barbara County	\$14,589,735	N/A	N/A	N/A	\$14,589,735	\$14,589,735

Source: California Department of Tax and Fee Administration

## 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	42	23	21	82.6%	100.0%	2024
Goleta	148	136	92	8.8%	60.9%	2024
Santa Barbara	987	787	822	25.4%	20.1%	2024
Other South Coast Areas	130	161	188	-19.3%	-30.9%	2024
Total South Coast	1,307	1,107	1,123	18.1%	16.4%	2024
Total Santa Barbara County	2,119	1,887	1,962	12.3%	8.0%	2024

Source: 2022 Point In Time Count

<b>Most Recent Permanent Address of Homeless Individuals</b>						
Santa Barbara County	70%					
Ventura County	3%					
San Luis Obispo County	5%					
Other California	10%					
Out of State	12%					

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	6.0%					2023
Goleta	13.1%					2023

\*Santa Barbara County now ranks second-highest in the state for its poverty rate, which affects one in six adults and one in five children.

The CPM is based on the Census Bureau's Supplemental Poverty Measure, but it improves on traditional measures by:

- Accounting for out-of-pocket health costs and child care
- Adjusting for housing costs based on geography
- Including non-cash benefits like food assistance and tax credits

Source: California Economic Forecast - Cottage Health

## Americans' Confidence in U.S. Institutions

How much confidence do Americans have in each institution?

Institution	Great deal	Quite a lot	Some	Very little	None
Small business	36	32	25	6	0
The military	34	27	27	11	1
The police	25	26	32	16	1
Higher education	18	18	32	30	2
The medical system	17	19	34	29	1
Organized religion	17	15	35	30	2
U.S. Supreme Court	13	17	31	35	3
The public schools	13	16	36	32	2
Organized labor	12	16	43	25	2
Large tech companies	14	13	39	31	1
Banks	12	15	47	25	1
The presidency	13	13	23	46	4
The criminal justice system	8	13	34	42	3
Newspapers	7	11	31	45	3
Big business	6	10	42	41	1
Television news	6	6	32	51	5
Congress	4	5	31	57	3

\*Source: GALLUP 2024