

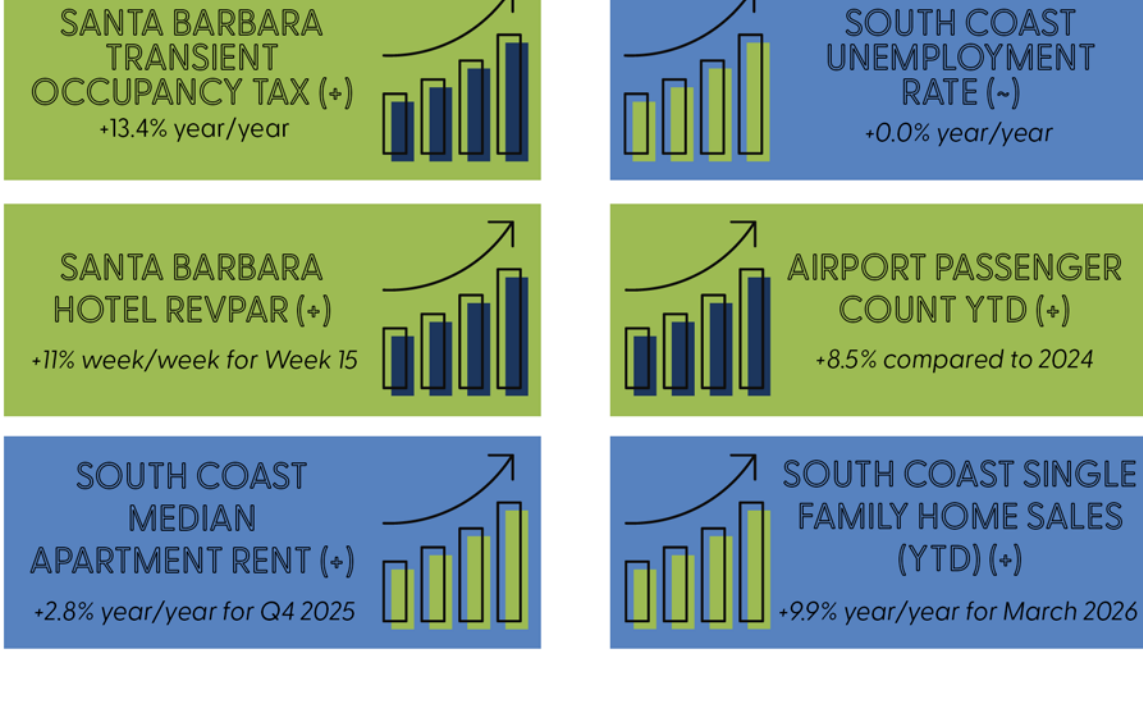


SOUTH COAST DATA DASHBOARD

1st Quarter 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
Median Home Selling Value						
Carpinteria	\$1,731,000	\$2,997,500	\$1,279,175	-42.3%	35.3%	Mar-26
Goleta	\$1,954,486	\$1,520,000	\$1,692,500	28.6%	15.5%	Mar-26
Santa Barbara	\$2,100,000	\$2,795,000	\$2,093,750	-24.9%	0.3%	Mar-26
South Coast	\$2,162,500	\$2,875,000	\$2,100,000	-24.8%	3.0%	Mar-26
Single Family Home Sales YTD						
Carpinteria	7	4	3	75.0%	133.3%	Mar-26
Goleta	21	15	18	40.0%	16.7%	Mar-26
Santa Barbara	33	31	37	6.5%	-10.8%	Mar-26
South Coast	78	71	69	9.9%	13.0%	Mar-26
Median Apartment Rent						
South Coast	\$2,859	\$2,781	\$2,722	2.8%	5.0%	2025 Q4
Apartment Vacancy Rate						
South Coast	2.8%	2.8%	2.4%	0.0%	0.4%	2025 Q4

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	20	37	10	-45.9%	100.0%	Jan-Dec 2025
Goleta	238	14	6	1600.0%	3866.7%	Jan-Dec 2025
Santa Barbara	61	26	87	134.6%	-29.9%	Jan-Dec 2025

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	10.9%	29.3%	27.8%	-18.4%	-16.9%	2025 Q4
Industrial	7.2%	2.8%	2.2%	4.4%	5.0%	2025 Q4
Goleta						
Office	8.0%	7.9%	7.9%	0.1%	0.1%	2025 Q4
Industrial	4.6%	3.0%	3.0%	1.6%	1.6%	2025 Q4
Santa Barbara						
Office	9.9%	10.3%	9.9%	-0.4%	0.0%	2025 Q4
Industrial	1.5%	1.1%	60.0%	0.4%	-58.5%	2025 Q4
Retail	3.7%	3.2%	2.5%	0.5%	1.2%	2025 Q4

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

WORKFORCE

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Santa Barbara County Labor Force						
Labor Force	218,400	217,600	214,500	0.4%	1.8%	Jan-26
Unemployment	12,000	11,800	12,200	1.7%	-1.6%	Jan-26
Unemployment Rate	5.5%	5.4%	5.7%	0.1%	-0.2%	Jan-26

Source: State of California, Employment Development Department

Unemployment Rate (by City)						
Carpinteria	3.8%	4.5%	4.4%	-0.7%	-0.6%	Dec-25
Goleta	2.8%	2.8%	2.7%	0.0%	0.1%	Dec-25
Santa Barbara	2.9%	2.8%	3.1%	0.1%	-0.2%	Dec-25
South Coast	3.0%	3.0%	3.1%	0.0%	-0.1%	Dec-25

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	\$103,879	\$96,898	\$93,893	7.2%	10.6%	2026
Goleta	\$122,370	\$117,757	\$115,675	3.9%	5.8%	2026
Santa Barbara	\$106,182	\$100,564	\$98,303	5.6%	8.0%	2026
South Coast	\$104,477	\$103,368	\$94,900	1.1%	10.1%	2026

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	\$41.9	\$46.1	\$47.1	-9.1%	-11.0%	2025 Q3
Goleta	\$254.6	\$253.8	\$260.0	0.3%	-2.1%	2025 Q3
Santa Barbara	\$590.6	\$599.9	\$605.4	-1.6%	-2.4%	2025 Q3
Total for Incorporated South Coast Cities	\$887.1	\$899.8	\$912.5	-1.4%	-2.8%	2025 Q3

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

TOURISM

Indicator	Most Recent	Week Ago	Month Ago	Change from Week Ago	Change from Month Ago	Latest Reporting Period
Hotel Occupancy Rate						
Santa Barbara South Coast	86%	84%	69%	2%	18%	Week 15 of 2026 04/05/26
City of Santa Barbara	86%	84%	68%	2%	18%	04/05/26
City of Goleta	87%	88%	74%	-1%	13%	04/05/26
County Unincorporated	84%	79%	62%	5%	22%	04/05/26
ADR						
Santa Barbara South Coast	\$365	\$341	\$297	7%	23%	Week 15 of 2026 04/05/26
City of Santa Barbara	\$304	\$280	\$247	9%	23%	04/05/26
City of Goleta	\$348	\$319	\$283	9%	23%	04/05/26
County Unincorporated	\$718	\$699	\$586	3%	23%	04/05/26
RevPAR						
Santa Barbara South Coast	\$313	\$287	\$203	9%	54%	Week 15 of 2026 04/05/26
City of Santa Barbara	\$260	\$235	\$168	11%	55%	04/05/26
City of Goleta	\$302	\$280	\$209	8%	44%	04/05/26
County Unincorporated	\$600	\$549	\$363	9%	65%	04/05/26

Source: Smith Travel Report (STR.com)

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Transient Occupancy Tax (millions)						
Santa Barbara	\$2.20	\$1.94	\$1.77	13.4%	24.3%	Feb-26

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

Airport Passenger Count						
Santa Barbara Airport (Monthly Total)	95,116	93,914	83,128	1.3%	14.4%	Feb-26
Santa Barbara Airport (YTD)	187,626	197,087	173,001	-4.8%	8.5%	Feb-26

Source: Santa Barbara Airport (flights.santabarbaraca.gov)

CANNABIS

Indicator	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total (YTD)	Average
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	\$17,381,571	\$16,062,652	\$16,343,401	\$66,370,575	\$16,592,644
Cannabis Taxable Sales (2023)						
Santa Barbara County	\$15,667,542	\$16,256,994	\$14,492,397	\$14,481,365	\$60,898,298	\$15,224,575
Cannabis Taxable Sales (2024)						
Santa Barbara County	\$14,334,786	\$14,033,862	\$13,039,262	\$13,851,705	\$55,259,615	\$13,814,904
Cannabis Taxable Sales (2025)						
Santa Barbara County	\$15,015,408	\$15,970,452	\$15,529,967	\$15,041,593	\$61,557,420	\$15,389,355

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
Homeless Individuals						
Carpinteria	58	42	23	38.1%	152.2%	2025
Goleta	217	148	136	46.6%	59.6%	2025
Santa Barbara	1,045	987	787	5.9%	32.8%	2025
Other South Coast Areas	241	161	188	49.7%	28.2%	2024
Total South Coast	1,561	1,338	1,134	16.7%	37.7%	2024
Total Santa Barbara County	2,436	2,119	1,887	15.0%	29.1%	2025

Source: 2022 Point In Time Count

Most Recent Permanent Address of Homeless Individuals						
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
Poverty Rate						
Carpinteria	7.0%	5.1%	3.0%	1.9%	4.0%	2026
Goleta	4.9%	5.2%	4.8%	-0.3%	0.1%	2026
Santa Barbara	14.0%	7.9%	6.9%	6.1%	7.1%	2026

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

US CONFIDENCE INDEX

Institution	Great deal	Quite a lot	Some	Very little	None
Americans' Confidence in U.S. Institutions					
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

How much confidence do Americans have in each institution? *Source: GALLUP 2024