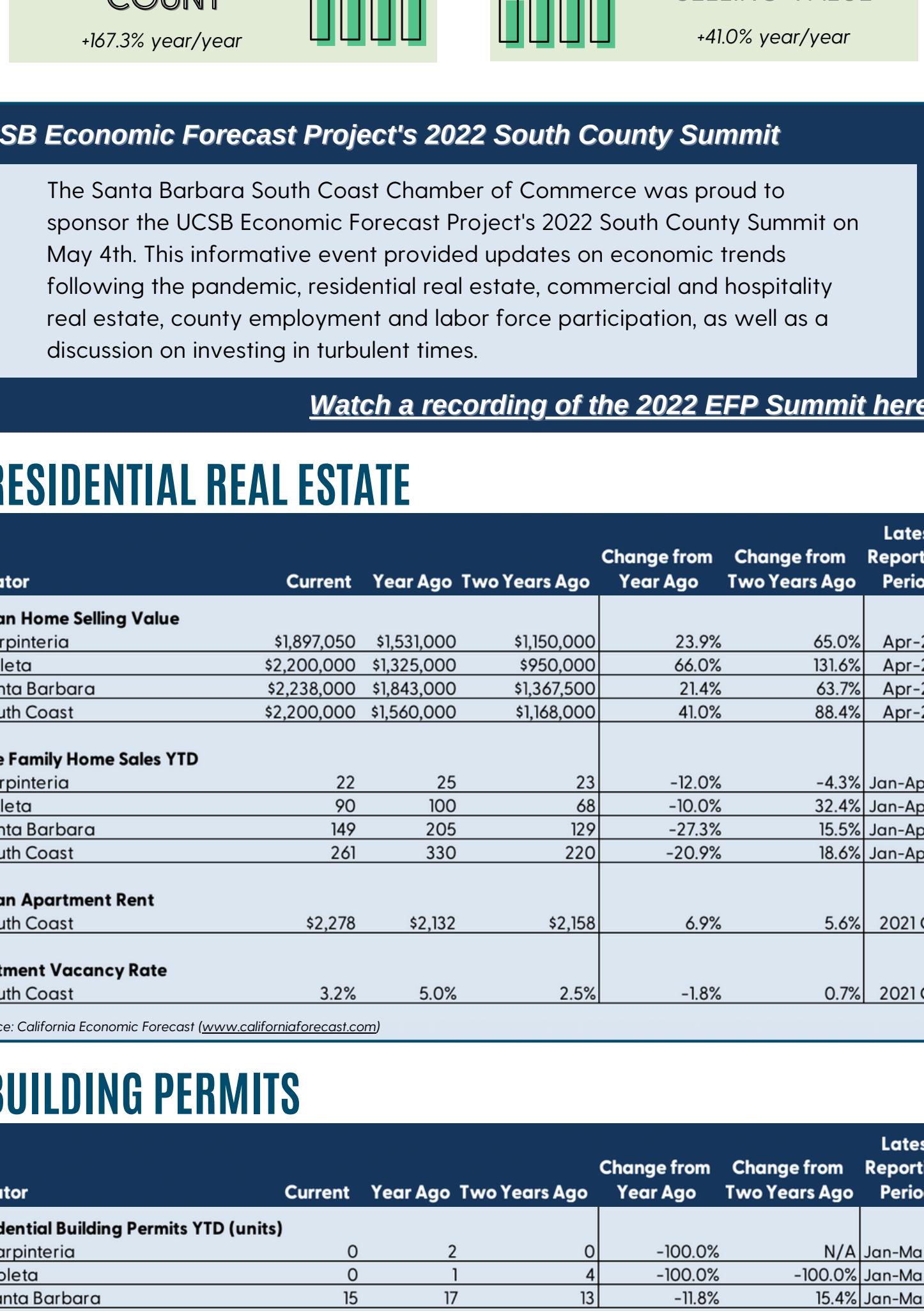


AT A GLANCE - CURRENT DATA TRENDS



UCSB Economic Forecast Project's 2022 South County Summit

The Santa Barbara South Coast Chamber of Commerce was proud to sponsor the UCSB Economic Forecast Project's 2022 South County Summit on May 4th. This informative event provided updates on economic trends following the pandemic, residential real estate, commercial and hospitality real estate, county employment and labor force participation, as well as a discussion on investing in turbulent times.

[Watch a recording of the 2022 EFP Summit here](#)

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	\$1,897,050	\$1,531,000	\$1,150,000	23.9%	65.0%	Apr-22
Goleta	\$2,200,000	\$1,325,000	\$950,000	66.0%	131.6%	Apr-22
Santa Barbara	\$2,238,000	\$1,843,000	\$1,367,500	21.4%	63.7%	Apr-22
South Coast	\$2,200,000	\$1,560,000	\$1,168,000	41.0%	88.4%	Apr-22
Single Family Home Sales YTD						
Carpinteria	22	25	23	-12.0%	-4.3%	Jan-Apr-22
Goleta	90	100	68	-10.0%	32.4%	Jan-Apr-22
Santa Barbara	149	205	129	-27.3%	15.5%	Jan-Apr-22
South Coast	261	330	220	-20.9%	18.6%	Jan-Apr-22
Median Apartment Rent						
South Coast	\$2,278	\$2,132	\$2,158	6.9%	5.6%	2021 Q4
Apartment Vacancy Rate						
South Coast	3.2%	5.0%	2.5%	-1.8%	0.7%	2021 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	0	2	0	-100.0%	N/A	Jan-Mar-22
Goleta	0	1	4	-100.0%	-100.0%	Jan-Mar-22
Santa Barbara	15	17	13	-11.8%	15.4%	Jan-Mar-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	3.9%	6.6%	4.9%	-2.7%	-1.0%	2021 Q4
Industrial	3.7%	6.1%	2.0%	-2.4%	1.7%	2021 Q4
Goleta						
Office	6.6%	7.1%	5.9%	-0.5%	0.7%	2021 Q4
Industrial	2.7%	6.7%	5.2%	-4.0%	-2.5%	2021 Q4
Santa Barbara						
Office	9.2%	8.1%	6.6%	1.1%	2.6%	2021 Q4
Industrial	0.6%	1.4%	1.2%	-0.8%	-0.6%	2021 Q4
Retail	3.5%	5.9%	3.8%	-2.4%	-0.3%	2021 Q4

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

WORKFORCE

Indicator	Professionals	Changed Jobs	Job Posts	Engaged Talent
	113,024	9,487	4,224	5,307

Employment Talent in the Santa Barbara-Santa Maria Area Source: LinkedIn - May 2022

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	222,600	222,000	217,400	N/A	0.3%	2.4%	N/A	Apr-22
Unemployment	6,300	7,900	14,000	N/A	-20.3%	-55.0%	N/A	Apr-22
Unemployment Rate	2.8%	3.6%	6.4%	N/A	-0.8%	-3.6%	N/A	Apr-22

Source: State of California Employment Development Department

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
Unemployment Rate (by City)								
Carpinteria	2.8%	3.4%	5.9%	4.9%	-0.6%	-3.1%	-2.1%	Mar-22
Goleta	1.6%	1.8%	4.4%	3.1%	-0.2%	-2.8%	-1.5%	Mar-22
Santa Barbara	1.6%	1.9%	4.6%	3.1%	-0.3%	-3.0%	-1.5%	Mar-22
South Coast	1.7%	2.4%	4.6%	3.2%	-0.7%	-2.9%	-1.5%	Mar-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	\$88,195	\$86,944	\$78,184	14%	12.8%	2021
Goleta	\$109,361	\$106,434	\$98,005	2.7%	11.6%	2021
Santa Barbara	\$88,294	\$86,620	\$74,790	1.9%	18.1%	2021

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	\$33.5	\$28.8	\$33.8	16.4%	-1.0%	2021Q4
Goleta	\$196.6	\$169.5	\$175.8	16.0%	11.9%	2021Q4
Santa Barbara	\$409.9	\$358.2	\$403.2	14.4%	1.7%	2021Q4
South Coast Total	\$639.9	\$556.4	\$612.7	15.0%	4.4%	2021Q4

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

TOURISM

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	\$2.7	\$1.9	\$1.51	\$0.7	39.6%	75.1%	283.6%	Apr-22

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

CANNABIS

Indicator	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	Average
Cannabis Taxable Sales (2020)	\$2,268,429	\$17,122,747	\$11,710,331	\$13,548,966	\$51,750,472	\$12,937,518

Source: CA Department of Tax and Fee Administration

CRIME