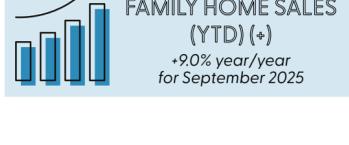


AT A GLANCE - CURRENT DATA TRENDS



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	\$2,362,230	\$2,000,000	\$1,675,000	18.1%	41.0%	Jul-25
Goleta	\$1,725,000	\$1,597,500	\$1,675,000	8.0%	3.0%	Jul-25
Santa Barbara	\$2,057,500	\$2,150,000	\$2,150,000	-4.3%	-4.3%	Jul-25
South Coast	\$2,333,615	\$1,905,000	\$2,150,000	22.5%	8.5%	Jul-25
Single Family Home Sales YTD						
Carpinteria	7	7	9	0.0%	-22.2%	Sep-25
Goleta	22	16	16	37.5%	37.5%	Sep-25
Santa Barbara	31	31	24	0.0%	29.2%	Sep-25
South Coast	73	67	64	9.0%	14.1%	Sep-25
Median Apartment Rent						
South Coast	\$2,853	\$2,775	\$2,722	2.8%	4.8%	2025 Q3
Apartment Vacancy Rate						
South Coast	2.8%	2.7%	2.3%	0.1%	0.5%	2025 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	14	6	2	133.3%	NA	Jan-Jun 2025
Goleta	6	6	4	0.0%	NA	Jan-Jun 2025
Santa Barbara	28	5	76	460.0%	-63.2%	Jan-Jun 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%	29.1%	30.1%	-18.2%	-19.2%	2025 Q3
Industrial	7.1%	3.3%	3.0%	3.8%	4.1%	2025 Q3
Goleta						
Office	8.0%	7.9%	9.5%	0.1%	-1.5%	2025 Q3
Industrial	4.1%	2.9%	3.1%	1.2%	1.0%	2025 Q3
Santa Barbara						
Office	9.0%	11.0%	13.3%	-2.0%	-4.3%	2025 Q3
Industrial	2.0%	1.1%	0.9%	0.9%	1.1%	2025 Q3
Retail	3.8%	3.0%	2.1%	0.8%	1.7%	2025 Q3

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	228,600	223,600	226,000	2.2%	1.2%	Sep-25
Unemployment	10,400	9,000	10,200	15.6%	2.0%	Sep-25
Unemployment Rate	4.5%	4.5%	4.5%	0.5%	0.0%	Sep-25
Unemployment Rate (by City)						
Carpinteria	3.9%	4.4%	3.8%	-0.5%	0.1%	Jul-25
Goleta	3.6%	3.5%	2.7%	0.1%	0.9%	Jul-25
Santa Barbara	4.0%	3.7%	3.1%	0.3%	0.9%	Jul-25
South Coast	3.8%	3.7%	3.0%	0.1%	0.8%	Jul-25

Source: State of California, Employment Development Department

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
Median Household Income						
Carpinteria	\$2,250,000	\$4,075,000	\$3,050,000	-44.8%	-26.2%	Sep-25
Goleta	\$2,197,187	\$1,695,000	\$1,508,000	29.6%	45.7%	Sep-25
Santa Barbara	\$2,400,000	\$2,721,000	\$2,097,750	-11.8%	14.4%	Sep-25
South Coast	\$2,500,000	\$2,535,000	\$2,350,000	-1.4%	6.4%	Sep-25

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	\$41.0	\$42.5	\$42.7	-3.6%	-4.0%	2025 Q2
Goleta	\$265.0	\$253.9	\$255.9	4.4%	3.6%	2025 Q2
Santa Barbara	\$572.5	\$296.1	\$605.9	-4.0%	-5.5%	2025 Q2
Total for Incorporated South Coast Cities	\$878.5	\$892.5	\$904.5	-1.6%	-2.9%	2025 Q2

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

TOURISM

Indicator	Most Recent	Week Ago	Year Ago	Change from Week Ago	Change from Year Ago	Latest Reporting Period
Hotel Occupancy Rate						
Santa Barbara South Coast TBID	62%	52%	58%	10%	4%	Week 50 of 2025 13/12/25
City of Santa Barbara	60%	52%	56%	8%	4%	13/12/25
City of Goleta	74%	54%	71%	20%	3%	13/12/25
County Unincorporated	51%	49%	46%	2%	5%	13/12/25
ADR						
Santa Barbara South Coast TBID	\$258	\$251	\$249	3%	4%	Week 50 of 2025 13/12/25
City of Santa Barbara	\$230	\$221	\$226	4%	2%	13/12/25
City of Goleta	\$235	\$233	\$231	1%	2%	13/12/25
County Unincorporated	\$478	\$447	\$431	7%	11%	13/12/25
RevPAR						
Santa Barbara South Coast TBID	\$161	\$132	\$146	22%	10%	Week 50 of 2025 13/12/25
City of Santa Barbara	\$139	\$116	\$127	20%	9%	13/12/25
City of Goleta	\$173	\$126	\$164	37%	5%	13/12/25
County Unincorporated	\$242	\$218	\$200	11%	21%	13/12/25

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	\$3.27	\$3.61	\$3.31	-9.4%	-1.2%	Sep-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
Airport Passenger Count						
Santa Barbara Airport (Monthly Total)	137,916	134,468	119,894	2.6%	15.0%	Oct-25
Santa Barbara Airport (YTD)	1,245,302	1,164,302	1,058,786	7.0%	17.6%	Oct-25

Source: Santa Barbara Airport (flights.santabarbara.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	\$14,939,232	\$15,901,833	\$15,451,075	N/A	\$46,292,140	\$15,430,713

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	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
Unincorporated South & Isla Vista	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

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	6.0%					2023
Santa Barbara	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.

US CONFIDENCE INDEX

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

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