



# SMVCC

Santa Maria Valley  
Chamber of Commerce  
Visitor & Convention Bureau

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## MEDIA ALERT

October 4, 2016

### RE: SANTA MARIA HOUSING – A RELATIVE BARGAIN

Recently, a story appeared (Santa Maria Sun, Sept 29, 2016) in the local media highlighting a housing affordability study conducted by a finance industry publication. In the report, our region was identified as one of the least affordable housing markets in the country.

What the article did not do, however, was dig deeper into the data and tell the whole story. Because the original data came from a national survey, the data used was for the entire Santa Barbara County. And, as anyone who lives here knows well, there are significant differences within that region, particularly when comparing communities in the northern part of the county with those in the southern.

Here are the comparable numbers for median-priced homes currently listed for sale in our region:

Santa Barbara City:	\$1,235,000
Santa Barbara County:	\$799,000 (number used in the news report)
SLO County:	\$599,000
Ventura:	\$575,000
State of California:	\$479,000
Santa Maria:	\$369,000

Without minimizing in any way the challenge many have to be able to afford housing anywhere in our region, digging deeper into the County's housing cost data shows that Santa Maria represents a real and significant bargain for those who choose to live on the Central Coast.

For more information, contact:

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