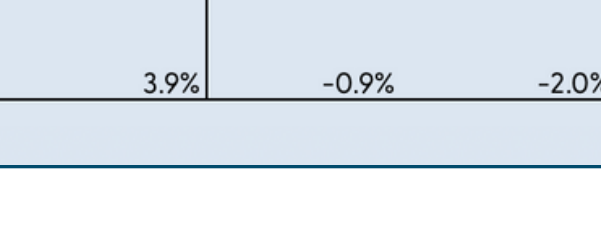
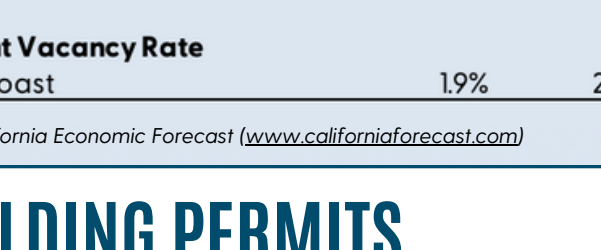
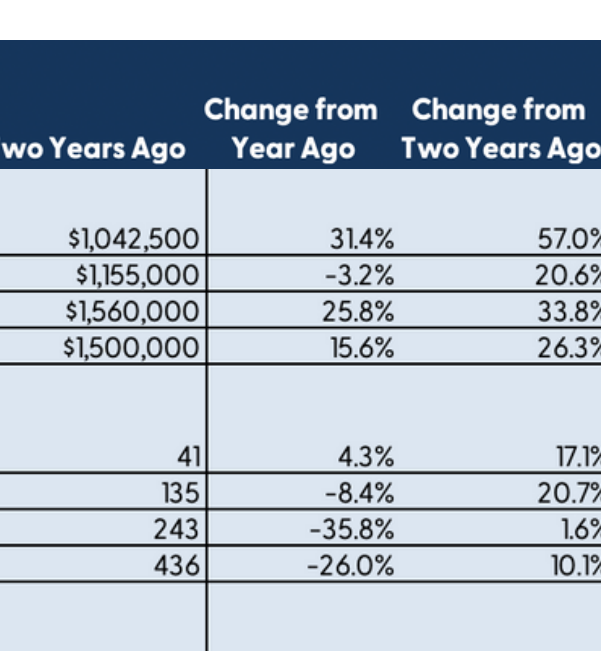
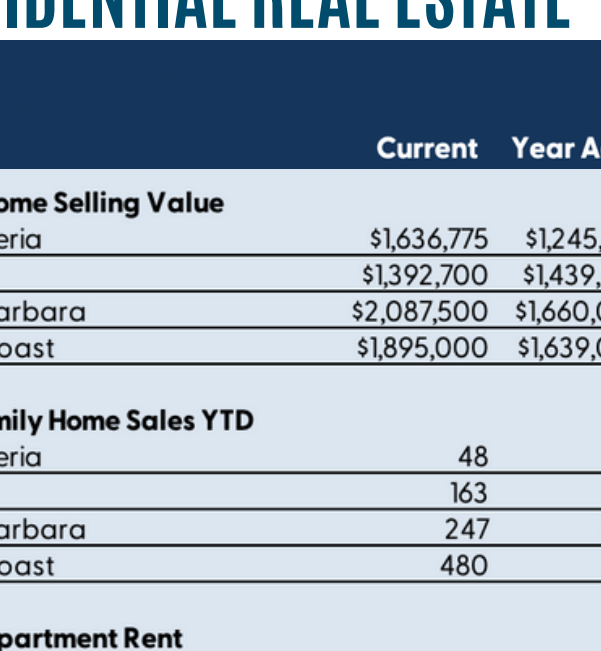
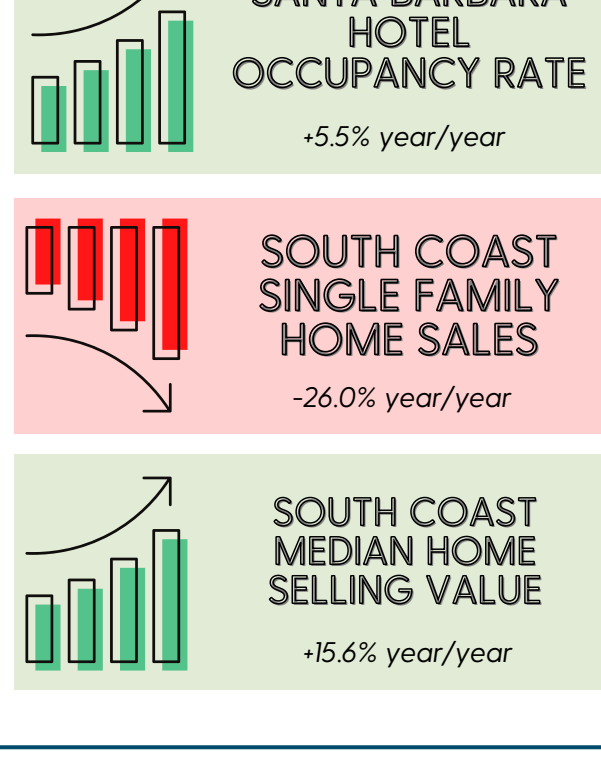
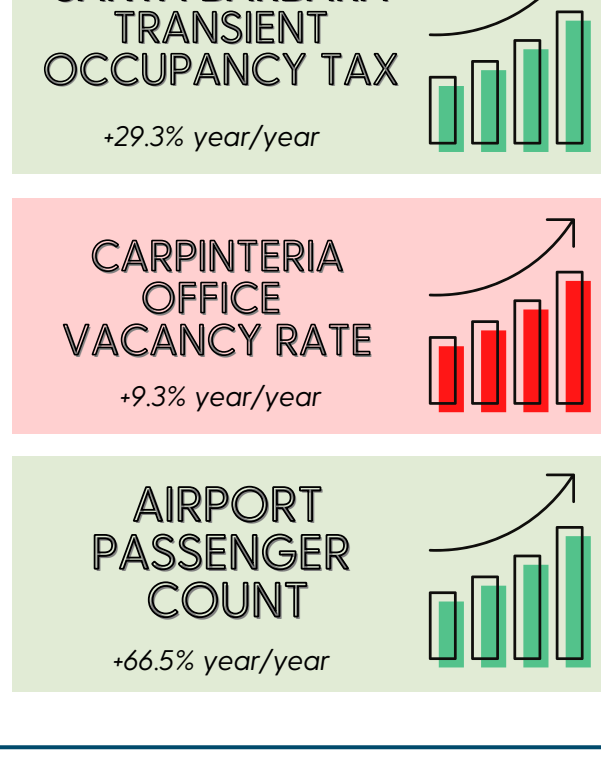


## AT A GLANCE - CURRENT DATA TRENDS



## 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	\$1,636,775	\$1,245,625	\$1,042,500	31.4%	57.0%	Jul-22
Goleta	\$1,392,700	\$1,439,250	\$1,155,000	-3.2%	20.6%	Jul-22
Santa Barbara	\$2,087,500	\$1,660,000	\$1,560,000	25.8%	33.8%	Jul-22
South Coast	\$1,895,000	\$1,639,000	\$1,500,000	15.6%	26.3%	Jul-22
<b>Single Family Home Sales YTD</b>						
Carpinteria	48	46	41	4.3%	17.1%	Jan-July-22
Goleta	163	178	135	-8.4%	20.7%	Jan-July-22
Santa Barbara	247	385	243	-35.8%	1.6%	Jan-July-22
South Coast	480	649	436	-26.0%	10.1%	Jan-July-22
<b>Median Apartment Rent</b>						
South Coast	\$2,293	\$2,054	\$1,940	11.6%	18.2%	2022 Q2
<b>Apartment Vacancy Rate</b>						
South Coast	1.9%	2.8%	3.9%	-0.9%	-2.0%	2022 Q2

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	0	11	4	-100.0%	-100.0%	Jan-June 22
Goleta	2	1	10	100.0%	-80.0%	Jan-June 22
Santa Barbara	29	25	26	16.0%	11.5%	Jan-June 22

Source: California Economic Forecast ([www.californiaforecast.com](http://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
<b>Commercial Vacancy Rates</b>						
<b>Carpinteria</b>						
Office	12.6%	3.3%	3.3%	9.3%	9.3%	2022 Q2
Industrial	2.4%	3.6%	2.8%	-1.2%	-0.4%	2022 Q2
<b>Goleta</b>						
Office	5.8%	6.2%	6.1%	-0.4%	-0.3%	2022 Q2
Industrial	2.8%	5.6%	8.1%	-2.8%	-5.3%	2022 Q2
<b>Santa Barbara</b>						
Office	8.5%	10.8%	7.1%	-2.3%	1.4%	2022 Q2
Industrial	0.5%	6.0%	1.0%	-5.5%	-0.5%	2022 Q2
Retail	2.6%	4.3%	3.5%	-1.7%	-0.9%	2022 Q2

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

## WORKFORCE

<b>Professionals</b>	<b>Changed Jobs</b>	<b>Job Posts</b>	<b>Engaged Talent</b>
172,859	13,579	6,426	5,755

Employment Talent in the Santa Barbara-Santa Maria Area Source: LinkedIn - August 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
<b>Santa Barbara County Labor Force</b>								
Labor Force	222,500	224,000	222,500	N/A	-0.7%	0.0%	N/A	Jul-22
Unemployment	6,200	6,300	12,800	N/A	-1.6%	-51.6%	N/A	Jul-22
Unemployment Rate	2.8%	2.8%	5.7%	N/A	0.0%	-2.9%	N/A	Jul-22
<b>Unemployment Rate (by City)</b>								
Carpinteria	2.2%	2.9%	4.3%	8.0%	-0.7%	-2.1%	-5.8%	Jul-22
Goleta	2.2%	2.1%	8.4%	7.0%	0.1%	-6.2%	-4.8%	Jul-22
Santa Barbara	2.8%	2.1%	5.0%	10.0%	0.7%	-2.2%	-7.2%	Jul-22
South Coast	2.1%	2.2%	4.9%	9.5%	-0.1%	-2.8%	-7.4%	Jul-22

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	\$88,195	\$86,944	\$78,184	1.4%	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](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	\$39.0	\$40.9	\$35.3	-4.7%	10.4%	2022 Q1
Goleta	\$234.1	\$196.9	\$223.7	18.9%	4.7%	2022 Q1
Santa Barbara	\$515.1	\$406.7	\$455.6	26.6%	13.1%	2022 Q1
South Coast Total	\$788.2	\$644.5	\$714.6	22.3%	10.3%	2022 Q1

Source: California Economic Forecast ([www.californiaforecast.com](http://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
<b>Hotel Occupancy Rate</b>								
Carpinteria	78.1%	75.9%	73.9%	N/A	2.2%	4.2%	N/A	Jul-22
Goleta	88.6%	84.5%	84.6%	N/A	4.1%	4.0%	N/A	Jul-22
Santa Barbara	85.0%	79.5%	86.2%	N/A	5.5%	-1.2%	N/A	Jul-22
<b>Transient Occupancy Tax (millions)</b>								
Santa Barbara	\$4.0	\$3.2	\$3.1	\$19	24.1%	29.3%	108.9%	Jul-22
<b>Airport Passenger Count</b>								
Santa Barbara Airport (Monthly Total)	119,727	114,367	106,376	21,476	4.7%	12.6%	457.5%	Jul-22
Santa Barbara Airport (YTD)	656,413	536,686	394,307	254,461	22.3%	66.5%	158.0%	Jul-22

Source: Santa Barbara Airport ([flights.santabarbaraca.gov](http://flights.santabarbaraca.gov))

## Impressive July for the City of Santa Barbara's TOT

“The City of Santa Barbara collected \$3.97 million in transient occupancy taxes (TOT) for July 2022. TOT revenues in July 2022 were about 19.5% [\$646,160] above the monthly budget, mainly due to higher average daily rates and strong seasonal demand for rooms.”

[Click here to view the City of Santa Barbara's press release](#)

## CANNABIS

Indicator	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total	Average
<b>Cannabis Taxable Sales (2020)</b>						
Santa Barbara County	\$9,268,429	\$17,122,747	\$11,710,331	\$13,648,966	\$51,750,473	\$12,937,618
<b>Cannabis Taxable Sales (2021)</b>						
Santa Barbara County	\$12,090,614	\$26,340,379	\$12,878,182	\$22,217,005	\$73,526,180	\$18,381,545
<b>Cannabis Taxable Sales (2022)</b>						
Santa Barbara County	\$15,418,451	N/A	N/A	N/A	\$15,418,451	\$3,854,613

Source: CA Department of Tax and Fee Administration

## CRIME

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Santa Barbara Police Department Crime Statistics (YTD)</b>						
Total Violent Crimes	214	247	255	-13%	-16%	May-22
Total Property Crimes	901	1,014	847	-11%	6%	May-22
Call Volume	12,178	12,438	11,477	-2%	6%	May-22
Felony Arrests	435	405	464	7%	-6%	May-22
Misdemeanor Arrests	466	451	587	3%	-21%	May-22

Source: Santa Barbara Police Department

## HOMELESSNESS

Indicator	Current	Year Ago	Two Years Ago	Change from Year Ago	Change from Two Years Ago	Latest Reporting Period
<b>Homeless Residents</b>						
Carpinteria	21	39	21			2022
Goleta	91	166	119			2022
Santa Barbara	822	914	887			2022
Other South Coast Areas	TBD	173	N/A			2020

Source: Santa Barbara County - Community Services

### City Net (City of Santa Barbara)

	Aug-22	City Net (City of Goleta)	Aug-22
Client Engagements	505		N/A
Clients Enrolled	87		40
Street Exits	30		36

Source: City Net ([citynet.org](http://citynet.org))

### New Beginnings (Santa Barbara County)

Jul-20 - Jul 21	
Clients Served (Safe Parking Program)	464
Clients Housed/Eviction Prevented	190

Source: New Beginnings

### Vehicular Homelessness by City

	2020 (PIT Count)
Carpinteria	25
Goleta	150
Santa Barbara	269
Isla Vista	50

Source: Santa Barbara County - Community Services

## 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	7.5%	TBD	TBD			2022
Goleta	7.9%	TBD	TBD			2022
Santa Barbara	12.5%	TBD	TBD			2022

Percentage of households below poverty. Source: Cottage Health (<http://cottagehealth2go.org>)

## COVID-19 CASES

Santa Barbara County COVID-19 Cases - Week ending August 26, 2022

<b>Case Rate per 100k</b>	<b>Test Positivity</b>
21.4	11.0%

Source: Santa Barbara County Community Dashboard - Santa Barbara County Public Health