



Goleta, California.

Current market data.

11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

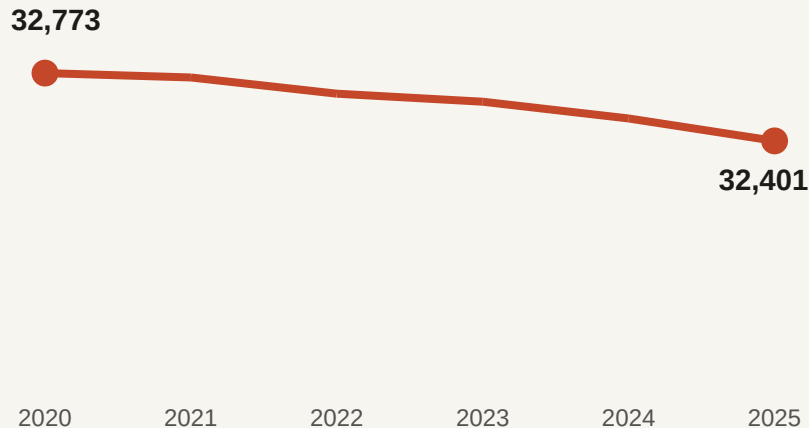


POPULATION

Down 1.1% since 2020.

32,401

people, the 230th-largest of California's cities and towns.



THE WORKDAY

9 in 10 jobs here go to
people who live somewhere
else.

85.0%

of 23,227 jobs located in Goleta are filled by in-commuters.



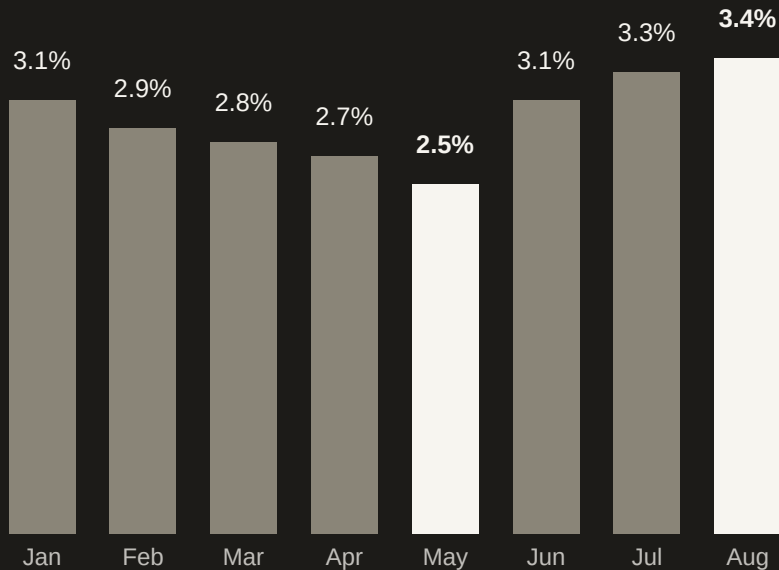
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
2.5%.

3.4%

in August 2026, the latest month released. A year earlier it was 3.5%.

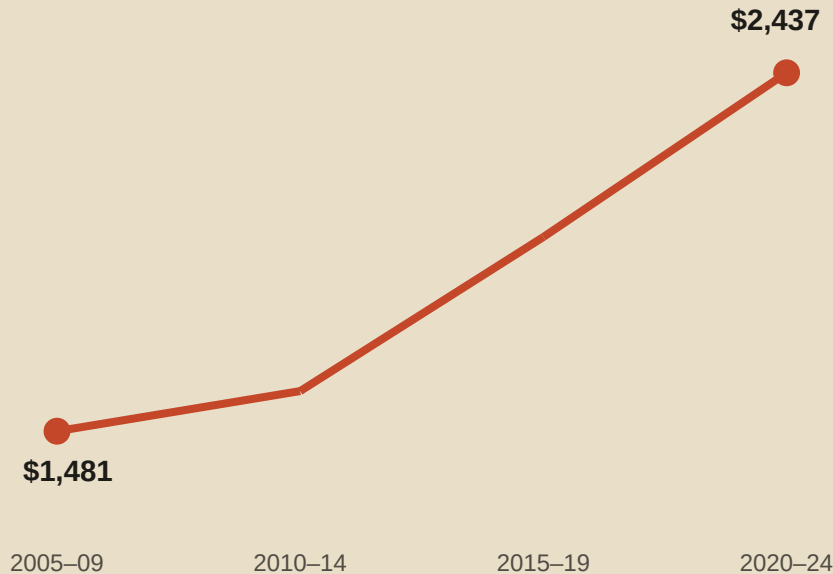


RENT

Median rent is up 65%
since the 2005–2009
survey, before inflation.

\$2,437

a month. California's median is \$2,036.





THE SEAM

Cross one tract line and median rent doubles.

A \$2,503 gap between neighbors, the sharpest rent edge between adjacent tracts in Santa Barbara County.

TRACT 18

\$998

TRACT 15

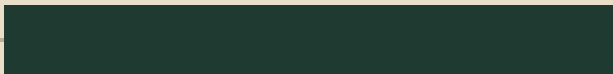
\$3,501



ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,284–\$1,926



\$2,437 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

336

homes permitted, 2022–2025

82%

of those were in multifamily
buildings

80%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 1–2% to the 12,939 homes here.

66–232

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 45%
more than California's.

\$1,062,100

median home value in Goleta.

Goleta



\$1,062,100

California



\$734,700

U.S.



\$332,700

THAT WAS GOLETA'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at [**almanacdata.ai/e/ca/goleta/**](https://almanacdata.ai/e/ca/goleta/)

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