



Santa Barbara, California.

Current market data.

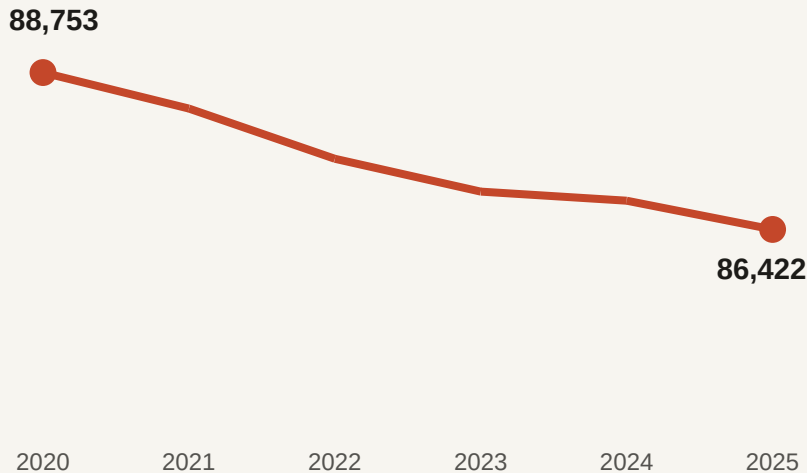
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 2.6% since 2020.

86,422

people, the 94th-largest of California's cities and towns.



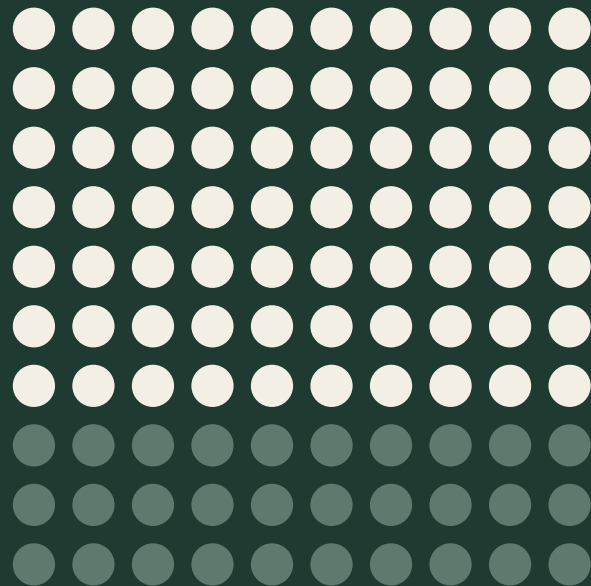
THE WORKDAY

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

69.7%

of 56,692 jobs located in Santa Barbara are filled by
in-commuters.

Source: Census LEHD LODES, 2023



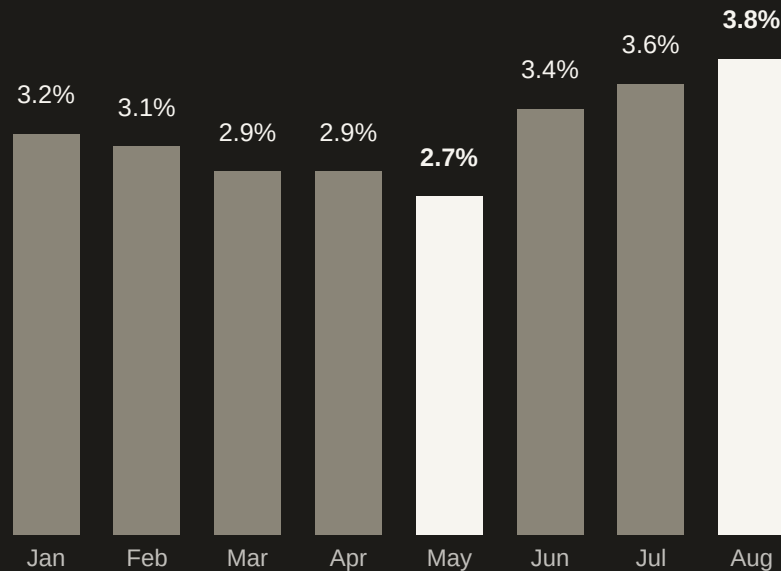
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
2.7%.

3.8%

in August 2026, the latest month released. A year earlier it was 3.9%.

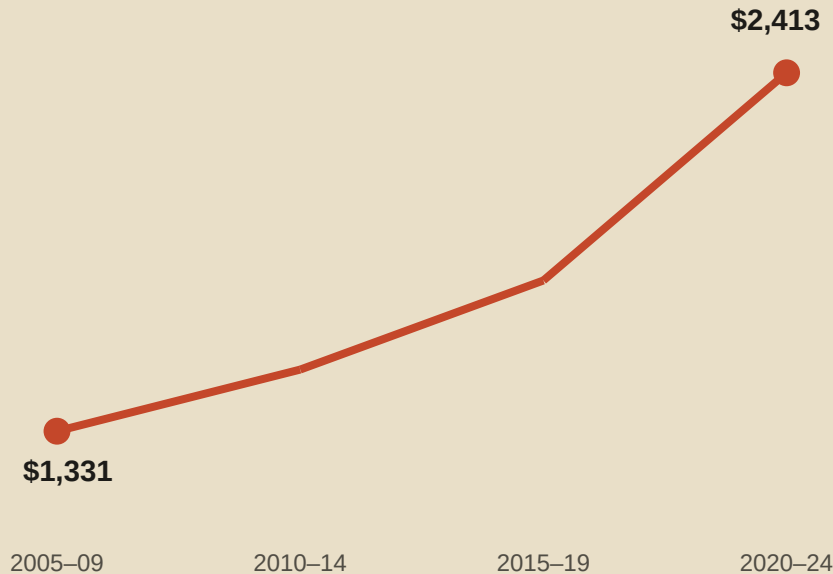


RENT

Median rent is up 81%
since the 2005–2009
survey, before inflation.

\$2,413

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

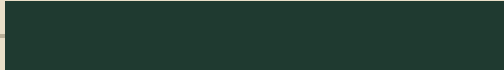
\$3,501



ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,148–\$1,721



\$2,413 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

339

homes permitted, 2022–2025

54%

of those were in multifamily
buildings

91%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 1% to the 39,204 homes here.

216–567

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



HOME VALUE

**A median home costs
114% more than
California's.**

\$1,570,800

median home value in Santa Barbara.

Santa Barbara



\$1,570,800

California



\$734,700

U.S.



\$332,700

THAT WAS SANTA BARBARA'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/santa-barbara/**](https://almanacdata.ai/e/ca/santa-barbara/)

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