



Santa Paula, California.

Current market data.

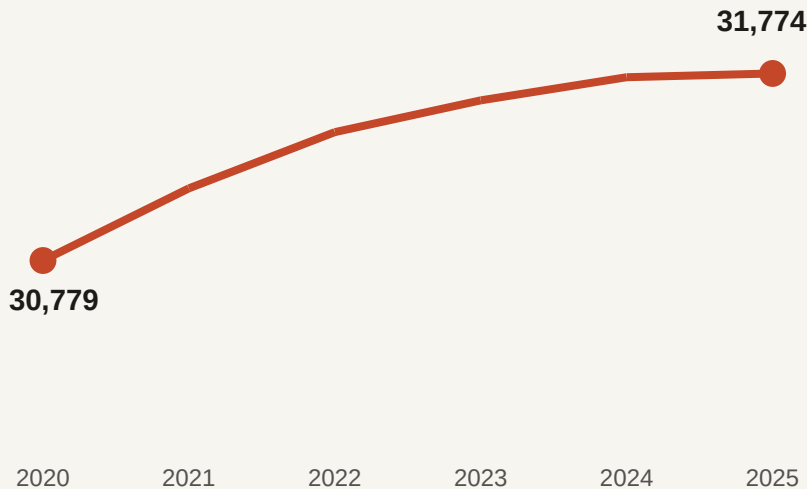
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 3.2% since 2020.

31,774

people, the 235th-largest of California's cities and towns.



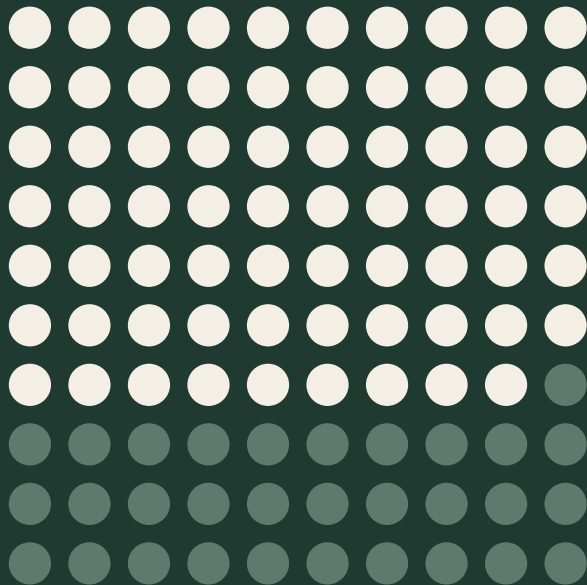
THE WORKDAY

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

69.1%

of 6,574 jobs located in Santa Paula are filled by in-commuters.

Source: Census LEHD LODES, 2023



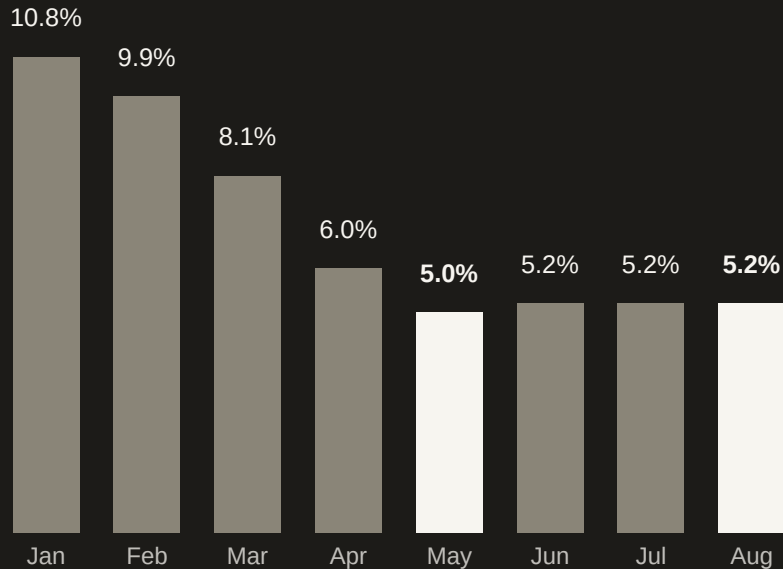
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
5.0%.

5.2%

in August 2026, the latest month released. A year earlier it was 5.7%.

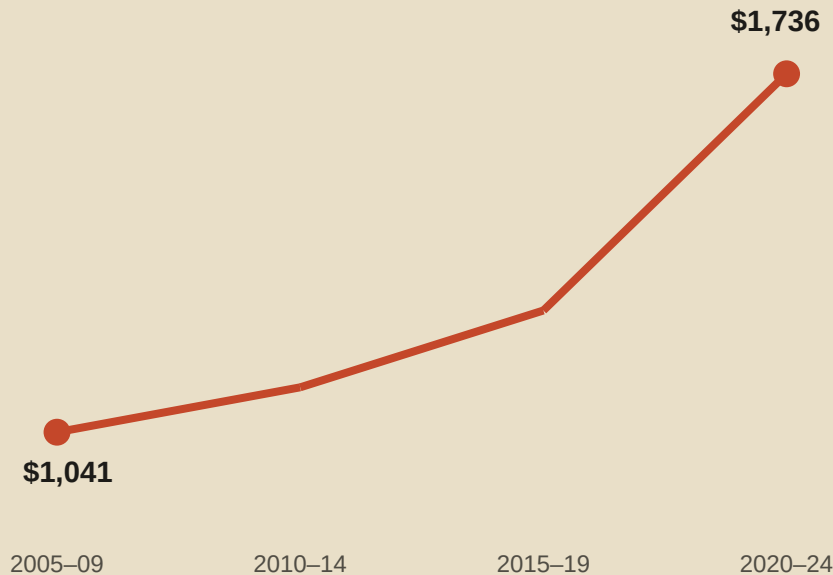


RENT

Median rent is up 67%
since the 2005–2009
survey, before inflation.

\$1,736

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



THE SEAM

Cross one tract line and median rent doubles.

A \$1,819 gap between neighbors, the sharpest rent edge between adjacent tracts in Ventura County.

TRACT 54.03

\$1,120

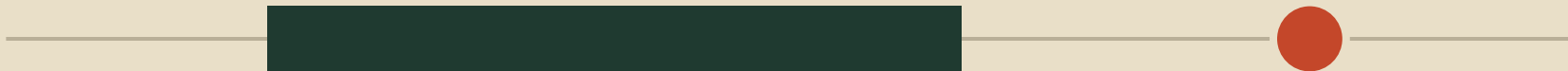
TRACT 54.04

\$2,939

ROOM TO BUILD

The median rent is above what local wages can carry.

\$991–\$1,487



\$1,736 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

775

homes permitted, 2022–2025

54%

of those were in multifamily
buildings

89%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.6–0.7% to the 10,149 homes here.

58–70

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



HOME VALUE

A median home costs 17%
less than California's.

\$611,200

median home value in Santa Paula.

Santa Paula



\$611,200

California



\$734,700

U.S.



\$332,700

THAT WAS SANTA PAULA'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-paula/

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