Santa Rosa, California.

Current market data.

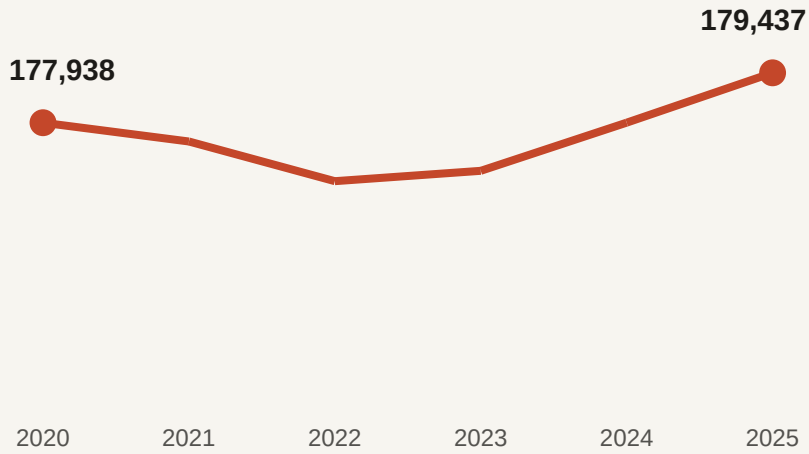
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Steady. Within 1% of 2020, every year since.

179,437

people, the 27th-largest of California's cities and towns.



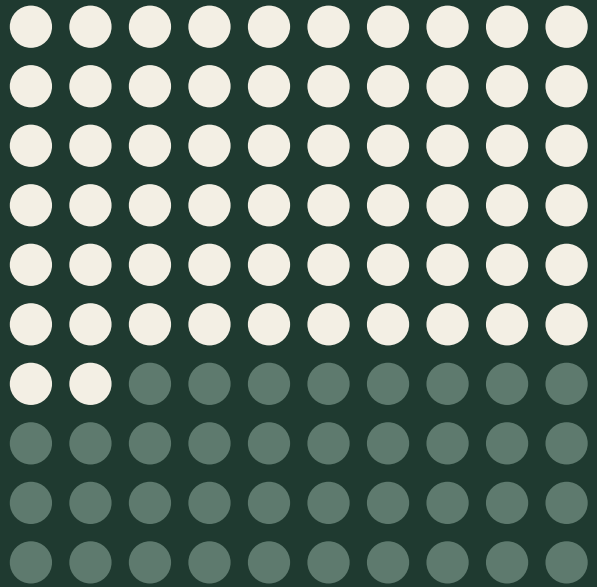
Source: Census Population Estimates, 2025

THE WORKDAY

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

61.5%

of 73,982 jobs located in Santa Rosa are filled by in-commuters.



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

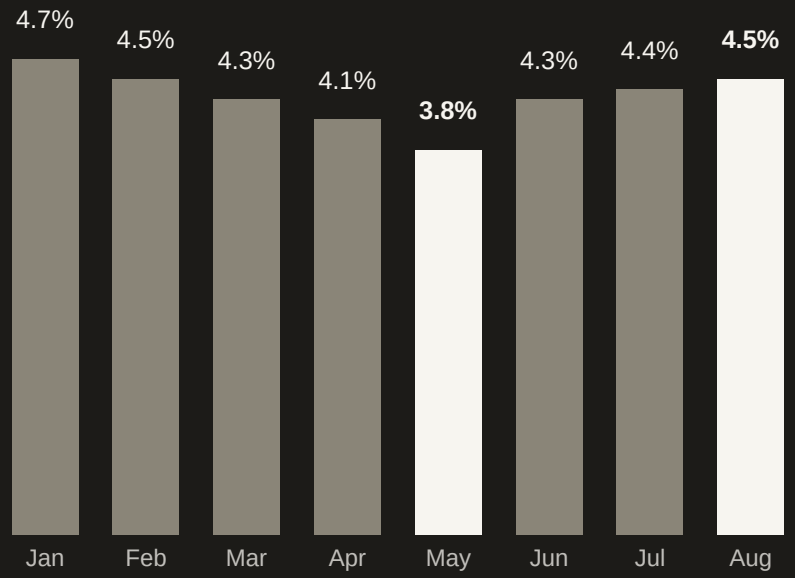
Source: Census LEHD LODES, 2023

UNEMPLOYMENT, 2026

The low came in May: 3.8%.

4.5%

in August 2026, the latest month released. A year earlier it was 4.8%.



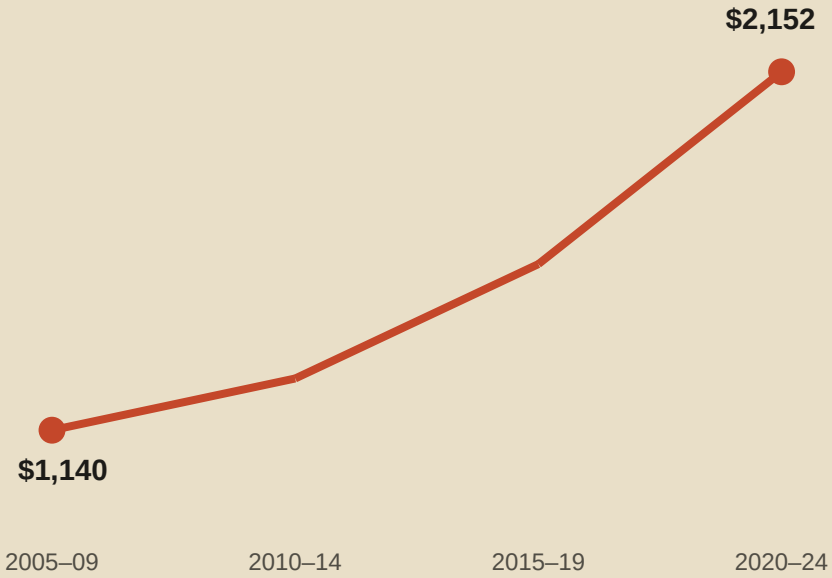
Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

Median rent is up 89% since the 2005–2009 survey, before inflation.

$2,152

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

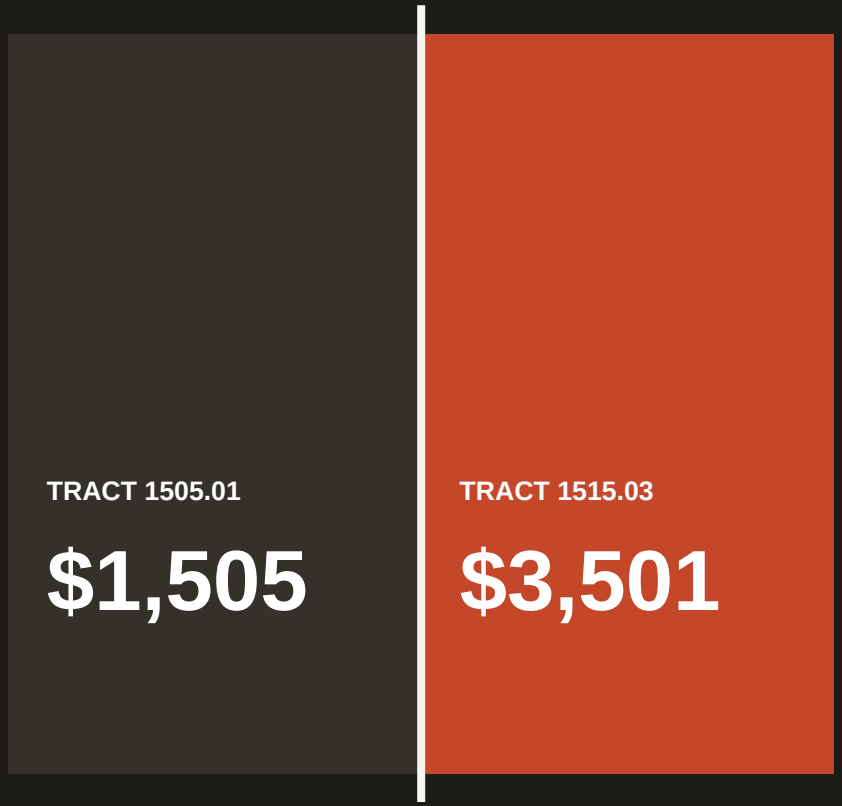


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

A $1,996 gap between neighbors, the sharpest rent edge between adjacent tracts in Sonoma County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent is above what local wages can carry.

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

9,039

homes permitted in ten years, 2016–2025

45%

of those were in multifamily buildings

79%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.5–1.0% to the 71,382 homes here.

322–740

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

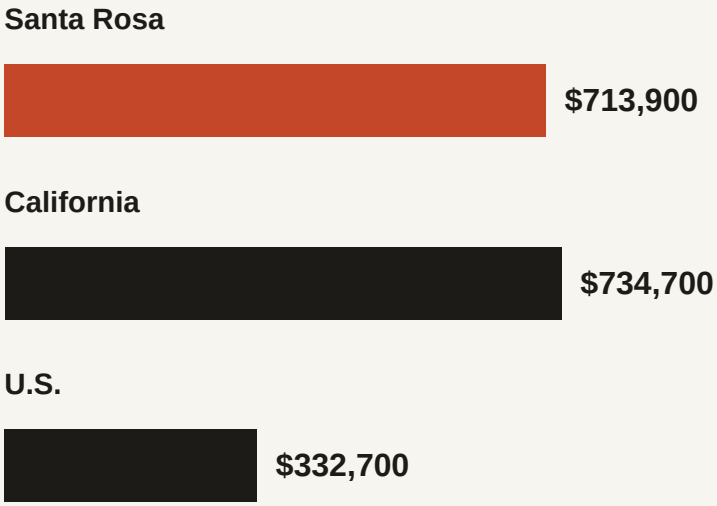
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 3% less than California's.

$713,900

median home value in Santa Rosa.



Source: Census ACS 5-year, 2020-2024

THAT WAS SANTA ROSA'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-rosa/**