ZIP 93101, Santa Barbara, California.

Current market data.

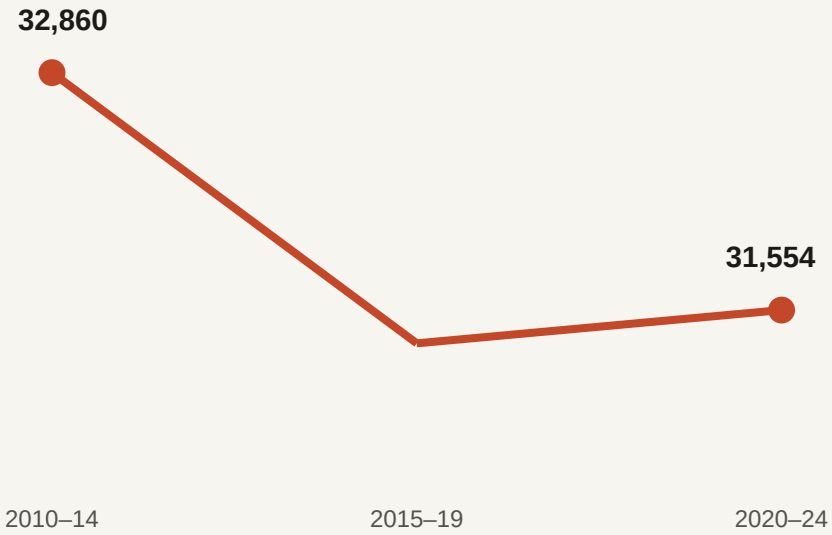
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

31,554 people call ZIP 93101 home.

31,554

people.



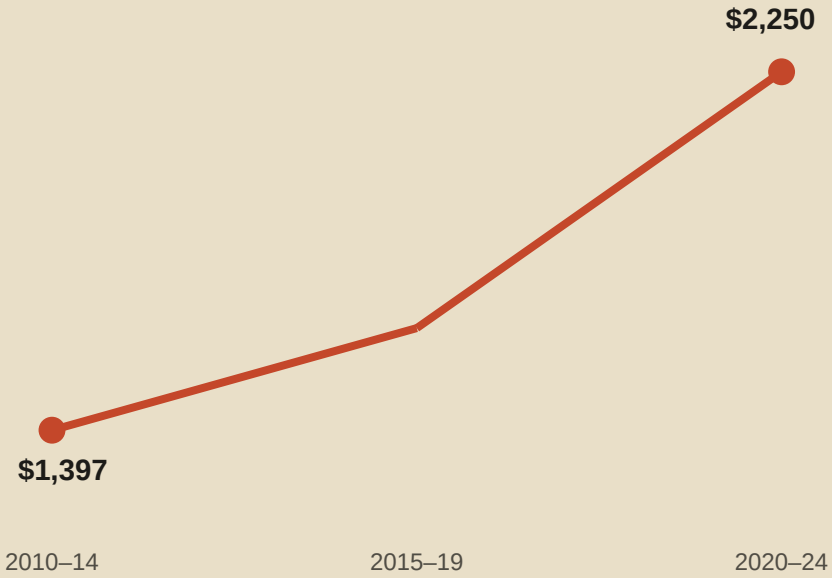
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 61% since the 2010–2014 survey, before inflation.

$2,250

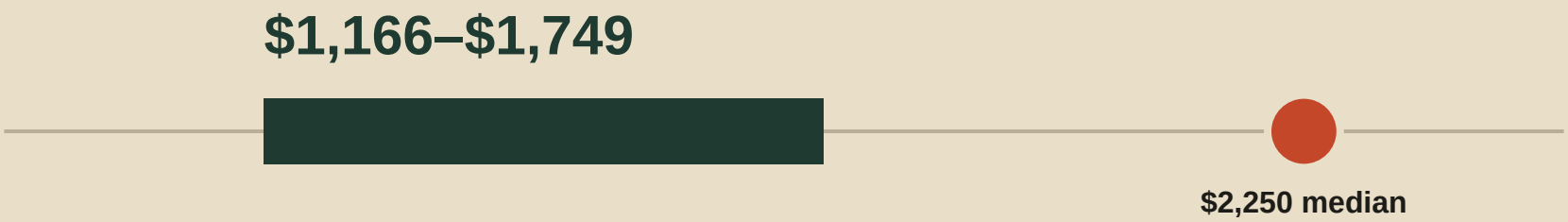
a month. California's median is $2,036.



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.

89%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 1–2% to the 13,698 homes here.

101–290

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

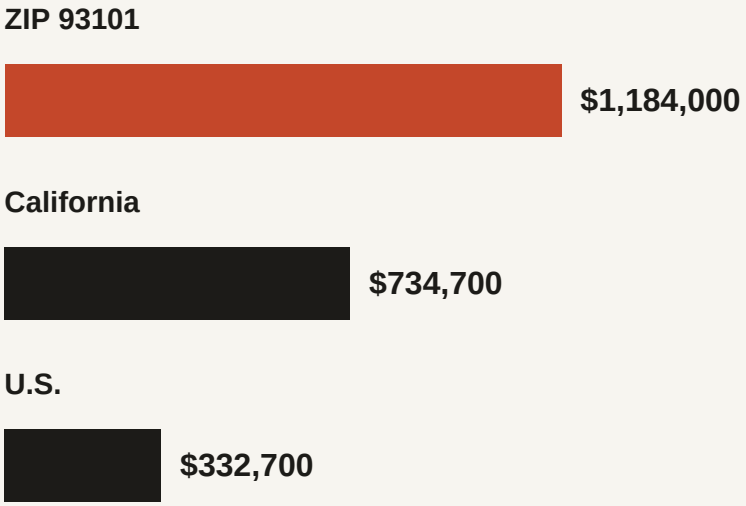
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 61% more than California's.

$1,184,000

median home value in ZIP 93101.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 93101'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/zip/93101/**