



Brawley, California.

Current market data.

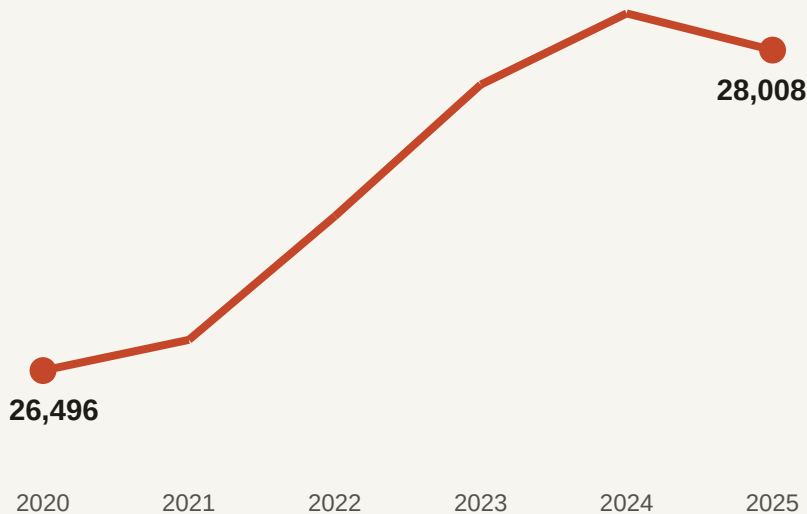
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 5.7% since 2020.

28,008

people, the 253rd-largest of California's cities and towns.

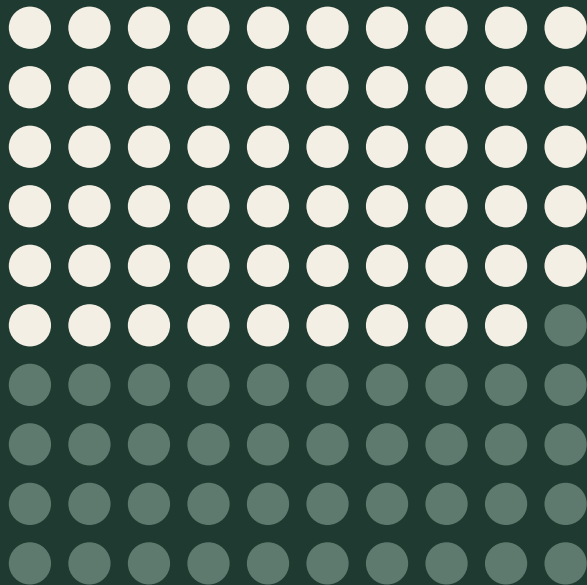


THE WORKDAY

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

58.8%

of 7,651 jobs located in Brawley are filled by in-commuters.



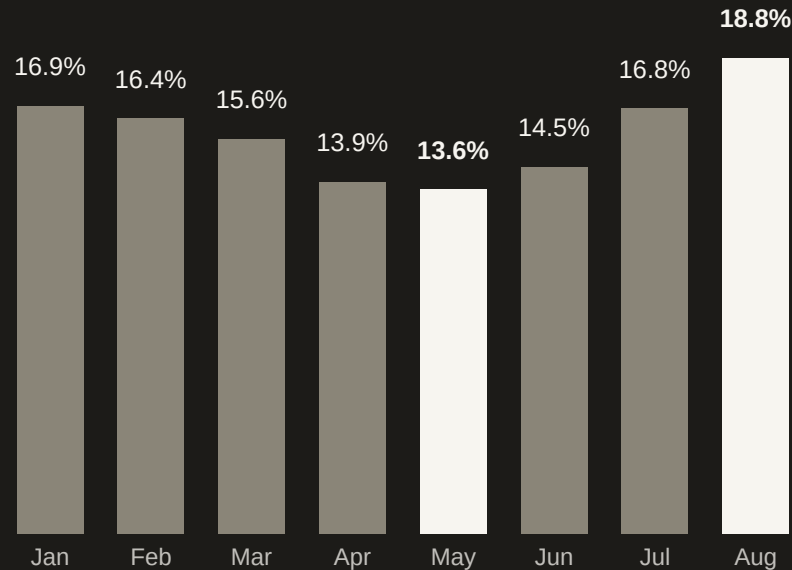
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
13.6%.

18.8%

in August 2026, the latest month released. A year earlier it was 18.8%.

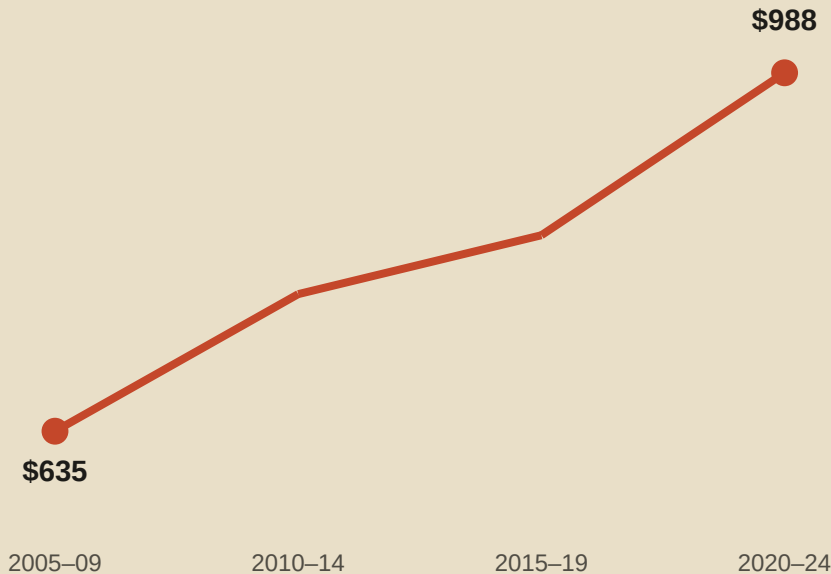


RENT

Median rent is up 56%
since the 2005–2009
survey, before inflation.

\$988

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





THE SEAM

Cross one tract line and median rent doubles.

A \$1,008 gap between neighbors, the sharpest rent edge between adjacent tracts in Imperial County.

TRACT 113.02

\$842

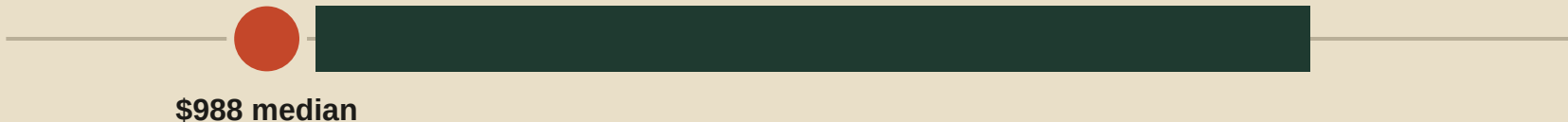
TRACT 118.03

\$1,850

ROOM TO BUILD

Local wages can carry more rent than the median charged today.

\$1,013–\$1,520



is the monthly rent range local workforce wages support.

BUILDING

74% of the housing here was built before 2000.

389

homes permitted, 2022–2025

8%

of those were in multifamily
buildings

74%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.6–0.9% to the 8,650 homes here.

56–77

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



HOME VALUE

A median home costs 60% less than California's.

\$290,700

median home value in Brawley.

Brawley



\$290,700

California



\$734,700

U.S.



\$332,700

THAT WAS BRAWLEY'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/brawley/

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