



Chula Vista, California.

Current market data.

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

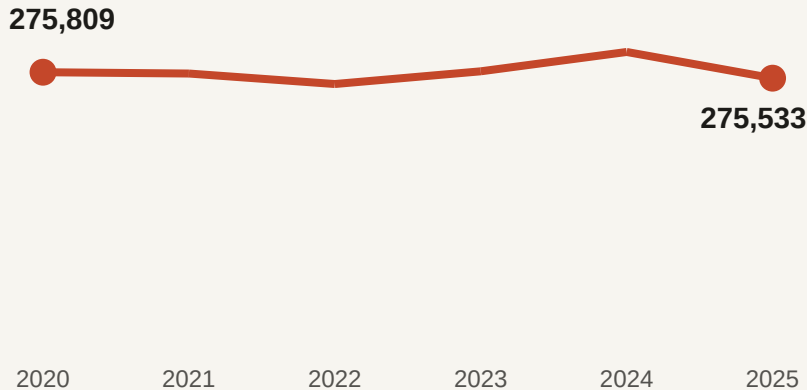


POPULATION

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

275,533

people, the 15th-largest of California's cities and towns.



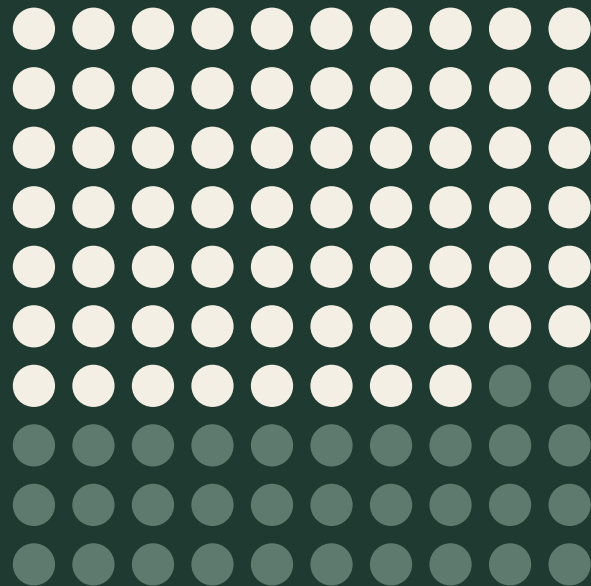
THE WORKDAY

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

68.0%

of 72,444 jobs located in Chula Vista are filled by in-commuters.

Source: Census LEHD LODES, 2023



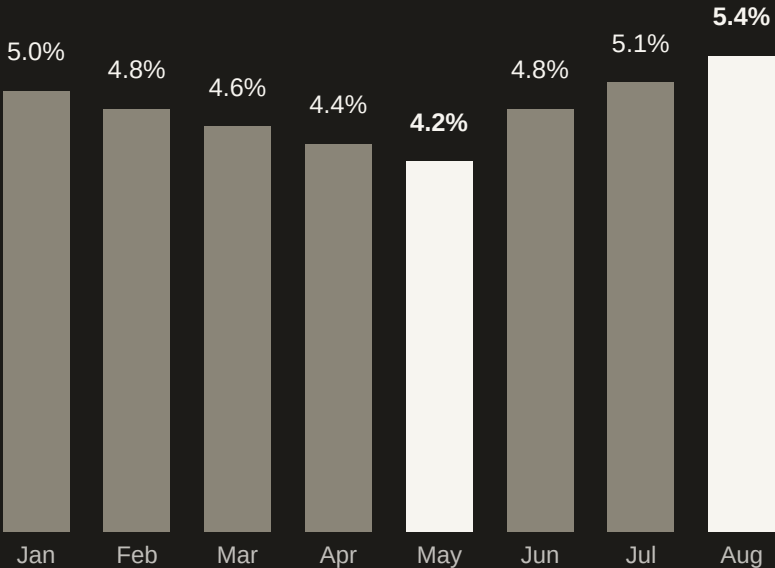
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
4.2%.

5.4%

in August 2026, the latest month released. A year earlier it was 5.5%.



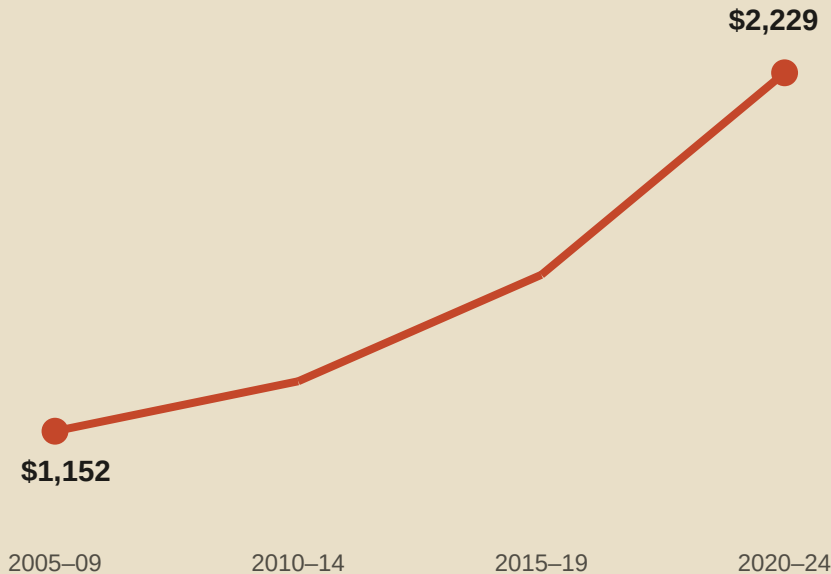
Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

**Median rent is up 93%
since the 2005–2009
survey, before inflation.**

\$2,229

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



THE SEAM

Cross one tract line and median rent doubles.

A \$2,412 gap between neighbors, the sharpest rent edge between adjacent tracts in San Diego County.

TRACT 51.03

\$1,023

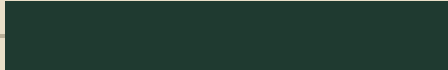
TRACT 216

\$3,435

ROOM TO BUILD

The median rent is above what local wages can carry.

\$996–\$1,494



\$2,229 median

is the monthly rent range local workforce wages support.

BUILDING

66% of the housing here was built before 2000.

11,274

homes permitted in ten years,
2016–2025

75%

of those were in multifamily
buildings

66%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.5–0.8% to the 90,273 homes here.

459–724

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



HOME VALUE

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

\$758,700

median home value in Chula Vista.

Chula Vista



\$758,700

California



\$734,700

U.S.



\$332,700

THAT WAS CHULA VISTA'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/chula-vista/

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