



ZIP 91910, Chula Vista, California.

Current market data.

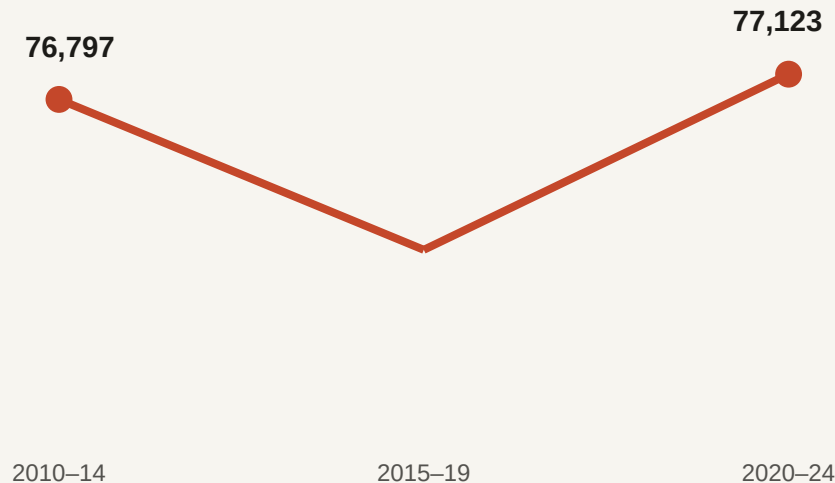
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**77,123 people call ZIP
91910 home.**

77,123

people.



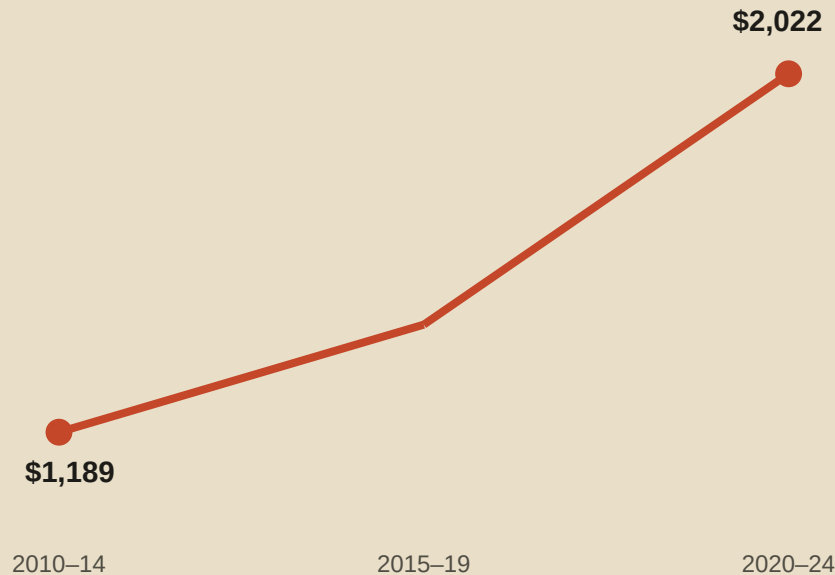


RENT

Median rent is up 70%
since the 2010–2014
survey, before inflation.

\$2,022

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

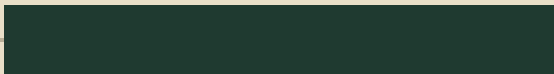




ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,011–\$1,517



\$2,022 median

is the monthly rent range local workforce wages support.



BUILDING

Most of the housing here is older than 2000.

92%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.6–1.0% to the 27,850 homes here.

160–275

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



HOME VALUE

A median home costs 1% more than California's.

\$741,200

median home value in ZIP 91910.

ZIP 91910



\$741,200

California



\$734,700

U.S.



\$332,700

THAT WAS ZIP 91910'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/91910/

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