



Capitola, California.

Current market data.

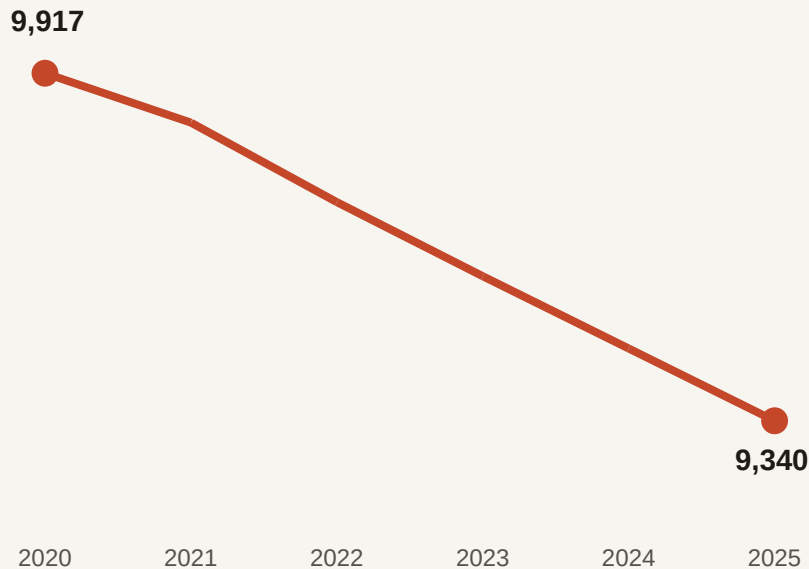
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 5.8% since 2020.

9,340

people, the 381st-largest of California's cities and towns.



THE WORKDAY

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

93.7%

of 5,575 jobs located in Capitola are filled by in-commuters.



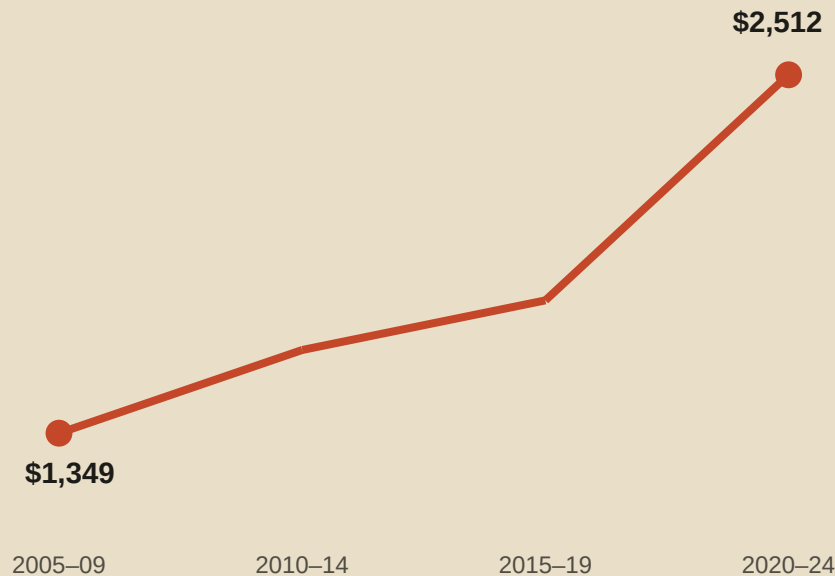
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 86%
since the 2005–2009
survey, before inflation.

\$2,512

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



THE SEAM

Cross one tract line and median rent doubles.

A \$2,323 gap between neighbors, the sharpest rent edge between adjacent tracts in Santa Cruz County.

TRACT 1211

\$927

TRACT 1210

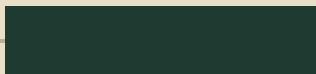
\$3,250



ROOM TO BUILD

The median rent is above what local wages can carry.

\$906–\$1,359



\$2,512 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

76

homes permitted, 2022–2025

53%

of those were in multifamily
buildings

86%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–1.1% to the 5,160 homes here.

18–56

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



HOME VALUE

A median home costs 7% more than California's.

\$783,000

median home value in Capitola.

Capitola



\$783,000

California



\$734,700

U.S.



\$332,700

THAT WAS CAPITOLA'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/capitola/

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