ZIP 95010, Capitola, California.

Current market data.

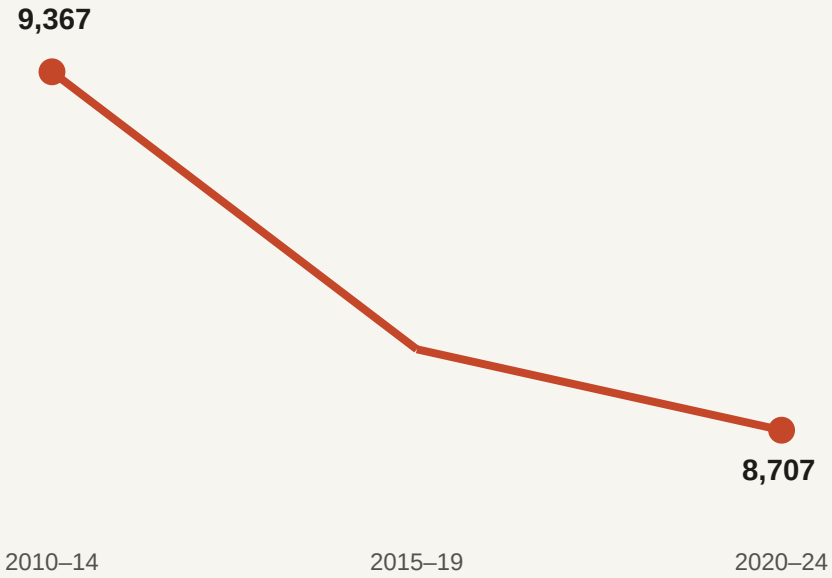
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

8,707 people call ZIP 95010 home.

8,707

people.



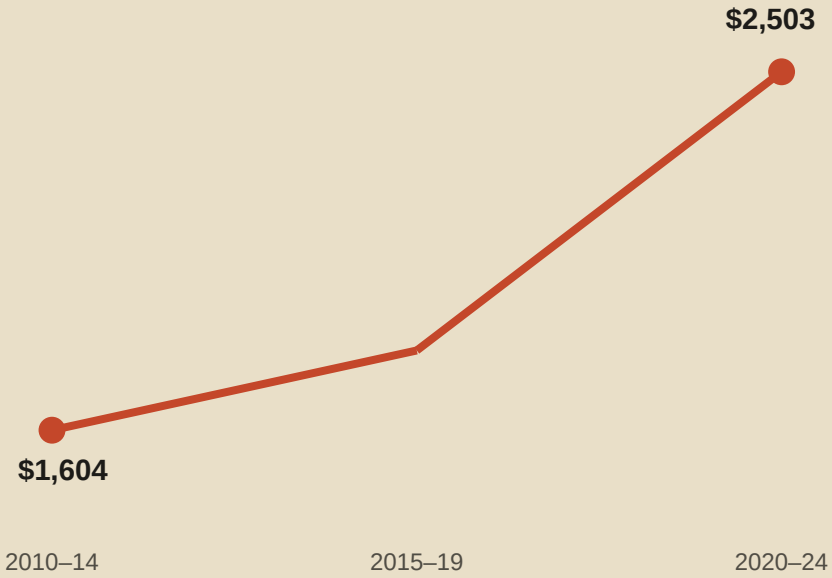
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 56% since the 2010–2014 survey, before inflation.

$2,503

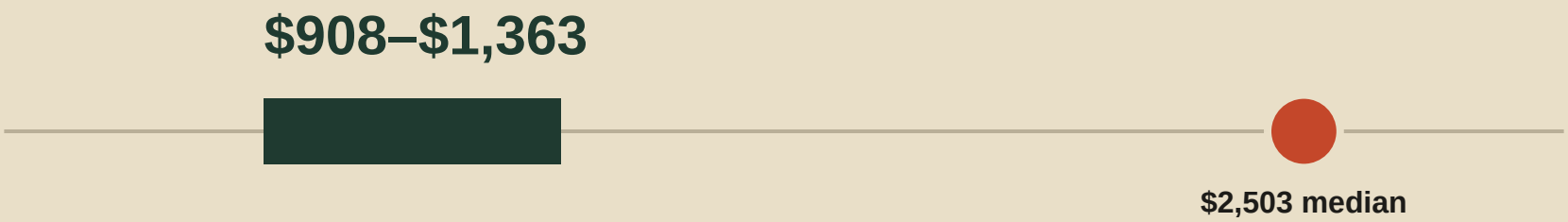
a month. California's median is $2,036.



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.

87%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.4–1.1% to the 4,838 homes here.

18–54

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

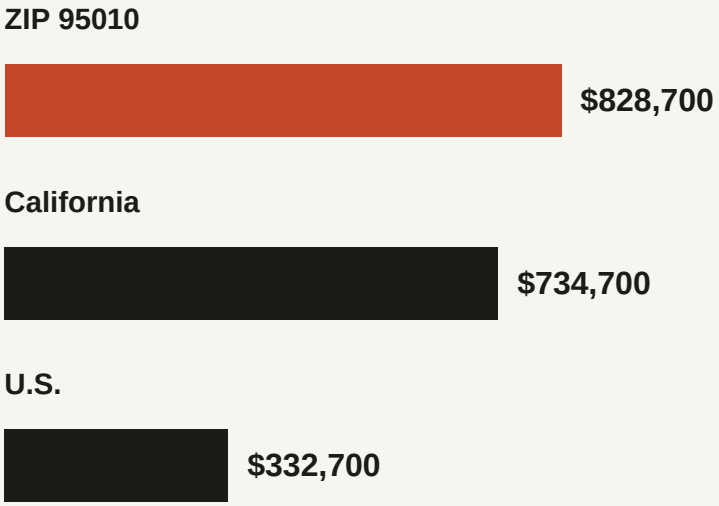
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 13% more than California's.

$828,700

median home value in ZIP 95010.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 95010'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/95010/**