ZIP 96778, Hawaiian Beaches, Hawaii.

Current market data.

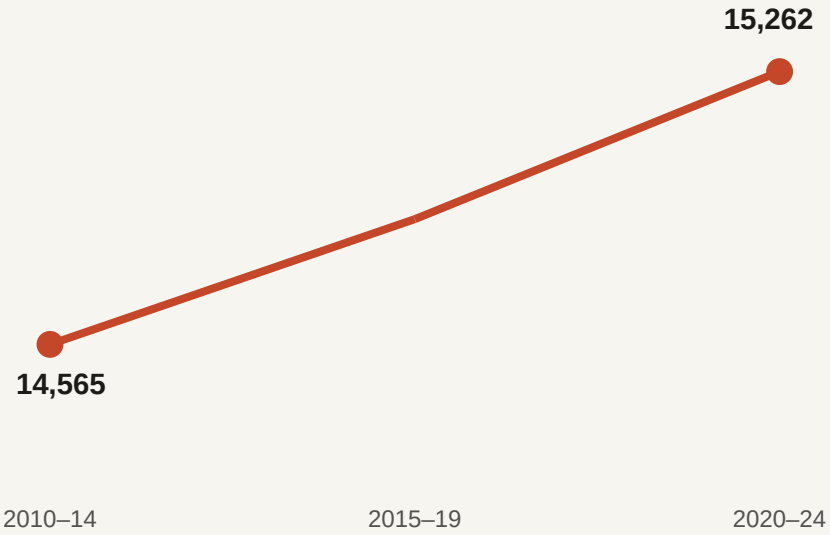
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

15,262 people call ZIP 96778 home.

15,262

people.



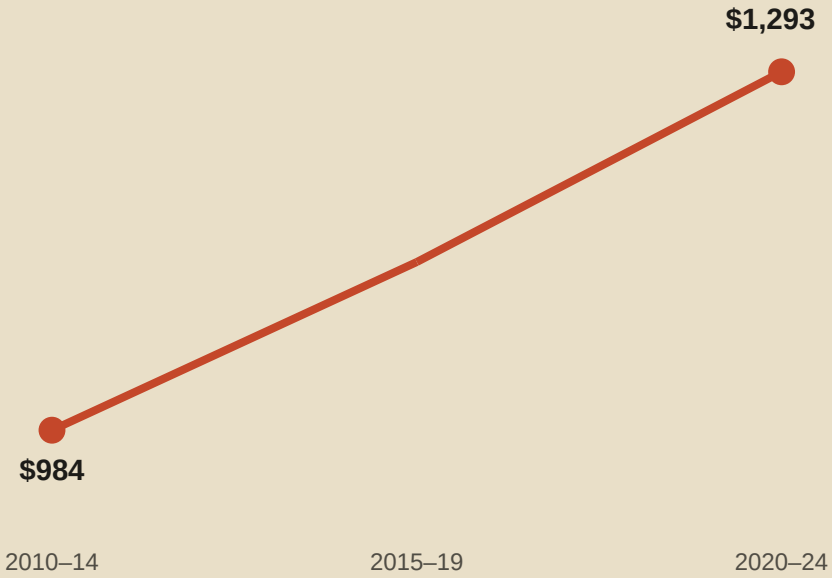
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 31% since the 2010–2014 survey, before inflation.

$1,293

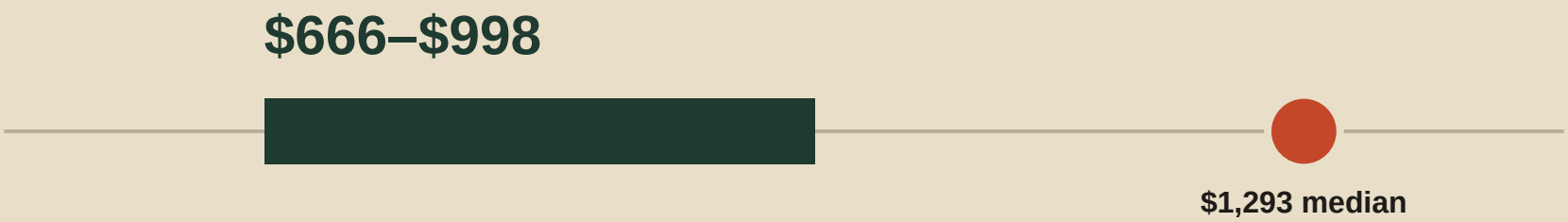
a month. Hawaii's median is $1,971.



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

66% of the housing here was built before 2000.

66%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.2% to the 7,098 homes here.

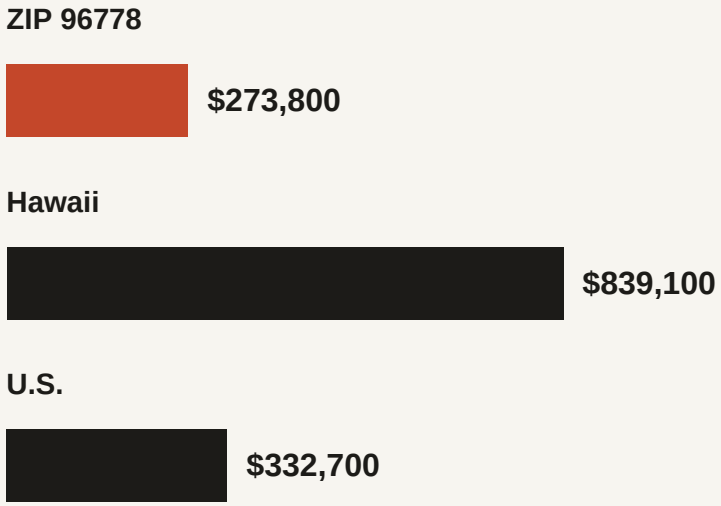
13–14

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 67% less than Hawaii's.



$273,800

median home value in ZIP 96778.

Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 96778'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/96778/**