

# Santa Cruz County

## *Demographic and Economic Profile and Long-Run Forecast*



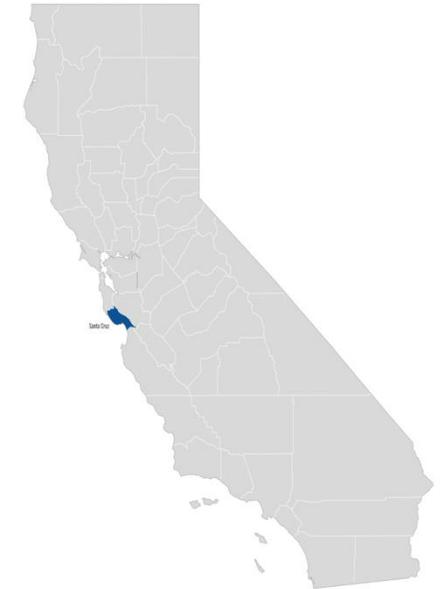
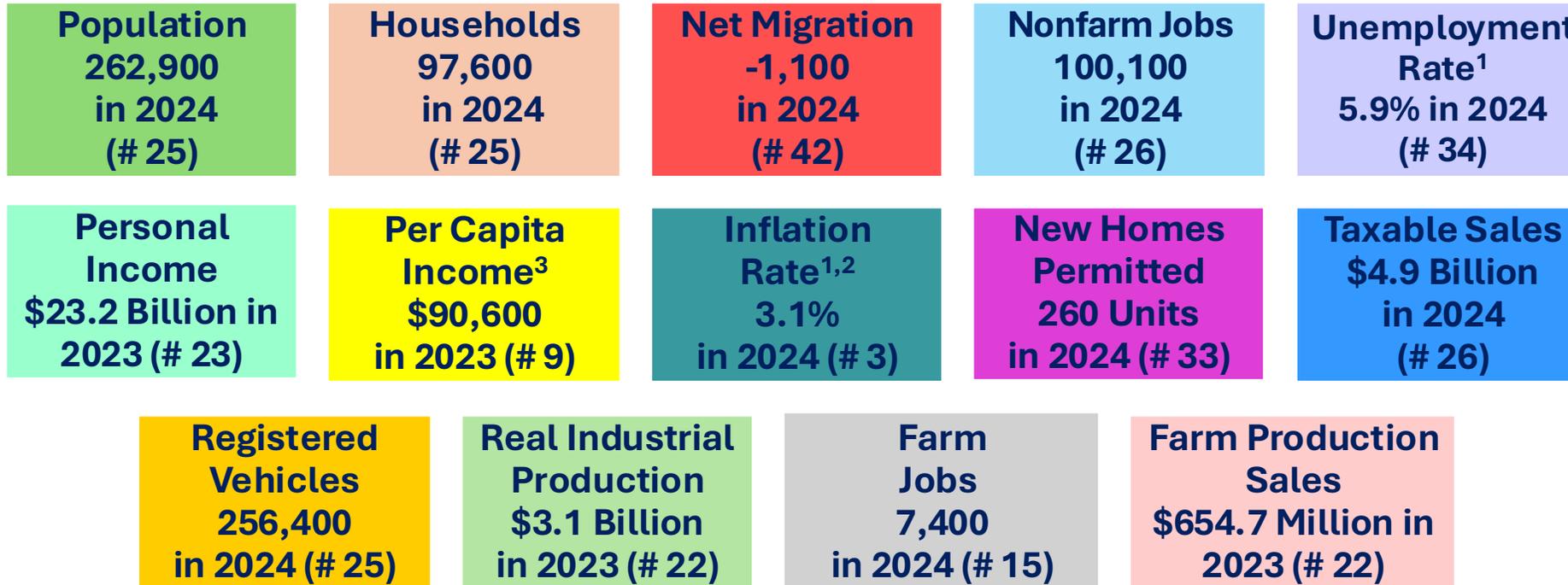
# Santa Cruz County Profile

- Santa Cruz County ranked ninth among California counties in per capita income (\$90,600 in 2024\$) in 2023, just behind Orange and Napa counties.
- Santa Cruz County's median price for a single-family home was \$1,313,000 in 2024, about 150 percent of the statewide average price of \$867,000 for the same period.
- It costs about \$13,600 a month (\$162,900 a year) for a family of three to live in the county, nearly 50 percent more than the statewide average, and more than double the cost to live in Imperial and Kern counties, the cheapest in California, with a cost of about \$6,700 a month.



# Santa Cruz County Latest Actual

## Levels and State Rank

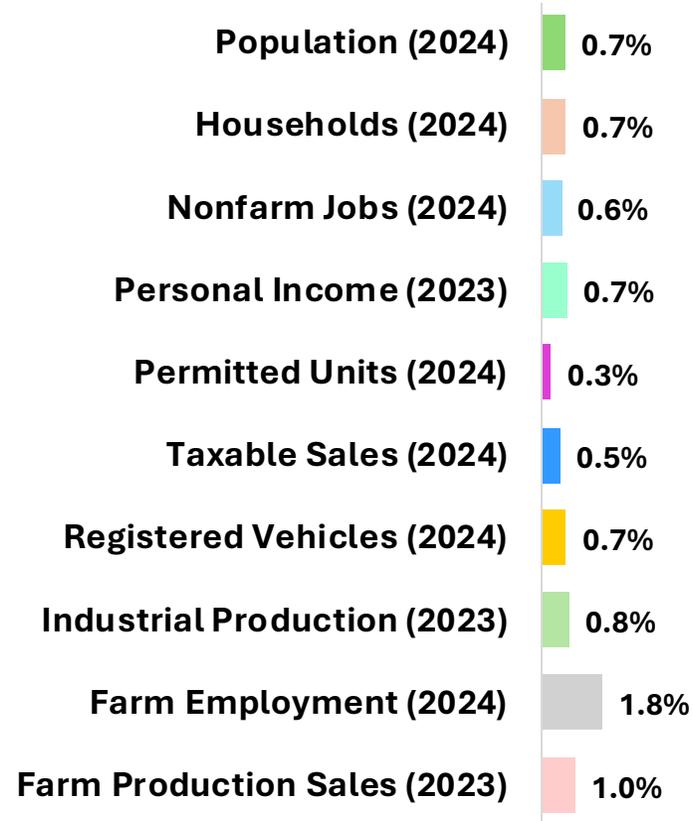


1. Inflation and unemployment rates are ordered from the lowest to highest, such that counties with lower rates rank closer to #1, reflecting a favorable economic status.
2. Inflation rates are based on four regional Consumer Price Index (CPI) estimates produced by the U.S. Bureau of Labor Statistics (BLS). County-level CPI data do not exist, and all 58 counties are assigned to one of the four regions or the statewide inflation forecast, resulting in only five distinct inflation rankings.
3. Per capita income is converted into 2024 dollars using the statewide California Consumer Price Index (CPI).



# Santa Cruz County Latest Actual

## Santa Cruz County (Share of California)

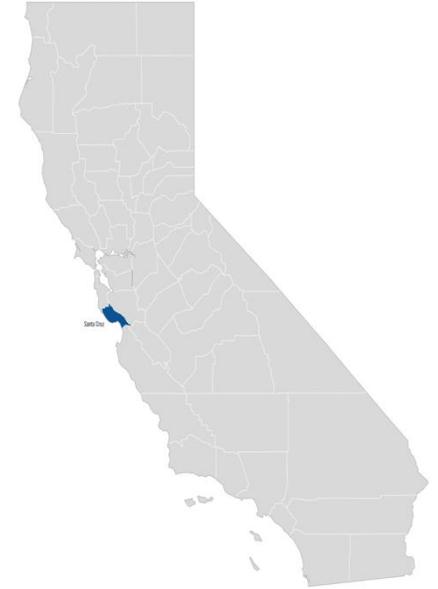


Unemployment  
Rate Differential  
0.6 ppt in 2024

Per Capita  
Income Ratio  
108% in 2023

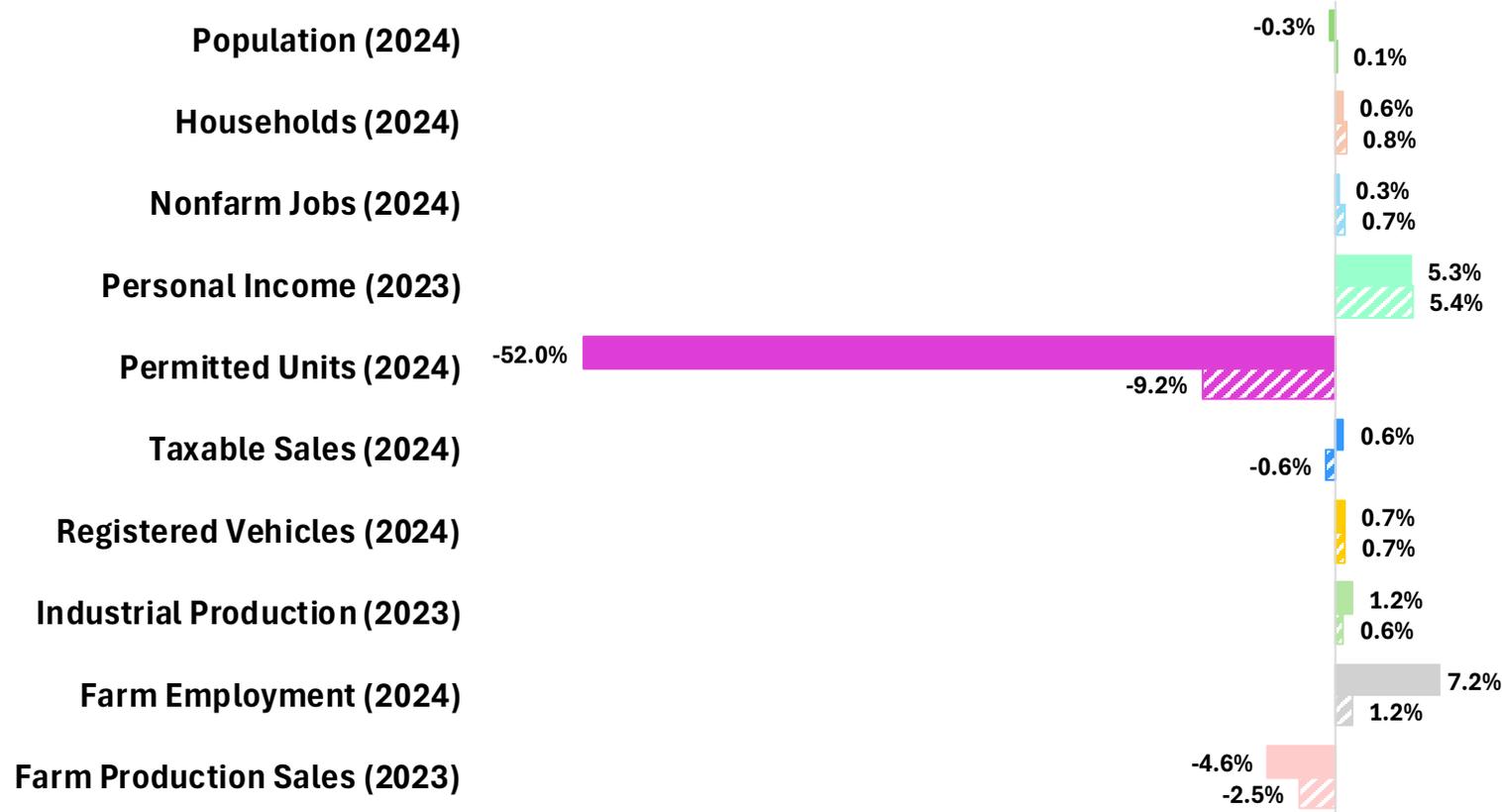
Inflation Rate  
Differential  
0 ppt in 2024

Net Migration  
-1,100  
(CA -62,700)  
in 2024



# Santa Cruz County Latest Actual

Santa Cruz County (Solid Bars) versus California (Hatched Bars)  
Year-over-year Change



**Unemployment Rate Change (2024)**  
0.4 ppt  
CA: 0.6 ppt

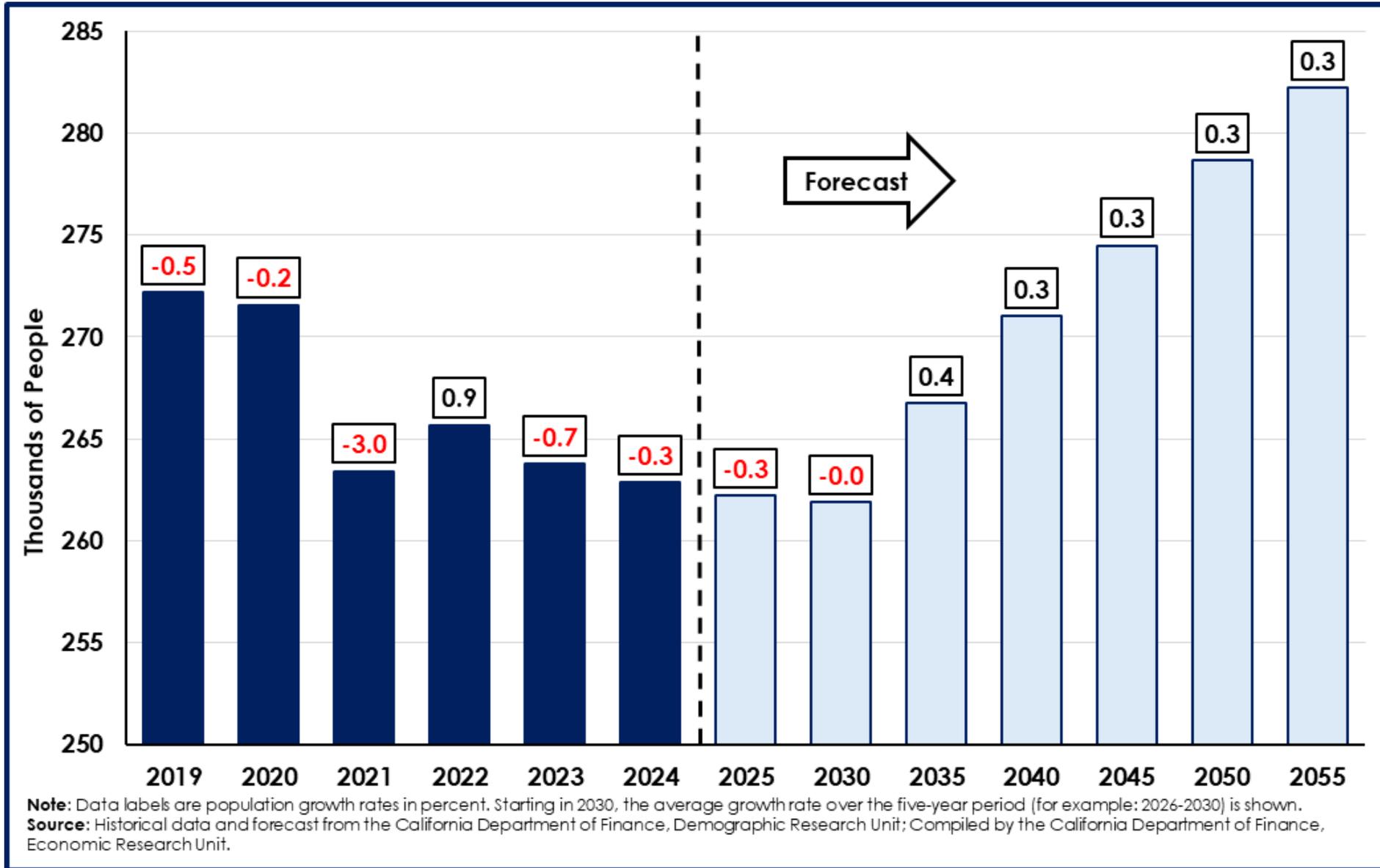
**Per Capita Income Change (2024)**  
2.1%  
CA: 1.4%

**Inflation Rate Change (2024)**  
-0.8 ppt  
CA: -0.8 ppt

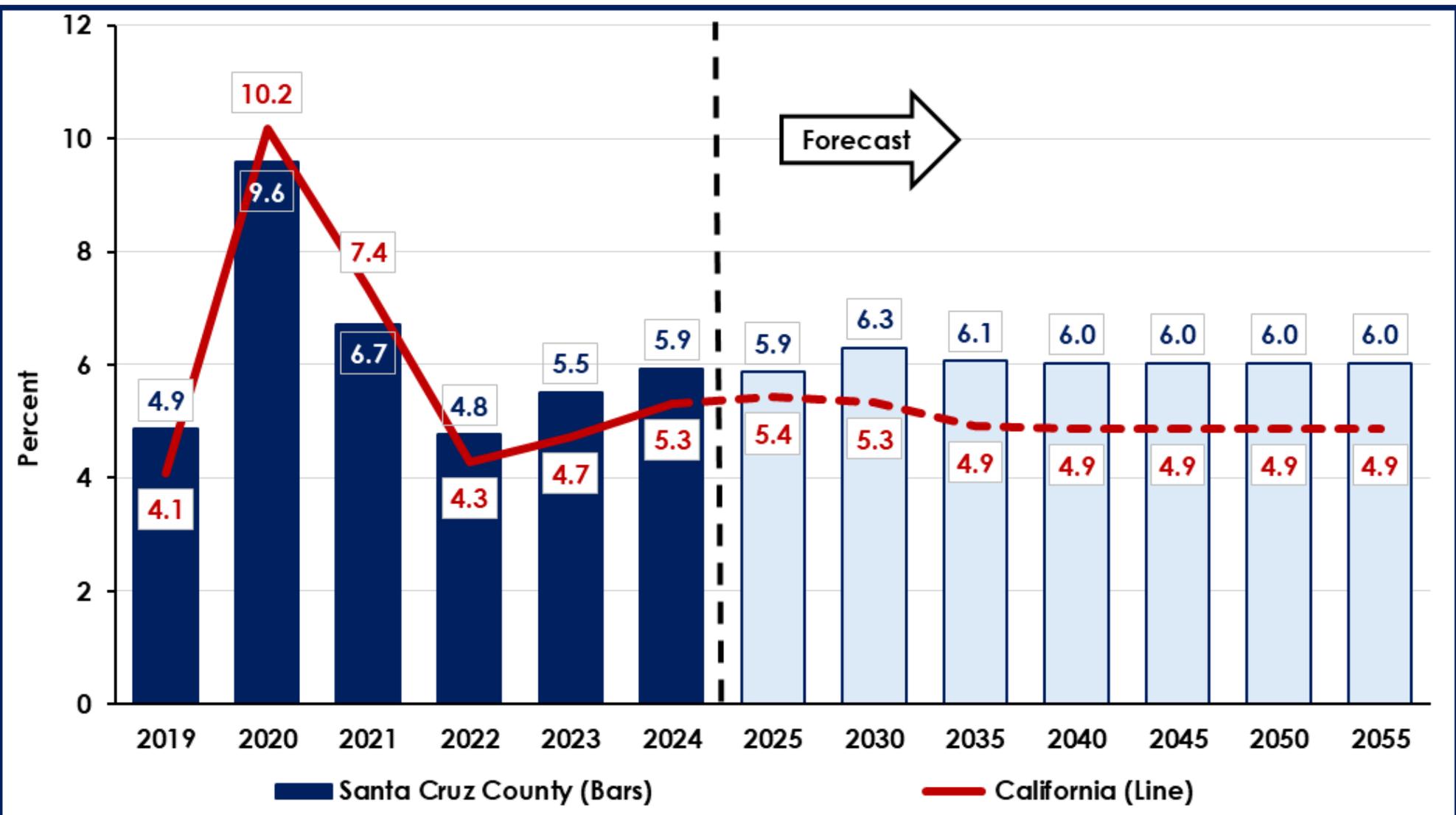
**Net Migration**  
-2,100 in 2023  
(CA: -133,400)  
-1,100 in 2024  
(CA: -62,700)



# Santa Cruz County Population Forecast



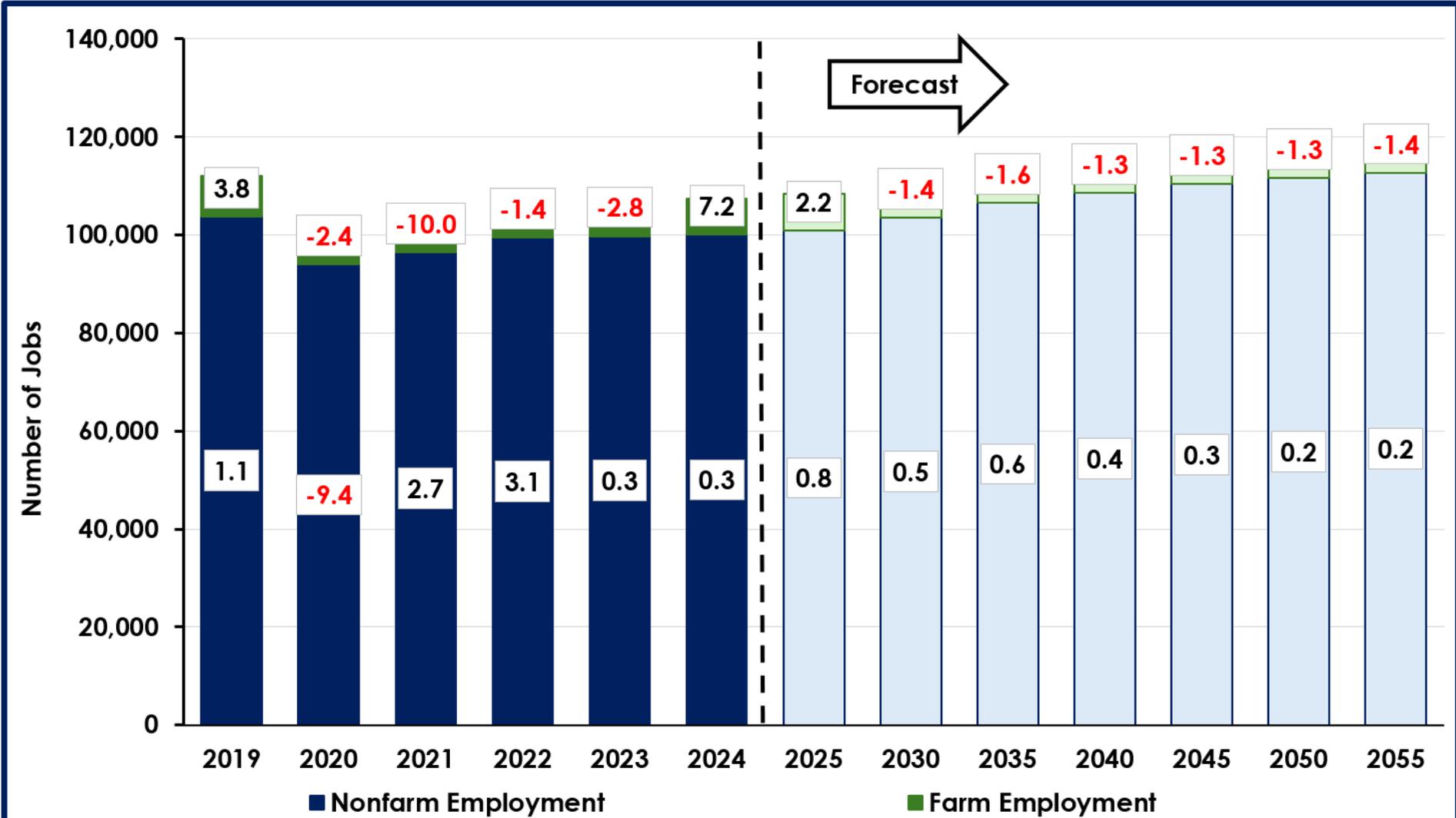
# Santa Cruz County and California Unemployment Rate Forecast



**Note:** Starting in 2030, the average unemployment rate over the five-year period (for example: 2026-2030) is shown.  
**Sources:** Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



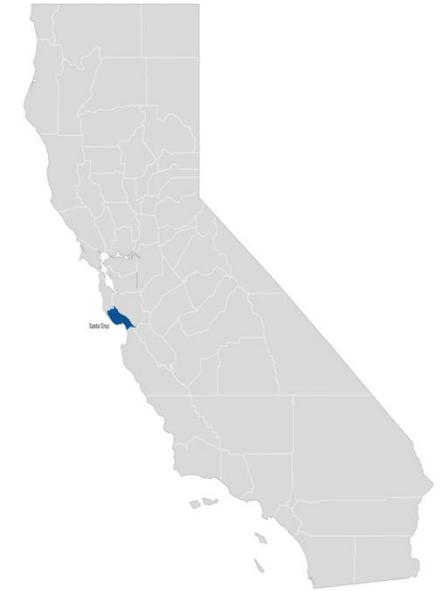
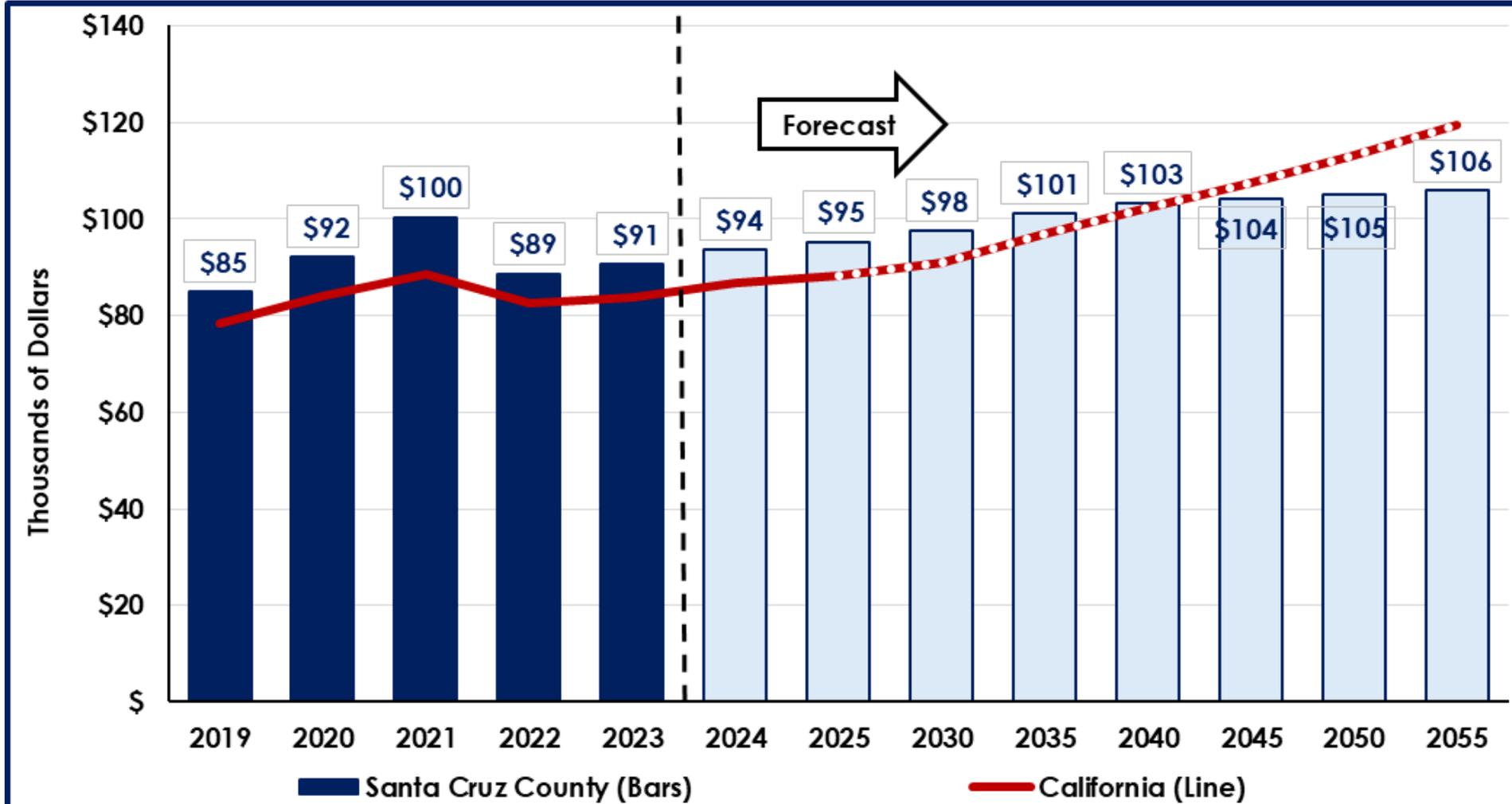
# Santa Cruz County Payroll Forecast



**Note:** Data labels are employment growth rates in percent. Starting in 2030, the average growth rate over the five-year period (for example 2026-2030) is shown. Farm employment is only shown for counties that have an average farm employment of more than 5 percent of total payroll employment from 2025-2055.  
**Source:** Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



# Santa Cruz County and California Per Capita Income Forecast



**Note:** Forecast starts in 2024 for Santa Cruz County and in 2025 for California.

Per capita income figures are in 2024 dollars and are deflated using the statewide California Consumer Price Index for All Urban Consumers (CPI-U). Starting in 2030, the average per capita income over the five-year period (for example: 2026-2030) is shown.

**Source:** Population data and forecast from the California Department of Finance, Demographic Research Unit; personal income data from the U.S. Bureau of Economic Analysis and forecast by the California Department of Finance, Economic Research Unit.





For More Information: [econ@dof.ca.gov](mailto:econ@dof.ca.gov)

