

As of July 1, 2019.

Table 1. Labor Force and Employment in the Santa Cruz HMA, 2000 Through June 2019

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	12 Months Ending	
																			June 2018	June 2019
Labor Force	148.5	150.2	147.5	144.2	143.5	143.0	143.1	144.7	146.1	147.7	141.7	141.3	142.1	142.1	142.3	143.3	143.9	142.9	142.5	143.2
Resident Employment	140.9	141.6	136.6	133.1	133.4	134.0	135.0	136.2	135.3	131.3	122.9	122.9	125.3	127.5	129.9	132.6	133.9	134.8	135.0	136.2
Unemployment	7.6	8.6	10.8	11.1	10.0	9.0	8.1	8.6	10.8	16.4	18.8	18.5	16.8	14.6	12.4	10.7	10.0	8.1	7.5	7.0
Unemployment Rate (%)	5.1	5.7	7.3	7.7	7.0	6.3	5.6	5.9	7.4	11.1	13.3	13.1	11.8	10.3	8.7	7.5	7.0	5.7	5.3	4.9
Total Nonfarm Payroll Jobs	97.5	98.9	95.1	92.5	94.0	94.5	96.3	97.1	94.6	89.2	88.0	88.2	90.2	92.9	95.2	98.4	100.6	102.1	102.6	103.5
Goods-Producing Sectors	13.9	13.8	12.3	11.7	12.5	12.6	12.4	11.7	10.5	8.6	8.4	8.3	8.6	9.2	9.6	10.5	11.5	11.6	11.7	11.9
Mining, Logging, & Construction	4.5	4.9	4.8	4.8	5.5	5.8	5.9	5.4	4.6	3.2	3.0	2.9	3.0	3.2	3.4	3.7	4.4	4.5	4.5	4.5
Manufacturing	9.3	8.9	7.5	6.9	7.0	6.9	6.5	6.3	5.9	5.3	5.5	5.4	5.7	6.0	6.2	6.8	7.1	7.1	7.2	7.5
Service-Providing Sectors	83.6	85.1	82.8	80.8	81.5	81.9	83.9	85.4	84.1	80.6	79.6	79.9	81.5	83.7	85.6	87.9	89.1	90.5	90.9	91.5
Wholesale & Retail Trade	17.6	17.5	16.8	16.5	16.7	16.8	17.3	17.4	16.4	15.3	14.9	14.7	14.8	14.9	15.3	15.5	15.8	15.6	15.5	15.4
Wholesale Trade	3.6	3.5	3.3	3.3	3.6	3.7	4.0	4.3	4.1	3.8	3.5	3.4	3.4	3.4	3.5	3.5	3.4	3.3	3.3	3.5
Retail Trade	14.0	14.0	13.5	13.2	13.1	13.1	13.3	13.1	12.3	11.5	11.4	11.3	11.4	11.5	11.8	12.0	12.4	12.3	12.2	11.9
Transportation & Utilities	1.4	1.7	1.6	1.5	1.5	1.5	1.5	1.6	1.5	1.4	1.5	1.5	1.4	1.4	1.3	1.5	1.5	1.6	1.6	1.6
Information	2.6	2.6	2.2	2.0	1.8	1.6	1.4	1.2	1.1	1.0	0.9	0.9	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.6
Financial Activities	4.1	3.9	3.8	3.8	3.7	3.7	3.8	3.7	3.5	3.4	3.3	3.1	3.2	3.4	3.5	3.5	3.6	3.6	3.6	3.6
Professional & Business Services	11.7	11.4	9.9	9.0	9.0	9.3	10.0	10.0	10.0	9.4	9.1	9.5	9.7	9.7	9.5	9.7	9.8	10.1	10.2	10.4
Education & Health Services	10.9	11.4	12.2	12.6	13.0	13.0	13.3	13.7	14.1	14.7	15.1	15.4	15.8	16.5	16.9	17.3	17.3	17.9	17.9	17.9
Leisure & Hospitality	11.5	12.1	11.6	11.4	11.2	11.0	11.1	11.5	11.3	11.1	10.9	11.1	11.7	12.3	13.0	13.6	13.9	14.2	14.4	14.5
Other Services	4.4	4.5	4.1	3.9	3.8	3.7	3.8	3.9	4.0	3.7	3.7	3.6	3.8	4.1	4.3	4.5	4.6	5.0	5.1	5.3
Government	19.5	20.2	20.7	20.3	21.0	21.3	21.8	22.3	22.3	20.8	20.3	20.3	20.4	20.6	21.1	21.4	21.7	21.9	22.0	22.3
Federal	0.7	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
State	6.5	6.9	7.1	7.3	7.5	7.5	7.8	8.2	8.3	8.1	7.9	8.0	8.0	8.1	8.2	8.4	8.4	8.6	8.5	8.7
Local	12.3	12.7	12.9	12.4	13.0	13.3	13.5	13.6	13.4	12.2	11.9	11.8	11.9	12.1	12.4	12.5	12.8	12.8	12.9	13.1

Notes: Numbers may not add to totals due to rounding. Data are reported in thousands.

Source: U.S. Bureau of Labor Statistics



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Table 2. Population and Household Trends in the Santa Cruz HMA, 2000 to Forecast

	2000	2010	Current	Forecast	Average Annual Change					
					2000 to 2010		2010 to Current		Current to Forecast	
					Number	Rate (%)	Number	Rate (%)	Number	Rate (%)
Population										
Santa Cruz HMA	255,602	262,382	274,600	275,600	680	0.3	1,325	0.5	340	0.1
Households										
Santa Cruz HMA	91,139	94,355	98,200	98,600	320	0.3	420	0.4	140	0.1

Note: The current date is July 1, 2019. The forecast date is July 1, 2022.

Sources: 2000 and 2010—2000 Census and 2010 Census; current and forecast—estimates by the analyst



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Table 3. Housing Inventory, Tenure, and Vacancy in the Santa Cruz HMA, 2000, 2010, and Current

	Santa Cruz HMA		
	2000	2010	Current
Total Housing Inventory	98,873	104,476	106,300
Occupied Units	91,139	94,355	98,200
Owner-Occupied	54,681	54,229	56,100
%	60.0	57.5	57.1
Renter-Occupied	36,458	40,126	42,100
%	40.0	42.5	42.9
Vacant Units	7,734	10,121	8,100
Available Units	1,358	2,310	845
For Sale	424	864	55
Rate (%)	0.8	1.6	0.1
For Rent	934	1,446	790
Rate (%)	2.5	3.5	1.8
Other Vacant	6,376	7,811	7,250

Sources: 2000 and 2010—2000 Census and 2010 Census; current and forecast—estimates by the analyst

Note: The current date is July 1, 2019.



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Table 4. Residential Building Permit Activity in the Santa Cruz HMA, 2000 Through June 2019

Type of Building Permit	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	12 Months Ending	
																			June 2018	June 2019
Santa Cruz HMA																				
Total	545	600	608	1,066	856	876	711	842	317	149	158	226	237	294	291	335	489	407	248	258
Sales	396	436	445	669	753	678	543	341	217	132	120	103	171	176	175	205	226	286	125	130
Rental	149	164	163	397	103	198	168	501	100	17	38	123	66	118	116	130	263	121	123	128

Sources: U.S. Census Bureau, Building Permits Survey; 2000–2017 final data and estimates by the analyst; 2018 and 2019 preliminary data and estimates by the analyst



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Table 5. Median Income in the Santa Cruz HMA, 1999, 2009, and 2017

	Median Income (\$)			Average Annual Change (%)	
	1999	2009	2017	1999 to 2009	2009 to 2017
Median Family Income	61,000	83,800	83,300	3.2	-0.1
Median Household Income	53,998	61,499	79,705	1.3	3.3

Sources: Median family income—U.S. Department of Housing and Urban Development, Office of Policy Development and Research; 1999 median household income—2000 Census; 2009 and 2017 median household income—U.S. Census Bureau, 2009 and 2017 American Community Survey, 1-year data

