



## **BEARFACTS 1995 – 2005**

### **Santa Cruz , California [06087]**

Santa Cruz is one of 58 counties in California. It is part of the [Santa Cruz-Watsonville, CA \(MSA\)](#). Its 2005 population of 250,360 ranked 24th in the state.

#### **PER CAPITA PERSONAL INCOME**

In 2005 Santa Cruz had a per capita personal income (PCPI) of \$42,017. This PCPI ranked 10th in the state and was 112 percent of the state average, \$37,462, and 121 percent of the national average, \$34,757. The 2005 PCPI reflected an increase of 3.7 percent from 2004. The 2004-2005 state change was 5.7 percent and the national change was 4.9 percent. In 1995 the PCPI of Santa Cruz was \$26,249 and ranked 11th in the state. The 1995-2005 average annual growth rate of PCPI was 4.8 percent. The average annual growth rate for the state was 4.5 percent and for the nation was 4.2 percent.

#### **TOTAL PERSONAL INCOME**

In 2005 Santa Cruz had a total personal income (TPI) of \$10,519,410\*. This TPI ranked 23rd in the state and accounted for 0.8 percent of the state total. In 1995 the TPI of Santa Cruz was \$6,282,033\* and ranked 22nd in the state. The 2005 TPI reflected an increase of 3.2 percent from 2004. The 2004-2005 state change was 6.5 percent and the national change was 5.9 percent. The 1995-2005 average annual growth rate of TPI was 5.3 percent. The average annual growth rate for the state was 5.8 percent and for the nation was 5.3 percent.

#### **COMPONENTS OF TOTAL PERSONAL INCOME**

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Cruz. In 2005 net earnings accounted for 70.3 percent of TPI (compared with 67.9 in 1995); dividends, interest, and rent were 19.5 percent (compared with 21.2 in 1995); and personal current transfer receipts were 10.2 percent (compared with 10.8 in 1995). From 2004 to 2005 net earnings increased 4.9 percent; dividends, interest, and rent decreased 3.3 percent; and personal current transfer receipts increased 4.7 percent. From 1995 to 2005 net earnings increased on average 5.6 percent each year; dividends, interest, and rent increased on average 4.4 percent; and personal current transfer receipts increased on average 4.6 percent.

#### **EARNINGS BY PLACE OF WORK**

Earnings of persons employed in Santa Cruz increased from \$5,755,752\* in 2004 to \$6,029,449\* in 2005, an increase of 4.8 percent. The 2004-2005 state change was 5.8 percent and the national change was 5.4 percent. The average annual growth rate from the 1995 estimate of \$3,665,567\* to the 2005 estimate was 5.1 percent. The average annual growth rate for the state was 6.2 percent and for the nation was 5.5 percent.

*\*Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

USDOC, Bureau of Economic Analysis, April 24, 2008