BEARFACTS 1991 – 2001
Santa Cruz , California [06087]

Santa Cruz is one of 58 counties in California. It is part of the Santa Cruz-Watsonville, CA (MSA). Its 2001 population of 255,754 ranked 23rd in the state.

PER CAPITA PERSONAL INCOME

In 2001 Santa Cruz had a per capita personal income (PCPI) of $37,982. This PCPI ranked 7th in the state and was 115 percent of the state average, $32,901, and 124 percent of the national average, $30,582. The 2001 PCPI reflected a decrease of 3.0 percent from 2000. The 2000-2001 state change was 1.3 percent and the national change was 2.5 percent. In 1991 the PCPI of Santa Cruz was $22,493 and ranked 13th in the state. The 1991-2001 average annual growth rate of PCPI was 5.4 percent. The average annual growth rate for the state was 4.2 percent and for the nation was 4.4 percent.

TOTAL PERSONAL INCOME

In 2001 Santa Cruz had a total personal income (TPI) of $9,714,123*. This TPI ranked 23rd in the state and accounted for 0.9 percent of the state total. In 1991 the TPI of Santa Cruz was $5,171,948* and ranked 22nd in the state. The 2001 TPI reflected a decrease of 3.0 percent from 2000. The 2000-2001 state change was 2.9 percent and the national change was 3.5 percent. The 1991-2001 average annual growth rate of TPI was 6.5 percent. The average annual growth rate for the state was 5.5 percent and for the nation was 5.6 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 2001 net earnings accounted for 71.4 percent of TPI (compared with 68.1 in 1991); dividends, interest, and rent were 19.6 percent (compared with 21.6 in 1991); and personal current transfer receipts were 8.9 percent (compared with 10.3 in 1991). From 2000 to 2001 net earnings decreased 4.9 percent; dividends, interest, and rent decreased 1.2 percent; and personal current transfer receipts increased 10.3 percent. From 1991 to 2001 net earnings increased on average 7.0 percent each year; dividends, interest, and rent increased on average 5.5 percent; and personal current transfer receipts increased on average 5.0 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Santa Cruz decreased from $5,535,428* in 2000 to $5,504,017* in 2001, a decrease of 0.6 percent. The 2000-2001 state change was 1.9 percent and the national change was 3.1 percent. The average annual growth rate from the 1991 estimate of $3,086,625* to the 2001 estimate was 6.0 percent. The average annual growth rate for the state was 5.7 percent and for the nation was 5.8 percent.

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

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