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.*

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