

Demographic Snapshot Comparison

Geography: County - Santa Cruz

Santa Cruz

Population: 2014A

Total Population	270,401
Female Population	50.2%
Male Population	49.7%
Population Density	605
Population Median Age	36.8
Total Employees	98,346
Total Establishments*	12,483
Population Growth 2000-2010	2.6%
Population Growth 2014A-2019	2.2%

Income: 2014A

Average Household Income	\$97,923
Median Household Income	\$67,088
Per Capita Income	\$36,154
Avg Income Growth 2000-2010	27.2%
Avg Income Growth 2014A-2019	11.4%

Households: 2014A

Households	97,454
Average Household Size	2.62
Hhld Growth 2000-2010	3.5%
Hhld Growth 2014A-2019	2.5%

Housing Units: 2014A

Occupied Units	97,454
% Occupied Units	93.0%
% Vacant Housing Units	6.9%
Owner Occ Housing Growth 2000-2010	0.8%
Owner Occ Housing Growth 2000-2019	1.8%
Owner Occ Housing Growth 2014A-2019	1.8%
Occ Housing Growth 2000-2010	3.5%
Occ Housing Growth 2010-2019	5.8%
Occ Housing Growth 2014A-2019	2.5%

Race and Ethnicity: 2014A

% American Indian or Alaska Native Population	0.8%
% Asian Population	4.4%
% Black Population	1.1%
% Hawaiian or Pacific Islander Population	0.1%
% Multirace Population	4.9%
% Other Race Population	16.9%
% White Population	71.4%
% Hispanic Population	33.0%
% Non Hispanic Population	66.9%

Seasonal Population Trending

Q4 2011	12,601
Q1 2012	13,076

Q2 2012	14,892
Q3 2012	14,125
Q4 2012	13,130
Q1 2013	13,470
Q2 2013	14,711
Q3 2013	14,266
Q4 2013	13,136

**Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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