

QUICK FACTS

Population	62,864	
Square Miles	12.74	
Median Household Income	\$61,600	
Median Home Price	\$700,000	
Number of Households	20,990	
Persons per Household	2.49	
Number of Visitors per Year	3-4 million	
Average Number of Days of Sun per Year	262	
Average days above 90°F	1	National Avg. 37
Average days below 30°F	0	88

DEMOGRAPHICS

Median Age	37.1	
Ethnic Breakdown	White alone, percent, 2010	74.50%
	Black or African American alone	1.80%
	American Indian and Alaska Native alone	0.70%
	Asian alone, percent definition and source info	7.70%
	Native Hawaiian and Other Pacific Islander alone	0.20%
	Two or More Races	5.70%
	Hispanic or Latino	19.40%
	White alone, not Hispanic or Latino	66.70%

DEMOGRAPHIC TAPESTRIES

	% of Trade Area	Description
"Urban Chic"	52%	Affluent households, well-educated, and white-collar employed. Many are also self-employed. They are avid Apple customers, are fitness-conscious, like Starbucks, drink premium wines, and shop at better retailers such as Ann Taylor and Nordstrom. They are also likely to shop outside of the region or online.
"Trendsetters"	12%	While more racially diverse than the Urban Chic households, Trendsetters are still well-educated and white-collar-employed with many self-employed. They are apt to be renters with strong incomes. They are spenders, shopping at retailers such as Nordstrom, Banana Republic, and Macy's. Like the Urban Chic lifestyles, Trendsetters like their Starbucks coffee as well as imported beer and wine.
"Old and Newcomers"	9%	Old and Newcomers are renters who are young and starting their careers, or older and getting ready to retire. Due to the age variance, Old and Newcomers have varied purchasing habits, but tend to be a more moderate consumer. While still health-conscious, they drink domestic wines, don't dine out often, and are more apt to be employed in service-oriented industries such as sales or retail.

ECONOMIC INDICATORS

	Tax Rate
Sales Tax	8.75%
Tourism Marketing District Tax	1%
Transient Occupancy Tax	11%
Consumer Price Index (SF/Oakland) 2014	251.985
# of Patents in Santa Cruz County	5896

LOCATION DATA

International Airports nearby	3
Average Commute Time	21.9

LAND USE

Total Number of Parcels in the City	17,452
# of Residential Parcels	14,779
# of Commercial Parcels	1,370

RECREATION

Number of Parks	28
Acreage of Parks & Open Space	1202
Miles of Regional Beaches	29
Number of Museums	5

HOUSING

Median home price	\$700,000
Median rental price	\$2,700
1 bedroom	\$1,550
2 bedroom	\$2,400
3 bedroom	\$3,300

WORKFORCE

Employment/ Unemployment Data	Total Workforce	Employment	Unemployed	Unemployment Rate
as of July 17, 2015	33,700	31,800	1,900	5.6%

EDUCATION LEVELS & ATTAINMENT

	Santa Cruz	California
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	50.80%	30.50%
High school graduate or higher, percent of persons age 25+, 2009-2013	92.40%	81.20%

SCHOOLS

Public Elementary Schools	4
Public Middle School	2
Public High School	2
Public Alternative and Charter Schools	5
<i>Private Schools</i>	13

NAMES OF THE DIFFERENT SCHOOL SYSTEMS

Georgina Bruce Kirby Preparatory School	An independent co-educational and non-sectarian college-preparatory day school established in 1994 serving grades 6-12.
Pacific Collegiate School	A California public charter school serving grades 7-12. PCS has been ranked by US News and World Report as California's #1 public, charter school, and the #6 public, charter school in the nation in 2014.
Santa Cruz City Schools	Santa Cruz City Schools serves over 7,000 students in preschool through high school. The district serves families living in the City of Santa Cruz as well as county neighborhoods.

SCHOOL ENROLLMENT

University of California, Santa Cruz	2014-15 total	17,200
	Undergraduates	15,645
	Graduate	1,555
Cal State Monterey Bay	2014-15 total	6,631
	Undergraduates	6,234
	Graduate	397
Cabrillo College	2014-15 total	13,365
	Full Time Students	38.90%
	Part Time Students	61.10%
Total Number of Students in the Region	37,196	

UCSC STATS

Influential Stats	#1 in the world for research influence
Campus Size	2,000 Acres overlooking scenic Monterey Bay
Undergraduate Majors	65
Graduate Programs	41
# of UCSC Alumni	93,000
Faculty Honors:	
National Academy of Sciences:	14 Members
American Academy of Arts and Sciences:	26 Fellows
American Association for the Advancement of Science:	35 Fellows
Alumni Honors:	
Pulitzer Prizes	6
MacArthur 'Genius' Awards	5
The Shaw Prize in Astronomy	1

2011/12 UCSC ECONOMIC IMPACT REPORT

Total Economic Impact in the regional economy	\$1.3 billion
Total Expenditures in the region	\$632 million
Total Expenditures by:	
Students	\$178 million
Faculty & Staff	\$242 million
Visitors	\$24 million
Campus Purchases	\$115 million
Capital Expenditures	\$73 million

ARTS IMPACT

Total Economic Activity from nonprofit arts and culture industry	\$38.38 million
Nonprofit arts impact	\$21.84
Event-related spending by audiences	\$16.54 million
Employment Generated	877 FTE
Household Income to local residents generated	\$22.36 million
local and state government revenue	\$5.26 million