County Facts: Santa Cruz County, CA
Population 276,000

The Local Economy

- Unemployment rate: 5.7% (Santa Cruz County), 4.7% (CA), 4.4% (United States)
- Poverty rate: 4.4% (Santa Cruz County), 15.1% (CA), 14.4% (United States)
- Median family income (000s): $75 (Santa Cruz County), $67 (CA), $57 (United States)
- Population growth 2000-2017: 17% (Santa Cruz County), 16% (CA), 8% (United States)
- Manufacturing share of workforce: 10% (Santa Cruz County), 9% (CA), 9% (United States)
- Farming share of workforce: 6.7% (Santa Cruz County), 2.7% (CA), 1.7% (United States)
- Great Recession unemployment spike (pp): 5.8% (Santa Cruz County), 5.6% (CA), 4.7% (United States)

How Local Kids' Lives Turn Out

- Percent graduating any college: 49% (Santa Cruz County), 46% (CA), 45% (United States)
- Percent reaching upper-middle class: 22% (Santa Cruz County), 21% (CA), 20% (United States)
- Percent achieving American Dream: 46% (Santa Cruz County), 20% (CA), 10% (United States)
- Percent giving birth as a teen: 12% (Santa Cruz County), 12% (CA), 0.8% (United States)
- Percent landing in jail: 1.5% (Santa Cruz County), 1.0% (CA), 0.8% (United States)
- Local school expenditure per student (000s): $6.6 (Santa Cruz County), $5.7 (CA), $6.4 (United States)
Local Colleges and Upward Mobility

### 4-Year Colleges
- **UC Santa Cruz (public)**
  - Low-income share of students: 7.4%
  - Low-income student success rate: 51.3%
- **California 4-year-college average**
  - Low-income share of students: 11.1%
  - Low-income student success rate: 56.9%
- **U.S. 4-year-college average**
  - Low-income share of students: 17.5%
  - Low-income student success rate: 30.5%

### 2-Year Colleges
- **Cabrillo College (public)**
  - Low-income share of students: 14.2%
  - Low-income student success rate: 32.9%
- **California 2-year-college average**
  - Low-income share of students: 15.6%
  - Low-income student success rate: 36.4%
- **U.S. 2-year-college average**
  - Low-income share of students: 30.5%
  - Low-income student success rate: 22%

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

- **Percent Black**: Santa Cruz County 2%, CA 7%, United States 2%
- **Percent Hispanic**: Santa Cruz County 17%, CA 11.4%, United States 11.1%
- **Percent over age 65**: Santa Cruz County 22%, CA 21%, United States 21%
- **Percent college grad**: Santa Cruz County 88, CA 76, United States 83
- **Crime rate (arrests per 10K residents)**: Santa Cruz County 84.3, CA 76, United States 83.2
- **Life expectancy (years)**: Santa Cruz County 85.4, CA 84.3, United States 83.2
- **Opioid deaths (deaths per 10k residents)**: Santa Cruz County 7, CA 6, United States 7
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau