



Santa Cruz, California.

Current market data.

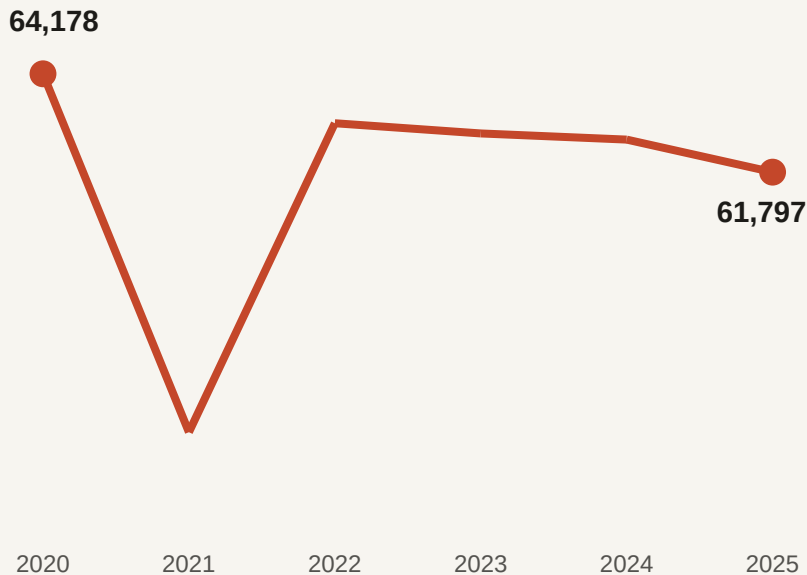
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 3.7% since 2020.

61,797

people, the 145th-largest of California's cities and towns.



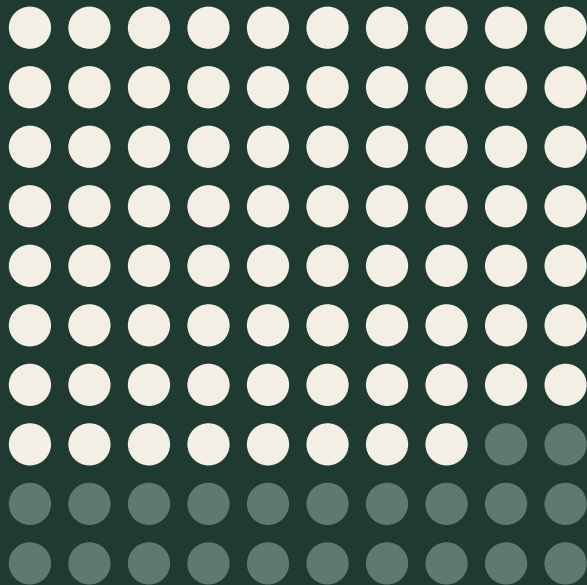
THE WORKDAY

8 in 10 jobs here go to
people who live somewhere
else.

77.8%

of 30,376 jobs located in Santa Cruz are filled by
in-commuters.

Source: Census LEHD LODES, 2023



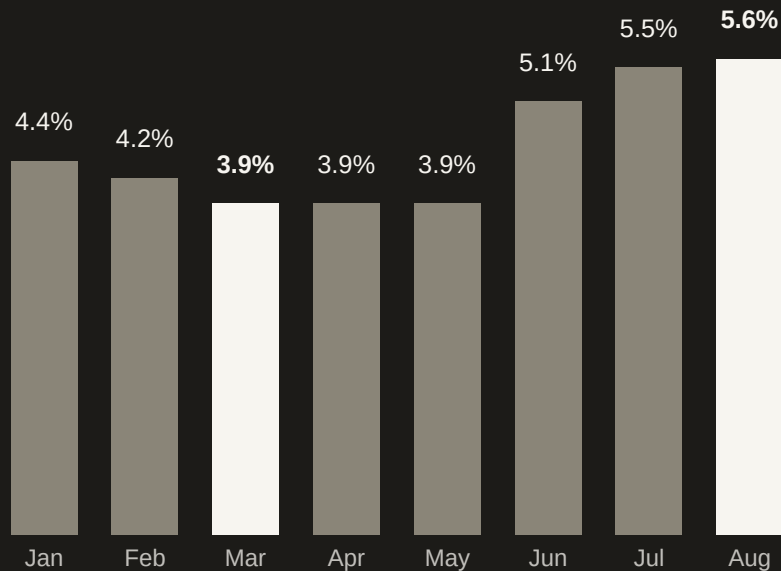
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in March:
3.9%.

5.6%

in August 2026, the latest month released. A year earlier it was 5.7%.

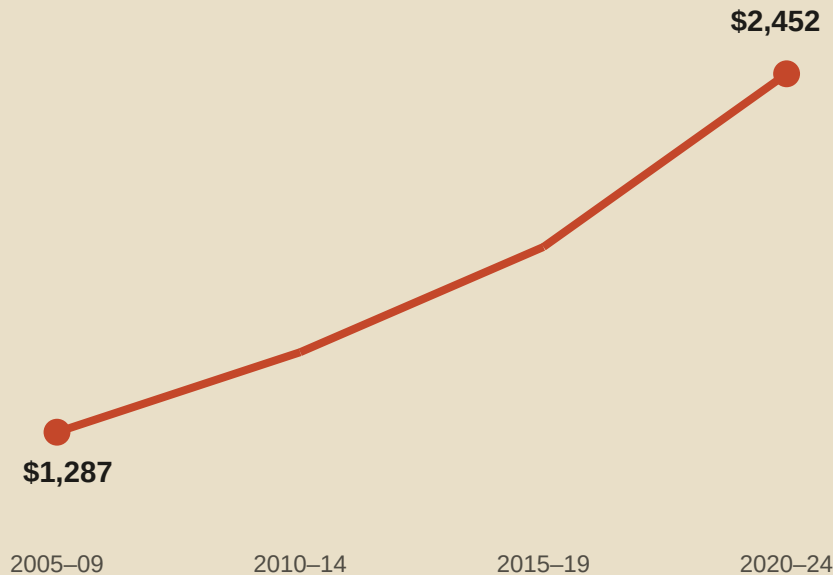


RENT

Median rent is up 91%
since the 2005–2009
survey, before inflation.

\$2,452

a month. California's median is \$2,036.



THE SEAM

Cross one tract line and median rent doubles.

A \$2,323 gap between neighbors, the sharpest rent edge between adjacent tracts in Santa Cruz County.

TRACT 1211

\$927

TRACT 1210

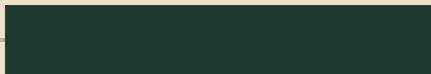
\$3,250



ROOM TO BUILD

The median rent is above what local wages can carry.

\$1,070–\$1,605



\$2,452 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

732

homes permitted, 2022–2025

72%

of those were in multifamily
buildings

86%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 1% to the 23,888 homes here.

132–304

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 65% more than California's.

\$1,209,000

median home value in Santa Cruz.

Santa Cruz



\$1,209,000

California



\$734,700

U.S.



\$332,700

THAT WAS SANTA CRUZ'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at [**almanacdata.ai/e/ca/santa-cruz/**](https://almanacdata.ai/e/ca/santa-cruz/)

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