

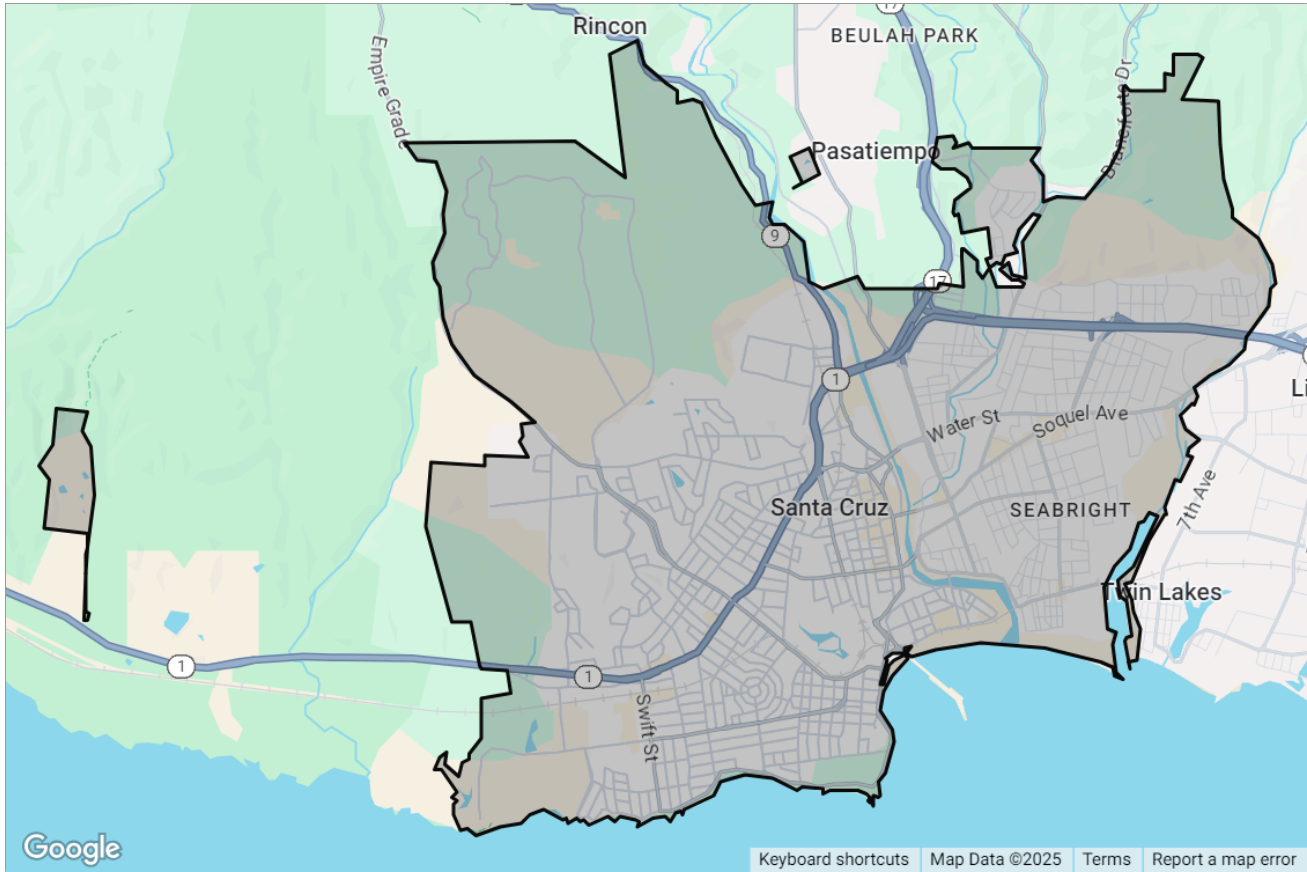


RPR

**REALTORS
PROPERTY
RESOURCE**

NEIGHBORHOOD REPORT

Santa Cruz, California



Presented by

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Neighborhood: Housing Stats and Charts

	Santa Cruz	Santa Cruz County	California	USA
Median Estimated Home Value	\$1.36M	\$1.19M	\$790K	\$369K
Estimated Home Value 12-Month Change	+1.7%	+1.9%	+3.9%	+2.7%
Median List Price	\$1.43M	\$1.2M	\$725K	—
List Price 1-Month Change	-4.3%	-4.1%	-3.2%	—
List Price 12-Month Change	-1%	+3.4%	—	—
Median Home Age	56	53	47	43
Own	47%	60%	56%	65%
Rent	53%	40%	44%	35%
\$ Value of All Buildings for which Permits Were Issued	—	\$85.3M	\$27.9B	\$365B
% Change in Permits for All Buildings	—	-39%	-8%	-6%
% Change in \$ Value for All Buildings	—	-17%	-4%	-5%

Median Sales Price vs. Sales Volume

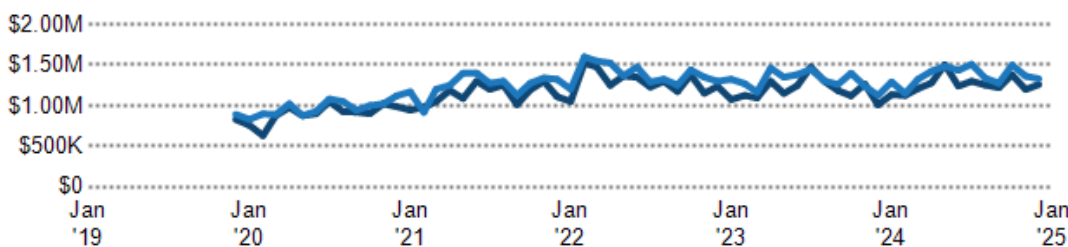
This chart compares the listings and public records sales price trend and sales volume for homes in an area.

Data Source: Public Record and Listing data

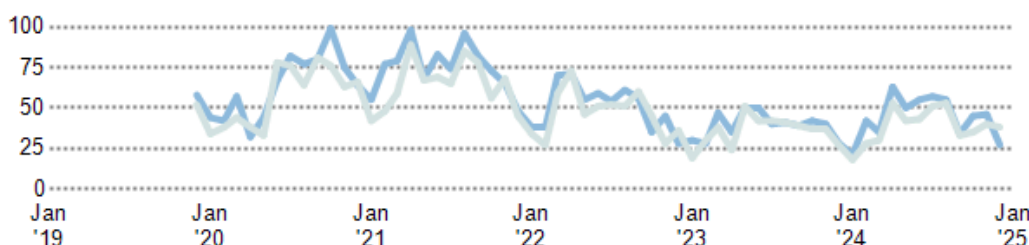
Update Frequency: Monthly

- Median Sales Price Public Records
- Median Sales Price Listings
- Sales Volume Public Records
- Sales Volume Listings

Median Sales Price



Sales Volume



Median Listing Price vs. Listing Volume

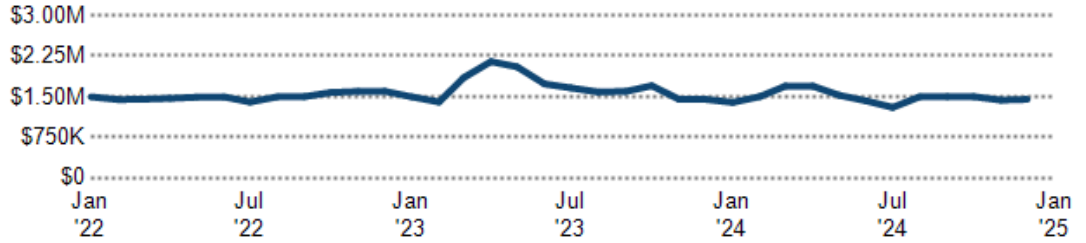
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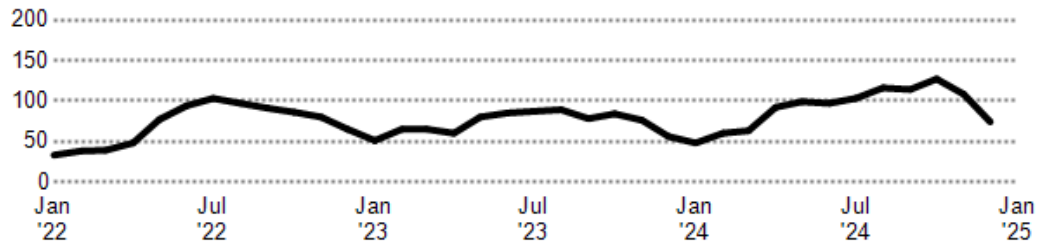
Update Frequency: Monthly

- Median List Price
- Listing Volume

Median List Price



Listing Volume



Price Range of Comps Sold

This chart shows the distribution of homes reported sold in the past three months within different price ranges in the area of your search. The amount shown for the subject property is sold data where available, or the property's estimated value when sales data is unavailable (such as a non-disclosure state) or provided in range format.

Data Source: Public records data

Update Frequency: Daily

- Sales Count By Price Range



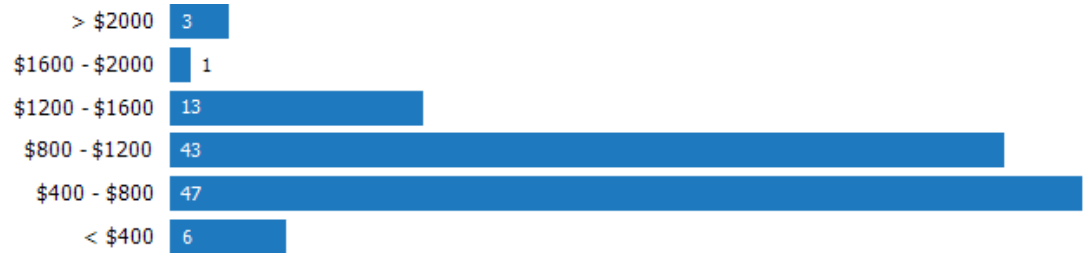
Price per Square Foot of Comps Sold

This chart shows the distribution of homes reported sold in the past three months at different prices per square foot.

Data Source: Public records data

Update Frequency: Daily

- Sales Count By Price Per Sq Ft



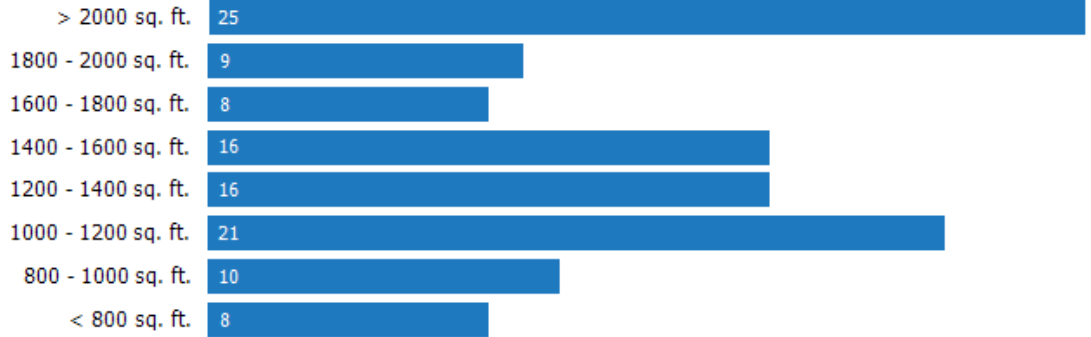
Size of Homes Sold

This chart shows the distribution of homes reported sold in the past three months of different sizes in the area of your search.

Data Source: Public records data

Update Frequency: Daily

■ Sales Count By Living Area



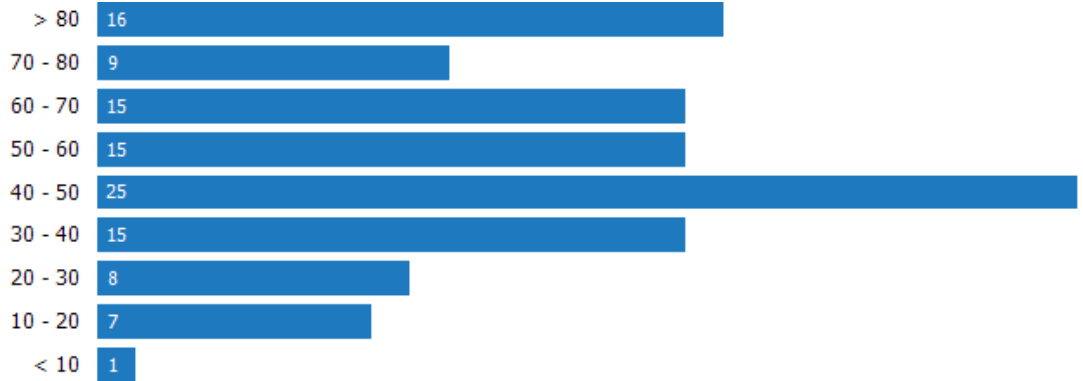
Age Range of Comps Sold

This chart shows the distribution of homes reported sold in the past three months of different age ranges in the area of your search.

Data Source: Public records data

Update Frequency: Daily

■ Sales Count by Age of House



Number of Bedrooms in Homes Sold

This chart shows the distribution of homes reported sold in the past three months, compared by the number of bedrooms, in the area of your search.

Data Source: Public records data

Update Frequency: Daily

■ Sales Count by Bedroom



Neighborhood: People Stats and Charts

	Santa Cruz	Santa Cruz County	California	USA
Population	61.4K	269K	39.4M	331M
Population Density per Sq Mi	4.82K	603	253	93.6
Population Change since 2020	-0.2%	-0.9%	+0.9%	+1.8%
Median Age	30	39	37	39
Male / Female Ratio	49%	50%	50%	50%

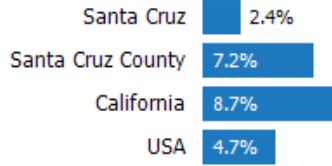
Education Levels of Population

This chart shows the educational achievement levels of adults in an area, compared with other geographies.

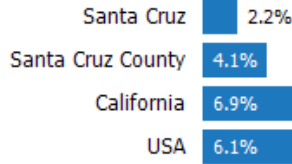
Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

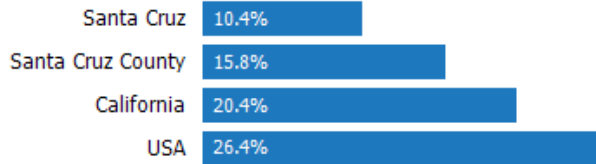
Less Than 9th Grade



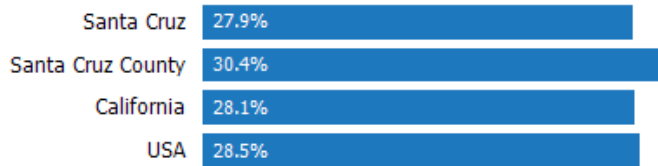
9-12th Grade/No Diploma



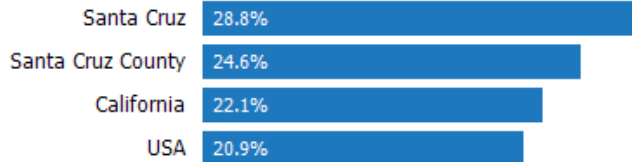
High School Graduate



Associate Degree



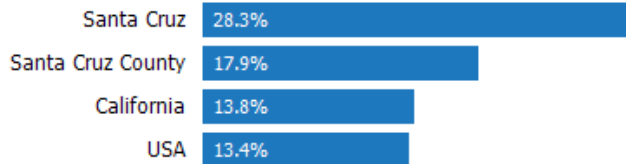
Bachelor's Degree



At Least a College Education



Grad/Professional Degree



Population of Children by Age Group

This chart shows the distribution of the population of children by age range — from birth to 17 — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ Santa Cruz



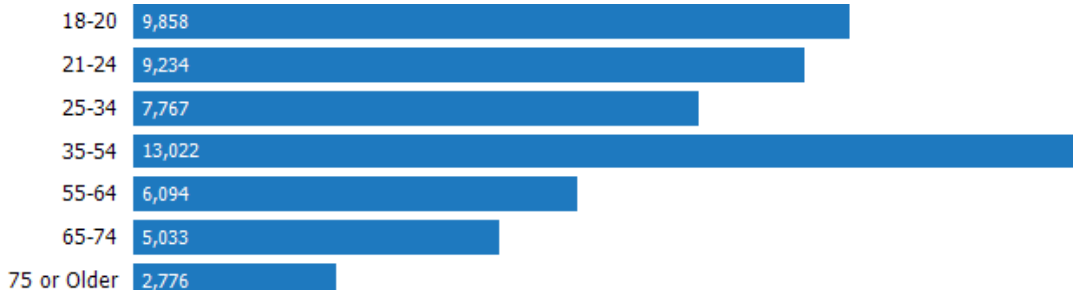
Population of Adults by Age Group

This chart shows the distribution of the population of adults by age range — from 18 to 75-plus — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ Santa Cruz



Households With Children

This chart shows the distribution of households with children, categorized by marital status, in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ Santa Cruz



Household Income Brackets

This chart shows annual household income levels within an area.

Data Source: U.S. Census

Update Frequency: Annually

■ Santa Cruz



Presidential Voting Pattern

This chart shows how residents of a county voted in the 2020 presidential election.

Data Source: USElectionAtlas.org

Update Frequency: Quadrennially



 Santa Cruz County

Neighborhood: Economic Stats and Charts

	Santa Cruz	Santa Cruz County	California	USA
Income Per Capita	\$51,956	\$52,887	\$45,591	\$41,261
Median Household Income	\$105,491	\$104,409	\$91,905	\$75,149
Unemployment Rate	5.1%	5.4%	5.4%	4.3%
Unemployment Number	1.62K	7.17K	1.04M	7.16M
Employment Number	30.1K	125K	18.3M	–
Labor Force Number	31.7K	132K	19.4M	–

Median Sales Price vs. Unemployment

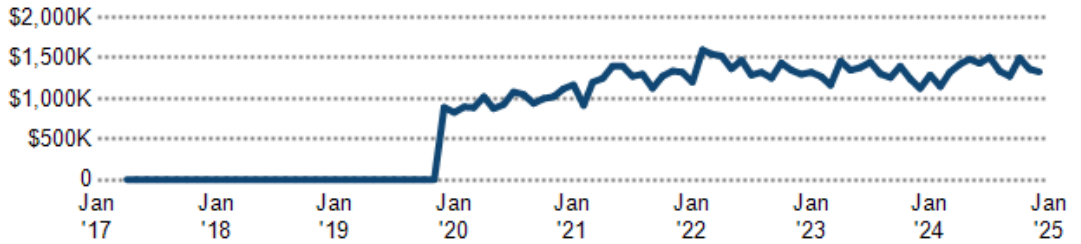
This chart shows the relationship between employment and home prices in a metro area. Employment is a good measure of the strength of the local economy. Generally speaking, the better the job market, the more likely home prices are rising.

Data Source: Moody's Analytics: economy.com

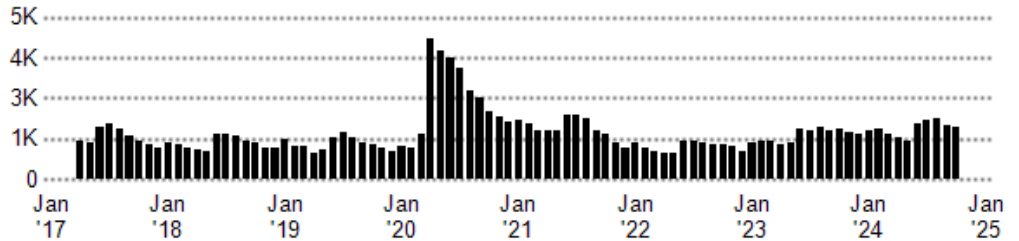
Update Frequency: Monthly

- Median Sales Price
- Unemployment

Median Sales Price



Unemployment



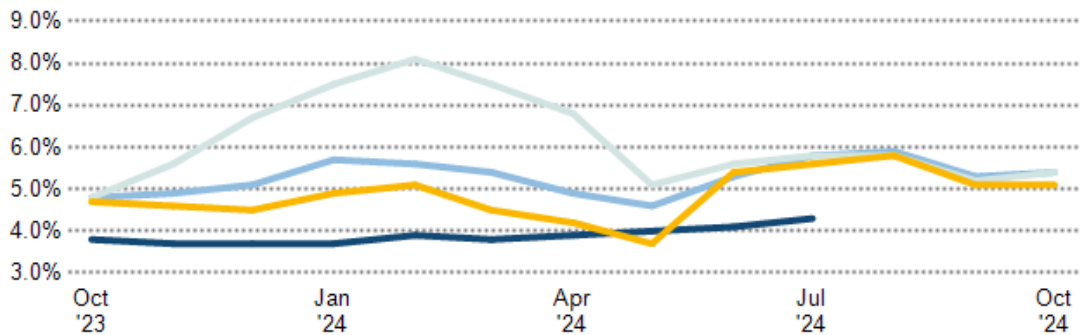
Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Data Source: Bureau of Labor Statistics

Update Frequency: Monthly

- Santa Cruz
- Santa Cruz County
- California
- USA



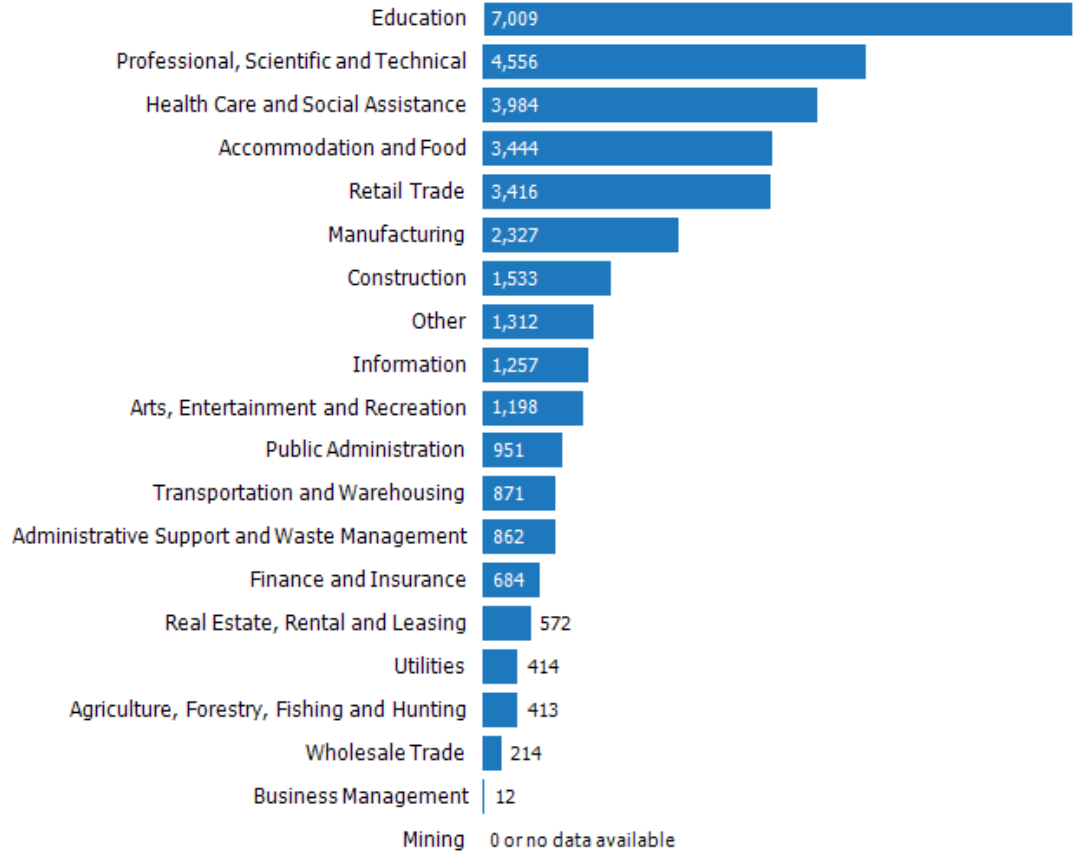
Occupational Categories

This chart shows categories of employment within an area.

Data Source: U.S. Census

Update Frequency: Annually

■ Santa Cruz



Neighborhood: Quality of Life Stats and Charts

Quality of Life in 95060

	Santa Cruz	Santa Cruz County	California	USA
Elevation (in feet)	138	851	2,823	–
Annual Rainfall (in inches)	29.41	37.89	23.4	–
Annual Snowfall (in inches)	0	2.47	19.18	–
Days of Full Sun (per year)	165	165	159	–
Travel Time to Work (in minutes)	22	27	29	27
Water Quality - Health Violations	–	–	–	–
Water Quality - Monitoring and Report Violations	–	–	–	–
Superfund Sites	0	1	164	2,466
Brownfield Sites	Yes	Yes	Yes	–

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census

Update Frequency: Annually



■ Santa Cruz

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute.

Data Source: U.S. Census

Update Frequency: Annually



■ Santa Cruz

Average Monthly Temperature

This chart shows average temperatures in the area you searched.

Data Source: NOAA

Update Frequency: Annually



■ Santa Cruz

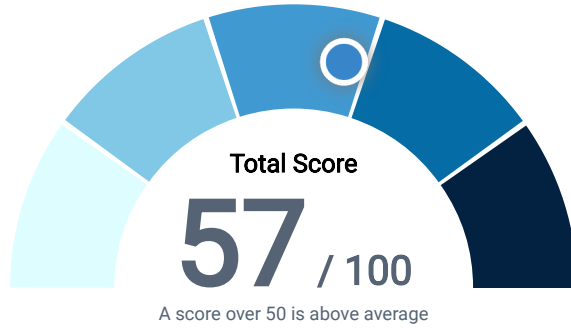
AARP Livability™ Index for 95060

This chart rates the overall livability of a selected ZIP code on a scale from 0 to 100. AARP Livability™ is a trademark of AARP Inc.

Data Source: [AARP](#)

Update Frequency: Annual

0-19 20-39 40-59 60-79 80-100



Housing	50
Affordability & Access	
Neighborhood	56
Access to Life, Work & Play	
Transportation	65
Safe & Convenient Options	
Environment	50
Clean Air & Water	
Health	78
Prevention, Access & Quality	
Engagement	65
Civic & Social Involvement	
Opportunity	35
Inclusion & Possibilities	

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

