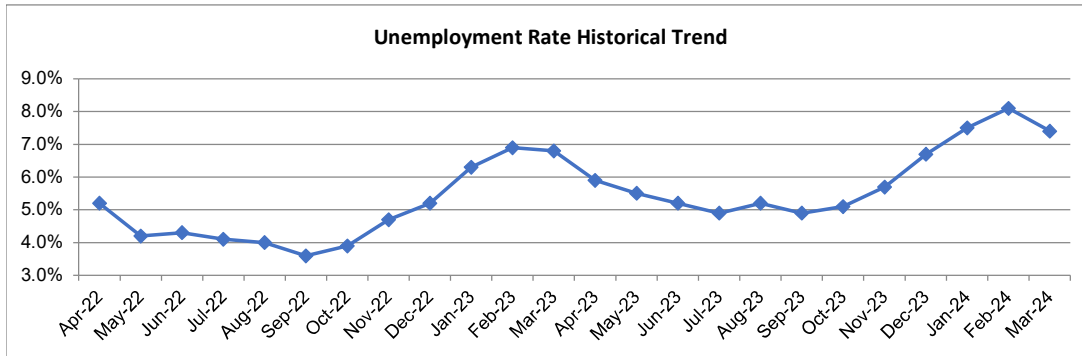


IMMEDIATE RELEASE  
 SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA)  
 (Santa Cruz County)

The unemployment rate in Santa Cruz County was 7.4 percent in March 2024, down from a revised 8.1 percent in February 2024, and above the year-ago estimate of 6.8 percent. This compares with an unadjusted unemployment rate of 5.3 percent for California and 3.9 percent for the nation during the same period.



Industry	Feb-2024	Mar-2024	Change		Mar-2023	Mar-2024	Change
	Revised	Prelim				Prelim	
Total, All Industries	103,100	104,100	1,000		101,800	104,100	2,300
Total Farm	3,300	3,400	100		3,700	3,400	(300)
Total Nonfarm	99,800	100,700	900		98,100	100,700	2,600
Mining, Logging and Construction	5,100	5,100	0		4,800	5,100	300
Manufacturing	7,800	7,800	0		7,700	7,800	100
Trade, Transportation, and Utilities	15,700	15,700	0		16,200	15,700	(500)
Information	600	600	0		600	600	0
Financial Activities	3,300	3,300	0		3,200	3,300	100
Professional and Business Services	9,600	9,700	100		9,800	9,700	(100)
Private Education and Health Services	19,200	19,200	0		18,200	19,200	1,000
Leisure and Hospitality	14,300	14,600	300		13,700	14,600	900
Other Services	4,700	4,700	0		4,500	4,700	200
Government	19,500	20,000	500		19,400	20,000	600

Notes: Data not adjusted for seasonality. Data may not add due to rounding  
 Labor force data are revised month to month  
 Additional data are available on line at [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

Data Not Seasonally Adjusted

	Mar 23	Jan 24	Feb 24 Revised	Mar 24 Prelim	Percent Change Month	Year
Civilian Labor Force (1)	132,800	131,700	133,400	133,800	0.3%	0.8%
Civilian Employment	123,700	121,900	122,600	123,800	1.0%	0.1%
Civilian Unemployment	9,100	9,800	10,800	10,000	-7.4%	9.9%
Civilian Unemployment Rate (CA Unemployment Rate)	6.8%	7.5%	8.1%	7.4%		
(U.S. Unemployment Rate)	4.7%	5.7%	5.6%	5.3%		
	3.6%	4.1%	4.2%	3.9%		
<b>Total, All Industries (2)</b>	<b>101,800</b>	<b>102,700</b>	<b>103,100</b>	<b>104,100</b>	<b>1.0%</b>	<b>2.3%</b>
Total Farm	3,700	3,200	3,300	3,400	3.0%	-8.1%
Total Nonfarm	98,100	99,500	99,800	100,700	0.9%	2.7%
Total Private	78,700	79,800	80,300	80,700	0.5%	2.5%
Goods Producing	12,500	12,700	12,900	12,900	0.0%	3.2%
Mining, Logging and Construction	4,800	5,000	5,100	5,100	0.0%	6.3%
Manufacturing	7,700	7,700	7,800	7,800	0.0%	1.3%
Durable Goods	4,300	4,400	4,400	4,400	0.0%	2.3%
Non-Durable Goods	3,400	3,300	3,400	3,400	0.0%	0.0%
Service-Providing	85,600	86,800	86,900	87,800	1.0%	2.6%
Private Service Providing	66,200	67,100	67,400	67,800	0.6%	2.4%
Trade, Transportation, and Utilities	16,200	15,800	15,700	15,700	0.0%	-3.1%
Wholesale Trade	3,400	3,100	3,100	3,000	-3.2%	-11.8%
Retail Trade	10,700	10,600	10,600	10,700	0.9%	0.0%
Transportation, Warehousing, and Utilities	2,100	2,100	2,000	2,000	0.0%	-4.8%
Information	600	600	600	600	0.0%	0.0%
Financial Activities	3,200	3,300	3,300	3,300	0.0%	3.1%
Finance and Insurance	1,900	1,900	1,900	1,900	0.0%	0.0%
Real Estate and Rental and Leasing	1,300	1,400	1,400	1,400	0.0%	7.7%
Professional and Business Services	9,800	9,600	9,600	9,700	1.0%	-1.0%
Private Education and Health Services	18,200	19,100	19,200	19,200	0.0%	5.5%
Leisure and Hospitality	13,700	14,000	14,300	14,600	2.1%	6.6%
Arts, Entertainment, and Recreation	2,300	2,500	2,600	2,800	7.7%	21.7%
Accommodation and Food Services	11,400	11,500	11,700	11,800	0.9%	3.5%
Other Services	4,500	4,700	4,700	4,700	0.0%	4.4%
Government	19,400	19,700	19,500	20,000	2.6%	3.1%
Federal Government	500	500	500	500	0.0%	0.0%
Total State and Local Government	18,900	19,200	19,000	19,500	2.6%	3.2%
State Government	6,500	6,600	6,500	6,600	1.5%	1.5%
State Government Educational Services	5,800	5,900	5,800	5,900	1.7%	1.7%
State Government Excluding Education	700	700	700	700	0.0%	0.0%
Local Government	12,400	12,600	12,500	12,900	3.2%	4.0%
Local Government excluding Educational Ser	5,500	5,500	5,500	5,600	1.8%	1.8%
Special Districts plus Tribes	1,100	1,100	1,100	1,100	0.0%	0.0%

**Notes:**

(1) Civilian labor force data are by place of residence; include self-employed individuals, unpaid family workers, household domestic workers, & workers on strike. Data may not add due to rounding. The unemployment rate is calculated using unrounded data.

(2) Industry employment is by place of work; excludes self-employed individuals, unpaid family workers, household domestic workers, & workers on strike. Data may not add due to rounding.

These data are produced by the Labor Market Information Division of the California Employment Development Department (EDD). Questions should be directed to: Andriy Moskalyk 916-897-3763 or Robert Lee 916-796-7758

These data, as well as other labor market data, are available via the Internet

April 19, 2024  
Employment Development Department  
Labor Market Information Division  
(916) 262-2162

**Santa Cruz Watsonville MSA**  
**(Santa Cruz County)**  
Industry Employment & Labor Force  
March 2023 Benchmark

Data Not Seasonally Adjusted

	Mar 23	Jan 24	Feb 24 Revised	Mar 24 Prelim	Percent Change Month      Year
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at <http://www.labormarketinfo.edd.ca.gov>. If you need assistance, please call (916) 262-2162.

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