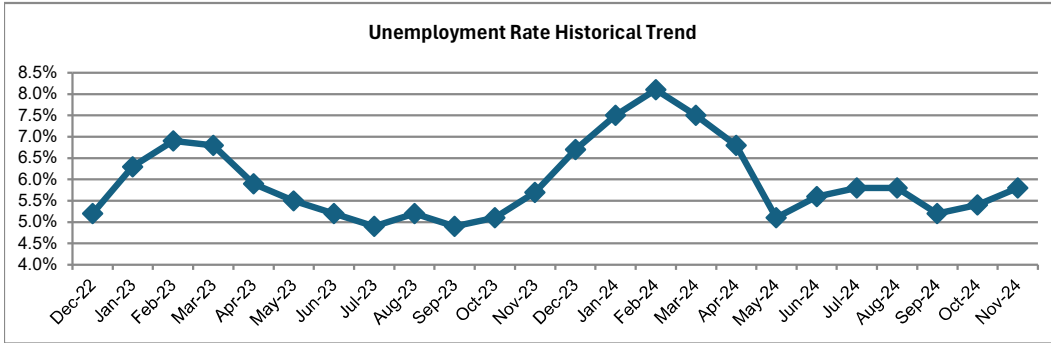


IMMEDIATE RELEASE  
 SANTA CRUZ-WATSONVILLE METROPOLITAN STATISTICAL AREA (MSA)  
 (Santa Cruz County)

The unemployment rate in Santa Cruz County was 5.8 percent in November 2024, up from a revised 5.4 percent in October 2024, and above the year-ago estimate of 5.7 percent. This compares with an unadjusted unemployment rate of 5.3 percent for California and 4.0 percent for the nation during the same period.



Industry	Oct-2024	Nov-2024	Change		Nov-2023	Nov-2024	Change
	Revised	Prelim				Prelim	

Total, All Industries	110,400	108,600	(1,800)		107,400	108,600	1,200
Total Farm	8,600	6,300	(2,300)		6,300	6,300	0
Total Nonfarm	101,800	102,300	500		101,100	102,300	1,200
Mining, Logging and Construction	5,300	5,300	0		5,100	5,300	200
Manufacturing	7,800	7,700	(100)		7,800	7,700	(100)
Trade, Transportation, and Utilities	15,800	16,000	200		16,300	16,000	(300)
Information	600	600	0		600	600	0
Financial Activities	3,300	3,300	0		3,300	3,300	0
Professional and Business Services	9,800	9,700	(100)		9,800	9,700	(100)
Private Education and Health Services	19,700	19,800	100		18,800	19,800	1,000
Leisure and Hospitality	14,900	14,700	(200)		14,500	14,700	200
Other Services	4,700	4,700	0		4,800	4,700	(100)
Government	19,900	20,500	600		20,100	20,500	400

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

	Nov 23	Sep 24	Oct 24	Nov 24	Percent Change	
			Revised	Prelim	Month	Year
Civilian Labor Force (1)	133,000	134,000	132,500	131,700	-0.6%	-1.0%
Civilian Employment	125,400	127,000	125,300	124,100	-1.0%	-1.0%
Civilian Unemployment	7,600	6,900	7,200	7,600	5.6%	0.0%
Civilian Unemployment Rate	5.7%	5.2%	5.4%	5.8%		
(CA Unemployment Rate)	4.9%	5.3%	5.4%	5.3%		
(U.S. Unemployment Rate)	3.5%	3.9%	3.9%	4.0%		
<b>Total, All Industries (2)</b>	<b>107,400</b>	<b>110,800</b>	<b>110,400</b>	<b>108,600</b>	<b>-1.6%</b>	<b>1.1%</b>
Total Farm	6,300	9,500	8,600	6,300	-26.7%	0.0%
Total Nonfarm	101,100	101,300	101,800	102,300	0.5%	1.2%
Total Private	81,000	81,600	81,900	81,800	-0.1%	1.0%
Goods Producing	12,900	13,100	13,100	13,000	-0.8%	0.8%
Mining, Logging and Construction	5,100	5,300	5,300	5,300	0.0%	3.9%
Manufacturing	7,800	7,800	7,800	7,700	-1.3%	-1.3%
Durable Goods	4,400	4,400	4,400	4,400	0.0%	0.0%
Non-Durable Goods	3,400	3,400	3,400	3,300	-2.9%	-2.9%
Service-Providing	88,200	88,200	88,700	89,300	0.7%	1.2%
Private Service Providing	68,100	68,500	68,800	68,800	0.0%	1.0%
Trade, Transportation, and Utilities	16,300	15,800	15,800	16,000	1.3%	-1.8%
Wholesale Trade	3,100	3,100	3,100	3,100	0.0%	0.0%
Retail Trade	11,000	10,600	10,600	10,800	1.9%	-1.8%
Transportation, Warehousing, and Utilities	2,200	2,100	2,100	2,100	0.0%	-4.5%
Information	600	600	600	600	0.0%	0.0%
Financial Activities	3,300	3,300	3,300	3,300	0.0%	0.0%
Finance and Insurance	1,900	1,900	1,900	1,900	0.0%	0.0%
Real Estate and Rental and Leasing	1,400	1,400	1,400	1,400	0.0%	0.0%
Professional and Business Services	9,800	9,700	9,800	9,700	-1.0%	-1.0%
Private Education and Health Services	18,800	19,500	19,700	19,800	0.5%	5.3%
Leisure and Hospitality	14,500	14,900	14,900	14,700	-1.3%	1.4%
Arts, Entertainment, and Recreation	2,600	2,800	2,800	2,700	-3.6%	3.8%
Accommodation and Food Services	11,900	12,100	12,100	12,000	-0.8%	0.8%
Other Services	4,800	4,700	4,700	4,700	0.0%	-2.1%
Government	20,100	19,700	19,900	20,500	3.0%	2.0%
Federal Government	500	500	500	500	0.0%	0.0%
Total State and Local Government	19,600	19,200	19,400	20,000	3.1%	2.0%
State Government	6,800	6,300	6,400	7,000	9.4%	2.9%
State Government Educational Services	6,100	5,600	5,700	6,300	10.5%	3.3%
State Government Excluding Education	700	700	700	700	0.0%	0.0%
Local Government	12,800	12,900	13,000	13,000	0.0%	1.6%
Local Government excluding Educational Serv	5,500	5,800	5,600	5,600	0.0%	1.8%
Special Districts plus Tribes	1,100	1,200	1,200	1,200	0.0%	9.1%

**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

December 20, 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

	Nov 23	Sep 24	Oct 24 Revised	Nov 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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