

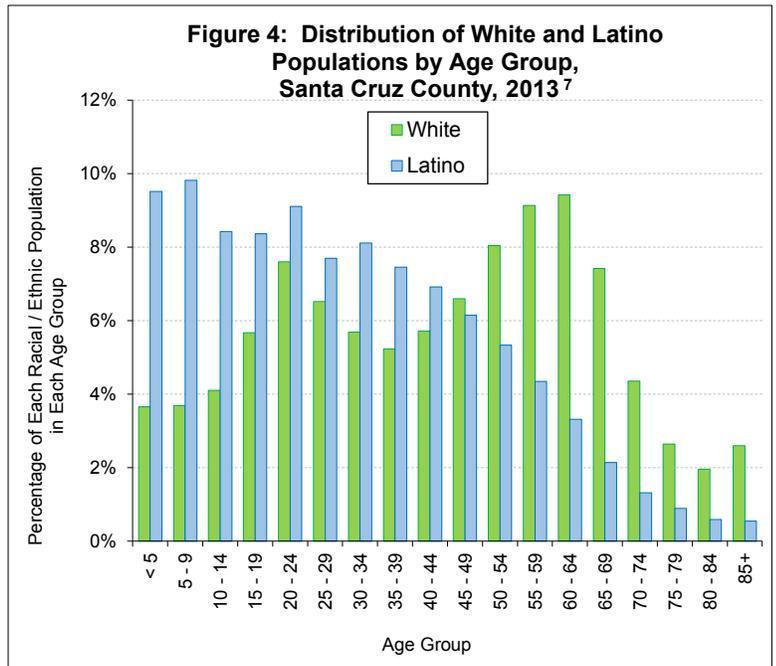
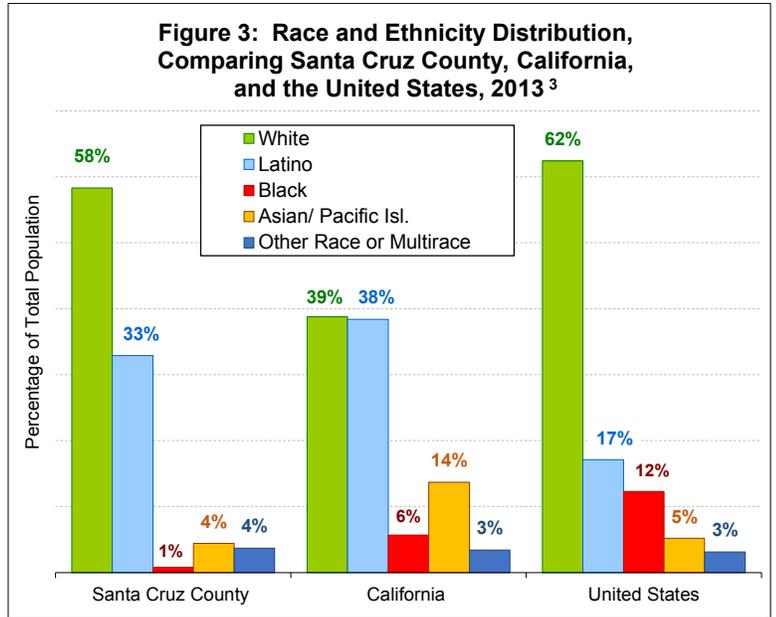
# DEMOGRAPHICS

## ETHNICITY & RACE

Figure 3 shows the race/ethnicity distribution in 2013 of Santa Cruz County compared to California and the United States. Santa Cruz County's population comprises 58% White, 33% Latino, 4% Asian or Pacific Islander, 1% Black, and 4% other or multiracial.<sup>3</sup> Compared to Santa Cruz County, California has a smaller proportion of Whites, larger proportions of Blacks and Asians, and a slightly larger proportion of Latinos. The United States has a slightly higher proportion of Whites, far more Blacks, a much smaller proportion of Latinos, and approximately the same proportion of Asians as Santa Cruz County.

The relative proportions of various racial/ethnic groups in the county have steadily changed in recent decades. In 1970, the county's population was more than 86% White and less than 10% Latino.<sup>7</sup> By 2013, the Latino population proportion had increased to 33%, while the White proportion had decreased to 58%.<sup>3</sup> The proportions of Asians, Blacks, and Native Americans have all increased since 1970, though not as rapidly as the Latino proportion, and they still remain relatively small proportions of the population.

Although 58% of the county's adults (age 18 years or older) are White and only one-third are Latino,<sup>8</sup> approximately half the births in the county are to Latinas. Children make up a far larger proportion of the Latino population than of the White population, and this difference continues through every age group under 45. Conversely, every age group over 45 contains a larger proportion of the White population than of the Latino population (Figure 4).<sup>8</sup> The same basic pattern is true statewide.



<b>Sources</b>	(1) Santa Cruz County Conference and Visitors Center Council. Maps. <a href="http://www.santacruzca.org/regions/santa-cruz-county-map.php">http://www.santacruzca.org/regions/santa-cruz-county-map.php</a> .
	(2) California State Association of Counties. <a href="http://www.csac.counties.org/county-profile/santa-cruz-county">http://www.csac.counties.org/county-profile/santa-cruz-county</a> .
	(3) U.S. Census Bureau. "Table DP05, ACS Demographic and Housing Estimates, 2013 American Community Survey 1-Year Estimates." Accessed August 7, 2015. <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?_afpt=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?_afpt=table</a> .
	(4) U.S. Census Bureau, State and County QuickFacts. Accessed August 7, 2015. <a href="http://quickfacts.census.gov/qfd/index.html">http://quickfacts.census.gov/qfd/index.html</a> .
	(5) U.S. Census Bureau. "County Totals Dataset: Population, Population Change and Estimated Components of Population Change: April 1, 2010 to July 1, 2014." Accessed August 7, 2015. <a href="https://www.census.gov/popest/data/counties/totals/2014/CO-EST2014-alldata.html">https://www.census.gov/popest/data/counties/totals/2014/CO-EST2014-alldata.html</a>
	(6) U.S. Census Bureau, American Community Survey. "Table S0101, Age and Sex." Accessed August 10, 2015. <a href="http://www.census.gov/acs/www/data/data-tables-and-tools/subject-tables/">http://www.census.gov/acs/www/data/data-tables-and-tools/subject-tables/</a> .
	(7) California Department of Finance. "Race/Ethnic Population with Age and Sex Detail, 1970-2040." Sacramento, CA. December 1998. Accessed 2008; no longer available online.
	(8) California Department of Finance. "Table P-3: State and County Total Population Projections by Race/Ethnicity and Detailed Age, 2010-2060."