

DRAFT 2026 Regional Growth Forecast
AMBAG Region and Jurisdictions

	Historical						Draft 2026 Regional Growth Forecast				
	2000	2005	2010	2015	2020	2023	2030	2035	2040	2045	2050
Jobs (total, all industries)	354,535	356,935	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641
Agriculture (field work)	28,586	30,672	32,719	36,587	37,098	41,050	44,044	44,182	44,317	44,454	44,590
Manufacturing	22,831	19,070	16,473	17,656	18,007	21,135	21,621	21,592	21,517	21,456	21,426
Site-based Skilled Trade	39,650	41,053	33,818	38,116	40,347	42,959	44,522	44,238	44,746	45,169	45,587
Wholesale	25,383	26,834	27,852	30,553	30,658	33,398	35,134	35,183	35,286	35,406	35,545
Retail	44,257	43,481	40,613	43,261	39,894	41,219	40,615	39,282	37,933	36,631	35,381
Financial & Prof. Serv.	42,237	38,870	35,496	35,988	37,036	38,763	39,208	39,495	39,653	39,723	39,736
Education	23,873	25,243	26,601	27,125	28,243	28,178	28,665	29,328	29,924	30,477	30,995
Health Care & Social Assist.	32,619	33,619	37,419	41,119	42,217	44,140	46,456	48,066	49,509	50,772	51,888
Other Services	55,024	55,657	54,683	61,875	53,823	65,849	69,269	70,680	71,984	73,247	74,476
Public	25,798	26,625	27,202	26,980	28,133	27,591	28,275	28,588	28,876	29,166	29,458
Self-employed	14,277	15,811	16,459	15,575	16,574	16,577	16,577	16,437	16,158	15,865	15,559
Population	710,598	719,561	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979
Household Population	680,087	687,644	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870
Group Quarters	30,511	31,917	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109
Households	228,260	234,869	236,059	240,267	247,534	251,774	263,771	270,562	275,594	278,586	280,769
Avg Household Size	2.98	2.93	2.97	3.03	2.97	2.86	2.80	2.76	2.73	2.71	2.71
Housing	247,080	256,467	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532
Vacancy Rate	7.6%	8.4%	9.3%	8.9%	8.4%	8.3%	9.9%	10.2%	10.2%	10.2%	10.2%
	2000	2005	2010	2015	2020	2023	2030	2035	2040	2045	2050
Jobs (total, all industries)	354,535	356,935	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641
Change from Prior Period		2,400	-7,600	25,500	-2,805	28,829	13,527	2,685	2,832	2,463	2,275
% Change from Prior Period		0.7%	-2.1%	7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%
Population	710,598	719,561	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979
Change from Prior Period		8,963	13,147	30,225	11,172	-16,020	22,422	9,146	6,404	5,376	4,546
% Change from Prior Period		1.3%	1.8%	4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%
Housing	247,080	256,467	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532
Change from Prior Period		9,387	3,789	3,534	6,551	4,365	18,147	8,337	5,622	3,321	2,399
% Change from Prior Period		3.8%	1.5%	1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%

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POPULATION													
	Actual				Projected					Chg. 2020-2050		Chg. 2023-2050	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Numeric	%	Numeric	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
Monterey County	415,057	429,887	439,035	430,368	445,754	449,626	451,989	454,678	457,742	18,707	4%	27,374	6%
Carmel-By-The-Sea	3,722	3,473	3,168	3,033	2,848	2,927	2,985	3,023	3,048	-120	-4%	15	0%
Del Rey Oaks	1,624	1,625	1,579	1,540	1,598	1,624	1,650	1,684	1,717	138	9%	177	11%
Gonzales	8,187	8,486	8,548	8,300	11,694	11,723	11,721	11,722	11,752	3,204	37%	3,452	42%
Greenfield	16,330	17,456	18,782	19,917	20,235	20,295	20,380	20,462	20,545	1,763	9%	628	3%
King City	12,874	13,058	13,395	13,817	14,606	14,697	14,784	15,013	15,270	1,875	14%	1,453	11%
Marina	19,718	20,815	21,738	22,068	28,306	29,670	32,150	33,456	34,761	13,023	60%	12,693	58%
Marina balance	19,084	19,795	20,813	21,345	26,351	26,415	26,395	26,401	26,406	5,593	27%	5,061	24%
CSUMB	634	1,020	925	723	1,955	3,255	5,755	7,055	8,355	7,430	803%	7,632	1056%
Monterey	27,810	28,186	28,474	26,845	29,583	30,380	30,887	31,585	32,179	3,705	13%	5,334	20%
Monterey balance	23,583	24,195	24,258	23,770	26,383	27,180	27,687	28,385	28,979	4,721	19%	5,209	22%
DLI & Naval Postgrad	4,227	3,991	4,216	3,075	3,200	3,200	3,200	3,200	3,200	-1,016	-24%	125	4%
Pacific Grove	15,041	15,273	14,978	14,741	14,932	15,098	15,298	15,479	15,636	658	4%	895	6%
Salinas	150,441	158,116	161,776	159,475	161,529	162,104	162,249	162,638	162,869	1,093	1%	3,394	2%
Sand City	334	350	368	376	748	777	804	827	851	483	131%	475	126%
Seaside	33,025	33,431	32,731	29,790	31,346	31,594	31,805	32,066	32,324	-407	-1%	2,534	9%
Seaside balance	26,836	25,968	25,080	24,574	24,491	24,739	24,950	25,211	25,469	389	2%	895	4%
Fort Ord	4,473	4,163	4,202	2,112	3,751	3,751	3,751	3,751	3,751	-451	-11%	1,639	78%
CSUMB	1,716	3,300	3,449	3,104	3,104	3,104	3,104	3,104	3,104	-345	-10%	0	0%
Soledad	25,738	25,777	27,550	26,230	26,910	27,344	27,438	26,639	26,230	-1,320	-5%	0	0%
Soledad balance	15,690	17,478	19,433	19,333	20,739	22,120	23,066	23,105	23,217	3,784	19%	3,884	20%
SVSP & CTF	10,048	8,299	8,117	6,897	6,171	5,224	4,372	3,534	3,013	-5,104	-63%	-3,884	-56%
Unincorp. Monterey	100,213	103,841	105,948	104,236	101,419	101,393	99,838	100,084	100,560	-5,388	-5%	-3,676	-4%
San Benito County	55,269	58,839	64,209	65,666	69,926	70,052	70,052	70,251	70,464	6,255	10%	4,798	7%
Hollister	34,928	37,671	41,675	42,891	47,160	47,219	47,245	47,302	47,372	5,697	14%	4,481	10%
San Juan Bautista	1,862	1,915	2,084	2,022	1,976	2,005	2,031	2,049	2,070	-14	-1%	48	2%
Unincorp. San Benito	18,479	19,253	20,450	20,753	20,790	20,828	20,776	20,900	21,022	572	3%	269	1%
Santa Cruz County	262,382	274,207	270,861	262,051	264,827	269,975	274,016	276,504	277,773	6,912	3%	15,722	6%
Capitola	9,918	10,126	9,859	9,625	10,321	10,716	11,015	11,250	11,461	1,602	16%	1,836	19%
Santa Cruz	59,946	64,466	64,695	63,224	67,618	70,998	74,011	75,350	75,552	10,857	17%	12,328	19%
Santa Cruz balance	43,614	47,479	46,287	44,680	45,818	46,498	47,011	47,350	47,552	1,265	3%	2,872	6%
UCSC	16,332	16,987	18,408	18,544	21,800	24,500	27,000	28,000	28,000	9,592	52%	9,456	51%
Scotts Valley	11,580	12,145	12,069	11,859	12,110	12,358	12,605	12,843	13,083	1,014	8%	1,224	10%
Watsonville	51,199	52,689	51,809	49,876	50,516	51,028	51,397	51,804	52,137	328	1%	2,261	5%
Unincorp. Santa Cruz	129,739	134,781	132,429	127,467	124,262	124,875	124,988	125,257	125,540	-6,889	-5%	-1,927	-2%

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HOUSING													
	Actual				Projected					Chg. 2020-2050		Chg. 2023-2050	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Numeric	%	Numeric	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
Monterey County	137,910	140,052	143,631	145,965	157,075	161,662	164,984	166,925	168,423	24,792	17%	22,458	15%
Carmel-By-The-Sea	3,417	3,227	3,056	3,067	3,136	3,232	3,301	3,345	3,374	318	10%	307	10%
Del Rey Oaks	741	741	739	746	819	852	878	900	918	179	24%	172	23%
Gonzales	1,989	2,037	2,088	2,091	3,103	3,187	3,242	3,273	3,294	1,206	58%	1,203	58%
Greenfield	3,752	3,904	4,207	4,724	4,837	4,946	5,039	5,094	5,134	927	22%	410	9%
King City	3,218	3,298	3,465	3,691	3,867	3,978	4,053	4,137	4,219	754	22%	528	14%
Marina	7,200	7,449	8,022	8,444	11,255	11,511	11,645	11,700	11,716	3,694	46%	3,272	39%
Marina NSP	7,200	7,449	8,022	8,444	11,255	11,511	11,645	11,700	11,716	3,694	46%	3,272	39%
CSUMB (portion)	0	0	0	0	0	0	0	0	0	0	--	0	--
Monterey	13,584	13,677	13,787	13,825	15,522	16,144	16,621	17,050	17,407	3,620	26%	3,582	26%
Monterey NSP	13,152	13,245	13,355	13,393	15,090	15,712	16,189	16,618	16,975	3,620	27%	3,582	27%
DLI & Naval Postgrad	432	432	432	432	432	432	432	432	432	0	0%	0	0%
Pacific Grove	8,169	8,144	8,121	8,232	8,586	8,830	8,995	9,112	9,209	1,088	13%	977	12%
Salinas	42,651	43,481	44,405	44,939	48,184	49,815	50,736	51,344	51,741	7,336	17%	6,802	15%
Sand City	145	176	186	197	408	430	449	465	478	292	157%	281	143%
Seaside	10,872	10,853	10,801	10,847	11,030	11,302	11,479	11,599	11,686	885	8%	839	8%
Seaside NSP	9,507	8,848	8,850	8,896	9,079	9,351	9,528	9,648	9,735	885	10%	839	9%
Fort Ord (portion)	1,119	1,119	1,119	1,119	1,119	1,119	1,119	1,119	1,119	0	0%	0	0%
CSUMB (portion)	246	886	832	832	832	832	832	832	832	0	0%	0	0%
Soledad	3,876	4,117	4,524	4,633	5,177	5,639	6,033	6,125	6,210	1,686	37%	1,577	34%
Soledad NSP	3,876	4,117	4,524	4,633	5,177	5,639	6,033	6,125	6,210	1,686	37%	1,577	34%
SVSP & CTF	0	0	0	0	0	0	0	0	0	0	--	0	--
Unincorp. Monterey	38,296	38,948	40,230	40,529	41,151	41,796	42,513	42,781	43,037	2,807	7%	2,508	6%
San Benito County	17,870	18,447	20,365	21,576	23,864	24,449	24,774	25,023	25,193	4,828	24%	3,617	17%
Hollister	10,401	10,857	12,182	13,006	15,230	15,619	15,868	16,040	16,164	3,982	33%	3,158	24%
San Juan Bautista	745	790	903	909	925	952	971	983	992	89	10%	83	9%
Unincorp. San Benito	6,724	6,800	7,280	7,661	7,709	7,878	7,935	8,000	8,037	757	10%	376	5%
Santa Cruz County	104,476	105,291	106,345	107,165	111,914	115,079	117,054	118,185	118,916	12,571	12%	11,751	11%
Capitola	5,534	5,502	5,485	5,507	5,984	6,237	6,429	6,574	6,700	1,215	22%	1,193	22%
Santa Cruz	23,316	23,545	24,014	24,415	26,418	27,322	27,706	27,941	28,074	4,060	17%	3,659	15%
Santa Cruz NSP	23,316	23,015	23,484	23,885	25,805	26,529	26,913	27,148	27,281	3,797	16%	3,396	14%
UCSC (portion)	0	530	530	530	613	793	793	793	793	263	50%	263	50%
Scotts Valley	4,610	4,781	4,934	4,994	5,394	5,637	5,828	5,967	6,089	1,155	23%	1,095	22%
Watsonville	14,089	14,311	14,585	14,699	15,522	15,990	16,308	16,513	16,641	2,056	14%	1,942	13%
Unincorp. Santa Cruz	56,927	57,152	57,327	57,550	58,596	59,893	60,783	61,190	61,412	4,085	7%	3,862	7%

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EMPLOYMENT													
	Actual				Projected					Chg. 2020-2050		Chg. 2023-2050	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Numeric	%	Numeric	%
AMBAG Region Total	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
Monterey County	206,787	222,768	221,062	238,377	246,955	248,564	250,369	251,956	253,426	32,364	15%	15,049	6%
Carmel-By-The-Sea		3,353	3,142	3,523	3,617	3,637	3,651	3,659	3,668	526	17%	145	4%
Del Rey Oaks		705	670	738	754	753	753	752	751	81	12%	13	2%
Gonzales		5,764	5,864	6,374	6,687	6,694	6,732	6,767	6,801	937	16%	427	7%
Greenfield		7,227	7,300	7,866	8,335	8,355	8,375	8,398	8,413	1,113	15%	547	7%
King City		7,573	7,562	7,987	8,240	8,306	8,373	8,425	8,472	910	12%	485	6%
Marina		6,107	6,030	6,430	6,633	6,683	6,743	6,799	6,854	824	14%	424	7%
Monterey		35,633	34,922	37,776	38,749	39,098	39,420	39,694	39,944	5,022	14%	2,168	6%
Pacific Grove		7,470	7,049	7,815	8,067	8,154	8,233	8,305	8,373	1,324	19%	558	7%
Salinas		73,009	73,028	78,226	81,128	81,772	82,506	83,167	83,776	10,748	15%	5,550	7%
Sand City		1,966	1,913	2,086	2,134	2,125	2,124	2,121	2,117	204	11%	31	1%
Seaside		9,667	9,533	10,026	10,263	10,325	10,388	10,436	10,479	946	10%	453	5%
Soledad		8,532	8,736	9,184	9,504	9,531	9,580	9,624	9,668	932	11%	484	5%
Unincorporated Monterey		55,762	55,313	60,346	62,844	63,131	63,491	63,809	64,110	8,797	16%	3,764	6%
San Benito County	20,258	21,631	21,703	23,390	24,091	24,196	24,317	24,416	24,515	2,812	13%	1,125	5%
Hollister		14,428	14,432	15,484	15,908	15,987	16,080	16,153	16,219	1,787	12%	735	5%
San Juan Bautista		515	498	548	568	578	584	590	596	98	20%	48	9%
Unincorporated San Benito		6,688	6,773	7,358	7,615	7,631	7,653	7,673	7,700	927	14%	342	5%
Santa Cruz County	122,290	130,436	129,265	139,092	143,340	144,311	145,217	145,994	146,700	17,435	13%	7,608	5%
Capitola		11,666	11,280	12,169	12,478	12,514	12,542	12,551	12,557	1,277	11%	388	3%
Santa Cruz		40,840	40,483	43,059	44,200	44,601	44,956	45,278	45,576	5,093	13%	2,517	6%
Scotts Valley		9,458	9,298	10,206	10,440	10,459	10,460	10,460	10,460	1,162	12%	254	2%
Watsonville		26,403	26,453	28,125	29,054	29,192	29,384	29,542	29,688	3,235	12%	1,563	6%
Unincorporated Santa Cruz		42,069	41,751	45,533	47,168	47,545	47,875	48,163	48,419	6,668	16%	2,886	6%

Important Note:

Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

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Capitola

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POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Capitola	9,918	10,126	9,859	9,625	10,321	10,716	11,015	11,250	11,461	1,602	16%	1,836	19%
% change		2.1%	-2.6%	-2.4%	7.2%	3.8%	2.8%	2.1%	1.9%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Capitola	9,770	9,963	9,684	9,450	10,145	10,540	10,838	11,073	11,283	1,599	17%	1,833	19%
% change		2.0%	-2.8%	-2.4%	7.4%	3.9%	2.8%	2.2%	1.9%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Capitola	148	163	175	175	176	176	177	177	178	3	2%	3	2%
% change		10.1%	7.4%	0.0%	0.6%	0.0%	0.6%	0.0%	0.6%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Capitola	5,534	5,502	5,485	5,507	5,984	6,237	6,429	6,574	6,700	1,215	22%	1,193	22%
% change		-0.6%	-0.3%	0.4%	8.7%	4.2%	3.1%	2.3%	1.9%				

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Capitola

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Capitola	4,626	4,624	4,624	4,707	5,115	5,331	5,495	5,619	5,727	1,103	24%	1,020	22%
% change		0.0%	0.0%	1.8%	8.7%	4.2%	3.1%	2.3%	1.9%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Capitola	16.4%	16.0%	15.7%	14.5%	14.5%	14.5%	14.5%	14.5%	14.5%	-1.2	-8%	0.0	0%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Capitola	2.11	2.15	2.09	2.01	1.98	1.98	1.97	1.97	1.97	-0.12	-6%	-0.04	-2%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Capitola													
Agriculture (field work)	n/a	7	7	8	8	8	8	8	8	1	14%	0	0%
Manufacturing	n/a	469	479	563	576	576	575	575	575	96	20%	12	2%
Site-based Skilled Trade	n/a	770	815	868	900	895	906	914	923	108	13%	55	6%
Wholesale	n/a	98	99	108	112	112	112	112	112	13	13%	4	4%
Retail	n/a	3,410	3,145	3,249	3,250	3,145	3,040	2,936	2,836	-309	-10%	-413	-13%
Financial & Prof. Serv.	n/a	1,841	1,895	1,983	2,005	2,020	2,031	2,035	2,036	141	7%	53	3%
Education	n/a	334	348	347	352	362	368	373	378	30	9%	31	9%
Health Care & Soc.	n/a	1,571	1,613	1,686	1,773	1,835	1,890	1,938	1,981	368	23%	295	17%
Other Services	n/a	2,493	2,169	2,653	2,790	2,847	2,900	2,950	3,000	831	38%	347	13%
Public	n/a	298	311	305	313	318	323	328	333	22	7%	28	9%
Self-employed	n/a	375	399	399	399	396	389	382	375	-24	-6%	-24	-6%
Capitola	n/a	11,666	11,280	12,169	12,478	12,514	12,542	12,551	12,557	1,277	11%	388	3%
% change			-3.3%	7.9%	2.5%	0.3%	0.2%	0.1%	0.0%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast

April 26, 2024

Carmel-By-The-Sea

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Carmel-By-The-Sea	3,722	3,473	3,168	3,033	2,848	2,927	2,985	3,023	3,048	-120	-4%	15	0%
% change		-6.7%	-8.8%	-4.3%	-6.1%	2.8%	2.0%	1.3%	0.8%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Carmel-By-The-Sea	3,722	3,473	3,168	3,033	2,848	2,927	2,985	3,023	3,048	-120	-4%	15	0%
% change		-6.7%	-8.8%	-4.3%	-6.1%	2.8%	2.0%	1.3%	0.8%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Carmel-By-The-Sea	0	0	0	0	0	0	0	0	0	0	--	0	--
% change		--	--	--	--	--	--	--	--				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Carmel-By-The-Sea	3,417	3,227	3,056	3,067	3,136	3,232	3,301	3,345	3,374	318	10%	307	10%
% change		-5.6%	-5.3%	0.4%	2.2%	3.1%	2.1%	1.3%	0.9%				

DRAFT 2026 Regional Growth Forecast

April 26, 2024

Carmel-By-The-Sea

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Carmel-By-The-Sea	2,095	1,904	1,721	1,697	1,587	1,635	1,671	1,694	1,707	-14	-1%	10	1%
% change		-9.1%	-9.6%	-1.4%	-6.5%	3.0%	2.2%	1.4%	0.8%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Carmel-By-The-Sea	38.7%	41.0%	43.7%	44.7%	49.4%	49.4%	49.4%	49.4%	49.4%	5.7	13%	4.7	11%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Carmel-By-The-Sea	1.78	1.82	1.84	1.79	1.79	1.79	1.79	1.78	1.79	-0.05	-3%	0.00	0%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Carmel-By-The-Sea	n/a	15	16	17	17	17	17	17	17	1	6%	0	0%
Agriculture (field work)	n/a	15	16	17	17	17	17	17	17	1	6%	0	0%
Manufacturing	n/a	106	108	127	131	131	131	131	131	23	21%	4	3%
Site-based Skilled Trade	n/a	86	91	97	100	99	99	99	99	8	9%	2	2%
Wholesale	n/a	17	17	18	18	18	18	18	18	1	6%	0	0%
Retail	n/a	645	595	615	606	586	566	546	526	-69	-12%	-89	-14%
Financial & Prof. Serv.	n/a	715	736	771	781	787	791	791	791	55	7%	20	3%
Education	n/a	63	65	64	65	65	65	65	65	0	0%	1	2%
Health Care & Soc.	n/a	61	63	66	67	67	67	67	67	4	6%	1	2%
Other Services	n/a	1,524	1,325	1,621	1,705	1,741	1,772	1,802	1,832	507	38%	211	13%
Public	n/a	47	49	48	48	48	48	48	48	-1	-2%	0	0%
Self-employed	n/a	74	77	79	79	78	77	75	74	-3	-4%	-5	-6%
Carmel-By-The-Sea	n/a	3,353	3,142	3,523	3,617	3,637	3,651	3,659	3,668	526	17%	145	4%
% change			-6.3%	12.1%	2.7%	0.6%	0.4%	0.2%	0.2%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

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DRAFT 2026 Regional Growth Forecast

Del Rey Oaks

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Del Rey Oaks	1,624	1,625	1,579	1,540	1,598	1,624	1,650	1,684	1,717	138	9%	177	11%
% change		0.1%	-2.8%	-2.5%	3.8%	1.6%	1.6%	2.1%	2.0%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Del Rey Oaks	1,624	1,625	1,579	1,540	1,598	1,624	1,650	1,684	1,717	138	9%	177	11%
% change		0.1%	-2.8%	-2.5%	3.8%	1.6%	1.6%	2.1%	2.0%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Del Rey Oaks	0	0	0	0	0	0	0	0	0	0	--	0	--
% change		--	--	--	--	--	--	--	--				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Del Rey Oaks	741	741	739	746	819	852	878	900	918	179	24%	172	23%
% change		0.0%	-0.3%	0.9%	9.8%	4.0%	3.1%	2.5%	2.0%				

DRAFT 2026 Regional Growth Forecast

Del Rey Oaks

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Del Rey Oaks	701	701	699	702	749	774	796	816	833	134	19%	131	19%
% change		0.0%	-0.3%	0.4%	6.7%	3.3%	2.8%	2.5%	2.1%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Del Rey Oaks	5.4%	5.4%	5.4%	5.9%	8.5%	9.2%	9.3%	9.3%	9.3%	3.9	72%	3.4	58%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Del Rey Oaks	2.32	2.32	2.26	2.19	2.13	2.10	2.07	2.06	2.06	-0.20	-9%	-0.13	-6%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Del Rey Oaks													
Agriculture (field work)	n/a	7	7	8	8	8	8	8	8	1	14%	0	0%
Manufacturing	n/a	13	13	15	15	15	15	15	15	2	15%	0	0%
Site-based Skilled Trade	n/a	40	42	44	45	45	45	45	45	3	7%	1	2%
Wholesale	n/a	13	13	14	14	14	14	14	14	1	8%	0	0%
Retail	n/a	126	116	120	119	114	109	104	99	-17	-15%	-21	-18%
Financial & Prof. Serv.	n/a	150	154	161	162	162	162	162	162	8	5%	1	1%
Education	n/a	21	22	22	22	22	22	22	22	0	0%	0	0%
Health Care & Soc.	n/a	17	17	17	17	17	17	17	17	0	0%	0	0%
Other Services	n/a	264	229	280	295	300	305	310	315	86	38%	35	13%
Public	n/a	9	9	9	9	9	9	9	9	0	0%	0	0%
Self-employed	n/a	45	48	48	48	47	47	46	45	-3	-6%	-3	-6%
Del Rey Oaks	n/a	705	670	738	754	753	753	752	751	81	12%	13	2%
% change			-5.0%	10.1%	2.2%	-0.1%	0.0%	-0.1%	-0.1%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

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DRAFT 2026 Regional Growth Forecast

Gonzales

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Gonzales	8,187	8,486	8,548	8,300	11,694	11,723	11,721	11,722	11,752	3,204	37%	3,452	42%
% change		3.7%	0.7%	-2.9%	40.9%	0.2%	0.0%	0.0%	0.3%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Gonzales	8,181	8,480	8,542	8,294	11,688	11,717	11,715	11,716	11,746	3,204	38%	3,452	42%
% change		3.7%	0.7%	-2.9%	40.9%	0.2%	0.0%	0.0%	0.3%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Gonzales	6	6	6	6	6	6	6	6	6	0	0%	0	0%
% change		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Gonzales	1,989	2,037	2,088	2,091	3,103	3,187	3,242	3,273	3,294	1,206	58%	1,203	58%
% change		2.4%	2.5%	0.1%	48.4%	2.7%	1.7%	1.0%	0.6%				

DRAFT 2026 Regional Growth Forecast

Gonzales

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Gonzales	1,906	1,968	2,042	2,041	2,996	3,068	3,120	3,150	3,170	1,128	55%	1,129	55%
% change		3.3%	3.8%	0.0%	46.8%	2.4%	1.7%	1.0%	0.6%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Gonzales	4.2%	3.4%	2.2%	2.4%	3.4%	3.7%	3.8%	3.8%	3.8%	1.6	73%	1.4	59%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Gonzales	4.29	4.31	4.18	4.06	3.90	3.82	3.75	3.72	3.71	-0.47	-11%	-0.35	-9%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Gonzales													
Agriculture (field work)	n/a	1,874	1,900	2,102	2,253	2,259	2,264	2,269	2,274	374	20%	172	8%
Manufacturing	n/a	267	272	320	328	328	328	328	328	56	21%	8	3%
Site-based Skilled Trade	n/a	1,434	1,518	1,617	1,677	1,667	1,686	1,702	1,717	199	13%	100	6%
Wholesale	n/a	1,240	1,244	1,355	1,427	1,429	1,434	1,439	1,444	200	16%	89	7%
Retail	n/a	186	172	178	177	172	167	162	157	-15	-9%	-21	-12%
Financial & Prof. Serv.	n/a	34	35	36	36	36	36	36	36	1	3%	0	0%
Education	n/a	208	217	216	220	225	230	235	240	23	11%	24	11%
Health Care & Soc.	n/a	141	145	151	158	163	168	173	178	33	23%	27	18%
Other Services	n/a	210	182	223	234	239	244	249	254	72	40%	31	14%
Public	n/a	114	119	116	117	117	117	117	117	-2	-2%	1	1%
Self-employed	n/a	56	60	60	60	59	58	57	56	-4	-7%	-4	-7%
Gonzales	n/a	5,764	5,864	6,374	6,687	6,694	6,732	6,767	6,801	937	16%	427	7%
% change			1.7%	8.7%	4.9%	0.1%	0.6%	0.5%	0.5%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast

Greenfield

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Greenfield	16,330	17,456	18,782	19,917	20,235	20,295	20,380	20,462	20,545	1,763	9%	628	3%
% change		6.9%	7.6%	6.0%	1.6%	0.3%	0.4%	0.4%	0.4%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Greenfield	16,301	17,427	18,751	19,886	19,489	19,533	19,606	19,682	19,764	1,013	5%	-122	-1%
% change		6.9%	7.6%	6.1%	-2.0%	0.2%	0.4%	0.4%	0.4%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Greenfield	29	29	31	31	746	762	774	780	781	750	#####	750	2419%
% change		0.0%	6.9%	0.0%	2306.5%	2.1%	1.6%	0.8%	0.1%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Greenfield	3,752	3,904	4,207	4,724	4,837	4,946	5,039	5,094	5,134	927	22%	410	9%
% change		4.1%	7.8%	12.3%	2.4%	2.3%	1.9%	1.1%	0.8%				

DRAFT 2026 Regional Growth Forecast

Greenfield

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Greenfield	3,460	3,680	4,090	4,577	4,619	4,706	4,792	4,844	4,883	793	19%	306	7%
% change		6.4%	11.1%	11.9%	0.9%	1.9%	1.8%	1.1%	0.8%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Greenfield	7.8%	5.7%	2.8%	3.1%	4.5%	4.9%	4.9%	4.9%	4.9%	2.1	76%	1.8	58%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Greenfield	4.71	4.74	4.58	4.34	4.22	4.15	4.09	4.06	4.05	-0.53	-12%	-0.29	-7%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Greenfield													
Agriculture (field work)	n/a	5,419	5,493	5,985	6,411	6,411	6,411	6,411	6,411	918	17%	426	7%
Manufacturing	n/a	34	33	37	37	37	37	37	37	4	12%	0	0%
Site-based Skilled Trade	n/a	199	211	224	229	227	228	229	229	18	9%	5	2%
Wholesale	n/a	85	86	89	93	93	93	93	93	7	8%	4	4%
Retail	n/a	227	210	215	214	208	203	198	193	-17	-8%	-22	-10%
Financial & Prof. Serv.	n/a	141	145	147	148	148	148	148	148	3	2%	1	1%
Education	n/a	374	389	388	393	403	411	418	423	34	9%	35	9%
Health Care & Soc.	n/a	285	293	300	309	318	325	334	341	48	16%	41	14%
Other Services	n/a	257	224	269	288	298	308	320	329	105	47%	60	22%
Public	n/a	150	156	152	153	153	153	153	153	-3	-2%	1	1%
Self-employed	n/a	56	60	60	60	59	58	57	56	-4	-7%	-4	-7%
Greenfield	n/a	7,227	7,300	7,866	8,335	8,355	8,375	8,398	8,413	1,113	15%	547	7%
% change			1.0%	7.8%	6.0%	0.2%	0.2%	0.3%	0.2%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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DRAFT 2026 Regional Growth Forecast

Hollister

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Hollister	34,928	37,671	41,675	42,891	47,160	47,219	47,245	47,302	47,372	5,697	14%	4,481	10%
% change		7.9%	10.6%	2.9%	10.0%	0.1%	0.1%	0.1%	0.1%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Hollister	34,813	37,394	41,364	42,584	46,852	46,911	46,936	46,992	47,061	5,697	14%	4,477	11%
% change		7.4%	10.6%	2.9%	10.0%	0.1%	0.1%	0.1%	0.1%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Hollister	115	277	311	307	308	308	309	310	311	0	0%	4	1%
% change		140.9%	12.3%	-1.3%	0.3%	0.0%	0.3%	0.3%	0.3%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Hollister	10,401	10,857	12,182	13,006	15,230	15,619	15,868	16,040	16,164	3,982	33%	3,158	24%
% change		4.4%	12.2%	6.8%	17.1%	2.6%	1.6%	1.1%	0.8%				

DRAFT 2026 Regional Growth Forecast

Hollister

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Hollister	9,860	10,461	11,904	12,711	14,730	15,067	15,301	15,466	15,587	3,683	31%	2,876	23%
% change		6.1%	13.8%	6.8%	15.9%	2.3%	1.6%	1.1%	0.8%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Hollister	5.2%	3.6%	2.3%	2.3%	3.3%	3.5%	3.6%	3.6%	3.6%	1.3	57%	1.3	57%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Hollister	3.53	3.57	3.47	3.35	3.18	3.11	3.07	3.04	3.02	-0.45	-13%	-0.33	-10%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Hollister													
Agriculture (field work)	n/a	209	212	235	252	252	252	252	252	40	19%	17	7%
Manufacturing	n/a	1,511	1,541	1,808	1,848	1,845	1,839	1,834	1,831	290	19%	23	1%
Site-based Skilled Trade	n/a	2,178	2,305	2,455	2,547	2,530	2,559	2,582	2,606	301	13%	151	6%
Wholesale	n/a	426	428	466	491	491	491	491	491	63	15%	25	5%
Retail	n/a	1,910	1,762	1,820	1,792	1,732	1,672	1,615	1,560	-202	-11%	-260	-14%
Financial & Prof. Serv.	n/a	1,107	1,140	1,193	1,207	1,216	1,224	1,227	1,229	89	8%	36	3%
Education	n/a	847	882	880	895	915	935	952	967	85	10%	87	10%
Health Care & Soc.	n/a	2,162	2,220	2,321	2,442	2,527	2,603	2,670	2,728	508	23%	407	18%
Other Services	n/a	1,955	1,701	2,082	2,191	2,236	2,276	2,316	2,356	655	39%	274	13%
Public	n/a	829	864	847	866	876	886	896	906	42	5%	59	7%
Self-employed	n/a	1,294	1,377	1,377	1,377	1,367	1,343	1,318	1,293	-84	-6%	-84	-6%
Hollister	n/a	14,428	14,432	15,484	15,908	15,987	16,080	16,153	16,219	1,787	12%	735	5%
% change			0.0%	7.3%	2.7%	0.5%	0.6%	0.5%	0.4%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast

King City

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
King City	12,874	13,058	13,395	13,817	14,606	14,697	14,784	15,013	15,270	1,875	14%	1,453	11%
% change		1.4%	2.6%	3.2%	5.7%	0.6%	0.6%	1.5%	1.7%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
King City	12,815	12,989	13,170	13,592	13,474	13,545	13,620	13,843	14,099	929	7%	507	4%
% change		1.4%	1.4%	3.2%	-0.9%	0.5%	0.6%	1.6%	1.8%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
King City	59	69	225	225	1,132	1,152	1,164	1,170	1,171	946	420%	946	420%
% change		16.9%	226.1%	0.0%	403.1%	1.8%	1.0%	0.5%	0.1%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
King City	3,218	3,298	3,465	3,691	3,867	3,978	4,053	4,137	4,219	754	22%	528	14%
% change		2.5%	5.1%	6.5%	4.8%	2.9%	1.9%	2.1%	2.0%				

DRAFT 2026 Regional Growth Forecast

King City

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
King City	3,008	3,101	3,282	3,487	3,558	3,636	3,700	3,777	3,852	570	17%	365	10%
% change		3.1%	5.8%	6.2%	2.0%	2.2%	1.8%	2.1%	2.0%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
King City	6.5%	6.0%	5.3%	5.5%	8.0%	8.6%	8.7%	8.7%	8.7%	3.4	64%	3.2	58%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
King City	4.26	4.19	4.01	3.90	3.79	3.73	3.68	3.67	3.66	-0.35	-9%	-0.24	-6%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
King City													
Agriculture (field work)	n/a	684	693	756	807	809	810	812	814	121	17%	58	8%
Manufacturing	n/a	265	271	309	317	317	317	317	317	46	17%	8	3%
Site-based Skilled Trade	n/a	474	502	529	542	539	544	548	553	51	10%	24	5%
Wholesale	n/a	1,514	1,519	1,624	1,679	1,681	1,686	1,691	1,696	177	12%	72	4%
Retail	n/a	1,023	943	959	945	914	884	852	820	-123	-13%	-139	-14%
Financial & Prof. Serv.	n/a	295	304	311	314	315	315	315	315	11	4%	4	1%
Education	n/a	573	597	596	609	624	637	647	657	60	10%	61	10%
Health Care & Soc.	n/a	1,632	1,676	1,743	1,835	1,898	1,954	2,003	2,047	371	22%	304	17%
Other Services	n/a	607	528	641	666	681	694	704	714	186	35%	73	11%
Public	n/a	443	462	452	459	462	467	472	477	15	3%	25	6%
Self-employed	n/a	63	67	67	67	66	65	64	62	-5	-7%	-5	-7%
King City	n/a	7,573	7,562	7,987	8,240	8,306	8,373	8,425	8,472	910	12%	485	6%
% change			-0.1%	5.6%	3.2%	0.8%	0.8%	0.6%	0.6%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast

Marina

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Marina (Total)	19,718	20,815	21,738	22,068	28,306	29,670	32,150	33,456	34,761	13,023	60%	12,693	58%
% change		5.6%	4.4%	1.5%	28.3%	4.8%	8.4%	4.1%	3.9%				
Marina balance	19,084	19,795	20,813	21,345	26,351	26,415	26,395	26,401	26,406				
CSUMB	634	1,020	925	723	1,955	3,255	5,755	7,055	8,355				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Marina (Total)	18,827	19,523	20,528	20,997	26,022	26,261	27,081	27,462	27,766	7,238	35%	6,769	32%
% change		3.7%	5.1%	2.3%	23.9%	0.9%	3.1%	1.4%	1.1%				
Marina balance	18,827	19,523	20,528	20,997	26,002	26,066	26,045	26,051	26,055				
CSUMB	0	0	0	0	20	195	1,036	1,411	1,711				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Marina (Total)	891	1,292	1,210	1,071	2,284	3,409	5,069	5,994	6,995	5,785	478%	5,924	553%
% change		45.0%	-6.3%	-11.5%	113.3%	49.3%	48.7%	18.2%	16.7%				
Marina balance	257	272	285	348	349	349	350	350	351				
CSUMB	634	1,020	925	723	1,935	3,060	4,719	5,644	6,644				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Marina (Total)	7,200	7,449	8,022	8,444	11,255	11,511	11,645	11,700	11,716	3,694	46%	3,272	39%
% change		3.5%	7.7%	5.3%	33.3%	2.3%	1.2%	0.5%	0.1%				
Marina balance	7,200	7,449	8,022	8,444	11,255	11,511	11,645	11,700	11,716				
CSUMB	0	0	0	0	0	0	0	0	0				

DRAFT 2026 Regional Growth Forecast

Marina

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Marina (Total)	6,845	7,056	7,608	8,008	10,414	10,585	10,698	10,748	10,764	3,156	41%	2,756	34%
% change		3.1%	7.8%	5.3%	30.0%	1.6%	1.1%	0.5%	0.1%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Marina	4.9%	5.3%	5.2%	5.2%	7.5%	8.0%	8.1%	8.1%	8.1%	2.9	56%	2.9	56%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Marina	2.75	2.77	2.70	2.62	2.50	2.48	2.53	2.56	2.58	-0.12	-4%	-0.04	-2%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Marina													
Agriculture (field work)	n/a	45	46	51	55	55	55	55	55	9	20%	4	8%
Manufacturing	n/a	94	96	113	120	122	125	127	130	34	35%	17	15%
Site-based Skilled Trade	n/a	1,002	1,061	1,130	1,178	1,169	1,182	1,193	1,203	142	13%	73	6%
Wholesale	n/a	196	197	215	229	231	234	236	239	42	21%	24	11%
Retail	n/a	1,063	980	1,013	999	966	931	900	870	-110	-11%	-143	-14%
Financial & Prof. Serv.	n/a	381	392	410	418	424	426	427	428	36	9%	18	4%
Education	n/a	390	406	404	409	419	429	440	448	42	10%	44	11%
Health Care & Soc.	n/a	566	581	606	646	679	709	737	762	181	31%	156	26%
Other Services	n/a	1,202	1,046	1,280	1,352	1,383	1,413	1,443	1,473	427	41%	193	15%
Public	n/a	827	862	845	864	874	884	894	904	42	5%	59	7%
Self-employed	n/a	341	363	363	363	361	355	347	342	-21	-6%	-21	-6%
Marina Total	n/a	6,107	6,030	6,430	6,633	6,683	6,743	6,799	6,854	824	14%	424	7%
% change			-1.3%	6.6%	3.2%	0.8%	0.9%	0.8%	0.8%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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DRAFT 2026 Regional Growth Forecast

Monterey

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Monterey (Total)	27,810	28,186	28,474	26,845	29,583	30,380	30,887	31,585	32,179	3,705	13%	5,334	20%
% change		1.4%	1.0%	-5.7%	10.2%	2.7%	1.7%	2.3%	1.9%				
Monterey balance	23,583	24,195	24,258	23,770	26,383	27,180	27,687	28,385	28,979				
DLI & Naval Postgrad	4,227	3,991	4,216	3,075	3,200	3,200	3,200	3,200	3,200				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Monterey (Total)	25,307	25,600	25,626	24,237	27,258	28,052	28,555	29,239	29,832	4,206	16%	5,595	23%
% change		1.2%	0.1%	-5.4%	12.5%	2.9%	1.8%	2.4%	2.0%				
Monterey balance	23,148	23,666	23,620	23,133	25,655	26,449	26,952	27,636	28,229				
DLI & Naval Postgrad	2,159	1,934	2,006	1,104	1,603	1,603	1,603	1,603	1,603				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Monterey (Total)	2,503	2,586	2,848	2,608	2,325	2,328	2,332	2,346	2,347	-501	-18%	-261	-10%
% change		3.3%	10.1%	-8.4%	-10.9%	0.1%	0.2%	0.6%	0.0%				
Monterey balance	435	529	638	637	728	731	735	749	750				
DLI & Naval Postgrad	2,068	2,057	2,210	1,971	1,597	1,597	1,597	1,597	1,597				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Monterey (Total)	13,584	13,677	13,787	13,825	15,522	16,144	16,621	17,050	17,407	3,620	26%	3,582	26%
% change		0.7%	0.8%	0.3%	12.3%	4.0%	3.0%	2.6%	2.1%				
Monterey balance	13,152	13,245	13,355	13,393	15,090	15,712	16,189	16,618	16,975				
DLI & Naval Postgrad	432	432	432	432	432	432	432	432	432				

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Monterey

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Monterey (Total)	12,184	12,175	12,399	12,514	14,294	14,772	15,193	15,584	15,913	3,514	28%	3,399	27%
% change		-0.1%	1.8%	0.9%	14.2%	3.3%	2.8%	2.6%	2.1%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Monterey	10.3%	11.0%	10.1%	9.5%	7.9%	8.5%	8.6%	8.6%	8.6%	-1.5	-15%	-0.9	-9%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Monterey	2.08	2.10	2.07	1.94	1.91	1.90	1.88	1.88	1.87	-0.20	-10%	-0.07	-4%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Monterey													
Agriculture (field work)	n/a	57	58	64	68	68	68	68	68	10	17%	4	6%
Manufacturing	n/a	1,004	1,024	1,202	1,230	1,228	1,223	1,218	1,218	194	19%	16	1%
Site-based Skilled Trade	n/a	2,758	2,919	3,108	3,221	3,201	3,238	3,268	3,298	379	13%	190	6%
Wholesale	n/a	740	743	809	851	851	854	859	864	121	16%	55	7%
Retail	n/a	4,080	3,762	3,886	3,759	3,618	3,472	3,334	3,205	-557	-15%	-681	-18%
Financial & Prof. Serv.	n/a	6,372	6,557	6,864	6,939	6,986	7,010	7,017	7,017	460	7%	153	2%
Education	n/a	3,082	3,209	3,201	3,257	3,332	3,400	3,462	3,521	312	10%	320	10%
Health Care & Soc.	n/a	5,835	5,991	6,264	6,582	6,809	7,014	7,194	7,352	1,361	23%	1,088	17%
Other Services	n/a	9,037	7,861	9,617	10,032	10,181	10,311	10,438	10,561	2,700	34%	944	10%
Public	n/a	1,886	1,966	1,929	1,978	1,999	2,019	2,039	2,059	93	5%	130	7%
Self-employed	n/a	782	832	832	832	825	811	797	781	-51	-6%	-51	-6%
Monterey Total	n/a	35,633	34,922	37,776	38,749	39,098	39,420	39,694	39,944	5,022	14%	2,168	6%
% change			-2.0%	8.2%	2.6%	0.9%	0.8%	0.7%	0.6%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast

Pacific Grove

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Pacific Grove	15,041	15,273	14,978	14,741	14,932	15,098	15,298	15,479	15,636	658	4%	895	6%
% change		1.5%	-1.9%	-1.6%	1.3%	1.1%	1.3%	1.2%	1.0%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Pacific Grove	14,686	14,903	14,596	14,359	14,549	14,715	14,914	15,094	15,251	655	4%	892	6%
% change		1.5%	-2.1%	-1.6%	1.3%	1.1%	1.4%	1.2%	1.0%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Pacific Grove	355	370	382	382	383	383	384	385	385	3	1%	3	1%
% change		4.2%	3.2%	0.0%	0.3%	0.0%	0.3%	0.3%	0.0%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Pacific Grove	8,169	8,144	8,121	8,232	8,586	8,830	8,995	9,112	9,209	1,088	13%	977	12%
% change		-0.3%	-0.3%	1.4%	4.3%	2.8%	1.9%	1.3%	1.1%				

DRAFT 2026 Regional Growth Forecast

Pacific Grove

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Pacific Grove	7,020	6,914	6,772	6,857	7,152	7,355	7,493	7,590	7,671	899	13%	814	12%
% change		-1.5%	-2.1%	1.3%	4.3%	2.8%	1.9%	1.3%	1.1%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Pacific Grove	14.1%	15.1%	16.6%	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%	0.1	1%	0.0	0%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Pacific Grove	2.09	2.16	2.16	2.09	2.03	2.00	1.99	1.99	1.99	-0.17	-8%	-0.10	-5%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Pacific Grove													
Agriculture (field work)	n/a	4	4	4	4	4	4	4	4	0	0%	0	0%
Manufacturing	n/a	75	76	83	83	83	83	83	83	7	9%	0	0%
Site-based Skilled Trade	n/a	294	312	326	330	327	329	332	337	25	8%	11	3%
Wholesale	n/a	90	89	92	96	96	96	96	96	7	8%	4	4%
Retail	n/a	681	628	640	631	611	591	570	550	-78	-12%	-90	-14%
Financial & Prof. Serv.	n/a	1,050	1,080	1,093	1,106	1,114	1,120	1,122	1,122	42	4%	29	3%
Education	n/a	443	461	460	466	476	486	496	506	45	10%	46	10%
Health Care & Soc.	n/a	451	463	479	492	498	502	506	506	43	9%	27	6%
Other Services	n/a	3,696	3,214	3,924	4,138	4,222	4,300	4,375	4,450	1,236	38%	526	13%
Public	n/a	353	368	360	367	372	377	382	387	19	5%	27	8%
Self-employed	n/a	333	354	354	354	351	345	339	332	-22	-6%	-22	-6%
Pacific Grove	n/a	7,470	7,049	7,815	8,067	8,154	8,233	8,305	8,373	1,324	19%	558	7%
% change			-5.6%	10.9%	3.2%	1.1%	1.0%	0.9%	0.8%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

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DRAFT 2026 Regional Growth Forecast

Salinas

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Salinas	150,441	158,116	161,776	159,475	161,529	162,104	162,249	162,638	162,869	1,093	1%	3,394	2%
% change		5.1%	2.3%	-1.4%	1.3%	0.4%	0.1%	0.2%	0.1%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Salinas	147,976	155,705	159,397	157,083	159,132	159,707	159,851	160,239	160,469	1,072	1%	3,386	2%
% change		5.2%	2.4%	-1.5%	1.3%	0.4%	0.1%	0.2%	0.1%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Salinas	2,465	2,411	2,379	2,392	2,397	2,397	2,398	2,399	2,400	21	1%	8	0%
% change		-2.2%	-1.3%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Salinas	42,651	43,481	44,405	44,939	48,184	49,815	50,736	51,344	51,741	7,336	17%	6,802	15%
% change		1.9%	2.1%	1.2%	7.2%	3.4%	1.8%	1.2%	0.8%				

DRAFT 2026 Regional Growth Forecast

Salinas

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Salinas	40,387	41,698	43,163	43,649	46,184	47,588	48,442	49,021	49,404	6,241	14%	5,755	13%
% change		3.2%	3.5%	1.1%	5.8%	3.0%	1.8%	1.2%	0.8%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Salinas	5.3%	4.1%	2.8%	2.9%	4.2%	4.5%	4.5%	4.5%	4.5%	1.7	61%	1.6	56%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Salinas	3.66	3.73	3.69	3.60	3.45	3.36	3.30	3.27	3.25	-0.44	-12%	-0.35	-10%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Salinas													
Agriculture (field work)	n/a	7,502	7,607	8,485	9,014	9,017	9,021	9,023	9,025	1,418	19%	540	6%
Manufacturing	n/a	1,928	1,966	2,324	2,382	2,380	2,376	2,374	2,375	409	21%	51	2%
Site-based Skilled Trade	n/a	8,555	9,057	9,654	10,015	9,952	10,072	10,174	10,270	1,213	13%	616	6%
Wholesale	n/a	8,580	8,610	9,400	9,920	9,937	9,969	10,008	10,051	1,441	17%	651	7%
Retail	n/a	8,750	8,069	8,377	8,259	7,988	7,715	7,452	7,199	-870	-11%	-1,178	-14%
Financial & Prof. Serv.	n/a	6,025	6,202	6,554	6,635	6,688	6,718	6,735	6,741	539	9%	187	3%
Education	n/a	4,821	5,020	5,011	5,103	5,222	5,330	5,432	5,530	510	10%	519	10%
Health Care & Soc.	n/a	11,110	11,408	11,950	12,598	13,040	13,436	13,781	14,086	2,678	23%	2,136	18%
Other Services	n/a	7,766	6,756	8,278	8,787	9,024	9,250	9,474	9,693	2,937	43%	1,415	17%
Public	n/a	7,081	7,385	7,244	7,467	7,584	7,695	7,806	7,916	531	7%	672	9%
Self-employed	n/a	891	948	949	948	940	924	908	890	-58	-6%	-59	-6%
Salinas	n/a	73,009	73,028	78,226	81,128	81,772	82,506	83,167	83,776	10,748	15%	5,550	7%
% change			0.0%	7.1%	3.7%	0.8%	0.9%	0.8%	0.7%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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DRAFT 2026 Regional Growth Forecast

San Juan Bautista

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
San Juan Bautista	1,862	1,915	2,084	2,022	1,976	2,005	2,031	2,049	2,070	-14	-1%	48	2%
% change		2.8%	8.8%	-3.0%	-2.3%	1.5%	1.3%	0.9%	1.0%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
San Juan Bautista	1,857	1,910	2,077	2,015	1,969	1,998	2,024	2,042	2,063	-14	-1%	48	2%
% change		2.9%	8.7%	-3.0%	-2.3%	1.5%	1.3%	0.9%	1.0%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
San Juan Bautista	5	5	7	7	7	7	7	7	7	0	0%	0	0%
% change		0.0%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
San Juan Bautista	745	790	903	909	925	952	971	983	992	89	10%	83	9%
% change		6.0%	14.3%	0.7%	1.8%	2.9%	2.0%	1.2%	0.9%				

DRAFT 2026 Regional Growth Forecast

San Juan Bautista

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
San Juan Bautista	681	702	795	801	797	820	838	847	855	60	8%	54	7%
% change		3.1%	13.2%	0.8%	-0.5%	2.9%	2.2%	1.1%	0.9%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
San Juan Bautista	8.6%	11.1%	12.0%	11.9%	13.8%	13.9%	13.7%	13.8%	13.8%	1.8	15%	1.9	16%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
San Juan Bautista	2.73	2.72	2.61	2.52	2.47	2.44	2.42	2.41	2.41	-0.20	-8%	-0.11	-4%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
San Juan Bautista	n/a	515	498	548	568	578	584	590	596	98	20%	48	9%
% change			-3.3%	10.0%	3.6%	1.8%	1.0%	1.0%	1.0%				
Agriculture (field work)	n/a	38	39	43	47	47	47	47	47	8	21%	4	9%
Manufacturing	n/a	14	15	17	17	17	17	17	17	2	13%	0	0%
Site-based Skilled Trade	n/a	23	24	26	26	26	26	26	26	2	8%	0	0%
Wholesale	n/a	6	6	6	6	6	6	6	6	0	0%	0	0%
Retail	n/a	38	35	37	37	37	37	37	37	2	6%	0	0%
Financial & Prof. Serv.	n/a	64	66	69	69	69	69	69	69	3	5%	0	0%
Education	n/a	60	62	61	61	61	61	61	61	-1	-2%	0	0%
Health Care & Soc.	n/a	13	13	13	18	23	25	26	28	15	115%	15	115%
Other Services	n/a	195	170	208	219	224	229	234	239	69	41%	31	15%
Public	n/a	29	31	31	31	31	31	31	31	0	0%	0	0%
Self-employed	n/a	35	37	37	37	37	36	36	35	-2	-5%	-2	-5%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

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DRAFT 2026 Regional Growth Forecast

Sand City

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Sand City	334	350	368	376	748	777	804	827	851	483	131%	475	126%
% change		4.8%	5.1%	2.2%	98.9%	3.9%	3.5%	2.9%	2.9%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Sand City	291	307	368	376	748	777	804	827	851	483	131%	475	126%
% change		5.5%	19.9%	2.2%	98.9%	3.9%	3.5%	2.9%	2.9%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Sand City	43	43	0	0	0	0	0	0	0	0	--	0	--
% change		0.0%	-100.0%	--	--	--	--	--	--				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Sand City	145	176	186	197	408	430	449	465	478	292	157%	281	143%
% change		21.4%	5.7%	5.9%	107.1%	5.4%	4.4%	3.6%	2.8%				

DRAFT 2026 Regional Growth Forecast

Sand City

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Sand City	128	144	163	172	352	371	388	401	413	250	153%	241	140%
% change		12.5%	13.2%	5.5%	104.7%	5.4%	4.6%	3.4%	3.0%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Sand City	11.7%	18.2%	12.4%	12.7%	13.7%	13.7%	13.6%	13.8%	13.6%	1.2	10%	0.9	7%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Sand City	2.27	2.13	2.26	2.19	2.13	2.09	2.07	2.06	2.06	-0.20	-9%	-0.13	-6%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Sand City													
Agriculture (field work)	n/a	0	0	0	0	0	0	0	0	0	--	0	--
Manufacturing	n/a	201	205	241	245	245	245	245	245	40	20%	4	2%
Site-based Skilled Trade	n/a	393	416	443	460	457	463	468	473	57	14%	30	7%
Wholesale	n/a	203	204	222	234	234	234	234	234	30	15%	12	5%
Retail	n/a	582	537	555	548	528	508	491	476	-61	-11%	-79	-14%
Financial & Prof. Serv.	n/a	106	109	114	114	114	114	114	114	5	5%	0	0%
Education	n/a	16	17	17	17	17	17	17	17	0	0%	0	0%
Health Care & Soc.	n/a	52	53	56	56	56	56	56	56	3	6%	0	0%
Other Services	n/a	346	301	368	390	405	418	428	434	133	44%	66	18%
Public	n/a	41	43	42	42	42	42	42	42	-1	-2%	0	0%
Self-employed	n/a	26	28	28	28	27	27	26	26	-2	-7%	-2	-7%
Sand City	n/a	1,966	1,913	2,086	2,134	2,125	2,124	2,121	2,117	204	11%	31	1%
% change			-2.7%	9.0%	2.3%	-0.4%	0.0%	-0.1%	-0.2%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Preliminary Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast

Santa Cruz

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Santa Cruz (Total)	59,946	64,466	64,695	63,224	67,618	70,998	74,011	75,350	75,552	10,857	17%	12,328	19%
% change		7.5%	0.4%	-2.3%	6.9%	5.0%	4.2%	1.8%	0.3%				
<i>Santa Cruz balance</i>	43,614	47,479	46,287	44,680	45,818	46,498	47,011	47,350	47,552				
<i>UCSC</i>	16,332	16,987	18,408	18,544	21,800	24,500	27,000	28,000	28,000				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Santa Cruz (Total)	51,657	52,645	51,504	50,283	52,290	53,626	54,306	55,055	55,256	3,752	7%	4,973	10%
% change		1.9%	-2.2%	-2.4%	4.0%	2.6%	1.3%	1.4%	0.4%				
<i>Santa Cruz balance</i>	41,829	44,692	42,481	40,907	42,044	42,724	43,236	43,575	43,776				
<i>UCSC</i>	9,828	7,953	9,023	9,376	10,246	10,902	11,070	11,480	11,480				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Santa Cruz (Total)	8,289	11,821	13,191	12,941	15,328	17,372	19,705	20,295	20,296	7,105	54%	7,355	57%
% change		42.6%	11.6%	-1.9%	18.4%	13.3%	13.4%	3.0%	0.0%				
<i>Santa Cruz balance</i>	1,785	2,787	3,806	3,773	3,774	3,774	3,775	3,775	3,776				
<i>UCSC</i>	6,504	9,034	9,385	9,168	11,554	13,598	15,930	16,520	16,520				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Santa Cruz (Total)	23,316	23,545	24,014	24,415	26,418	27,322	27,706	27,941	28,074	4,060	17%	3,659	15%
% change		1.0%	2.0%	1.7%	8.2%	3.4%	1.4%	0.8%	0.5%				
<i>Santa Cruz balance</i>	23,316	23,015	23,484	23,885	25,805	26,529	26,913	27,148	27,281				
<i>UCSC</i>	0	530	530	530	613	793	793	793	793				

DRAFT 2026 Regional Growth Forecast

Santa Cruz

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Santa Cruz (Total)	21,657	21,611	21,731	22,093	22,970	23,586	23,916	24,118	24,232	2,501	12%	2,139	10%
% change		-0.2%	0.6%	1.7%	4.0%	2.7%	1.4%	0.8%	0.5%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Santa Cruz	7.1%	8.2%	9.5%	9.5%	13.1%	13.7%	13.7%	13.7%	13.7%	4.2	44%	4.2	44%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Santa Cruz	2.39	2.44	2.37	2.28	2.28	2.27	2.27	2.28	2.28	-0.09	-4%	0.00	0%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Santa Cruz													
Agriculture (field work)	n/a	121	122	135	143	143	143	143	143	21	17%	8	6%
Manufacturing	n/a	2,367	2,414	2,833	2,897	2,893	2,880	2,872	2,867	453	19%	34	1%
Site-based Skilled Trade	n/a	2,235	2,365	2,518	2,611	2,594	2,624	2,648	2,672	307	13%	154	6%
Wholesale	n/a	1,197	1,201	1,308	1,376	1,378	1,383	1,388	1,393	192	16%	85	6%
Retail	n/a	5,314	4,900	5,063	5,016	4,879	4,737	4,601	4,473	-427	-9%	-590	-12%
Financial & Prof. Serv.	n/a	4,305	4,430	4,636	4,690	4,725	4,746	4,758	4,760	330	7%	124	3%
Education	n/a	6,183	6,437	6,422	6,535	6,686	6,821	6,947	7,065	628	10%	643	10%
Health Care & Soc.	n/a	3,844	3,947	4,126	4,342	4,492	4,626	4,743	4,847	900	23%	721	17%
Other Services	n/a	7,541	6,560	8,025	8,452	8,625	8,785	8,941	9,094	2,534	39%	1,069	13%
Public	n/a	5,691	5,934	5,820	5,965	6,031	6,093	6,157	6,221	287	5%	401	7%
Self-employed	n/a	2,042	2,173	2,173	2,173	2,155	2,118	2,080	2,041	-132	-6%	-132	-6%
Santa Cruz Total	n/a	40,840	40,483	43,059	44,200	44,601	44,956	45,278	45,576	5,093	13%	2,517	6%
% change			-0.9%	6.4%	2.6%	0.9%	0.8%	0.7%	0.7%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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DRAFT 2026 Regional Growth Forecast

Scotts Valley

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Scotts Valley	11,580	12,145	12,069	11,859	12,110	12,358	12,605	12,843	13,083	1,014	8%	1,224	10%
% change		4.9%	-0.6%	-1.7%	2.1%	2.0%	2.0%	1.9%	1.9%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Scotts Valley	11,308	11,963	11,974	11,537	11,787	12,035	12,281	12,519	12,758	784	7%	1,221	11%
% change		5.8%	0.1%	-3.6%	2.2%	2.1%	2.0%	1.9%	1.9%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Scotts Valley	272	182	95	322	323	323	324	324	325	230	242%	3	1%
% change		-33.1%	-47.8%	238.9%	0.3%	0.0%	0.3%	0.0%	0.3%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Scotts Valley	4,610	4,781	4,934	4,994	5,394	5,637	5,828	5,967	6,089	1,155	23%	1,095	22%
% change		3.7%	3.2%	1.2%	8.0%	4.5%	3.4%	2.4%	2.0%				

DRAFT 2026 Regional Growth Forecast

Scotts Valley

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Scotts Valley	4,426	4,565	4,690	4,714	4,957	5,145	5,313	5,440	5,552	862	18%	838	18%
% change		3.1%	2.7%	0.5%	5.2%	3.8%	3.3%	2.4%	2.1%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Scotts Valley	4.0%	4.5%	4.9%	5.6%	8.1%	8.7%	8.8%	8.8%	8.8%	3.9	79%	3.2	57%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Scotts Valley	2.55	2.62	2.55	2.45	2.38	2.34	2.31	2.30	2.30	-0.25	-10%	-0.15	-6%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Scotts Valley													
Agriculture (field work)	n/a	5	6	7	7	7	7	7	7	1	17%	0	0%
Manufacturing	n/a	1,903	1,941	2,278	2,333	2,330	2,322	2,315	2,311	370	19%	33	1%
Site-based Skilled Trade	n/a	522	553	589	610	606	613	618	623	70	13%	34	6%
Wholesale	n/a	675	678	738	775	775	775	780	785	107	16%	47	6%
Retail	n/a	1,523	1,404	1,450	1,429	1,383	1,335	1,290	1,245	-159	-11%	-205	-14%
Financial & Prof. Serv.	n/a	1,583	1,629	1,705	1,721	1,732	1,734	1,734	1,734	105	6%	29	2%
Education	n/a	384	400	398	403	413	423	433	439	39	10%	41	10%
Health Care & Soc.	n/a	530	544	568	597	617	637	652	667	123	23%	99	17%
Other Services	n/a	1,720	1,496	1,830	1,914	1,944	1,969	1,994	2,019	523	35%	189	10%
Public	n/a	224	233	229	237	241	241	241	241	8	3%	12	5%
Self-employed	n/a	389	414	414	414	411	404	396	389	-25	-6%	-25	-6%
Scotts Valley	n/a	9,458	9,298	10,206	10,440	10,459	10,460	10,460	10,460	1,162	12%	254	2%
% change			-1.7%	9.8%	2.3%	0.2%	0.0%	0.0%	0.0%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast

Seaside

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Seaside (Total)	33,025	33,431	32,731	29,790	31,346	31,594	31,805	32,066	32,324	-407	-1%	2,534	9%
% change		1.2%	-2.1%	-9.0%	5.2%	0.8%	0.7%	0.8%	0.8%				
<i>Seaside balance</i>	26,836	25,968	25,080	24,574	24,491	24,739	24,950	25,211	25,469				
<i>Fort Ord</i>	4,473	4,163	4,202	2,112	3,751	3,751	3,751	3,751	3,751				
<i>CSUMB</i>	1,716	3,300	3,449	3,104	3,104	3,104	3,104		3,104				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Seaside (Total)	31,898	32,061	30,878	27,974	29,529	29,777	29,987	30,248	30,505	-373	-1%	2,531	9%
% change		0.5%	-3.7%	-9.4%	5.6%	0.8%	0.7%	0.9%	0.8%				
<i>Seaside balance</i>	26,685	25,757	24,805	24,293	24,209	24,457	24,667	24,928	25,185				
<i>Fort Ord</i>	4,473	4,163	4,202	2,112	3,751	3,751	3,751	3,751	3,751				
<i>CSUMB</i>	740	2,141	1,871	1,569	1,569	1,569	1,569	1,569	1,569				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Seaside (Total)	1,127	1,370	1,853	1,816	1,817	1,817	1,818	1,818	1,819	-34	-2%	3	0%
% change		21.6%	35.3%	-2.0%	0.1%	0.0%	0.1%	0.0%	0.1%				
<i>Seaside balance</i>	151	211	275	281	282	282	283	283	284				
<i>Fort Ord</i>	0	0	0	0	0	0	0	0	0				
<i>CSUMB</i>	976	1,159	1,578	1,535	1,535	1,535	1,535	#VALUE!	1,535				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Seaside (Total)	10,872	10,853	10,801	10,847	11,030	11,302	11,479	11,599	11,686	885	8%	839	8%
% change		-0.2%	-0.5%	0.4%	1.7%	2.5%	1.6%	1.0%	0.8%				
<i>Seaside balance</i>	9,507	8,848	8,850	8,896	9,079	9,351	9,528	9,648	9,735				
<i>Fort Ord</i>	1,119	1,119	1,119	1,119	1,119	1,119	1,119	1,119	1,119				
<i>CSUMB</i>	246	886	832	832	832	832	832	832	832				

DRAFT 2026 Regional Growth Forecast

Seaside

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Seaside (Total)	10,093	10,089	10,149	10,294	10,244	10,449	10,605	10,716	10,798	649	6%	504	5%
% change		0.0%	0.6%	1.4%	-0.5%	2.0%	1.5%	1.0%	0.8%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Seaside	7.2%	7.0%	6.0%	5.1%	7.1%	7.5%	7.6%	7.6%	7.6%	1.6	27%	2.5	49%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Seaside	3.16	3.18	3.04	2.72	2.88	2.85	2.83	2.82	2.83	-0.21	-7%	0.11	4%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Seaside													
Agriculture (field work)	n/a	0	0	0	0	0	0	0	0	0	--	0	--
Manufacturing	n/a	105	107	126	130	130	130	130	130	23	21%	4	3%
Site-based Skilled Trade	n/a	599	634	675	701	696	704	711	716	82	13%	41	6%
Wholesale	n/a	169	169	184	192	192	192	192	192	23	14%	8	4%
Retail	n/a	1,835	1,692	1,748	1,721	1,665	1,610	1,555	1,501	-191	-11%	-247	-14%
Financial & Prof. Serv.	n/a	403	415	435	439	443	443	443	443	28	7%	8	2%
Education	n/a	1,054	1,097	1,094	1,113	1,138	1,163	1,183	1,203	106	10%	109	10%
Health Care & Soc.	n/a	815	836	874	918	949	978	1,003	1,025	189	23%	151	17%
Other Services	n/a	1,822	1,585	1,939	2,039	2,080	2,120	2,156	2,191	606	38%	252	13%
Public	n/a	2,358	2,458	2,411	2,470	2,497	2,522	2,547	2,572	114	5%	161	7%
Self-employed	n/a	507	540	540	540	535	526	516	506	-34	-6%	-34	-6%
Seaside Total	n/a	9,667	9,533	10,026	10,263	10,325	10,388	10,436	10,479	946	10%	453	5%
% change			-1.4%	5.2%	2.4%	0.6%	0.6%	0.5%	0.4%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

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Soledad

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Soledad (Total)	25,738	25,777	27,550	26,230	26,910	27,344	27,438	26,639	26,230	-1,320	-5%	0	0%
% change		0.2%	6.9%	-4.8%	2.6%	1.6%	0.3%	-2.9%	-1.5%				
<i>Soledad balance</i>	<i>15,690</i>	<i>17,478</i>	<i>19,433</i>	<i>19,333</i>	<i>20,739</i>	<i>22,120</i>	<i>23,066</i>	<i>23,105</i>	<i>23,217</i>				
<i>SVSP & CTF</i>	<i>10,048</i>	<i>8,299</i>	<i>8,117</i>	<i>6,897</i>	<i>6,171</i>	<i>5,224</i>	<i>4,372</i>	<i>3,534</i>	<i>3,013</i>				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Soledad (Total)	15,635	17,113	18,756	18,648	20,053	21,434	22,379	22,418	22,529	3,773	20%	3,881	21%
% change		9.5%	9.6%	-0.6%	7.5%	6.9%	4.4%	0.2%	0.5%				
<i>Soledad balance</i>	<i>15,635</i>	<i>17,113</i>	<i>18,756</i>	<i>18,648</i>	<i>20,053</i>	<i>21,434</i>	<i>22,379</i>	<i>22,418</i>	<i>22,529</i>				
<i>SVSP & CTF</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Soledad (Total)	10,103	8,664	8,794	7,582	6,857	5,910	5,059	4,221	3,701	-5,093	-58%	-3,881	-51%
% change		-14.2%	1.5%	-13.8%	-9.6%	-13.8%	-14.4%	-16.6%	-12.3%				
<i>Soledad balance</i>	<i>55</i>	<i>365</i>	<i>677</i>	<i>685</i>	<i>686</i>	<i>686</i>	<i>687</i>	<i>687</i>	<i>688</i>				
<i>SVSP & CTF</i>	<i>10,048</i>	<i>8,299</i>	<i>8,117</i>	<i>6,897</i>	<i>6,171</i>	<i>5,224</i>	<i>4,372</i>	<i>3,534</i>	<i>3,013</i>				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Soledad (Total)	3,876	4,117	4,524	4,633	5,177	5,639	6,033	6,125	6,210	1,686	37%	1,577	34%
% change		6.2%	9.9%	2.4%	11.7%	8.9%	7.0%	1.5%	1.4%				
<i>Soledad balance</i>	<i>3,876</i>	<i>4,117</i>	<i>4,524</i>	<i>4,633</i>	<i>5,177</i>	<i>5,639</i>	<i>6,033</i>	<i>6,125</i>	<i>6,210</i>				
<i>SVSP & CTF</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>				

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Soledad

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Soledad (Total)	3,664	3,939	4,447	4,535	5,019	5,453	5,832	5,921	6,003	1,556	35%	1,468	32%
% change		7.5%	12.9%	2.0%	10.7%	8.6%	7.0%	1.5%	1.4%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Soledad	5.5%	4.3%	1.7%	2.1%	3.1%	3.3%	3.3%	3.3%	3.3%	1.6	94%	1.2	57%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Soledad	4.27	4.34	4.22	4.11	4.00	3.93	3.84	3.79	3.75	-0.47	-11%	-0.36	-9%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Soledad													
Agriculture (field work)	n/a	1,729	1,753	1,939	2,080	2,085	2,090	2,095	2,100	347	20%	161	8%
Manufacturing	n/a	293	299	352	360	360	360	360	360	61	20%	8	2%
Site-based Skilled Trade	n/a	1,638	1,734	1,846	1,913	1,901	1,923	1,941	1,960	226	13%	114	6%
Wholesale	n/a	219	219	239	251	251	251	251	251	32	15%	12	5%
Retail	n/a	297	274	282	276	266	256	246	236	-38	-14%	-46	-16%
Financial & Prof. Serv.	n/a	183	188	197	199	199	199	199	199	11	6%	2	1%
Education	n/a	517	539	537	543	556	566	576	586	47	9%	49	9%
Health Care & Soc.	n/a	584	599	627	662	685	705	723	738	139	23%	111	18%
Other Services	n/a	433	376	460	483	493	503	513	523	147	39%	63	14%
Public	n/a	2,498	2,605	2,555	2,587	2,586	2,581	2,576	2,574	-31	-1%	19	1%
Self-employed	n/a	141	150	150	150	149	146	144	141	-9	-6%	-9	-6%
Soledad Total	n/a	8,532	8,736	9,184	9,504	9,531	9,580	9,624	9,668	932	11%	484	5%
% change			2.4%	5.1%	3.5%	0.3%	0.5%	0.5%	0.5%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

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DRAFT 2026 Regional Growth Forecast

Watsonville

April 26, 2024

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Watsonville	51,199	52,689	51,809	49,876	50,516	51,028	51,397	51,804	52,137	328	1%	2,261	5%
% change		2.9%	-1.7%	-3.7%	1.3%	1.0%	0.7%	0.8%	0.6%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Watsonville	50,671	52,111	51,184	49,251	49,890	50,402	50,770	51,176	51,508	324	1%	2,257	5%
% change		2.8%	-1.8%	-3.8%	1.3%	1.0%	0.7%	0.8%	0.6%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Watsonville	528	578	625	625	626	626	627	628	629	4	1%	4	1%
% change		9.5%	8.1%	0.0%	0.2%	0.0%	0.2%	0.2%	0.2%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Watsonville	14,089	14,311	14,585	14,699	15,522	15,990	16,308	16,513	16,641	2,056	14%	1,942	13%
% change		1.6%	1.9%	0.8%	5.6%	3.0%	2.0%	1.3%	0.8%				

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Watsonville

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Watsonville	13,528	13,844	14,239	14,292	14,900	15,301	15,597	15,792	15,916	1,677	12%	1,624	11%
% change		2.3%	2.9%	0.4%	4.3%	2.7%	1.9%	1.3%	0.8%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Watsonville	4.0%	3.3%	2.4%	2.8%	4.0%	4.3%	4.4%	4.4%	4.4%	2.0	84%	1.6	58%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Watsonville	3.75	3.76	3.59	3.45	3.35	3.29	3.26	3.24	3.24	-0.35	-10%	-0.21	-6%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Watsonville	n/a	26,403	26,453	28,125	29,054	29,192	29,384	29,542	29,688	3,235	12%	1,563	6%
% change			0.2%	6.3%	3.3%	0.5%	0.7%	0.5%	0.5%				
Agriculture (field work)	n/a	3,828	3,882	4,224	4,502	4,517	4,532	4,547	4,562	680	18%	338	8%
Manufacturing	n/a	1,492	1,522	1,660	1,696	1,697	1,696	1,693	1,694	172	11%	34	2%
Site-based Skilled Trade	n/a	4,310	4,562	4,837	4,993	4,962	5,018	5,064	5,110	548	12%	273	6%
Wholesale	n/a	2,638	2,646	2,864	2,981	2,986	2,996	3,006	3,016	370	14%	152	5%
Retail	n/a	3,149	2,903	2,966	2,922	2,826	2,731	2,637	2,547	-356	-12%	-419	-14%
Financial & Prof. Serv.	n/a	2,064	2,124	2,158	2,181	2,197	2,206	2,212	2,212	88	4%	54	3%
Education	n/a	1,532	1,595	1,591	1,616	1,652	1,682	1,711	1,741	146	9%	150	9%
Health Care & Soc.	n/a	3,267	3,354	3,486	3,669	3,796	3,910	4,009	4,097	743	22%	611	18%
Other Services	n/a	2,578	2,243	2,739	2,873	2,931	2,985	3,035	3,083	840	37%	344	13%
Public	n/a	1,011	1,054	1,032	1,053	1,064	1,074	1,084	1,094	40	4%	62	6%
Self-employed	n/a	534	568	568	568	564	554	544	532	-36	-6%	-36	-6%

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

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Unincorporated Monterey

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Unincorporated Monterey (100,213	103,841	105,948	104,236	101,419	101,393	99,838	100,084	100,560	-5,388	-5%	-3,676	-4%
% change		3.6%	2.0%	-1.6%	-2.7%	0.0%	-1.5%	0.2%	0.5%				
<i>Unincorporated Monterey balance</i>	<i>97,672</i>	<i>101,300</i>	<i>103,407</i>	<i>101,695</i>	<i>98,878</i>	<i>98,852</i>	<i>98,397</i>	<i>98,643</i>	<i>99,119</i>				
<i>CSUMB</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>1,441</i>	<i>1,441</i>	<i>1,441</i>				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Unincorporated Monterey (96,551	100,204	102,336	100,292	97,366	97,290	98,216	98,400	98,859	-3,477	-3%	-1,433	-1%
% change		3.8%	2.1%	-2.0%	-2.9%	-0.1%	1.0%	0.2%	0.5%				
<i>Unincorporated Monterey balance</i>	<i>96,551</i>	<i>100,204</i>	<i>102,336</i>	<i>100,292</i>	<i>97,366</i>	<i>97,290</i>	<i>96,775</i>	<i>96,959</i>	<i>97,418</i>				
<i>CSUMB</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>1,441</i>	<i>1,441</i>	<i>1,441</i>				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Unincorporated Monterey (3,662	3,637	3,612	3,944	4,053	4,103	1,622	1,684	1,701	-1,911	-53%	-2,243	-57%
% change		-0.7%	-0.7%	9.2%	2.8%	1.2%	-60.5%	3.8%	1.0%				
<i>Unincorporated Monterey balance</i>	<i>1,121</i>	<i>1,096</i>	<i>1,071</i>	<i>1,403</i>	<i>1,512</i>	<i>1,562</i>	<i>1,622</i>	<i>1,684</i>	<i>1,701</i>				
<i>CSUMB</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>2,541</i>	<i>0</i>	<i>0</i>	<i>0</i>				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Unincorporated Monterey (38,296	38,948	40,230	40,529	41,151	41,796	42,513	42,781	43,037	2,807	7%	2,508	6%
% change		1.7%	3.3%	0.7%	1.5%	1.6%	1.7%	0.6%	0.6%				
<i>Unincorporated Monterey balance</i>	<i>38,296</i>	<i>38,948</i>	<i>40,230</i>	<i>40,529</i>	<i>41,151</i>	<i>41,796</i>	<i>42,113</i>	<i>42,381</i>	<i>42,637</i>				
<i>CSUMB</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>400</i>	<i>400</i>	<i>400</i>				

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Unincorporated Monterey

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HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Unincorporated Monterey	33,408	34,028	35,254	35,567	35,537	36,094	36,764	36,995	37,216	1,962	6%	1,649	5%
% change		1.9%	3.6%	0.9%	-0.1%	1.6%	1.9%	0.6%	0.6%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Unincorporated Monterey	12.8%	12.6%	12.4%	12.2%	13.6%	13.6%	13.5%	13.5%	13.5%	1.1	9%	1.3	11%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Unincorporated Monterey	2.89	2.94	2.90	2.82	2.74	2.70	2.67	2.66	2.66	-0.24	-8%	-0.16	-6%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Unincorporated Monterey													
Agriculture (field work)	n/a	10,802	10,953	12,144	13,141	13,233	13,323	13,413	13,503	2,550	23%	1,359	11%
Manufacturing	n/a	2,227	2,271	2,665	2,723	2,718	2,705	2,695	2,687	416	18%	22	1%
Site-based Skilled Trade	n/a	6,850	7,251	7,721	7,997	7,945	8,035	8,111	8,186	935	13%	465	6%
Wholesale	n/a	7,978	8,005	8,721	9,170	9,181	9,205	9,230	9,263	1,258	16%	542	6%
Retail	n/a	4,979	4,592	4,744	4,673	4,520	4,365	4,216	4,072	-520	-11%	-672	-14%
Financial & Prof. Serv.	n/a	4,390	4,517	4,727	4,781	4,816	4,836	4,844	4,845	328	7%	118	2%
Education	n/a	2,843	2,960	2,954	3,006	3,076	3,139	3,197	3,250	290	10%	296	10%
Health Care & Soc.	n/a	2,345	2,408	2,518	2,653	2,746	2,829	2,901	2,964	556	23%	446	18%
Other Services	n/a	9,374	8,154	9,976	10,489	10,694	10,885	11,068	11,244	3,090	38%	1,268	13%
Public	n/a	1,295	1,351	1,325	1,360	1,375	1,390	1,405	1,420	69	5%	95	7%
Self-employed	n/a	2,679	2,851	2,851	2,851	2,827	2,779	2,729	2,676	-175	-6%	-175	-6%
Unincorporated Monterey T	n/a	55,762	55,313	60,346	62,844	63,131	63,491	63,809	64,110	8,797	16%	3,764	6%
% change			-0.8%	9.1%	4.1%	0.5%	0.6%	0.5%	0.5%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

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Unincorporated San Benito

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Unincorporated San Benito	18,479	19,253	20,450	20,753	20,790	20,828	20,776	20,900	21,022	572	3%	269	1%
% change		4.2%	6.2%	1.5%	0.2%	0.2%	-0.2%	0.6%	0.6%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Unincorporated San Benito	18,310	19,054	20,191	20,488	20,524	20,562	20,509	20,632	20,753	562	3%	265	1%
% change		4.1%	6.0%	1.5%	0.2%	0.2%	-0.3%	0.6%	0.6%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Unincorporated San Benito	169	199	259	265	266	266	267	268	269	10	4%	4	2%
% change		17.8%	30.2%	2.3%	0.4%	0.0%	0.4%	0.4%	0.4%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Unincorporated San Benito	6,724	6,800	7,280	7,661	7,709	7,878	7,935	8,000	8,037	757	10%	376	5%
% change		1.1%	7.1%	5.2%	0.6%	2.2%	0.7%	0.8%	0.5%				

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Unincorporated San Benito

April 26, 2024

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Unincorporated San Benito	6,264	6,331	6,785	7,142	7,146	7,259	7,305	7,363	7,398	613	9%	256	4%
% change		1.1%	7.2%	5.3%	0.1%	1.6%	0.6%	0.8%	0.5%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Unincorporated San Benito	6.8%	6.9%	6.8%	6.8%	7.3%	7.9%	7.9%	8.0%	8.0%	1.2	18%	1.2	18%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Unincorporated San Benito	2.92	3.01	2.98	2.87	2.87	2.83	2.81	2.80	2.81	-0.17	-6%	-0.06	-2%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Unincorporated San Benito													
Agriculture (field work)	n/a	1,405	1,424	1,575	1,691	1,696	1,701	1,709	1,716	292	21%	141	9%
Manufacturing	n/a	895	913	1,071	1,094	1,092	1,087	1,082	1,082	169	19%	11	1%
Site-based Skilled Trade	n/a	830	878	934	968	961	973	982	992	114	13%	58	6%
Wholesale	n/a	593	595	648	681	681	681	682	687	92	15%	39	6%
Retail	n/a	279	257	265	259	249	239	229	219	-38	-15%	-46	-17%
Financial & Prof. Serv.	n/a	1,450	1,492	1,562	1,580	1,594	1,601	1,604	1,604	112	8%	42	3%
Education	n/a	215	224	223	227	232	237	242	247	23	10%	24	11%
Health Care & Soc.	n/a	98	100	105	112	117	122	127	132	32	32%	27	26%
Other Services	n/a	452	393	481	501	509	516	525	535	142	36%	54	11%
Public	n/a	210	219	216	224	225	225	225	225	6	3%	9	4%
Self-employed	n/a	261	278	278	278	275	271	266	261	-17	-6%	-17	-6%
Unincorporated San Benito	n/a	6,688	6,773	7,358	7,615	7,631	7,653	7,673	7,700	927	14%	342	5%
% change			1.3%	8.6%	3.5%	0.2%	0.3%	0.3%	0.4%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

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Unincorporated Santa Cruz

POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
Unincorporated Santa Cruz	129,739	134,781	132,429	127,467	124,262	124,875	124,988	125,257	125,540	-6,889	-5%	-1,927	-2%
% change		3.9%	-1.7%	-3.7%	-2.5%	0.5%	0.1%	0.2%	0.2%				

HOUSEHOLD POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
Unincorporated Santa Cruz	128,007	132,709	130,135	125,339	121,482	122,094	122,204	122,471	122,752	-7,383	-6%	-2,587	-2%
% change		3.7%	-1.9%	-3.7%	-3.1%	0.5%	0.1%	0.2%	0.2%				

GROUP QUARTERS POPULATION										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
Unincorporated Santa Cruz	1,732	2,072	2,294	2,128	2,780	2,781	2,784	2,786	2,788	494	22%	660	31%
% change		19.6%	10.7%	-7.2%	30.6%	0.0%	0.1%	0.1%	0.1%				

HOUSING										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
Unincorporated Santa Cruz	56,927	57,152	57,327	57,550	58,596	59,893	60,783	61,190	61,412	4,085	7%	3,862	7%
% change		0.4%	0.3%	0.4%	1.8%	2.2%	1.5%	0.7%	0.4%				

DRAFT 2026 Regional Growth Forecast

April 26, 2024

Unincorporated Santa Cruz

HOUSEHOLDS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	236,059	240,267	247,534	248,542	263,771	270,562	275,594	278,586	280,769	33,235	13%	32,227	13%
% change		1.8%	3.0%	0.4%	6.1%	2.6%	1.9%	1.1%	0.8%				
Unincorporated Santa Cruz	50,118	50,732	50,977	51,214	50,451	51,567	52,335	52,684	52,875	1,898	4%	1,661	3%
% change		1.2%	0.5%	0.5%	-1.5%	2.2%	1.5%	0.7%	0.4%				

GROSS VACANCY RATE (incl. for sale, for rent, for seasonal/vacation, and other vacant units)										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	9.3%	8.9%	8.4%	9.5%	9.9%	10.2%	10.2%	10.2%	10.2%	1.8	21%	0.7	7%
Unincorporated Santa Cruz	12.0%	11.2%	11.1%	11.0%	13.9%	13.9%	13.9%	13.9%	13.9%	2.8	25%	2.9	26%

AVERAGE HOUSEHOLD SIZE										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	2.97	3.03	2.97	2.90	2.80	2.76	2.73	2.71	2.71	-0.26	-9%	-0.19	-7%
Unincorporated Santa Cruz	2.55	2.62	2.55	2.45	2.41	2.37	2.34	2.32	2.32	-0.23	-9%	-0.13	-5%

JOBS										Chg.2020-50		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	349,335	374,835	372,030	400,859	414,386	417,071	419,903	422,366	424,641	52,611	14%	23,782	6%
% change		7.3%	-0.7%	7.7%	3.4%	0.6%	0.7%	0.6%	0.5%				
Unincorporated Santa Cruz													
Agriculture (field work)	n/a	2,836	2,876	3,268	3,536	3,546	3,556	3,566	3,576	700	24%	308	9%
Manufacturing	n/a	2,393	2,441	2,991	3,059	3,048	3,026	3,008	2,993	552	23%	2	0%
Site-based Skilled Trade	n/a	2,926	3,097	3,318	3,459	3,439	3,479	3,514	3,549	452	15%	231	7%
Wholesale	n/a	3,876	3,890	4,278	4,538	4,546	4,562	4,580	4,600	710	18%	322	8%
Retail	n/a	3,164	2,918	3,037	2,983	2,875	2,765	2,660	2,560	-358	-12%	-477	-16%
Financial & Prof. Serv.	n/a	3,329	3,426	3,637	3,683	3,710	3,724	3,731	3,731	305	9%	94	3%
Education	n/a	3,165	3,296	3,292	3,353	3,432	3,502	3,568	3,629	333	10%	337	10%
Health Care & Soc.	n/a	5,740	5,893	6,184	6,510	6,734	6,936	7,112	7,269	1,376	23%	1,085	18%
Other Services	n/a	8,403	7,310	8,955	9,431	9,623	9,801	9,972	10,137	2,827	39%	1,182	13%
Public	n/a	1,586	1,654	1,623	1,665	1,684	1,699	1,714	1,729	75	5%	106	7%
Self-employed	n/a	4,651	4,950	4,950	4,951	4,908	4,825	4,738	4,646	-304	-6%	-304	-6%
Unincorporated Santa Cruz	n/a	42,069	41,751	45,533	47,168	47,545	47,875	48,163	48,419	6,668	16%	2,886	6%
% change			-0.8%	9.1%	3.6%	0.8%	0.7%	0.6%	0.5%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Population and Housing 2010-2023 from California Department of Finance.

Employment 2010-2022 from AMBAG based on California Employment Development Dept. and InfoUSA.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

DRAFT 2026 Regional Growth Forecast California State University, Monterey Bay

POPULATION (Population data are FTE)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	798,290	24,185	3%	40,205	5%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	-0.4%				
CSUMB Total	4,891	6,861	6,915	6,368	7,600	8,900	10,300	11,600	12,900	5,985	87%	6,532	103%
Marina portion	634	1,020	925	723	1,955	3,255	5,755	7,055	8,355	7,430	803%	7,632	1056%
Seaside portion	1,716	3,300	3,449	3,104	3,104	3,104	3,104	3,104	3,104	-345	-10%	0	0%
Unincorporated	2,541	2,541	2,541	2,541	2,541	2,541	1,441	1,441	1,441	-1,100	-43%	-1,100	-43%
% change		40.3%	0.8%	-7.9%	19.3%	17.1%	15.7%	12.6%	11.2%				

GROUP QUARTERS POPULATION (Population living in dorms or similar group housing.)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	38,420	123	0%	1,593	4%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	-15.7%				
CSUMB Total	4,151	4,720	5,044	4,799	6,011	7,136	6,254	7,179	8,746	3,702	73%	3,947	82%
Marina portion	634	1,020	925	723	1,935	3,060	4,719	5,644	7,211	6,286	680%	6,488	897%
Seaside portion	976	1,159	1,578	1,535	1,535	1,535	1,535	1,535	1,535	-43	-3%	0	0%
Unincorporated	2,541	2,541	2,541	2,541	2,541	2,541	0	0	0	-2,541	-100%	-2,541	-100%
% change		13.7%	6.9%	-4.9%	25.3%	18.7%	-12.4%	14.8%	21.8%				

HOUSEHOLD POPULATION (FTE minus group quarters.)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
CSUMB Total	740	2,141	1,871	1,569	1,589	1,764	4,046	4,421	4,154	2,283	122%	2,585	165%
Marina portion	0	0	0	0	20	195	1,036	1,411	1,144	1,144	--	1,144	--
Seaside portion	740	2,141	1,871	1,569	1,569	1,569	1,569	1,569	1,569	-302	-16%	0	0%
Unincorporated	0	0	0	0	0	0	1,441	1,441	1,441	1,441	--	1,441	--
% change		189.3%	-12.6%	-16.1%	1.3%	11.0%	129.4%	9.3%	-6.0%				

HOUSING (Units on campus, may include graduate student, staff, or faculty housing. Excludes group quarters beds.)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
CSUMB Total	246	886	832	832	832	832	1,232	1,232	1,232	400	48%	400	48%
Marina portion	0	0	0	0	0	0	0	0	0	0	--	0	--
Seaside portion	246	886	832	832	832	832	832	832	832	0	0%	0	0%
Unincorporated	0	0	0	0	0	0	400	400	400	400	--	400	--
% change		260.2%	-6.1%	0.0%	0.0%	0.0%	48.1%	0.0%	0.0%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total

Data Sources: Institutional Assessment and Research, Fall FTE by academic year (i.e., Fall 2019 is reflected as the 2019-2020 year)

Population and Housing 2010-2023 from California Department of Finance.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

April 26, 2024

DRAFT 2026 Regional Growth Forecast
University of California, Santa Cruz

POPULATION (Population data are FTE)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	732,708	762,933	774,105	758,085	780,507	789,653	796,057	801,433	805,979	31,874	4%	47,894	6%
% change		4.1%	1.5%	-2.1%	3.0%	1.2%	0.8%	0.7%	0.6%				
UCSC	16,332	16,987	18,408	18,544	21,800	24,500	27,000	28,000	28,000	9,592	52%	9,456	51%
% change		4.0%	8.4%	0.7%	17.6%	12.4%	10.2%	3.7%	0.0%				

GROUP QUARTERS POPULATION (Population living in dorms or similar group housing.)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	32,501	35,774	38,297	36,827	41,814	44,126	44,826	45,598	46,109	7,812	20%	9,282	25%
% change		10.1%	7.1%	-3.8%	13.5%	5.5%	1.6%	1.7%	1.1%				
UCSC	6,504	9,034	9,385	9,168	11,554	13,598	15,930	16,520	16,766	7,381	79%	7,598	83%
% change		38.9%	3.9%	-2.3%	26.0%	17.7%	17.1%	3.7%	1.5%				

HOUSEHOLD POPULATION (FTE minus group quarters.)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	700,207	727,159	735,808	721,258	738,693	745,527	751,231	755,835	759,870	24,062	3%	38,612	5%
% change		3.8%	1.2%	-2.0%	2.4%	0.9%	0.8%	0.6%	0.5%				
UCSC	9,828	7,953	9,023	9,376	10,246	10,902	11,070	11,480	11,234	2,211	25%	1,858	20%
% change		-19.1%	13.5%	3.9%	9.3%	6.4%	1.5%	3.7%	-2.1%				

HOUSING (Units on campus, may include graduate student, staff, or faculty housing. Excludes group quarters beds.)													
	Historical				Forecast (may be on or off campus)					Chg.2020-2050		Chg.2023-50	
	2010	2015	2020	2023	2030	2035	2040	2045	2050	Num.	%	Num.	%
AMBAG Region	260,256	263,790	270,341	274,706	292,853	301,190	306,812	310,133	312,532	42,191	16%	37,826	14%
% change		1.4%	2.5%	1.6%	6.6%	2.8%	1.9%	1.1%	0.8%				
UCSC	0	530	530	530	613	793	793	793	793	263	50%	263	50%
% change		--	--	0.0%	15.7%	29.4%	0.0%	0.0%	0.0%				

Important Note: Independent rounding results in some cases in which parts do not sum to the total.

Data Sources:

Institutional Research, Analytics, and Planning Support (IRAPS), 3 Quarter Average, Total on Campus.

Population and Housing 2010-2023 from California Department of Finance.

All projections from Draft 2026 Regional Growth Forecast, produced by AMBAG and PRB.

April 26, 2024