

The Cost of Being Californian 2021

BAY AREA KEY FINDINGS: SANTA CLARA COUNTY

In 2021, the number of struggling California households persists despite policymakers' efforts to tackle poverty.

- **In Santa Clara County, 28% (136,272) of households do not get paid enough to make ends meet.**

Black, Latinx, Asian, and Native households struggle to keep afloat in an economy not built for them to thrive.

In Santa Clara County and across the state, the rules of our economy set by policymakers continue to favor the wealthy and white, while simultaneously preventing Black and brown communities from reaching economic security. **Black, Latinx, Asian, and Native households make up 66% of the total population in Santa Clara County, but comprise 77% of the households struggling to meet their basic needs.**

Households That Struggle To Meet Basic Needs, By Race

	Santa Clara County	Bay Area	California
Black	44%	45%	44%
Latinx	56%	52%	52%
AAPI	22%	25%	29%
Native	*15%	44%	44%
White	19%	20%	24%

Women face unique barriers to reaching economic security due to embedded sexism within the labor market.

In Santa Clara County and the Bay Area, more than 1 in 3 women - and 40% statewide - are caught in financial precarity due to unequal pay, unpaid care for small children or other family members, underemployment, and workforce discrimination.

Households That Struggle To Meet Basic Needs, By Gender		
	Women	Men
Santa Clara County	34%	24%
California	40%	31%
Bay Area	34%	26%

In the run up to the pandemic, families saw significant cost increases for housing, child care, and health care.

For Santa Clara County households with two adults, one school-age child, and a preschooler:

- Accounting for inflation, the cost of basic expenses rose by 23% between 2018 and 2021, with housing and childcare combined now taking up over half (52%) of a family's monthly budget.
- Childcare costs skyrocketed between 2014 and 2021, increasing by 64%.
- Health care expenses, including premiums, deductibles, and out-of-pocket costs under an employer-sponsored health plan rose by 32% between 2018 and 2021.

	NO	1	2	3
	CHILDREN	CHILD	CHILDREN	CHILDREN
Santa Clara County	22%	34%	32%	55%
California	26%	39%	46%	67%

Far from “the great equalizer,” educational attainment fails to lift thousands out of economic insecurity.

The educational attainment of the head of household plays a major role in determining whether or not a household makes enough to afford basic needs.

And yet, in Santa Clara and statewide, obtaining a bachelor's degree is no guarantee that employers will pay enough for families to cover their most basic expenses.

Families Struggling To Make Ends Meet, By Educational Attainment Of Head Of Household

	Santa Clara County	California
Less than high school diploma	72%	69%
HS diploma or GED	58%	50%
Some college or associate's degree	42%	39%
Bachelor's degree	19%	20%
Master's degree or higher	10%	13%

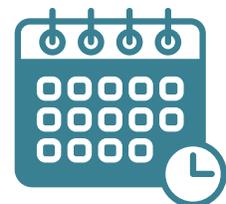
Despite recent increases to the minimum wage, Santa Clara County households must work practically non-stop to just scrape by.

As costs continue to outpace wages, more and more Californians will be an emergency away from long-term financial precarity. **Even in families with one or more working adults, almost 1 in 5 households in Santa Clara County cannot make ends meet.**

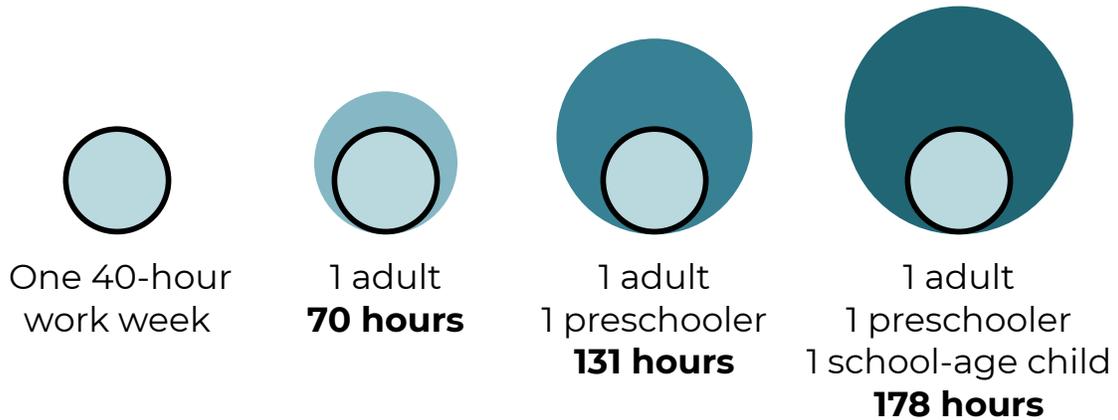
Households Struggling To Afford Basic Needs, By Work Status Of Adults

	Santa Clara County		California	
	One adult in household	Two+ adults in household	One adult in household	Two+ adults in household
Not in workforce	83%	51%	80%	58%
Full-time, full year	24%	19%	25%	26%
Part-week and/or part-year	70%	35%	64%	44%

In Santa Clara County, a single adult employed in a minimum wage position (\$15.65/hour) would have to work at least 70 hours a week to meet basic needs. Single adults with a preschooler must work 131 hours while paid minimum wage - practically nonstop - in a single work week. For single adults with a preschooler and a school-age child, there are not enough hours in a work week (178) to be paid enough to make ends meet.



Number of hours/week in a minimum wage position 1 adult must work to make ends meet in Santa Clara County.



As Bay Area costs continue to climb, we need an accurate and holistic measure of economic health for all families.

For over 700 family types, the Family Needs Calculator determines the income needed for a household to be economically secure and afford basic needs such as housing, utilities, transportation, and groceries now and in the foreseeable future. Below are selected family types for Santa Clara County to give you a picture of the differences.

Minimum Income to Afford Basic Needs in Santa Clara County, 2021		Minimum Income to Afford Basic Needs in the Bay Area, 2021	
Family Type	Calculator	Family Type	Calculator
Single Adult	\$57,034	Single Adult	\$57,034
Single Adult, 1 preschooler	\$107,001	Single Adult, 1 preschooler	\$95,161
2 Adults, 1 school age child, 1 preschooler	\$138,742	2 Adults, 1 school age child, 1 preschooler	\$126,616

Visit www.insightcced.org to learn more about the income needed for family types across all 58 counties.

*The California Family Needs Calculator is based on the American Community Survey, a sample of 1% of households. A value of 1,000 households indicates that the actual underlying observations would be around 10 households. Therefore, values less than 1,000 are shaded in red to indicate caution as underlying observations are small.