





Economic Issues

*“The County does a good job
of serving business needs as
well as the residents’ needs.”*

—Telephone survey respondent

Legend

No. County	North County – includes Bonny Doon, Capitola, Davenport, Santa Cruz, Scotts Valley and Soquel	✓	Indicates a key indicator
So. County	South County – includes Aptos, Corralitos, Freedom, La Selva Beach, Pajaro and Watsonville	□	Provides a description of what the indicator means or measures. Note: not every indicator has a description
SLV	San Lorenzo Valley – includes Ben Lomond, Boulder Creek, Brookdale, Felton, Lompico, Mount Hermon and Zayante	📄	Indicates no new data for a particular indicator is available
	Indicates a question for which percentages do not total 100 because each respondent was allowed to select more than one answer	% Change	Describes change in value between the current and previous year data
	Indicates statistically significant survey responses in the 2000 data	☎	Denotes a telephone survey question
		👤	Indicates a respondent profile

Community Goals

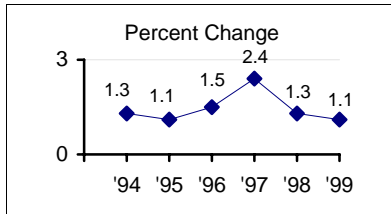
By the Year 2004, the number of jobs in Santa Cruz County will increase in proportion to the workforce.

By the Year 2004, the County's unemployment rate will be at or below the State rate.

By the Year 2004, more residents of Santa Cruz County will have access to housing they can afford.

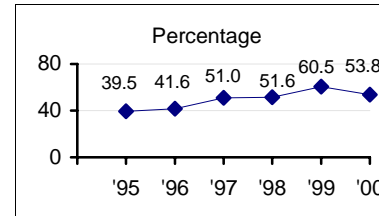
Key Indicators

Net Job Growth



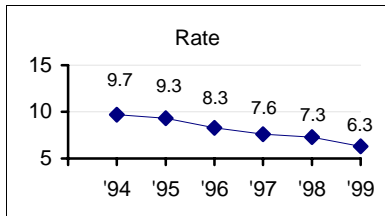
✓ Net job growth

Population Reporting they are Better Off



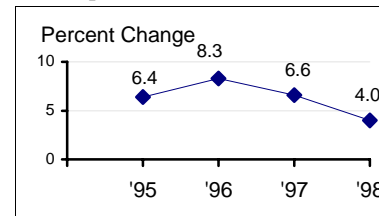
✓ Respondents indicating they are better off economically this year than last year

Unemployment Rate



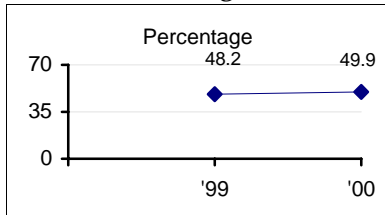
✓ Unemployment rate

Per Capita Personal Income



✓ Per capita personal income

Affordable Housing



✓ Respondents indicating that 1/2 or more of their total household income goes to rent / housing costs

Economic Summary

While growth in the economy has slowed slightly over last year, key economic indicators continue to show strong overall performance. Retail, tourism, agriculture and technology sectors show considerable strength and growth. Nevertheless, there is a growing gap which is exacerbated by high housing costs. Further, jobs were lost in the manufacturing sector which has traditionally provided a step up for low income individuals and families.

The majority of respondents feel good about the economy, with 53.8% reporting that they are better off this year than last. However, this reflects a decline in confidence from over 60% last year. Latinos are considerably less confident in the economy than Caucasians.

The retail sector continues to strengthen with a 5% growth in taxable sales, although this is a decline of almost 3% from the prior year. That is, the economy continues to grow although the *rate* of growth has weakened. The strongest growth in taxable sales was in Watsonville, which had a growth rate of 7.1% but remains the lowest per capita taxable sales producer in the County.

Agriculture continued its strong performance in the County, with an increase in total annual crop production value of 10.1%. Berries continued to drive that performance, with growth in the crop production value of 33.1%.

Tourism also continued to perform strongly. In 1998 growth in the sector as measured by transient occupancy tax was 7.5 percent. Capitola and the unincorporated area of Santa Cruz County showed the strongest growth. Surprisingly, the City of Santa Cruz, traditionally the area's strongest tourism-based economy, showed no growth.

Net job growth increased only 1.1%. Most of the growth was fueled by the construction industry, which grew by 8.1% but is an industry

that is cyclical in nature, while the more stable manufacturing sector continued its decline in Santa Cruz County with a loss of 5.2%.

The County's annual unemployment rate continued to decline, from 7.3% in 1998 to 6.3% in 1999, though remains higher than the state and national averages 5.2% and 4.2%, respectively). Watsonville continues to have the highest unemployment rate in the County, at 13.2%, although that is a considerable improvement from the early 1990's when Watsonville experienced unemployment rates approaching 20 percent.

Projections show the most occupational growth in high-compensation computer industry jobs and low-compensation retail service jobs. The occupations expected to experience the largest percentage growth are systems analysts and computer engineers, who have a median salary of \$72,600 (approximately \$36.30 per hour). In raw counts, the greatest number of jobs are retail sales and cashiers, for whom the median wage is about \$7.50 an hour (\$15,000 annualized, or a fifth of what computer engineers make on average).

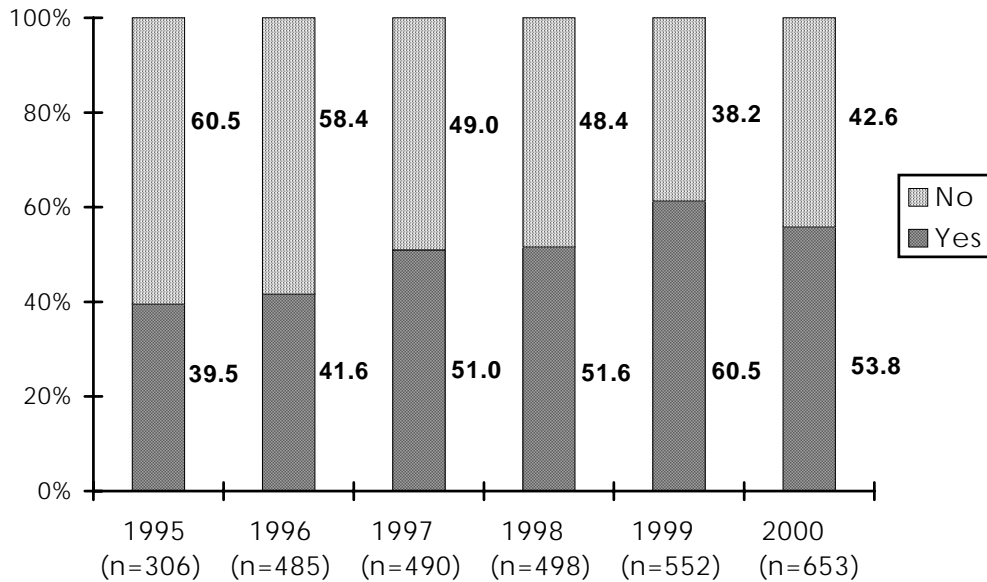
Santa Cruz County remains the second least-affordable housing market in the nation, ahead of only San Francisco when comparing the median income to the median sales price of homes. The Santa Cruz County Housing Authority also reported a slight decrease in the number of affordable units available under its programs.

Half of the survey respondents indicated that they pay 50% of their take-home pay for rent, up from 48.2% last year. Of those respondents, a third indicated that actually 75% of their take-home pay goes to rent. This has caused 52% of these respondents to share housing with other families.


Thank you to Carlos Palacios, Watsonville City Manager, for contributing to this summary.

Economic Well-being

Do you feel you are better off this year than last year?



✓ Key Indicator
 Reflects people's sense of economic well-being this year as compared to last year.

 *If no, why do you feel this way?*
 (Top three responses)

Response	1997	1998	1999	2000
Cost of living increased	35.3	32.4	39.1	42.8
On a fixed income	17.9	28.2	26.7	34.4
Less income	17.9	13.9	13.4	14.1

Year 2000: 276 respondents offering 318 responses.

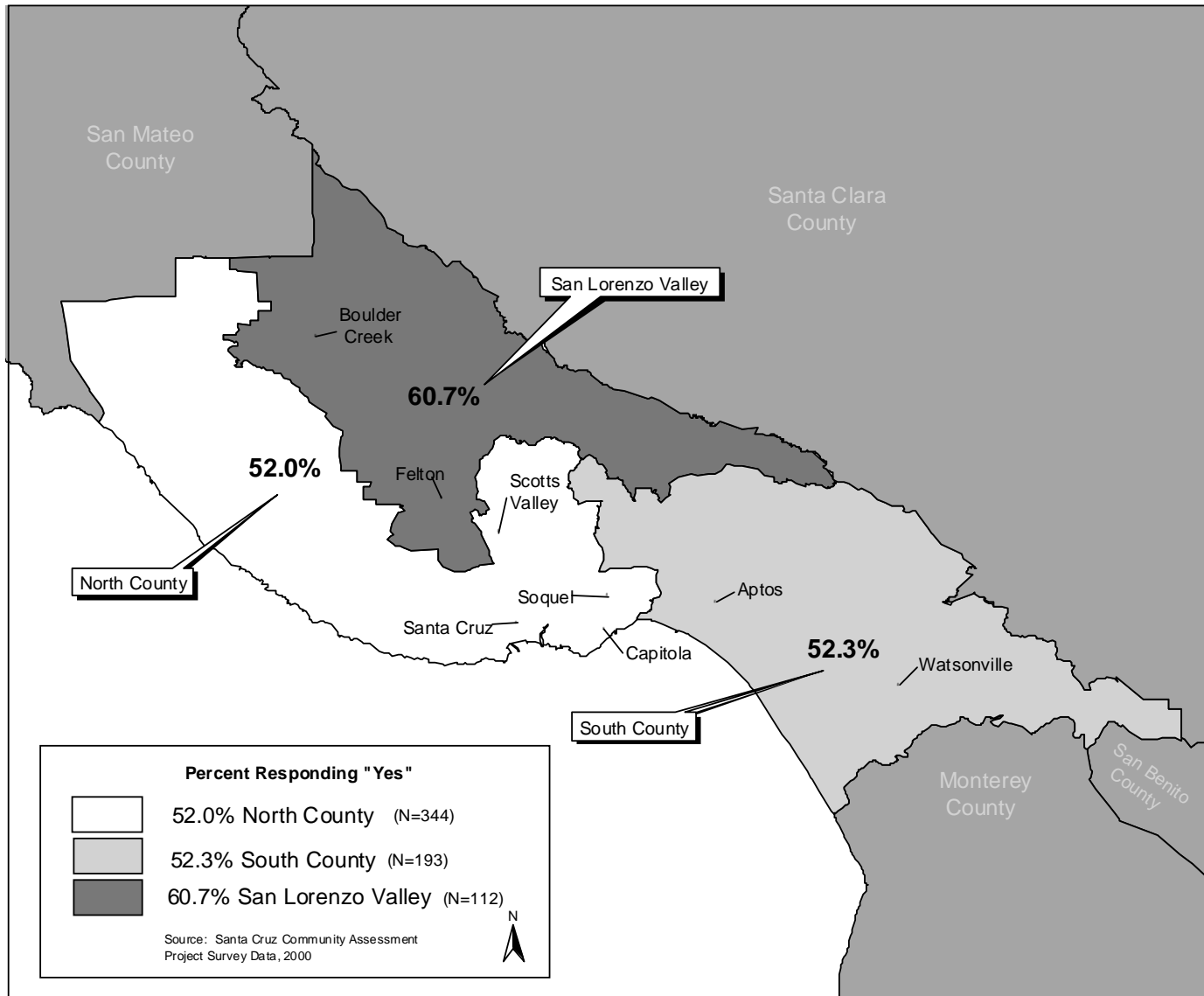
Due to their low numbers, respondents who said "don't know" are not included in the graph.

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Quality of Life Indicator 1

Economic Well-being


Do you feel better off this year than last year? (economically)



Economic Well-being

Respondent Profile

Percent of respondents who answered "yes" to: "Do you feel you are economically better off this year than last year"?

 By Ethnicity	1998	1999	2000
Caucasian	50.4	61.8	57.0
Latino	53.4	53.5	47.5

By Region	1998	1999	2000
North County	45.5	58.3	52.0
South County	54.9	57.6	52.3
San Lorenzo Valley	59.6	75.0	60.7

 By Age	1998	1999	2000
18-24 years of age	-	59.5	48.9
25-44 years of age	-	66.0	58.5
45-64 years of age	-	64.0	59.8
65 and older	-	38.5	32.3

 By Gender	1998	1999	2000
Male	-	62.2	57.7
Female	-	59.6	50.8

 By Income	1998	1999	2000
Less than \$15,000 per year	-	26.5	38.0
\$15,000 - \$34,999 per year	-	52.8	40.2
\$35,000 - \$64,000 per year	-	65.9	59.4
Over \$65,000 per year	-	79.5	70.9

Total Respondents	498	552	653
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life Indicator 2***Retail Sales**

Annual Taxable Sales by Jurisdiction, Santa Cruz County (in thousands \$)

Jurisdiction	1994	1995	1996	1997	1998	% Change
Capitola	\$326,874	\$363,732	\$366,477	\$380,811	\$398,322	4.6
Santa Cruz	345,553	499,232	550,962	605,283	634,138	4.8
Scotts Valley	131,485	158,168	164,688	167,624	164,906	-1.6
Watsonville	274,265	291,177	307,070	317,738	340,271	7.1
Unincorporated/ Unallocated	584,235	616,399	698,533	781,953	829,234	6.1
County Total	\$1,780,923	\$1,928,708	\$2,087,730	\$2,253,409	\$2,366,871	5.0

✓ Key Indicator

A measure of all taxable sales reported by sales outlets in Santa Cruz County indicates the level of consumer spending and confidence.

Annual Taxable Sales by County and State (in thousands \$)

County	1994	1995	1996	1997	1998	% Change
Monterey	\$2,981,207	\$3,161,181	\$3,437,830	\$3,643,016	\$3,858,997	5.9
San Benito	257,401	282,592	328,365	357,785	380,829	6.4
Santa Clara	19,633,186	22,585,949	25,260,854	26,951,487	27,488,815	2.0
Santa Cruz	1,780,923	1,928,708	2,087,730	2,253,409	2,366,871	5.0
State	\$285,974,711	\$300,956,449	\$321,076,250	\$341,091,634	\$358,858,378	5.2

Source: California State Board of Equalization, *Taxable Sales in California, Thirty-Eighth Annual Report, 1998*.

Figures shown in thousands of dollars.

Retail Sales

Per Capita Taxable Sales, Santa Cruz County by Business Type

Type of Business	1994	1995	1996	1997	1998	% Change
Apparel stores group	\$256	\$248	\$261	\$267	\$263	-1.8
General merchandise stores	903	1,055	1,091	1,100	1,170	6.3
Specialty stores group	682	762	803	911	937	2.8
Food stores selling all types of liquor	323	306	333	346	343	-1.1
All other food stores	194	196	189	197	194	-1.5
Packaged liquor stores	97	104	106	106	105	-1.1
Eating and drinking group	834	846	889	928	960	3.5
Household and home furnishings	134	125	134	150	174	16.2
Household appliance dealers	37	38	43	109	121	10.5
Second-hand merchandise	15	17	18	14	14	-3.0
Farm implement dealers	18	15	-	-	17	-
Farm and garden supply stores	103	112	110	127	115	-9.5
Fuel and ice dealers	19	18	36	14	17	20.8
Building material group	592	619	677	770	794	3.0
Automotive group	1,171	1,244	1,366	1,453	1,537	5.8
Mobile Homes, trailers and campers	6	4	3	5	13	160.0
Boats, motorcycles and planes	50	60	71	70	93	32.9
Retail stores total	5,434	5,767	6,132	6,571	6,865	4.5
Business and personal services	377	402	445	471	479	1.7
All other outlets	1,647	1,818	1,993	2,074	2,093	0.9
Total all outlets	\$7,458	\$7,986	\$8,570	\$9,116	\$9,437	3.5

A measure of total taxable transactions per person by type of business.

Source: California State Board of Equalization, Taxable Sales in California, Thirty-Eighth Annual Report, 1998.

Per capita taxable sales figures are derived by dividing taxable sales by the total population for a given area. Population estimates are from the Department of Finance (July figures).

*Quality of Life Indicator 2***Retail Sales**

Per Capita Taxable Sales, California by Business Type

Type of Business	1994	1995	1996	1997	1998	% Change
Apparel stores group	\$334	\$327	\$342	\$350	\$350	0.1
General merchandise stores	1,054	1,062	1,071	1,108	1,158	4.5
Specialty stores group	832	888	967	1,026	1,080	5.2
Food stores selling all types of liquor	315	316	330	336	333	-0.9
All other food stores	135	135	138	147	148	0.7
Packaged liquor stores	54	54	54	54	54	-0.9
Eating and drinking group	772	794	826	857	897	4.6
Household and home furnishings	159	163	172	180	199	10.3
Household appliance dealers	136	144	129	112	116	3.2
Second-hand merchandise	12	12	12	13	14	5.0
Farm implement dealers	48	52	55	59	66	10.6
Farm and garden supply stores	50	53	57	59	59	1.2
Fuel and ice dealers	12	11	12	12	12	0.6
Building material group	431	419	437	475	513	8.0
Automotive group	1,503	1,576	1,691	1,740	1,784	2.5
Mobil Homes, trailers and campers	19	18	18	20	23	16.0
Boats, motorcycles and planes	37	39	43	43	45	3.1
Retail stores total	5,885	6,062	6,354	6,592	6,849	3.9
Business and personal services	438	456	485	515	562	9.1
All other outlets	2,673	2,868	3,076	3,243	3,303	1.9
Total all outlets	\$8,996	\$9,386	\$8,607	\$10,350	\$10,714	3.5

Source: California State Board of Equalization, Taxable Sales in California, Thirty-Eighth Annual Report, 1998.

Per capita taxable sales figures are derived by dividing taxable sales by the total population for a given area. Population estimates are from the Department of Finance (July figures).

Building Permit Valuation

Santa Cruz County Residential Permit Valuation (in thousands \$) and Growth

Permit Valuation	1994	1995	1996	1997	1998	1999	% Change
Single Family	\$65,792	\$68,398	\$69,898	\$99,591	\$96,185	\$84,618	-12.0
Multi-Family	8,768	8,164	12,417	19,013	16,579	13,542	-18.3
Additions and Alterations	21,213	21,091	23,944	23,181	29,994	34,183	14.0
County Total	\$95,773	\$97,652	\$106,259	\$141,785	\$142,757	\$132,342	-7.3

Residential Permits

Single Family	418	379	385	529	453	372	-17.9
Multi-Family	91	124	151	222	186	134	-28.0
County Total	509	503	536	751	639	506	-20.8

Building permit valuation provides an indication of the volume of residential and commercial construction, a component of the County's economic development.

Santa Cruz County Non-Residential Permit Valuation (in thousands \$)

Permit Valuation	1994	1995	1996	1997	1998	1999	% Change
Commercial	\$11,658	\$5,565	\$13,906	\$20,114	\$71,294	\$29,574	-58.5
Industrial	1,650	0.0	970	2,605	3,926	4,184	6.6
Other	5,154	5,560	5,555	6,146	18,002	8,749	-51.4
Additions and Alterations	16,278	23,081	16,515	16,844	15,868	19,380	22.1
County Total	34,740	34,205	36,946	45,709	109,090	61,886	-43.3
Total Valuation of Residential and Non-Residential permits	\$130,513	\$131,858	\$143,205	\$187,494	\$251,847	\$194,228	-22.9

Source: California Department of Finance, Construction Industry Research Board, 2000.

Figures shown in thousands of dollars.

*Quality of Life Indicator 4***New Business**

Net Sales Permits Growth / Loss

Jurisdiction	1993	1994	1995	1996	1997	1998	% Change
Capitola	581	587	582	593	587	566	-3.6
Santa Cruz	1,874	1,952	2,015	2,101	2,154	2,135	-0.9
Scotts Valley	516	506	518	508	511	514	0.6
Watsonville	970	985	994	916	956	947	-0.9
*Unincorporated	4,923	5,038	5,051	5,039	4,810	4,671	-2.9
County Total	8,864	9,068	9,160	9,157	9,018	8,833	-2.1

Source: California State Board of Equalization, *Taxable Sales in California, Thirty-Eighth Annual Report, 1998*.

* Unincorporated figures are derived by subtracting the totals for the reported jurisdictions from the County total.

A count of the sales tax permits issued by the State Board of Equalization to Santa Cruz County businesses within each year.

Agricultural Production

Annual Crop Production Value (in millions \$)

Crops	1994	1995	1996	1997	1998	1999	% Change
Berries	\$120.2	\$108.3	\$108.7	\$122.2	\$100.1	\$133.2	33.1
Tree and Vine Fruits	9.0	11.5	12.2	19.2	10.0	16.0	60.0
Vegetables	58.8	60.6	57.1	61.9	52.5	40.6	-22.7
Nursery/ Ornamental Crops	43.8	51.8	63.0	73.1	56.7	55.6	-1.9
Animal Products	2.2	2.8	2.8	2.2	2.4	2.7	12.5
Field Crops	0.10	0.13	0.17	0.19	0.17	0.14	-17.7
Total Crops Value	234.0	235.0	244.0	278.7	221.8	246.2	11.0
Timber Farming	12.6	11.0	11.5	10.5	8.9	7.9	-11.2
Total Production Value	\$246.5	\$246.1	\$255.4	\$289.2	\$230.8	\$254.1	10.1

Source: County Agricultural Commissioner, Santa Cruz County Crop Report, 1999.

Figures shown in millions of dollars.

Measures the production value of crops, and vitality of the farming industry.

*Quality of Life Indicator 5***Agricultural Production**

Top Agricultural Crops by Production Value (in millions \$)

Crops	1994	1995	1996	1997	1998	1999	% Change
Strawberries	\$93.7	\$79.0	\$83.5	\$91.8	\$72.3	\$109.2	51.0
Iceberg Lettuce	24.5	27.1	23.9	28.7	19.0	11.9	-37.4
Raspberries	23.8	27.1	20.3	24.8	24.4	18.1	-25.8
Roses, Cut Hybrid Tea	18.6	21.1	15.7	14.9	13.0	11.1	-14.6
Timber Farming	12.6	11.0	11.5	10.5	8.9	7.9	-11.2
Apples	8.7	11.0	11.1	17.0	9.3	14.5	55.9
Lettuce, Leaf & Romaine	8.0	6.6	6.0	9.1	4.7	5.3	12.8
Cut Field Flowers	7.7	6.7	11.5	11.5	7.4	7.0	-5.4
Brussels Sprouts	7.6	5.7	6.1	4.1	7.2	6.6	-8.3
Landscape Plants	-	-	21.6	25.5	14.3	22.8	59.4
Misc. Nursery Transplants	-	-	5.8	9.5	10.1	7.9	-21.8

Source: County Agricultural Commissioner, Santa Cruz County Crop Report, 1999.

Figures shown in millions of dollars.

Tourism

Santa Cruz County (in thousands \$)

Category	1993	1994	1995	1996	1997	1998	% Change
Total travel expenditures	\$422,990	\$426,330	\$444,660	\$477,440	\$524,540	\$545,300	4.0
Total payroll	\$80,830	\$81,290	\$85,620	\$92,740	\$101,510	\$106,700	5.1
Local Tax Receipts	\$9,360	\$9,350	\$9,650	\$10,610	\$11,190	\$13,100	17.1
State Tax Receipts	\$17,310	\$17,470	\$18,630	\$19,880	\$21,830	\$28,800	31.9
Total employment (# of jobs)	4,780	4,820	4,920	5,110	5,330	5,360	0.6

Santa Cruz is a popular weekend and holiday destination, the economic impacts of which are detailed here. The transient occupancy tax measures the taxes levied on out of town visitors for lodging.

Transient Occupancy Tax by Jurisdiction (in thousands \$)

City / Area	1993	1994	1995	1996	1997	1998	% Change
Capitola	\$216.1	\$232.1	\$241.0	\$262.3	\$260.1	\$286.4	10.1
Santa Cruz	2,392.1	2,176.5	2,227.9	2,570.6	2,710.9	2,716.4	0.2
Scotts Valley	89.8	89.2	91.1	98.1	98.2	101.1	3.0
Watsonville	220.1	212.0	223.7	223.8	272.7	281.4	3.2
Unincorporated	1,866.2	2,071.3	2,113.3	2,362.2	2,709.0	3,117.5	15.1
County Total	\$4,804.3	\$4,781.1	\$4,896.9	\$5,517.0	\$6,050.9	\$6,502.8	7.5

Source: California Trade and Commerce Agency, Division of Tourism, Travel Spending and Related Impacts, 1999.

Figures shown in thousands of dollars.

*Quality of Life Indicator 7***Net Job Growth**

Net Job Growth by Industry Division, Santa Cruz County

Industry	1994	1995	1996	1997	1998	1999	% Change
Mining	0	0	100	100	100	100	0.0
Construction	2,800	3,200	3,400	3,700	4,000	4,600	15.0
Manufacturing	12,000	12,800	12,700	12,200	11,500	10,900	-5.2
Transportation	1,900	1,800	1,900	2,100	2,200	2,100	-4.5
Communications & Public Utilities	900	700	800	900	900	900	0.0
Trade	22,900	23,400	23,700	24,600	24,700	25,600	3.6
Finance, Insurance & Real Estate	3,200	3,100	3,000	3,300	3,500	3,600	2.9
Services	24,400	24,200	24,900	25,900	27,200	28,000	2.9
Government	16,300	16,700	16,900	17,600	18,000	18,800	4.4
Total Employment, Non-farm industries	84,400	86,000	87,500	90,400	92,000	94,700	2.9
Total Employment, Farm industries	12,200	11,700	11,700	11,200	11,000	9,500	-13.6
Total Employment, All Industries	96,600	97,700	99,200	101,600	103,000	104,100	1.1
Comparison: Labor Force	141,700	139,800	138,700	141,700	141,200	140,900	-0.2

✓ **Key Indicator**

A measure of workers employed by firms that are located in Santa Cruz County (and file unemployment tax) by industry.

Net Job Growth, California

	1994	1995	1996	1997	1998	1999	% Change
Total Employment, Non-farm industries	12,159,500	12,422,200	12,743,400	13,129,700	13,596,100	13,972,200	2.8
Total Employment, Farm industries	379,700	373,500	408,300	413,000	406,200	418,000	2.9
Total Employment, All Industries	12,539,100	12,795,700	13,151,700	13,542,800	14,002,300	14,390,200	2.8
Comparison: Labor Force	15,450,000	15,412,200	15,511,600	15,947,300	16,323,900	16,585,900	1.6

Source: California Employment Development Department, Labor Market Information Division, 1999.

Net Job Growth

Twenty Occupations with the Greatest Projected Growth

Occupation	Number of Jobs 1995	Number of Jobs 2002	% Change	Median Hourly Wage, 1997	Median Hourly Wage, 1998	% Change
Cashiers	2,670	3,070	15.0	\$7.34	\$7.61	3.7
General Managers, Top Executives	2,750	3,080	12.0	27.92	29.10	4.2
Salespersons, Retail	3,520	3,800	8.0	7.39	7.77	5.1
Waiter and Waitresses	1,490	1,770	18.8	5.55	6.01	8.3
Computer Engineers	520	750	44.2	34.38	34.92	1.6
Systems Analysts- Electronic Data Processing	330	500	51.5	31.17	31.09	-0.3
General Office Clerks	2,750	2,920	6.2	9.89	10.22	3.3
Electrical, Electronic Assemblers	550	710	29.1	-	12.12	-
Assemblers and Fabricators*	440	590	34.1	8.16	8.60	5.4
Electrical and Electronic Engineers	410	550	34.2	35.67	36.24	1.6
Secretaries, General	1,590	1,730	8.8	12.12	12.23	0.9
Personal and Home care aides	270	410	51.9	7.65	7.84	2.5
Food Preparation Workers	1,010	1,140	12.9	6.38	6.71	5.2
Receptionists- Information clerks	900	1,020	13.3	9.71	10.22	5.3
Nurses Aides, Orderlies and Attendants	990	1,110	12.1	7.55	7.73	2.4
Financial Managers	650	760	16.9	26.59	30.03	12.9
Registered Nurses	890	1,000	12.4	30.99	31.41	1.4
Teachers Aides and Educational assistants	850	960	12.9	13.03	9.04	-30.6
Electrical, Electronic Engineering Technicians	300	400	33.3	20.46	21.09	3.1
Teachers- Secondary School	730	830	13.7	-	-	-
County Total	23,610	27,100	14.8	-	-	-

A measure of projected job growth for individual occupations and their median hourly wages.

Source: Employment Development Department, Labor Market Information, Santa Cruz County Occupations with Greatest Growth, 1995-2002, 2000.

* *except machine, electrical, electronic*

Quality of Life Indicator 8

Annual Unemployment Rates

Unemployment by Jurisdiction

	1994	1995	1996	1997	1998	1999
Aptos	4.7	4.5	4.0	3.7	3.5	3.0
Ben Lomond	7.1	6.9	6.1	5.6	5.3	4.6
Capitola	7.2	6.9	6.2	5.6	5.4	4.6
Live Oak	4.5	4.3	3.8	3.5	3.3	2.9
Rio Del Mar	5.2	5.0	4.4	4.0	3.9	3.3
Santa Cruz	8.5	8.2	7.3	6.7	6.4	5.5
Scotts Valley	5.4	5.2	4.6	4.2	4.0	3.4
Soquel	6.8	6.6	5.9	5.3	5.1	4.4
Watsonville	19.6	18.9	17.1	15.8	15.2	13.2
County	9.7	9.3	8.3	7.6	7.3	6.3
State	8.6	7.8	7.2	6.3	5.9	5.2
National	6.1	5.6	5.4	4.9	4.5	4.2

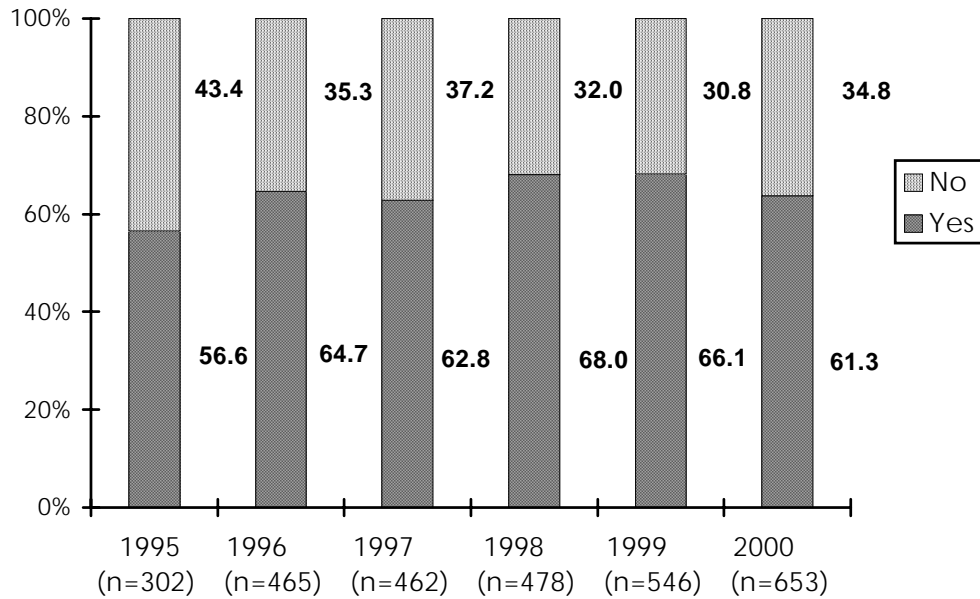
Source: California Employment Development Department, Labor Market Information Division, 1999.

✓ Key Indicator


Annual unemployment rates indicate how well the labor market is able to absorb the existing supply of labor.

Job Opportunities

Do you feel you have opportunities to work in this area?



Reflects residents' perceptions of whether or not they have opportunities to work in the Santa Cruz County area.

 *If no, why do you feel this way? (Selected responses)*

Response	1998	1999	2000
Low paying jobs	31.7	48.4	36.4
Not enough jobs	44.1	40.6	34.8
Cost of living increased	4.6	-	3.6

Year 2000: 221 Respondents offering 252 Responses

Due to their low numbers, respondents who said "don't know" are not included in the graph.


Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Quality of Life Indicator 9


Job Opportunities

Respondent Profile


Percent of respondents who answered "yes" to: "Do you feel you have opportunities to work in the area?"

 By Ethnicity	1998	1999	2000
Caucasian	70.3	66.3	59.1
Latino	59.3	64.8	71.1

By Gender	1998	1999	2000
Male	-	68.4	61.7
Female	-	64.9	60.8

 By Region	1998	1999	2000
North County	73.0	67.8	60.2
South County	61.3	64.9	67.0
San Lorenzo Valley	70.5	57.9	54.0

By Income	1998	1999	2000
Less than \$15,000 per year	-	67.2	62.0
\$15,000 - \$34,999 per year	-	66.1	57.5
\$35,000 - \$64,000 per year	-	64.4	63.9
Over \$65,000 per year	-	70.3	68.1

 By Age	1998	1999	2000
18-24 years of age	-	78.0	68.5
25-44 years of age	-	69.6	67.5
45-64 years of age	-	68.0	67.0
65 and older	-	39.7	24.2

Total Respondents	478	546	653
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Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Annual Payroll

Total Combined Annual Payroll by Industry Division (in millions \$)

Industry	1994	1995	1996	1997	1998	1999	% Change
Farm	\$195	\$192	\$208	\$243	\$232	\$224	-3.4
Mining	2	2	3	3	3	3	0.0
Construction	83	99	112	119	149	175	17.4
Manufacturing	432	490	535	520	502	540	7.6
Transportation, Communications & Public Utilities	85	80	86	99	106	100	-5.7
Wholesale Trade	131	138	136	142	154	168	9.1
Retail Trade	267	282	291	322	357	377	5.6
Finance, Insurance & Real Estate	80	78	82	93	113	114	0.9
Services	583	595	621	674	760	798	5.0
Government	412	428	454	490	523	556	6.3
Total	\$2,270	\$2,384	\$2,528	\$2,705	\$2,899	\$3,053	5.3

Source: California Employment Development Department, Labor Market Information Division, 1999.

Figures shown in millions of dollars.

Provides an additional indication of the vitality and value of selected major industries in the County.

*Quality of Life Indicator 11***Median Wages for Selected Occupations**

Santa Cruz County

Job Category	1996	1997	1998	% Change
Computer Engineers	\$33.70	\$34.38	\$34.92	1.6
Dental Hygienists	32.35	33.15	34.35	3.6
General Managers and Top Executives	27.60	27.92	29.10	4.2
Accountants and Auditors	18.22	18.95	19.62	3.5
Social Workers, Medical and Psychiatric	15.99	13.47	14.74	9.4
Truck Drivers, Heavy or Tractor-Trailer	15.40	13.55	15.79	16.5
Artists and Related Workers	12.97	14.75	14.41	-2.3
Laborers, Landscaping, and Repairers	12.61	7.70	8.29	7.7
Secretaries, Except Legal and Medical	12.16	12.12	12.23	0.9
Carpenters	11.02	19.29	20.05	3.9
General Office Clerks	9.33	9.89	10.22	3.3
File Clerks	9.25	7.45	6.75	-9.4
Helpers, Laborers, and Material Movers	8.75	9.54	9.93	4.1
Data Entry Keyers, Except Composing	8.21	9.10	9.32	2.4
Cashiers	6.38	7.34	7.61	3.7
Child Care Workers	6.27	7.20	7.58	5.3
Cooks, Restaurant	5.76	8.18	8.76	7.1

Illustrates the median wages for selected occupations in Santa Cruz County versus the statewide average (see following table).

Source: California Employment Development Department, Labor Market Information Division, 1999.

Median Wages for Selected Occupations

California

Job Category	1996	1997	1998	% Change
Computer Engineers	\$28.99	\$29.05	\$32.24	11.0
Dental Hygienists	29.43	29.52	30.23	2.4
General Managers and Top Executives	31.68	33.52	35.05	4.6
Accountants and Auditors	18.00	18.07	19.72	9.1
Social Workers, Medical and Psychiatric	17.70	17.47	18.79	7.6
Truck Drivers, Heavy or Tractor-Trailer	13.40	13.84	14.36	3.8
Artists and Related Workers	15.97	16.12	17.24	7.0
Laborers, Landscaping, and Repairers	13.23	8.32	8.47	1.8
Secretaries, Except Legal and Medical	12.23	13.01	13.38	2.8
Carpenters	16.42	16.78	17.41	3.8
General Office Clerks	9.72	10.07	10.36	2.9
File Clerks	7.31	8.05	8.50	5.6
Helpers, Laborers, and Material Movers	8.86	8.17	8.34	2.1
Data Entry Keyers, Except Composing	9.73	10.11	10.69	5.7
Cashiers	6.49	6.87	7.20	4.8
Child Care Workers	7.00	7.40	7.56	2.2
Cooks, Restaurant	7.58	7.87	8.02	1.9

Source: California Employment Development Department, Labor Market Information Division, 1999.