



Economic Issues

"I don't feel better off economically because things have slowed down and with the power crisis, things are going to be even worse next year."

—Telephone survey respondent

A Summary of Santa Cruz County's Economy, 2001

Our Goals

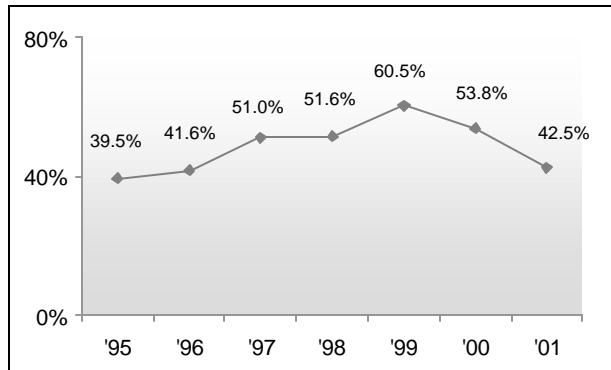
By the Year 2004,
the number of jobs in Santa Cruz County will increase in proportion to the workforce.

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.

While some indicators show strong performance, growth has slowed and results are mixed. Respondents feel less comfortable even though incomes and employment are up; the business market is more prosperous but more concentrated; and home development outperforms commercial development even while the local housing market remains the second most expensive in the nation.

Residents Reporting They Are Better Off

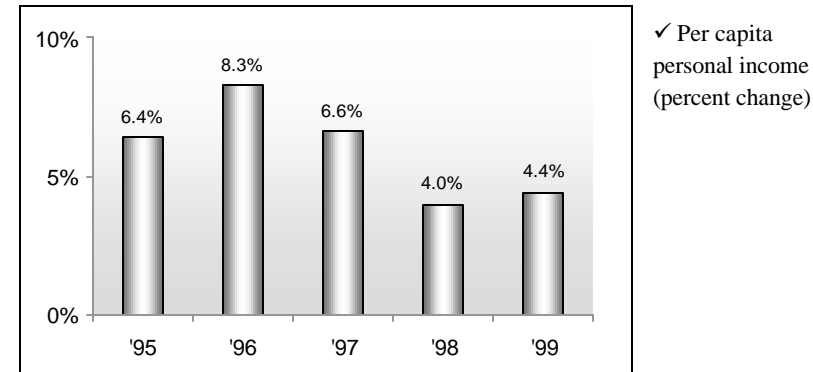


✓ Percentage of respondents indicating they are better off economically this year than last year

A minority of respondents said they are better off economically than the year before, the first time since 1996 but the second year that proportion declined. Although the most common reason continues to be the cost of living, a higher proportion mentioned having less income

and 15.5% of respondents who said they were not better off blamed the stock market and investments. Pressures are thus increasingly attributed to pocketbooks rather than prices.

Per Capita Personal Income



✓ Per capita personal income (percent change)

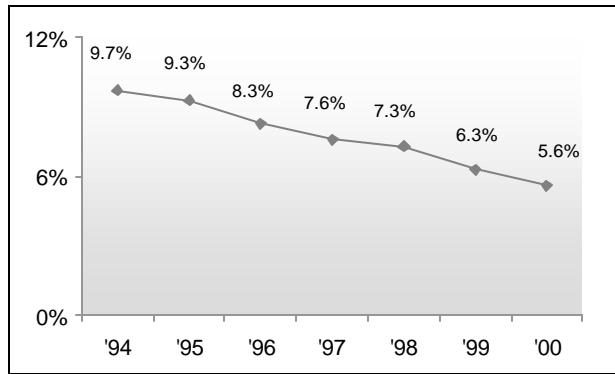
Pocketbooks, however, are fuller than ever. Median wages are up in every job category except “file clerks” and “artists and related workers”. Payroll is up both overall and in every division except “farm” and “transportation, communications and public utilities”. For many of the occupations with the largest projected growth, wages are also up; for example, carpenters are earning 9.6% more, with projected job growth of 22.1% by 2004.



Also earning more (5.4% more, in fact) are computer engineers, with projected job growth of 37.0% by 2004. Both per capita personal income and

median family income are up, and growing faster in the County than nationwide, though not as fast as the rest of the state. Moreover, the overall poverty rate has dropped and remains below both the national and state rates.

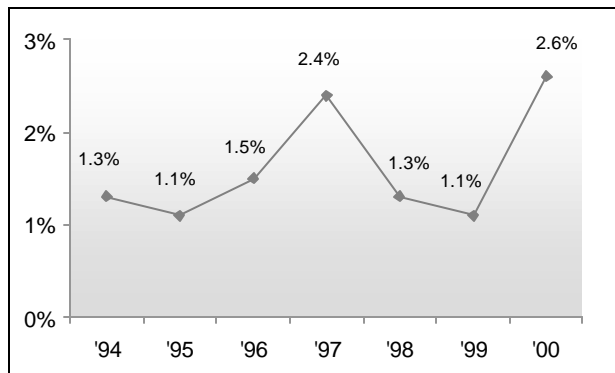
Unemployment Rate



✓ Unemployment rate

The proportion saying that they feel they have opportunities to work in this area has increased to its highest level in seven years. Net job growth, however, was 2.6%, up from 0.2% the year before, though still below the statewide rate of 3.7%. Job growth was even larger in non-farm industries, but balanced by a drop in farm-industry jobs. Meanwhile, unemployment is down for every jurisdiction in the County. While the County unemployment rate remains above state and national averages, it dropped more than the state and national averages.

Net Job Growth



✓ Net job growth

In this tightening economy, business is increasingly concentrated. The number of sales permits continues to decline countywide, as it has since 1996,

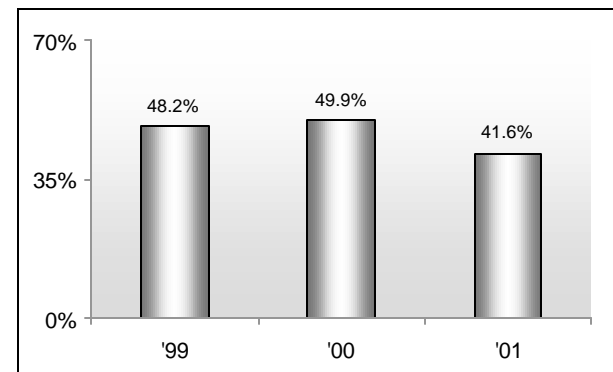
although there were increases in Santa Cruz and Watsonville. Sales, however, are expanding. Taxable sales increased more than 10% countywide, reflecting similar trends in Monterey, San Benito, and Santa Clara Counties, as well as statewide. None of the County’s jurisdictions saw a decline in taxable sales, although there was variation (such as 1.5% growth in Scotts Valley but 16.9% in Watsonville), and per capita taxable sales grew 8.4% overall, expanding in every category except at general merchandise stores and apparel stores. Tourism has also expanded, with a 13.1% increase in travel spending and a 6.0% increase in travel-related employment.



The valuation of residential additions and alterations is down 11.5%, but the valuation of new homes is up dramatically – 20.5% for multi-family homes and 29.8% for single-family homes. The pattern for non-residential construction is reversed, with a 63.3% increase in the valuation of alterations and additions but a drop of 83.3% in commercial valuation and of 87.8% in industrial valuation.

The percentage saying that half or more of their total household take-home pay goes to housing dropped from nearly a majority to only 41.6%. However, only 9.6% of homes in the area are affordable for median-income families, and that rate is getting closer to San Francisco’s 7.3%. HUD raised fair market rents at 6.9% for most home sizes. Estimates of average actual rents, however, show an average 21.4% increase. Despite those pressures, the number of government-financed or nonprofit housing dropped 14.3%, the third year that number has declined.

Affordable Housing

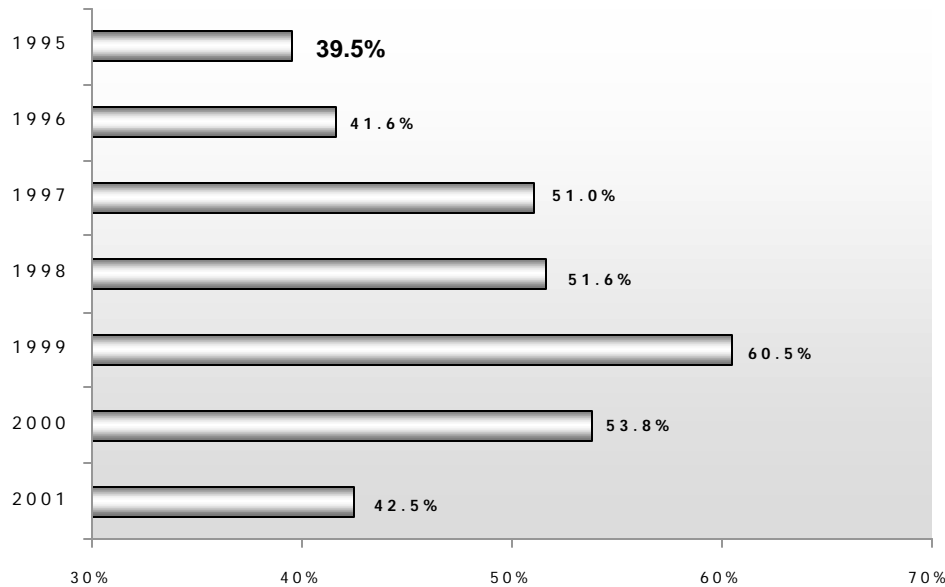



✓ Percentage of respondents indicating that 1/2 or more of their total household income goes to rent / housing

Economic Well-being

Changes in perceptions of financial well-being provide more forward-looking projections than wage data from the previous year, because survey respondents' answers take into account anticipated income, known and coming costs, and other individual matters.

Do you feel you are better off this year than last year?(economically) (Respondents answering “yes”)



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

Response	1997	1998	1999	2000	2001
Cost of living increased	35.3	32.4	39.1	42.8	28.9
Less income	17.9	13.9	13.4	14.1	16.1
Stock market / Investments	-	-	-	-	15.5
Doing the same, ok	-	-	7.4	5.4	11.8
On a fixed income	17.9	28.2	26.7	34.4	10.7

Year 2001: 391 respondents offering 493 responses.

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

See appendix for results of statistical testing for this question.

Total respondents	1995	1996	1997	1998	1999	2000	2001
Overall	306	485	490	498	552	653	705

QUALITY OF LIFE INDICATOR 1

 **Economic Well-being**
 **Community 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	2001	2001 N
Caucasian	50.4	61.8	57.0	41.9	492
Latino	53.4	53.5	47.5	42.2	159

By Region	1998	1999	2000	2001	2001 N
North County	45.5	58.3	52.0	40.5	203
South County	54.9	57.6	52.3	44.3	289
San Lorenzo Valley	59.6	75.0	60.7	50.2	212

By Age	1998	1999	2000	*2001	2001 N
18-24 years of age	-	59.5	48.9	56.3	76
25-44 years of age	-	66.0	58.5	44.5	217
45-64 years of age	-	64.0	59.8	42.6	258
65 and older	-	38.5	32.3	32.2	153

By Gender	1998	1999	2000	2001	2001 N
Male	-	62.2	57.7	41.4	353
Female	-	59.6	50.8	43.6	352

By Income	1999	2000	2001	2001 N
Less than \$34,999 per year	42.6	39.4	42.8	257
\$35,000 - \$65,499 per year	65.9	59.4	39.6	173
Over \$65,500 per year	79.5	70.9	46.5	210

* Indicates statistically significant survey responses when reporting differences between sub-groups for the 2001 data. Absence of this symbol indicates no statistical significance difference between sub-groups for the 2001 data.

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

Significance Testing Results

Age: 18-24 years significantly higher than 65 and older

Retail Sales

Taxable sales is a measure of consumer spending and confidence, because purchases (luxuries, in particular, but also other purchases ranging from restaurants to new homes) are the first expenditures to dip when confidence declines.

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

Jurisdiction	1994	1995	1996	1997	1998	1999	% Change
Capitola	\$326,874	\$363,732	\$366,477	\$380,811	\$398,322	\$427,333	7.3
Santa Cruz	345,553	499,232	550,962	605,283	634,138	725,287	14.4
Scotts Valley	131,485	158,168	164,688	167,624	164,906	167,366	1.5
Watsonville	274,265	291,177	307,070	317,738	340,271	397,891	16.9
Unincorporated/ Unallocated	584,235	616,399	698,533	781,953	829,234	906,755	9.3
County Total	\$1,780,923	\$1,928,708	\$2,087,730	\$2,253,409	\$2,366,871	\$2,624,632	10.9

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

County	1994	1995	1996	1997	1998	1999	% Change
Monterey	\$2,981,207	\$3,161,181	\$3,437,830	\$3,643,016	\$3,858,997	\$4,280,676	10.9
San Benito	257,401	282,592	328,365	357,785	380,829	421,941	10.8
Santa Clara	19,633,186	22,585,949	25,260,854	26,951,487	27,488,815	30,348,644	10.4
Santa Cruz	1,780,923	1,928,708	2,087,730	2,253,409	2,366,871	\$2,624,632	10.9
State	\$285,974,711	\$300,956,449	\$321,076,250	\$341,091,634	\$358,858,378	\$394,736,245	10.0

Source: California State Board of Equalization, Report of Taxable Sales in California, 1998 and 2001.

Figures shown in thousands of dollars.

QUALITY OF LIFE INDICATOR 2

Retail Sales

Retail sales provide a measure of total taxable transactions per person by type of business.

Per Capita Taxable Sales, Santa Cruz County by Business Type

Type of Business	1994	1995	1996	1997	1998	1999	% Change
Apparel stores group	\$256	\$248	\$261	\$267	\$263	\$260	-1.1
General merchandise stores	903	1,055	1,091	1,100	1,170	978	-16.4
Specialty stores group	682	762	803	911	937	1,035	10.5
Food stores selling all types of liquor	323	306	333	346	343	360	5.0
All other food stores	194	196	189	197	194	215	10.8
Packaged liquor stores	97	104	106	106	105	115	9.5
Eating and drinking group	834	846	889	928	960	1,013	5.5
Household and home furnishings	134	125	134	150	174	200	14.9
Household appliance dealers	37	38	43	109	121	133	9.9
Second-hand merchandise	15	17	18	14	14	14	0.0
Farm implement dealers	18	15	-	-	17	20	17.6
Farm and garden supply stores	103	112	110	127	115	120	4.3
Fuel and ice dealers	19	18	36	14	17	20	17.6
Building material group	592	619	677	770	794	894	12.6
Automotive group	1,171	1,244	1,366	1,453	1,537	1,684	9.6
Mobile Homes, trailers and campers	6	4	3	5	13	16	23.1
Boats, motorcycles and planes	50	60	71	70	93	112	20.4
Retail stores total	5,434	5,767	6,132	6,571	6,865	7,465	8.7
Business and personal services	377	402	445	471	479	498	4.0
All other outlets	1,647	1,818	1,993	2,074	2,093	2,266	8.3
Total all outlets	\$7,458	\$7,986	\$8,570	\$9,116	\$9,437	\$10,228	8.4

Source: California State Board of Equalization, Report of Taxable Sales in California, 1998 and 2001.

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

Retail Sales

Per Capita Taxable Sales, California by Business Type

Type of Business	1994	1995	1996	1997	1998	1999	% Change
Apparel stores group	\$334	\$327	\$342	\$350	\$350	\$337	-3.7
General merchandise stores	1,054	1,062	1,071	1,108	1,158	1,250	7.9
Specialty stores group	832	888	967	1,026	1,080	1,200	11.1
Food stores selling all types of liquor	315	316	330	336	333	341	2.4
All other food stores	135	135	138	147	148	164	10.8
Packaged liquor stores	54	54	54	54	54	57	5.6
Eating and drinking group	772	794	826	857	897	954	6.4
Household and home furnishings	159	163	172	180	199	232	16.6
Household appliance dealers	136	144	129	112	116	120	3.4
Second-hand merchandise	12	12	12	13	14	15	7.1
Farm implement dealers	48	52	55	59	66	68	3.0
Farm and garden supply stores	50	53	57	59	59	58	-1.7
Fuel and ice dealers	12	11	12	12	12	13	8.3
Building material group	431	419	437	475	513	585	14.0
Automotive group	1,503	1,576	1,691	1,740	1,784	2,038	14.2
Mobile Homes, trailers and campers	19	18	18	20	23	26	13.0
Boats, motorcycles and planes	37	39	43	43	45	51	13.3
Retail stores total	5,885	6,062	6,354	6,592	6,849	7,509	9.6
Business and personal services	438	456	485	515	562	597	6.2
All other outlets	2,673	2,868	3,076	3,243	3,303	3,491	5.7
Total all outlets	\$8,996	\$9,386	\$8,607	\$10,350	\$10,714	\$11,598	8.3

Source: California State Board of Equalization, Annual Report of Taxable Sales in California, 1998 and 2001.

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 3

Building Permit Valuation

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 Residential Permit Valuation (in thousands \$) and Growth

Permit Valuation	1994	1995	1996	1997	1998	1999	2000	% Change
Single Family	\$65,792	\$68,398	\$69,898	\$99,591	\$96,185	\$84,618	\$109,869	29.8
Multi-Family	8,768	8,164	12,417	19,013	16,579	13,542	16,320	20.5
Additions and Alterations	21,213	21,091	23,944	23,181	29,994	34,183	30,241	-11.5
County Total	\$95,773	\$97,652	\$106,259	\$141,785	\$142,757	\$132,342	\$156,430	18.2
Residential Permits								
Single Family	418	379	385	529	453	372	430	15.6
Multi-Family	91	124	151	222	186	134	157	17.2
County Total	509	503	536	751	639	506	587	16.0

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

Permit Valuation	1994	1995	1996	1997	1998	1999	2000	% Change
Commercial	\$11,658	\$5,565	\$13,906	\$20,114	\$71,294	\$29,574	\$4,941	-83.3
Industrial	1,650	0.0	970	2,605	3,926	4,184	512	-87.8
Other	5,154	5,560	5,555	6,146	18,002	8,749	7,283	-16.8
Additions and Alterations	16,278	23,081	16,515	16,844	15,868	19,380	31,648	63.3
County Total	34,740	34,205	36,946	45,709	109,090	61,886	44,384	-28.3
Total Valuation of Residential and Non-Residential permits	\$130,513	\$131,858	\$143,205	\$187,494	\$251,847	\$194,228	\$200,814	3.4

Source: California Department of Finance, Construction Industry Research Board, 2001.
 Figures shown in thousands of dollars.

New Business

The growth of new business contributes to the economic vitality of a community by creating new jobs, providing tax revenues and allowing access to a wider range of goods and services.

Net Sales Permits Growth / Loss

Jurisdiction	1993	1994	1995	1996	1997	1998	1999	% Change
Capitola	581	587	582	593	587	566	570	0.7
Santa Cruz	1,874	1,952	2,015	2,101	2,154	2,135	2,215	3.7
Scotts Valley	516	506	518	508	511	514	511	-0.6
Watsonville	970	985	994	916	956	947	986	4.1
*Unincorporated	4,923	5,038	5,051	5,039	4,810	4,671	4,481	-4.1
County Total	8,864	9,068	9,160	9,157	9,018	8,833	8,763	-0.8

Source: California State Board of Equalization, Annual Report of Taxable Sales in California, 1998 and 2001.

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

QUALITY OF LIFE INDICATOR 5

Agricultural Production

Agriculture is a key employment industry in Santa Cruz County.

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	-17.6
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

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

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

Santa Cruz County

Category	1993	1994	1995	1996	1997	1998	1999	% Change
Travel Spending *	\$326.6	\$328.9	\$347.2	\$376.1	\$413.4	\$435.2	\$492.1	13.1
Earnings Generated *	108.9	109.7	117.3	127.8	141.4	149.1	168.6	13.1
Local Tax Receipts *	8.5	8.5	9.0	9.9	10.4	11.1	12.7	14.4
State Tax Receipts *	\$14.6	\$14.7	\$15.6	\$16.8	\$18.4	\$19.2	\$21.4	11.5
Total employment (# of jobs)	7,070	6,910	7,590	8,050	8,470	8,620	9,140	6.0

* in millions of dollars

Dean Runyan Associates has improved the manner and form in which data is reported. Changes include reporting of earnings rather than payroll.

Transient Occupancy Tax by Jurisdiction

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 (Dean Runyan Associates), 2001.

** in thousands of dollars

Total county figures are rounded. City/area data for 1999 are not yet available.

QUALITY OF LIFE INDICATOR 7

Net Job Growth

Net job growth is a measure of workers employed by firms that are located in Santa Cruz County, by industry.



Net Job Growth by Industry Division, Santa Cruz County

Industry	1994	1995	1996	1997	1998	1999	2000	% Change
Mining	0	0	100	100	100	100	0	-100.0
Construction	2,800	3,200	3,400	3,700	4,000	4,600	4,800	4.3
Manufacturing	12,000	12,800	12,700	12,200	11,500	10,600	10,100	-4.7
Transportation	1,900	1,800	1,900	2,100	2,200	2,100	2,100	0.0
Communications & Public Utilities	900	700	800	900	900	900	900	0.0
Trade	22,900	23,400	23,700	24,600	24,700	25,400	26,100	2.8
Finance, Insurance & Real Estate	3,200	3,100	3,000	3,300	3,500	3,700	3,800	2.7
Services	24,400	24,200	24,900	25,900	27,200	28,000	30,000	7.1
Government	16,300	16,700	16,900	17,600	18,000	18,800	19,400	3.2
Total Employment, Non-farm Industries	84,400	86,000	87,500	90,400	92,000	94,100	97,200	3.3
Total Employment, Farm Industries	12,200	11,700	11,700	11,200	11,000	9,100	8,800	-3.3
Total Employment, All Industries	96,600	97,700	99,200	101,600	103,000	103,200	105,900	2.6
Comparison: Labor Force	141,700	139,800	138,700	141,700	141,300	139,800	141,900	1.5

Net Job Growth, California

	1994	1995	1996	1997	1998	1999	2000	% Change
Total Employment, Non-farm Industries	12,159,500	12,422,200	12,743,400	13,129,700	13,596,100	13,991,900	14,518,600	3.8
Total Employment, Farm Industries	379,700	373,500	408,300	413,000	406,200	404,000	408,000	1.0
Total Employment, All Industries	12,539,100	12,795,700	13,151,700	13,542,800	14,002,300	14,395,900	14,926,600	3.7
Comparison: Labor Force	15,450,000	15,412,200	15,511,600	15,947,300	16,336,500	16,596,500	17,090,800	3.0

Source: California Employment Development Department, Labor Market Information Division, 2001.

Net Job Growth

Twenty Occupations with the Greatest Projected Growth

Employment Category	Job			Median Wages		
	1997 (Surveyed)	2004 (Projected)	% Change	1998	1999	% Change
Salespersons, retail	4,300	4,670	8.6	7.77	7.78	0.1
Cashiers	2,290	2,520	10.0	7.61	7.57	-0.5
Teachers – secondary school	1,100	1,300	18.2	*	*	-
Carpenters	860	1,050	22.1	20.05	21.97	9.6
Teacher aides and educational assistants, clerical	750	930	24.0	9.04	**	-
Laborers, landscaping/groundskeeping	1,410	1,580	12.1	8.29	8.79	6.0
General managers, top executives	2,570	2,710	5.4	29.10	**	-
Child care workers	670	810	20.9	7.58	7.98	5.3
Teachers – elementary schools	1,310	1,440	9.9	*	*	-
Instructors and coaches – sports and physical training*	480	600	25.0	10.37	**	-
Computer support specialists	330	440	33.3	17.73	**	-
Teachers – special education	270	380	40.7	*	*	-
Police patrol officers	410	520	26.8	23.95	21.82 †	-8.9
Maintenance repairers, general utility	810	920	13.6	11.37	**	-
Computer engineers	270	370	37.0	34.92	36.79 ‡	5.4
Systems analysts – electronic data processor	180	280	55.6	31.09	**	-
Truck drivers, heavy or tractor-trailer	940	1,040	10.6	15.79	17.68	12.0
Teacher aides, paraprofessional	270	360	33.3	10.08	**	-
Water and liquid waste treatment plant and system operators	290	380	31.0	19.41	**	-
Recreation workers	410	480	17.1	6.70	8.13	21.3
County Total (for these occupations)	19,920	22,780	14.4	-	-	-

Source: Employment Development Department, Labor Market Information, Occupational Employment Statistics (OES) 1997 and 2000.

* Wage data is not available for occupations typically filled fewer than 10 months or 2,080 hours per year.

** Data for 1999 is not available for all categories, is preliminary, and is for the Santa Cruz-Watsonville PMSA rather than for the County.

† Also includes Sheriff patrol officers, which lowers the average; “police patrol officers” would be more urban with related higher wages.

‡ Includes all computer and mathematical occupations, the closest available proxy for this sub-category.

QUALITY OF LIFE INDICATOR 8

Annual Unemployment Rates

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



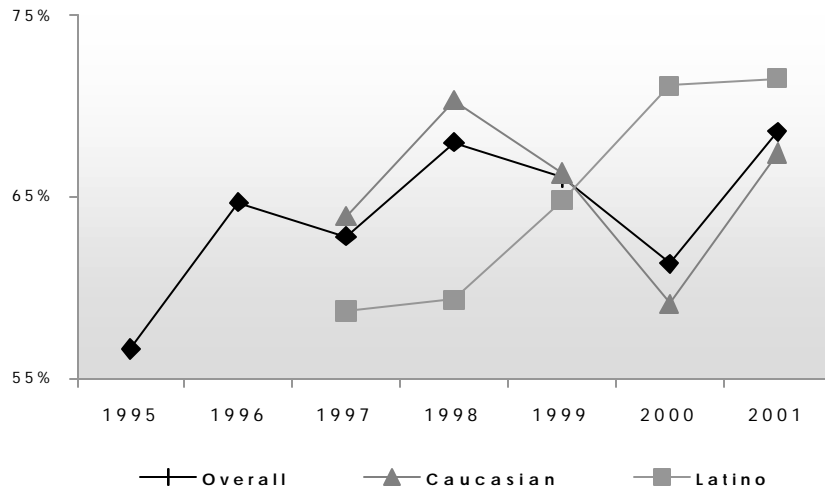
Unemployment Rate by Jurisdiction

	1994	1995	1996	1997	1998	1999	2000	Net Change
Aptos	4.7	4.5	4.0	3.7	3.5	3.0	2.7	-0.3
Ben Lomond	7.1	6.9	6.1	5.6	5.3	4.6	4.1	-0.5
Capitola	7.2	6.9	6.2	5.6	5.4	4.6	4.1	-0.5
Live Oak	4.5	4.3	3.8	3.5	3.3	2.9	2.6	-0.3
Rio Del Mar	5.2	5.0	4.4	4.0	3.9	3.3	3.0	-0.3
Santa Cruz	8.5	8.2	7.3	6.7	6.4	5.5	4.9	-0.6
Scotts Valley	5.4	5.2	4.6	4.2	4.0	3.4	3.1	-0.3
Soquel	6.8	6.6	5.9	5.3	5.1	4.4	3.9	-0.5
Watsonville	19.6	18.9	17.1	15.8	15.2	13.2	11.9	-1.3
County	9.7	9.3	8.3	7.6	7.3	6.3	5.6	-0.7
State	8.6	7.8	7.2	6.3	5.9	5.2	4.9	-0.3
National	6.1	5.6	5.4	4.9	4.5	4.2	4.0	-0.2

Source: California Employment Development Department, Labor Market Information Division, 2001.

📞 Job Opportunities

*Do you feel you have opportunities to work in this area?
(Respondents answering “yes”)*



✎ If “no”, why do you feel this way? (Selected responses)

Response	1998	1999	2000	2001
Not enough jobs	44.1	40.6	34.8	31.2
Low paying jobs	31.7	48.4	39.4	17.8
Disabled / Retired	12.4	24.3	19.9	16.6
Need training / Skills / Education	-	-	2.3	12.7
Cost of living increased	-	4.6	5.0	6.7

Year 2001: 178 Respondents offering 210 Responses.

Response	1995	1996	1997	1998	1999	2000	2001
Yes (%)	56.6	64.7	62.8	68.0	66.1	61.3	68.6
No (%)	43.4	35.3	37.2	32.0	30.8	34.8	26.5

Respondents	1995	1996	1997	1998	1999	2000	2001
Overall	302	465	462	478	546	653	679
Caucasian	-	-	357	354	415	440	470
Latino	-	-	75	91	88	142	159

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

*See appendix for results of statistical testing for this question.

QUALITY OF LIFE INDICATOR 9

Job Opportunities

Community Profile

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

By Ethnicity	1997	1998	1999	2000	2001	2001 N
Caucasian	63.9	70.3	66.3	59.1	67.4	470
Latino	58.7	59.3	64.8	71.1	71.5	159

By Region	1997	1998	1999	2000	2001	2001 N
North County	62.3	73.0	67.8	60.2	69.6	196
South County	55.9	61.3	64.9	67.0	67.0	278
San Lorenzo Valley	76.7	70.5	57.9	54.0	63.3	208

By Age	1997	1998	1999	2000	*2001	2001 N
18-24 years of age	-	-	78.0	68.5	77.6	76
25-44 years of age	-	-	69.6	67.5	67.4	216
45-64 years of age	-	-	68.0	67.0	76.4	254
65 and older	-	-	39.7	24.2	50.9	131

By Gender	1997	1998	1999	2000	2001	2001 N
Male	-	-	68.4	61.7	69.3	344
Female	-	-	64.9	60.8	67.9	335

By Income	1997	1998	1999	2000	2001	2001 N
Less than \$34,999 per year	-	-	66.5	59.3	62.0	248
\$35,000 - \$65,499 per year	-	-	64.4	63.9	69.7	167
Over \$65,500 per year	-	-	70.3	68.1	72.6	205

* Indicates statistically significant survey responses when reporting differences between sub-groups for the 2001 data. Absence of this symbol indicates no statistical significance difference between sub-groups for the 2001 data.

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

Significance Testing

Age: 18-24 years significantly higher than 65 and older; 25-44 years significantly higher than 65 and older; 45-64 years significantly higher than 65 and older.

Annual Payroll

Annual payroll is an additional indication of the vitality and value of selected major industries in the County.

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

Industry	1994	1995	1996	1997	1998	1999	2000	% Change
Farm	\$195	\$192	\$208	\$243	\$232	\$224	\$203	-9.4
Mining	2	2	3	3	3	3	2	-33.3
Construction	83	99	112	119	149	179	197	10.1
Manufacturing	432	490	535	520	502	540	808	49.6
Transportation, Communications & Public Utilities	85	80	86	99	106	100	96	-4.0
Wholesale Trade	131	138	136	142	154	169	197	10.7
Retail Trade	267	282	291	322	357	377	418	10.9
Finance, Insurance & Real Estate	80	78	82	93	113	114	131	14.9
Services	583	595	621	674	760	798	993	24.4
Government	412	428	454	490	523	556	596	7.2
Total	\$2,270	\$2,384	\$2,528	\$2,705	\$2,899	\$3,060	\$3,642	19.0

Source: California Employment Development Department, Labor Market Information Division, 2001.

QUALITY OF LIFE INDICATOR 11

Median Wages for Selected Occupations

Median wages for selected occupations in Santa Cruz County are compared to those in the state.

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

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	6.9
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.

Data from the next three-year Occupational Employment Survey (1999-2001 OES) will not begin to be available until at least the end of 2002.