



# Economic Issues

“Housing prices are so expensive! I am new to the community and I cannot afford to buy a house, and I make almost six figures”.

# A Summary of Santa Cruz County's Economy, 2002

## 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,*

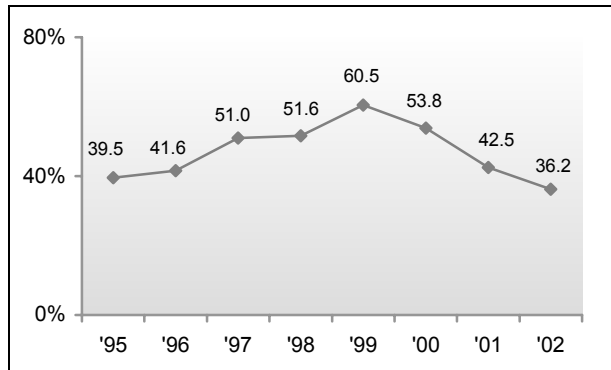
the County's unemployment rate will be at or below the State rate.

*By the Year 2004,*

more residents of Santa Cruz County will have access to housing they can afford.

For the third consecutive year, fewer respondents said they are better off economically than the year before. At 36.2%, this is the lowest percentage reporting that they are "better off" since 1995. The most common reasons cited by survey respondents are "increases in the cost of living" (23.3%) and "less income" (19.9%). More Caucasians than Latinos felt they were better off, and more survey respondents under the age of 65 felt they were better off than those aged 65 and older.

## Residents Reporting They Are Better Off



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

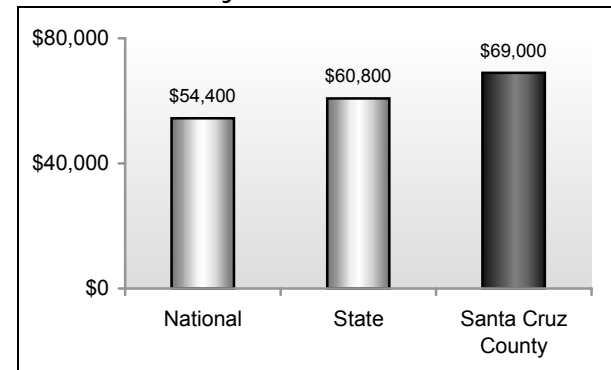
The poverty rates in Santa Cruz County remain lower than the state and national averages for "all persons" and for "all persons under the age 18." However, in comparing Santa Cruz County poverty status

data from 1990 to 2000, the number of Caucasians living in poverty has decreased 15.7%, while the number of Hispanics living in poverty has increased 42.3%. Twice as many families in poverty are headed by females rather than by males, and the Temporary Assistance for Needy Families (TANF) recipient data for 2001 indicates that almost seven times as many female adults (1,038) apply for TANF aid as opposed to male adults (169). A higher number of Caucasians (550) apply for aid as opposed to Hispanics (434). The total number of participants with active status in the County's Welfare to Work program increased slightly between 2001 and 2002.

The total number of housing units managed by the Santa Cruz County Housing Authority (for Section 8, Public Housing and Migrant Housing, and other types of housing assistance programs) increased 22.7% in 2002, from 4,684 units in 2001 to 5,749 units in 2002.

Median family incomes have grown at a slower pace than per capita income. For the period from 1998 through 2002, median family income increased 17.5%. In 2002 the median family income was \$69,000.

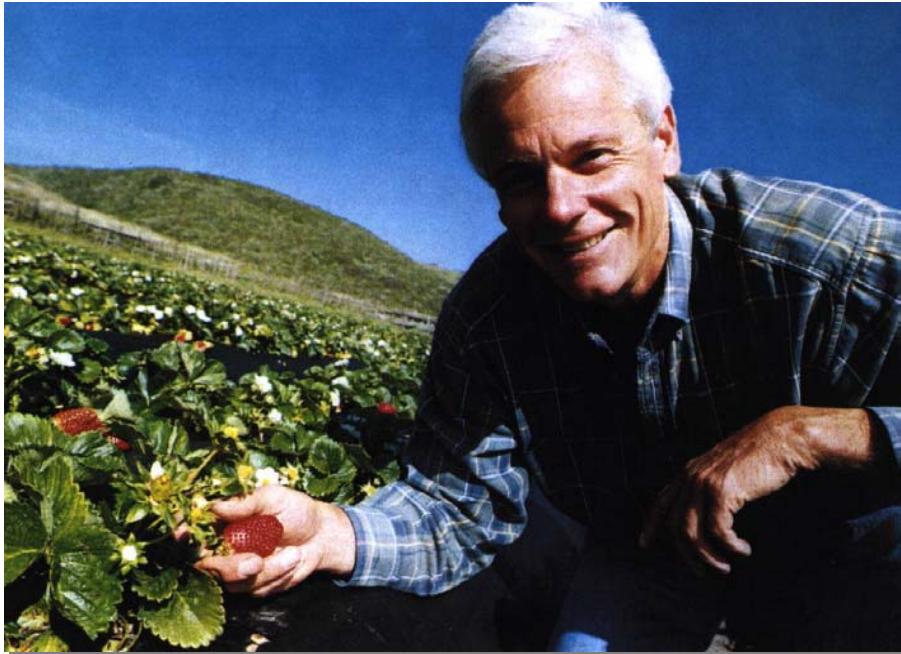
## Median Family Income, 2002



✓ Median family income for fiscal year 2002

Per capita personal income has been on the rise in Santa Cruz County since 1994. For the period from 1996 through 2000, per capita personal income increased 9,990 dollars, from \$27,577 to \$37,567.

This represents an income growth of 36.2 percent. In 2000, there was a 13.5% increase over the previous year, which is more than double the national average.



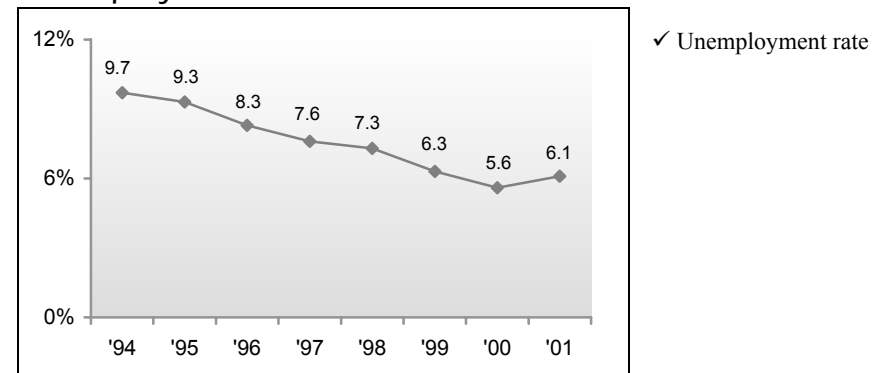
Between the years 2000 and 2001, median wages in Santa Cruz County rose in all 17 job categories tracked by the California Employment Development Department. Wages in 2001 increased an average of 3.0% across all categories, with the largest increases for general office clerks, file clerks, secretaries, and carpenters, and the lowest increases for cashiers, child care workers, and restaurant cooks.

The self-sufficiency standard gauges the amount of income needed to pay for essential living expenses such as housing, child care, food, transportation, and taxes. The most recent data (2000) for Santa Cruz County indicates that an hourly wage of \$9.56 (\$20,195) is needed for a single adult to achieve self sufficiency, an hourly wage of \$18.81 (\$39,727 annually) is needed for a single adult with two school-age children, and a hourly wage of \$10.85 per each adult (a combined

annual household wage of \$45,841) is needed for a household of two adults and two school-age children.

Reflecting today’s tight economy, Santa Cruz County’s unemployment rate rose 0.5, from 5.6 in 2000 to 6.1 in 2001. This rate is higher than both the state and national rates of 5.3 and 4.8 respectively. The highest rate of unemployment in 2001 was experienced in Watsonville (0.9), while other parts of the County fared better, for example, Santa Cruz at 0.4 and Live Oak at 0.2.

### Unemployment Rate

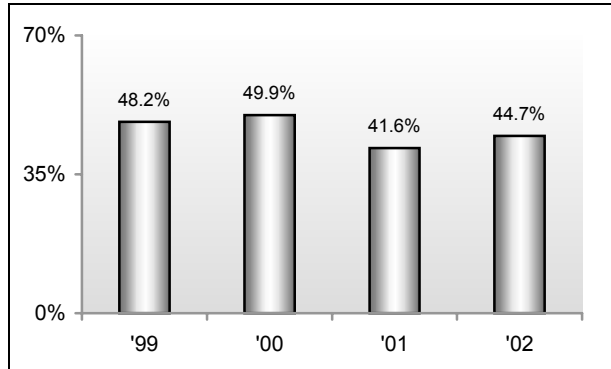


For the first time in three years, survey respondents indicated they were less optimistic about finding work in the area. More than 30% of the survey respondents cited the lack of jobs and 20.8% cited low paying jobs as key factors. Despite the increased unemployment rate and pessimism about local job opportunities, job growth in Santa Cruz County increased 1.5% from 2000 to 2001, which is a slightly faster growth than the state average of 1.3% for the same time period. In non-farm industries, only “manufacturing” and “finance, insurance and real estate” categories posted decreases of 2.9% and 5.4% respectively, while “construction” posted the largest gain at 6.3%. A 4.8% decrease in the County’s farm industries jobs from 2000 to 2001 closely mirrored California’s farm sector with its 5.0 decrease.

In 2001, the median sale price for new homes in Santa Cruz County was \$525,500, which was more than three times higher than the

national average of \$174,100. The cost of housing in Santa Cruz County makes this area the second-least affordable area in the nation. From 2001 to 2002, the median sale price of all homes (new and existing) climbed 5.8%. In 2002, only 8% of new and existing homes for purchase in the County are affordable to a family with a median income. From 2001 to 2002, average rents climbed 17.4% for a studio unit, 14.2% for a 1-bedroom unit, and 2.6% for a 2-bedroom unit.

### Affordable Housing



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

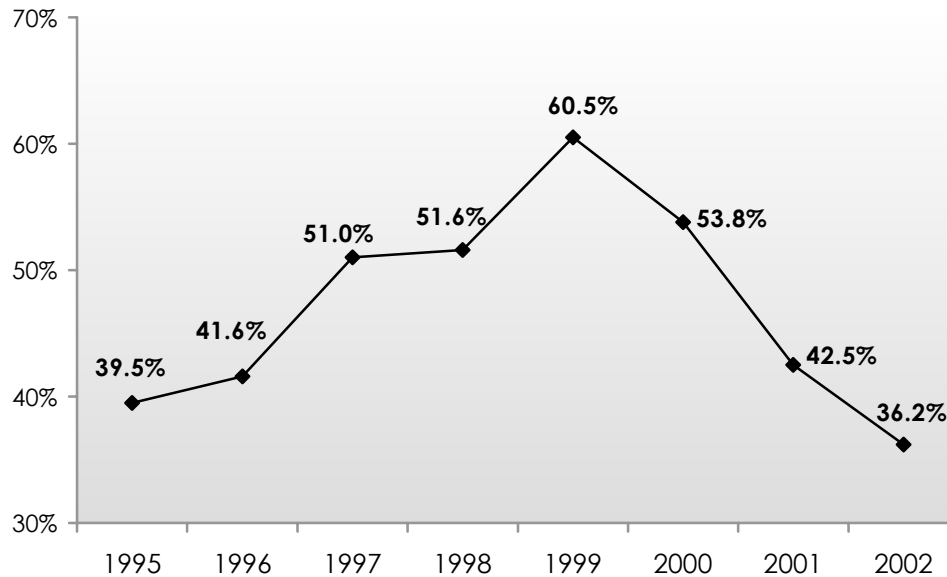
When asked, “does half or more of your total household take-home pay go to housing costs?” 45% of the survey respondents indicated “yes.” Twenty-one percent of respondents indicated that they spend 75% or more of their total household take-home pay on housing costs.

QUALITY OF LIFE INDICATOR 1

# 📞 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")*



Total respondents	1995	1996	1997	1998	1999	2000	2001	2002
Overall	306	485	490	498	552	653	705	678

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

Response	1997	1998	1999	2000	2001	2002
Cost of living increased	35.3	32.4	39.1	42.8	28.9	23.3
Less income	17.9	13.9	13.4	14.1	16.1	19.9
Stock market / Investments	N/A	N/A	N/A	N/A	15.5	9.3
Doing the same, ok	N/A	N/A	7.4	5.4	11.8	16.2
On a fixed income	17.9	28.2	26.7	34.4	10.7	11.2

Year 2002: 417 respondents offering 545 responses.

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

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

# 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	2002	2002 N
Caucasian	50.4	61.8	57.0	41.9	37.4	472
Latino	53.4	53.5	47.5	42.2	28.9	154

By Gender	1998	1999	2000	2001	2002	2002 N
Male	N/A	62.2	57.7	41.4	38.9	336
Female	N/A	59.6	50.8	43.6	33.6	342

By Region	1998	1999	2000	2001	2002	2002 N
North County	45.5	58.3	52.0	40.5	37.2	230
South County	54.9	57.6	52.3	44.3	34.2	226
San Lorenzo Valley	59.6	75.0	60.7	50.2	37.1	223

By Income	1999	2000	2001	*2002	2002 N
\$34,999 per year or less	42.6	39.4	42.8	30.5	277
\$35,000 - \$65,499 per year	65.9	59.4	39.6	38.5	157
Over \$65,500 per year	79.5	70.9	46.5	44.4	195

By Age	1998	1999	2000	2001	*2002	2002 N
18-24 years of age	N/A	59.5	48.9	56.3	44.7	54
25-44 years of age	N/A	66.0	58.5	44.5	38.3	253
45-64 years of age	N/A	64.0	59.8	42.6	37.5	253
65 and older	N/A	38.5	32.3	32.2	24.0	116

\* Indicates statistically significant survey responses when reporting differences between sub-groups for the 2002 data. Absence of this symbol indicates no statistical significance difference between sub-groups for the 2002 data.

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

### Significance Testing Results

**Age:** 25-44 year olds were significantly more likely to respond “Yes” than were those 65 and older.

**Income:** Those earning \$65,500 or more were significantly more likely to respond “Yes” than were those earning \$34,999 or less.

## QUALITY OF LIFE INDICATOR 2

## Retail Sales

Taxable sales are 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	2000	% Change
Capitola	\$326,874	\$363,732	\$366,477	\$380,811	\$398,322	\$427,333	\$463,310	8.4
Santa Cruz	345,553	499,232	550,962	605,283	634,138	725,287	828,500	14.2
Scotts Valley	131,485	158,168	164,688	167,624	164,906	167,366	184,736	10.4
Watsonville	274,265	291,177	307,070	317,738	340,271	397,891	445,077	11.9
Unincorporated/ Unallocated	584,235	616,399	698,533	781,953	829,234	906,755	1,000,719	10.4
<b>County Total</b>	<b>\$1,780,923</b>	<b>\$1,928,708</b>	<b>\$2,087,730</b>	<b>\$2,253,409</b>	<b>\$2,366,871</b>	<b>\$2,624,632</b>	<b>\$2,922,342</b>	<b>11.3</b>

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

County	1994	1995	1996	1997	1998	1999	2000	% Change
Monterey	\$2,981,207	\$3,161,181	\$3,437,830	\$3,643,016	\$3,858,997	\$4,280,676	\$4,897,051	14.4
San Benito	257,401	282,592	328,365	357,785	380,829	421,941	475,986	12.8
Santa Clara	19,633,186	22,585,949	25,260,854	26,951,487	27,488,815	30,348,644	37,303,662	22.9
Santa Cruz	1,780,923	1,928,708	2,087,730	2,253,409	2,366,871	\$2,624,632	2,922,342	11.3
<b>State</b>	<b>\$285,974,711</b>	<b>\$300,956,449</b>	<b>\$321,076,250</b>	<b>\$341,091,634</b>	<b>\$358,858,378</b>	<b>\$394,736,245</b>	<b>\$441,854,412</b>	<b>11.9</b>

Source: California State Board of Equalization, Report of Taxable Sales in California, 2002.

Figures shown in thousands of dollars.

## 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	2000	% Change
Apparel stores group	\$256	\$248	\$261	\$267	\$263	\$260	\$311	19.6
General merchandise group	903	1,055	1,091	1,100	1,170	978	1,329	35.9
Specialty stores group	682	762	803	911	937	1,035	1,172	13.2
Food stores selling all types of liquor	323	306	333	346	343	360	374	3.9
All other food stores	194	196	189	197	194	215	235	9.3
Packaged liquor stores	97	104	106	106	105	115	122	6.1
Eating and drinking group	834	846	889	928	960	1,013	1,086	7.2
Household and home furnishings	134	125	134	150	174	200	235	17.5
Household appliance dealers	37	38	43	109	121	133	152	14.3
Second-hand merchandise	15	17	18	14	14	14	15	7.1
Farm implement dealers	18	15	N/A	N/A	17	20	19	-5.0
Farm and garden supply stores	103	112	110	127	115	120	114	-5.0
Fuel and ice dealers	19	18	36	14	17	20	19	-5.0
Building material group	592	619	677	770	794	894	929	3.9
Automotive group	1,171	1,244	1,366	1,453	1,537	1,684	1,935	14.9
Mobile Homes, trailers and campers	6	4	3	5	13	16	19	18.8
Boats, motorcycles and planes	50	60	71	70	93	112	147	31.3
Retail stores total	5,434	5,767	6,132	6,571	6,865	7,465	8,214	10.0
Business and personal services	377	402	445	471	479	498	586	17.7
All other outlets	1,647	1,818	1,993	2,074	2,093	2,266	2,506	10.6
<b>Total all outlets</b>	<b>\$7,458</b>	<b>\$7,986</b>	<b>\$8,570</b>	<b>\$9,116</b>	<b>\$9,437</b>	<b>\$10,228</b>	<b>\$11,305</b>	<b>10.5</b>

Source: California State Board of Equalization, Report of Taxable Sales in California, 2002.

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

## QUALITY OF LIFE INDICATOR 2

## Retail Sales

## Per Capita Taxable Sales, California by Business Type

Type of Business	1994	1995	1996	1997	1998	1999	2000	% Change
Apparel stores group	\$334	\$327	\$342	\$350	\$350	\$338	\$373	10.4
General merchandise group	1,054	1,062	1,071	1,108	1,158	1,254	1,329	6.0
Specialty stores group	832	888	967	1,026	1,080	1,204	1,330	10.5
Food stores selling all types of liquor	315	316	330	336	333	341	355	4.1
All other food stores	135	135	138	147	148	165	178	7.9
Packaged liquor stores	54	54	54	54	54	58	60	3.4
Eating and drinking group	772	794	826	857	897	956	1,028	7.5
Household and home furnishings	159	163	172	180	199	233	268	15.0
Household appliance dealers	136	144	129	112	116	120	127	5.8
Second-hand merchandise	12	12	12	13	14	15	15	0.0
Farm implement dealers	48	52	55	59	66	69	67	-2.9
Farm and garden supply stores	50	53	57	59	59	58	60	3.4
Fuel and ice dealers	12	11	12	12	12	13	15	15.4
Building material group	431	419	437	475	513	587	652	11.1
Automotive group	1,503	1,576	1,691	1,740	1,784	2,044	2,376	16.2
Mobile Homes, trailers and campers	19	18	18	20	23	26	28	7.7
Boats, motorcycles and planes	37	39	43	43	45	51	65	27.5
Retail stores total	5,885	6,062	6,354	6,592	6,849	7,532	8,326	10.5
Business and personal services	438	456	485	515	562	599	643	7.3
All other outlets	2,673	2,868	3,076	3,243	3,303	3,501	3,846	9.9
<b>Total all outlets</b>	<b>\$8,996</b>	<b>\$9,386</b>	<b>\$8,607</b>	<b>\$10,350</b>	<b>\$10,714</b>	<b>\$11,632*</b>	<b>\$12,815</b>	<b>10.2</b>

Source: California State Board of Equalization, Annual Report of Taxable Sales in California, 2002.

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

## 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	2001	% Change
Single Family	\$65,792	\$68,398	\$69,898	\$99,591	\$96,185	\$84,619	\$109,869	\$91,169	-17.0
Multi-Family	8,768	8,164	12,417	19,013	16,579	13,543	16,320	20,371	24.8
Additions and Alterations	21,213	21,091	23,944	23,181	29,994	34,183	30,241	36,032	19.1
<b>County Total</b>	<b>\$95,773</b>	<b>\$97,652</b>	<b>\$106,259</b>	<b>\$141,785</b>	<b>\$142,757</b>	<b>\$132,345*</b>	<b>\$156,430</b>	<b>\$147,572</b>	<b>-5.7</b>
<b>Residential Permits</b>									
Single Family	418	379	385	529	453	372	430	398	-7.4
Multi-Family	91	124	151	222	186	134	157	204	29.9
<b>County Total</b>	<b>509</b>	<b>503</b>	<b>536</b>	<b>751</b>	<b>639</b>	<b>506</b>	<b>587</b>	<b>602</b>	<b>2.6</b>

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

Permit Valuation	1994	1995	1996	1997	1998	1999	2000	2001	% Change
Commercial	\$11,658	\$5,565	\$13,906	\$20,114	\$71,294	\$29,571	\$4,941	\$17,993	264.2
Industrial	1,650	0	970	2,605	3,926	4,183	512	932	82.0
Other	5,154	5,560	5,555	6,146	18,002	8,747	7,283	9,296	27.6
Additions and Alterations	16,278	23,081	16,515	16,844	15,868	19,380	31,648	19,691	-37.8
County Total	34,740	34,205	36,946	45,709	109,090	61,881	44,384	47,912	7.9
<b>Total Valuation of Residential and Non-Residential permits</b>	<b>\$130,513</b>	<b>\$131,858</b>	<b>\$143,205</b>	<b>\$187,494</b>	<b>\$251,847</b>	<b>\$194,226</b>	<b>\$200,814</b>	<b>\$195,484</b>	<b>-2.7</b>

Source: California Department of Finance, Construction Industry Research Board, 2002.

Figures shown in thousands of dollars.

## QUALITY OF LIFE INDICATOR 4

## 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	2000	% Change
Capitola	581	587	582	593	587	566	570	580	1.8
Santa Cruz	1,874	1,952	2,015	2,101	2,154	2,135	2,215	2,246	1.4
Scotts Valley	516	506	518	508	511	514	511	493	-3.5
Watsonville	970	985	994	916	956	947	986	1,041	5.6
*Unincorporated	4,923	5,038	5,051	5,039	4,810	4,671	4,481	4,201	-2.7
<b>County Total</b>	<b>8,864</b>	<b>9,068</b>	<b>9,160</b>	<b>9,157</b>	<b>9,018</b>	<b>8,833</b>	<b>8,763</b>	<b>8,721</b>	<b>-0.5</b>

Source: California State Board of Equalization, Annual Reports of Taxable Sales in California.2002.

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

# 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	2000	2001	% Change
Berries	\$120.2	\$108.3	\$108.7	\$122.2	\$100.1	\$175.3	\$180.8	\$206.1	14.0
Tree and Vine Fruits	9.0	11.5	12.2	19.2	10.0	16.0	10.6	16.5	55.7
Vegetables	58.8	60.6	57.1	61.9	52.5	42.6	66.9	59.6	-10.9
Nursery / Ornamental Crops	43.8	51.8	63.0	73.1	56.7	64.6	76.6	75.0	-2.1
Animal Products	2.2	2.8	2.8	2.2	2.4	2.7	2.9	3.1	6.9
Field Crops	0.1	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0
<b>Total Crops Value</b>	<b>234.0</b>	<b>235.0</b>	<b>244.0</b>	<b>278.7</b>	<b>221.8</b>	<b>301.3</b>	<b>338.0</b>	<b>360.5</b>	<b>6.7</b>
Timber Farming	12.6	11.0	11.5	10.5	8.9	7.9	14.0	4.7	-66.4
<b>Total Production Value</b>	<b>\$246.5</b>	<b>\$246.1</b>	<b>\$255.4</b>	<b>\$289.2</b>	<b>\$230.8</b>	<b>\$309.2</b>	<b>\$352.0</b>	<b>\$365.1</b>	<b>3.7</b>

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

Crops	1994	1995	1996	1997	1998	1999	2000	2001	% Change
Strawberries	\$93.7	\$79.0	\$83.5	\$91.8	\$72.3	\$139.9	\$126.5	\$149.7	18.3
Iceberg Lettuce	24.5	27.1	23.9	28.7	19.0	13.9	30.0	24.8	-17.3
Raspberries	23.8	27.1	20.3	24.8	24.4	29.4	44.4	44.9	1.1
Roses, Cut Hybrid Tea	18.6	21.1	15.7	14.9	13.0	11.3	11.2	10.3	-8.0
Timber Farming	12.6	11.0	11.5	10.5	8.9	7.9	14.0	4.7	-66.4
Apples	8.7	11.0	11.1	17.0	9.3	14.5	8.7	12.5	43.7
Lettuce, Leaf & Romaine	8.0	6.6	6.0	9.1	4.7	5.3	11.7	9.9	-15.4
Cut Field Flowers	7.7	6.7	11.5	11.5	7.4	15.8	15.6	11.4	-26.9
Brussels Sprouts	7.6	5.7	6.1	4.1	7.2	6.6	5.6	5.7	1.8
Landscape Plants	N/A	N/A	21.6	25.5	14.3	22.8	23.2	25.9	11.6

Source: County Agricultural Commissioner, Santa Cruz County Crop Reports, 2002.  
 Figures shown in millions of dollars.

## QUALITY OF LIFE INDICATOR 6

## 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	2000	% Change
Travel Spending *	\$327.4	\$330.0	\$348.7	\$378.7	\$415.5	\$436.9	\$494.1	\$518.3	4.9
Earnings Generated *	109.4	110.3	118.1	128.9	142.4	151.0	170.8	178.0	4.2
Local Tax Receipts *	8.5	8.5	9.1	10.0	10.5	11.1	12.7	13.7	7.9
State Tax Receipts *	\$14.6	\$14.7	\$15.7	\$17.0	\$18.5	\$19.3	\$21.5	\$22.4	4.2
<b>Total employment (# of jobs)</b>	<b>7,720</b>	<b>7,820</b>	<b>8,110</b>	<b>8,570</b>	<b>9,120</b>	<b>9,230</b>	<b>9,690</b>	<b>9,430</b>	<b>-2.7</b>

*\*in millions of dollars*

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

### Transient Occupancy Tax by Jurisdiction

City / Area	1993	1994	1995	1996	1997	1998	1999	2000	% Change
Capitola **	\$216.1	\$232.1	\$241.0	\$262.3	\$260.1	\$286.4	\$301	\$359	19.3
Santa Cruz **	2,392.1	2,176.5	2,227.9	2,570.6	2,710.9	2,716.4	3,175	3,541	11.5
Scotts Valley **	89.8	89.2	91.1	98.1	98.2	101.1	105	392	273.3
Watsonville **	279	212.0	223.7	223.8	272.7	281.4	382	465	21.7
Unincorporated **	1,866.2	2,071.3	2,113.3	2,362.2	2,709.0	3,117.5	3,305	3,841	16.2
<b>County Total **</b>	<b>\$4,784.3</b>	<b>\$4,781.1</b>	<b>\$4,897</b>	<b>\$5,517.0</b>	<b>\$6,050.9</b>	<b>\$6,502.8</b>	<b>\$7,268</b>	<b>\$8,598</b>	<b>18.3</b>

*Source: California Trade and Commerce Agency, Division of Tourism (Dean Runyan Associates), 2002.*

*\*\* in thousands of dollars*

# Net Job Growth

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



## Net Job Growth by Industry Division, Santa Cruz County

Industry	1994	1995	1996	1997	1998	1999	2000	2001	% Change
Mining	0	0	100	100	100	100	0	0	0.0
Construction	2,800	3,200	3,400	3,700	4,000	4,600	4,800	5,100	6.3
Manufacturing	12,000	12,800	12,700	12,200	11,500	10,600	10,300	10,000	-2.9
Transportation	1,900	1,800	1,900	2,100	2,200	2,100	2,000	2,100	5.0
Communications & Public Utilities	900	700	800	900	900	900	900	900	0.0
Trade	22,900	23,400	23,700	24,600	24,700	25,400	26,200	27,000	3.1
Finance, Insurance & Real Estate	3,200	3,100	3,000	3,300	3,500	3,700	3,700	3,500	-5.4
Services	24,400	24,200	24,900	25,900	27,200	28,000	29,800	30,600	2.7
Government	16,300	16,700	16,900	17,600	18,000	18,800	19,500	20,200	3.6
Total Employment, Non-farm Industries	84,400	86,000	87,500	90,400	92,000	94,100	97,200	99,200	2.1
Total Employment, Farm Industries	12,200	11,700	11,700	11,200	11,000	9,100	8,300	7,900	-4.8
<b>Total Employment, All Industries</b>	<b>96,600</b>	<b>97,700</b>	<b>99,200</b>	<b>101,600</b>	<b>103,000</b>	<b>103,200</b>	<b>105,600</b>	<b>107,200</b>	<b>1.5</b>
<b>Comparison: Labor Force</b>	<b>141,700</b>	<b>139,800</b>	<b>138,700</b>	<b>141,700</b>	<b>141,300</b>	<b>139,800</b>	<b>142,100</b>	<b>143,800</b>	<b>1.2</b>

## Net Job Growth, California

	1994	1995	1996	1997	1998	1999	2000	2001	% Change
Total Employment, Non-farm Industries	12,159,500	12,422,200	12,743,400	13,129,700	13,596,100	13,991,900	14,488,100	14,696,600	1.4
Total Employment, Farm Industries	379,700	373,500	408,300	413,000	406,200	404,000	408,500	388,000	-5.0
<b>Total Employment, All Industries</b>	<b>12,539,100</b>	<b>12,795,700</b>	<b>13,151,700</b>	<b>13,542,800</b>	<b>14,002,300</b>	<b>14,395,900</b>	<b>14,896,600</b>	<b>15,084,600</b>	<b>1.3</b>
<b>Comparison: Labor Force</b>	<b>15,450,000</b>	<b>15,412,200</b>	<b>15,511,600</b>	<b>*15,947,200</b>	<b>16,336,500</b>	<b>16,596,500</b>	<b>17,090,800</b>	<b>17,362,200</b>	<b>1.6</b>

Source: California Employment Development Department, Labor Market Information Division, 2002.

Notes: Workers may reside outside of Santa Cruz County. Industry employment figures are rounded, so totals may not sum exactly. "Total Employment" refers to jobs located in Santa Cruz County. "Labor Force" refers to people who reside in Santa Cruz County, employed or unemployed, but who may work outside of the County.

## QUALITY OF LIFE INDICATOR 7

## Net Job Growth

## Twenty Occupations with the Greatest Projected Growth

Employment Category	Job			Most-Comparable Median Wages				
	1999 (Surveyed)	2006 (Projected)	% Change	1998	1999	2000	2001	% Change
Salespersons, retail	4,140	4,480	8.2	7.77	7.78†	8.49	8.63	1.6
Cashiers*	2,590	2,900	12.0	7.61	7.57†	8.02	8.15	1.6
General office clerks*	2,520	2,810	11.5	10.22	10.39	10.84	11.22	3.5
Teachers – secondary schools**	1,040	1,320	26.9	43,680	N/A	46,600	48,024	3.1
General managers, top executives*	2,610	2,880	10.3	29.10	25.76	32.57	33.46	2.7
Computer engineers*	450	710	57.8	34.92	25-45	26-47	26-48	N/A
Teachers – elementary schools**	1,370	1,630	19.0	44,410	41,390†	40,660	41,900	3.0
Teacher aides, educational assistants, clerical**	730	930	27.4	22,510	21,640†	21,530	22,218	3.2
Computer support specialists*	430	620	44.2	17.73	N/A	22.08	22.76	3.1
Laborers – landscaping, grounds keeping	1,030	1,220	18.4	8.29	8.79	9.50	9.81	3.3
Guards & watch guards	740	920	24.3	7.60	7.93	8.78	9.01	2.6
Carpenters*	870	1,040	19.5	20.05	21.97	23.02	23.81	3.4
Waiters & waitresses	2,070	2,230	7.7	6.01	6.27†	6.74	6.84	1.5
Teachers – special education**	410	550	34.1	N/A	N/A	N/A	45,749	N/A
Counter & rental clerks	490	620	26.5	7.19	7.44†	8.32	8.46	1.7
Janitors, cleaners – except maids	1,200	1,330	10.8	8.24	8.52†	8.42	8.64	2.6
Police patrol officers*	310	430	38.7	23.95	21.82	22.98	N/A	N/A
Child care workers	570	690	21.1	7.58	7.98†	6.98	7.15	2.4
Systems analysts – electronic data processing*	290	400	37.9	31.09	24.15	26.07	26.88	3.1
<b>County Total (for these occupations)</b>	<b>24,360</b>	<b>28,370</b>	<b>16.5</b>	-	-	-	-	-

Sources: Projected occupation growth data: Employment Development Department, Labor Market Information, Occupational Employment Statistics (OES) 2002; Wage data from the U.S. Department of Labor, Bureau of Labor Statistics, Metropolitan Area Occupational Employment and Wage Estimates for the Santa Cruz-Watsonville PMSA.

\* Wage data after 1998 include classification system changes and therefore may not be directly comparable. The closest available proxy is reported.

\*\* Hourly wage data are not available for occupations typically filled fewer than 10 months or 2,080 hours per year. Mean annual wages are reported instead.

† Wages reported based on three years of data: 1997, 1998, and 1999.

N/A: Wage data not reported.

# 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

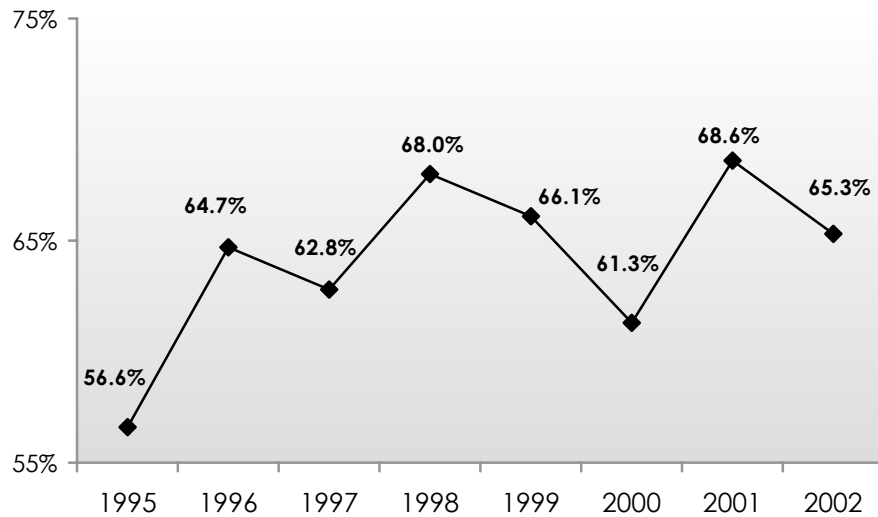
	1994	1995	1996	1997	1998	1999	2000	2001	Net Change
Aptos	4.7	4.5	4.0	3.7	3.5	3.0	2.7	2.9	0.2
Ben Lomond	7.1	6.9	6.1	5.6	5.3	4.6	4.1	4.4	0.3
Capitola	7.2	6.9	6.2	5.6	5.4	4.6	4.1	4.5	0.4
Live Oak	4.5	4.3	3.8	3.5	3.3	2.9	2.6	2.8	0.2
Rio Del Mar	5.2	5.0	4.4	4.0	3.9	3.3	3.0	3.2	0.2
Santa Cruz	8.5	8.2	7.3	6.7	6.4	5.5	4.9	5.3	0.4
Scotts Valley	5.4	5.2	4.6	4.2	4.0	3.4	3.1	3.3	0.2
Soquel	6.8	6.6	5.9	5.3	5.1	4.4	3.9	4.2	0.3
Watsonville	19.6	18.9	17.1	15.8	15.2	13.2	11.9	12.8	0.9
<b>County</b>	<b>9.7</b>	<b>9.3</b>	<b>8.3</b>	<b>7.6</b>	<b>7.3</b>	<b>6.3</b>	<b>5.6</b>	<b>6.1</b>	<b>0.5</b>
State	8.6	7.8	7.2	6.3	5.9	5.2	4.9	5.3	0.4
National	6.1	5.6	5.4	4.9	4.5	4.2	4.0	4.8	0.8


Source: California Employment Development Department, Labor Market Information Division, 2002.

QUALITY OF LIFE INDICATOR 9

 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	2002
Not enough jobs	44.1	40.6	34.8	31.2	30.2
Low paying jobs	31.7	48.4	39.4	17.8	20.8
Disabled / Retired	12.4	24.3	19.9	16.6	12.8
Need training / Skills / Education	N/A	N/A	2.3	12.7	3.7
Cost of living increased	N/A	4.6	5.0	6.7	10.5

Year 2002: 197 Respondents offering 225 Responses.

Response	1995	1996	1997	1998	1999	2000	2001	2002
Yes (%)	56.6	64.7	62.8	68.0	66.1	61.3	68.6	65.3
No (%)	43.4	35.3	37.2	32.0	30.8	34.8	26.5	29.8

Respondents	1995	1996	1997	1998	1999	2000	2001	2002
Overall	302	465	462	478	546	653	679	668

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

See appendix for results of statistical testing for this question.

# 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	2002	2002 N
Caucasian	63.9	70.3	66.3	59.1	67.4	68.4	465
Latino	58.7	59.3	64.8	71.1	71.5	58.8	154

By Region	1997	1998	1999	2000	2001	2002	2002 N
North County	62.3	73.0	67.8	60.2	69.6	69.4	228
South County	55.9	61.3	64.9	67.0	67.0	62.0	221
San Lorenzo Valley	76.7	70.5	57.9	54.0	63.3	60.6	221

By Age	1997	1998	1999	2000	2001	*2002	2002 N
18-24 years of age	N/A	N/A	78.0	68.5	77.6	61.2	54
25-44 years of age	N/A	N/A	69.6	67.5	67.4	71.2	252
45-64 years of age	N/A	N/A	68.0	67.0	76.4	66.3	253
65 and older	N/A	N/A	39.7	24.2	50.9	50.9	107

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

### Significance Testing

**Age:** *25-44 year olds* were significantly more likely to respond "Yes" than were those *65 and older*; *45-64 year olds* were significantly more likely to respond "Yes" than were those *65 and older*.

By Gender	1997	1998	1999	2000	2001	2002	2002 N
Male	N/A	N/A	68.4	61.7	69.3	68.9	334
Female	N/A	N/A	64.9	60.8	67.9	61.8	334

By Income	1997	1998	1999	2000	2001	*2002	2002 N
\$34,999 per year or less	N/A	N/A	66.5	59.3	62.0	57.6	273
\$35,000 - \$65,499 per year	N/A	N/A	64.4	63.9	69.7	75.4	155
Over \$65,500 per year	N/A	N/A	70.3	68.1	72.6	71.3	194

\* Indicates statistically significant survey responses when reporting differences between sub-groups for the 2002 data. Absence of this symbol indicates no statistical significance difference between sub-groups for the 2002 data.

**Income:** Those earning *\$65,500 or more* were significantly more likely to respond "Yes" than were those earning *\$35,000 to \$65,499*; those earning *\$65,500 or more* were significantly more likely to respond "Yes" than were those earning *\$34,999 or less*.

## QUALITY OF LIFE INDICATOR 10

## Annual Payroll 1994 - 2000

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
Farm	\$195	\$192	\$208	\$243	\$232	\$224	\$203
Mining	2	2	3	3	3	3	2
Construction	83	99	112	119	149	179	197
Manufacturing	432	490	535	520	502	540	808
Transportation, Communications & Public Utilities	85	80	86	99	106	100	96
Wholesale Trade	131	138	136	142	154	169	197
Retail Trade	267	282	291	322	357	377	418
Finance, Insurance & Real Estate	80	78	82	93	113	114	131
Services	583	595	621	674	760	798	993
Government	412	428	454	490	523	556	596
<b>Total</b>	<b>\$2,270</b>	<b>\$2,384</b>	<b>\$2,528</b>	<b>\$2,705</b>	<b>\$2,899</b>	<b>\$3,060</b>	<b>\$3,642</b>

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

 **Comparable new data not available because industry categories were revised after 2000. See next page for 2001 data under revised categories.**

# Annual Payroll 2001

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 \$)

<b>Industry</b>	<b>2001</b>
Mining	*
Utilities	*
Construction	\$200
Manufacturing	447
Wholesale Trade	169
Retail Trade	351
Transportation & Warehousing	42
Information	171
Finance & Insurance	99
Real Estate & Rental & Leasing	60
Professional, Scientific, & Technical Skills	344
Management of Companies and Enterprises	167
Admin & Support & Waste Mgmt & Remediation	101
Educational Services	27
Health Care & Social Assistance	303
Arts, Entertainment, & Recreation	29
Accommodation & Food Services	138
Other Services	73
Non-Classified	1
Federal Government	26
State Government	190
Local Government	462
<b>Total</b>	<b>\$3,414</b>

Source: California Employment Development Department, Labor Market Information Division, 2002.

\* Value suppressed to preserve confidentiality.

## QUALITY OF LIFE INDICATOR 11

## Median Wages for Selected Occupations 1996 - 1998

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

### Santa Cruz County

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

### California

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

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

# Median Wages for Selected Occupations 1999 - 2001

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

## Santa Cruz County

Job Category	1999	2000	2001	% Change
Computer Software Engineers, Applications	45.61	44.69	46.06	3.1
Dental Hygienists	N/A	39.12	40.32	3.1
General and Operations Managers	25.76	32.57	33.46	2.7
Accountants and Auditors	20.57	25.18	25.87	2.7
Community and Social Service Occupations	12.56	15.30	15.77	3.1
Truck Drivers, Heavy and Tractor-Trailer	17.68	16.46	16.99	3.2
Arts, Design, Entertainment, Sports and Media Occ.	18.68	16.09	16.57	3.0
Supply/Mgrs of Landscaping, Lawn Service Services	12.65	13.36	13.80	3.3
Secretaries (Except Legal, Medical, and Executive)	12.52	11.97	12.38	3.4
Carpenters	21.97	23.02	23.81	3.4
General Office Clerks	10.39	10.84	11.22	3.5
File Clerks	7.72	9.35	9.67	3.4
Construction Laborers	8.98	11.44	11.82	3.3
Data Entry Keyers	10.13	11.07	11.45	3.4
Cashiers	7.57	8.02	8.15	1.6
Child Care Workers	7.98	6.98	7.15	2.4
Cooks, Restaurant	9.38	9.66	9.91	2.6

## California

Job Category	1999	2000	2001	% Change
Computer Software Engineers, Applications	34.30	37.44	38.58	3.0
Dental Hygienists	30.02*	32.75	33.75	3.1
General and Operations Managers	32.80	37.75	38.75	2.6
Accountants and Auditors	20.76*	22.94	23.57	2.7
Community and Social Service Occupations	16.32	16.78	17.29	3.0
Truck Drivers, Heavy and Tractor-Trailer	15.44	15.96	16.48	3.3
Arts, Design, Entertainment, Sports and Media Occ.	21.47	19.42	19.92	2.6
Supply /Mgrs. of Landscaping, Lawn Service Services	16.11	15.70	16.22	3.3
Secretaries (Except Legal, Medical, and Executive)	13.26	13.68	14.15	3.4
Carpenters	19.82	19.34	20.01	3.5
General Office Clerks	10.81	11.40	11.79	3.4
File Clerks	9.33*	9.99	10.34	3.5
Construction Laborers	13.02	14.10	14.61	3.6
Data Entry Keyers	10.59*	11.04	11.42	3.4
Cashiers	7.30*	7.73	7.86	1.7
Child Care Workers	7.89*	8.31	8.53	2.6
Cooks, Restaurant	8.22*	9.26	9.50	2.6

Source: California Employment Development Department, Labor Market Information Division, 2002.

\*Wage rates based on three years of data: 1997, 1998, 1999.