

Santa Cruz Workforce Area Industry Rankings

Industry	Overall	Employment Level (2018)		Historical Employment Annual Percent Change (2015-2018)		Projected Employment Numeric Change (2018-2020)		Projected Employment Annual Percent Change (2018-2020)		Average Annual Wage (2018)		Historical Wage Annual Percent Change (2015-2018)		Employment and Wage LQ ¹
		Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank	Estimate	Rank
Health care and social assistance	1	663	4	8.2%	1	36	3	2.7%	2	\$53,612	2	8.8%	1	5
Wholesale trade	2	1,831	2	3.1%	2	50	2	1.2%	4	\$71,396	1	-0.7%	10	1
Transportation and warehousing	3	1,689	3	1.7%	4	116	1	3.3%	1	\$40,404	6	0.3%	9	3
Other services, except public administration	4	221	6	3.0%	3	16	4	2.2%	3	\$26,728	10	0.7%	8	6
Finance and insurance	5	195	8	-1.5%	7	-2	6	-0.4%	7	\$43,420	3	6.1%	3	10
Manufacturing	6	490	5	0.0%	5	-20	10	-2.1%	9	\$42,848	5	5.1%	5	8
Real estate and rental and leasing	7	119	9	-0.6%	6	-6	7	-2.3%	11	\$39,468	7	6.5%	2	6
Information	8	73	10	-4.6%	10	1	5	0.5%	5	\$43,004	4	3.4%	6	12
Retail trade	9	2,049	1	-3.8%	9	-90	11	-2.3%	10	\$26,260	11	1.6%	7	3
Educational services	10	71	11	-2.2%	8	-6	7	-0.2%	6	\$29,380	9	6.0%	4	11
Construction	11	201	7	-5.3%	11	-6	7	-1.4%	8	\$38,844	8	-7.2%	11	9

NOTE: Industry sectors with an asterisk (*) were excluded from the rankings because of low wages

¹ Employment Location Quotient and Wage Location Quotient were combined into one variable.

Source: Office of Economic Opportunity