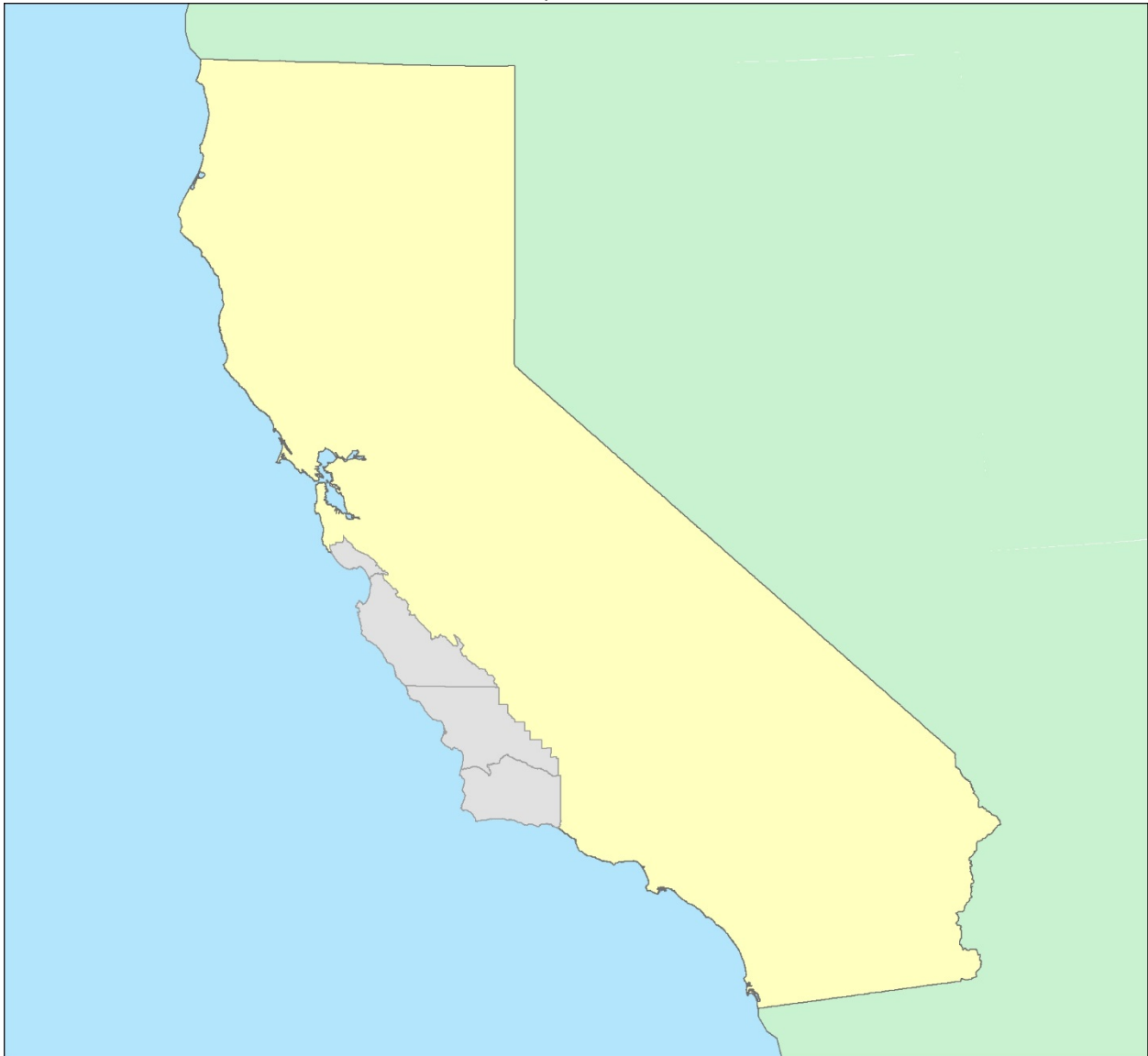


Regional Planning Unit Summary: Coastal

Employment Development Department, Labor Market Information Division
Revised September 1, 2016



Monterey, San Luis Obispo, Santa Barbara, and Santa Cruz Counties

Regional Planning Unit: Coastal

Local Workforce Development Areas: Monterey County, San Luis Obispo County, Santa Barbara County, and Santa Cruz County

Counties: Monterey, San Luis Obispo, Santa Barbara, and Santa Cruz

Labor Market Profile

	May 2016	May 2015	Change	Percent
Labor Market	740,400	740,600	-200	0.0%
Employed	704,400	698,100	6,300	0.9%
Unemployed	35,900	42,600	-6,700	-15.7%
Unemployment Rate	4.8%	5.8%	-0.9%	-

Source: Employment Development Department, Labor Market Information Division.

Data Note: Numbers may not add due to rounding.

Unemployment Insurance Claims

Unemployment Insurance Claims data is available by county [here](#).

Source: Employment Development Department, Unemployment Insurance Division.

Commute Patterns

Living and Employed in the Area	Inflow	Outflow
291,746	127,773	137,869

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014).

Regional Economic Growth

Major Industry Sector	May 2016 (preliminary)	May 2012	Change	Percent	Location Quotient
Total All Industries	647,500	583,700	63,800	10.9%	-
Total Farm	104,000	91,800	12,200	13.3%	5.7
Total Nonfarm	543,500	491,900	51,600	10.5%	0.9
Mining and Logging	1,300	1,500	-200	-13.3%	1.3
Construction	13,500	10,700	2,800	26.2%	0.5
Manufacturing	32,600	29,400	3,200	10.9%	0.7
Trade, Transportation and Utilities	93,600	86,700	6,900	8.0%	0.8
Information	8,000	7,600	400	5.3%	0.4
Financial Activities	18,300	18,100	200	1.1%	0.6
Professional and Business Services	58,700	54,700	4,000	7.3%	0.6
Educational and Health Services	78,700	70,100	8,600	12.3%	0.8
Leisure and Hospitality	85,300	72,200	13,100	18.1%	1.2
Other Services	22,100	18,800	3,300	17.6%	1.0
Government	120,800	113,900	6,900	6.1%	1.2

Source: Employment Development Department, Labor Market Information Division.

Data Note: Numbers may not add due to suppression. Location quotients (LQs) are ratios that allow a Regional Planning Unit (RPU)'s distribution of employment for an industry to be compared to California's distribution of employment for the same industry. Specifically, LQs are calculated by first dividing RPU industry employment by the all industry total of RPU employment. Second, California industry employment is divided by the all industry total for California. Finally, the RPU ratio (first calculation) is divided by the California ratio (second calculation). If an LQ is equal to 1, then the industry has the same share of RPU employment as it does in California. An LQ greater than 1 indicates an industry with a greater share of RPU employment than is the case statewide.

Demand Industry Sectors

Top Demand Industry Sub Sector	Total Projected Job Openings 2012-2022	Location Quotient
Restaurants and Other Eating Places	25,024	1.1
Support Activities for Crop Production	23,312	5.8
Elementary and Secondary Schools	11,781	1.0
Fruit and Tree Nut Farming	8,844	6.1
Colleges, Universities, and Professional Schools	7,664	1.4
Traveler Accommodation	7,624	2.2
Individual and Family Services	6,103	0.8
General Medical and Surgical Hospitals	5,961	0.8
Offices of Physicians	5,514	1.0
Grocery Stores	5,454	1.2

Source: Employment Development Department, Labor Market Information Division.

Data Note: Total projected job openings are the sum of new and replacement job openings.

Emergent Industry Sectors

Top Emergent Industry Sub Sector	Numeric Change 2012-2022	Percent Change	Location Quotient
Other General Merchandise Stores	2,260	97.0%	0.7
Management, Scientific, and Technical Consulting Services	2,460	64.4%	0.6
Building Finishing Contractors	1,520	54.7%	0.9
Residential Building Construction	1,750	48.5%	1.2
Computer Systems Design and Related Services	1,660	43.9%	0.6
Individual and Family Services	4,740	43.6%	0.8
Office Administrative Services	1,080	43.2%	0.9
Business Support Services	500	42.7%	0.6
Foundation, Structure, and Building Exterior Contractors	1,020	42.7%	0.8
Beverage Manufacturing	1,550	41.2%	2.3

Source: Employment Development Department, Labor Market Information Division.

Data Note: Emergent industry sectors are industries with the highest levels of growth as measured by percent change.

Top 25 Middle-Skill, Middle-Wage or Higher Occupations

Top 25 Middle-Skill, Middle-Wage or Higher Occupations	Total Projected Job Openings 2012-2022	HWOL Job Ads	Median Annual Wage 2016 1st Quarter
Registered Nurses	3,440	2,412	\$101,728
Teacher Assistants	1,832	295	\$31,615
Medical Assistants	1,533	393	\$34,886
Heavy and Tractor-Trailer Truck Drivers	1,469	1,141	\$44,728
Nursing Assistants	1,232	232	\$30,033
Licensed Practical and Licensed Vocational Nurses	774	413	\$53,477
Computer User Support Specialists	710	526	\$49,250
Preschool Teachers, Except Special Education	683	288	\$31,550
Dental Assistants	606	293	\$40,357
Firefighters	532	10	\$57,313
First-Line Supervisors of Production and Operating Workers	428	288	\$57,497
Medical Records and Health Information Technicians	364	143	\$39,664
Dental Hygienists	357	89	\$97,793
Web Developers	340	294	\$59,357
Massage Therapists	249	114	\$46,214
Library Technicians	246	17	\$40,469
Radiologic Technologists	229	84	\$73,923
Medical and Clinical Laboratory Technicians	216	54	\$50,216
Electrical and Electronics Engineering Technicians	216	75	\$59,824
Audio and Video Equipment Technicians	213	42	\$44,654
Psychiatric Technicians	209	52	\$61,067
Paralegals and Legal Assistants	189	71	\$50,066
Emergency Medical Technicians and Paramedics	184	58	\$47,331
Telecommunications Equipment Installers and Repairers, Except Line Installers	171	86	\$62,402
Veterinary Technologists and Technicians	170	51	\$38,101

Source: Employment Development Department, Labor Market Information Division; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending June 21, 2016.

Data Note: Middle-skill occupations typically require more than a high school diploma but less than a Bachelor's degree. Middle-wage occupations make at least 80 percent of the area's median annual wage (\$36,229).

Demographic Data

Age	Population	Percent Share of Total Population
Under 5 Years	89,653	6.4%
5 to 9 Years	87,266	6.2%
10 to 14 Years	86,268	6.2%
15 to 17 Years	53,357	3.8%
18 and 19 Years	58,679	4.2%
20 Years	32,522	2.3%
21 Years	32,096	2.3%
22 to 24 Years	72,626	5.2%
25 to 29 Years	94,385	6.8%
30 to 34 Years	91,553	6.6%
35 to 39 Years	82,501	5.9%
40 to 44 Years	85,250	6.1%
45 to 49 Years	86,836	6.2%
50 to 54 Years	92,637	6.6%
55 to 59 Years	90,165	6.5%
60 and 61 Years	34,107	2.4%
62 to 64 Years	44,936	3.2%
65 and 66 Years	27,302	2.0%
67 to 69 Years	30,776	2.2%
70 to 74 Years	40,672	2.9%
75 to 79 Years	30,743	2.2%
80 to 84 Years	24,647	1.8%
85 Years and Older	28,892	2.1%
Total	1,397,869	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Gender	Population
Male	707,193
Female	690,676
Total	1,397,869

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Median Household Income by County	Median Household Income
Monterey	\$58,582
San Luis Obispo	\$59,454
Santa Barbara	\$63,409
Santa Cruz	\$66,923

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Poverty Status	Population	Percentage
Income in the Past 12 Months Below Poverty Level	216,224	16.2%
Income in the Past 12 at or Above Poverty Level	1,119,527	83.8%
Total	1,335,751	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Race	Population	Percentage
Hispanic or Latino	574,939	100.0%
White Alone	400,259	69.6%
Black or African American Alone	3,065	0.5%
American Indian and Alaska Native Alone	6,996	1.2%
Asian Alone	2,636	0.5%
Native Hawaiian and Other Pacific Islander Alone	324	0.1%
Some Other Race Alone	141,238	24.6%
Two or More Races	20,421	3.6%
Non-Hispanic or Latino	822,930	100.0%
White Alone	686,863	83.5%
Black or African American Alone	25,482	3.1%
American Indian and Alaska Native Alone	5,192	0.6%
Asian Alone	67,490	8.2%
Native Hawaiian and Other Pacific Islander Alone	3,160	0.4%
Some Other Race Alone	1,735	0.2%
Two or More Races	33,008	4.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Native and Foreign Born	Population	Percentage
Native	1,092,098	78.1%
Foreign Born	305,771	21.9%
Total	1,397,869	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

English Learners	Population	Percentage
Speaks English Less Than "Very Well"	237,150	18.1%
Speaks English "Very Well"	256,533	19.6%
Speaks Only English	814,533	62.3%
Total	1,308,216	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Veteran Status	Population	Percentage
Male Veterans	73,210	93.1%
Female Veterans	5,459	6.9%
Total	78,669	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Disability Status	Population	Percentage
With Any Disability	130,320	9.6%
No Disability	1,233,406	90.4%
Total	1,363,726	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Labor Force Participation	Population	Percentage
Employed or in Armed Forces	634,833	56.9%
Unemployed	61,196	5.5%
Not in labor force	420,436	37.7%
Total	1,116,465	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Individuals with Barriers to Employment	Total
Ethnic Minorities	711,006
Households with Cash Public Assistance or Food Stamps	35,218
Population 18 and Over with Less Than a 9 th Grade Level Education	115,373
Single Parent Households	77,427
Speak English Less Than "Very Well"	237,150
Youth Ages 10 to 24	335,548

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Educational Attainment	Male	Percentage	Female	Percentage
Less than 9th grade	60,157	11.0%	55,216	10.3%
9th to 12th grade, no diploma	48,731	8.9%	36,170	6.7%
High school graduate (includes equivalency)	108,027	19.8%	100,657	18.8%
Some college, no degree	153,653	28.2%	153,158	28.6%
Associate's degree	36,999	6.8%	46,239	8.6%
Bachelor's degree	83,521	15.3%	93,219	17.4%
Graduate or professional degree	53,876	9.9%	51,702	9.6%
Total	544,964	100.0%	536,361	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Educational Attainment, 25 Years and Over	Hispanic or Latino	Percent of Hispanic or Latino, Total	White alone, not Hispanic or Latino	Percent of White alone, not Hispanic or Latino, Total
Less than high school diploma	143,963	47.8%	21,445	4.3%
High school graduate (includes equivalency)	64,720	21.5%	86,084	17.2%
Some college or associate's degree	66,821	22.2%	180,404	36.0%
Bachelor's degree or higher	25,479	8.5%	212,997	42.5%
Total	300,983	100.0%	500,930	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Educational Attainment by Race, 25 Years and Over	White Alone	Percent of White Alone, Total	Black or African American Alone	Percent of Black or African American Alone, Total	American Indian and Alaska Native Alone	Percent of American Indian and Alaska Native Alone, Total	Asian Alone	Percent of Asian Alone, Total	Native Hawaiian and Other Pacific Islander Alone	Percent of Native Hawaiian and Other Pacific Islander Alone, Total	Some Other Race Alone	Percent of Some Other Race Alone, Total	Two or More Races	Percent of Two or more races, Total
Less than high school diploma	123,220	17.3%	3,027	15.1%	2,105	28.0%	5,180	11.7%	233	9.2%	36.8%	38,059	3,458	15.0%
High school graduate (includes equivalency)	130,753	18.4%	5,470	27.3%	1,849	24.6%	7,188	16.2%	813	32.0%	26.2%	16,825	3,928	17.1%
Some college or associate's degree	226,661	31.8%	7,267	36.3%	2,579	34.3%	12,981	29.2%	1,050	41.3%	26.1%	15,872	9,158	39.8%
Bachelor's degree or higher	231,469	32.5%	4,244	21.2%	995	13.2%	19,094	43.0%	446	17.5%	10.9%	4,987	6,491	28.2%
Total	712,103	100.0%	20,008	100.0%	7,528	100.0%	44,443	100.0%	2,542	100.0%	100.0%	75,743	23,035	100.0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey, 5-Year Estimates.

Gross Domestic Product (GDP) by Metropolitan Statistical Area (MSA)

The Bureau of Economic Analysis (BEA) estimates GDP at the State and MSA level only. Where applicable, the tables below display MSA data as a substitute for county level data.

GDP by Salinas MSA (substitute for Monterey County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$20,897
Agriculture, Forestry, Fishing, and Hunting	\$3,601
Mining	\$140
Utilities	\$302
Construction	\$538
Manufacturing	\$712
Wholesale Trade	\$1,460
Retail Trade	\$1,280
Transportation and Warehousing	\$382
Information	\$366
Finance, Insurance, Real Estate, Rental, and Leasing	\$3,261
Professional and Business Services	\$1,288
Educational Services, Health Care, and Social Assistance	\$1,260
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$1,365
Other Services, Except Government	\$461
Government	\$4,480

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

GDP by San Luis Obispo-Paso Robles-Arroyo Grande MSA (substitute for San Luis Obispo County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$13,121
Agriculture, Forestry, Fishing, and Hunting	\$347
Mining	\$47
Utilities	\$1,142
Construction	\$731
Manufacturing	\$1,052
Wholesale Trade	\$462
Retail Trade	\$1,067
Transportation and Warehousing	\$169
Information	\$312
Finance, Insurance, Real Estate, Rental, and Leasing	\$2,770
Professional and Business Services	\$1,049
Educational Services, Health Care, and Social Assistance	\$970
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$679
Other Services, Except Government	\$361
Government	\$1,962

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

GDP by Santa Maria-Santa Barbara MSA (substitute for Santa Barbara County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$23,930
Agriculture, Forestry, Fishing, and Hunting	\$1,229
Mining	\$654
Utilities	\$102
Construction	\$787
Manufacturing	\$2,064
Wholesale Trade	\$1,013
Retail Trade	\$1,587
Transportation and Warehousing	\$301
Information	\$1,291
Finance, Insurance, Real Estate, Rental, and Leasing	\$4,574
Professional and Business Services	\$2,746
Educational Services, Health Care, and Social Assistance	\$1,908
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$1,205
Other Services, Except Government	\$592
Government	\$3,877

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

GDP by Santa Cruz-Watsonville MSA (substitute for Santa Cruz County)

Major Industry Sector	2014 Millions of Current Dollars
Total All Industries	\$11,245
Agriculture, Forestry, Fishing, and Hunting	(D)
Mining	(D)
Utilities	(D)
Construction	\$731
Manufacturing	\$1,048
Wholesale Trade	\$754
Retail Trade	\$873
Transportation and Warehousing	(D)
Information	\$203
Finance, Insurance, Real Estate, Rental, and Leasing	\$1,737
Professional and Business Services	\$1,317
Educational Services, Health Care, and Social Assistance	\$1,190
Arts, Entertainment, Recreation, Accommodation, and Food Services	\$524
Other Services, Except Government	\$384
Government	\$1,716

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Data Note: Industry detail is based on the 2007 North American Industry Classification System (NAICS). (D) Not shown in order to avoid the disclosure of confidential information; estimates are included in higher level totals. Per capita real GDP statistics for 2001-2014 reflect Census Bureau mid-year population estimates available as of March 2015. Last updated: September 23, 2015.

Skill Requirements for Top 25 Middle-Skill, Middle-Wage or Higher Occupations

Occupations	Skills																									
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Operation and Control	Operation Monitoring	Operations Analysis	Programming	Quality Control Analysis	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management	Troubleshooting	Writing
Registered Nurses	•	•		•	•		•					•					•				•	•	•	•		
Teacher Assistants		•		•	•		•		•			•					•				•	•	•	•		
Medical Assistants	•	•		•	•							•					•				•	•	•	•		•
Heavy and Tractor-Trailer Truck Drivers		•	•		•	•						•	•	•			•					•	•	•	•	
Nursing Assistants	•	•		•	•							•					•				•	•	•	•		•
Licensed Practical and Licensed Vocational Nurses		•		•	•			•				•					•				•	•	•	•		
Computer User Support Specialists	•	•		•	•		•					•					•				•	•	•	•		•
Preschool Teachers, Except Special Education		•		•	•				•			•					•				•	•	•	•		
Dental Assistants	•	•			•		•					•					•				•	•	•	•		•
Firefighters*		•		•	•			•				•		•			•				•	•	•	•		
First-Line Supervisors of Production and Operating Workers		•	•	•	•					•							•					•	•	•		•
Medical Records and Health Information Technicians		•	•		•			•	•			•					•						•	•		•
Dental Hygienists	•	•	•	•	•							•					•				•	•	•	•		•
Web Developers	•	•	•		•			•				•			•	•	•									•
Massage Therapists	•	•			•			•				•					•				•	•	•	•		•
Library Technicians	•	•		•	•		•					•					•				•	•	•	•		•
Radiologic Technologists	•	•		•	•							•					•				•	•	•	•		•
Medical and Clinical Laboratory Technicians	•	•	•	•	•				•			•					•			•			•	•		
Electrical and Electronics Engineering Technicians*		•	•		•						•	•					•	•					•	•		•
Audio and Video Equipment Technicians	•	•		•	•		•					•		•			•						•	•		•
Psychiatric Technicians	•	•		•	•				•			•					•				•	•	•	•		
Paralegals and Legal Assistants	•	•		•	•							•					•					•	•	•		•
Emergency Medical Technicians and Paramedics	•	•		•	•			•				•					•				•	•	•	•		
Telecommunications Equipment Installers and Repairers, Except Line Installers	•	•	•		•							•		•			•	•	•						•	
Veterinary Technologists and Technicians	•	•		•	•				•			•					•				•	•	•	•		

Source: U.S. Department of Labor's Occupational Information Network (O*NET) at www.onetonline.org.

* Skills listed for the occupation represent a specialty occupation.

Knowledge Requirements for Top 25 Middle-Skill, Middle-Wage or Higher Occupations

Occupations	Knowledge																												
	Administration and Management	Biology	Building and Construction	Chemistry	Clerical	Communications and Media	Computers and Electronics	Customer and Personal Service	Design	Economics and Accounting	Education and Training	Engineering and Technology	English Language	Geography	Law and Government	Mathematics	Mechanical	Medicine and Dentistry	Personnel and Human Resources	Philosophy and Theology	Physics	Production and Processing	Psychology	Public Safety and Security	Sales and Marketing	Sociology and Anthropology	Telecommunications	Therapy and Counseling	Transportation
Registered Nurses		•			•		•		•		•	•				•		•					•			•		•	
Teacher Assistants					•		•		•		•	•				•							•			•		•	
Medical Assistants	•				•		•		•		•	•						•					•	•				•	
Heavy and Tractor-Trailer Truck Drivers	•								•		•	•		•	•		•							•	•				•
Nursing Assistants					•		•		•		•	•						•	•				•	•				•	
Licensed Practical and Licensed Vocational Nurses				•	•				•		•	•				•		•		•			•					•	
Computer User Support Specialists	•				•	•	•	•			•	•	•			•											•		
Preschool Teachers, Except Special Education	•							•			•	•		•						•			•	•		•		•	
Dental Assistants				•	•		•	•			•	•						•				•	•		•				
Firefighters*	•		•	•				•			•	•			•		•			•			•						
First-Line Supervisors of Production and Operating Workers	•				•		•		•		•	•				•	•		•			•							
Medical Records and Health Information Technicians	•				•	•	•	•			•	•			•	•								•					
Dental Hygienists		•		•	•		•	•			•	•						•					•		•				
Web Developers	•				•	•	•	•	•		•	•				•							•		•				
Massage Therapists	•	•			•	•	•	•			•	•						•					•		•				•
Library Technicians	•				•	•	•	•		•	•	•			•	•							•		•				•
Radiologic Technologists		•			•	•	•	•			•	•				•	•				•		•						
Medical and Clinical Laboratory Technicians		•		•	•		•	•			•	•				•	•					•		•					
Electrical and Electronics Engineering Technicians*								•	•	•	•					•	•				•	•							
Audio and Video Equipment Technicians							•	•	•	•	•						•					•					•		
Psychiatric Technicians	•				•		•	•			•	•			•								•	•		•		•	
Paralegals and Legal Assistants	•				•	•	•	•			•	•			•	•							•		•				
Emergency Medical Technicians and Paramedics				•				•			•	•				•		•					•	•				•	•
Telecommunications Equipment Installers and Repairers, Except Line Installers					•		•	•			•	•				•	•						•		•			•	
Veterinary Technologists and Technicians	•	•			•		•	•			•	•				•		•						•					

Source: U.S. Department of Labor's Occupational Information Network (O*NET) at www.onetonline.org.

* Knowledge listed for the occupation represent a specialty occupation.