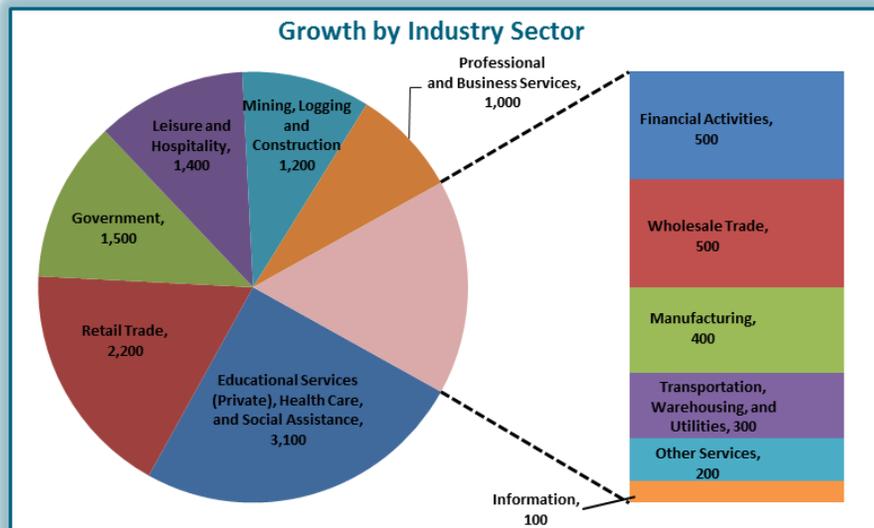


**Industry Employment**, which includes self-employment, unpaid family workers, private household workers, farm, and nonfarm employment in Santa Cruz County, is expected to reach 119,500 by 2022, an increase of 10.9 percent over the 10-year projection period. All 12 nonfarm industry sectors are projected to grow between 2012 and 2022.



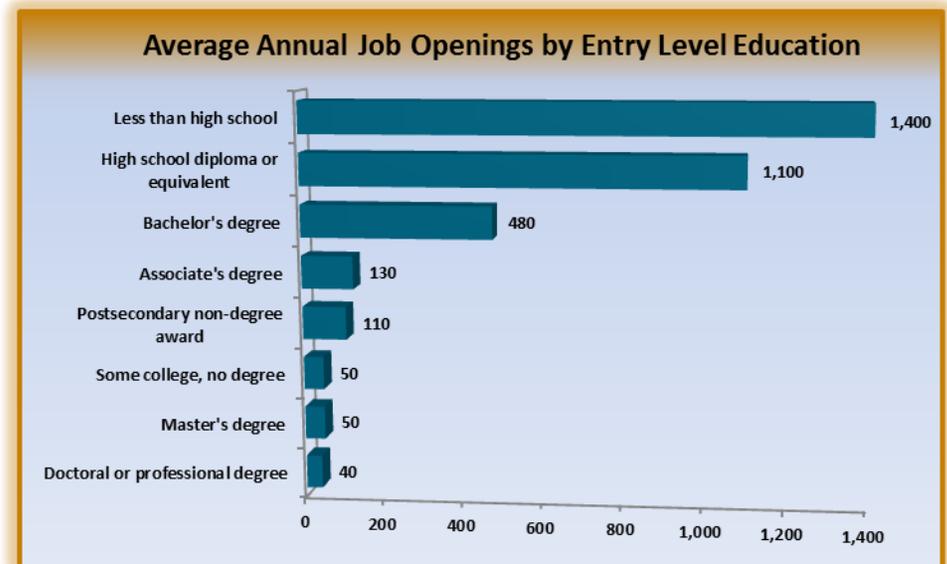
Total nonfarm employment is projected to grow by nearly 12,500 jobs by 2022. Sixty-six percent of all projected nonfarm job growth is concentrated in four industry sectors.

- Educational services (private), health care, and social assistance is projected to add the most jobs, adding 3,100 jobs.
- Retail trade is projected to add 2,200 jobs, with an annual growth rate of 1.9 percent.
- Government anticipates gains of 1,500 jobs, led by a growth of 900 jobs in state government.
- Leisure and hospitality is projected to add 1,400 jobs, growing 1.2 percent annually during the projection period.

**Occupational Employment** forecasts 14,230 new jobs from industry growth and 25,690 job openings from replacement needs for a combined total of 39,920 job openings.

The 50 occupations with the most job openings are forecasted to generate 21,390 total job openings, which is 54 percent of all job openings. The top three occupations with the most job openings are cashiers; retail salespersons; and farmworkers and laborers, crop, nursery, and greenhouse. These occupations have median wages ranging from approximately \$9 to \$11 per hour and require less than a high school education. Higher-skilled occupations, requiring a bachelor's degree, include general and operations managers; teachers (elementary and secondary); and accountants and auditors.

The 50 fastest growing occupations anticipate an annual growth rate of 1.7 percent or higher. Occupations range from home health aides that require less than a high school education and earn approximately \$12 per hour to pharmacists that require a doctoral or professional degree and pay median wages of more than \$69 per hour.



The following table, categorized by entry-level education, provides a summary of the fastest- and largest-growing occupations.

## 2012-2022 Comparison of Growing Occupations by Entry Level Education Santa Cruz County

Fastest Growing (New Jobs from Industry Growth)	Entry Level Education	Largest Growing (New Jobs and Replacement Needs)
Pharmacists (23.5% or 40 jobs) Clinical, Counseling, and School Psychologists (16.0% or 40 jobs)	<b>Doctoral or Professional Degree</b>	Clinical, Counseling, and School Psychologists (110 jobs) Pharmacists (70 jobs) Lawyers (40 jobs) Dentists, General (30 jobs)
Instructional Coordinators (33.3% or 40 jobs) Healthcare Social Workers (26.7% or 40 jobs) Education Administrators, Elementary and Secondary School (14.3% or 20 jobs) Mental Health Counselors (8.7% or 20 jobs)	<b>Master's Degree</b>	Mental Health Counselors (70 jobs) Healthcare Social Workers (60 jobs) Education Administrators, Elementary and Secondary School (60 jobs) Instructional Coordinators (50 jobs) Educational, Guidance, School, and Vocational Counselors (30 jobs)
Computer Systems Analysts (36.8% or 70 jobs) Market Research Analysts and Marketing Specialists (33.3% or 100 jobs) Management Analysts (30.4% or 140 jobs) Environmental Scientists and Specialists, Including Health (28.6% or 40 jobs) Medical and Health Services Managers (27.8% or 50 jobs)	<b>Bachelor's Degree</b>	General and Operations Managers (600 jobs) Elementary School Teachers, Except Special Education (430 jobs) Secondary School Teachers, Except Special and Career/Technical Education (290 jobs) Accountants and Auditors (250 jobs) Management Analysts (210 jobs)
Registered Nurses (24.3% or 350 jobs) Dental Hygienists (16.1% or 50 jobs) Preschool Teachers, Except Special Education (3.3% or 10 jobs)	<b>Associate's Degree</b>	Registered Nurses (630 jobs) Dental Hygienists (120 jobs) Preschool Teachers, Except Special Education (90 jobs)
Skincare Specialists (61.5% or 80 jobs) Massage Therapists (33.3% or 50 jobs) Hairdressers, Hairstylists, and Cosmetologists (31.3% or 100 jobs) Medical Assistants (18.9% or 100 jobs) Dental Assistants (10.0% or 30 jobs)	<b>Postsecondary Non-degree Award</b>	Medical Assistants (200 jobs) Hairdressers, Hairstylists, and Cosmetologists (170 jobs) Heavy and Tractor-Trailer Truck Drivers (130 jobs) Firefighters (120 jobs) Skincare Specialists (90 jobs)
Computer User Support Specialists (19.2% or 50 jobs) Teacher Assistants (17.7% or 170 jobs)	<b>Some College, No Degree</b>	Teacher Assistants (400 jobs) Computer User Support Specialists (90 jobs)
Machinists (38.5% or 50 jobs) Self-Enrichment Education Teachers (34.8% or 80 jobs) Pharmacy Technicians (32.0% or 80 jobs) Medical Secretaries (30.8% or 160 jobs) First-Line Supervisors of Construction Trades and Extraction Workers (29.2% or 70 jobs)	<b>High School Diploma or Equivalent</b>	Farmers, Ranchers, and Other Agricultural Managers (770 jobs) Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (520 jobs) Office Clerks, General (470 jobs) First-Line Supervisors of Retail Sales Workers (350 jobs) Social and Human Service Assistants (320 jobs)
Home Health Aides (42.4% or 280 jobs) Roofers (41.7% or 50 jobs) Construction Laborers (36.2% or 170 jobs) Food Servers, Nonrestaurant (32.3% or 100 jobs) Personal Care Aides (30.9% or 470 jobs)	<b>Less than High School</b>	Cashiers (1,710 jobs) Retail Salespersons (1,460 jobs) Farmworkers and Laborers, Crop, Nursery, and Greenhouse (1,190 jobs) Combined Food Preparation and Serving Workers, Including Fast Food (1,180 jobs) Waiters and Waitresses (1,110 jobs)

Excludes "All-Other" occupations and those with employment less than 120 in 2012.

Source: California Employment Development Department