

Santa Cruz, CA

Advanced industries employ

5,710

full-time workers. (2013)

These direct jobs supports an additional

4,570

indirect jobs in other industries in the region.

Advanced industries produce

\$1.6

billion dollars in output in the region.
(2013, 2005 Chained)

Advanced industries pay, on average

\$89,360

dollars per year (2013).

Advanced industries directly account for

5.7%

of all jobs in the region.

This employment share is

#156

among all small metros.

This accounts for

13.5%

of all output in the region (2013).

This compares to average pay of

\$46,760

for all industries (2013).

Advanced industry annual average growth, 2010-2013

JOBS

2.7%

0.8%

OUTPUT

3.8%

2.6%

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U.S.

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What are Advanced Industries?

The Metropolitan Policy Program at Brookings defines advanced industries as those that: 1) Spend at least \$450 per worker per year on R&D and 2) employ at least 20 percent of their workforce in STEM-intensive occupations. The definition identifies 50 4-digit NAICS industries across the manufacturing, energy, and services sectors that together constitute the advanced industries super-sector.

Why do Advanced Industries Matter?

Advanced industries encompass the nation's "tech" sector at its broadest and most consequential. They represent a sizable economic anchor for the U.S. economy and have led the post-recession employment recovery. Their competitiveness and growth are prerequisites for any future broadly shared prosperity. As such, the sector encompasses the country's best shot at supporting innovative, inclusive, and sustainable growth. Advanced industries are present in nearly every U.S. region, but the sector's geography is uneven.

For More Information

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DATA NOTES

All figures reflect Brookings analysis of data from Moody's Analytics.

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Twenty-Five Largest Advanced Industries (2013)

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2013)	Industry Location Quotient (LQ) † 2013	Industry Share of Total Advanced Industries Employment (2013)	Industry Employment Annual Growth 2010-2013	Industry Share of Total Advanced Industries Output (2013)	Industry Output Annual Growth 2010-2013
5416	Management Consulting	840	1.00	14.8%	-4.4%	9.8%	-5.5%
5417	R&D Services	580	1.29	10.1%	-0.2%	8.4%	3.5%
5413	Architecture & Engineering	570	0.60	10.0%	6.1%	5.7%	6.3%
3342	Communications Equipment	550	7.82	9.7%	3.4%	9.5%	7.7%
5415	Computer Systems Design	520	0.43	9.1%	4.4%	7.0%	5.5%
3254	Pharmaceuticals	490	2.51	8.6%	5.9%	20.0%	8.4%
3344	Semiconductors	290	1.09	5.0%	9.6%	4.7%	18.0%
3399	Misc. Manufacturing	200	1.05	3.6%	14.2%	2.1%	16.3%
3345	Precision Instruments	190	0.67	3.3%	-2.4%	2.9%	4.4%
3391	Medical Equipment & Supplies	170	0.78	3.0%	6.0%	2.4%	9.8%
3369	Misc. Transportation Equipment	130	5.92	2.3%	11.0%	1.3%	18.5%
3253	Pesticides & Fertilizers	110	4.29	2.0%	8.2%	2.5%	5.8%
5112	Software Products	110	0.54	2.0%	-9.9%	5.0%	-1.8%
3343	Audio & Video Equipment	110	8.04	1.9%	27.6%	1.5%	28.6%
3259	Misc. Chemicals	90	1.46	1.5%	14.7%	1.9%	16.2%
3346	Magnetic & Optical Media	80	5.60	1.3%	-1.7%	1.5%	3.7%
3364	Aircraft Products & Parts	70	0.19	1.2%	-15.7%	1.0%	-10.5%
2211	Power Generation & Supply	60	0.20	1.0%	-16.0%	1.8%	-16.3%
6215	Medical and Diagnostic Laboratories	60	0.32	1.0%	14.8%	0.3%	15.6%
3339	General Purpose Machinery	60	0.30	1.0%	-16.9%	0.5%	-15.4%
3251	Basic Chemicals	50	0.52	0.9%	15.9%	1.5%	24.1%
5152	Cable and Other Subscription Programming	50	1.02	0.9%	-11.5%	1.7%	-5.0%
3341	Computer Equipment	50	0.43	0.8%	-12.6%	1.3%	-6.7%
5179	Other telecommunications	40	0.60	0.6%	-29.3%	0.9%	-21.9%
3241	Petroleum & Coal Products	30	0.40	0.6%	-8.7%	1.7%	-25.4%
Advanced industries manufacturing		2,820	0.73	49.4%	3.1%	57.7%	5.9%
Advanced industries energy		60	0.14	1.1%	-15.3%	2.4%	-14.2%
Advanced industries services		2,830	0.64	49.5%	-0.8%	39.9%	-0.2%
ADVANCED INDUSTRIES TOTAL		5,710	0.66	100.0%	0.8%	100.0%	2.6%

† Location quotients are a measure of specialization for an industry using employment. A LQ of over 1 indicates that an industry employs more workers, as a share of total employment, than the nation as a whole.