

Santa Cruz, CA

Advanced industries employ

6,288

full-time workers. (2015)

These direct jobs supports an additional

5,030

indirect jobs in other industries in the region.

Advanced industries produce

\$1.8

billion dollars in output in the region.
(2015, 2009 Chained)

Advanced industries pay, on average

\$84,414

dollars per year (2015).

Advanced industries directly account for

5.8%

of all jobs in the region.

This employment share is

#148

among all small metros.

This accounts for

14.7%

of all output in the region (2015).

This compares to average pay of

\$46,055

for all industries (2015).

Advanced industry annual average growth, 2013-2015

OUTPUT

JOB

8.04%

RANK:
#17

2.70%

5.59%

RANK:
#31

2.46%

Santa Cruz, CA

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

VIEW THE FULL REPORT

www.brookings.edu/advancedindustries

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DATA NOTES

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

Santa Cruz, CA

Twenty-Five Largest Advanced Industries (2015)

There are 7 advanced industries in Santa Cruz, CA with LQs over 1.5. LQs over 1.5 indicate specialization †

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2015)	Industry Location Quotient (LQ) † 2015	Industry Share of Total Advanced Industries Employment (2015)	Industry Employment Annual Growth		Industry Share of Total Advanced Industries Output (2015)	Industry Output Annual Growth	
					2010- 2013	2013- 2015		2010- 2013	2013- 2015
5416	Management Consulting	820	0.88	13.1%	-5.9%	1.3%	8.6%	-8.9%	7.7%
5415	Computer Systems Design	720	0.52	11.5%	2.7%	20.9%	7.5%	5.2%	20.2%
3254	Pharmaceuticals	680	3.32	10.8%	8.0%	6.4%	21.2%	9.7%	7.3%
3342	Communications Equipment	650	10.07	10.4%	5.3%	2.7%	10.2%	10.5%	1.6%
5413	Engineering	540	0.53	8.6%	4.4%	-0.1%	4.7%	3.1%	3.4%
5417	R&D Services	540	1.11	8.5%	-1.8%	-1.4%	6.7%	0.0%	3.7%
3399	Misc. Manufacturing	320	1.56	5.1%	13.6%	24.4%	2.0%	10.8%	12.0%
3345	Precision Instruments	230	0.79	3.7%	2.3%	5.1%	3.6%	6.6%	11.3%
3344	Semiconductors	190	0.69	3.0%	14.9%	-3.8%	3.8%	20.9%	10.6%
3369	Misc. Transportation Equipment	160	6.62	2.6%	3.5%	25.8%	1.5%	13.7%	28.6%
3391	Medical Equipment & Supplies	160	0.69	2.5%	7.1%	-5.3%	2.7%	4.7%	23.0%
5112	Software Products	150	0.62	2.4%	-9.9%	14.2%	4.6%	-4.4%	6.8%
3343	Audio & Video Equipment	140	9.19	2.1%	-0.5%	4.8%	2.2%	84.6%	11.7%
3364	Aircraft Products & Parts	130	0.36	2.0%	-4.9%	22.0%	1.3%	-14.2%	24.5%
3346	Magnetic & Optical Media	90	7.10	1.4%	-2.2%	-1.1%	2.0%	8.1%	9.1%
3259	Misc. Chemicals	80	1.32	1.3%	7.5%	1.3%	2.2%	19.0%	11.1%
3339	General Purpose Machinery	70	0.36	1.1%	-9.7%	0.7%	0.6%	-17.1%	12.3%
3253	Pesticides & Fertilizers	60	2.34	1.0%	2.5%	6.9%	2.6%	6.0%	12.4%
6215	Medical and Diagnostic Laboratories	60	0.33	1.0%	15.2%	7.0%	0.3%	12.3%	5.4%
2211	Power Generation & Supply	60	0.21	1.0%	-6.9%	-13.4%	1.2%	-7.0%	-20.7%
3341	Computer Equipment	40	0.37	0.7%	-11.8%	-4.3%	2.9%	-6.3%	49.3%
5152	Cable and Other Subscription Programming	40	0.95	0.7%	-11.5%	-9.1%	1.4%	-3.8%	-9.5%
3241	Petroleum & Coal Products	30	0.37	0.5%	-6.6%	-7.4%	1.8%	-27.5%	3.7%
3251	Basic Chemicals	30	0.27	0.5%	2.5%	3.5%	1.4%	22.7%	6.0%
3351	Electrical Lighting Equipment	30	0.85	0.5%	-21.5%	41.4%	0.2%	-22.2%	50.5%
IFG	Advanced industries manufacturing	3,250	0.80	51.7%	3.2%	6.8%	62.9%	6.5%	9.7%
	Advanced industries energy	70	0.14	1.0%	-6.2%	-12.6%	1.6%	-6.5%	-19.3%
	Advanced industries services	2,970	0.61	47.2%	-2.2%	4.8%	35.6%	-2.7%	7.1%
ADVANCED INDUSTRIES TOTAL		6,290	0.67	100.0%	0.4%	5.6%	100.0%	2.4%	8.0%

† 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.