

Mission College (West Valley Mission CCD)



3000 Mission College Blvd.
Santa Clara, California 95054

All Reports



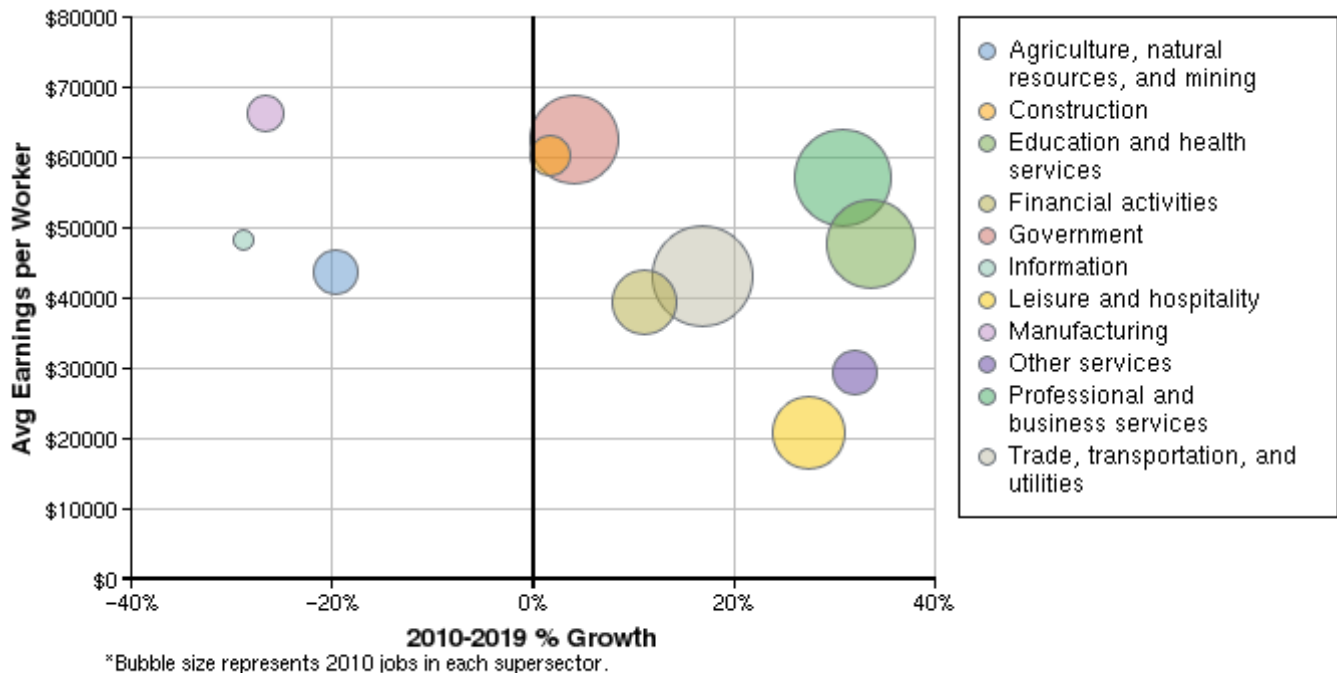
Region Info

Region: Santa Cruz County

County Areas: Santa Cruz, California (6087)

Industry Size and Growth

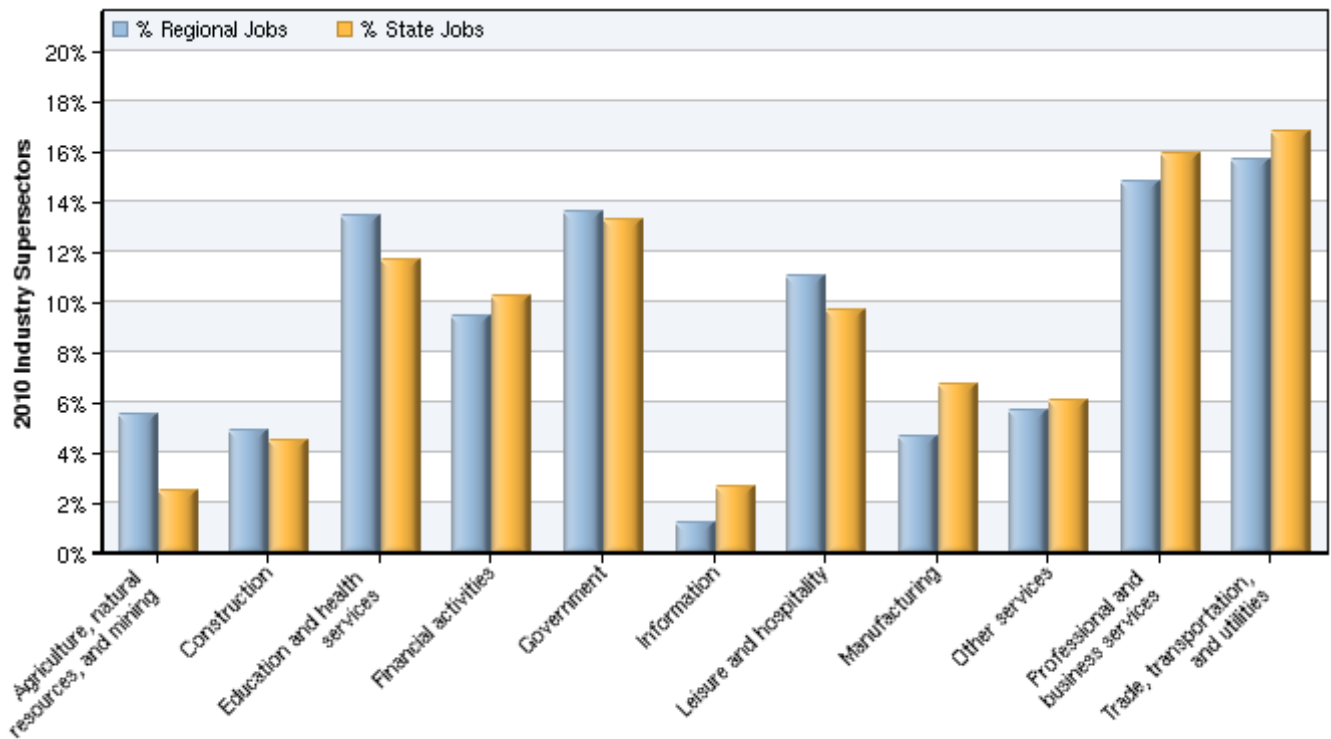
2010 - 2019 Size and Growth



Description	2010 Jobs	2019 Jobs	Growth	% Growth	2011 EPW
Agriculture, natural resources, and mining	7,575	6,081	-1,494	-20%	\$43,610
Construction	6,626	6,742	116	2%	\$60,386
Education and health services	18,343	24,522	6,179	34%	\$47,844
Financial activities	12,836	14,247	1,411	11%	\$39,334
Government	18,562	19,315	753	4%	\$62,650
Information	1,658	1,179	-479	-29%	\$48,363
Leisure and hospitality	15,039	19,177	4,138	28%	\$20,991
Manufacturing	6,323	4,634	-1,689	-27%	\$66,377
Other services	7,765	10,253	2,488	32%	\$29,321
Professional and business services	20,215	26,443	6,228	31%	\$57,170
Trade, transportation, and utilities	21,374	24,982	3,608	17%	\$43,222
Total	136,317	157,575	21,258	16%	\$46,882

Source: EMSI Complete Employment - 2011.2

2010 Industrial Makeup

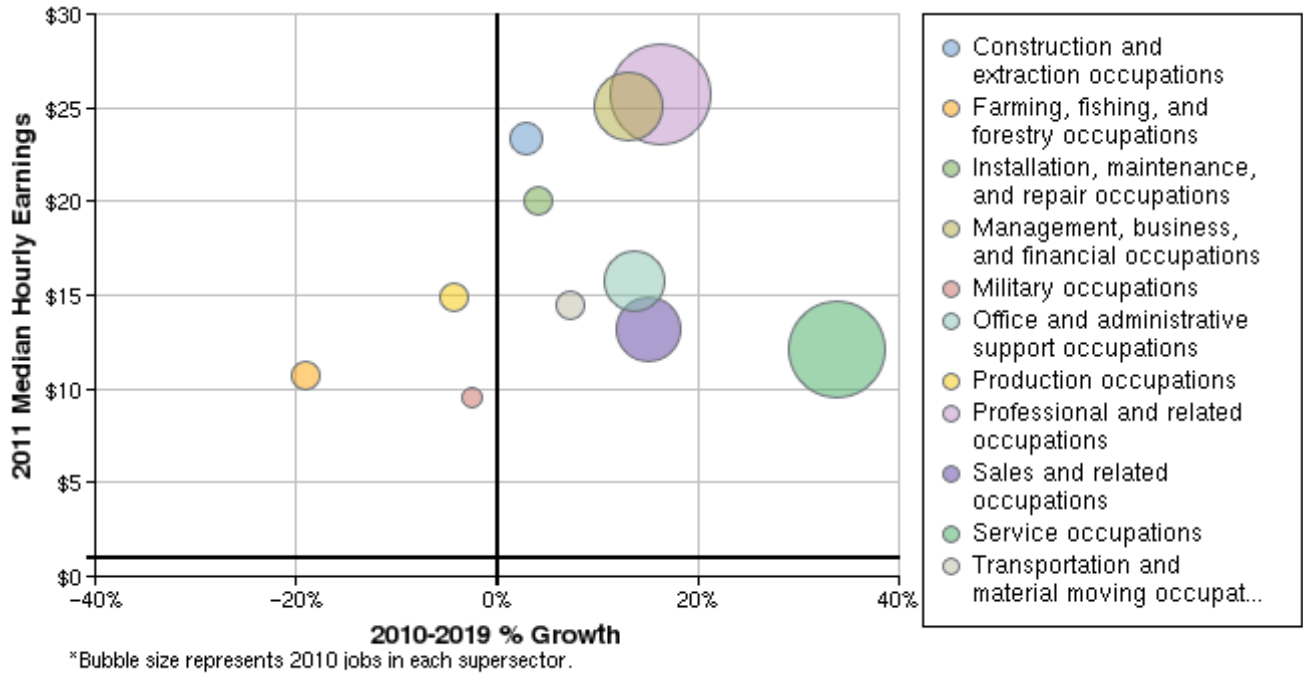


Description	2010 Regional Jobs	% Regional Jobs	2010 State Jobs	% State Jobs
Agriculture, natural resources, and mining	7,575	5.6%	488,062	2.5%
Construction	6,626	4.9%	880,911	4.5%
Education and health services	18,343	13.5%	2,290,583	11.7%
Financial activities	12,836	9.4%	2,011,022	10.2%
Government	18,562	13.6%	2,609,080	13.3%
Information	1,658	1.2%	512,903	2.6%
Leisure and hospitality	15,039	11.0%	1,904,111	9.7%
Manufacturing	6,323	4.6%	1,318,942	6.7%
Other services	7,765	5.7%	1,198,143	6.1%
Professional and business services	20,215	14.8%	3,126,241	15.9%
Trade, transportation, and utilities	21,374	15.7%	3,292,653	16.8%

Source: EMSI Complete Employment - 2011.2

Occupation Size and Growth

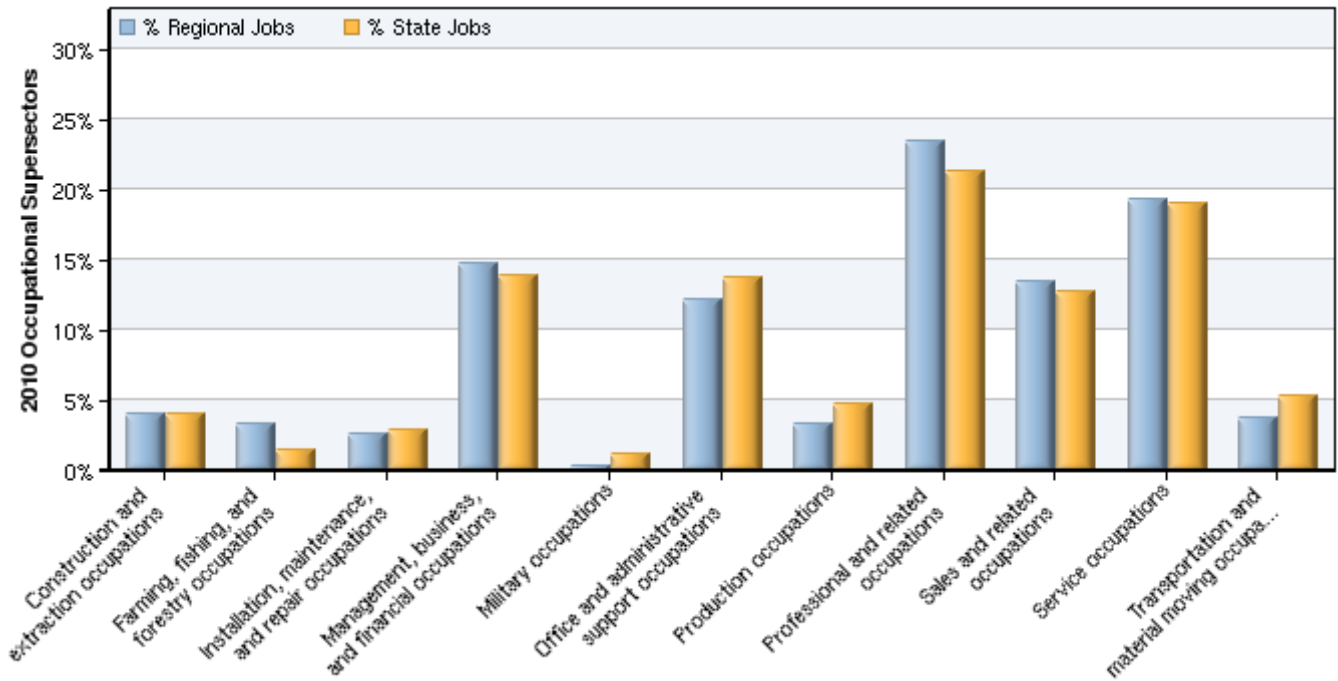
2010 - 2019 Size and Growth



Description	2010 Jobs	2019 Jobs	Growth	% Growth	2011 Median Hourly Earnings
Construction and extraction occupations	5,390	5,546	156	3%	\$23.40
Farming, fishing, and forestry occupations	4,573	3,700	-873	-19%	\$10.72
Installation, maintenance, and repair occupations	3,488	3,628	140	4%	\$20.09
Management, business, and financial occupations	20,012	22,619	2,607	13%	\$25.09
Military occupations	409	399	-10	-2%	\$9.55
Office and administrative support occupations	16,568	18,834	2,266	14%	\$15.79
Production occupations	4,389	4,203	-186	-4%	\$14.94
Professional and related occupations	31,851	37,002	5,151	16%	\$25.74
Sales and related occupations	18,382	21,153	2,771	15%	\$13.19
Service occupations	26,209	35,082	8,873	34%	\$12.13
Transportation and material moving occupations	5,047	5,411	364	7%	\$14.48
Total	136,317	157,575	21,258	16%	\$18.57

Source: EMSI Complete Employment - 2011.2

2010 Occupational Makeup

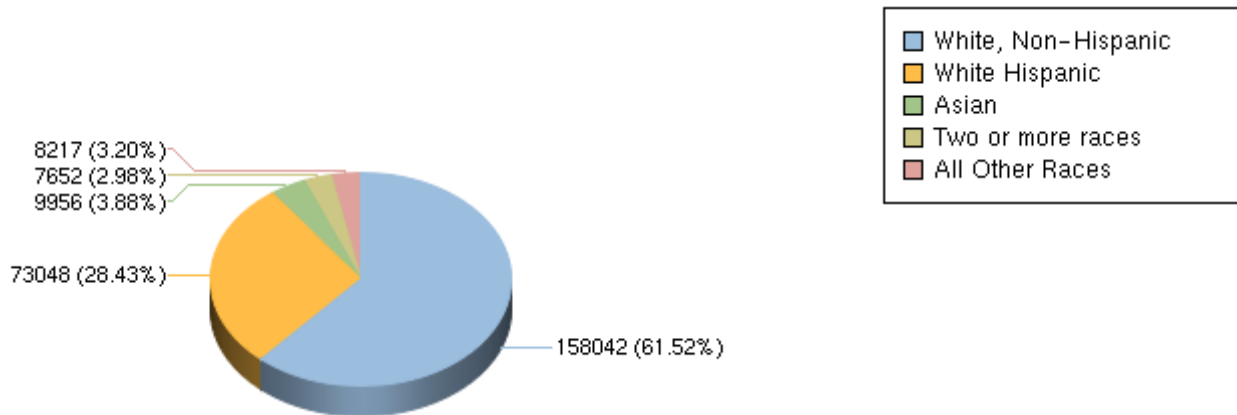


Description	2010 Regional Jobs	% Regional Jobs	2010 State Jobs	% State Jobs
Construction and extraction occupations	5,390	4.0%	773,053	3.9%
Farming, fishing, and forestry occupations	4,573	3.4%	282,983	1.4%
Installation, maintenance, and repair occupations	3,488	2.6%	569,395	2.9%
Management, business, and financial occupations	20,012	14.7%	2,726,574	13.9%
Military occupations	409	0.3%	221,963	1.1%
Office and administrative support occupations	16,568	12.2%	2,694,206	13.7%
Production occupations	4,389	3.2%	928,416	4.7%
Professional and related occupations	31,851	23.4%	4,169,709	21.2%
Sales and related occupations	18,382	13.5%	2,496,414	12.7%
Service occupations	26,209	19.2%	3,727,339	19.0%
Transportation and material moving occupations	5,047	3.7%	1,042,599	5.3%

Source: EMSI Complete Employment - 2011.2

Demographic Overview

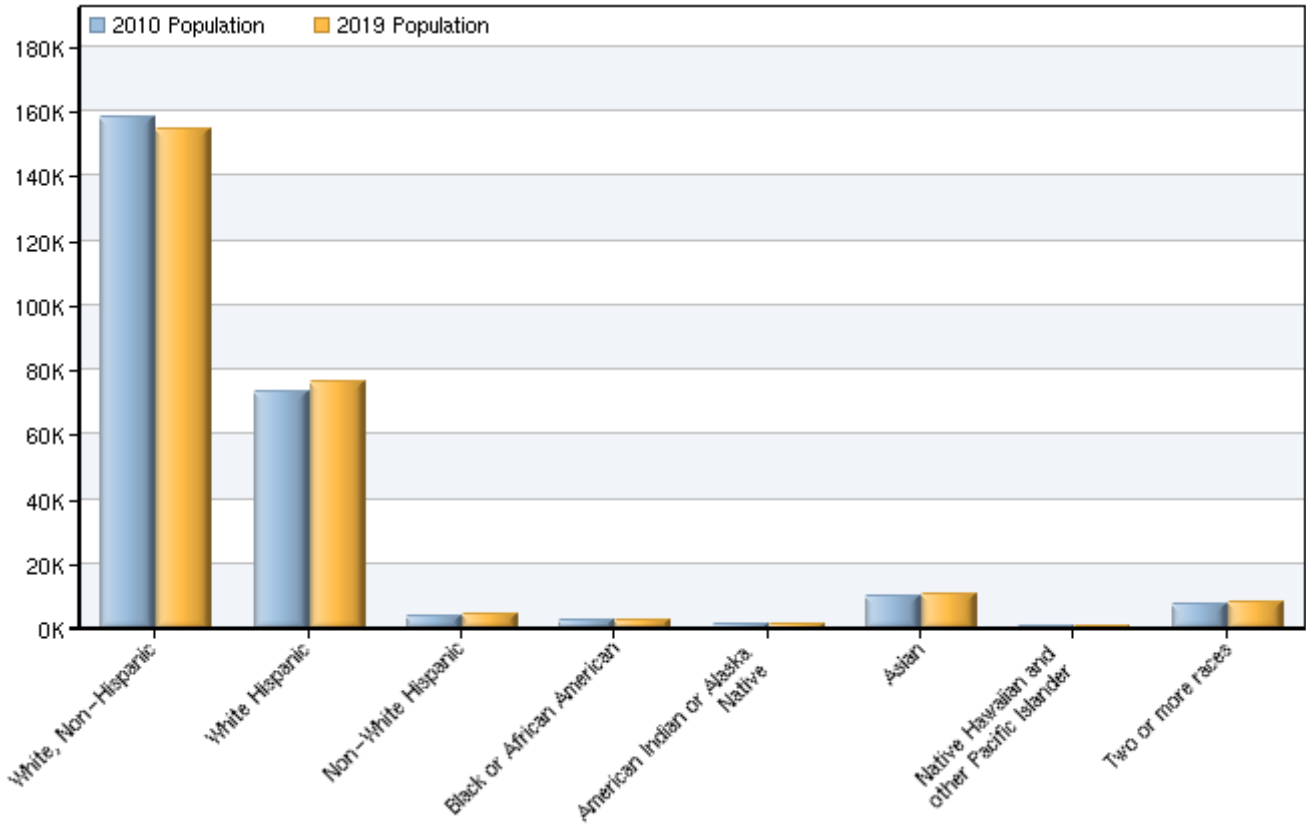
2010 Race/Ethnicity Breakdown



Ethnicity	2010 Population	% of Region
White, Non-Hispanic	158,042	61.52%
White Hispanic	73,048	28.43%
Non-White Hispanic	3,946	1.54%
Black or African American	2,472	0.96%
American Indian or Alaska Native	1,363	0.53%
Asian	9,956	3.88%
Native Hawaiian and other Pacific Islander	436	0.17%
Two or more races	7,652	2.98%

Source: EMSI Complete Employment - 2011.2

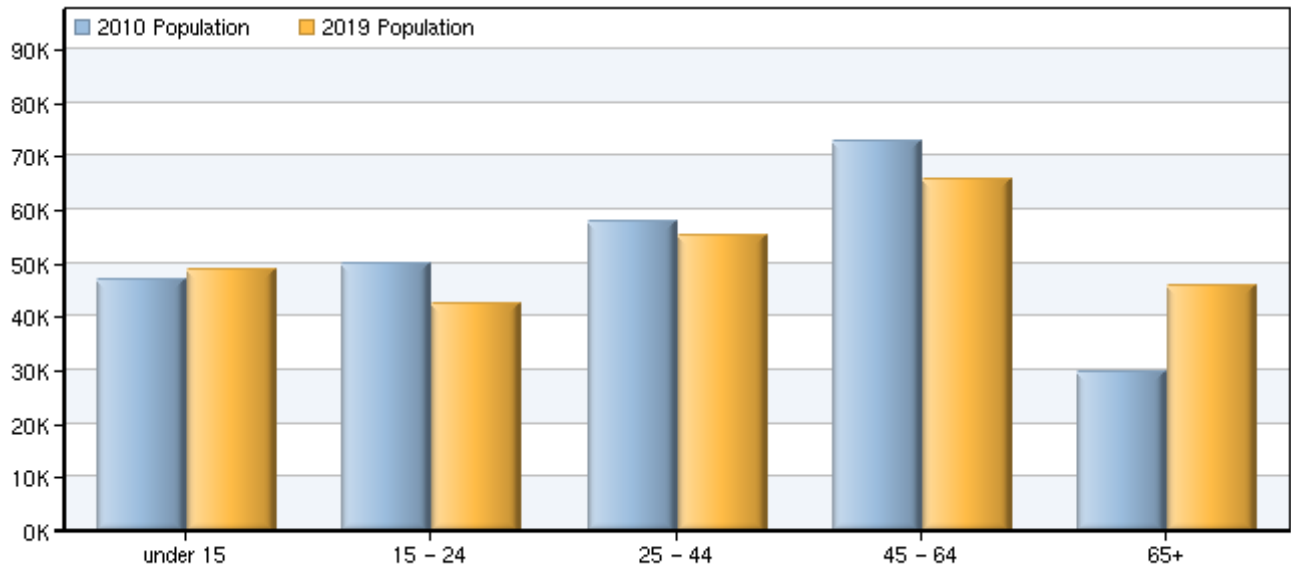
2010 - 2019 Race/Ethnicity Size and Growth



Race/Ethnicity	2010 Population	2019 Population	Change	% Change
White, Non-Hispanic	158,042	154,532	-3,510	-2%
White Hispanic	73,048	76,183	3,135	4%
Non-White Hispanic	3,946	4,152	206	5%
Black or African American	2,472	2,560	88	4%
American Indian or Alaska Native	1,363	1,392	29	2%
Asian	9,956	10,454	498	5%
Native Hawaiian and other Pacific Islander	436	475	39	9%
Two or more races	7,652	8,237	585	8%
Total	256,914	257,984	1,070	0%

Source: EMSI Complete Employment - 2011.2

2010 - 2019 Age Size and Growth



Age	2010 Population	2019 Population	Change	% Change
under 15	46,943	48,770	1,827	4%
15 - 24	49,993	42,548	-7,445	-15%
25 - 44	57,710	55,214	-2,496	-4%
45 - 64	72,813	65,716	-7,097	-10%
65+	29,454	45,736	16,282	55%
Total	256,914	257,984	1,070	0%

Source: EMSI Complete Employment - 2011.2

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include US Census Bureau annual estimates, birth and mortality rates from the US Health Department, and projected regional job growth.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department.