

# Economic Overview

## Sand City & Seaside



JOBS **e Q**

January 16, 2019

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# Demographic Profile

The population in the Sand City & Seaside was 34,421 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 16,541 with a participation rate of 65.1%. Of individuals 25 to 64 in the Sand City & Seaside, 22.4% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the Sand City & Seaside is \$53,311 and the median house value is \$366,600.

## Summary<sup>1</sup>

	Percent			Value		
	Sand City & Seaside	California	USA	Sand City & Seaside	California	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	34,421	38,654,206	318,558,162
Male	48.8%	49.7%	49.2%	16,789	19,200,970	156,765,322
Female	51.2%	50.3%	50.8%	17,632	19,453,236	161,792,840
Median Age <sup>2</sup>	—	—	—	31.3	36.0	37.7
Under 18 Years	26.1%	23.6%	23.1%	8,968	9,140,283	73,612,438
18 to 24 Years	12.7%	10.2%	9.8%	4,365	3,959,511	31,296,577
25 to 34 Years	17.2%	14.7%	13.6%	5,925	5,701,167	43,397,907
35 to 44 Years	13.4%	13.3%	12.7%	4,599	5,159,031	40,548,400
45 to 54 Years	12.3%	13.5%	13.6%	4,225	5,215,194	43,460,466
55 to 64 Years	9.0%	11.6%	12.6%	3,104	4,502,038	40,061,742
65 to 74 Years	5.0%	7.3%	8.3%	1,731	2,822,406	26,355,308
75 Years, and Over	4.4%	5.6%	6.2%	1,504	2,154,576	19,825,324
Race: White	53.6%	61.3%	73.3%	18,451	23,680,584	233,657,078
Race: Black or African American	7.9%	5.9%	12.6%	2,715	2,261,835	40,241,818
Race: American Indian and Alaska Native	0.8%	0.7%	0.8%	264	285,512	2,597,817
Race: Asian	9.1%	13.9%	5.2%	3,145	5,354,608	16,614,625
Race: Native Hawaiian and Other Pacific Islander	2.8%	0.4%	0.2%	964	150,908	560,021
Race: Some Other Race	18.1%	13.3%	4.8%	6,240	5,133,600	15,133,856
Race: Two or More Races	7.7%	4.6%	3.1%	2,642	1,787,159	9,752,947
Hispanic or Latino (of any race)	44.2%	38.6%	17.3%	15,201	14,903,982	55,199,107
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	65.1%	63.3%	63.3%	16,541	19,260,868	159,807,099
Armed Forces Labor Force	3.5%	0.4%	0.4%	916	130,452	1,011,641
Veterans, Age 18-64	4.6%	3.5%	5.1%	982	858,263	10,165,671
Veterans Labor Force Participation Rate and Size, Age 18-64	75.4%	74.6%	75.4%	740	640,128	7,664,089
Median Household Income <sup>2</sup>	—	—	—	\$53,311	\$63,783	\$55,322
Per Capita Income	—	—	—	\$21,665	\$31,458	\$29,829
Poverty Level (of all people)	16.1%	15.8%	15.1%	5,332	6,004,257	46,932,225
Households Receiving Food Stamps	9.1%	9.4%	13.0%	931	1,205,984	15,360,951
Mean Commute Time (minutes)	—	—	—	20.1	28.4	26.1
Commute via Public Transportation	5.4%	5.2%	5.1%	857	894,813	7,476,312
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	23.5%	17.2%	11.6%	4,198	3,530,335	19,478,050
High School Graduate	22.7%	20.3%	26.1%	4,044	4,170,491	43,788,541
Some College, No Degree	21.6%	22.0%	21.5%	3,855	4,532,783	36,025,193

## Summary<sup>1</sup>

	Percent			Value		
	Sand City & Seaside	California	USA	Sand City & Seaside	California	USA
Associate's Degree	9.8%	8.0%	8.9%	1,755	1,636,710	14,962,488
Bachelor's Degree	16.4%	20.9%	20.2%	2,931	4,304,717	33,845,524
Postgraduate Degree	6.0%	11.7%	11.6%	1,070	2,402,394	19,368,719
<b>Housing</b>						
Total Housing Units	—	—	—	11,005	13,911,737	134,054,899
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$366,600	\$409,300	\$184,700
Homeowner Vacancy	0.5%	1.3%	1.8%	18	89,797	1,395,797
Rental Vacancy	6.3%	3.8%	6.2%	434	232,391	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	61.8%	45.9%	36.4%	6,350	5,878,380	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.0%	7.6%	9.0%	618	974,500	10,562,847
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	1.5%	1.6%	1.4%	510	620,023	4,433,703
Disconnected Youth <sup>4</sup>	0.0%	2.3%	2.8%	0	48,002	485,589
Children in Single Parent Families (% of all children)	33.9%	33.7%	34.7%	2,873	2,942,866	24,318,038
With a Disability, Age 18-64	8.4%	8.2%	10.3%	1,784	1,977,309	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	46.4%	40.4%	41.0%	827	799,244	8,278,834
Foreign Born	29.3%	27.0%	13.2%	10,098	10,437,630	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	25.2%	18.6%	8.5%	7,906	6,730,055	25,440,956
<b>Union Membership</b>						
Total <sup>3</sup>	18.1%	15.4%	10.7%	—	—	—
Private Sector <sup>3</sup>	9.1%	8.2%	6.4%	—	—	—
Manufacturing <sup>3</sup>	9.5%	5.7%	8.7%	—	—	—
Public Sector <sup>3</sup>	45.4%	58.2%	35.1%	—	—	—

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

1. American Community Survey 2012-2016, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

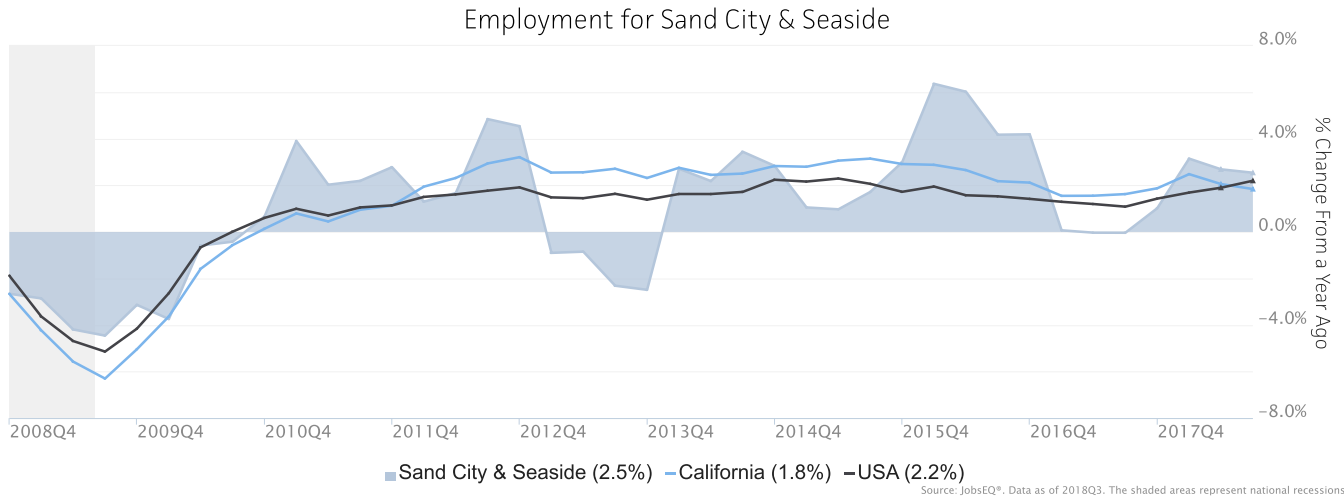
3. 2017; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

5. Census 2017, annual average growth rate since 2007

# Employment Trends

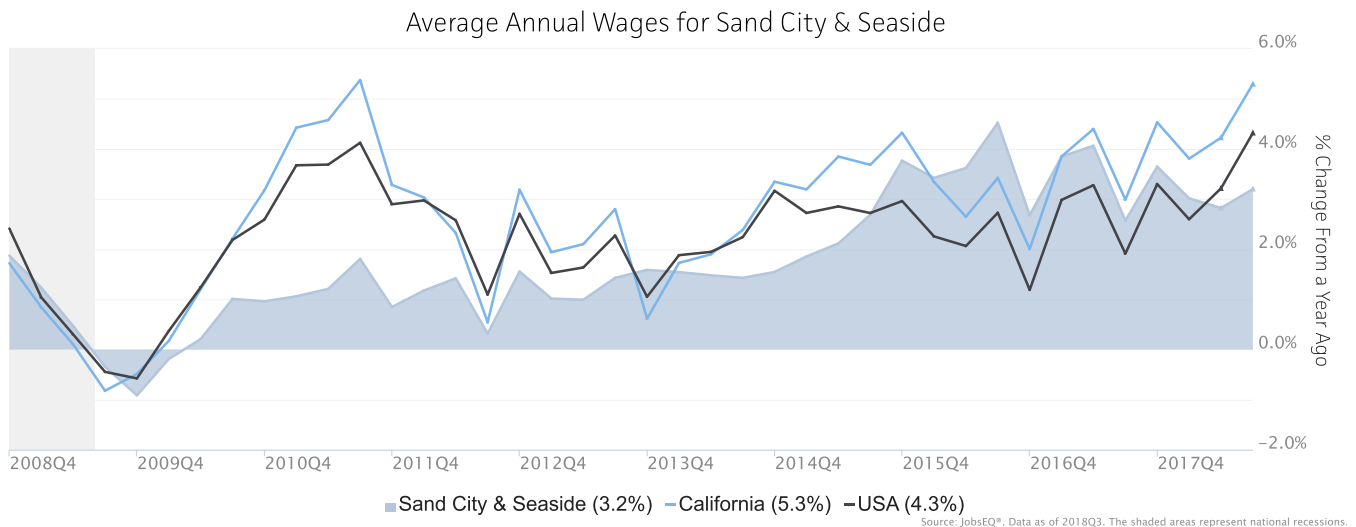
As of 2018Q3, total employment for the Sand City & Seaside was 10,120 (based on a four-quarter moving average). Over the year ending 2018Q3, employment increased 2.5% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3.

# Wage Trends

The average worker in the Sand City & Seaside earned annual wages of \$49,049 as of 2018Q3. Average annual wages per worker increased 3.2% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$55,994 in the nation as of 2018Q3.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 27.6% higher in Sand City & Seaside than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index	
		(Base US)	US Purchasing Power
Sand City & Seaside	\$49,049	127.6	\$38,434
California	\$67,014	143.4	\$46,723
USA	\$55,994	100.0	\$55,994

Source: [JobsEQ®](#)

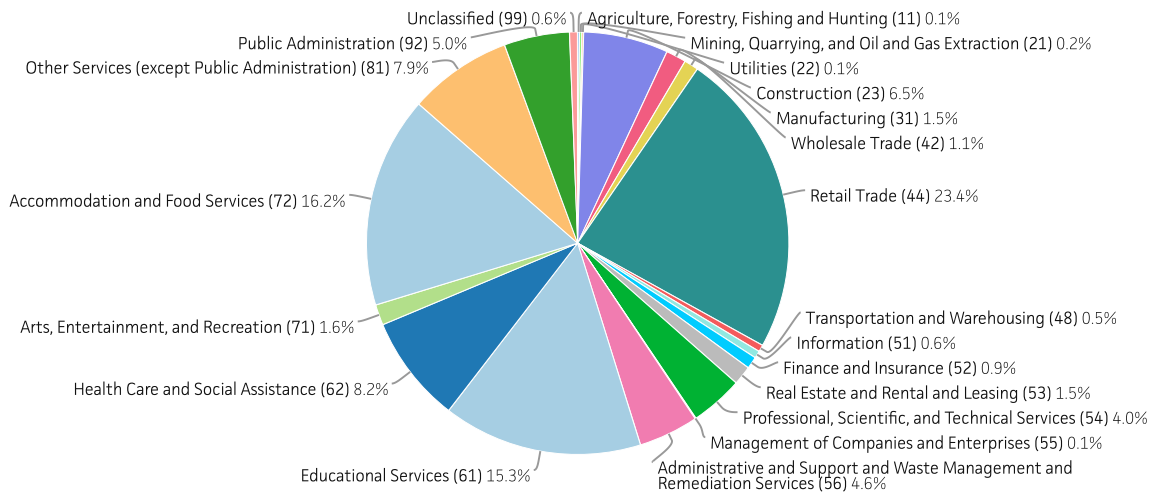
Data as of 2018Q3

Cost of Living per C2ER, data as of 2018q3, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Sand City & Seaside is Retail Trade, employing 2,372 workers. The next-largest sectors in the region are Accommodation and Food Services (1,636 workers) and Educational Services (1,544). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Retail Trade (LQ = 2.21), Educational Services (1.86), and Other Services (except Public Administration) (1.82).

Total Workers for Sand City & Seaside by Industry



Source: JobsEQ®, Data as of 2018Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3.

Sectors in the Sand City & Seaside with the highest average wages per worker are Agriculture, Forestry, Fishing and Hunting (\$552,936), Utilities (\$111,670), and Mining, Quarrying, and Oil and Gas Extraction (\$111,644). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+389 jobs), Educational Services (+328), and Construction (+132).

Over the next 1 year, employment in the Sand City & Seaside is projected to expand by 102 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Retail Trade (+18 jobs), Health Care and Social Assistance (+18), and Accommodation and Food Services (+16).

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q3			Total Change	Avg Ann % Chg in Empl	Separations (Approximate)			---Growth---	
		Empl	Avg Ann Wages	LQ	Empl	Region	Total New Demand	Exits	Transfers	Empl	Avg Ann Rate
11	Agriculture, Forestry, Fishing and Hunting	15	\$552,936	0.11	-23	-17.2%	2	1	1	0	0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	19	\$111,644	0.45	16	40.8%	2	1	1	0	1.2%
22	Utilities	12	\$111,670	0.23	-12	-13.3%	1	0	1	0	1.1%
23	Construction	658	\$56,859	1.15	132	4.6%	73	23	42	8	1.3%
31	Manufacturing	155	\$52,657	0.19	9	1.3%	16	6	10	0	0.1%
42	Wholesale Trade	112	\$71,937	0.29	-54	-7.5%	12	4	7	0	0.3%
44	Retail Trade	2,372	\$34,739	2.21	83	0.7%	335	140	177	18	0.8%
48	Transportation and Warehousing	54	\$51,464	0.12	-59	-13.8%	6	2	3	1	1.2%
51	Information	57	\$56,599	0.28	1	0.4%	5	2	3	0	-0.7%
52	Finance and Insurance	93	\$90,377	0.23	-10	-2.1%	9	3	5	1	0.7%
53	Real Estate and Rental and Leasing	149	\$55,737	0.86	33	5.1%	17	7	8	2	1.1%
54	Professional, Scientific, and Technical Services	409	\$72,100	0.61	-44	-2.0%	41	13	22	6	1.5%
55	Management of Companies and Enterprises	5	\$72,799	0.04	3	20.4%	1	0	0	0	0.8%
56	Administrative and Support and Waste Management and Remediation Services	465	\$38,020	0.71	81	3.9%	60	23	31	6	1.3%
61	Educational Services	1,544	\$54,626	1.86	328	4.9%	152	69	74	9	0.6%
62	Health Care and Social Assistance	834	\$57,260	0.58	126	3.3%	97	39	40	18	2.2%
71	Arts, Entertainment, and Recreation	160	\$38,027	0.79	1	0.1%	24	10	12	2	1.1%
72	Accommodation and Food Services	1,636	\$28,067	1.79	389	5.6%	282	118	148	16	1.0%
81	Other Services (except Public Administration)	803	\$36,416	1.82	-7	-0.2%	102	42	50	10	1.3%
92	Public Administration	507	\$77,507	1.07	22	0.9%	49	20	27	2	0.4%
99	Unclassified	62	\$35,277	3.51	53	46.0%	8	3	4	1	0.9%
	<b>Total - All Industries</b>	<b>10,120</b>	<b>\$49,049</b>	<b>1.00</b>	<b>1,068</b>	<b>2.3%</b>	<b>1,210</b>	<b>475</b>	<b>633</b>	<b>102</b>	<b>1.0%</b>

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3. Forecast employment growth uses national projections adapted for regional growth patterns.



# Occupation Snapshot

The largest major occupation group in the Sand City & Seaside is Sales and Related Occupations, employing 1,625 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (1,423 workers) and Education, Training, and Library Occupations (1,246). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Education, Training, and Library Occupations (LQ = 2.20), Food Preparation and Serving Related Occupations (1.64), and Sales and Related Occupations (1.58).

Occupation groups in the Sand City & Seaside with the highest average wages per worker are Healthcare Practitioners and Technical Occupations (\$110,800), Management Occupations (\$110,700), and Architecture and Engineering Occupations (\$94,100). The unemployment rate in the region varied among the major groups from 1.6% among Legal Occupations to 6.9% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Sand City & Seaside is expected to be Healthcare Support Occupations with a +2.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+16 jobs) and Sales and Related Occupations (+11). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (251 jobs) and Sales and Related Occupations (239).

Occupation Snapshot in Sand City & Seaside, 2018q3

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q3			----2018q3----			Total Change	Avg Ann % Chg in Empl	Total New Demand	--Separations--		---Growth---	
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Rate	Unempl				Online Job Ads <sup>2</sup>	Empl	Region	Exits
11-0000	Management	540	\$110,700	0.89	14	1.7%	44	45	1.8%	52	15	30	7	1.3%
13-0000	Business and Financial Operations	378	\$76,900	0.73	19	3.4%	16	25	1.4%	41	12	24	5	1.3%
15-0000	Computer and Mathematical	195	\$93,700	0.66	7	3.0%	108	37	4.2%	17	4	10	3	1.8%
17-0000	Architecture and Engineering	70	\$94,100	0.41	4	2.1%	0	-13	-3.4%	6	2	3	1	1.2%
19-0000	Life, Physical, and Social Science	82	\$88,200	0.99	2	2.9%	3	-15	-3.3%	8	2	5	1	1.0%
21-0000	Community and Social Service	132	\$53,900	0.82	3	3.1%	20	11	1.8%	17	6	9	2	1.6%
23-0000	Legal	39	\$93,000	0.48	1	1.6%	2	2	0.8%	3	1	1	0	1.1%
25-0000	Education, Training, and Library	1,246	\$71,500	2.20	48	5.4%	131	217	3.9%	119	56	53	9	0.8%
27-0000	Arts, Design, Entertainment, Sports, and Media	142	\$59,200	0.79	4	2.7%	12	2	0.3%	16	6	8	2	1.1%
29-0000	Healthcare Practitioners and Technical	318	\$110,800	0.55	12	2.0%	19	65	4.6%	24	9	9	7	2.1%
31-0000	Healthcare Support	124	\$40,500	0.44	15	3.7%	2	31	5.9%	18	7	8	3	2.6%
33-0000	Protective Service	126	\$58,000	0.58	8	2.7%	7	13	2.2%	15	7	7	1	0.7%
35-0000	Food Preparation and Serving Related	1,423	\$29,300	1.64	188	6.8%	55	369	6.2%	267	113	138	16	1.1%
37-0000	Building and Grounds Cleaning and Maintenance	485	\$35,300	1.36	47	4.8%	13	-1	-0.1%	67	30	32	5	1.0%
39-0000	Personal Care and Service	303	\$30,600	0.76	42	5.1%	18	-59	-3.5%	51	24	22	5	1.5%

### Occupation Snapshot in Sand City & Seaside, 2018q3

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q3			----2018q3----			Total Change	Avg Ann % Chg in Empl	Total New Demand	--Separations--		---Growth---	
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Rate	Online Job Ads <sup>2</sup>				Empl	Region	Exits	Transfer
41-0000	Sales and Related	1,625	\$39,800	1.58	80	4.5%	116	72	0.9%	250	107	132	11	0.7%
43-0000	Office and Administrative Support	1,200	\$41,500	0.80	101	4.6%	70	104	1.8%	146	64	75	7	0.5%
45-0000	Farming, Fishing, and Forestry	15	\$27,800	0.22	40	6.9%	0	-19	-15.5%	2	1	2	0	0.6%
47-0000	Construction and Extraction	518	\$57,200	1.11	36	4.2%	5	112	5.0%	61	19	35	7	1.3%
49-0000	Installation, Maintenance, and Repair	502	\$50,500	1.30	24	2.6%	16	35	1.5%	55	18	31	5	1.1%
51-0000	Production	221	\$39,500	0.36	36	4.6%	9	30	2.9%	27	10	16	1	0.3%
53-0000	Transportation and Material Moving	436	\$36,800	0.63	61	5.3%	28	7	0.3%	59	22	33	4	0.9%
<b>Total - All Occupations</b>		<b>10,120</b>	<b>\$49,600</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>694</b>	<b>1,068</b>	<b>2.3%</b>	<b>1,322</b>	<b>535</b>	<b>686</b>	<b>102</b>	<b>1.0%</b>

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

Data as of 2018Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

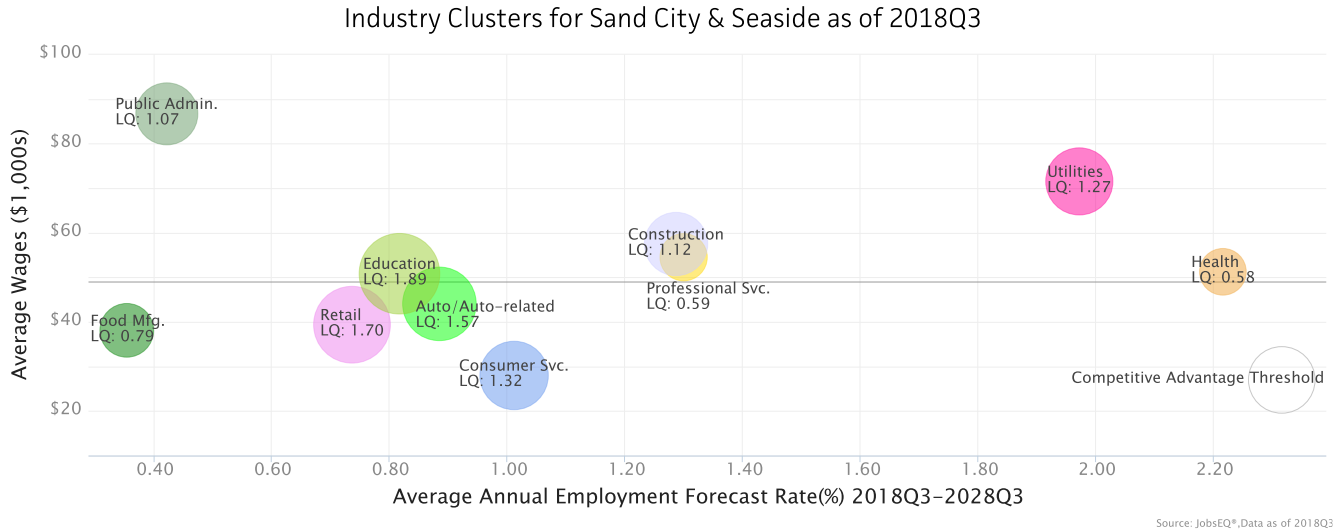
1. Occupation wages are as of 2017 and should be taken as the average for all Covered Employment

2. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2018Q1, imputed where necessary with preliminary estimates updated to 2018Q3. Wages by occupation are as of 2017 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Sand City & Seaside with the highest relative concentration is Education with a location quotient of 1.89. This cluster employs 1,934 workers in the region with an average wage of \$50,830. Employment in the Education cluster is projected to expand in the region about 0.8% per year over the next ten years.

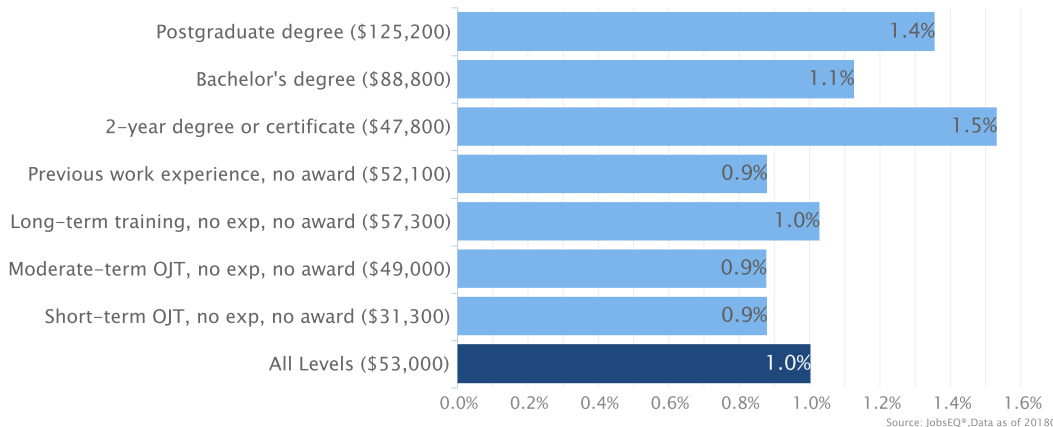


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q1 with preliminary estimates updated to 2018Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Sand City & Seaside is projected to grow 1.0% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.4% per year, those requiring a bachelor's degree are forecast to grow 1.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.5% per year.

Annual Average Projected Job Growth by Training Required for Sand City & Seaside



Employment by occupation data are estimates as of 2018Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Region Definition

Sand City & Seaside is defined as the following zip code tabulation areas: ZCTA 93955

# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.