

**Socioeconomic Research & Monitoring  
Monterey Bay National Marine Sanctuary**

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Study Area Profile  
1990 to 2010

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April 15, 2013

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U.S. Department of Commerce



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Any errors are the responsibility of the authors.

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## **Introduction**

This report is a product of the West Coast Region Socioeconomic Plan 2013 – 2014. “Study Area Profiles” were given a top priority for all Office of National Marine Sanctuary West Coast Region sites.

Study area profiles provide the basis of analyses to establish the dependencies of local communities/economies on sanctuary resource uses and for assessing how people can adapt to or mitigate policy/management changes that are estimated to impact their levels of use. Profiles include a county or collection of counties where the majority of economic impacts (e.g. sales/output, income and employment) and social impacts take place that are associated with use of sanctuary resources. A standard profile includes information on population, population density, demographics of the study area population (e.g. sex, race/ethnicity, age), poverty rate, unemployment rate, income by place of work/industry, employment by industry, income by place of residence, and per capita income. All of these measurements are available from existing sources and can be easily updated.

The geographic scope i.e. collection of counties that define a study area for a sanctuary is an evolving process. An intimal assessment is done based on past studies of sanctuary resource use and where the economic and social (socioeconomic) impacts were known to take place. In many cases, such as in Monterey Bay National Marine Sanctuary (MBNMS), very little is known. Therefore the “Study Area” for MBNMS is a starting point and will be revised as additional research is conducted and more details become known about the extent of where socioeconomic impacts takes place from all the different uses of resources within the sanctuary. Figure 1 shows a map with all the counties highlighted that currently define the “Study Area” for MBNMS.

## **Population and Key Measurements on Economic Status of the Study Area**

Population is a major driver of any study area. When assessing the conditions of sanctuary resources in ONMS Condition Reports, population is a key driver behind the pressures placed on sanctuary resources, but many in the population are also beneficiaries of the ecosystem services generated from sanctuary resources. Here we present information on the total population by county, population density by county, population growth for the study area and projected population growth for the study area. For some key measures of the economic status of the study area, we also present per capita income, poverty rates, and unemployment rates as key indicators in this section. We compare the study area to the U.S. and California (CA) for status and trends in selected measures (Table 1).





Figure 1. Counties included in the Monterey Bay National Marine Sanctuary Study Area

**Population.** The “Study Area” population covers 12 California counties with a population of almost 7.7 million in 2010, which is approximately 21% of California’s total population. The three most populous counties in the study area include Santa Clara with 1.78 million, Alameda with 1.51 million and Contra Costa 1.05 million (Table 1). Greater detail by county can be found in Appendix Table A.2.

**Population Growth.** For both the 1970 to 1980 and 1980 to 1990 periods, the Study Area’s population grew faster than the U.S., but slower than CA. From 1990 to 2000 and from 2000 to 2010, the Study Area’s population grew slower than both the U.S. and CA (Table 2).

**Projected Population Growth.** The Study Area’s population is projected to grow at slightly higher rates than the 2000 to 2010 period for the period from 2010 to 2040 according to Woods and Poole (2011) (Table 2).

**Population Density.** Population density is an indicator of the extent of pressures that the Study Area’s population might have on sanctuary resources. Population density varies widely across the Study Area counties ranging from a high of 17,169 people per square mile in San Francisco County to a low of 40 people per square mile in San Benito County (Table 1 and Figure 2).

Table 1. Selected Socioeconomic Measures for Description of the Study Area

| County                  | 2010<br>Population | Population<br>Change (%)<br>2000-2010 | 2010<br>Population<br>Density <sup>1</sup> | 2010<br>Per Capita<br>Income (\$) | 2010<br>Persons Below<br>Poverty (%) | 2010<br>Unemployment<br>Rate (%) |
|-------------------------|--------------------|---------------------------------------|--|-----------------------------------|--------------------------------------|----------------------------------|
| Alameda                 | 1,510,271          | 4.61                                  | 2,044                                      | 47,603                            | 10.95                                | 11.3                             |
| Contra Costa            | 1,049,025          | 10.56                                 | 1,465                                      | 54,817                            | 8.69                                 | 11.1                             |
| Marin                   | 252,409            | 2.07                                  | 485  | 82,498                            | 6.65                                 | 8.0                              |
| Monterey                | 415,057            | 3.31                                  | 127  | 40,055                            | 13.08                                | 12.7                             |
| Napa                    | 136,484            | 9.82                                  | 182  | 48,765                            | 9.49                                 | 9.7                              |
| San Benito              | 55,269             | 3.82                                  | 40   | 33,904                            | 11.44                                | 17.2                             |
| San Francisco           | 805,235            | 3.67                                  | 17,169                                     | 69,351                            | 11.5                                 | 9.6                              |
| San Luis Obispo         | 269,637            | 9.31                                  | 82   | 38,636                            | 11.94                                | 9.9                              |
| San Mateo               | 718,451            | 1.60                                  | 1,602                                      | 66,629                            | 6.78                                 | 8.8                              |
| Santa Clara             | 1,781,642          | 5.89                                  | 1,381                                      | 57,433                            | 8.54                                 | 11.0                             |
| Santa Cruz              | 262,382            | 2.65                                  | 589  | 46,586                            | 11.98                                | 12.6                             |
| Solano                  | 413,344            | 4.77                                  | 503  | 36,929                            | 9.96                                 | 12.0                             |
| <b>Study Area Total</b> | <b>7,669,206</b>   | <b>5.31</b>                           | <b>558</b>                                 | <b>54,671</b>                     | <b>9.72</b>                          | <b>10.8</b>                      |
| <b>California</b>       | <b>37,253,956</b>  | <b>9.99</b>                           | <b>239</b>                                 | <b>41,893</b>                     | <b>13.21</b>                         | <b>12.4</b>                      |
| <b>U.S.</b>             | <b>308,745,538</b> | <b>9.71</b>                           | <b>87</b>                                  | <b>39,791</b>                     | <b>13.25</b>                         | <b>9.6</b>                       |

1. Number of people per square mile.

Sources: U.S. Department of Commerce, Bureau of the Census and the Bureau of Economic Analysis,  
Regional Economic Information System

Table 2. Population Growth and Projected Growth

| Measurement/Time Period                       | US    | California | Study Area |
|---|-------|------------|------------|
| <b>Population Growth (%)</b>                  |       |            |            |
| 1970 to 1980                                  | 11.59 | 18.59      | 12.56      |
| 1980 to 1990                                  | 9.81  | 25.74      | 16.89      |
| 1990 to 2000                                  | 13.09 | 13.82      | 12.48      |
| 2000 to 2010                                  | 9.53  | 9.99       | 5.31       |
| <b>Population Projections (%)<sup>1</sup></b> |       |            |            |
| 2010 to 2020                                  | --    | --         | 6.49       |
| 2020 to 2030                                  | --    | --         | 6.14       |
| 2030 to 2040                                  | --    | --         | 5.66       |

1. Woods and Poole would not authorize NOAA to report US and California projections.

Sources: U.S. Department of Commerce, Bureau of the Census and Woods and Poole.

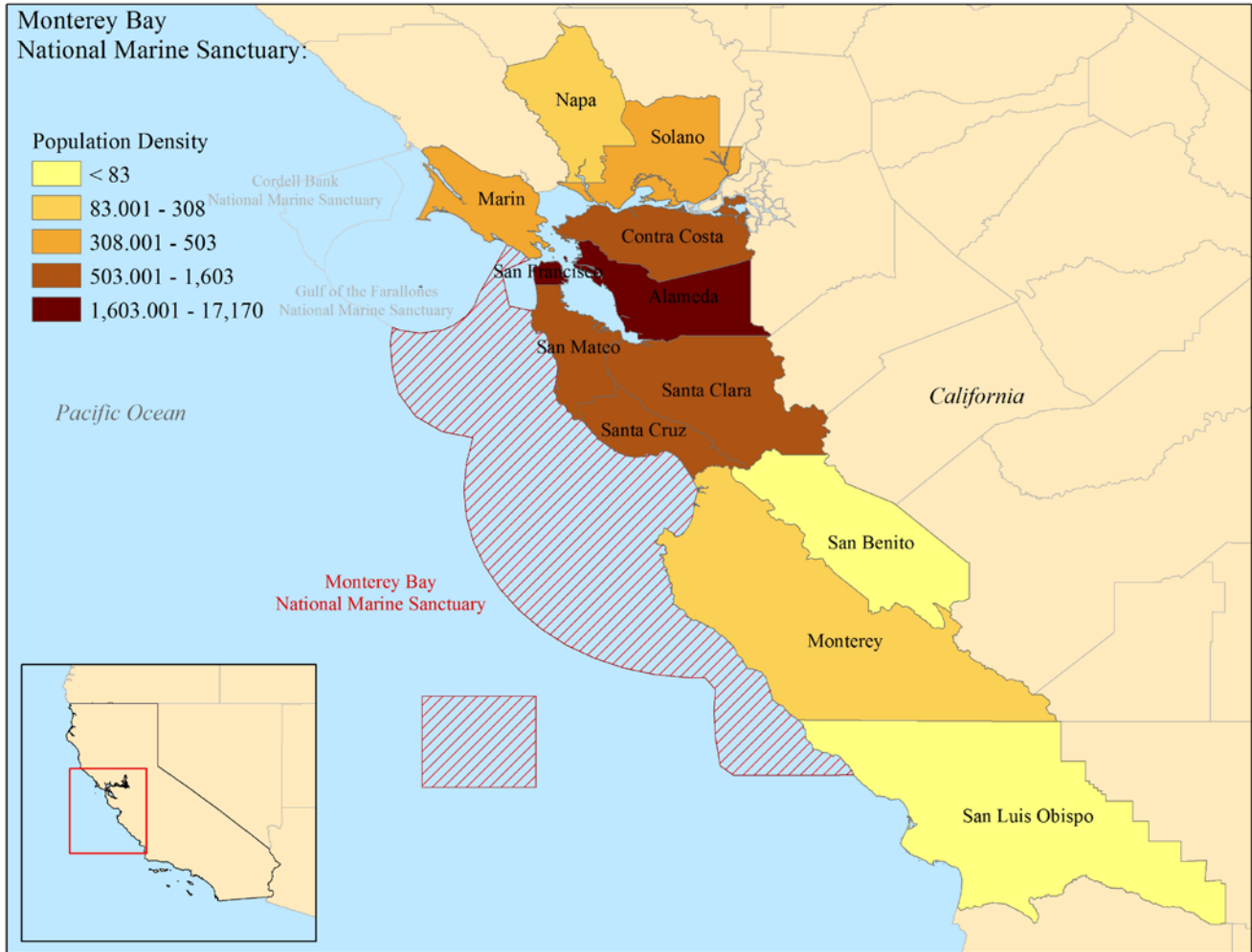


Figure 2. Population Density of the Monterey Bay National Marine Sanctuary Study Area 2010

**Per Capita Income.** Per capita income is an indicator of the health of the economic status of a community. In 2010, per capita income in the Study Area was \$54,671 and ranged from a low of \$33,904 in San Benito County to a high of \$82,498 in Marin County. In 2010, per capita income in the Study Area exceeded that of both the U.S. and CA (Table 1). Real per capita income grew faster in the Study Area relative to the U.S. and CA for the period 1990-2000, but declined in both periods from 2000 to 2010, while it increased in both the U.S. and CA for the 2000-2005 period and increased slightly in the U.S. for the 2005-2010 period and declined in CA slightly slower than the Study Area (Table 3 and Figure 3). Greater detail by county can be found in Appendix Table A.2.

Table 3. Unemployment Rates and Per Capita Personal Income

| Measurement/Year                  | US       | California | Study Area |
|-----------------------------------|----------|------------|------------|
| <b>Unemployment Rate (%)</b>      |          |            |            |
| 1990                              | 5.6      | 5.8        | 4.3        |
| 2000                              | 4.0      | 4.9        | 3.7        |
| 2005                              | 5.1      | 5.4        | 5.2        |
| 2010                              | 9.6      | 12.4       | 10.8       |
| <b>Per Capita Income</b>          |          |            |            |
| 1990                              | \$19,354 | \$21,380   | \$25,168   |
| 2000                              | \$30,319 | \$33,404   | \$47,524   |
| 2005                              | \$35,452 | \$38,731   | \$50,911   |
| 2010                              | \$39,791 | \$41,893   | \$54,671   |
| <b>Per Capita Income (2013\$)</b> |          |            |            |
| 1990                              | \$34,100 | \$37,669   | \$44,343   |
| 2000                              | \$40,545 | \$44,671   | \$63,552   |
| 2005                              | \$41,802 | \$45,668   | \$60,030   |
| 2010                              | \$42,022 | \$44,241   | \$57,736   |

Sources: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System and U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index

Real per capita income grew faster in the Study Area relative to the U.S. and CA for the period 1990-2000, but declined in both periods from 2000 to 2010, while it increased in both the U.S. and CA for the 2000-2005 period and increased slightly in the U.S. for the 2005-2010 period and declined in CA slightly slower than the Study Area.

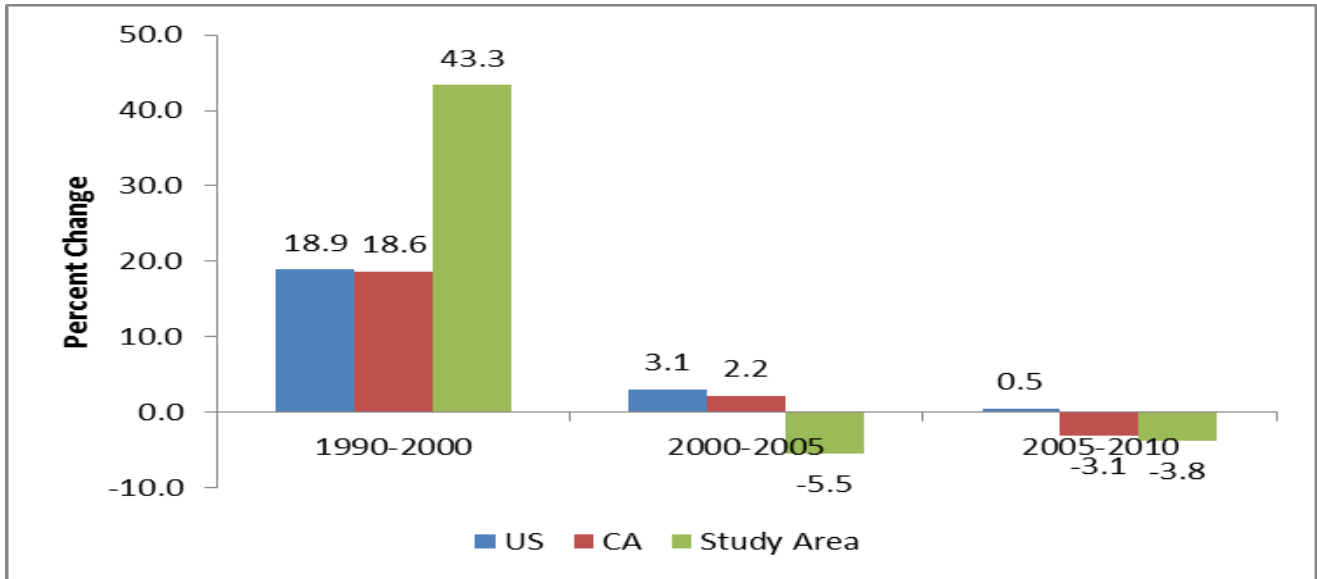


Figure 3. Changes in Real Per Capita Income in the Study Area versus the U.S. and CA

**Unemployment Rates.** Another indicator of the economic health of the Study Area is the unemployment rate. In 2010, the unemployment rate was 10.8% in the Study Area and ranged from a low of 8.0% in Marin County to a high of 17.2% in San Benito County. In 2010, the Study Area's unemployment rate was higher than the U.S., but lower than that for CA (Table 1). Unemployment rates were lower in the Study Area than in the U.S. and CA for the time periods 1990 to 2000, but were higher than the U.S. and lower than in CA in 2005 and 2010 (Table 3 and Figure 4).. Greater detail by county can be found in Appendix Table A.4.

Unemployment rates were lower in the Study Area than in the U.S. and CA for the time periods 1990 to 2000, but were higher than the U.S. and lower than in CA in 2005 and 2010.

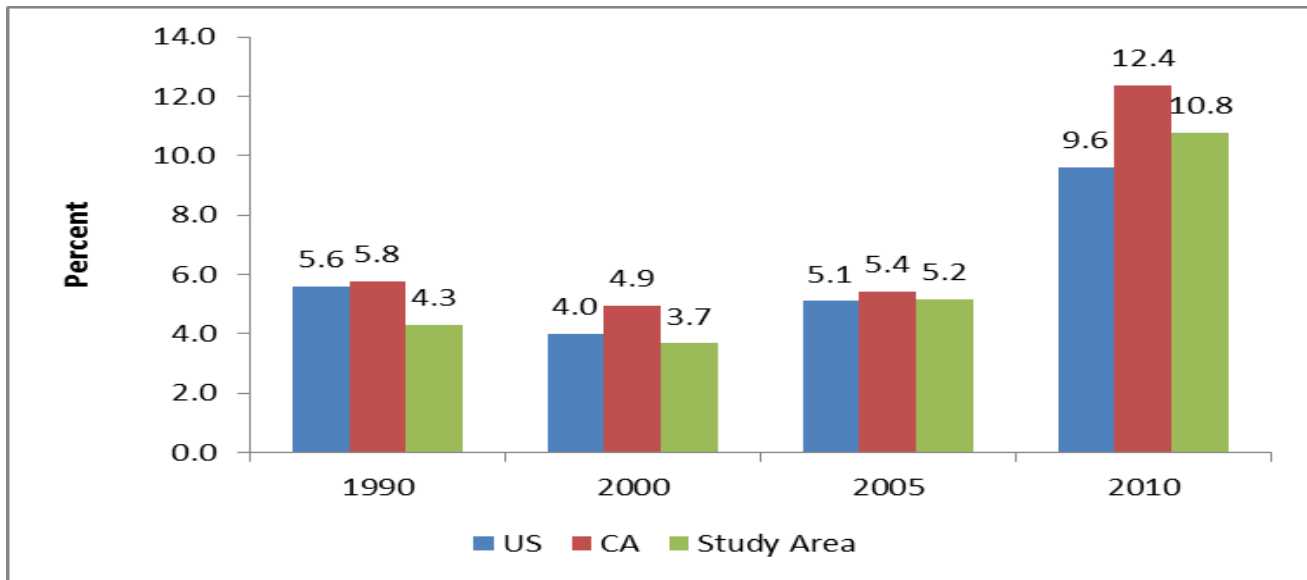


Figure 4. Unemployment Rates in the Study Area versus the U.S. and CA, 1990 to 2010

## Demographic Profiles

For demographic profiles, gender, race/ethnicity and age were chosen as the most important population characteristics. Race and Ethnicity are treated separately in the Census of the U.S. Racial categories include “White”, “Black or African American”, “Asian”, “Alaskan Native or Native American”, “Native Hawaiian or Other Pacific Islander”, and “Multiple Races”. We reduced the categories reported here by combining “Alaskan Native or Native American”, “Native Hawaiian or Other Pacific Islander”, and “Multiple Races” into the “Other” category for race. Hispanic represents ethnicity and in the Census is recorded separately from race with any race being eligible for being Hispanic. In the Census, Hispanic is Hispanic, Latino or of Spanish Origin. Greater detail by county can be found in Appendix Table A.1.

**Gender:** Gender distribution has been relatively constant in the Study Area from 1990 to 2010. The proportions of males and females are not significantly different between the Study Area and CA, but slightly lower for females than in the U.S (Figure 5).

Gender distribution has been relatively constant in the Study Area from 1990 to 2010. The proportions of males and females are not significantly different between the Study Area and CA, but slightly lower for females than in the U.S.

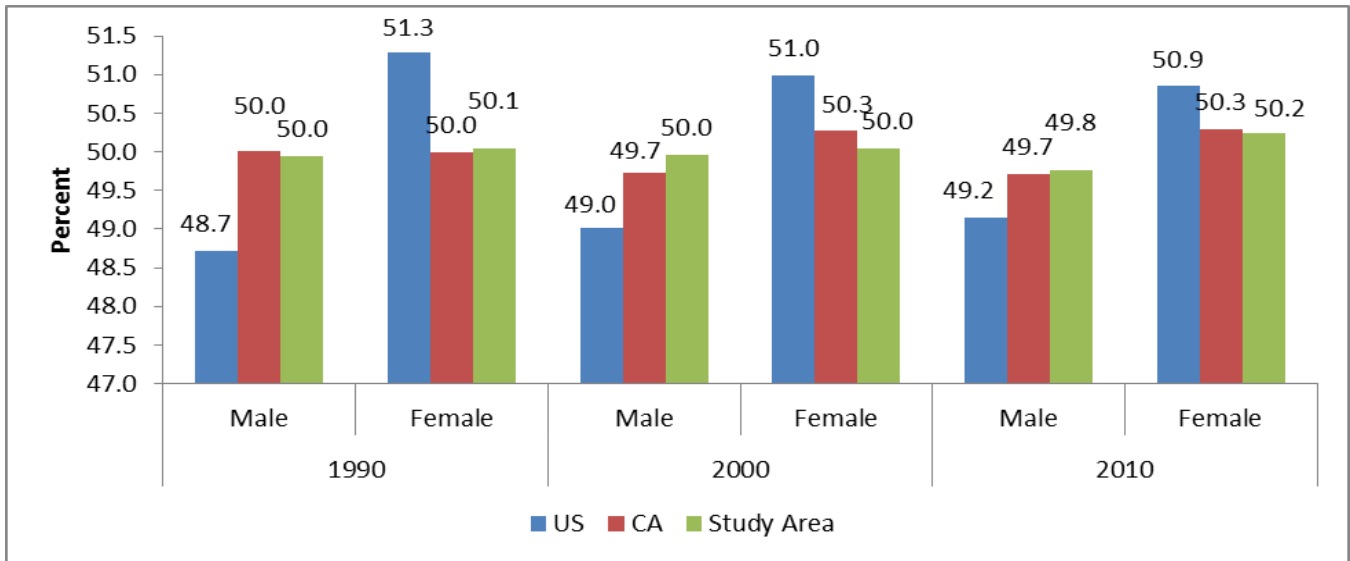


Figure 5. Gender Distributions in the Study Area versus the U.S. and CA, 1990, 2000 and 2010

**Race/Ethnicity.** In 2010, the “white” population of the Study Area was significantly lower than the U.S. or CA. the “Black or African American” population was much lower than in the U.S. but not significantly different from CA. The “Asian” population was significantly higher in the Study Area than in either the U.S. or CA. The “Hispanic” population in the Study Area was higher than that of the U.S., but significantly lower than in CA (Figure 6). The “White” and “Black or African American” population has declined from 1990 to 2010 in the Study Area, while “Asians” and “Others” have increased. The “Hispanic” population steadily increased from 1990 to 2010 (Figure 7).



In 2010, the “white” population of the Study Area was significantly lower than the U.S. or CA. the “Black or African American” population was much lower than in the U.S. but not significantly different from CA. The “Asian” population was significantly higher in the Study Area than in either the U.S. or CA. The “Hispanic” population in the Study Area was higher than that of the U.S., but significantly lower than in CA.

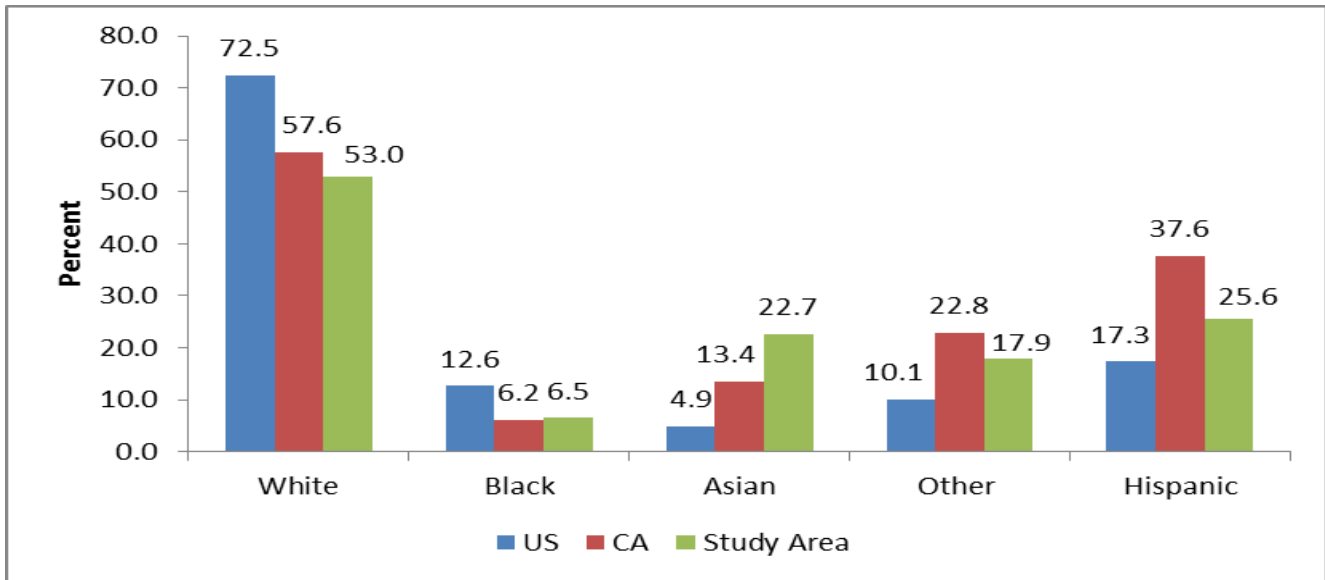


Figure 6. Race/Ethnicity in the Study Area versus the U.S. and CA, 2010

The “White” and “Black or African American” population has declined from 1990 to 2010 in the Study Area, while “Asians” and “Others” have increased. The “Hispanic” population steadily increased from 1990 to 2010.

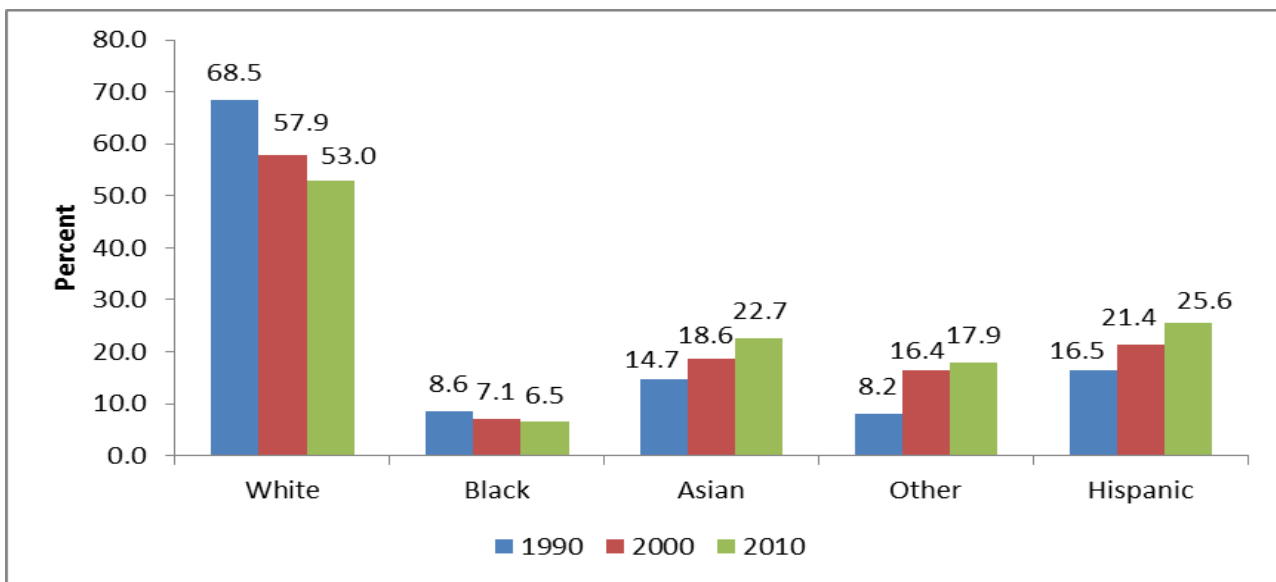


Figure 7. Race/Ethnicity in the Study Area, 1990, 2000, and 2010

**Age.** In 2010, the age distribution of the population of the Study Area was not significantly different from either the U.S. or CA (Figure 8). The proportion of the population ages 20 to 44 declined in the Study Area from 1990 to 2010, while it increased for those ages 45 and over (Figure 9).

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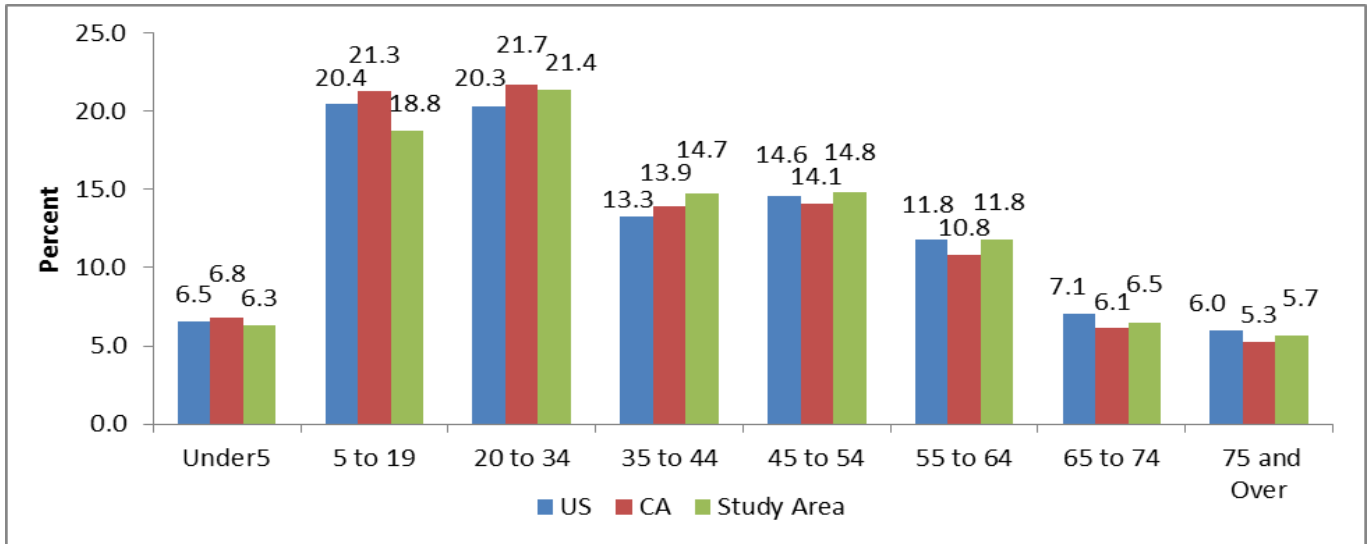


Figure 8. Age Distributions in the Study Area versus the U.S. and CA, 2010

The proportion of the population ages 20 to 44 declined in the Study Area from 1990 to 2010, while it increased for those ages 45 and over.

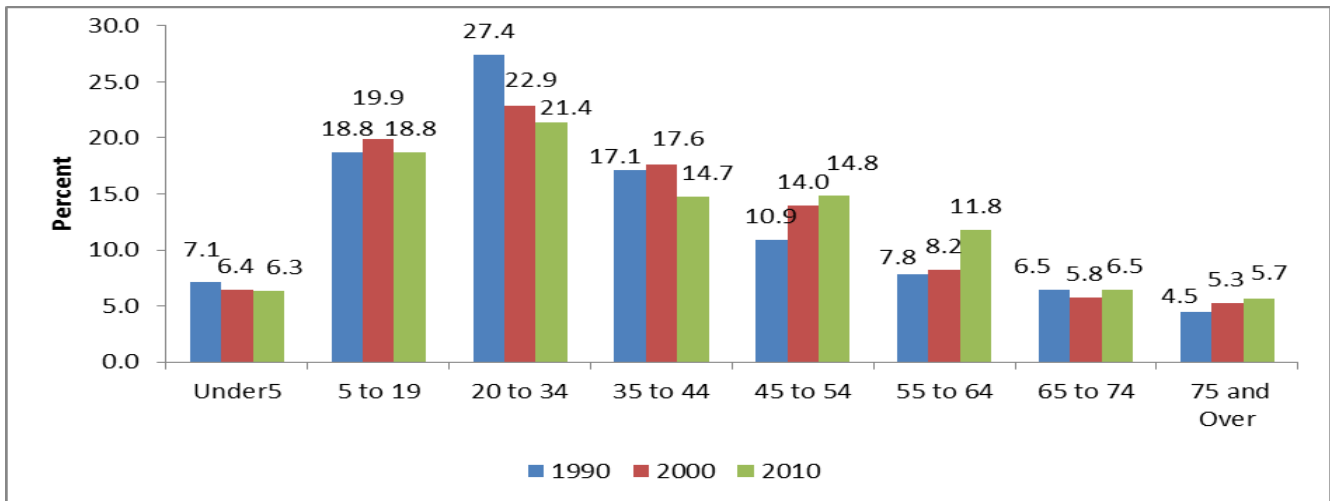


Figure 9. Age Distribution in the Study Area, 1990, 2000, and 2010

## **Economic Profile**

In the previous section, we addressed a couple of key indicators of the health of the economy using per capita income, poverty rates and unemployment rates. Here we look at the total personal income both generated within the Study Area (income by place of work) and what is received by residents of the Study Area (income by place of residence). The U.S. Department of Commerce, Bureau of Economic Analysis maintains the national income accounts on both these bases. People that live in a given area often receive income not derived by work in the area where they live. Many people commute to work to places of work outside the county where they live. People receive interest, dividends and capital gains from investments. Retirees receive pensions and social security payments. The unemployed receive unemployment compensation. Income-by-Place-of-Work as a percent of Income-by-Place-of-Residence is usually a good indicator of an area having a significant retirement community. Sources of income not tied to the status of the status of work in the local economy can provide more resilience to an economy making it less subject to ups and downs of local work.

The labor force and total employment and their growth rates are good indicators of a healthy or stagnant economy and the opportunities for employment. These are important elements in assessing whether people can adapt to changes in resource management/policy decisions that may displace them from resource use.

We also look at Proprietors' income and employment and the proportion of the Study Area's income and employment accounted for by proprietors of businesses. This is usually a good indicator of small businesses which are often those connected to resource use in the sanctuary (e.g. commercial fishing operations and recreation and tourist related businesses).

We also look at personal income and employment by industry sector. This is important for economic impact analyses of resource management/policy decisions. When we are able to map the spending in the local economy related to resource use in the sanctuary to economic sectors, we can then use input-output models such as the IMPLAN model to estimate the multiplier impacts on the local economy and assess the proportion of the local economy affected.

There are some problems with obtaining complete information by economic sector for any county since there are rules that don't allow the government to publish data on a sector in a county if there are less than 10 firms in the county. The data gets reported as "D" meaning "Non-disclosure". For Study Area totals, the totals for a sector are reported here as "NA" or not available if at least one county in the Study Area has, within a given sector, less than 10 firms in that sector. It may be possible to get Study Area totals for the sector on special request from the U.S. Department of Commerce, Bureau of Economic Analysis if there are more than 10 firms in the sector throughout the Study Area.

**Labor Force.** In 2010, there was over 3.95 million people in the labor force of the Study Area or about 21.5% of the entire labor force of California. The labor force grew faster than the state of California's over the 1990-2000 period, but declined in the 2000-2010 period, while California's labor force continued to grow (Table 4 and Figure 10). Greater detail by county is in Appendix Table A.4.

Table 4. Labor Force and Labor Force Growth

| Year                   | California | Study Area |
|------------------------|------------|------------|
| 1990                   | 15,168,531 | 3,528,454  |
| 2000                   | 16,857,578 | 3,985,756  |
| 2010                   | 18,316,411 | 3,955,455  |
| Labor Force Growth (%) |            |            |
| 1990-2000              | 11.1       | 13.0       |
| 2000-2010              | 8.7        | -0.8       |

Source: U.S. Department of Labor, Bureau of Labor Statistics

The labor force grew faster than the state of California's over the 1990-2000 period, but declined in the 2000-2010 period, while California's labor force continued to grow.

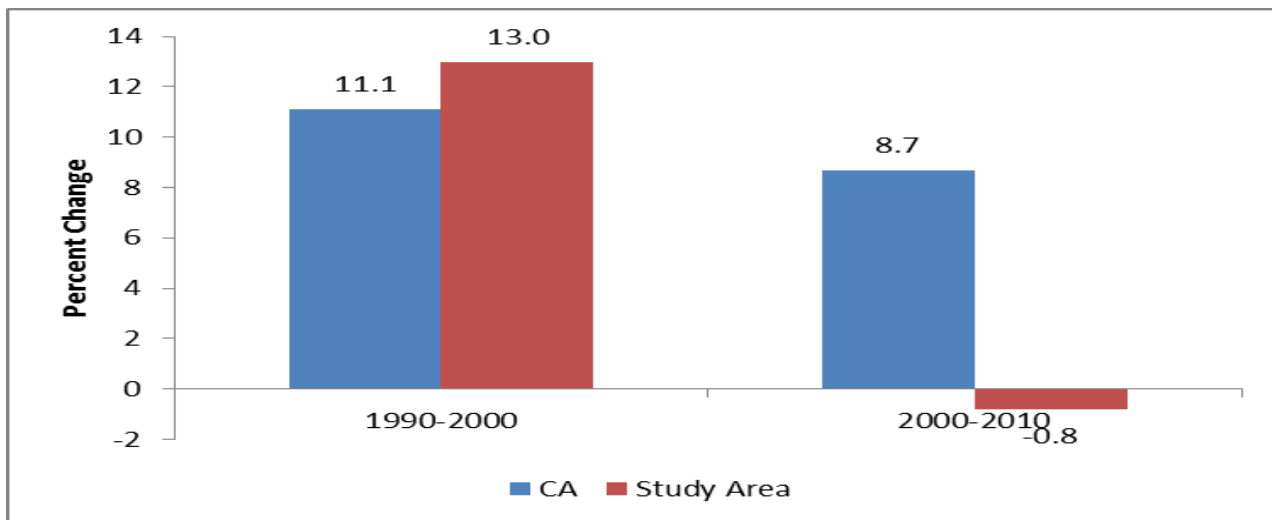


Figure 10. Labor Force Growth 1990-200 and 2000-2010 in CA versus the Study Area

**Personal Income.** The U.S. Department of Commerce, Bureau of Economic Analysis (BEA) maintains two concepts of personal income in their Regional Economic Information System. Income is reported by “place or work” and by “place of residence”. Income by “place of work” is where the income generated by work in the geographic area of study, and is reported by economic sector (e.g. farm, manufacturing, retail, wholesale, etc.). Income by “place of residence” is reported by where the income is received. It is the total amount of income received by those who live in the study area. It includes income from investments, pensions, social security payments and other transfer payments. In addition, it includes income earned in areas from work outside the Study Area. This would include the income earned in a county where one works which is outside the Study Area. The amount of income earned by people who live outside the Study Area is subtracted as they take their incomes home to areas outside the Study Area. This information comes from the “Census of Inter-county Commuters” and BEA uses it to form what is called the “residence adjustment” which can be either positive or negative depending on whether people living in the Study Area and working outside the Study Area are earning more or less than people living outside the Study Area and working inside the Study Area. Economists often refer to this as the “Bedroom Community Effect”. In using the IMPLAN input-output model to estimate the economic impacts of activity in the Study Area and important first step is defining the study area of impact. Since IMPLAN assumes that all those who work in the study area live in the study area and thus spend most of their income there, defining the study area such that the “bedroom community effect” is small makes estimates more accurate. Income by “place-of-work” as a percent of “total income by place-of-residence” serves as an indicator of two key aspects of a Study Area’s economy:

whether it is an economy with a significant “bedroom community” and/or there is a large retirement community. When the percent of income by place of work is low relative to income by place of residence (below 100%, Table 4), economists then look to the “resident adjustment” and the amount of transfer payments in pensions and social security payments to further describe the nature of the local economy.

In 2010, income by place of work as a percent of income by place of residence was 79.2% and ranged from a low of 47.5% in Marin County and a high of 111.5% in San Francisco County. All counties in the Study Area have incomes by place of work lower than income by place of residence, except for San Francisco County. Santa Clara County is close to the same with income by place of work as 99.2% of income by place of residence (Table 5). Income by place of work as a percent of income by place of residence was higher in the Study Area than in CA over the 2000 to 2010 time period and declined in both the Study Area and CA over this period (Table 6 and Figure 11)..

Table 5. Personal Income by Place of Residence and by Place of Work, 2010

| County                  | Income by Place of Residence (\$000) | Income by Place of Work (\$000) | Work as Percent of Residence |
|-------------------------|--------------------------------------|---------------------------------|------------------------------|
| Alameda                 | 72,024,822                           | 55,762,084                      | 77.4                         |
| Contra Costa            | 57,700,398                           | 29,351,680                      | 50.9                         |
| Marin, CA               | 20,854,466                           | 9,895,696                       | 47.5                         |
| Monterey                | 16,677,674                           | 11,640,804                      | 69.8                         |
| Napa                    | 6,672,968                            | 4,522,236                       | 67.8                         |
| San Benito              | 1,882,370                            | 842,883                         | 44.8                         |
| San Francisco           | 55,850,894                           | 62,256,151                      | 111.5                        |
| San Luis Obispo         | 10,436,017                           | 6,346,739                       | 60.8                         |
| San Mateo               | 47,946,507                           | 35,037,442                      | 73.1                         |
| Santa Clara             | 102,589,854                          | 101,805,095                     | 99.2                         |
| Santa Cruz              | 12,246,607                           | 6,276,809                       | 51.3                         |
| Solano                  | 15,293,223                           | 9,080,662                       | 59.4                         |
| <b>Study Area Total</b> | <b>420,175,800</b>                   | <b>332,818,281</b>              | <b>79.2</b>                  |

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System

Table 6. Personal Income by Place of Residence and Place of Work

| Year/Area   | Income by Place of Residence (\$Millions) | Income by Place of Work (\$Millions) | Work as Percent of Residence |
|-------------|---|--------------------------------------|------------------------------|
| <b>2000</b> |   |                                      |                              |
| Study Area  | 347,055                                   | 304,659                              | 87.8                         |
| California  | 1,135,342                                 | 895,920                              | 78.9                         |
| <b>2005</b> |   |                                      |                              |
| Study Area  | 372,747                                   | 317,326                              | 85.1                         |
| California  | 1,387,661                                 | 1,093,320                            | 78.8                         |
| <b>2010</b> |   |                                      |                              |
| Study Area  | 420,176                                   | 332,818                              | 79.2                         |
| California  | 1,564,209                                 | 1,156,546                            | 73.9                         |

Source: U.S. Department of Commerce, Bureau of Economic Analysis.  
Regional Economic Information System

Income by place of work as a percent of income by place of residence was higher in the Study Area than in CA over the 2000 to 2010 time period and declined in both the Study Area and CA over this period.

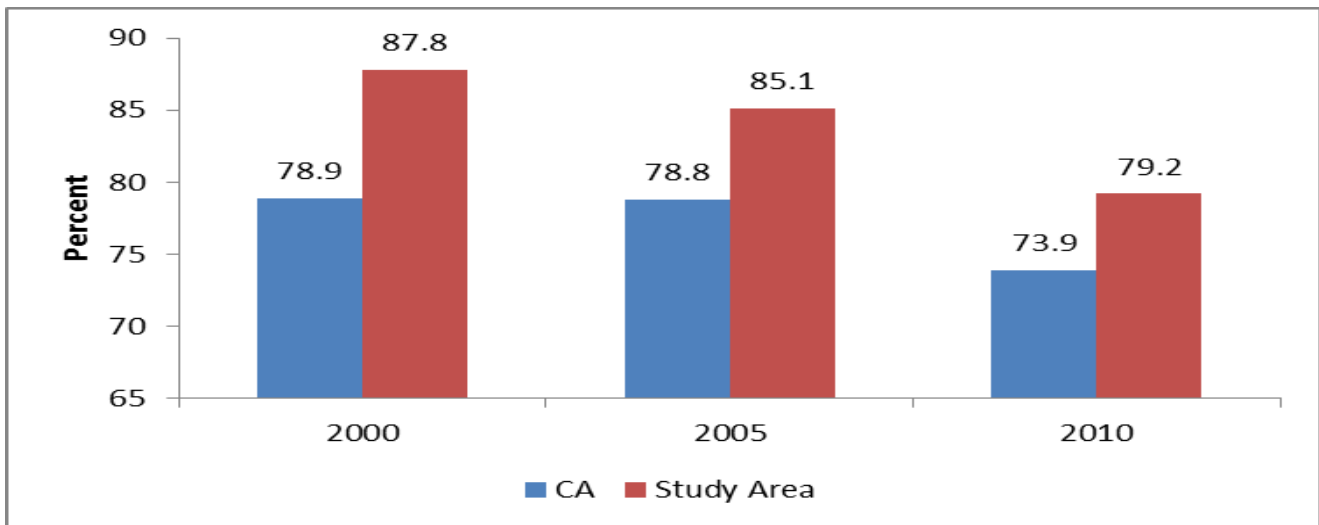


Figure 11. Income by Place of Work as a Percent of Income by Place of Residence in the Study Area versus CA 2000, 2005, and 2010

**Employment.** In 2010, over 4.5 million people were employed in the Study Area or about 23% of all employment in California (Table 7). Total employment in the Study Area grew faster than in California during the 1990-2000 period, but declined in the 2000-2010 period, while it continued to grow in California (Figure 12). Greater detail by county can be found in Appendix Table A.3.

Table 7. Total Employment: 1990, 2000, and 2010

| County                  | 1990              | 2000              | 2010              |
|-------------------------|-------------------|-------------------|-------------------|
| Alameda                 | 754,274           | 893,811           | 854,126           |
| Contra Costa            | 397,329           | 473,865           | 470,495           |
| Marin                   | 148,302           | 177,080           | 177,066           |
| Monterey                | 200,058           | 220,993           | 221,952           |
| Napa                    | 59,343            | 83,453            | 88,421            |
| San Benito              | 15,501            | 21,865            | 20,464            |
| San Francisco           | 702,360           | 759,212           | 719,646           |
| San Luis Obispo         | 106,051           | 140,781           | 147,720           |
| San Mateo               | 397,001           | 500,077           | 460,901           |
| Santa Clara             | 1,037,076         | 1,273,226         | 1,111,764         |
| Santa Cruz              | 125,068           | 148,385           | 138,386           |
| Solano                  | 136,860           | 159,329           | 168,062           |
| <b>Study Area Total</b> | <b>4,079,223</b>  | <b>4,852,077</b>  | <b>4,579,003</b>  |
| <b>California</b>       | <b>16,834,516</b> | <b>19,466,162</b> | <b>19,732,278</b> |

Source: U.S. Department of Commerce, Bureau of Economic Analysis,  
Regional Economic Information System



Total employment in the Study Area grew faster than in CA during the 1990-2000 period, but declined in the 2000-2010 period, while it continued to grow in CA.

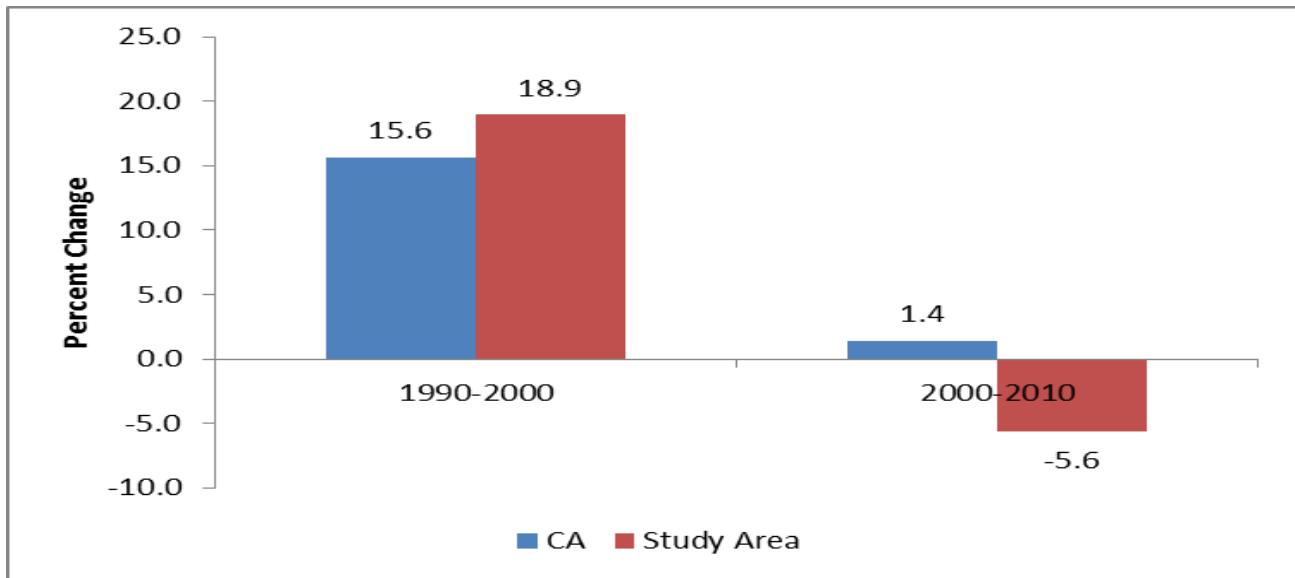


Figure 12. Total Employment in the Study Area versus CA 1990-2000 and 2000-2010

***Proprietor's Income and Employment.*** When analyzing the potential impacts of sanctuary management strategies and regulations, it is a requirement under the Regulatory Flexibility Act to analyze the potential impacts on small entities, which are primarily small businesses. Usually almost all businesses related to either the commercial fishing industry or the recreation-tourist industry is small businesses. Good indicators of the extent of small businesses in the Study Area are the extent of proprietor's income and employment.

In 2010, there were over 1 million proprietors employed in the Study Area making up 23.4% of total employment in the Study Area. The proprietors earned almost \$36 million in that year, which was 10.8% of the income earned by place of work in the Study Area (Table 8). The Study Area had a lower proportion of its employment and income from proprietors than the State of California over the 1990 to 2010 period (Figures 13 and 14). Greater detail by county can be found in Appendix Table A.2.

Table 8. Proprietor's Income and Employment: 1990, 2000 and 2010

| Year/Area   | Proprietor's Income |      | Proprietor's Employment |      |
|-------------|---------------------|------|-------------------------|------|
|             | (\$000)             | %    |                         | %    |
| <b>1990</b> |                     |      |                         |      |
| Study Area  | 12,396,201          | 4.1  | 674,321                 | 16.5 |
| California  | 52,279,739          | 5.8  | 2,852,772               | 16.9 |
| <b>2000</b> |                     |      |                         |      |
| Study Area  | 37,468,929          | 11.8 | 892,161                 | 18.4 |
| California  | 136,625,067         | 12.5 | 3,844,179               | 19.7 |
| <b>2010</b> |                     |      |                         |      |
| Study Area  | 35,866,588          | 10.8 | 1,073,013               | 23.4 |
| California  | 146,825,576         | 12.7 | 4,684,695               | 23.7 |

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System

The Study Area had a lower proportion of its employment from proprietors than the State of CA during the 1990 to 2010 period.

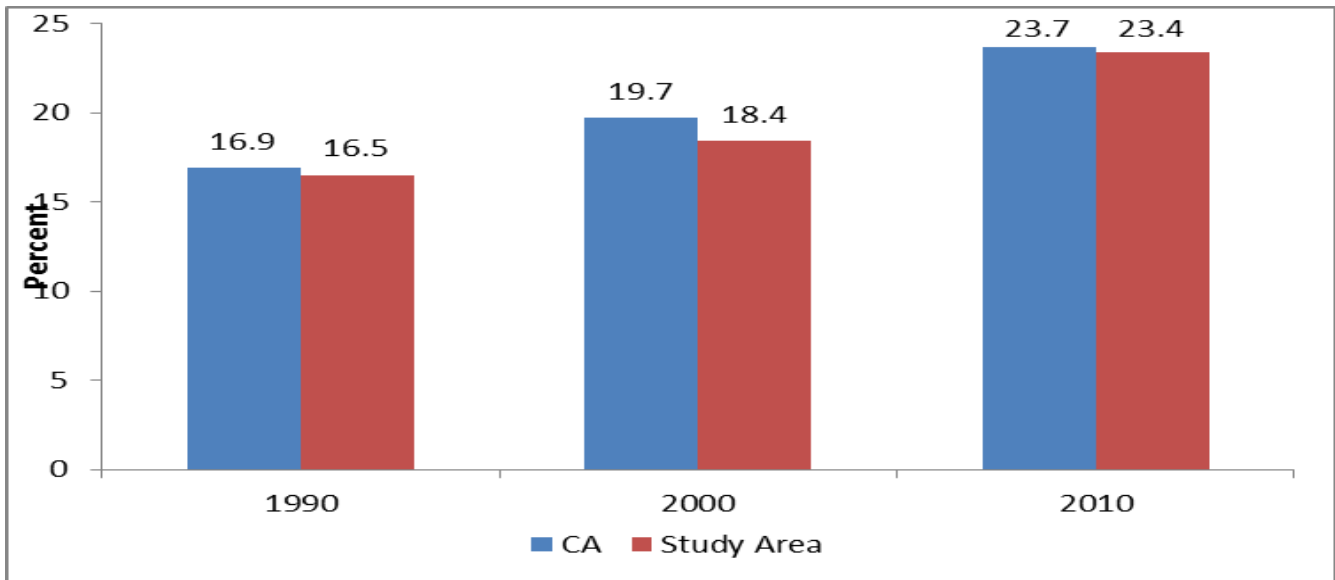


Figure 13. Proprietor's Employment as a percent of total employment in the Study Area versus CA 1990, 2000, and 2010

The Study Area had a lower proportion of its income from proprietors than the State of CA during the 1990 to 2010 period.

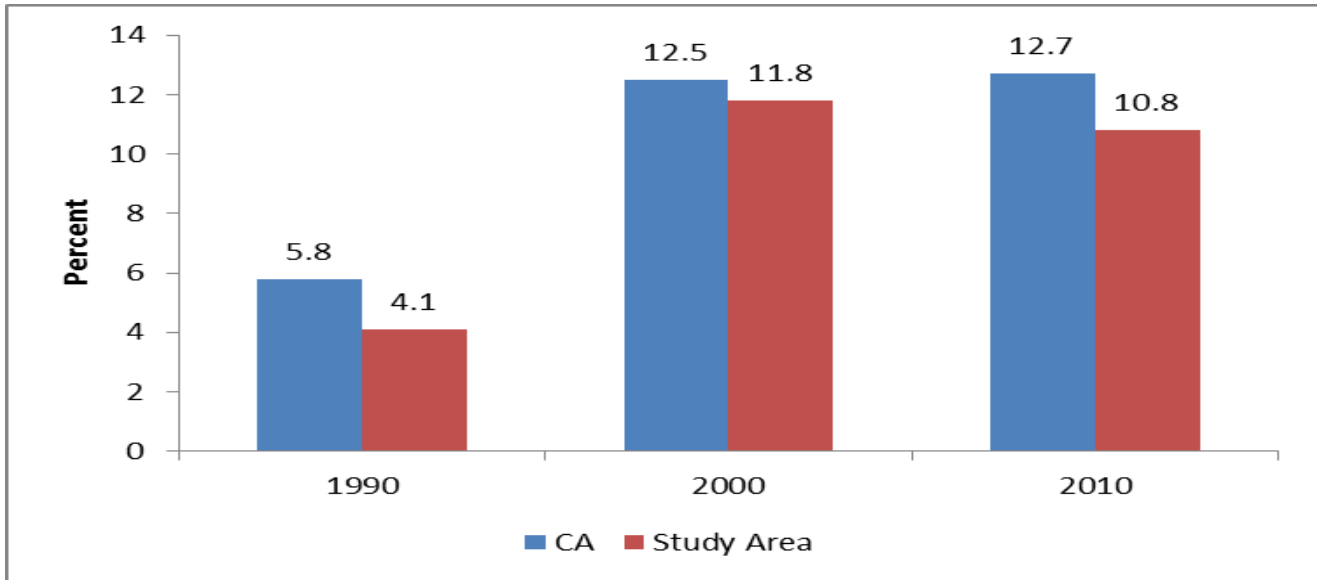


Figure 14. Proprietor's Income as a percent of total income in the Study Area versus CA 1990, 2000, and 2010

***Personal Income and Employment by Industry Sector.*** The U.S. Department of Commerce, Bureau of Economic Analysis (BEA) in its Regional Economic Information System reports income and employment for different geographic areas by industry or economic sector using the North American Industry Classification System (NAICS) industry classification codes. The NAICS codes identify different sectors of the economy using codes up to four digits. The higher the number is within a sector the more specific the industry. For example, “retail trade” is the 700 series. So at the 700 level, all retail trade is included. Code 701 is “motor vehicle and parts dealers” and 702 is “Furniture and home furnishing stores”. For the counties in our Study Area, we only report at the highest level i.e. for each series only the “00” level of detail. Even here, for some counties within the Study Area, the information is classified as “D” for non-disclosure meaning the numbers cannot be reported because there are less than 10 firms in that industry of economic sector in the county. So when we add up across counties for the Study Area, if one county within the Study Area has less than 10 firms in a sector, the whole Study Area will be coded “D” for non-disclosure. If the entire Study Area has less than 10 firms in a given industry or economic sector, it is possible to request a special run by BEA for the Study Area totals. We have not done that here.

***Personal Income by Industry.*** In 2010, the Study Area had a higher proportion of its personal income generated in the “Finance and insurance”, “Information services” and “Manufacturing” sectors than California with a lower proportion from “Government and government enterprises”.

***Employment by Industry.*** In 2010, the Study Area had a higher proportion of its employment generated in the “Finance and insurance”, “Information services” and “Manufacturing” sectors than CA with a lower proportion from “Government and government enterprises”.

Greater detail by county can be found in appendix tables A.2 and A.3.

In 2010, the Study Area had a higher proportion of its personal income generated in the “Finance and insurance”, “Information services” and “Manufacturing” sectors than CA with a lower proportion from “Government and government enterprises”.

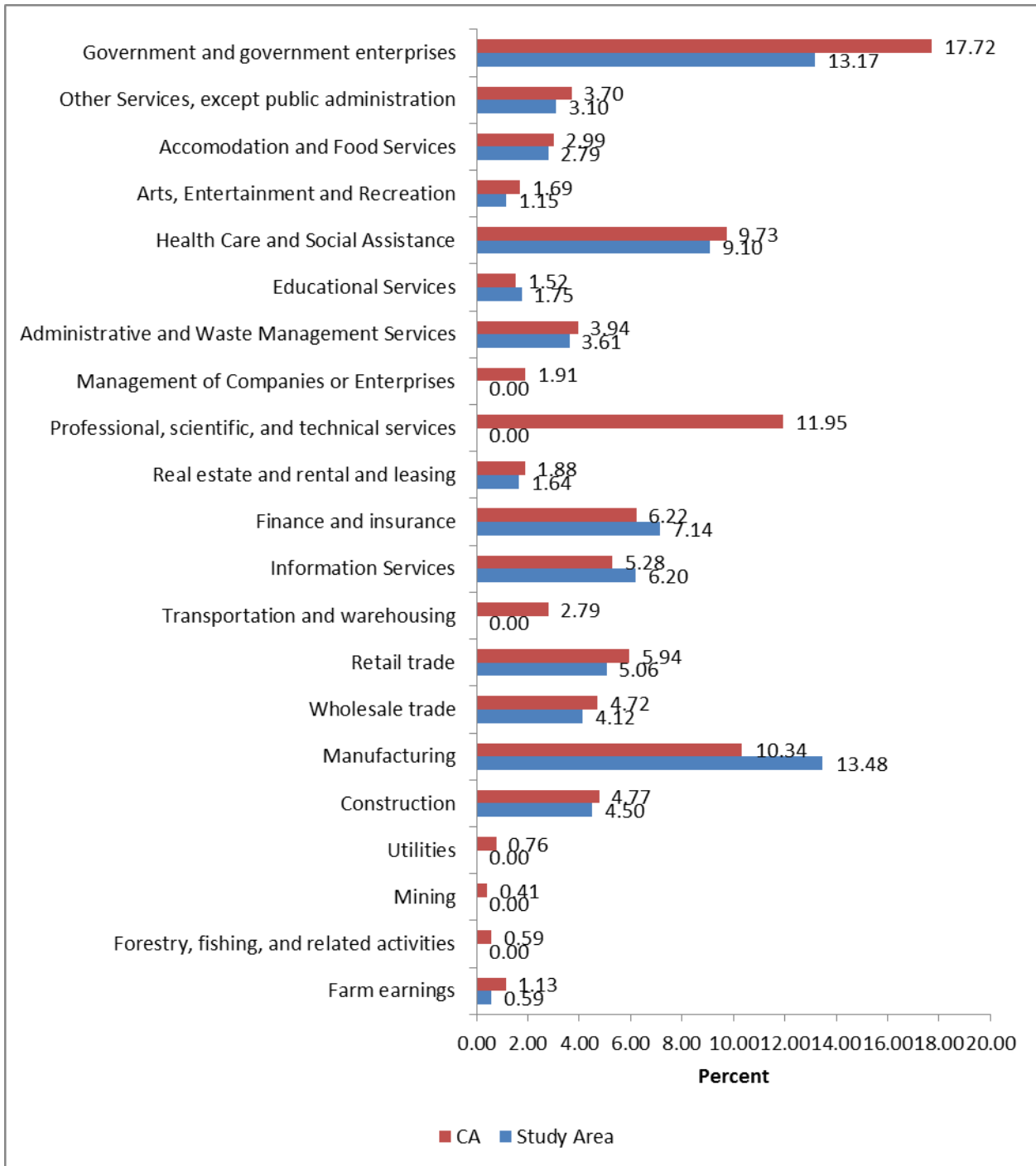


Figure 15. Percent of Personal Income by Industry for the Study Area versus CA 2010

In 2010, the Study Area had a higher proportion of its employment generated in the “finance and insurance”, “Information services” and “Manufacturing” sectors than CA with a lower proportion from “Government and government enterprises”.

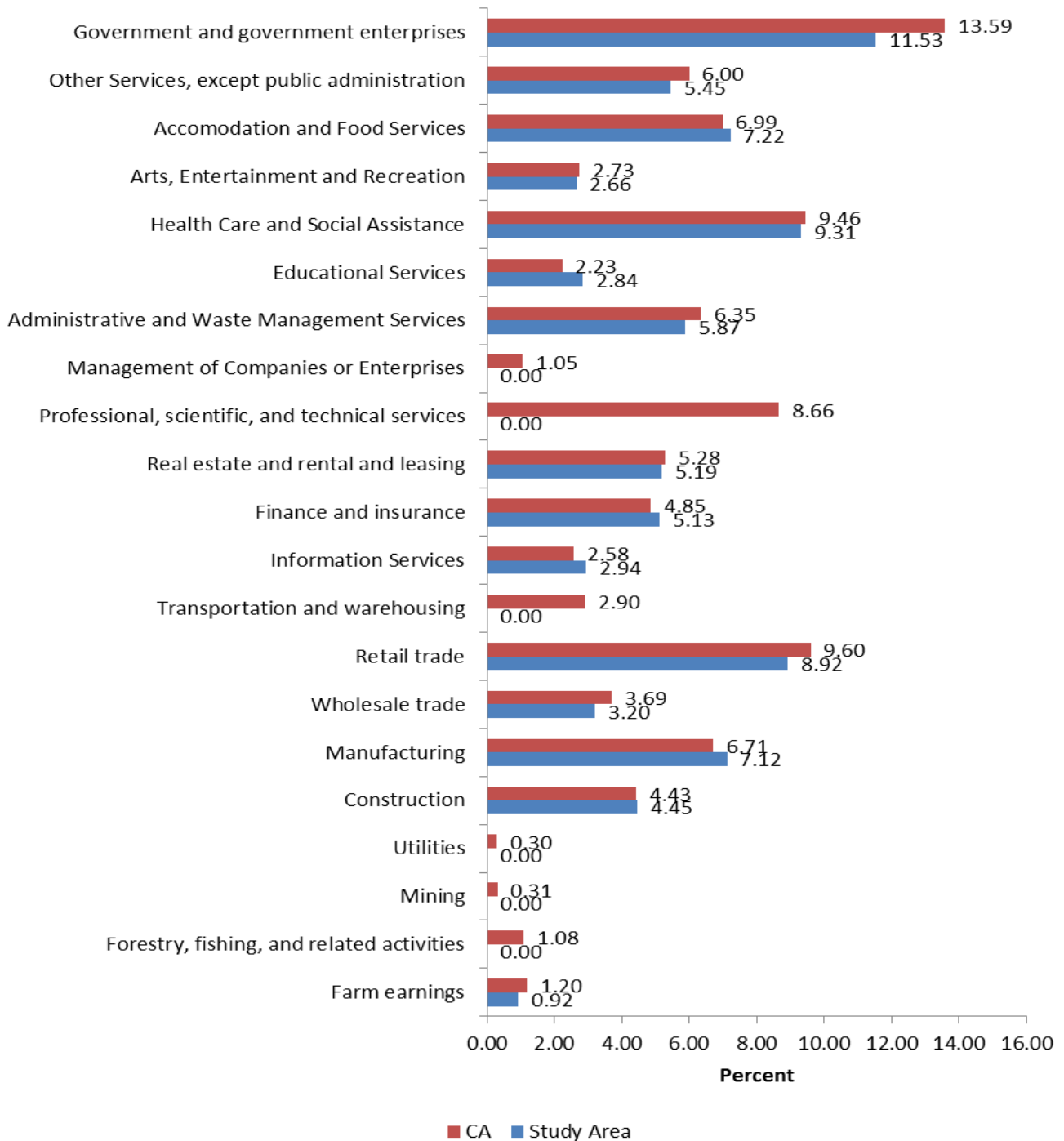


Figure 16. Percent of Employment by Industry for the Study Area versus CA 2010

## **Future Updates**

ONMS Socioeconomics Staff at HQ is working with the National Ocean Services Special Projects Office to develop the capability to update all the information presented here with one-stop shopping on-line for all National Marine Sanctuaries. ONMS Socioeconomics at HQ has set-up a Microsoft Access database and query system to develop all the tables that appear in this report and is in the process of developing and testing a guide so that an intern or other staff member at a site could update the information in this report. The guide is expected to be completed in the summer of 2013.

Usually, the information by county available from the Bureau of the Census or the Bureau of Economic Analysis is 18 to 24 months behind the current date (2011 data will be available for most counties in June 2013).

ONMS Socioeconomic Staff at HQ will also provide all the final tables and figures in Excel files so updating final table and figure formats are more easily produced. These will be sent out to each site on CD-ROM.

As mentioned in the introduction to this report, the definition of the Study Area for any sanctuary can change based on further learning. For Monterey Bay, we don't currently have any detailed studies indicating the details of where the socioeconomic impacts take place from uses of resources in Monterey Bay. The current Study Area is based on our best guess of the counties likely impacted and this could change as more detailed studies are conducted on resource use from the sanctuary.

## References

U.S. Department of Commerce, Bureau of the Census. <http://www.census.gov>

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System. <http://www.bea.gov/regional/downloadzip.cfm>

U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index. <http://data.bls.gov/cgi-bin/surveymost>

U.S. Department of Labor, Bureau of Labor Statistics, Unemployment. <http://www.bls.gov/data/#unemployment>

Woods and Poole. 2011. Woods and Poole Economics, Inc. Washington DC. <http://www.woodsandpoole.com>



## **Appendix Tables**



| <b>Gender</b>    | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
| Male             | 3,234,055    | 49.95          | 3,638,377    | 49.96          | 3,815,978    | 49.76          |
| Female           | 3,240,553    | 50.05          | 3,644,048    | 50.04          | 3,853,228    | 50.24          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 4,435,959    | 68.51          | 4,217,524    | 57.91          | 4,063,273    | 52.98          |
| Black            | 558,443      | 8.63           | 517,112      | 7.10           | 495,335      | 6.46           |
| Asian            | 951,907      | 14.70          | 1,351,461    | 18.56          | 1,738,094    | 22.66          |
| Hispanic         | 1,065,474    | 16.46          | 1,558,964    | 21.41          | 1,962,624    | 25.59          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 461,194      | 7.12           | 468,335      | 6.43           | 484,639      | 6.32           |
| 5 to 19          | 1,214,273    | 18.75          | 1,448,179    | 19.89          | 1,438,094    | 18.75          |
| 20 to 34         | 1,774,228    | 27.40          | 1,663,941    | 22.85          | 1,642,141    | 21.41          |
| 35 to 44         | 1,107,424    | 17.10          | 1,282,246    | 17.61          | 1,130,312    | 14.74          |
| 45 to 54         | 703,903      | 10.87          | 1,016,741    | 13.96          | 1,138,237    | 14.84          |
| 55 to 64         | 507,187      | 7.83           | 598,736      | 8.22           | 904,956      | 11.80          |
| 65 to 74         | 418,432      | 6.46           | 419,078      | 5.75           | 494,674      | 6.45           |
| 75 and Over      | 287,967      | 4.45           | 385,169      | 5.29           | 436,153      | 5.69           |

**Counties within the Study Area**

**Napa, CA (06055)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
| <b>Gender</b>    | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male             | 54,794       | 49.47          | 62,075       | 49.95          | 68,159       | 49.94          |
| Female           | 55,971       | 50.53          | 62,204       | 50.05          | 68,325       | 50.06          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 98,650       | 89.06          | 98,981       | 79.64          | 97,525       | 71.46          |
| Black            | 1,065        | 0.96           | 1,625        | 1.31           | 2,668        | 1.95           |
| Asian            | 3,726        | 3.36           | 4,259        | 3.43           | 9,595        | 7.03           |
| Hispanic         | 15,686       | 14.16          | 29,348       | 23.61          | 44,010       | 32.25          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 7,416        | 6.70           | 7,484        | 6.02           | 8,131        | 5.96           |
| 5 to 19          | 21,244       | 19.18          | 25,974       | 20.90          | 27,089       | 19.85          |
| 20 to 34         | 24,048       | 21.71          | 22,393       | 18.02          | 25,044       | 18.35          |
| 35 to 44         | 17,631       | 15.92          | 19,292       | 15.52          | 17,851       | 13.08          |
| 45 to 54         | 12,401       | 11.20          | 18,500       | 14.89          | 19,932       | 14.60          |
| 55 to 64         | 9,734        | 8.79           | 11,630       | 9.36           | 17,843       | 13.07          |
| 65 to 74         | 10,086       | 9.11           | 8,796        | 7.08           | 10,522       | 7.71           |
| 75 and Over      | 8,205        | 7.41           | 10,210       | 8.22           | 10,072       | 7.38           |

**Study Area Counties (continued)**

**San Francisco, CA (06075)**

|               | 1990         |                | 2000         |                | 2010         |                |
|---------------|--------------|----------------|--------------|----------------|--------------|----------------|
| <b>Gender</b> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male          | 362,170      | 50.03          | 395,011      | 50.86          | 408,462      | 50.73          |

|                  |         |       |         |       |         |       |
|------------------|---------|-------|---------|-------|---------|-------|
| Female           | 361,789 | 49.97 | 381,722 | 49.14 | 396,773 | 49.27 |
| <b>Ethnicity</b> |         |       |         |       |         |       |
| White            | 388,341 | 53.64 | 385,325 | 49.61 | 390,387 | 48.48 |
| Black            | 78,931  | 10.90 | 59,060  | 7.60  | 48,870  | 6.07  |
| Asian            | 211,000 | 29.15 | 243,519 | 31.35 | 271,274 | 33.69 |
| Hispanic         | 96,640  | 13.35 | 109,565 | 14.11 | 121,774 | 15.12 |
| <b>Age</b>       |         |       |         |       |         |       |
| Under5           | 35,270  | 4.87  | 31,083  | 4.00  | 35,203  | 4.37  |
| 5 to 19          | 96,173  | 13.28 | 95,508  | 12.30 | 89,367  | 11.10 |
| 20 to 34         | 217,020 | 29.98 | 235,080 | 30.27 | 228,738 | 28.41 |
| 35 to 44         | 130,413 | 18.01 | 137,553 | 17.71 | 133,682 | 16.60 |
| 45 to 54         | 77,747  | 10.74 | 105,999 | 13.65 | 111,807 | 13.89 |
| 55 to 64         | 62,073  | 8.57  | 64,552  | 8.31  | 96,596  | 12.00 |
| 65 to 74         | 57,577  | 7.95  | 54,729  | 7.05  | 54,322  | 6.75  |
| 75 and Over      | 47,686  | 6.59  | 52,229  | 6.72  | 55,520  | 6.89  |

**San Mateo, CA (06081)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
|                  | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| <b>Gender</b>    |              |                |              |                |              |                |
| Male             | 321,109      | 49.43          | 348,750      | 49.32          | 353,168      | 49.16          |
| Female           | 328,514      | 50.57          | 358,411      | 50.68          | 365,283      | 50.84          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 467,853      | 72.02          | 419,423      | 59.31          | 383,535      | 53.38          |
| Black            | 34,580       | 5.32           | 24,395       | 3.45           | 20,436       | 2.84           |
| Asian            | 109,309      | 16.83          | 150,695      | 21.31          | 188,435      | 26.23          |
| Hispanic         | 113,090      | 17.41          | 154,392      | 21.83          | 182,502      | 25.40          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 43,947       | 6.77           | 44,652       | 6.31           | 46,360       | 6.45           |
| 5 to 19          | 112,926      | 17.38          | 132,473      | 18.73          | 128,441      | 17.88          |
| 20 to 34         | 168,058      | 25.87          | 150,858      | 21.33          | 139,432      | 19.41          |
| 35 to 44         | 110,792      | 17.05          | 126,476      | 17.89          | 108,100      | 15.05          |
| 45 to 54         | 75,511       | 11.62          | 102,082      | 14.44          | 110,669      | 15.40          |
| 55 to 64         | 58,081       | 8.94           | 62,380       | 8.82           | 89,187       | 12.41          |
| 65 to 74         | 47,830       | 7.36           | 45,367       | 6.42           | 49,985       | 6.96           |
| 75 and Over      | 32,478       | 5.00           | 42,873       | 6.06           | 46,277       | 6.44           |

**Study Area Counties (continued)**

**Santa Clara, CA (06085)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
|                  | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| <b>Gender</b>    |              |                |              |                |              |                |
| Male             | 758,605      | 50.66          | 851,490      | 50.61          | 893,851      | 50.17          |
| Female           | 738,972      | 49.34          | 831,095      | 49.39          | 887,791      | 49.83          |
| <b>Ethnicity</b> |              |                |              |                |              |                |

|          |           |       |         |       |         |       |
|----------|-----------|-------|---------|-------|---------|-------|
| White    | 1,035,029 | 69.11 | 902,150 | 53.62 | 836,616 | 46.96 |
| Black    | 55,365    | 3.70  | 45,076  | 2.68  | 46,428  | 2.61  |
| Asian    | 261,574   | 17.47 | 435,994 | 25.91 | 577,584 | 32.42 |
| Hispanic | 307,113   | 20.51 | 404,012 | 24.01 | 479,210 | 26.90 |

**Age**

|             |         |       |         |       |         |       |
|-------------|---------|-------|---------|-------|---------|-------|
| Under5      | 111,127 | 7.42  | 118,517 | 7.04  | 124,464 | 6.99  |
| 5 to 19     | 291,694 | 19.48 | 340,591 | 20.24 | 350,042 | 19.65 |
| 20 to 34    | 441,705 | 29.49 | 408,656 | 24.29 | 382,683 | 21.48 |
| 35 to 44    | 245,120 | 16.37 | 304,263 | 18.08 | 278,369 | 15.62 |
| 45 to 54    | 165,976 | 11.08 | 216,891 | 12.89 | 263,594 | 14.80 |
| 55 to 64    | 113,109 | 7.55  | 134,404 | 7.99  | 185,546 | 10.41 |
| 65 to 74    | 78,708  | 5.26  | 87,624  | 5.21  | 106,521 | 5.98  |
| 75 and Over | 50,138  | 3.35  | 71,639  | 4.26  | 90,423  | 5.08  |

**Santa Cruz, CA (06087)**

| <b>Gender</b> | 1990         |                | 2000         |                | 2010         |                |
|---------------|--------------|----------------|--------------|----------------|--------------|----------------|
|               | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male          | 114,043      | 49.64          | 127,470      | 49.87          | 130,913      | 49.89          |
| Female        | 115,691      | 50.36          | 128,132      | 50.13          | 131,469      | 50.11          |

**Ethnicity**

|          |         |       |         |       |         |       |
|----------|---------|-------|---------|-------|---------|-------|
| White    | 193,204 | 84.10 | 191,983 | 75.11 | 190,208 | 72.49 |
| Black    | 2,289   | 1.00  | 2,751   | 1.08  | 2,766   | 1.05  |
| Asian    | 8,747   | 3.81  | 8,812   | 3.45  | 11,461  | 4.37  |
| Hispanic | 45,827  | 19.95 | 68,572  | 26.83 | 84,092  | 32.05 |

**Age**

|             |        |       |        |       |        |       |
|-------------|--------|-------|--------|-------|--------|-------|
| Under5      | 16,334 | 7.11  | 15,369 | 6.01  | 15,045 | 5.73  |
| 5 to 19     | 46,078 | 20.06 | 54,272 | 21.23 | 52,252 | 19.91 |
| 20 to 34    | 59,770 | 26.02 | 57,510 | 22.50 | 58,140 | 22.16 |
| 35 to 44    | 43,195 | 18.80 | 43,016 | 16.83 | 33,075 | 12.61 |
| 45 to 54    | 23,018 | 10.02 | 40,626 | 15.89 | 38,777 | 14.78 |
| 55 to 64    | 15,249 | 6.64  | 19,501 | 7.63  | 35,935 | 13.70 |
| 65 to 74    | 14,210 | 6.19  | 12,267 | 4.80  | 15,874 | 6.05  |
| 75 and Over | 11,880 | 5.17  | 13,041 | 5.10  | 13,284 | 5.06  |

**Study Area Counties (continued)**

**Solano, CA (06095)**

| <b>Gender</b> | 1990         |                | 2000         |                | 2010         |                |
|---------------|--------------|----------------|--------------|----------------|--------------|----------------|
|               | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male          | 174,367      | 51.22          | 198,851      | 50.40          | 206,195      | 49.88          |
| Female        | 166,054      | 48.78          | 195,691      | 49.60          | 207,149      | 50.12          |

**Ethnicity**

|       |         |       |         |       |         |       |
|-------|---------|-------|---------|-------|---------|-------|
| White | 227,212 | 66.74 | 222,096 | 56.29 | 210,751 | 50.99 |
| Black | 46,063  | 13.53 | 57,017  | 14.45 | 60,750  | 14.70 |

|             |        |       |        |       |        |       |
|-------------|--------|-------|--------|-------|--------|-------|
| Asian       | 43,463 | 12.77 | 53,088 | 13.46 | 64,037 | 15.49 |
| Hispanic    | 43,890 | 12.89 | 69,606 | 17.64 | 99,356 | 24.04 |
| <b>Age</b>  |        |       |        |       |        |       |
| Under5      | 29,652 | 8.71  | 28,240 | 7.16  | 26,852 | 6.50  |
| 5 to 19     | 77,281 | 22.70 | 94,324 | 23.91 | 86,370 | 20.90 |
| 20 to 34    | 90,883 | 26.70 | 80,353 | 20.37 | 83,675 | 20.24 |
| 35 to 44    | 58,296 | 17.12 | 69,910 | 17.72 | 54,423 | 13.17 |
| 45 to 54    | 33,801 | 9.93  | 54,777 | 13.88 | 63,950 | 15.47 |
| 55 to 64    | 22,629 | 6.65  | 29,567 | 7.49  | 51,227 | 12.39 |
| 65 to 74    | 17,834 | 5.24  | 20,545 | 5.21  | 25,997 | 6.29  |
| 75 and Over | 10,045 | 2.95  | 16,826 | 4.26  | 20,850 | 5.04  |

**Alameda, CA (06001)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
| <b>Gender</b>    | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male             | 627,791      | 49.08          | 708,934      | 49.10          | 740,573      | 49.04          |
| Female           | 651,391      | 50.92          | 734,807      | 50.90          | 769,698      | 50.96          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 762,557      | 59.61          | 702,440      | 48.65          | 649,122      | 42.98          |
| Black            | 229,316      | 17.93          | 212,442      | 14.71          | 190,451      | 12.61          |
| Asian            | 193,282      | 15.11          | 302,995      | 20.99          | 407,362      | 26.97          |
| Hispanic         | 176,017      | 13.76          | 273,887      | 18.97          | 339,889      | 22.51          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 95,466       | 7.46           | 97,075       | 6.72           | 97,652       | 6.47           |
| 5 to 19          | 242,612      | 18.97          | 293,619      | 20.34          | 286,010      | 18.94          |
| 20 to 34         | 356,690      | 27.88          | 337,517      | 23.38          | 335,253      | 22.20          |
| 35 to 44         | 219,465      | 17.16          | 255,758      | 17.71          | 227,491      | 15.06          |
| 45 to 54         | 135,583      | 10.60          | 200,081      | 13.86          | 222,617      | 14.74          |
| 55 to 64         | 94,081       | 7.35           | 112,028      | 7.76           | 173,502      | 11.49          |
| 65 to 74         | 79,662       | 6.23           | 76,240       | 5.28           | 90,437       | 5.99           |
| 75 and Over      | 55,623       | 4.35           | 71,423       | 4.95           | 77,309       | 5.12           |

**Study Area Counties (continued)**

**Contra Costa, CA (06013)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
| <b>Gender</b>    | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male             | 392,282      | 48.81          | 462,369      | 48.73          | 511,526      | 48.76          |
| Female           | 411,450      | 51.19          | 486,447      | 51.27          | 537,499      | 51.24          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 611,700      | 76.11          | 619,576      | 65.30          | 614,512      | 58.58          |
| Black            | 74,316       | 9.25           | 87,444       | 9.22           | 97,161       | 9.26           |
| Asian            | 76,854       | 9.56           | 106,589      | 11.23          | 156,314      | 14.90          |
| Hispanic         | 90,266       | 11.23          | 168,059      | 17.71          | 255,560      | 24.36          |

| <b>Age</b>  |         |       |         |       |         |       |
|-------------|---------|-------|---------|-------|---------|-------|
| Under5      | 60,232  | 7.49  | 65,054  | 6.86  | 67,018  | 6.39  |
| 5 to 19     | 161,156 | 20.05 | 208,308 | 21.95 | 220,495 | 21.02 |
| 20 to 34    | 192,477 | 23.95 | 174,691 | 18.41 | 189,586 | 18.07 |
| 35 to 44    | 141,620 | 17.62 | 168,408 | 17.75 | 148,650 | 14.17 |
| 45 to 54    | 94,859  | 11.80 | 141,430 | 14.91 | 164,080 | 15.64 |
| 55 to 64    | 65,929  | 8.20  | 84,021  | 8.86  | 128,758 | 12.27 |
| 65 to 74    | 53,809  | 6.69  | 54,782  | 5.77  | 70,719  | 6.74  |
| 75 and Over | 33,650  | 4.19  | 52,122  | 5.49  | 59,719  | 5.69  |

**Marin, CA (06041)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
| <b>Gender</b>    | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male             | 114,152      | 49.61          | 122,346      | 49.47          | 124,072      | 49.16          |
| Female           | 115,944      | 50.39          | 124,943      | 50.53          | 128,337      | 50.84          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 204,646      | 88.94          | 207,712      | 84.00          | 201,963      | 80.01          |
| Black            | 7,998        | 3.48           | 7,168        | 2.90           | 6,987        | 2.77           |
| Asian            | 9,190        | 3.99           | 11,320       | 4.58           | 14,270       | 5.65           |
| Hispanic         | 17,004       | 7.39           | 27,441       | 11.10          | 39,069       | 15.48          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 13,609       | 5.91           | 13,281       | 5.37           | 13,932       | 5.52           |
| 5 to 19          | 34,524       | 15.00          | 40,806       | 16.50          | 42,520       | 16.85          |
| 20 to 34         | 52,191       | 22.68          | 41,456       | 16.76          | 35,144       | 13.92          |
| 35 to 44         | 46,925       | 20.39          | 45,066       | 18.22          | 36,478       | 14.45          |
| 45 to 54         | 33,449       | 14.54          | 45,453       | 18.38          | 42,055       | 16.66          |
| 55 to 64         | 21,177       | 9.20           | 27,770       | 11.23          | 40,088       | 15.88          |
| 65 to 74         | 17,172       | 7.46           | 16,737       | 6.77           | 23,211       | 9.20           |
| 75 and Over      | 11,049       | 4.80           | 16,720       | 6.76           | 18,981       | 7.52           |

**Study Area Counties (continued)**

**Monterey, CA (06053)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
| <b>Gender</b>    | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| Male             | 184,052      | 51.75          | 207,679      | 51.69          | 213,431      | 51.42          |
| Female           | 171,608      | 48.25          | 194,083      | 48.31          | 201,626      | 48.58          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 227,262      | 63.90          | 224,528      | 55.89          | 230,717      | 55.59          |
| Black            | 22,679       | 6.38           | 14,998       | 3.73           | 12,785       | 3.08           |
| Asian            | 27,657       | 7.78           | 26,044       | 6.48           | 27,329       | 6.58           |
| Hispanic         | 116,431      | 32.74          | 188,388      | 46.89          | 230,003      | 55.41          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 31,226       | 8.78           | 30,812       | 7.67           | 32,547       | 7.84           |

|             |         |       |        |       |        |       |
|-------------|---------|-------|--------|-------|--------|-------|
| 5 to 19     | 78,947  | 22.20 | 96,410 | 24.00 | 92,238 | 22.22 |
| 20 to 34    | 103,578 | 29.12 | 94,086 | 23.42 | 94,558 | 22.78 |
| 35 to 44    | 52,704  | 14.82 | 63,817 | 15.88 | 54,820 | 13.21 |
| 45 to 54    | 29,637  | 8.33  | 48,312 | 12.03 | 53,254 | 12.83 |
| 55 to 64    | 25,054  | 7.04  | 28,144 | 7.01  | 43,218 | 10.41 |
| 65 to 74    | 20,828  | 5.86  | 21,535 | 5.36  | 22,921 | 5.52  |
| 75 and Over | 13,686  | 3.85  | 18,646 | 4.64  | 21,501 | 5.18  |

**San Luis Obispo, CA (06079)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
|                  | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| <b>Gender</b>    |              |                |              |                |              |                |
| Male             | 112,101      | 51.62          | 126,449      | 51.26          | 137,999      | 51.18          |
| Female           | 105,061      | 48.38          | 120,232      | 48.74          | 131,638      | 48.82          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 193,793      | 89.24          | 208,670      | 84.59          | 222,756      | 82.61          |
| Black            | 5,655        | 2.60           | 4,556        | 1.85           | 5,550        | 2.06           |
| Asian            | 6,319        | 2.91           | 7,015        | 2.84           | 8,896        | 3.30           |
| Hispanic         | 26,869       | 12.37          | 40,114       | 16.26          | 55,973       | 20.76          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 13,766       | 6.34           | 12,157       | 4.93           | 13,343       | 4.95           |
| 5 to 19          | 42,380       | 19.52          | 52,127       | 21.13          | 49,701       | 18.43          |
| 20 to 34         | 59,031       | 27.18          | 50,229       | 20.36          | 59,450       | 22.05          |
| 35 to 44         | 35,675       | 16.43          | 39,391       | 15.97          | 29,752       | 11.03          |
| 45 to 54         | 18,518       | 8.53           | 35,978       | 14.58          | 39,253       | 14.56          |
| 55 to 64         | 17,180       | 7.91           | 21,120       | 8.56           | 37,116       | 13.77          |
| 65 to 74         | 18,490       | 8.51           | 18,020       | 7.30           | 21,187       | 7.86           |
| 75 and Over      | 12,122       | 5.58           | 17,659       | 7.16           | 19,835       | 7.36           |

**Study Area Counties (continued)**

**San Benito, CA (06069)**

|                  | 1990         |                | 2000         |                | 2010         |                |
|------------------|--------------|----------------|--------------|----------------|--------------|----------------|
|                  | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> | <i>Total</i> | <i>Percent</i> |
| <b>Gender</b>    |              |                |              |                |              |                |
| Male             | 18,589       | 50.66          | 26,953       | 50.63          | 27,629       | 49.99          |
| Female           | 18,108       | 49.34          | 26,281       | 49.37          | 27,640       | 50.01          |
| <b>Ethnicity</b> |              |                |              |                |              |                |
| White            | 25,712       | 70.07          | 34,640       | 65.07          | 35,181       | 63.65          |
| Black            | 186          | 0.51           | 580          | 1.09           | 483          | 0.87           |
| Asian            | 786          | 2.14           | 1,131        | 2.12           | 1,537        | 2.78           |
| Hispanic         | 16,641       | 45.35          | 25,580       | 48.05          | 31,186       | 56.43          |
| <b>Age</b>       |              |                |              |                |              |                |
| Under5           | 3,149        | 8.58           | 4,611        | 8.66           | 4,092        | 7.40           |
| 5 to 19          | 9,258        | 25.23          | 13,767       | 25.86          | 13,569       | 24.55          |
| 20 to 34         | 8,777        | 23.92          | 11,112       | 20.87          | 10,438       | 18.89          |



|             |       |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|-------|
| 35 to 44    | 5,588 | 15.23 | 9,296 | 17.46 | 7,621 | 13.79 |
| 45 to 54    | 3,403 | 9.27  | 6,612 | 12.42 | 8,249 | 14.93 |
| 55 to 64    | 2,891 | 7.88  | 3,619 | 6.80  | 5,940 | 10.75 |
| 65 to 74    | 2,226 | 6.07  | 2,436 | 4.58  | 2,978 | 5.39  |
| 75 and Over | 1,405 | 3.83  | 1,781 | 3.35  | 2,382 | 4.31  |

Source: U.S. Department of Commerce, Bureau of the Census.

Table A.2 Personal Income by Industry for the US, CA and the Study Area by County 2010

|                        | 10                                    | 20                      | 30                                   |                                  | 70                     | 71                       | 72                          | 81            | 82               | 90                       |
|------------------------|---------------------------------------|-------------------------|--------------------------------------|----------------------------------|------------------------|--------------------------|-----------------------------|---------------|------------------|--------------------------|
| <b>County</b>          | Personal income by Place of Residence | Population (persons) 2/ | Per capita personal income (dollars) | Personal Income by Place of Work | Proprietors' income 6/ | Farm proprietors' income | Nonfarm proprietors' income | Farm earnings | Nonfarm earnings | Private nonfarm earnings |
| Alameda                | \$72,024,822                          | \$1,513,043             | \$47,603                             | \$55,762,084                     | \$4,802,483            | \$2,004                  | \$4,800,479                 | \$26,522      | \$55,735,562     | \$46,483,688             |
| Contra Costa           | \$57,700,398                          | \$1,052,605             | \$54,817                             | \$29,351,680                     | \$4,283,595            | \$23,919                 | \$4,259,676                 | \$38,209      | \$29,313,471     | \$25,635,477             |
| Los Angeles            | \$403,144,483                         | \$9,826,773             | \$41,025                             | \$317,660,189                    | \$45,597,603           | (\$18,138)               | \$45,615,741                | \$143,219     | \$317,516,970    | \$270,977,486            |
| Marin                  | \$20,854,466                          | \$252,789               | \$82,498                             | \$9,895,696                      | \$2,260,451            | \$3,160                  | \$2,257,291                 | \$15,862      | \$9,879,834      | \$8,697,696              |
| Mendocino              | \$3,049,993                           | \$87,812                | \$34,733                             | \$1,644,157                      | \$290,052              | (\$16,619)               | \$306,671                   | \$10,471      | \$1,633,686      | \$1,231,018              |
| Monterey               | \$16,677,674                          | \$416,366               | \$40,055                             | \$11,640,804                     | \$1,882,623            | \$416,471                | \$1,466,152                 | \$1,041,553   | \$10,599,251     | \$7,431,905              |
| Napa                   | \$6,672,968                           | \$136,840               | \$48,765                             | \$4,522,236                      | \$539,480              | (\$2,456)                | \$541,936                   | \$104,030     | \$4,418,206      | \$3,683,617              |
| Orange                 | \$147,138,449                         | \$3,017,598             | \$48,760                             | \$110,971,524                    | \$15,460,796           | (\$23,806)               | \$15,484,602                | \$54,950      | \$110,916,574    | \$99,333,176             |
| San Benito             | \$1,882,370                           | \$55,520                | \$33,904                             | \$842,883                        | \$126,070              | \$12,676                 | \$113,394                   | \$38,201      | \$804,682        | \$609,709                |
| San Francisco          | \$55,850,894                          | \$805,340               | \$69,351                             | \$62,256,151                     | \$8,610,112            | \$0                      | \$8,610,112                 | \$0           | \$62,256,151     | \$52,405,014             |
| San Luis Obispo        | \$10,436,017                          | \$270,112               | \$38,636                             | \$6,346,739                      | \$1,018,309            | \$44,713                 | \$973,596                   | \$108,427     | \$6,238,312      | \$4,861,242              |
| San Mateo              | \$47,946,507                          | \$719,604               | \$66,629                             | \$35,037,442                     | \$4,076,376            | (\$900)                  | \$4,077,276                 | \$61,139      | \$34,976,303     | \$32,289,319             |
| Santa Barbara          | \$18,309,874                          | \$424,630               | \$43,120                             | \$12,507,607                     | \$1,752,523            | \$137,571                | \$1,614,952                 | \$448,698     | \$12,058,909     | \$9,340,149              |
| Santa Clara            | \$102,589,854                         | \$1,786,267             | \$57,433                             | \$101,805,095                    | \$6,448,469            | \$11,628                 | \$6,436,841                 | \$107,198     | \$101,697,897    | \$93,778,049             |
| Santa Cruz             | \$12,246,607                          | \$262,880               | \$46,586                             | \$6,276,809                      | \$1,165,956            | \$85,003                 | \$1,080,953                 | \$347,663     | \$5,929,146      | \$4,715,663              |
| Solano                 | \$15,293,223                          | \$414,125               | \$36,929                             | \$9,080,662                      | \$652,664              | \$44,968                 | \$607,696                   | \$81,274      | \$8,999,388      | \$6,422,106              |
| Sonoma                 | \$20,975,353                          | \$484,712               | \$43,274                             | \$12,387,049                     | \$1,876,592            | (\$6,242)                | \$1,882,834                 | \$127,899     | \$12,259,150     | \$10,413,449             |
| Ventura                | \$36,506,222                          | \$825,445               | \$44,226                             | \$22,313,520                     | \$2,516,083            | \$247,125                | \$2,268,958                 | \$760,955     | \$21,552,565     | \$17,548,652             |
| <b>Study Areas</b>     |                                       |                         |                                      |                                  |                        |                          |                             |               |                  |                          |
| Cordell Bank           | \$415,205,085                         | \$7,516,017             | \$55,243                             | \$328,019,061                    | \$35,006,230           | \$144,465                | \$34,861,765                | \$920,267     | \$327,098,794    | \$285,755,096            |
| Gulf of the Farallones | \$415,205,085                         | \$7,516,017             | \$55,243                             | \$328,019,061                    | \$35,006,230           | \$144,465                | \$34,861,765                | \$920,267     | \$327,098,794    | \$285,755,096            |
| Monterey Bay           | \$420,175,800                         | \$7,685,491             | \$54,671                             | \$332,818,281                    | \$35,866,588           | \$641,186                | \$35,225,402                | \$1,970,078   | \$330,848,203    | \$287,013,485            |
| Channel Islands        | \$605,099,028                         | \$14,094,446            | \$42,932                             | \$481,440,383                    | \$68,227,937           | \$803,936                | \$67,424,001                | \$2,557,802   | \$478,882,581    | \$409,492,610            |
| CALIFORNIA             | \$1,564,209,194                       | \$37,338,198            | \$41,893                             | \$1,156,546,040                  | \$146,825,576          | \$6,668,225              | \$140,157,351               | \$13,088,799  | \$1,143,457,241  | \$938,549,377            |
| UNITED STATES          | \$12,308,496,000                      | \$309,330,219           | \$39,791                             |                                  | \$1,109,795,000        | \$50,739,000             | \$1,059,056,000             | \$75,843,000  | \$8,982,530,000  | \$7,337,528,000          |

Table A.2. Personal Income by Industry for the US, CA, and the Study Area by County, 2010 (Continued)

|                           | 100  | 200          | 300          | 400           | 500           | 600                | 700             | 800                               | 900           | 1000                        |
|---------------------------|--|--------------|--------------|---------------|---------------|--------------------|-----------------|-----------------------------------|---------------|-----------------------------|
| <b>County</b>             | Forestry,<br>fishing, and<br>related<br>activities | Mining       | Utilities    | Construction  | Manufacturing | Wholesale<br>trade | Retail<br>trade | Transportation<br>and warehousing | Information   | Finance<br>and<br>insurance |
| Alameda                   | \$17,467   | \$24,127     | (D)          | \$3,205,644   | \$6,375,405   | \$3,361,835        | \$3,067,002     | (D)                               | \$2,037,829   | \$1,571,537                 |
| Contra Costa              | (D)  | (D)          | \$410,016    | \$2,021,851   | \$3,319,759   | \$856,377          | \$1,838,904     | \$930,048                         | \$1,075,262   | \$2,711,789                 |
| Los Angeles               | \$86,105   | \$1,523,533  | \$1,629,314  | \$10,574,483  | \$29,730,628  | \$17,211,979       | \$18,007,628    | \$11,076,370                      | \$29,899,130  | \$20,640,829                |
| Marin                     | (D)  | (D)          | (D)          | \$635,256     | \$142,580     | \$283,179          | \$741,076       | (D)                               | \$237,548     | \$1,065,144                 |
| Mendocino                 | \$53,964   | \$1,820      | \$21,102     | \$118,113     | \$133,842     | \$41,994           | \$189,765       | \$31,616                          | \$19,752      | \$49,529                    |
| Monterey                  | \$1,199,709  | \$28,378     | \$70,215     | \$425,574     | \$374,362     | \$600,082          | \$673,340       | \$249,481                         | \$154,132     | \$300,494                   |
| Napa                      | \$115,412  | \$7,245      | \$23,800     | \$274,590     | \$877,543     | \$165,079          | \$253,323       | \$96,544                          | \$55,372      | \$182,495                   |
| Orange                    | \$48,312   | \$132,974    | \$695,312    | \$7,017,374   | \$13,408,512  | \$8,565,069        | \$7,009,997     | \$2,105,648                       | \$2,787,384   | \$10,422,096                |
| San Benito                | (D)  | (D)          | (D)          | \$59,091      | \$169,959     | \$25,993           | \$96,873        | (D)                               | \$3,892       | \$21,452                    |
| San Francisco             | \$8,421  | \$28,921     | (D)          | \$1,710,093   | \$884,312     | \$1,252,259        | \$2,437,381     | (D)                               | \$2,964,134   | \$10,706,189                |
| San Luis Obispo           | \$74,396   | \$58,880     | (D)          | \$514,280     | \$390,179     | \$191,643          | \$536,771       | (D)                               | \$97,860      | \$206,821                   |
| San Mateo                 | \$15,279   | \$8,417      | \$211,205    | \$1,625,894   | \$4,105,671   | \$1,366,844        | \$1,802,139     | \$1,826,295                       | \$2,787,475   | \$3,414,435                 |
| Santa Barbara             | \$236,533  | \$143,946    | \$33,914     | \$668,035     | \$1,027,216   | \$355,058          | \$804,523       | \$186,214                         | \$376,202     | \$461,051                   |
| Santa Clara               | \$53,019   | \$26,418     | \$470,677    | \$3,269,550   | \$26,784,119  | \$4,968,732        | \$4,265,534     | \$688,149                         | \$11,056,581  | \$3,076,231                 |
| Santa Cruz                | (D)  | (D)          | \$25,907     | \$528,514     | \$407,913     | \$309,149          | \$488,559       | \$82,566                          | \$77,137      | \$203,809                   |
| Solano                    | \$18,232   | \$19,361     | \$83,368     | \$692,113     | \$1,027,485   | \$335,160          | \$632,528       | \$235,812                         | \$103,509     | \$296,631                   |
| Sonoma                    | \$79,799   | \$11,124     | \$109,588    | \$986,890     | \$1,654,930   | \$573,735          | \$924,144       | \$245,840                         | \$245,759     | \$516,422                   |
| Ventura                   | \$292,758  | \$262,288    | \$137,253    | \$1,002,574   | \$3,512,108   | \$1,242,866        | \$1,467,709     | \$302,654                         | \$527,114     | \$1,725,533                 |
| <b>Study Areas</b>        |  |              |              |               |               |                    |                 |                                   |               |                             |
| <b>Cordell Bank</b>       | #VALUE!  | #VALUE!      | #VALUE!      | \$15,068,508  | \$45,713,559  | \$13,514,343       | \$16,640,355    | #VALUE!                           | \$20,660,358  | \$23,794,211                |
| Gulf of the<br>Farallones | #VALUE!  | #VALUE!      | #VALUE!      | \$15,068,508  | \$45,713,559  | \$13,514,343       | \$16,640,355    | #VALUE!                           | \$20,660,358  | \$23,794,211                |
| Monterey Bay              | #VALUE!  | #VALUE!      | #VALUE!      | \$14,962,450  | \$44,859,287  | \$13,716,332       | \$16,833,430    | #VALUE!                           | \$20,650,731  | \$23,757,027                |
| Channel Islands           | \$1,937,813  | \$2,149,999  | #VALUE!      | \$20,202,320  | \$48,443,005  | \$28,166,697       | \$28,499,968    | #VALUE!                           | \$33,841,822  | \$33,756,824                |
| CALIFORNIA                | \$6,871,774  | \$4,693,094  | \$8,812,715  | \$55,140,819  | \$119,620,654 | \$54,538,312       | \$68,697,780    | \$32,225,363                      | \$61,112,181  | \$71,940,068                |
| UNITED STATES             | \$27,373,000                                       | \$97,662,000 | \$75,574,000 | \$489,548,000 | \$895,864,000 | \$454,320,000      | \$549,657,000   | \$298,642,000                     | \$294,804,000 | \$679,992,000               |

Table A.2. Personal Income by Industry for the US, CA, and the Study Area by County, 2010 (Continued)

|                        | 1100                               | 1200   | 1300                                    | 1400   | 1500                 | 1600                              | 1700                                | 1800                            | 1900   | 2000                                  |
|------------------------|------------------------------------|--|---|--|----------------------|-----------------------------------|-------------------------------------|---------------------------------|--|---------------------------------------|
| <b>County</b>          | Real estate and rental and leasing | Professional, scientific, and technical services | Management of companies and enterprises | Administrative and waste management services | Educational services | Health care and social assistance | Arts, entertainment, and recreation | Accommodation and food services | Other services, except public administration | Government and government enterprises |
| Alameda                | \$730,465                          | \$7,965,378                                      | \$2,281,542                             | \$1,880,189                                  | \$734,329            | \$7,010,174                       | \$833,882                           | \$1,244,119                     | \$1,927,319                                  | \$9,251,874                           |
| Contra Costa           | \$600,068                          | \$3,234,052                                      | \$590,813                               | \$1,050,479                                  | \$348,328            | \$4,125,208                       | \$231,647                           | \$695,743                       | \$1,165,836                                  | \$3,677,994                           |
| Los Angeles            | \$6,464,124                        | \$37,158,153                                     | \$5,637,224                             | \$12,267,406                                 | \$6,467,430          | \$30,846,052                      | \$10,299,145                        | \$9,132,693                     | \$12,325,260                                 | \$46,539,484                          |
| Marin                  | \$291,916                          | \$1,946,123                                      | \$268,200                               | \$430,634                                    | \$215,532            | \$1,214,442                       | \$218,956                           | \$315,978                       | \$541,938                                    | \$1,182,138                           |
| Mendocino              | \$21,533                           | \$86,829   | \$15,201                                | \$45,329                                     | \$8,882              | \$211,556                         | \$10,665                            | \$78,359                        | \$91,167                                     | \$402,668                             |
| Monterey               | \$132,884                          | \$588,125  | \$128,888                               | \$265,749                                    | \$115,013            | \$902,796                         | \$215,976                           | \$584,226                       | \$422,481                                    | \$3,167,346                           |
| Napa                   | \$60,772                           | \$244,968  | \$51,360                                | \$172,691                                    | \$68,516             | \$519,891                         | \$31,096                            | \$304,431                       | \$178,489                                    | \$734,589                             |
| Orange                 | \$3,490,193                        | \$13,758,067                                     | \$2,359,473                             | \$6,828,892                                  | \$1,275,026          | \$9,849,811                       | \$1,893,500                         | \$3,855,666                     | \$3,829,870                                  | \$11,583,398                          |
| San Benito             | \$7,639                            | (D)  | (D)                                     | \$21,255                                     | \$2,630              | \$42,871                          | \$7,029                             | \$20,399                        | \$43,205                                     | \$194,973                             |
| San Francisco          | \$1,439,662                        | \$14,134,713                                     | \$2,965,064                             | \$2,555,223                                  | \$1,019,751          | \$3,425,342                       | \$1,084,025                         | \$2,615,193                     | \$1,773,859                                  | \$9,851,137                           |
| San Luis Obispo        | \$110,123                          | \$475,232  | \$40,895                                | \$220,031                                    | \$25,408             | \$751,543                         | \$51,303                            | \$331,991                       | \$318,403                                    | \$1,377,070                           |
| San Mateo              | \$640,585                          | \$6,842,981                                      | \$742,319                               | \$1,482,425                                  | \$325,862            | \$2,673,745                       | \$266,476                           | \$933,829                       | \$1,217,443                                  | \$2,686,984                           |
| Santa Barbara          | \$208,959                          | \$1,335,801                                      | \$258,629                               | \$553,944                                    | \$154,663            | \$1,347,086                       | \$132,669                           | \$536,980                       | \$518,726                                    | \$2,718,760                           |
| Santa Clara            | \$1,270,992                        | \$18,126,928                                     | \$1,513,376                             | \$3,382,487                                  | \$2,816,478          | \$7,397,983                       | \$746,789                           | \$1,774,810                     | \$2,089,196                                  | \$7,919,848                           |
| Santa Cruz             | \$83,003                           | \$471,400  | \$231,470                               | \$255,231                                    | \$81,610             | \$815,323                         | \$75,906                            | \$224,592                       | \$307,115                                    | \$1,213,483                           |
| Solano                 | \$87,861                           | \$324,074  | \$126,085                               | \$296,795                                    | \$86,665             | \$1,420,027                       | \$64,437                            | \$232,693                       | \$339,270                                    | \$2,577,282                           |
| Sonoma                 | \$221,647                          | \$1,297,410                                      | \$152,528                               | \$421,860                                    | \$105,043            | \$1,701,290                       | \$134,639                           | \$444,095                       | \$586,706                                    | \$1,845,701                           |
| Ventura                | \$314,736                          | \$1,730,757                                      | \$273,146                               | \$920,111                                    | \$234,003            | \$1,962,695                       | \$190,066                           | \$623,400                       | \$826,881                                    | \$4,003,913                           |
| <b>Study Areas</b>     |                                    |  |   |  |                      |                                   |                                     |                                 |  |                                       |
| <b>Cordell Bank</b>    | \$5,448,504                        | \$54,674,856                                     | \$8,937,958                             | \$11,973,343                                 | \$5,810,996          | \$30,514,981                      | \$3,698,518                         | \$8,863,842                     | \$10,218,338                                 | \$41,343,698                          |
| Gulf of the Farallones | \$5,448,504                        | \$54,674,856                                     | \$8,937,958                             | \$11,973,343                                 | \$5,810,996          | \$30,514,981                      | \$3,698,518                         | \$8,863,842                     | \$10,218,338                                 | \$41,343,698                          |
| Monterey Bay           | \$5,455,970                        | #VALUE!  | #VALUE!                                 | \$12,013,189                                 | \$5,840,122          | \$30,299,345                      | \$3,827,522                         | \$9,278,004                     | \$10,324,554                                 | \$43,834,718                          |
| Channel Islands        | \$10,721,019                       | \$55,046,135                                     | \$8,698,255                             | \$21,056,133                                 | \$8,271,543          | \$45,659,983                      | \$12,782,659                        | \$15,064,956                    | \$18,241,621                                 | \$69,389,971                          |
| CALIFORNIA             | \$21,774,611                       | \$138,238,602                                    | \$22,143,442                            | \$45,519,865                                 | \$17,631,021         | \$112,563,613                     | \$19,573,843                        | \$34,629,416                    | \$42,822,204                                 | \$204,907,864                         |
| UNITED STATES          | \$162,589,000                      | \$879,332,000                                    | \$216,577,000                           | \$348,184,000                                | \$147,868,000        | \$1,013,681,000                   | \$100,520,000                       | \$271,451,000                   | \$333,890,000                                | \$1,645,002,000                       |

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Table A.3. Total Full and Part-time Employment by Industry and County, 2010

| County                 | Total employment | Wage and salary employment | Proprietors employment | Farm proprietors employment | Nonfarm proprietors employment 2/ | Farm employment | Nonfarm employment | Private nonfarm employment | Forestry, fishing, and related activities |
|------------------------|------------------|----------------------------|------------------------|-----------------------------|-----------------------------------|-----------------|--------------------|----------------------------|---|
| Alameda                | 854,126          | 666,342                    | 187,784                | 436                         | 187,348                           | 975             | 853,151            | 742,392                    | 477                                       |
| Contra Costa           | 470,495          | 333,906                    | 136,589                | 534                         | 136,055                           | 923             | 469,572            | 420,174                    | D   |
| Los Angeles            | 5,414,763        | 4,058,638                  | 1,356,125              | 1,425                       | 1,354,700                         | 5,722           | 5,409,041          | 4,806,853                  | 2,866                                     |
| Marin                  | 177,066          | 110,886                    | 66,180                 | 206                         | 65,974                            | 517             | 176,549            | 161,042                    | D   |
| Mendocino              | 46,884           | 30,577                     | 16,307                 | 975                         | 15,332                            | 1,952           | 44,932             | 37,769                     | 1,414                                     |
| Monterey               | 221,952          | 178,694                    | 43,258                 | 893                         | 42,365                            | 15,973          | 205,979            | 168,631                    | 30,450                                    |
| Napa                   | 88,421           | 67,300                     | 21,121                 | 1,220                       | 19,901                            | 3,485           | 84,936             | 74,493                     | 2,635                                     |
| Orange                 | 1,870,491        | 1,446,198                  | 424,293                | 245                         | 424,048                           | 2,470           | 1,868,021          | 1,711,850                  | 1,495                                     |
| San Benito             | 20,464           | 14,501                     | 5,963                  | 526                         | 5,437                             | 1,125           | 19,339             | 16,546                     | D   |
| San Francisco          | 719,646          | 569,027                    | 150,619                | 0                           | 150,619                           | 0               | 719,646            | 615,309                    | 240                                       |
| San Luis Obispo        | 147,720          | 105,058                    | 42,662                 | 2,315                       | 40,347                            | 3,929           | 143,791            | 122,652                    | 2,523                                     |
| San Mateo              | 460,901          | 338,723                    | 122,178                | 261                         | 121,917                           | 1,758           | 459,143            | 426,579                    | 475                                       |
| Santa Barbara          | 246,968          | 188,996                    | 57,972                 | 1,209                       | 56,763                            | 10,763          | 236,205            | 197,713                    | 7,442                                     |
| Santa Clara            | 1,111,764        | 888,756                    | 223,008                | 882                         | 222,126                           | 3,148           | 1,108,616          | 1,016,114                  | 1,525                                     |
| Santa Cruz             | 138,386          | 97,375                     | 41,011                 | 539                         | 40,472                            | 8,463           | 129,923            | 111,175                    | D   |
| Solano                 | 168,062          | 135,422                    | 32,640                 | 762                         | 31,878                            | 1,645           | 166,417            | 133,768                    | 566                                       |
| Sonoma                 | 261,631          | 185,221                    | 76,410                 | 2,849                       | 73,561                            | 6,287           | 255,344            | 227,018                    | 2,489                                     |
| Ventura                | 416,794          | 318,108                    | 98,686                 | 1,916                       | 96,770                            | 16,191          | 400,603            | 351,105                    | 8,008                                     |
| <b>Study Areas</b>     |                  |                            |                        |                             |                                   |                 |                    |                            |   |
| Cordell Bank           | 4,497,382        | 3,423,535                  | 1,073,847              | 8,664                       | 1,065,183                         | 12.3            | 22.9               | 23.6                       | 4.6                                       |
| Gulf of the Farallones | 4,497,382        | 3,423,535                  | 1,073,847              | 8,664                       | 1,065,183                         | 12.3            | 22.9               | 23.6                       | 4.6                                       |
| Monterey Bay           | 4,579,003        | 3,505,990                  | 1,073,013              | 8,574                       | 1,064,439                         | 17.7            | 23.3               | 23.8                       | 18.2                                      |
| Channel Islands        | 8,318,688        | 6,295,692                  | 2,022,996              | 8,003                       | 2,014,993                         | 23.2            | 42.4               | 43.8                       | 24.7                                      |
| California             | 19,732,278       | 15,047,583                 | 4,684,695              | 67,841                      | 4,616,854                         | 8.9             | 11.4               | 11.5                       | 25.3                                      |
| United States          | 173,626,700      | 136,108,000                | 37,518,700             | 1,892,000                   | 35,626,700                        | 2,657,000       | 170,969,700        | 146,290,700                | 846,400                                   |

Table A.3. Total Full and Part-time Employment by Industry and County, 2010 (Continued)

| County                 | Mining    | Utilities | Construction | Manufacturing | Wholesale trade | Retail trade | Transportation and warehousing | Information | Finance and insurance |
|------------------------|-----------|-----------|--------------|---------------|-----------------|--------------|--------------------------------|-------------|-----------------------|
| Alameda                | 1,121     | D         | 42,245       | 64,640        | 40,921          | 74,865       | D                              | 18,482      | 29,165                |
| Contra Costa           | D         | 2,388     | 26,965       | 20,259        | 10,466          | 51,025       | 9,312                          | 11,821      | 36,614                |
| Los Angeles            | 13,925    | 12,246    | 182,175      | 401,814       | 250,683         | 491,974      | 190,763                        | 234,127     | 264,874               |
| Marin                  | D         | D         | 9,465        | 3,067         | 3,778           | 16,933       | D                              | 3,372       | 12,938                |
| Mendocino              | 353       | 162       | 3,070        | 2,797         | 923             | 5,798        | 808                            | 493         | 1,436                 |
| Monterey               | 548       | 505       | 7,483        | 6,206         | 6,230           | 19,580       | 4,120                          | 2,246       | 5,948                 |
| Napa                   | 198       | 216       | 4,204        | 11,128        | 2,142           | 7,597        | 1,724                          | 865         | 2,913                 |
| Orange                 | 4,979     | 4,198     | 92,978       | 160,635       | 95,136          | 176,443      | 31,673                         | 31,291      | 126,837               |
| San Benito             | D         | D         | 1,372        | 2,714         | 482             | 2,647        | D                              | 130         | 722                   |
| San Francisco          | 1,117     | D         | 21,858       | 10,863        | 13,600          | 48,717       | D                              | 23,608      | 58,662                |
| San Luis Obispo        | 699       | D         | 9,162        | 5,913         | 3,525           | 16,983       | D                              | 1,751       | 5,633                 |
| San Mateo              | 857       | 1,269     | 20,123       | 28,570        | 14,428          | 41,125       | 27,822                         | 20,031      | 28,681                |
| Santa Barbara          | 1,684     | 357       | 11,360       | 12,678        | 5,202           | 22,667       | 3,650                          | 4,497       | 8,078                 |
| Santa Clara            | 1,703     | 1,563     | 44,117       | 156,688       | 41,143          | 93,825       | 15,893                         | 48,888      | 42,932                |
| Santa Cruz             | D         | 186       | 6,767        | 6,517         | 4,575           | 14,610       | 1,873                          | 1,536       | 4,566                 |
| Solano                 | 430       | 535       | 9,991        | 9,612         | 5,115           | 20,331       | 4,897                          | 2,021       | 6,041                 |
| Sonoma                 | 736       | 719       | 15,939       | 22,407        | 8,581           | 27,389       | 4,640                          | 3,724       | 10,502                |
| Ventura                | 2,253     | 1,160     | 18,822       | 33,987        | 15,565          | 44,537       | 6,089                          | 6,990       | 27,533                |
| <b>Study Areas</b>     |           |           |              |               |                 |              |                                |             |                       |
| Cordell Bank           | #VALUE!   | #VALUE!   | 204,744      | 336,548       | 145,672         | 402,215      | #VALUE!                        | 134,841     | 234,450               |
| Gulf of the Farallones | #VALUE!   | #VALUE!   | 204,744      | 336,548       | 145,672         | 402,215      | #VALUE!                        | 134,841     | 234,450               |
| Monterey Bay           | #VALUE!   | #VALUE!   | 203,752      | 326,177       | 146,405         | 408,238      | #VALUE!                        | 134,751     | 234,815               |
| Channel Islands        | 24,088    | #VALUE!   | 321,980      | 621,233       | 376,341         | 772,184      | #VALUE!                        | 280,902     | 438,903               |
| California             | 60,398    | 59,397    | 874,486      | 1,323,830     | 727,270         | 1,893,393    | 572,625                        | 509,556     | 957,558               |
| United States          | 1,269,000 | 582,200   | 8,863,700    | 12,107,900    | 6,045,000       | 17,702,600   | 5,519,200                      | 3,229,600   | 9,224,400             |

Table A.3. Total Full and Part-time Employment by Industry and County, 2010 (Continued)

| County                 | Real estate and rental and leasing | Professional, scientific, and technical services | Management of companies and enterprises | Administrative and waste management services | Educational services | Health care and social assistance | Arts, entertainment, and recreation | Accommodation and food services |
|------------------------|------------------------------------|--|---|--|----------------------|-----------------------------------|-------------------------------------|---------------------------------|
| Alameda                | 37,270                             | 96,527   | 16,057                                  | 48,358                                       | 23,140               | 95,692                            | 23,431                              | 51,393                          |
| Contra Costa           | 31,586                             | 46,180   | 5,601                                   | 29,106                                       | 11,112               | 53,363                            | 12,661                              | 29,134                          |
| Los Angeles            | 294,586                            | 446,724  | 59,006                                  | 357,253                                      | 144,757              | 533,211                           | 200,838                             | 352,302                         |
| Marin                  | 12,938                             | 26,741   | 2,133                                   | 10,818                                       | 5,768                | 18,452                            | 7,739                               | 11,188                          |
| Mendocino              | 2,182                              | 2,787  | 223                                     | 2,064  | 518                  | 4,678                             | 1,131                               | 4,089                           |
| Monterey               | 8,721                              | 11,208   | 1,488                                   | 8,665  | 3,644                | 15,530                            | 4,569                               | 19,727                          |
| Napa                   | 3,839                              | 4,771  | 1,096                                   | 5,370  | 1,879                | 8,042                             | 1,672                               | 9,368                           |
| Orange                 | 127,973                            | 179,825  | 23,918                                  | 155,680                                      | 37,128               | 160,955                           | 54,155                              | 144,039                         |
| San Benito             | 1,098                              | D  | D                                       | 899  | 227                  | 1,094                             | 444                                 | 1,023                           |
| San Francisco          | 33,223                             | 114,721  | 15,610                                  | 44,514                                       | 23,852               | 52,823                            | 26,593                              | 71,401                          |
| San Luis Obispo        | 9,056                              | 10,655   | 594                                     | 8,129  | 1,627                | 13,744                            | 3,674                               | 14,856                          |
| San Mateo              | 27,480                             | 63,982   | 4,878                                   | 29,447                                       | 9,603                | 37,375                            | 10,929                              | 32,238                          |
| Santa Barbara          | 12,371                             | 21,064   | 2,011                                   | 14,848                                       | 4,536                | 22,929                            | 6,606                               | 20,891                          |
| Santa Clara            | 57,608                             | 157,553  | 10,037                                  | 65,859                                       | 42,668               | 94,867                            | 21,628                              | 68,316                          |
| Santa Cruz             | 7,587                              | 11,105   | 1,921                                   | 6,977  | 3,861                | 14,789                            | 4,869                               | 10,127                          |
| Solano                 | 7,171                              | 7,335  | 1,630                                   | 10,448                                       | 2,584                | 20,619                            | 3,813                               | 11,778                          |
| Sonoma                 | 14,483                             | 24,899   | 1,916                                   | 13,794                                       | 4,458                | 27,671                            | 7,843                               | 19,386                          |
| Ventura                | 21,248                             | 30,969   | 2,909                                   | 26,275                                       | 7,809                | 35,782                            | 10,120                              | 28,020                          |
| <b>Study Areas</b>     |                                    |  |   |  |                      |                                   |                                     |                                 |
| Cordell Bank           | 235,367                            | 556,601  | 61,102                                  | 266,755                                      | 129,443              | 428,371                           | 122,309                             | 318,418                         |
| Gulf of the Farallones | 235,367                            | 556,601  | 61,102                                  | 266,755                                      | 129,443              | 428,371                           | 122,309                             | 318,418                         |
| Monterey Bay           | 237,577                            | #VALUE!  | #VALUE!                                 | 268,590                                      | 129,965              | 426,390                           | 122,022                             | 330,549                         |
| Channel Islands        | 473,955                            | 700,445  | 89,926                                  | 570,850                                      | 199,501              | 782,151                           | 279,962                             | 579,835                         |
| California             | 1,042,363                          | 1,708,556  | 207,426                                 | 1,253,780                                    | 440,359              | 1,866,022                         | 538,884                             | 1,379,286                       |
| United States          | 7,739,000                          | 11,800,800                                       | 2,014,400                               | 10,447,200                                   | 4,088,900            | 19,096,900                        | 3,787,400                           | 12,058,300                      |

Table A.3. Total Full and Part-time Employment by Industry and County, 2010 (Continued)

| County                 | Other services, except public administration | Government and government enterprises | Federal, civilian | Military  | State and local | State government | Local government |
|------------------------|--|---------------------------------------|-------------------|-----------|-----------------|------------------|------------------|
| Alameda                | 46,587                                       | 110,759                               | 10,600            | 3,846     | 96,313          | 30,134           | 66,179           |
| Contra Costa           | 29,463                                       | 49,398                                | 5,221             | 1,716     | 42,461          | 507              | 41,954           |
| Los Angeles            | 372,729                                      | 602,188                               | 52,583            | 18,366    | 531,239         | 79,512           | 451,727          |
| Marin                  | 12,712                                       | 15,507                                | 916               | 642       | 13,949          | 2,182            | 11,767           |
| Mendocino              | 2,843  | 7,163                                 | 333               | 175       | 6,655           | 405              | 6,250            |
| Monterey               | 11,763                                       | 37,348                                | 5,835             | 5,964     | 25,549          | 4,791            | 20,758           |
| Napa                   | 4,834  | 10,443                                | 426               | 221       | 9,796           | 3,548            | 6,248            |
| Orange                 | 102,512                                      | 156,171                               | 12,619            | 5,604     | 137,948         | 25,619           | 112,329          |
| San Benito             | 1,175  | 2,793                                 | 160               | 90        | 2,543           | D                | D                |
| San Francisco          | 39,203                                       | 104,337                               | 15,361            | 1,697     | 87,279          | 43,659           | 43,620           |
| San Luis Obispo        | 10,049                                       | 21,139                                | 676               | 472       | 19,991          | 9,263            | 10,728           |
| San Mateo              | 27,266                                       | 32,564                                | 4,064             | 1,327     | 27,173          | 506              | 26,667           |
| Santa Barbara          | 14,842                                       | 38,492                                | 4,138             | 3,413     | 30,941          | D                | D                |
| Santa Clara            | 49,301                                       | 92,502                                | 10,663            | 3,248     | 78,591          | 6,617            | 71,974           |
| Santa Cruz             | 8,259  | 18,748                                | 548               | 425       | 17,775          | 6,274            | 11,501           |
| Solano                 | 8,851  | 32,649                                | 4,686             | 7,378     | 20,585          | 4,928            | 15,657           |
| Sonoma                 | 15,442                                       | 28,326                                | 1,796             | 1,463     | 25,067          | 4,575            | 20,492           |
| Ventura                | 23,029                                       | 49,498                                | 7,823             | 6,374     | 35,301          | 2,007            | 33,294           |
| <b>Study Areas</b>     |  |                                       |                   |           |                 |                  |                  |
| Cordell Bank           | 244,761                                      | 502,396                               | 54,614            | 22,138    | 425,644         | 103,335          | 322,309          |
| Gulf of the Farallones | 244,761                                      | 502,396                               | 54,614            | 22,138    | 425,644         | 103,335          | 322,309          |
| Monterey Bay           | 249,463                                      | 528,187                               | 59,156            | 27,026    | 442,005         | #VALUE!          | #VALUE!          |
| Channel Islands        | 534,924                                      | 904,836                               | 83,674            | 40,193    | 780,969         | #VALUE!          | #VALUE!          |
| California             | 1,183,534                                    | 2,682,167                             | 269,087           | 223,945   | 2,189,135       | 495,004          | 1,694,131        |
| United States          | 9,867,800                                    | 24,679,000                            | 3,038,000         | 2,101,000 | 19,540,000      | 5,292,000        | 14,248,000       |

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System



Table A.4. Unemployment Rates and Labor Force by County, 1990, 2000, 2005, and 2010

| County                 | Unemployment Rates |      |      |      | Labor Force |            |            |            |
|------------------------|--------------------|------|------|------|-------------|------------|------------|------------|
|                        | 1990               | 2000 | 2005 | 2010 | 1990        | 2000       | 2005       | 2010       |
| Alameda                | 4.1                | 3.6  | 5.1  | 11.3 | 677,657     | 769,061    | 735,682    | 761,264    |
| Contra Costa           | 4.0                | 3.5  | 4.9  | 11.1 | 435,475     | 500,940    | 510,842    | 523,315    |
| Los Angeles            | 5.8                | 5.4  | 5.4  | 12.6 | 4,523,712   | 4,677,326  | 4,771,417  | 4,910,534  |
| Marin                  | 2.5                | 2.8  | 3.9  | 8.0  | 131,938     | 141,809    | 129,333    | 133,128    |
| Mendocino              | 7.6                | 5.6  | 5.8  | 11.3 | 38,764      | 43,576     | 43,926     | 43,307     |
| Monterey               | 9.7                | 7.4  | 7.3  | 12.7 | 172,807     | 203,188    | 206,975    | 220,933    |
| Napa                   | 4.1                | 3.6  | 4.4  | 9.7  | 56,443      | 66,625     | 71,460     | 75,734     |
| Orange                 | 3.5                | 3.5  | 3.8  | 9.5  | 1,353,596   | 1,481,143  | 1,588,827  | 1,591,042  |
| San Benito             | 12.2               | 6.0  | 8.1  | 17.2 | 20,956      | 27,450     | 24,550     | 26,044     |
| San Francisco          | 3.8                | 3.4  | 5.0  | 9.6  | 409,538     | 472,759    | 414,134    | 456,589    |
| San Luis Obispo        | 4.6                | 4.0  | 4.3  | 9.9  | 99,815      | 122,463    | 131,725    | 138,182    |
| San Mateo              | 2.6                | 2.9  | 4.3  | 8.8  | 370,361     | 398,171    | 360,972    | 374,909    |
| Santa Barbara          | 4.9                | 4.4  | 4.4  | 9.4  | 192,637     | 202,387    | 213,600    | 222,380    |
| Santa Clara            | 4.0                | 3.1  | 5.3  | 11.0 | 852,762     | 940,731    | 816,954    | 880,803    |
| Santa Cruz             | 7.2                | 5.1  | 6.3  | 12.6 | 135,745     | 148,350    | 143,273    | 149,934    |
| Solano                 | 4.8                | 4.6  | 5.4  | 12.0 | 164,957     | 194,209    | 208,894    | 214,620    |
| Sonoma                 | 3.9                | 3.4  | 4.5  | 10.5 | 206,345     | 253,260    | 253,887    | 256,053    |
| Ventura                | 5.8                | 4.5  | 4.8  | 10.8 | 366,756     | 392,665    | 416,751    | 434,750    |
| <b>Study Areas</b>     |                    |      |      |      |             |            |            |            |
| Cordell Bank           | 4.0                | 3.5  | 5.0  | 10.6 | 3,479,985   | 3,929,491  | 3,689,357  | 3,869,656  |
| Gulf of the Farallones | 4.0                | 3.5  | 5.0  | 10.6 | 3,479,985   | 3,929,491  | 3,689,357  | 3,869,656  |
| Monterey Bay           | 4.3                | 3.7  | 5.2  | 10.8 | 3,528,454   | 3,985,756  | 3,754,794  | 3,955,455  |
| Channel Islands        | 5.4                | 5.0  | 5.0  | 11.7 | 6,709,323   | 7,079,172  | 7,329,295  | 7,517,821  |
| California             | 5.8                | 4.9  | 5.4  | 12.4 | 15,168,531  | 16,857,578 | 17,544,763 | 18,316,411 |
| United States          | 5.6                | 4.0  | 5.1  | 9.6  |             |            |            |            |

Source: U.S. Department of Labor, Bureau of Labor Statistics.