

Santa Maria Market Overview

Santa Maria's business market features a diverse economy with strengths in healthcare, education, retail, and industries like aerospace, communications, and manufacturing, supported by a strong and growing workforce.

Here's a more detailed overview of the Santa Maria business market:

Key Industries and Economic Activity:

Dominant Sectors:

The Santa Maria-Santa Barbara area employs 207,000 people, with the largest industries being Health Care & Social Assistance, Educational Services, and Retail Trade.

High-Paying Industries:

Management of Companies & Enterprises, Utilities, and Professional, Scientific, & Technical Services are among the highest-paying industries.

Thriving Sectors:

Santa Maria is home to thriving industries including aerospace, communications, high-tech research and development, energy production, military operations, and manufacturing.

Food and Beverage:

Santa Maria is known for its Santa Maria-style barbecue, strawberries, and wine country.

Business Support Services:

Employs 18,534 people (8% of the workforce)

Additional Details

Labor Market Data

Highlight title to open link for further detailed information

- [EDD Open Data Portal](#)

The EDD Open Data Portal provides access to view and download data and information on the California labor market produced by the Employment Development Department.

Economic Indicators

- [Business Employment Dynamics](#)

The Business Employment Dynamics (BED) data track the expansion and contraction of employment for private businesses. These employment changes - gross job gains (expansions and openings) and gross job losses (reductions and closures) - are components of the net change in employment at the establishment level.

- [California Consumer Price Index](#)

The Consumer Price Index (CPI) is a measure of the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services.

- [Income Data Search Tool](#)

The Measures of Income data is an aggregate of Income data from all sources by household, family, and individuals. It is an important economic indicator and is intended to be used with other economic and labor market data to gauge the health of the California economy.

- [Per Capita Personal Income by County from U.S. Bureau of Economic Analysis](#)

Quickly locate Per Capita Personal Income data by County from U.S. Bureau of Economic Analysis.

- [Quarterly Workforce Indicators](#)

The Longitudinal Employer-Household Dynamics (LEHD) program at the U.S. Census Bureau, together with the California Employment Development Department, provides summaries of Quarterly Workforce Indicators at the county, metro, and local Workforce Investment Area levels cross-referenced with such factors as gender, age, race, education, firm size, and industry.

- **[Taxable Sales for California by County](#)**
Taxable Sales for California and Counties from the California Board of Tax and Fee Administration.
- **[Worker Adjustment and Retraining Notification \(WARN\)](#)**
WARN provides protection to employees, their families, and communities by requiring employers to give affected employees and other state and local representatives notice 60 days in advance of a plant closing or mass layoff.

Economic Analysis and Trends

- **[California Labor Market Review \(PDF\)](#)**
The California Labor Market Review is a monthly publication that provides in-depth analysis on the California labor market.
- **[Spotlight on the U.S. Economy \(PDF\) June 2015](#)**
This report provides the latest information on some of the U.S. economic indicators.
- **[Spotlight on the California Economy \(PDF\) June 2015](#)**
This report provides the latest information on some of the economic indicators that include data on California.
- **[Online Job Advertisement Statistics: Metropolitan Areas](#)**
The Help Wanted Online Data Series (HWOL) fills a critical gap in the current U.S. economic indicators by providing timely monthly measures of labor demand (advertised vacancies) at the national, regional, state, and metropolitan area levels. These monthly measures are comparable in timing and geographic detail to the Bureau of Labor Statistics (BLS) monthly measures of labor supply (unemployment).
- **[Unemployment Insurance Claims Data](#)**
The Unemployment Insurance (UI) monthly claims data are used in current economic analysis of unemployment trends in the Nation and in each State. Initial claims measure emerging unemployment, and weeks paid measure the duration and severity of unemployment.