



SAN MATEO COUNTY INDUSTRIES OF OPPORTUNITY

Prepared for San Mateo Community
College District

November 2024

In the following report, Hanover Research presents an industry scan focusing on three industry and occupational clusters that San Mateo Community College District has prioritized as part of its strategic planning and academic portfolio development efforts.



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EXECUTIVE SUMMARY

RECOMMENDATIONS

Based on an analysis of demographics and industry and workforce demand trends in San Mateo County, Hanover recommends that San Mateo Community College District:

PRIORITIZE THE TECHNOLOGY AND INNOVATION INDUSTRY CLUSTER AND CONCENTRATE ON PROGRAMS TO PREPARE SOFTWARE DEVELOPERS, TECHNOLOGY SERVICES SALES REPRESENTATIVES, AND TECHNICAL MANAGERS.

San Mateo County maintains a massive advantage in Scientific Research and Development Services and Media Streaming Distribution Services and Social Networks, as well as Computer Systems Design, Software Publishing, and Pharmaceutical Manufacturing. These fields require highly skilled technical workforces, as well as managers, salespeople, and marketers who understand their products and customers' needs.

IN THE HEALTHCARE CLUSTER, TRAIN MANAGERS, SALES REPRESENTATIVES, AND SKILLED PRODUCTION ROLES FOR THE PHARMACEUTICAL INDUSTRY.

Aside from Registered Nursing, most clinical and technical roles in health care aside from managers and doctors pay below-average wages and are underrepresented in the local workforce. Pharmaceutical and Medicine Manufacturing and Wholesaling, along with Medical and Diagnostic Laboratories, are highly prominent industries with strong labor demand in well-compensated skilled technical, business, and sales roles.

IN THE FINANCE AND TRADE FIELDS, FOCUS ON INVESTING SERVICES, CONSULTING, AND MORTGAGE BROKERAGES.

These industries are highly lucrative and prevalent within the county. Management Analysts, Financial Services Sales Agents and Advisors, and Accountants and Auditors are essential occupations for this cluster.

KEY FINDINGS

The Technology and Innovation cluster of industries is a clear area of economic strength within San Mateo County, but much of the Healthcare industry cluster is underrepresented and Finance and Trade fields are, collectively, no more common than they are nationwide. With this in mind, the biggest priorities and opportunities for workforce development include computing and technical roles, as well as the skilled managers and salespeople needed to bring technical products to market. Not surprisingly, global brands like Meta, Oracle, Roblox, and Visa are among the consistent top employers for Technology and Innovation.

Healthcare is slightly underrepresented within San Mateo County, primarily because hospitals, offices of physicians, and residential care services are much less prevalent there than nationwide, but there are areas of opportunity in Pharmaceutical and Medicine Manufacturing, Medical and Diagnostic Laboratories, and Drugs and Druggists' Sundries Merchant Wholesalers. These industries are especially prominent within the county and employ a range of scientific, technical, managerial, and skilled production and supervision roles that are well-compensated.

The Finance and Trade cluster is about as prevalent in San Mateo County as it is within the national economy, and it is estimated to employ 42,310 workers within the county compared to 49,543 in Healthcare and 129,538 in Technology and Innovation industries. Financial services and investing firms are the main bright spots within this industry, with lending and mortgage firms as a second priority area.

Hanover's review of job ads for well-compensated, high-volume occupations within these industry clusters confirms that most employers prioritize bachelor's degree graduates, and that SMCCD is right to focus on transfer pathways as a result. Many occupations that require lower levels of education are paid average wages below \$100,000, including many certificate and associate's-level occupations in healthcare that are a traditional focus area for community colleges in other areas.

INTRODUCTION AND RESEARCH QUESTIONS

INTRODUCTION

San Mateo County Community College District (SMCCCD or the District) is located in Silicon Valley with three colleges serving San Mateo County. This geographic location presents a unique economic and labor market environment with highly localized considerations.

The three colleges of the District are comprehensive community colleges offering career education certificates, associate degrees, and transfer pathways. Given their location in the Bay Area and Silicon Valley, the colleges are organized around degree and transfer completion primarily, with a secondary focus on career education, and, finally, programming that is specific to serve the communities of San Mateo County.

SMCCCD is working on a *District Strategic Plan 2025-2030*. To support this process, it has asked Hanover to conduct research around five key areas of focus that will inform the strategic direction of the District over the next five years as part of *District Strategic Plan 2025-2030*.

INDUSTRIES OF FOCUS

The industries of interest to SMCCCD, after consultation with Hanover, include the following, which this report approximates using custom clusters of North American Industry Classifications System (NAICS) four-digit industry codes:

- Technology and Innovation
- Healthcare
- Finance and Trade

This analysis examines their overall prevalence within the county relative to California and national averages and profiles the leading detailed industries and occupations within each cluster with a focus on industry workforce needs, local job ads for relevant occupations, and major employers.

RESEARCH QUESTIONS

What is the economic presence in San Mateo County, the broader Bay area, and the state of California?

What industry sectors align with the area of interest in the three geographic levels?

What do employment opportunities look like?

- Job outlook and overall availability of positions
- Salaries
- Required education
- Certificates
- Hard skills
- Top employers (San Mateo County)

Who are some key San Mateo County employers in the focus area?

REPORT CONTENTS AND STRUCTURE

This report includes three sections, each devoted to an industry cluster:

- **Section I – Technology and Innovation**
- **Section II – Healthcare**
- **Section III – Finance and Trade**

Each section ranks the top four-digit industries in each cluster by 2024 employment volume in San Mateo County, identifies the ZIP codes with the highest concentration of workers in those industries. The analysis also profiles the most promising detailed industries and occupations in each cluster.

REPORT HISTORY AND METHODOLOGY

ORIGINAL REQUEST – INDUSTRY CLUSTERS

In its initial conversations with Hanover, SMCCCD requested an analysis of five “industries of opportunity” where college leaders are hoping to focus their program development and expansion efforts. These industries included:

- Technology and Innovation
- Sustainability
- Healthcare
- Education
- Global Innovation and Law

NAICS TAXONOMY

Hanover used the North American Industry Classification System (NAICS) taxonomy, which is a six-digit system used to identify, group, and describe industries, to approximate the industry clusters of interest to SMCCCD. Within the NAICS taxonomy, the first two digits are broad families of industries (e.g., Construction), which are then divided into more detailed industries. The [example](#) shown below for the Retail Trade cluster is typical:

44-45 – Retail Trade

441 – Motor Vehicle and Parts Dealers

4411 – Automobile Dealers

44111 – New Car Dealers

441110 – New Car Dealers (*not subdivided below the 5-digit code level*)

BUILDING INDUSTRY CLUSTERS

Using San Mateo County 2024 employment and wage data, as well as ten-year (2034) employment projections provided by Chmura Economics & Analytics’ JobsEQ database, Hanover made custom clusters of 4-digit NAICS industries to represent each cluster. In consultation with SMCCCD, we determined that the Sustainability focus area was poorly represented by both the existing NAICS taxonomy for industries and the Bureau of Labor Statistics Standard Occupational Classification (SOC) taxonomy for occupations. We have opted to study it via a separate project that will analyze references to sustainability in local job ads.

The Global Innovation and Law cluster was somewhat under-represented within San Mateo County and the compensation and projected demand data for Education-related fields indicated that they are likewise a poor prospect for expanded academic programs. We therefore replaced them with a Finance and Trade Industry cluster, which is analyzed in Section III of this report. The original Sustainability, Education, and Global Innovation and Law clusters are provided in an Appendix for reference.

ANALYZING THE INDUSTRY CLUSTERS

Each of the three industry clusters studied herein includes every relevant NAICS industry in San Mateo County with more than 250 employees. A small number of four-digit industries are included in more than one cluster. For instance, Pharmaceutical and Medicine Manufacturing is analyzed as both a Healthcare and Technology and Innovation industry.

Each industry cluster analysis profiles the cluster’s leading component four-digit NAICS industries as defined by employment volume, average compensation, and Location Quotient, which measures how prominent an industry is within an area relative to the nation at large. Each section also analyzes a sample of the cluster’s most promising occupations, which are ranked based on total employment volume within the cluster’s industries, Location Quotient, and compensation.



INDUSTRY ANALYSIS – TECHNOLOGY AND INNOVATION

This section presents an analysis focused on SMCCD's Technology & Innovation industry cluster with a focus on San Mateo County.

INDUSTRY DEFINITION AND COMPONENT INDUSTRY TRENDS

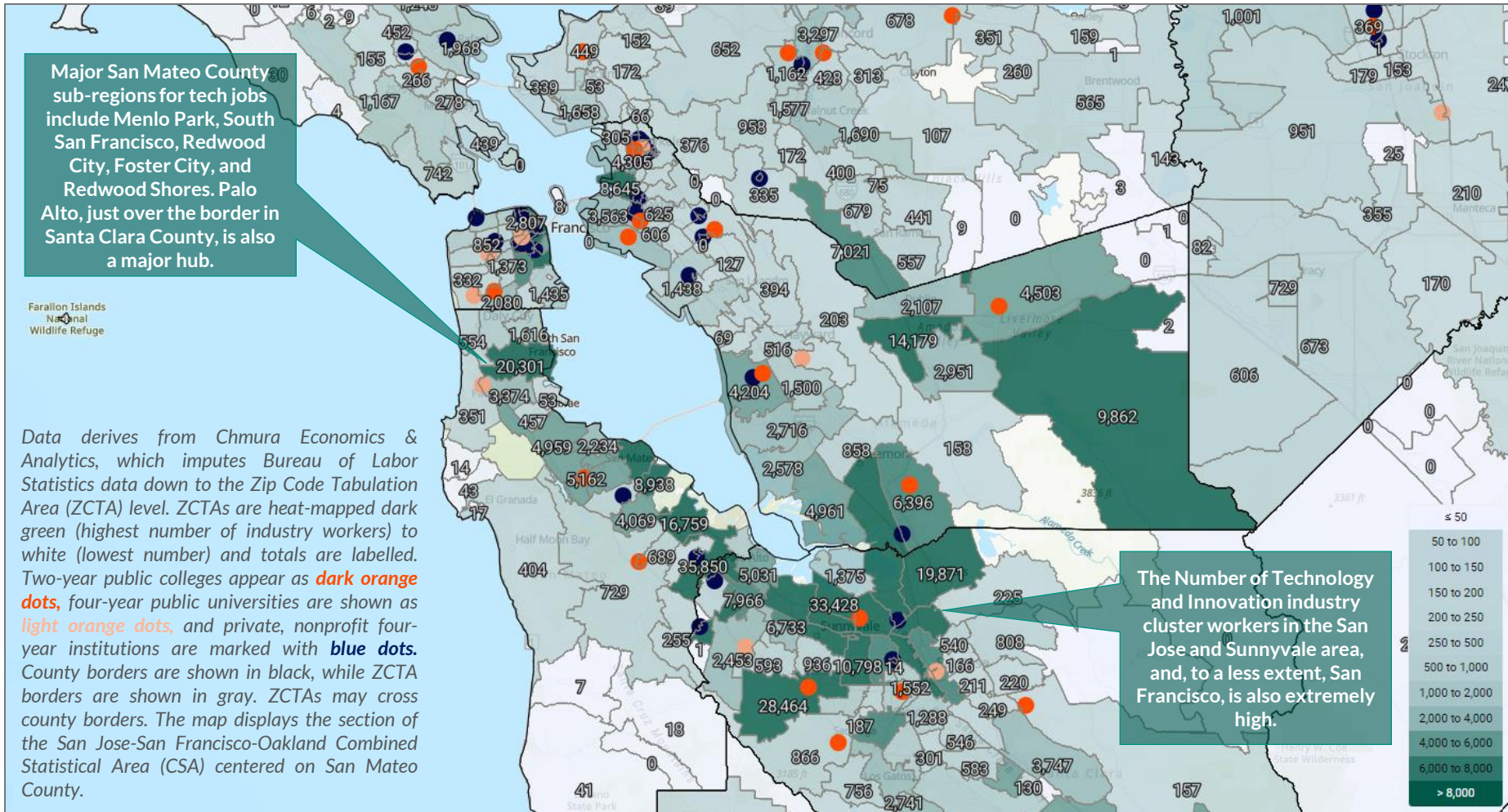
NAICS 4-DIGIT INDUSTRIES INCLUDED IN TECHNOLOGY AND INNOVATION

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The 4-digit NAICS industries shown in the table below comprise the Technology and Innovation cluster. Hanover included all relevant industries with more than 250 San Mateo County employees.

Industry	Empl, Q1 2024	Avg Ann Wages	Location Quotient (LQ)	Empl Change, 2019-'24	Ann %	Total Demand, 2024-'34	Exits	Transfers	Empl Growth 2024-'34	Ann % Growth
Scientific Research and Development Services	30,768	\$256,358	11.90	9,359	7.5%	21,077	8,051	14,522	-1,496	-0.5%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	26,160	\$757,228	42.05	17,754	25.5%	20,196	8,407	13,578	-1,789	-0.7%
Computer Systems Design and Related Services	19,588	\$286,874	2.84	2,529	2.8%	15,188	5,206	8,799	1,183	0.6%
Software Publishers	13,107	\$336,373	7.45	848	1.3%	10,280	3,535	6,088	657	0.5%
Pharmaceutical and Medicine Manufacturing	8,898	\$254,234	9.52	-1,138	-2.4%	7,174	2,940	4,887	-652	-0.8%
Management, Scientific, and Technical Consulting Services	6,648	\$191,726	1.15	178	0.5%	5,258	2,181	3,330	-252	-0.4%
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	6,069	\$429,014	4.44	2,219	9.5%	4,792	1,804	2,921	66	0.1%
Architectural, Engineering, and Related Services	4,050	\$186,642	0.84	1,089	6.5%	2,633	1,217	1,790	-373	-1.0%
Web Search Portals, Libraries, Archives, and Other Information Services	3,641	\$797,512	4.20	-5,272	-16.4%	3,274	1,248	1,792	235	0.6%
Other Professional, Scientific, and Technical Services	3,599	\$122,809	1.11	-200	-1.1%	3,385	1,405	2,088	-109	-0.3%
Computer and Peripheral Equipment Manufacturing	1,856	\$524,312	4.28	-646	-5.8%	1,196	538	859	-202	-1.1%
Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	1,422	\$147,948	1.23	-434	-5.2%	939	438	664	-163	-1.2%
Electrical Equipment Manufacturing	758	\$119,834	1.87	510	25.0%	579	276	395	-92	-1.3%
All Other Telecommunications	716	\$298,247	5.89	122	3.8%	485	223	369	-106	-1.6%
Wired and Wireless Telecommunications (except Satellite)	650	\$97,108	0.40	-127	-3.5%	439	203	334	-98	-1.6%
Aerospace Product and Parts Manufacturing	548	\$136,784	0.38	406	31.1%	386	173	263	-50	-0.9%
Semiconductor and Other Electronic Component Manufacturing	460	\$258,962	0.43	263	18.5%	368	161	232	-24	-0.5%
Manufacturing and Reproducing Magnetic and Optical Media	334	\$231,518	10.95	-151	-7.2%	51	86	133	-168	-6.7%
Other Electrical Equipment and Component Manufacturing	267	\$121,710	0.60	1	0.1%	343	117	169	57	1.9%
SMCCD Technology and Innovation	129,538	\$384,609	3.64	27,311	4.8%	98,044	38,208	63,210	-3,375	-0.3%
Total - All Industries	442,478	\$172,045	1.00	11,768	0.5%	430,973	204,402	259,365	-32,795	-0.8%

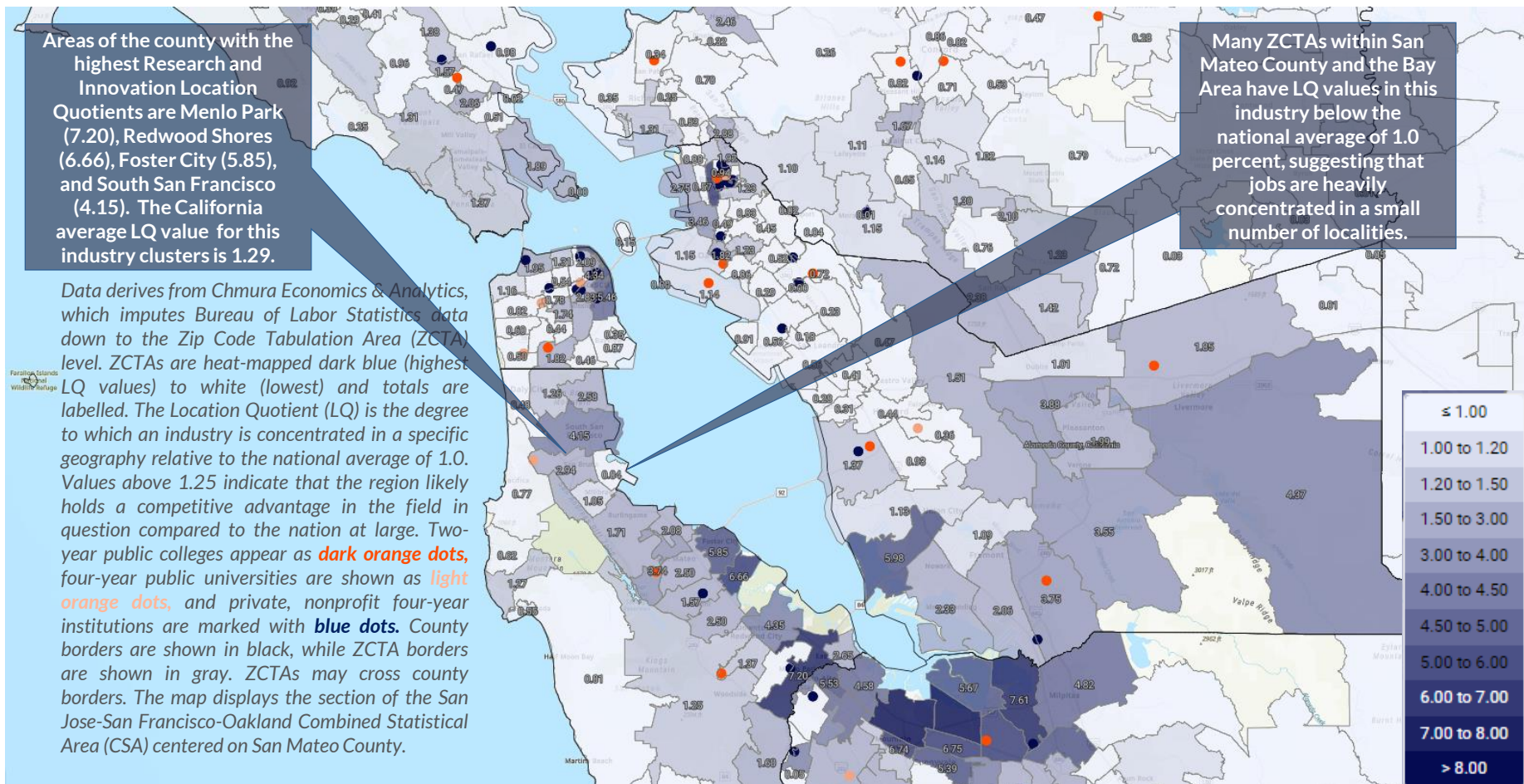
INDUSTRY WORKFORCE DISTRIBUTION

RESEARCH AND INNOVATION ESTIMATED WORKERS IN ALL OCCUPATIONS, SAN MATEO COUNTY AND SURROUNDING SAN FRANCISCO BAY AREA COUNTIES



INDUSTRY WORKFORCE CONCENTRATION RELATIVE TO AVERAGE

RESEARCH AND INNOVATION EMPLOYMENT LOCATION QUOTIENT, SAN MATEO COUNTY AND SURROUNDING SAN FRANCISCO BAY AREA COUNTIES



INDUSTRY SPOTLIGHT – NAICS 5417 – SCIENTIFIC R & D

NAICS 4-DIGIT – SCIENTIFIC RESEARCH AND DEVELOPMENT SERVICES – ANALYSIS

The county workforce in this industry is highly compensated and extremely heavily concentrated, with a Location Quotient of 11.90 indicating these roles are nearly 12 times more prevalent locally than nationally. Despite its prevalence as the largest single component industry in the Technology and Innovation cluster by employment volume, the field is not heavily concentrated within the county. The California Employment Development Department identifies 496 employers in the industry within San Mateo County, nearly all of which employ less than 250 workers. Life and physical sciences occupations make the up the largest share of employees, followed by management and computer and mathematical fields.

TOP EMPLOYERS BY SIZE – 496 ESTIMATED

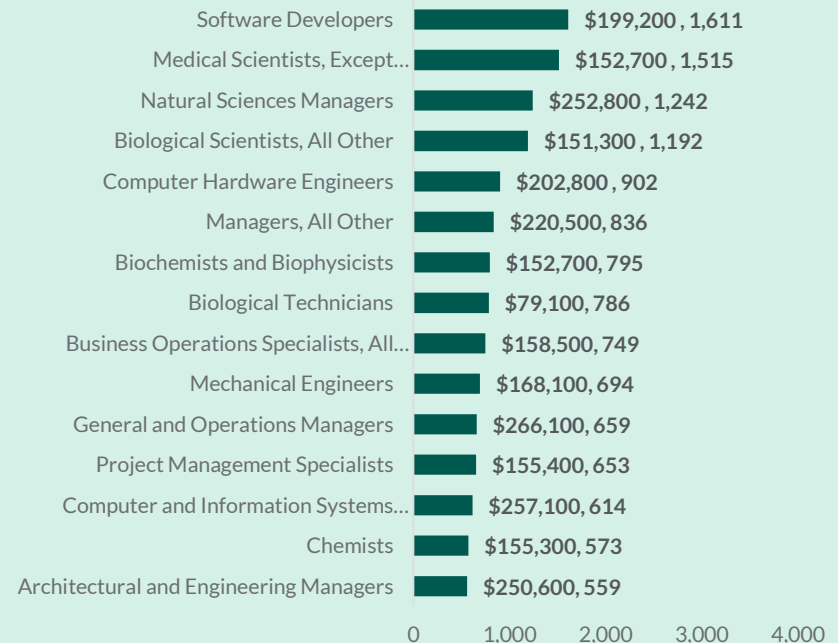
Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Genentech Inc	Dna Way # 258A	S San Francisco	R and D in Biotechnology (ex Nanobiotech)	1,000-4,999 employees
Ionpath Inc	Obrien Dr	Menlo Park	R and D in Biotechnology (ex Nanobiotech)	100-249 employees
Csbio	Kelly Ct	Menlo Park	R and D in Biotechnology (ex Nanobiotech)	100-249 employees
First Databank	Tower Pl # 2100	S San Francisco	R and D in PS, ES, and LSci (ex Ntech, Btech)	100-249 employees
Seer Inc	Bridge Pkwy # 102	Redwood City	R and D in PS, ES, and LSci (ex Ntech, Btech)	100-249 employees
Cytokinetics Inc	Oyster Point Blvd	S San Francisco	R and D in PS, ES, and LSci (ex Ntech, Btech)	100-249 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
30,768	\$256,358	11.90	21,077	-0.5%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 5162 – MEDIA STREAMING DISTRIBUTION SERVICES, SOCIAL NETWORKS

NAICS 4-DIGIT – MEDIA STREAMING DISTRIBUTION SERVICES, SOCIAL NETWORKS – ANALYSIS

With a county Location Quotient of 42.05, which is an extremely high value and indicates that the industry is more than 40 times more prevalent than the national average, Media Streaming Distribution Services and Social Networks is also a leader in average annual wages at \$757,228. Meta is by far the most dominant employer in the sector. Major occupations include Producers and Directors, Software Developers, Business Operations Specialists, and News Analysts, Reporters, and Journalists are among the top roles. Sales and marketing staff, as well as general managers are also major areas of opportunity.

TOP EMPLOYERS BY SIZE – 12 ESTIMATED

Data derive from the California Employment Development Department (EDD). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Meta Platforms Inc	Meta Way	Menlo Park	Media Streaming Distribution Services, Social Networks	1,000-4,999 employees
Revjet	Industrial Rd # F	San Carlos	Media Streaming Distribution Services, Social Networks	20-49 employees
Comparenet works Inc	Oyster Point Blvd # 300	S San Francisco	Media Streaming Distribution Services, Social Networks	10-19 employees
Instagram LLC	Willow Rd	Menlo Park	Media Streaming Distribution Services, Social Networks	5-9 employees
Facebook Inc	Constitution Dr	Menlo Park	Media Streaming Distribution Services, Social Networks	5-9 employees
Hines At Facebook	Jefferson Dr	Menlo Park	Media Streaming Distribution Services, Social Networks	5-9 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
26,160	\$757,228	42.05	20,196	-0.7%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME

Producers and Directors	\$166,400, 2,730
Software Developers	\$233,500, 1,544
Business Operations Specialists, All Other	\$100,800, 1,222
News Analysts, Reporters, and Journalists	\$156,700, 1,218
Broadcast Technicians	\$124,800, 1,184
Broadcast Announcers and Radio Disc...	\$122,200, 905
Editors	\$108,500, 880
Market Research Analysts and Marketing...	\$144,500, 838
Sales Representatives of Services, Except...	\$125,400, 825
Managers, All Other	\$317,800, 820
General and Operations Managers	\$226,100, 583
Advertising Sales Agents	\$95,600, 580
Computer and Information Systems...	\$279,100, 574
Marketing Managers	\$258,900, 530
Sales Managers	\$231,000, 513

Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.

INDUSTRY SPOTLIGHT – NAICS 5415 – COMPUTER SYSTEMS DESIGN AND RELATED SERVICES

NAICS 4-DIGIT – COMPUTER SYSTEMS DESIGN AND RELATED SERVICES – ANALYSIS

The county's third-largest four-digit industry, Computer Systems Design and Related Services, overwhelmingly employs Software Developers and computer and IT specialists. These roles tend to be very well compensated (average industry wage is \$286,874); however, the industry average annual wage of \$286,874 exceeds compensation in nearly all occupations within the industry. It is likely, then, that the industry-wide compensation figure is artificially high due to very highly-compensated individuals. The EDD estimates that there are 387 firms in this industry operating in San Mateo County.

TOP EMPLOYERS BY SIZE – 387 ESTIMATED

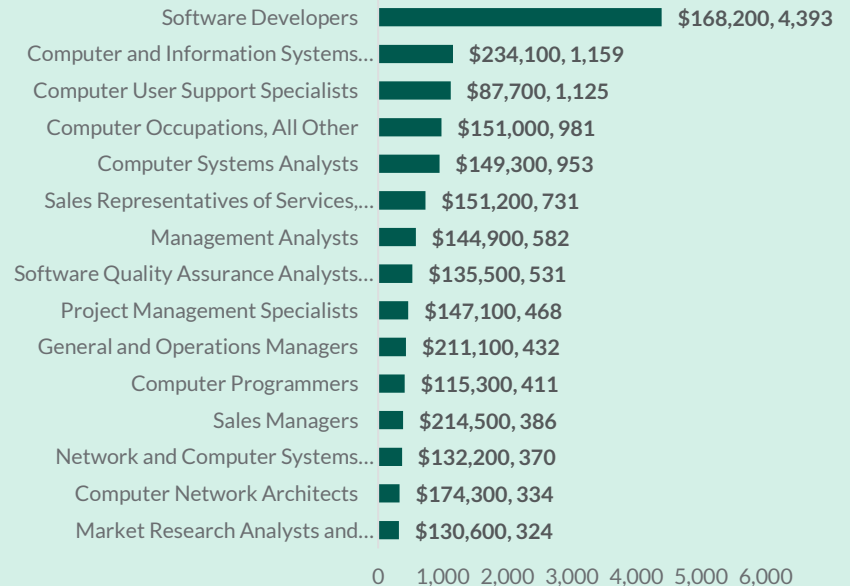
Data derive from the California Employment Development Department (EDD). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Box Inc	Jefferson Ave	Redwood City	Custom Computer Programming Services	500-999 employees
Logigear	Pioneer Ct # B	San Mateo	Custom Computer Programming Services	500-999 employees
Clario	Mariners Isl Blvd # 550	San Mateo	Other Computer Related Services	250-499 employees
Dark Bears	Beach Park Blvd # 232	Foster City	Custom Computer Programming Services	100-249 employees
Learneo Inc	Seaport Blvd # 3	Redwood City	Custom Computer Programming Services	100-249 employees
Maria DB Corp	Veterans Blvd	Redwood City	Computer Systems Design Services	100-249 employees
Opentext Corp	Sand Hill Rd # 302	Menlo Park	Computer Systems Design Services	100-249 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
19,588	\$286,874	2.84	15,188	0.6%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 5132 – SOFTWARE PUBLISHERS

NAICS 4-DIGIT – SOFTWARE PUBLISHERS – ANALYSIS

With an estimated 13,107 total employees in San Mateo County, the Software Publishing industry is about half the size of the Research and Development and Media Streaming and Social Networks industries, which are the county's largest sources of employment. Average pay in this industry is, once again, very high but likely to be artificially inflated relative to the median values. Occupations with strong employment demand include Software Developers, Computer and Information Systems Managers, and IT-focused sales and support staff. Only one occupation has an average annual wage value of less than \$100,000. The leading employer according to EDD data is Plateau System.

TOP EMPLOYERS BY SIZE – 429 ESTIMATED

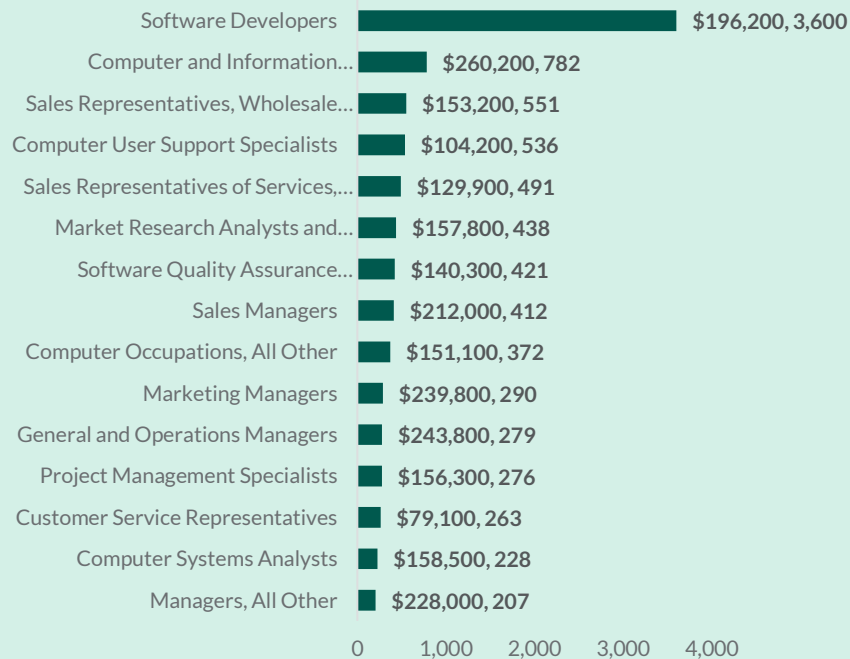
Data derive from the California Employment Development Department (EDD). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Plateau Systems	Fashion Is Blvd # 300	San Mateo	Software Publishers	1,000-4,999 employees
Netsuite Inc	Oracle Pkwy	Redwood City	Software Publishers	250-499 employees
Guidewire Software Inc	Park Pl # 200	San Mateo	Software Publishers	250-499 employees
Life360 Inc	S Norfolk St # 310	San Mateo	Software Publishers	250-499 employees
Informatica Inc	Seaport Blvd	Redwood City	Software Publishers	250-499 employees
Genesys Telecommunications Labs	J Serra Blvd # 600	Daly City	Software Publishers	250-499 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
13,107	\$336,373	7.45	10,280	0.5%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 3254 – PHARMACEUTICAL AND MEDICINE MANUFACTURING

NAICS 4-DIGIT – PHARMACEUTICAL AND MEDICINE MANUFACTURING – ANALYSIS

The fifth-largest industry in San Mateo County by employment volume is Pharmaceutical and Medicine Manufacturing, and the field's major employers are concentrated at the northern end of the county. Roles in this field are much more likely to be lower- to middle-income manufacturing positions. For instance, the most numerous occupations are Packaging and Filling Machine Operators, Chemical Equipment Operators and Tenders, and Inspectors, Testers, Sorters, Samplers, and Weighers.

TOP EMPLOYERS BY SIZE – 387 ESTIMATED

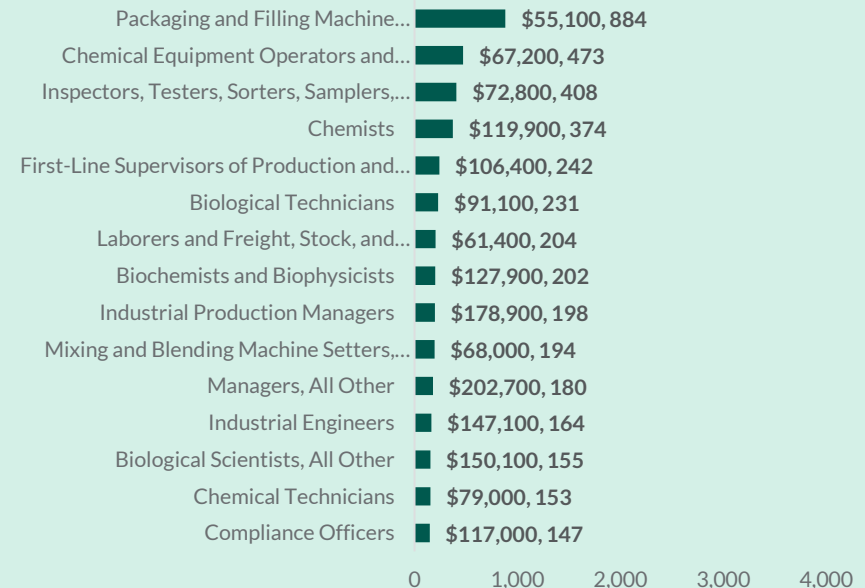
Data derive from the California Employment Development Department (EDD). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Amgen Inc	Veterans Blvd	S San Francisco	Other Biological Product Manufacturing	250-499 employees
Vifor Pharma	Cardinal Way	Redwood City	Pharmaceutical Preparation Manufacturing	250-499 employees
Cellares Corp	Allerton Ave	S San Francisco	Other Biological Product Manufacturing	100-249 employees
Principia Biopharma Inc	E Grand Ave	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees
Theravance Biopharma US Inc	Gateway Blvd	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees
Nkarta Inc	Veterans Blvd	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees
Lyell Immunopharma Inc	Haskins Way # 101	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
8,898	\$254,234	9.52	7,174	-0.8%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.

TOP OCCUPATIONS WITHIN THE INDUSTRY CLUSTER

TOP INDUSTRY OCCUPATIONS BY PROJECTED 10-YEAR DEMAND

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The occupations included in the table are those with more than 1,000 projected vacancies within the 19 NAICS 4-digit industries that comprise the SMCCD Technology and Innovation Cluster. In other words, the employment demand and compensation data shown here is specific to those industries (in aggregate) within San Mateo County.

Occupation	Empl, Q1 2024	Avg Ann Wages	Exits, 2024-2034	Transfers, 2024-2034	Empl Growth, 2024-2034	Total Demand, 2024-2034
Software Developers	13,870	\$190,300	2,490	5,273	1,898	9,661
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	3,119	\$132,900	798	2,087	-89	2,797
Computer and Information Systems Managers	3,963	\$251,300	765	1,772	181	2,718
Managers, All Other	4,006	\$212,400	1,198	1,623	-279	2,542
Business Operations Specialists, All Other	3,259	\$136,100	1,044	1,645	-184	2,505
Market Research Analysts and Marketing Specialists	2,696	\$139,400	840	1,571	53	2,464
Management Analysts	3,002	\$155,300	1,000	1,352	-106	2,246
General and Operations Managers	2,782	\$231,700	681	1,470	-111	2,041
Customer Service Representatives	1,816	\$68,000	952	1,325	-240	2,037
Producers and Directors	2,806	\$165,600	757	1,432	-198	1,991
Computer User Support Specialists	2,470	\$94,500	615	1,009	-5	1,619
Computer Occupations, All Other	2,720	\$150,200	643	1,017	-66	1,594
Project Management Specialists	2,342	\$149,100	534	1,067	-32	1,569
Sales Managers	2,059	\$216,500	486	971	-67	1,390
Marketing Managers	1,822	\$237,600	428	962	-74	1,316
Software Quality Assurance Analysts and Testers	1,714	\$143,100	442	636	137	1,214
News Analysts, Reporters, and Journalists	1,230	\$156,500	522	760	-90	1,192
Office Clerks, General	1,215	\$66,700	681	670	-164	1,186
Biological Technicians	1,036	\$81,600	321	902	-66	1,156
Data Scientists	1,349	\$170,300	336	527	277	1,140
Computer Systems Analysts	1,903	\$153,500	477	630	28	1,136
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	1,266	\$160,300	411	686	-35	1,063
Accountants and Auditors	1,450	\$143,400	440	638	-58	1,020
Total - All Occupations in the Technology and Innovation Cluster	129,519	\$384,609	37,278	62,197	-3,374	96,101
Total - All Occupations in All Industries	442,478	\$172,045	204,402	259,365	-32,795	430,973

OCCUPATION SPOTLIGHT – SOC 15-1252

DETAILED OCCUPATION – SOFTWARE DEVELOPERS

Software Developers in San Mateo County are highly-sought-after and well-compensated, and the field is forecast to continue to grow. Most positions require a bachelor's or master's degree, and hard technical skills are in much higher demand than professional certifications, which are almost never requested.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 6,556

Skill Name	Job Ads
Computer Programming/Coding	3,959
Python	3,349
Java	3,188
WhatsApp	2,603
Structured Query Language (SQL)	2,281
JavaScript	2,236
Linux	1,900
Mathematics	1,812
CSS	1,664
Git	1,572
UNIX	1,336
Data Analysis	1,203
Software Development Tools	1,184
Compilers	1,154
Perforce software	1,138

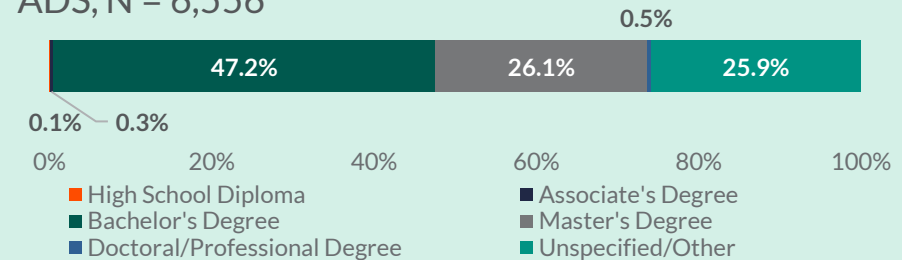
Certification Name	Job Ads
Salesforce Certified Administrator	4
AWS Certified Solutions Architect	2
AWS Certified DevOps Engineer	1
AWS Certified Developer	1
Certified Disability Management Specialist (CDMS)	1
Certified Information Systems Security Professional (CISSP)	1
Certified Quality Engineer (CQE)	1
Certified System Administrator	1
Electronic Safety and Security Designer (ESS)	1
Licensed Professional Engineer	1
Master ACE (Advanced Certified Engineer) (Master ACE)	1
Microsoft Office Specialist (MOS)	1
Project Management Professional	1
Salesforce Certified Platform Developer	1
Salesforce Certified Sales Cloud Consultant	1

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
15,128	\$189,600	3.48	10,430	1.2%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 6,556



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 6,556

Field of Study	Job Ads
Computer Science	4,444
Mathematics	1,993
Physics	1,724
Applied Science	1,668
Engineering	1,571
Computer Engineering	1,567
Information Systems	906
Computer Software	865
Analytics	815
Human-Computer Interaction	786

Employer	Job Ads
Meta	2,604
Oracle	266
Zoox	237
Roblox	233
Snowflake	162
Verkada	99
Amazon Development Center	98
Recruiting from Scratch	91
Robinhood	59
Motion Recruitment	57

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.



OCCUPATION SPOTLIGHT – SOC 41-3091

DETAILED OCCUPATION – SALES REPRESENTATIVES OF SERVICES, EXCEPT ADVERTISING, INSURANCE, FINANCIAL SERVICES, AND TRAVEL

Sales Representatives are the second-largest occupation by 2024 volume in the Technology & Innovation cluster, which accounts for an estimated 3,119 out of the county's 5,035 Sales Representatives, or 62 percent. Compensation is relatively robust at \$120,100 per year, and sales skills and Microsoft Office dominate the requested skills.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 1,386

Skill Name	Job Ads
Sales	440
Customer Relationship Management	307
Salesforce	206
Microsoft Office	173
Microsoft Excel	148
Presentation	126
Outside Sales	98
Marketing	97
Lead Generation	95
Microsoft PowerPoint	88
Microsoft Outlook	79
Business Development	67
Business-to-Business (B2B) Sales	62
Sales Management	49
Account Management	47

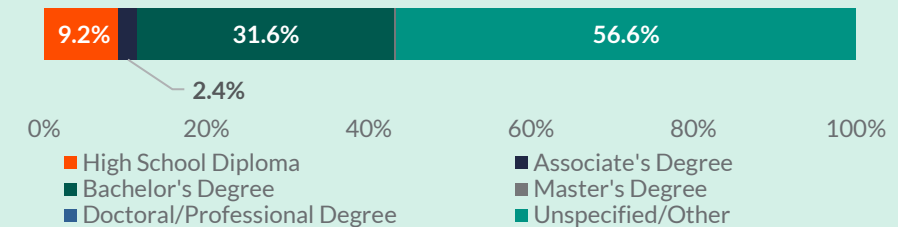
Certification Name	Job Ads
Driver's License	59
AWS Certified Cloud Practitioner	4
Associate in Commercial Underwriting (AU)	1
Certification in Cardiopulmonary Resuscitation (CPR)	1
Certified Arborist	1
Certified Information Security Manager (CISM)	1
Certified Information Systems Security Professional (CISSP)	1
Commercial Driver's License (CDL)	1
Licensed Practical Nurse (LPN)	1
Registered Safety Director (RSD)	1
Series 22	1

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
5,035	\$120,100	1.68	4,325	-0.6%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 1,386



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 1,386

Field of Study	Job Ads
Business	100
Marketing	96
Business Administration	71
Engineering	32
Computer Science	15
Finance	15
Communications	12
Life Science	10
Biology	8
Information Technology	8

Employer	Job Ads
Tidal Management	29
AT&T	27
Expert Seekers Training	26
Christian Sky Agency	25
Snowflake	20
Kenneth Brown Agency	19
Stratford Davis Staffing	19
AgentFinder LLC	18
OpenText	17
Wesley Finance Group	17

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of November 2024.



OCCUPATION SPOTLIGHT – SOC 11-3021

DETAILED OCCUPATION – COMPUTER AND INFORMATION SYSTEMS MANAGERS

There are an estimated 4,712 Computer and Information Systems Managers positions in San Mateo County and 3,963 (84 percent) are concentrated in the Technology & Innovation industries. These roles are very well compensated (\$248,200 county-wide, \$251,300 within the industry cluster) and forecast to grow through 2034. Job ads suggest that the field overwhelmingly requires a bachelor's degree for entry, with master's degrees as a common requirement as well. Core hard skills include a mix of programming languages and machine learning expertise.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 3,462

Skill Name	Job Ads
WhatsApp	608
Machine Learning	513
Agile	414
Structured Query Language (SQL)	405
Python	384
Product Management	332
Amazon Web Services (AWS)	294
Presentation	287
SaaS	269
Change Management	268

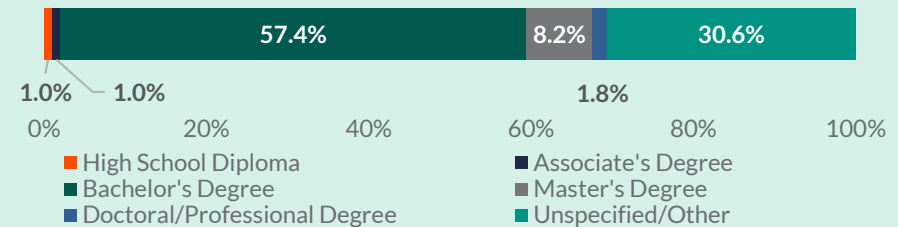
Certification Name	Job Ads
Project Management Professional (PMP)	102
Certified Information Systems Security Professional (CISSP)	32
Certified Information Systems Auditor (CISA)	20
Certified Information Security Manager (CISM)	17
Certified Public Accountant (CPA)	13
Certified ScrumMaster (CSM)	11
Certified Internal Auditor (CIA)	8
Certification in Risk and Information Systems Control (CRISC)	7
Cisco Certified Network Associate (CCNA)	7

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
4,712	\$248,200	3.16	3,185	0.4%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 3,462



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 3,462

Field of Study	Job Ads
Computer Science	1,068
Engineering	605
Business Administration	472
Information Technology	207
Mathematics	188
Business	183
Law	182
Information Systems	143
Computer Engineering	128
Technical	127

Employer	Job Ads
Meta	602
Visa	170
Snowflake	131
Gilead	115
Oracle	103
Genentech	101
Zoox	93
Walmart	83
Roblox	72
Verkada	55

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of November 2024.



OCCUPATION SPOTLIGHT – SOC 11-9199

DETAILED OCCUPATION – MANAGERS, ALL OTHER

Unclassified manager positions are among the most numerous occupations within the Technology & Innovation cluster, and they appear to be concentrated especially heavily in pharmaceutical fields. The job ads for these roles are not especially numerous but they make it clear that bachelor's degrees are in strong demand. Chmura Economics & Analytics estimates that most of the managerial positions in this catch-all occupation are Compliance Managers (208 ads) and Regulatory Affairs Managers (147 ads).

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 420

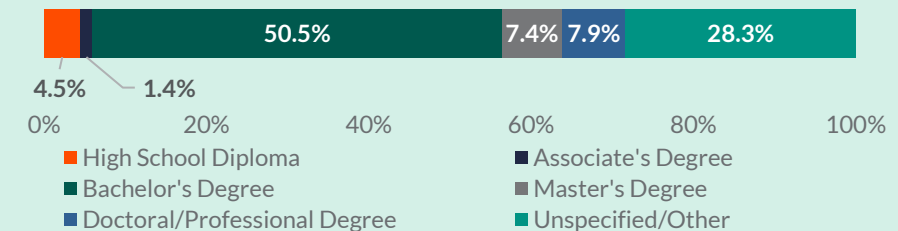
Skill Name	Job Ads	Certification Name	Job Ads
FDA Regulations	39	Certification in Cardiopulmonary Resuscitation (CPR)	13
Microsoft Excel	37	First Aid Certification	13
Microsoft Office	34	Certified Information Systems Auditor (CISA)	8
Oncology	30	Certified Information Systems Security Professional (CISSP)	5
WhatsApp	25	Regulatory Affairs Certification - US (RAC)	4
Presentation	24	Certified Internal Auditor (CIA)	3
Internal Auditing	20	Certified Public Accountant (CPA)	3
Change Management	19	Driver's License	3
English	19	Professional Certified Investigator (PCI)	3
Information Security	19		

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
5,869	\$221,600	1.82	3,682	-0.8%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 420



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 420

Field of Study	Job Ads	Employer	Job Ads
Science	49	JDHuntr In-House Counsel Jobs	46
Pharmacy	44	Meta	26
Life Science	36	Gilead	19
Chemistry	26	BioSpace	15
Biology	21	Abbvie	12
Business Administration	19	Marriott International	10
Engineering	18	Cytokinetics	9
Law	16	Katalyst Healthcare & Life Sciences	7
Business	13	Genentech	6
Computer Science	11		

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of November 2024.



OCCUPATION SPOTLIGHT – SOC 13-1199

DETAILED OCCUPATION – BUSINESS OPERATIONS SPECIALISTS, ALL OTHER

Miscellaneous Business Operations Specialists roles within San Mateo County are estimated to number 5,380, with 3,259 positions, or 60.6 percent of the total, concentrated in the Technology & Innovation industry cluster. County job ads indicate that these roles overwhelmingly require a bachelor's degree and that a range of employers are posting relevant job ads. Instructional programs in business and finance are commonly requested, as are skills in presentation and Microsoft Office. The number of positions is expected to decline by -0.7 percent per year.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 1,750

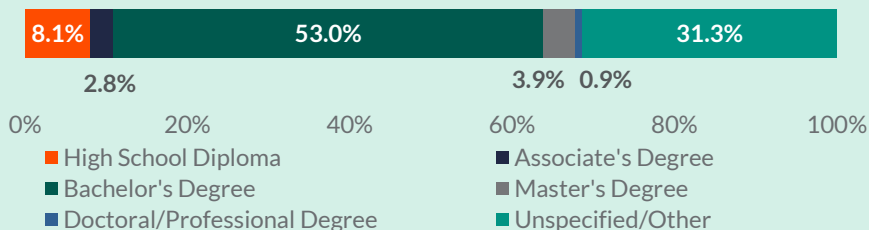
Skill Name	Job Ads	Certification Name	Job Ads
Microsoft Excel	471	Project Management Professional (PMP)	80
Microsoft Office	338	Driver's License	38
Microsoft PowerPoint	218	Certified Professional in Supply Management (CPSM)	4
Presentation	133	Certified Rehabilitation Counselor (CRC)	4
Microsoft Outlook	132	Commercial Driver's License (CDL)	3
Salesforce	119	Federal Acquisition Certification in Contracting (FAC-C)	3
Microsoft Word	118	Series 63	3
Customer Relationship Management (CRM)	96	Certified Protection Professional (CPP)	2
Structured Query Language (SQL)	96	Certified Public Accountant (CPA)	2
WhatsApp	95		

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
5,380	\$131,400	1.74	4,082	-0.7%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 1,750



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 1,750

Field of Study	Job Ads	Employer	Job Ads
Business Administration	213	Meta	93
Business	152	Crystal Equation	70
Finance	119	Genentech	39
Engineering	100	Visa	37
Economics	69	Walmart	31
Marketing	65	Gilead	28
Computer Science	61	Stanford University	25
Accounting	52	Oracle	24
Law	52	San Mateo County Transit District	23
Life Science	50		

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of November 2024.





INDUSTRY ANALYSIS – HEALTHCARE

This section presents an analysis focused on SMCCD's Healthcare industry cluster with a focus on San Mateo County.

INDUSTRY DEFINITION AND COMPONENT INDUSTRY TRENDS

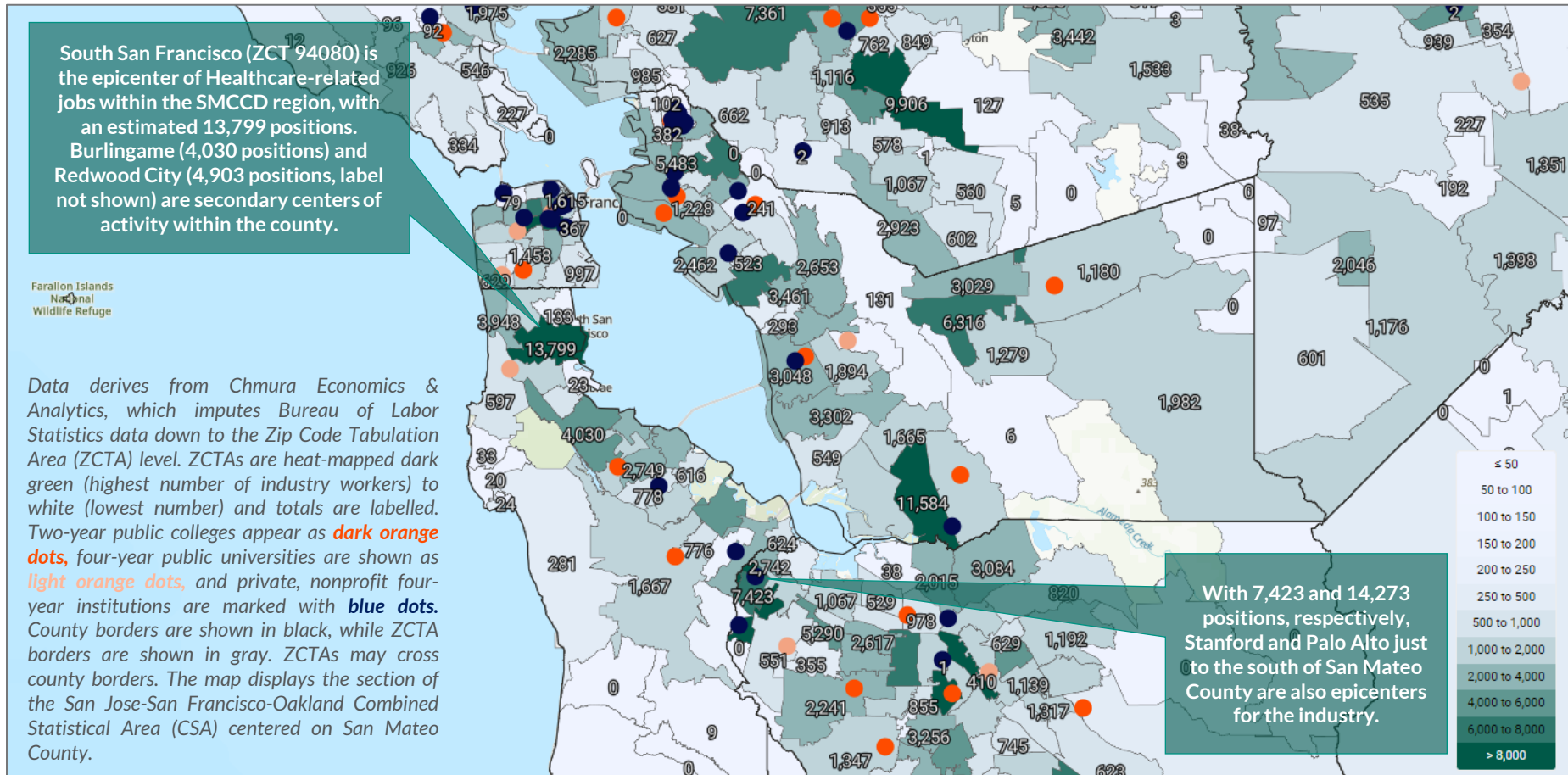
NAICS 4-DIGIT INDUSTRIES INCLUDED IN HEALTHCARE

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The 4-digit NAICS industries shown in the table below comprise the Healthcare cluster. Hanover included all relevant industries with more than 250 San Mateo County employees.

Industry	Empl, Q1 2024	Avg Ann Wages	Location Quotient (LQ)	Empl Change, 2019-'24	Ann %	Total Demand, 2024-'34	Exits	Transfers	Empl Growth 2024-'34	Ann % Growth
Pharmaceutical and Medicine Manufacturing	8,898	\$254,234	9.52	-1,138	-2.4%	745	305	507	-67	-0.8%
Outpatient Care Centers	5,312	\$146,844	1.72	-33	-0.1%	478	206	229	43	0.8%
General Medical and Surgical Hospitals	5,048	\$125,823	0.30	-1,305	-4.5%	351	199	203	-50	-1.0%
Offices of Physicians	4,004	\$152,959	0.49	316	1.7%	304	155	174	-25	-0.6%
Medical and Diagnostic Laboratories	3,714	\$186,162	4.28	1,343	9.4%	306	139	184	-16	-0.4%
Drugs and Druggists' Sundries Merchant Wholesalers	3,100	\$334,810	4.47	2,601	44.0%	259	118	180	-38	-1.2%
Offices of Dentists	3,008	\$70,199	1.07	-130	-0.8%	275	143	154	-22	-0.7%
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	2,786	\$51,354	1.07	-105	-0.7%	364	172	189	4	0.1%
Offices of Other Health Practitioners	2,283	\$66,624	0.62	287	2.7%	204	93	103	8	0.4%
Home Health Care Services	2,263	\$66,435	0.47	245	2.3%	264	127	123	14	0.6%
Specialty (except Psychiatric and Substance Abuse) Hospitals	2,230	\$119,680	2.78	854	10.1%	178	89	94	-5	-0.2%
Health and Personal Care Retailers	2,183	\$65,733	0.68	-442	-3.6%	208	114	136	-42	-1.9%
Nursing Care Facilities (Skilled Nursing Facilities)	1,499	\$64,018	0.37	388	6.2%	150	82	92	-25	-1.7%
Medical Equipment and Supplies Manufacturing	1,305	\$157,212	1.45	278	4.9%	114	51	77	-14	-1.1%
Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	1,069	\$55,279	0.54	196	4.1%	114	59	63	-8	-0.7%
Other Ambulatory Health Care Services	839	\$98,272	0.81	368	12.3%	68	29	40	-1	-0.1%
SMCCD Healthcare	49,543	\$151,973	0.88	3,724	1.6%	42,835	20,303	24,825	-2,294	-0.5%
Total - All Industries	442,478	\$172,045	1.00	11,768	0.5%	430,973	204,402	259,365	-32,795	-0.8%

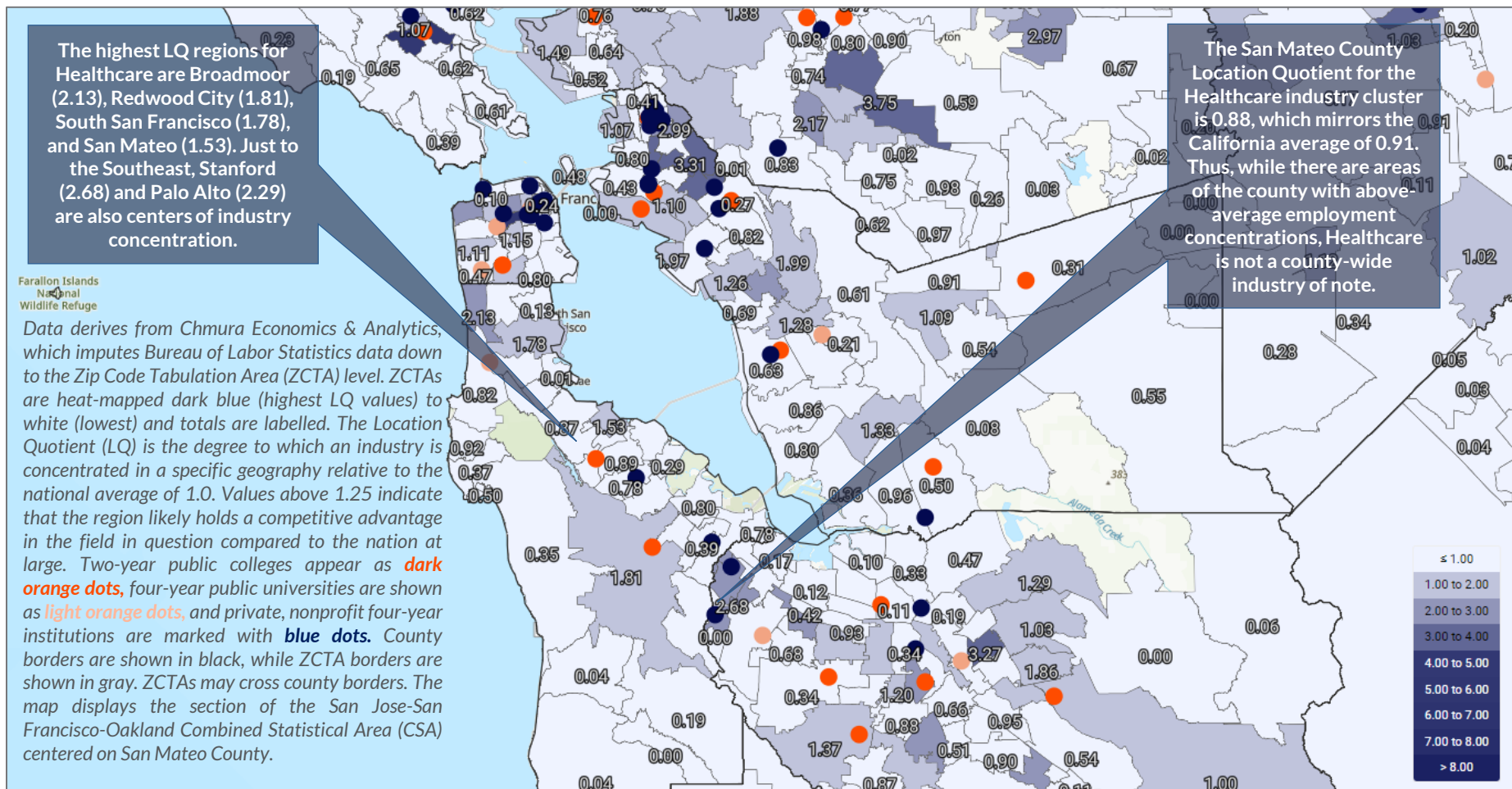
INDUSTRY WORKFORCE DISTRIBUTION

RESEARCH AND INNOVATION ESTIMATED WORKERS IN ALL OCCUPATIONS, SAN MATEO COUNTY AND SURROUNDING SAN FRANCISCO BAY AREA COUNTIES



INDUSTRY WORKFORCE CONCENTRATION RELATIVE TO AVERAGE

RESEARCH AND INNOVATION EMPLOYMENT LOCATION QUOTIENT, SAN MATEO COUNTY AND SURROUNDING SAN FRANCISCO BAY AREA COUNTIES



INDUSTRY SPOTLIGHT – NAICS 3254 – PHARMACEUTICAL AND MEDICINE MANUFACTURING

NAICS 4-DIGIT – PHARMACEUTICAL AND MEDICINE MANUFACTURING – ANALYSIS

The Pharmaceutical and Medicine Manufacturing industry employs nearly 9,000 workers in San Mateo County and boasts a substantially above-average salary. However, the three most numerous occupations in the industry have salaries below \$100,000.

TOP EMPLOYERS BY SIZE – 122 ESTIMATED

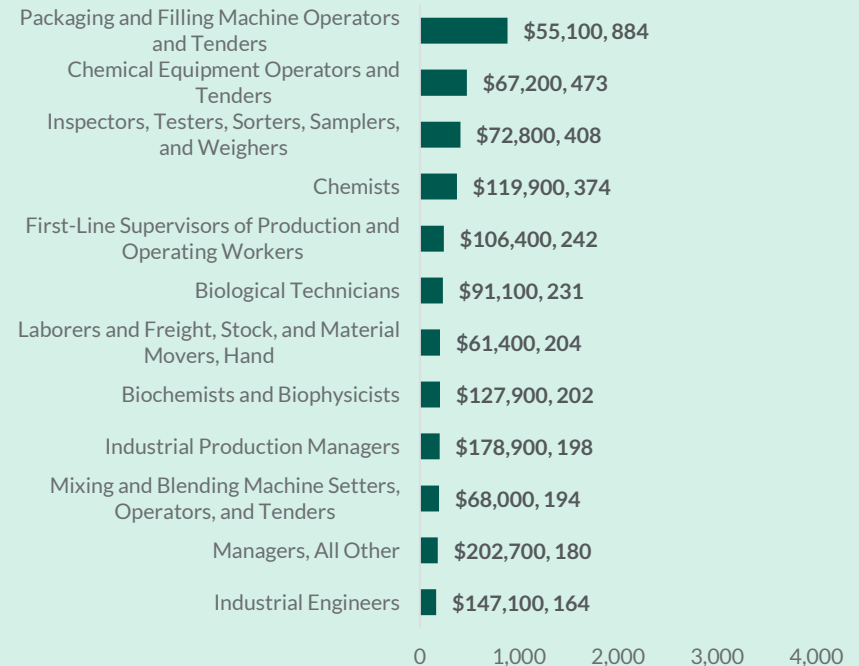
Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Gilead Sciences Inc	Lakeside Dr	Foster City	Other Biological Product Manufacturing	1,000-4,999 employees
Amgen Inc	Veterans Blvd	S San Francisco	Other Biological Product Manufacturing	250-499 employees
Vifor Pharma	Cardinal Way	Redwood City	Pharmaceutical Preparation Manufacturing	250-499 employees
Cellares Corp	Allerton Ave	S San Francisco	Other Biological Product Manufacturing	100-249 employees
Principia Biopharma Inc	E Grand Ave	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees
Nkarta Inc	Veterans Blvd	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees
Lyell Immunopharma Inc	Haskins Way # 101	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees
Theravance Biopharma US Inc	Gateway Blvd	S San Francisco	Pharmaceutical Preparation Manufacturing	100-249 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
8,898	\$254,134	9.52	7,174	-0.8%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 6214 – OUTPATIENT CARE CENTERS

NAICS 4-DIGIT – OUTPATIENT CARE CENTERS – ANALYSIS

With modest employment volume spread over many smaller employers such as dialysis centers, as well as slightly-below-average wages, Outpatient Care Centers are overrepresented in San Mateo County (LQ 1.72) compared to the national average.

TOP EMPLOYERS BY SIZE – 43 ESTIMATED

Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
US Renal Care Inc	Kenwood Way	S San Francisco	Kidney Dialysis Centers	50-99 employees
Central County Mental Health	Alameda De Las Pulgas	San Mateo	Outpatient Mental Health Centers	20-49 employees
Davita Mills Dialysis	S San Mateo Dr	San Mateo	Kidney Dialysis Centers	20-49 employees
Satellite Dialysis	Hamilton Ct	Menlo Park	Kidney Dialysis Centers	20-49 employees
Daly City Dialysis	Southgate Ave # 101	Daly City	Kidney Dialysis Centers	20-49 employees
Mid-Peninsula Endoscopy Ctr	El Camino Real # 100	Burlingame	Freestanding Emergency Medical Centers	20-49 employees
Satellite Health Care Svc	Junipero Serra Blvd	Daly City	Kidney Dialysis Centers	20-49 employees
Satellite Healthcare Inc	Kenwood Way	S San Francisco	Kidney Dialysis Centers	20-49 employees
Davita Westlake Daly City	Junipero Serra Blvd	Daly City	Kidney Dialysis Centers	20-49 employees
Davita Daly City Dialysis	Southgate Ave	Daly City	Kidney Dialysis Centers	20-49 employees
Davita Burlingame Dialysis	El Camino Real	Burlingame	Kidney Dialysis Centers	20-49 employees
3 other firms				20-49 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
5,312	\$146,844	1.72	4,941	0.8%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME

Registered Nurses	\$179,700,964
Medical Assistants	\$65,700,577
Medical Secretaries and Administrative Assistants	\$62,800,364
Health Technologists and Technicians, All Other	\$78,200,328
Licensed Practical and Licensed Vocational Nurses	\$91,300,198
Medical and Health Services Managers	\$143,700,192
Nurse Practitioners	\$217,800,107
Receptionists and Information Clerks	\$55,200,106
Physician Assistants	\$197,400,89
Radiologic Technologists and Technicians	\$142,900,81
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	\$83,400,79
Surgical Technologists	\$105,000,78
First-Line Supervisors of Office and Administrative Support Workers	\$74,300,62

Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 6221 – GENERAL MEDICAL AND SURGICAL HOSPITALS

NAICS 4-DIGIT – GENERAL MEDICAL AND SURGICAL HOSPITALS– ANALYSIS

Hospitals are severely underrepresented in the San Mateo County workforce with a Location Quotient of just 0.30, and the workforce in this industry is projected to decline. While average annual wages are below the county average at \$125,823, some occupations such as nurses, managers, respiratory therapists, radiologic technologists, and physicians provide stronger wages. As might be expected for the sector, employment is highly concentrated in a small number of facilities.

TOP EMPLOYERS BY SIZE – 34 ESTIMATED

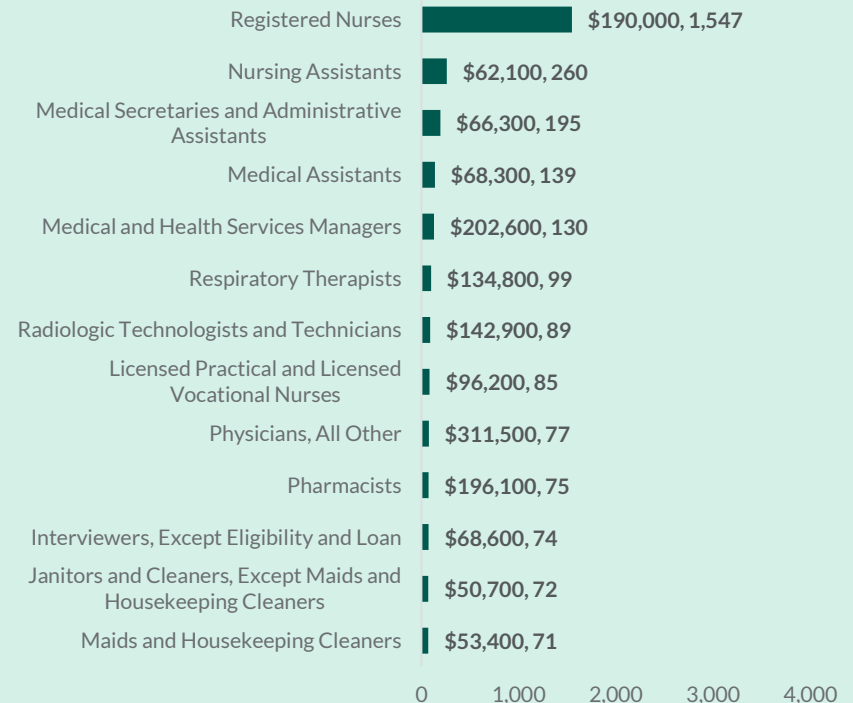
Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Kaiser Permanente South Sn	El Camino Real	S San Francisco	General Medical and Surgical Hospitals	1,000-4,999 employees
Mills-Peninsula Medical Ctr	Trousdale Dr	Burlingame	General Medical and Surgical Hospitals	1,000-4,999 employees
Menlo Park VA Medical Ctr	Willow Rd	Menlo Park	General Medical and Surgical Hospitals	1,000-4,999 employees
Kaiser Permanente Redwood City	Veterans Blvd	Redwood City	General Medical and Surgical Hospitals	1,000-4,999 employees
San Mateo Medical Ctr	W 39th Ave	San Mateo	General Medical and Surgical Hospitals	1,000-4,999 employees
Sequoia Hospital	Alameda De Las Pulgas	Redwood City	General Medical and Surgical Hospitals	500-999 employees
AHMC Seton Medical Ctr	Sullivan Ave	Daly City	General Medical and Surgical Hospitals	500-999 employees
Ahmc Seton Med Ctr Coastside	Marine Blvd	Moss Beach	General Medical and Surgical Hospitals	100-249 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
5,048	\$125,823	0.30	3,342	-1.0

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 6211 – OFFICES OF PHYSICIANS

NAICS 4-DIGIT – OFFICES OF PHYSICIANS – ANALYSIS

The EDD estimates there are more 1,000 offices of physicians in San Mateo County, most of which employ less than 50 people; the Location Quotient value of 0.49 indicates that the county workforce in this industry is half what would be expected if it mirrored the national average. Wages are highly variable, with stronger values for bachelor's-level professionals and above but substantial lower compensation for less skilled workers.

TOP EMPLOYERS BY SIZE – 1,043 ESTIMATED

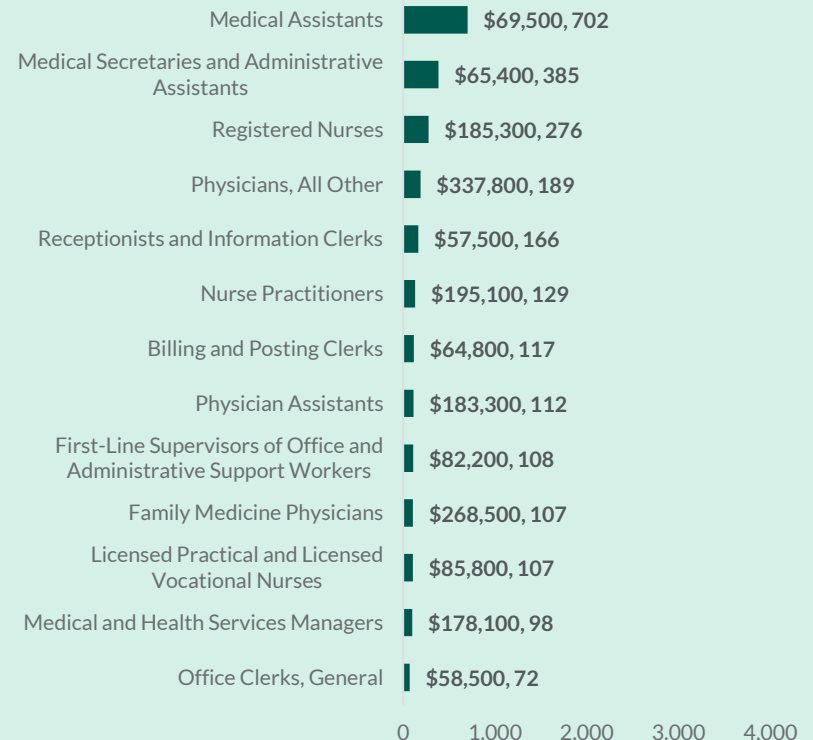
Data derive from the California Employment Development Department (EDD). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Menlo Medical Clinic In Menlo	Crane St	Menlo Park	Offices of physicians, except mental health	100-249 employees
Redwood Shores Medical Clinic	Industrial Rd	San Carlos	Offices of physicians, except mental health	100-249 employees
California Emergency Phys Med	Trousdale Dr	Burlingame	Offices of physicians, except mental health	100-249 employees
Peninsula Orthopedic Assoc	Sullivan Ave # 330	Daly City	Offices of physicians, except mental health	50-99 employees
Seton Medical Ctr	Sullivan Ave # 510	Daly City	Offices of physicians, except mental health	50-99 employees
Stanford Hand & Upper Limb Ctr	Broadway St	Redwood City	Offices of physicians, except mental health	50-99 employees
San Carlos Surgery Ctr	Industrial Rd # 110	San Carlos	Offices of physicians, except mental health	50-99 employees
Burlingame Orthopedics	El Camino Real # 100	Burlingame	Offices of physicians, except mental health	50-99 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
4,004	\$152,959	0.49	2,938	-0.6%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 6215 – MEDICAL AND DIAGNOSTIC LABORATORIES

NAICS 4-DIGIT – MEDICAL AND DIAGNOSTIC LABORATORIES – ANALYSIS

With an impressive Location Quotient of 4.28 and 86 firms employing an estimated 3,714 workers at an above-average wage, Medical and Diagnostic Laboratories are among the more promising industries in the Healthcare cluster. Most of the leading occupations pay below-average wages, though Medical and Clinical Laboratory Technologists and Technicians, Radiologic Technologists, and Diagnostic Medical Sonographers achieve relatively strong compensation.

TOP EMPLOYERS BY SIZE – 86 ESTIMATED

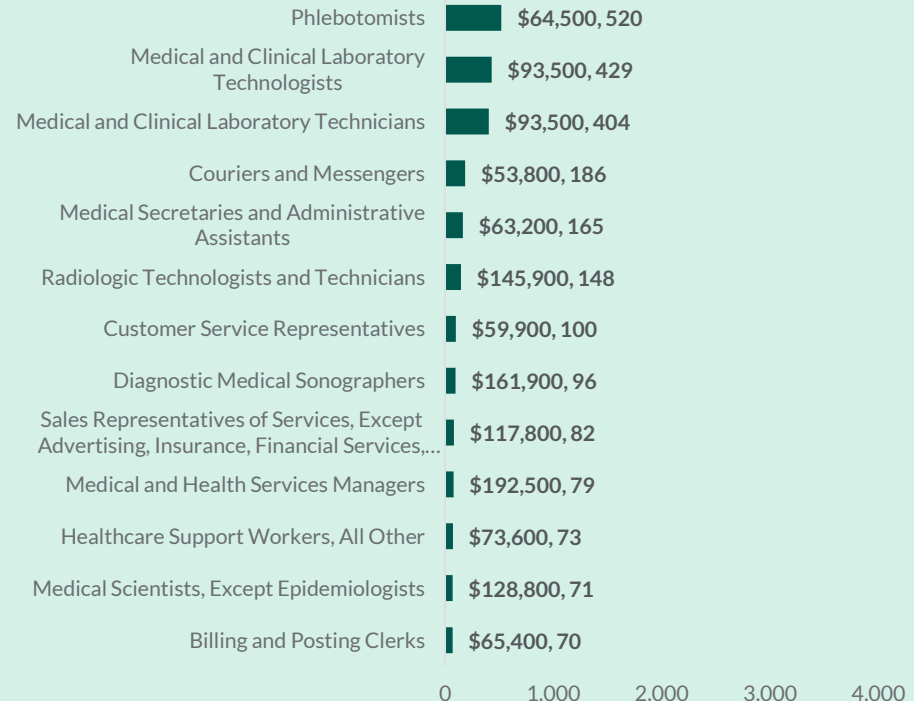
Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Global Blood Therapeutics Inc	Oyster Point Blvd	S San Francisco	Medical Laboratories	250-499 employees
Monogram Biosciences Inc	Oyster Point Blvd	S San Francisco	Medical Laboratories	100-249 employees
Caredx Inc	Marina Blvd # 4	Brisbane	Medical Laboratories	50-99 employees
Peninsula Diagnostic Imaging	S San Mateo Dr # 201	San Mateo	Diagnostic Imaging Centers	20-49 employees
Unident Laboratories	Airport Blvd # 490	Burlingame	Medical Laboratories	20-49 employees
Neuro Skeletal Imaging Assoc	Sullivan Ave # 100	Daly City	Diagnostic Imaging Centers	10-19 employees
Avellino Inc	Adams Dr # B2	Menlo Park	Medical Laboratories	10-19 employees
Billiontoone Inc	Obrien Dr	Menlo Park	Medical Laboratories	10-19 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
3,714	\$186,162	4.28	2,992	-0.4%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 4242 – DRUGS AND DRUGGISTS' SUNDRIES MERCHANT WHOLESALERS

NAICS 4-DIGIT – DRUGS AND DRUGGISTS' SUNDRIES MERCHANT WHOLESALERS – ANALYSIS

With a very strong Location Quotient and very high annual wages, the Drugs and Druggists' Sundries Merchant Wholesalers industry offers well-compensated positions for Wholesale Sales Representatives for both technical (top occupation) and non-technical (second-ranked occupation) products. Employment is expected to decline, however.

TOP EMPLOYERS BY SIZE – 31 ESTIMATED

Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Arete Therapeutics	Shoreline Ct # 201	S San Francisco	Druggists' Goods Merchant Wholesalers	50-99 employees
Medikine Inc	Branner Dr	Menlo Park	Druggists' Goods Merchant Wholesalers	20-49 employees
National Pharmatek	Rollins Rd	Burlingame	Druggists' Goods Merchant Wholesalers	20-49 employees
Pherin Pharmaceuticals Inc	Saginaw Dr	Redwood City	Druggists' Goods Merchant Wholesalers	20-49 employees
Karmaceuticals Inc	Palmetto Ave	Pacifica	Druggists' Goods Merchant Wholesalers	20-49 employees
AMAG Pharmaceuticals	Gateway Blvd # 820	S San Francisco	Druggists' Goods Merchant Wholesalers	20-49 employees
Coulter Pharmaceutical Inc	Gateway Blvd	S San Francisco	Druggists' Goods Merchant Wholesalers	20-49 employees
3 other firms				20-49 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
3,100	\$334,810	4.47	2,601	-1.2%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.

TOP OCCUPATIONS WITHIN THE INDUSTRY CLUSTER

TOP INDUSTRY OCCUPATIONS BY PROJECTED 10-YEAR DEMAND

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The occupations included in the table are those with more than 440 projected vacancies within the 19 NAICS 4-digit industries that comprise the SMCCD Healthcare Cluster. In other words, the employment demand and compensation data shown here is specific to those industries (in aggregate) within San Mateo County.

Occupation	Empl, Q1 2024	Avg Ann Wages	Exits, 2024-2034	Transfers, 2024-2034	Empl Growth, 2024-2034	Total Demand, 2024-2034
Personal Care Aides	2,037	\$39,700	1,519	1,334	85	2,938
Medical Assistants	1,679	\$67,300	804	1,369	86	2,259
Registered Nurses	4,032	\$186,400	1,302	829	-154	1,977
Nursing Assistants	1,416	\$61,700	861	1,066	-93	1,834
Medical Secretaries and Administrative Assistants	1,682	\$66,000	873	840	-60	1,653
Dental Assistants	1,102	\$68,500	599	866	-61	1,403
Packaging and Filling Machine Operators and Tenders	939	\$55,000	434	534	-66	902
Receptionists and Information Clerks	690	\$57,600	425	472	-31	866
Home Health Aides	722	\$39,700	393	422	30	845
Phlebotomists	655	\$64,100	315	501	-24	792
Medical and Health Services Managers	837	\$173,400	250	366	134	749
Licensed Practical and Licensed Vocational Nurses	993	\$95,600	398	340	-41	697
Office Clerks, General	592	\$61,100	330	324	-87	567
Customer Service Representatives	490	\$60,800	254	354	-74	534
Cashiers	377	\$48,100	310	313	-108	515
Inspectors, Testers, Sorters, Samplers, and Weighers	485	\$71,600	196	337	-37	496
Retail Salespersons	397	\$47,900	243	291	-56	479
Food Servers, Nonrestaurant	312	\$51,700	248	245	-17	477
First-Line Supervisors of Office and Administrative Support Workers	598	\$85,400	234	301	-83	452
Laborers and Freight, Stock, and Material Movers, Hand	391	\$58,300	179	303	-33	450
Maids and Housekeeping Cleaners	339	\$47,900	243	220	-20	444
Pharmacy Technicians	554	\$73,100	209	268	-37	440
Total - All Occupations in the Healthcare Cluster	49,543	\$151,973	20,143	24,680	-2,292	42,529
Total - All Occupations in All Industries	442,478	\$172,045	204,402	259,365	-32,795	430,973

OCCUPATION SPOTLIGHT – SOC 29-1141

DETAILED OCCUPATION – REGISTERED NURSES

Registered Nurses have a San Mateo County Location Quotient of 0.56, indicating they are severely underrepresented compared to the national average. While wages for nurses are high (\$190,000 across all industries, \$186,400 in the Healthcare cluster), employment volume in this field is lower (4,903) than any of the top-five Technology cluster fields.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 1,725

Skill Name	Job Ads
Nursing	284
Patient Care	125
Medication Administration	121
Intensive Care Unit (ICU)	88
Critical Care	82
Home Health Care	80
Epic Systems	71
Electronic Medical Record System (EMR System)	69
English	63
Wound Care	59
Telecommunications	55
Risk Management	53
Pediatrics	46
Triage	30
Microsoft Office	28

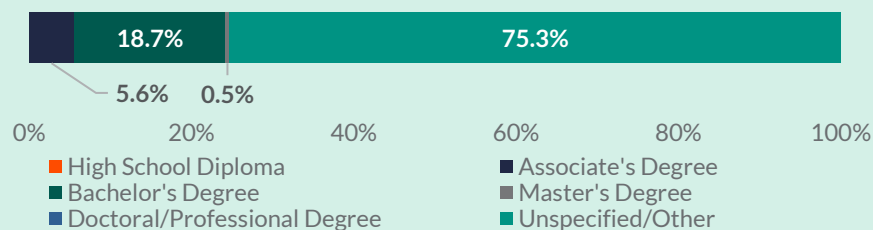
Certification Name	Job Ads
Registered Nurse (RN)	705
Basic Life Support (BLS)	427
Advanced Cardiac Life Support Certification (ACLS)	271
Certification in Cardiopulmonary Resuscitation (CPR)	147
Pediatric Advanced Life Support (PALS)	94
Neonatal Resuscitation Program (NRP)	67
Driver's License	54
Certified Nephrology Nurse (CNN)	17
Certified Dialysis Nurse (CDN)	16
First Aid Certification	13
Licensed Practical Nurse (LPN)	12

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
4,903	\$190,000	0.56	2,394	-0.4%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 1,725



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 1,725

Field of Study	Job Ads
Nursing	455
Health	17
Clinical	6
Behavioral Science	3
Business Administration	3
Nutrition	3
Healthcare	2
Social Service	2
Spanish	2

Employer	Job Ads
AHMC Healthcare	125
Kaiser Permanente	75
Coast Medical Service	47
Dignity Health	41
Anders Group	37
County of San Mateo	32
Cynet Health Inc	30
Medical Solutions	30
Cross Country Nurses	27
MedUS Healthcare, Inc.	27

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.



OCCUPATION SPOTLIGHT – SOC 11-9111

DETAILED OCCUPATION – MEDICAL AND HEALTH SERVICES MANAGERS

While demand for Medical and Health Services Managers in San Mateo County is projected to grow and the number of active job ads from the past year exceeds the ad count for Registered Nurses, the number of positions is relatively low at 1,245 estimated as of Q1 2024. Alongside Registered Nurses, this is the only occupation in the Healthcare cluster's top occupations by total ten-year demand with a salary above \$100,000.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 3,126

Skill Name	Job Ads
Microsoft Excel	460
Microsoft Office	413
Microsoft PowerPoint	275
HIV	223
Presentation	207
Clinical Research	205
Oncology	199
Teaching/Training, Job	171
Data Analysis	164
Microsoft Outlook	162
Microsoft Word	144
FDA Regulations	114
Change Management	107

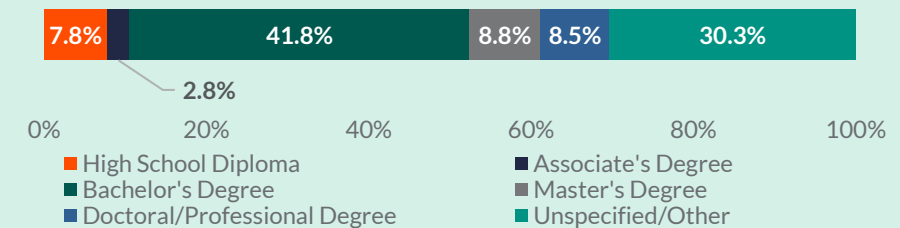
Certification Name	Job Ads
Registered Nurse (RN)	202
Basic Life Support (BLS)	154
Certification in Cardiopulmonary Resuscitation (CPR)	79
Advanced Cardiac Life Support Certification (ACLS)	75
Driver's License	61
First Aid Certification	60
Pediatric Advanced Life Support (PALS)	54
Project Management Professional (PMP)	43
Licensed Clinical Social Worker (LCSW)	19
Licensed Practical Nurse (LPN)	19
Certified Public Accountant (CPA)	13

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
1,245	\$202,600	0.88	1,114	1.5%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 3,126



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 3,126

Field of Study	Job Ads
Nursing	248
Pharmacy	209
Medicine	189
Business Administration	175
Science	134
Life Science	125
Business	110
Engineering	91
Public Health	66

Employer	Job Ads
Gilead	242
BioSpace	112
County of San Mateo	98
Kaiser Permanente	93
Genentech	82
Stanford Health Care	55
AHMC Healthcare	52
Sutter Health	46
Clinical Management Consultants	39
Dignity Health	37

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.



OCCUPATION SPOTLIGHT – SOC 29-2061

DETAILED OCCUPATION – LICENSED PRACTICAL AND VOCATIONAL NURSES

LPNs are the third-most highly-compensated role within the San Mateo County Healthcare Industry cluster, and workers within the industry account for 993 of the estimated 1,191 LPNs working in the county, or 83.3 percent. Ad volumes for this occupation are notably low, and the Location Quotient of 0.66 indicates that, like Registered Nurses, LPNs are severely underrepresented in the region.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 374

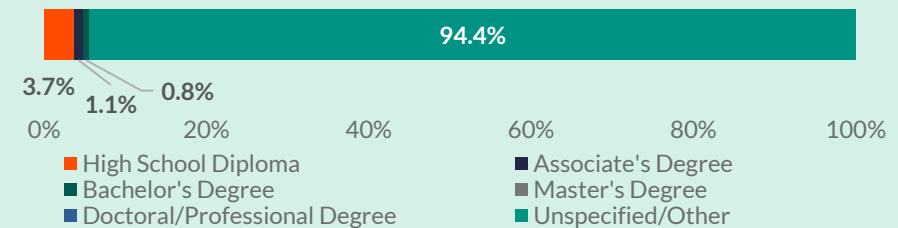
Skill Name	Job Ads	Certification Name	Job Ads
Nursing	90	Basic Life Support (BLS)	87
Home Health Care	45	Registered Nurse (RN)	59
Medication Administration	38	Certification in Cardiopulmonary Resuscitation (CPR)	55
Pediatrics	32	Licensed Practical Nurse (LPN)	46
Wound Care	26	Driver's License	27
Long-Term Care	21	First Aid Certification	18
Microsoft Office	20	Licensed Psychiatric Technician (LPT)	12
Microsoft Excel	17	Advanced Cardiac Life Support Certification (ACLS)	10
Spanish	14	Neonatal Advanced Life Support (NALS)	8
Patient Care	12	Pediatric Advanced Life Support (PALS)	8
Ability to Lift 41-50 lbs.	11		
Medical Terminology	8		
Microsoft Outlook	8		

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
1,191	\$96,200	0.66	831	-0.4%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 374



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 374

Field of Study	Job Ads	Employer	Job Ads
Nursing	44	Maxim Healthcare	45
Epidemiology	2	AHMC Healthcare	29
Medical Technology	2	The Terraces at Los Altos - a HumanGood community	15
Microbiology	2	VitaWerks	14
Public Health	2	Oakmont Management Group	11
Social Work	2	Kaiser Permanente	10
Literature	1	Stars Behavioral Health Group	8
		ANX Home Healthcare and Hospice Care	7
		HumanGood	7

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.





INDUSTRY ANALYSIS – FINANCE AND TRADE

This section presents an analysis focused on SMCCD's Finance & Trade industry cluster with a focus on San Mateo County.

INDUSTRY DEFINITION AND COMPONENT INDUSTRY TRENDS

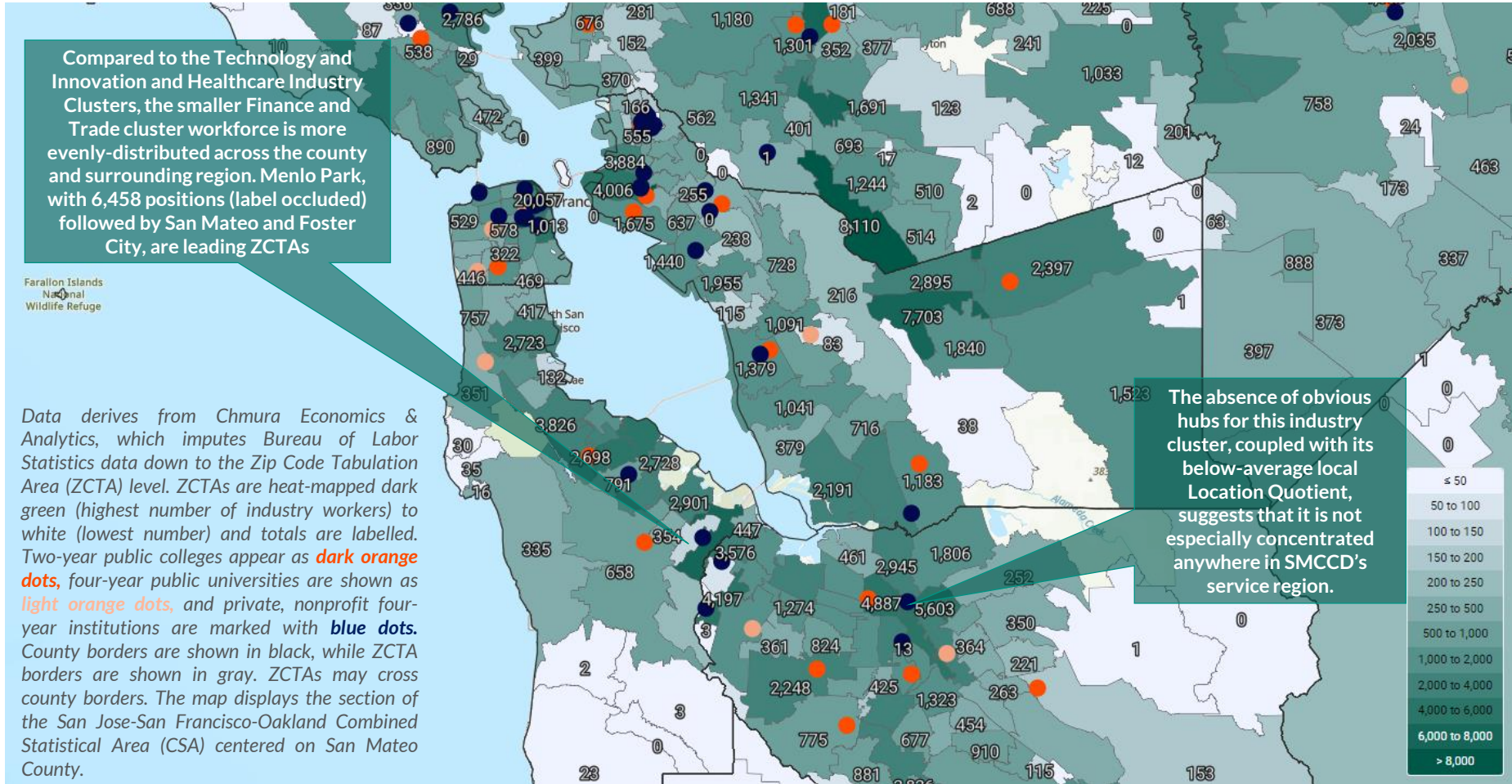
NAICS 4-DIGIT INDUSTRIES INCLUDED IN FINANCE & TRADE

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The 4-digit NAICS industries shown in the table below comprise the Finance & Trade cluster. Hanover included all relevant industries with more than 250 San Mateo County employees.

Industry	Empl, Q1 2024	Avg Ann Wages	Location Quotient (LQ)	Empl Change, 2019-'24	Ann %	Total Demand, 2024-'34	Exits	Transfers	Empl Growth 2024-'34	Ann % Growth
Management, Scientific, and Technical Consulting Services	6,648	\$191,726	1.15	178	0.5%	5,258	2,181	3,330	-252	-0.4%
Other Financial Investment Activities	6,389	\$449,177	3.68	406	1.3%	4,376	1,947	2,763	-334	-0.5%
Management of Companies and Enterprises	5,471	\$233,354	0.80	-1,314	-4.2%	4,414	1,865	2,715	-166	-0.3%
Accounting, Tax Preparation, Bookkeeping, and Payroll Services	3,913	\$95,699	1.14	-244	-1.2%	2,804	1,476	1,826	-498	-1.4%
Nondepository Credit Intermediation	3,748	\$332,366	2.58	266	1.5%	2,714	1,253	1,794	-333	-0.9%
Activities Related to Real Estate	2,639	\$105,897	0.99	22	0.2%	2,196	1,176	1,225	-205	-0.8%
Office Administrative Services	2,319	\$99,158	1.20	265	2.5%	2,220	908	1,215	96	0.4%
Agencies, Brokerages, and Other Insurance Related Activities	2,303	\$164,941	0.58	-1,041	-7.2%	1,770	839	1,088	-157	-0.7%
Depository Credit Intermediation	1,979	\$150,315	0.41	-241	-2.3%	1,314	649	922	-257	-1.4%
Offices of Real Estate Agents and Brokers	1,716	\$123,710	0.98	85	1.0%	1,319	752	721	-154	-0.9%
Lessors of Real Estate	1,419	\$80,830	0.78	23	0.3%	1,228	638	689	-99	-0.7%
Activities Related to Credit Intermediation	833	\$212,844	1.06	203	5.8%	555	273	388	-105	-1.3%
Securities and Commodity Contracts Intermediation and Brokerage	827	\$492,758	0.64	-164	-3.6%	568	254	361	-47	-0.6%
Administration of Economic Programs	736	\$95,023	0.44	-13	-0.3%	512	259	341	-88	-1.3%
Insurance Carriers	686	\$118,971	0.21	-122	-3.2%	480	226	313	-59	-0.9%
Wholesale Trade Agents and Brokers	684	\$148,241	0.49	-328	-7.5%	509	238	362	-90	-1.4%
SMCCD Finance and Trade	42,310	\$221,996	0.95	-2,017	-0.9%	32,236	14,934	20,052	-2,750	-0.7%
Total - All Industries	442,478	\$172,045	1.00	11,768	0.5%	430,973	204,402	259,365	-32,795	-0.8%

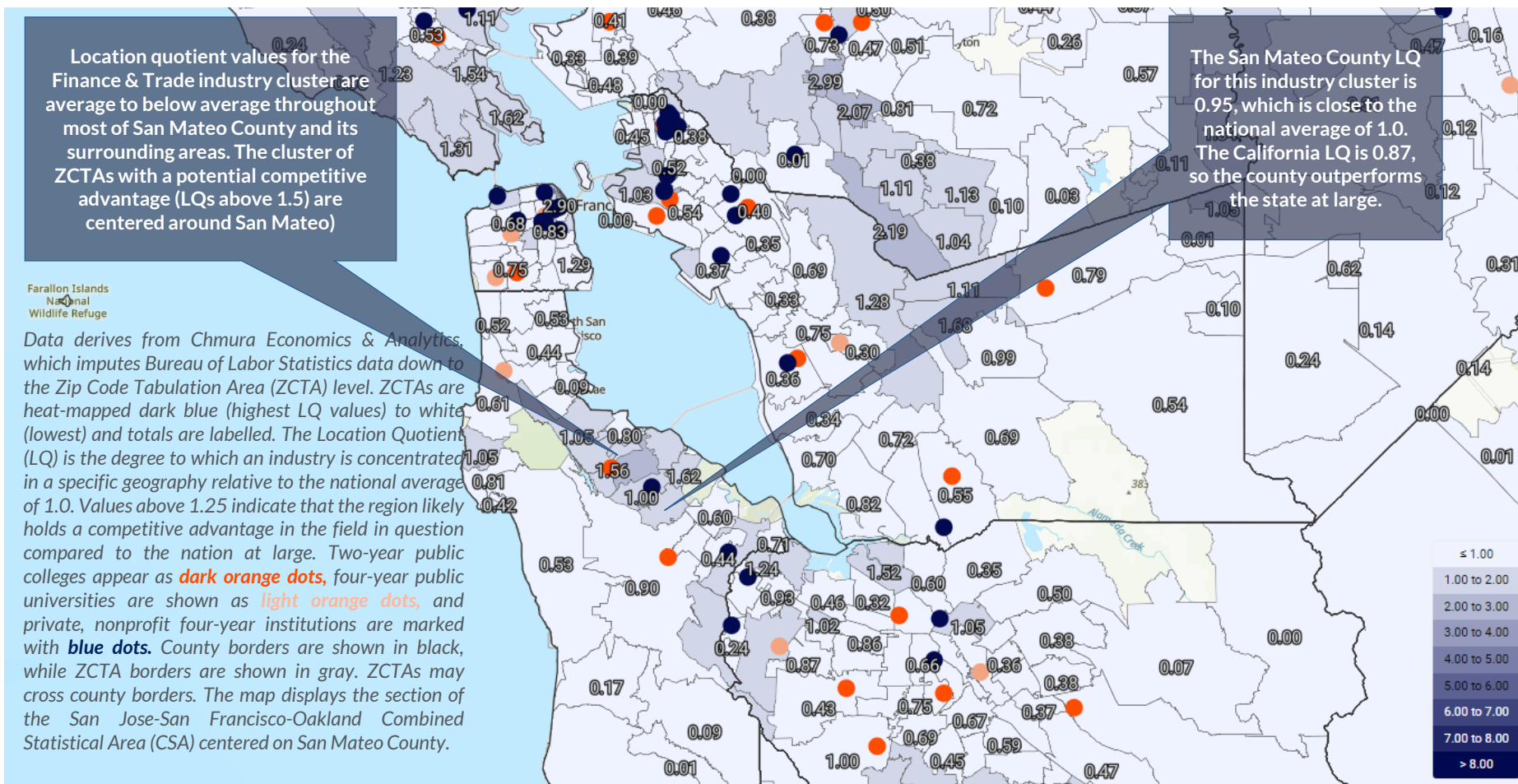
INDUSTRY WORKFORCE DISTRIBUTION

RESEARCH AND INNOVATION ESTIMATED WORKERS IN ALL OCCUPATIONS, SAN MATEO COUNTY AND SURROUNDING SAN FRANCISCO BAY AREA COUNTIES



INDUSTRY WORKFORCE CONCENTRATION RELATIVE TO AVERAGE

RESEARCH AND INNOVATION EMPLOYMENT LOCATION QUOTIENT, SAN MATEO COUNTY AND SURROUNDING SAN FRANCISCO BAY AREA COUNTIES



INDUSTRY SPOTLIGHT – NAICS 5416 – MANAGEMENT, SCIENTIFIC, AND TECHNICAL CONSULTING SERVICES

NAICS 4-DIGIT – MANAGEMENT, SCIENTIFIC, AND TECHNICAL CONSULTING SERVICES – ANALYSIS

Management, Scientific, and Technical Consulting Services are slightly more prevalent in San Mateo County than nationally (LQ 1.15), pay well, and employ large numbers of Management Analysts and Marck Research Analysts. The industry workforce is not expected to grow through 2034.

TOP EMPLOYERS BY SIZE – 846 ESTIMATED

Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Lsa Global	Twin Dolphin Dr # 600	Redwood City	Human resources consulting services	1,000-4,999 employees
Quinstreet Inc	Tower Ln # 600	Foster City	Marketing Consulting Services	250-499 employees
City & County of San Francisco	Crystal Springs Rd	San Bruno	Other Management Consulting Services	100-249 employees
SSF Scavenger Co	E Jamie Ct	S San Francisco	Other Management Consulting Services	100-249 employees
Capcom USA Inc	Concar Dr # 300	San Mateo	Marketing Consulting Services	100-249 employees
Ocean Colony Partners	Cabrillo Hwy S # 200	Half Moon Bay	Administrative management consulting services	100-249 employees
Wageworks Inc	Park Pl # 4	San Mateo	Human resources consulting services	100-249 employees
ZS Associates	S El Camino Real # 1500	San Mateo	Marketing Consulting Services	100-249 employees
Ipass Inc	Bridge Pkwy # 200	Redwood City	Other Technical Consulting Services	100-249 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
6,648	\$191,726	1.15	5,258	-0.4%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 5239 – OTHER FINANCIAL INVESTMENT ACTIVITIES

NAICS 4-DIGIT – OTHER FINANCIAL INVESTMENT ACTIVITIES – ANALYSIS

Investment-related services are highly prevalent in San Mateo County (LQ 3.68) and the industry's workers tend to be highly-compensated. There may be opportunities for new or expanded academic programs designed to train Financial Advisors, Security, Commodities, and Financial Services Sales Agents, and Financial and Investment Analysts. Most large local firms specialize in Portfolio Management and Investment Advice.

TOP EMPLOYERS BY SIZE – 833 ESTIMATED

Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Franklin Resources Inc	Franklin Pkwy	San Mateo	Portfolio Management and Investment Advice	1,000-4,999 employees
Fisher Investments	Fashion Is Blvd # 300	San Mateo	Portfolio Management and Investment Advice	1,000-4,999 employees
Fisher Investments	Skyline Blvd	Woodside	Miscellaneous Intermediation	1,000-4,999 employees
Opportun Financial Corp	Circle Star Way	San Carlos	Portfolio Management and Investment Advice	250-499 employees
Sequoia Capital-Menlo Park	Sand Hill Rd # 101	Menlo Park	Miscellaneous Intermediation	100-249 employees
Morgan Stanley Wealth Mgmt	Sand Hill Rd # 120	Menlo Park	Portfolio Management and Investment Advice	100-249 employees
CBC Life Financial Svc	Gellert Blvd # 102	Daly City	Portfolio Management and Investment Advice	100-249 employees
Morgan Stanley Wealth Mgmt	Sand Hill Rd # 200	Menlo Park	Portfolio Management and Investment Advice	100-249 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
6,389	\$449,177	3.68	4,376	-0.5%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 5511 – MANAGEMENT OF COMPANIES AND ENTERPRISES

NAICS 4-DIGIT – MANAGEMENT OF COMPANIES AND ENTERPRISES – ANALYSIS

While it accounts for the third-highest number of positions in San Mateo County within the Finance and Trade cluster, Management of Companies and Enterprises has a below-average location quotient and low levels of occupational concentration. The largest occupation in the industry workforce is Accountants and Auditors, but at an estimated workforce of 200 they comprise just 3.7 percent of the industry. Firm size is another potential challenge for institutions seeking to serve this industry through their academic portfolios. Only two of the companies listed by the EDD employ more than 10 people, which means that there are no major employers to connect with for experiential learning or career pathways.

TOP EMPLOYERS BY SIZE – 115 ESTIMATED

Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Zions Bancorporation NA	S El Camino Real	San Mateo	Offices of Bank Holding Companies	20-49 employees
Freenome Holdings Inc	E Grand Ave # 5	S San Francisco	Offices of Other Holding Companies	10-19 employees
20 other firms				5-9 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
5,471	\$233,354	0.80	4,414	-0.3%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 5412 – ACCOUNTING, TAX PREPARATION, BOOKKEEPING, AND PAYROLL SERVICES

NAICS 4-DIGIT – ACCOUNTING, TAX PREPARATION, BOOKKEEPING, AND PAYROLL SERVICES– ANALYSIS

The Accounting, Tax Preparation, Bookkeeping, and Payroll Services industry is slightly more prominent in San Mateo County than nationwide (LQ 1.14) and employs just under 4,000 workers at a modest average annual wage of \$95,699. The major opportunities for workforce training and higher education are programs focused on accounting, auditing, tax preparation, and bookkeeping.

TOP EMPLOYERS BY SIZE – 385 ESTIMATED

Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
San Mateo County Tax Collector	County Ctr # 1	Redwood City	Tax Preparation Services	1,000-4,999 employees
Ev	Shoreline Dr # 600	Redwood City	Offices of Certified Public Accountants	100-249 employees
Rebu Inc	El Camino Real # E	San Carlos	Tax Preparation Services	100-249 employees
Andersen Tax LLC	E Hillsdale Blvd # 700E	Foster City	Tax Preparation Services	50-99 employees
Galligan Thompson & Flocas	N San Mateo Dr	San Mateo	Offices of Certified Public Accountants	20-49 employees
Kranz & Assoc LLC	Menlo Ave # 100	Menlo Park	Offices of Certified Public Accountants	20-49 employees
Good & Fowler LLP	Grand Ave	S San Francisco	Offices of Certified Public Accountants	20-49 employees
Five other firms				20-49 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
3,913	\$95,699	1.14	2,804	-1.4%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.



INDUSTRY SPOTLIGHT – NAICS 5222 – NONDEPOSITORY CREDIT INTERMEDIATION

NAICS 4-DIGIT – NONDEPOSITORY CREDIT INTERMEDIATION – ANALYSIS

Nondepository Credit Intermediation—essentially mortgage and consumer lending operations—are highly prevalent in San Mateo County, with a Location Quotient of 2.58. The industry ranks fifth for employment volume in the Finance and Trade cluster and includes notably high average wages. There are an estimated 208 firms operating in the industry within the county, of which less than third employ more than 10 people. Loan Officers and Securities, Commodities, and Financial Services Sales Agents are the top occupations.

TOP EMPLOYERS BY SIZE – 208 ESTIMATED

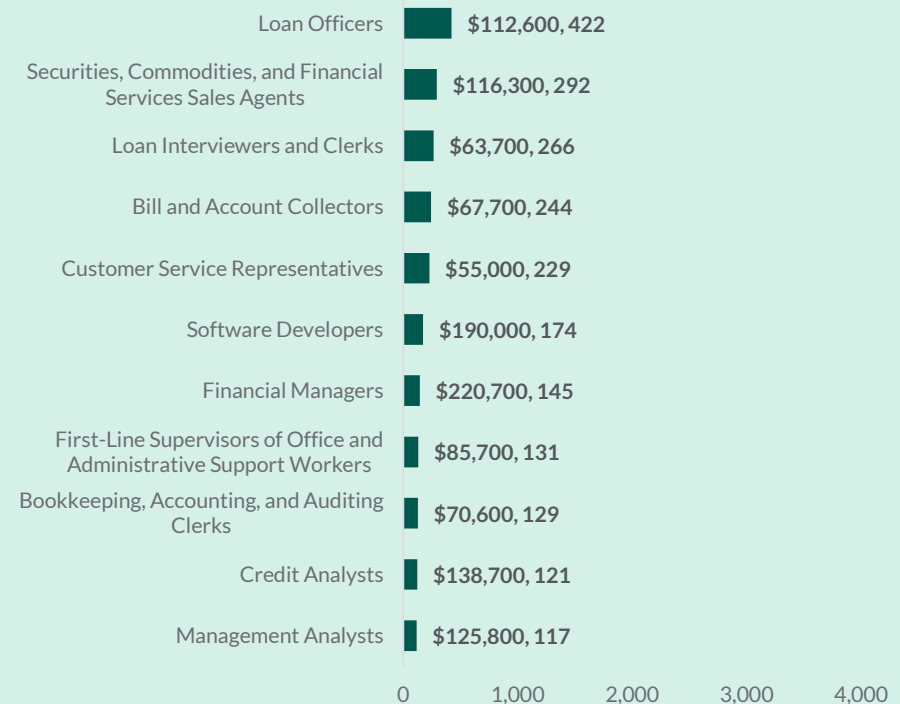
Data derive from the California Employment Development Department ([EDD](#)). See their website (linked above) for a complete list.

Name	Address	City	Detailed Industry	Estimated Size Range
Quicken Inc	Haven Ave # C	Menlo Park	Consumer Lending	50-99 employees
Hercules Capital Inc	N B St # 2000	San Mateo	Consumer Lending	20-49 employees
Bank of America Mortgage	E Hillsdale Blvd # 103	Foster City	Real Estate Credit	20-49 employees
Slatt Capital	Mitten Rd # 10	Burlingame	Real Estate Credit	20-49 employees
Key Mortgage Group	Main St	Montara	Consumer Lending	10-19 employees
Nineteen other firms				10-19 employees

SAN MATEO COUNTY INDUSTRY STATISTICS

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Total Annual Employment Demand	Forecast Annual Growth to 2034
3,748	\$332,266	2.58	2,714	-0.9%

TOP DETAILED OCCUPATIONS BY 2024 AVERAGE COMPENSATION AND VOLUME



Data derives from Chmura Economics & Analytics, which imputes Census Bureau and Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level.

TOP OCCUPATIONS WITHIN THE INDUSTRY CLUSTER

TOP INDUSTRY OCCUPATIONS BY PROJECTED 10-YEAR DEMAND

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The occupations included in the table are those with more than 400 projected vacancies within the 19 NAICS 4-digit industries that comprise the SMCCD Finance & Trade Cluster. In other words, the employment demand and compensation data shown here is specific to those industries (in aggregate) within San Mateo County.

Occupation	Empl, Q1 2024	Avg Ann Wages	Exits, 2024-2034	Transfers, 2024-2034	Empl Growth, 2024-2034	Total Demand, 2024-2034
Management Analysts	2,062	\$151,000	682	923	-98	1,507
Securities, Commodities, and Financial Services Sales Agents	2,207	\$125,500	600	964	-123	1,441
Accountants and Auditors	2,163	\$120,200	642	932	-178	1,397
Customer Service Representatives	1,141	\$60,500	598	832	-153	1,277
Personal Financial Advisors	1,873	\$175,100	501	631	-17	1,116
Bookkeeping, Accounting, and Auditing Clerks	1,178	\$70,800	711	558	-173	1,095
Financial Managers	1,331	\$230,500	350	552	49	951
Office Clerks, General	938	\$61,000	522	513	-139	896
General and Operations Managers	1,070	\$204,400	262	567	-37	793
Managers, All Other	1,265	\$181,100	376	509	-104	781
Property, Real Estate, and Community Association Managers	1,146	\$106,600	464	375	-81	758
Market Research Analysts and Marketing Specialists	782	\$122,900	244	456	15	714
Real Estate Sales Agents	918	\$87,700	410	314	-89	636
Maintenance and Repair Workers, General	759	\$73,200	325	340	-37	629
Business Operations Specialists, All Other	775	\$135,100	251	396	-26	621
Insurance Sales Agents	849	\$123,500	304	346	-47	603
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	739	\$68,200	388	355	-146	597
First-Line Supervisors of Office and Administrative Support Workers	788	\$94,700	307	395	-116	587
Software Developers	860	\$179,100	152	321	85	558
Loan Officers	787	\$113,800	203	309	-68	444
Financial and Investment Analysts	779	\$149,000	167	311	-40	438
Counter and Rental Clerks	376	\$55,600	209	216	-18	407
Human Resources Specialists	447	\$109,800	138	239	29	405
Total - All Occupations in the Finance & Trade Cluster	42,310	\$221,996	14,934	20,052	-2,750	32,236
Total - All Occupations in All Industries	442,478	\$172,045	204,402	259,365	-32,795	430,973

OCCUPATION SPOTLIGHT – SOC 13-1111

DETAILED OCCUPATION – MANAGEMENT ANALYSTS

Management Analyst positions are substantially more common in the San Mateo County workforce (LQ 1.57) than nationwide, and most positions are with major corporations across a variety of industries. Only about half of these roles (50.6 percent) fall within the Finance and Trade industry cluster, which suggests that there are diverse career outcomes.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 1,473

Skill Name	Job Ads
Microsoft Excel	388
Structured Query Language (SQL)	353
Tableau	218
Presentation	177
Data Analysis	173
Microsoft PowerPoint	159
Statistics	159
Microsoft Office	156
Change Management	155
Python	152
WhatsApp	123
Salesforce	118
Agile	111

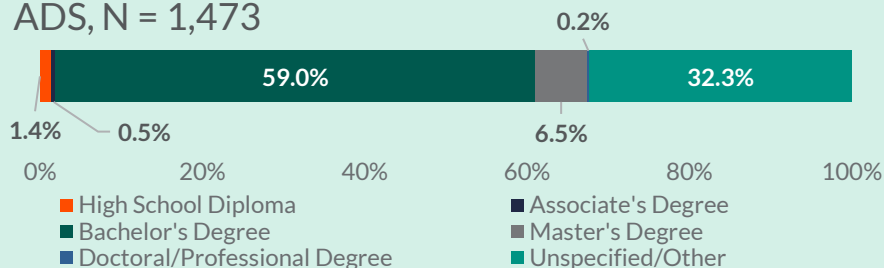
Certification Name	Job Ads
Project Management Professional (PMP)	40
Driver's License	12
Certified Public Accountant (CPA)	8
Six Sigma Green Belt Certification (SSGB)	5
Certified Internal Auditor (CIA)	4
Six Sigma Black Belt (ICBB)	4
Certified Information Systems Auditor (CISA)	3
Certification of Competency in Business Analysis (CCBA)	2
Certified Professional in Supply Management (CPSM)	2
Chartered Financial Analyst (CFA)	2
Secret Clearance	2

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
4,077	\$150,500	1.57	3,020	-0.4%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 1,473



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 1,473

Field of Study	Job Ads
Business Administration	299
Business	187
Computer Science	165
Finance	160
Engineering	140
Economics	132
Statistics	119
Mathematics	88
Accounting	45

Employer	Job Ads
Meta	121
Walmart	52
Genentech	51
Gilead	45
Visa	42
County of San Mateo	38
Google	31
Crystal Equation	26
Deloitte	22
YouTube	22

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.



OCCUPATION SPOTLIGHT – SOC 41-3031

DETAILED OCCUPATION – SECURITIES, COMMODITIES, AND FINANCIAL SERVICES SALES AGENTS

Securities, Commodities, and Financial Services Sales Agents are overrepresented in the San Mateo County Workforce. With an estimated 2,207 of the county total of 2,238 such workers employed in the Finance and Trade Cluster, the role is highly specific to the industry group. Local job ads commonly request Bachelor's degrees in business and finance.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 1,310

Skill Name	Job Ads
Sales	255
Finance	202
Banking	184
Customer Relationship Management (CRM)	160
Microsoft Excel	150
Microsoft Office	134
Presentation	96
Cash Handling (Cashier)	90
Salesforce	72
Microsoft PowerPoint	71

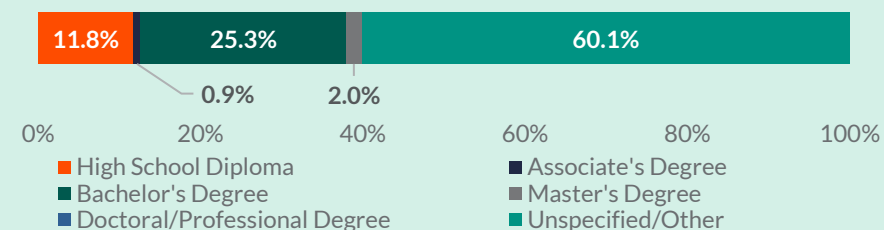
Certification Name	Job Ads
Series 65	73
Certified Financial Planner (CFP)	41
Series 63	33
Driver's License	25
Chartered Financial Analyst (CFA)	17
Series 66 - Uniform Combined State Law (Series 66)	10
Series 7	8
Certified Internal Auditor (CIA)	7
Series 52	5
Certification in Cardiopulmonary Resuscitation (CPR)	3
Chartered Retirement Planning Counselor (CRCP)	3
First Aid Certification	3

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
2,238	\$126,000	1.72	1,462	-0.6%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 1,310



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 1,310

Field of Study	Job Ads
Finance	57
Business Administration	54
Business	45
Marketing	34
Economics	26
Accounting	22
Computer Science	22
Engineering	19
Life Science	13

Employer	Job Ads
Wells Fargo	110
Citigroup Inc	40
BMO	33
UniTrust Financial Group	33
Sureguard Financial	29
Stratford Davis Staffing	26
Winterfell and Company	26
JP Morgan Chase & Co	25
Joseph and Young	25

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.



OCCUPATION SPOTLIGHT – SOC 13-2011

DETAILED OCCUPATION – ACCOUNTANTS AND AUDITORS

With only 2,163 of the estimated 4,664 San Mateo County Accountants and Auditors working within the Finance and Trade industry cluster, the occupation is not especially concentrated therein. Average salaries and Location Quotient suggest that this is a modestly viable occupation. CPA certification is, unsurprisingly, exceptionally important.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 1,034

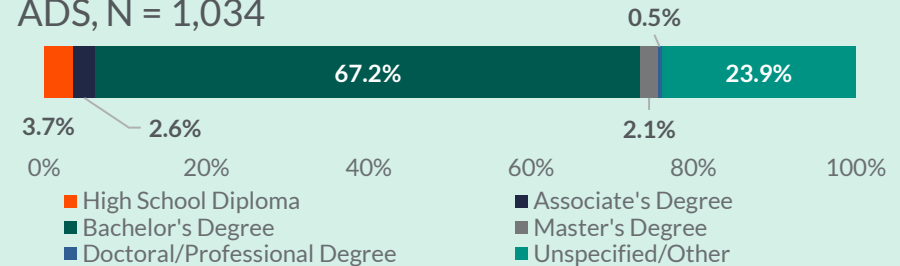
Skill Name	Job Ads	Certification Name	Job Ads
Microsoft Excel	450	Certified Public Accountant (CPA)	317
Accounting	378	Certified Internal Auditor (CIA)	29
Understanding of Generally Accepted Accounting Principles (GAAP)	370	Certified Information Systems Auditor (CISA)	28
Reconciliation	232	Certified Management Accountant (CMA)	9
Public Accounting	226	Certified Fraud Examiner (CFE)	6
Microsoft Office	192	Certified Information Systems Security Professional (CISSP)	6
Finance	131	Chartered Financial Analyst (CFA)	5
Financial Reporting	113	Certified Financial Planner (CFP)	2
External Auditing	89	Certified Information Security Manager (CISM)	2
Oracle	88		
Internal Auditing	78		
Auditing	75		
Microsoft PowerPoint	75		

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
4,664	\$125,300	1.12	3,070	-0.8%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 1,034



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 1,034

Field of Study	Job Ads	Employer	Job Ads
Accounting	610	Robert Half	168
Finance	376	Meta	40
Business Administration	113	H&R BLOCK	26
Business	66	Get It Recruit - Finance	21
Economics	44	LHH	20
Taxation	26	Visa	20
Law	23	County of San Mateo	17
Management Information Systems	15	BioSpace	14
Computer Science	11	Roth Staffing Companies	14

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.



OCCUPATION SPOTLIGHT – SOC 13-2052

DETAILED OCCUPATION – PERSONAL FINANCIAL ADVISORS

Out of an estimated 1,900 San Mateo County Personal Financial Advisors, 1,873 (98.6 percent) are likely to be employed in the Finance and Trade industry cluster. These professionals are more than twice as prevalent in the county workforce (LQ 2.11) than the national average. Bachelor's degrees in finance and accounting are heavily requested in regional job ads.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 592

Skill Name	Job Ads
Microsoft Excel	350
Finance	224
Microsoft PowerPoint	150
Microsoft Office	78
Structured Query Language (SQL)	76
Tableau	67
Oracle	65
Understanding of Generally Accepted Accounting Principles (GAAP)	57
Financial Planning	49
Forecasting	48
Presentation	46
Data Analysis	41
Banking	40

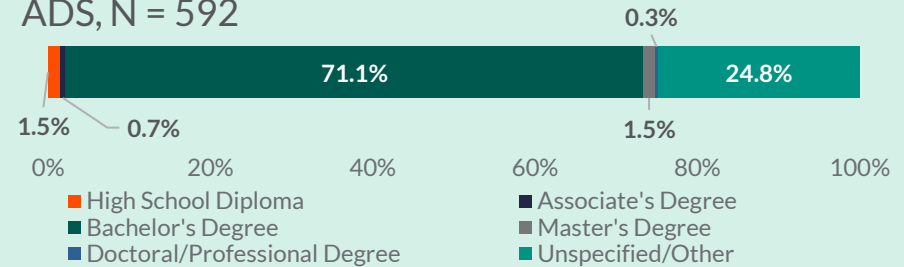
Certification Name	Job Ads
Certified Public Accountant (CPA)	45
Chartered Financial Analyst (CFA)	19
Series 63	8
Certified Financial Planner (CFP)	7
Certified Associate in Project Management (CAPM)	2
Certified Financial Risk Manager (FRM)	2
Chartered Alternative Investment Analyst (CAIA)	2
Series 65	2

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
1,900	\$174,900	2.11	1,132	-0.1%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 592



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 592

Field of Study	Job Ads
Finance	265
Accounting	204
Business Administration	123
Economics	121
Business	85
Law	39
Engineering	22
Mathematics	20

Employer	Job Ads
Robert Half	44
Visa	35
Meta	21
Get It Recruit - Finance	13
PlayStation Global	11
Franklin Templeton	9
JP Morgan Chase & Co	9
LHH	9
Genentech	8

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all Financial Analysts and Advisors ads from the past 12 months as of October 2024.



OCCUPATION SPOTLIGHT – SOC-3031

DETAILED OCCUPATION – FINANCIAL MANAGERS

There are an estimated 3,153 Financial Managers in San Mateo County, and the field is expected to grow by 0.3 percent per year through 2034, making it a strong prospect. The Location Quotient of 1.49 is likewise promising, as is the average annual compensation. Only 1,331 of the total 3,153 Financial Managers estimated to be working in the county (42.2 percent) are concentrated within the Finance and Trade industry cluster.

TOP HARD SKILLS AND CERTIFICATIONS REQUESTED IN ONLINE JOB ADS, N = 793

Skill Name	Job Ads
Microsoft Excel	284
Finance	247
Understanding of Generally Accepted Accounting Principles (GAAP)	163
Accounting	98
Microsoft PowerPoint	96
Presentation	96
Oracle	89
Microsoft Office	83
WhatsApp	78
Financial Reporting	74
Financial Planning	69
Public Accounting	65
Budgeting	61

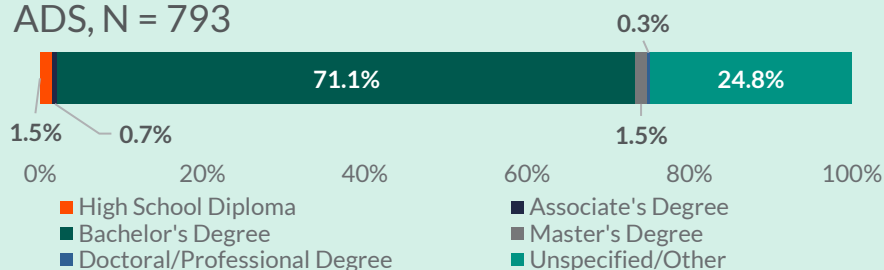
Certification Name	Job Ads
Certified Public Accountant (CPA)	175
Certified Management Accountant (CMA)	9
Driver's License	7
Project Management Professional (PMP)	7
Certified Public Finance Officers (CPFO)	5
Certified Internal Auditor (CIA)	4
Certified Treasury Professional (CTP)	4
Certified Information Systems Auditor (CISA)	3
Certified Financial Planner (CFP)	2

SAN MATEO COUNTY OCCUPATION STATISTICS

Data reflect occupational employment across all industries.

Estimated Employment, 2024	Average Annual Wages	Location Quotient	2024-2034 Annual Employment Demand	Forecast Annual Growth to 2034
3,153	\$237,600	1.49	2,247	0.3%

TOP DEGREE LEVELS REQUESTED IN ONLINE JOB ADS, N = 793



TOP FIELDS OF STUDY REQUESTED AND TOP EMPLOYERS IN ONLINE JOB ADS, N = 793

Field of Study	Job Ads	Employer	Job Ads
Accounting	352	Meta	78
Finance	317	Robert Half	42
Business Administration	207	Visa	40
Business	114	Wells Fargo	15
Economics	105	Genentech	13
Law	42	Vaco	13
Engineering	23	Gilead	12
Mathematics	19	BioSpace	9

Data derives from Chmura Economics & Analytics Real-Time Intelligence (RTI) database, which collects, updates, de-duplicates, and analyzes online job ads from tens of thousands of local and national websites. The sample includes all ads from the past 12 months as of October 2024.





APPENDIX - NAICS DETAILED INDUSTRIES FOR PROPOSED CLUSTERS

This section identifies detailed (4-digit) NAICS industries that Hanover examined as approximations of three additional industry clusters of interest to SMCCD.

INDUSTRY DEFINITION AND COMPONENT INDUSTRY TRENDS

NAICS 4-DIGIT INDUSTRIES PROPOSED FOR INCLUSION IN EDUCATION

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The 4-digit NAICS industries shown in the table below comprise the Education cluster. Hanover included all relevant industries with more than 250 San Mateo County employees.

Industry	Empl, Q1 2024	Avg Ann Wages	Location Quotient (LQ)	Empl Change, 2019-'24	Ann %	Total Demand, 2024-'25	Exits	Transfers	Empl Growth 2024-25	Ann % Growth
Elementary and Secondary Schools	16,074	\$84,147	0.72	123	0.2%	1,139	738	748	-347	-2.2%
Other Schools and Instruction	3,601	\$35,619	2.05	456	2.7%	419	221	235	-37	-1.0%
Child Care Services	3,042	\$48,915	0.94	100	0.7%	341	175	217	-51	-1.7%
Colleges, Universities, and Professional Schools	2,978	\$119,814	0.36	2,127	28.5%	235	128	139	-33	-1.1%
Junior Colleges	1,888	\$86,328	1.16	109	1.2%	143	86	84	-27	-1.4%
School and Employee Bus Transportation	1,124	\$59,347	1.71	763	25.5%	154	112	54	-12	-1.1%
Educational Support Services	875	\$120,753	1.19	275	7.9%	75	40	45	-9	-1.0%
Business Schools and Computer and Management Training	276	\$79,811	0.93	-20	-1.4%	21	11	14	-4	-1.3%
Museums, Historical Sites, and Similar Institutions	256	\$71,716	0.38	82	8.1%	31	14	18	-2	-0.7%
Total - All Industries	442,478	\$172,045	1.00	11,768	0.5%	430,973	204,402	259,365	-32,795	-0.8%

INDUSTRY DEFINITION AND COMPONENT INDUSTRY TRENDS

NAICS 4-DIGIT INDUSTRIES PROPOSED FOR INCLUSION IN SUSTAINABILITY

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The 4-digit NAICS industries shown in the table below comprise the Sustainability cluster. Hanover included all relevant industries with more than 250 San Mateo County employees.

Industry	Empl, Q1 2024	Avg Ann Wages	Location Quotient (LQ)	Empl Change, 2019-'24	Ann %	Total Demand, 2024-'25	Exits	Transfers	Empl Growth 2024-25	Ann % Growth
Services to Buildings and Dwellings	8,612	\$52,274	1.13	1,353	3.5%	978	482	601	-105	-1.2%
Management, Scientific, and Technical Consulting Services	6,648	\$191,726	1.15	178	0.5%	537	223	340	-26	-0.4%
Architectural, Engineering, and Related Services	4,050	\$186,642	0.84	1,089	6.5%	276	128	187	-39	-1.0%
Residential Building Construction	4,519	\$79,348	1.20	149	0.7%	324	159	220	-55	-1.2%
Executive, Legislative, and Other General Government Support	3,990	\$111,326	0.47	-348	-1.7%	334	172	211	-49	-1.2%
Nonresidential Building Construction	3,427	\$151,563	1.35	-1,588	-7.3%	239	113	168	-42	-1.2%
Building Material and Supplies Dealers	2,559	\$54,790	0.78	13	0.1%	313	151	194	-31	-1.2%
Social Advocacy Organizations	813	\$205,601	1.11	461	18.2%	74	33	47	-5	-0.6%
Administration of Economic Programs	736	\$95,023	0.44	-13	-0.3%	54	28	36	-9	-1.3%
Civic and Social Organizations	735	\$35,997	0.77	-94	-2.4%	99	45	63	-8	-1.2%
Grantmaking and Giving Services	531	\$169,182	1.17	83	3.5%	42	19	27	-4	-0.8%
Water, Sewage and Other Systems	472	\$118,550	0.77	-27	-1.1%	38	19	25	-6	-1.3%
Support Activities for Road Transportation	439	\$51,771	1.19	163	9.7%	42	20	26	-4	-1.0%
Highway, Street, and Bridge Construction	430	\$107,596	0.30	-9	-0.4%	32	15	22	-5	-1.2%
Administration of Environmental Quality Programs	402	\$110,682	0.42	-190	-7.5%	30	16	20	-5	-1.3%
Other Heavy and Civil Engineering Construction	367	\$206,955	0.99	66	4.1%	27	13	19	-4	-1.2%
Remediation and Other Waste Management Services	299	\$142,604	0.60	176	19.5%	28	12	17	-1	-0.5%
Utility System Construction	291	\$116,429	0.18	-207	-10.2%	22	10	15	-3	-1.1%
Services to Buildings and Dwellings	8,612	\$52,274	1.13	1,353	3.5%	978	482	601	-105	-1.2%
Residential Building Construction	4,519	\$79,348	1.20	149	0.7%	324	159	220	-55	-1.2%
Executive, Legislative, and Other General Government Support	3,990	\$111,326	0.47	-348	-1.7%	334	172	211	-49	-1.2%
Nonresidential Building Construction	3,427	\$151,563	1.35	-1,588	-7.3%	239	113	168	-42	-1.2%
Total - All Industries	442,478	\$172,045	1.00	11,768	0.5%	430,973	204,402	259,365	-32,795	-0.8%

INDUSTRY DEFINITION AND COMPONENT INDUSTRY TRENDS

NAICS 4-DIGIT INDUSTRIES PROPOSED FOR INCLUSION IN GLOBAL INNOVATION & LAW

Data derives from Chmura Economics & Analytics, which imputes Bureau of Labor Statistics data down to the Zip Code Tabulation Area (ZCTA) level. The 4-digit NAICS industries shown in the table below comprise the Global Innovation and Law cluster. Hanover included all relevant industries with more than 250 San Mateo County employees.

Industry	Empl, Q1 2024	Avg Ann Wages	Location Quotient (LQ)	Empl Change, 2019-'24	Ann %	Total Demand, 2024-'25	Exits	Transfers	Empl Growth 2024-25	Ann % Growth
Scientific Research and Development Services	30,768	\$256,358	11.90	9,359	7.5%	2,166	829	1,490	-153	-0.5%
Computer Systems Design and Related Services	19,588	\$286,874	2.84	2,529	2.8%	1,488	512	861	115	0.6%
Software Publishers	13,107	\$336,373	7.45	848	1.3%	1,013	349	599	64	0.5%
Management, Scientific, and Technical Consulting Services	6,648	\$191,726	1.15	178	0.5%	537	223	340	-26	-0.4%
Management of Companies and Enterprises	5,471	\$233,354	0.80	-1,314	-4.2%	450	191	276	-17	-0.3%
Architectural, Engineering, and Related Services	4,050	\$186,642	0.84	1,089	6.5%	276	128	187	-39	-1.0%
Other Professional, Scientific, and Technical Services	3,599	\$122,809	1.11	-200	-1.1%	344	143	212	-11	-0.3%
Legal Services	3,087	\$187,889	0.90	-152	-1.0%	194	110	123	-40	-1.3%
Justice, Public Order, and Safety Activities	3,071	\$183,242	0.61	-460	-2.8%	242	123	157	-38	-1.2%
Social Advocacy Organizations	813	\$205,601	1.11	461	18.2%	74	33	47	-5	-0.6%
Business, Professional, Labor, Political, and Similar Organizations	593	\$92,743	0.50	-71	-2.2%	47	24	33	-9	-1.6%
Total - All Industries	442,478	\$172,045	1.00	11,768	0.5%	430,973	204,402	259,365	-32,795	-0.8%



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