

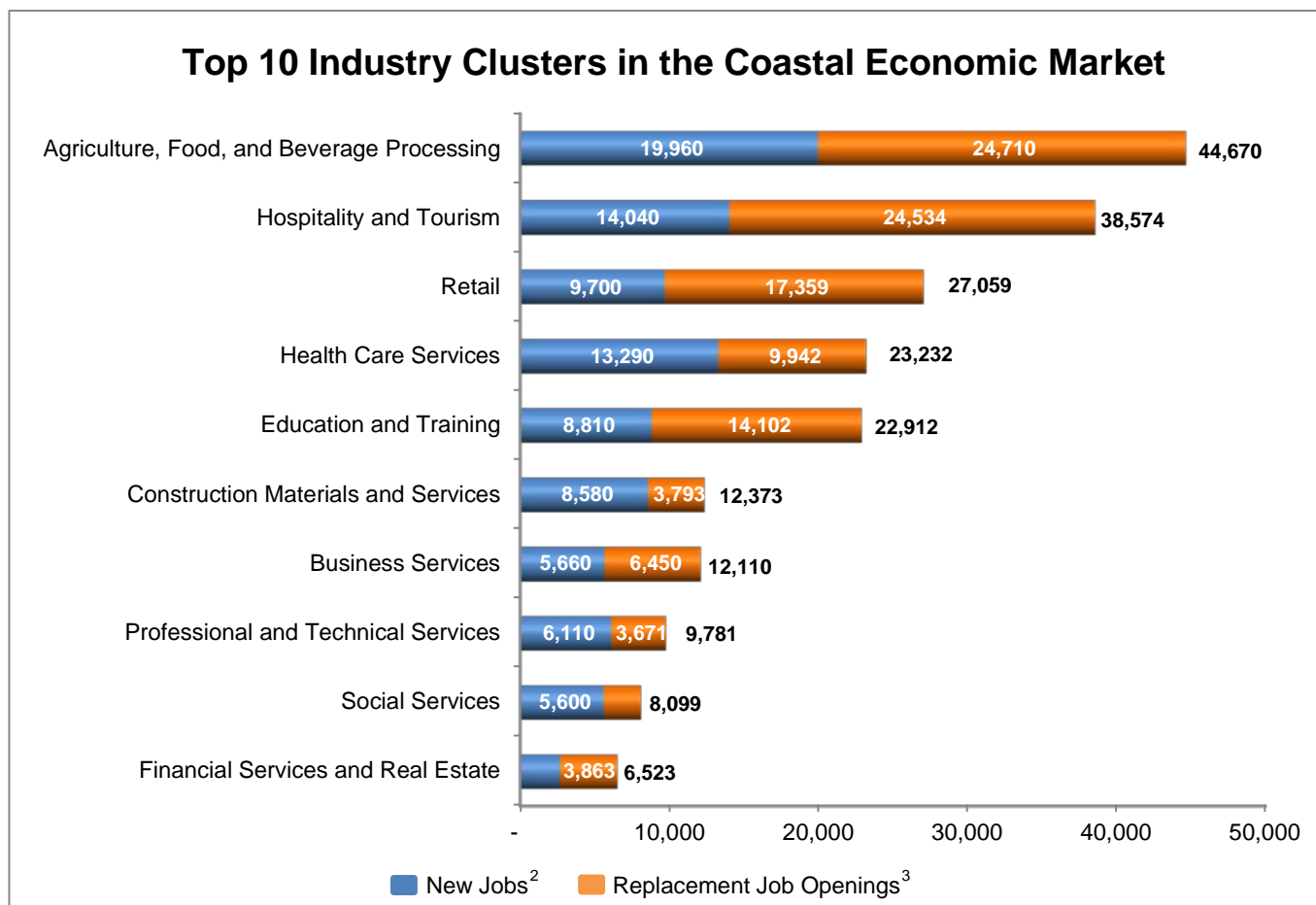
## Coastal Economic Market: Reaching New Heights

Monterey, Santa Cruz, San Benito, Santa Barbara, and San Luis Obispo Counties

As part of the California Employment Development Department's 2015 Labor Day campaign, we highlight our *Regional Economic Analysis Profiles*. Each profile focuses on future employment demand of economic market industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of each profile is to identify industry clusters and associated occupations with the largest number of total projected job openings.<sup>1</sup>

### Why Industry Clusters?

Industry clusters are groups of associated industries in an economic market that stimulate the creation of new businesses and job opportunities in a particular field. The application of workforce and economic development resources toward the continual development of industry clusters will help stimulate economic growth and boost the number of employment opportunities for the labor force. To view complete *Regional Economic Analysis Profiles*, go to [www.labormarketinfo.edd.ca.gov/Regional\\_Economic\\_Analysis\\_Profiles.html](http://www.labormarketinfo.edd.ca.gov/Regional_Economic_Analysis_Profiles.html).



Source: California Employment Development Department, *Projections of Employment 2012-2022*. Industry and occupational employment projections for 2012-2022 in this report are not directly comparable to the published 2012-2022 employment projections available online at [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov).

<sup>1</sup> Total projected job openings are the sum of new jobs and replacement job openings.

<sup>2</sup> New jobs are only openings due to growth and do not include job decline. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

<sup>3</sup> Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

# Agriculture, Food and Beverage Processing Cluster — Top Occupations by Education Level

The table below identifies top occupations with the most total projected job openings, categorized by entry-level education requirements, within the Agriculture, Food, and Beverage Processing cluster. This industry cluster includes establishments primarily engaged in growing crops, raising animals, and manufacturing food and beverages, as well as support activities for crop and animal production. The table shows total projected job openings and median hourly and annual wages in the economic market. Also included are online job advertisements for the Coastal Economic Market, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupations	Total Projected 2012-2022 Job Openings <sup>4</sup>	2015 Median Hourly Wage <sup>5</sup>	2015 Median Annual Wage <sup>5</sup>	Job Ads <sup>6</sup>
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	229	\$45.95	\$95,570	235
Accountants and Auditors	195	\$34.94	\$72,688	738
Industrial Production Managers	115	\$44.84	\$93,266	34
Food Scientists and Technologists	80	\$37.58	\$78,160	15
Financial Managers	77	\$53.44	\$111,144	296
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Heavy and Tractor-Trailer Truck Drivers	385	\$20.64	\$42,921	1,509
First-Line Supervisors of Production and Operating Workers	183	\$27.94	\$58,098	387
Agricultural and Food Science Technicians	105	\$17.67	\$36,746	31
Computer, Automated Teller, and Office Machine Repairers	23	\$20.55	\$42,743	9
Nursing Assistants	16	\$14.95	\$31,110	296
<b>Requires a High School Diploma or Equivalent or Less</b>				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	27,879	\$9.23	\$19,202	101
Farmers, Ranchers, and Other Agricultural Managers	1,359	\$40.98	\$85,238	44
Agricultural Equipment Operators	1,086	\$13.06	\$27,170	22
Packers and Packagers, Hand	971	\$9.39	\$19,528	59
Farmworkers, Farm, Ranch, and Aquacultural Animals	966	\$11.05	\$22,977	108

## Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Agriculture, Food, and Beverage Processing cluster. Workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include critical thinking, active listening, and monitoring.

In addition to shared skills, these occupations also have many work activities in common. These include making decisions and solving problems; organizing, planning, and prioritizing work; establishing and maintaining interpersonal relationships; and communicating with supervisors, peers, or subordinates.

<sup>4</sup> For the 2012-2022 period, the total projected job openings reflect the sum of new and replacement jobs.

<sup>5</sup> EDD/LMID Occupational Employment Statistics; Median wage is the point at which half of workers earn more and half earn less. The wages are from the 2015 first quarter and do not include self-employed or unpaid family workers.

<sup>6</sup> The data from The Conference Board Help Wanted OnLine™ (HWOL) data series reflects occupations with the highest number of online job advertisements in 120 day period ending August 5, 2015.

## Hospitality and Tourism Cluster — Top Occupations by Education Level

The table below identifies top occupations with the most total projected job openings, categorized by entry-level education requirements, within the Hospitality and Tourism cluster. This industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. The table shows total projected job openings and median hourly and annual wages in the economic market. Also included are online job advertisements for the Coastal Economic Market, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupations	Total Projected 2012-2022 Job Openings <sup>7</sup>	2015 Median Hourly Wage <sup>8</sup>	2015 Median Annual Wage <sup>8</sup>	Job Ads <sup>9</sup>
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	317	\$45.95	\$95,570	235
Coaches and Scouts	152	N/A	\$38,011	154
Meeting, Convention, and Event Planners	76	\$25.28	\$52,581	121
Accountants and Auditors	53	\$34.94	\$72,688	738
Financial Managers	45	\$53.44	\$111,144	296
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Massage Therapists	50	\$16.78	\$34,898	157
Audio and Video Equipment Technicians	17	\$20.03	\$41,665	60
Skincare Specialists	12	\$17.79	\$36,996	67
Web Developers	12	\$28.25	\$58,759	516
Emergency Medical Technicians and Paramedics	3	\$18.98	\$39,473	76
<b>Requires a High School Diploma or Equivalent or Less</b>				
Waiters and Waitresses	7,573	\$9.40	\$19,544	941
Combined Food Preparation and Serving Workers, Including Fast Food	5,742	\$9.51	\$19,788	919
Cooks, Restaurant	2,472	\$12.90	\$26,835	1,092
Dishwashers	1,693	\$9.42	\$19,598	719
Maids and Housekeeping Cleaners	1,686	\$10.54	\$21,922	1,209

### Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Hospitality and Tourism cluster. Workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include active listening, critical thinking, monitoring, and speaking.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; and organizing, planning, and prioritizing work.

<sup>7</sup> For the 2012-2022 period, the total projected job openings reflect the sum of new and replacement jobs.

<sup>8</sup> EDD/LMID Occupational Employment Statistics; Median wage is the point at which half of workers earn more and half earn less. The wages are from the 2015 first quarter and do not include self-employed or unpaid family workers.

<sup>9</sup> The data from The Conference Board Help Wanted OnLine™ (HWOL) data series reflects occupations with the highest number of online job advertisements in 120 day period ending August 5, 2015.

## Retail Cluster — Top Occupations by Education Level

The table below identifies top occupations with the most total projected job openings, categorized by entry-level education requirements, within the Retail cluster. This industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. The table shows total projected job openings and median hourly and annual wages in the economic market. Also included are online job advertisements for the Coastal Economic Market, extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period.

Occupations	Total Projected 2012-2022 Job Openings <sup>10</sup>	2015 Median Hourly Wage <sup>11</sup>	2015 Median Annual Wage <sup>11</sup>	Job Ads <sup>12</sup>
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	318	\$45.95	\$95,570	235
Pharmacists	207	\$67.68	\$140,765	107
Sales Managers	151	\$51.57	\$107,275	230
Loan Officers	62	\$33.99	\$70,701	208
Accountants and Auditors	42	\$34.94	\$72,688	738
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Heavy and Tractor-Trailer Truck Drivers	77	\$20.64	\$42,921	1,509
First-Line Supervisors of Production and Operating Workers	51	\$27.94	\$58,098	387
Computer, Automated Teller, and Office Machine Repairers	29	\$20.55	\$42,743	9
Web Developers	10	\$28.25	\$58,759	516
Electrical and Electronics Installers and Repairers, Transportation Equipment	10	\$26.16	\$54,419	0
<b>Requires a High School Diploma or Equivalent or Less</b>				
Retail Salespersons	7,269	\$11.80	\$24,536	2,046
Cashiers	6,410	\$11.02	\$22,914	660
Stock Clerks and Order Fillers	1,869	\$11.45	\$23,827	613
First-Line Supervisors of Retail Sales Workers	1,821	\$20.55	\$42,735	1,356
Combined Food Preparation and Serving Workers, Including Fast Food	788	\$9.51	\$19,788	919

### Common Skills and Work Activities

Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the Retail cluster. Workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters. According to the U.S. Department of Labor's Occupational Information Network (O\*NET), the most commonly shared skills for the occupations listed above include critical thinking, reading comprehension, active listening, monitoring, and speaking.

In addition to shared skills, these occupations also have many work activities in common. These include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; organizing, planning, and prioritizing work; and making decisions and solving problems.

<sup>10</sup> For the 2012-2022 period, the total projected job openings reflect the sum of new and replacement jobs.

<sup>11</sup> EDD/LMID Occupational Employment Statistics; Median wage is the point at which half of workers earn more and half earn less. The wages are from the 2015 first quarter and do not include self-employed or unpaid family workers.

<sup>12</sup> The data from The Conference Board Help Wanted OnLine™ (HWOL) data series reflects occupations with the highest number of online job advertisements in 120 day period ending August 5, 2015.