

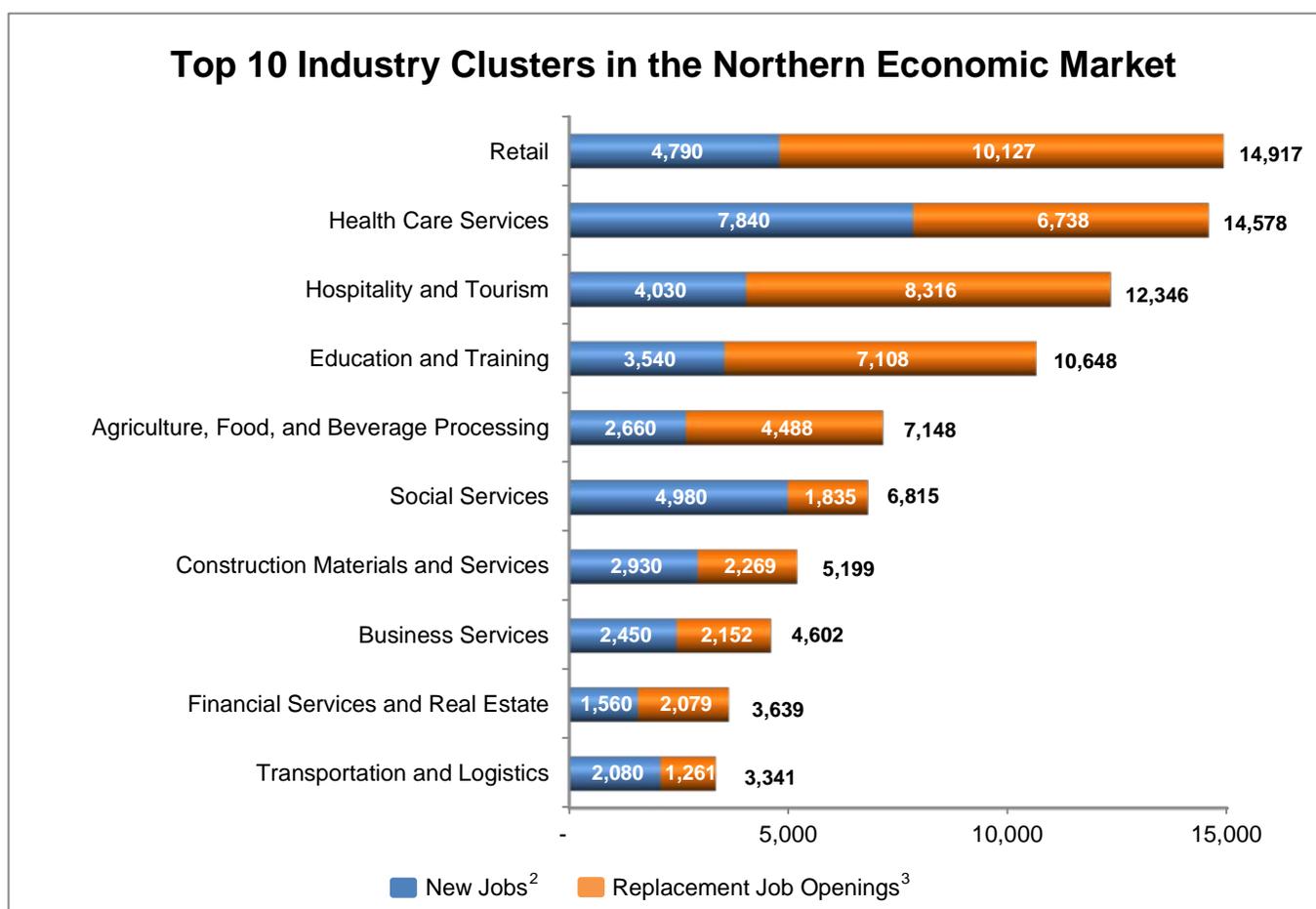
Northern Economic Market: Reaching New Heights

Butte, Colusa, Del Norte, Glenn, Humboldt, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity 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.¹

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.



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.

¹ Total projected job openings are the sum of new jobs and replacement job openings.

² 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.

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

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 Northern 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 ⁴	2015 Median Hourly Wage ⁵	2015 Median Annual Wage ⁵	Job Ads ⁶
Requires a Bachelor's Degree or Higher				
General and Operations Managers	190	\$37.02	\$76,995	72
Pharmacists	124	\$67.28	\$139,939	123
Sales Managers	62	\$39.39	\$81,921	58
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	10	\$32.72	\$68,066	159
Cost Estimators	10	\$23.68	\$49,249	26
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Medical Equipment Repairers	16	\$19.30	\$40,144	12
Heavy and Tractor-Trailer Truck Drivers	15	\$18.99	\$39,513	1,674
Computer User Support Specialists	15	\$22.26	\$46,314	238
Electronic Equipment Installers and Repairers, Motor Vehicles	14	\$15.01	\$31,209	4
Computer, Automated Teller, and Office Machine Repairers	10	\$15.20	\$31,619	7
Requires a High School Diploma or Equivalent or Less				
Cashiers	4,096	\$10.34	\$21,523	344
Retail Salespersons	3,557	\$11.15	\$23,180	637
Stock Clerks and Order Fillers	1,112	\$11.18	\$23,265	295
First-Line Supervisors of Retail Sales Workers	953	\$18.09	\$37,641	567
Combined Food Preparation and Serving Workers, Including Fast Food	388	\$9.38	\$19,502	367

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, monitoring, reading comprehension, and speaking.

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

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

⁵ 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.

⁶ 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.

Health Care Services 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 Health Care Services cluster. This industry cluster includes interrelated industries such as acute care and outpatient hospitals, nursing homes and rehabilitation centers, adult day care centers, and community service agencies for the elderly. 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 Northern 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 ⁷	2015 Median Hourly Wage ⁸	2015 Median Annual Wage ⁸	Job Ads ⁹
Requires a Bachelor's Degree or Higher				
Medical and Health Services Managers	217	\$44.50	\$92,552	304
Physical Therapists	161	\$41.79	\$86,915	669
Family and General Practitioners	133	\$70.59	\$146,825	86
General and Operations Managers	132	\$37.02	\$76,995	72
Nurse Practitioners	123	\$46.06	\$95,791	50
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	1,599	\$36.56	\$76,040	1,940
Medical Assistants	936	\$14.54	\$30,245	264
Licensed Practical and Licensed Vocational Nurses	637	\$24.58	\$51,126	296
Nursing Assistants	560	\$13.66	\$28,411	215
Dental Assistants	342	\$19.36	\$40,260	176
Requires a High School Diploma or Equivalent or Less				
Home Health Aides	1,190	\$10.41	\$21,648	265
Personal Care Aides	956	\$10.05	\$20,911	607
Medical Secretaries	711	\$15.14	\$31,501	341
Receptionists and Information Clerks	511	\$13.09	\$27,238	520
Office Clerks, General	235	\$13.94	\$29,007	492

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 Health Care Services 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, reading comprehension, social perceptiveness, and speaking.

In addition to shared skills, these occupations also have many work activities in common. These include assisting and caring for others; establishing and maintaining interpersonal relationships; identifying objects, actions, and events; and organizing, planning, and prioritizing work.

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

⁸ 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.

⁹ 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 Northern 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 ¹⁰	2015 Median Hourly Wage ¹¹	2015 Median Annual Wage ¹¹	Job Ads ¹²
Requires a Bachelor's Degree or Higher				
General and Operations Managers	95	\$37.02	\$76,995	72
Market Research Analysts and Marketing Specialists	31	\$24.82	\$51,643	35
Coaches and Scouts	31	N/A	\$31,433	116
Human Resources Managers	10	\$39.87	\$82,946	91
Curators	10	N/A	N/A	1
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	1	\$19.27	\$40,084	60
Dietetic Technicians	1	\$12.87	\$26,773	7
Requires a High School Diploma or Equivalent or Less				
Combined Food Preparation and Serving Workers, Including Fast Food	2,483	\$9.38	\$19,502	367
Waiters and Waitresses	1,927	\$9.35	\$19,450	259
Cooks, Restaurant	787	\$11.06	\$23,009	342
Dishwashers	629	\$9.29	\$19,309	182
Bartenders	531	\$9.74	\$20,255	76

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, reading comprehension, social perceptiveness, and speaking.

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

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

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