

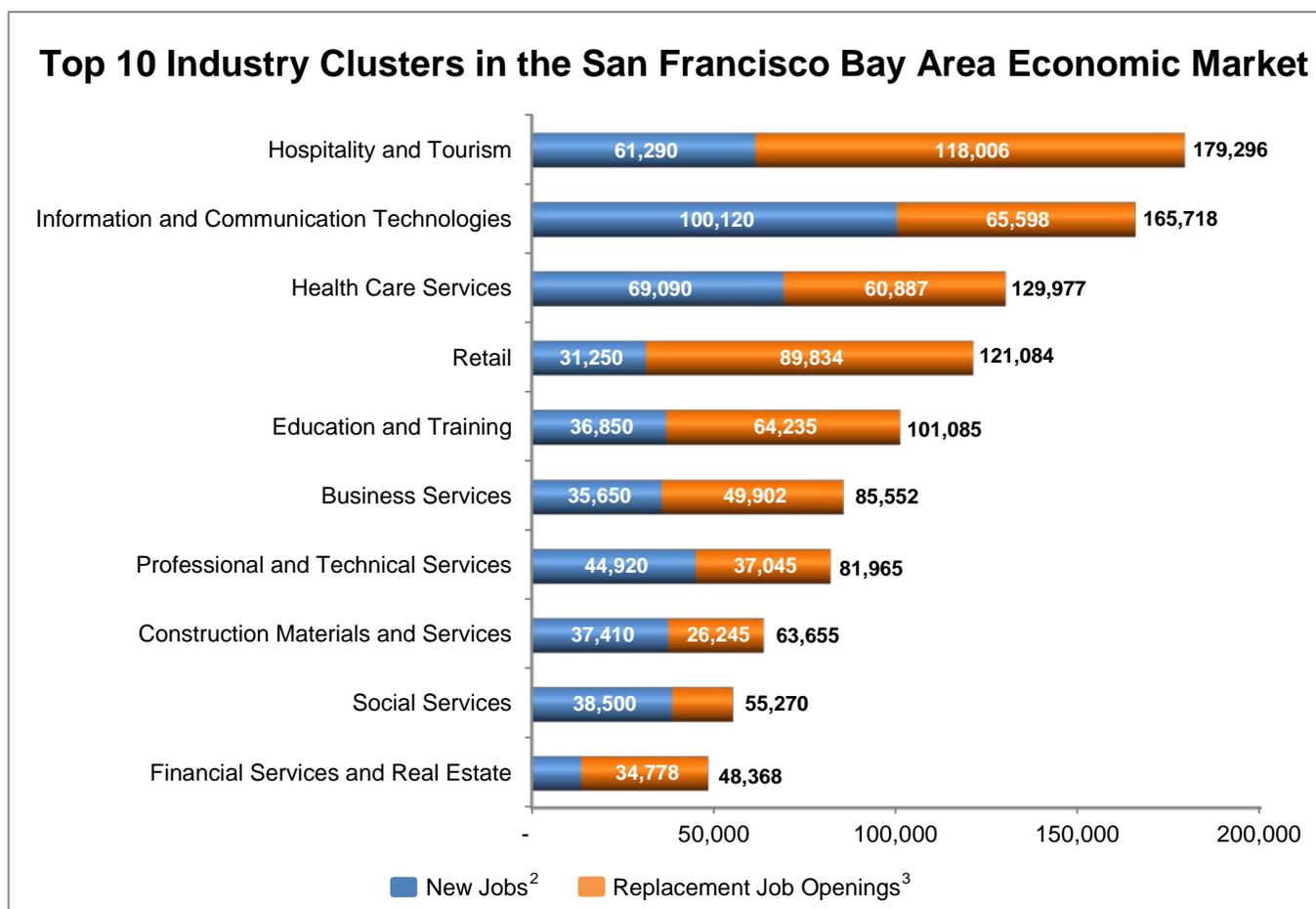
San Francisco Bay Area Economic Market: Reaching New Heights

Alameda, Contra Costa, Lake, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma 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 regional 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.

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 San Francisco Bay Area 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	1,018	\$60.02	\$124,849	3,571
Coaches and Scouts	650	N/A	\$40,386	865
Meeting, Convention, and Event Planners	375	\$27.52	\$57,258	449
Accountants and Auditors	275	\$37.73	\$78,496	8,622
Recreation Workers	230	\$12.54	\$26,081	848
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	238	\$18.87	\$39,254	578
Skincare Specialists	57	\$18.41	\$38,278	269
Audio and Video Equipment Technicians	52	\$25.54	\$53,124	401
Web Developers	13	\$44.61	\$92,792	10,903
Emergency Medical Technicians and Paramedics	13	\$20.93	\$43,528	308
Requires a High School Diploma or Equivalent or Less				
Waiters and Waitresses	34,270	\$9.78	\$20,352	3,169
Combined Food Preparation and Serving Workers, Including Fast Food	27,302	\$9.97	\$20,730	3,893
Cooks, Restaurant	12,167	\$12.34	\$25,665	3,216
Dishwashers	9,633	\$9.78	\$20,339	1,546
Food Preparation Workers	8,907	\$10.62	\$22,096	1,069

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, speaking, monitoring, and reading comprehension.

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

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.

Information and Communication Technologies 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 Information and Communication Technologies cluster. This industry cluster includes establishments related to computers and peripheral equipment, as well as software design and manufacturing, computer programming services, installation services, and wireless telecommunications carriers. 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 San Francisco Bay Area 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				
Software Developers, Applications	22,884	\$58.60	\$121,891	25,268
Software Developers, Systems Software	13,992	\$61.78	\$128,518	3,669
Computer Systems Analysts	7,019	\$49.21	\$102,345	7,959
Computer and Information Systems Managers	6,588	\$81.19	\$168,875	3,781
Computer Programmers	5,452	\$45.11	\$93,823	3,093
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Computer User Support Specialists	5,485	\$31.49	\$65,489	6,183
Web Developers	2,406	\$44.61	\$92,792	10,903
Computer Network Support Specialists	1,587	\$40.39	\$83,994	70
Telecommunications Equipment Installers and Repairers, Except Line Installers	1,394	\$32.82	\$68,269	516
Electrical and Electronics Engineering Technicians	958	\$31.29	\$65,073	689
Requires a High School Diploma or Equivalent or Less				
Customer Service Representatives	3,393	\$20.48	\$42,611	6,172
Office Clerks, General	1,214	\$18.33	\$38,142	2,561
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,141	\$20.56	\$42,764	3,716
Electrical and Electronic Equipment Assemblers	1,026	\$17.18	\$35,730	295
First-Line Supervisors of Office and Administrative Support Workers	998	\$30.06	\$62,519	7,141

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 Information and Communication Technologies 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, reading comprehension, monitoring, and writing.

In addition to shared skills, these occupations also have many work activities in common. These include updating and using relevant knowledge; organizing, planning, and prioritizing work; and communicating with supervisors, peers, or subordinates.

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.

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 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 San Francisco Bay Area 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				
Medical and Health Services Managers	2,660	\$63.35	\$131,775	3,545
Physical Therapists	1,640	\$47.86	\$99,545	2,211
Pharmacists	1,329	\$67.88	\$141,178	566
Healthcare Social Workers	948	\$35.30	\$73,404	373
Nurse Practitioners	882	\$58.42	\$121,497	132
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	23,065	\$63.41	\$131,901	14,610
Nursing Assistants	7,054	\$17.14	\$35,667	728
Medical Assistants	5,390	\$20.20	\$42,022	1,686
Licensed Practical and Licensed Vocational Nurses	4,084	\$29.30	\$60,945	1,384
Dental Assistants	3,225	\$21.71	\$45,161	1,980
Requires a High School Diploma or Equivalent or Less				
Home Health Aides	5,161	\$12.21	\$25,410	978
Medical Secretaries	5,020	\$21.44	\$44,592	2,812
Personal Care Aides	3,889	\$11.41	\$23,724	2,605
Receptionists and Information Clerks	3,209	\$17.17	\$35,710	2,378
Maids and Housekeeping Cleaners	2,864	\$14.38	\$29,920	2,955

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 social perceptiveness, reading comprehension, active listening, critical thinking, and speaking.

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

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

¹¹ 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.

¹² 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.