

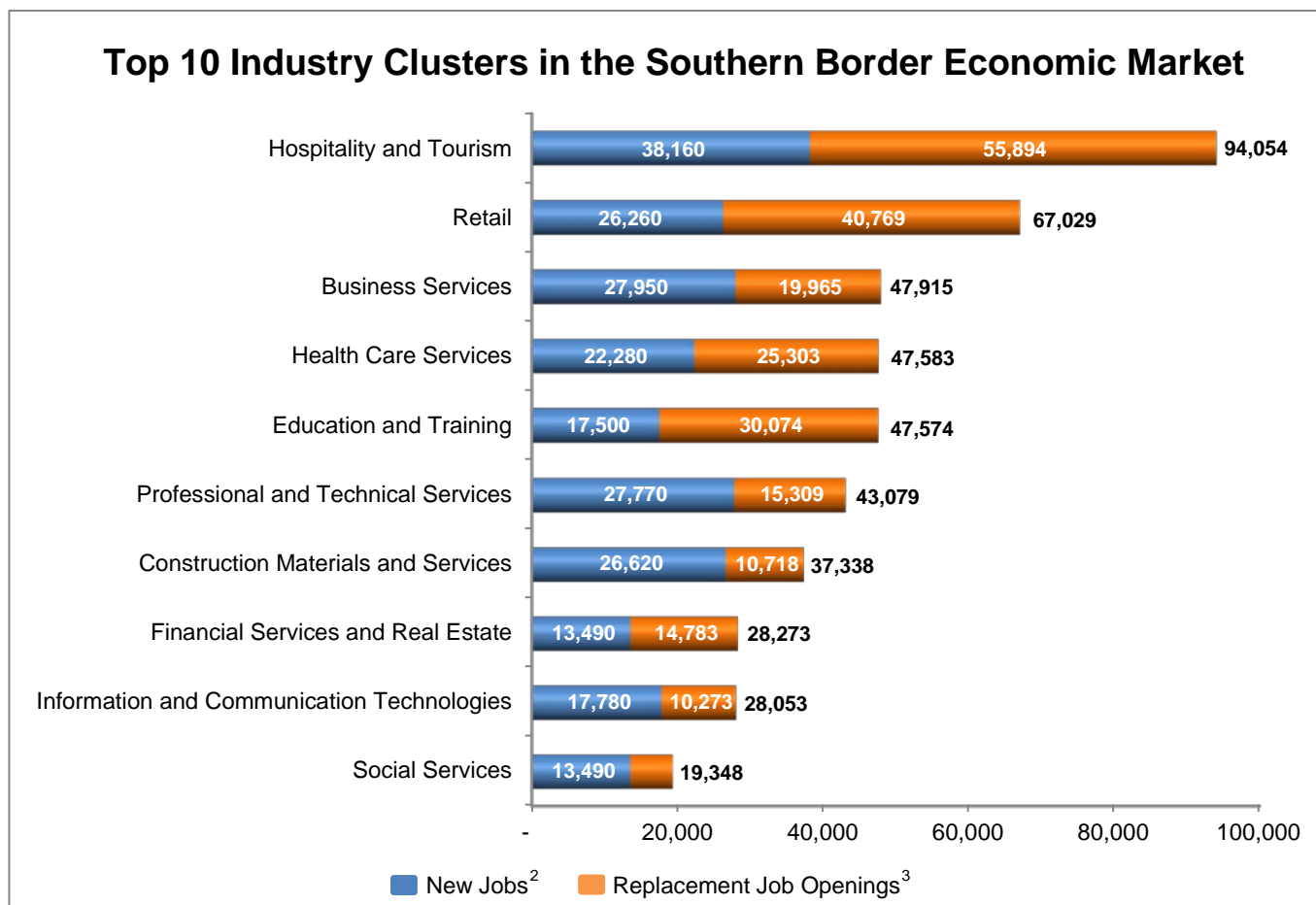
## Southern Border Economic Market: Reaching New Heights

Imperial and San Diego 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 [http://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.

## 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 Southern Border 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	479	\$49.68	\$103,341	603
Coaches and Scouts	342	N/A	\$29,003	229
Accountants and Auditors	214	\$34.74	\$72,277	1,981
Meeting, Convention, and Event Planners	174	\$22.22	\$46,211	168
Recreation Workers	82	\$11.59	\$24,107	234
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Massage Therapists	78	\$9.81	\$20,401	251
Preschool Teachers, Except Special Education	55	\$15.87	\$33,008	608
Audio and Video Equipment Technicians	53	\$18.20	\$37,843	123
Skincare Specialists	47	\$9.57	\$19,906	82
Actors	46	\$20.88	N/A	211
<b>Requires a High School Diploma or Equivalent or Less</b>				
Waiters and Waitresses	18,440	\$9.31	\$19,364	1,061
Combined Food Preparation and Serving Workers, Including Fast Food	13,497	\$9.50	\$19,776	1,251
Cooks, Restaurant	6,531	\$11.90	\$24,745	1,279
Dining Room and Cafeteria Attendants and Bartender Helpers	5,042	\$9.16	\$19,049	306
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	4,262	\$9.34	\$19,425	315

### 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 speaking, active listening, critical thinking, reading comprehension, and monitoring.

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>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.

## 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 Southern Border Valley 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	832	\$49.68	\$103,341	603
Pharmacists	449	\$66.09	\$137,467	259
Sales Managers	277	\$56.50	\$117,508	821
Loan Officers	157	\$31.80	\$66,143	622
Accountants and Auditors	77	\$34.74	\$72,277	1,981
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Computer, Automated Teller, and Office Machine Repairers	138	\$20.20	\$42,014	4
Hairdressers, Hairstylists, and Cosmetologists	106	\$12.71	\$26,436	558
First-Line Supervisors of Production and Operating Workers	99	\$29.73	\$61,839	829
Heavy and Tractor-Trailer Truck Drivers	74	\$19.39	\$40,340	1,625
Skincare Specialists	46	\$9.57	\$19,906	82
<b>Requires a High School Diploma or Equivalent or Less</b>				
Retail Salespersons	19,023	\$11.26	\$23,431	2,847
Cashiers	15,453	\$10.58	\$22,002	729
Stock Clerks and Order Fillers	4,448	\$11.74	\$24,430	882
First-Line Supervisors of Retail Sales Workers	4,179	\$21.19	\$44,069	2,033
Laborers and Freight, Stock, and Material Movers, Hand	1,919	\$11.75	\$24,441	698

### 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, speaking, monitoring, reading comprehension, and active listening.

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, peers, or subordinates.

<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.

## Business 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 Business Services cluster. This industry cluster includes temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. 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 Southern Border 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	1,383	\$49.68	\$103,341	603
Accountants and Auditors	636	\$34.74	\$72,277	1,981
Human Resources Specialists	598	\$30.08	\$62,562	634
Market Research Analysts and Marketing Specialists	536	\$29.71	\$61,795	721
Financial Managers	439	\$58.49	\$121,674	698
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Computer User Support Specialists	407	\$23.90	\$49,694	1,870
Registered Nurses	386	\$41.08	\$85,441	3,699
Licensed Practical and Licensed Vocational Nurses	265	\$23.98	\$49,876	792
Nursing Assistants	163	\$13.73	\$28,565	366
Computer Network Support Specialists	121	\$35.26	\$73,358	32
<b>Requires a High School Diploma or Equivalent or Less</b>				
Landscaping and Groundskeeping Workers	3,773	\$12.09	\$25,133	630
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3,405	\$12.17	\$25,310	1,072
Security Guards	3,226	\$11.92	\$24,802	1,037
Laborers and Freight, Stock, and Material Movers, Hand	2,840	\$11.75	\$24,441	698
Customer Service Representatives	2,344	\$18.16	\$37,764	2,944

### 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 Business 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 reading comprehension, speaking, active listening, monitoring, and critical thinking.

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>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.