

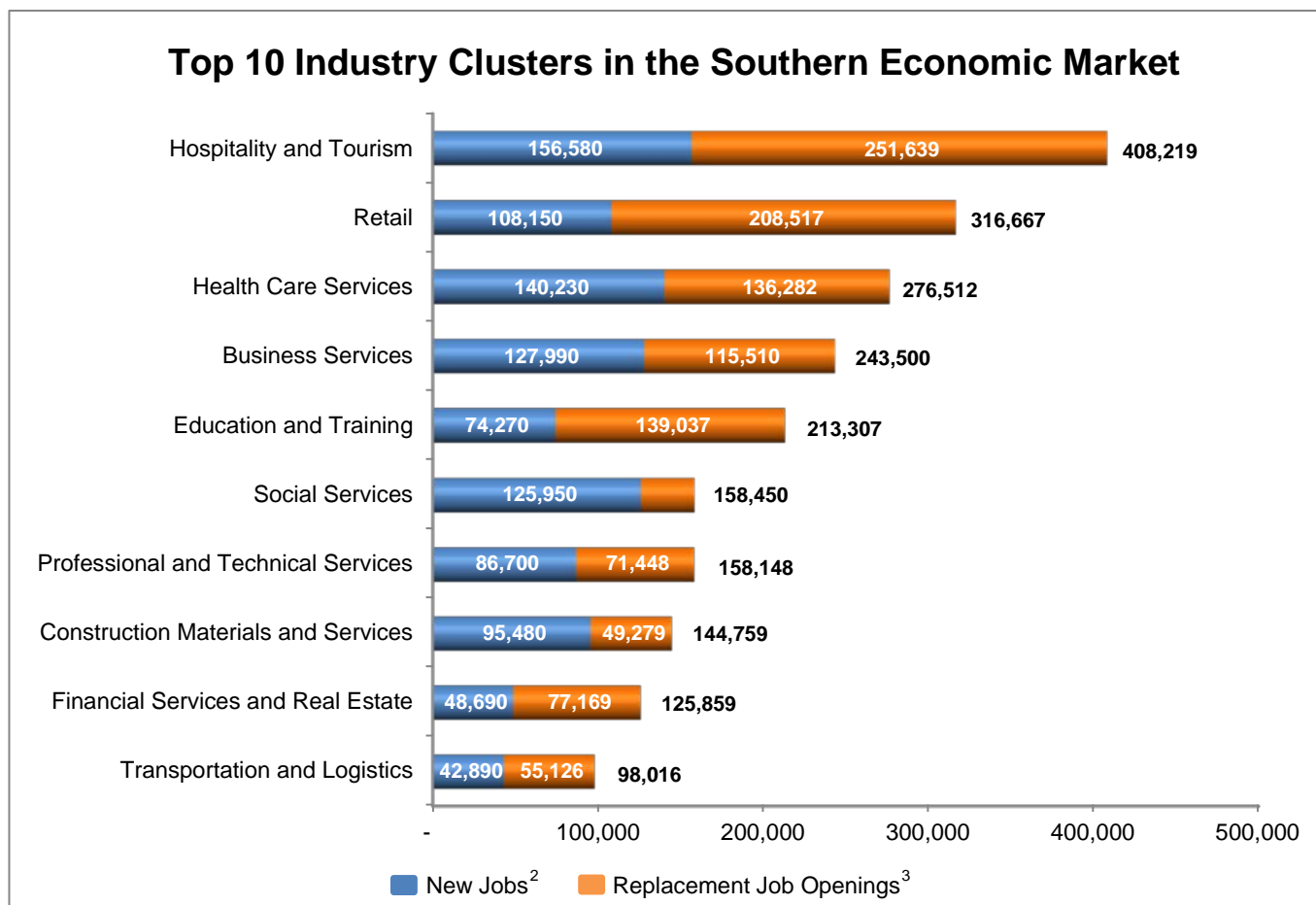
## Southern Economic Market: Reaching New Heights

Los Angeles, Orange, Riverside, San Bernardino, and Ventura 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.

## 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 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	2,136	\$51.89	\$107,947	3,293
Coaches and Scouts	683	N/A	\$38,922	949
Meeting, Convention, and Event Planners	555	\$25.82	\$53,710	778
Accountants and Auditors	446	\$34.61	\$71,985	10,677
Recreation Workers	346	\$11.71	\$24,338	673
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Actors	241	\$46.92	N/A	1,740
Massage Therapists	213	\$17.69	\$36,794	1,060
Skincare Specialists	187	\$15.97	\$33,202	470
Audio and Video Equipment Technicians	159	\$24.42	\$50,808	651
Sound Engineering Technicians	61	\$35.23	\$73,283	515
<b>Requires a High School Diploma or Equivalent or Less</b>				
Combined Food Preparation and Serving Workers, Including Fast Food	79,419	\$9.37	\$19,487	5,242
Waiters and Waitresses	73,904	\$9.35	\$19,444	3,905
Cooks, Restaurant	27,257	\$11.05	\$22,992	5,013
Food Preparation Workers	19,734	\$9.50	\$19,765	1,350
First-Line Supervisors of Food Preparation and Serving Workers	19,267	\$14.29	\$29,724	8,978

### 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 communicating with supervisors, peers, or subordinates; establishing interpersonal relationships; identifying objects, actions, and events; 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 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	3,341	\$51.89	\$107,947	3,293
Pharmacists	2,491	\$66.04	\$137,355	963
Sales Managers	2,264	\$56.50	\$117,509	4,071
Loan Officers	458	\$36.81	\$76,579	2,827
Accountants and Auditors	303	\$34.61	\$71,985	10,677
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
First-Line Supervisors of Production and Operating Workers	840	\$25.53	\$53,089	5,081
Heavy and Tractor-Trailer Truck Drivers	462	\$20.56	\$42,748	11,496
Computer, Automated Teller, and Office Machine Repairers	335	\$20.67	\$42,988	54
Hairdressers, Hairstylists, and Cosmetologists	244	\$10.63	\$22,115	2,167
Computer User Support Specialists	159	\$25.87	\$53,807	6,941
<b>Requires a High School Diploma or Equivalent or Less</b>				
Retail Salespersons	93,954	\$11.10	\$23,086	13,642
Cashiers	70,704	\$10.15	\$21,115	2,676
Stock Clerks and Order Fillers	25,122	\$11.38	\$23,660	4,627
First-Line Supervisors of Retail Sales Workers	19,609	\$20.26	\$42,139	9,998
Laborers and Freight, Stock, and Material Movers, Hand	8,996	\$11.59	\$24,104	3,553

### 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 active listening, 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; 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.

## 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 Southern 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>				
Medical and Health Services Managers	4,465	\$52.79	\$109,813	5,277
Physical Therapists	3,935	\$43.69	\$90,881	2,451
Family and General Practitioners	2,512	>90.00	>187,200	830
Pharmacists	2,065	\$66.04	\$137,355	963
General and Operations Managers	2,009	\$51.89	\$107,947	3,293
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Registered Nurses	35,429	\$44.43	\$92,430	21,709
Nursing Assistants	17,198	\$13.52	\$28,130	1,310
Medical Assistants	15,606	\$15.37	\$31,952	3,032
Licensed Practical and Licensed Vocational Nurses	14,878	\$24.58	\$51,122	3,343
Dental Assistants	7,461	\$17.35	\$36,084	2,590
<b>Requires a High School Diploma or Equivalent or Less</b>				
Medical Secretaries	12,311	\$17.61	\$36,623	5,074
Home Health Aides	8,895	\$11.49	\$23,894	1,475
Receptionists and Information Clerks	7,841	\$13.80	\$28,695	4,614
Personal Care Aides	7,052	\$10.33	\$21,488	4,215
First-Line Supervisors of Office and Administrative Support Workers	4,705	\$27.14	\$56,447	9,297

### 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, 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.

<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.