



Regional Economic Analysis Profile

Northern Economic Sub-Market
Del Norte, Humboldt, and Mendocino Counties

May 2015



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TABLE OF CONTENTS

Summary of the Northern Economic Sub-Market Industry Clusters**	1
Industry Cluster Descriptions	2
Industry Cluster Definitions	4
Occupational Analysis: Hospitality and Tourism Cluster	6
What is the Hospitality and Tourism Cluster?	7
Top 10 Occupations in the Hospitality and Tourism Cluster	7
Top 10 Occupations and Recent Job Demand in the Hospitality and Tourism Cluster	8
Top Occupations for the Hospitality and Tourism Cluster by Education Level	9
Skill Requirements in the Hospitality and Tourism Cluster	10
Work Activities in the Hospitality and Tourism Cluster	11
Related Occupations for the Hospitality and Tourism Cluster	12
Employer Demand for the Hospitality and Tourism Cluster	13
Instructional Programs for the Top Hospitality and Tourism Cluster Occupations	14
Geographic Information Systems Maps: Percentage of Total County Establishments: Hospitality and Tourism Cluster	15
Geographic Information Systems Maps: Percentage of Total County Employment: Hospitality and Tourism Cluster	16
Occupational Analysis: Retail Cluster	17
What is the Retail Cluster?	18
Top 10 Occupations in the Retail Cluster	18
Top 10 Occupations and Recent Job Demand in the Retail Cluster	19
Top Occupations for the Retail Cluster by Education Level	20
Skill Requirements in the Retail Cluster	21
Work Activities in the Retail Cluster	22
Related Occupations for the Retail Cluster	23
Employer Demand for the Retail Cluster	24
Instructional Programs for the Top Retail Cluster Occupations	25

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TABLE OF CONTENTS

Geographic Information Systems Maps: Percentage of Total County Establishments:	
Retail Cluster26
Geographic Information Systems Maps: Percentage of Total County Employment:	
Retail Cluster27
Occupational Analysis: Health Care Services Cluster28
What is the Health Care Services Cluster?29
Top 10 Occupations in the Health Care Services Cluster29
Top 10 Occupations and Recent Job Demand in the Health Care Services Cluster30
Top Occupations for the Health Care Services Cluster by Education Level31
Skill Requirements in the Health Care Services Cluster32
Work Activities in the Health Care Services Cluster33
Related Occupations for the Health Care Services Cluster34
Employer Demand for the Health Care Services Cluster35
Instructional Programs for the Top Health Care Services Cluster Occupations36
Geographic Information Systems Maps: Percentage of Total County Establishments:	
Health Care Services Cluster37
Geographic Information Systems Maps: Percentage of Total County Employment:	
Health Care Services Cluster38

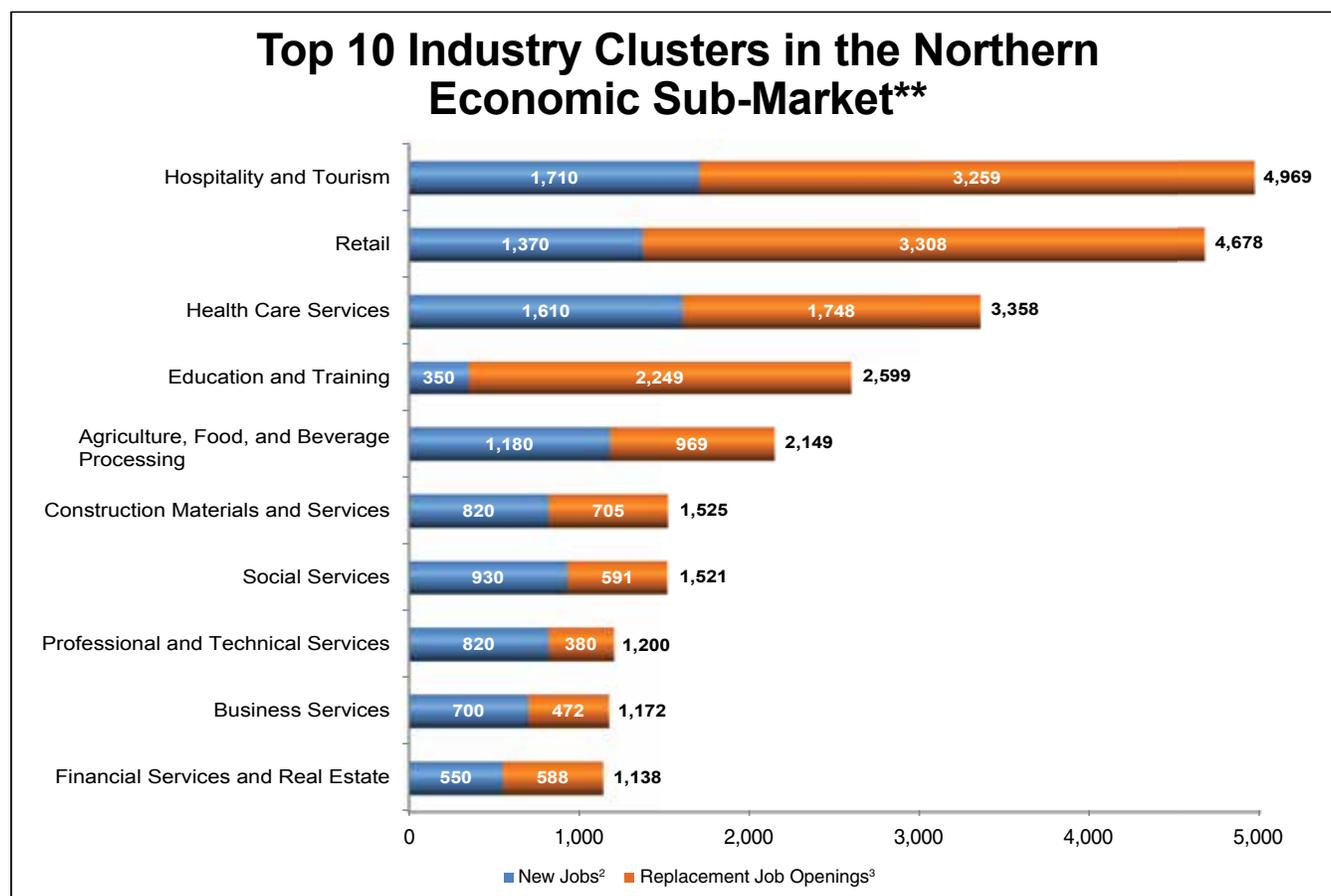
SUMMARY OF THE NORTHERN ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

What is an Industry Cluster?

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.

Purpose of this Report

The purpose of this report is to help align the state’s workforce institutions and programs around the needs of economic sub-market industry clusters. This report focuses on the future employment demand of economic sub-market industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of this report is to account for industry clusters with the largest number of projected total job openings¹ and help the California workforce development system prepare the state’s workforce to compete for these future job opportunities.



Source: California Employment Development Department, Projections of Employment 2012-2022. Industry and occupational employment projections for 2012-2022 in this report may not be directly comparable to the published 2012-2022 employment projections available online at www.labormarketinfo.edd.ca.gov.

¹ Total 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 declines. 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.

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INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the Northern Economic Sub-Market's** top 10 industry clusters followed by a list of the top industries with the highest total projected job openings in the cluster.

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2013-2014,* this cluster was comprised of over 10,000 workers, or 14.5 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Drinking Places (Alcoholic Beverages)
- RV (Recreational Vehicle) Parks and Recreational Camps

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,* this cluster employed more than 10,000 workers, or about 14.9 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Other General Merchandise Stores
- Gasoline Stations
- Department Stores
- Building Material and Supplies Dealers

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing homes and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed nearly 9,000 people in the economic sub-market during 2013-2014,* accounting for 12.6 percent of the workforce. Industries in this cluster may include both public and private employment.

Top industries within this cluster include:

- Offices of Physicians
- General Medical and Surgical Hospitals
- Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- Outpatient Care Centers
- Home Health Care Services

The **Education and Training** industry cluster is comprised of public and private elementary and high schools, community colleges, universities, and professional schools with programs such as dental, law, and medical. Other establishments include English as a Second Language (ESL) programs, test preparation and tutoring, or driving instruction. During 2013-2014,* this cluster employed about 9,000 people in the economic sub-market, accounting for 12.7 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Other Schools and Instruction
- Technical and Trade Schools

The **Agriculture, Food, and Beverage Processing** 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. This cluster employed more than 4,000 people during 2013-2014,* or 5.9 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Fruit and Tree Nut Farming
- Greenhouse, Nursery, and Floriculture Production
- Beverage Manufacturing
- Support Activities for Crop Production
- Dairy Product Manufacturing

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period March 2013 through April 2014.

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INDUSTRY CLUSTER DESCRIPTIONS

The **Construction Materials and Services** industry cluster is comprised of builders of mechanical systems such as electrical, heating, and water; specialty trades outfits such as drywall, flooring, and painting contractors; residential and commercial builders; and contractors who complete foundation and framing work. During 2013-2014,* nearly 4,000 workers made up the cluster's employment, representing 5.4 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

- Residential Building Construction
- Building Finishing Contractors
- Sawmills and Wood Preservation
- Foundation, Structure, and Building Exterior Contractors
- Building Equipment Contractors

The **Social Services** industry cluster is comprised of establishments and agencies (public and private) that provide non-residential services for the welfare of children, adults, the elderly, and disabled. Examples include nonmedical in-home care programs, day care centers, and community food banks. In total, the cluster employed more than 5,000 people and accounted for 7.3 percent of the economic sub-market's workforce in 2013-2014.* Industries include:

- Individual and Family Services
- Child Day Care Services
- Vocational Rehabilitation Services
- Community Food and Housing, and Emergency and Other Relief Services

The **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2013-2014,* more than 2,000 people were employed in the economic sub-market, or 2.9 percent of the workforce. Top industries within this cluster include:

- Management, Scientific, and Technical Consulting Services
- Architectural, Engineering, and Related Services
- Other Professional, Scientific, and Technical Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Legal Services

The **Business Services** industry cluster is comprised of industries that include temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. This cluster employed more than 2,000 people during 2013-2014,* or 3.2 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Services to Buildings and Dwellings
- Employment Services
- Management of Companies and Enterprises
- Waste Treatment and Disposal
- Investigation and Security Services

The **Financial Services and Real Estate** industry cluster includes commercial banks, savings institutions, credit unions, credit card companies, insurance firms, and real estate appraisers or property management companies. In total, the cluster employed more than 2,500 people, which accounted for 3.6 percent of the economic sub-market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

- Depository Credit Intermediation
- Lessors of Real Estate
- Agencies, Brokerages, and Other Insurance Related Activities
- Nondepository Credit Intermediation
- Offices of Real Estate Agents and Brokers

* Quarterly Census of Employment and Wages (QCEW), a federal-state cooperative program, for the period March 2013 through April 2014.

INDUSTRY CLUSTER DEFINITIONS

The following is a list of the North American Industry Classification System (NAICS) codes and corresponding industries that fall under each of the top 10 industry clusters in the Northern Economic Sub-Market.**

Hospitality and Tourism

- 4871 Scenic and Sightseeing Transportation, Land
- 4872 Scenic and Sightseeing Transportation, Water
- 4879 Scenic and Sightseeing Transportation, Other
- 5615 Travel Arrangement and Reservation Services
- 7121 Museums, Historical Sites, and Similar Institutions
- 7131 Amusement Parks and Arcades
- 7132 Gambling Industries
- 7139 Other Amusement and Recreation Industries
- 7211 Traveler Accommodation
- 7212 RV (Recreational Vehicle) Parks and Recreational Camps
- 7213 Rooming and Boarding Houses
- 7223 Special Food Services
- 7224 Drinking Places (Alcoholic Beverages)
- 7225 Restaurants and Other Eating Places

Retail

- 4411 Automobile Dealers
- 4412 Other Motor Vehicle Dealers
- 4413 Automotive Parts, Accessories, and Tire Stores
- 4431 Electronics and Appliance Stores
- 4441 Building Material and Supplies Dealers
- 4451 Grocery Stores
- 4452 Specialty Food Stores
- 4453 Beer, Wine, and Liquor Stores
- 4461 Health and Personal Care Stores
- 4471 Gasoline Stations
- 4481 Clothing Stores
- 4482 Shoe Stores
- 4483 Jewelry, Luggage, and Leather Goods Stores
- 4511 Sporting Goods, Hobby, and Musical Instrument Stores
- 4521 Department Stores
- 4529 Other General Merchandise Stores
- 4532 Office Supplies, Stationery, and Gift Stores
- 4533 Used Merchandise Stores
- 4542 Vending Machine Operators

Health Care Services

- 6211 Offices of Physicians
- 6212 Offices of Dentists
- 6213 Offices of Other Health Practitioners
- 6214 Outpatient Care Centers

Health Care Services (Continued)

- 6215 Medical and Diagnostic Laboratories
- 6216 Home Health Care Services
- 6219 Other Ambulatory Health Care Services
- 6221 General Medical and Surgical Hospitals
- 6222 Psychiatric and Substance Abuse Hospitals
- 6223 Specialty (except Psychiatric and Substance Abuse) Hospitals
- 6231 Nursing Care Facilities (Skilled Nursing Facilities)
- 6232 Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities
- 6233 Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
- 6239 Other Residential Care Facilities

Education and Training

- 6111 Elementary and Secondary Schools
- 6112 Junior Colleges
- 6113 Colleges, Universities, and Professional Schools
- 6114 Business Schools and Computer and Management Training
- 6115 Technical and Trade Schools
- 6116 Other Schools and Instruction
- 6117 Educational Support Services

Agriculture, Food, and Beverage Processing

- 1111 Oilseed and Grain Farming
- 1112 Vegetable and Melon Farming
- 1113 Fruit and Tree Nut Farming
- 1114 Greenhouse, Nursery, and Floriculture Production
- 1119 Other Crop Farming
- 1121 Cattle Ranching and Farming
- 1122 Hog and Pig Farming
- 1123 Poultry and Egg Production
- 1124 Sheep and Goat Farming
- 1125 Aquaculture
- 1129 Other Animal Production
- 1151 Support Activities for Crop Production
- 1152 Support Activities for Animal Production
- 3111 Animal Food Manufacturing
- 3112 Grain and Oilseed Milling

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INDUSTRY CLUSTER DEFINITIONS

Agriculture, Food, and Beverage Processing (Continued)

- 3113 Sugar and Confectionery Product Manufacturing
- 3114 Fruit and Vegetable Preserving and Specialty Food Manufacturing
- 3115 Dairy Product Manufacturing
- 3116 Animal Slaughtering and Processing
- 3117 Seafood Product Preparation and Packaging
- 3118 Bakeries and Tortilla Manufacturing
- 3119 Other Food Manufacturing
- 3121 Beverage Manufacturing
- 3122 Tobacco Manufacturing
- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3261 Plastics Product Manufacturing

Construction Materials and Services

- 2123 Nonmetallic Mineral Mining and Quarrying
- 2213 Water, Sewage and Other Systems
- 2361 Residential Building Construction
- 2362 Nonresidential Building Construction
- 2372 Land Subdivision
- 2373 Highway, Street, and Bridge Construction
- 2379 Other Heavy and Civil Engineering Construction
- 2381 Foundation, Structure, and Building Exterior Contractors
- 2382 Building Equipment Contractors
- 2383 Building Finishing Contractors
- 2389 Other Specialty Trade Contractors
- 3211 Sawmills and Wood Preservation
- 3271 Clay Product and Refractory Manufacturing
- 3272 Glass and Glass Product Manufacturing
- 3273 Cement and Concrete Product Manufacturing
- 3274 Lime and Gypsum Product Manufacturing
- 3279 Other Nonmetallic Mineral Product Manufacturing
- 3339 Other General Purpose Machinery Manufacturing
- 3351 Electric Lighting Equipment Manufacturing

Social Services

- 6241 Individual and Family Services
- 6242 Community Food and Housing, and Emergency and Other Relief Services
- 6243 Vocational Rehabilitation Services
- 6244 Child Day Care Service

Professional and Technical Services

- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services
- 5419 Other Professional, Scientific, and Technical Services

Business Services

- 5511 Management of Companies and Enterprises
- 5611 Office Administrative Services
- 5612 Facilities Support Services
- 5613 Employment Services
- 5614 Business Support Services
- 5419 Other Professional, Scientific, and Technical
- 5616 Investigation and Security Services
- 5617 Services to Buildings and Dwellings
- 5619 Other Support Services
- 5621 Waste Collection
- 5622 Waste Treatment and Disposal
- 5629 Remediation and Other Waste Management Services

Financial Services and Real Estate

- 5211 Monetary Authorities-Central Bank
- 5221 Depository Credit Intermediation
- 5222 Nondepository Credit Intermediation
- 5223 Activities Related to Credit Intermediation
- 5231 Securities and Commodity Contracts Intermediation and Brokerage
- 5232 Securities and Commodity Exchanges
- 5239 Other Financial Investment Activities
- 5241 Insurance Carriers
- 5242 Agencies, Brokerages, and Other Insurance Related Activities Insurance and Employee Benefit Funds
- 5251
- 5259 Other Investment Pools and Funds
- 5311 Lessors of Real Estate
- 5312 Offices of Real Estate Agents and Brokers
- 5313 Activities Related to Real Estate



Occupational Analysis: Hospitality and Tourism Cluster

Northern Economic Sub-Market
Del Norte, Humboldt, and Mendocino Counties

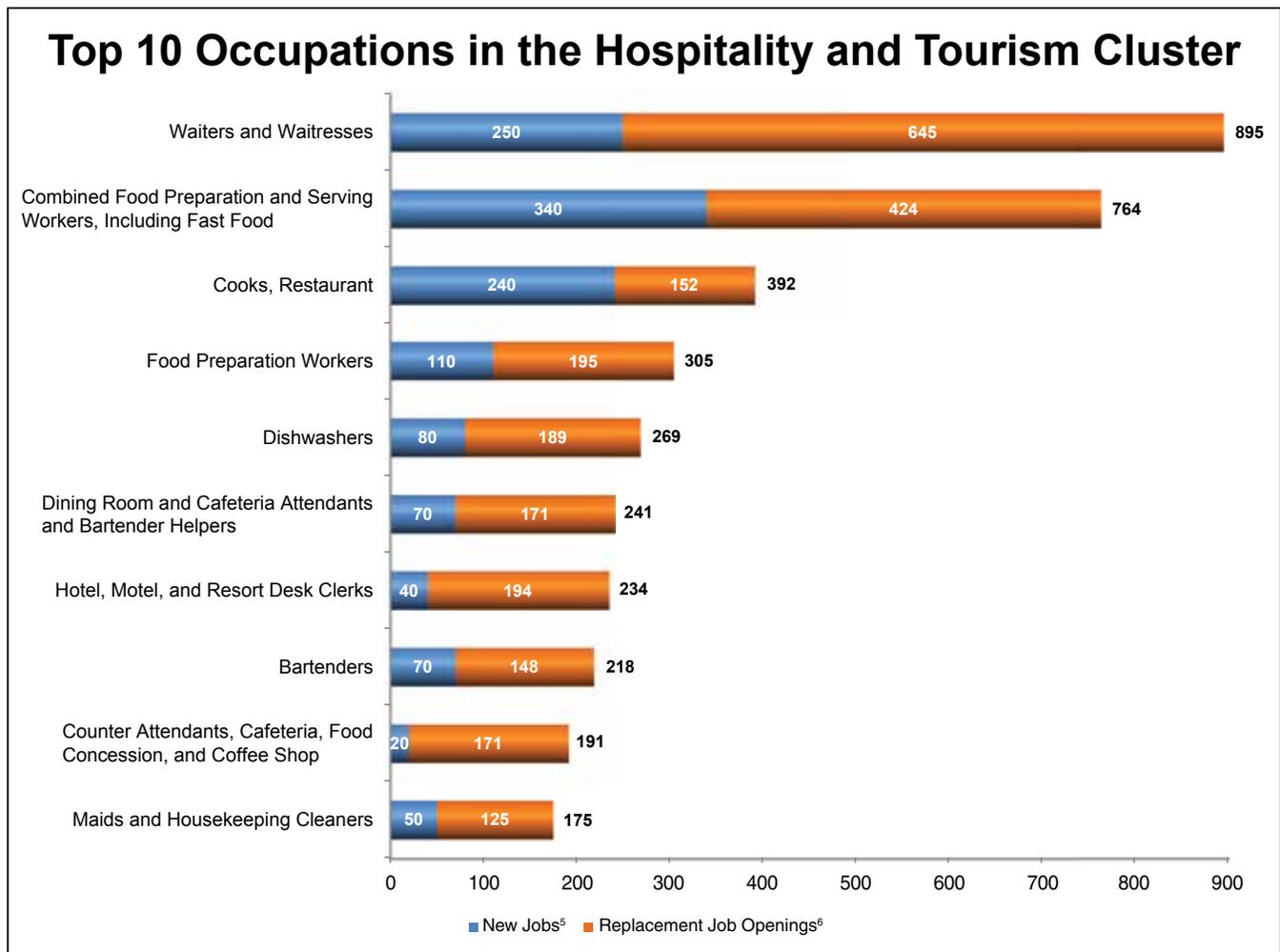
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What is the Hospitality and Tourism Cluster?

The Hospitality and Tourism cluster is comprised of 14 industries that provide goods and services related to lodging, food, recreation, travel, and sightseeing transportation. Establishments in this cluster include restaurants, hotels, casinos, golf courses, marinas, and fitness centers. The workers employed within this cluster share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Northern Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent nearly three-fourths of the 4,969 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, critical thinking, and social perceptiveness.⁴



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

⁴ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

⁵ New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

⁶ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

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Top 10 Occupations and Recent Job Demand in the Hospitality and Tourism Cluster

The table below further profiles the Northern Economic Sub-Market's** top 10 occupations in the Hospitality and Tourism cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ⁸	HWOL Job Ads ⁹ (120 days)
Waiters and Waitresses	895	\$9.53	\$19,827	Less than high school	92
Combined Food Preparation and Serving Workers, Including Fast Food	764	\$9.41	\$19,583	Less than high school	112
Cooks, Restaurant	392	\$10.90	\$22,666	Less than high school	111
Food Preparation Workers	305	\$9.30	\$19,338	Less than high school	55
Dishwashers	269	\$9.40	\$19,557	Less than high school	53
Dining Room and Cafeteria Attendants and Bartender Helpers	241	\$9.19	\$19,104	Less than high school	24
Hotel, Motel, and Resort Desk Clerks	234	\$11.19	\$23,271	High school diploma or equivalent	90
Bartenders	218	\$10.99	\$22,872	Less than high school	24
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	191	\$9.87	\$20,544	Less than high school	32
Maids and Housekeeping Cleaners	175	\$11.22	\$23,328	Less than high school	169

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending May 7, 2015.

⁷ Total job openings are the sum of new jobs and replacement job openings.

⁸ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

⁹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

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Top Occupations for the Hospitality and Tourism Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Hospitality and Tourism cluster. The table includes the Northern Economic Sub-Market's** projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. The absence of middle-skill occupations is due to the lack of new job openings or replacement needs projected in the Hospitality and Tourism cluster. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ¹⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	47	\$34.49	\$71,721	27
Coaches and Scouts	6	N/A	\$47,595	8
Captains, Mates, and Pilots of Water Vessels	5	N/A	N/A	2
Chief Executives	4	\$63.07	\$131,190	26
Recreation Workers	2	\$11.00	\$22,890	48
Requires a High School Diploma or Equivalent or Less				
Waiters and Waitresses	895	\$9.53	\$19,827	92
Combined Food Preparation and Serving Workers, Including Fast Food	764	\$9.41	\$19,583	112
Cooks, Restaurant	392	\$10.90	\$22,666	111
Food Preparation Workers	305	\$9.30	\$19,338	55
Dishwashers	269	\$9.40	\$19,557	53

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending May 7, 2015.

¹⁰ Total job openings are the sum of new jobs and replacement job openings.

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Skill Requirements in the Hospitality and Tourism Cluster

The table below lists the 10 top skills required for top occupations in the Hospitality and Tourism cluster, categorized by entry-level education requirements. Active listening, coordination, critical thinking, monitoring, and speaking are some of the most commonly shared skills. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupations	Skills																							
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Monitoring	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Systems Evaluation	Time Management	Writing
Requires a Bachelor's Degree or Higher																								
General and Operations Managers	●	●		●	●						●	●				●			●	●				●
Coaches and Scouts		●			●		●	●			●	●							●	●		●		
Captains, Mates, and Pilots of Water Vessels ¹¹				●	●			●			●	●	●	●		●			●				●	
Chief Executives		●	●	●				●		●	●	●			●						●	●		
Recreation Workers		●		●	●		●				●	●				●		●	●	●				
Requires a High School Diploma or Equivalent or Less																								
Waiters and Waitresses		●		●	●				●			●			●		●	●	●	●				
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●		●		●						●		●	●	●	●				
Cooks, Restaurant	●	●		●	●		●				●				●					●			●	●
Food Preparation Workers		●	●	●	●						●					●		●	●	●			●	
Dishwashers	●	●		●	●	●					●				●		●		●	●				

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

¹¹ Skills represent Ship and Boat Captains, a specialty occupation of Captains, Mates, and Pilots of Water Vessels.

Work Activities in the Hospitality and Tourism Cluster

The table below lists the 10 top work activities required for top occupations in the Hospitality and Tourism cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; coordinating the work and activities of others; and organizing, planning, and prioritizing work.

Occupations	Work Activities																											
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Repairing and Maintaining Electronic Equipment	Repairing and Maintaining Mechanical Equipment	Resolving Conflicts and Negotiating with Others
Requires a Bachelor's Degree or Higher																												
General and Operations Managers			●	●		●	●								●	●							●	●		●		
Coaches and Scouts		●				●	●				●		●					●		●			●	●			●	
Captains, Mates, and Pilots of Water Vessels ¹²					●	●			●			●		●	●		●	●					●					●
Chief Executives			●	●			●	●	●					●	●		●			●	●							
Recreation Workers	●	●	●		●	●	●											●	●	●			●		●		●	
Requires a High School Diploma or Equivalent or Less																												
Waiters and Waitresses			●	●	●	●	●			●	●										●	●	●	●				
Combined Food Preparation and Serving Workers, Including Fast Food		●	●	●	●	●	●	●	●	●	●									●		●					●	
Cooks, Restaurant			●	●	●	●	●			●	●			●	●		●	●		●	●						●	
Food Preparation Workers			●	●	●	●	●			●	●	●			●				●	●							●	●
Dishwashers	●	●	●		●					●					●			●	●								●	●

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

¹² Work Activities represent Ship and Boat Captains, a specialty occupation of Captains, Mates, and Pilots of Water Vessels.

Related Occupations for the Hospitality and Tourism Cluster

The table below lists top occupations in the Hospitality and Tourism cluster by entry-level education requirements and provides a sample of related occupations. These related occupations match many of the skills, education, and work experience needed for the top Hospitality and Tourism cluster occupations.

Hospitality and Tourism Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • Logistics Managers • First-Line Supervisors of Office and Administrative Support Workers
Coaches and Scouts	<ul style="list-style-type: none"> • Health Educators • Secondary School Teachers, Except Special and Career/Technical Education • Recreational Therapists
Captains, Mates, and Pilots of Water Vessels	<ul style="list-style-type: none"> • Ship Engineers • Municipal Firefighters • First-Line Supervisors of Mechanics, Installers, and Repairers
Chief Executives	<ul style="list-style-type: none"> • Sales Managers • Treasurers and Controllers • Medical and Health Services Managers
Recreation Workers	<ul style="list-style-type: none"> • Social and Human Service Assistants • Preschool Teachers, Except Special Education • Secondary School Teachers, Except Special and Career/Technical Education
Requires a High School Diploma or Equivalent or Less	
Waiters and Waitresses	<ul style="list-style-type: none"> • Dining Room and Cafeteria Attendants and Bartender Helpers • Food Servers, Nonrestaurant • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cooks, Fast Food • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Cashiers
Cooks, Restaurant	<ul style="list-style-type: none"> • Cooks, Institution and Cafeteria • Cooks, Fast Food • Bakers
Food Preparation Workers	<ul style="list-style-type: none"> • Food Servers, Nonrestaurant • Janitors and Cleaners, Except Maids and Housekeeping Cleaners • Maids and Housekeeping Cleaners
Dishwashers	<ul style="list-style-type: none"> • Landscaping and Groundskeeping Workers • Stock Clerks- Stockroom, Warehouse, or Storage Yard • Helpers--Production Workers

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

Employer Demand for the Hospitality and Tourism Cluster

The following table lists the Northern Economic Sub-Market** employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending May 7, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Hospitality and Tourism Cluster Employers	Recent Job Advertisements ¹³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Bear River Casino	54	7	47	671.4%
Taco Bell	20	1	19	1,900.0%
Trinidad Rancheria	14	16	-2	-12.5%
G6 Hospitality LLC	11	0	11	-
Sequoia Park Zoo	2	0	2	-
Humboldt Bay Harbor	2	0	2	-
Red Lion Hotels Corporation	2	6	-4	-66.7%
Motel 6	1	4	-3	-75.0%
Mendocino Coast Recreation	1	1	0	0.0%
Travelodge	1	1	0	0.0%
Red Fox Casino	1	0	1	-
Pacific Seafood	1	0	1	-
Hot Brew	1	0	1	-
Lucky 7 Casino	1	1	0	0.0%
Mendocino Coast Botanical	1	2	-1	-50.0%
Benbow Inn	1	0	1	-
Redcrest Resort	1	0	1	-
Mendocino Farmhouse	1	0	1	-
Mendocino Woodlands	1	0	1	-

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 7, 2015.

¹³ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

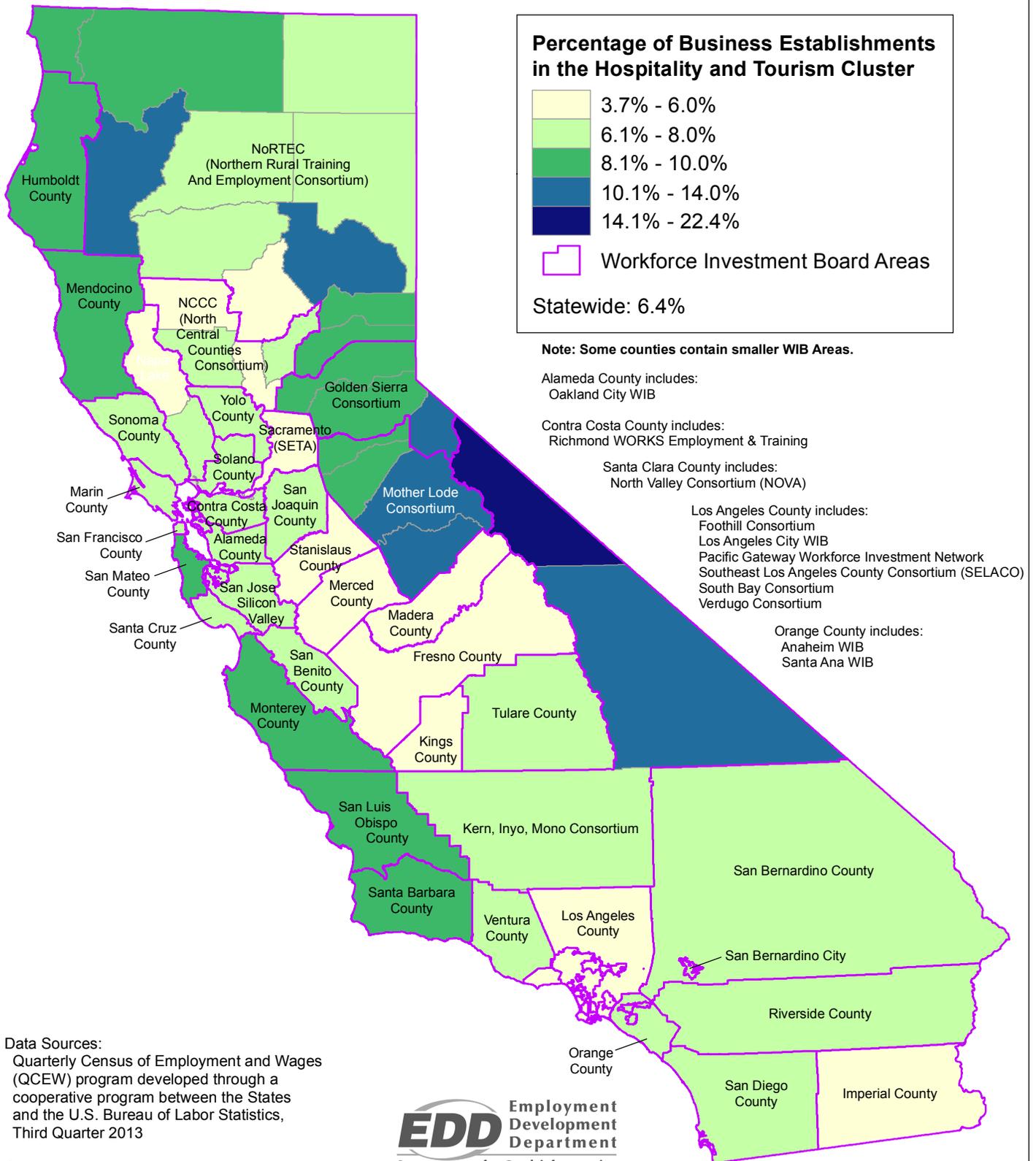
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Hospitality and Tourism cluster. To view a more complete list of training programs, select the source links under the table below. The Taxonomy of Programs categorizes and describes instructional programs only for California Community Colleges.

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	<i>CIP Code</i>	<i>CIP Title</i>	<i>TOP Code</i>	<i>TOP Title</i>
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk 7th Edition \(2010\)](http://www.cccco.edu), www.cccco.edu.

California Hospitality and Tourism Cluster

Percentage of Total County Establishments, 2013



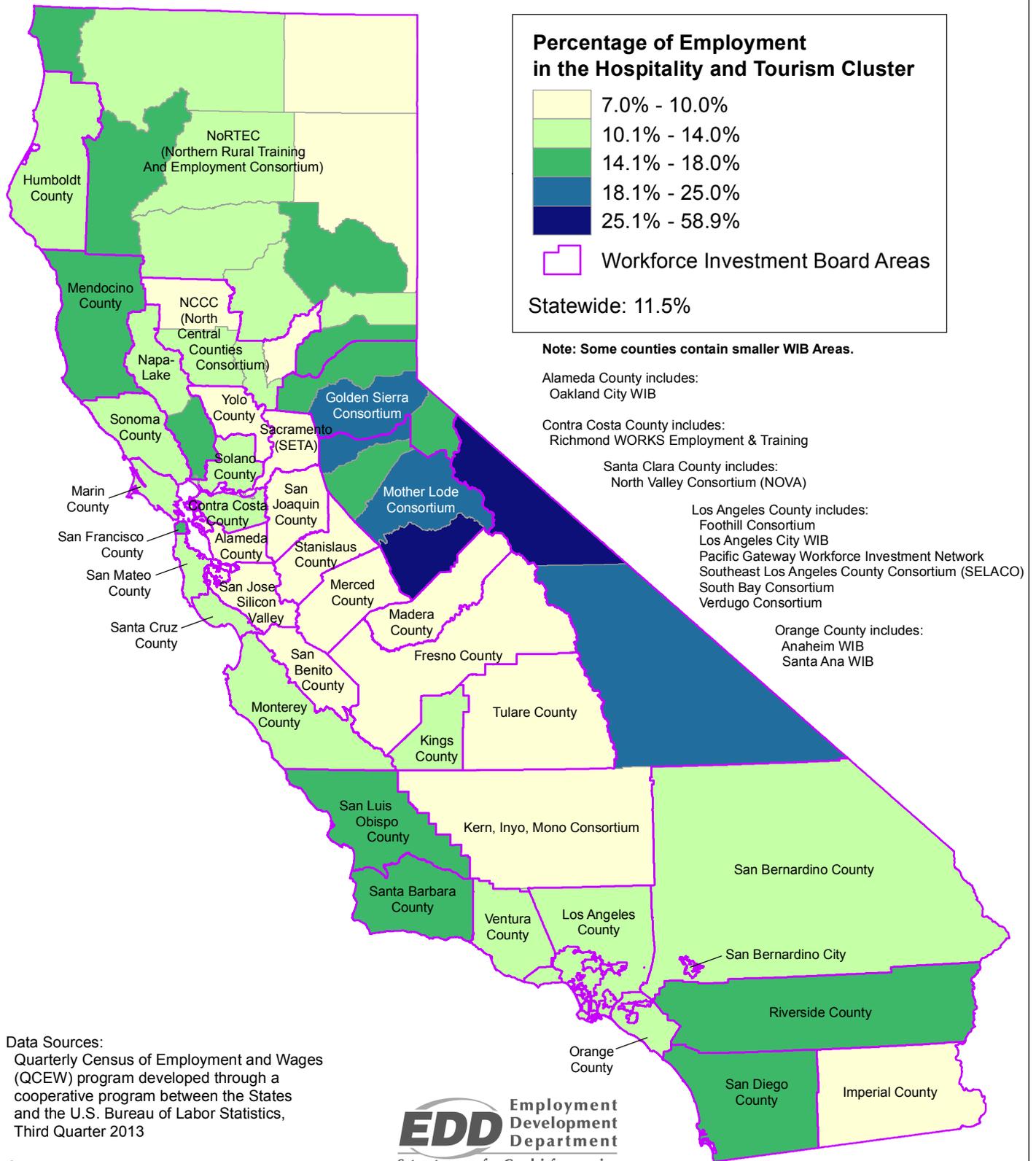
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
July 2014



California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
July 2014





Occupational Analysis: Retail Cluster

Northern Economic Sub-Market
Del Norte, Humboldt, and Mendocino Counties

May 2015

What is the Retail Cluster?

The Retail cluster is composed of 19 industries involved in the sales of goods both familiar and esoteric, everything from groceries and automobiles to musical instruments and surfboards. The 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, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Retail Cluster

The graph below identifies the top 10 occupations in the Retail cluster, based on the Northern Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent more than three-fourths of the 4,678 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, monitoring, and reading comprehension.¹⁴



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

¹⁴ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

¹⁵ New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

¹⁶ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the Northern Economic Sub-Market's** top 10 occupations in the Retail cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ¹⁷ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁸	HWOL Job Ads ¹⁹ (120 days)
Cashiers	1,413	\$10.16	\$21,130	Less than high school	127
Retail Salespersons	911	\$10.84	\$22,542	Less than high school	180
Stock Clerks and Order Fillers	327	\$11.25	\$23,406	Less than high school	102
First-Line Supervisors of Retail Sales Workers	268	\$17.91	\$37,252	High school diploma or equivalent	187
Combined Food Preparation and Serving Workers, Including Fast Food	230	\$9.41	\$19,583	Less than high school	112
Automotive Service Technicians and Mechanics	103	\$18.04	\$37,528	High school diploma or equivalent	80
Laborers and Freight, Stock, and Material Movers, Hand	91	\$10.89	\$22,648	Less than high school	57
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	77	\$9.87	\$20,544	Less than high school	32
Pharmacy Technicians	67	\$19.21	\$39,952	High school diploma or equivalent	40
Butchers and Meat Cutters	64	\$16.72	\$34,777	Less than high school	0

Source: California Employment Development Department, Projections of Employment 2012-2022; Occupational Employment Statistics Wage Survey, updated to 4th Q, 2014; The Conference Board Help Wanted OnLine™ (HWOL) Data Series, 120-day period ending period ending May 7, 2015.

¹⁷ Total job openings are the sum of new jobs and replacement job openings.

¹⁸ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹⁹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Top Occupations for the Retail Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Retail cluster. The table includes the Northern Economic Sub-Market's** projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ²⁰ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
General and Operations Managers	50	\$34.49	\$71,721	27
Pharmacists	46	\$67.12	\$139,627	33
Sales Managers	33	\$34.24	\$71,207	18
Cost Estimators	3	\$18.93	\$39,377	10
Accountants and Auditors	3	\$30.31	\$63,041	40
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	15	\$18.98	\$39,493	329
Computer User Support Specialists	15	\$19.34	\$40,222	72
Electronic Equipment Installers and Repairers, Motor Vehicles	13	N/A	N/A	0
First-Line Supervisors of Production and Operating Workers	3	\$22.71	\$47,226	58
Computer, Automated Teller, and Office Machine Repairers	2	\$14.33	\$29,797	0
Requires a High School Diploma or Equivalent or Less				
Cashiers	1,413	\$10.16	\$21,130	127
Retail Salespersons	911	\$10.84	\$22,542	180
Stock Clerks and Order Fillers	327	\$11.25	\$23,406	102
First-Line Supervisors of Retail Sales Workers	268	\$17.91	\$37,252	187
Combined Food Preparation and Serving Workers, Including Fast Food	230	\$9.41	\$19,583	112

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending period ending May 7, 2015.

²⁰ Total job openings are the sum of new jobs and replacement job openings.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Skill Requirements in the Retail Cluster

The table below lists the 10 top skills required for top occupations in the Retail cluster, categorized by entry-level education requirements. Critical thinking and speaking are the most commonly shared skills, followed by monitoring, reading comprehension, and active listening. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupations	Skills																											
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Installation	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Reading Comprehension	Repairing	Science	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis	Time Management	Troubleshooting	Writing
Requires a Bachelor's Degree or Higher																												
General and Operations Managers	●	●		●	●							●		●					●				●	●				●
Pharmacists	●	●			●		●							●					●		●		●	●				●
Sales Managers				●	●			●			●		●				●						●	●		●		●
Cost Estimators	●	●	●		●					●		●	●						●					●				●
Accountants and Auditors ²¹	●	●			●			●				●	●					●					●	●				●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																												
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●							●		●	●		●						●		●		
Computer User Support Specialists	●	●		●	●		●						●						●		●		●	●				●
Electronic Equipment Installers and Repairers, Motor Vehicles		●			●	●	●						●			●		●	●					●			●	
First-Line Supervisors of Production and Operating Workers		●		●	●						●		●					●					●	●		●		●
Computer, Automated Teller, and Office Machine Repairers	●	●			●								●		●	●		●	●				●				●	
Requires a High School Diploma or Equivalent or Less																												
Cashiers		●		●	●								●					●				●	●	●		●		●
Retail Salespersons		●			●								●	●			●	●				●	●	●				●
Stock Clerks and Order Fillers ²²	●	●	●	●	●								●					●				●	●	●				
First-Line Supervisors of Retail Sales Workers					●		●				●		●	●			●	●					●	●		●		
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●		●		●									●	●			●	●	●				

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²¹ Skills represent Accountants, a specialty occupation of Accountants and Auditors.

²² Skills represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Work Activities in the Retail Cluster

The table below lists the 10 top work activities required for top occupations in the Retail cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; organizing, planning, and prioritizing work; and making decisions and solving problems.

Occupations	Work Activities																																					
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Estimating the Quantifiable Characteristics of Products, Events, or Information	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Repairing and Maintaining Electronic Equipment	Repairing and Maintaining Mechanical Equipment	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge			
Requires a Bachelor's Degree or Higher																																						
General and Operations Managers				●	●		●											●		●																		
Pharmacists	●	●						●		●					●				●		●		●														●	
Sales Managers			●	●	●	●		●				●						●			●										●		●					
Cost Estimators	●				●			●		●								●			●					●	●										●	
Accountants and Auditors ²³	●				●			●		●	●							●			●		●														●	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																						
Heavy and Tractor-Trailer Truck Drivers						●		●			●		●	●	●			●		●	●		●															
Computer User Support Specialists				●				●			●			●	●						●		●		●									●			●	
Electronic Equipment Installers and Repairers, Motor Vehicles					●			●			●		●						●			●		●			●								●		●	
First-Line Supervisors of Production and Operating Workers			●		●	●	●		●				●	●													●				●	●						
Computer, Automated Teller, and Office Machine Repairers					●			●							●	●					●						●	●						●			●	
Requires a High School Diploma or Equivalent or Less																																						
Cashiers				●	●			●			●		●					●					●	●						●		●						
Retail Salespersons				●	●			●					●					●			●		●										●	●			●	
Stock Clerks and Order Fillers ²⁴				●	●			●					●	●							●		●	●										●		●		
First-Line Supervisors of Retail Sales Workers		●		●				●			●		●								●		●							●	●							
Combined Food Preparation and Serving Workers, Including Fast Food		●		●		●		●			●		●	●									●							●							●	

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²³ Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

²⁴ Work Activities represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Related Occupations for the Retail Cluster

The table below lists top occupations in the Retail cluster by entry-level education requirements and provides a sample of related occupations. These related occupations match many of the skills, education, and work experience needed for the top Retail cluster occupations.

Retail Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> Logistics Managers Purchasing Managers First-Line Supervisors of Office and Administrative Support Workers
Pharmacists	<ul style="list-style-type: none"> Nursing Instructors and Teachers, Postsecondary Health Specialties Teachers, Postsecondary Medical Scientists, Except Epidemiologists
Sales Managers	<ul style="list-style-type: none"> Financial Managers, Branch or Department Marketing Managers Human Resources Managers
Cost Estimators	<ul style="list-style-type: none"> Risk Management Specialists Market Research Analysts and Marketing Specialists Supply Chain Managers
Accountants and Auditors	<ul style="list-style-type: none"> Financial Analysts Personal Financial Advisors Budget Analysts
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> Light Truck or Delivery Services Drivers Pile-Driver Operators Paving, Surfacing, and Tamping Equipment Operators
Computer User Support Specialists	<ul style="list-style-type: none"> Web Administrators Audio and Video Equipment Technicians Desktop Publishers
Electronic Equipment Installers and Repairers, Motor Vehicles	<ul style="list-style-type: none"> Automotive Specialty Technicians Security and Fire Alarm Systems Installers Heating and Air Conditioning Mechanics and Installers
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> First-Line Supervisors of Construction Trades and Extraction Workers First-Line Supervisors of Logging Workers Non-Destructive Testing Specialists
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Computer User Support Specialists Electrical Engineering Technicians Telecommunications Equipment Installers and Repairers, Except Line Installers
Requires a High School Diploma or Equivalent or Less	
Cashiers	<ul style="list-style-type: none"> Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Waiters and Waitresses Counter and Rental Clerks
Retail Salespersons	<ul style="list-style-type: none"> First-Line Supervisors of Retail Sales Workers Tellers Concierges
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Cashiers Dining Room and Cafeteria Attendants and Bartender Helpers Food Servers, Nonrestaurant
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> First-Line Supervisors of Food Preparation and Serving Workers Bartenders Hotel, Motel, and Resort Desk Clerks
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Cooks, Fast Food Stock Clerks, Sales Floor Counter Attendants, Cafeteria, Food Concession, and Coffee Shop

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

Employer Demand for the Retail Cluster

The following table lists the Northern Economic Sub-Market** employers in the Retail cluster who posted the most job advertisements during the 120-day period ending May 7, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Retail Cluster Employers	Recent Job Advertisements ²⁵ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Safeway Companies	62	8	54	675.0%
Rite Aid	21	9	12	133.3%
Walmart	16	4	12	300.0%
Home Depot	16	8	8	100.0%
Sears Holdings Corporation	13	23	-10	-43.5%
Lithia Motors, Inc.	12	0	12	-
Dollar Tree Stores, Inc.	12	2	10	500.0%
WinCo Foods	12	3	9	300.0%
Sobeys Inc.	9	0	9	-
Target Corporation	7	4	3	75.0%
JCPenney	6	1	5	500.0%
rue21	4	2	2	100.0%
Ulta	4	0	4	-
Party City Corporation	3	0	3	-
CVS Caremark	3	15	-12	-80.0%
Coast Hardware	2	0	2	-
Starbucks	2	5	-3	-60.0%
Staples	2	10	-8	-80.0%
General Nutrition Corporation	2	3	-1	-33.3%
Chevron	2	0	2	-

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 7, 2015.

²⁵ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Instructional Programs for the Top Retail Cluster Occupations

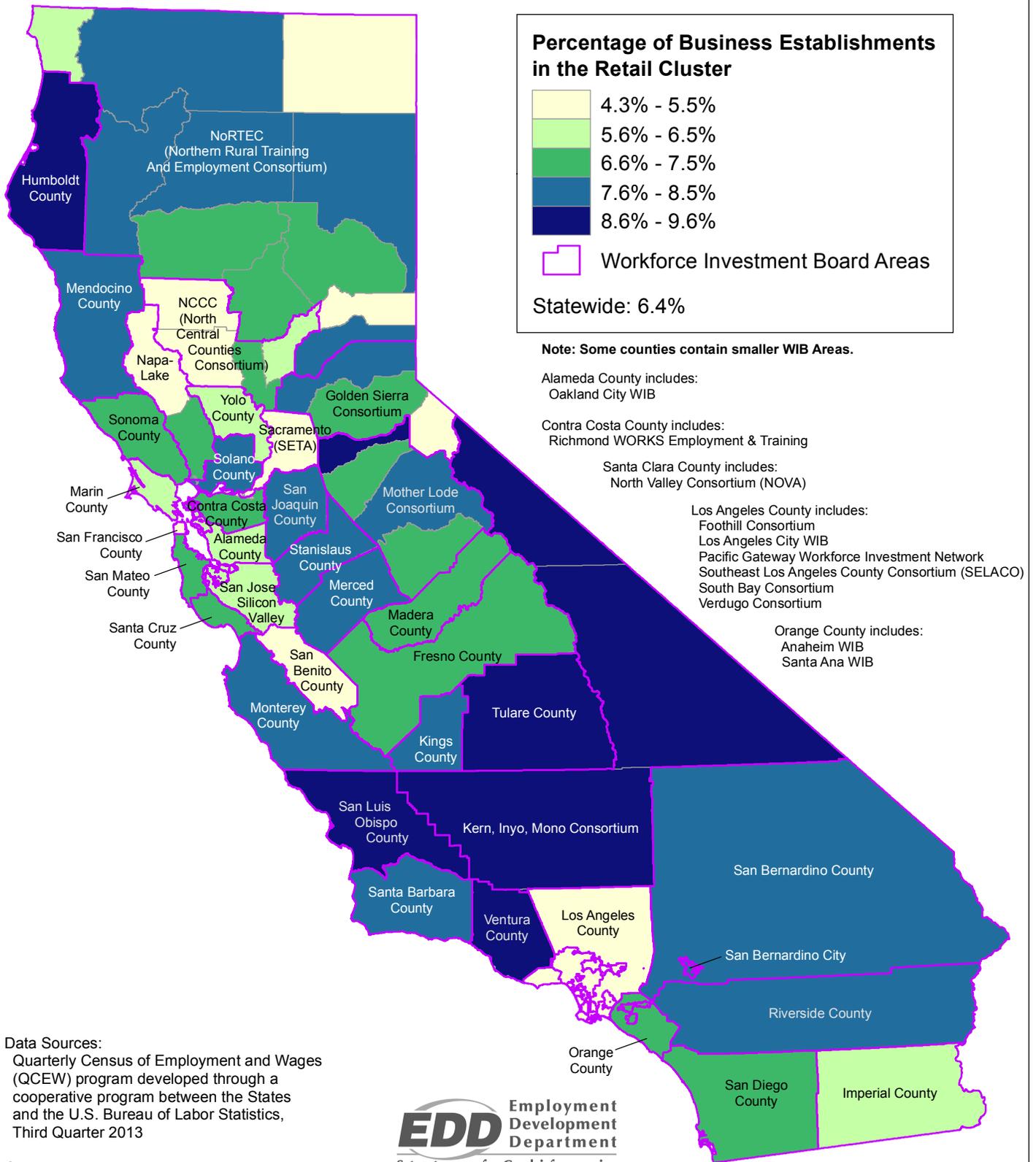
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster. To view a more complete list of training programs, select the source links under the table below. The Taxonomy of Programs categorizes and describes instructional programs only for California Community Colleges.

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/ Commercial Vehicle Operator and Instructor	N/A	N/A
Computer User Support Specialists	01.0106	Agricultural Business Technology	094750	Truck and Bus Driving
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Electronic Equipment Installers and Repairers, Motor Vehicles	47.0604	Automobile/Automotive Mechanics Technology/ Technician	070820	Computer Support
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	300700	Cosmetology and Barbering
Computer, Automated Teller, and Office Machine Repairers	47.0102	Business Machine Repair	093410	Computer Support
	47.0104	Computer Installation and Repair Technology/Technician		
First-Line Supervisors of Retail Sales Workers	19.0203	Consumer Merchandising/ Retailing Management	010920	Floriculture/Floristry
	52.0208	E-Commerce/Electronic Commerce	050650	Retail Store Operations and Management
	52.1804	Selling Skills and Sales Operations	050940	Sales and Salesmanship

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov/ipeds) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk 7th Edition \(2010\)](http://www.cccco.edu), www.cccco.edu.

California Retail Cluster

Percentage of Total County Establishments, 2013



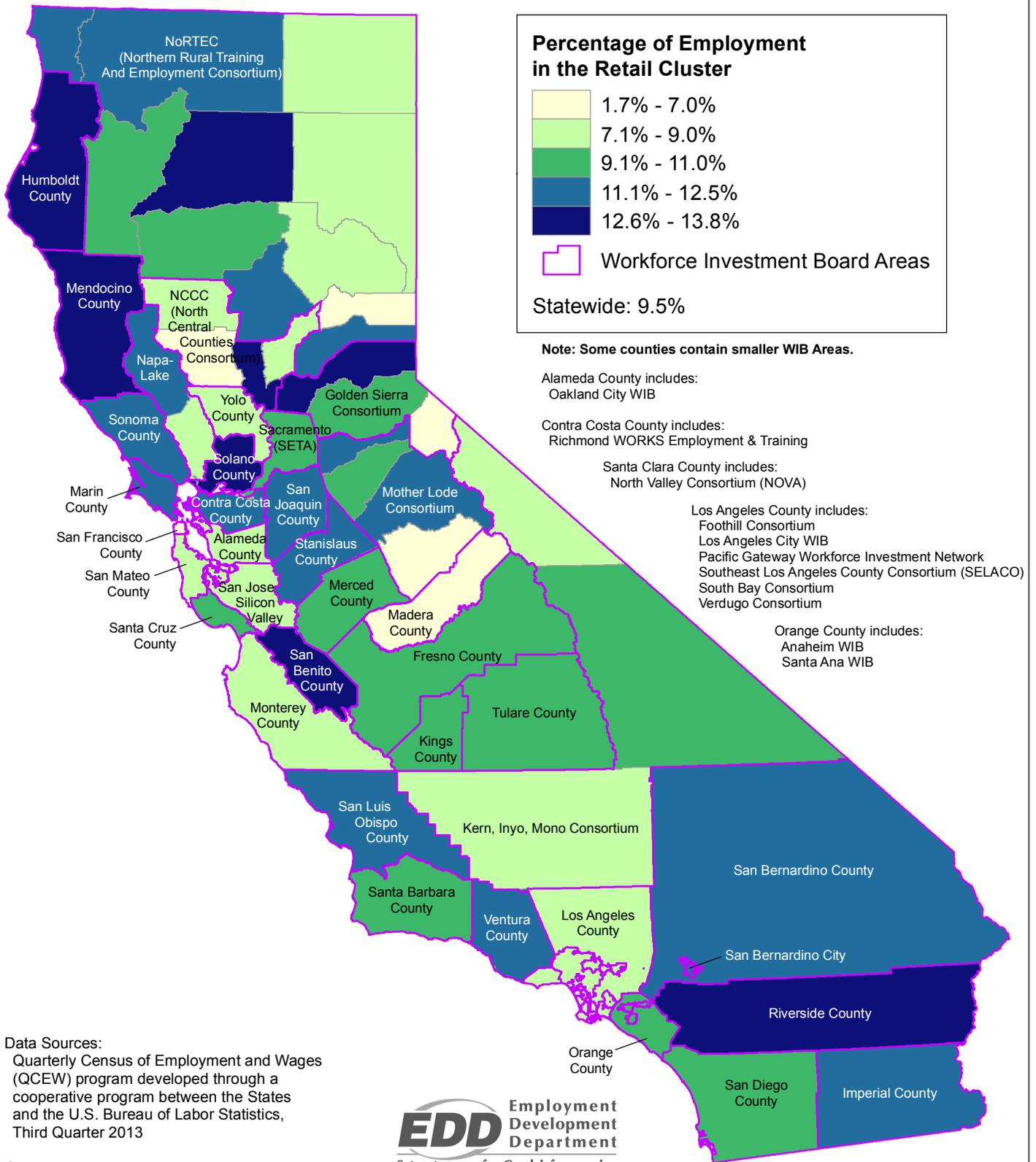
Data Sources:
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Cartography by:
 Labor Market Information Division
 California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
 July 2014



California Retail Cluster

Percentage of Total County Employment, 2013



Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
Labor Market Information Division
California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
July 2014

EDD Employment Development Department
State of California

LaborMarketInfo



Occupational Analysis: Health Care Services Cluster

Northern Economic Sub-Market
Del Norte, Humboldt, and Mendocino Counties

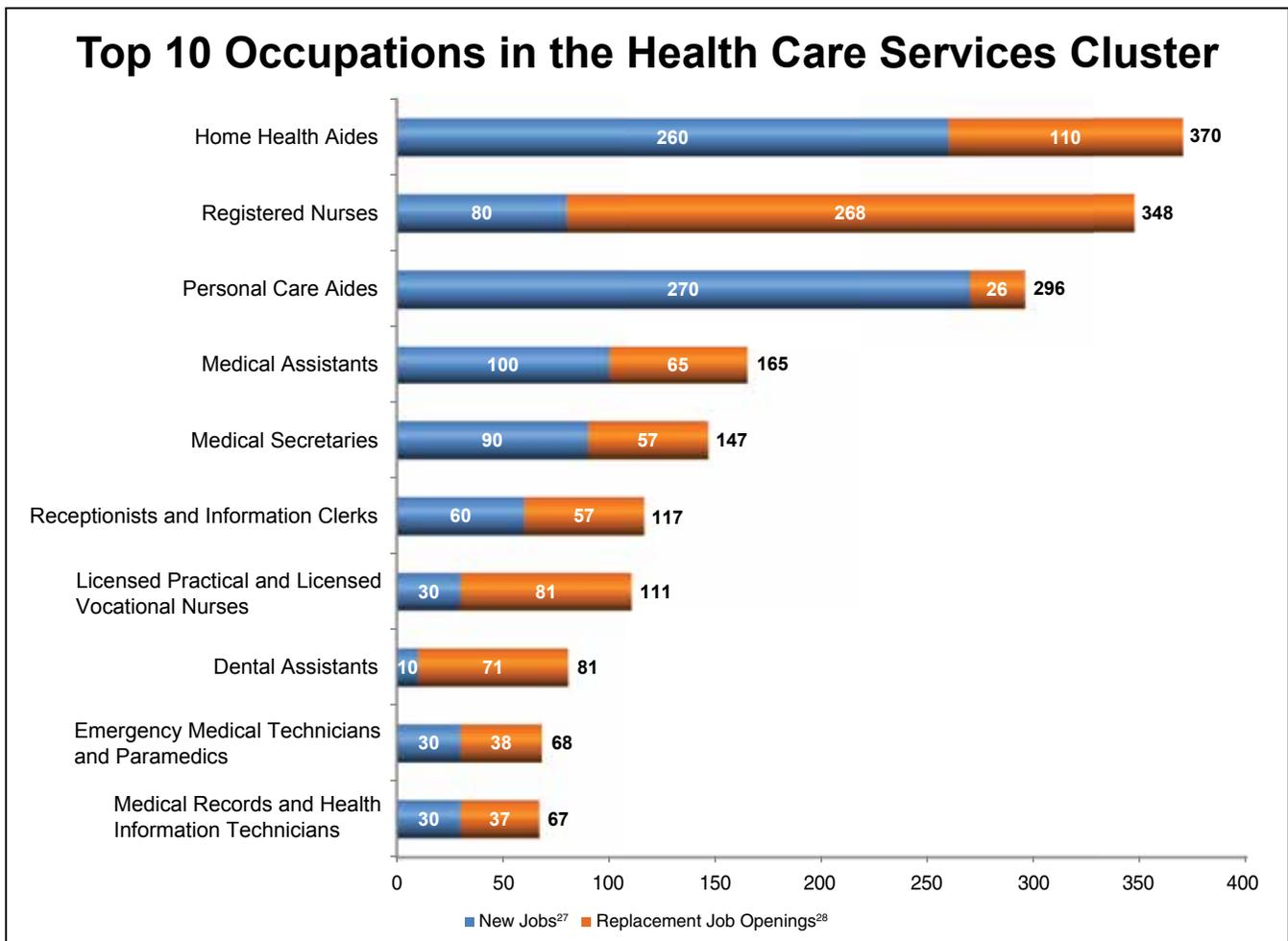
May 2015

What is the Health Care Services Cluster?

The Health Care Services cluster is comprised of 14 industries that include hospitals and doctors' offices, diagnostic laboratories, continuing care retirement communities, home health care services, and other activities related to health care. The 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, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the Northern Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent more than half of the 3,358 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, reading comprehension, and speaking.²⁶



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

²⁶ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²⁷ New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

²⁸ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Top 10 Occupations and Recent Job Demand in the Health Care Services Cluster

The table below further profiles the Northern Economic Sub-Market's** top 10 occupations in the Health Care Services cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a recent 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ²⁹ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ³⁰	HWOL Job Ads ³¹ (120 days)
Home Health Aides	370	\$12.27	\$25,510	Less than high school	58
Registered Nurses	348	\$31.26	\$65,029	Associate's degree	685
Personal Care Aides	296	\$10.66	\$22,189	Less than high school	168
Medical Assistants	165	\$15.07	\$31,342	Postsecondary non-degree award	105
Medical Secretaries	147	\$14.16	\$29,456	High school diploma or equivalent	87
Receptionists and Information Clerks	117	\$13.42	\$27,920	High school diploma	86
Licensed Practical and Licensed Vocational Nurses	111	\$25.50	\$53,031	Postsecondary non-degree award	72
Dental Assistants	81	\$18.83	\$39,176	Postsecondary non-degree award	21
Emergency Medical Technicians and Paramedics	68	\$16.35	\$34,010	Postsecondary non-degree award	9
Medical Records and Health Information Technicians	67	\$13.93	\$28,986	Postsecondary non-degree award	37

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending period ending May 7, 2015.

²⁹ Total job openings are the sum of new jobs and replacement job openings.

³⁰ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

³¹ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Top Occupations for the Health Care Services Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Health Care Services cluster. The table includes the Northern Economic Sub-Market's** projected total job openings and median hourly and annual wages. In addition, recent totals of online job advertisements over 120-day period are included. Grouping occupations by education levels allows individuals to better gauge the potential for skills transference and upward mobility within the cluster.

Occupations	Total Job Openings ³² (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Family and General Practitioners	55	\$67.99	\$141,407	26
Medical and Health Services Managers	49	\$41.38	\$86,068	92
Dentists, General	42	\$66.06	\$137,403	9
Nurse Practitioners	34	\$42.70	\$88,802	12
Physician Assistants	27	\$43.57	\$90,624	37
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	348	\$31.26	\$65,029	685
Medical Assistants	165	\$15.07	\$31,342	105
Licensed Practical and Licensed Vocational Nurses	111	\$25.50	\$53,031	72
Dental Assistants	81	\$18.83	\$39,176	21
Emergency Medical Technicians and Paramedics	68	\$16.35	\$34,010	9
Requires a High School Diploma or Equivalent or Less				
Home Health Aides	370	\$12.27	\$25,510	58
Personal Care Aides	296	\$10.66	\$22,189	168
Medical Secretaries	147	\$14.16	\$29,456	87
Receptionists and Information Clerks	117	\$13.42	\$27,920	86
Office Clerks, General	58	\$14.16	\$29,460	112

Source: California Employment Development Department, *Projections of Employment 2012-2022*; *Occupational Employment Statistics Wage Survey*, updated to 4th Q, 2014; *The Conference Board Help Wanted OnLine™ (HWOL) Data Series*, 120-day period ending period ending May 7, 2015.

³² Total job openings are the sum of new jobs and replacement job openings.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Skill Requirements in the Health Care Services Cluster

The table below lists the 10 top skills required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. Active listening, critical thinking, and reading comprehension are the most commonly shared skills, followed by social perceptiveness and speaking. The skills and work activities identified for each occupation are from the U.S. Department of Labor's Occupational Information Network (O*NET).

Occupations	Skills															
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Monitoring	Operations Analysis	Reading Comprehension	Science	Service Orientation	Social Perceptiveness	Speaking	Time Management
Requires a Bachelor's Degree or Higher																
Family and General Practitioners	●	●	●		●		●			●	●		●	●		●
Medical and Health Services Managers		●		●	●		●		●	●	●			●	●	●
Dentists, General	●	●	●	●	●		●		●		●				●	●
Nurse Practitioners	●	●			●	●	●		●		●	●		●		●
Physician Assistants	●	●		●	●				●		●		●	●	●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																
Registered Nurses	●	●		●	●			●	●		●		●	●	●	
Medical Assistants	●	●		●	●				●		●		●	●	●	●
Licensed Practical and Licensed Vocational Nurses		●		●	●				●		●		●	●	●	●
Dental Assistants	●	●			●	●			●		●		●	●	●	●
Emergency Medical Technicians and Paramedics	●	●		●	●		●		●		●		●	●	●	
Requires a High School Diploma or Equivalent or Less																
Home Health Aides	●	●		●	●			●	●		●		●	●	●	
Personal Care Aides	●	●		●	●				●		●		●	●	●	●
Medical Secretaries		●		●	●				●		●		●	●	●	●
Receptionists and Information Clerks		●	●	●	●						●		●	●	●	●
Office Clerks, General		●		●	●				●		●		●	●	●	●

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

Work Activities in the Health Care Services Cluster

The table below lists the 10 top work activities required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; assisting and caring for others; and updating and using relevant knowledge.

Occupations	Work Activities																											
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Training and Teaching Others	Updating and Using Relevant Knowledge
Requires a Bachelor's Degree or Higher																												
Family and General Practitioners	●	●						●	●	●			●		●	●							●					●
Medical and Health Services Managers			●	●		●		●			●				●		●		●				●	●				
Dentists, General		●			●			●	●	●			●		●			●		●								●
Nurse Practitioners		●						●	●	●			●		●	●		●		●								●
Physician Assistants	●	●						●	●	●			●		●	●				●		●						●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																												
Registered Nurses		●		●				●	●	●			●		●	●		●				●						●
Medical Assistants		●		●				●	●	●			●		●	●		●		●								●
Licensed Practical and Licensed Vocational Nurses		●		●				●	●			●	●		●	●		●										●
Dental Assistants		●						●	●	●			●	●	●	●		●										●
Emergency Medical Technicians and Paramedics		●						●	●			●			●	●				●	●						●	●
Requires a High School Diploma or Equivalent or Less																												
Home Health Aides		●		●				●	●			●	●		●	●		●				●						●
Personal Care Aides		●		●				●	●			●	●		●	●		●		●		●						●
Medical Secretaries		●	●	●				●	●	●			●		●			●				●						●
Receptionists and Information Clerks		●						●	●	●			●		●			●		●		●						●
Office Clerks, General		●		●				●	●	●			●					●				●			●		●	●

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

Related Occupations for the Health Care Services Cluster

The table below lists top occupations in the Health Care Services cluster by entry-level education requirements and provides a sample of related occupations. These related occupations match many of the skills, education, and work experience needed for the top Health Care Services cluster occupations.

Health Care Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Family and General Practitioners	<ul style="list-style-type: none"> • Hospitalists • Preventive Medicine Physicians • Physician Assistants
Medical and Health Services Managers	<ul style="list-style-type: none"> • Chief Executives • Education Administrators, Postsecondary • Social and Community Service Managers
Dentists, General	<ul style="list-style-type: none"> • Oral and Maxillofacial Surgeons • Orthodontists • Prosthodontists
Nurse Practitioners	<ul style="list-style-type: none"> • Nursing Instructors and Teachers, Postsecondary • Clinical Nurse Specialists • Nurse Midwives
Physician Assistants	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Clinical Nurse Specialists • Nurse Practitioners
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Respiratory Therapists • Cardiovascular Technologists and Technicians • Licensed Practical and Licensed Vocational Nurses
Medical Assistants	<ul style="list-style-type: none"> • Pharmacy Technicians • Occupational Therapy Assistants • Physical Therapist Assistants
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Acute Care Nurses • Psychiatric Technicians • Respiratory Therapy Technicians
Dental Assistants	<ul style="list-style-type: none"> • Dental Hygienists • Surgical Technologists • Neurodiagnostic Technologists
Emergency Medical Technicians and Paramedics	<ul style="list-style-type: none"> • Municipal Firefighters • Police Patrol Officers • Sheriffs and Deputy Sheriffs
Requires a High School Diploma or Equivalent or Less	
Home Health Aides	<ul style="list-style-type: none"> • Occupational Therapy Aides • Physical Therapist Aides • Personal Care Aides
Personal Care Aides	<ul style="list-style-type: none"> • Home Health Aides • Physical Therapist Aides • Childcare Workers
Medical Secretaries	<ul style="list-style-type: none"> • Medical Records and Health Information Technicians • Bill and Account Collectors • Receptionists and Information Clerks
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Customer Service Representatives • Hotel, Motel, and Resort Desk Clerks • Office Clerks, General
Office Clerks, General	<ul style="list-style-type: none"> • Medical Records and Health Information Technicians • Receptionists and Information Clerks • Secretaries and Administrative Assistants, Except Legal, Medical, and Executive

Source: U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

Employer Demand for the Health Care Services Cluster

The following table lists the Northern Economic Sub-Market** employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending May 7, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Health Care Services Cluster Employers	Recent Job Advertisements ³³ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Ukiah Valley Medical Center	72	67	5	7.5%
Onward Healthcare	46	42	4	9.5%
Frank R. Howard Memorial Hospital	44	13	31	238.5%
Presence Health	43	12	31	258.3%
Sutter Health	42	20	22	110.0%
Brookdale Senior Living	25	0	25	-
American Mobile Healthcare	21	3	18	600.0%
Dialysis Clinic, Inc.	17	7	10	142.9%
MCHC	14	9	5	55.6%
Indian Health Service	13	3	10	333.3%
Mad River Community Hospital	11	6	5	83.3%
VA Medical Center	8	0	8	-
Mendocino Community Health Clinic	7	2	5	250.0%
Heritage Healthcare, Inc.	6	1	5	500.0%
Adventist HealthCare	6	7	-1	-14.3%
Hospice Of Humboldt	5	3	2	66.7%
Aureus Medical	5	0	5	-
Sutter Coast Hospital	4	2	2	100.0%
Mendocino Coast District Hospital	4	5	-1	-20.0%
Fresenius Medical Care	4	5	-1	-20.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending May 7, 2015.

³³ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Del Norte, Humboldt, and Mendocino Counties.

Instructional Programs for the Health Care Services Cluster Occupations

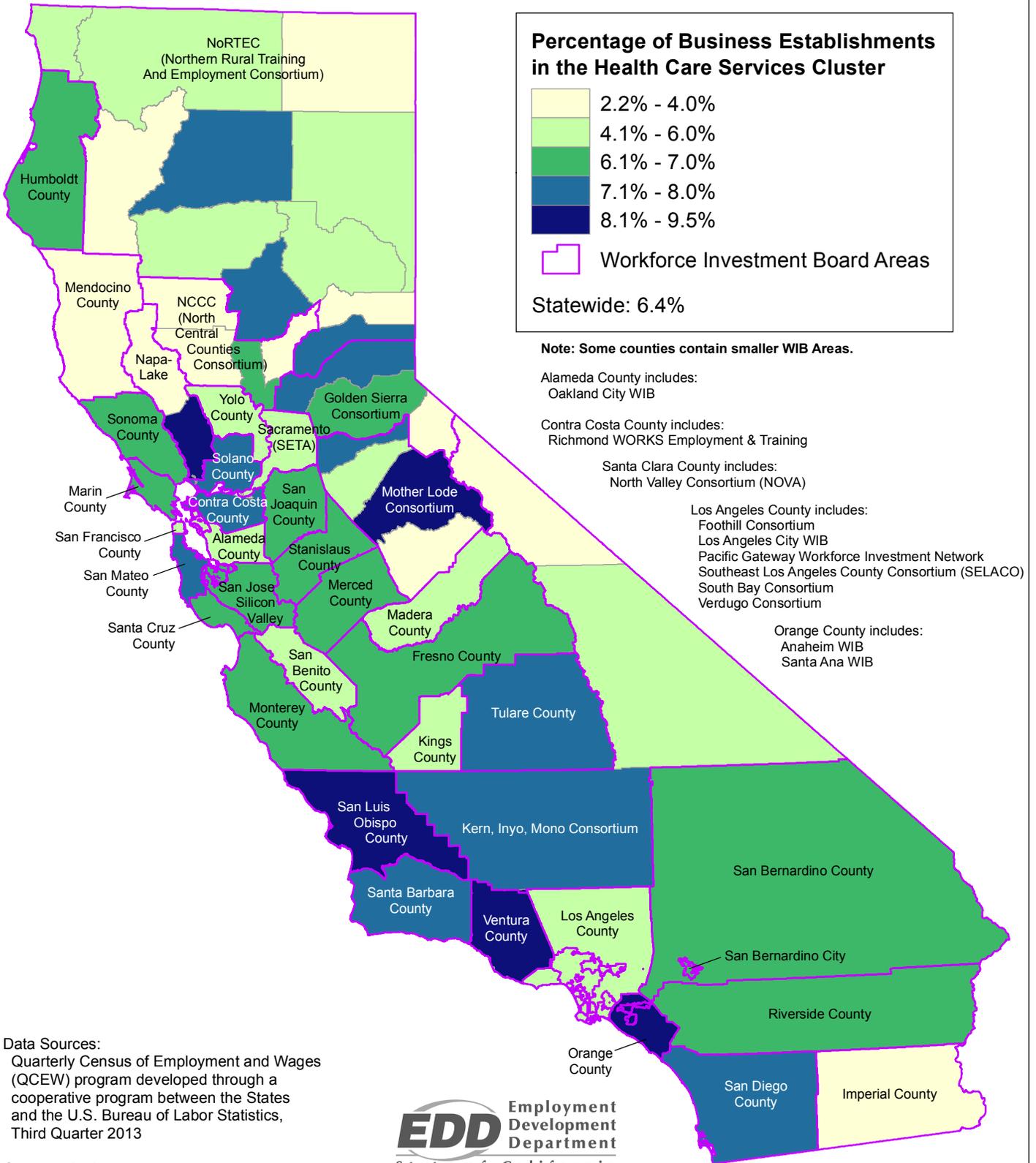
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Health Care Services cluster. To view a more complete list of training programs, select the source links under the table below. The Taxonomy of Programs categorizes and describes instructional programs only for California Community Colleges.

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Registered Nurses	51.3801	Registered Nursing/Registered	123000	Nursing
	51.3802	Nurse Nursing Administration	123010	Registered Nursing
	51.3808	Nursing Science		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120800	Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	120810	Clinical Medical Assisting
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary	120820	Administrative Medical Assisting
Licensed Practical and Licensed Vocational Nurses	51.3901	Licensed Practical/Vocational Nurse Training	123020	Licensed Vocational Nursing
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Dental Assistants	51.0601	Dental Assisting/Assistant	124010	Dental Assistant
Emergency Medical Technicians and Paramedics	51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	125000	Emergency Medical Services Paramedic
			125100	
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0714	Medical Insurance Specialist/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Receptionists and Information Clerks	52.0406	Receptionist	N/A	N/A
Office Clerks, General	52.0408	General Office Occupations and Clerical Services	N/A	N/A

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.ipeds.org) at www.nces.ed.gov; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 7th Edition (2010), www.cccco.edu.

California Health Care Services Cluster

Percentage of Total County Establishments, 2013



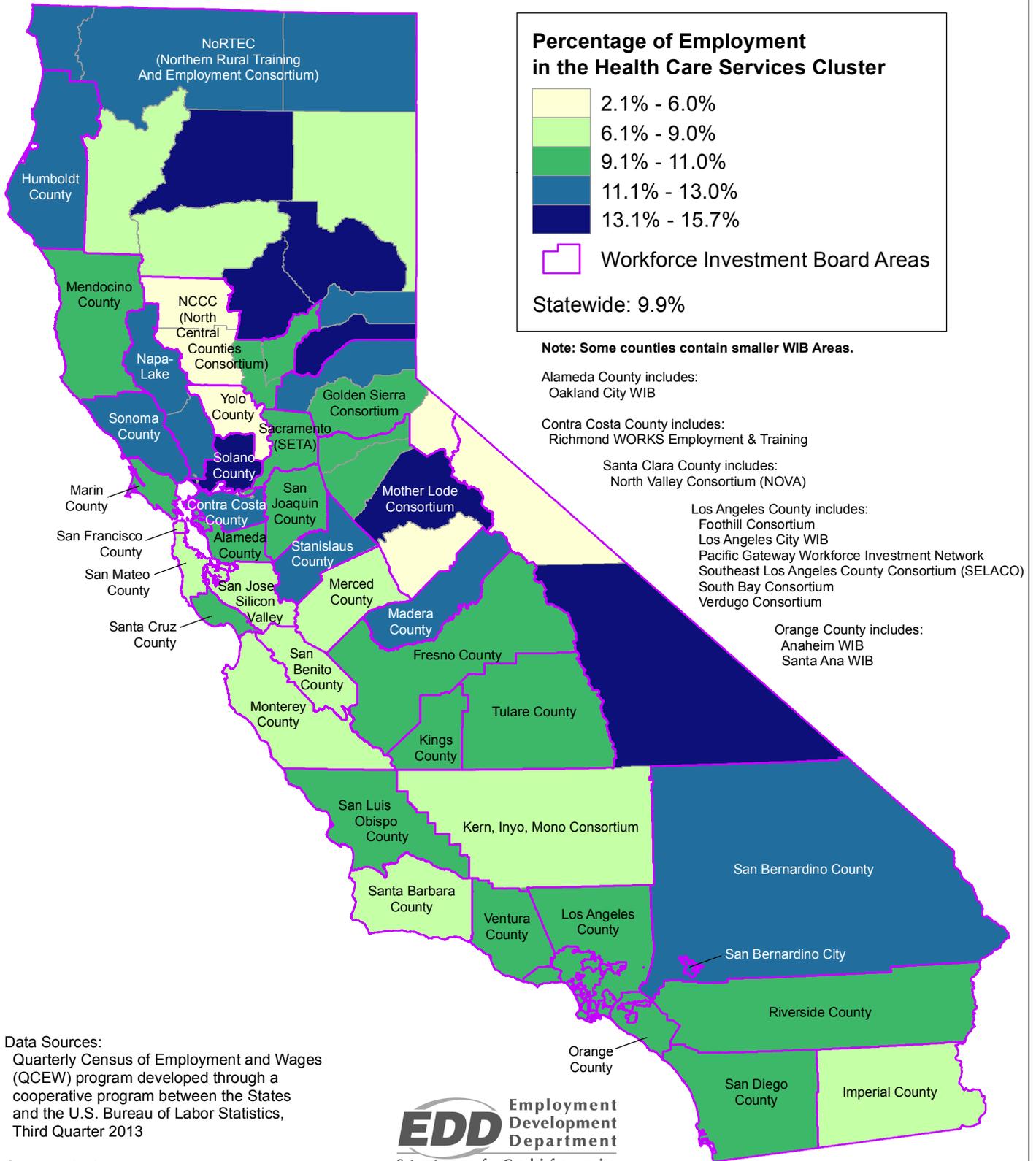
Data Sources:
 Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
 Labor Market Information Division
 California Employment Development Department
<http://www.labormarketinfo.edd.ca.gov>
 July 2014



California Health Care Services Cluster

Percentage of Total County Employment, 2013



Data Sources:
 Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
 Labor Market Information Division
 California Employment Development Department
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 July 2014

