



# Regional Economic Analysis Profile

Southern Economic Sub-Market

Orange County

April 2015



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# TABLE OF CONTENTS

Summary of the Orange County 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: Business Services Cluster . . . . .	17
What is the Business Services Cluster? . . . . .	18
Top 10 Occupations in the Business Services Cluster . . . . .	18
Top 10 Occupations and Recent Job Demand in the Business Services Cluster . . . . .	19
Top Occupations for the Business Services Cluster by Education Level . . . . .	20
Skill Requirements in the Business Services Cluster. . . . .	21
Work Activities in the Business Services Cluster . . . . .	22
Related Occupations for the Business Services Cluster . . . . .	23
Employer Demand for the Business Services Cluster . . . . .	24
Instructional Programs for the Top Business Services Cluster Occupations . . . . .	25

# TABLE OF CONTENTS

Geographic Information Systems Maps: Percentage of Total County Establishments:	
Business Services Cluster. . . . .	26
Geographic Information Systems Maps: Percentage of Total County Employment:	
Business Services Cluster. . . . .	27
Occupational Analysis: Retail Cluster . . . . .	28
What is the Retail Cluster?. . . . .	29
Top 10 Occupations in the Retail Cluster . . . . .	29
Top 10 Occupations and Recent Job Demand in the Retail Cluster . . . . .	30
Top Occupations for the Retail Cluster by Education Level . . . . .	31
Skill Requirements in the Retail Cluster. . . . .	32
Work Activities in the Retail Cluster . . . . .	33
Related Occupations for the Retail Cluster . . . . .	34
Employer Demand for the Retail Cluster . . . . .	35
Instructional Programs for the Top Retail Cluster Occupations . . . . .	36
Geographic Information Systems Maps: Percentage of Total County Establishments:	
Retail Cluster. . . . .	37
Geographic Information Systems Maps: Percentage of Total County Employment:	
Retail Cluster. . . . .	38

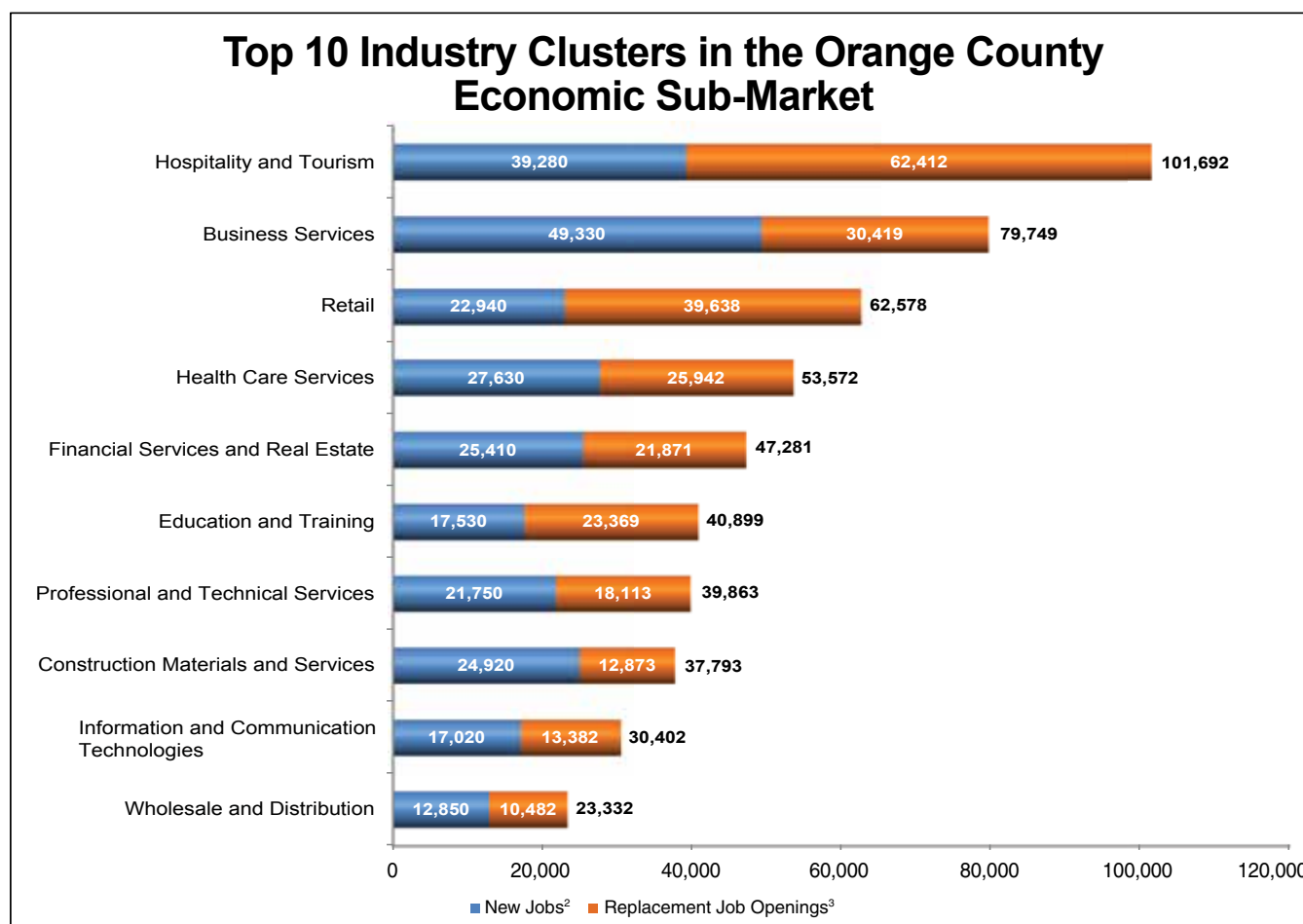
# SUMMARY OF THE ORANGE COUNTY ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

## 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 openings<sup>1</sup> 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](http://www.labormarketinfo.edd.ca.gov).

<sup>1</sup> Total 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 declines. 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.

## INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the Orange County Economic Sub-Market's top 10 industry clusters followed by a list of the top industries with the highest projected total 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 comprised almost 186,000 workers, or 13.4 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Amusement Parks and Arcades
- Traveler Accommodation
- Other Amusement and Recreation Industries
- Special Food 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 almost 147,000 people during 2013-2014,\* or 10.6 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Employment Services
- Management of Companies and Enterprises
- Services to Buildings and Dwellings
- Office Administrative Services
- Investigation and Security Services

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,\* this cluster employed almost 133,000 workers, or 9.6 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Clothing Stores
- Other General Merchandise Stores
- Automobile Dealers
- Department Stores

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 almost 131,000 people in the economic sub-market during 2013-2014,\* accounting for 9.4 percent of the workforce. Industries in this cluster may include both public and private employment. Top industries within this cluster include:

- General Medical and Surgical Hospitals
- Offices of Physicians
- Offices of Other Health Practitioners
- Offices of Dentists
- Nursing Care Facilities (Skilled Nursing Facilities)

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 107,000 people, which accounted for 7.7 percent of the economic sub-market's workforce in 2013-2014.\* Industries showing the highest projected job openings include:

- Nondepository Credit Intermediation
- Activities Related to Real Estate
- Insurance Carriers
- Depository Credit Intermediation
- Agencies, Brokerages, and Other Insurance Related Activities

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 more than 10,000 people in the economic sub-market, accounting for 7.3 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

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

## INDUSTRY CLUSTER DESCRIPTIONS

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 91,000 people were employed in the economic sub-market, or 6.6 percent of the economic market's workforce. Top industries within this cluster include:

- Management, Scientific, and Technical Consulting Services
- Architectural, Engineering, and Related Services
- Legal Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Advertising, Public Relations, and Related Services

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,\* more than 79,000 workers made up the cluster's employment, representing 5.7 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

- Building Equipment Contractors
- Building Finishing Contractors
- Residential Building Construction
- Foundation, Structure, and Building Exterior Contractors
- Nonresidential Building Construction

The **Information and Communication Technologies** industry cluster includes interdependent industries related to computers and peripheral equipment, as well as software design and manufacturing, computer programming services, installation services, and wireless telecommunications carriers. For 2013-2014,\* this cluster employed nearly 70,000 workers, or 5 percent of the economic sub-market's total employment. Industries with the highest number of expected job openings include:

- Computer Systems Design and Related Services
- Wholesale Electronic Markets and Agents and Brokers
- Semiconductor and Other Electronic Component Manufacturing
- Wired Telecommunications Carriers
- Software Publishers

The **Wholesale and Distribution** cluster includes industries engaged in selling durable and nondurable goods to other businesses. Merchant wholesalers sell goods such as groceries, pharmaceuticals, and motor vehicles and parts. During 2013-2014,\* almost 51,000 people were employed in the economic sub-market, which accounted for 3.7 percent of the workforce. Industries with the highest number of expected job openings include:

- Professional and Commercial Equipment and Supplies Merchant Wholesalers
- Grocery and Related Product Merchant Wholesalers
- Drugs and Druggists' Sundries Merchant Wholesalers
- Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- Miscellaneous Durable Goods Merchant Wholesalers

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

## Business Services

- 5511 Management of Companies and Enterprises
- 5611 Office Administrative Services
- 5612 Facilities Support Services
- 5613 Employment Services
- 5614 Business Support Services
- 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

## 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

## Retail (Continued)

- 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
- 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

## 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
- 5251 Insurance and Employee Benefit Funds
- 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



# INDUSTRY CLUSTER DEFINITIONS

## 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

## 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

## 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

## Information and Communication Technologies

- 3341 Computer and Peripheral Equipment Manufacturing
- 3342 Communications Equipment Manufacturing
- 3344 Semiconductor and Other Electronic Component Manufacturing
- 3359 Other Electrical Equipment and Component Manufacturing
- 4251 Wholesale Electronic Markets and Agents and Brokers
- 5112 Software Publishers
- 5171 Wired Telecommunications Carriers
- 5172 Wireless Telecommunications Carriers (except Satellite)
- 5174 Satellite Telecommunications
- 5179 Other Telecommunications
- 5182 Data Processing, Hosting, and Related Services
- 5191 Other Information Services
- 5415 Computer Systems Design and Related Services
- 8112 Electronic and Precision Equipment Repair and Maintenance Social Services

## Wholesale and Distribution

- 4231 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers
- 4233 Lumber and Other Construction Materials Merchant Wholesalers
- 4234 Professional and Commercial Equipment and Supplies Merchant Wholesalers
- 4235 Metal and Mineral (except Petroleum) Merchant Wholesalers
- 4237 Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers
- 4238 Machinery, Equipment, and Supplies Merchant Wholesalers
- 4239 Miscellaneous Durable Goods Merchant Wholesalers
- 4241 Paper and Paper Product Merchant Wholesalers
- 4242 Drugs and Druggists' Sundries Merchant Wholesalers
- 4244 Grocery and Related Product Merchant Wholesalers
- 4245 Farm Product Raw Material Merchant Wholesalers
- 4248 Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers
- 5323 General Rental Centers
- 5324 Commercial and Industrial Machinery and Equipment Rental and Leasing



# Occupational Analysis: Hospitality and Tourism Cluster

Southern Economic Sub-Market

Orange County

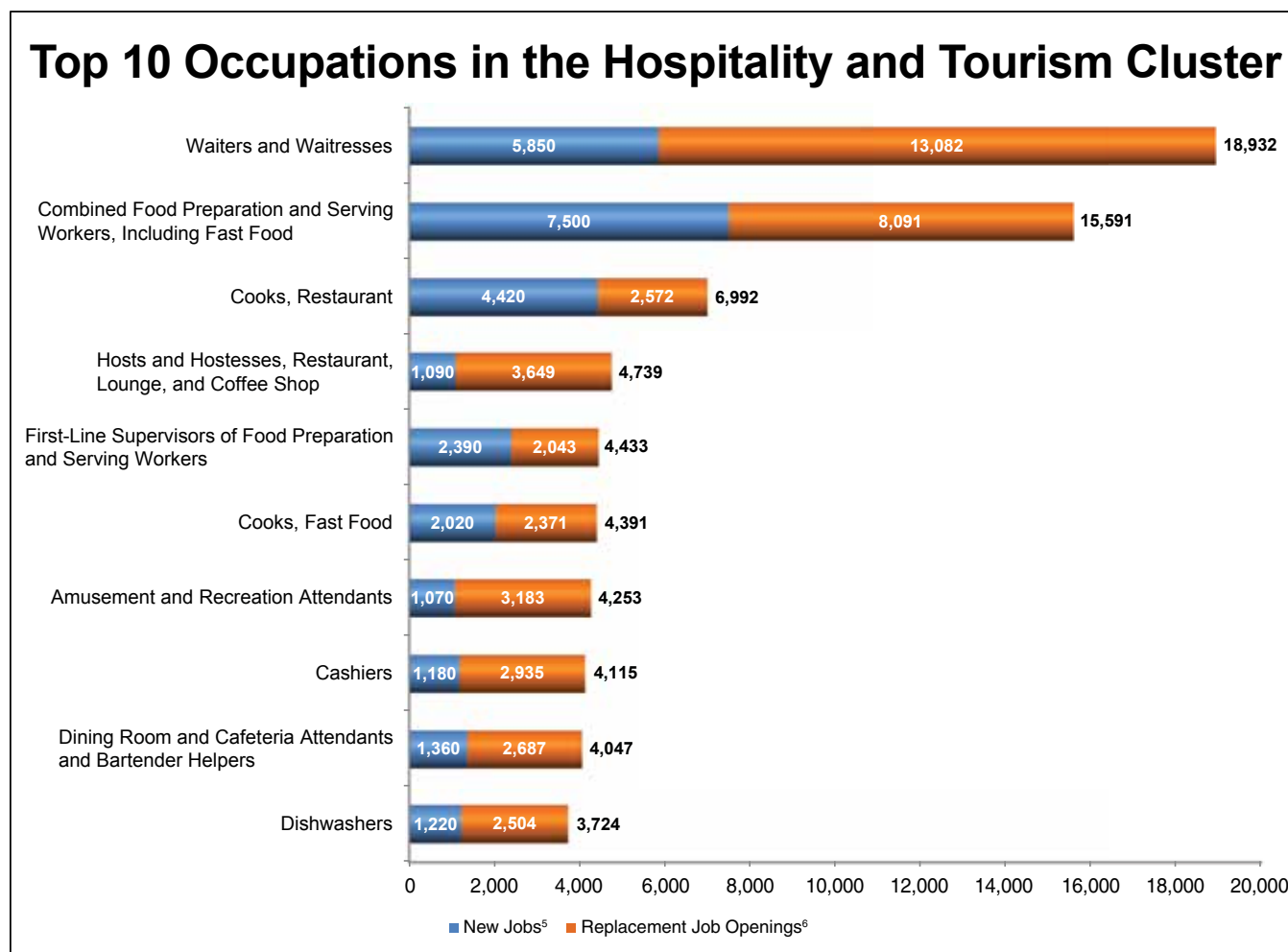
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## What is the Hospitality and Tourism Cluster?

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 Business Services Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Orange County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent almost three-quarters of the 101,692 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, social perceptiveness, and speaking.<sup>4</sup>



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](http://www.labormarketinfo.edd.ca.gov).

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

<sup>5</sup> 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.

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

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

The table below further profiles the Orange County 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 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBS<sup>SM</sup> (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings <sup>7</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>8</sup>	HWOL Job Ads <sup>9</sup> (120 days)
Waiters and Waitresses	18,932	\$9.29	\$19,319	Less than high school	641
Combined Food Preparation and Serving Workers, Including Fast Food	15,591	\$9.28	\$19,291	Less than high school	954
Cooks, Restaurant	6,992	\$11.02	\$22,923	Less than high school	680
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	4,739	\$9.44	\$19,641	Less than high school	174
First-Line Supervisors of Food Preparation and Serving Workers	4,433	\$16.17	\$33,630	High school diploma or equivalent	1,602
Cooks, Fast Food	4,391	\$9.34	\$19,429	Less than high school	67
Amusement and Recreation Attendants	4,253	\$10.86	\$22,585	Less than high school	60
Cashiers	4,115	\$10.25	\$21,333	Less than high school	507
Dining Room and Cafeteria Attendants and Bartender Helpers	4,047	\$9.36	\$19,473	Less than high school	180
Dishwashers	3,724	\$9.44	\$19,645	Less than high school	339

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 March 5, 2015.

<sup>7</sup> Total job openings are the sum of new jobs and replacement job openings.

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

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

## 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 Orange County 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 <sup>10</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	433	\$56.00	\$116,485	641
Coaches and Scouts	262	N/A	\$35,329	117
Meeting, Convention, and Event Planners	151	\$24.43	\$50,811	138
Accountants and Auditors	98	\$34.01	\$70,742	2,400
Producers and Directors	57	\$38.47	\$80,017	64
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Actors	185	\$27.17	N/A	136
Audio and Video Equipment Technicians	100	\$26.96	\$56,081	66
Sound Engineering Technicians	44	\$32.31	\$67,204	23
Registered Nurses	37	\$42.19	\$87,756	3,562
Massage Therapists	36	\$26.39	\$54,883	16
<b>Requires a High School Diploma or Equivalent or Less</b>				
Waiters and Waitresses	18,932	\$9.29	\$19,319	641
Combined Food Preparation and Serving Workers, Including Fast Food	15,591	\$9.28	\$19,291	954
Cooks, Restaurant	6,992	\$11.02	\$22,923	680
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	4,739	\$9.44	\$19,641	174
First-Line Supervisors of Food Preparation and Serving Workers	4,433	\$16.17	\$33,630	1,602

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 March 5, 2015.

<sup>10</sup> Total job openings are the sum of new jobs and replacement job openings.

## 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. Speaking, active listening, and critical thinking are the most commonly shared skills, followed by are monitoring and reading comprehension. 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	Management of Personnel Resources	Monitoring	Negotiation	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis
<b>Requires a Bachelor's Degree or Higher</b>																			
General and Operations Managers	•	•		•	•				•	•					•		•	•	
Coaches and Scouts		•			•	•	•	•	•	•							•	•	•
Meeting, Convention, and Event Planners		•		•	•					•	•				•	•	•	•	
Accountants and Auditors <sup>11</sup>	•	•			•		•			•					•			•	•
Producers and Directors <sup>12</sup>	•	•		•	•					•			•		•			•	•
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																			
Actors	•	•		•	•					•			•		•		•	•	
Audio and Video Equipment Technicians	•	•		•	•	•				•		•			•			•	
Sound Engineering Technicians	•	•	•	•	•					•		•			•			•	
Registered Nurses	•	•		•	•			•		•					•	•	•	•	
Massage Therapists	•	•			•		•			•					•	•	•	•	
<b>Requires a High School Diploma or Equivalent or Less</b>																			
Waiters and Waitresses		•		•	•			•		•			•		•	•	•	•	
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•	•		•					•		•	•	•	•	
Cooks, Restaurant	•	•		•	•	•				•				•				•	
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop		•		•							•		•		•	•	•	•	
First-Line Supervisors of Food Preparation and Serving Workers				•	•				•	•					•	•	•	•	

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

<sup>11</sup> Skills listed represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>12</sup> Skills listed represent Producers, a specialty occupation of Producers and Directors.

## 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; organizing, planning, and prioritizing work; communicating with supervisors, peers, or subordinates; and identifying objects, actions, and events.

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	Interpreting the Meaning of Information for Others	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers				●	●		●	●									●	●	●	
Coaches and Scouts		●					●	●					●				●		●	●
Meeting, Convention, and Event Planners				●	●			●		●		●	●							●
Accountants and Auditors <sup>13</sup>	●								●	●	●			●				●	●	●
Producers and Directors <sup>14</sup>				●	●		●	●		●							●			●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
Actors				●	●			●							●	●	●		●	●
Audio and Video Equipment Technicians					●	●		●					●	●			●	●		●
Sound Engineering Technicians				●	●		●	●					●				●	●		●
Registered Nurses	●			●				●		●			●				●	●		●
Massage Therapists	●		●					●		●			●				●	●	●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Waiters and Waitresses					●	●	●	●	●	●	●	●	●						●	●
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●	●	●	●	●	●	●	●					●		●
Cooks, Restaurant				●	●	●	●					●	●				●	●	●	●
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop			●	●		●	●					●	●				●			
First-Line Supervisors of Food Preparation and Serving Workers		●				●	●			●	●	●						●	●	●

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

<sup>13</sup> Work Activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>14</sup> Work Activities listed represent Producers, a specialty occupation of Producers and Directors.



## 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
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• Administrative Services Managers</li> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> </ul>
Coaches and Scouts	<ul style="list-style-type: none"> <li>• Health Educators</li> <li>• Recreational Therapists</li> <li>• Secondary School Teachers, Except Special and Career/Technical Education</li> </ul>
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> <li>• Human Resources Specialists</li> <li>• Marketing Managers</li> <li>• Public Relations Specialists</li> </ul>
Accountants and Auditors	<ul style="list-style-type: none"> <li>• Financial Analysts</li> <li>• Personal Financial Advisors</li> <li>• Risk Management Specialists</li> </ul>
Producers and Directors	<ul style="list-style-type: none"> <li>• Advertising and Promotions Managers</li> <li>• Public Relations Specialists</li> <li>• Technical Directors/Managers</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Actors	<ul style="list-style-type: none"> <li>• Concierges</li> <li>• Radio and Television Announcers</li> <li>• Singers</li> </ul>
Audio and Video Equipment Technicians	<ul style="list-style-type: none"> <li>• Audio-Visual and Multimedia Collections Specialists</li> <li>• Computer User Support Specialists</li> <li>• Sound Engineering Technicians</li> </ul>
Sound Engineering Technicians	<ul style="list-style-type: none"> <li>• Audio-Visual and Multimedia Collections Specialists</li> <li>• Broadcast Technicians</li> <li>• Film and Video Editors</li> </ul>
Registered Nurses	<ul style="list-style-type: none"> <li>• Acute Care Nurses</li> <li>• Licensed Practical and Licensed Vocational Nurses</li> <li>• Medical Assistants</li> </ul>
Massage Therapists	<ul style="list-style-type: none"> <li>• Hairdressers, Hairstylists, and Cosmetologists</li> <li>• Manicurists and Pedicurists</li> <li>• Skincare Specialists</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Waiters and Waitresses	<ul style="list-style-type: none"> <li>• Cashiers</li> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> <li>• Stock Clerks, Sales Floor</li> </ul>
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> <li>• Amusement and Recreation Attendants</li> <li>• Cooks, Fast Food</li> <li>• Food Servers, Nonrestaurant</li> </ul>
Cooks, Restaurant	<ul style="list-style-type: none"> <li>• Cooks, Institution and Cafeteria</li> <li>• Food Preparation Workers</li> <li>• Packers and Packagers, Hand</li> </ul>
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	<ul style="list-style-type: none"> <li>• Counter Attendants, Cafeteria, Food Concession and Coffee Shop</li> <li>• Cooks, Fast Food</li> <li>• Waiters and Waitresses</li> </ul>
First-Line Supervisors of Food Preparation and Serving Workers	<ul style="list-style-type: none"> <li>• Bartenders</li> <li>• Cooks, Institution and Cafeteria</li> <li>• Cooks, Restaurant</li> </ul>

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

## Employer Demand for the Hospitality and Tourism Cluster

The following table lists the Orange County Economic Sub-Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending March 5, 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 <sup>15</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Marriott	234	614	-380	-61.9%
The Walt Disney Company	200	126	74	58.7%
Taco Bell	162	32	130	406.3%
Hyatt	141	118	23	19.5%
Chipotle	132	3	129	4,300.0%
24 Hour Fitness	119	321	-202	-62.9%
Hilton Hotels & Resorts	116	83	33	39.8%
Ritz-Carlton	99	131	-32	-24.4%
Wyndham Hotel Group	87	15	72	480.0%
Sodexo Inc.	70	39	31	79.5%
Boston Market Corporation	60	6	54	900.0%
American Automobile Association	60	61	-1	-1.6%
Travelers Insurance	45	24	21	87.5%
Real Mex Restaurants	40	39	1	2.6%
Life Time Fitness, Inc.	35	45	-10	-22.2%
Red Robin	34	3	31	1,033.3%
Fairmont Newport Beach	33	24	9	37.5%
Benihana	32	3	29	966.7%
Aramark Corporation	25	18	7	38.9%
G6 Hospitality LLC	25	2	23	1,150.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 5, 2015.

<sup>15</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

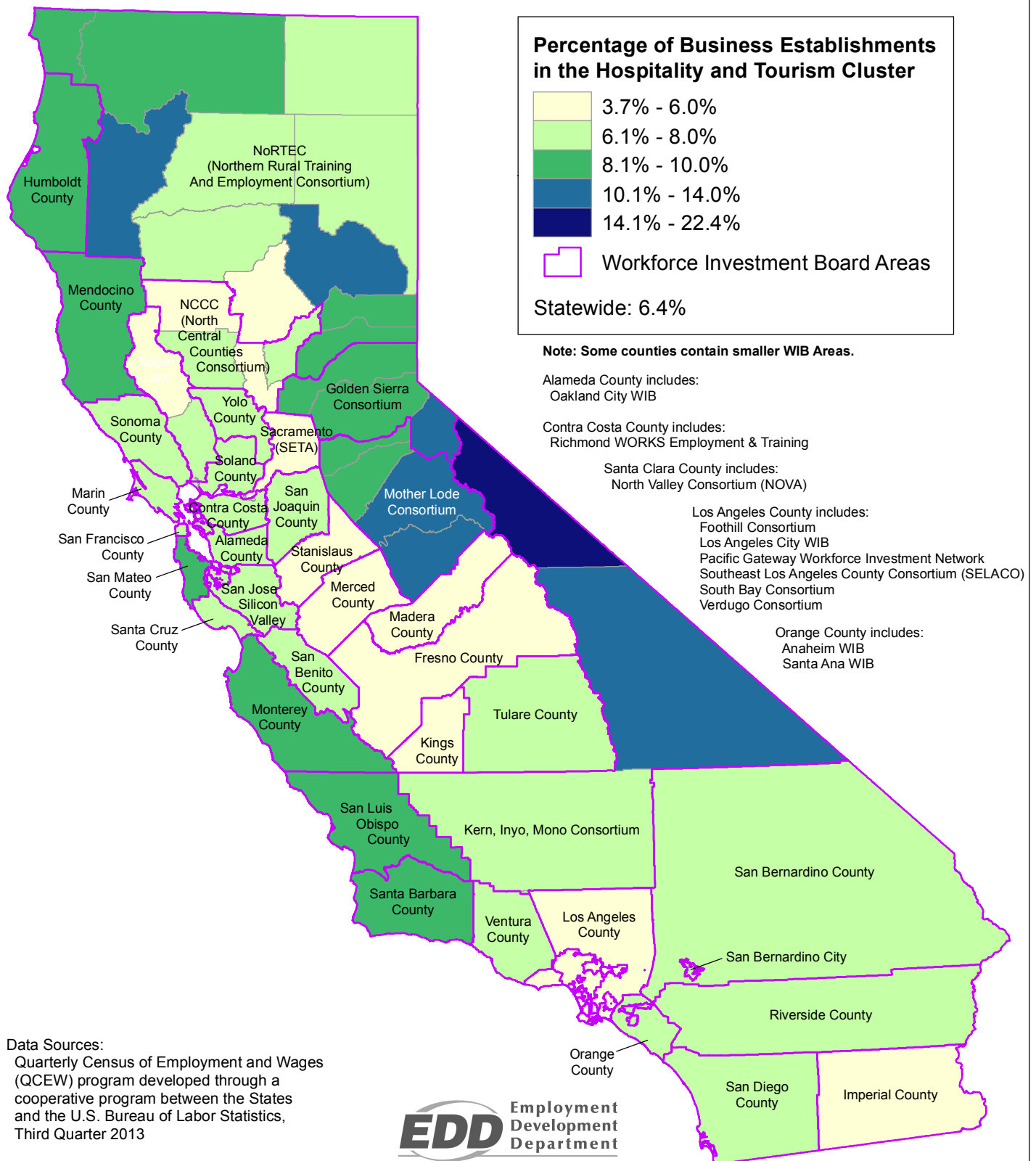
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to 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)	
	CIP Code	CIP Title	TOP Code	TOP Title
Actors	50.0501	Drama and Dramatics/Theatre Arts, General	100700	Dramatic Arts
	50.0506	Acting		
	50.0507	Directing and Theatrical Production		
Audio and Video Equipment Technicians	01.0802	Agricultural Communication/Journalism	100500	Commercial Music
	10.0201	Photographic and Film/Video Technology/Technician and Assistant	101200	Applied Photography
	10.0203	Recording Arts Technology/Technician		
Sound Engineering Technicians	10.0105	Communications Technology/Technician	100500	Commercial Music
	10.0203	Recording Arts Technology/Technician		
	50.0913	Music Technology		
Registered Nurses	51.3809	Pediatric Nurse/Nursing	123000	Nursing
	51.3810	Psychiatric/Mental Health Nurse/Nursing	123010	Registered Nursing
	51.3811	Public Health/Community Nurse/Nursing		
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork		
	51.3503	Therapy Somatic Bodywork		
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Chef Training		
First-Line Supervisors of Food Preparation and Serving Workers	12.0500	Cooking and Related Culinary Arts, General	130620	Dietetic Services and Management
	12.0503	Culinary Arts/Chef Training	130630	Culinary Arts
	12.0504	Restaurant, Culinary, and Catering Management/Manager	130710	Restaurant and Food Services and Management

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

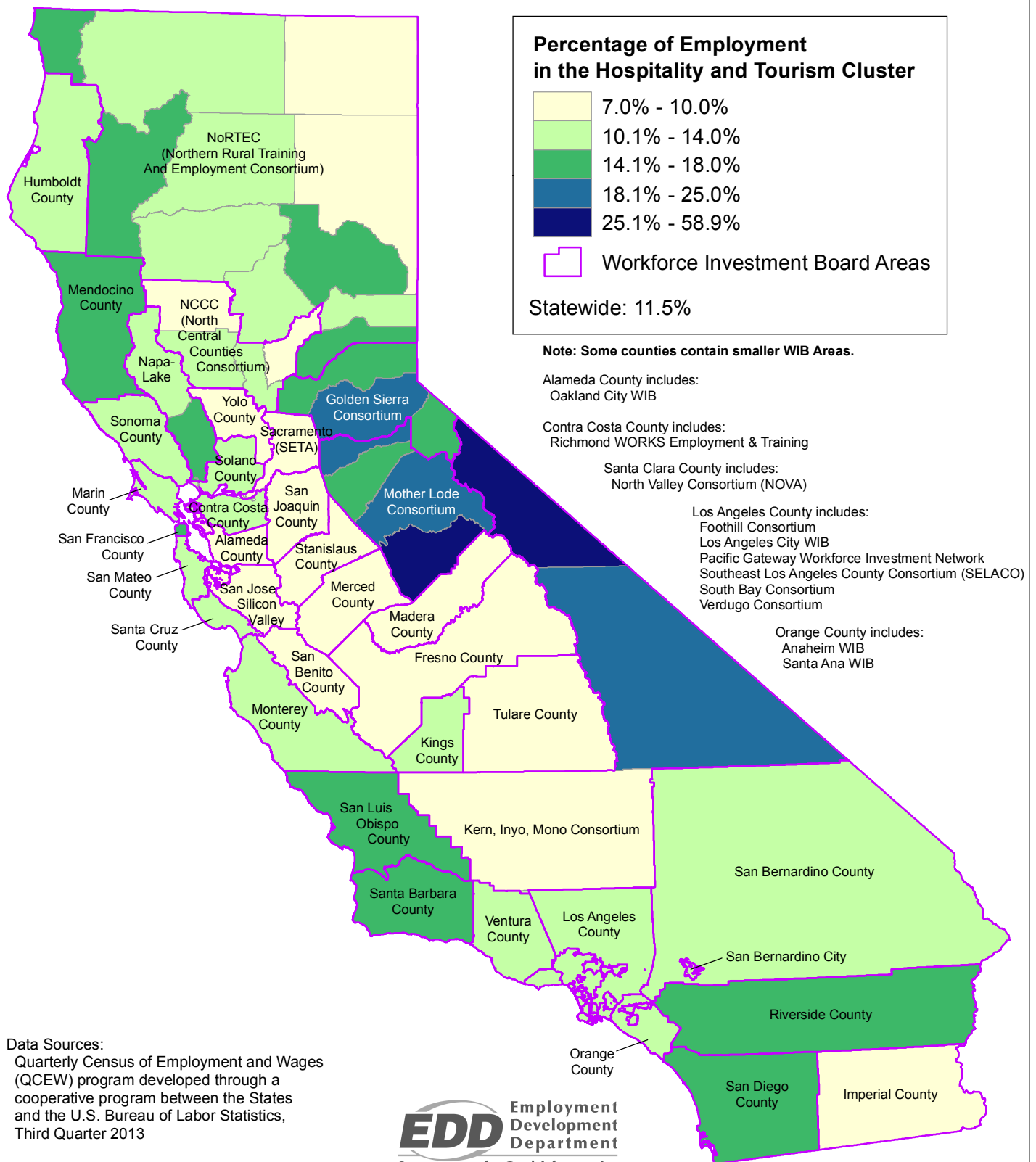
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# 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

**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036



# Occupational Analysis: Business Services Cluster

Southern Economic Sub-Market

Orange County

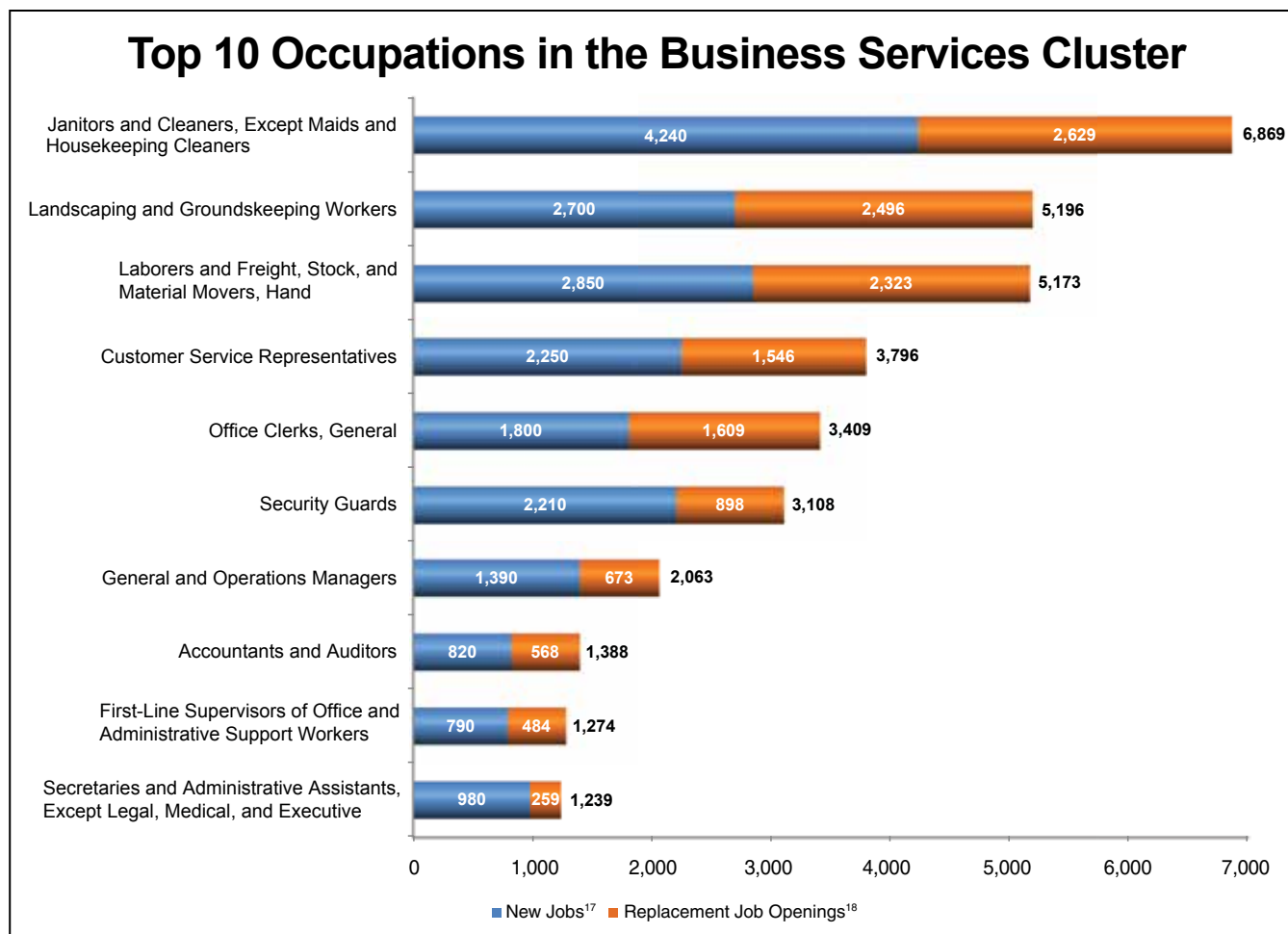
April 2015

## What is the Business Services Cluster?

The Business Services cluster is comprised of 11 industries that provide services to other organizations and businesses. Employers in this cluster include temporary agencies, janitorial and landscaping businesses, corporate offices and holding companies, private investigation services, and billing services. Establishments in this cluster also include technical consultants, housecleaning services, and pest control firms. Workers employed within this cluster often 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 Business Services Cluster

The graph below identifies the top 10 occupations in the Business Services cluster, based on the Orange County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent almost half of the 79,749 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, reading comprehension, and speaking.<sup>16</sup>



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](http://www.labormarketinfo.edd.ca.gov).

<sup>16</sup> U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://www.onetonline.org).

<sup>17</sup> 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.

<sup>18</sup> Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.



## Top 10 Occupations and Recent Job Demand in the Business Services Cluster

The table below further profiles the Orange County Economic Sub-Market's top 10 occupations in the Business 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 120-day period. HWOL compiles, analyzes, and categorizes job advertisements from numerous online job boards, including CalJOBS<sup>SM</sup> (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings <sup>19</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>20</sup>	HWOL Job Ads <sup>21</sup> (120 days)
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	6,869	\$10.79	\$22,448	Less than high school	628
Landscaping and Groundskeeping Workers	5,196	\$11.23	\$23,345	Less than high school	200
Laborers and Freight, Stock, and Material Movers, Hand	5,173	\$11.10	\$23,081	Less than high school	457
Customer Service Representatives	3,796	\$18.30	\$38,050	High school diploma or equivalent	2,905
Office Clerks, General	3,409	\$16.20	\$33,699	High school diploma or equivalent	1,094
Security Guards	3,108	\$12.57	\$26,157	High school diploma or equivalent	933
General and Operations Managers	2,063	\$56.00	\$116,485	Bachelor's degree	641
Accountants and Auditors	1,388	\$34.01	\$70,742	Bachelor's degree	2,400
First-Line Supervisors of Office and Administrative Support Workers	1,274	\$28.27	\$58,804	High school diploma or equivalent	2,133
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,239	\$18.65	\$38,795	High school diploma or equivalent	1,130

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 March 5, 2015.

<sup>19</sup> Total job openings are the sum of new jobs and replacement job openings.

<sup>20</sup> U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

<sup>21</sup> Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

## Top Occupations for the Business 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 Business Services cluster. The table includes the Orange County 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 <sup>22</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	2,063	\$56.00	\$116,485	641
Accountants and Auditors	1,388	\$34.01	\$70,742	2,400
Human Resources Specialists	1,001	\$32.05	\$66,663	797
Market Research Analysts and Marketing Specialists	927	\$32.76	\$68,144	816
Financial Managers	749	\$66.36	\$138,036	1,211
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
Computer User Support Specialists	505	\$27.34	\$56,888	1,699
Registered Nurses	378	\$42.19	\$87,756	3,562
Heavy and Tractor-Trailer Truck Drivers	320	\$19.66	\$40,897	1,059
Nursing Assistants	258	\$13.55	\$28,171	226
Licensed Practical and Licensed Vocational Nurses	258	\$24.06	\$50,031	518
<b>Requires a High School Diploma or Equivalent or Less</b>				
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	6,869	\$10.79	\$22,448	628
Landscaping and Groundskeeping Workers	5,196	\$11.23	\$23,345	200
Laborers and Freight, Stock, and Material Movers, Hand	5,173	\$11.10	\$23,081	457
Customer Service Representatives	3,796	\$18.30	\$38,050	2,905
Office Clerks, General	3,409	\$16.20	\$33,699	1,094

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 March 5, 2015.

<sup>22</sup> Total job openings are the sum of new jobs and replacement job openings.

## Skill Requirements in the Business Services Cluster

The table below lists the 10 top skills required for top occupations in the Business Services cluster, categorized by entry-level education requirements. Active listening, reading comprehension, and speaking are the most commonly shared skills, followed by critical thinking and monitoring. 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	Instruction	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Operation and Control	Operation Monitoring	Persuasion	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis
<b>Requires a Bachelor's Degree or Higher</b>																			
General and Operations Managers	●	●		●	●					●	●				●		●	●	
Accountants and Auditors <sup>23</sup>	●	●			●			●			●				●			●	●
Human Resources Specialists	●	●		●	●						●				●	●	●	●	
Market Research Analysts and Marketing Specialists	●	●			●			●			●				●			●	●
Financial Managers <sup>24</sup>	●	●			●				●		●			●	●		●	●	
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																			
Computer User Support Specialists	●	●		●	●		●				●				●	●		●	
Registered Nurses	●	●		●	●				●		●				●	●	●	●	
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●					●	●	●		●			●	
Nursing Assistants	●	●		●	●						●				●	●	●	●	
Licensed Practical and Licensed Vocational Nurses		●		●	●						●				●	●	●	●	
<b>Requires a High School Diploma or Equivalent or Less</b>																			
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	●	●		●	●			●							●	●	●	●	
Landscaping and Groundskeeping Workers		●	●					●			●	●	●		●		●	●	
Laborers and Freight, Stock, and Material Movers, Hand		●	●	●	●						●	●	●		●			●	
Customer Service Representatives		●		●	●						●			●	●	●	●	●	
Office Clerks, General		●		●	●						●				●	●	●	●	

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

<sup>23</sup> Skills listed represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>24</sup> Skills listed represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

## Work Activities in the Business Services Cluster

The table below lists the 10 top work activities required for top occupations in the Business Services cluster, categorized by entry-level education requirements. The most common include organizing, planning, and prioritizing work; establishing and maintaining interpersonal relationships; communicating with supervisors, peers, or subordinates; 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	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																				
Processing General Physical Activities																				
Processing Information																				
Provide Consultation and Advice to Others																				
Repairing and Maintaining Mechanical Equipment																				
Resolving Conflicts and Negotiating with Others																				
Scheduling Work and Activities																				
Staffing Organizational Units																				
Thinking Creatively																				
Updating and Using Relevant Knowledge																				
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers				•	•		•										•	•		
Accountants and Auditors <sup>25</sup>	•								•	•	•			•			•		•	
Human Resources Specialists				•	•				•		•						•			
Market Research Analysts and Marketing Specialists	•			•	•				•		•			•						
Financial Managers <sup>26</sup>			•		•		•				•					•	•			
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
Computer User Support Specialists				•					•	•				•		•				
Registered Nurses	•			•					•	•				•		•				
Heavy and Tractor-Trailer Truck Drivers					•				•	•			•	•	•					
Nursing Assistants	•			•					•	•			•	•		•				
Licensed Practical and Licensed Vocational Nurses	•			•					•	•			•	•		•				
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Janitors and Cleaners, Except Maids and Housekeeping Cleaners				•	•				•				•	•		•	•			
Landscaping and Groundskeeping Workers				•					•				•	•		•				
Laborers and Freight, Stock, and Material Movers, Hand				•	•				•	•			•	•		•				
Customer Service Representatives				•	•				•	•			•			•				
Office Clerks, General	•			•					•	•	•				•					

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

<sup>25</sup> Work Activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

<sup>26</sup> Work Activities listed represent Financial Managers, Branch or Department, a specialty occupation of Financial Managers.

## Related Occupations for the Business Services Cluster

The table below lists top occupations in the Business 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 Business Services cluster occupations.

Business Services Occupations	Related Occupations
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
Accountants and Auditors	<ul style="list-style-type: none"> <li>• Cost Estimators</li> <li>• Financial Analysts</li> <li>• Risk Management Specialists</li> </ul>
Human Resources Specialists	<ul style="list-style-type: none"> <li>• Fraud Examiners, Investigators and Analysts</li> <li>• Management Analysts</li> <li>• Market Research Analysts and Marketing Specialists</li> </ul>
Market Research Analysts and Marketing Specialists	<ul style="list-style-type: none"> <li>• Management Analysts</li> <li>• Market Research Analysts and Marketing Specialists</li> <li>• Public Relations Specialists</li> </ul>
Financial Managers	<ul style="list-style-type: none"> <li>• Human Resources Specialists</li> <li>• Sales Agents, Securities and commodities</li> <li>• Sales Managers</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
Computer User Support Specialists	<ul style="list-style-type: none"> <li>• Computer Operators</li> <li>• Desktop Publishers</li> <li>• Web Administrators</li> </ul>
Registered Nurses	<ul style="list-style-type: none"> <li>• Acute Care Nurses</li> <li>• Emergency Medical Technicians and Paramedics</li> <li>• Licensed Practical and Licensed Vocational Nurses</li> </ul>
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> <li>• Light Truck or Delivery Services Drivers</li> <li>• Pile-Driver Operators</li> <li>• Service Unit Operators, Oil, Gas, and Mining</li> </ul>
Nursing Assistants	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> <li>• Cardiovascular Technologists and Technicians</li> <li>• Dental Assistants</li> <li>• Physical Therapist Assistants</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> <li>• Dishwashers</li> <li>• Food Preparation Workers</li> <li>• Maids and Housekeeping Cleaners</li> </ul>
Landscaping and Groundskeeping Workers	<ul style="list-style-type: none"> <li>• Construction Laborers</li> <li>• Helpers--Production Workers</li> <li>• Nursery Workers</li> </ul>
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> <li>• Industrial Truck and Tractor Operators</li> <li>• Fence Erectors</li> <li>• Reinforcing Iron and Rebar Workers</li> </ul>
Customer Service Representatives	<ul style="list-style-type: none"> <li>• Bill and Account Collectors</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Receptionists and Information Clerks</li> </ul>
Office Clerks, General	<ul style="list-style-type: none"> <li>• Medical Secretaries</li> <li>• Medical Records and Health Information Technicians</li> <li>• Receptionists and Information Clerks</li> </ul>

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

## Employer Demand for the Business Services Cluster

The following table lists the Orange County Economic Sub-Market employers in the Business Services cluster who posted the most job advertisements during the 120-day period ending March 5, 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.

<b>Business Services Cluster Employers</b>	<b>Recent Job Advertisements<sup>27</sup> (120-day period)</b>	<b>Prior Year Job Advertisements (120-day period)</b>	<b>Numerical Change</b>	<b>Year-Over Percent Change (HWOL Job Advertisements)</b>
Robert Half International	1,559	633	926	146.3%
Appleone	838	950	-112	-11.8%
Kforce Professional Staffing, Inc.	489	340	149	43.8%
Accountemps	461	337	124	36.8%
Randstad	345	328	17	5.2%
Kelly Services	342	289	53	18.3%
Maxim Staffing	272	150	122	81.3%
Aerotek	212	346	-134	-38.7%
Truststaff	204	190	14	7.4%
The Creative Group	204	13	191	1,469.2%
Volt Workforce Solutions	195	535	-340	-63.6%
Ultimate Staffing	176	216	-40	-18.5%
All's Well	153	129	24	18.6%
Judge Group, Inc.	146	105	41	39.0%
Adecco	136	423	-287	-67.8%
Manpower	131	95	36	37.9%
Experian	130	207	-77	-37.2%
Select Staffing	127	146	-19	-13.0%
Universal Protection Service	125	114	11	9.6%
Supplemental Health Care	123	154	-31	-20.1%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 5, 2015.

<sup>27</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Top Business Services Cluster Occupations

The table below provides examples of instructional programs related to some of the top occupations in the Business 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 Business 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.

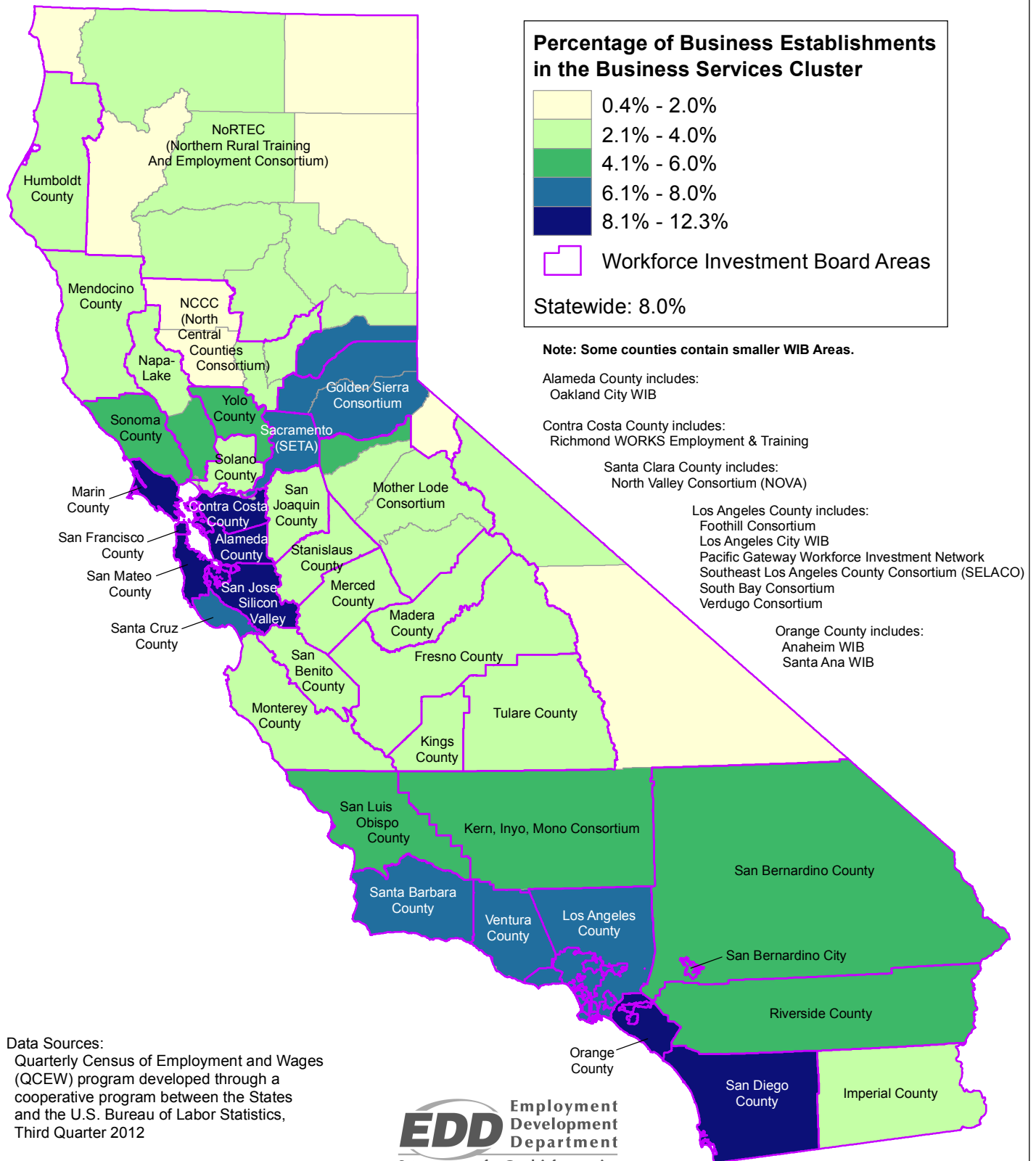
Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
Registered Nurses	51.3802	Nursing Administration	123000	Nursing Registered Nursing
	51.3803	Adult Health Nurse/Nursing	123010	
	51.3805	Family Practice Nurse/Nursing		
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Nursing Assistants	51.2601	Health Aide	123030	Certified Nurse Assistant
	51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide		
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
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		
Customer Service Representatives	52.0411	Customer Service Support/Call Center/Teleservice Operation	051800	Customer Service
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.nces.ed.gov/ipeds) at [www.nces.ed.gov](http://www.nces.ed.gov); [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 7th Edition (2010), [www.cccco.edu](http://www.cccco.edu).



# California Business Services Cluster

Percentage of Total County Establishments, 2012



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 2012

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

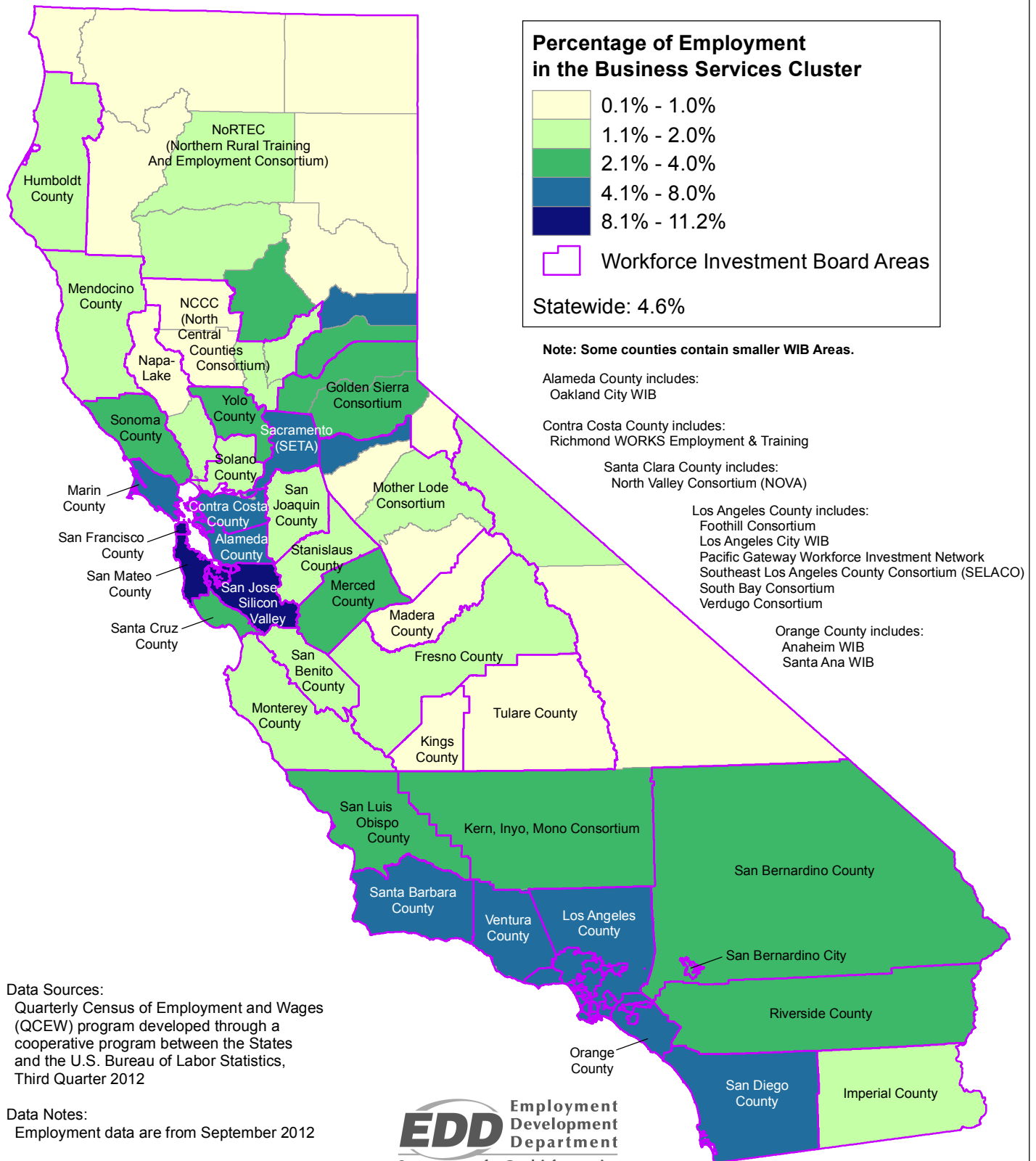
**EDD** Employment Development Department  
State of California

**LaborMarketInfo**

File T036

# California Business Services Cluster

Percentage of Total County Employment, 2012



**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 2012

**Data Notes:**  
Employment data are from September 2012

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

**EDD** Employment Development Department  
State of California

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# Occupational Analysis: Retail Cluster

Southern Economic Sub-Market

Orange County

April 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 Orange County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent three-quarters of the 62,578 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, reading comprehension, and speaking.<sup>28</sup>



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](http://www.labormarketinfo.edd.ca.gov).

<sup>28</sup> U.S. Department of Labor's [Occupational Information Network \(O\\*NET\)](http://www.onetonline.org) at [www.onetonline.org](http://www.onetonline.org).

<sup>29</sup> 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.

<sup>30</sup> Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

## Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the Orange County 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 CalJOBS<sup>SM</sup> ([www.caljobs.ca.gov](http://www.caljobs.ca.gov)), California's online job listing system.

Occupations	Total Job Openings <sup>31</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education <sup>32</sup>	HWOL Job Ads <sup>33</sup> (120 days)
Retail Salespersons	20,336	\$11.14	\$23,156	Less than high school	2,715
Cashiers	11,883	\$10.25	\$21,333	Less than high school	507
Stock Clerks and Order Fillers	4,225	\$11.71	\$24,358	Less than high school	716
First-Line Supervisors of Retail Sales Workers	3,806	\$20.49	\$42,629	High school diploma or equivalent	1,819
Laborers and Freight, Stock, and Material Movers, Hand	1,498	\$11.10	\$23,081	Less than high school	457
Automotive Service Technicians and Mechanics	1,467	\$22.37	\$46,537	High school diploma or equivalent	536
Combined Food Preparation and Serving Workers, Including Fast Food	1,403	\$9.28	\$19,291	Less than high school	954
Packers and Packagers, Hand	1,060	\$9.61	\$19,987	Less than high school	46
Customer Service Representatives	805	\$18.30	\$38,050	High school diploma or equivalent	2,905
Butchers and Meat Cutters	774	\$10.85	\$22,560	Less than high school	3

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 March 5, 2015.

<sup>31</sup> Total job openings are the sum of new jobs and replacement job openings.

<sup>32</sup> U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

<sup>33</sup> Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

## 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 Orange County 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 <sup>34</sup> (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
<b>Requires a Bachelor's Degree or Higher</b>				
General and Operations Managers	695	\$56.00	\$116,485	641
Pharmacists	556	\$65.25	\$135,719	131
Sales Managers	389	\$60.72	\$126,296	944
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	98	\$37.46	\$77,905	952
Loan Officers	81	\$35.41	\$73,654	1,279
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>				
First-Line Supervisors of Production and Operating Workers	217	\$26.16	\$54,414	865
Heavy and Tractor-Trailer Truck Drivers	146	\$19.66	\$40,897	1,059
Computer, Automated Teller, and Office Machine Repairers	117	\$22.56	\$46,911	20
Computer User Support Specialists	49	\$27.34	\$56,888	1,699
Hairdressers, Hairstylists, and Cosmetologists	36	\$12.08	\$25,132	430
<b>Requires a High School Diploma or Equivalent or Less</b>				
Retail Salespersons	20,336	\$11.14	\$23,156	2,715
Cashiers	11,883	\$10.25	\$21,333	507
Stock Clerks and Order Fillers	4,225	\$11.71	\$24,358	716
First-Line Supervisors of Retail Sales Workers	3,806	\$20.49	\$42,629	1,819
Laborers and Freight, Stock, and Material Movers, Hand	1,498	\$11.10	\$23,081	457

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 March 5, 2015.

<sup>34</sup> Total job openings are the sum of new jobs and replacement job openings.

## 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 active listening, monitoring, and reading comprehension. 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	Instruction	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Reading Comprehension	Repairing	Science	Service Orientation
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers	●	●		●	●					●		●					●			●
Pharmacists	●	●			●		●					●					●		●	●
Sales Managers				●	●			●		●		●				●				●
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	●	●		●	●								●			●	●			●
Loan Officers	●	●	●		●			●			●						●			●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
First-Line Supervisors of Production and Operating Workers		●		●	●					●		●					●			●
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●						●		●	●		●			●
Computer, Automated Teller, and Office Machine Repairers	●	●			●							●		●	●		●	●		●
Computer User Support Specialists	●	●		●	●		●					●					●		●	●
Hairdressers, Hairstylists, and Cosmetologists	●	●			●		●		●			●				●			●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Retail Salespersons		●			●							●	●			●	●		●	●
Cashiers		●		●	●							●					●		●	●
Stock Clerks and Order Fillers <sup>35</sup>	●	●	●	●	●							●					●		●	●
First-Line Supervisors of Retail Sales Workers					●		●			●		●	●			●	●			●
Laborers and Freight, Stock, and Material Movers, Hand		●	●	●	●							●		●	●		●			●

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

<sup>35</sup> Skills listed 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; organizing, planning, and prioritizing work; and communicating with supervisors, peers, or subordinates.

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	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 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								
<b>Requires a Bachelor's Degree or Higher</b>																				
General and Operations Managers				●	●		●	●							●		●		●	
Pharmacists	●	●						●	●			●				●			●	●
Sales Managers			●	●	●		●	●		●					●				●	●
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products				●	●			●	●						●				●	●
Loan Officers				●			●	●							●			●	●	●
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>																				
First-Line Supervisors of Production and Operating Workers			●		●	●	●				●	●							●	
Heavy and Tractor-Trailer Truck Drivers					●		●		●		●	●	●		●			●	●	
Computer, Automated Teller, and Office Machine Repairers				●			●					●	●		●			●	●	●
Computer User Support Specialists				●			●	●				●	●		●					●
Hairdressers, Hairstylists, and Cosmetologists	●		●				●	●		●								●	●	●
<b>Requires a High School Diploma or Equivalent or Less</b>																				
Retail Salespersons				●	●		●				●				●			●	●	●
Cashiers				●	●		●	●			●								●	●
Stock Clerks and Order Fillers <sup>36</sup>				●	●		●				●	●			●			●	●	●
First-Line Supervisors of Retail Sales Workers		●		●			●	●			●				●			●	●	
Laborers and Freight, Stock, and Material Movers, Hand				●	●		●	●			●	●			●		●	●	●	●

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

<sup>36</sup> Work Activities listed 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
<b>Requires a Bachelor's Degree or Higher</b>	
General and Operations Managers	<ul style="list-style-type: none"> <li>• First-Line Supervisors of Office and Administrative Support Workers</li> <li>• Logistics Managers</li> <li>• Storage and Distribution Managers</li> </ul>
Pharmacists	<ul style="list-style-type: none"> <li>• Health Specialties Teachers, Postsecondary</li> <li>• Medical Scientists, Except Epidemiologists</li> <li>• Nursing Instructors and Teachers, Postsecondary</li> </ul>
Sales Managers	<ul style="list-style-type: none"> <li>• Financial Managers, Branch or Department</li> <li>• Marketing Managers</li> <li>• Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</li> </ul>
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	<ul style="list-style-type: none"> <li>• Insurance Sales Agents</li> <li>• Market Research Analysts and Marketing Specialists</li> <li>• Sales Agents, Financial Services</li> </ul>
Loan Officers	<ul style="list-style-type: none"> <li>• Customs Brokers</li> <li>• Personal Financial Advisors</li> <li>• Sales Agents, Financial Services</li> </ul>
<b>Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree</b>	
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> <li>• Non-Destructive Testing Specialists</li> <li>• First-Line Supervisors of Construction Trades and Extraction Workers</li> <li>• First-Line Supervisors of Mechanics, Installers, and Repairers</li> </ul>
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> <li>• Light Truck or Delivery Services Drivers</li> <li>• Pile-Driver Operators</li> <li>• Service Unit Operators, Oil, Gas, and Mining</li> </ul>
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> <li>• Computer User Support Specialists</li> <li>• Electrical Engineering Technicians</li> <li>• Home Appliance Repairers</li> </ul>
Computer User Support Specialists	<ul style="list-style-type: none"> <li>• Computer, Automated Teller, and Office Machine Repairers</li> <li>• Electrical Engineering Technicians</li> <li>• Web Administrators</li> </ul>
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> <li>• Dental Assistants</li> <li>• Massage Therapists</li> <li>• Skincare Specialists</li> </ul>
<b>Requires a High School Diploma or Equivalent or Less</b>	
Retail Salespersons	<ul style="list-style-type: none"> <li>• Concierges</li> <li>• Hotel, Motel, and Resort Desk Clerks</li> <li>• Tellers</li> </ul>
Cashiers	<ul style="list-style-type: none"> <li>• Combined Food Preparation and Serving Workers, Including Fast Food</li> <li>• Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop</li> <li>• Waiters and Waitresses</li> </ul>
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> <li>• Food Servers, Nonrestaurant</li> <li>• Janitors and Cleaners, Except Maids and Housekeeping Cleaners</li> <li>• Stock Clerks, Sales Floor</li> </ul>
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> <li>• Dispatchers, Except Police, Fire, and Ambulance</li> <li>• First-Line Supervisors of Food Preparation and Serving Workers</li> <li>• Wholesale and Retail Buyers, Except Farm Products</li> </ul>
Laborers and Freight, Stock, and Material Movers, Hand	<ul style="list-style-type: none"> <li>• Fence Erectors</li> <li>• Industrial Truck and Tractor Operators</li> <li>• Rail-Track Laying and Maintenance Equipment Operators</li> </ul>

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

## Employer Demand for the Retail Cluster

The following table lists the Orange County Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending March 5, 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 <sup>37</sup> (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Macy's	353	216	137	63.4%
Nordstrom	235	221	14	6.3%
Safeway Companies	233	16	217	1,356.3%
Home Depot	198	82	116	141.5%
Lowe's	188	157	31	19.7%
Target Corporation	119	30	89	296.7%
Bloomingdale's	117	52	65	125.0%
Amazon	113	303	-190	-62.7%
DELL	70	103	-33	-32.0%
Office Depot	62	48	14	29.2%
Whole Foods	60	71	-11	-15.5%
Dollar Tree Stores, Inc.	53	15	38	253.3%
Pacific Sunwear	52	39	13	33.3%
Toys"R"Us	51	109	-58	-53.2%
The Irvine Company	49	82	-33	-40.2%
Sears Holdings Corporation	49	202	-153	-75.7%
Carmax	47	52	-5	-9.6%
Staples	44	81	-37	-45.7%
Hyundai Motor America	42	33	9	27.3%
The Wet Seal, Inc.	40	16	24	150.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending March 5, 2015.

<sup>37</sup> Totals do not include employers with anonymous job advertisements.

## Instructional Programs for the Retail Cluster Occupations

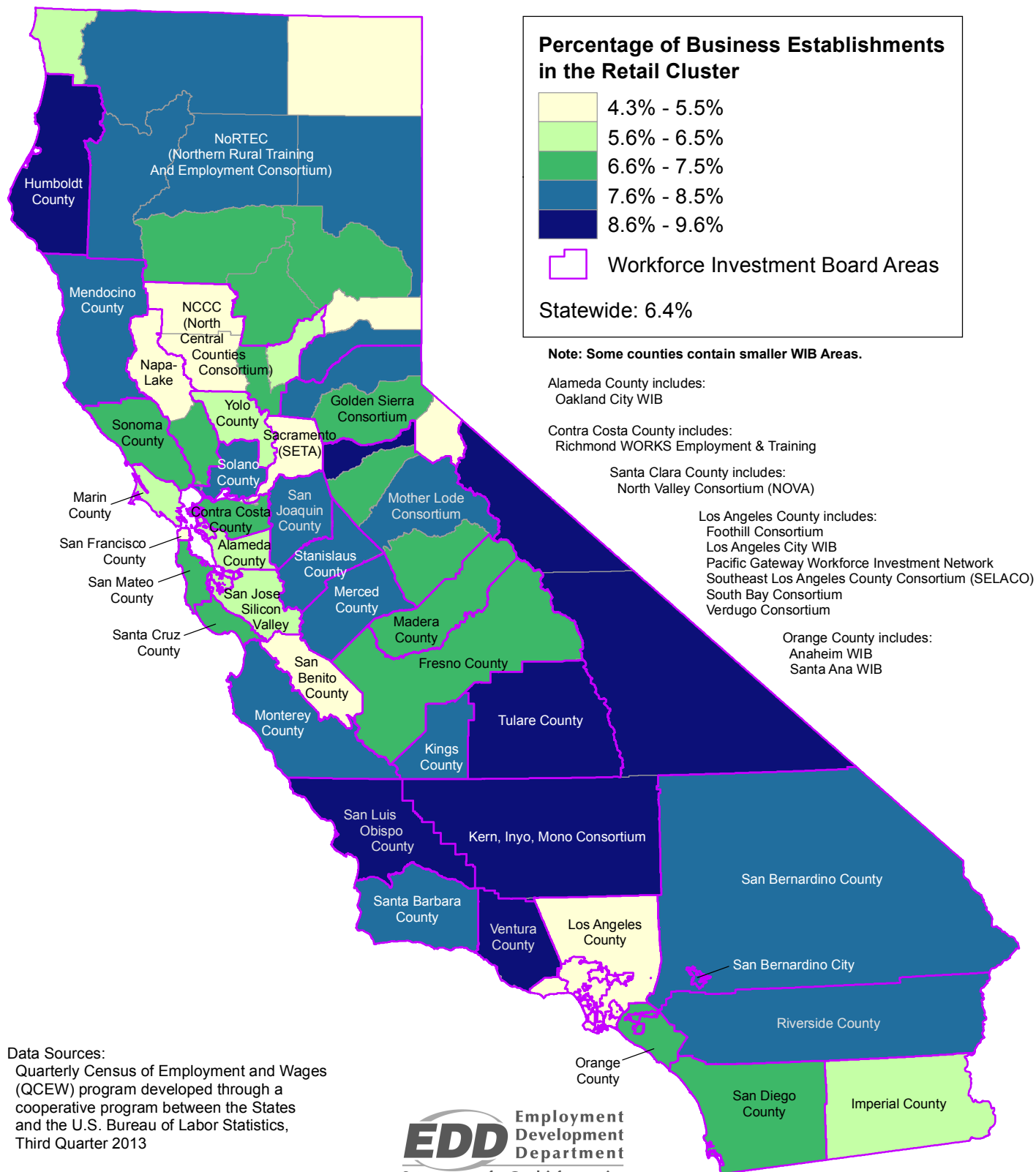
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Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Computer User Support Specialists	01.0106 11.1006 51.0709	Agricultural Business Technology Computer Support Specialist Medical Office Computer Specialist/Assistant	070820	Computer Support
Hairdressers, Hairstylists, and Cosmetologists	12.0401 12.0406 12.0407	Cosmetology/Cosmetologist, General Make-Up Artist/Specialist Hair Styling/Stylist and Hair Design	300700	Cosmetology and Barbering
First-Line Supervisors of Retail Sales Workers	52.0212 52.1803 52.1804	Retail Management Retailing and Retail Operations Selling Skills and Sales Operations	050650 050940 050960	Retail Store Operations and Management Sales and Salesmanship Display

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

# California Retail Cluster

Percentage of Total County Establishments, 2013



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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

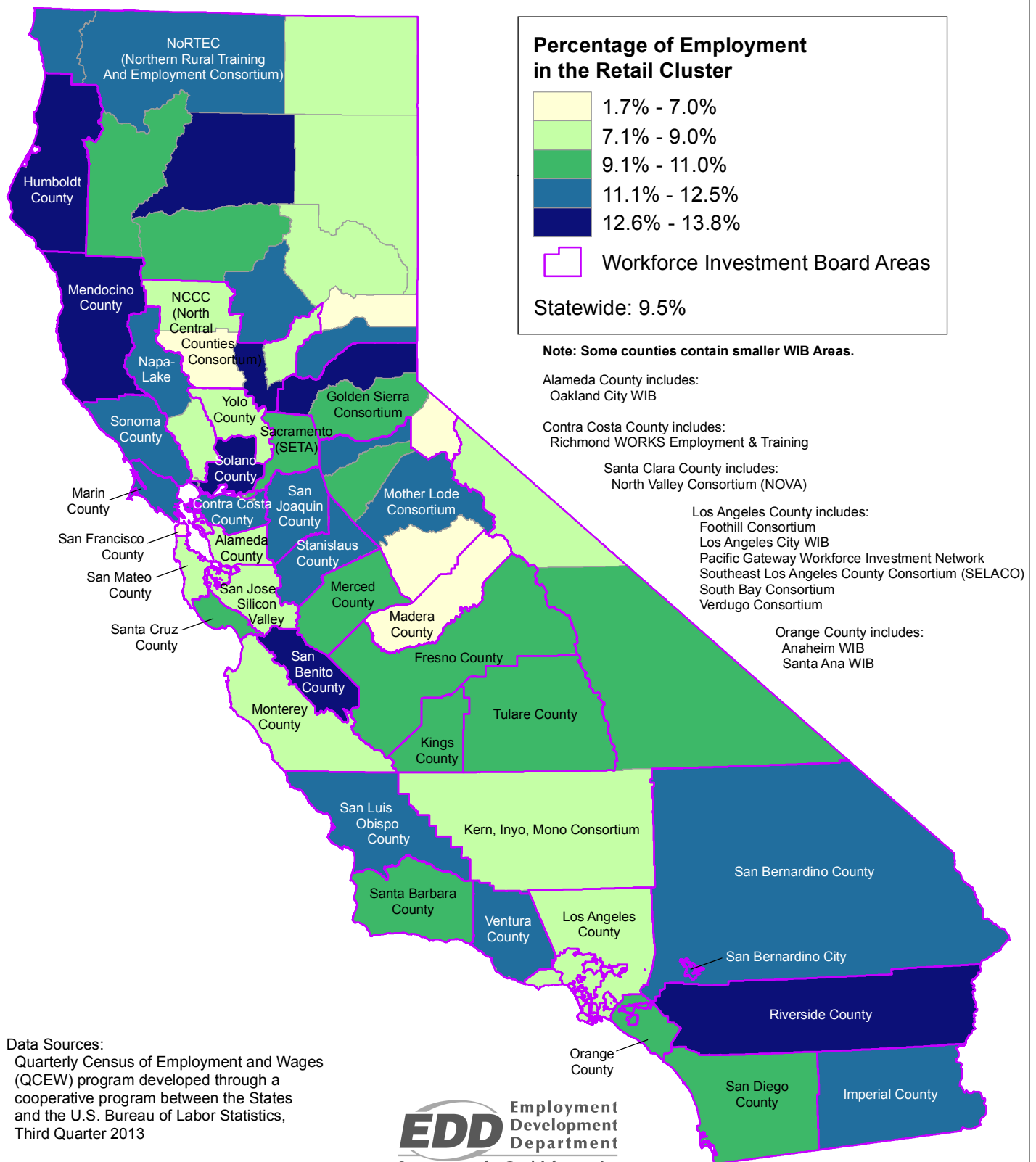
**EDD** Employment Development Department  
State of California

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File T036

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