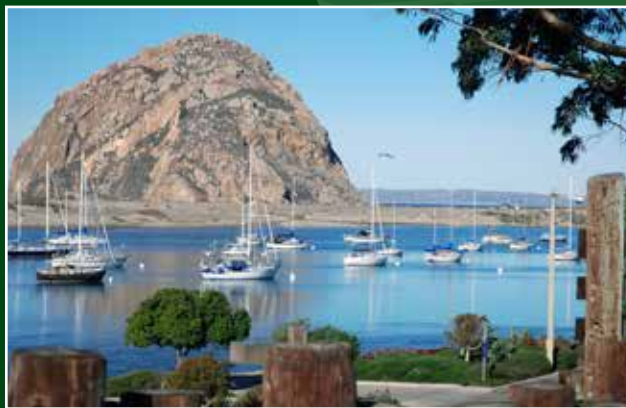


Regional Economic Analysis Profile

Coastal Economic Sub-Market
San Luis Obispo and Santa Barbara Counties
March 2015



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SUMMARY OF THE SAN LUIS OBISPO AND SANTA BARBARA COUNTIES ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

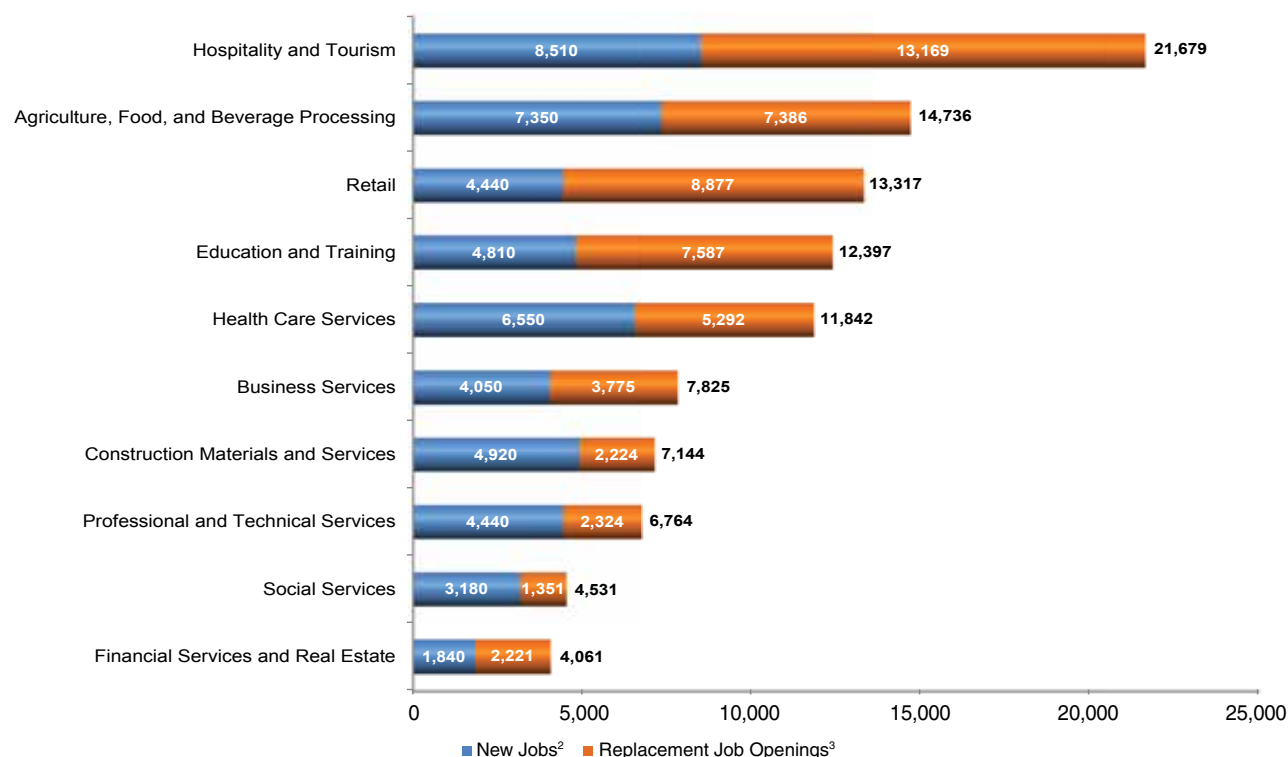
What is an Industry Cluster?

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.

Top 10 Industry Clusters in the San Luis Obispo and Santa Barbara Counties Economic Sub-Market



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.

INDUSTRY CLUSTER DESCRIPTIONS

The following are descriptions of the San Luis Obispo and Santa Barbara Counties 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 was comprised of almost 41,000 people or 15 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
- Special Food Services
- Museums, Historical Sites, and Similar Institutions

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 almost 29,000 people during 2013-2014,* or 10.6 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. This cluster employed almost 30,000 people during 2013-2014,* or 11.1 percent of the economic sub-market's workforce. Industries projected to have the largest number of jobs (new and replacement) include:

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

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 almost 28,000 people in the economic sub-market, accounting for 10.4 percent of the workforce. Top industries within this cluster include:

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

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. Industries in this cluster may include both public and private employment. This cluster employed nearly 28,000 people during 2013-2014,* or 10.3 percent of the economic sub-market's workforce. Top industries within this cluster include:

- Offices of Physicians
- General Medical and Surgical Hospitals
- Home Health Care Services
- Outpatient Care Centers
- Offices of Dentists

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 18,000 people during 2013-2014,* or 6.7 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Employment Services
- Services to Buildings and Dwellings
- Management of Companies and Enterprises
- Business Support Services
- Office Administrative Services

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

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,* more than 13,000 workers made up the cluster's employment, representing 5 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

- Residential Building Construction
- Building Finishing Contractors
- Building Equipment Contractors
- Foundation, Structure, and Building Exterior Contractors
- Other Specialty Trade Contractors

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,* almost 12,000 people were employed in the economic sub-market, or 4.4 percent of the workforce. Top industries within this cluster include:

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

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 8,000 people and accounted for 3.1 percent of the economic sub-market's workforce in 2013-2014.* Industries include:

- Individual and Family Services
- Vocational Rehabilitation Services
- Child Day Care Services
- Community Food and Housing, and Emergency and Other Relief 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. This cluster employed more than 9,000 people during 2013-2014,* or 3.5 percent of the economic sub-market's workforce. Industries showing the highest projected job openings include:

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

* 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 San Luis Obispo and Santa Barbara Counties 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

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
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

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

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

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)

INDUSTRY CLUSTER DEFINITIONS

Health Care Services (Continued)

- 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

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

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

Professional and Technical Services

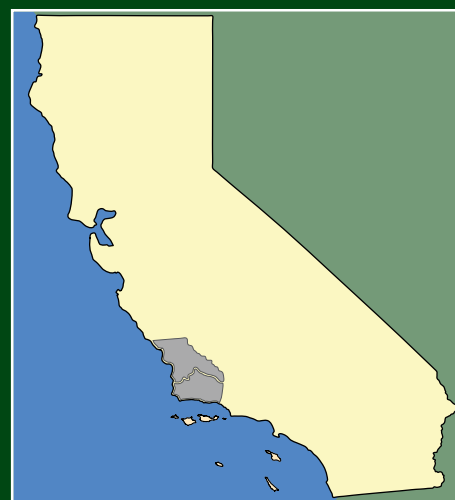
- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services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

Services 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 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
- 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



Occupational Analysis: Hospitality and Tourism Cluster

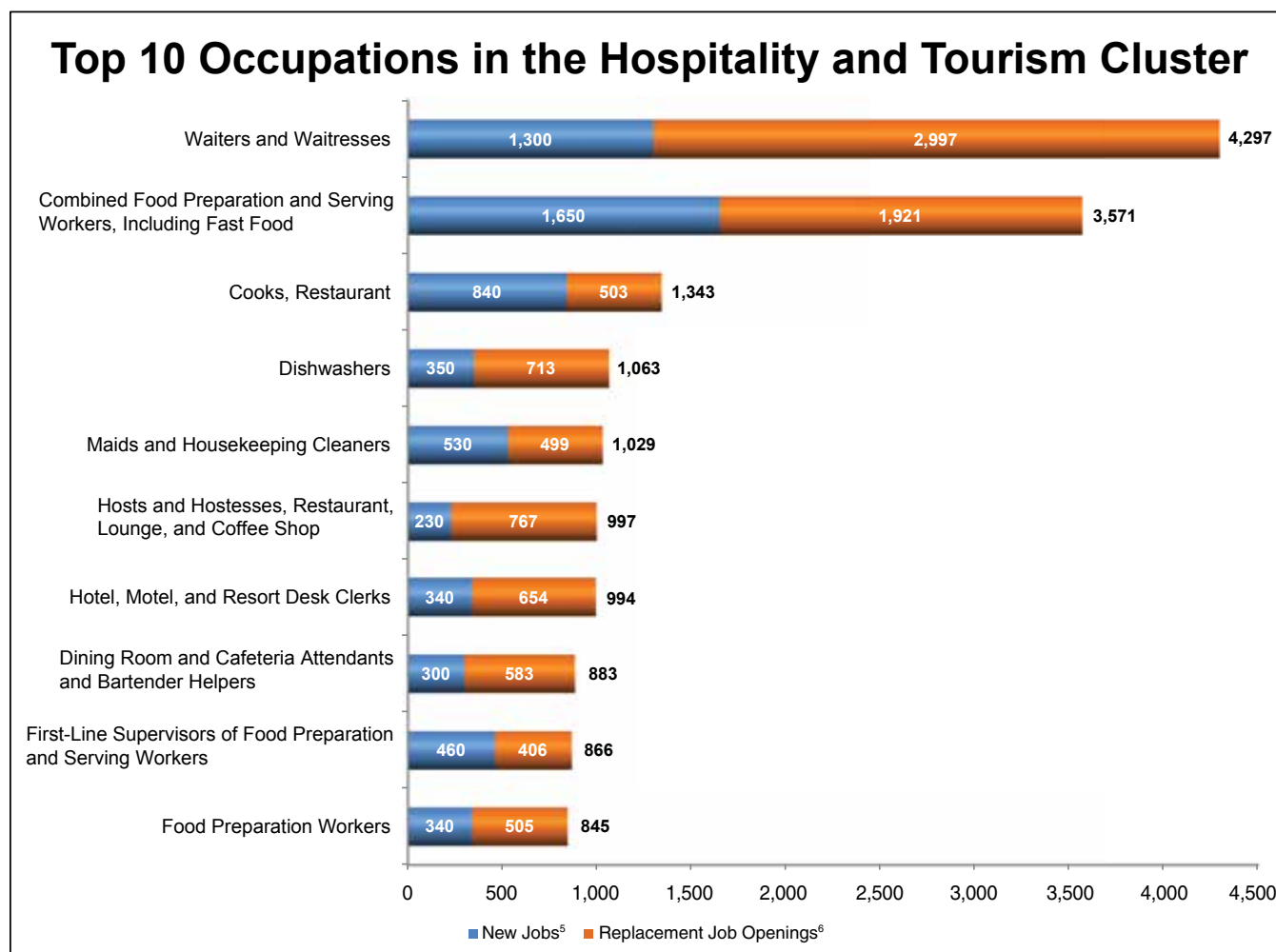
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San Luis Obispo and Santa Barbara Counties
March 2015

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 San Luis Obispo and Santa Barbara Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent almost three-quarters of the 21,679 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, reading comprehension, social perceptiveness, and, speaking.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.

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

The table below further profiles the San Luis Obispo and Santa Barbara Counties 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	4,297	\$9.29	\$19,314	Less than high school	359
Combined Food Preparation and Serving Workers, Including Fast Food	3,571	\$9.51	\$19,791	Less than high school	429
Cooks, Restaurant	1,343	\$13.27	\$27,603	Less than high school	381
Dishwashers	1,063	\$9.38	\$19,507	Less than high school	266
Maids and Housekeeping Cleaners	1,029	\$10.10	\$20,998	Less than high school	536
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	997	\$9.50	\$19,762	Less than high school	114
Hotel, Motel, and Resort Desk Clerks	994	\$11.34	\$23,583	High school diploma or equivalent	384
Dining Room and Cafeteria Attendants and Bartender Helpers	883	\$9.27	\$19,282	Less than high school	155
First-Line Supervisors of Food Preparation and Serving Workers	866	\$15.47	\$32,177	High school diploma or equivalent	448
Food Preparation Workers	845	\$9.68	\$20,138	Less than high school	108

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 February 24, 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.

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 San Luis Obispo and Santa Barbara Counties 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 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	160	\$46.17	\$96,035	133
Coaches and Scouts	107	N/A	\$36,785	58
Accountants and Auditors	38	\$33.98	\$70,678	444
Meeting, Convention, and Event Planners	27	\$25.27	\$52,566	32
Chief Executives	22	\$84.67	\$176,115	31
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	32	\$9.64	\$20,050	102
First-Line Supervisors of Production and Operating Workers	1	\$27.45	\$57,090	154
Skincare Specialists	1	\$11.33	\$23,563	42
Requires a High School Diploma or Equivalent or Less				
Waiters and Waitresses	4,297	\$9.29	\$19,314	359
Combined Food Preparation and Serving Workers, Including Fast Food	3,571	\$9.51	\$19,791	429
Cooks, Restaurant	1,343	\$13.27	\$27,603	381
Dishwashers	1,063	\$9.38	\$19,507	266
Maids and Housekeeping Cleaners	1,029	\$10.10	\$20,998	536

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 February 24, 2015.

¹⁰ 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. Active listening is the most commonly shared skill, followed by critical thinking, monitoring 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	Equipment Maintenance	Instruction	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation Monitoring	Operations Analysis	Persuasion	Programming	Quality Control Analysis	Reading Comprehension
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●		●	●						●		●						●	●
Coaches and Scouts		●			●		●	●	●		●		●						●	●
Accountants and Auditors ¹¹	●	●			●		●				●	●	●						●	●
Meeting, Convention, and Event Planners		●		●	●								●	●					●	●
Chief Executives		●	●	●			●		●	●	●		●				●			●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Massage Therapists	●	●			●		●						●						●	●
First-Line Supervisors of Production and Operating Workers		●		●	●					●		●	●						●	●
Skincare Specialists	●	●		●	●		●					●	●						●	●
Requires a High School Diploma or Equivalent or Less																				
Waiters and Waitresses		●		●	●			●					●				●		●	●
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●		●	●								●		●	●	●
Cooks, Restaurant	●	●		●	●		●						●					●		●
Dishwashers	●	●		●	●	●							●				●		●	●
Maids and Housekeeping Cleaners		●		●	●		●						●					●	●	●

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

¹¹ Skills represent Accountants, a specialty occupation of Accountants and Auditors.

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; organizing, planning, and prioritizing; 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	Developing Objectives and Strategies	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
Requires a Bachelor's Degree or Higher																				
General and Operations Managers				•	•		•		•								•	•	•	
Coaches and Scouts		•					•		•					•					•	•
Accountants and Auditors ¹²	•			•					•	•	•						•		•	
Meeting, Convention, and Event Planners				•	•				•		•		•	•					•	
Chief Executives				•	•		•	•			•						•	•		
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Massage Therapists	•		•						•		•			•			•	•	•	
First-Line Supervisors of Production and Operating Workers		•		•	•	•			•			•	•						•	•
Skincare Specialists	•					•			•				•				•	•	•	•
Requires a High School Diploma or Equivalent or Less																				
Waiters and Waitresses				•	•				•		•	•							•	•
Combined Food Preparation and Serving Workers, Including Fast Food		•		•	•				•		•	•							•	
Cooks, Restaurant				•	•				•			•	•				•	•		•
Dishwashers		•		•	•				•			•	•				•	•		•
Maids and Housekeeping Cleaners				•					•		•	•	•							•

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

¹² Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

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"> • First-Line Supervisors of Office and Administrative Support Workers • Storage and Distribution Managers • Logistics Managers
Coaches and Scouts	<ul style="list-style-type: none"> • Secondary School Teachers, Except Special and Career/Technical Education • Training and Development Managers • Vocational Education Teachers, Postsecondary
Accountants and Auditors	<ul style="list-style-type: none"> • Financial Analysts • Personal Financial Advisors • Risk Management Specialists
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> • Human Resources Specialists • Public Relations Specialists • Marketing Managers
Chief Executives	<ul style="list-style-type: none"> • Medical and Health Services Managers • Sales Managers • Supply Chain Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Massage Therapists	<ul style="list-style-type: none"> • Skincare Specialists • Hairdressers, Hairstylists, and Cosmetologists • Teacher Assistants
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> • Non-Destructive Testing Specialists • First-Line Supervisors of Construction Trades and Extraction Workers • First-Line Supervisors of Mechanics, Installers, and Repairers
Skincare Specialists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Dental Assistants • Medical Assistants
Requires a High School Diploma or Equivalent or Less	
Waiters and Waitresses	<ul style="list-style-type: none"> • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Cooks, Fast Food • Food Preparation Workers
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cooks, Fast Food • Cashiers • Food Servers, Nonrestaurant
Cooks, Restaurant	<ul style="list-style-type: none"> • Cooks, Institution and Cafeteria • Food Preparation Workers • Cooks, Fast Food
Dishwashers	<ul style="list-style-type: none"> • Janitors and Cleaners, Except Maids and Housekeeping Cleaners • Helpers-Production Workers • Food Preparation Workers
Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Janitors and Cleaners, Except Maids and Housekeeping Cleaners • Food Preparation Workers • Laundry and Dry-Cleaning 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 San Luis Obispo and Santa Barbara Counties Economic Sub-Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending February 24, 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)
Hilton Hotels & Resorts	94	29	65	2.2%
Cal Poly Corporation	65	76	-11	-0.1%
Taco Bell	65	3	62	20.7%
Bacara Resort and Spa	57	9	48	5.3%
G6 Hospitality LLC	39	2	37	18.5%
Pacifica Hotel Company	27	1	26	26.0%
Med Travelers	23	20	3	0.2%
Chipotle	23	20	3	0.2%
Wyndham Hotel Group	21	0	21	—
Hersha Hospitality	16	2	14	7.0%
Martin Resorts, Inc.	14	20	-6	-0.3%
Hampton Inn	13	0	13	—
Canary Hotel	12	13	-1	-0.1%
Marriott	12	15	-3	-0.2%
McDonald's Corporation	10	2	8	4.0%
Sodexo Inc.	9	21	-12	-0.6%
Enterprise Holdings	8	2	6	3.0%
Chili's	6	4	2	0.5%
Devereux	6	0	6	—
Cross Country Travel	6	0	6	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 24, 2015.

¹³ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

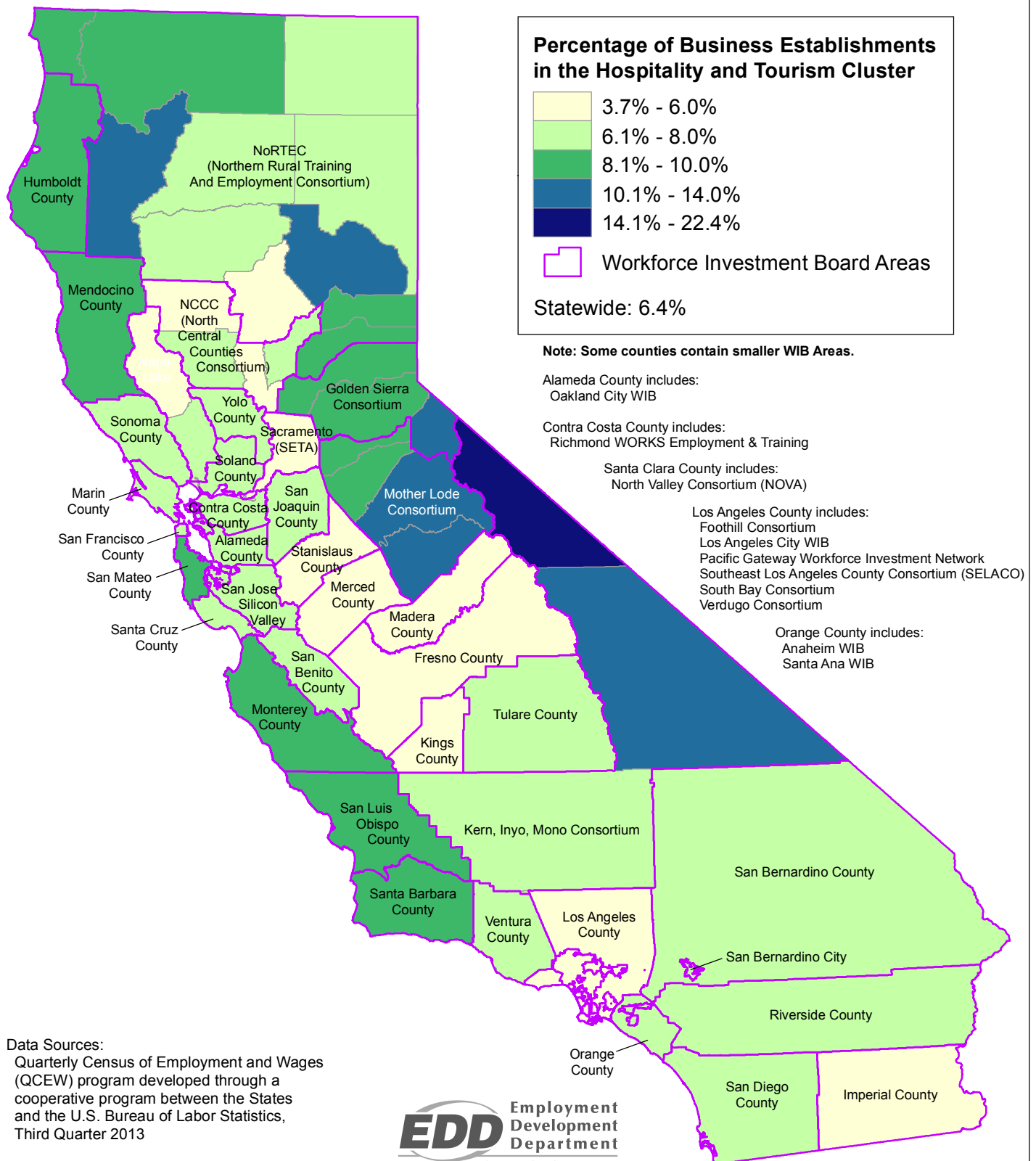
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to 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
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		
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Massage Therapists	51.3501	Massage Therapy/Therapeutic Massage	126200	Massage Therapy
	51.3502	Asian Bodywork Therapy		
	51.3503	Somatic Bodywork		
Skincare Specialists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0408	Facial Treatment Specialist/Facialist		
	12.0409	Aesthetician/Esthetician and Skin Care Specialist		

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](http://www.cccco.edu) 7th Edition (2010), 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

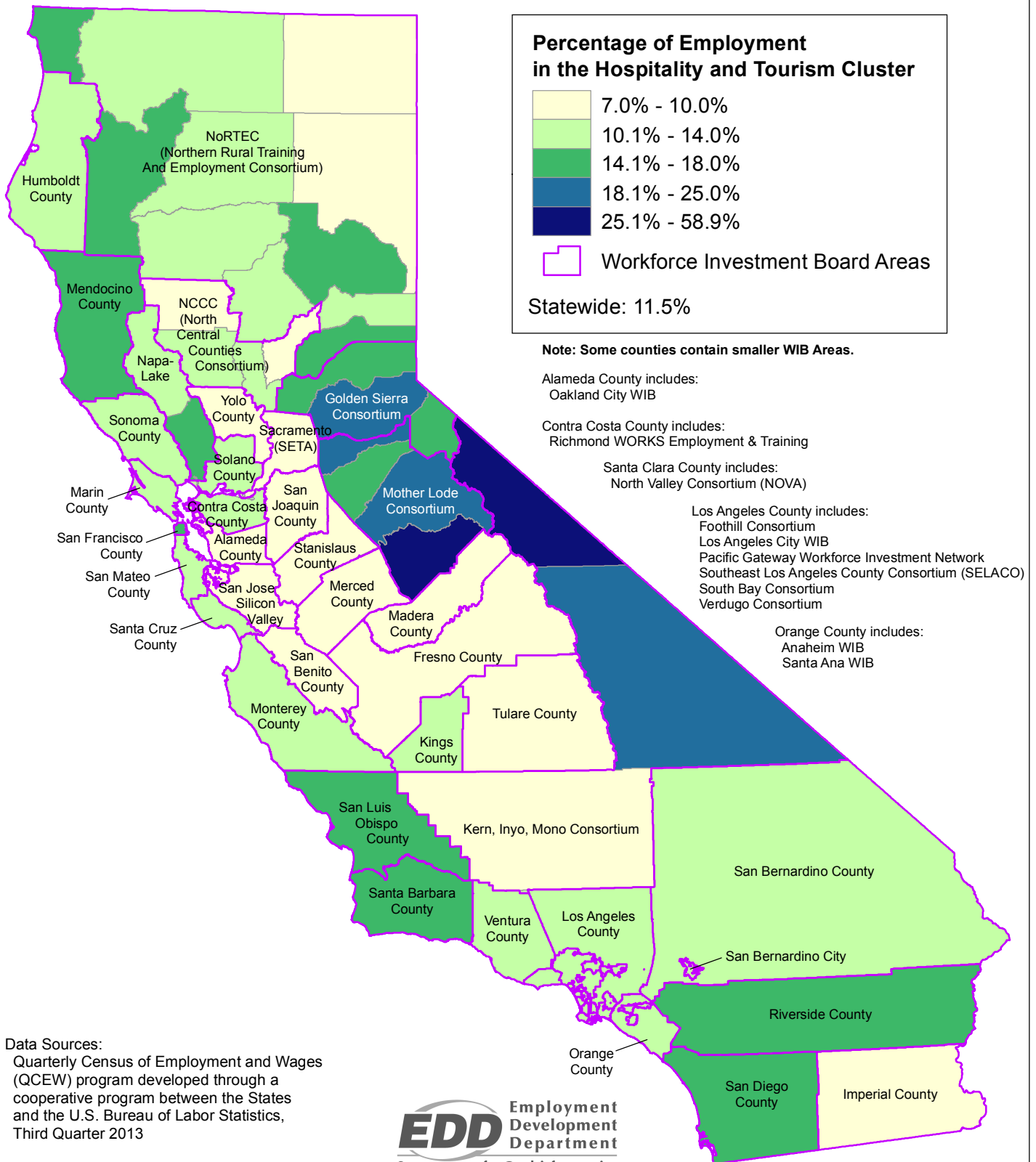
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State of California

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California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



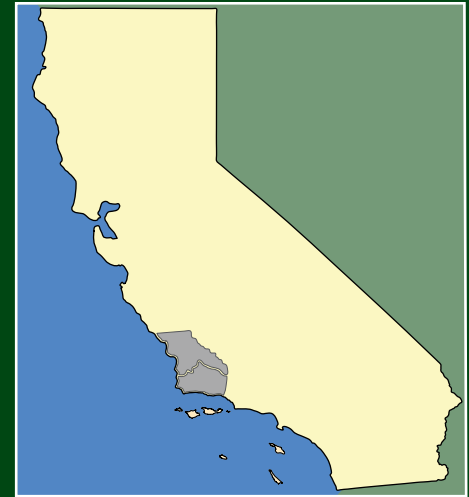
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

Cartography by:
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July 2014

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State of California

LaborMarketInfo

File T036



Occupational Analysis: Agriculture, Food, and Beverage Processing Cluster

Coastal Economic Sub-Market
San Luis Obispo and Santa Barbara Counties

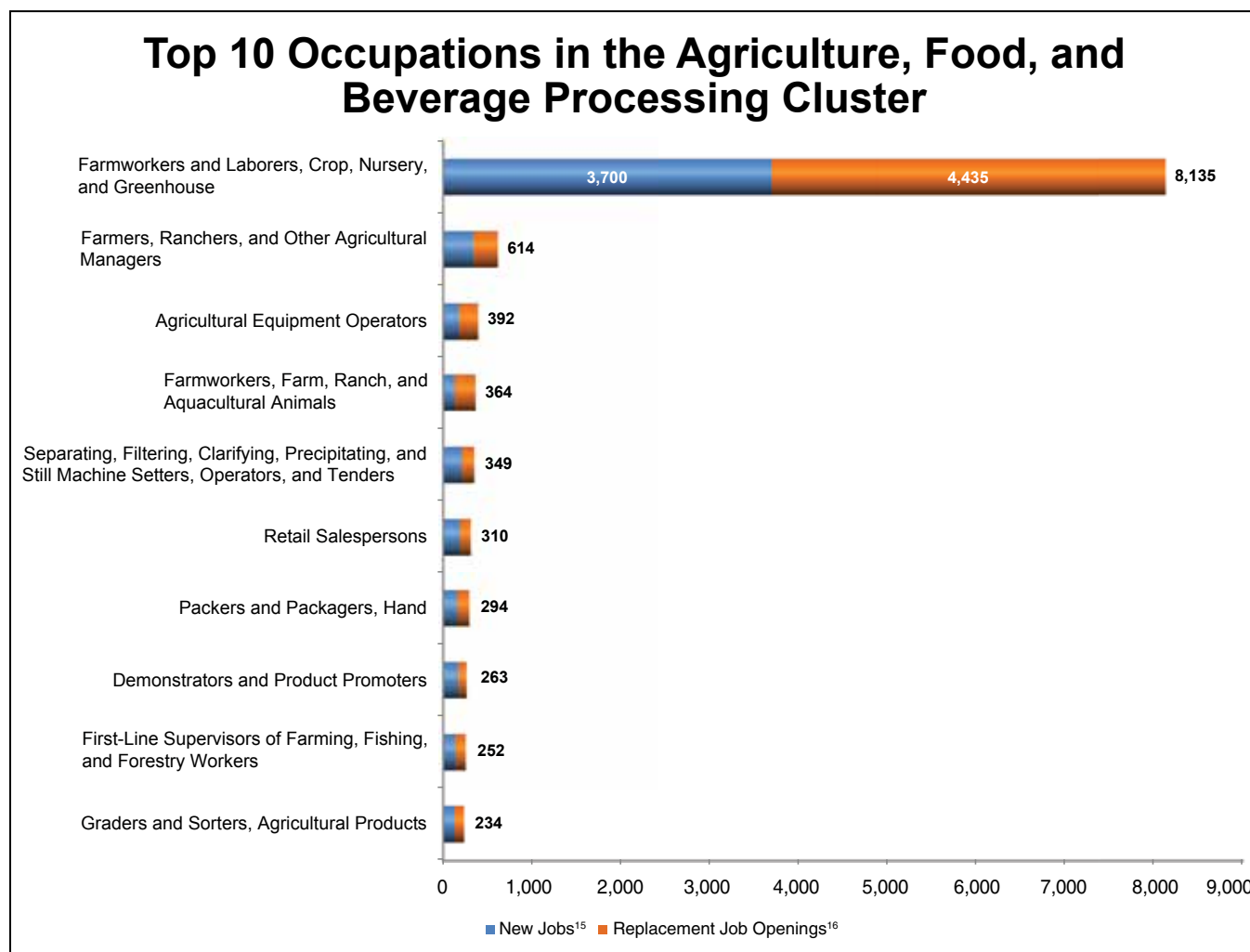
March 2015

What is the Agriculture, Food, and Beverage Processing Cluster?

The Agriculture, Food, and Beverage Processing cluster is comprised of 26 industries related to crop and animal farming as well as food and beverage manufacturing. 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 Agriculture, Food, and Beverage Processing Cluster

The graph below identifies the top 10 occupations in the Agriculture, Food, and Beverage Processing cluster, based on the San Luis Obispo and Santa Barbara Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 14,736 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, monitoring, reading comprehension, and speaking.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.

Top 10 Occupations and Recent Job Demand in the Agriculture, Food, and Beverage Processing Cluster

The table below further profiles the San Luis Obispo and Santa Barbara Counties Economic Sub-Market's top 10 occupations in the Agriculture, Food, and Beverage Processing 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)
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	8,135	\$9.15	\$19,035	Less than high school	30
Farmers, Ranchers, and Other Agricultural Managers	614	\$37.20	\$77,375	High school diploma or equivalent	22
Agricultural Equipment Operators	392	\$11.96	\$24,858	Less than high school	1
Farmworkers, Farm, Ranch, and Aquacultural Animals	364	\$10.42	\$21,675	Less than high school	59
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	349	\$18.07	\$37,579	High school diploma or equivalent	6
Retail Salespersons	310	\$11.40	\$23,712	Less than high school	1,097
Packers and Packagers, Hand	294	\$9.25	\$19,236	Less than high school	14
Demonstrators and Product Promoters	263	\$14.54	\$30,247	High school diploma or equivalent	253
First-Line Supervisors of Farming, Fishing, and Forestry Workers	252	\$15.43	\$32,114	High school diploma or equivalent	15
Graders and Sorters, Agricultural Products	234	N/A	N/A	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 February 24, 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.

Top Occupations for the Agriculture, Food, and Beverage Processing 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 Agriculture, Food, and Beverage Processing cluster. The table includes the San Luis Obispo and Santa Barbara Counties 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	125	\$46.17	\$96,035	133
Accountants and Auditors	66	\$33.98	\$70,678	444
Industrial Production Managers	65	\$46.41	\$96,519	30
Sales Managers	29	\$52.86	\$109,950	127
Market Research Analysts and Marketing Specialists	24	\$29.25	\$60,833	93
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	135	\$20.63	\$42,908	821
First-Line Supervisors of Production and Operating Workers	71	\$27.45	\$57,090	154
Agricultural and Food Science Technicians	38	\$15.99	\$33,257	14
Computer, Automated Teller, and Office Machine Repairers	14	\$18.64	\$38,756	5
Electrical and Electronics Repairers, Commercial and Industrial Equipment	4	\$25.97	\$54,021	2
Requires a High School Diploma or Equivalent or Less				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	8,135	\$9.15	\$19,035	30
Farmers, Ranchers, and Other Agricultural Managers	614	\$37.20	\$77,375	22
Agricultural Equipment Operators	392	\$11.96	\$24,858	1
Farmworkers, Farm, Ranch, and Aquacultural Animals	364	\$10.42	\$21,675	59
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	349	\$18.07	\$37,579	6

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 February 24, 2015.

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

Skill Requirements in the Agriculture, Food, and Beverage Processing Cluster

The table below lists the 10 top skills required for top occupations in the Agriculture, Food, and Beverage Processing cluster, categorized by entry-level education requirements. Critical thinking, active listening, and monitoring are the most commonly shared skills, followed by reading comprehension 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	Equipment Maintenance	Instruction	Judgment and Decision Making	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Science	Social Perceptiveness
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●		●	●				●		●					●			●	●
Accountants and Auditors ²¹	●	●			●			●		●	●					●				●
Industrial Production Managers	●	●		●	●			●	●		●					●				●
Sales Managers				●	●			●	●		●			●					●	●
Market Research Analysts and Marketing Specialists	●	●			●			●			●					●				●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●					●		●	●		●			●	
First-Line Supervisors of Production and Operating Workers		●		●	●			●			●					●			●	●
Agricultural and Food Science Technicians ²²	●	●	●		●					●	●					●		●		●
Computer, Automated Teller, and Office Machine Repairers	●	●			●						●		●	●		●	●		●	
Electrical and Electronics Repairers, Commercial and Industrial Equipment		●	●		●	●							●	●		●	●	●		●
Requires a High School Diploma or Equivalent or Less																				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse ²³		●		●	●	●	●		●		●		●	●			●			
Farmers, Ranchers, and Other Agricultural Managers ²⁴				●	●			●		●	●				●				●	
Agricultural Equipment Operators		●		●	●	●							●	●		●	●		●	
Farmworkers, Farm, Ranch, and Aquacultural Animals		●		●	●			●			●		●	●		●	●			●
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders		●		●	●		●				●		●	●		●	●			●

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 Agricultural Technicians, a specialty occupation of Agricultural and Food Science Technicians.

²³ Skills represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

²⁴ Skills represent Farm and Ranch Managers, a specialty occupation of Farmers, Ranchers, and Other Agricultural Managers.

Work Activities in the Agriculture, Food, and Beverage Processing Cluster

The table below lists the 10 top work activities required for top occupations in the Agriculture, Food, and Beverage Processing cluster, categorized by entry-level education requirements. The most common include making decisions and problem solving; organizing, planning, and prioritizing work; and establishing and maintaining interpersonal relationships.

Occupations	Work Activities																			
	Analyzing Data or Information	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	Developing Objectives and Strategies	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
Requires a Bachelor's Degree or Higher																				
General and Operations Managers			●	●		●			●								●	●	●	
Accountants and Auditors ²⁵	●			●					●	●	●						●		●	●
Industrial Production Managers				●	●				●			●					●	●		
Sales Managers		●	●	●		●			●		●						●			
Market Research Analysts and Marketing Specialists	●		●	●					●	●				●			●			●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Heavy and Tractor-Trailer Truck Drivers				●				●		●	●	●	●	●			●	●	●	
First-Line Supervisors of Production and Operating Workers	●		●	●	●			●			●	●						●		●
Agricultural and Food Science Technicians ²⁶										●		●	●		●	●		●	●	
Computer, Automated Teller, and Office Machine Repairers			●					●					●	●		●			●	●
Electrical and Electronics Repairers, Commercial and Industrial Equipment			●					●	●			●				●	●		●	●
Requires a High School Diploma or Equivalent or Less																				
Farmworkers and Laborers, Crop, Nursery, and Greenhouse ²⁷				●				●		●	●	●	●					●	●	●
Farmers, Ranchers, and Other Agricultural Managers ²⁸						●			●		●			●		●	●	●	●	●
Agricultural Equipment Operators				●					●		●	●	●		●	●	●	●	●	●
Farmworkers, Farm, Ranch, and Aquacultural Animals			●	●								●	●	●	●	●	●		●	
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders				●				●				●	●	●		●	●		●	●

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

²⁵ Work Activities represent Accountants, a specialty occupation of Accountants and Auditors.

²⁶ Work Activities represent Agricultural Technicians, a specialty occupation of Agricultural and Food Science Technicians.

²⁷ Work Activities represent Farmworkers and Laborers, Crop, a specialty occupation of Farmworkers and Laborers, Crop, Nursery, and Greenhouse.

²⁸ Work Activities represent Farm and Ranch Managers, a specialty occupation of Farmers, Ranchers, and Other Agricultural Managers.

Related Occupations for the Agriculture, Food, and Beverage Processing Cluster

The table below lists top occupations in the Agriculture, Food, and Beverage Processing 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 Agriculture, Food, and Beverage Processing cluster occupations.

Agriculture, Food, and Beverage Processing Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Storage and Distribution Managers
Accountants and Auditors	<ul style="list-style-type: none"> • Financial Analysts • Auditors • Personal Financial Advisors
Industrial Production Managers	<ul style="list-style-type: none"> • General and Operations Managers • First-Line Supervisors of Production and Operating Workers • Logistics Managers
Sales Managers	<ul style="list-style-type: none"> • Financial Managers, Branch or Department • Marketing Managers • Transportation Managers
Market Research Analysts and Marketing Specialists	<ul style="list-style-type: none"> • Risk Management Specialists • Management Analysts • Financial Analysts
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> • Pile-Driver Operators • Light Truck or Delivery Services Drivers • Service Unit Operators, Oil, Gas, and Mining
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> • Non-Destructive Testing Specialists • First-Line Supervisors of Construction Trades and Extraction Workers • First-Line Supervisors of Mechanics, Installers, and Repairers
Agricultural and Food Science Technicians	<ul style="list-style-type: none"> • Precision Agriculture Technicians • Agricultural Inspectors • Chemical Technicians
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> • Computer User Support Specialists • Electrical Engineering Technicians • Audio and Video Equipment Technicians
Electrical and Electronics Repairers, Commercial and Industrial Equipment	<ul style="list-style-type: none"> • Robotics Technicians • Manufacturing Production Technicians • Industrial Machinery Mechanics
Requires a High School Diploma or Equivalent or Less	
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	<ul style="list-style-type: none"> • Nursery Workers • Landscaping and Groundskeeping Workers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Farmers, Ranchers, and Other Agricultural Managers	<ul style="list-style-type: none"> • Nursery and Greenhouse Managers • Farm and Ranch Managers • Aquacultural Managers
Agricultural Equipment Operators	<ul style="list-style-type: none"> • Pile-Driver Operators • Helpers--Carpenters • Riggers
Farmworkers, Farm, Ranch, and Aquacultural Animals	<ul style="list-style-type: none"> • Landscaping and Groundskeeping Workers • Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters • Septic Tank Servicers and Sewer Pipe Cleaners
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	<ul style="list-style-type: none"> • Chemical Plant and System Operators • Chemical Equipment Operators and Tenders • Mixing and Blending Machine Setters, Operators, and Tenders

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

Employer Demand for the Agriculture, Food, and Beverage Processing Cluster

The following table lists the San Luis Obispo and Santa Barbara Counties Economic Sub-Market employers in the Agriculture, Food, and Beverage Processing cluster who posted the most job advertisements during the 120-day period ending February 24, 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.

Agriculture, Food, and Beverage Processing Cluster Employers	Recent Job Advertisements²⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Labatt	18	0	18	—
Justin Vineyards & Winery	7	7	0	0.0%
E. & J. Gallo Winery	6	24	-18	-0.8%
Terravant Wine Company	5	3	2	0.7%
Apio Inc.	5	7	-2	-0.3%
Betteravia Farms	4	2	2	1.0%
Reiter Affiliated Companies	4	3	1	0.3%
Talley Vineyards	4	0	4	—
The Spice Hunter, Inc	4	4	0	0.0%
Bimbo Bakeries	3	4	-1	-0.3%
Hollandia Produce, LLC	3	3	0	0.0%
Sanford Winery	3	1	2	2.0%
Tillamook County Creamery Association	2	0	2	—
Dr Pepper Snapple Group	2	2	0	0.0%
Le Cuvier Winery	2	0	2	—
Return To Freedom	2	0	2	—
Speedling Inc	2	3	-1	-0.3%
Bristol Farms	2	0	2	—
Rancho Harvest INC.	2	0	2	—
Grimmway Farms	1	0	1	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 24, 2015.

²⁹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Agriculture, Food, and Beverage Processing Cluster Occupations

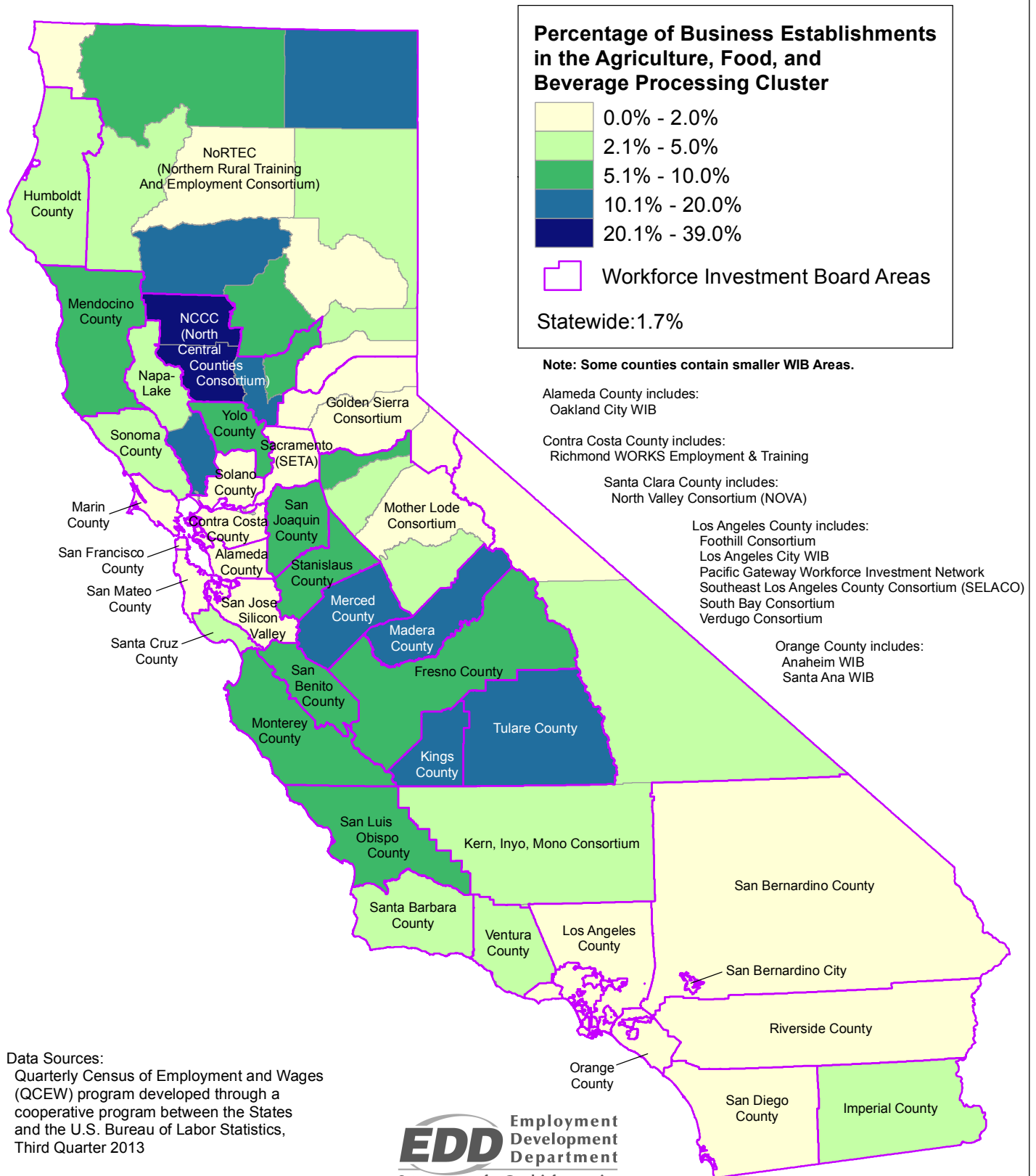
The table below provides examples of instructional programs related to some of the top occupations in the Agriculture, Food, and Beverage Processing cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Agriculture, Food, and Beverage Processing 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	094750	Truck and Bus Driving
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Agricultural and Food Science Technicians	01.1002	Food Technology and Processing	011300	Food Processing and Related Technologies
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Electrical and Electronics Repairers, Commercial and Industrial Equipment	47.0104	Computer Installation and Repair Technology/Technician	093410	Computer Electronics
	47.0105	Industrial Electronics Technology/Technician	093420	Industrial Electronics
Farmers, Ranchers, and Other Agricultural Managers	N/A	N/A	010200 010230 010300	Animal Science Dairy Science Plant Science
Agricultural Equipment Operators	01.0204	Agricultural Power Machinery Operation	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; [California Community Colleges TOP-to-CIP Crosswalk](http://www.cccco.edu) 7th Edition (2010), www.cccco.edu.

California Agriculture, Food, and Beverage Processing 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

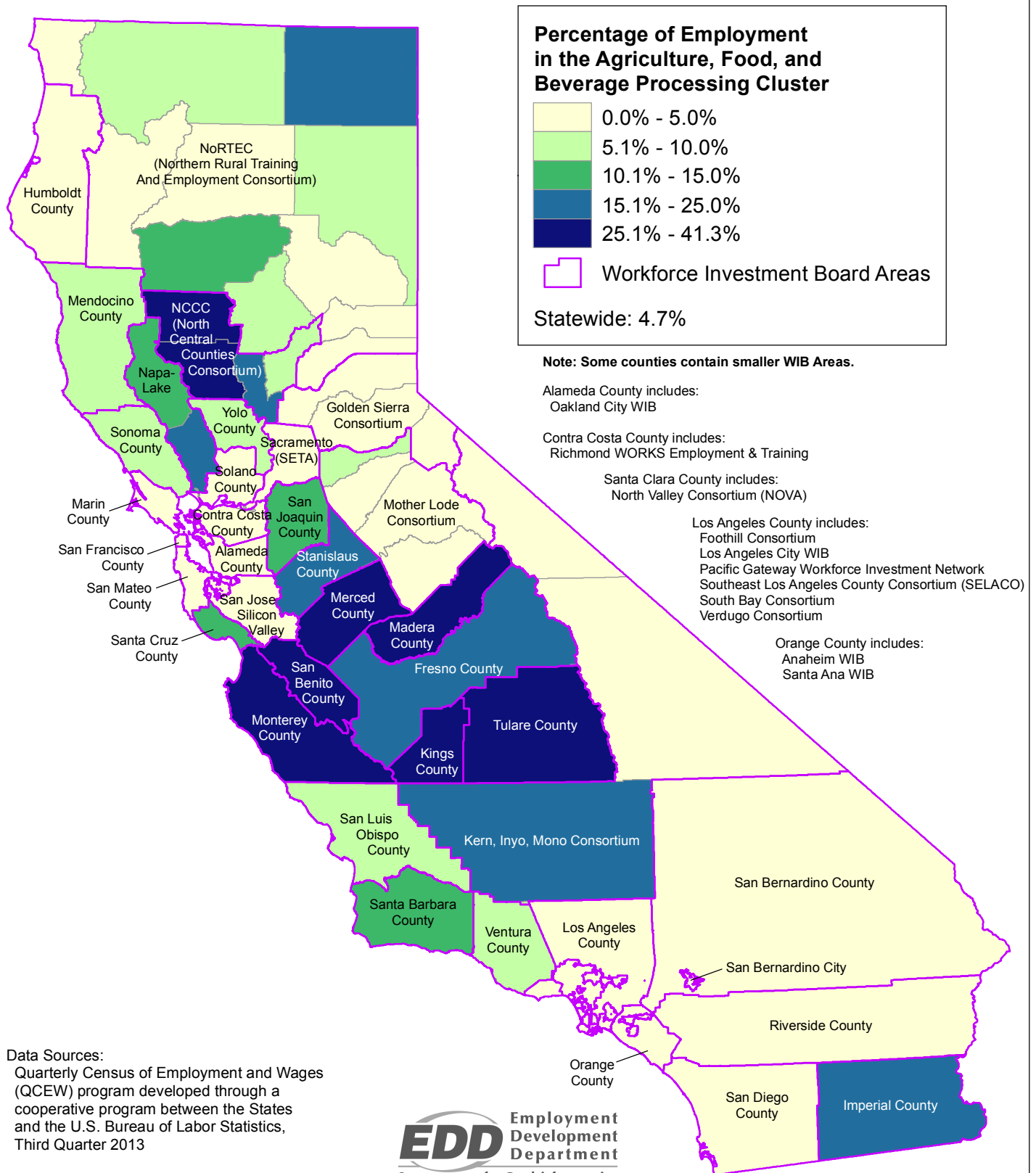
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California Agriculture, Food, and Beverage Processing Cluster

Percentage of Total County Employment, 2013



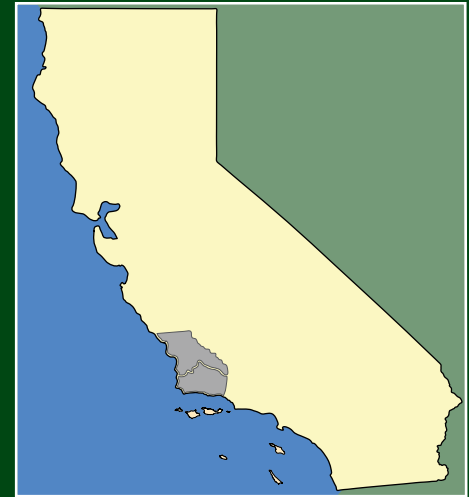
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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Occupational Analysis: Retail Cluster

Coastal Economic Sub-Market
San Luis Obispo and Santa Barbara Counties
March 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 San Luis Obispo and Santa Barbara Counties Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 13,317 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, monitoring, reading comprehension, and speaking.³⁰



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.

³⁰ U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

³¹ 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.

³² 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 San Luis Obispo and Santa Barbara Counties 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 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 ³³ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ³⁴	HWOL Job Ads ³⁵ (120 days)
Retail Salespersons	3,900	\$11.40	\$23,712	Less than high school	1,097
Cashiers	2,875	\$10.60	\$22,033	Less than high school	310
First-Line Supervisors of Retail Sales Workers	1,017	\$20.34	\$42,294	High school diploma or equivalent	677
Stock Clerks and Order Fillers	961	\$10.87	\$22,620	Less than high school	276
Combined Food Preparation and Serving Workers, Including Fast Food	378	\$9.51	\$19,791	Less than high school	429
Packers and Packagers, Hand	342	\$9.25	\$19,236	Less than high school	14
Laborers and Freight, Stock, and Material Movers, Hand	269	\$11.03	\$22,933	Less than high school	204
Automotive Service Technicians and Mechanics	249	\$23.46	\$48,813	High school diploma or equivalent	174
Butchers and Meat Cutters	201	\$12.60	\$26,220	Less than high school	5
Counter and Rental Clerks	164	\$11.86	\$24,666	Less than high school	75

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 February 24, 2015.

³³ Total job openings are the sum of new jobs and replacement job openings.

³⁴ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

³⁵ 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 San Luis Obispo and Santa Barbara Counties 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 ³⁶ (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	133	\$46.17	\$96,035	133
Sales Managers	82	\$52.86	\$109,950	127
Pharmacists	80	\$67.49	\$140,394	49
Chief Executives	24	\$84.67	\$176,115	31
Loan Officers	19	\$33.50	\$69,673	136
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	48	\$20.63	\$42,908	821
First-Line Supervisors of Production and Operating Workers	20	\$27.45	\$57,090	154
Web Developers	10	\$23.22	\$48,302	261
Electronic Equipment Installers and Repairers, Motor Vehicles	10	N/A	N/A	0
Computer, Automated Teller, and Office Machine Repairers	8	\$18.64	\$38,756	5
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	3,900	\$11.40	\$23,712	1,097
Cashiers	2,875	\$10.60	\$22,033	310
First-Line Supervisors of Retail Sales Workers	1,017	\$20.34	\$42,294	677
Stock Clerks and Order Fillers	961	\$10.87	\$22,620	276
Combined Food Preparation and Serving Workers, Including Fast Food	378	\$9.51	\$19,791	429

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 February 24, 2015.

³⁶ 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, active listening, monitoring and speaking are the most commonly shared skills, followed by 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	Installation	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Operations Analysis	Persuasion	Programming
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	•	•	•	•	•						•	•						•		•
Sales Managers			•	•				•			•	•					•			•
Pharmacists	•	•		•			•						•					•	•	•
Chief Executives		•	•	•				•		•	•	•	•				•		•	•
Loan Officers	•	•	•	•				•				•						•		•
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Heavy and Tractor-Trailer Truck Drivers		•	•	•	•									•		•	•			•
First-Line Supervisors of Production and Operating Workers		•		•	•						•		•					•		•
Web Developers	•	•	•	•				•					•				•	•		•
Electronic Equipment Installers and Repairers, Motor Vehicles		•		•	•	•							•			•			•	•
Computer, Automated Teller, and Office Machine Repairers	•	•		•									•	•	•		•	•		•
Requires a High School Diploma or Equivalent or Less																				
Retail Salespersons		•		•										•	•			•	•	•
Cashiers		•	•	•										•				•	•	•
First-Line Supervisors of Retail Sales Workers				•			•				•	•	•	•			•	•		•
Stock Clerks and Order Fillers ³⁷	•	•	•	•									•	•				•	•	•
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.

³⁷ Skills represent Stock Clerks-Stockroom, Warehouse, or Storage Yard, 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; 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	Developing Objectives and Strategies	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	
Requires a Bachelor's Degree or Higher																																		
General and Operations Managers				●	●		●		●								●	●		●								●	●		●			
Sales Managers			●	●	●		●		●			●					●			●								●		●				
Pharmacists	●	●							●	●				●				●			●	●		●										●
Chief Executives				●	●			●	●			●					●	●		●				●				●						
Loan Officers				●					●		●						●				●	●		●	●			●						●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																		
Heavy and Tractor-Trailer Truck Drivers						●			●		●		●	●	●		●			●	●		●											
First-Line Supervisors of Production and Operating Workers			●		●	●	●		●				●	●										●				●	●					
Web Developers				●							●			●		●	●			●			●	●							●		●	
Electronic Equipment Installers and Repairers, Motor Vehicles						●			●		●		●				●			●		●				●						●		●
Computer, Automated Teller, and Office Machine Repairers				●					●					●		●	●			●						●	●					●		●
Requires a High School Diploma or Equivalent or Less																																		
Retail Salespersons				●	●				●				●				●				●	●								●	●		●	
Cashiers				●	●				●	●			●				●				●	●						●	●					
First-Line Supervisors of Retail Sales Workers			●		●				●	●			●				●				●	●						●	●					
Stock Clerks and Order Fillers ³⁸				●	●				●	●			●	●							●	●	●	●										
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.

³⁸ Work Activities represent Stock Clerks-Stockroom, Warehouse, or Storage Yard, 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"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Storage and Distribution Managers
Sales Managers	<ul style="list-style-type: none"> • Financial Managers, Branch or Department • Marketing Managers • Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
Pharmacists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Medical Scientists, Except Epidemiologists • Nursing Instructors and Teachers, Postsecondary
Chief Executives	<ul style="list-style-type: none"> • Medical and Health Services Managers • Sales Managers • Supply Chain Managers
Loan Officers	<ul style="list-style-type: none"> • Insurance Sales Agents • Personal Financial Advisors • Sales Agents, Financial Services
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 • Service Unit Operators, Oil, Gas, and Mining
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> • Non-Destructive Testing Specialists • First-Line Supervisors of Construction Trades and Extraction Workers • First-Line Supervisors of Mechanics, Installers, and Repairers
Web Developers	<ul style="list-style-type: none"> • Computer Systems Analysts • Software Developers, Systems Software • Web Administrators
Electronic Equipment Installers and Repairers, Motor Vehicles	<ul style="list-style-type: none"> • Automotive Master Mechanics • Automotive Specialty Technicians • Motorcycle Mechanics
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> • Computer User Support Specialists • Electrical Engineering Technicians • Home Appliance Repairers
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> • First-Line Supervisors of Retail Sales Workers • Hotel, Motel, and Resort Desk Clerks • Tellers
Cashiers	<ul style="list-style-type: none"> • Combined Food Preparation and Serving Workers, Including Fast Food • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Waiters and Waitresses
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> • Dispatchers, Except Police, Fire, and Ambulance • First-Line Supervisors of Food Preparation and Serving Workers • Wholesale and Retail Buyers, Except Farm Products
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> • Food Servers, Nonrestaurant • Janitors and Cleaners, Except Maids and Housekeeping Cleaners • Stock Clerks, Sales Floor
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cooks, Fast Food • Food Preparation Workers • 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 San Luis Obispo and Santa Barbara Counties Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending February 24, 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 ³⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Macy's	191	66	125	1.9%
Safeway Companies	100	1	99	99.0%
Sears Holdings Corporation	83	115	-32	-0.3%
Nordstrom	53	47	6	0.1%
Home Depot	43	25	18	0.7%
Goodwill Industries	26	8	18	2.3%
Whole Foods	25	16	9	0.6%
Ross Stores	23	0	23	—
Shopatron	22	29	-7	-0.2%
Target Corporation	20	7	13	1.9%
Staples	19	38	-19	-0.5%
Dollar Tree Stores, Inc.	17	7	10	1.4%
Dick's Sporting Goods, Inc.	16	14	2	0.1%
The Fresh Market	15	27	-12	-0.4%
Army and Air force Exchange Service	14	2	12	6.0%
99 Cents Only Stores	12	3	9	3.0%
Toys"R"Us	10	17	-7	-0.4%
Toyota San Luis Obispo	9	9	0	0.0%
CVS Caremark	8	45	-37	-0.8%
Office Depot	8	4	4	1.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 24, 2015.

³⁹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Retail Cluster Occupations

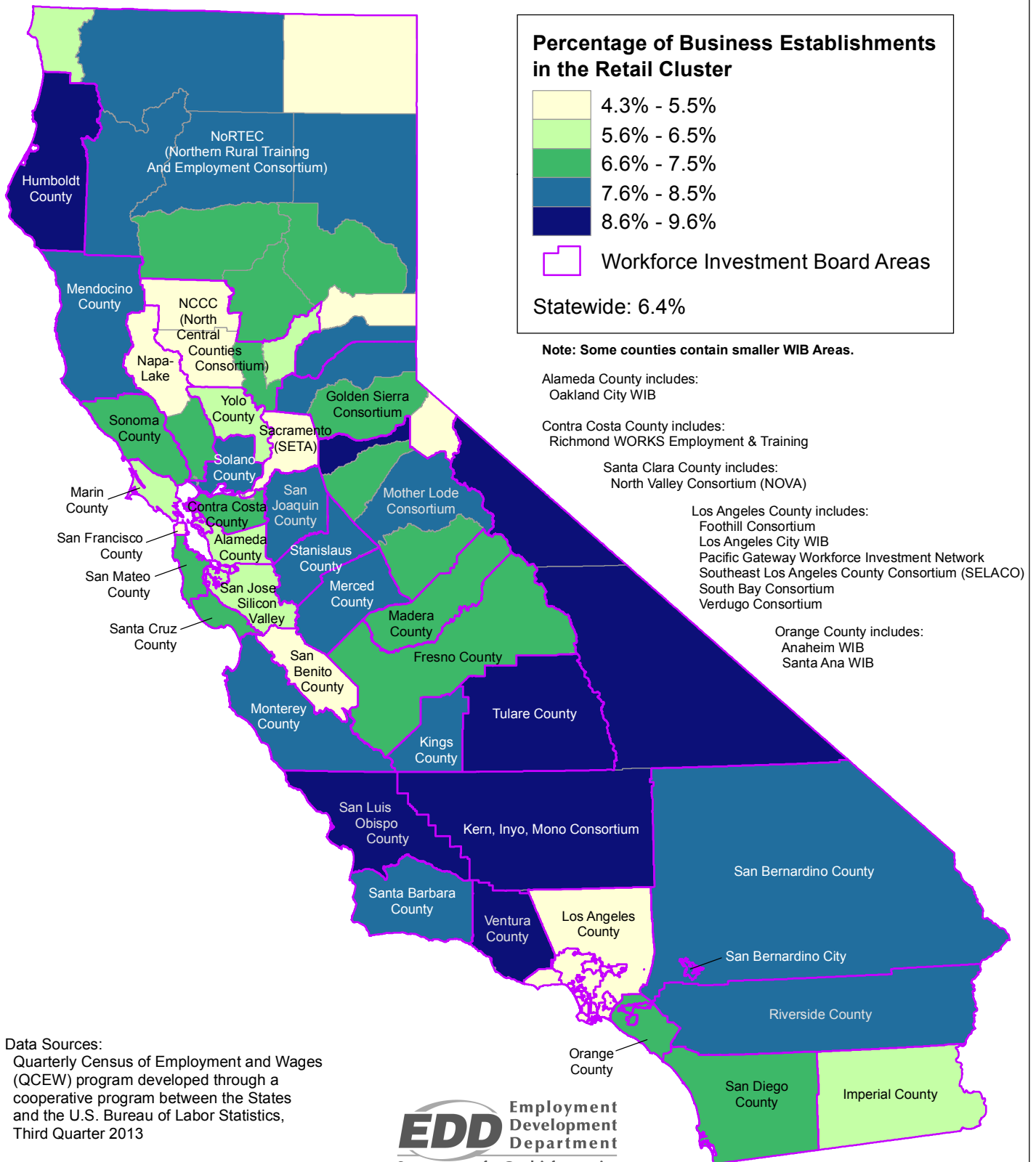
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster. 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	094750	Truck and Bus Driving
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Web Developers	11.0201	Computer Programming/Programmer, General	070700	Computer Software Development
	11.0701	Computer Science	070710	Computer Programming
	11.0801	Web Page, Digital/Multimedia and Information Resources Design	070900	World Wide Web Administration
Electronic Equipment Installers and Repairers, Motor Vehicles	47.0604	Automobile/Automotive Mechanics Technology/Technician	094800	Automotive Technology
Computer, Automated Teller, and Office Machine Repairers	47.0102	Business Machine Repair	093410	Computer Electronics
	47.0104	Computer Installation and Repair Technology/Technician		
First-Line Supervisors of Retail Sales Workers	19.0203	Consumer Merchandising/Retailing Management	050650	Retail Store Operations and Management
	52.0208	E-Commerce/Electronic Commerce	050940	Sales and Salesmanship
	52.0212	Retail Management	050960	Display

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](http://www.cccco.edu) 7th Edition (2010), www.cccco.edu.

California Retail 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
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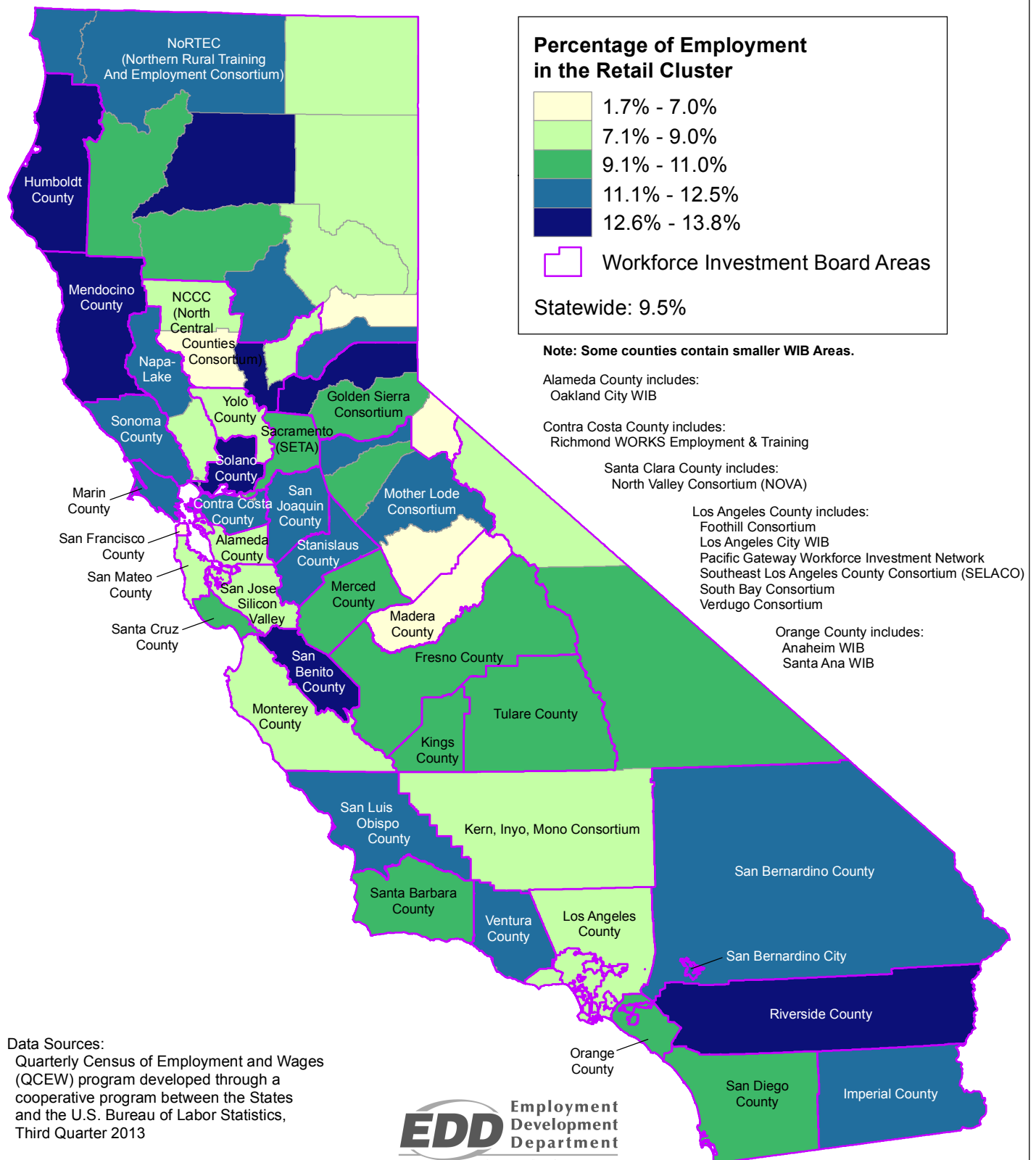
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California Retail Cluster

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

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