

Regional Economic Analysis Profile

Southern Economic Sub-Market

Ventura County

April 2015



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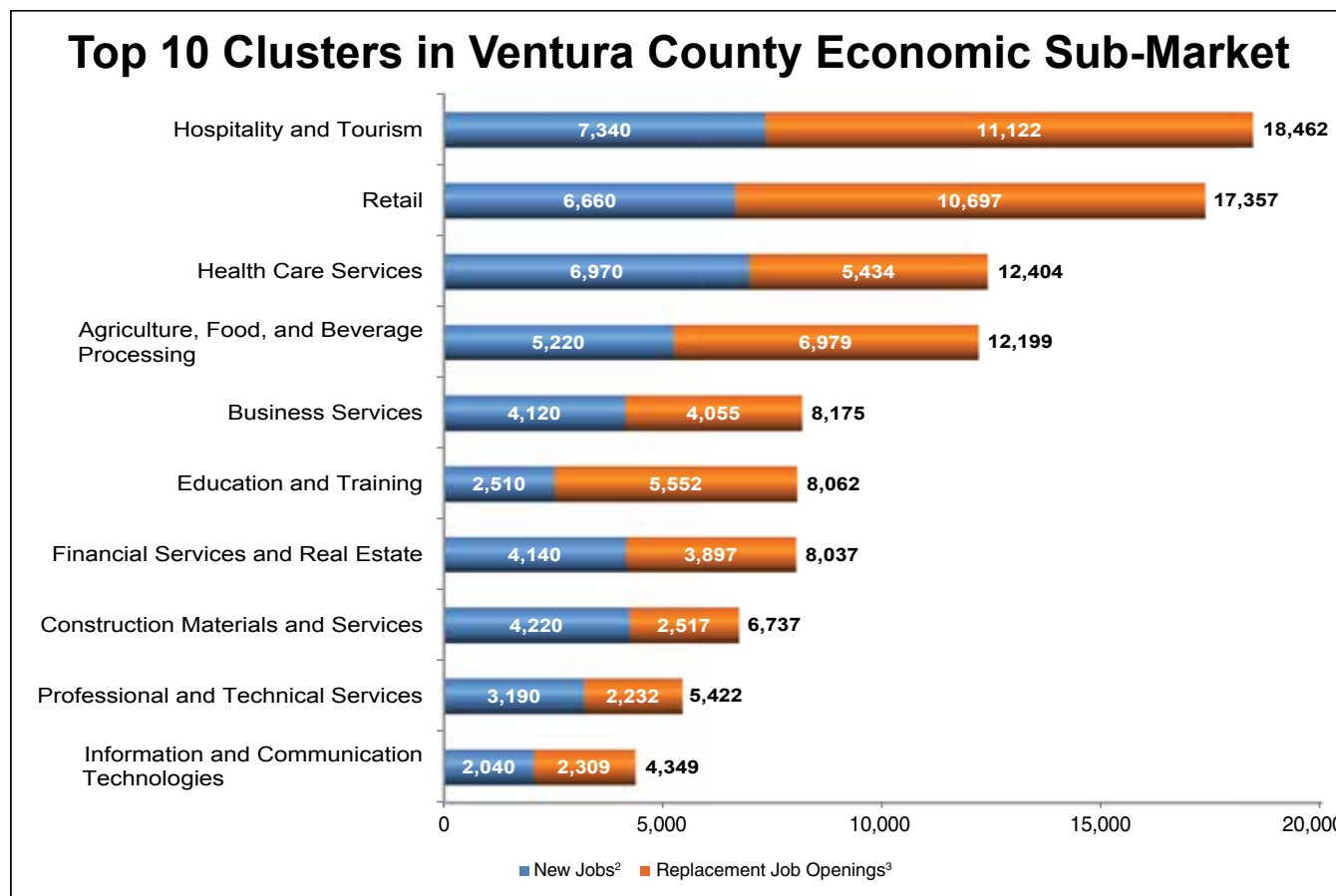
SUMMARY OF THE VENTURA COUNTY ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

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 the Ventura County Economic Sub-Market industry clusters. This report focuses on the future employment demand of economic sub-market industry clusters and features them as primary investment opportunities for the California workforce development system. The goal of this report is to account for industry clusters with the largest number of projected total job openings¹ and help the California workforce development system prepare the state's workforce to compete for these future job opportunities.



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

¹ Total job openings are the sum of new jobs and replacement job openings.

² New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero.

³ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

INDUSTRY CLUSTER DESCRIPTIONS

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

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2013-2014,* this cluster comprised almost 34,000 workers, or 11.7 percent of the economic sub-market's employment. Industries within this cluster with the most projected job openings include:

- Restaurants and Other Eating Places
- Other Amusement and Recreation Industries
- Traveler Accommodation
- Special Food Services
- Travel Arrangement and Reservation Services

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,* this cluster employed more than 35,000 workers, or about 12.1 percent of the economic sub-market's total employment. Industries projected to have the largest number of jobs (new and replacement) include:

- Grocery Stores
- Other General Merchandise Stores
- Clothing 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 more than 28,000 people in the economic sub-market during 2013-2014,* accounting for 9.8 percent of the workforce. Industries in this cluster may include both public and private employment. Top industries within this cluster include:

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

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 nearly 29,000 people during 2013-2014,* almost 10 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

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 nearly 20,000 people during 2013-2014,* about 6.7 percent of the economic sub-market's workforce. Top industries in this cluster include:

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

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 24,000 people in the economic sub-market, accounting for 8.2 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
- Educational Support 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 **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 17,000 people, which accounted for 6 percent of the economic sub-market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

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

The **Construction Materials and Services** industry cluster is comprised of builders of mechanical systems such as electrical, heating, and water; specialty trades outfits such as drywall, flooring, and painting contractors; residential and commercial builders; and contractors who complete foundation and framing work. During 2013-2014,* nearly 15,000 workers made up the cluster's employment, representing 5.2 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

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

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 12,000 workers, or 4.2 percent of the economic sub-market's workforce. Top industries within this cluster include:

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

The **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 more than 11,000 workers, or 3.9 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
- Computer and Peripheral Equipment Manufacturing

* 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 Ventura County.

Hospitality and Tourism

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

Retail

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

Health Care Services

- 6211 Offices of Physicians
- 6212 Offices of Dentists
- 6213 Offices of Other Health Practitioners
- 6214 Outpatient Care Centers
- 6215 Medical and Diagnostic Laboratories
- 6216 Home Health Care Services
- 6219 Other Ambulatory Health Care Services
- 6221 General Medical and Surgical Hospitals

Health Care Services (Continued)

- 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 Agriculture, Food, and Beverage Processing

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

INDUSTRY CLUSTER DEFINITIONS

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

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

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

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

Construction Materials and Services (Continued)

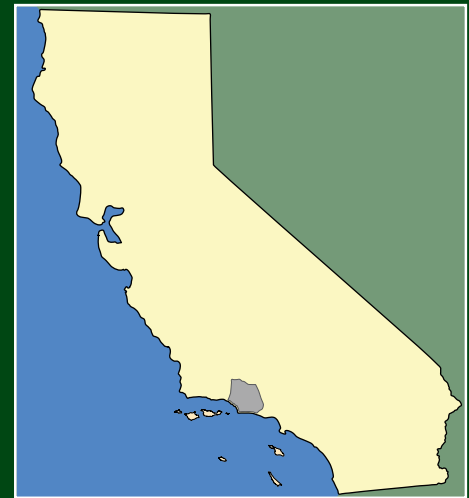
- 2382 Building Equipment Contractors
- 2383 Building Finishing Contractors
- 2389 Other Specialty Trade Contractors
- 3211 Sawmills and Wood Preservation
- 3271 Clay Product and Refractory Manufacturing
- 3272 Glass and Glass Product Manufacturing
- 3273 Cement and Concrete Product Manufacturing
- 3274 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

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



Occupational Analysis: Hospitality and Tourism Cluster

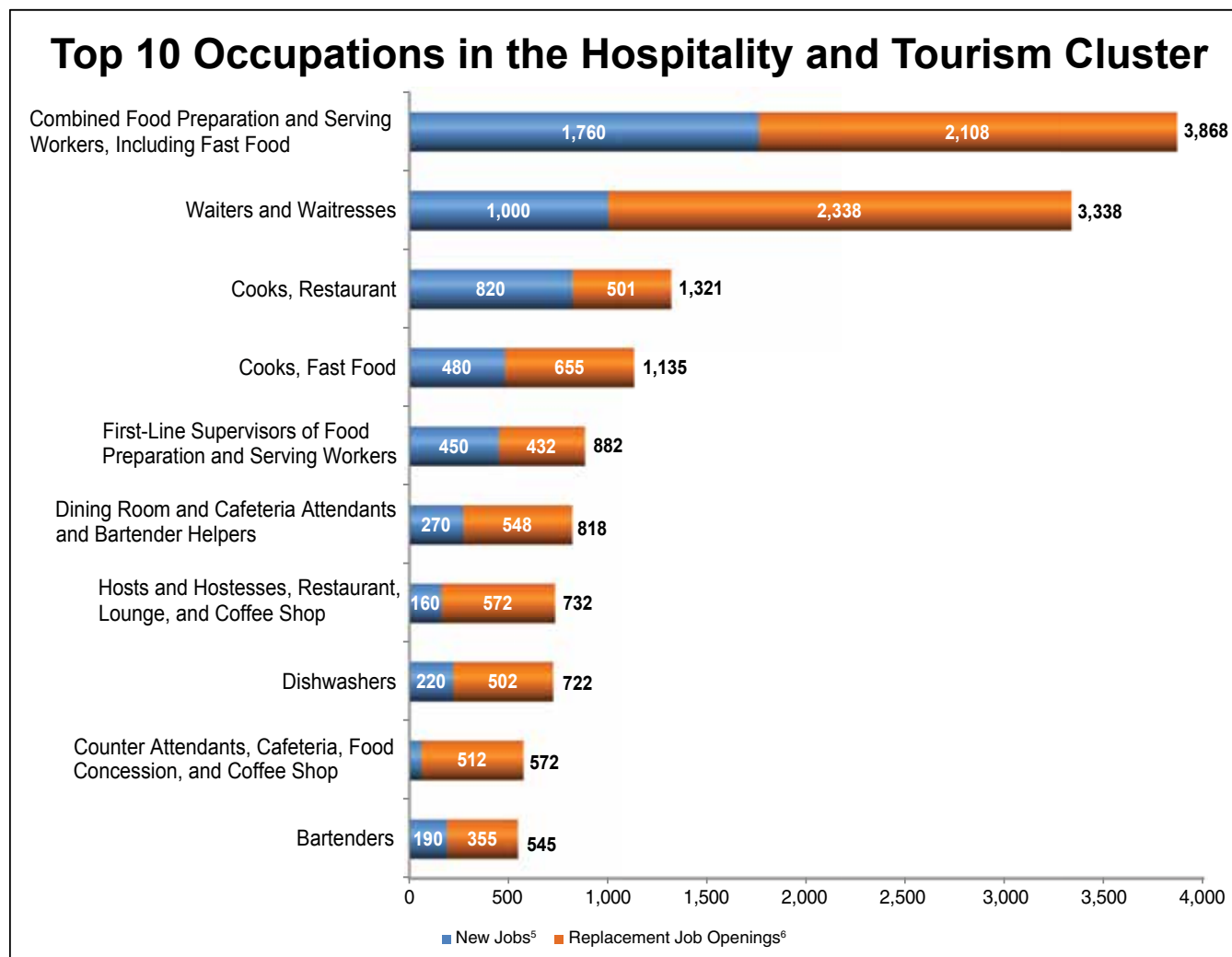
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What is the Hospitality and Tourism Cluster?

The Hospitality and Tourism cluster is comprised of 14 industries that provide goods and services related to lodging, food, recreation, travel, conventions, and transportation. 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 Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on Ventura County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent three-quarters of the 18,462 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, coordination, 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 Ventura 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 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)
Combined Food Preparation and Serving Workers, Including Fast Food	3,868	\$9.50	\$19,777	Less than high school	256
Waiters and Waitresses	3,338	\$9.20	\$19,122	Less than high school	168
Cooks, Restaurant	1,321	\$11.25	\$23,399	Less than high school	262
Cooks, Fast Food	1,135	\$9.45	\$19,666	Less than high school	32
First-Line Supervisors of Food Preparation and Serving Workers	882	\$13.10	\$27,239	High school diploma or equivalent	336
Dining Room and Cafeteria Attendants and Bartender Helpers	818	\$9.13	\$18,992	Less than high school	79
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	732	\$9.26	\$19,261	Less than high school	52
Dishwashers	722	\$9.32	\$19,393	Less than high school	147
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	572	\$9.52	\$19,821	Less than high school	34
Bartenders	545	\$9.45	\$19,655	Less than high school	63

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 26, 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 Ventura 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 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	142	\$51.15	\$106,377	170
Coaches and Scouts	66	N/A	\$33,195	33
Accountants and Auditors	25	\$34.49	\$71,730	444
Sales Managers	16	\$49.80	\$103,581	99
Captains, Mates, and Pilots of Water Vessels	15	\$27.60	\$57,408	1
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	26	\$22.03	\$45,822	55
Skincare Specialists	12	N/A	N/A	28
Manicurists and Pedicurists	11	\$9.39	\$19,539	26
Computer Network Support Specialists	2	\$30.94	\$64,357	11
Requires a High School Diploma or Equivalent or Less				
Combined Food Preparation and Serving Workers, Including Fast Food	3,868	\$9.50	\$19,777	256
Waiters and Waitresses	3,338	\$9.20	\$19,122	168
Cooks, Restaurant	1,321	\$11.25	\$23,399	262
Cooks, Fast Food	1,135	\$9.45	\$19,666	32
First-Line Supervisors of Food Preparation and Serving Workers	882	\$13.10	\$27,239	336

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 26, 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 and critical thinking are the most commonly shared skills, followed by 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	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking	Systems Analysis
Requires a Bachelor's Degree or Higher																			
General and Operations Managers	•	•	•	•				•		•					•		•	•	
Coaches and Scouts		•		•	•	•	•	•		•							•	•	•
Accountants and Auditors ¹¹	•	•		•		•			•	•					•			•	•
Sales Managers			•	•		•		•		•			•				•	•	
Captains, Mates, and Pilots of Water Vessels ¹²			•	•		•		•		•	•	•			•			•	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																			
Massage Therapists	•	•		•		•				•					•	•	•	•	
Skincare Specialists	•	•	•	•		•				•					•	•	•	•	
Manicurists and Pedicurists	•	•	•	•						•					•	•	•	•	•
Computer Network Support Specialists	•	•		•		•	•			•					•			•	•
Requires a High School Diploma or Equivalent or Less																			
Combined Food Preparation and Serving Workers, Including Fast Food		•	•	•	•		•						•		•	•	•	•	
Waiters and Waitresses		•	•	•			•			•			•		•	•	•	•	
Cooks, Restaurant	•	•	•	•	•					•				•				•	•
Cooks, Fast Food	•	•	•	•						•			•		•	•	•	•	
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.

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

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

Work Activities in the Hospitality and Tourism Cluster

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

Occupations	Work Activities																																
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	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				●	●		●	●									●		●		●							●	●		●		
Coaches and Scouts			●				●	●				●				●					●		●					●	●			●	
Accountants and Auditors ¹³	●				●			●	●								●				●	●			●								●
Sales Managers			●	●	●		●	●			●						●				●							●		●			
Captains, Mates, and Pilots of Water Vessels ¹⁴						●	●				●			●			●	●		●	●							●					●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																	
Massage Therapists		●		●				●		●			●				●				●		●	●									●
Skincare Specialists		●					●	●				●						●			●		●							●	●		●
Manicurists and Pedicurists		●		●				●				●						●			●		●						●	●			●
Computer Network Support Specialists					●			●		●					●			●			●				●	●					●		●
Requires a High School Diploma or Equivalent or Less																																	
Combined Food Preparation and Serving Workers, Including Fast Food			●		●		●	●		●		●	●											●				●					●
Waiters and Waitresses					●		●	●		●		●	●										●	●				●		●			
Cooks, Restaurant					●		●	●				●	●				●		●		●			●								●	
Cooks, Fast Food				●	●			●				●	●								●		●					●		●		●	
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.

¹³ Work Activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

¹⁴ Work Activities listed represent Ship and Boat Captains, a specialty occupation of Captains, Mates, and Pilots of Water Vessels.

Related Occupations for the Hospitality and Tourism Cluster

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

Hospitality and Tourism Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> • First-Line Supervisors of Office and Administrative Support Workers • Logistics Managers • Lodging Managers
Coaches and Scouts	<ul style="list-style-type: none"> • Recreation Workers • Secondary School Teachers, Except Special and Career/Technical Education • Training and Development Managers
Accountants and Auditors	<ul style="list-style-type: none"> • Financial Analysts • Risk Management Specialists • Treasurers and Controllers
Sales Managers	<ul style="list-style-type: none"> • Financial Managers, Branch or Department • Public Relations and Fundraising Managers • Marketing Managers
Captains, Mates, and Pilots of Water Vessels	<ul style="list-style-type: none"> • First-Line Supervisors of Mechanics, Installers, and Repairers • Municipal Firefighters • Ship Engineers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Massage Therapists	<ul style="list-style-type: none"> • Hairdressers, Hairstylists, and Cosmetologists • Skincare Specialists • Teacher Assistants
Skincare Specialists	<ul style="list-style-type: none"> • Dental Assistants • Massage Therapists • Medical Assistants
Manicurists and Pedicurists	<ul style="list-style-type: none"> • Barbers • Hairdressers, Hairstylists, and Cosmetologists • Skincare Specialists
Computer Network Support Specialists	<ul style="list-style-type: none"> • N/A
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> • Cashiers • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Food Preparation Workers
Waiters and Waitresses	<ul style="list-style-type: none"> • Food Servers, Nonrestaurant • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Stock Clerks, Sales Floor
Cooks, Restaurant	<ul style="list-style-type: none"> • Cooks, Institution and Cafeteria • Cooks, Short Order • Packers and Packagers, Hand
Cooks, Fast Food	<ul style="list-style-type: none"> • Combined Food Preparation and Serving Workers, Including Fast Food • Cooks, Institution and Cafeteria • Food Preparation Workers
First-Line Supervisors of Food Preparation and Serving Workers	<ul style="list-style-type: none"> • Bartenders • Chefs and Head Cooks • Cooks, Restaurant

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 Ventura County Economic Sub-Market employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending February 26, 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 ¹⁵ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Embassy Suites	39	15	24	160.0%
Taco Bell	35	3	32	1,066.7%
Hilton Hotels & Resorts	34	27	7	25.9%
Red Robin	29	5	24	480.0%
24 Hour Fitness	21	45	-24	-53.3%
Chipotle	20	13	7	53.8%
Med Travelers	16	8	8	100.0%
G6 Hospitality LLC	12	0	12	—
American Golf Corporation	11	5	6	120.0%
La Quinta Inn	10	8	2	25.0%
Jamba Juice Company	8	9	-1	-11.1%
Starbucks	8	30	-22	-73.3%
McDonald's Corporation	8	3	5	166.7%
Marriott	6	16	-10	-62.5%
Sodexo Inc.	5	9	-4	-44.4%
Vince.	5	0	5	—
The Holiday Inn & Suites	5	0	5	—
Real Mex Restaurants	4	0	4	—
Ojai Valley Inn & Spa	4	0	4	—
Pick Up Stix	4	0	4	—

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 26, 2015.

¹⁵ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

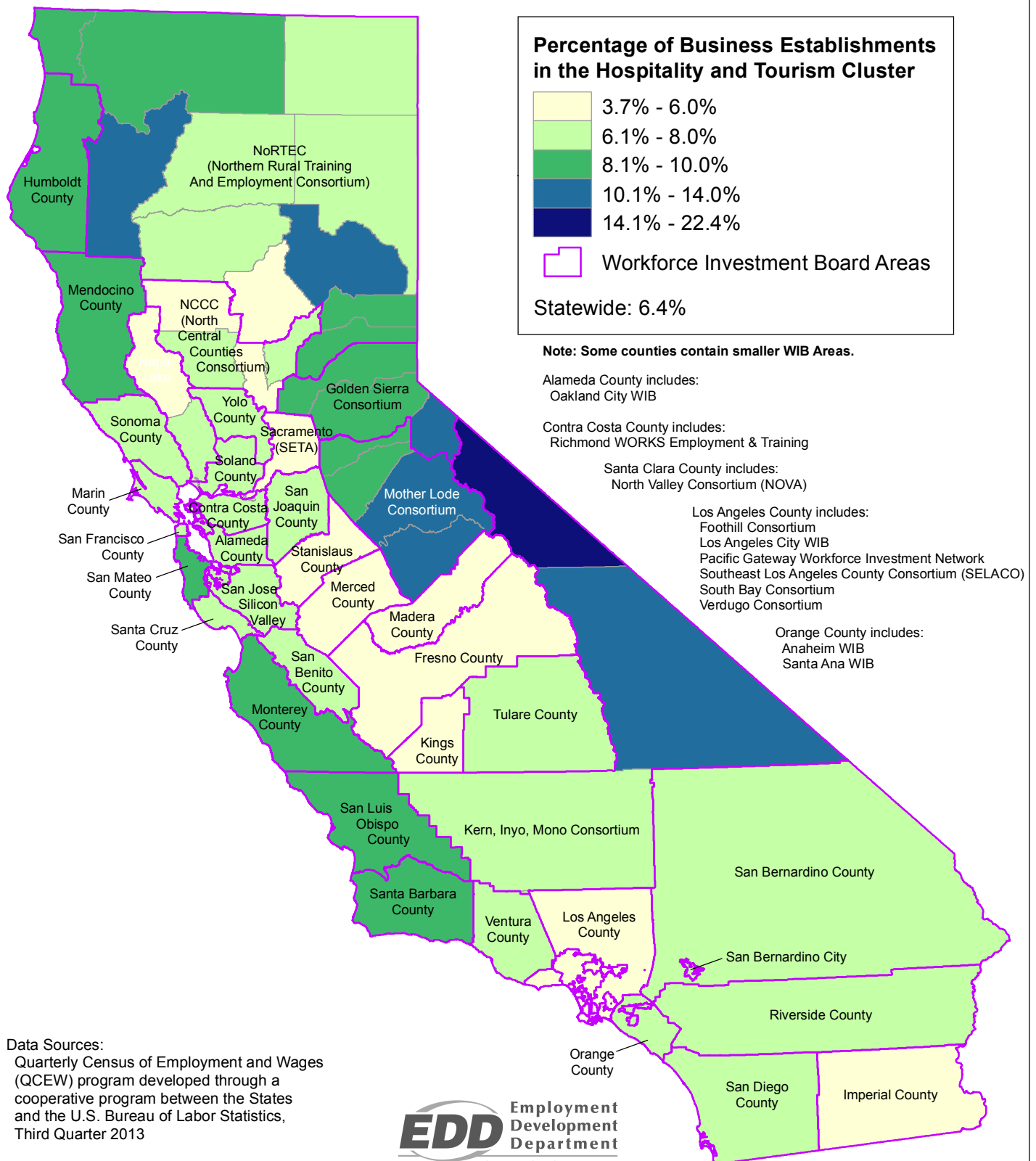
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to 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
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		
Manicurists and Pedicurists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0410	Nail Technician/Specialist and Manicurist		
Computer Network Support Specialists	11.0201	Computer Programming/Programmer, General	070710	Computer Programming
	11.0701	Computer Science	070800	Computer Infrastructure and Support
	11.0901	Computer Systems Networking and Telecommunications	070810	Computer Networking
Cooks, Restaurant	12.0500	Cooking and Related Culinary Arts, General	130630	Culinary Arts
	12.0503	Culinary Arts/Chef Training		
First-Line Supervisors of Food Preparation and Serving Workers	12.0500	Cooking and Related Culinary Arts, General	130620	Dietetic Services and Management
	12.0504	Restaurant, Culinary, and Catering Management/Manager	130630	Culinary Arts
	12.0507	Food Service, Waiter/Waitress, and Dining Room Management/ Manager	130710	Restaurant and Food Services and Management

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](https://nces.ed.gov/ipeds/data/postsecondary/ipeds_data_system/) at [www.nces.ed.gov](https://nces.ed.gov/); [California Community Colleges TOP-to-CIP Crosswalk](https://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

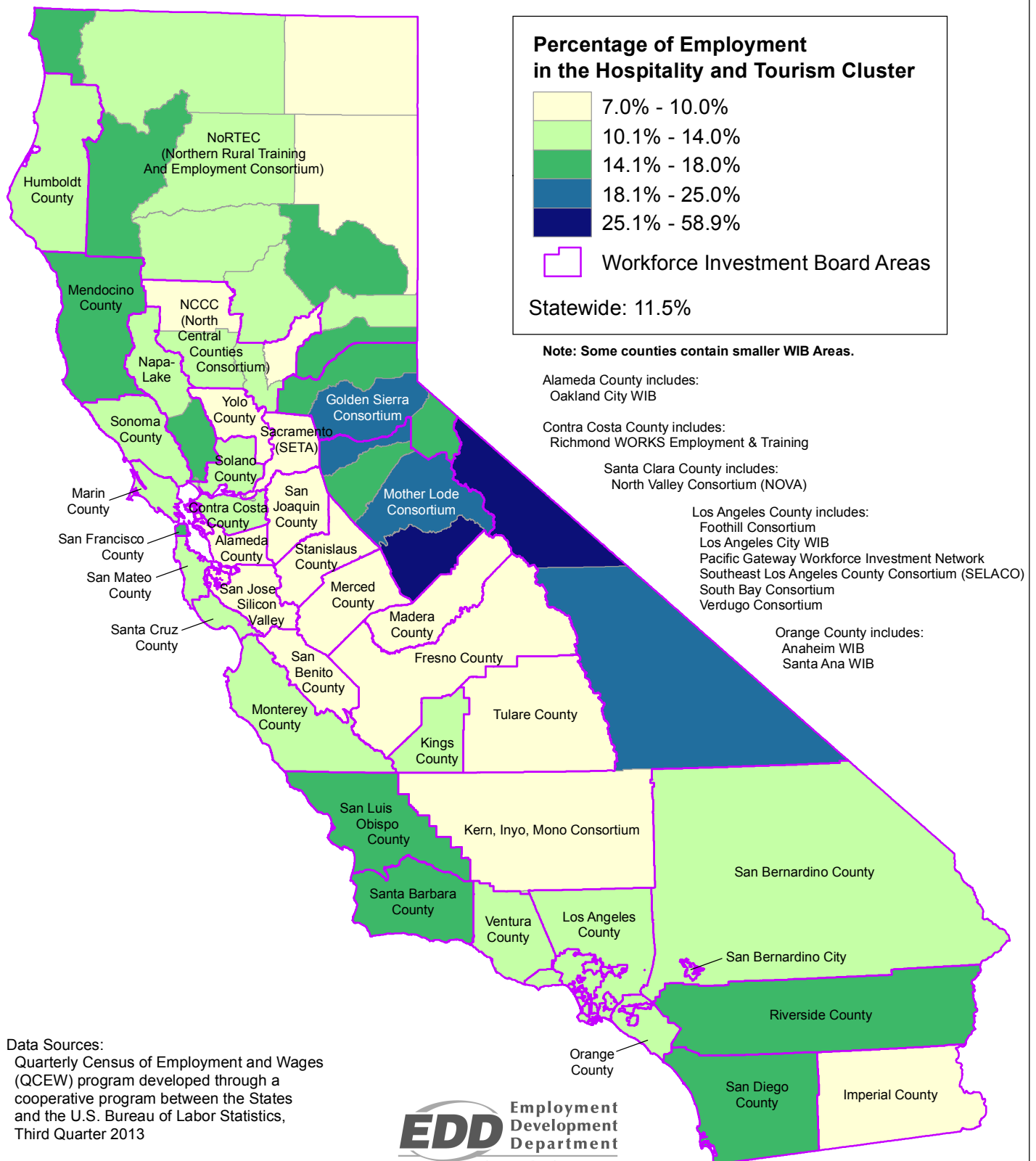
EDD Employment Development Department
State of California

LaborMarketInfo

File T036

California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



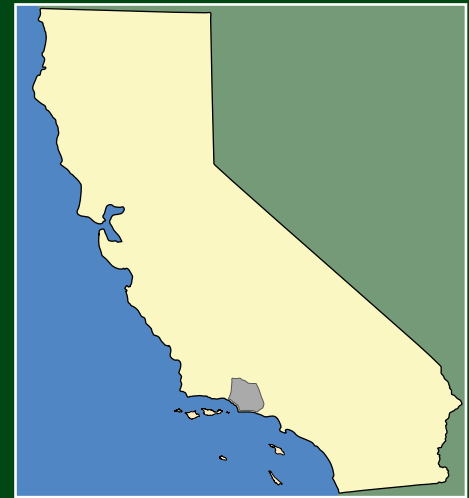
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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July 2014

EDD Employment Development Department
State of California

LaborMarketInfo

File T036



Occupational Analysis: Retail Cluster

Southern Economic Sub-Market
Ventura County
April 2015

What is the Retail Cluster?

The Retail cluster is comprised 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 Ventura Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represents more than three-quarters of the 17,357 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.¹⁶



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.

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

¹⁷ 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.

¹⁸ 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 Ventura 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 CalJOBSSM (www.caljobs.ca.gov), California's online job listing system.

Occupations	Total Job Openings ¹⁹ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁰	HWOL Job Ads ²¹ (120 days)
Retail Salespersons	5,519	\$10.80	\$22,481	Less than high school	905
Cashiers	3,941	\$10.88	\$22,628	Less than high school	261
Stock Clerks and Order Fillers	1,230	\$10.49	\$21,832	Less than high school	301
First-Line Supervisors of Retail Sales Workers	1,094	\$22.20	\$46,175	High school diploma or equivalent	564
Automotive Service Technicians and Mechanics	508	\$19.10	\$39,721	High school diploma or equivalent	274
Combined Food Preparation and Serving Workers, Including Fast Food	474	\$9.50	\$19,777	Less than high school	256
Laborers and Freight, Stock, and Material Movers, Hand	376	\$11.78	\$24,495	Less than high school	205
Tire Repairers and Changers	234	\$13.50	\$28,085	High school diploma or equivalent	30
General and Operations Managers	227	\$51.15	\$106,377	Bachelor's degree	170
Customer Service Representatives	227	\$17.58	\$36,558	High school diploma or equivalent	729

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 26, 2015.

¹⁹ Total job openings are the sum of new jobs and replacement job openings.

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

²¹ 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 Ventura 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 ²² (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	227	\$51.15	\$106,377	170
Sales Managers	102	\$49.80	\$103,581	99
Pharmacists	94	\$65.22	\$135,659	43
Loan Officers	29	\$25.81	\$53,683	145
Accountants and Auditors	28	\$34.49	\$71,730	444
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
First-Line Supervisors of Production and Operating Workers	43	\$26.22	\$54,534	257
Computer, Automated Teller, and Office Machine Repairers	29	\$19.83	\$41,245	7
Hairdressers, Hairstylists, and Cosmetologists	14	\$13.12	\$27,273	127
Heavy and Tractor-Trailer Truck Drivers	12	\$22.09	\$45,961	482
Electronic Home Entertainment Equipment Installers and Repairers	7	\$14.37	\$29,891	7
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	5,519	\$10.80	\$22,481	905
Cashiers	3,941	\$10.88	\$22,628	261
Stock Clerks and Order Fillers	1,230	\$10.49	\$21,832	301
First-Line Supervisors of Retail Sales Workers	1,094	\$22.20	\$46,175	564
Automotive Service Technicians and Mechanics	508	\$19.10	\$39,721	274

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 26, 2015.

²² 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 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	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Quality Control Analysis	Reading Comprehension	Repairing	Science
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●		●	●					●	●						●			●
Sales Managers				●	●			●		●	●					●			●	●
Pharmacists	●	●			●		●				●						●		●	●
Loan Officers	●	●	●		●			●			●						●		●	●
Accountants and Auditors ²³	●	●			●			●			●	●					●			●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
First-Line Supervisors of Production and Operating Workers		●		●	●					●	●						●			●
Computer, Automated Teller, and Office Machine Repairers	●	●			●						●		●	●			●	●		●
Hairdressers, Hairstylists, and Cosmetologists	●	●			●		●		●		●					●		●	●	
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●					●		●	●			●		●	●
Electronic Home Entertainment Equipment Installers and Repairers	●	●	●		●												●	●	●	●
Requires a High School Diploma or Equivalent or Less																				
Retail Salespersons		●			●						●	●				●	●		●	●
Cashiers		●		●	●						●						●	●	●	●
Stock Clerks and Order Fillers ²⁴	●	●	●	●	●						●						●		●	●
First-Line Supervisors of Retail Sales Workers					●		●		●		●	●				●	●		●	●
Automotive Service Technicians and Mechanics ²⁵		●	●		●	●		●						●	●		●	●		●

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

²³ Skills listed represent Accountants, a specialty occupation of Accountants and Auditors.

²⁴ Skills listed represent Stock Clerks Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

²⁵ Skills listed represent Automotive Master Mechanics, a specialty occupation of Automotive Service Technicians and Mechanics.

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 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	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	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	•	•						•	•			•				•			•		•	•		•									•	
Loan Officers				•			•		•						•				•		•		•	•				•					•	
Accountants and Auditors ²⁶	•				•			•	•	•					•				•	•			•										•	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																		
First-Line Supervisors of Production and Operating Workers			•		•	•	•				•	•													•				•	•				
Computer, Automated Teller, and Office Machine Repairers					•			•					•		•	•				•						•	•					•		•
Hairdressers, Hairstylists, and Cosmetologists		•		•				•		•		•								•		•			•							•		•
Heavy and Tractor-Trailer Truck Drivers						•		•		•		•	•	•	•			•	•			•												
Electronic Home Entertainment Equipment Installers and Repairers								•				•	•			•	•			•		•				•							•	•
Requires a High School Diploma or Equivalent or Less																																		
Retail Salespersons				•	•			•				•			•				•		•										•	•		•
Cashiers				•	•			•	•			•			•						•	•						•		•				
Stock Clerks and Order Fillers ²⁷				•	•			•				•	•						•		•	•											•	•
First-Line Supervisors of Retail Sales Workers			•		•			•		•		•			•				•		•							•	•					
Automotive Service Technicians and Mechanics ²⁸						•		•				•			•	•			•		•		•			•	•							•

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

²⁶ Work Activities listed represent Accountants, a specialty occupation of Accountants and Auditors.

²⁷ Work Activities listed represent Stock Clerks Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

²⁸ Work Activities listed represent Automotive Master Mechanics, a specialty occupation of Automotive Service Technicians and Mechanics.

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 • Wholesale and Retail Buyers, Except Farm Products
Sales Managers	<ul style="list-style-type: none"> • Financial Managers, Branch or Department • Logistics 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
Loan Officers	<ul style="list-style-type: none"> • Insurance Sales Agents • Personal Financial Advisors • Sales Agents, Financial Services
Accountants and Auditors	<ul style="list-style-type: none"> • Financial Analysts • Personal Financial Advisors • Risk Management Specialists
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> • First-Line Supervisors of Construction Trades and Extraction Workers • First-Line Supervisors of Mechanics, Installers, and Repairers • Non-Destructive Testing Specialists
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> • Audio and Video Equipment Technicians • Computer User Support Specialists • Electrical Engineering Technicians
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> • Barbers • Manicurists and Pedicurists • Skincare Specialists
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
Electronic Home Entertainment Equipment Installers and Repairers	<ul style="list-style-type: none"> • Broadcast Technicians • Computer User Support Specialists • Medical Equipment Repairers
Requires a High School Diploma or Equivalent or Less	
Retail Salespersons	<ul style="list-style-type: none"> • Counter and Rental Clerks • First-Line Supervisors of Retail Sales Workers • Hotel, Motel, and Resort Desk Clerks
Cashiers	<ul style="list-style-type: none"> • Counter Attendants, Cafeteria, Food Concession, and Coffee Shop • Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop • Waiters and Waitresses
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> • Cashiers • Food Servers, Nonrestaurant • Marketing Clerks
First-Line Supervisors of Retail Sales Workers	<ul style="list-style-type: none"> • First-Line Supervisors of Food Preparation and Serving Workers • First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand • First-Line Supervisors of Housekeeping and Janitorial Workers
Automotive Service Technicians and Mechanics	<ul style="list-style-type: none"> • Automotive Specialty Technicians • Electrical and Electronics Repairers, Commercial and Industrial Equipment • Industrial Machinery Mechanics

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 Ventura County Economic Sub-Market employers in the Retail cluster who posted the most job advertisements during the 120-day period ending February 26, 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 ²⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Safeway Companies	122	12	110	916.7%
Macy's	116	83	33	39.8%
Nordstrom	62	50	12	24.0%
Lowe's	54	40	14	35.0%
Target Corporation	44	23	21	91.3%
Sears Holdings Corporation	37	73	-36	-49.3%
Home Depot	33	23	10	43.5%
Toys"R"Us	18	48	-30	-62.5%
Office Depot	17	13	4	30.8%
Ross Stores	17	0	17	—
Whole Foods	16	23	-7	-30.4%
Carmax	14	5	9	180.0%
Winco Foods	13	0	13	—
Rite Aid	12	14	-2	-14.3%
Staples	11	11	0	0.0%
Dollar Tree Stores, Inc.	11	11	0	0.0%
Harbor Freight Tools	10	10	0	0.0%
Jos. A. Bank	9	5	4	80.0%
Acura 101 West	9	0	9	—
Verizon	8	19	-11	-57.9%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 26, 2015.

²⁹ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Retail Cluster Occupations

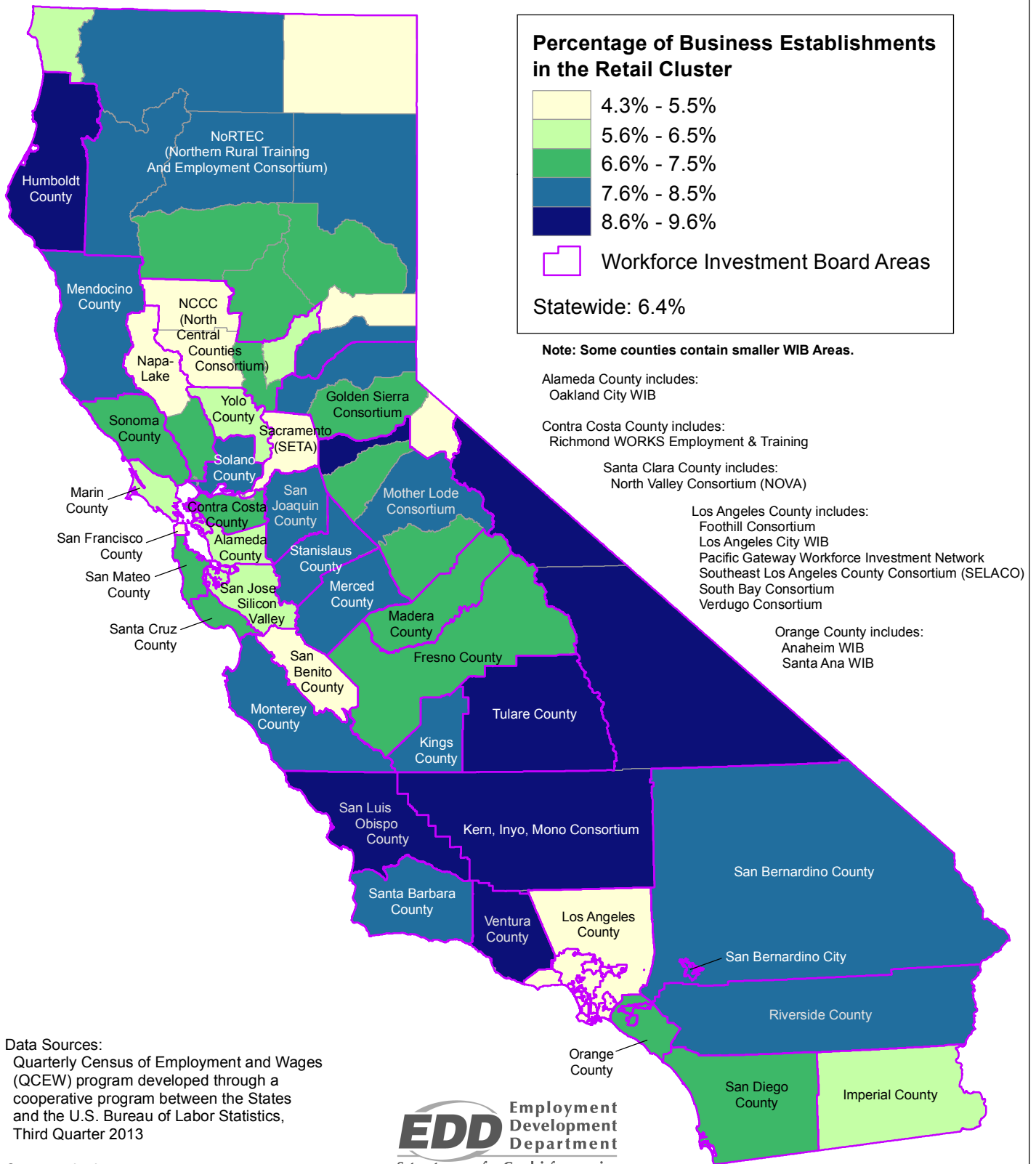
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Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
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
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/ Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Electronic Home Entertainment Equipment Installers and Repairers	47.0103	Communications Systems Installation and Repair Technology	N/A	N/A
First-Line Supervisors of Retail Sales Workers	52.0212	Retail Management	050650	Retail Store Operations and Management
	52.1803	Retailing and Retail Operations	050940	Sales and Salesmanship
	52.1804	Selling Skills and Sales Operations	050960	Display
Automotive Service Technicians and Mechanics	15.0803	Automotive Engineering Technology/Technician	094800	Automotive Technology
	47.0600	Vehicle Maintenance and Repair Technologies, General	094840	Alternative Fuels and Advanced Transportation Technology
	47.0604	Automobile/Automotive Mechanics Technology/ Technician		

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](https://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
<http://www.labormarketinfo.edd.ca.gov>
July 2014

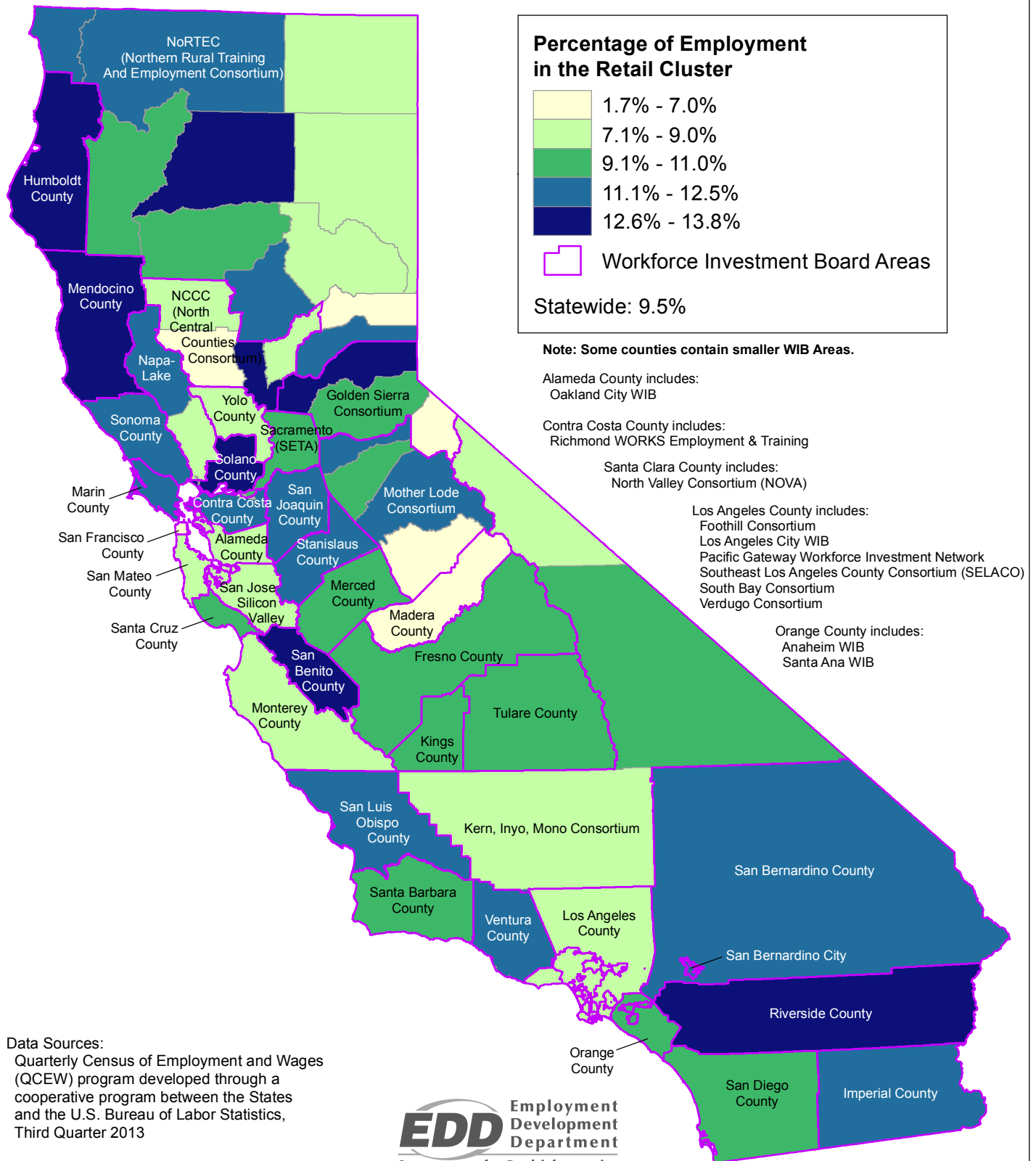
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California Retail Cluster

Percentage of Total County Employment, 2013



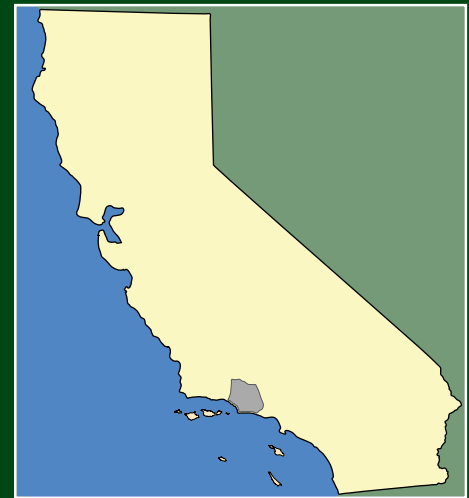
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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Occupational Analysis: Health Care Services Cluster

Southern Economic Sub-Market

Ventura County

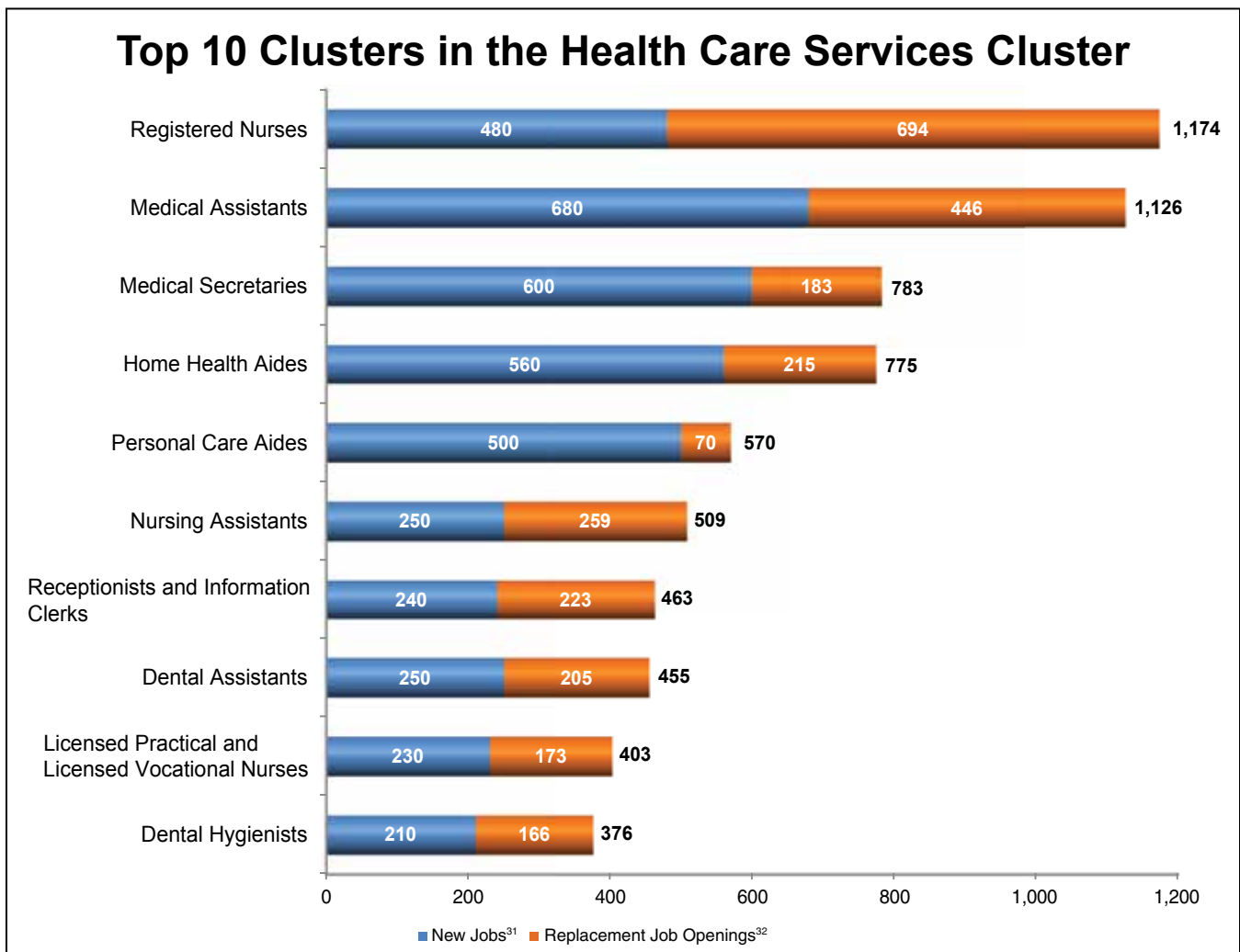
April 2015

What is the Health Care Services Cluster?

The Health Care Services cluster is comprised of 14 industries that include hospitals and doctor's offices, diagnostic laboratories, continuing care retirement communities, home health care services, and other activities related to health care. The workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on Ventura County Economic Sub-Market's new job growth plus replacement openings. In sum, these 10 occupations represent more than one-half of the 12,404 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, reading comprehension, service orientation, social perceptiveness, 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 Health Care Services Cluster

The table below further profiles the Ventura County Economic Sub-Market's top 10 occupations in the Health Care Services cluster by listing the total job openings for 2012-2022, median hourly and annual wages, and entry-level education requirements. Also included are online job advertisements extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series over a 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)
Registered Nurses	1,174	\$36.83	\$76,612	Associate's degree	1,251
Medical Assistants	1,126	\$15.85	\$32,968	Postsecondary non-degree award	184
Medical Secretaries	783	\$16.97	\$35,304	High school diploma or equivalent	261
Home Health Aides	775	\$11.39	\$23,696	Less than high school	160
Personal Care Aides	570	\$10.40	\$21,624	Less than high school	469
Nursing Assistants	509	\$13.52	\$28,122	Postsecondary non-degree award	123
Receptionists and Information Clerks	463	\$13.94	\$29,000	High school diploma or equivalent	335
Dental Assistants	455	\$16.71	\$34,755	Postsecondary non-degree award	162
Licensed Practical and Licensed Vocational Nurses	403	\$24.12	\$50,173	Postsecondary non-degree award	170
Dental Hygienists	376	\$48.37	\$100,602	Associate's degree	44

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 26, 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 Health Care Services Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Health Care Services cluster. The table includes the Ventura 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 ³⁶ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Physical Therapists	248	\$41.10	\$85,490	136
Medical and Health Services Managers	204	\$46.27	\$96,248	373
Family and General Practitioners	130	>\$90.00	>\$187,200	20
Healthcare Social Workers	110	\$32.48	\$67,570	23
General and Operations Managers	109	\$51.15	\$106,377	170
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	1,174	\$36.83	\$76,612	1,251
Medical Assistants	1,126	\$15.85	\$32,968	184
Nursing Assistants	509	\$13.52	\$28,122	123
Dental Assistants	455	\$16.71	\$34,755	162
Licensed Practical and Licensed Vocational Nurses	403	\$24.12	\$50,173	170
Requires a High School Diploma or Equivalent or Less				
Medical Secretaries	783	\$16.97	\$35,304	261
Home Health Aides	775	\$11.39	\$23,696	160
Personal Care Aides	570	\$10.40	\$21,624	469
Receptionists and Information Clerks	463	\$13.94	\$29,000	335
Office Clerks, General	305	\$15.47	\$32,185	299

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 26, 2015.

³⁶ Total job openings are the sum of new jobs and replacement job openings.

Skill Requirements in the Health Care Services Cluster

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

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

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

Work Activities in the Health Care Services Cluster

The table below lists the 10 top work activities required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. The most common include establishing and maintaining interpersonal relationships; assisting and caring for others; 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	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing Administrative Activities	Performing for or Working Directly with the Public
Requires a Bachelor's Degree or Higher																				
Physical Therapists		●					●	●				●	●		●	●				●
Medical and Health Services Managers			●		●	●		●			●				●		●	●		
Family and General Practitioners	●	●					●	●		●			●		●	●			●	
Healthcare Social Workers		●			●		●	●							●		●		●	●
General and Operations Managers				●	●	●		●							●	●	●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Registered Nurses		●			●			●		●			●		●	●		●		●
Medical Assistants		●			●		●	●		●			●			●		●		●
Nursing Assistants		●			●			●		●		●	●		●	●		●		
Dental Assistants		●						●	●	●		●	●		●	●		●		●
Licensed Practical and Licensed Vocational Nurses		●			●		●	●				●	●		●	●		●		●
Requires a High School Diploma or Equivalent or Less																				
Medical Secretaries		●		●	●			●		●			●		●			●		●
Home Health Aides		●			●		●	●				●	●			●		●		●
Personal Care Aides		●			●		●	●				●	●		●	●		●		
Receptionists and Information Clerks		●					●	●		●			●		●			●		●
Office Clerks, General		●			●		●	●		●			●				●		●	●

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

Related Occupations for the Health Care Services Cluster

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

Health Care Services Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
Physical Therapists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Occupational Therapists
Medical and Health Services Managers	<ul style="list-style-type: none"> • Education Administrators, Elementary and Secondary School • Management Analysts • Training and Development Managers
Family and General Practitioners	<ul style="list-style-type: none"> • Nurse Practitioners • Pharmacists • Physician Assistants
Healthcare Social Workers	<ul style="list-style-type: none"> • Counseling Psychologists • Mental Health Counselors • Patient Representatives
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • Logistics Managers • Purchasing Managers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Cardiovascular Technologists and Technicians • Emergency Medical Technicians and Paramedics • Licensed Practical and Licensed Vocational Nurses
Medical Assistants	<ul style="list-style-type: none"> • Pharmacy Technicians • Physical Therapist Assistants • Speech-Language Pathology Assistants
Nursing Assistants	<ul style="list-style-type: none"> • N/A
Dental Assistants	<ul style="list-style-type: none"> • Dental Hygienists • Medical Assistants • Veterinary Technologists and Technicians
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Cardiovascular Technologists and Technicians • Dental Assistants • Radiologic Technicians
Requires a High School Diploma or Equivalent or Less	
Medical Secretaries	<ul style="list-style-type: none"> • Bill and Account Collectors • Medical Records and Health Information Technicians • Receptionists and Information Clerks
Home Health Aides	<ul style="list-style-type: none"> • Childcare Workers • Medical Assistants • Occupational Therapy Aides
Personal Care Aides	<ul style="list-style-type: none"> • Home Health Aides • Occupational Therapy Aides • Physical Therapist Aides
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Bill and Account Collectors • Customer Service Representatives • Medical Secretaries
Office Clerks, General	<ul style="list-style-type: none"> • Receptionists and Information Clerks • Medical Secretaries • Medical Records and Health Information Technicians

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

Employer Demand for the Health Care Services Cluster

The following table lists the Ventura County Economic Sub-Market employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending February 26, 2015. The table also includes the number of job advertisements from the previous year's period, as well as the numerical change and year-over percent change in these postings for the same 120-day period.

Health Care Services Cluster Employers	Recent Job Advertisements ³⁷ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
HCA - The Healthcare Company	119	70	49	70.0%
Memorial Health	76	47	29	61.7%
Dignity Health	51	148	-97	-65.5%
St. John's Regional Medical Center	43	40	3	7.5%
St. John's Hospital	41	8	33	412.5%
Onward Healthcare	38	13	25	192.3%
American Mobile Healthcare	28	35	-7	-20.0%
Clinicas Del Camino Real, Incorporated	23	27	-4	-14.8%
DaVita, Inc.	21	26	-5	-19.2%
Kaiser Permanente	17	7	10	142.9%
Brookdale Senior Living	15	0	15	—
Aureus Medical	12	0	12	—
Fresenius Medical Care	11	24	-13	-54.2%
American Medical Response	9	12	-3	-25.0%
Atria Senior Living	9	7	2	28.6%
Guardian Angel Home Care, Inc.	9	5	4	80.0%
Inventive Health, Inc.	9	2	7	350.0%
Therapists Unlimited	8	10	-2	-20.0%
Aspiranet	7	1	6	600.0%
St. John's Pleasant Valley Hospital	6	4	2	50.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending February 26, 2015.

³⁷ Totals do not include employers with anonymous job advertisements.

Instructional Programs for the Top Health Care Services Occupations

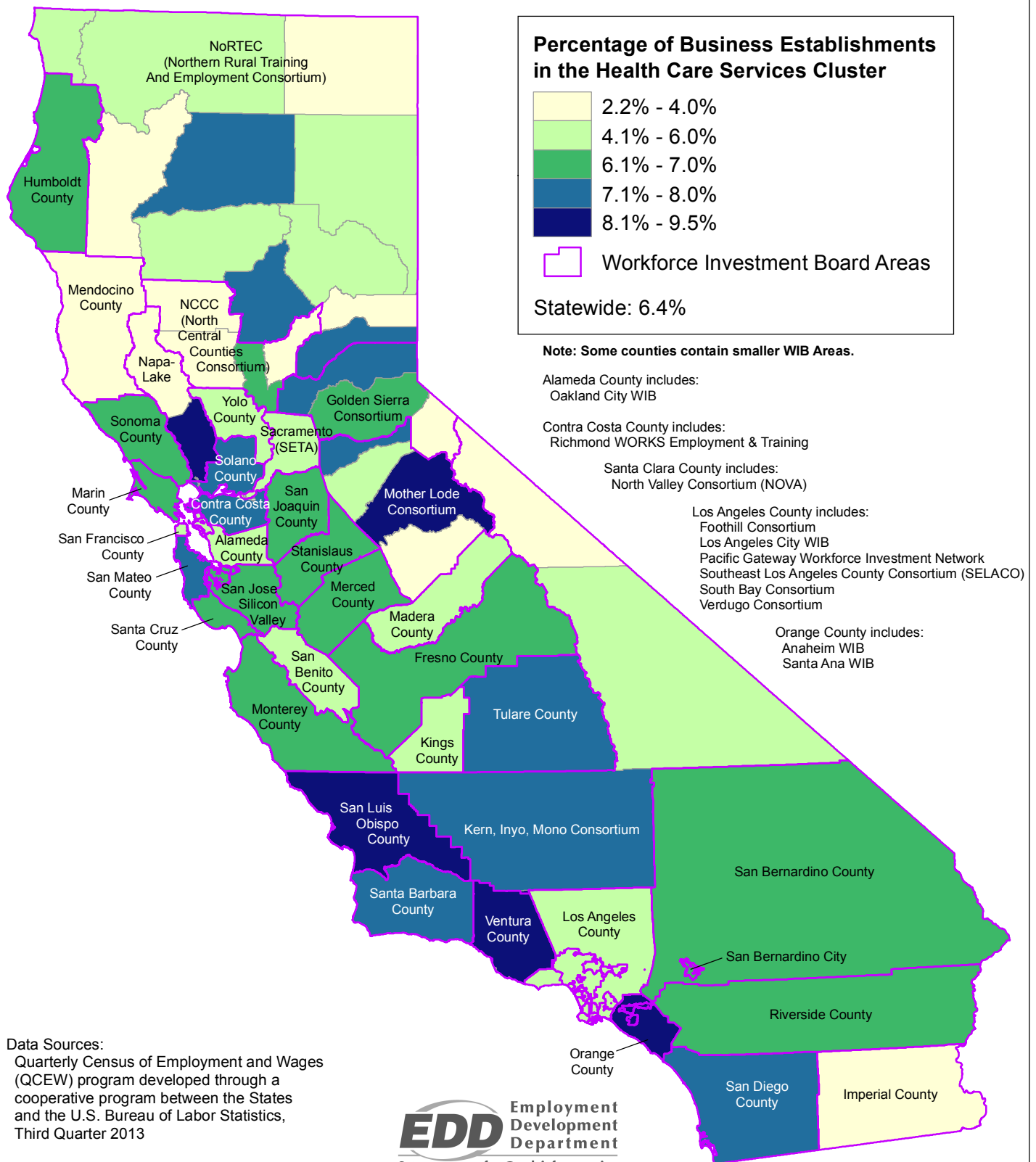
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3809	Pediatric Nurse/Nursing	123010	Registered Nursing
	51.3813	Clinical Nurse Specialist		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0712	Medical Reception/Receptionist	120800	Medical Assisting
	51.0713	Medical Insurance Coding Specialist/Coder	120820	Administrative Medical Assisting
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		
Dental Assistants	51.0601	Dental Assisting/Assistant	124010	Dental Assistant
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		
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0714	Medical Insurance Specialist/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Receptionists and Information Clerks	52.0406	Receptionist	N/A	N/A
Office Clerks, General	52.0408	General Office Occupations and Clerical Services	N/A	N/A

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

California Health Care Services Cluster

Percentage of Total County Establishments, 2013



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

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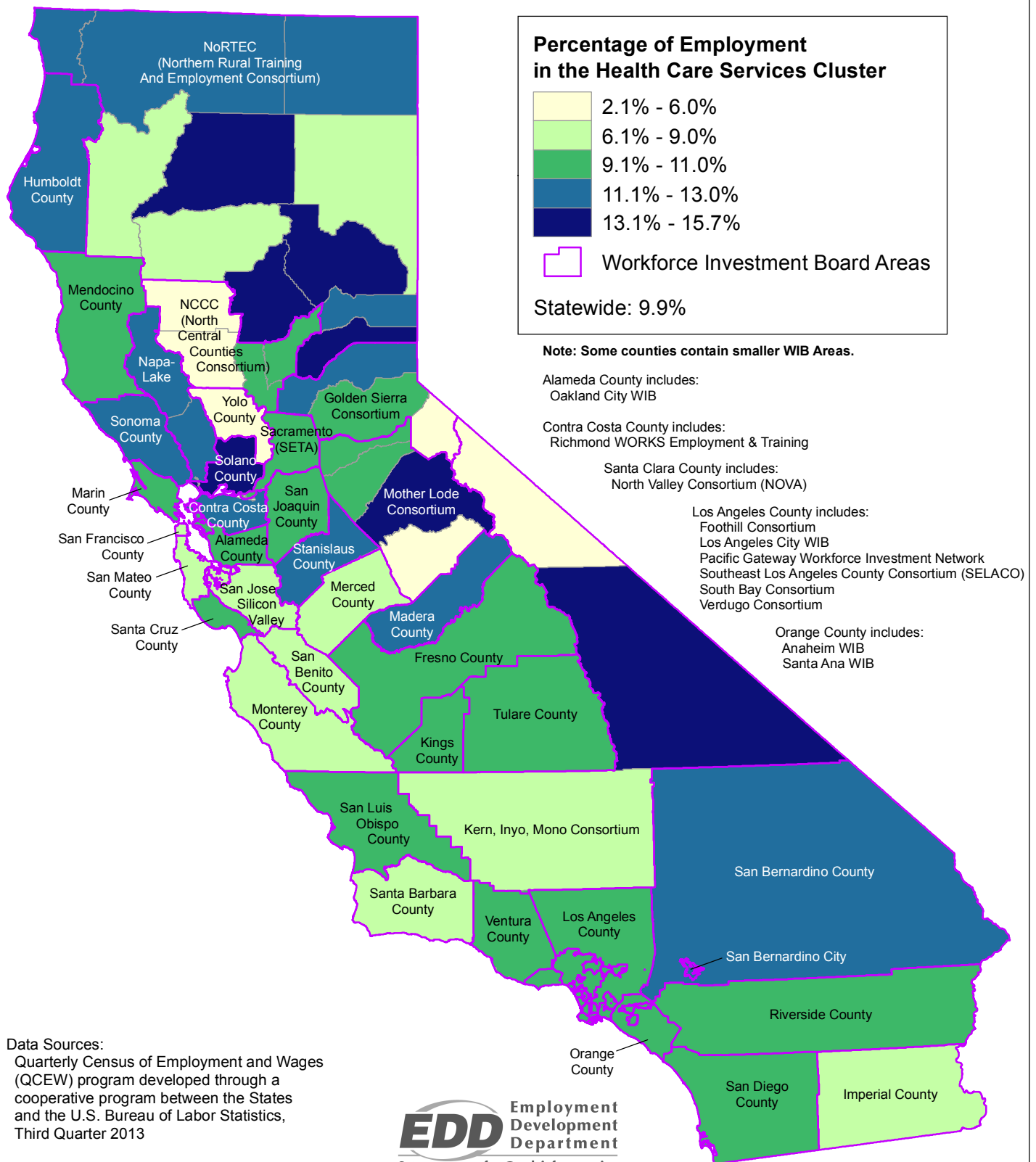
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California Health Care Services Cluster

Percentage of Total County Employment, 2013



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

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