

Regional Economic Analysis Profile

Sacramento Economic Sub-Market

Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties

May 2015



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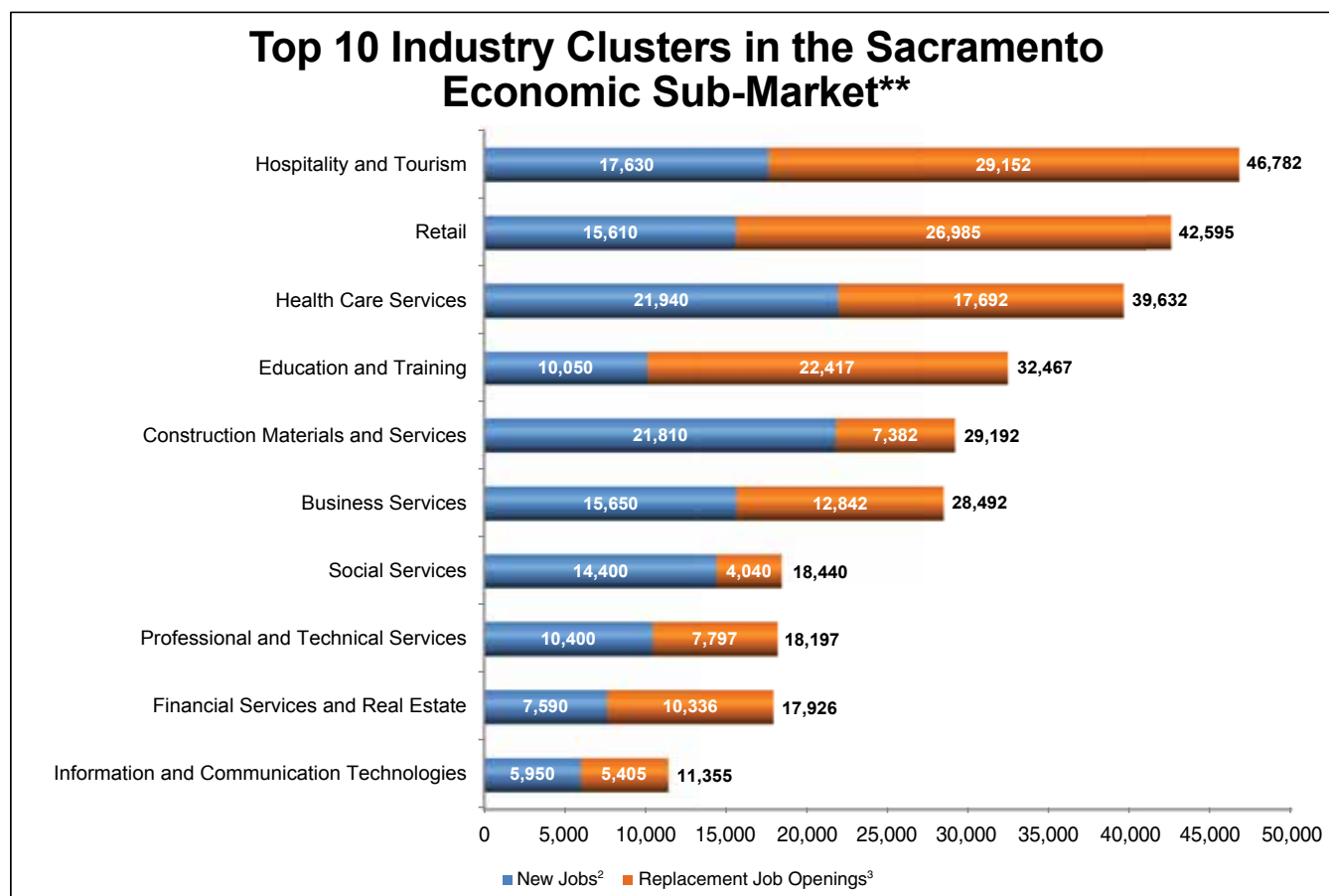
SUMMARY OF THE SACRAMENTO ECONOMIC SUB-MARKET INDUSTRY CLUSTERS

What is an Industry Cluster?

Industry clusters are groups of associated industries in an economic market that stimulate the creation of new businesses and job opportunities in a particular field. The application of workforce and economic development resources toward the continual development of industry clusters will help stimulate economic growth and boost the number of employment opportunities for the labor force.

Purpose of this Report

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



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

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

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

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

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INDUSTRY CLUSTER DESCRIPTIONS

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

The **Hospitality and Tourism** industry cluster includes interrelated industries such as eating establishments, hotels and motels, casinos, museums, and sightseeing transportation. During 2013-2014,* this cluster was comprised of more than 92,000 workers, or 12.3 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
- Drinking Places (Alcoholic Beverages)

The **Retail** industry cluster includes grocery and department stores, dollar stores, retail pharmacies, and clothing specialty stores. During 2013-2014,* this cluster employed almost 89,000 workers, or 11.8 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
- Building Material and Supplies Dealers
- Automobile Dealers
- Department Stores

The **Health Care Services** industry cluster includes acute care and outpatient hospitals, nursing homes and rehabilitation centers, adult day care centers, and community service agencies for the elderly. It employed almost 92,000 people in the economic sub-market during 2013-2014,* accounting for 12.2 percent of the workforce. Industries in this cluster may include both public and private employment. Top industries within this cluster include:

- General Medical and Surgical Hospitals
- Outpatient Care Centers
- Offices of Physicians
- Nursing Care Facilities (Skilled Nursing Facilities)
- Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly

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 nearly 85,000 people in the economic sub-market, accounting for 11.3 percent of the workforce. Top industries within this cluster include:

- Elementary and Secondary Schools
- Colleges, Universities, and Professional Schools
- Junior Colleges
- Other Schools and Instruction
- Educational Support Services

The **Construction Materials and Services** industry cluster is comprised of builders of mechanical systems such as electrical, heating, and water; specialty trades outfits such as drywall, flooring, and painting contractors; residential and commercial builders; and contractors who complete foundation and framing work. During 2013-2014,* more than 47,000 workers made up the cluster's employment, representing 6.3 percent of the economic sub-market's total workforce. Industries showing the highest projected job openings include:

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

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

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INDUSTRY CLUSTER DESCRIPTIONS

The **Business Services** industry cluster is comprised of industries that include temporary help agencies, employer organizations, janitorial services, security systems services, and carpet cleaning establishments. This cluster employed almost 64,000 people during 2013-2014,* accounting for 8.5 percent of the economic sub-market's workforce. Top industries in this cluster include:

- Employment Services
- Services to Buildings and Dwellings
- Office Administrative Services
- Management of Companies and Enterprises
- Investigation and Security 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 35,000 people and accounted for 4.7 percent of the economic sub-market's workforce in 2013-2014.* Industries include:

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

The **Professional and Technical Services** industry cluster is comprised of interrelated industries that include engineering and architectural firms, law offices, advertising companies, and accounting firms. In 2013-2014,* less than 38,000 people were employed in the economic sub-market, or 5 percent of the workforce. Top industries within this cluster include:

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

The **Financial Services and Real Estate** industry cluster includes commercial banks, savings institutions, credit unions, credit card companies, insurance firms, and real estate appraisers or property management companies. In total, the cluster employed nearly 48,000 people, which accounted for 6.3 percent of the economic sub-market's workforce in 2013-2014.* Industries showing the highest projected job openings include:

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

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 27,000 workers, or 3.6 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
- Computer and Peripheral Equipment Manufacturing
- Other Telecommunications
- Wired Telecommunications Carriers

* 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 Sacramento Economic Sub-Market.**

Hospitality and Tourism

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

Retail

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

Health Care Services

6211	Offices of Physicians
6212	Offices of Dentists
6213	Offices of Other Health Practitioners
6214	Outpatient Care Centers
6215	Medical and Diagnostic Laboratories

Health Care Services (Continued)

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

Education and Training

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

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

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INDUSTRY CLUSTER DEFINITIONS

Construction Materials and Services (Continued)

- 3274 Lime and Gypsum Product Manufacturing
- 3279 Other Nonmetallic Mineral Product Manufacturing
- 3339 Other General Purpose Machinery Manufacturing
- 3351 Electric Lighting Equipment Manufacturing

Business Services

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

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

Professional and Technical Services

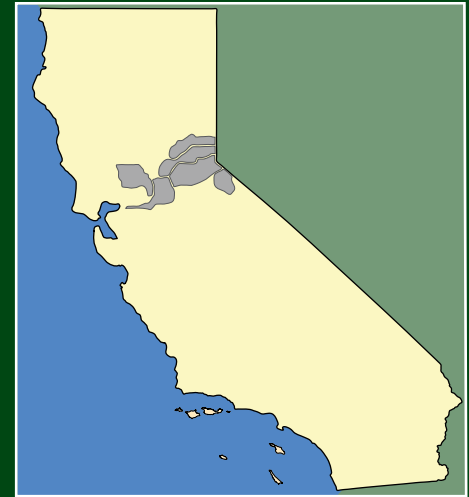
- 5411 Legal Services
- 5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services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

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

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

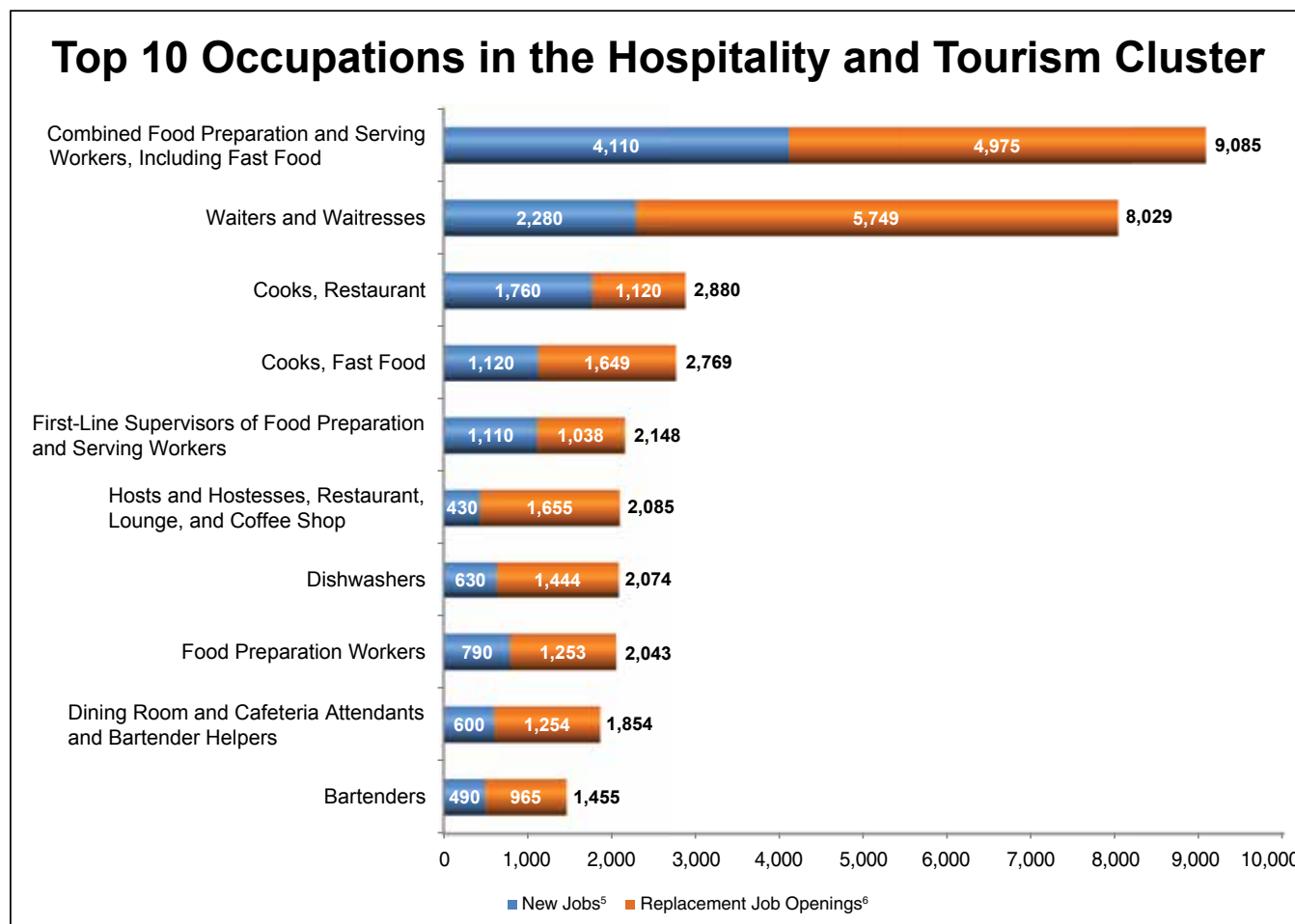
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Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties
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What is the Hospitality and Tourism Cluster?

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

Top 10 Occupations in the Hospitality and Tourism Cluster

The graph below identifies the top 10 occupations in the Hospitality and Tourism cluster, based on the Sacramento Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent almost three-quarters of the 46,782 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, 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.

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

The table below further profiles the Sacramento 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)
Combined Food Preparation and Serving Workers, Including Fast Food	9,085	\$9.37	\$19,497	Less than high school	654
Waiters and Waitresses	8,029	\$9.19	\$19,107	Less than high school	400
Cooks, Restaurant	2,880	\$11.53	\$23,979	Less than high school	439
Cooks, Fast Food	2,769	\$9.21	\$19,159	Less than high school	47
First-Line Supervisors of Food Preparation and Serving Workers	2,148	\$14.19	\$29,535	High school diploma or equivalent	956
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,085	\$9.25	\$19,234	Less than high school	77
Dishwashers	2,074	\$9.37	\$19,497	Less than high school	210
Food Preparation Workers	2,043	\$9.51	\$19,785	Less than high school	159
Dining Room and Cafeteria Attendants and Bartender Helpers	1,854	\$9.19	\$19,102	Less than high school	118
Bartenders	1,455	\$9.34	\$19,425	Less than high school	110

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 April 22, 2015.

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

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

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

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Top Occupations for the Hospitality and Tourism Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Hospitality and Tourism cluster. The table includes the Sacramento 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				
Coaches and Scouts	337	N/A	\$25,085	221
General and Operations Managers	270	\$45.98	\$95,655	465
Recreation Workers	73	\$10.85	\$22,561	126
Meeting, Convention, and Event Planners	66	\$22.31	\$46,400	67
Sales Managers	37	\$50.47	\$104,983	616
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Massage Therapists	30	\$17.51	\$36,420	162
Skincare Specialists	21	\$12.70	\$26,403	67
Web Developers	18	\$31.81	\$66,171	852
Hairdressers, Hairstylists, and Cosmetologists	12	\$11.58	\$24,077	286
Computer User Support Specialists	5	\$26.50	\$55,118	1,190
Requires a High School Diploma or Equivalent or Less				
Combined Food Preparation and Serving Workers, Including Fast Food	9,085	\$9.37	\$19,497	654
Waiters and Waitresses	8,029	\$9.19	\$19,107	400
Cooks, Restaurant	2,880	\$11.53	\$23,979	439
Cooks, Fast Food	2,769	\$9.21	\$19,159	47
First-Line Supervisors of Food Preparation and Serving Workers	2,148	\$14.19	\$29,535	956

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 April 22, 2015.

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

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Skill Requirements in the Hospitality and Tourism Cluster

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

Occupations	Skills																		
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Instructing	Judgment and Decision Making	Learning Strategies	Management of Personnel Resources	Monitoring	Negotiation	Operations Analysis	Persuasion	Programming	Quality Control Analysis	Reading Comprehension	Service Orientation	Social Perceptiveness	Speaking
Requires a Bachelor's Degree or Higher																			
Coaches and Scouts		●			●	●	●	●	●	●								●	●
General and Operations Managers	●	●		●	●				●	●						●		●	●
Recreation Workers		●		●	●	●			●	●						●	●	●	●
Meeting, Convention, and Event Planners		●		●	●					●	●					●	●	●	●
Sales Managers				●	●		●		●	●			●					●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																			
Massage Therapists	●	●			●		●			●						●	●	●	●
Skincare Specialists	●	●		●	●		●			●						●	●	●	●
Web Developers	●	●	●		●		●			●		●		●		●			
Hairdressers, Hairstylists, and Cosmetologists	●	●			●	●		●		●			●				●	●	●
Computer User 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.

Work Activities in the Hospitality and Tourism Cluster

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

Occupations	Work Activities																									
	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	Establishing and Maintaining Interpersonal Relationships	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Interacting With Computers	Judging the Qualities of Things, Services, or People	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Organizing, Planning, and Prioritizing Work	Performing 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																										
Coaches and Scouts		●			●	●				●		●				●		●			●	●				●
General and Operations Managers			●	●	●	●							●		●	●					●	●		●		
Recreation Workers	●	●		●	●	●										●	●	●				●		●		
Meeting, Convention, and Event Planners			●	●		●	●		●	●						●	●					●				●
Sales Managers		●	●	●	●	●		●					●			●					●		●			
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																										
Massage Therapists	●		●			●	●			●			●			●	●	●								●
Skincare Specialists	●				●	●			●					●		●	●						●	●		●
Web Developers				●			●			●	●		●			●			●	●				●		●
Hairdressers, Hairstylists, and Cosmetologists	●		●			●	●		●							●	●		●					●		●
Computer User 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.

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	
Coaches and Scouts	<ul style="list-style-type: none"> Career/Technical Education Teachers, Middle School Career/Technical Education Teachers, Secondary School Recreation Workers
General and Operations Managers	<ul style="list-style-type: none"> Administrative Services Managers Logistics Managers First-Line Supervisors of Office and Administrative Support Workers
Recreation Workers	<ul style="list-style-type: none"> Coaches and Scouts Recreational Therapists Residential Advisors
Meeting, Convention, and Event Planners	<ul style="list-style-type: none"> Advertising and Promotions Managers Human Resources Specialists Public Relations Specialists
Sales Managers	<ul style="list-style-type: none"> Marketing Managers Public Relations and Fundraising Managers First-Line Supervisors of Non-Retail Sales Workers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Massage Therapists	<ul style="list-style-type: none"> Barbers Skincare Specialists Fitness Trainers and Aerobics Instructors
Skincare Specialists	<ul style="list-style-type: none"> Massage Therapists Hairdressers, Hairstylists, and Cosmetologists Manicurists and Pedicurists
Web Developers	<ul style="list-style-type: none"> Software Developers, Systems Software Database Administrators Web Administrators
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Barbers Manicurists and Pedicurists Skincare Specialists
Computer User Support Specialists	<ul style="list-style-type: none"> Audio and Video Equipment Technicians Computer Operators Computer, Automated Teller, and Office Machine Repairers
Requires a High School Diploma or Equivalent or Less	
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Cooks, Fast Food Cooks, Short Order Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
Waiters and Waitresses	<ul style="list-style-type: none"> Combined Food Preparation and Serving Workers, Including Fast Food Dining Room and Cafeteria Attendants and Bartender Helpers Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
Cooks, Restaurant	<ul style="list-style-type: none"> Cooks, Institution and Cafeteria Food Preparation Workers Bakers
Cooks, Fast Food	<ul style="list-style-type: none"> Food Preparation Workers Combined Food Preparation and Serving Workers, Including Fast Food Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
First-Line Supervisors of Food Preparation and Serving Workers	<ul style="list-style-type: none"> Dietetic Technicians Chefs and Head Cooks Cooks, Institution and Cafeteria

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 Sacramento Economic Sub-Market** employers in the Hospitality and Tourism cluster who posted the most job advertisements during the 120-day period ending April 22, 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 ¹¹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Taco Bell	154	13	141	1,084.6%
Vail Resorts	147	228	-81	-35.5%
Chipotle	119	11	108	981.8%
Cache Creek Casino Resort	77	103	-26	-25.2%
Marriott	70	79	-9	-11.4%
Hyatt	50	30	20	66.7%
Ritz-Carlton	43	18	25	138.9%
Sodexo, Inc.	31	17	14	82.4%
Red Robin	25	16	9	56.3%
Boston Market Corporation	24	4	20	500.0%
G6 Hospitality LLC	21	3	18	600.0%
La Quinta Inn	20	4	16	400.0%
Aramark Corporation	19	24	-5	-20.8%
Interstate Hotels & Resorts	18	0	18	—
Travelers Insurance	18	23	-5	-21.7%
HMSHost	16	8	8	100.0%
Hersha Hospitality	15	4	11	275.0%
CIM Group	13	0	13	—
Thunder Valley Casino	13	23	-10	-43.5%
Avis Budget Group	11	3	8	266.7%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 22, 2015.

¹¹ Totals do not include employers with anonymous job advertisements.

^{**} This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Instructional Programs for the Top Hospitality and Tourism Cluster Occupations

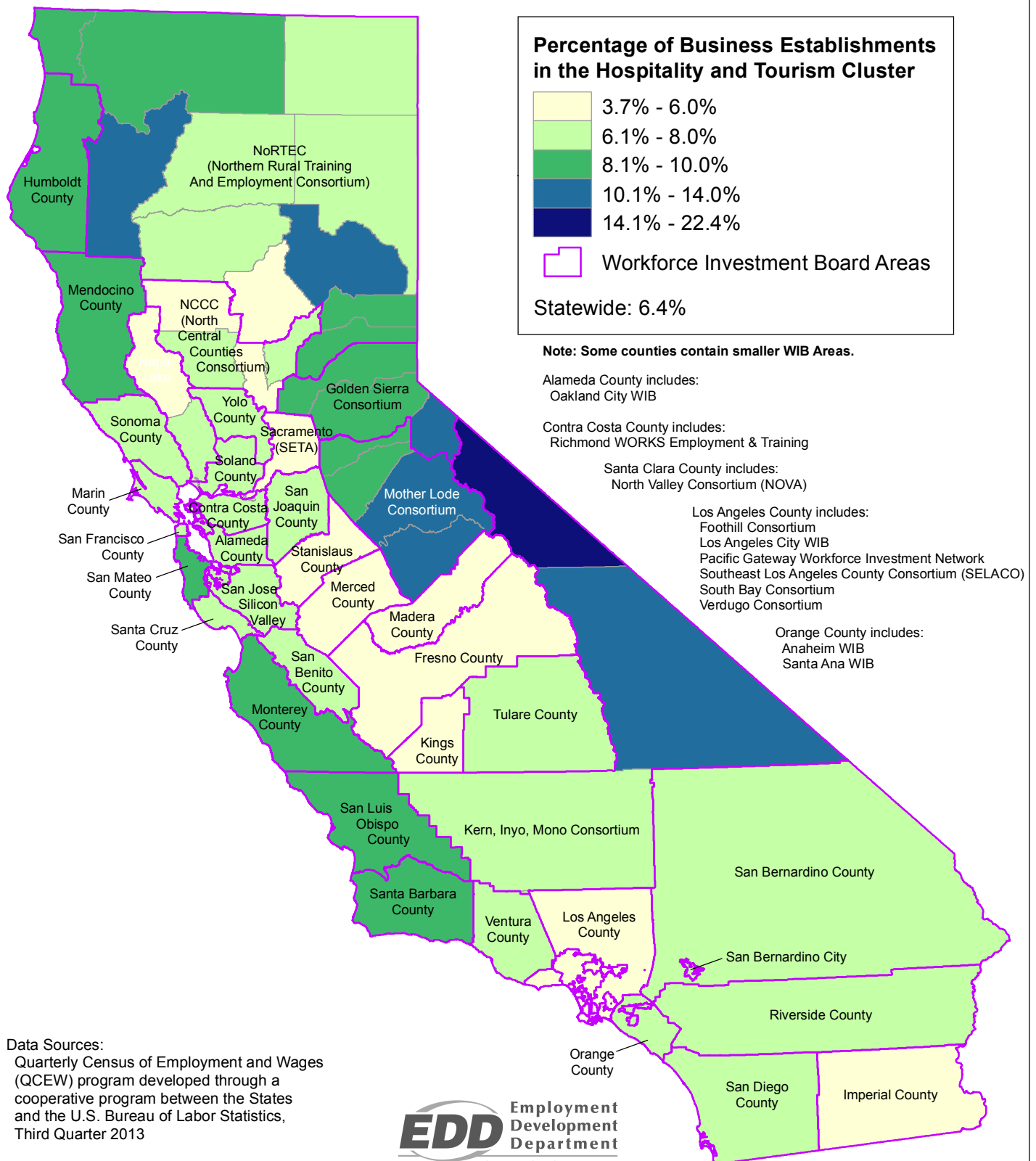
The table below provides examples of instructional programs related to some of the top occupations in the Hospitality and Tourism cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	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		
Web Developers	11.0201	Computer Programming/Programmer, General	061430	Website Design and Development
	11.0801	Web Page, Digital/Multimedia and Information Resources Design	070700	Computer Software Development
	11.1004	Web/Multimedia Management and Webmaster	070900	World Wide Web Administration
Hairdressers, Hairstylists, and Cosmetologists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0406	Make-Up Artist/Specialist		
	12.0407	Hair Styling/Stylist and Hair Design		
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
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	12.0504	Restaurant, Culinary, and Catering Management/Manager	130620	Dietetic Services and Management
	12.0507	Food Service, Waiter/Waitress, and Dining Room Management/Manager	130630	Culinary Arts
	19.0505	Foodservice Systems Administration/Management	130710	Restaurant and Food Services and Management

Source: U.S. Department of Education [Integrated Postsecondary Education Data System \(IPEDS\)](http://www.nces.ed.gov/ipeds) at www.nces.ed.gov; [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

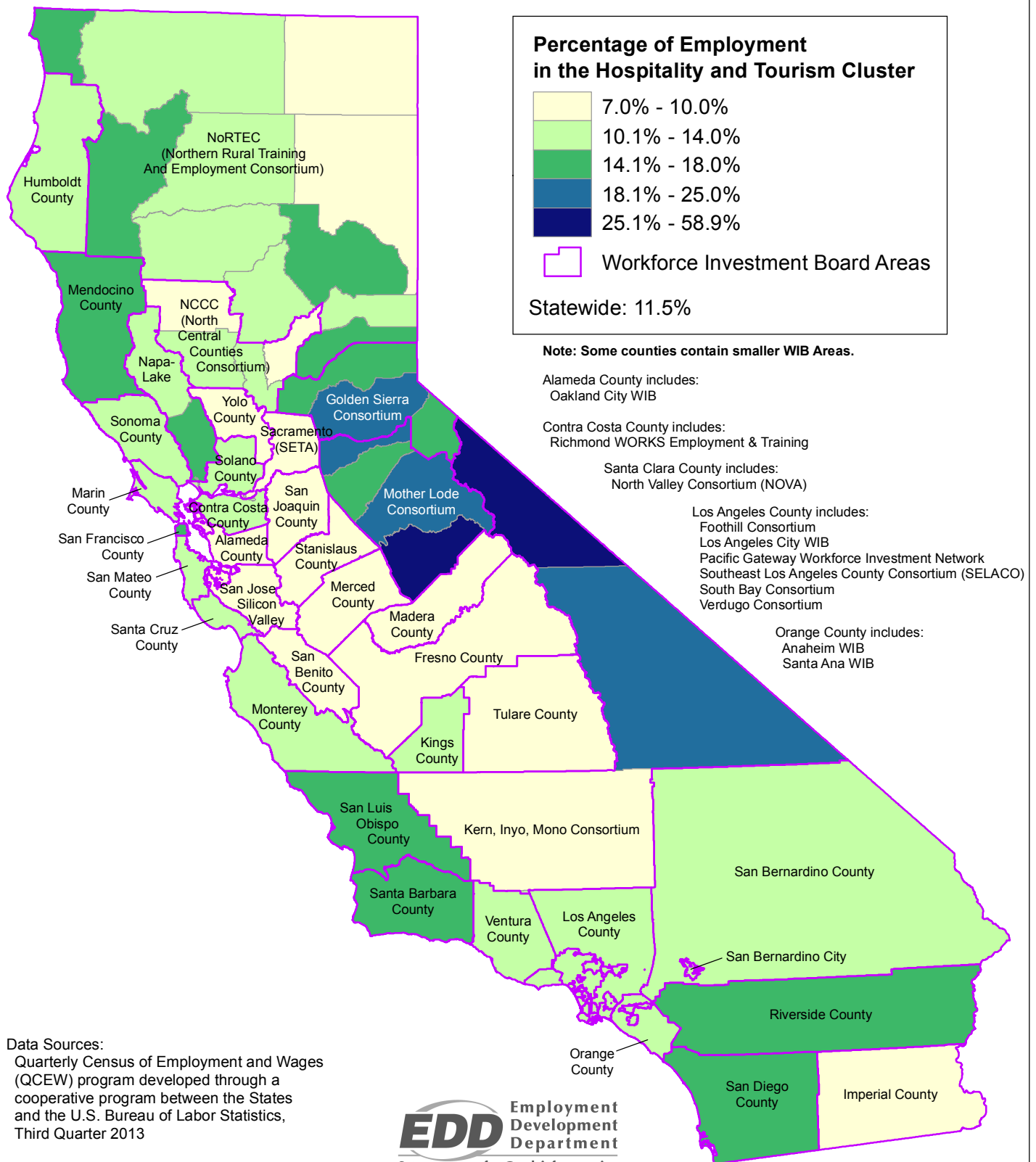
EDD Employment Development Department
State of California

LaborMarketInfo

File T036

California Hospitality and Tourism Cluster

Percentage of Total County Employment, 2013



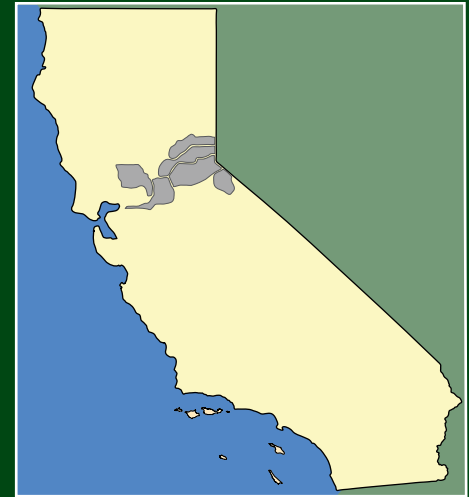
Data Sources:
Quarterly Census of Employment and Wages (QCEW) program developed through a cooperative program between the States and the U.S. Bureau of Labor Statistics, Third Quarter 2013

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EDD Employment Development Department
State of California

LaborMarketInfo

File T036



Occupational Analysis: Retail Cluster

Sacramento Economic Sub-Market

Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties

May 2015

What is the Retail Cluster?

The Retail cluster is composed of 19 industries involved in the sales of goods both familiar and esoteric, everything from groceries and automobiles to musical instruments and surfboards. The workers employed within this cluster span all skill levels and share skills and work activities both within the cluster and in many other industry clusters, suggesting the potential for skills transference and upward mobility with additional training.

Top 10 Occupations in the Retail Cluster

The graph below identifies the top 10 occupations in the Retail cluster, based on the Sacramento Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent more than three-quarters of the 42,595 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, and speaking.¹²



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.

¹² U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

¹³ 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.

¹⁴ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Top 10 Occupations and Recent Job Demand in the Retail Cluster

The table below further profiles the Sacramento 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 ¹⁵ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ¹⁶	HWOL Job Ads ¹⁷ (120 days)
Retail Salespersons	11,881	\$11.62	\$24,153	Less than high school	1,443
Cashiers	9,639	\$10.53	\$21,909	Less than high school	439
Stock Clerks and Order Fillers	3,438	\$12.30	\$25,578	Less than high school	456
First-Line Supervisors of Retail Sales Workers	2,918	\$18.21	\$37,879	High school diploma or equivalent	1,245
Combined Food Preparation and Serving Workers, Including Fast Food	1,239	\$9.37	\$19,497	Less than high school	654
Laborers and Freight, Stock, and Material Movers, Hand	1,199	\$12.32	\$25,618	Less than high school	439
Automotive Service Technicians and Mechanics	880	\$22.60	\$47,007	High school diploma or equivalent	567
General and Operations Managers	550	\$45.98	\$95,655	Bachelor's degree	465
Parts Salespersons	549	\$15.86	\$32,978	Less than high school	63
Tire Repairers and Changers	514	\$13.39	\$27,837	High school diploma or equivalent	36

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 April 22, 2015.

¹⁵ Total job openings are the sum of new jobs and replacement job openings.

¹⁶ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

¹⁷ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Top Occupations for the Retail Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Retail cluster. The table includes the Sacramento 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 ¹⁸ (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	550	\$45.98	\$95,655	465
Pharmacists	289	\$66.34	\$137,996	208
Sales Managers	284	\$50.47	\$104,983	616
Cost Estimators	59	\$31.76	\$66,068	109
Loan Officers	58	\$29.71	\$61,800	573
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Heavy and Tractor-Trailer Truck Drivers	85	\$19.02	\$39,570	1,853
Computer, Automated Teller, and Office Machine Repairers	45	\$19.33	\$40,207	9
Hairdressers, Hairstylists, and Cosmetologists	43	\$11.58	\$24,077	286
First-Line Supervisors of Production and Operating Workers	28	\$28.02	\$58,277	417
Computer User Support Specialists	16	\$26.50	\$55,118	1,190
Requires a High School Diploma or Equivalent or Less				
Retail Salespersons	11,881	\$11.62	\$24,153	1,443
Cashiers	9,639	\$10.53	\$21,909	439
Stock Clerks and Order Fillers	3,438	\$12.30	\$25,578	456
First-Line Supervisors of Retail Sales Workers	2,918	\$18.21	\$37,879	1,245
Combined Food Preparation and Serving Workers, Including Fast Food	1,239	\$9.37	\$19,497	654

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 April 22, 2015.

¹⁸ Total job openings are the sum of new jobs and replacement job openings.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Skill Requirements in the Retail Cluster

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

Occupations	Skills																			
	Active Learning	Active Listening	Complex Problem Solving	Coordination	Critical Thinking	Equipment Maintenance	Instructing	Judgment and Decision Making	Learning Strategies	Management of Financial Resources	Management of Personnel Resources	Mathematics	Monitoring	Negotiation	Operation and Control	Operation Monitoring	Persuasion	Reading Comprehension	Repairing	Science
Requires a Bachelor's Degree or Higher																				
General and Operations Managers	●	●	●	●	●					●		●					●			●
Pharmacists	●	●			●	●						●					●	●		●
Sales Managers				●	●		●			●		●				●			●	●
Cost Estimators	●	●	●		●					●		●	●				●			●
Loan Officers	●	●	●		●		●					●					●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Heavy and Tractor-Trailer Truck Drivers		●	●		●	●							●	●	●	●				●
Computer, Automated Teller, and Office Machine Repairers	●	●			●								●		●	●		●	●	●
Hairdressers, Hairstylists, and Cosmetologists	●	●			●	●	●						●				●		●	●
First-Line Supervisors of Production and Operating Workers		●		●	●					●			●				●		●	●
Computer User Support Specialists	●	●		●	●	●							●				●		●	●
Requires a High School Diploma or Equivalent or Less																				
Retail Salespersons		●			●								●	●			●	●	●	●
Cashiers		●		●	●								●				●		●	●
Stock Clerks and Order Fillers ¹⁹	●	●	●	●	●								●				●		●	●
First-Line Supervisors of Retail Sales Workers				●	●	●				●			●	●			●	●	●	●
Combined Food Preparation and Serving Workers, Including Fast Food		●		●	●	●	●	●									●	●	●	●

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

¹⁹ Skills represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Work Activities in the Retail Cluster

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

Occupations	Work Activities																																			
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Controlling Machines and Processes	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Estimating the Quantifiable Characteristics of Products, Events, or Information	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	Interacting With Computers	Making Decisions and Solving Problems	Monitor Processes, Materials, or Surroundings	Monitoring and Controlling Resources	Operating Vehicles, Mechanized Devices, or Equipment	Organizing, Planning, and Prioritizing Work	Performing for or Working Directly with the Public	Performing General Physical Activities	Processing Information	Provide Consultation and Advice to Others	Repairing and Maintaining Electronic Equipment	Repairing and Maintaining Mechanical Equipment	Resolving Conflicts and Negotiating with Others	Scheduling Work and Activities	Selling or Influencing Others	Thinking Creatively	Training and Teaching Others	Updating and Using Relevant Knowledge		
Requires a Bachelor's Degree or Higher																																				
General and Operations Managers				●	●		●		●									●		●		●								●	●		●			
Pharmacists	●	●							●		●					●			●			●	●		●											●
Sales Managers			●	●	●		●		●				●					●				●								●		●				
Cost Estimators	●				●			●		●		●						●				●			●	●										●
Loan Officers				●					●			●					●					●	●		●	●				●						●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																																				
Heavy and Tractor-Trailer Truck Drivers						●			●			●		●	●	●		●				●	●	●												
Computer, Automated Teller, and Office Machine Repairers					●				●						●		●					●						●	●					●		●
Hairdressers, Hairstylists, and Cosmetologists		●		●					●			●		●									●	●		●								●		●
First-Line Supervisors of Production and Operating Workers			●		●	●	●		●				●	●										●					●	●						
Computer User Support Specialists					●				●			●			●		●					●		●										●		●
Requires a High School Diploma or Equivalent or Less																																				
Retail Salespersons				●	●				●					●				●					●	●									●	●		●
Cashiers				●	●				●					●				●					●	●	●						●		●			
Stock Clerks and Order Fillers ²⁰					●	●			●					●	●							●	●	●											●	●
First-Line Supervisors of Retail Sales Workers			●		●				●			●		●				●				●	●							●	●					
Combined Food Preparation and Serving Workers, Including Fast Food			●		●		●		●			●		●	●								●							●					●	

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

²⁰ Work Activities represent Stock Clerks, Sales Floor, a specialty occupation of Stock Clerks and Order Fillers.

Related Occupations for the Retail Cluster

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

Retail Occupations	Related Occupations
Requires a Bachelor's Degree or Higher	
General and Operations Managers	<ul style="list-style-type: none"> Administrative Services Managers Logistics Managers First-Line Supervisors of Office and Administrative Support Workers
Pharmacists	<ul style="list-style-type: none"> Medical Scientists, Except Epidemiologists Health Specialties Teachers, Postsecondary Nursing Instructors and Teachers, Postsecondary
Sales Managers	<ul style="list-style-type: none"> Marketing Managers Public Relations and Fundraising Managers Human Resources Managers
Cost Estimators	<ul style="list-style-type: none"> Logistics Managers Logistics Analysts Market Research Analysts and Marketing Specialists
Loan Officers	<ul style="list-style-type: none"> Customs Brokers Insurance Sales Agents Brokerage Clerks
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Heavy and Tractor-Trailer Truck Drivers	<ul style="list-style-type: none"> Paving, Surfacing, and Tamping Equipment Operators Highway Maintenance Workers Excavating and Loading Machine and Dragline Operators
Computer, Automated Teller, and Office Machine Repairers	<ul style="list-style-type: none"> Computer User Support Specialists Audio and Video Equipment Technicians Electronic Home Entertainment Equipment Installers and Repairers
Hairdressers, Hairstylists, and Cosmetologists	<ul style="list-style-type: none"> Barbers Manicurists and Pedicurists Skincare Specialists
First-Line Supervisors of Production and Operating Workers	<ul style="list-style-type: none"> Industrial Production Managers Non-Destructive Testing Specialists First-Line Supervisors of Logging Workers
Computer User Support Specialists	<ul style="list-style-type: none"> Audio-Visual and Multimedia Collections Specialists Computer Operators Computer, Automated Teller, and Office Machine 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 Counter and Rental Clerks Hotel, Motel, and Resort Desk Clerks
Cashiers	<ul style="list-style-type: none"> Waiters and Waitresses Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop Counter and Rental Clerks
Stock Clerks and Order Fillers	<ul style="list-style-type: none"> Combined Food Preparation and Serving Workers, Including Fast Food Waiters and Waitresses Cashiers
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 Housekeeping and Janitorial Workers Retail Salespersons
Combined Food Preparation and Serving Workers, Including Fast Food	<ul style="list-style-type: none"> Cooks, Fast Food Counter Attendants, Cafeteria, Food Concession, and Coffee Shop Waiters and Waitresses

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 Sacramento Economic Sub-Market** employers in the Retail cluster who posted the most job advertisements during the 120-day period ending April 22, 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 ²¹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Macy's	226	122	104	85.2%
Safeway Companies	180	7	173	2,471.4%
Lowe's	148	112	36	32.1%
Home Depot	116	43	73	169.8%
Target Corporation	90	22	68	309.1%
Apple, Inc.	82	86	-4	-4.7%
Sears Holdings Corporation	77	267	-190	-71.2%
Whole Foods	72	78	-6	-7.7%
Nordstrom	61	80	-19	-23.8%
CarMax	53	52	1	1.9%
Dollar Tree Stores, Inc.	51	20	31	155.0%
Rite Aid	49	29	20	69.0%
Staff Tech	49	16	33	206.3%
Staples	46	53	-7	-13.2%
The Hertz Corporation	42	41	1	2.4%
AutoZone, Inc.	38	0	38	—
Dignity Health	33	221	-188	-85.1%
Toys"R"Us	33	66	-33	-50.0%
Office Depot	29	11	18	163.6%
Renaissance Food Group LLC	29	7	22	314.3%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 22, 2015.

²¹ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Instructional Programs for the Top Retail Cluster Occupations

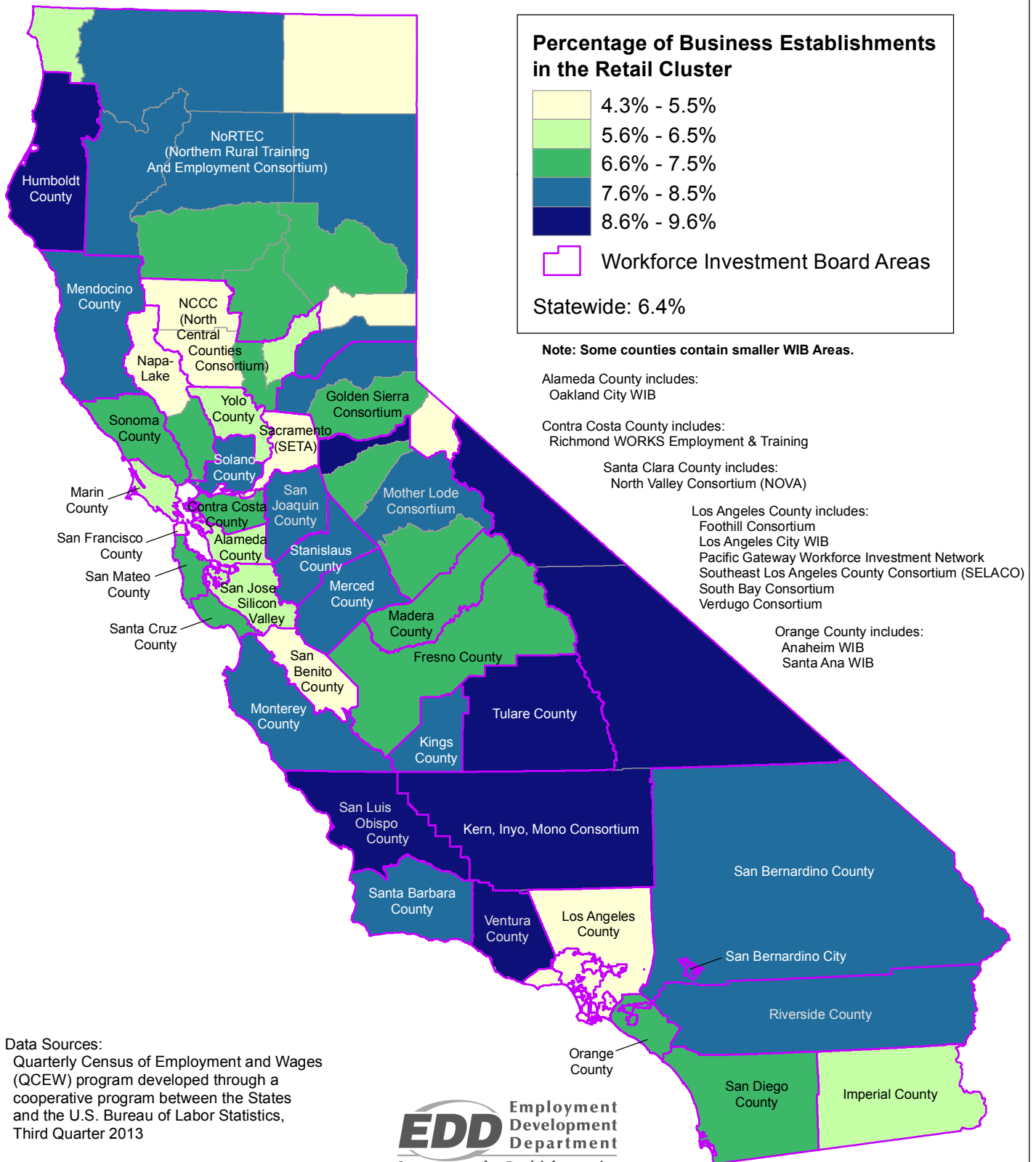
The table below provides examples of instructional programs related to some of the top occupations in the Retail cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the Retail cluster.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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Heavy and Tractor-Trailer Truck Drivers	49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	094750	Truck and Bus Driving
Computer, Automated Teller, and Office Machine Repairers	47.0102 47.0104	Business Machine Repair Computer Installation and Repair Technology/Technician	093410	Computer Electronics
Hairdressers, Hairstylists, and Cosmetologists	12.0401	Cosmetology/Cosmetologist, General	300700	Cosmetology and Barbering
	12.0406	Make-Up Artist/Specialist		
	12.0407	Hair Styling/Stylist and Hair Design		
First-Line Supervisors of Production and Operating Workers	52.0205	Operations Management and Supervision	N/A	N/A
Computer User Support Specialists	01.0106	Agricultural Business Technology	070820	Computer Support
	11.1006	Computer Support Specialist		
	51.0709	Medical Office Computer Specialist/Assistant		
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
<http://www.labormarketinfo.edd.ca.gov>
July 2014

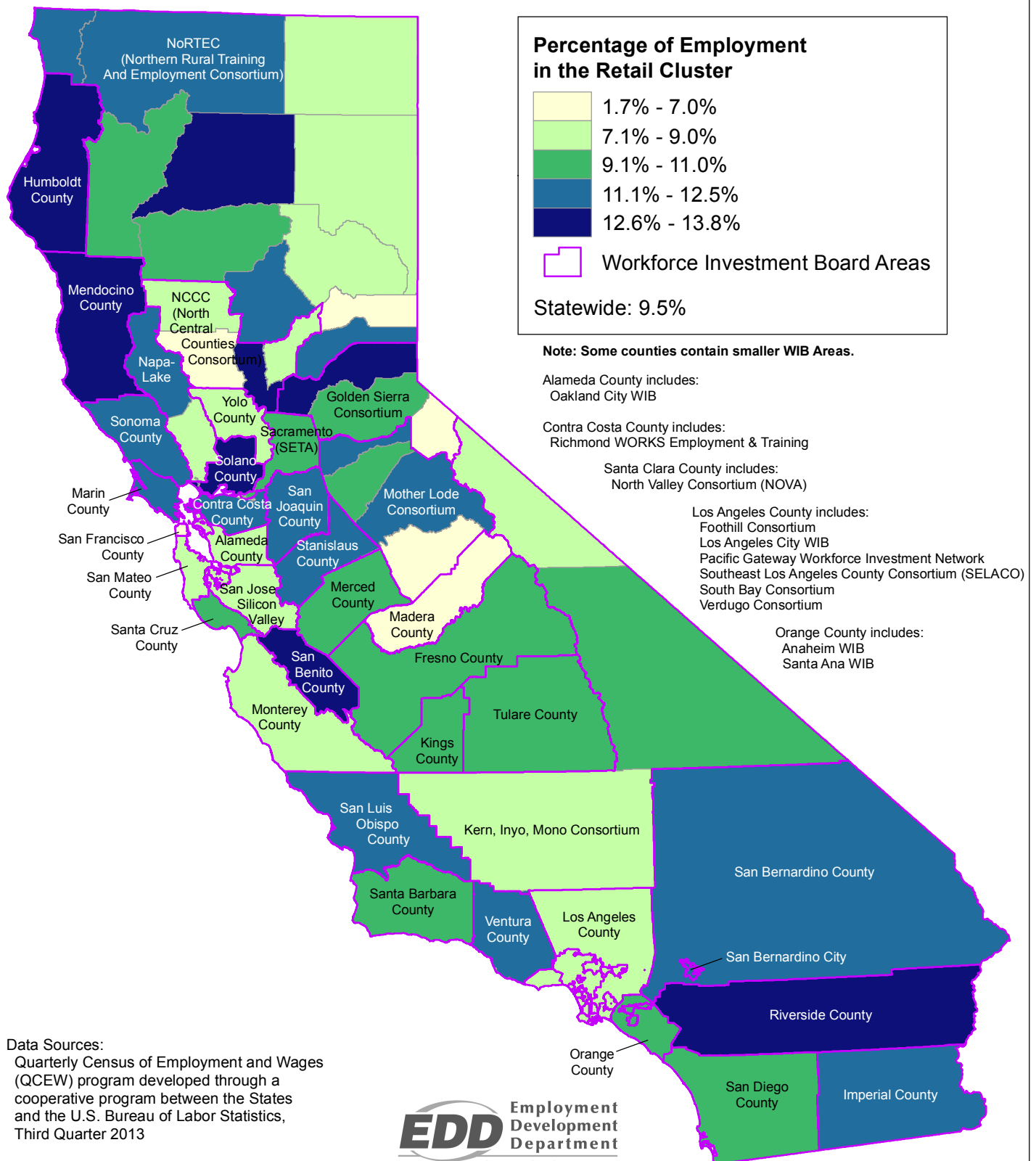
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California Retail Cluster

Percentage of Total County Employment, 2013



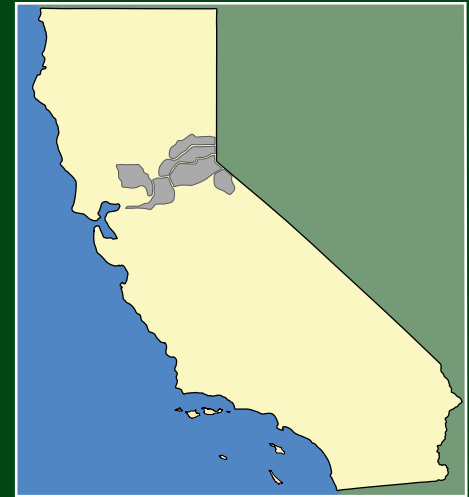
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Occupational Analysis: Health Care Services Cluster

Sacramento Economic Sub-Market

Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties

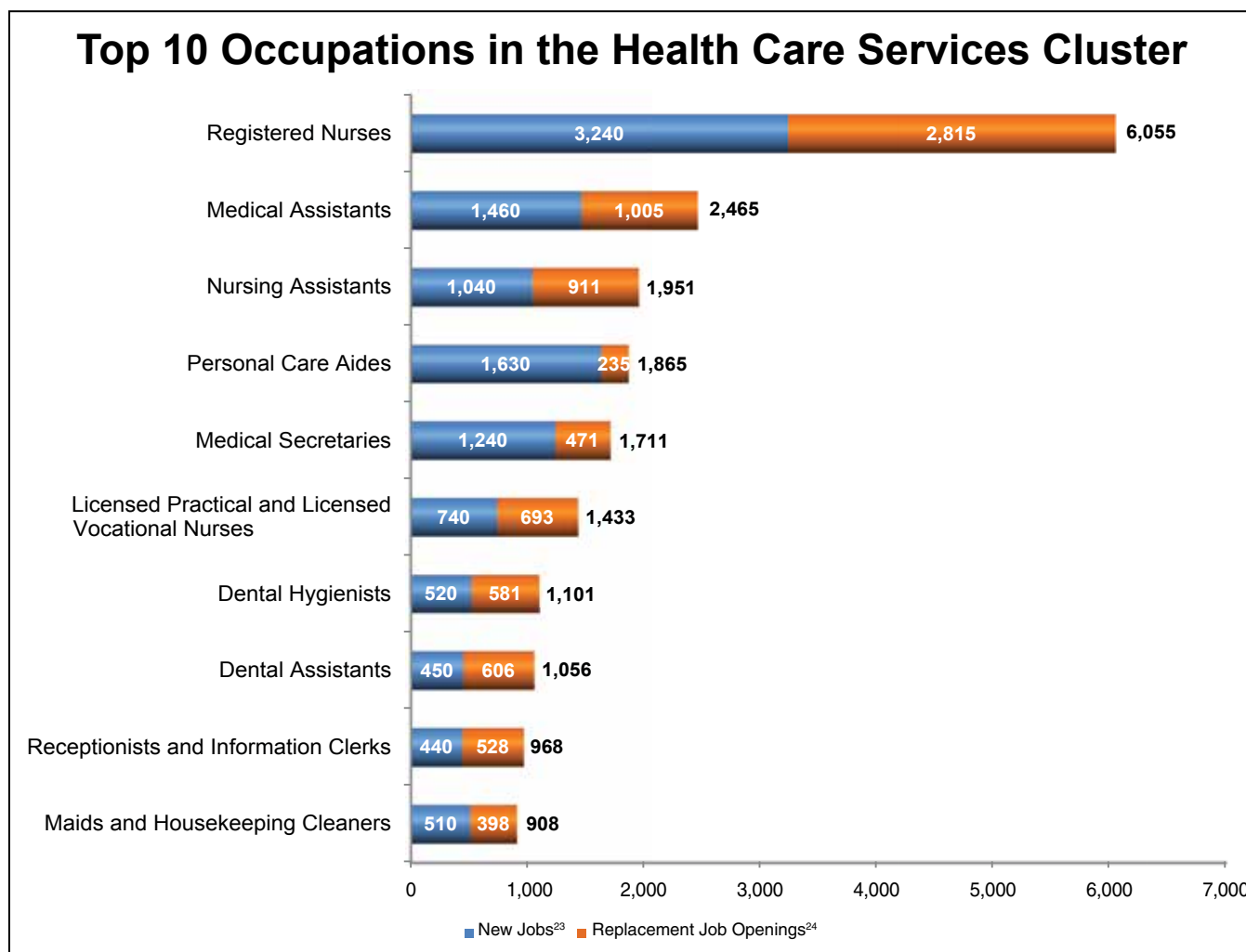
May 2015

What is the Health Care Services Cluster?

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

Top 10 Occupations in the Health Care Services Cluster

The graph below identifies the top 10 occupations in the Health Care Services cluster, based on the Sacramento Economic Sub-Market's** new job growth plus replacement openings. In sum, these 10 occupations represent almost half of the 39,632 total job openings projected in this cluster between 2012 and 2022. Moreover, many share the same required skills such as active listening, critical thinking, reading comprehension, and service orientation.²²



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.

²² U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

²³ 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.

²⁴ Replacement job openings estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

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

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

Occupations	Total Job Openings ²⁵ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	Entry Level Education ²⁶	HWOL Job Ads ²⁷ (120 days)
Registered Nurses	6,055	\$53.00	\$110,243	Associate's degree	3,686
Medical Assistants	2,465	\$17.16	\$35,688	Postsecondary non-degree award	504
Nursing Assistants	1,951	\$14.64	\$30,434	Postsecondary non-degree award	220
Personal Care Aides	1,865	\$10.78	\$22,415	Less than high school	789
Medical Secretaries	1,711	\$17.89	\$37,205	High school diploma or equivalent	769
Licensed Practical and Licensed Vocational Nurses	1,433	\$27.97	\$58,170	Postsecondary non-degree award	463
Dental Hygienists	1,101	\$48.75	\$101,401	Associate's degree	85
Dental Assistants	1,056	\$19.36	\$40,256	Postsecondary non-degree award	513
Receptionists and Information Clerks	968	\$13.63	\$28,343	High school diploma or equivalent	452
Maids and Housekeeping Cleaners	908	\$10.59	\$22,036	Less than high school	578

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 April 22, 2015.

²⁵ Total job openings are the sum of new jobs and replacement job openings.

²⁶ U.S. Department of Labor, Bureau of Labor Statistics (BLS) 2012 education levels.

²⁷ Totals represent job advertisements from employers in all industries. One job opening may be represented in more than one job advertisement.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Top Occupations for the Health Care Services Cluster by Education Level

The table below identifies the occupations with the most total job openings, categorized by Bureau of Labor Statistics (BLS) 2012 entry-level education requirements, within the Health Care Services cluster. The table includes the Sacramento 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 ²⁸ (2012-2022)	Median Hourly Wage (2014)	Median Annual Wage (2014)	HWOL Job Ads (120 days)
Requires a Bachelor's Degree or Higher				
Medical and Health Services Managers	683	\$60.53	\$125,890	1,037
Physical Therapists	382	\$47.04	\$97,853	391
Physician Assistants	366	\$52.43	\$109,051	213
Nurse Practitioners	320	\$52.56	\$109,340	72
General and Operations Managers	313	\$45.98	\$95,655	465
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree				
Registered Nurses	6,055	\$53.00	\$110,243	3,686
Medical Assistants	2,465	\$17.16	\$35,688	504
Nursing Assistants	1,951	\$14.64	\$30,434	220
Licensed Practical and Licensed Vocational Nurses	1,433	\$27.97	\$58,170	463
Dental Hygienists	1,101	\$48.75	\$101,401	85
Requires a High School Diploma or Equivalent or Less				
Personal Care Aides	1,865	\$10.78	\$22,415	789
Medical Secretaries	1,711	\$17.89	\$37,205	769
Receptionists and Information Clerks	968	\$13.63	\$28,343	452
Maids and Housekeeping Cleaners	908	\$10.59	\$22,036	578
Home Health Aides	748	\$11.25	\$23,398	289

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 April 22, 2015.

²⁸ Total job openings are the sum of new jobs and replacement job openings.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Skill Requirements in the Health Care Services Cluster

The table below lists the 10 top skills required for top occupations in the Health Care Services cluster, categorized by entry-level education requirements. The most commonly shared skills are active listening, critical thinking, reading comprehension, and social perceptiveness. 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															
Medical and Health Services Managers		●		●	●		●			●	●	●		●	●
Physical Therapists		●		●	●		●			●		●		●	●
Physician Assistants	●	●		●	●					●		●		●	●
Nurse Practitioners	●	●			●	●	●			●		●	●		●
General and Operations Managers	●	●		●	●				●	●		●		●	●
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree															
Registered Nurses	●	●		●	●			●		●		●		●	●
Medical Assistants	●	●		●	●					●		●		●	●
Nursing Assistants	●	●		●	●					●		●		●	●
Licensed Practical and Licensed Vocational Nurses		●		●	●					●		●		●	●
Dental Hygienists	●	●			●			●		●		●		●	●
Requires a High School Diploma or Equivalent or Less															
Personal Care Aides	●	●		●	●					●		●		●	●
Medical Secretaries		●		●	●					●		●		●	●
Receptionists and Information Clerks		●	●	●	●							●		●	●
Maids and Housekeeping Cleaners		●		●	●	●				●		●		●	●
Home Health Aides	●	●		●	●			●		●		●		●	●

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; identifying objects, actions, and events; assisting and caring for others; and organizing, planning, and prioritizing work.

Occupations	Work Activities																			
	Analyzing Data or Information	Assisting and Caring for Others	Coaching and Developing Others	Communicating with Persons Outside Organization	Communicating with Supervisors, Peers, or Subordinates	Coordinating the Work and Activities of Others	Documenting/Recording Information	Establishing and Maintaining Interpersonal Relationships	Evaluating Information to Determine Compliance with Standards	Getting Information	Guiding, Directing, and Motivating Subordinates	Handling and Moving Objects	Identifying Objects, Actions, and Events	Inspecting Equipment, Structures, or Material	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																				
Medical and Health Services Managers			•		•	•		•			•				•		•	•		
Physical Therapists		•					•	•				•	•		•	•			•	
Physician Assistants	•	•						•	•				•		•	•			•	
Nurse Practitioners		•					•	•		•			•		•	•		•		
General and Operations Managers				•	•	•		•							•		•	•	•	
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree																				
Registered Nurses		•			•			•	•				•		•	•		•		
Medical Assistants		•			•		•	•	•				•		•	•		•		
Nursing Assistants		•			•			•				•	•		•	•		•		
Licensed Practical and Licensed Vocational Nurses		•			•		•	•				•	•		•	•				•
Dental Hygienists		•					•	•	•			•	•			•	•			•
Requires a High School Diploma or Equivalent or Less																				
Personal Care Aides		•			•		•	•				•	•		•	•		•		
Medical Secretaries		•		•	•			•		•			•		•			•		•
Receptionists and Information Clerks		•					•	•	•				•			•		•		•
Maids and Housekeeping Cleaners					•			•	•		•	•	•				•	•		•
Home Health Aides		•			•		•	•				•	•			•	•			•

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	
Medical and Health Services Managers	<ul style="list-style-type: none"> • Chief Executives • Education Administrators, Elementary and Secondary School • Social and Community Service Managers
Physical Therapists	<ul style="list-style-type: none"> • Health Specialties Teachers, Postsecondary • Nursing Instructors and Teachers, Postsecondary • Occupational Therapists
Physician Assistants	<ul style="list-style-type: none"> • Clinical Nurse Specialists • Nurse Midwives • Nurse Practitioners
Nurse Practitioners	<ul style="list-style-type: none"> • Nursing Instructors and Teachers, Postsecondary • Clinical Nurse Specialists • Nurse Midwives
General and Operations Managers	<ul style="list-style-type: none"> • Administrative Services Managers • Logistics Managers • First-Line Supervisors of Office and Administrative Support Workers
Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree	
Registered Nurses	<ul style="list-style-type: none"> • Respiratory Therapists • Cardiovascular Technologists and Technicians • Licensed Practical and Licensed Vocational Nurses
Medical Assistants	<ul style="list-style-type: none"> • Pharmacy Technicians • Occupational Therapy Assistants • Physical Therapist Assistants
Nursing Assistants	<ul style="list-style-type: none"> • N/A
Licensed Practical and Licensed Vocational Nurses	<ul style="list-style-type: none"> • Acute Care Nurses • Psychiatric Technicians • Respiratory Therapy Technicians
Dental Hygienists	<ul style="list-style-type: none"> • Radiologic Technicians • Dental Assistants • Medical Assistants
Requires a High School Diploma or Equivalent or Less	
Personal Care Aides	<ul style="list-style-type: none"> • Home Health Aides • Physical Therapist Aides • Childcare Workers
Medical Secretaries	<ul style="list-style-type: none"> • Medical Records and Health Information Technicians • License Clerks • Receptionists and Information Clerks
Receptionists and Information Clerks	<ul style="list-style-type: none"> • Medical Records and Health Information Technicians • License Clerks • Office Clerks, General
Maids and Housekeeping Cleaners	<ul style="list-style-type: none"> • Food Preparation Workers • Dining Room and Cafeteria Attendants and Bartender Helpers • Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Home Health Aides	<ul style="list-style-type: none"> • Occupational Therapy Aides • Physical Therapist Aides • Personal Care Aides

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 Sacramento Economic Sub-Market** employers in the Health Care Services cluster who posted the most job advertisements during the 120-day period ending April 22, 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 ²⁹ (120-day period)	Prior Year Job Advertisements (120-day period)	Numerical Change	Year-Over Percent Change (HWOL Job Advertisements)
Sutter Health	1,022	1,385	-363	-26.2%
Kaiser Permanente	882	326	556	170.6%
Dignity Health	500	1,164	-664	-57.0%
Woodland Healthcare	200	17	183	1,076.5%
Brookdale Senior Living	104	0	104	—
Marshall Medical Center	82	89	-7	-7.9%
American Mobile Healthcare	79	64	15	23.4%
Sierra Nevada Corporation	78	30	48	160.0%
Vitas Healthcare	71	16	55	343.8%
Mercy San Juan Medical Center	62	95	-33	-34.7%
Onward Healthcare	51	19	32	168.4%
Quest Diagnostics	48	121	-73	-60.3%
DaVita, Inc.	48	59	-11	-18.6%
Shriners Hospital for Children	39	14	25	178.6%
Western Dental	35	9	26	288.9%
Atria Senior Living	33	2	31	1,550.0%
Methodist Hospitals, Inc.	32	103	-71	-68.9%
Mercy General Hospital	31	72	-41	-56.9%
River Oak Center for Children	27	24	3	12.5%
Mercy Medical Group	27	18	9	50.0%

Source: The Conference Board Help Wanted OnLine™ (HWOL) Data Series: Period ending April 22, 2015.

²⁹ Totals do not include employers with anonymous job advertisements.

** This Economic Sub-Market includes Alpine, El Dorado, Nevada, Placer, Sacramento, and Yolo Counties.

Instructional Programs for the Health Care Services Cluster Occupations

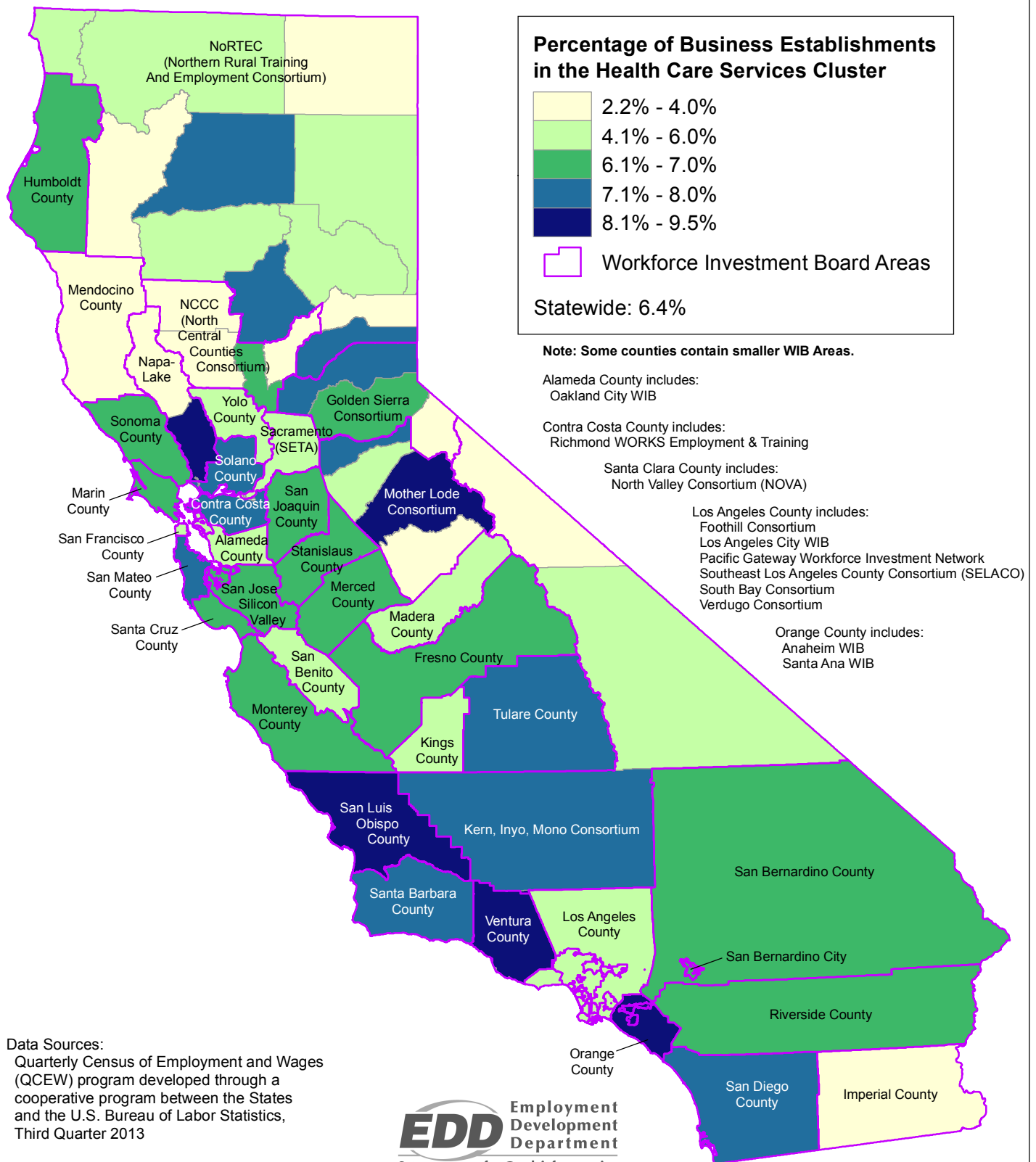
The table below provides examples of instructional programs related to some of the top occupations in the Health Care Services cluster, particularly those that require less than a bachelor's degree. These programs train individuals for occupations throughout many industries and are not limited to the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

Occupations	Classification of Instructional Program (CIP)		Taxonomy of Programs (TOP)	
	CIP Code	CIP Title	TOP Code	TOP Title
Registered Nurses	51.3801	Registered Nursing/Registered Nurse	123000	Nursing
	51.3802	Nursing Administration	123010	Registered Nursing
	51.3808	Nursing Science		
Medical Assistants	51.0710	Medical Office Assistant/Specialist	120800	Medical Assisting
	51.0712	Medical Reception/Receptionist	120810	Clinical 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		
Licensed Practical and Licensed Vocational Nurses	51.3901	Licensed Practical/Vocational Nurse Training	123020	Licensed Vocational Nursing
	51.3999	Practical Nursing, Vocational Nursing and Nursing Assistants, Other		
Dental Hygienists	51.0602	Dental Hygiene/Hygienist	124020	Dental Hygienist
Personal Care Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide
Medical Secretaries	51.0710	Medical Office Assistant/Specialist	051420	Medical Office Technology
	51.0714	Medical Insurance Specialist/Medical Biller		
	51.0716	Medical Administrative/Executive Assistant and Medical Secretary		
Receptionists and Information Clerks	52.0406	Receptionist	N/A	N/A
Home Health Aides	51.2602	Home Health Aide/Home Attendant	123080	Home Health Aide

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 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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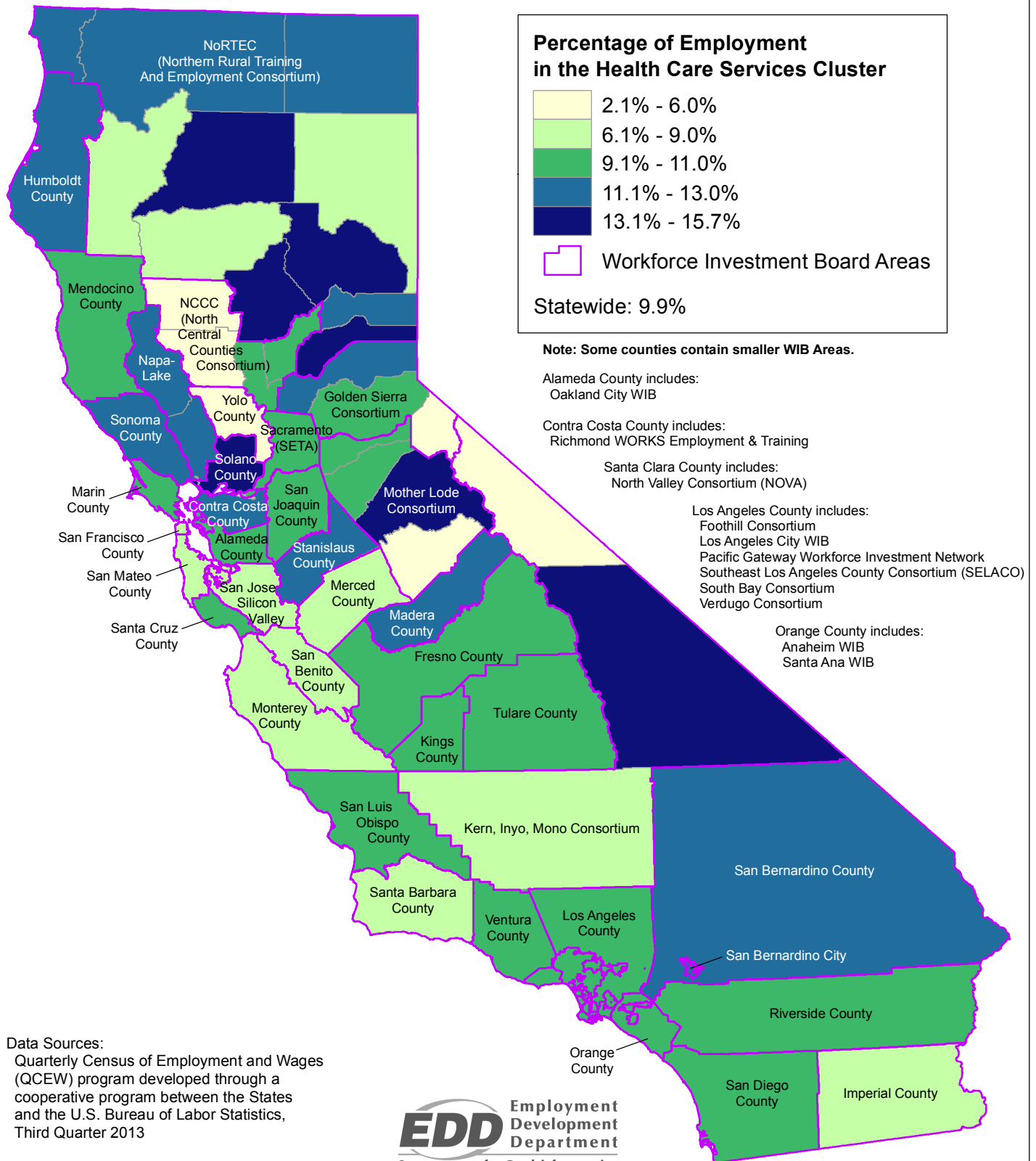
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California Health Care Services Cluster

Percentage of Total County Employment, 2013



Data Sources:
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